

**GREEN MARKETING AND ITS EFFECT ON INTENDED BUYING
BEHAVIOUR (SPECIAL REFERENCE TO FMCG CONSUMERS IN
JAFFNA SRILANKA)**

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ABSTRACT

In today's business world green marketing is a predominant part of the business activities to stream line all operational related effectiveness and efficiency. Existing researchers have found that the application of green marketing was at a minimum level in present scenario. The purpose of this research is to investigate the effect of green marketing on consumer purchase intention with the special reference to FMCG's consumers in Jaffna Sri Lanka.

Conceptual framework builds up based on the green marketing mix and linked them in to consumer attitude and then tend to measure the consumer purchase intention with the support of literature. Independent variable consisted with green product, green price, green place and green promotions dimensions and dependent variable was consisted with cognition and affection dimensions. First of all, environment and environmental problems, one of the reason why the green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. Then together with the hypothesis developed literature review has been continued and studies conducted on this subject until now were mentioned.

The research sample was based on Jaffna district consumers who visit retail outlets for their consumer needs. Required data was collected 220 respondents through structured questionnaires. Data was analyzed by using SPSS. Based on the data analysis there are 05 hypotheses tested and find the effect and relationship between the connected variables. Based on the findings green marketing significantly impact on consumer purchase intention. Further there were positive relationship exist between green marketing and consumer cognition of attitude and consumer affection of attitude.

This research contributes to academics to study on green marketing concept and managers to make their actions on green marketing and policy makers on their future decisions on environmental protective actions. The study has carried out based on FMCG market and this can be extent in to industrial goods, luxury goods and semi luxury goods in future research needs.

KEYWORDS: *Green Marketing, Consumer Purchase Intention, FMCG's Consumers.*

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