

The Impact of Green Marketing Strategies on Consumers' Green Purchase Intention in Sri Lanka

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Sri Lanka is an Asian region developing country facing environmental pollution and protecting the environment by adopting green practices. Consumer organizations in Sri Lanka have identified that there is a growing demand for environmentally friendly products. With the identification of this trend, organizations have been adopting green marketing strategies to fulfill this demand. This study aims to evaluate the impact of green marketing strategies on customers' green purchase intention in Sri Lanka. The study concerned four strategies' (Eco Labeling, Green Advertising, Green Packaging, and Branding) to investigate the customers' green purchase intention. The researcher applied a quantitative approach as the primary research method. The data were collected from 200 customers in Sri Lanka. The data was analyzed based on regression and correlation analysis using SPSS version 26. The result has shown that the four factors considered in the study significantly influence customers' green purchase intention. The researcher suggests that further studies should be conducted in this area to benefit business organizations, consumers, and Sri Lanka's society.

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