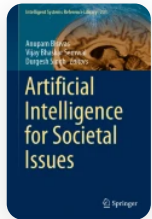


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Role of Brand Love in Green Purchase Intention: Analytical Study from User's Perspective

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Abstract

In this research, Relationship of Brand Love in Green Purchase Intention is studied. Brand Love plays significant role between Brand Experience and Green Purchase Intention as Brand Experience paves way for Brand Love of Electric Vehicles. Even purchase intention comes because of Brand Experience and Brand Love. In this research, the investigator took

152 respondents as sample size in Bangalore City. Those 152 respondents are the users of electric two-wheeler scooters. The details of consumers were collected from different outlets selling electric vehicles. Brand Love is Mediating Variable while Brand Experience is Independent Variable and Green Purchase Intention is Dependent Variable.

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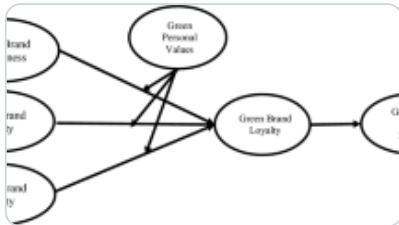
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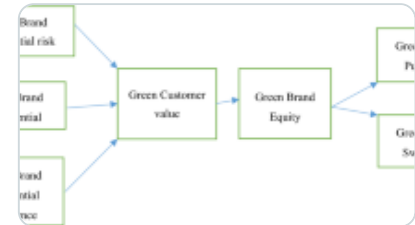
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About this chapter

Cite this chapter

Charan, B., Vasantha, S. (2023). Role of Brand Love in Green Purchase Intention: Analytical Study from User's Perspective. In: Biswas, A., Semwal, V.B., Singh, D. (eds) Artificial Intelligence for Societal Issues. Intelligent Systems Reference Library, vol 231. Springer, Cham. https://doi.org/10.1007/978-3-031-12419-8_6

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DOI

https://doi.org/10.1007/978-3-031-12419-8_6

Published

20 September 2023

Publisher Name

Springer, Cham

Print ISBN

978-3-031-12418-1

Online ISBN

978-3-031-12419-8

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