

Impact of Consumer Purchasing Intention towards the Green Products of FMCG sector (Special reference to Southern province- Sri Lanka)M.Y.G.V.Jayawardena¹**ABSTRACT**

Most of the companies pay their attention on green issues as a part of their marketing campaigns since most of the regulations are concerned with the environment in the present society. Therefore, this has become a trend in the modern society and companies implement their strategies based on green technology. It still exists few obstacles with the dispersion of ecological consumption and product varieties although it has been implemented and dispersed over years. The problem of this research can be defined as what is the impact of consumer purchasing intention towards the green products of FMCG sector? The main aim of this research was to study the impact of consumer attitudes towards green products in Fast Moving Consumer Goods industry. Primary data as well as secondary data were used in this study. Primary data were collected through a questionnaire and the sample group was included 200 consumers from southern province. Therefore, data were collected from the consumers in Galle, Matara and Hambantota districts. The questionnaire included four main segments to get the consumer attitudes. They are packaging, place, promotion and designing. Secondary data sources were book, journals and published articles from the year 2000. Findings revealed that there is a considerable awareness on green products and they are willing to pay for those products more for a healthy life. Moreover, most of the customers were preferred that the packaging is the most important from those four factors and they suggested that the FMCG companies should consider marketing strategies to improve the awareness and supply of the green products.

Key words: Green marketing, Green products, FMCG, Purchasing Intention

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