

IMPACTS OF GREEN BRAND BENEFITS ON RETAILER BRAND LOYALTY

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ABSTRACT

With the increase of consumers' knowledge and awareness on the environment, sustainable or green marketing has been receiving much attention. Among different actors in the marketing platform, it is observable that modern trade retailers or supermarkets are now initiating sustainability or green practices which lead customers to see them as sustainability promoters. Thus, this study focused on identifying the consumers' impression on the greenness of a selected modern trade retailer in Sri Lanka, namely, Keells, who is currently practicing certain green initiatives. The study concerned the green brand loyalty of the retailer in terms of functional (utilitarian) and emotional (self-expressive) green brand benefits received by the customers and their impacts on green brand loyalty via green brand image. Further, the effects of environmental concern and consumer socio-economic factors on green brand loyalty were studied. The questionnaire survey technique was used to collect data from 200 customers who visited five selected retail outlets in the Colombo district. Measuring of the items was done based on Net Promoter Score (NPS) and multiple linear regression was used for data analysis. The findings showed that green brand loyalty is positively affected by green brand benefits via green brand image. Although both utilitarian benefits and self-expressive benefits have a positive impact, green brand loyalty and green brand image was highly enhanced by utilitarian benefits. Even though there was no substantial impact of environmental concern on green brand loyalty, with the increase of consumers' environmental concern it enhances the green brand loyalty for the modern trade retailer. Further, the findings indicated that middle age customers and female customers highly contribute to enhance the green brand loyalty. Nevertheless, the occupation, educational and income level do not indicate a significant effect on green brand loyalty. However, the consumers have identified the brand as an eco-friendly one with brand's functional and emotional oriented sustainability initiatives.

Keywords: Modern trade retailer, Green brand benefits, Green brand image, Green brand loyalty, Sustainability