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The Green Brand Marketing Strategies that Utilize Word of Mouth: Survey on Green Electronic Products in Indonesia

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ABSTRACT

In this study, the objective is focused to explain the relationship between the three independent variables (price fairness, green brand quality and green risk) and Words of Mouth (WOM), which is mediated by the satisfaction and trust. Sample is taken as many as 200 visitors at the Mall in Surakarta – Indonesia, who had the intention to buy liquid edge display (LED) screen TV. Of all the questionnaires returned, there are 12 questionnaires that cannot be used. By using Generalized Structured Component Analysis, the results indicate that the satisfaction and trust is significantly influenced by the price fairness, green brand quality and green risk. Also found that WOM is significantly influenced by the trust. Furthermore it is found also that WOM is not influenced by the price fairness and green brand quality and it is found too that WOM is not influenced by satisfaction.

Keywords: Price Fairness; Green Brand Quality; Green Risk; Word of Mouth; Satisfaction; Trust

I . Introduction

Green brands still become interesting issues to be discussed, because of the growing consumer awareness of the quality of life that impacts on shifting the business orientation that leads to serious concerns on aspects of consumer welfare and environmental harmony. Consumer awareness of the quality of life is expressed in a variety of activities aimed at efforts to preserve the environment and quality of life for the better. This perspective forces the company to change its business orientation that begins on profit

alone and shifts to the profit-based environmental issues, as a form of social responsibility that should be done by the company without exception (Chen, 2011).

This study focuses on green brand electronic products circulating in Indonesia. The selection of this case aims to provide an understanding of the impact of marketing strategies in an effort to increase customer loyalty through word of mouth (WOM). There are several leading electronics companies, manufacturers from several countries, those are Korea (LG, Samsung), Japan (Sony, Panasonic and Sharp), which have been vying to capture market share in the world with the theme of green products.

In this study, the television is the object observed, because the product has to innovate into monitor tubes, in response to the issues of health and energy

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savings. In its development, the innovation came from the screen in the form of a tube to be more streamlined, with the term liquid crystal display (LCD) and now the latest innovation is a term called liquid edge display (LED) with a more economical power consumption, more efficient use of materials, as well as more environmentally friendly. Application of the green theme is carried as a breakthrough product marketing strategy in an effort to increase customer loyalty through WOM on consumers who are concerned about environmental issues and saving on electrical energy consumption.

Associated with WOM models, previous studies still showed the diversity of models and each still had limitations in terms of its application (Nyer, 1997; Hening-Thurau *et al.*, 2002; Ranaweera and Prabhu, 2003). These conditions provide flexibility in this study to develop an alternative model, which is relevant to the objects and settings that are the focuses of the research. In this study, the objects and settings used are buying behavior of individuals towards the TV with LED technology in Indonesia.

In the model, WOM is the variable that is directly influenced by the price fairness (Schein, 2002; Haws and Bearden, 2006; Vrinceanu, 2007; Catoi *et al.*, 2010), the green brand quality perception (Delgado-Ballester and Munuera-Aleman, 2001) and the green risk perception (Durif *et al.*, 2012; Chen and Chang, 2013), but some of the literature also indicates that the process of WOM formation through satisfaction and trust (Liljander and Strandvik, 1995; Eisingerich and Bell, 2006; Lloyd and Luke, 2011).

II. Literature Review

A. State of The Art

This study is based on consumer behavioral theories that explain the behavioral process that begins with the process of thinking (cognitive process) in the form of perceptions, which in turn affects the process of feeling (affective process) expressed by

attitude and the process ends with action or also called behavioral intentions (conative process) (Back and Park, 2003). In this study, there are three variables in the cognitive process that were observed and these are the important considerations for consumers in deciding the purchase intention of green electronics products. Instead of the affective structure, there are two variables, satisfaction and trust, which in their formations are influenced by the perceptions of individuals, which in this case are the price fairness, green brand quality and green risk. The WOM is the end result of the process of behavior that is conceptualized and this is at once the objectives variables in this study.

B. The Word of Mouth

In this research, WOM is the selected variables to be observed instead of loyalty. Before giving the reasons for the selection of these variables, first the loyalty was described and also its association with the WOM. Review of the literature indicates that loyalty is the behavior of individuals in the purchase of a product. In the context of loyalty, this behavior is expressed in the form of repeated purchases of a product with the same brand, so the loyalty question refers to the meaning of loyalty to a particular brand (Nyer, 1997; Hening-Thurau *et al.*, 2002). In its evolution, the meaning of the loyalty has shifted from individual loyalty on a particular brand into a commitment to re-purchase the particular brand (Atcharyachanvanich *et al.*, 2006).

Based on the definition of loyalty, Solvang (2007) further explained that the commitment can be divided into four stages, namely the cognitive loyalty, affective loyalty, the conative loyalty and the action loyalty. In conative level, the individual determine the action, which is expressed in the form of intention or commitment to the loyalty. At the level of action, individuals have done actual actions, expressed in the form of loyalty.

Previous studies indicate the debate over the concept of loyalty, especially in the definition and

the measurement, (Nyer, 1997; Hening-Thurau *et al.*, 2002; Ranaweera and Prabhu, 2003). This debate is related to the changes in the business environment that is increasingly complex. At first, loyalty was only focused on marketing activities that created repeated purchase behavior by consumers, so the studies that have been done previously have only been focused on sales alone, without regard to other aspects which usefulness can be explored (Hening-Thurau *et al.*, 2002). After debate, the concept of loyalty has shifted into an emotional attitude that is expressed in the form of preaching the good or the bad news to other customers as an expression of satisfaction or dissatisfaction in the purchase of brands (Ranaweera and Prabhu, 2003).

The WOM is a variable that is chosen to measure loyalty. In this study, loyalty refers to the conative level, which explains an emotional attitude that is expressed in the form of notification of positive information as an expression of individual satisfaction in the consumption of a brand. This emotional attitude hereinafter referred to as words of mouth (WOM) (Ranaweera and Prabhu, 2003). Thus, the WOM is conceptualized as the consumer willingness to spread positive words of mouth to other people about the brand. The following is an explanation of the satisfaction and trust as the mediating variables.

C. The Satisfaction and the Trust

In this study, WOM is a variable that is influenced by satisfaction (Donio *et al.*, 2006; Faullant *et al.*, 2008) and trust (Delgado-Ballester and Munuera- Aleman, 2001). Satisfaction is an individual feeling expressed in the form of excitement, pleasure, joy and other forms of excitement, which is due to the fact exceeded expectations in consuming a product (Olsen, 2002; Kassimand Abdullah, 2010). In behavioral studies, satisfaction is a variable that is conceptualized as mediating variables (Donio *et al.*, 2006; Faullant *et al.*, 2008). Thus in this study, price fairness, green brand quality and green risk instead of a direct effect on WOM are also conceptualized through satisfaction first.

Likewise the trust is also conceptualized as a mediating variable (Delgado-Ballester and Munuera- Aleman, 2001). Trust can be defined as a set of beliefs held by consumers about a particular product, furthermore, through this trust, in turn encourages people to re-purchase the brand. Thus from this concept, some studies indicate a close relationship between the trust and WOM (Campbell, 1999; Xia *et al.*, 2004; Kim *et al.*, 2009).

D. The Price Fairness

Price fairness begins with a concept that explains the price level of the individual's perception toward the quality of a product and its warranty (De-Matos *et al.*, 2007). The concept explains that if the price of the product is high, then the quality of the product is also high. Otherwise if the price of a product is low, then the quality of the product is also low. It can be said that according to the concept explained, the price is the indicator of quality. Different opinion explains that the price is an indicator of the benefits (Helsen and Schmittlein, 1994). Based on this concept, the individual will determine the price based on the benefits of a product that shows the functionality of the product.

The concept of the value of a product does not only describe the function, but also emotional, so the price is based on the concept of both these considerations. If in case the price is not in accordance with the perceived benefits, then the consumer will assume the specified price is not reasonable. This concept is hereinafter referred to as the fairness of the price (Schein, 2002; Haws and Bearden, 2006; Vrinceanu, 2007; Catoiu *et al.*, 2010).

In the process of formation of the WOM, the price fairness is the decision variable, which is considered important by the individual to form satisfaction. It is expressed on previous research that explains the relationship of the two variables (Campbell, 1999; Vaidyanathan and Aggarwal, 2003, Xia *et al.*, 2004). However, before explaining the relationship of the two variables, first satisfaction is described. This study

conceptualizes that the perception of price fairness has a positive relationship with satisfaction (Bolton, *et al.*, 2003). This means that the higher the perception of price fairness, the higher the customer satisfaction. Moreover, it also explains that if a fair price that will have an impact on dissatisfaction. (Campbell, 1999; Ayres and Nalebuff, 2003; Vaidyanathan and Aggarwal, 2003, Xia *et al.*, 2004). So the hypothesis is formulated bellow.

H1: There is the positive relationship between the price fairness perception and the satisfaction.

In addition, this study also conceptualizes that perception of price fairness has a positive relationship with trust (Campbell, 1999; Xia *et al.*, 2004; Delgado-Ballester and Munuera-Aleman, 2001; Kim *et al.*, 2009). This concept explains that the higher the prices fairness, the higher the trust (Kalafatis and Pollard, 1999; Chen and Chang, 2013). The following hypothesis is formulated.

H2: There is the positive relationship between the prices fairness perception and the trust.

Related to the WOM, the literature indicates a positive relationship between the price fairness and the WOM (Nyer, 1997; Hening-Thurau *et al.*, 2002). This means that the higher the price fairness, the higher the WOM. The following hypothesis is formulated.

H3: There is the positive relationship between the price fairness perception and the WOM.

E. The Green Brand Quality

The green brand quality is conceptualized as an individual's perception toward the quality of the green brand. Because of a perception, marketers need to conduct an effective strategy through brand positioning. This is done in an effort to determine the position of the brand among competitor brands in the same industry. In this way, consumers can be expected to understand clearly the position of the brand and from this understanding is then used as an important consideration in determining the

product purchase decision (Baker and Crompton, 2000; Olsen, 2002; Ranjbarian, 2012). Accordingly in the context of green, brand positioning is done with the aim to differentiate a brand by using the issue of environmental sustainability and public health in the long run. Several studies have shown some results, which indicate the effectiveness of green brand issue as one of the effective marketing strategies to attract consumers (Baker and Crompton; 2000; Olsen, 2002; Ranjbarian, 2012).

This study conceptualizes that the green brand quality perception has a positive relationship with satisfaction (Baker and Crompton, 2000; Olsen, 2002; Ranjbarian, 2012). The positive relationship explains that the higher the green brand quality perception, the higher the customer satisfaction. The following is a formulation of the hypothesis.

H4: There is the positive relationship between the perception of green brand quality and the satisfaction.

In addition, this study also conceptualizes that the perception of green brand quality has a positive relationship with trust (Delgado-Ballester and Munuera-Aleman, 2001). This means that the higher the quality the higher the green brand of the consumers' confidence. This concept also refers to a study conducted by Doney and Canon (1997) in the context of the relationship between buyers and sellers, Gefen *et al.* (2003) in the context of online shopping, as well as Kantsperger and Kunz (2010) in the context of quality of service. Conceptualized here is that the higher of the perception of the green brand quality, the higher of the trust. The following hypothesis is formulated.

H5: There is the positive relationship between the green brand quality perception and the trust.

Related to the WOM, the literature has shown the positive relationship between the green brand quality perception and WOM (Nyer, 1997; Hening - Thurau *et al.*, 2002). This concept is based on research conducted by Baker and Crompton (2000), as well as research conducted by Olsen (2002) and Ranjbarian (2012), which describes the relationship between

quality and satisfaction, in the context of non-green brands. In this study, the concept was adopted to explain the green brand. Conceptualized here is that the higher the perception of the green brand quality, the higher the WOM. The following hypothesis is formulated.

H6: There is the positive relationship between the perceived green brand quality and the WOM.

F. The Green Risk Perception

This variable begins with the basic concept of risk, which explains that in every human activity, there are inherent risks, both in terms of technical or natural events (Slovic, 1987). Further it is explained that in order to understand the risks, we should not only use individual parameters and probabilistic context, but also must consider the context of psychology and socio-culture. This means that the perceived risk is an individual's perception of the consequences of the alternative selection.

In this study, risk perception is defined as a subjective evaluation of individuals from all possibility of accidents, as a consequence of the consumption of a product (Durif *et al.*, 2012). In the process of consumer behavior, the risk is designed to affect satisfaction and trust (Dolin *et al.*, 2005; Mitchel and Harris, 2005; Aqueveque 2006). In this study, this concept refers to a study conducted by Durif *et al.* (2012), that explains the negative relationship between risk and satisfaction. This means that the higher the risk the lower the satisfaction (Dolin *et al.*, 2005; Mitchel and Harris, 2005; Aqueveque, 2006). As well as in relation to the trust, the higher the risk, the lower the trust (Durif *et al.*, 2012; Chen and Chang, 2013).

So, the phenomenon to be explained first is the existence of a negative relationship between risk perception and satisfaction (Dolin *et al.*, 2005; Mitchel and Harris, 2005; Aqueveque, 2006). This means that the higher the individual's perception of risk in the use of green products, the lower the perceived satisfaction. Thus hypothesis formulated can be seen

below.

H7: there is the negative relationship between the perceived of green risk and the satisfaction.

Furthermore the next phenomenon to be explained in relation to trusts is the higher the individual's perception of risk in the use of green products, the lower the confidence in the product. This concept refers to the regularity of the phenomenon of a negative relationship between the green risk and the consumer trust, as it has been conceptualized by Durif *et al.* (2012) as well as conceptualized by Chen and Chang (2013). Thus hypothesis formulated can be seen below.

H8: there is the negative relationship between the green risk perception and the trust.

In relation to the WOM, it is conceptualized that there is a positive relationship between the green risk perception and the WOM (Dolin *et al.*, 2005; Mitchel and Harris, 2005; Aqueveque, 2006). This means that the higher the green risk perception, the lower the WOM. Thus, the concept can be formulated in the following.

H9: there is the negative relationship between the green risk perception and the WOM.

The last concept to be explained is that WOM is influenced by satisfaction (Donio *et al.*, 2006; Faullant *et al.*, 2008) and trust (Delgado-Ballester and Munuera-Aleman, 2001). In relation to satisfaction, the higher the satisfaction is, the higher the WOM is. While in relation to the trust, the higher the trust, the higher the WOM. Thus, the following hypothesis is formulated.

H10: There is the positive relationship between the satisfaction and the WOM.

H11: There is the positive relationship between the trust and the WOM

Further hypothesized concepts can be described in a model of the conceptual framework of the research conducted (Figure 1). The figure describes the process of forming words of mouth (WOM), which is influenced by antecedent variables, which are

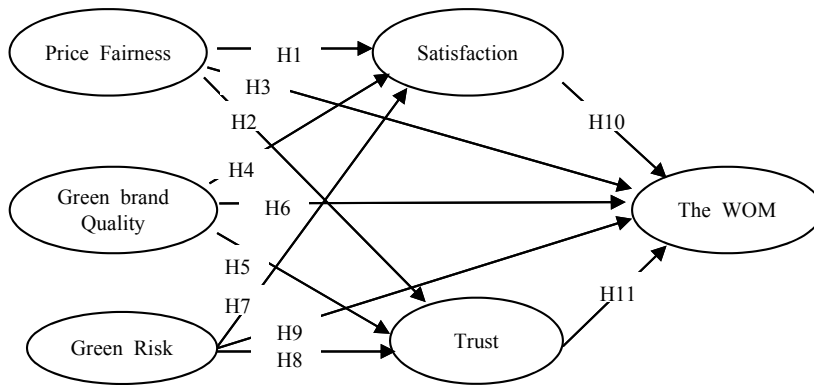


Figure 1. The Model

arranged in a sequence and each sequence forms the causal relationship, which will be tested on a significant degree.

of Surakarta-Indonesia. Sample of 200 respondents were taken by using a convenience (Sekaran, 2000). From 200 questionnaires and the amount of usable questionnaires is 188.

III. Methods

A. Sampling Procedures

The target population in this study are customers who are interested in positive WOM for televisions with LED displays, who were domiciled in the city

B. Statistical Analysis

The hypothesis was tested using Generalized Structured Component Analysis (GSCA) (Hwang and Takane, 2004). This method was chosen because it was considered to be much more practical stages to accommodate the mediating role of satisfaction

Table 1. Variabel definition and measurement

Variables	Definition	Item Developed	Reference
Price fairness	the degree of individual's perceptions toward the equivalence between the absolute magnitude of the price and quality of the product	reasonable, rational, logical, appropriate, and feasible	Campbell, 1999; Schein, 2002; Bolton et al., 2003; Catoi et al., 2010; Hassan et al. 2013.
Green brand quality	the degree of individual's perception toward the quality of the brand	superior, excellent, good, well-known, and leading	Cronin et al., 2000; Chen and Chang, 2013
Green risk	the degree of individual's perception toward the negative effects that may arise from the use of an innovative product	risky, dangerous, damaging, polluting, and dishonor	Veryzer, 1998a; 1998b; Chen and Chang, 2003; Enkel et al., 2005
Satisfaction	the level of individual feeling, which is caused by the fact that exceeds expectations in the use of brand	happy, enjoyable, exciting, satisfying, and liked	Olsen, 2002; Kassim and Abdullah, 2010
Trust	the degree of individual feeling, which is indicated by the confidence in the use of a brand	conviction, certainty, trust, truth, and assurance.	Doney and Canon, 1997; Delgado- Ballester and Munuera-Alemán, 2001; Gefen, et al., 2003; Kassim and Abdullah, 2010
WOM	the degree of the individual's desire to preach the positive news of a brand through words of mouth to other individuals	willingness, desire, possibility, tendency, and intentions	File and Prince, 1992; Hartline and Jones, 1996; Anderson, 1998; Donio et al., 2006; Watson et al., 2015; Nikhashemi et al. 2015.

All items were measured using five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

and confidence in the process of formation of WOM than when using hierarchical multiple regression method as proposed by Birnbaum and Mellers (1979) Baron and Kenny (1986), Collins *et al.* (1998) and MacKinnon (2009).

IV. RESULTS

Table 3 presents the results of path analysis that were processed using structured Generalized Component Analysis (GSCA). Here are the results of the 11 hypotheses that are conceptualized.

The test results indicate a significant and positive relationship between price fairness and satisfaction ($\beta = .204$, $SE = .076$, $CR = 2.67$). This result indicates that the hypothesis 1 is supported, so the higher price fairness, the higher the satisfaction. It is reasonable condition, because market requires transparency in pricing, in the sense of the magnitude of the specified price that is reasonable, sensible, rational, logical and well worth the level of quality of the product being marketed.

The test results explain a significant and positive relationship between price fairness and trust ($\beta = .180$, $SE = .072$, $CR = 2.51$). This indicates that the hypothesis is supported by this study. Significant

relationship explains that the price fairness is a variable that is considered important by the market in the form of trust toward the TV with an LED display. Next, positive relationship explains that the higher the individual's perception of price fairness, the higher the trust. Thus it can be concluded that the trust can be enhanced through the establishment of a marketing strategy related to price fairness.

Testing the relationship between price and WOM shown by the results of which are not significant ($\beta = .120$, $SE = .100$, $CR = 1.20$), so the hypothesis is not supported. This means that the price fairness is not a variable that is considered important by the market to form the WOM. Thus, marketers need to examine this variable because not strong enough to affect the WOM. In this context, price fairness alone is not effective to influence the market in order to do the WOM, the possibility of motivational marketing policies are needed to encourage individuals to perform WOM, including promotional programs that are more interesting than simply expecting individual consciousness that is done passively without undertaking the interesting marketing efforts.

Test results showed a significant and positive relationship between green brand quality and satisfaction ($\beta = .473$, $SE = .079$, $CR = 5.97$), so the hypothesis is supported. This indicates that green brand quality is one of the variables that are relatively

Table 2. The Path Analysis (using GSCA Analysis)

Description	Estimate	SE	CR
Price Fairness → Satisfaction	.204	.076	2.67 *
Green Brand Quality → Satisfaction	.473	.079	5.97*
Perceived Risk → Satisfaction	-.197	.071	2.79*
Price Fairness → Trust	.180	.072	2.51*
Green Brand Quality → Trust	.494	.066	7.50*
Perceived Risk → Trust	-.252	.072	3.50*
Price Fairness → WOM	.120	.100	1.20
Green Brand Quality → WOM	-.063	.073	.87
Perceived Risk → WOM	.171	.077	2.21*
Satisfaction → WOM	.134	.126	1.06
Trust → WOM	.359	.124	2.88*

Note: * Sign at .05

Table 3. Structural Model

	Path Coefficients		
	Estimate	SE	CR
Price → Satisfaction	0.204	0.076	2.67*
Price → Trust	0.180	0.072	2.51*
Price → WOM	0.120	0.100	1.2
PQ → Satisfaction	0.473	0.079	5.97*
PQ → Trust	0.494	0.066	7.5*
PQ → WOM	-0.063	0.073	0.87
Risk → Satisfaction	-0.197	0.071	2.79*
Risk → Trust	-0.252	0.072	3.5*
Risk → WOM	0.171	0.077	2.21*
Satisfaction → WOM	0.134	0.126	1.06
Trust → WOM	0.359	0.124	2.88*

Note: * = significant at .05 level

important for the market to establish satisfaction. While a positive relationship indicates that the higher the quality the higher the green brand satisfaction. Thus, these findings provide insight that individual satisfaction can be improved through the green brand quality.

Trust is the next variable, which is conceptualized, to be influenced by the green brand quality, the test results showed a significant and positive relationship ($\beta = .494$, $SE = .066$, $CR = 7.50$). This indicates that green brand quality is one of the variables that are considered important by the market to establish a trust to a brand and the pattern of relationship is the higher the quality of the green brand is, the higher the trust to a brand is. Thus, these findings provide an empirical consideration that trust can be manipulated through the green brand quality.

Test results show no significant relationship between green brand quality and WOM ($\beta = -.063$, $SE = .073$, $CR = .87$), so the hypothesis is not supported. This indicates that the green brand quality is not an effective stimulus to influence individuals to be willing to do WOM. This can happen because of the possibility of a green brand quality is one of the cognitive structure of the individual in the form of perception, which only moves satisfaction as an affective structure and to get to WOM requires extra effort from marketing to move it so that the

individual is willing to do WOM.

Tests show significant and negative ($\beta = -.197$, $SE = .071$, $CR = 2.79$). This means that the higher the perceived risk is, the lower the satisfaction is. This is a rational relationship syllogism that if the market perceives the risks inherent in a product, then as a consequence it impacts on the rejection of the product. In this study it was found that the risk is one of the variables that are considered important by the individual in the form of satisfaction and the phenomenon that occurs is the higher the risk, the lower the satisfaction toward a product.

Test results showed a significant and negative relationship ($\beta = -.252$, $SE = .072$, $CR = 3.50$). This means that as the formation of the satisfaction, it turns out that the perceived risk is also an important consideration by the market in the form of trust and the effect is negative. These findings indicate that the higher the risk of a product, the lower the trust toward the product. Thus, it is necessary to reduce the precision of risk factors to stimulate these products so as not to impact on the trust which in turn can potentially affect the overall performance of marketing.

Test results indicate a significant and positive relationship ($\beta = .171$, $SE = .077$, $CR = 2.21$). This means that the risk is a variable that is considered important by the individual to perform WOM and WOM question in this case is negative WOM. These finding indicates that the higher the degree of risk perceived by the individual, the higher the degree of the individual's desire to do WOM. This provides empirical evidence of the need for caution by marketers; in marketing their products, they should really pay attention to the risk factors that are likely to be caused. The higher the perceived risk is, the higher the individual performing the WOM and WOM done here is, of course tends to be negative WOM, which in turn is expected to have a negative impact on the performance of the brand.

Tests conducted showed no significant results between satisfaction and WOM ($\beta = .134$, $SE = .126$, $CR = 1.06$). This means that although the market is satisfied, it would be instantly and automatically

willing to do WOM. It can be explained here that it seems like the market behavior observed in this study is a passive behavior. This means that the market will not do WOM, regarded it as a promotional task that is transactional, so they are not willing to do WOM if there is no compensation. Therefore, the finding of this study explains that satisfaction is not a variable that can affect the WOM. Thus, these findings provide an explanation empirically that in order for the market to be willing to actively do WOM, then marketers need to think about stimuli that are transactional as the logical form of compensation, which is equivalent to the work done by the consumer in performing promotional functions.

Theoretically, this study does not provide empirical support to the concept that has been presented in previous research that suggests a positive relationship between satisfaction and WOM (Donio *et al.*, 2006; Faullant *et al.*, 2008). Nevertheless, these findings provide specific clarity for inconsistencies relationship between satisfaction and WOM, that satisfaction as a form of affective structure is not a variable that mediates the relationship between thinking and acting as a cognitive structure and conative structures. The possibility, in the WOM process, it requires loyalty first and through this loyalty, in turn will form the WOM. This concept would require study theoretically, in an attempt to form a proposition, which will continue to test the concept empirically.

Test results show the pattern of significant and positive relationship ($\beta = .359$, $SE = .124$, $CR = 2.88$). This means that the trust is formed capable to influence the willingness of the market to do WOM. This can happen because the trust is an individual feeling that is expressed in the form of confidence, certainty, trust, truth and assurance of the brand, which in turn may encourage individuals to do WOM. Thus, these findings support the hypothesis that explains that the higher the degree of trust is, the higher the individual's desire to do WOM is.

V. Discussion

The relationship between price fairness and satisfaction is significant in the context of green brand electronic products, especially TVs with LED, providing support for the concepts of positive relationships of previous researchers (Campbell, 1999; Vaidyanathan and Aggarwal, 2003, Xia *et al.*, 2004). This can occur because the expected types of products can be categorized observed that the product has a structured behavioral process that passes through a sequence of processes of cognitive, affective and conative. Thus these findings can be used as a reference in the discussion of behavioral concepts related to the process of formation of WOM.

The relationship between price fairness and trust is significant. Theoretically, the test results obtained indicate support for the regularity of phenomena that show a positive relationship between price fairness and trust, as has been suggested by previous studies (Campbell, 1999; Xia *et al.*, 2004; Delgado-Ballester and Munuera-Aleman, 2001; Kim *et al.*, 2009). This can happen because there is the possibility of behavioral similarity with the object of research. Therefore, these findings can be used as a reference in discussing the concepts associated with consumer behavioral process, especially in the process of formation of WOM.

The relationship between price and WOM is significant. Related to previous studies, the results of the test, which are not significant indicating an inconsistency concept, which has been constructed by the earlier researchers (Nyer, 1997; Hening-Thurau *et al.*, 2002), associated with the relationship between the price fairness and WOM. This requires precision, in theorizing the relationship between price fairness and WOM, because there may be the other external variables, which may explain the results, which are not significant. Variable that is predicted is the motivation to do the WOM. The logic of this concept is the individual does not necessarily want to do WOM by relying on the process of cognition, if not

driven by external variables such as motivation and this is a way of marketing that is motivational and relatively effective to force individuals to perform marketing tasks as desired by marketers.

The test results for the relationship between green brand quality and satisfaction are significant and positive in this study to indicate an endorsement of the regularity of the phenomenon of the concepts that have been proposed by previous researchers (Baker and Crompton, 2000; Olsen, 2002; and Ranjbarian, 2012). This suggests that the relationship between green brand quality and satisfaction has wider degree of generalization. Thus, the academics have an empirical foundation for conceptualizing green brand quality as stimulus variables to affect satisfaction.

The relationship between green brand quality and trust shows significant test results indicate an empirical support for a concept that has been proposed by previous researcher, which describes the positive relationship between green brand quality and trust (Delgado-Ballester and Munuera-Aleman, 2001). These findings provide empirical evidence about the regularity of the phenomenon on the pattern of the relationship of two variables. Thus, the academics are advised to conceptualize green brand quality as one of the variables that can be manipulated to form a trust to a brand.

The result between green brand quality and WOM show no significant relationship. Theoretically these findings do not lend support to the concept proposed by previous studies that revealed a direct relationship between green brand quality perception and WOM (Nyer, 1997; Hening - Thureau *et al.*, 2002). This is likely that due to the chosen object of study is a specific case, namely TV with LED display, which has a different behavior from previous research, that the market is only willing to do WOM, only if driven by marketing efforts, namely the promotion of sales. Thus, these findings provide a different assessment of the concepts that have been proposed in the studies that have been done before.

The relationship between perceived risk and satisfaction provide support for the regularity of

concept as the negative relationship between risk and satisfaction has been previously hypothesized (Dolin *et al.*, 2005; Mitchel and Harris, 2005; Aqueveque, 2006). This concept becomes increasingly broad generalizations as a theoretical concept in studies of consumer behavioral sciences. Thus, the academics can use this concept as a referential concept that can be applied in different contexts.

Perceived risk and trust shows significant and negative relationship. These findings in this study provide empirical support, the concepts that have been constructed by previous researchers, that the higher the risk is, the lower the trusted products are (Durif *et al.*, 2012; Chen and Chang, 2013). This can happen, it is likely that the observed products have characteristics, which implies the same behavioral processes, namely the process of thinking, feeling and acting in sequence. As such, this concept can be used as a reference that has a relatively strong external validity in consumer behavioral studies, so it can be applied in different contexts and the wider its application. While the strategies are suggested in the formation of satisfaction, these findings provide an understanding of the need for precision in making promotion strategies particularly related to how to communicate the product so as not to raise the perception of risk high, because this matter has the potentation to decrease the trust. Risks in question are associated with risks, danger, damage, pollution and dishonor inherent in the use of the product.

The results indicate a significant and positive relationship between Perceived Risk and WOM. For academics, these findings provide some support to the regularity of a concept that describes a pattern of a positive relationship between risk and WOM as noted in previous studies (Dolin *et al.*, 2005; Mitchel and Harris, 2005; Aqueveque, 2006). These findings indicate the risk of a manipulative variable, which is relatively effective in influencing the individual's desire to do WOM. Thus, this concept can be used as an empirical basis to provide recommendations for the academics in developing behavioral models associated with the formation of WOM.

The results also show significant and positive relationship between Trust and WOM. Theoretically, the study gives a support to the hypothesis that indicates the regularity of the phenomenon of a positive relationship between trust and WOM as pointed out in previous study (Delgado-Ballester and Munuera-Aleman, 2001). This means that the relationship of the two variables, has received recognition empirically, about the ability of generalization. Therefore, the academics can consider trust, as one of the variables that are referenced to shape consumer behavioral processes in the context of WOM.

Associated with the observed phenomena, this study focuses on consumer behavioral WOM about the formation of the green product namely TV that uses LED technology on the flat screen, with the research setting in Surakarta - Indonesia. In this context, the individual is suspected only to act passively in doing WOM. This means that individuals are not willing to do anything about WOM stimulated only through the cognitive process, which in this study through the price fairness and quality of green brand. Presumably, the brand requires a relatively strong stimulus, which is able to force individuals to perform WOM and the one suggested is a form of motivational stimuli, in which there may be a promotional marketing programs. However, the effectiveness of the recommended program is, of course, remains to be assessed in future studies. Therefore, it is advisable in future studies to conceptualize motivation to do WOM as a moderating variable in consumer behavioral process model. Through this way, it is expected to produce a model that can explain the phenomenon of WOM as well.

Associated with the concepts supported in this test, it is expected to provide an understanding of the strategies that should be done to improve overall marketing performance. First, satisfaction and trust can be formed through the price fairness, green brand quality and perceived risk. This provides an understanding of the need for designing a marketing strategy look at these three factors. It is important to be noticed, because the outcome will be

communicated to the market and the market will respond through the process of cognition to form behavioral patterns, which is believed to be true. Second, trust affects WOM. It provides an understanding of the importance of forming trust first, because this will have a direct impact on the individual's desire to do WOM.

In the field of consumer behavior, which is the core theory of this study, the findings obtained that can provide empirical explanation of the results that occurs between the price fairness and WOM, green brand quality and WOM, as well as satisfaction and WOM, are not significant. This requires a more detailed explanation of all the possible causes for the occurrence of the phenomenon and this is a signal that needs to be considered in building consumer behavioral models in the future. It has been recommended here, that associated with the observed cases, in modeling a process of the formation of WOM, the steps that need to be considered is the stage of the formation of loyalty, because loyalty is suspected as the antecedent variable of WOM. In addition, the existence of the variable motivation of individuals' willingness to do WOM also should be considered. This is one of the external variables that is thought to potentially form a consumer behavioral process. Thus, it is expected in the future a model that is capable of explaining the phenomenon of consumer behavior well can be produced.

VI. Conclusion

It can be concluded here that the process of formation of WOM is a behavioral process, which is relatively complex. The complexity can be described in behavioral model that explains the relationship of the 3 independent variables, namely price fairness, green brand quality and perceived risk as the forms of thinking process, followed by the 2 mediating variables, namely satisfaction and trust as the forms of the process of feeling and 1 dependent

variable that is WOM as the form of acting process. The six of these variables are conceptualized to form a variety of patterns of relationships and the results obtained indicate inconsistencies both in terms of the pattern of the relationship and the level of significance.

Inconsistency is reflected in relationships that do not support the hypothesis, such as the relationship between price fairness and WOM, WOM green brand and quality, as well as satisfaction and WOM. These findings provide empirical evidence which is relatively important in the field of marketing, especially consumer behavior. These significant results require accuracy to understand all aspects surrounding the study, ranging from research object, the profile of respondents, that are used as the background of the research and research settings that are the focus of the study, because this raises the potential external factors, which can make a bias on the test results obtained.

This research contributes the marketers the things that should be considered in formulating marketing strategies, especially which related to the desire of the market that is willing to do WOM, which is thought to be one of the media interpersonal that is relative effective to improve marketing performance. Stimulus to be considered here is related to the price fairness and that needs to be done to make a specified price reasonable, rational, logical, appropriate and feasible. Associated with the green brand quality, which needs to be considered, is to design products that are perceived to have a superior level, excellent, good, well known and leading level. The latter is a risk that needs to be considered, that is to avoid perceptions associated with risks, danger, damage, pollution and dishonor of the brand being marketed.

This study, specifically reveals a consumer behavioral process that explains the phenomenon of the formation of WOM on television that has LED screen, which is the object of research of green products that are the focus of the study. In addition, the selected setting is Surakarta Indonesia. These choices have consequences on the ability of

generalization of the concept, which is limited, so as to apply this research to the object and different setting, it is advisable to look at all possibilities, including the emergence of potential variables that influence the research model.

This study provides a basis method, which has been through a testing process that can be justified scientifically true. Therefore, future research can utilize measurement and testing process as the references that can be tested and developed in different contexts. In addition, the findings do not support the concept that is hypothesized; it is advisable to do further research, particularly in relation to the appearance of loyalty and motivation of the model, which is thought to potentially affect the process of WOM.

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