

**Impact of Green Brand Awareness on Green Consumerism with the Examination of the Mediating Effect of Green Trust with Special Reference to FMCG Industry in Sri Lankan Context**

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Green marketing practices and strategies have been widely adopted by various industries, yet challenges persist regarding their effectiveness. Research gaps have emerged, particularly concerning investigations into green branding applications across different product contexts. Consequently, the primary objective of this research article is to analyze the influence of green brand awareness on green consumerism and to discuss the mediating role of green trust, specifically within the FMCG industry in Sri Lanka. Drawing from the literature, this study develops an existing Green Brand-Equity Model, testing the relationship through a structured questionnaire survey comprising 23 questions, involving 197 respondents aged 20 to 59. This research adheres to a positivist research paradigm and employs a deductive approach to examine the facts using the developed models and theories. The findings reveal a significant positive impact of green brand awareness on green consumerism and further indicate that green trust significantly mediates the effect of green brand awareness on green consumerism. Additionally, the results validate the developed model for future studies, offering managerial implications for industry applications.

**Keywords:** *Fast Moving Consumer Goods, Green Brand Awareness, Green Consumerism, Green Trust*