

The Role of Green Marketing in Promoting Brand Equity: Influences of Green Brand Image and Green Brand Trust

Mehrab Nazir^{1st}, Roshana Gul^{2nd}, M Mohsin Ali Khan^{3rd}, Usama Saeed^{4th} & Muhammad Sibte Ali^{5th}

^{1st} School of Economics and Management Jiangsu University of Science and Technology, Zhenjiang China

^{2nd} PhD scholar Marketing Institute of Business Management and Administrative Sciences (IBMAS) Bahawalpur

^{3rd} PhD Scholar Times Institute, Multan, Pakistan

^{4th} MS scholar NUML Multan, Pakistan

^{5th} School of Business, Zhengzhou University, Zhengzhou, 450001, Henan Province China.

* Corresponding author: ali4bzu@gmail.com

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Abstract: This research examines the influence of green marketing on brand equity mediated by green brand trust and image. Six original concepts green internal process, green corporate social responsibility, green product development, green image, green trust, and green equity – were analyzed, and their relationships were deliberated. This research comprised primary data collected from 300 respondents from Punjab, Pakistan. The proposed hypotheses were tested using structural equation modeling (SPSS-AMOS). Main outcomes indicate that enhancing green marketing, green image, and green trust can help build brand equity. Furthermore, results showed that green internal processes and green social corporate responsibility do not directly influence brand equity. In contrast, green internal development products have direct and positive influence on brand equity. Further, green marketing (i.e., green internal process, green CSR, and green development product) indirectly positively impacts brand equity through green brand image and green brand trust. This study offers valuable implications for brands on how consumers perceive green marketing and the changes in intention of a consumer to buy from such a brand. The results of this study highlight that green marketing can help brands achieve and maintain brand equity. This research is one of the newest studies exploring the antecedents of green marketing by using the stakeholder theory that investigates brand equity in the context of the young consumer in Pakistan. This study showed the significant positive influences of green CSR, green internal process and green product development on brand equity through the indirect effect of green image and trust. This study also builds on existing green consumer literature by empirically demonstrating the need to improve green marketing techniques, particularly in areas where people are severely impacted by global warming and climate change.

Keywords: Brand Equity; Green Corporate Social Responsibility; Green Internal Process; Green Product Development; Green Brand Image; Green Trust.

1. Introduction

The green movement is a growing trend that affects consumers' everyday activities. Terms like "green label", "green products", and others embody the ways by which marketing can "go green" (Shamsuddoha, 2004). The term "green marketing" (GM) emerged in the 1980s as the global community increased awareness about environmental hazards (Ha, M. 2020). Since then, the global public has progressively become more aware of ecological issues due to the appalling environmental pollution from manufacturing activities (Haden et al., 2009). Consequently, developed nations have accepted ecological protection as their first social priority. In the environmental era, companies have started to consider GM, through internal development process and corporate social responsibilities, as a mean to address the challenges we face. However, not all firms have the capability to adopt GM strategies. If the firm successfully adopts GM initiatives from a holistic standpoint, it should integrate such practices into all of its routine marketing activities (Chen & Chai, 2010). In this regard, pressure is being built by environmentalists on business concerns for the reduction of environmental pollution under goods and services output (Arseculeratne & Yazdanifard, 2014). GM has undergone many terminologies, such as eco-friendly marketing and environmental marketing (Arseculeratne & Yazdanifard, 2014). The GM efforts create and ease any interactions for fulfilling individual requirements, with limited adverse effects on the natural environment (Shamsuddoha, 2004).

Companies' GM approach with brand's equity and image concern as the second approach which improves environmental sustainability and enhances company's value (Alamsyah et al., 2018). GM is recognized as marketing operations linked to eco-products created by clean technology initiatives, efficient energy use plans, and waste management measures to enhance economic position (Bohdanowicz, 2006). GM intended to affect the understanding of the buyer for the item provided and direct buyers to purchase that item (C. H. Chang & Chen, 2013). Green Awareness is recognized as the GM activity that affects consumer involvement and, in particular, eco-friendly products and such companies implement a marketing strategy such as brand or product quality to boost the customer's brand image (Theotokis et al., 2012).

The application of GM asserts an alternative of improving the elusive brand value and acquiring a competitive advantage for the brand (Arseculeratne & Yazdanifard, 2014). When reviewed from this aspect, a potential explanation of green brand image is customer green awareness. The research concentrates on the association of customer green consciousness through green advertising and corporate green brand image based on the customer behavior trend for an environmentally friendly item (Green & Peloza, 2011). In the emergence of an ecologically friendly era, companies should discover opportunities to reinforce their brand equities. The green image creates an order to unite the consumer mind committed to the environment (Bigliardi et al., 2012).

The literature shows a considerable gap in green marketing and brand equity effectiveness. Most investigations also concentrated on environmental and the acquisition of green products or customer knowledge and predisposition towards green items. This article seeks to bridge the gap surrounding green

marketing, emphasizing green internal process, green social responsibility, green product creation, green image, and green trust in building green equity. Green internal process, green corporate social responsibility, and green product development are combined in green marketing to enhance green equity. It also gives information to consumers on product characteristics and environmental sustainability. The value of green labels is important in a developed country like Pakistan since they ultimately affect the decision-making of an environmentally aware consumer. The effectiveness of eco-labels, thereby prompting the consumer to respond to the consumption of green products, must thus be studied.

This research investigated how businesses could increase their intangible brand equities by undertaking GM. Creating an overpowering market brand is one of its primary objectives (Delgado-Ballester & Munuera-Alemán, 2005a). Tools linked to GM in research are green labeling, green branding, and green advertisements and play an essential role in creating a positive in customers' mindset (Rahbar & Wahid, 2011). In current times, GM has been a reliable driver for the development and sustainability of the right brand image (Banyte et al., 2010). Consumers are conscious about environmental care. They are becoming aware of the contributions of green marketing and the products they buy (Delgado-Ballester & Munuera-Alemán, 2005b; Rahbar & Wahid, 2011).

2. Theoretical underpinning

The stakeholder theory (Freeman, 1984) describes the multiple persons, groups, and organizations that influence and are influenced by a phenomenon's long-term viability. This has been used to describe many commercial and societal processes (Atif & review, 2019; Gauthier & Review, 2017); Atif, 2019). Zsolnai (2006) proposed for a broader approach to stakeholder engagement, urging stakeholders to be sustainable by supporting the "conservation and restoration of the natural world," to be pro-social by supporting the development of participants of society's capabilities, and to appreciate the future by facilitating the growth of "future generations' individuality." Firms' involvement as stakeholders in CSR (Fouda and Abessolo, 2019), green marketing (D'Souza et al., 2006), corporate ethics (Tsalikis et al., 2018), and brand equity (Sarkar and Sarkar, 2017) are all worth investigating. Companies have created solutions to society's problems, which may or may not be environmentally friendly. Firms can also help solve societal issues by participating in green CSR, internal and green development processes. Firms' ethical behavior has an impact on the society they are attempting to serve with their products. As a result, while companies strive for customer loyalty, society also expects them to conduct business responsibly, provide goods and services that do not harm the environment (green products), and act as environmentally responsible entities. As a result, businesses are viewed as partners or stakeholders in accomplishing these societal goals.

2.1 Components of Green Marketing and Brand Equity

GM is deliberated as one of the most significant developments in the modern business era (Akehurst et al., 2012; Carrigan et al., 2005). An escalation determined the demand for environmental products and sustainable industrial activities in the customers' awareness regarding environmental issues and by strict guidelines announced by national governments. On the other side, various GM groups and social media are carefully monitoring the companies' compliance with environmental laws and principles and increasing pressure and awareness in the commercial environment. Many professionals are not familiar with the actual meaning of GM, believing that it is just a process of promoting green products with their environmental

attributes such as eco-friendly, decomposable, and ozone-friendly, etc. The concept of GM is very broad and covers much more environmental aspects started from industrial goods and services to final consumer goods and services.

Green CSR recognizes the responsibility of enterprises to optimize their contributions' performance and reduces the means to a company's performance affect the company's performance adversely. Social responsibility is the consideration of social happiness of all stakeholders in environmental desolation. In the environmental marketing technique, useful, sustainable research and development played a significant role in enhancing green equity. This can help companies and manufacturers to move quickly into a green environment. Researchers try to promote the "end of tube engineering" where businesses are conscious of environmental issues by the manufacturing process, design and development of new product (Yan & Yazdanifard, 2014). Indeed, green CSR is a necessary and unique part of CSR. CSR is a mandatory conceptual and activity of a company towards various stakeholders that goes further than the company's interests (Wu et al., 2018). In such a way, businesses with better green CSR will contribute to creativity by enhancing the performance characteristics of their goods through their concern for the environment that can make their products special. Therefore, the green CSR program can become the engine of constructive creativity (Wu et al., 2018). The first hypothesis is then presented:

H1: Green CSR is positively associated with brand equity

Green internal processes include ecological principles throughout the company to incorporate a greater green corporate culture. It clarifies the need for transformed, greener messaging, which blends financial targets with conservation more wisely and corresponds to practices with standards and integrity-based company culture (Papadas et al., 2017). It is simply as vital for an corporation to promote its green principles to its staff as selling its message to customers whilst replacing and communicating environmental laws via divisions For conscious environmental organizations, upper management activities include: identifying and resolving critical ecological concerns, implementing sustainability policies and programs, increasing workers for environmental advancements, and committing corporate capital to green projects (Papadas et al., 2017). The second hypothesis is presented as follows.

H2: Green internal processes are positively associated with brand equity

Most textile firms have recognized the integration of environmental regulations such as the registration, evaluation, and limitation of chemicals into the green product design process, thus reducing the threats to an ecosystem while meeting consumers' expectations about green (Kim & Lee, 2015). Companies are focusing on improving the quality of their products by reducing the level of waste and making it less destructive for the environment. They are also considering improving recyclability and reusability (Yan & Yazdanifard, 2014). Most marketing companies use pollution-free green marketing to enhance awareness of products and environmental concerns to capture consumers' attention. Nevertheless, businesses will improve their brand eco-centered identity and push the attitude of customers towards the product. The companies created the profit significantly and created new access to global economies (Yan &

Yazdanifard, 2014). According to these contributions, this study presumed that green product development could help corporations to improve their brand equity. The third hypothesis is then presented as follows.

H3: Green product development is positively associated with brand equity

2.2 Mediating role of green brand image and green brand trust

Green brand image deals with consumers' green business awareness or environmentally connected brands (Chen & Chai, 2010). In research on industrial marketing, the green brand image is closely interlinked with the firm's reputation and superiority to environmental competitors. Brand equity is a set of promises with customers, values, and responsibilities of a green brand that commits with customers, with its qualities, brand labels, and brand image to keep environmental concerns in providing a green product or service to employees and customers (Tokman et al., 2011). While trust is based on three attributes: ability, kindness, and integrity. These attributes are an expectation held by customers on which the promise of businesses depends (Rotter, 1971; Schurr & Ozanne, 1985). Besides this, trust is a degree of confidence that a consumer expects from business firms (Hart & Saunders, 1997). Consumer trust builds by the long-term relationship with the firm. Previous studies argued that brand trust is a cause of brand equity. If customers have had a profitable trust experience, they will retain a higher level of purchase intention, which will increase brand equity (Schlosser et al., 2006). Due to current environmental trends, green trust significantly influences brand equity in an eco-friendly era (Chen & Chai, 2010). Brand equity has become an intangible asset of green firms and provides a hidden value to the brand. Green product development requires producing environmentally sustainable products. The recent trend is stimulating the market to embrace green research and development.

Green Corporate Social Responsibility (GCSR) demands that businesses take moral principles, loyalty to legal issues, concern for people, families, and the environment into account in their decision-making process (Nguyen & Nguyen, 2018). Social responsibility is the priority for social contentment to limit external and organizational behavior in destroying the environment. GCSR requirements are (1) moral standard protection, (2) protection of the situation, (3) commitment, and (4) social behavior patterns. Green Internal Processing (GIP) is regarded as part of GM (Nguyen & Nguyen, 2018). Eco-brand image means integrity and respect for the environment, the performance of environmental actions and trust in conservation protection. Green product development is a set of principles and commitments followed by the companies which claim to be green and offer services and products under their brand or logos to taking care of the environment for increasing brand image and trust of green products to enhance brand equity (Nguyen & Nguyen, 2018). Eco-brand image means integrity and respect for the environment, the performance of environmental actions, and trust in conservation protection. Green brand image and green brand trust promotes awareness and understanding among departments, employees, consumers, and societies. Therefore, green brand image and trust mediates the effect between GM components (GCSR, green internal process, and green development process) and the need to meet the green demand from consumers to enhance the business's brand equity (Chen et al., 2020).

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Expecting the judgments of literature, we hypothesize that:

H4: Green brand image mediates green corporate social responsibility and brand equity

H5: Green brand trust mediates green corporate social responsibility and brand equity

H6: Green brand image mediates green internal process and brand equity

H7: Green brand trust mediates green internal process and brand equity

H8: Green brand image mediates green product development and brand equity

H9: Green brand trust mediates green product development and brand equity

2.3 Green brand image, green brand trust, and brand equity

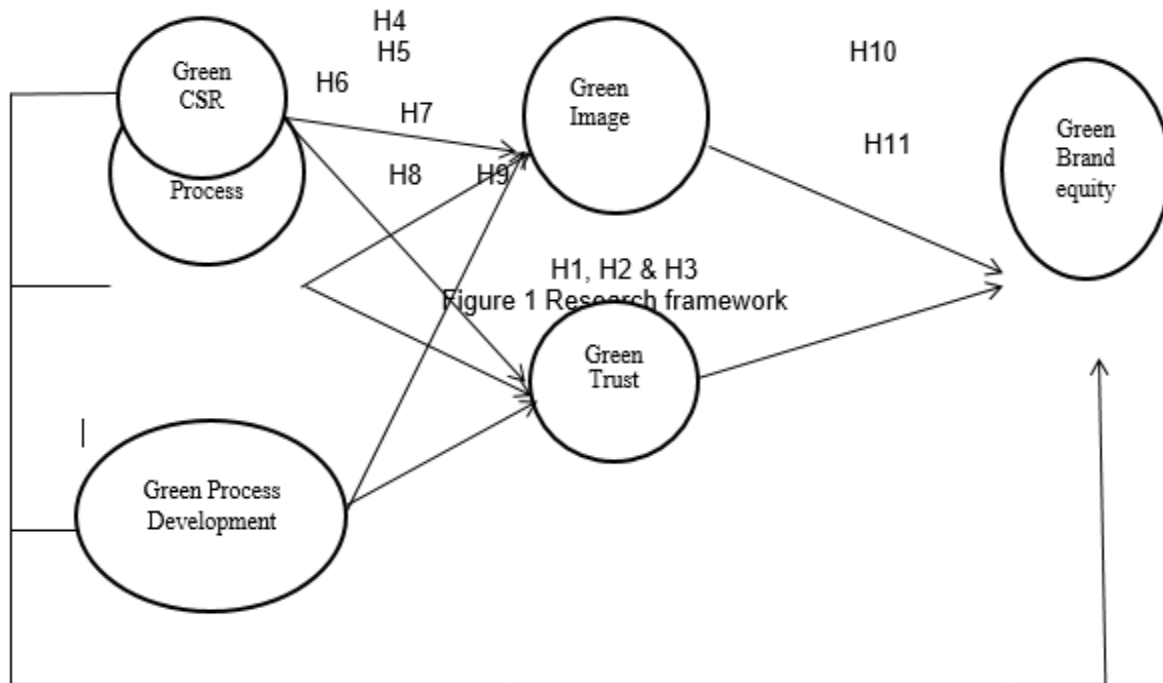
Companies' GM approach with company fairness and image issue as a secondary approach improves environmental sustainability, assuming it enhances the company's cost (Alamsyah et al., 2018). While customers have chosen to buy green products keeping environmental reasons as the primary leading cause, there are some business factors for involving customers with ecological matters in branding techniques (Dangelico & Vocalelli, 2017). GM is recognized as advertising operations linked to economic growth in easy science initiatives, environment-friendly power use plans, and waste management measures to decorate finances (Dangelico & Vocalelli, 2017). GM intended to affect the understanding of the buyer for the item provided and to direct the buyer to purchase that item (Chen & Chang, 2012). Trust applies to assumptions that one party offers towards the other and the campaign based on three leading causes: trust, right belief, and attitude. Trust is the degree of self-confidence that others will do as planned (Rizwanalam, 2013).

As per marketing, trust is often described in studies of Social Psychology, which believes that trust focused on the other party's reliability and goodwill (Chen et al., 2015). Reliability relates to the level of confidence in voice, words, and behavior. In contrast, goodwill refers to reservations about both parties' interests and well-being and promoting the highest common interest (Chen et al., 2015). Overall, looks affects customer behavioral intentions, and there is evidence that global trust has a beneficial impact on customer self-belief (Martínez, 2015). Trust is an essential element in fostering loyalty and a strong relationship between trust and customer loyalty to develop customer interest and provide companies to achieve customer satisfaction (Rizwanalam, 2013). Trust in a brand often affects the brand extension as well as the brand assessment phase (Horppu et al., 2008). Brand equity is "A set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand." (Aaker, 1991) Therefore, brand equity will build the differential impact of product recognition on a brand's advertising response to customers. Studies have suggested that enhancing the brand image improves brand equity (Chen et al., 2016). So, in this study of environmental concern, we hypothesize that:

H10: Green brand image is positively associated with brand equity

H11: Green brand trust is positively associated with brand equity

The Figure 1 illustrates the research framework used in this study.



H1, H2 & H3
Figure 1 Research framework

3. Methodology

3.1 Sample design and data collection

In this research, a survey questionnaire was used to collect data from Punjab, Pakistan. First, comprehensive literature about green product development, green CSR, green internal process, green brand image, and brand equity was studied to define this research originality. The survey questions were adapted from previous research (Nguyen & Nguyen, 2018). Further, original sentences were not revised from previous survey questions to maintain the original meanings to avoid any confusion on surveyed Pakistani. The first author started collecting data from January up to February 2020. From 400 distributed surveys, 320 were received with an 80% response rate. However, during the editing and coding, 20 responses were dropped, and the remaining 300 questionnaires were used for analyses. The demographic characteristics of the sample are given in Table 1 and discussed as follows. Most participants were men (n=210, 70%), with an age distribution between 20 to 30 years old (40%). In the case of educational background, mostly

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individuals reported earning a bachelor's degree (148, 49.3%). In total, 115 participants (38.3%) specified that their monthly income were between 20,000 to 30,000 rupees (convert to USD).

Table 1: Demographic Characteristics

Variable	Category	Frequency	Percentage
Gender	Male	210	70.0
	Female	90	30.0
Age (Years)	20-30	120	40.0
	31-40	80	26.7
	41-50	50	16.6
	51-60	35	11.7
	61-above	15	5.0
Qualification	Bachelors	148	49.3
	Masters	67	22.4
	Postgraduates	45	15.0
	Diplomas	29	9.7
	Others	11	3.6
Income	1-10000	26	8.7
	10000-20000	59	19.7
	20000-30000	115	38.3
	30000-40000	55	18.3
	40000-above	45	15.0

3.2 Measurement instruments

The approach used in this research is a quantitative approach that analyzes the customers' perceptions about GM and its effect on green brand image, green brand trust, and brand equity. The study assessed five variables that measure the brand equity of textile products and consumers' experiences. The questionnaire considered all research variables and a five-point Likert scale. The first construct is GM. According to the research of (Wu et al., 2018), GM is operationalized into three dimensions: green corporate social responsibility, green internal development process, and green product development. Based on current literature, ten items of GM were classified into these three dimensions, four items into the green brand image and four items into brand equity.

Moreover, this study also collected demographic data of textile consumers related to age, gender, education level, and income. Table 2 shows the detailed measurement items, including mean, standard deviation, factor loading, Cronbach's alpha, average variance extracted (AVE), and composite reliability (CR) for all research variables. The factor loading for individually construct items is reliable when the CR is more than 0.7 (Milman et al., 2017; Tasci & Milman, 2019). According to the outcomes shown in Table 2, CR of every construct is varying from 0.70 to 0.93, showing that all indicators are under the recommended

level. Furthermore, the values of the AVE confirm the constructs' validity with more than 0.5 (Kao & Hung, 2008; Kao & Lin, 2016). AVE values ranged from 0.54 up to 0.78, which indicates that the average explanatory power of the variables used in this study was satisfactory and it is appropriate for advanced analysis. The reliability analysis technique usually used to check the statistical relations among singular objects in the study. According to the results, all the constructed variables show a unidimensional and goodness fit model. In contrast, the values of each variable lie between 0.691 to 0.935, which indicates a good sign of internal consistency and reliability. The values of three variables exceeded the limit of 0.7 according to the standard of (Nunnally, 1994) while green corporate social responsibility is near to 0.7.

Table 2: Variables of exploratory factor analysis, descriptive statistics and confirmatory factor analysis

Indicator	Measurable Variables	Mean	Standard deviation	Standard Loading	CR	AVE	Cronbach's Alpha
Green CSR	GCSR1	4.130	0.977	0.681	0.70	0.54	0.691
	GCSR2	4.026	0.997	0.688			
	GCSR3	4.062	0.966	0.710			
Green internal process	GIP1	4.062	0.892	0.837	0.88	0.71	0.878
	GIP2	4.056	0.822	0.709			
	GIP3	4.006	0.939	0.731			
Green process development	GPD1	4.120	0.833	0.685	0.92	0.75	0.922
	GPD2	4.076	0.867	0.961			
	GPD3	4.016	0.919	0.681			
	GPD4	4.056	0.928	0.704			
Green brand image	GBM1	4.070	0.876	0.824	0.93	0.76	0.924
	GBM2	4.040	0.879	0.757			
	GBM3	4.076	0.864	0.876			
	GBM4	4.053	0.898	0.781			
Green brand trust	GBT1	4.963	0.954	0.794	0.93	0.78	0.935
	GBT2	4.960	0.952	0.840			
	GBT3	4.996	0.955	0.863			
	GBT4	4.016	0.979	0.850			
Green brand equity	GBE1	4.103	0.899	0.747	0.92	0.75	0.927
	GBE2	4.110	0.876	0.842			
	GBE3	4.043	0.918	0.757			
	GBE4	4.086	0.928	0.727			

4. Results and Discussions

4.1 Initial analyses of confirmatory factor analysis

The structural model of this study consists of one dependent, three independent variables, and one mediating variable. The structural analysis of the components was analyzed through confirmatory factor analysis (CFA) of the given hypotheses in the proposed model. Some indexes used to measure the overall

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goodness of fit model. These indexes contain root mean square error of approximation (RMSEA), goodness-of-fit (GFI), incremental fit measures including adjusted goodness-of-fit (AGFI), comparative fit (CFI), normed fit (NFI), parsimonious fit measures including parsimony normed fit (PNFI) and parsimony goodness-of-fit (PGFI). According to Table 3, the standardized values of our proposed model offered high values under the acceptable range. Thus, this gives a statistical indication that enhances the confidence in the particularity of these hypotheses.

Table 3: Overall fit index of the CFA model

Fit Index	Score	Recommended threshold Value
Absolute fit measures		
CMIN/df	2.825	$\leq 2^a$; $\leq 5^b$
GFI	.853	$\geq 0.90^a$; $\geq 0.80^b$
RMSEA	.078	$\leq 0.8^a$; $\leq 0.10^b$
Incremental fit measures		
NFI	.915	$\geq 0.90^a$
AGFI	.809	
CFI	.943	$\geq 0.90^a$
Parsimonious fit measures		
PGFI	.658	Higher is better
PNFI	.773	Higher is better

The proposed direct, indirect, and mediating hypotheses were statistically tested with the structural equation model (SEM) using the AMOS 24 software. SEM provides a complete discovery and consideration of the whole of the proposed hypothetical model and avoids incorrect standard error estimations. The bootstrap of 1000 samples was also applied to check the mediation effect. As illustrated in Table 4, the three sub-dimensions of GM (green internal process, green internal development, and green social corporate responsibility) are directly related to green brand image, green brand trust, and brand equity.

Two dimensions of GM (green internal process, ($\beta = -.100$, $p < .001$); green CSR, ($\beta = 0.081$, $p < .001$); has no positive significant effect on green equity, while green process development ($\beta = -.0055$, $p < .001$) has also no positive significant effect on green equity. Furthermore, the indirect effect of GM (green social corporate responsibility, ($\beta = 0.228$, $p < .001$); green internal process, ($\beta = 0.326$, $p < .001$); green product development ($\beta = 0.335$, $p < .001$) on brand equity through green brand image are statistically significant. On the other hand, the indirect effect of GM (green social corporate responsibility, ($\beta = 0.259$, $p < .001$); green internal process, ($\beta = 0.177$, $p < .001$); green product development ($\beta = 0.557$, $p < .001$) also has a significant effect on brand equity through green brand trust. While mediating variable (green brand image ($\beta = 0.547$, $p < .001$) and brand trust ($\beta = 0.167$, $p < .001$) also has a statistically significant positive direct effect on brand equity. Thus, all hypotheses supported positive, while two direct dimensions of GM (green internal process and green CSR) on brand equity are not supported.

Table 4: Regression Weights: (Group number 1 - Default model)

Variables		Variables	Beta	S.E.	C.R.	P	Decision
green_brand_trust	↔	green_CSR	.259	.051	4.993	***	Accepted
green_brand_trust	↔	green_internal_process	.177	.078	2.985	.003	Accepted
green_brand_trust	↔	green_product_developemet	.557	.069	8.699	***	Accepted
green_brand_image	↔	green_product_developemet	.335	.074	4.263	***	Accepted
green_brand_image	↔	green_internal_process	.326	.088	4.238	***	Accepted
green_brand_image	↔	green_CSR	.228	.057	3.468	***	Accepted
green_brand_equity	↔	green_internal_process	-.100	.075	-1.489	.136	Rejected
green_brand_equity	↔	green_CSR	.081	.050	1.354	.176	Rejected
green_brand_equity	↔	green_product_developemet	.055	.081	3.165	.102	Rejected
green_brand_equity	↔	green_brand_trust	.167	.080	1.789	.074	Accepted
green_brand_equity	↔	green_brand_image	.547	.063	8.412	***	Accepted

Finally, this statistical measurement was tested with a confidence interval (CI) and Percentile 90% CI through the software AMOS 24. To avail the requirement of the discriminant validity, the correlations between the construct and the other ones in the study must be lower than the the square root of a construct's AVE (Fornell, 1981). Table 3 is shown; the square root values of AVEs are the diagonal elements whereas the other elements shown are Pearson correlation coefficients among the constructs. The entire values showed that there is adequate discriminant validity between the two constructs. The square roots of all constructs' AVEs of this study are greater than the correlations among all constructs in table 5. Thus, the discriminant validity of the measurement is acceptable.

Table 5: Pearson correlation coefficients and square root values of AVEs

Variables	green internal_ process	green brand_ image	green brand_ equity	green process_ development	green_ CSR
green_internal_process	0.85				
green_brand_image	0.72	0.87			
green_brand_equity	0.68	0.86	0.87		
green_process_developement	0.76	0.73	0.80	0.87	
green_CSR	0.65	0.66	0.70	0.69	0.74

4.2 The direct and indirect impact of mediating variables on brand equity

The hypotheses 10 and 11 proposed that GM (green CSR, green internal process, and green product development) indirectly impacts on green equity through green brand image and green brand trust. Estimated results of Table 4 illustrated that green brand image ($\beta=0.585$, $p < .001$) and green brand trust

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($\beta=0.167$, $p < .001$) have a significant positive impact on brand equity, so it is proved that there exists a mediation effect between IDV and DV as illustrated in Figure 3 and Table 6.

Thus, a green brand image and green trust would influence brand equity in the green environmental era. The empirical outcomes supported the above assumption indicating that green brand image and green brand trust would affect brand equity. Additionally, this study demonstrated that green brand image and green brand trust partially mediate the relations between GM (green CSR, green process development and green internal process) and brand equity. Therefore, textile companies should focus on GM channels to enhance their green image and build trust to raise their brand equity to satisfy their customer's environmental needs.

Table 6: Mediating effects

Predictor	Green product development	Green internal process	Green CSR	Green brand image	Green brand trust
Direct effect					
Green Brand Image	.411	.499	-.096	.000	.000
Green Brand Trust	.375	.400	.226	.000	.000
Green brand equity	.263	-.188	-.101	.440	.543
Indirect effect					
Green brand equity	.384	.437	.081	.000	.000
Total effect					
	.648	.248	-.020	.440	.543

5. Discussion/Conclusions

This study is to mainly determine the impact of GM on brand equity through a green brand image and green brand trust. It is an initiative taken to enhance green concept with advance improvement and detailed investigation of consumer purchase behavior towards green approaches has received considerable attention from researchers. Therefore, this study aimed at examining how GM effects on brand equity through indirect factors. Previous researchers have identified that consumer purchase intention towards green products has improved due to green awareness. Our findings showed that brand equity is profoundly affected by GM through a green brand image and trust. Then, brand equity is impacted by GM, which is explained due to increased awareness of the green products among the consumers through GM. Studies have identified a strong connection between GM and brand equity (Chang & Chen, 2014; Chen, 2010; Ng

et al., 2014). Previous studies also revealed that GM is not just a source to increase brand equity. Still, also it is a way to enhance their brand trust and image of the brand for developing the loyalty of the customers through green product marketing (Brosdahl & Carpenter, 2010).

Current research has also identified that green product marketing aids the brand in developing its distinct image and trust among the consumers. Consumers believe that the firms are working on designing and building environmentally friendly products that could help in curtailing the environmental issues. This increases brand equity and revenues at the same time. Moreover, it raises awareness which influences the buying decision. In this way, our findings are in line with previous studies (Seehanam et al., 2018). Other researchers have recognized similar kind of conclusions that GM is increasing satisfaction among customers and this satisfaction is playing a significant role in influencing buying behavior and firm revenues (Yeh et al., 2016).

5.1 Managerial implications

According to our research model, three dimensions of GM (green internal product development, environmental friendly inside process, and green social company responsibility) played a vital role in promoting brand equity. The findings indicate that customers prefer the “green product development” items reflecting their concern to be environment friendly. This can help companies and industries to move quickly into a green environment. Green research and development promote the "end of tube engineering" where businesses are conscious of environmental issues by the manufacturing process and design and development.

The second component of GM (green internal process) has also shown a positive impact on brand equity through a green brand image. Thus, textile companies should improve their working technique to protect the environment. A company should simplify its ways of transactions, payments, and credit allocation to minimize its energy consumption. However, the textile firm should consider the process streamlining because the green internal process can lead to numerous business risks.

Green social corporate responsibility is the third component of GM which was discussed in this study. To improve this attribute, a textile company should amenably unite green activities to improve the green environment.

5.2 Practical implications

This study also gives marketers numerous practical implications. This study provides essential decision-making implications for managing textile business. Firstly, green marketers and practitioners should consider the importance of the green attributes, which may boost the ‘greening’ theme. In this concern, the results of this research specified that the value of green image and green trust is likely to enhance the positive evaluation of an individual’s attitude towards eating in textile firms. Thus, marketers and managers need to strengthen environmental approaches to maximize behavioral values. These results showed that green CSR, green internal process and green development process directly influenced brand

equity. Still, green image and green trust play a significant and mediating role between green marketing approaches and brand equity.

Secondly, in targeting the green marketing approaches, management teams would provide a potential benefit by providing knowledge, especially green and health concerns. Making strong marketing approaches would increase customers, employees, and direct and indirect stakeholders in green terms to enhance green brand. (Albus and Ro 2017) demonstrated that it will be worthy for satisfaction judgment for the administration, policymakers, and consumers. Also, credit goes for things being done behind the acts to be generally aware of ecologically friendly activities.

5.3 Limitations and recommendations

One of the major limitations of this research is the location. The major respondents of this research belong to a single area i.e., Punjab in Pakistan. Another limitation for this study is that the research instrument is a questionnaire, whereas; this is a challenging topic having its links to the environment, health, and safety of consumers. Therefore, these research topics require interviews to examine market actions on GM. However, considering the time, reach, and cost limitations, interviews from different marketers, were not included.

The problem studied in the research is related to awareness of the challenges and issues which require GM, its practical implementations, and its impact on the environment and consumers. The research finding has shown that most people are not aware of the concept of green products so, it's difficult for the companies to market and has also become a challenge. However, it is recommended that marketers promote the characteristics of GM, like consumer trust and credibility. The advertisements should be designed in a manner that delivers the whole concept of green products and their use to all the audience.

Marketers and firms should engage the government in two ways. Firstly, they need to devise a concrete policy for environmental protection that supports the green vision. Secondly, they should request the government to financially support the firms or give some tax relaxations to the firm working on green vision. In such a way, firms can increase the product brand equity and increase their revenues, which will also help them win consumer trust.

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