

The Influence Of Greenwash On Green Word-Of-Mouth(Green WOM): The Mediation Effects Of Green Perceived Quality And Green Satisfaction. (case study: Green Poultry)

nikan javadi eshkalak*,

One of the problems that green manufacturers are facing is consumers' pessimism about claims made by manufacturers about the environmental characteristics of their products. As a result, identifying the factors that influence consumer perceptions of the level of green products is very effective in encouraging consumers to buy green products. In this regard, the main objective of this research is to investigate the relationship between Green Field Marketing and Green Oral Communication under the influence of the factors of green satisfaction and perceived green quality. To achieve this goal, five hypotheses were raised. This research is a descriptive-correlational one in terms of the purpose of the application and in terms of data collection method, using a questionnaire of 12 questions and a field survey. The statistical population of this study consisted of all consumers in Rasht who have at least one green purchase (green poultry) experience, available through non-probabilistic sampling method. The sample size of the study is 356 people. The formula Cochran has been obtained. SPSS20 and LISREL8.54 software were used to analyze the data. The results of this study showed that the first, second, fourth and fifth hypotheses were confirmed, but the third hypothesis was not confirmed and stated that between green marketing and oral communication Green does not have a direct relationship, but green marketing negatively affects green oral communication negatively affecting the factors of green satisfaction and perceived green quality that have a positive effect on oral communication.

Keywords : green wash, oral communication, green perceived quality, green satisfaction,

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)