

## **Impact of Green Marketing Tools on Green Purchasing Behavior with Special Reference to Home Electronic Appliances**

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Environment friendliness has become a major consideration of customers, when buying a product. Increase of environment pollution has led customers to give key attention to concern the protection of environment. This has become a trend in Sri Lanka due to the high pollution index rates recorded in Sri Lankan context. Therefore, purchasing behavior of Sri Lankan consumers' have changed to focus on Green Purchasing Behavior. Hence, this study aimed to find out whether the Environmental Advertisement, Perception of Eco Label and Perception of Eco Brand impact on Green Purchasing Behavior of Sri Lankan customers. The findings of the present research also provide evidence for that. The researcher selected 384 customers under the convenience sampling technique. Due to missing figures in questionnaires and as a requirement of analyzing part several data were removed. Therefore, the results were derived through the 356 respondents' answers. The data was analyzed based on regression and correlation analysis using SPSS version 26. Statistical models such as descriptive statistics, correlation, and multiple regression have been used to define the relationship between independent and dependent variables. Based on the data analysis, it can conclude that there is a significant impact of green marketing tools on green product purchasing behavior in home electronic appliances in Sri Lanka. Therefore, with the finding the researcher suggests some strategies and future research areas for the decision makers and the future researchers. It is essential for green marketers to promote green products using Environmental Advertisement, Eco Labeling and Eco Branding in order to enhance the customers' Green Purchasing Behavior and make green consumer segment in Sri Lankan home electronic appliances market. Therefore, with the findings the researcher suggests some strategies and future research areas for the decision makers and the future researchers.

***Keywords:*** *Green Marketing, Green Marketing Tools, Green Product Purchasing Behavior, Home Electronic Appliances*