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IMPACT OF GREEN MARKETING ON CONSUMER BUYING BEHAVIOR

**(Special reference to food and beverage sector
in Colombo district)**

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ABSTRACT

This research has explored the impact of green marketing on consumer buying behavior (special reference to food and beverage sector in Colombo district). It has investigated how the green marketing mix (green product, green place, green price, green promotion) elements affect to the buying behavior of the consumer. Green marketing refers to the process of selling products or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. Currently consumers concern regarding this issue. Hence Green Marketing strategy help marketer to get more customers and make more money. It is much important for businesses to aware how the consumers' behavior affected by the Green Marketing elements to decide marketing strategies. Due to that this study will be much important for them.

100 super market consumers were selected using convenience sampling method in Colombo municipal council area. Multiple linear regression, correlation coefficient and descriptive statistics were used to analyze and interpret data. This research has shown that there is a strong positive relationship between product, price, place, promotion and consumer buying behavior. That means when they making purchase decisions regarding food and beverage products they consider the eco friendly packaging, brand, whether the super market follow eco friendly practices, advertisements which reveals the eco friendliness of the product. And the findings indicate that marketing mix elements are better predictors of buying behavior.

Together with that majority of the respondents have strongly agreed that when they purchasing they consider marketing elements highly. Among marketing mix elements most affecting marketing mix element to the buying behavior was product.

According to the findings businesses can implement these suggestions in order to enhance the buying behavior of the consumer. Primarily businesses can enhance the product element as product element affect to the buying behavior highly. To enhance product attribute businesses can improve the quality through using quality raw materials and attractive branding. Specially when consumers purchase a food and beverage product they consider the ingredients. Due to that firms can use natural raw materials for food and beverage products. Secondly they can enhance promotion, price and place elements. For that businesses can use more advertisements which reveal the greenness of the product and can introduce green products which prices are lower than conventional products. This information will be very much important for marketers when designing marketing strategies. Because to remain in the competitive market businessmen have to make correct decisions on marketing mix elements as the current trend is fulfill corporate social responsibilities through green marketing concept.

As few researchers has investigated the impact of Green Marketing on consumer buying behavior, future researchers can investigate the other factors which affect to the buying behavior of the consumer than Green Marketing and within the product element the most dominating element which affect to the buying behavior of the consumer.

**Key words: Green marketing, marketing mix, corporate social responsibilities,
buying behavior.**