

**THE INFLUENCE OF GREEN MARKETING FUNCTION IN  
BUILDING CORPORATE IMAGE: EVIDENCE FROM TEA  
FACTORIES IN RATHNAPURA**



By

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## ABSTRACT

The ever increasing ecological imbalance has become a major concern as the whole world is facing challenge to accelerate economic growth with a less detrimental impact on natural resources as well as the environment. There is an empirical knowledge gap exists in the green marketing functions in building corporate image. Hence, this study attempts to fill this knowledge gap. The objectives of this study is to identify the level of green marketing functions in building corporate image, to identify the relationship among green marketing functions in building corporate image and to identify the impact of green marketing functions in building corporate image evidences from Tea Factory in a Rathnapura district. To achieve these objectives data was collected from 212 top level managers in tea factories in a Rathnapura district. The data were analyzed by using descriptive, correlation analyses and multiple regression analysis. The advanced hypotheses were examined using empirical literature and collected data. Results indicates that the level of green/ eco-friendly activities, corporate communication, green image and corporate image are high. And there is a statistically and strong positive relationship between green/ eco-friendly activities, green image, and corporate image and there is a statistically and moderate positive relationship between corporate communication and corporate image. Finally there is a significant effect of green/ eco-friendly activities, corporate communication, green image on corporate image.

**Keywords:** *Green/ Eco-Friendly Activities, corporate communication, Green Image, and Corporate Image*

# TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT</b> .....	i
<b>ABSTRACT</b> .....	ii
<b>TABLE OF CONTENTS</b> .....	iii
<b>LIST OF TABLES</b> .....	ix
<b>LIST OF FIGURES</b> .....	xi
<b>Chapter - 1</b> .....	1
<b>INTRODUCTION</b> .....	1
1.1 Background of the Study.....	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	4
1.4 Research Objectives.....	5
1.5 Significant of the Study.....	5
1.6 Scope of the study.....	5
1.7 Chapter Organization.....	5
1.8 Chapter Summary.....	6
<b>Chapter - 2</b> .....	7
<b>LITERATURE REVIEW</b> .....	7
2.1 Introduction.....	7
2.2 Corporate Image.....	7
2.3 Green Marketing Functions.....	8
2.3.1 Green/ Eco friendly Activities.....	9
2.3.2 Corporate Communication of Green Practices.....	9
2.3.3 Green Image.....	10
2.4 Models and Theories.....	11

2.4.1 Social Cognitive Theory .....	11
2.5 Hypothesis of the Study .....	12
2.5.1 Green/ Eco friendly Activities and Corporate Image .....	12
2.5.2 Corporate Communication of Green Practices and Corporate Image .....	13
2.7.3 Green Image and Corporate Image .....	13
2.8 Chapter Summary .....	14
<b>Chapter - 3</b> .....	<b>15</b>
<b>CONCEPTUALIZATION AND OPERATIONALIZATION</b> .....	<b>15</b>
3.1 Introduction .....	15
3.2 Conceptual Framework .....	15
3.3 Hypothesis .....	16
3.4 Definitions of Variables .....	16
3.4.1 Corporate Image .....	16
3.4.2 Green/ Eco friendly .....	17
3.4.3 Corporate Communication .....	17
3.4.4 Green Image .....	17
3.5 Operationalization .....	18
3.5.1 Operationalization for Independent Variables .....	18
3.5.2 Operationalization for Dependent Variable .....	19
3.7 Chapter Summary .....	19
<b>Chapter - 4</b> .....	<b>20</b>
<b>METHODOLOGY</b> .....	<b>20</b>
4.1 Introduction .....	20
4.2 Research Design .....	20
4.2.1 Study Setting .....	20
4.2.2 Unit of Data Analysis .....	20

4.2.3 Time Horizon.....	21
4.2.4 Research Approach.....	21
4.3 Sampling Plan .....	21
4.3.1 Study Population.....	22
4.3.2 Sampling Technique .....	22
4.4 Method of Data Collection.....	22
4.4.1 Primary Data.....	22
4.4.2 Secondary Data.....	22
4.5 Method of Data Presentation.....	22
4.5.1 Method of Measured of Personal Information .....	23
4.5.2 Method of Measuring the Research Information.....	23
4.6 Data Presentation Method .....	24
4.7 Method of Data Analysis .....	24
4.7.1 Reliability Test .....	25
4.7.2 Univariate Analysis .....	25
4.7.2.1 Mean .....	25
4.7.2.2 Standard Deviation.....	26
4.7.3 Bivariate Analysis.....	26
4.7.3.1 Correlation Analysis .....	27
4.7.3.2 The Multiple Regression Analysis.....	27
4.7.5 Testing Hypotheses.....	28
4.8 Chapter Summary.....	28
<b>Chapter - 5.....</b>	<b>30</b>
<b>DATA PRESENTATION AND ANALYSIS.....</b>	<b>30</b>
5.1 Introduction .....	30
5.2 Reliability Test .....	30
5.3 Data Presentation.....	31

5.3.1 Data Presentation of Personal Information.....	31
5.3.1.1 Gender.....	31
5.3.1.2 Age.....	32
5.3.1.3 Civil status .....	32
5.3.1.4 Education Level .....	32
5.3.1.5 Work Experience .....	33
5.3.2 Data Presentation and Analysis of Research Information .....	33
5.3.2.1 Univariate Analysis.....	34
5.3.2.1.1 Identify the Level of Green/ Eco friendly Activities.....	34
5.3.2.1.2 Identify the Level of Corporate Communication .....	35
5.3.2.1.3 Identify the Level of Green Image .....	35
5.3.2.1.4 Identify the Level of Corporate Image .....	36
5.3.2.2 Bivariate analysis.....	37
5.3.2.2.1 Pearson's Correlation Analysis .....	37
5.3.2.2.1.1 Relationship between the Green / Eco friendly Activities, Corporate Communication, Green Image, and Corporate Image .....	37
5.3.2.2.1 Multiple Regression Analysis .....	38
5.3.3 Testing Hypotheses.....	40
5.3.3.1 Testing Hypotheses 1 .....	40
5.3.3.2 Testing Hypotheses 2.....	40
5.3.3.3 Testing Hypotheses 3.....	40
5.4 Chapter Summary.....	41
<b>Chapter - 6.....</b>	<b>42</b>
<b>DISCUSSION .....</b>	<b>42</b>
6.1 Introduction .....	42
6.2 Discussion of Personal Information of the Respondents .....	42
6.2.1 Gender .....	42

6.2.2 Age.....	42
6.2.3 Civil status.....	42
6.2.4 Educational.....	43
6.2.5 Work Experience.....	43
6.3 Research Information.....	43
6.3.1 Discussion for Objective One.....	43
6.3.1.1 The Level of Green/ Eco friendly Activities.....	43
6.3.1.2 The Level of Corporate Communication.....	44
6.3.1.3 The Level of Green Image.....	44
6.3.1.6 The Level of Corporate Image.....	45
6.3.2 Discussion for Objective Two.....	46
6.3.2.1 Relationship between the Green/ Eco friendly Activities, Corporate Communication, Green Image, Availability, Brand and Corporate Image.....	46
6.3.4 Discussion for Objective Three.....	47
6.3.4.2 The Impact of Green/ Eco friendly Activities, Corporate Communication, Green Image on the corporate image.....	47
6.4 Discussion of Hypotheses Testing.....	49
6.5 Chapter Summary.....	50
<b>Chapter - 7.....</b>	<b>51</b>
<b>CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>51</b>
7.1 Introduction.....	51
7.2 Conclusion of Objectives.....	51
7.2.1 First Objective.....	51
7.2.2 Second Objective.....	51
7.2.3 Third Objective.....	52
7.3 Conclusion.....	52
7.3 Contributions of the Study.....	52

7.4 Recommendations .....	53
7.5 Limitations of the Study .....	54
7.6 Directions for Future Study .....	55
<b>LIST OF REFERENCES .....</b>	<b>56</b>
<b>APPENDIX 1: RESEARCH QUESTIONNAIRE (Corrigan, 1996) .....</b>	<b>61</b>
<b>APPENDIX 2: SPSS OUTPUT .....</b>	<b>64</b>