

The Impact of Green Marketing Mix on Customer Purchase Intention in the Colombo and Gampaha District of Sri Lanka

N N K Alawattegama

Department of Marketing Management, University of Kelaniya, Sri Lanka
nisalinisanya26@gmail.com

R A S Weerasiri

Department of Marketing Management, University of Kelaniya, Sri Lanka
sudath@kln.ac.lk

This study aims to investigate the influence of the green marketing mix on consumers' intentions to purchase fast-moving consumer goods (FMCG) and to examine the role of gender in moderating the relationship between the green marketing mix and consumer purchase intentions. The focus of this article is on the elements of green marketing and their impact on consumers' propensity to make purchases. The study seeks to identify which factors: green product, green place, green pricing, and green promotion are most strongly associated with "green purchasing intention." Gender was employed as a moderator to assess how the green marketing mix affects consumers' willingness to spend. A structured questionnaire was administered to 150 shoppers at supermarkets in the Colombo and Gampaha districts, using a convenience sampling method. The quantitative data were analyzed using SPSS. A review of the literature indicates a gap in the thorough examination of the impact of the green marketing mix on customer purchase intentions in the Colombo and Gampaha districts of Sri Lanka. This study aims to address this gap. The findings are expected to benefit researchers interested in green consumer behavior and may assist business executives in planning environmentally conscious marketing strategies. Additionally, policymakers may find the study's results and recommendations useful for enhancing environmental protection and related policies. The research suggests, based on existing literature, that a marketing strategy emphasizing environmental sustainability can significantly influence consumers' propensity to make purchases.

Keywords: *Consumer Purchase Intention, Green Marketing Mix, Green Price, Green Place, Green Product, Green Promotion*