

**THE IMPACT OF GREEN MARKETING TOOLS ON
CONSUMER BUYING BEHAVIOUR FOR SPORTS GOODS AT
SELECTED UNIVERSITIES IN SRI LANKA**



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2017

ABSTRACT

Nowadays, environmental protection has drawn more and more people's attention. Hence, many companies take Green Marketing as an important marketing strategy in order to sustain their own advantages in the fiercely competitive market environment. They take use of environmentally protective advertisements, eco-brand and eco-label to remind people's perception and awareness of green products, make it easier to define the attributes and characteristics of green products, and then consequently attract large number of customers to purchase green products.

The objectives are determine the extent of which level eco-label, level of eco-brand, level of environmental advertising, level of buying behavior, exist in sports products purchased by the selected university students in Sri Lanka and also find out impact of green marketing tools on consumer buying behaviour of selected university students in Sri Lanka.

The research is examining the impact of green marketing tools on consumer buying behaviour for sports goods. By using analytical model investigation questionnaire and regression analysis. The aim of this study is to investigate the consumer's attitude toward green marketing and its effect on green purchase decision of sport equipment consumers. For this purpose, a sample of 137 students has been selected using stratified random method from four universities in Sri Lanka.

By studying the theoretical basis of green marketing mix and purchase decision, the conceptual model and questionnaire have been designed and developed and data has been collected. Finally, regression results on consumer buying behavior have been used to examine the hypotheses. Findings imply that aspects green marketing have significant and positive influence on consumer's green purchase decision.

Keywords: Green Marketing, Buying Behaviour, Environment Advertisement, Eco-Brand, Eco-labeling

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