

[106]

**IMPACT OF GREEN GUILT ON THE PURCHASE INTENTION: A CASE
REFERRING TO FMCG SECTOR SRI LANKA**

A.H.S. Pamerathna

EduLink International Campus

ABSTRACT

The Underlying intention of this research is to identify the significance of generation Z idiosyncrasy and its influence on the brand dilution. This research would try to correlate the social characteristics of the mentioned generations and the consequential brand impact on modern business. Literature review was abstracted on the cultural aspects buyer behaviors and attitude movements of the generation Z, while the realism ontology was followed in creating the research methodology with interviews. Qualitative tools and methodologies were used to collect data and the interviews were the main tool while patterns identified through data coding. Findings suggested that the green guilt influences the purchase intention of the FMCG industry while the decision to buy is highly depending on availability of substitutable products and the relative pricing strategy of available green products. Moreover, gender represented a prominent role in green purchase intention while the green guilt is evenly identified in both male and female population. Main contribution of the paper would be on green marketing were the possibility of using green guilt as an advertising appeal is diagnosed through the study. Moreover, the social entrepreneurs and the companies with sustainability goals would also be sheltered from the findings of the study.

Keywords: Green behavior, green consumers, Green products, Psychological brand benefits, consumer behavior, Environmental consumer behavior