

Impact of Green Marketing Mix on Consumers' Purchase Intention with the Mediating Effect of Corporate Image (With Reference to Food and Beverage Market)

R.H.T.H. Jayalath * and P.I.N. Fernando

Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka

**Corresponding Author E-mail: hansikathilini77@gmail.com, TP: +94712930762*

With the degradation of earth increases organizations identified an opportunity to turn their businesses in to green. The organizations realized that their long term existence depend on coordination between environment and benefits of consumer and society. As a social responsibility most manufacturers concern on green marketing mix including green product, price, place and promotion. Therefore it leads to create a positive corporate image and thereby it directs consumers to make purchase decisions. The lack of research attention has been given on the impact of green marketing mix on purchase intention with the mediating effect of corporate image. Hence, the current research addresses the knowledge and empirical gap. The main objective of the study is to investigate the mediating effect of corporate image in the relationship between green marketing mix and purchase intention. The data were collected from a sample of 384 millenials in Sri Lanka based on stratified and convenience sampling techniques. The collected data was analyzed using descriptive statistics, correlation analysis, regression analysis. Further to test the mediating impact, the researcher used the Baron and Kenny model and Sobel test. According to the findings of the regression analysis, the researcher drew a conclusion that there is a significant impact of green marketing mix on purchase intention. Meantime the results of the Barron and Kenny analysis and sobel test led to reveal that the relationship between green marketing mix and purchase intention is mediated by corporate image. Finally the researcher could be able to meet the expected objectives of the study and further the researcher recommends marketers to promote the green concept and improve the consumer awareness through marketing campaigns and other awareness programs.

Keywords: Green marketing mix; Green product; Green price; Green place; Green promotion; Corporate image; Purchase intention