

Impact of Greenwashing on Green Purchasing Intention of FMCG Products: Mediating Effect of Green Skepticism

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Consumers' increasing attention on the environment resulted in companies to come up with deceitful strategies to entice the consumers. This is known as Greenwashing and the study aims to identify the impact of Greenwashing on the Green Purchase Intention with the mediating effect of Green Skepticism with special reference to the FMCG Industry. The researcher has used the convenience sampling technique for selecting the respondents from the Western Province and the data collected from 394 respondents via an online survey. The hypotheses developed were tested using SPSS version 26 statistical package and along with the Hayes process Model 4 to test the mediating impact of Green Skepticism. The findings show that there is a negative relationship between Greenwashing and Green Purchase Intention. Green Skepticism did not mediate the relationship between Greenwashing and Green Purchasing Intention. It is strongly recommended to determine the impact of culture to strengthen the relationship between Greenwashing and Green Purchasing Intention in future studies.

Keywords: *FMCG Industry, Green Purchase Intention, Green Skepticism, Greenwashing*