

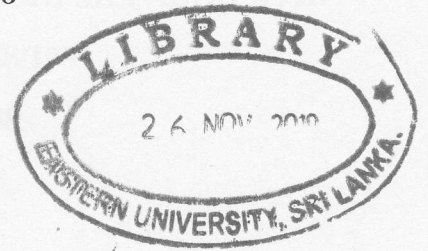
**IMPACT OF GREEN ADVERTISEMENT AND GREEN BRAND
AWARENESS ON GREEN SATISFACTION IN POLGAHAWELA,
KURUNEGALA DISTRICT**

By

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ABSTRACT

A business going green makes customers feel that it is trustworthy business. Customer make high level of satisfaction when consuming Green products. Green products are less harmful to the environment as well as customer health when other products are harmful to the environment as well consumer health. The aim of this research paper is to find out what is the overall impact of Green Advertisement and Green Brand Awareness on Green satisfaction in Polgahawela, Kurunegala district. Green Advertisement and Green Brand Awareness describe as independent variables and Green Satisfaction describe as dependent variable. Conceptual model is developed based on the existing literature. Primary data has been used for the study data were obtain from 200 customers who are using green products in Polgahawela, Kurunegala district to measure the objective of the study. The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analysis.

According to descriptive analysis results, mean value of study variables, indicates there is High level of Green Advertisement, Green Brand Awareness and Green satisfaction in Polgahawela, Kurunegala district. Further it has strong positive relationship between Green Advertisement Green Brand Awareness and Green satisfaction have been found. According to the regression analysis, it shows that there is positive impact of Green Advertisement and Green Brand Awareness on Green Satisfaction in Kurunegala district.

Key Words: *Green Advertisement, Green Brand Awareness, Green Satisfaction*

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