



**Investigation of the Impact of Green Marketing Tools
on Customer Purchase Intention of Fast Moving
Consumer Goods:**

With special reference to the youth sector

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ABSTRACT

The consumer awareness of environmental issues has become a major concern within the society. By identifying this as the path to sustainable growth, most of the organizations have moved toward green marketing. Apparently, organizations use various tools which can enhance the knowledge and awareness of consumers while influencing their purchase decisions. Eco-brand, eco-label and environmental advertisement are major green marketing tools used by organizations in order to create awareness among consumers in relation to products which are environmentally friendly. Moreover, the Sri Lankan Fast Moving Consumer Goods sector has identified as an industry which more focus on environmental issues. Since these tools are new to the Sri Lankan market, there is a significant lack of empirical research in relation to such green marketing tools. Thus the main purpose of the study was to investigate the impact of green marketing tools on customer purchase intention of Fast Moving Consumer Goods in Sri Lanka. The research was quantitative in nature and primary data was collected through self-administrated questionnaires. 384 of Sri Lankan youth consumers were selected as the sample of the study. The sample was selected using a convenience sampling technique. Simple linear regression and multiple linear regression analysis were conducted to achieve the research objectives. Based on the research findings, the study concluded that there is a significant impact of green marketing tools on customer purchase intention of Fast Moving Consumer Goods in Sri Lanka and eco-brand has mostly influenced with purchase intention than the eco-label and environmental advertisement. Further, the findings of the research recommends that organizations should promote these green marketing tools within the market and it is required to concern more regarding eco-labels due to the lack of the awareness.

Key words: *Green marketing tools, Eco-Brand, Eco-Label, Environmental Advertisement, Purchase Intention*