

Impacts of Perceived Integrated Marketing Communication (IMC) Mix on Consumer Purchase Intention of Green Products (With Special Reference to FMCG Sector in Sri Lanka)

H.L.H. Perera¹, P.I.N. Fernando¹ and S.F. Fasana¹

¹*Management Sciences Department, Uva Wellassa University, Badulla, Sri Lanka*

The force of “going green” is now expanding to the Asian region in the world. Green product is a most emerging concept in the today's business environment. Further there are many green products manufacturers in the current competitive market. According to the literature on green products, consumers have problems in green products identification. Further consumers have lack of awareness regarding available green products in the market. Therefore, though there are various marketing tools to promote green products in current business environment, it's essential to identify exact methods or marketing tools to communicate and grab the consumers who intend to consume the green products. The main objective of this study is to identify the impact of perceived IMC mix on consumer purchasing intention of green product of FMCG (Fast Moving Consumer Goods) sector in Sri Lanka. Data were collected through a questionnaire filled by 120 consumers who purchase green FMCGs from supermarket premises in western province. Convenient sampling method was adopted to derive the respondents. To achieve the desired objectives, the data analysis was carried out using descriptive analysis, correlation analysis and multiple regression analysis respectively through SPSS package. Findings depict that consumers have responded in agreed level to IMC variables. Further, the results claimed that perceived integrated marketing communication (IMC) mix including advertising, sales promotion; personal selling, direct marketing and public relations have positive relationship with consumer's green FMCG purchasing intention. Advertising is the most influencing' factor of consumer green FMCG purchasing intention. Then consecutively direct marketing and personal selling influence to consumer's green FMCG purchasing intention. As managerial implications, organizations should be more focused on advertising, direct marketing and personal selling methods to improve the consumer's green products purchase intention.

Keywords: Green products, Perceived integrated marketing communication, Purchase intention, Fast moving consumer goods