Investigation of the Impact of Green Marketing Tools on Customer Purchase Intention of Fast-Moving Consumer Goods: With Special Reference to the Youth Sector

P. A. Rathnayake, J. Siyambalapitiya* and K.J.T. Perera

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

Consumer awareness of environmental issues has become a major concern in the society. Therefore, organizations have moved towards the green marketing concept to achieve sustainable growth. Eco-brand, eco-label, and environmental advertisements are the tools that businesses use to enhance knowledge and awareness of consumers while influencing their purchase decisions. Previous studies show inconsistent results in terms of customer purchase behavior in relation to these tools, indicating a knowledge gap to be addressed by researchers. To this end, following the theory of planned behavior, it would be rational to investigate these tools as predictors of customer purchase intention. Moreover, as a context, Fast-Moving Consumer Goods (FMCG) sector was selected as it is an industry that focuses more on environmental issues. Observably there is a significant lack of empirical studies on these tools as this concept is new to the Sri Lankan market. The specific objective of the study was to investigate the impact of green marketing tools on customer intention to purchase FMCGs in Sri Lanka. Taking Sri Lankan young consumers as the population, 384 individuals were selected as the sample of the study using a convenience sampling technique. The research was quantitative and primary data were collected through a self-administrated questionnaire. Simple and multiple linear regression analysis was performed to test research hypotheses. Results and findings revealed that each tool has a significant and positive impact on customer purchase intention. Accordingly, the study concludes that eco-brand has a salient impact on purchase intention than the eco-label and environmental advertisement. The research recommends that these tools should be promoted more in the market and it is required to concern more on adopting eco-labels to achieve sustainability.

Keywords*:* Green marketing tools, Eco-brand, Eco-Label, Environmental advertisement, Purchase intention