

The Impact of Green Marketing Mix on Consumers' Purchase Intention in Modern Trade Industry in Sri Lanka with the Mediating Effect of Environmental Attitude of Consumers

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The study aims to investigate how the green marketing mix affects consumers' purchase intentions in the modern trade industry in Sri Lanka, considering the influence of consumers' environmental attitudes. The data was collected from a diverse sample of consumers in Sri Lanka through a cross-sectional survey method. The research methodology includes both descriptive and inferential analyses and specialised statistical techniques, such as mediation analysis or structural equation modeling (SEM). The findings provide valuable insights for businesses operating in the modern trade sector in Sri Lanka. The positive correlations between the green marketing mix components and purchase intentions suggest practical strategies for businesses to appeal to environmentally conscious consumers. The study has significant theoretical implications for the fields of green marketing and consumer behaviour. The study reinforces the importance of environmentally conscious marketing strategies by confirming the positive relationship between the green marketing mix components and consumers' purchase intentions. The results also establish a robust link between individual elements of the green marketing mix, such as product, price, place, and promotion, and consumers' intentions to make green purchases. However, the research focused only on specific variables related to the green marketing mix and environmental attitudes, potentially overlooking other relevant factors influencing consumer behaviour. Therefore, further studies on general trade and relevant variables are recommended.

Keywords: *Consumer Purchase Intention, Environmental Attitude, Green Marketing Mix, Modern Trade, Sustainable Consumption*