

The Impact of Green Marketing Tools on Green Purchasing Decision in Home Appliance with the Moderating Effect of Consumer's Educational Level

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The green concept has become a major concern in the modern world when consumers buy products. Sri Lankan consumers also change their purchasing decisions toward green purchases. Even though environmental activities influence humans and firms' behaviour very significantly, very limited academic research has been done into their literature, especially in green marketing. Thus, this study focuses on whether environmental advertisements, eco-labels, and eco-brands impact green purchasing decisions. A survey of 150 consumers who used electronic home appliances was selected for the survey with a self-administrated questionnaire. According to the findings, green marketing tools positively impact green purchasing behaviour in the electronics home appliances market. Further, the moderation effects make sure consumer's educational level has significant effects on the green purchase behaviour of the electronic home appliances market, but the different marketing tools show different impacts. This study provides penetrations into studying the impact of green marketing tools on consumer purchasing decisions based on the consumer's educational level to purchase green electronic home appliances. This study provides insights for marketers on how to use environmental advertising, the eco-labeling system, and the eco-brand system to motivate customers to buy green products. Green marketers can establish a uniform eco-label system with the support of the government. Further, marketers can enhance customer awareness regarding the standardised eco label using environmental advertising.

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