

**The Impact of Green Promotion on Green Purchase Intention with  
Special Reference to Green Energy Solar Power Industry in Western  
Province in Sri Lanka**

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The purpose of this study was to examine the impact of green promotion on green purchase intention within the green energy solar power industry. As consumer purchasing behaviors increasingly shift towards green purchasing, this study developed an integrative conceptual framework based on a review of the literature. Previous research indicated a lack of studies focusing on green promotion in the solar power industry within the Sri Lankan context. Data were collected from 302 respondents in the Western Province through an online survey, and analyzed using SPSS 26. The convenience sampling method was employed to select the study sample. The findings reveal that eco branding, eco packaging, and green advertising each have a positive and significant impact on green purchase intention. These results highlight the potential for creating a competitive advantage in the expanding market and underscore the significance of green promotion in modern business practices and its influence on consumers' green purchase intentions.

***Keywords:*** *Eco Brand, Eco Packaging, Environmental Advertisements, Green Purchase Intention*