Leelavathy AM
Assistant Professor,
Department of Commerce,
Maharani Women's Arts,
Commerce and Management
College, Bangalore, Karnataka,
India

Brand sustainability as a positive factor of consumer purchase intention: With special reference to electronic products

Leelavathy AM

Abstract
Customers' interest in environmentally friendly alternatives has soared in recent years, as have their expectations of businesses in the process. It's critical to recognise the huge interdependence between brands and customers: just as consumers determine a brand's development and success, brands influence and drive consumer behaviour in the opposite direction. As a result, branding has become "the storey of belonging and pervasion," allowing customers to express their interests, attitudes, preferences, and overall personality through the brands they use. They are also a trustworthy source of information and an effective mediator in the education and employment of large groups of customers, which, when combined to build a brand's sustainability, may be a strong force in society. With this backdrop, a study was conducted to investigate the link between brand sustainability and buy intention. A sample size of N=100 respondents was taken using the Cochran formula ad the sample was selected based on the convenience of availability of the Target audience. A well-structured questionnaire adopted from two other famous studies on Brand sustainability and Purchase intention, the scale validity and reliability of the items was checked and affirmed. SEM Analysis using AMOS R was conducted and the findings of the CFA Analysis revealed that brand sustainability has a substantial positive influence on the target audience's purchase intention for electronic items. The report suggests that businesses use brand sustainability as a new marketing approach to attract more customers.

Keywords: Brand sustainability, consumer purchase intention, electronic products

Introduction
Consumer views and preferences about the environment, corporate sustainability practises, and brand equity are all tightly intertwined. Sustainability may infuse greater significance into a company's image, resulting in stronger emotional ties and distinction for the brand in question. Consumers who are satisfied with their purchases are more likely to recommend items and firms that meet their expectations, requirements, and aspirations. Furthermore, by mitigating a variety of potential hazards, sustainability helps to increase public recognition, competitive advantage, and financial health in the long term.

Given that "green corporate perception, eco-label, and green product value" all have a significant impact on purchase decisions, and that there are consumers who are willing to pay a higher price for environmentally friendly brands, sustainable branding is a significant driver of brand equity in the marketplace.

Brand sustainability refers to the intangible, hidden value that is associated with a well-known brand. It adds value to the brand by the use of the brand name,' and it provides information on customers' preferences, sentiments, and purchasing behaviour in relation to a certain brand. This definition of sustainable brand equity as the ultimate goal of sustainable marketing and branding strategy was first provided by (Chan, 2012) [21], who defined it as ''a collection of brand assets and liabilities about sustainable commitments and environmental concerns linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service." It is based on the notion of brand equity developed by (Aaker, 1991) [1] and (Keller, 1993) [9]. There have been several research conducted on the relationship between sustainability and brand equity which in turn effects the Purchase intention.

Correspondence
Leelavathy AM
Assistant Professor,
Department of Commerce,
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For example, the (Tandberg, 2017) [19] and Ipsos MORI survey confirmed the interdependence between corporate environmental responsibility, brand equity, and competitive advantage, explaining that more than 50% (1 billion) of consumers from their global survey stated that they would prefer to buy product from an environmentally responsible company. While nearly 80% (700 million) of workers from the SA survey stated that, they would prefer to work for a company that was environmentally responsible.

Chen suggested three unique constructs of brand equity based on his observations of consumers' purchases of information and electronic products: 1) Sustainable brand image, 2) Sustainable satisfaction, and 3) Sustainable trust. Chen based his observations on consumers' purchases of information and electronic products. According to him, there are positive relationships between those three factors and brand equity, with the addition of the caveat that green satisfaction and green trust can buffer the link between brand image and Sustainable brand equity to some extent. His list of primary motivations for creating sustainable marketing included "compliance with environmental demands; achieving competitive advantage; improving company images; exploring new markets or possibilities; and boosting product value" among others. Finally, offered a model of the link between sustainability and profitability, which demonstrated in detail how sustainability increases brand equity and, as a result, financial profit as the final business indicator.

Because of this, many businesses have placed sustainability high on their priority lists, with the dual goal of making a positive contribution to society while also generating financial benefits and obtaining an edge over their competitors. The connection between what firms really do in terms of sustainability and how consumers perceive it, on the other hand, is frequently muddled and confusing. Positive and negative gaps were identified between corporations' environmental practises and consumers' perceptions, according to Interbrain's annual Best Global Sustainable Brands report. The first refers to higher sustainable performance than the perception of consumers of those practises actually is, and the second refers to the opposite (in the case of negative gap). The primary cause of this inconsistency is consumer confusion, which is exacerbated by "Sustainable washing" – the practise of misusing and forging the concept of sustainability, the Sustainable movement, and manipulation in the field of ecology – which raises questions of trust and confidence in the company and their products, and frequently results in consumers losing their desire and enthusiasm to engage in environmentally friendly behaviour. In this regard, the development of appropriate Sustainable brand strategies is necessary in order to close the gap and expedite the widespread adoption of sustainable behaviours by all members of the community.

In spite of this, by adopting a Sustainable strategy, businesses and brands may avoid the risk of developing a rejected perspective and bad attitudes in the eyes of customers.

Review of Literature
(Schultz, D. E. and Block, M. P, 2015) [17] says that "sustainable is not a one-size-fits-all strategy." It is about cooperating, learning, developing, implementing, assessing, and improving on a continuous basis.". Addressing sustainability as a "serious marketing subject" necessitates delving into the substance of and taking into consideration a few facts). First and foremost, this entails seeing sustainability as a process that is incorporated into all business activities with the goal of achieving effective holistic adoption of environmentally friendly concepts. Beyond that, "sustainable development requires new guidelines," which implies that working together is a new slogan that puts stakeholders in a better position to establish common language, trust, and a shared goal with all of their stakeholders. It takes a new kind of knowledge to manage sustainability. This knowledge must be capable of delivering transparent business operations and processes, as well as clear communication and without making inaccurate claims, which may be a tricky region to navigate. Finally, implementing sustainable projects should be the result of observing and listening to market trends, nature, and society needs rather than being compelled to do so by current environmental and social issues, and all actions and investments should be measured, tested, analysed, improved, and justified through changes in consumer perception, society welfare, company reputation, and so on.

(Lynch, J. and de Chernatony, L, 2004) [12] A brand is a distinctive combination of functional and emotional characteristics that are seen as adding value, providing a unique experience and fulfilling a promise by customers. (McEnnaly, M. and de Chernatony, L, 1999) [14] It has a symbolic value that is distinct from everything else that is accessible in reality, as well as the potential to represent interests that are not directly related to the brand itself. (Kotler, P. and Keller, K.L, 2012) [10] It is the most important strategic resource and most valuable intangible asset for the firm.

(Mostafa, M.M, 2007) [15] Despite the fact that the attitude-behavior gap, which is defined as the discrepancy between customers' views and actual purchasing behaviour, has been discovered in several research sustainable qualities are becoming more essential in brand value. (Carrington M.J.; Neville B.A. and Whitwell G.J, 2010) [6] Linking brand performance and image with environmental and social concerns is quickly becoming a prominent method of differentiation. In this way, brand management is transformed into a central and even more dynamic business process that places sustainability at the heart of its philosophy. It also serves as the primary originator of conventional brand management theory and practise shift, which is now underway. (Louro, M.J. and Cunha, P.V., 2001) [11].

In literature, the terms "sustainable" and "green" are frequently used interchangeably. These are the qualities of green brands in this sense. Ecological – minimises negative influence on natural environment, equitable – prevents marketing promotion of unsustainable social behaviours and economic – encourages long-term economic development through brand – are only a few examples. (Ryals, L, 2012) [16].

The increasing importance and importance of sustainable branding is evident in the various advantages that are included into this idea. In order to get good outcomes from the application of green branding and environmental ideas, their presence in all elements of green marketing strategy is required.
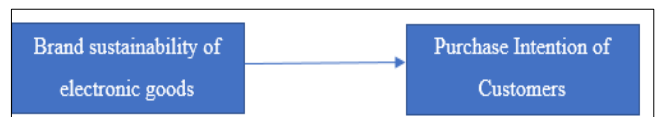
The decision to purchase a particular brand or product is influenced by a variety of factors, including the price of the

product, the design of the packaging, the knowledge of the product, the quality of the product, celebrity endorsements, fashion, and, in some cases, family relationships (Shafiq *et al*., 2011) [18]. The retail market in developed nations throughout the world has reached maturity (Berner *et al*., 2001) [4]. Asian markets, however, are more sensitive to product or brand perceptions, with individuals in nations such as Japan, China, India, and South Korea expressing concerns about what the brand delivers, among other things. In addition, how does the brand meet their requirements? (Anholt, 2000) [3] defined formalised euphemism as It has been suggested by (Blackwell and colleagues, 2001) [5] that customers make decisions about a particular brand based on their quest for information about the internal and external environments. In the case of internal information, it is obtained through experiences because of advertisements and other means, whereas external information may be gathered from peers or the market place, among other sources. Furthermore, prior research has suggested that external factors such as demographic, group, and regional characteristics have an impact on purchasing intention. However, there are some difficulties in putting these variables into practise, as well as some difficulties in determining the level of interest in purchasing. The effect of demographics on purchasing intention is a tough question to answer and one that requires further investigation. Consumers under the age of 18 to 24 years old, for example, are more inclined to purchase a product on the spot or switch brands if the mood strikes them to do so (Abdul

Razak & Kamarulzaman, 2009) [2]. According to (Zaal, 2009) [22], differing economic situations have driven firms to improve the efficiency of their operations and to ensure that the appropriate product is being sold to the right market, rather than capturing only those areas where large returns are expected to be generated.

According to (Madahi and Sukati, 2012) [13], the desire to acquire has gotten more difficult and significant in recent years. Consumers have gained knowledge about items through various advertising, reports, and publications about them. Furthermore, numerous kinds of brands, items, and superstores, among other things, make decision-making confusing and tough.

Research gap: With extensive literature, review it is seen that the topic of brand sustainability is growing enormously in field of marketing, there is dearth of studies in relation to electronic products in Bangalore city particularly. The current study aims to fill the gap by studying the impact of brand sustainability on the Customer purchase intention with reference to Electronic goods. The following conceptual framework for the current study is as follows:

Research Methods

Table 1: Research Methods

Research Type	Descriptive research: Investigate the link between brand sustainability and electronic products purchase intent.
Data collection tools	There are three parts to the questionnaire. Part One: Information about the respondent's demographic characteristics (Multiple choices) Part 2: Questions about the brand's long-term viability (LIKERT SCALE- 5points) (Muhammad Zubair, 2014) [20] Part 3: Questions about Purchase Intention Elements (LIKERT Scale-5 Points) (Chiew Shi Wee & *et al*, 2014) [8]
Data collection Techniques	Electronic goods buyers in Bangalore conduct interviews (when feasible) and fill out Google forms.
Sampling: Population	Electronic product buyers in Bangalore
Determination of sample size	Cochran Formula of Unknown Population = 95% confidence level and 10% margin of error, sample size of 100 respondents
Sampling Frame	Customers who buy Electronic commodities from Brands such as Croma, Samsung, Dell, Apple, etc who are part of sustainable brands
Sampling Technique	Convenient sampling by selecting customers from the stores
Sample	For the study, 126 questionnaires were circulated, and 100 valid replies were chosen.
Pilot Study	The questionnaire was pre-tested with 12 customers, and only minor modifications were made.
Plan of Analysis	EFA -SPSS Software CFA- AMOS Software

Discussion and results

A majority of respondents (69.7%) is between the ages of 31 and 35, while 13.3% are between the ages of 25 and 30, and 13.3% are between the ages of 36 and 40. Females make up the majority of the study's responses (54.5%). Graduates account for 53.3 percent of the target population, while postgraduates account for 39.4 percent, suggesting that the respondents in the survey are literate and have finished their

secondary and higher education. 55.8% of those polled are married. When asked about their annual income, 53.3 percent of respondents in the research had a salary of between 2 and 6 lakhs, and 26.7 percent have a salary of between 6 and 10 lakhs.

Descriptive statistics

Table 2: Descriptive statistics – Brand sustainability

Descriptive Statistics					
	N	Mean	Std. Deviation	Skewness	Kurtosis
Brand_sust_1 Sustainable brands are valuable to society	100	4.60	0.623	-1.460	1.710
Brand_sust_2 Products and services offered by sustainable brands are safer to use	100	4.65	0.550	-1.280	0.688
Brand_sust_3 Sustainable brands lead to higher Prices for customers	100	4.58	0.691	-1.567	1.827

Brand_sust_4 I tend to be more Loyal to sustainable brands	100	4.52	0.677	-1.092	-0.053
Brand_sust_5 I can recognize sustainable brands among the competing brands	100	4.53	0.649	-1.074	0.018
Brand_sust_6 I am aware of sustainable brands because of their environmental reputation	100	4.65	0.559	-1.588	1.740
Brand_sust_7 I can easily figure out sustainable brands when I want to shop for electronic goods	100	4.68	0.603	-1.098	1.650
Valid N (listwise)	100				

The above table shows the Descriptive statistics for each of the item in Brand sustainability. The mean values refer to the Average responses of the Target audience under study. The mean statistics for all items is above 4.50 indicating that the respondents have strongly agreed for the brand sustainability statement, which shows that the respondents under the study are well aware of the brand sustainability and are particular only for sustainable brands. The standard deviation is below 1.000 indicating that the responses of the target audience are near to its mean value.

The skewness is the measure of how the responses are distributed and Kurtosis measures the shape of the present curve in comparison to the normal distribution. As per (Hair and et al, 2007) the accepted_range of Skewness is -1 to +1 and kurtosis is -1.5 to +1.5. Negative skewness indicates that more responses are arranged towards the right. And positive skewness indicates responses arranged towards the left. In case of reward and recognition the skewness values for all Brand sustainability and Purchase intention items is within the acceptable_limit (-0.250 to -0.400) and tailed towards the right indicating that more responses are towards agreement. The Kurtosis is also within the adequate limits for all Brand sustainability and Purchase intention items indicating nearness to the Normal Distribution.

Table 3: Descriptive statistics – Purchase Intention

Descriptive Statistics					
	N	Mean	Std. Deviation	Skewness	Kurtosis
Purchase_Intention_1 I would buy Electronic products from sustainable brands in the near future.	100	4.76	0.517	-2.406	1.437
Purchase_Intention_2 I plan to buy Electronic products from sustainable brands whenever new products are launched	100	4.75	0.559	-2.543	1.280
Purchase_Intention_3 I intend to buy Electronic products from sustainable brands for my long-term benefits.	100	4.63	0.607	-1.589	1.211
Purchase_Intention_4 I intend to buy Electronic products from sustainable brands because they are more concern about consumer safety.	100	4.52	0.754	-1.953	1.019
Purchase_Intention_5 I intend to buy Electronic products from sustainable brands because they are more environmentally friendly.	100	4.54	0.703	-1.635	1.273
Purchase_Intention_6 I intend to buy Electronic products from sustainable brands because I am concerned about animal welfare.	100	4.89	0.350	-3.357	1.525
Purchase_Intention_7 I am always interested in buying more Electronic products from sustainable brands for the family's needs	100	4.66	0.568	-1.666	1.872
Valid N (List wise)	165				

The descriptive statistics for each item in Purchase intention are shown in the table above. The average replies of the target audience under investigation are referred to as the mean values. The mean statistics for all items are over 4.50, showing that the respondents strongly agree with the Purchasing intention statements, indicating that the respondents are fully aware of their purchase intentions and are solely interested in sustainable companies. The standard deviation is less than 1.000, suggesting that the target audience's responses are close to the mean value.

Kurtosis is a measure of the shape of the current curve in relation to the normal distribution, while skewness is a measure of how the answers are distributed. The accepted range of Skewness is -1 to +1, and kurtosis is -1.5 to +1.5, according to (Hair and et al, 2007). More replies are placed to the right when the skewness is negative. Positive skewness denotes answers that are skewed to the left. The skewness values for both Brand sustainability and Purchase intention items are within the acceptable limit (-0.250 to -0.400) and tailed towards the right in the case of reward and recognition, suggesting that more answers are towards agreement. All Brand sustainability and Purchase intention items have Kurtosis within acceptable bounds, suggesting that they are close to the Normal Distribution.

Table 4: Scale Validity and reliability

Brand sustainability	λ	λ^2	ε		
Brand_sust_1 Sustainable brands are valuable to society	0.827	0.684	0.316		
Brand_sust_2 Products and services offered by sustainable brands are safer to use	0.813	0.661	0.339	n	7
Brand_sust_3 Sustainable brands lead to higher Prices for customers	0.811	0.658	0.342	AVE	0.509303
Brand_sust_4 I tend to be more Loyal to sustainable brands	0.784	0.614	0.386	CR	0.875648
Brand_sust_5 I can recognize sustainable brands among the competing brands	0.613	0.375	0.625	CA	0.855
Brand_sust_6 I am aware of sustainable brands because of their environmental reputation	0.541	0.293	0.707		
Brand_sust_7 I can easily figure out sustainable brands when I want to shop for electronic goods	0.530	0.281	0.719		
	4.918	3.565	3.435		
Purchase Intention	λ	λ^2	ε		
Purchase_Intention_1 I would buy Electronic products from sustainable	0.855	0.731	0.269		

brands in the near future.					
Purchase_Intention_2 I plan to buy Electronic products from sustainable brands whenever new products are launched	0.838	0.702	0.298	n	7
Purchase_Intention_3 I intend to buy Electronic products from sustainable brands for my long-term benefits.	0.818	0.669	0.331	AVE	0.555272
Purchase_Intention_4 I intend to buy Electronic products from sustainable brands because they are more concern about consumer safety.	0.766	0.587	0.413	CR	0.895059
Purchase_Intention_5 I intend to buy Electronic products from sustainable brands because they are more environmentally friendly.	0.742	0.551	0.449	CA	0.819
Purchase_Intention_6 I intend to buy Electronic products from sustainable brands because I am concerned about animal welfare.	0.612	0.375	0.625		
Purchase_Intention_7 I am always interested in buying more Electronic products from sustainable brands for the family's needs	0.521	0.271	0.729		
	5.153	3.887	3.113		

Chart 1: Purchase Intention

The skewness is the measure of how the responses are distributed and Kurtosis measures the shape of the present curve in comparison to the normal distribution. As per (Hair and *et al*, 2007) the accepted_range of Skewness is -1 to +1 and kurtosis is -1.5 to +1.5. Negative skewness indicates that more responses are arranged towards the right. And positive skewness indicates responses arranged towards the left. In case of reward and recognition the skewness values for all Brand sustainability and Purchase intention items is within the acceptable_limit (-0.250 to -0.400) and tailed towards the right indicating that more responses are towards agreement. The Kurtosis is also within the adequate limits for all Brand sustainability and Purchase intention items indicating nearness to the Normal Distribution.

Scale Validity and reliability
There are two important aspects of construct validity to remember: Convergent and discriminant validity. The convergent validity of the most recent scale refers to how well it correlates with other variables and metrics of the same construct. The construct correlates not only with related variables, but also with unrelated and irrelevant variables. A term known as discriminant validity is used to characterise a judgement taken along these lines (de Vet *et al*., 2011; Streiner *et al*., 2015).
Validity is measured through
▪ AVE – Average Variance Explained
▪ CR- Composite reliability
▪ CA- Cronbach Alpha

The above results indicate that the convergent validity of the model measured in CFA is affirmed. The findings reveal that all the constructs are greater than the required reliability. (AVE = > 0.50; CR = > 0.70; CA= >0.70) Since, the Cronbach's Alpha values across all the dimensions are more than 0.70, Composite reliability values are above 0.70 and Average variance explained values are above 0.50 it indicates the internal consistency of the items are considered under study

Confirmatory Factor Analysis
Null Hypothesis: There is no significant positive impact of Brand Sustainability on the purchase intention of electronic products

Alternate Hypothesis: There is a significant positive impact of Brand Sustainability on the purchase intention of electronic products.
The data from the model fit reveals that Chi-square/df (2/df) is as close to the centre as feasible (2.9918). The Adjusted Goodness of Fit Index (0.762) and the Goodness of Fit list (0.803) are both lower than the required characteristics. Individually, the Normed Fit Index (NFI), the Relative Fit Index (RFI), and the Comparative Fit Index (CFI) are 0.756, 0.721, and 0.812. They are also less than the maximum value. The RMSEA is 0.084 within the acceptable range. The model is well-known and has appropriate fit measurements.

Table 5: Regression result for a direct relationship between Brand Sustainability and Purchase intention

Regression result for a direct relationship between Brand Sustainability and Purchase intention					
Structural Relationship	Unstandardized Estimates	Standardised Estimate	S.E.	C.R.	P
Purchase Intention <--- Brand Sustainability	0.293	0.456	0.09	1.057	0.002
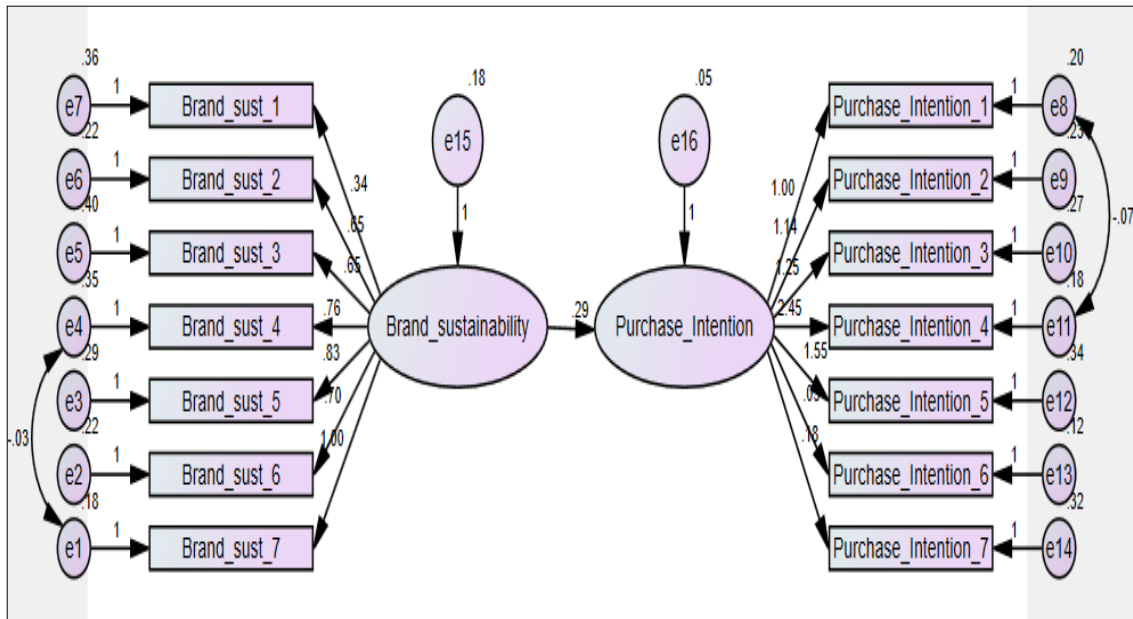
Fig 1: Regression result for a direct relationship between Brand Sustainability and Purchase intention

The connection between the dependent purchase intention and independent brand sustainability variables is examined using a path diagram. The structural connection is studied using unstandardized estimates, which are changes in the mean value of the dependent variable induced by independent factors. In this study, increasing Brand sustainability by one increases Purchase intention by 0.293 times, which is significant at p0.05.
Based on standard deviations, standardised regression estimations demonstrate the influence of one variable on the other. When the standard deviation of Brand sustainability increases by one, the standard deviation of Purchase intention increases by 0.456, which is likewise a positive indicator of considerable effect.
Therefore, H1 – There is a significant positive impact of Brand Sustainability on the purchase intention of electronic products is accepted.

Conclusion
In recent years, customer interest in environmentally friendly options has skyrocketed, as have their expectations of companies in the process. It is important to recognise the enormous dependency between brands and customers - in the same manner that consumers decide the growth and success of brands, brands impact and guide consumer behaviour in the opposite direction. Since a result, branding has evolved into "the tale of belonging and pervasion," as it allows customers to express their interests, attitudes, preferences, and general personality through the brands they use. Furthermore, they are a reliable source of information and an excellent mediator in the education and occupation of huge groups of customers, which, when combined to form a brand's sustainability, may be a powerful force in society. With this background the study was carried out on studying the relationship between brand sustainability and purchase intention, the results of the SEM Analysis showed that there a significant positive impact of brand sustainability on Purchase intention of target audience associated with purchase of electronic products. The study recommends the companies to switch to brand sustainability as the new marketing strategy to attract more and more customers.

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