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**IMPACTS OF PERCEIVED INTEGRATED
MARKETING COMMUNICATION (IMC) MIX ON
CONSUMER PURCHASE INTENTION OF GREEN
PRODUCTS:
(WITH SPECIAL REFERENCE TO THE FMCG SECTOR
IN SRI LANKA)**

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

Green product is a most emerging concept in the today's world. But consumers have problems in green products identification. Further consumers have no that much aware about 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 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. Sample consisted of 120 respondents from western province and simple random sampling method was adopted to derive the respondents. The survey was conducted distributing structured questionnaires within supermarket premises. The data was analyzed by using descriptive, correlation and multiple regression analysis through SPSS. Findings depict that all advertising, sales promotion, personal selling, direct marketing, public relations have positive relationship with consumer's purchasing intention. Advertising is the most influencing factor of consumer purchasing intention. Then consecutively direct marketing and personal selling influence to consumer purchasing intention. Consumers have responded in agreed level to IMC variables. As managerial implications, organizations should be more focused on advertising, direct marketing and personal selling methods to grab the consumers in the green FMCG products marketing.

Key words: Integrated marketing communication, Purchase intention, Fast moving consumer goods