

# **The Impact of Green Product Attributes on Green Consumer Purchase Intention in FMCG Industry**

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Sri Lanka face a significant problem with the continuous increase of environmental pollution. Increasing the ecological concern of the Sri Lanka consumers rapidly resulted in organizations to utilize the opportunity to produce environmentally friendly products and services. Therefore, the purpose of this study is to evaluate the impact of Green Product Attributes on Green Purchase Intention in the FMCG Industry of Sri Lanka. The primary data were collected from 384 respondents in the Western province and researcher used a self-administered questionnaire for the data collection. The findings show that Green Product Attributes in FMCG industry have a significant impact on Green Purchase Intention. The FMCG industry must employ appropriate strategies incorporating the Green Product Attributes to attract more and more customers. Including green aspects to the total product offering would be a major innovation in the FMCG industry in Sri Lanka.

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