

Impacts of Green Packaging on Consumers' Green Purchasing Intention of Food and Beverage Industry in Sri Lanka with the Moderating Effect Price Consciousness

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This study investigates the dynamic relationship between green packaging and consumer green purchase intention within Sri Lanka's growing food and beverage industry, while also examining the potential moderating influence of price consciousness. With a comprehensive sample size of 354 respondents aged 18 and above, the research employs a structured questionnaire featuring Likert and nominal scale questions for meticulous data collection. Through a rigorous analysis including descriptive and inferential statistical methods, the findings reveal a robust preference for green packaging among Sri Lankan consumers, indicative of a growing commitment to sustainability. Interestingly, contrary to certain prevailing research, this study suggests that price sensitivity exerts a limited moderating impact in this specific context. Unlike observations in other global regions, price consciousness does not significantly alter the established relationship between green packaging and green purchase intention within the Sri Lankan market. These outcomes yield crucial insights for stakeholders in the food and beverage sector, underscoring the need to prioritise eco-friendly materials, effectively communicate the value proposition of green packaging, and promote reusable alternatives. The research recommends that businesses adopt strategic pricing approaches that strike a balance between environmental responsibility and consumer affordability, recognising the nuanced role of price consciousness. This study contributes significantly to comprehending the distinctive dynamics of consumer behaviour in the emerging market, fostering a responsible and environmentally conscious industry landscape.

Keywords: *Food and Beverage Industry, Green Packaging, Green Purchase Intention, Price Consciousness*