

The Impact on Green Marketing Practices on Green Brand Loyalty: The Moderating Role of Environmental Knowledge with Special Reference to Sri Lankan Supermarkets

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This study examines the impact of green marketing practices on green brand loyalty in Sri Lankan supermarkets, with a specific focus on the moderating role of environmental knowledge. While green marketing has been extensively studied in developed economies, research in emerging markets like Sri Lanka remains limited. This study aims to fill this gap by analyzing how consumer awareness of environmental issues influences their loyalty to brands engaging in sustainable marketing practices. The findings provide insights into how businesses can tailor green marketing initiatives to different consumer knowledge levels to enhance long-term brand commitment.

A quantitative research methodology was adopted to investigate the relationships among green marketing practices, environmental knowledge, and brand loyalty. Data were collected from 384 supermarket consumers in urban centers across Sri Lanka using a structured questionnaire. The survey measured consumer perceptions of green marketing, their environmental knowledge, and brand loyalty using validated scales. Statistical analyses, including regression and moderation analysis, were conducted using SPSS to evaluate direct and moderating effects.

The results indicate a significant positive relationship between green marketing practices and green brand loyalty. Furthermore, environmental knowledge moderates this relationship, with consumers possessing higher environmental awareness demonstrating greater loyalty to brands engaged in sustainable marketing initiatives. These findings highlight the strategic importance of consumer education in enhancing the effectiveness of green marketing strategies. While urban consumers responded positively to sustainability efforts, their level of environmental knowledge played a crucial role in determining brand loyalty.

The study is limited to urban consumers, potentially overlooking the perceptions and behaviors of rural populations who may have different levels of environmental awareness and purchasing power. The reliance on self-reported data introduces the risk of social desirability bias, where participants may overstate their environmental knowledge or loyalty. Additionally, the cross-sectional nature of the study prevents an analysis of changes in consumer behavior over time.

Theoretically, this study contributes to the green marketing literature by demonstrating the moderating role of environmental knowledge in shaping brand loyalty. It extends existing theories by showcasing how consumer awareness influences sustainable marketing effectiveness in a developing economy. Practically, the study offers actionable recommendations for supermarket retailers and marketers. Investing in consumer education initiatives, such as product labeling, in-store promotions, and sustainability campaigns, can enhance the impact of green marketing strategies and foster long-term customer loyalty. Future research could explore the role of digital platforms in promoting green marketing or examine variations in consumer responses across different retail sectors.

Keywords: *Brand Loyalty, Consumer Awareness, Environmental Knowledge, Green Marketing, Supermarkets*