

## **The Impact of Green Marketing Tools on Green Purchasing Decision in Beauty Cosmetics with the Moderating Effect of Consumer's Educational Level**

**S R Galagedara**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*sandarurukshan1998@gmail.com*

**R A S Weerasiri**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*sudath@kln.ac.lk*

The main purpose of this research was to study the recent phenomenon of "green products" or "environmentally friendly products" and its overall impact on consumers' purchasing behaviour and how their level of education affects their purchasing decisions. When purchasing a product, customers in the modern world now consider the idea of "green." Sri Lankan buyers also give preference to eco-friendly products. Although environmental factors have a major impact on how people and businesses operate, the field of study has observed very few studies in the literature. This study examines the potential focus of eco-labels, eco-brands, and eco-advertisements on green purchase decisions. In this study, the theoretical model was developed based on green marketing tools and consumer education levels for green purchase decisions. A total of 385 respondents participated in the study with a self-administered questionnaire survey. It states that green marketing tools have a favorable effect on green purchasing decisions in the beauty care cosmetic market. Additionally, although educational levels differ, the green marketing tools of the average consumer ensure that the beauty cosmetics market considers green. This study provides marketers with insight on how to encourage consumers to purchase environmentally friendly products through environmental advertising, environmental labeling, and environmental branding. The government can support green marketers to install a consistent eco-label system. In addition, by using eco-advertising, marketers can increase consumer awareness of the standard eco-scientific label.

**Keywords:** *Eco-Brand, Eco-Label, Environmental Advertisement, Green Marketing Tools, Green Purchase*