

The Impact of Green Marketing on Consumer Purchase Intention: Evidence from Sri Lanka

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The environmental issue is the common and major problem faced by every single country's government. This situation leads to accept the concept of Green Marketing in most of firms. Due to the increasing of global warming and climate changing, the public concern about environmental problem is continuously increased over the past decades. Most consumers and businesses have begun to move to eco-friendly products as they pay more concern on the environment, health and wealth. The aim of this study is to identify the impact of Green Marketing on Consumer purchase intention toward personal care products. Based on the literature review, three Green Marketing tools were identified which are predicted Consumer's purchase intention. They are Eco labeling, Eco brand and Environmental advertisements. The study is mainly based on the primary data. The primary data were collected through closed structured questionnaire from 397 respondents from Colombo district and used unilabiate and bivariate analysis techniques in order to analyze data and find the results of study objectives. The results show that Eco brand is having high level of contribution to determine the purchase intention of consumers and Green Marketing dimensions significantly and positively impact on Consumer's purchase intention and among them Eco labeling and environmental advertisements having more impact on consumer purchase intention towards personal care products. Thus findings of the study are significant and practical implication in marketing.

Keywords: "Green Marketing, Consumer Purchase Intention, Eco Labeling, Eco Brand, Environmental Advertisements"

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