

Impact of Green Promotion on Green Purchase Intention of Dairy Products in Sri Lanka with the Mediating Effect of Environmental Concerns

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People are becoming more conscious of how their consumption affects the environment and society. Customers must have environmentally relevant product information to make environmentally responsible purchases. As a result, businesses and marketers are employing green promotional tools more frequently to incorporate specific environmental information into their product purchases. Accordingly, the objective of this study is to investigate the impact of green promotion on green purchase intention and examine the mediating role of environmental concern in the dairy product market in Sri Lanka. It has been developed the research model followed by a systematic literature review. As a quantitative research strategy, the researchers used a structured questionnaire to obtain data from the respondents. It was able to collect 353 responses from over 18-year-olds who purchased dairy products in Sri Lanka by adopting convenience sampling. The results revealed that green promotion positively and significantly influences green purchase intention directly and environmental concern as a mediate in the relationship between green promotion and green purchase intention in the dairy product market in Sri Lanka. The study emphasise the significance of green promotion tools, and it gives valuable insights for businesses and marketers looking into issues related to green purchase intention and environmental concern.

Keywords: *Dairy Products, Environmental Concern, Green Promotion, Green Purchase Intention*