

**Impact of Green Marketing Mix on Consumer Purchase Intention:  
Investigate the Mediating Effect of Consumers' Environmental  
Attitudes with Special Reference to Cosmetics Industry in Sri Lanka**

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Consumers are seeking for well-known brands with high quality that meet their requirements, and most people love the environment and believe in protecting it. They concern about environmental issues. As a result, most people try to protect the environment in every action they perform. There may be a variation in their shopping habits when it comes to eco-friendly cosmetics, which is based on significant criteria including product, price, promotion, and ease of purchase. As a result of that green cosmetics have become more popular in recent years, yet many people are still unaware of these products, particularly in Sri Lanka. Thus, this research aiming to explore the impact of green marketing mix on consumers' green purchase intention special reference towards cosmetics industry in Sri Lanka. A total of respondents 150 were selected as a sample in the Western province to carry out the research. Convenience sampling method which comes under non-probability sampling was used when collecting data and SPSS software was used to analyze the data. The researcher was carried out one sample test and multiple regression to test hypotheses. The findings of this study will be important for both company owners and management to focus on their green marketing mix to become more competitive in the eyes of their competition. The outcomes of the study assist marketers and cosmetics makers in more strategically attracting clients, as well as buyers in influencing their purchasing behaviors by specifying some criteria.

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