

## **The Impact of Packaging on Consumer Buying Intention in Green Skin Care Products Industry in Sri Lanka**

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This study focuses for the investigate “The Impact of Packaging on Consumer Buying Intention in the Green Skin Care Products Industry in Sri Lanka”. Product packaging plays a huge role in inducing people to purchase the product. Therefore, packaging as a silent marketing tool, this study focuses on exploring which elements of packaging affect purchasing intention. Researcher used quantitative method and sample size is 387 between 18 and 45 years of age, residing in the Western Province of Sri Lanka. Researchers created questionnaires including the Likert scale questions to identify the relationship between independent and dependent variables. Furthermore, Researcher used the SPSS software to analyze the collected data.

The results highlight that all six elements of packaging have a significant impact on consumer purchase intention. Such as package color, package material, design of wrapper, printed information, innovation and size & shape have positive relationship with consumer buying intention in green skin care industry. Researchers must face some limitations while conducting this study. Because researcher must select small sample size to collect data, and all findings are based on the people who are living in the western province Sri Lanka. Therefore, these findings only provide the impact the packaging on consumer buying intention in green skin care industry in western province. This will be further compounded in that the data in the questionnaires are self-reported and may reflect socially desirable responses from the respondents, rather than real preferences. The very small sample size greatly hinders the generalizability of the findings, therefore pointing to a wide-ranging study in order to see whether such findings do hold.

This has quite practical implications for green skincare manufacturers and marketers. It shows that color, material, wrapper design, printed information,

innovation, and size/shape of packaging factor highly in consumer purchasing decisions. With these insights, the branding of green skincare can create packaging that appeals to customers and communicates the brand's eco-friendly values. For example, the selection of eco-friendly materials and innovative designs can add to the product's environmental appeal, while colors and printed details can be used to build trust and emotional connections. In the competitive marketplace, manufacturers will have a distinctive product by aligning packaging strategies with consumer preferences, leading to loyalty and repeat purchases. It would also reinforce relationships with green consumers by focusing on recyclable or biodegradable packaging. Such findings could be utilized in the design of marketers' campaigns to show how packaging supports green values, improving brand credibility and increasing customer engagement in the environmentally aware market segment.

**Keywords:** *Green skin care, Green skin care packaging, Packaging elements, Packaging, Consumer Buying Intention*