

The Impact of Green Marketing Tools on Consumer Purchase Intention with Special Reference to FMCG Industry in Sri Lanka

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Today, there is an upward trend that consumers are paying more for environment-friendly products. The primary purpose of this study is to examine the impact of green marketing tools on consumer purchase intention toward the FMCG sector in Sri Lanka. The researchers developed a conceptual framework based on prior studies to address the research issue. The study explored the relationship between green marketing tools (independent variables), specifically green branding, environmental advertising, and environmental packaging, and consumer purchase intentions (dependent variables). This study focused on a quantitative research design that reflects an organised, numerical investigation into how green marketing tools affect customer behaviour. The study relied on primary data collected through self-administered questionnaires and interviews using a simple random sampling method with 392 FMCG customers. The data was analysed using the Statistical Package for Social Sciences (SPSS). According to the findings of this study, consumers' intents to buy are positively impacted by green marketing strategies such as environmentally friendly packaging, green branding, and environmental advertising in the FMCG industry in Sri Lanka. The results show that these methods have a major impact on customer decisions in the market for quickly moving consumer items. Notably, the study found no proof for the moderating effect of consumer knowledge in the association between consumer purchase intentions and green marketing strategies. These findings highlight the increasing significance of eco-friendly marketing tactics in shaping customer behaviour in Sri Lanka's fast-moving consumer goods sector.

Keywords: *Consumer Education, Eco-Friendly Packaging, Environmental Advertisement, Green Branding, Purchase Intention*