



**THE IMPACT OF GREEN MARKETING MIX ON
CONSUMER PURCHASING BEHAVIOR OF
COSMETICS PRODUCTS.**

**(WITH SPECIAL REERENCE TO FEMALE CONSUMERS IN
WESTERN PROVINCE)**

This dissertation is submitted as a partial fulfillment of the degree of
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ABSTRACT

In the current scenario, consumers are looking for the well-known brands having quality which satisfies their needs. Most of the people value the environment and believe to protect it. They are aware about the environmental problems, but it is not necessary that their purchasing should lie on this basis. There may be difference between their purchasing behavior towards eco-friendly cosmetics which lies on some important factors such as product, price, promotion and convenience to purchase. Although green marketing concept is new to Sri Lankan context, this study aims to discuss the impact of green marketing mix on purchasing behavior of female consumers of cosmetics products with four research objectives. Primary data were collected through a structured questionnaires distributed among 150 respondents living in western province in Sri Lanka by using multi stage and convenience sampling methods and using the mall intercept sampling technique. The data analysis was done using multiple regression analysis, correlation and descriptive methods. The study indicated the conclusion as there is a positive impact of all green marketing mix elements on consumer purchasing behavior of female on cosmetics products. The research findings support the marketers and the cosmetics manufacturers to attract customers more strategically and it further supports the buyers to shape up their purchasing behaviors.

Key words: Green marketing mix, Green product, Green price, Green place, Green promotion, Consumer purchasing behavior