

The Impact of Green Marketing Mix on Consumers' Green Purchasing Intention with Special Reference to Modern Trade Sector in Sri Lanka

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Although technology has reached its pinnacle, people are starting to realise the significance of environmentally friendly consumption. Environmental contexts on a local and global scale drive consumers and organisations to prioritise green marketing as they anticipate eco-friendly products. This study aims to examine the impact of the green marketing mix on the green purchasing intention of consumers in the Sri Lankan modern trade sector, paying special attention to the mediating effect of consumer attitude. The research model has been developed based on a comprehensive literature review. The study employed a quantitative research strategy and used a structured questionnaire to collect primary data from the sample. It was able to collect 384 responses using a convenience sample method, which falls under non-probability sampling. The findings of the study demonstrate the significant positive impact of the green marketing mix on consumers' green purchasing intention. Further, it indicated the mediation relationship of consumer attitude between the green marketing mix and the consumer's green purchasing intentions was non-significant. The study underscores the significance of implementing and developing effective green marketing mix strategies and provides valuable insights for businesses and marketers. However, the researcher suggests further research using various models to better understand the mediating role of consumer attitude.

Keywords: *Consumer Attitude, Green Marketing Mix, Green Purchasing Intention, Modern Trade Sector*