



**IMPACT OF PERCEIVED GREEN MARKETING PRACTICES ON  
CONSUMER PURCHASING INTENTION IN SRI LANKAN BANKING  
SECTOR**

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## ABSTRACT

The growing social and consumer needs are increasing continually and other way resources are limited. It is important for marketers to utilize these resources efficiently without waste as well as to achieve organization's objective. As a solution there is a growing concern for the environmental practices and this lead an increasing number of companies to consider green issues as a major source of strategic change. Moreover, it is increased eco-awareness of Sri Lankan customers during the past few decades, and companies are increasingly recognizing the importance of green marketing concepts for both products and services. The purpose of study was to investigate impact of perceived green marketing practices on consumer purchasing intention in Sri Lankan banking sector. This study was based on both primary and secondary data. The primary data were collected from the sample survey that was conducted in the Western province. 240 respondents were selected for the survey and respondents were asked to answer the prepared questionnaire. The questionnaire was designed to obtain the consumers environmental attitudes and consumer purchasing intention regarding eco-friendly green marketing practices under 7P's such as Product, Price, Place, Promotion, Process, People and Physical evidence that lead towards the motivation of consumption. The secondary data were collected from relevant journals, books and other published data. The study revealed the current perceived green marketing practices which are used by the bankers in Sri Lanka. In addition there is a significant relationship between perceived green marketing practices and consumer purchasing intention in Sri Lankan banking sector. This relationship between perceived green marketing practices and consumer purchasing intention is strengthening by, the consumer environmental attitude. The researchers have recommended for the bankers to improve the product, promotion and process related green marketing strategies in order to increase the revenue and profitability of the banks by attracting new customers and retaining existing customers.

*Key words- Perceived green marketing practices, Consumer purchasing intention, Consumer attitudes and Eco awareness*