

Impact of Green Marketing on Brand Loyalty: Examining the Mediating Effect of Green Knowledge with Special Reference to Supermarket Chains in Sri Lanka

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With modernised consumer buying behaviour patterns, marketers have also changed their approach to marketing, and the green marketing concept has emerged as a new trend among all businesses because of global warming and also among consumers within the Sri Lankan supermarket industry. Thus, this study tries to interpret the impact of green marketing on brand loyalty by paying special attention to the mediating effect of green knowledge. It has developed the research model, followed by a systematic literature review. As a quantitative research strategy, it used a structured questionnaire to obtain primary data from the sample. Finally, it was able to collect 379 responses by adopting a convenience sampling method, which falls under non-probability sampling. The findings of the study demonstrate that green marketing has a positive and significant impact on brand loyalty, while green knowledge has positively and significantly mediated the impact made by green marketing on brand loyalty. This research helps both consumers and marketers identify the strategies that can be used by companies in the Sri Lankan supermarket industry and gives some recommendations for the effective use of this green marketing.

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