

# **Impact of Green Marketing Tools on Customer Purchase Intention of Fast-Moving Consumer Goods: Special Reference to Youth Sector in Western Province**

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With increased consumer awareness about environmental issues, there is a tendency for customers to pay more attention to the environment. Therefore, organisations have given primary attention to using the green product concept to encourage consumers to buy green products and achieve sustainable business growth. Investigating consumer purchase intention, this study delves into the intricate dynamics of green marketing tools within the fast-moving consumer goods sector. Eco-brands, eco-labels, and environmental advertisements can be mentioned as green marketing tools that are highly used by various businesses. Using Sri Lankan young consumers as the population, a structured questionnaire was utilised to gather the data through Google Forms. The desired number of individuals is 385, and they are between the ages of 15 and 29 in the Western Province. The data was collected and analysed using SPSS (Statistical Package for Social Science) version 23. The results indicate that eco-brands and advertisements have a stronger positive relationship with customer purchase intention than eco-labels. The study also addresses theoretical and practical implications, and these insights contribute to the refinement of sustainable marketing practices, fostering a culture of sustainability among consumers in Sri Lanka.

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