

ABSTRACT

Increasing public awareness of environmental issues has encouraged companies to implement green marketing strategies. However, companies that implement green marketing strategies sometimes either consciously or unknowingly carry out greenwashing. PT. Eigerindo MPI is a company that is committed to environmental preservation. One way to evaluate whether green marketing activities have been successful and avoid unconscious greenwashing is to analyze Green Brand Equity.

The aim of this research is to analyze the effect of Green Brand Equity (GBE) on Green Word of Mouth with the mediating variables Green Brand Attachment, Green Brand Attitude, and Green Self-Brand Connection. This research is quantitative research, using the SEM method. The sampling technique is purposive sampling technique with a sample size of 385. Respondents in this study were 385 users of EIGER products in the city of Bandung.

According to the findings of this study, Green Brand Equity has a positive impact on Green Brand Attitude, Green Brand Attachment, and Green Self Brand Connection. Green Brand Equity, on the other hand, has no positive impact on Green Word Of Mouth. Green Self-Brand Connection has no positive effect on Green Word of Mouth. Green Brand Attitude and Green Brand Attachment, on the other hand, have a positive impact on Green Word Of Mouth. Green Brand Attachment and Green Brand Attitude are complementary (partial mediation) of Green Brand Equity and Green Word of Mouth. Green Self Brand Connection, on the other hand, does not act as a mediator between Green Brand Equity and Green Word Of Mouth.

Future research could include purchase decision variables to assess the impact of Green Brand Equity and Green Word of Mouth on consumer purchasing decisions for environmentally friendly products. EIGER management can provide premium prices, increase the limit of environmentally friendly products, and create barriers to competitors' entry to increase Green Brand Equity.

To boost Green Brand Attachment EIGER must conduct promotions that demonstrate that it is an environmentally friendly brand while avoiding Greenwashing. EIGER can make promotions in eco-friendly events (bazaars/events) to establish closeness with consumers in order to increase the Green Self Brand Connection. Management can evaluate environmentally friendly products to find out negative effects on products as a form of consumer concern to increase Green Brand Attitude. To improve Green Word of Mouth, management can conduct market research, particularly in consumer social media networks, to learn about consumer opinions on EIGER.

Keywords: Green Brand Attachment, Green Brand Equity, Green Brand Attitude, Green Self-Brand Connection, and Green Word Of Mouth.