

Impact of Green Advertising and Word of Mouth on Sri Lankan Consumer Green Purchase Intention

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The purpose of this study was to examine how green advertising and word of mouth affect purchase intention. The research determines how functional appeal and emotional appeal engage in green purchase intention and examines how green product knowledge impact on the consumer attitudes. This research is based on the theoretical and empirical observations developed based on the Theory of Reasoned Action. This analysis was quantitative and systematic questionnaires were used to obtain primary data from the sample. Through the hypothesis testing, emotional appeal is more effective in generating green purchase intention than functional value. The green product knowledge moderates the effect of consumer attitude towards the green FMCG products. Further green word of mouth is more effective in improving consumer attitudes towards green FMCG products. The results provide important managerial implication for the marketers who seek to promote green consumption. Moreover, marketer should ensure that the advertising message is not a profit gaining concept, it's all about improving green consumption.

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