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Abstract

This study reviewed the analyze of effect of green approach and brand awareness to customer loyalty in using green products or going green. The research was conduct in order to understand 1.How to develop a brand management in green environment? 2. Importance of green marketing management? In this research green approach and brand awareness are independent variables, and customer loyalty is the dependent variable, also there is mediation between customer loyalty and green approach, and mediator variable is brand awareness. To analyze my diploma work I use Quantitative research, and I surveyed 150 people. Likewise, my analyze includes reliability, multicollinearity, regression and mediation analysis. To gather the needed data we used a questionnaire which has 4 sections; the first section included general questions and demographic questions, the second section question related to green approach, the third part includes questions related to brand awareness, and finally, the fourth part includes questions related to customer loyalty. Questionnaires reliability was estimated by calculating Cronbach's Alpha, and all of them showed acceptable results. In order test the hypothesis of the research I used regression. The results show that green approach and brand awareness has an impact on customers' loyalty. It means, through this two independent variables companies can reach a strong customer loyalty if they started to think about sustainable development.

Түйіндеме

Бұл зерттеу экологиялық көзқарас және бренд хабардарлық экологиялық таза немесе жасыл өнімдерін пайдалануға сатып алушылардың адалдық әсерін талқылайды. Зерттеу 1.Қалай Экологиялық ортада бренд басқаруды дамытуды түсіну? 2. Экологиялық маркетинг менеджменттің маңыздылығы? деген сұрақтарға жауап табу мақсатында жүргізілді. Бұл зерттеуде, экологиялық тұрғы және бренд тану тәуелсіз айнымалылар болып табылады, және клиенттердің адалдығы - тәуелді айнымалы болып табылады. Сонымен қатар, клиенттердің

адалдығы және жасыл көзқарастың арасындағы медиатор айнымалы - бренд хабардарлық болып саналады. Осы жұмысты талдау үшін сандық әдіс зерттеуі пайдаланылды, және де 150 адамнан сұхбат алынды. Қажетті деректерді жинау үшін, 4 бөлімнен тұратын сауалнама, пайдаланылды. Бірінші бөлім, жалпы сұрақтар және демографиялық мәселелер мен жасыл көзқарасқа байланысты сұрақтардан тұрса, екінші бөлімін, бренд хабардарлыққа байланысты сұрақтар қамтиды, төртінші бөлігіне клиенттедің адалдығына байланысты сұрақтар кіреді. Зерттеу барысында өзі сенімділігін, регрессиялық талдау және медиацияны талдау жұмыстары жүргізілді. Жұмысты зерттеу кезінде сауалнама сенімділігі Кронбах Альфаны есептеу арқылы бағаланды, және олардың барлығынын нәтижесі қолайлы нәтиже көрсетті. Зерттеу гипотезаны тексеру үшін регрессия есептеу тәсілі пайдаланылды, және нәтижелері клиенттердің адалдығына экологиялық көзқарас және бренд хабардарлық әсерін тигізетінін көрсетті. Осы екі тәуелсіз айнымалы арқасында компания клиенттердің адалдығына қол жеткізе алатындығын. Зерттеу нәтижесі экологиялық жолмен даму жайлы ойланып жүрген компаниялардың, осы екі тәуелсіз айнымалы арқасында клиенттердің адалдығына қол жеткізуге болатындығын көрсетті.

Аннотация

В этом исследовании рассмотрен анализ влияния зеленого подхода и узнаваемости бренда на лояльность клиентов к зеленому или использованию зеленых продуктов. Исследование проводилось для того, чтобы понять: 1. Как развивать бренд-менеджмент в зеленой среде? 2. Важность управления зеленым маркетингом? В этом исследовании зеленый подход и узнаваемость бренда являются независимыми переменными, а лояльность клиентов - зависимой

переменной, также существует посредничество между лояльностью клиентов и зеленым подходом, а переменная посредника - узнаваемость бренда. Чтобы проанализировать мою работу, я использовала количественные исследования, и я опросила 150 человек. Сам анализ включает в себя надежность, мультиколлинеарность, регрессию и анализ медиации. Для сбора необходимых данных я использовала опросник, которая состоит из 4 разделов; Первый раздел включал общие вопросы и демографические вопросы, второй вопрос секции, связанный с зеленым подходом, третья часть включает вопросы, связанные с узнаваемостью бренда, и, наконец, четвертая часть включает вопросы, связанные с лояльностью клиентов. Надежность вопросников оценивалась путем вычисления Альфы Кронбаха, и все они показали приемлемые результаты. Чтобы проверить гипотезу исследования, я использовала регрессию. Результаты показывают, что зеленый подход и узнаваемость бренда влияют на лояльность клиентов. Это означает, что благодаря этим двум независимым переменным компании могут достичь сильной лояльности клиентов, если они начнут думать об устойчивом развитии.

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INTRODUCTION

We live in a world in which the modern market, new products and services are increasingly appearing, more and more diverse markets are developing, the life cycle of many products is getting shorter, and the activity of competitors is growing significantly. Globalization, international integration and rapidly improving communication technologies strengthen the importance of the above factors for numerous groups of consumers, both on local and international markets. The variety of goods and services offered by companies and offered in various ways and creates significant difficulties in connecting these "technologies of satisfaction the needs" with consumers [1].

Organizations are facing a global problem that is not so much about winning and retaining clients, and also creating an absolutely new level of relations - long-term partnership on a mutually beneficial basis. This applies to specific national, local companies, and to global participants in the modern international market. This includes, among other things, the preservation or conquest of a certain market share, and the acquisition of maximum profit in the market with the least costs achieved with the help of traditional marketing tools. However, the meaning of the modern concept of marketing lies in the creation of dynamic technologies that allow the organization to become necessary to the consumer, that is, to become adequate, in demand for the modern market in general and for individual markets in particular. This has recently been said by most leading marketing executives at all levels of international and local markets [2].

Environmental and social problems have increased over the years and led to the popular term, known today as "sustainability." It's no secret that sustainability is one of the biggest trends that spread across all industries. Consumers are more aware of their environment and its problems, which has led to an increase in demand for organic products [3].

Offensive practices encourage consumers to question business ethics over the products they buy, and cause fears that require nothing but sustainable practice.

Companies will have to evolve if they want to survive in this new and greener industry [4].

Environmental sustainability is getting increasingly significant because we witness an excessive weather changes, global warming and environmental deterioration. As the Earth population grew, the need for resources likewise enhanced. In order to satisfy the enhancing demand for these resources, more industrial operations also strengthen around the world.

These enhance industrial operations over the years did not think the resulting environmental degradation like pollution of water, air and land. The degradation was not taken into consideration along with the intended industrial growth, therefore, the value cases of a lot of economic operation ignored these “expenses”. Typically, the companies that produced negative impact on the environment were not held responsible for them. They externalized these expenses and the society suffered. A lot of ecosystems have been adversely affected to the point where they can no longer resist or recover from natural disasters resulting from activities of people and these disasters include flooding and global warming, bad weather conditions [5].

Ecological issues are hot topics for discussion in sectors such as industrial and academic sectors for more than 3 decade [6]. According to Erdman that people are more concerned for the improvement of world and they demand ecological, bio-organic products from marketers. Thus now different brands are in competition to be more greenly or environmentally friendly [7]. In recent years customers awareness about eco concern enhances. Nowadays companies and industrial sector are working on enhance their performance regarding ecological improvements to engage more green customers [8]. As people awareness about environmentally friendly concern increases in Google searching website the word “going green” achieves more than 15.6 million times in 2008 [9]. Marketers and professionals analysis“ eco consumer requirements and build up their marketing offering in a way that satisfy customers needs in better way also helpful for the society as well [10].

Purpose of the Study

The purpose of this study is to describe how companies implement business in sustainable environment, also disclose the importance of brand awareness and customer loyalty in order to successful brand management in green environment.

Problem Statement and Research questions

The problem statement of my research is that nowadays with every minute there are producing a new companies, a new products and a new services. Many companies can not distinguish themselves from the crowd of others and build a profitable business while not restraining the environment [11].

The main research objective of this work is to examine how to managing a brand in sustainable business environment. Moreover, the thesis purpose to investigate in detail the green approaches, green brand positioning. Green (or eco-friendly) positioning is getting a very popular technique for organizations to out from the throng, and distinguish from the rivalry [12].

Coming from this, the aim of the research is to answer these questions:

- 1.How to develop a brand management in green environment?
2. Importance of green marketing management?

1.KEY ASPECTS OF MANAGING BRAND IN SUSTAINABLE BUSINESS ENVIRONMENT

1.1 Definitions of the brand

According to The American market association the explains a brand as : A symbol or design, name and term, or any type of feature that can differentiate one sellers' service and product from those of other sellers [13].

Some people believe that branding is simply calling a brand and offering a product or service [14]. Branding is more complicated than this one. According to Kapferer, brands are the initial strategies for segmenting the market and differentiating products [14,223p]. Brands help companies distinguish themselves from competitors, attract specific market groups. Branding also allows customers to distinguish between different products and services and to recognize what they perceive to the greatest extent satisfies their needs.

Brands can strengthen the trust and loyalty of clients and help them make quick decisions about buying. This allows organizations to develop their quality, equipment, effectiveness in a larger volume of manufacturing and lower costs [15].

Also, brands make critical social values in spite of economical values because of expanded rivalry, item change, prepare execution, and pressure on entrepreneurs to act in a socially responsible way [16].

A recognizable brand can be organization's most valuable assets, since this can lead to increased sales. If consumers have positive associations or feelings about a particular brand, they are generally more likely to buy products in this range than generic products or products from other brands. This often happens because consumers trust the company: they know that the quality is good [17].

Brand extensions are regularly important when adjusting to changes in the earth or with a specific end goal to receive the full rewards of a strong brand. Extensions have many advantages. Originally, brand expansion were utilized like a strategic tool mostly to engage new markets [18]. Nowadays, brand extensions are likewise used to support and build up the brand to meet market changes.

Brand Icon. An exceptional of significant brands can guarantee symbol status, which is viewed as the sacred chalice of brand management. A notorious brand holds

references that the vast majority agree and it gets that status by playing a dynamic part in contemporary culture [19].

Brand identity alludes to the identity of the brand. There are a wide range of perceptions of what the brand personality comprises of. But the more typical meaning of brand identity is that it is; An associations that the brand strategist looks to make or keep up [29].The identity of a brand is henceforth something that the marketer "has" and something he tries to make via the proper brand strategy. The brand personality should express the specific uniqueness and vision of the brand – what the brand remains for fundamentally, and the brand identity must be a permanent nature or long-lasting. If the brand identity is both marvelous, unmistakable, and a reasonable articulation of what the brand is about and also enduring, then it can make the premise of a strong, lucid and durable brand and be the driver of all brand-related operations.

Brand awareness. According to Aaker brand awareness is the customer's ability to identify the brand under different conditions. For marketers to create brand awareness they have to give their product an identity. There are two main types of brand awareness, brand recognition and brand recall [18,186 p].

The brand image is the reception of the brand by buyers. The objective of working strategically with brand image is to guarantee that buyers hold solid and positive associations of the brand in their minds. The brand image commonly comprises of various concepts: perception, the fact that the brand is perceived; cognition, since that brand is intellectually evaluated; lastly attitude, since customers constantly after perceiving and estimating what they receive from attitude about the brand [30].

Brand loyalty. In branding process, achieving a high level of loyalty is very important object. Loyal customers are essential customers, because hiring new customers is much more expensive than caring for and keeping patients. Brands are essential vehicles for creating consumer loyalty, because they are known for recognizable points of reference in shopping [20].

Brand positioning depends on the supposition that shoppers have constrained space for commercial messages and that the best brands can position themselves in the minds of buyers, adjusting the most appropriate and predictable commercial message[21].

Brand relation. The relationship similitude has been added to the general vocabulary of brand management after having relation with business-to-business advertising for various years. Purchasers can see certain brands as practical relationship accomplices and accomplishing that position can be an imperative objective in the management process. Brand relation (like brand identity) is likewise some portion of the conventional brand personality models. Understanding brand connections suggests a more profound comprehension of brand devotion as the brand connection gives an under-remaining of how and why the brand is devoured, where brand dedication answers if the brand is being expended [23, 283p].

Brand equity. Basically, the objective for any brand supervisor is to supply goods as well as services through brand equity [22]. Brand equity characterizes the esteem of the brand and can allude to two understandings of brand esteem, specifically a key, subjective understanding or brand value as a money related, target articulation of the estimation of the brand.

In the financial understanding of brand equity, the idea is an approach to represent how much esteem a brand holds. Brand equity is one of the impalpable articles on the balance sheet (like goodwill and know-how). Having the capacity to represent how much the brand holds is critical, both in connection to money related statements, mergers, acquisitions, and as a device for brand managers to prove their case.

The subjective understanding of brand equity alludes to the buyers' impression of the brand and is strategically essential for brand management. Customers are the ones who test the brand, and their understanding of brand value can be characterized as: 'A customer understands a brand's equity as the worth added to the functional good or service by connecting it with the brand name [23].

1.2 Dimensions of brand management

Brand Architecture. The architecture of a brand is the structure that organizes a portfolio of brands. It defines the brand roles and relationships between the company's brands, for example. The role between the brand of the car and the model of the brand (like Volkswagen Golf). Some corporations prefer to transfer the corporate brand to the market, while others prefer to sell product brands to specific segments and keep the corporate brand in the shade. According to Olins, the brand architecture can be structured in three main ways. The monolithic structure of the brand is equal to the structure in which the company relies solely on the corporate brand and on its basis can be made from approved brands that are a hybrid where the corporate brand is used to support corporate brands in the portfolio [24].

A brand auditing assesses the brand health. Regularly, it comprises of a brand exploratory and a brand inventory. The brand inventory is an inner description of how the brand has been advertised. The brand exploratory is an outer examination of what the brand intends to buyers (through focus groups and other marketing research methods). Brand audits are most helpful when led all the time [25].

Brand strategy. The purpose of brand strategies is to expand the internal and external capabilities of the brand. The brand strategy should be strategic, forward-looking and initiative, not tactical and reactive. Each brand should find its own holy grail for success - in the form of a unique and relevant brand identity and brand vision, which are the first elements that should be in the development of brand strategies. The brand vision embodies the brand strategy, which allows to fully reveal the potential of the brand. Brand managers should have a long-term rather than a short-term focus. If the brand's performance is consistent with its quarterly indicators, then it is likely that it will work more efficiently than strategically, without sufficient visionary thinking, to stimulate growth and brand growth in the future.

The premise for creating brand strategies. It means that the brand and brand strategy mustn't be perceived as something else or as an addition to business strategies. In an ideal world, brand strategy and business must develop contemporaneously and maintain each other. The brand's vision should also be resolved with participation and

distinguish the brand from other brands. After the brand was created, a number of elements were set up, which should be priority and developed. The brand strategy will consist of an individual set of elements from seven approaches to the brand. Each of the seven approaches to the brand has strengths and weaknesses, so it adjusts the combination of elements from the corresponding approaches [26].

Brand stretch. It is expected that all brands have a center that ought to remain the same through the span of time . At the point when a brand is reached out into new product classifications, or joins co-marking wanders, its character is extended. The trap is to extend it enough to have the capacity to go in new bearings, yet never to extend it to such a degree, to the point that the substance is weakened [27].

1.3 Internal and external brand management

The internal brand management. According to Balmer Wilkinson" Internal brand management comprises of the organizational resources accessible to finish its objectives [28]. These incorporate work ethics and personal values, general cultures and physical assets. ...one of the critical errands of brand management is to obtain these assets and make productive and compelling utilization of them inside an association." Internal brand management is identified with association, human resource components and so on.. Internal brand management have many capacities, David Aaker has the announcement that "internal brand management is connected to identity, picture and vision, associations possess comprehension of the brand and its dedication'" [29]. A companies' relationship with its brand will likewise influence the aggregate inside relationship to companies value. In this review, inward brand management is identifying with components like HR, identity, company's image [30].

The external brand building procedure is basically worried with relations and connections between the brand and its clients. "The goal of this external procedure is eventually to make associations with the client's identity ...to accomplish a solid brand association with the client, it is fundamental for there to be interest in the product and for the decision of brand to be viewed as imperative, there must be brand

sensitivity"[32, 132p]. External brand management in this thesis is identified with elements like item quality, package and so on...

Relationships of internal and external brand management. Aaker David has noted that: "Brand management can be separated into internal and external brand management". As prior expressed, the goal of this internal procedure is at last to make esteem and with the client's way of life as the premise. The representative in the internal brand management is executer and administrator of brand management. "Likewise, external brand management supports the internal brand management to benefit a company's image. Likewise composes: "External brand management can supply a fundamental stage for internal brand management" - "it is difficult for them to work separately.....". Both external and internal brand management utilize diverse approaches to build the brand loyalty and brand awareness to the brand. Along these lines, both of the two variables ought to consolidate, nearly, agreeably and support each other to make esteem." In general "External brand management can supply important stage for internal brand management, internal brand management as executer and manager can support external brand management and in this manner emphatically impact organization's value'' [31].

Sustainability in the Context of Brand Management

Before presenting the frame of reference a more critical look on the idea of sustainability in the context of marketing in overall is taken. The thought behind this is to examine the connection between these two imperative fields and to bring up the general suitability of a combination of sustainability aspects in the field of marketing.

"It is a typical presumption that sustainability and marketing are set for a head on crash since marketing is about selling increasingly while sustainability is about devouring less"[32].

Charter defines sustainable marketing as:

"The creation, production and implementation of sustainable solutions with higher net sustainability, with constant satisfaction of customers and other stakeholders" [33].

The thought of sustainability adds another measurement to the marketing concept of fulfilling customer needs. Moreover, interpersonal and intrapersonal needs, sustainable marketing likewise needs to deal with the adjusting of intergenerational needs [34]. sustainable marketing has the extra challenge to meet:"the needs of the present without trading off the ability of future generations to meet their own particular needs" [35].

Sheth and Parvatiyar comprehend sustainable development as creating and distributing products in a more effective manner, thinking about products' lifelong ecological effect, arranging for products' reusing and motivating providers to follow these rules. This requires another mentality, new tools and alterations through the entire organization's association. Therefore, a marketing approach that advances such a supportable improvement as it is above described, and the assurance of the environment is named as sustainable marketing [38,3].

As considering what sustainability can offer marketing, a standout amongst the most evident connections between marketing and sustainability is the way in which organizations utilize the idea of sustainability to separate themselves from their competitors and to improve their corporate brand image and reputation Moreover, the Chartered Institute of Marketing contends that accepting the idea of sustainability can lead by workers to more noteworthy sense of loyalty and pride in the firm, which thus can be an important deals resource when employees communicate with clients [36]. When seeing what marketing can offer sustainability, it ought to be viewed as that marketing deals with understanding and changing customer conduct and can bigly affect individuals' attitudes and convictions. In this manner, marketing can be believed to perceive the key part of costumers as leaders in moving towards sustainability, as e.g. in reducing carbon dioxide emissions, reusing expanding volumes of waste or supporting Fair Trade activities and receiving more beneficial ways of life.

To sum up, in spite of the fact that marketing and sustainability appear to be as 'chalk and cheddar' there is evidence that these two ideas offer each other a few focal points. Initial, an expanding number of organizations shows enthusiasm for being focused on a far reaching meaning of sustainable development in regards to the promoting blend of maintainable products and enterprises. This shows a hefty portion of the sustainability responsibilities requested by organizations can be viewed as being driven by business imperatives. A large portion of the ecological activities are as of now created by various retailers keeping in mind the end goal to reduce vitality and water utilization and in addition squander discharges, which thusly diminish costs. Second, it is accepted that marketing offers imperative methods for evolving consumer conduct and affecting states of mind and convictions. These contentions and the perceived developing enthusiasm of research in the relationship of sustainability and marketing, demonstrate that it is clearly imperative to examine these two ideas and their relationship to each other further and it can be expressed that there is a general suitability of an integration of the sustainability aspect in the field of marketing [39,212p].

1.4 Emergence of green brand positioning

Since the environmental wave which is refers to 1970s, we can observe about arising of the green marketing and the range of the concept “ecological marketing”. Thereat the organizations and companies were more worried about the legislation issues in this respective and the marketers were not disputed with this [40].

Throughout in 1980s and 1990s organizations started to realize the significance of the environmental feedback and the advantages of positioning as eco friendly. It is getting a space of interest for each stakeholder and likewise gives organizations' chance for innovation development and making of clear competitive advantage, particularly in the early phase in product development [48].

It is undeniable that many studies are aimed on green marketing and consumers' attitudes toward the eco-friendly brands [49]. As Hennison and Kinnear noted: green marketing is "connected with all marketing operations (a) that serves to help cause sustainability (environmental) problems and (b) that may serve to provide a device for environmental issues" [43, 323p]. Green management and marketing was determined by Peattie as "the holistic control operation responsible for recognizing, expecting and meeting the needs of customers and society, in a beneficial and sustainable way." The significance of green marketing can be showed through real practical business cases as for example the rise of 3.5% in gross margin for Electrolux after the launch of "Green range" (goods with less environmental impact) in their white goods. Likewise in the 1990s AEG launched the newest dishwasher range by applying ecological setting for the first time and this led to unexampled rise of 38% in its internal market. After that for the great majority of women from Germany rated "AEG" the most "favorable" brand [40,243p] . Analyzed in 1990s, for period of 5 years the implantation of green goods reduced with 100% and sales for 1995 were rated it result to \$8.8 billion. Which seems to confirm the idea that there is a need arising for more sustainable business experiences by the organizations and more information for the environmentalism among the customers in today's world,. A good understanding of consumers' attitudes and conducts will help to overcome this current issue and to develop more effectively the markets for green goods and services [44, 1]

2. OVERVIEW OF GREEN ECONOMY

2.1 History of Green Economy

The idea of sustainability gained fame in the 1980s and speaks of the permanent survival of mankind. It consolidates the idea of equality among generations. Albeit innumerable determinations of sustainability have been put forward, reflecting the inherent ambiguity of the term, "the World Commission on Environment and Development" (WCME) is best known: "[sustainability] responds to the satisfaction of needs of the real time without exposing the opportunity of next generations to satisfy their proper needs" (WCED 1987, 43) Sustainability is a goal-oriented operation in order to realization of the complex well-being of individuals and the ecosystem,

without exposing the opportunity of next generations and ecosystems to maintain their well-being.

In the history of the development of the world environment, several stages can be provisionally identified, and each stage is characterized by a certain understanding of the interrelations between ecology and the economy.

The first stage (1950-1960-ies) is associated with awareness of the hazardous effects economy on the environment and man, not only locally, but also on a global scale - including through chemical and radiation pollution of the natural environment. This is the period of the growing nuclear threat and the discussion of possible catastrophic consequences of the use of nuclear weapons, the accumulation of data on the negative impact of economic activity on the environment, the emergence of global environmental consciousness and the ecological movement. At the same time, decolonization and the formation of independent Third World countries, which are in dire need of raising the standard of living of the population and economic growth, are taking place. The interrelationships between the processes of economic development and environmental degradation are already well understood, but environmental rhetoric is mainly associated with the need to take into account the interests of nature protection in the process of economic development. The main milestones of this period are:

- 1955 - the first international conference on air pollution was held as a reaction to the increase in mortality from smog in the world's largest cities;
- 1962 - Rachel Carson's book "Silent Spring" was published, for the first time and in an accessible language she spoke about the dangers of synthetic pesticides used in agriculture (including DDT);
- 1962 - in the UN General Assembly resolution of 18 December (1831 (XVII)), "Economic development and environmental protection" recognizes that economic development, including industrialization and urbanization, can damage natural resources, flora and fauna (especially In developing countries), therefore, economic development must necessarily be accompanied by measures to

"preserve, restore, enrich and rational use of natural resources and increase productivity."

In the second stage (1960-1970s), it was said that excessive use of natural resources and pollution caused by economic development undermined the economy itself, destroying its material and resource base and reducing human well-being (this Means that the economy "torpedoes" itself). It was understood that once the problems of pollution and depletion of resources began to acquire a global character, then the combined efforts of the entire world community are needed to solve them. The main idea for this period is that the economy should be rational for the conservation of natural resources and a favorable environment for people. With this approach, scientifically based planning and centralized environmental regulation of economic development are key to preventing dangerous environmental changes. The assertion of the so-called "administrative rationalism" in the environmental sphere was expressed in the creation of international, national, regional formal institutions - specialized bodies and departments, in the development of legislation, rationing, etc. Major milestones:

- 1968 - the famous photo "Sunrise of the Earth" was published,

During the flight of the moon, the Apollo-8 spacecraft became

One of the symbols of the awakening of global ecological consciousness;

- 1972 - the first report to the Club of Rome is published - the book "Limits of Growth", which presents the results of modeling the exponential growth of the world population, industrialization and pollution, as well as increasing food production and depletion of natural resources.

Resources up to 2100.

- 1972 - the United Nations Conference on Human

The environment in Stockholm is the starting point for an international environmental protection system; At the end of the conference the Stockholm Declaration (26 principles) is adopted; By the end of the year, the United Nations Environment Program (UNEP) is being established.

The third stage (1980-1990-ies) is characterized by rapid development of "green" technologies in developed countries. During this period, the idea of ecological modernization is actively promoted. The basic premise of this idea is that the ecological adaptation of economic growth and industrial development is economically feasible (or even beneficial), as it contributes to saving resources and creates competitive advantages for companies introducing "green" technologies and industrial innovations. This idea quickly established itself both in the business community and at the level of the governments of the industrialized countries, since such an approach eliminates the contradiction between economic and environmental interests within the market system, arguing that environmental damage can be separated from economic growth through the development of technologies that reduce specific damage Per unit of output. The economic and political acceptability of environmental modernization at the government level during this period can be explained by strengthening the policy of "non-interference" of the state in the economy in countries such as the United States and Britain ("Reaganomics" and "Thatcherism").

In the same period, experts develop a concept of sustainable development. This concept was originally born out of the conflict of interests of the developed countries of the "North" that initiated the issuing of environmental problems to the world agenda, and the developing countries of the "South", who defended their rights to economic development and feared the protectionist background of the environmental requirements of the "North". The idea of sustainable development is based on the triune of economic, environmental and social development goals. Main milestones:

- 1987 - Report of the International Commission on the Environment.

Environment and development (Brundtland Commission), which for the first time gives a general definition of sustainable development; Among other things, the Commission notes that climate change is not a purely environmental problem: it is a symptom of a vicious energy model, and energy is the basis of the entire economy;

- 1992 - the Conference on Environment and Development (Earth Summit) is held in Rio de Janeiro, where Agenda 21 is adopted as the main outcome document, and the

United Nations Commission on Sustainable Development is established; The Rio conventions on environmental climate change and biodiversity conservation document the mutual environmental obligations of the participating countries, but they are primarily declarative in nature and require a more specific definition of the objectives and mechanisms for implementation;

- 1997 - the Kyoto Protocol was signed, one of the first practical mechanisms, which imposes legal obligations on countries to reduce greenhouse gas emissions in comparison with the level of 1990 and prescribes the creation of an emissions trading system.

Finally, the fourth period (2000-2010) is the consolidation of the concept of sustainable development in international and national legislation, in the business environment, public discussions and the media. This period is associated with a closer look at the social component of XXI century. In the sphere of ecology, the problem of climate change comes to the fore, as well as its relation to the prospects of economic expansion and development. The global financial and economic crisis reveals a new problem of the instability of the global economic system, showing that the "free market" is not capable of self-regulation not only in the interests of preserving the resources of the biosphere and social justice, but also for ensuring long-term economic stability. It is against this background that the word combination "green" economy appears on the world agenda. Main milestones:

- 2000 - The Millennium Summit (New York) was held, and the Millennium Development Goals (MDGs) aimed at reducing the backlog of developing countries in terms of quality of life - through the eradication of poverty and hunger, increased access to education and health, reduced material inequalities , Empowering women, protecting children, reducing morbidity and mortality, and reducing external of the debt of the poorest countries;

- 2002 - the World Summit on Sustainable Development in Johannesburg ("Rio + 10"); As a practical form of interaction for the achievement of the MDGs, the summit announced the creation of so-called "second type partnerships" involving more

dynamic participation of the private sector, non-profit organizations and civil society in decision-making affecting critical development issues;

- 2006-published report of the Nicholas of the "Economy of Climate Change" [10], which shows that the cost of negative consequences of environmental climate change (up to 5% of world GDP in the near future and up to 15-20% by the end of the century) Urgent measures to reduce greenhouse gas spread (about 1% of world GDP); The report evokes a wide public response;

- 2007 - the Fourth Report of the Intergovernmental Panel on Climate Change (IPCC), which states that the observed climate alteration is "highly likely" (with a probability of more than 90%) is associated with individual activities , in the first place , With the growth of anthropogenic spread of greenhouse gas since the starting of the Industrial Revolution;

- 2008-the start of the global economic and financial crisis, which many administrations are responding to by adopting stimulus packages that include a more or less significant "green" component: growth in employment and economic activity via investing in resource and energy efficiency, Regimes favorable for the development of "green" sectors, etc .;

- 2009 - The UN Environment Program (UNEP) is issuing a document that for the first time systematically outlines ideas for transforming the world economic system for environmentally sustainable development; This document, entitled "Global Green" New Deal, 2 [4] identifies common goals and objectives for reforming national economies, as well as the system of international trade and worldwide financial markets, in line with the vision of the UNEP Green Initiative Economy - one of the nine initiatives set up by the UN in response to the global crisis [45, 234p].

2.2 Siemens Case

Launching sustainability – in the interest of next generations

The sustainability of Siemens is an important way of successfully realizing the Strategy Program Vision 2020 of Siemens. Company's comprehension of sustainability is completely based on company's values – such as responsibility and innovations. At Siemens, they determine sustainable development as the method to reach profitable and permanent development. Likewise, they externally, align themselves with the purpose of the UN's 2030 Agenda for Sustainable Development whereas, internally, making an effort to balance humanity, environment and income.

Siemens became the first global organization which decided to commit toward neutrality of carbon by 2030. Company maintains the increment competitiveness of their customers and their battle in climate change.

They tend to increase the competitive position of their customers.

Investments for low-carbon technologies are paying off: they enhance their clients' and their own competitiveness and they help protect the environment.

The success of energy-efficient, resource-protecting technologies has been the focus of company for a lot of years now. Both the environment and people's quality of life benefit from this obligation. As well as their clients because the connected energy savings can help them reduce production expenses over time and increase their competitiveness.

Siemens is one of the first large company which is aimed to reach a global net-zero foot print of carbon until 2030. In order to reach this purpose, the company decided to invest 100 000 0000 Euros in energy-efficiency at their facilities of manufacturing and constructions unto 2020.

The following 12 principles were determined in sustainable development process and are annually reviewed:

- *Siemens supports their clients' competitiveness with their goods, solutions and services.

- *Siemens deals with their clients to recognize and improving sustainability-associated business possibilities.

- *Siemens manages an efficient and stretchy supply chain via a supplier code of behavior, risk management, and capacity building.

- *Siemens dynamically engages with their stakeholders to operate and control project and reputational risks and inquire business-related trends.

- *Siemens follows to high compliance and anti-corruption norms and maintain integrity through the Siemens Integrity Initiative.

- *Siemens facilitates their clients to increase energy efficiency, protect resources and decrease carbon outputs.

- *Siemens develops their goods, solutions and services based on a life-cycle prospect and experience eco-design norm.

*Siemens minimizes the environmental influence of their own processes by using environmental management programs and purpose to become carbon neutral until 2030.

*Siemens promotes the sustainable development of communities with their portfolio, local processes, and considered leadership.

*Siemens favors permanent relationships with native societies via Corporate Citizenship projects performed mutually with partners.

*Siemens lives without harm to culture and contribute well-being and health of their employees.

*Siemens lives a culture of leadership based on common values, human orientation and diversity.

Siemens has a large division, with managers and other employees who is responsible for sustainable issues. They paid a big attention to sustainable development of company.

Effective sustainability management is organization's big challenge that demands right structures and a perfect implanting of sustainability with their Vision 2020 and company's corporate culture.

All of their sustainability operations are managed by the Chief Sustainability of Officer, who is a partner of company's Managing Board. He heads the Siemens Sustainability Board, the Consisting of representatives from the Managing Board, departments, regions and corporate functions. The SSB is the main driving committee for sustainability in company. The Sustainability Directorate operates the Sustainability.

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departments, regions and corporate responsibilities. The SSB is the main driving committee for eco - development or sustainability in company. The Sustainability Directorate operates the Sustainability.

Managers of Siemens believes that close cooperation with stakeholders maintains them in complex, interlocking sustainability issues and challenges. Maintaining an intensive dialog with their clients, partners along the supply chain, and other stakeholders and companies helps them to regularly correct their focus on material problems and upcoming trends and individual needs. They take into account the opinion of their stakeholders and integrate their prospects into their business priorities and decision-making operations. Engagement with stakeholders creates value for both stakeholders and organizations via knowledge and information exchange and mutually creativity. It is significant for business license of Siemens to operate and it leads to the development of business conditions and risk abbreviation on consumer projects and in their own processes.

Siemens seek to growth of customer benefit and reinforce their position as a sustainable eco - friendly company whereas developing energy and resource effectiveness and growing international requirements with respect to environmental saving. To achieve these goals, Siemens has installed an Environmental Defense, Health Management and Safety management scheme. The requirements of this scheme help their working units perform with the suitable laws, instructions and clients requirements, meet their corporate requirements and reach their Siemens-wide environmental aims. The scheme demands that all their relevant manufacture realize an environmental management system which performs the requirements of the norms of Sustainable Development Committees.

Besides, Siemens has some programs, that are provides for environmental protection and optimizing energy and resource effectiveness at their way of development.

The programs such as "neutrality to CO2", "Serve the Environment" complement each other and defines common aims of the company until 2020 and 2030.

For instance, decrease absolute carbon dioxide emissions by 50 % till 2020 and become carbon neutral for their operations which are planned for 2030. And in 2030 the company has a plan in order to decrease waste of disposals, increase the efficiency of waste utilization and e.t.c. [55].

2.3 Unilever case

Since its foundation, Unilever has been moving towards a specific goal. Today, the goal is simple and clear - to make sustainable development the norm of life for everyone.

We live on a planet where every year the climate becomes warmer, many are increasingly lacking water and food, and the gap between the rich and the poor is growing. The population of the planet is rapidly increasing, and the need for basic sanitary and hygienic conditions is more acute than ever. They at Unilever can see how these changes already affect people around the world. The new reality poses certain challenges for us: the price of commodities is unpredictable, markets are becoming unstable, and extraction of ingredients for production requires more and more efforts.

They believe that business should take part in solving global problems. But for this, companies need to change. Business will no longer be the same as before. The only acceptable way of doing business today is sustainable and equitable development. Their strategic vision is to double our business at the same time as reducing the impact on the environment and increasing the positive impact on society.

In 2010, they developed the Unilever Plan for Sustainable Development and Quality of Life, which can become a model for sustainable business development. Thanks to the Unilever Plan, they will achieve their goals, involving growth of business while reducing environmental impact and improving social conditions, which will help them develop their brands, reduce costs and increase the pace of innovation.

They called their business strategy Compass, as it provides a long-term development vector for Unilever. At the very beginning it was established in 2009, and was improved in 2015, although the main elements remained unchanged. Compass for their clear purpose - to make a decent quality of life for everyone and Vision - to increase the scale of business, reduce the impact on the environment and increase the positive impact on society.

They intend to achieve their social and environmental goals by implementing a plan for sustainable development and improving the quality of life of Unilever, which helps them identify areas of brand development opportunities, lower costs and revenue growth. The plan for sustainable development and improving the quality of life of Unilever was adopted in 2010 and could become a model for sustainable business development. This is their strategic solution to the challenges that confront them in an unpredictably changing world. The Unilever plan helps to increase the profitability of their brands, reduce costs and accelerate the pace of innovation.

Their plan involves three main goals:

*Improving well-being and health. By 2020, they will support more than one billion people refine their health.

*Reducing the influence on the environment. They intend to reduce the influence of production and the use of their products on the environment as their business develops before 2030.

*Improving the standard of living. By 2020, they want to improve the quality of life of millions of people, while contributing to the development of their business.

To support these goals, they have adopted 9 commitments that integrate their social, economic and environmental activities. For each goal, they defined objective measuring methods, including relevant evaluates and assumptions. Unilever's sustainable development and quality of life plan will help them to reduce business scale and positive social influence by reducing the impact on the environment.

The distinguishing of their business model is Unilever's plan for Sustainable Development and Improving the Quality of Life and their purpose is to make sustainable development the norm of life for all the inhabitants of this planet. The company's plan promotes the commercially successful evolution of their brands, provides savings of financial resources and stimulates innovation.

Their Plan is divided into three areas:

*It unites all brands of the company and the regions in which they operate.

*It has got a social and economic component - their products help to refine health, and company supports the quality of life of many people of our planet.

*As for the environment, they improve the situation at all stages of business: from the production of raw materials until the use of their goods by buyers.

They developed a simple scheme that demonstrates how sustainable development helps business, based on 4 principles:

More growth. Customers respond to campaigns of brands such as Hellmann's Omo and Breyers, responding to a wide variety of social challenges, from limited water resources to sustainable production of raw materials. Their interest and involvement ensure growth of sales and raise awareness about the brand.

Moreover, their brands, developing steadily, account for almost half of their business growth in 2015.

Sustainable development creates opportunities for innovation, encouraging all to change the design of goods in conditions of limited resources, affecting both environmental and social issues. This opens up new markets for all companies and allows their brands to meet the changing needs of customers, becoming closer to them and more necessary.

Lower cost. By reducing the amount of waste and energy costs, inputs and natural resources, they increase efficiency and reduce costs, as well as dependence on changes in resource prices. Savings costs and savings help increase profitability.

Since 2008, their total cost reduction by improving eco-efficiency has reached 600 million euros. Their production waste management program alone helped reduce costs by 250 million euros and create hundreds of jobs.

Less risk. Sustainable business practices help them reduce risks in all activities. Operational sustainability helps insure their supply chains for the future against risks associated with climate change and long-term raw material supply.

By 2015, 60% of the ingredients for their products were obtained from sustainable sources.

More trust. They put sustainable development at the center of their business model and thereby strengthen their relationships with shareholders and customers and strengthen their business. This helps them maintain the value and relevance of their products to customers, while also inspiring the current and future workers of Unilever.

In 2015, they received the title of Best Employer for Young Specialists in the Consumer Goods Sector, among the most important for their universities in 34 countries.

Likewise, in 2015, the company conducted a study to understand whether the views of consumers of relative sustainable development really affect their purchasing choices. Most of the people with whom they spoke, not only consider sustainable development important, but also take action in this direction. Moreover, the study showed that sustainable development issues are important for consumers in both

advanced economies and emerging markets. This once again proves that sustainable development is an excellent growth opportunity for our business. [47]

In conclusion, I can say that both companies are doing a very good job of sustainability. Siemens has a department with a full staff of employees from the director to ordinary employees. While, Unilever is trying to adhere to the status of a "sustainable-developing" company.

Siemens operates sustainable in all aspects of the product to the health of its employees, and in the case of Unilever, they still have products that are produced by non-sustainable way. Both companies noted that the awareness of brand is a very important stage in brand management. Another good thing that both companies have proved that sustainable development is profitable both for the company and for the environment [56].

2.4 Hypothesis development

Green approach on Brand awareness

Brand awareness composes of both brand recognition and brand recall. Brand recall represents to consumer's ability to brand name, when the customer is given the product class, category needed or other analogous cue. Brand recognition is when clients can claim that they previously have been exposed to the brand [57]. Environmental corporate social responsibility such as green-labeling on products have displayed to have a positive impact on brand awareness. Developing brand awareness refers to clients' recall and recognition of the brand. Acts of corporate social responsibility enhances the level of brand recognition [58]. There the following proposition is formulated according to conceptual framework Figure 1.:

H1: Green approach has a positive effect on Brand Awareness.

Brand awareness on Customer loyalty

According to Aaker brand awareness can affect satisfaction and loyalty. And this research empirically explores the relationship among brand awareness and customer loyalty [59]. By empirically testing Aaker's theory, Yoo's research demonstrated that positive associations and brand awareness affect customer loyalty [60]. However, Yoo's research jointed associations and brand awareness into unidimensional concept. Jung and Sung supported Yoo's research findings by representing the effect of both brand awareness and associations on customer loyalty. Also, Pappu's studies displayed the positive impact of brand awareness on loyalty [61]. Thus, the present study proposes:

H2. Brand awareness has a positive effect on customer loyalty.

Green approach on Customer loyalty

Customers said to be loyal when they have a constant positive attitude towards an organization or brand, with the purpose to make repurchases. Therefore, consumer loyalty largely depends on an uninterrupted purchase of products from its suppliers. Such a loyalty can be a result of green aspects included in the product or service. Some researchers focused on customer loyalty towards such green aspects. Ferguson and Goldman cited the results of a global customer survey by Boston Consulting Group which showed that, even in the economic downturn, customers prefer to purchase green products and that a great number of respondents in all countries expressed a willingness to give a premium for it [62].

Likewise, Chang and Fong by proving that eco product quality brings about eco-consumer satisfaction and eco-consumer loyalty. Additionally, sustainable corporate image contributes to eco customer satisfaction and eco customer loyalty. Furthermore, Johri and Sahasakmontri indicates that, by adopting sustainable marketing, organizations have been able to create a good attitude and enjoy a maximum degree of brand loyalty. This actually multiplies the customers' loyalty towards the good and the organization[63].

H3: Green approach has a positive effect on customer loyalty.

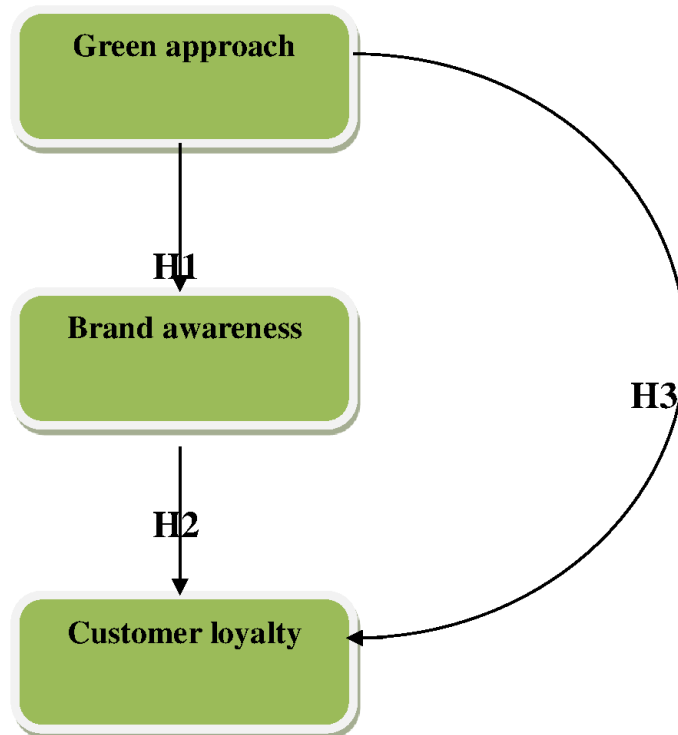
Mediation of Brand awareness between green approach and customer loyalty

According to Aaker brand awareness as the ability for a purchaser to recognize or recall a brand [27, 143p]. Rossiter defined is as the degree of probability that the name comes to mind [64]. Brand awareness can add value and guide to sustainable competitive advantage by first placing the brand in the customer's mind. Secondly, this will act as a barrier to new unestablished brands. Constant assuring of the commitment and the product quality has to be done to provide brand awareness. Lastly, the owners of the brand have to lead suitable leverage in the distribution channels [65].

Research on consumer choice by Hoyer and Brown showed that brand awareness increases perceived quality and dramatically influenced the brand evaluation. This means that organizations that does constant advertising will indirectly stand a chance of customers keep the memory of a brand. Besides, it has to be strongly profitable which explains other sets of consumers will continue purchasing the brand for other reasons such as the satisfaction of performance and quality which are lead to customer loyalty [66].

H4: Brand awareness mediates between Green approach and Customer loyalty

Figure 1. Conceptual framework



3. METHODOLOGY

The three methodological approaches to carrying out research are qualitative and quantitative methods, mixed method. In qualitative research, one could explore attitudes, awareness, and loyalty with the use of such methods as interviews or group discussion [67]. The yield of a qualitative method of the research includes in-depth opinions from the participants who usually number far fewer than in quantitative researchers, but the contact with the former tends to last much longer [68]. Unlike, in quantitative research, one can quantify attitudes and awareness or measure variables [69]. By contrast qualitative research, quantitative research uses measurable data that rely, evidence and patterns. A mixed method was not suitable for my research since there was deficient time to examine the qualitative rationale for the respondents' replies. The quantitative method of the research was best suited for my thesis because

I intended to receive data via surveys assessing customer perceptions through numeric data. Likewise, I planned to use statistical means to quantify, determine, and analyze the data and signify the findings numerically. The quantitative methodology also allowed me to test multiple variables of green approach and brand awareness reported by the sample to determine which variables have a significant effect on customer loyalty to understand how to manage and develop green brand or company.

Questionnaire was conducted according to Muhammad Zubair Tariq's questionnaire of Influence of Eco Brand Awareness and Eco Advertisement on Satisfaction with Mediating Effect of Buying Behavior [70] and according to Lee [71] a theoretical framework that considered many factors such as demographics, values, attitudes, and behavior that influence customers' willingness to pay more for bio-organic products. The first part of the questionnaire assembled demographic data (i.e., age range and gender), the second part examined customer attitudes toward product or service which have a green approach, and the last part measured brand awareness of the respondents toward environmental friendliness. And the fourth part of the survey measured customer loyalty toward goods and services which are environmentally friendly. In survey a 5-Point Likert Scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree) used for three variables including green approach, brand awareness, customer loyalty in order to study how to manage brand in green or eco-environment, also advantages and disadvantages of green marketing management.

In order to test hypotheses and examine the factors the survey was conducted on consumers of market "Esentai gourmet", that is located in Esentai Mall in Almaty. I decided to conduct a survey there because there are so many types of ecological and bio-organic products. I surveyed 150 people. This number of respondents enabled me to reach theoretical saturation in my research's target group. My thesis's target group was to encompass a range of eco-consumers from different genders, age ranges, and socio-economic groups.

After collected back all questionnaires, all the data were analyzed through Statistical package for social science (SPSS) for Windows, version24. All questions were individually analyzed, take consideration of all the variables factors and supported with descriptive analysis. Descriptive statistics was used for analysis of demographic characteristics such as gender, marital status and age range. To test the unique contribution of independent variables to the dependent variable the study performed a multiple regression analysis. The significance level was set throughout at 0.05.

3.1 RESULTS AND DISCUSSION

Demographic statistics

In general, I surveyed 150 people. Of these, 94 women in the percentage of 62.9%, 56 men in the percentage of 37.1%, you can see the results in Table1.

Table 1. Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	56	33,8	37,1	37,1
	female	94	57,1	62,9	100,0
	Total	150	90,9	100,0	

Missing System	7	9,1		
Total	157	100,0		

(Calculated by a student)

I divided the age range into 6 parts for a more precise analysis. 18-25, 26-35, 36-45, 46-55, 56-65, above 65. The highest result shows that in the survey the most consumers were from 36-45 years old, the percentage is 31,4%, which shown in Table2.

Table 2. Age range

		Age range		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	18-25	35	19,5	21,4	21,4
	26-35	44	18,2	20,0	41,4
	36-45	22	28,6	31,4	72,9
	46-55	22	15,6	17,1	90,0
	56-65	17	6,5	7,1	97,1
	above 65	10	2,6	2,9	100,0
	Total	150	90,9	100,0	
Missing System	7	9,1			
Total	157	100,0			

(Calculated by a student)

The marital status had two options: married and single. According to results which displayed in Table3, almost the same number of people related to married or single persons took part in the questionnaire. Single - 33, Married -37.

Table 3. Marital status

		Marital status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	63	41,6	45,7	45,7
	married	87	48,1	52,9	98,6
	3,00	1	1,3	1,4	100,0
	Total	150	90,9	100,0	
Missing	System	7	9,1		
Total		157	100,0		

(Calculated by a student)

Reliability analysis

An internal consistency analyze was conducted in regard to the whole data of respondents for each variable in the thesis's questionnaire. Cronbach's alpha ranged from 0 to 1 and alpha value close to 1 indicate that the scale has a strong reliability and contrariwise.

Table 4. Reliability analysis for green approach

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

,767	,770	3
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(Calculated by a student)

Table 5. Reliability analysis for brand awareness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,894	,894	3

(Calculated by a student)

Table 6. Reliability analysis for customer loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,852	,854	3

(Calculated by a student)

The results indicated that a Cronbach's Alpha coefficient was $a = 0.767$ for green approach, $a=0,894$ for brand awareness, and $a=0,894$ for customer loyalty. The results

in instrument had an acceptable internal consistency because the scores were above the minimum acceptable Cronbach's Alpha value is 0.7 [73].

Multicollinearity analysis (Validity)

If the VIF is equal to 1 there is no multicollinearity among factors, but if the VIF is greater than 1, the predictors may be moderately correlated. The output above shows that the VIF for the Green Approach and Brand awareness factors are about 2,210 , which indicates enough correlation. A VIF between 5 and 10 indicates high correlation that may be problematic. And if the VIF goes above 10, you can assume that the regression coefficients are poorly estimated due to multicollinearity.

Table 7. Coefficients of Multicollinearity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,293	,508		2,547	,013		
Greenap proach	,293	,174	,246	1,681	,097	,452	2,210

BrandA wareness	,329	,124	,387	2,647	,010	,452	2,210
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Dependent Variable: Customerloyalty (Calculated by a student)

Regression analysis

Customer loyalty and green approach regression analysis

The table displays 'R' as +0,532 and adjusted R Square as 0,283 which are normal. 27,3% of the variance in Customer loyalty by the variance in Green approach.

Table 8. Model summary of regression for customer loyalty and green approach

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,532 ^a	,283	,273	,62625

a. Predictors: (Constant), GreenapproachatALL

b. Dependent Variable: CustomerloyaltyatAll (Calculated by a student)

The next table defines that the regression equation is significant effect with an F - 26,904 of Green approach on Customer Loyalty. And, in terms of variance explained and significance the regression equation is excellent. If there will be no F significant then the work regression as a whole can be failed and no more interpretation is necessary.

Table 9. Regression results Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
-------	----------------	----	-------------	---	------

1	Regression	10,552	1	10,552	26,904	,000 ^b
	Residual	26,669	68	,392		
	Total	37,221	69			

a. Dependent Variable: CustomerloyaltyatAll

b. Predictors: (Constant), GreenapproachatALL

(Calculated by a student)

The table of coefficient is also decisive and shows the value for constant and beta from which the regression equation can be derived. The constant b_0 in my regression formula is concerned to as the constant in SPSS and has a value 0,919. Raw score regression or Unstandardized regression coefficient b_1 is showed in SPSS under B as the second line and is 0,635.

Table 10. Coefficient of regression

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta				
1	(Constant)	,919	,509		1,806	,075
	GreenapproachatALL	,635	,122	,532	5,187	,000

Dependent Variable: CustomerloyaltyatAll (Calculated by a student)

The strong relationship between Green approach and Customer loyalty was reflected in an R of +0.532 and adjusted R square of 0.273. Green approach has significant positive relationship with Customer loyalty with ($\beta = 0.532$) at ($p = 0.000$) and it shows that hypothesis has been accepted.

Brand awareness and Customer loyalty regression analysis

The table shows 'R' as +0.569 and adjusted R Square as 0.324 which are normal. 31.4% of the variance in Customer loyalty by the variance in Brand awareness.

Table 11. Model summary of regression for customer loyalty and brand awareness

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569 ^a	.324	.314	.60830

a. Predictors: (Constant), BrandAwarenessatAll

b. Dependent Variable: CustomerloyaltyatAll

(Calculated by a student)

The next table defines that the regression equation is significant effect with an F - 32,590 of Brand awareness on Customer Loyalty. And, in terms of variance explained and significance the regression equation is excellent. If there will be no F significant then the work regression as a whole can be failed and no more interpretation is necessary.

Table 12. regression result Anova

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	12,059	1	12,059	32,590	,000 ^b
	Residual	25,162	68	,370		
	Total	37,221	69			

a. Dependent Variable: CustomerloyaltyatAll

b. Predictors: (Constant), BrandAwarenessatAll

(Calculated by a student)

The table of coefficient is also decisive and displays the value for constant and beta from which the regression equation may be derived. The constant b_0 in my regression formula is concerned to as the constant in SPSS an has a value 2,014. Raw score regression or Unstandardized regression coefficient b_1 is showed in SPSS under B as the second line and is 0,483.

Table 13. Coefficient of regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,014	,275		7,325	,000
	BrandAwarenessatAll	,483	,085	,569	5,709	,000

a. Dependent Variable: CustomerloyaltyatAll(Calculated by a student)

The strong relationship between Brand awareness and Customer loyalty was reflected in an R of +569 and adjusted R square of +314. Brand awareness has significant positive relationship with Customer loyalty with ($\beta = 0.569$) at ($p=0.000$) and it shows that hypothesis has been accepted.

Mediation analysis

In this table we can see that significant or p-value of variables has changed than in simple linear regression of each variable. I used the Sobel's method to confirm whether a mediator variable significantly brings the impact of an independent variable to a dependent variable [74]. If there will be changes in p-value, it means that there will be mediation. In previous results p-value of green approach was : 0,000, and p-value of brand awareness also was 0,000. As we can see now, p-value of Green approach changed to 0,097, and p-value of Brand awareness changed to 0,010. It means that brand awareness mediates between Green approach and Customer loyalty.

Table 14. Coefficient of mediation analysis

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	Sig.	Tolerance	VIF	
1	(Constant)	1,293	,508		,013			
	Greenapproach	,293	,174	,246	,097	,452	2,210	
	BrandAwareness	,329	,124	,387	,010	,452	2,210	

a. Dependent Variable: CustomerloyaltyatAll (Calculated by a student)

In this table we can test mediation analyst through F-test and p-value. Table indicates that the regression equation has significant affect with an F - 18,144, and p-value - 0,000. And, in terms of variance explained and significance the regression equation is excellent. And significant is very suitable to say that there is a mediation between green approach and customer loyalty, and mediator variable is brand awareness.

Table 15. Mediation result Anova

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,077	2	6,538	18,144	,000 ^b
	Residual	24,144	67	,360		
	Total	37,221	69			

a. Dependent Variable: CustomerloyaltyatAll

b. Predictors: (Constant), BrandAwarenessatAll, GreenapproachatALL
(Calculated by a student)

4. CONCLUSION

This study was designed to examine the effective brand management in sustainable business environment. Simple linear regression analysis revealed positive relationships between green approach and brand awareness, and between brand awareness and customer loyalty, likewise, between green approach and customer loyalty. This study empirically verified the theoretical path in the proposed model.

The findings of this study revealed that consumers are likely to purchase or use environmentally friendly goods. Going green will increase awareness of a brand and customer loyalty. The results displayed that Green approach significantly influenced Brand awareness because when occurs new products or service with green

characteristic, people started to be aware of this organization, and they want to know all benefits of the product. Environmental CSR such as ecolabeling on products have displayed to have a positive impact on brand awareness. Developing brand awareness refers to clients' recall and recognition of the brand. Likewise, the findings showed that Brand awareness significantly affect Customer loyalty, according to Aaker brand awareness can affect satisfaction and loyalty. Yoo's research demonstrated that brand awareness and positive associations affect customer loyalty. It is clear, that when consumer aware about products origin, how it makes, what effect can the bio-organic product have on the surrounding nature, all this staff can build consumer trust, which can lead to customer loyalty. One more variable, green approach significantly impacted customer loyalty in using eco-products. This further supports the increase in customer loyalty in using bio-organic products because consumers can accept the higher prices of eco- products, even though the prices of other products (not eco-products) are lower[27, 143p]. Consumers strongly believe that they do the right thing in buying the ecological, bio-organic goods and can support to environmental protection and environmentally friendly development. [65]. Brand awareness in this thesis is mediating variable, and according to the results of SPSS 24, there is mediation of brand awareness between Green approach and Customer, and Hoyer and Brown showed that brand awareness increases perceived quality and dramatically influenced the brand evaluation. This means that organizations that does constant advertising will indirectly stand a chance of customers keep the memory of a brand. Besides, it has to be strongly profitable which explains other sets of consumers will continue purchasing the brand for other reasons such as the satisfaction of quality and performance which are lead to customer loyalty [65].

The main purpose of my thesis is to describe how companies or organizations effectively implement business in sustainable environment, also disclose the importance of brand awareness and customer loyalty in order to successful brand management in green environment. And finding out of advantages and disadvantages of green marketing management.

In order to analyze the following question :

“1. How to develop a brand management in green environment?

2. Importance of green marketing management?” this thesis focused on three factors green approach, brand awareness and customer loyalty. Ecoliteracy concerns with providing the information about the green product and its influence in the society [75]. According to Laroche people know how about ecology give a clear direction to the marketers to promote products, people who are more concerned about environment having statements such as “We have a responsibility to avoid purchasing or using products that are known to be damaging to the environment” [76].

The results of the study displays that there is strong and positive relationship exist between green approach and brand awareness, between brand awareness and customer loyalty, likewise, between green approach and customer loyalty. It means that consumers who have more knowledge about green products and showing environmental concern started to accept high price and willing to pay more for eco-products, and became loyal consumers. The results and conclusion of this thesis will be helpful for creating awareness in people about green concern, green product, green lifestyle, and convincing them to buy those products that are useful for themselves and for society as well. And all of this can help build a strong green company or helps to companies going green and managing brand in green environment [77].

RECOMMENDATION

The findings and conclusion of this research will be useful for creating awareness in people about green approach and convincing them to buy those products that are beneficial for themselves and for society as well. Marketers and managers should use true and fair ecological claims in their advertisements in order to increase sale and profits. Likewise, companies have to create awareness regarding environmental protection and sustainability among existing and potential consumers and must

produce ecological products at lower price and high quality to fulfill green needs of customers. Marketers should design strong brand development and brand awareness strategies in order to create and develop the image of “being or going green” in target.

LIMITATION

All possible steps have been taken in order to provide the research findings in a holistic way. Like other researches my research study has also some limitations as a natural phenomenon.

*The main limitation based on sampling is that this study was conducted on a limited size of population.

*Due to time constraints I could not take response of respondents from other cities and in future it could be studied in more cities to evaluate the patterns towards green approach.

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APPENDIX

Survey

Hello, dear respondents! We ask you to devote 5-7 minutes of your time and take part in a survey on " brand management in sustainable business environment". please, carefully read each question and choose the answers that best suits your opinion. we guarantee complete anonymity. thank you!

1 Please, indicate your gender?

Male Female

2 Please, indicate your age range?

18-25 26-35 36-45 46-55 56-65 Above 65

3 Please, indicate your marital status?

single married

Do you consider about people effect on the environment as a consumer before purchasing general day to day products?
Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

Is it necessary to send old and broken products for recycling?

Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

Is it important for you whether the product is made environmentally friendly?

Not Important

Slightly important

Moderately Important

Important

Very important

If you have a choice between two companies, one of them is common, the second produces environmentally friendly products. Having a good knowledge of environmentally friendly products, your further actions on the following sentence:

You are aware of green brands because of their environmental reputation?

Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

If you have a choice between two companies, one of them is common, the second produces environmentally friendly products. Having a good knowledge of environmentally friendly products, your further actions on the following sentence:

You can quickly recall the green image of green brands?

Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

If you have a choice between two companies, one of them is common, the second produces environmentally friendly products. Having a good knowledge of environmentally friendly products, your further actions on the following sentence:

You can easily figure out Green Brand because of their environmental concern?

Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

If you have a choice between two companies, one of them is common, the second produces environmentally friendly products. Having a good knowledge of environmentally friendly products, your further actions on the following sentence:

I will continue to do shopping with this company.

Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

If you have a choice between two companies, one of them is common, the second produces environmentally friendly products. Having a good knowledge of environmentally friendly products, your further actions on the following sentence:

I am willing to recommend my family and friends to do shopping with this company.

Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

If you have a choice between two companies, one of them is common, the second produces environmentally friendly products. Having a good knowledge of environmentally friendly products, your further actions on the following sentence:

I can accept the higher price of the green products, even though the price of other general products (not green products) are cheaper than that of green products.

Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

2. Figure 1. Conceptual framework

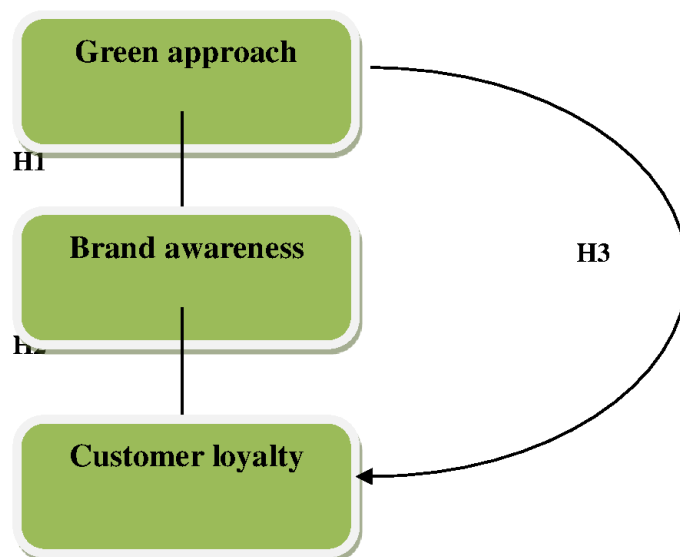


Figure 1. Conceptual framework

3. Table 1. Gender

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	male	56	33,8	37,1	37,1
	female	94	57,1	62,9	100,0
	Total	150	90,9	100,0	
Missing	System	7	9,1		
Total		157	100,0		

Table 1. Gender

4. Table 2. Age range

		Age range			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	35	19,5	21,4	21,4
	26-35	44	18,2	20,0	41,4
	36-45	22	28,6	31,4	72,9
	46-55	22	15,6	17,1	90,0
	56-65	17	6,5	7,1	97,1
	above 65	10	2,6	2,9	100,0
	Total	150	90,9	100,0	
Missing	System	7	9,1		
Total		157	100,0		

Table 2. Age range

5. Table 3. Marital status

		Marital status			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	single	63	41,6	45,7	45,7
	married	87	48,1	52,9	98,6
	3,00	1	1,3	1,4	100,0
	Total	150	90,9	100,0	
Missing	System	7	9,1		
Total		157	100,0		

Table 3. Marital status

6. Table 4. Reliability analysis for green approach

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,767	,770	3

Table 4. Reliability analysis for green approach

7. Table 5. reliability analysis for brand awareness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,894	,894	3

Table 5. reliability analysis for brand awareness

8. Table 6. Reliability analysis for customer loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,894	,894	3

Table 6. Reliability analysis for customer loyalty

9. Table 7. Coefficients of Multicollinearity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,293	,508		,547	,013		
Green approach	,293	,174	,246	,681	,097	,452	2,210
Brand Awareness	,329	,124	,387	,647	,010	,452	2,210

a. Dependent Variable: Customerloyalty

Table 7. Coefficients of Multicollinearity

10. Table 8. Model summary of regression for customer loyalty and green approach

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,532 ^a	,283	,273	,62625

a. Predictors: (Constant), GreenapproachatALL

b. Dependent Variable: CustomerloyaltyatAll

Table 8. Model summary of regression for customer loyalty and green approach

11. Table 9. Regression results Anova

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,552	1	10,552	26,904	,000 ^b
	Residual	26,669	8	,392		
	Total	37,221	9			

a. Dependent Variable: CustomerloyaltyatAll

b. Predictors: (Constant), GreenapproachatALL

Table 9. Regression results Anova

12. Table 10. Coefficient of regression

Coefficients^a

Model	Coefficients	Unstandardized		Standardized		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	,919	,509		1,806	,075
	Greenapproachat ALL	,635	,122	,532	5,187	,000

a. Dependent Variable: CustomerloyaltyatAll

Table 10. Coefficient of regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,569 ^a	,324	,314	,60830

a. Predictors: (Constant), BrandAwarenessatAll

b. Dependent Variable: CustomerloyaltyatAll

13. Table 11. Model summary of regression for customer loyalty and brand awareness
 Table 11. Model summary of regression for customer loyalty and brand awareness

14. Table 12. regression result Anova

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,059	1	12,059	3,2590	,000 ^b
	Residual	25,162	68	,370		
	Total	37,221	69			

a. Dependent Variable: CustomerloyaltyatAll

b. Predictors: (Constant), BrandAwarenessatAll

Table 12. regression result Anova

15. Table 13. Coefficient of regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,014	,275		7,325	,000
	BrandAwarenessatAll	,483	,085	,569	5,709	,000

a. Dependent Variable: CustomerloyaltyatAll

Table 13. Coefficient of regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Sig.	Collinearity Statistics	
	B	Std. Error	Beta		Tolerance	VIF

1	(Constant)	1,293	508		013		
	Greenapproach	,293	174	6,24	097	452	210,2
	BrandAwareness	,329	124	7,38	010	452	210,2

a. Dependent Variable: CustomerloyaltyatAll

16. Table 14. Coefficient of mediation analysis

Table 14. Coefficient of mediation analysis

17. Table 15. Mediation result Anova

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,077	2	6,538	8,144	,000 ^b
	Residual	24,144	7	,360		
	Total	37,221	9			

a. Dependent Variable: CustomerloyaltyatAll

b. Predictors: (Constant), BrandAwarenessatAll, GreenapproachatALL