

**Impact of Green Packaging on Consumer Purchase Intention: with
Special Reference to Y Generation in Western Province Sri Lanka (with
Special Reference to FMCG Industry)**

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This study aims to analyze the impact of green packaging on the purchase intention of Generation Y consumers in the Western Province of Sri Lanka. The Fast-Moving Consumer Goods (FMCG) industry faces significant issues related to green packaging. The primary objective is to identify the factors that most influence consumer purchase intention towards green packages. Based on a review of the literature, the researcher identified three variables affecting purchase intention: product characteristics, environmental concern, and government role. The hypotheses were examined using SPSS within a quantitative research framework. The study was conducted with a sample of 384 Generation Y consumers, utilizing a structured questionnaire. The research results demonstrated a positive relationship between each variable and purchase intention. The implications of this study provide insights into customer purchase intentions towards green packaging, which can be utilized by FMCG companies in Sri Lanka.

Keywords: *Environmental Concern, Government's Role, Product Characteristics, Purchase Intention*