

Influence of Green Marketing Mix on Brand Trust towards FMCG Brands among Western Province, Sri Lanka

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The increased environmental awareness has consequences for consumer behavior; namely, brand trust and green marketing have got the consumers' attention as it has become a global problem due to environmental deterioration. Most consumers don't have an idea about why they should use green marketing products or services. The present study aims to analyze whether the Green Marketing is influencing customers or not influencing customers on Brand Trust towards FMCG brands in Western Province Sri Lanka? This study is a quantitative study. The study has been carried out 200 size of random sample in Western Province. Collected data has been analyzed through SPSS version 22. Statistical models such as descriptive statistics, correlation, and multiple regression have been used to define the relationship and effect between independent and dependent variables. Based on the data analysis, it can conclude that the hypothesis of H1a- A significant and positive relationship exists between Green Product and attitudes toward Customer Brand Trust can be accepted. The hypothesis of H1b- A significant and positive relationship exists between the Price of green products and attitudes towards Customer Brand Trust can be accepted. The hypothesis of H1c- A significant and positive relationship exists between Promotion for green products and attitudes towards Customer Brand Trust can be accepted, and the hypothesis of H1d- A significant and positive relationship exists between the place of green products and attitudes towards Customers Brand Trust can be accepted.

Keywords: *Brand Trust, FMCG Brands, Green Marketing Mix*