عنوان فارسی مقاله:
نقش منافع و شفافیت در شکل دادن به ارزش درک شده سبز
صرف کنندگان. ارتباط خود - نام تجاری و وفاداری به نام تجاری

عنوان انگلیسی مقاله:
The role of benefits and transparency in shaping consumers’ green perceived value, self-brand connection and brand loyalty
5. Discussion and implications

This study aims to understand the factors influencing customers' green value perceptions and their influence on brand loyalty. These factors include product-oriented attributes (i.e., green benefits) and the corporate practice of providing environmental information (i.e., green transparency). Green benefits (utilitarian environmental and warm glow benefits) and green transparency had a direct influence on GPV. GPV was found to directly influence brand loyalty and indirectly influence brand loyalty via self-brand connection. These outcomes contribute to the body of knowledge by integrating green branding with the broader research framework of corporate social responsibility and empirically examining the conceptual model proposed by Papista and Krystallis (2013). The findings also confirm that the GPV concept should be considered by all stakeholders in improving the effectiveness of communication between consumers and green brands and in reducing the conflict between consumers' green needs and companies' green offerings.

توجه!

این فايل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.

برای جستجوی جدیدترین مقالات ترجمه شده، اینجا کلیک کنید.