

Impact of Green Marketing Mix on Customers' Green Purchasing Intention: Special Reference to FMCG Sector in Sri Lanka

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This research in Sri Lanka explores how green marketing strategies influence consumers' decisions to purchase eco-friendly, fast-moving consumer goods (FMCG). As Sri Lankan consumers become more environmentally conscious, businesses are increasingly using green marketing to target this growing demographic. The study examines how different marketing mix elements, like product features, pricing, availability, and promotions, affect customer interest in eco-friendly FMCG products. Researchers surveyed 408 participants to understand Sri Lankan consumer perceptions and preferences regarding green marketing initiatives in the FMCG sector. The analysis focused on how these marketing elements influence a customer's green purchase intention, which is their likelihood to choose eco-friendly options. The study also explored the role of "green concern" as a possible mediator, where a vital concern for the environment strengthens the connection between green marketing and a customer's purchase decision. The findings aim to provide valuable insights for both academics and industry professionals. By understanding what drives Sri Lankan consumers towards eco-friendly FMCG products, businesses can develop better marketing strategies that promote sustainable consumption habits. This knowledge can also inform policymakers and companies on how to best align their practices with the growing demand for environmentally friendly products in Sri Lanka.

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