
**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.*

1. INTRODUCTION

While globalization process continues in its full speed across the world, this process has also brought some problems with it. Leading one of these problems is environmental problems that

affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda more and more in the recent years and people have started to talk these negativities. Consumers now have worries about the future of the world and as results of this mostly prefer environment friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal increasing awareness of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities.

The Green marketing concept mentions that the marketers should identify, anticipate and satisfy the needs and want in a social acceptable manner of their target customers at a profit (Kotler, 2013). Green marketing concept was very successful invention and a practice for organizations as they were producing and offering their products/services after identifying a specific needs and wants of their customers. However some researches argue even though many consumers claim that they care about environment when they make their purchase decision, their buying behavior does not always reflect this preoccupation (Kalafatis et al., 1999; Gardyn, 2003).

European Gallup organization carried out a survey on consumer purchase behavior on green products and they found that consumer buying behavior has a greater impact on “to buy eco-friendly products” with purposing to “minimize waste and recycling” action (Flash Eurobarometer 256 – The Gallup Organization, 2009, p.7). Further 458 new eco-friendly products have been established in American market during the period of time from January 2009 to April 2009 and it’s a three times higher improvement compares to year 2008 (www.corporateeye.com). This situation has effect to get the attraction of world community on green products and services. When the situation of the green concept is analyzed with respect to Sri Lanka, it can be traced to the history of the civilization of this island. Sri Lanka as an agriculture-based economy has some evidence from the history of Sri Lanka to believe that Sri Lankan aborigines were leading their life styles was associated with environmental manner (www.mahawamsa.org). They had their own recycling, water management, food management and other waste management systems with environmental friendly way.

Societal concerned environmental aspect of marketing has viewed and implemented in different ways (Fisk 1974; Charter et al., 2006). Different terminology has been given such as ecological marketing, green marketing (Ottman, 1993; Carlson, Grove and Kangun, 1993; Polonsky, 1994; D’Souza, 2004; D’Souza, Taghian, and Lamb, 2006; D’Souza, Taghian, and Khosla, 2007) and sustainable marketing (Follows and Jobber, 2000).

These terminologies are normally considered in the similar field of study: the analysis of how marketing activities influence on the environment and how environment variables can be incorporated into the various decisions of marketing. The change from ecology to “green” was accompanied by a change in focus from environmentalism to sustainability.

1.1 PROBLEM STATEMENT

The first considerable evidence for Environmental awareness of the people was raised around 1970s with the legislations against toxic gases. In 1980’s involvement and awareness towards environmental disasters were so evident (Titterington et al., 1996). 1990 was considered as “The Environmental decade” or “Earth decade” as the consumer attention grew than never before towards social and environmental factors (Prothero, 1996). There is a progressive improvement

can be seen of the consumer awareness towards environmental and social issues up-to-date (Kalafatis et al., 2019).

“The environment deterioration has become a considerable challenge for the world community and this situation has effected to increase consumer attitude towards green products in order to preserve the environment” (Luck et al., 2019, p.2). As well as environmental protection attitude has taken place with the people to purchase eco-friendly foods (Solomon, 2020).

Many countries have derailed their policies and practices to have a green environment and healthy people. Countries like Germany, Mexico and Holland are having best recycling practices to protect environment and they have introduced new legislations to de motivate artificial packaging which harm to environment. Recent studies e (Molina-Azorin et al., 2009; Hung and Kung, 2011) have shown that the green management has a positive impact on financial performance. Sri Lanka has many experiences with environmental issues and several malpractices of marketing goods at a social and environmental acceptable manner. Sri Lankan farmers are practicing and using a large portion of fertilizers and chemicals to protect and increase their harvest.

Artificial production methods and fertilizer uses and use of chemicals have made it easy to earn much for producers but it has created harmful situation to the environment and people. Even though many countries have identified this situation Sri Lanka has a little bit of implication on green practices. But it is not at a considerable level of involvement and yet to be developed.

Therefore, it is a need of the hour to implement green marketing as the best alternative to overcome present issue and this study based on the present consumer purchase intention on green marketing and to propose and identify future development needs and enhancement of green marketing to achieve the organizational objectives. This study will fill the above gap by analyzing how the green marketing mix effect on consumer attitudes and finally how it effects on the consumer purchase intention. It reflects consumer perception on green marketing mix under cognition and affection component of attitude. Finally, it measures how those components impact on consumer’s purchase intention specifically in FMCG.

1.2 OBJECTIVES OF THE STUDY

Primary Research Objective

To examine the effect of green marketing on consumer purchase intention via consumer attitude in Jaffna Sri Lanka

Secondary Research Objectives

- 1) To examine how green marketing effect on consumer cognition of attitude in Jaffna Sri Lanka
- 2) To examine the association between green marketing and consumer cognition of attitude in Jaffna Sri Lanka
- 3) To examine how green marketing effect on consumer affection of attitude in Jaffna Sri Lanka.
- 4) To examine the association between marketing mix and consumer affection of attitude in Jaffna Sri Lanka.

1.3 HYPOTHESES OF THE STUDY

- 5) There is a significant effect exist of green marketing on consumer purchase intention in FMCG consumers in Jaffna Sri Lanka
- 6) There is a significant effect exist of green marketing on consumer cognition of attitude in FMCG consumers in Jaffna Sri Lanka
- 7) There is a significant effect exist of green marketing on consumer affection of attitude in FMCG consumers in Jaffna Sri Lanka
- 8) There is a positive association between green marketing on consumer cognition of attitude in FMCG consumers in Jaffna Sri Lanka
- 9) There is a positive association between green marketing on consumer affection of attitude in FMCG consumers in Jaffna Sri Lanka

1.4 PERIOD OF THE STUDY

The period of study consists of five months from November 2024 to March 2025

1.5 AREA OF THE STUDY

A study of this nature required the selection of a suitable place. Therefore, Jaffna was selected for the study since the researcher belongs to this area. Moreover, the consumer purchase intention has an impact among the people in Jaffna specifically for FMCG.

2. REVIEW OF LITERATURE

In this chapter the researcher attempts to discuss the main areas of green marketing, the concepts in marketing, the challenges, consumer behavior and decision making, emerging trends in green marketing and the research studies done by the previous researchers. The critical review of the literature here discusses the impact of green marketing on consumer behavior through consumer attitude.

The research literature is examined in the historical process at the level of environmental awareness of consumers is increasing. However consumers evoke their environmental interest with environmentally friendly consumer behavior. A study carried out between 1989-1990 supports these ideas with an increase in the number of consumers who expressed interest in the environment and a climb in the number of environmentally friendly products purchased. However some studies in the early 1990s do not fully support these claims. For example, in 1991, according to the Simmons market research bureau's (SMRB) study, there is low correlation between consumer's environmental concern and the willingness to purchase environmentally friendly products. Kleiner (1991), Schlossberg (1991) and Winski (1991)'s found in their studies a weak relationship between a consumer's positive attitudes to environmental issues and the actual buying behavior. By the end of the 1990s, despite environment related research in marketing literature, in practice it had not reached the desired result (Naturelhaber, 2010).

The purpose of this study is to discuss the effects of environmental awareness, green product features, green product prices, green product advertisements and consumers' demographic characters on the purchasing behavior of consumers and to determine if there is a significant relationship between them and the direction and level of this relationship, if any.

Environmental pollution increasing rapidly throughout the industrialization period leading to a great reaction was born against products hazardous to the environment. When the hazardous contents of a product became one of the factors influencing the purchase decisions of consumers, businesses started to manufacture environmentally friendly or in other words green products and to create green product policies (Uydacı, 2002: 113).

2.1 Green Marketing

Green marketing refers to the modified action of the marketing mix under environmentally friendly and socially acceptable manner (Kotler, 2013). This includes environmentally friendly production process, recyclable packaging, and use of eco-friendly advertising and distribution process. Green marketing came out as a considerable topic among the world community at the end of 1980s and early of 1990s. A general opinion is that green marketing embraces a broad range of activities for selling green products, and these practices include product modification, changes in production processes and packaging, and modifications of advertising and communications with consumers (American Marketing Association, 2009).

Pride and Ferrell (1993) defines Green marketing, also alternatively known as environmental marketing and sustainable marketing, as an organization's effort at designing, promoting, pricing and distributing products that will not harm the environment. This exploration stresses the importance being environmental responsiveness being protective rather than exploitive. Polonsky (1994) defines green marketing as all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Natural environment protection is the key in these definitions for the organizational success. It shows the exchange of anything should consider its impact on environment and it should conduct in environmentally friendly manner.

When the differences are concerned, the need of considering the customer acceptance of green products could not assumed that they will purchase green products always. This could occur when the customer is more concerned with the product benefits. Therefore, to make this happen, a change of customer attitude needs to take place in consumer behavior. Not only the organization needs to consider about green marketing concept, but also the customers also need to think about the environmental friendliness in purchase. The core objective of use of green marketing with the firms can be identified as the environmental protection and it will increase the reputation of organizations and effective to increase health concern customer base. However the application objectives of green marketing may be vary by organization to organization with their organizational purposes.

2.2 Green Marketing Mix

Green marketing applications could be best assessed in terms of the marketing mix. The traditional 4 Ps could be identified as Product, Price, Promotion and Place. These elements could further be analyzed with respect to the green applications.

2.2.1 Green Product

The increasingly wide variety of products on the market that support sustainable develops and are good for the triple bottom line included (Elkington, 2004). Elkington (2004) stated three bottom lines for sustainable business such as people, planet and profits. Such as Organic products – many consumers are prepared to pay a premium for organic products, which offer

promise of quality. Organic butchers, for example promote the added qualities such as taste and tenderness.

2.2.2 Green Price

Most customers are prepared to pay a premium if there is a perception of adding product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality.

Environmentally responsible products, however, are often less expensive when product life cycle cost are taken in to consideration. Many consumers think that the green products are more expensive than conventional products and some consumers think and it's not due to the health part (Chang, 2018). Chang stats that the benefit of this belief for the producers is the ability they get to charge some extra amount for green products. "Sometimes price is perceived by consumers as a sign of quality" (Kotler and Keller, 2009, p.421).

2.2.3 Green Place

Place including channels, coverage, assortments, location and inventory (Kotler and Keller, 2009). It involves make product available at stores, arranging or designing most suitable distribution mechanism, stores and inventory management, appointing retailers and wholesalers (Patric et al., 2013). Furthermore, a point of purchase "The location where the purchase made" is an important factor (Kotler and Keller, 2009). Store display / merchandising play a major role on consumer purchase intention by differentiating and helping recognition of products (Solomon et al., 2010). Mostly consumers are looking for non-polluted places to fulfill their consumer needs (Wanninayake and Randiwela, 2018).

2.2.4 Green Promotion

"Consumers are more concern about the promotion of products in an environmentally friendly manner as they think that it would help for environmental deterioration" (Ann et al., 2012 p.96). For example, a survey which conducted among Indian students has found that 96% of students are agreed to accept environmentally friendly promotions (Purohith, 2011). Green promotions help consumers to identify and understand products and services and it help to create consumer awareness towards products or services.

The key is to green marketing is credibility. Never overstate environmental claims or establish unrealistic 18 expectations, communicate simply and through sources that people trust will helpful to promote green credentials and achievement. Publicized stories of the company's and its employees regarding green initiatives, entering to environmental award programs to profile environmental credentials to customers and stake holders are best green promotions of a company.

2.3 Consumer Attitude

An attitude is defined as a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor (Harris et al., 2004). However, the attitudinal brand loyalty focuses not only on transactional strategies, such as frequent user programs and gifts for repeat customers but also on attitudinal variables such as commitment and trust.

Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and repeat patronage. The relationship is seen as mediated by social norms and situational factors. Cognitive, affective, and conative antecedents of relative attitude are identified as contributing to loyalty, along with motivational, perceptual, and behavioral consequences (Dick and Basu, 2004).

This research further suggested greater the experience a customer with a service provider greater the chances of meeting expectation in perceived value, hence retention. Services Quality is considered as a major determinant in customer retention and building value relationship (Venetis and Ghauri, 2004). The quality of the service has various elements namely; a) Reliability b) Responsiveness c) Assurance d) Empathy e) Tangibles. As identified by Parasuraman et al. (1985). According to Lovelock and Wright (2001), marketing managers in service organizations make decisions regarding "8Ps" i.e. Product, Place, Promotion and Education, Price and other user outlays, Process, Productivity and Quality, People and Physical evidence.

Brand loyalty, in marketing consists of a consumer's commitment to repurchase or otherwise continue using the brand and be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. In this research study attitudinal brand loyalty should be viewed as developing in three phases – cognitive, affect and conative components of brand loyalty.

2.3.1 Cognitive Components of Attitude

Banerjee and McKeage (1994), explain that the green consumers are strongly believed that the present environment conditions deteriorate the environment and it represents a number of problems faced by the world. The consumers those who don't get engaged in environmentally friendly behavior perceive that the ecological problems will be resolved by themselves. According to Wiener and Sukhdial (1990) consumers' perceived perception of the level of involvement towards the environment protection has kept them away from engaging in ecologically favorable actions. When the consumer behavior is concerned, Suchard and Polonski (1991) explain that ecologically concerned and conscious customers attempt to protect the environment in different ways.

2.3.2 Affective Component of Attitude

Affective refers to feelings, moods, or emotional responses that can be measured by collecting verbal reports of by psychological responses. People who evaluate an attitude object favorably are likely to experience positive affective reactions in conjunction with it and are unlikely to experience negative affective reactions. Affective loyalty (satisfaction) involves consumers' emotions, i.e. personal feelings of pleasure or disappointment with shopping experience. Based on above literature the following conceptual model had developed by using green marketing mix as the independent variables and customer attitudes and behavioral intention as dependable variable. Then it is easy to check how green marketing effect on consumer purchase intention through attitude change.

According to Polonsky (1994), green marketing consists of all planned activities to generate and facilitate exchanges in order to satisfy human needs and desires with the least impact possible on the environment. This statement adds an important dimension: a more humanistic marketing concept that includes ecological and social components and one based on minimization of environmental damage.

Ottman (2003) believes that the emergence of green marketing is a result of the finding that companies are being evaluated not only based on the product/service performance, but also on their social and environmental responsibility. Green marketing appears as a supporting tool for monitoring, seeking and fulfilling consumer needs and desires in a context of environmental responsibility. Therefore, since green marketing is considered by many authors to be one of the major trends in modern business (McDaniel and Rylander, 2003; Pujari and Wright, 2006; Kassaye, 2001),

2.4 Intended buying behavior

Purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy product. From the perspective of marketers, it is of interest to understand what makes consumers buy certain products and services, Whitlark, Geurts and Swenson (1993).

Some research also shows weak correlation between attitude and behavior (Wicker 1969 and East 1997). There are two common reasons suggested for that. The first explanation is the other variables, which refers to the possibility that other variables than attitudes predict behavior. Such variables as involuntary behavior and normative control are suggested for being responsible of diminishing the causality of attitude and Behavior.

The second explanation is the possible mismatch between the measured attitude and behavior variables. For example, only a positive attitude toward a brand might not be sufficient and do not correlate with the behavior. Instead, a positive attitude toward using a brand might correlate with the actual behavior. Consumers usually go through three stages in decision making. In the first stage, the consumer identifies his or her purchase issues.

Then they identified the purchase issues and finally the post purchase issues as defined by the above figure. At each stage markers have to needs, attitudes, situational factors, product strength against competitors, consumer buying patterns customer motivational factors according to the stage that their customers are.

3.0 METHODOLOGY

3.1 Research Design

This is a qualitative descriptive research and contains interviews and survey questionnaires. Qualitative descriptive design is well-considered fusion of population, sampling and data collection which are based on re-presentational and analysis (Devers & Frankel, 2000). Another researcher Creswell (2003) explained that the qualitative descriptive study is specifically amenable for achieving the direct feedback from the target audience in a particular environment and seeks the descriptive validity.

This study fully concentrated on survey method by using questionnaires which was collected from customers who are purchasing FMCG products from retail outlets in Jaffna district. At present most of the consumers are using FMCG rather than other variety of goods due to the convenience and all. Further in Jaffna district most of the consumers are visiting to outlets specifically in super market outlet which all the products available under one roof. Therefore sample were selected from retails outlets specially 02 most popular supper market were selected by the researcher to do the analysis.

3.2 SOURCES OF DATA

Primary Data

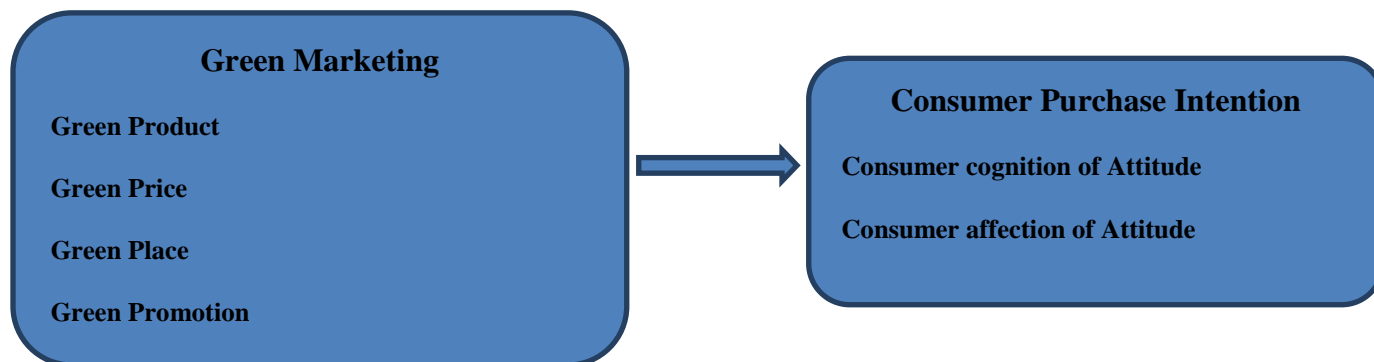
The primary data is collected by preparing a questionnaire. A well framed questionnaire is used for collection of data.

3.3 SAMPLE DESIGN

A convenient sampling was adopted to identify the sample respondents from a total population. Total 220 customers selected as sample from 02 popular supper market outlet which is located in Jaffna district.

3.4 Conceptual Frame work

Based on the theory following conceptual frame work is developed to understand the effect of green marketing on consumer purchase intention special reference of FMCG in Jaffna district.



Based on the literature review the following research question were developed

- 01) Is there any significant effect exist between green marketing and consumer purchase intention in FMCG consumers in Jaffna Sri Lanka?
- 02) Is there any significant effect exist between green marketing and consumer cognition of attitude in FMCG consumers in Jaffna Sri Lanka?
- 03) Is there any significant effect exist between green marketing and consumer affection of attitude in FMCG consumers in Jaffna Sri Lanka?
- 04) Is there any positive relationship exist between green marketing and consumer cognition of attitude in FMCG consumers in Jaffna Sri Lanka?
- 05) Is there any positive relationship exist between green marketing and consumer affection of attitude in FMCG consumers in Jaffna Sri Lanka?

4.0 ANALYSIS AND FINDINGS

Cronbach's alpha is computed in terms of the average inter correlation among the items measuring the concept to check reliability of data which was used for this research study. Internal consistency is determined by the statistical examination of the results obtained, typically equated with Cronbach's coefficient alpha. The alpha of a scale should be greater than 0.70 for the items

to be used together as a scale. Results of the study show that the scales are sufficiently reliable for the present study context.

H1: There is a significant effect exist of green marketing on consumer purchase intention in FMCG consumers in Jaffna Sri Lanka

TABLE 01: STANDARD REGRESSION COEFFICIENT

Independent variables: Green Marketing	Dependent variables: Consumer purchase intention
β	0.785
Significance of F	0.000
Adjusted R2	0.814

According to the regression results in the Table 01, the fitted model encountered a significant relation between green marketing and consumer purchase intention for FMCG in Jaffna district. The R2 value multiplied by 100 tells the percentage of variance in one variable accounted for by the predictor variables. The adjusted R2 value is 0.814so, that 81.4% Percentageof the variance in Consumer purchase intentionis accounted for by the predictor variable of green marketing.

Further it means green marketing positively impact on consumer purchase intention. The beta value depicted that the relative extent to which each of the predictor variables uniquely predicts the dependent variable.

H2: There is a significant effect exist of green marketing on consumer cognition of attitude in FMCG consumers in Jaffna Sri Lanka

TABLE 02: STANDARD REGRESSION COEFFICIENT

Independentvariables: Green Marketing	Dependent variables: Consumer cognition of attitude
β	0.812
Significance of F	0.000
Adjusted R2	0.902

According to the regression results in the Table 02, the fitted model encountered a significant relation between green marketing and consumer cognitive of attitude. The R2 value multiplied by 100 tells the percentage of variance in one variable accounted for by the predictor variables. The adjusted R2 value is 0.902 so, that 90.2% Percentageof the variance in Consumer cognition of attitudeis accounted for by the predictor variableee of green marketing.

Further it means green marketing positively impact on consumer purchase intention. The beta value depicted that the relative extent to which each of the predictor variables uniquely predicts the dependent variable.

H3: There is a significant effect exist of green marketing on consumer affection of attitude in FMCG consumers in Jaffna Sri Lanka**TABLE 03: STANDARD REGRESSION COEFFICIENT**

Independent variables: Green Marketing	Dependent variables: Consumer affection of attitude
β	0.924
Significance of F	0.000
Adjusted R2	0.895

According to the regression results in the Table 03, the fitted model encountered a significant effect of green marketing and consumer affection of attitude in FMCG consumers in Jaffna Sri Lanka. The R2 value multiplied by 100 tells the percentage of variance in one variable accounted for by the predictor variables. The adjusted R2 value is 0.895 so, that 89.5% Percentage of the variance in Consumer affection of attitude is accounted for by the predictor variable of green marketing.

Further it means green marketing positively correlated with consumer affection of attitude. The beta value tells the relative extent to which each of the predictor variables uniquely predicts the dependent variable.

H4: There is a positive association between green marketing on consumer cognition of attitude in FMCG consumers in Jaffna Sri Lanka

Based on correlation analysis we can conclude that green marketing strongly positively correlated with consumer cognition of attitude in FMCG consumer's in Jaffna Sri Lanka. Because coefficient of correlation is 0.950 at 0.00 significant level which is almost the strong relationship.

H5: There is a positive association between green marketing on consumer affection of attitude in FMCG consumers in Jaffna Sri Lanka

Based on correlation analysis we can conclude that green marketing strongly positively correlated with consumer affection of attitude in FMCG consumer's in Jaffna Sri Lanka. Because coefficient of correlation is 0.946 at 0.00 significant level which is almost the strong relationship.

05. CONCLUSION

The main objective of this study was to examine the impact of green marketing on consumer purchase intention in Jaffna Sri Lanka special reference in FMCG's consumers. The conceptual framework for the study was developed with linking green marketing mix with the consumer attitudes and it linked with the consumer purchase intention as per the conceptual model.

Five hypothesis were developed and tested via data analysis. The questionnaire was developed with both demographic and objective confirmatory questions. Questionnaire directed to 220 customers who frequently visit food cities in Jaffna area. Sample consisted with 135 males which represent 61.3% from total sample. Female percentage was 38.7% and 85 amount of females were participated for the survey. Majority of the population were holding executive jobs with the percentage of 27.3% and second majority was other job holders. Senior executives were 21.3% from the total population and 14.7% respondents were holding junior executive level jobs. Retired people represented 6.7% from the sample while clerical job holders were representing

4.7% from the sample. Majority of the respondents had a considerable shopping behavior as 27.3% from the respondents were visiting their retailer more than four times per month for their consumer needs. Second majority from the sample amounted 26.7% were visiting more than three times per month to the retailers for their consumer needs. People who visited retailers more than two times recorded as 14.7% from the sample and 8.7% of respondents were visiting their retailer once a month. Sample was consisted with the people who represented different education levels and majority of the respondents were qualified with degree by representing 32% from the sample. Second majority holds Diplomas by representing 28.7% from the sample while 26% of respondents qualified with (A/L). Respondents who hold above degree qualifications recorded as 9.3% from the sample. Respondents who qualified with (O/L) qualification recorded as 2% from the sample while respondents who represent below (O/L) with 2% from the sample.

SPSS software was used for the data analysis and confirmatory factor analysis was used to check the reliability and internal consistency of the model. Further correlation analysis was used to measure interrelationship between dependent variable and independent variable. Regression analysis taken place to find significant effect of dependent variable on independent variable.

According to the analysis Consumer purchase intention effected by green marketing as a percentage of 81.4 whereas remaining 18.6% effected by other factors. Further there is a positive relationship exist between both consumer cognition of attitude and consumer affection of attitude in terms of green marketing.

5.1 Contribution of the study

This research is very useful for academics as this refers to an emerging study area such as green marketing and this refers to future oriented area of marketing. This research covers entire marketing mix than measuring the impact of one or few marketing mix element and this would be useful to get a broader view about green marketing mix for the academics and students to for their future research purposes. The model for the study was developed with ten hypotheses based on literature support and some hypotheses were not supported with the result of the study and those areas would effective to draw the attention of the academics to concentrate again and reanalyze those study areas. Green product has a positive impact on consumer cognition as stated (kotler, 2013) and this was not supported with the results. This can be identify as an area for future researches cognition refers to people's thought towards an object. Consumer thoughts are an important area for the academics who study on consumer behavior.

Consumer cognition has a positive impact on consumer purchase intention according to the literature stated by (Backwell et al., 2006). This was supported by the results of the study and these implications useful to identify the consumer behavior on their green purchasing. As well as consumer affection positively impact on consumer purchase intention according to (Vernekar and Wadhwa, 2011). This also supported with the result and it is important to investigate how consumer feelings effect on their purchase intention.

Contribution of this study if more valuable for managers because of green marketing is a new trend of marketing and it has a minimum application in Sri Lankan market. Finding of the study reflects many areas to be concern by the managers on their green marketing effort. According to the finding of the research green product did not have a positive impact on consumer cognition.

Green marketing is a newly developed area in Sri Lanka and it has to yet to be developed in many areas such as development, promotion, education, and infrastructure development. With

the results of this research it mentioned that the cognitive interests of the consumers towards green marketing mix shows a negative relationship with many cases.

5.2 Limitations and Future Research

The research has been conducted based on Jaffna area and consumer ideas have collected based on this area. Therefore the results would be varying if the research could extent many areas in the country. Also it would be helpful getting the views of retailers in Sri Lanka about their sales and consumer demand towards green products. Sample for the research was the people who visit retailers in the area and there was no mechanism to identify and confirmed whether they have purchased green products earlier. Further this study mainly focused on the consumer purchase behavior on FMCG goods. This can be conduct for other goods such as industrial products, luxury goods, semi luxury goods and other convenience goods as consumer buying behavior may vary with the type of products. Further 220 respondents were selected as a sample. If it is more than that results would be more accurate one. Apart from that only 04P's were taken into consider whereas 07P's can apply in marketing.

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