



Impact of Green Marketing on Consumer Purchase Intention

H.H.T. Thimendra and T.S.L.W. Gunawardana*

Faculty of Management and Finance, University of Ruhuna

Abstract

Consumers all over the world are alarming about the environmentalism due to the fact that escalating of ozone depletion, solid wastage, air pollution. Green marketing has evolved in late 1990's. Despite this has been the case in the world market, Sri Lankans' purchase intention towards green is still under developing due to green awakening period of time is passing. However companies are now recognizing the significance of adopting green philosophy due to the increasing number of claims by the consumers when they act against the environment.

The purpose of this study was to investigate whether green marketing has a direct impact towards the consumer purchase intention. This study was based on primary data. The primary data was collected from the sample survey that was conducted in three town areas in the Monaragala district. 135 questionnaires were distributed among the none randomly selected sample and they were asked to response to the structured questionnaire. Only 125 questionnaires however were actually received. The questionnaire was designed to justify whether consumers addict to the green marketing or not. The green marketing in this context tested by using the conventional marketing mix elements . The responses were analyzed using the smart PLS software and alongside SPSS software.

As per the outcomes obtained it was apparent that consumers are likely to addict to the green products and they are willing to pay premiums for green products. At the same time consumers are likely to addict to the green places and there is a room for marketers to attract more customer base for green marketing by implementing green promotions. The researcher has illustrated the limitations of this study in terms of the sample size is not significant as well as the research is covered only a limited geographical territory and so on while recommending remedies for future researches.

Keywords: *Consumer purchase intention, FMCG Sector, Green marketing, Green marketing mix, Manufacturing Firms.*

* tslw2013@gmail.com