

A Study on the Impact of Green Marketing Tools on Green Purchasing Behavior in Sri Lanka: The Mediating Effect of Environmental Attitude. (with Special Reference to Electronic Home Appliances)

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This article aimed to analyze whether environmental advertisements, perceptions of eco labels, and perceptions of eco brands impact the green purchasing behavior of Sri Lankan customers and how environmental attitudes mediate the relationship between green marketing tools and green purchasing behavior. 385 customers were chosen by the researcher using the convenience sampling method, and the questionnaire was distributed online to collect data. Out of that, 381 customers were used to determine the findings. The data was analysed based on regression and correlation analysis using SPSS version 26. The relationship between independent and dependent variables has been defined using statistical models like descriptive statistics, correlation, and multiple regression. Based on the data analysis, it can be concluded that green marketing tools has a significant impact on green purchasing behavior in home electronic appliances in Sri Lanka, and environmental attitude mediates the relationship between green marketing tools and green purchasing behavior. Marketers must promote green products using environmental advertisement, eco labeling, and eco branding to enhance the customers' green purchasing behavior and make the green consumer segment in the Sri Lankan home electronic appliances market. The researcher suggests some strategies and future research areas for the decision-makers and future researchers with the findings.

Keywords: *Environmental Advertisements, Environmental Attitude, Eco-Brand, Eco-Label, Green Purchasing Behavior*