



## Integrating Sustainability with Celebrity Endorser and Brand Image: Effects on Buying Interest in Cosmetics Consumers

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### ABSTRACT

**Purpose** – This study aims to find out how endorsements, and endorsements of celebrities and brands, can influence purchase preference. **Methodology/approach**–The research design in this study is quantitative with a self-administered online survey research method. The research participants were adult female cosmetics consumers over 18 years of age selected through online panel providers in Pangalengan, South Bandung, totaling 9,964 people with the Simple Random Sampling technique obtained 384 samples. Data analysis was conducted using descriptive statistics and inferential statistics, including t-test and ANOVA. **Findings**–The results reveal significant differences between the variables, and support plays an important role in purchasing decisions. ANOVA results show a strong relationship between endorsement, celebrity endorsement, and brand image. Regression models show that endorsements and celebrity endorsements positively affect purchase intentions, with endorsements having a relatively significant effect. **Novelty/value** –The integration between sustainability and the use of celebrity endorsers has not been explored in depth. Usually, celebrity endorsement focuses more on celebrity appeal, credibility, or social influence without considering sustainability.

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### INTRODUCTION

The cosmetics industry has experienced significant growth over the past few decades, fuelled by product innovation and an increase in diverse consumer needs. Cosmetic companies continue to strive to attract consumer's attention through creative marketing strategies, including the use of celebrities as product endorsers (Mamun et al., 2023). Celebrity endorsers can build an emotional connection with consumers, influence their perception of the brand, and increase purchase intention (Mamun et al., 2023). In today's digital era, the presence of celebrities in marketing campaigns can spread more widely through social media, amplifying brand exposure quickly and effectively (Kohler et al, 2023). On the other hand, the sustainability trend has become a major concern for modern consumers. Many consumers are starting to consider the environmental and social impacts of the products they buy. Along with the increasing awareness of environmental issues, many

cosmetic companies are trying to adopt sustainable practices in their production chain. However, cosmetic brands main challenge is combining this sustainability value with marketing strategies that remain attractive to consumers. Can companies combine influential celebrity endorsers with a sustainable brand image to increase consumer buying interest? This question is the basis for the importance of this research (Greenland et al., 2023)(Gallo et al., 2023). Research indicates that while consumers express interest in sustainable products, their actual purchasing decisions may not reflect this awareness, highlighting the need for effective communication of sustainability efforts (Weniger et al., 2023).

This study aims to analyze how the integration of sustainability together with celebrity endorsers and brand image affects cosmetics consumer's purchase intention. This research explores the individual influence of each variable but also highlights how sustainability can strengthen or weaken the influence of celebrity endorsers and brand image in shaping consumer purchasing decisions. Sustainability has become an important global issue, especially in the cosmetics industry which is known to have significant environmental impacts (Greenland et al., 2023). In addition, celebrity endorsers and brand image have long been effective marketing strategies (Weinmayer et al., 2023). However, as consumers become more aware of environmental issues, it is important to understand how sustainability variables can influence the effectiveness of celebrity endorsement and brand image on consumer purchase intention (Nordin et al., 2023). This research is important because it offers new insights into how cosmetics companies can adjust their marketing strategies in the face of growing sustainability demands. Many previous studies have discussed the effects of celebrities and images on consumer purchase intentions. However, few studies have specifically examined the role of sponsorship as a variable in the context of cosmetic marketing. In the existing literature, there has not been much discussion of how endorsements can follow celebrity endorsements and branding to influence consumer behavior. Therefore, this study attempts to fill this gap in the literature by examining the correlation between the three variables

## LITERATURE REVIEW

### Customer Behavior

Surjono (2023) states that consumer behavior is a study of individual or consumer processes in making purchasing decisions as well as using and disposing of products or services. Solomon (2020) states customer behavior "Covers a lot of ground: It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires". Mothersbaugh et al (2020) state "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society".

### Integrating Sustainability

Integrated sustainability is a holistic approach to managing resources and operations in a way that considers the interdependencies and mutual impacts of decisions on society, the environment, and economics. Integrating self and contextual awareness with analytical approaches to achieve sustainable development. (Erzurumlu, 2021)(Casey, 2023)

Key components of Integrated Sustainability according to Erzurumlu (2021) are:

1. Purpose

Integrated sustainability starts with a clear definition of purpose, which includes simultaneously social, environmental, and economic impacts.

## 2. Contextual Awareness

The purpose is contextual and must be aligned with how one defines their responsibility. It requires a systematic approach to identify and critically examine the purpose.

## 3. Strategic Intent:

- a. Action: To drive a business strategy with an integrated sustainability view, one must translate shared purpose into action. This involves identifying assets and competencies for sustainability goals, addressing needs, risks, and opportunities, and starting small to build up to bigger issues.

## 4. Stakeholders:

- a. Involvement: Integrated sustainability involves engaging multiple stakeholders to understand their values and perspectives. This includes considering the impacts on and the rights of stakeholders and identifying benefits to the business, workplace, community, and society.

## 5. Systems Thinking:

- a. Holistic View: Integrated sustainability includes the fundamental logic of systems thinking, where a system is an integrated whole whose essential properties arise from the relationships between its parts. This mindset considers interdependencies and mutual impacts among society, environment, and economics.

## 6. Operational Integration:

- a. Performance Metrics: The operational integration of sustainability involves using performance metrics to assess the impacts of decisions and actions on stakeholders. This requires concerted effort with multiple stakeholders and informed decision-making.

## 7. Continuous Improvement:

- a. Process: Integrated sustainability is a living method for ethical and responsible decision-making. It involves building on what is learned, assessing performance, and revisiting purpose as new information becomes available.

## **Celebrity Endorser**

A. Shimp (2020) explains that a celebrity endorser is an actor, entertainer, or athlete who is known and known to the public for their achievements in their respective fields for the product being advertised. According to Kotler & Keller in the journal *Purbohastuti & Hidayah* (2020), it is explained that celebrity endorsers use sources such as attractive or popular figures in advertisements, to enhance the image of a brand in the minds of customers.

The dimensions and indicators of celebrity endorsers according to A. Shimp (2020: 468) are as follows:

### 1. Trustworthiness

Celebrities must be able to convince consumers that they are not trying to manipulate and that they must be objective in delivering a product or service. In doing so, the celebrity establishes himself as someone who can be trusted. Consumer trust in celebrities can be gained through information about a professional and the celebrity's life, which is available on social media. Businesses can benefit from trust by choosing a reputable person who is perceived as honest, reliable, and trustworthy. Shows are those that refer to the truth, integrity, and trustworthiness of the celebrity passing on the advertised product.

### 2. Attractiveness

Many physical characteristics of media stars who have good looks and media stars who look healthy can be seen based on their physical appearance and celebrity endorsement. Shows are those who

refer to beauty or sport, or those who refer to themselves and take things that are interesting to see.

3. Expertise

Professionalism is very important for companies that want to choose a famous person to support them because they are expected to have influence and conviction in changing the opinion of customers. Demonstrations are those that refer to the knowledge and skills that a celebrity possesses in delivering the advertised product.

4. Respect

A quality that is valued or admired because of the quality of one's accomplishments. A show refers to a media star that appeals to consumers.

5. Similarity

This is an important characteristic because it is easier for consumers to identify with a supporter who has the same characteristics as them.

### Brand Image

Brand image is defined as the general impression, perception, and associations any given customer has about a brand (Bynder,2024). It encompasses how consumers view the brand, its offerings, and what it stands for. This perception is influenced by various factors, including prior experiences with the brand, its products or services, and how much the consumer personally relates to the brand's identity, such as its visual elements, values, and cultural relevance in society.

A. Shimp (2020) says that brand image is the type of association that arises in the minds of consumers when they remember a brand. These associations can only appear in the minds of consumers in the form of certain thoughts or images associated with the brand. Kotler & Keller explained in Ramlawati & Lusyana (2020) that logos in products or services are difficult to recognize, evaluate their quality, or convey information about users. This process involves an attempt to create a different model, combine it with the analysis of two or more other actions, and then choose one. Overall, brand image has a significant impact on consumer purchasing decisions. A strong, positive image can increase customer trust, strengthen positive associations, and increase the likelihood of a purchase.

Aaker in Sanjaya & Ardani (2018) say that a brand has many aspects and indicators of brand, namely:

1. Recognition

The level of brand recognition by consumers means that consumers remember the existence of the brand. These indicators are the ease with which the brand is recognized and the ease with which the brand is remembered.

2. Reputation

This name is a very high level for the brand because, in the eyes of consumers, the brand has a good track record. Performance is the trust in the product and the reputation of the product in the eyes of the customers.

3. Affinity

It is an emotional relationship that arises between a brand and its consumers, which can make a consumer interested in a product or service. In general, especially brands that become the starting point for consumers in their purchase decisions and brand loyalty.

## **Buying Interest**

Kotler and Keller (2016) state that the purchase intention may be that consumers will buy a brand and service or the possibility that they will switch from one brand to another. If the benefits are greater than the sacrifices to get them, the desire to buy becomes stronger. Chinomona in Ramlawati & Lusyana (2020) state that purchase intention can be defined as the likelihood of consumers purchasing a product or service. Moreover, it can also be understood as a strategy of consumers to make an effort to buy something.

The indicators of buying interest, as commonly studied and defined in marketing and consumer behavior research, include:

1. Transactional Interest:  
This refers to the tendency of consumers to want to buy a product immediately. It is about the direct action of purchasing a product after considering its features and benefits
2. Referential Interest:  
This involves the tendency of someone to reference the product to someone else. It indicates that the consumer is interested in sharing information about the product with others, which can influence their own purchasing decision and potentially others' decisions.
3. Preferential Interest:  
This dimension represents the behavior of consumers who have a primary preference for the product. It signifies that the consumer has a strong inclination towards the product and is likely to choose it over other options.
4. Exploratory Interest:  
This indicator reflects the behavior of consumers who are always looking for information about the products they are interested in. It involves a continuous process of learning and evaluating products before making a purchase decision. (Ferdinan in Latief,2018)

## **METHOD**

The research design for this study is a quantitative, cross-sectional survey design. The research method used in this study is a self-administered online survey. The study participants were adult female cosmetic consumers above 18 years old they were selected through an online panel provider in Pangalengan, South Bandung totaling 9,964 people with a sampling technique of Simple Random Sampling):

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{E^2}$$

Description:

n: Desired sample size

Z: Z-Score value associated with the desired error rate (typically 1.96 for  $\alpha=0.05$ )

p: Expected proportion (If unknown, 0.5 can be used)

E: Desired error rate (usually 0.05)

$$n = \frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{(0.05)^2} = 384 \text{ sample}$$

Data was collected through an online survey platform, which was administered to respondents. Data analysis was conducted using descriptive statistics and inferential statistics, including t-tests and ANOVA. Statistical analysis was performed using IBM SPSS software version 27.

Hypothesis:

H1: Integrating sustainability with celebrity endorsers and brand image will positively influence consumers' purchase intention for cosmetics.

## RESULT AND DISCUSSION

The study participants were 384 cosmetics consumers who were recruited through an online survey platform.

**Table 1 Characteristics of Respondents**

Age	Frequency	Percentage
18-22 Year	86	22,40
23-27 Year	136	35,42
28-32 Year	83	21,61
Above 32 Years	79	20,57
<b>Type of Work</b>		
Students	96	25,00
Public Servant	67	17,45
Entrepreneur	59	15,36
Private Employees	66	17,19
Housewife	54	14,06
Other	42	10,94
<b>Purchase Frequency</b>		
Once a month	118	30,73
Once every 2 months	100	26,04
Once every 3 months	84	21,88
Once every 4 months	82	21,35

**Source: Primary data processed,2024**

The data presented includes the distribution of respondents by age, type of work, and frequency of purchase. Most of the respondents are in the age group of 23 to 27 years (35.42%), followed by 18 to 22 years (22.40%), 28 to 32 years (21.61%), and above 32 years (20.57%). In terms of occupation, the majority of respondents were university students (25.00%), followed by civil servants (17.45%), private sector workers (17.19%), businessmen (15.36%), wives (14.06 %) and others (10.94%). The highest shopping frequency is once a month (30.73%), followed by once every two months (26.04%), once every three months (21.88%) and once every four months (21.35%). The data shows the variation in age, occupation, and purchase among the respondents.

**Table 2 Descriptive Statistics**

No.	Variable	Actual Score	Ideal Score	Average Score	Category
1	Celebrity Endorser	11274	15360	3,67	Good
2	Brand Image	7046	9600	3,67	Good
3	Buying Interest	7811	11520	3,39	Good Enough

**Sources: Primary data processed,2024**

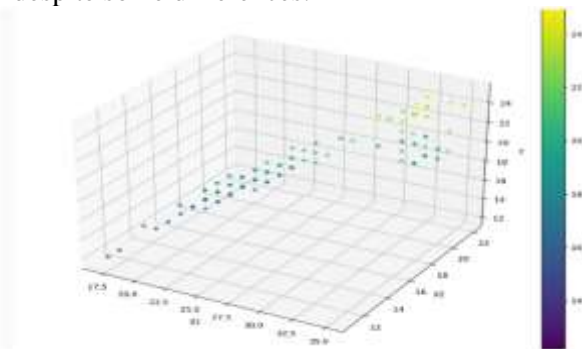
The descriptive results obtained in Table 2 above show that the actual score of celebrities who endorse beauty products, which is 11,274, is lower than the ideal score of 15,360, with an average score of 3.67. This shows that consumers' perception of celebrities endorsing beauty products is not good. Likewise, in terms of benchmarks, the actual score of 7,046 is also lower than the best score of 9,600, with a score of 3.67, which indicates that the benchmark is no longer adequate in terms of in line with customer expectations. Meanwhile, in the purchase intention variable, the actual score of 7,811 is lower than the ideal score of 11,520, with an average score of 3.39, which means that the purchase intention of consumers is at a level below the positive expectation. . The average actual score for these three variables is 8710.33, with a minimum of 7046 and a maximum of 11274. The average best score is 12160, ranging from 9600 to 15360. The average rating is 3.58, with a minimum value of 3.39 and a maximum value of 3.67. Two of the three variables are classified as "good", while one variable is classified as "average". Overall, these results show a difference between good ideas about buyers and the right expectations and three parts.

In this study, the Shapiro-Wilk normality test was used to determine whether the data in groups X1, X2, and Y were distributed. The test results show that:

1. Group X1 has a statistical value of 0.7824 and a p-value of 0.0000.
2. Group X2 has a statistical value of 0.8151 and a p-value of 0.0000.
3. Group Y has a statistical value of 0.9177 and a p-value of 0.0000.

Since the p-value for the three groups (X1, This means that the assumption of unity is not met for all groups, and this must be taken into account when choosing a statistical analysis method next.

A scatter plot shows the relationship between the actual and predicted Y values, showing a fairly good prediction distribution despite some differences.

**Figure 1. Scatter Plot**

**Sources: Primary data processed,2024**

The ANOVA results show highly significant differences between variables X1, X2, and Y. The very high F-value (1277.95) and very low p-value (7.79e-293) indicate that at least one of the three variables has a significant mean difference from the others or there is a significant difference between the groups ( $p < 0.05$ ). This reinforces the previous finding that there is a strong relationship between the variables.



**Table 3. Tukey's HSD**

Multiple Comparison of Means - Tukey HSD, FWER=0.05						
group1	group2	meandiff	p-adj	lower	upper	reject
X1	X2	-11.0104	0.0	-11.5551	-10.4657	True
X1	Y	-9.0182	0.0	-9.5629	-8.4736	True
X2	Y	1.9922	0.0	1.4475	2.5369	True

Sources: Primary data processed,2024

Based on **Table 3** the inferential statistics results, we've conducted a comprehensive analysis of the dataset. The ANOVA and Tukey's HSD (Honestly Significant Difference) tests reveal significant differences between all groups (X1, X2, and Y). There's a strong correlation between variables, especially X1 and X2.

1. **X1 vs. X2:** The mean difference between group X1 and X2 is -11.0104, which is statistically significant ( $p\text{-adj} = 0.0$ ). The confidence interval [-11.5551, -10.4657] does not include 0, confirming the rejection of the null hypothesis.
2. **X1 vs. Y:** The mean difference is -9.0182, also significant with a  $p\text{-adj}$  of 0.0. The confidence interval [-9.5629, -8.4736] supports rejecting the null hypothesis.
3. **X2 vs. Y:** The mean difference is 1.9922, statistically significant with a  $p\text{-adj}$  of 0.0. The confidence interval [1.4475, 2.5369] supports rejecting the null hypothesis.

A multiple linear regression model using X1 and X2 as independent variables to predict Y shows moderate performance. The R-squared of 0.5562 indicates that approximately 55.62% of the variation in Y can be explained by X1 and X2. The mean square error (MSE) of 2.2449 indicates a relatively low prediction error. Both independent variables have positive coefficients, with X1 (0.3158) having a greater effect than X2 (0.1218). This means that an increase in X1 or X2 tends to increase the value of Y, with X1 having a larger effect. The intercept of 8.8352 shows the predicted value of Y when X1 and X2 are zero. The study found a significant positive correlation between sustainability, celebrity endorsers, and brand image on buying interest in cosmetics consumers

The observation of this study is that the integration of sustainability with celebrity endorsement can enhance brand image and increase buying interest in cosmetics consumers. Existing knowledge suggests that celebrity endorsement is an effective marketing strategy, but there is limited research on the impact of sustainability on celebrity endorsement in the cosmetics industry. The topic is important because the cosmetics industry is a significant contributor to environmental pollution, and consumers are becoming more environmentally conscious, making sustainability an important factor in their purchasing decisions. There is a contradiction in the literature regarding the effectiveness of celebrity endorsement in the cosmetics industry, with some studies showing positive effects and others showing negative effects. The study uses empirical data to support the hypothesis that the integration of sustainability with celebrity endorsement can enhance brand image and increase buying interest in cosmetics consumers.

The findings of this study have implications for the cosmetics industry, suggesting that brands can benefit from integrating sustainability with celebrity endorsement to enhance their brand image and increase buying interest among consumers. The study has limitations, including the sample size and the focus on a specific industry, which may limit the generalizability of the findings. The study has limitations, including the sample size and the focus on a specific industry, which may limit the generalizability of the findings.



## CONCLUSION

The integration of sustainability with celebrity endorsers and brand image has a significant impact on the buying interest of cosmetics consumers. The ANOVA and Tukey's HSD tests show significant differences between all groups. There's a strong correlation between variables, especially X1 and X2. Future research can explore the long-term effects of sustainability-focused celebrity endorsements on brand loyalty and consumer behavior in the cosmetics industry. The next step in this research is to conduct a longitudinal study to examine the long-term effects of sustainable celebrity endorsers on buying interest in cosmetics consumers.

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