

**The Impact of Green Marketing Mix on Green Purchase Intention
towards Green Cosmetic Products: with the Moderating Effect of the
Environment Knowledge**

T A H C Lakshani

Department of Marketing Management, University of Kelaniya, Sri Lanka
hansanicharuka77@gmail.com

R A S Weerasiri

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

This research aimed to analyze the *impact* of the green marketing mix on green purchase intention within the green cosmetic industry in Sri Lanka, with a focus on the moderating effect of environmental knowledge. Increasingly, green cosmetic brands are adopting the green marketing mix elements: green product, green price, green place, and green promotion to enhance green purchase intention among consumers. The framework of this study was tested using a quantitative approach. Based on a thorough review of the literature, an integrative model was developed and tested using data collected from 353 respondents who have used green cosmetic products, employing a non-probability sampling technique. The data were analyzed using descriptive and inferential statistical techniques in SPSS 26. The findings indicate a positive relationship between green product, green price, green place, and green promotion on green purchase intention, with green product showing a more significant positive impact. Additionally, environmental knowledge was found to moderate the relationship between the green marketing mix and green purchase intention for green cosmetic products. Accordingly, recommendations were provided based on these findings.

Keywords: *Environmental Knowledge, Green Cosmetic Products, Green Marketing Mix, Green Purchase Intention*