

The Impact of Green Marketing Tools on Consumer Purchasing Behaviour with Special Reference to Fast Moving Consumer Goods Industry in Sri Lanka

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Green marketing is the promotion of goods and services that are thought to be safe for the environment. Due to its emphasis on promoting environmentally friendly products, green marketing differs from traditional marketing. It is often referred to as ecological or environmental marketing. These initiatives, which are spreading quickly throughout the world, play a significant role in increasing consumer knowledge of environmentally friendly products and their effects on the environment, which aids customers in making informed purchasing decisions. This research makes an effort to evaluate how green marketing tools, such as green packaging, eco labelling, and eco branding, affect customer purchasing behaviour. Here, customer educational level was used as the moderate variable. It has been developed the research model followed by a systematic literature review. As a quantitative research strategy, it used a structured questionnaire to obtain primary data from the sample. Finally, it was able to collect one hundred fifty responses by adopting a convenience sampling method, which falls under non-probability sampling. The finding indicates that green marketing tools have a favorable and significant influence on consumer purchasing behaviour. Managerial implications were made for the fast-moving consumer goods industry in Sri Lanka to identify the importance of green marketing tools to attract and retain their defined target market.

Keywords: *Consumer Purchasing Behaviour, Eco Branding, Eco-Labeling, Green Marketing Tools, Green Packaging*