

# **THE ROLE OF GREEN BRAND IMAGE AS A SIGNIFICANT DRIVER IN BUILDING GREEN BRAND RELATIONS**

**BY**

**KASHAN ABBASI**

**43587**

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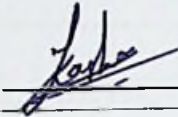
**BAHRIA BUSINESS SCHOOL**

**Bahria University Karachi Campus**

### Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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## **DEDICATION**

This research work is dedicated to my family, specially to my parents who supported me and that gives me strength to work hard. This project will not be completed without there endless support and prayers. They provided their endless support in every possible way so that I can complete my research work.

I also dedicate this research work to supervisor who helped me in completing research and providing me a proper guideline while working on this research work. He encouraged me to complete this research on time.

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## ABSTRACT

**Purpose:** This research is basically based on to identify the significance of green brand image in building the green brand relations so that it could be helpful in overcoming the problem of environmental issues from which the almost whole world is suffering. This research will show that companies can create the green brand image by taking corrective actions and sustainable manufacturing processes.

**Methodology & Design:** Confirmatory factor analysis with reliability test these tools are applied in model. The model that is used to evaluate the relationship is OCEAN. In this study it is shown that the green brand trust, green brand commitment, green brand awareness, green brand advertisement and green brand attachment is closely linked with the image of the green brand.

**Findings:** The finding also show that green brand image has a favorable effect on building the green brand relations. We developed seven hypotheses to test the direct relation of green brand image in building the green brand relations. In which we are rejecting all the null hypothesis by accepting the alternative hypothesis.

**Limitations:** The study includes green brand image as the only factor. which plays an important role in building green brand relations, so there can be other factors as well which can affect green brand relations. The study has some other limitations as well which may include resource and time constraint in data collection, data is collected from limited people who have consumed the green products within limited time frame of 2 months.

**Recommendations:** Awareness should be spread among the potentials and existing consumers regarding the environmental issues and sustainability, organizations should manufacture products that are eco-friendly and their prices low and quality high so that the trust and the consumption of green products increases.

**Keywords:** Green brand image, green brand trust, green brand commitment, green brand attachment, green brand advertisement and green brand awareness.