

## **Impact of Green Marketing Tools on Green Purchase Intention**

**V N Subasinghe**

*Department of Marketing Management, Faculty of Commerce and Management  
Studies, University of Kelaniya, Sri Lanka  
vishminimasha325@gmail.com*

**D A G P K Gayathree**

*Department of Marketing Management, Faculty of Commerce and Management  
Studies, University of Kelaniya, Sri Lanka  
poornima@kln.ac.lk*

Environmentally friendly criteria have become a prominent concern for customers when purchasing a product. As a result, consumers' buying behavior has shifted toward green purchasing. The previous studies showed that there are fewer studies on green marketing tools of the electronic home appliances industry in the Sri Lankan context. Hence this article aims to fill the gap in the literature to analyze how green marketing tools especially eco-label, eco-brand and environmental advertisements influence green purchase intention. This study was conducted with 281 respondents collected through an online survey. Data sets were generated using an online survey and analyzed using SPSS version 25. The findings demonstrated that eco-label, eco-brand, and environmental advertisements have a positive and significant impact on green purchase intention. Hence green marketers should use eco-label, eco-brand, and environmental advertisements in promoting green products to improve customers' green purchase intention and create a green consumer segment in the Sri Lankan Electronic home appliances industry.

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