

**GREEN MARKETING ORIENTATION ON SUSTAINABILITY
PERFORMANCE WITH THE MEDIATING ROLE OF GREEN
ORGANIZATIONAL IDENTITY**

(COMPARATIVE STUDY BETWEEN STATE AND PRIVATE
SECTOR BANKS IN BATTICALOA DISTRICT)



By

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ABSTRACT

In Sri Lankan context, lack of research has yet conducted in all the organizational facets that are necessary to become a Green Marketing Oriented organization. To fulfill this gap, based on the literature review, the conceptual framework of this study was developed with three variables. In this study concept of Green Marketing Orientation (GMO) is considered as an independent variable, Green Organizational Identity (GOI) is established as a mediating variable and Sustainability Performance (SP) is considered as dependent variable.

The present study was conducted with the aim of investigating the mediating role Green Organizational Identity in the relationship between Green Marketing Orientation and Sustainability Performance as a comparative study between State and Private sector banks in Batticaloa district. The study is mainly considering the primary data which were collected through a structured questionnaire from 120 managers and applied survey design strategy.

The findings of the study revealed that levels of Green Marketing Orientation, Green Organizational Identity, and Sustainability Performance are in high levels in selected both sector banks, there are positive relationships among Green Marketing Orientation, Green Organizational Identity, and Sustainability Performance. In the context of Private Sector banks, GOI partially mediates the relationship between GMO and SP, however, in the context of State Sector Bank, GOI did not mediate the relationship between GMO and SP in Batticaloa district.

This study provides researchers and marketing managers with a comprehensive view of the concept of Green Marketing Orientation, its causes, contents, and outcomes on Sustainability Performance with the mediating role of Green Organizational Identity.

Keywords: *Green Marketing Orientation, Sustainability Performance, Green Organizational Identity.*

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