

Impact of Green Marketing Tools on Green Purchase Intention of FMCG Sector in Sri Lanka

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This study aims to examine how green marketing tools, eco-brand, green packaging, green advertising can encourage consumers to engage in green consumption behavior. Furthermore, the Fast-Moving Consumer Goods (FMCG) sector was chosen as a context since it is an industry that is more concerned with environmental issues. Observably there is a significant lack of empirical studies on these tools as this concept is new to the Sri Lankan market. The study is quantitative in nature, and a structured questionnaire was used to gather data using the convenience sampling technique. The study's objectives statistically tested using IBM SPSS statistical software was. 351 responses were collected through an online survey. The findings demonstrated that each tool has a significant and a positive impact on the customer purchase intention. Accordingly, the study concludes that eco-brand and green advertising have a salient impact on purchase intention than green packaging. Hence, the research recommends that these tools should be communicated more widely in the market.

Keywords: *Eco-brand, Green Advertising, Green Package, Green Purchase Intention*