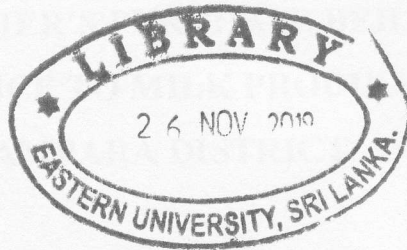


**THE EFFECTIVENESS OF GREEN MARKETING STRATEGIES  
ON CONSUMER'S PURCHASE BEHAVIOUR  
SPECIAL REFERENCE TO MILK PRODUCT INDUSTRY IN  
AMPARA DISTRICT**



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**DEPARTMENT OF MANAGEMENT  
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## ABSTRACT

This study investigates the effectiveness of green marketing strategies on consumer's purchase behaviour of seven selected DS division consumers in Ampara district. This study was implemented with of three dimensions of green marketing strategies, namely eco-labeling, eco-brand. And environmental advertisement to consumer's purchase behaviour is as the dependent variable. This study eliminates the empirical knowledge gap in the Ampara area regarding this topic.

Using a structured questionnaire the data were collected from 150 consumers of seven selected DS division in Ampara district. And the collected data were analyzed by using descriptive statistics, correlation, regression and mediating analyses.

The findings reveal that the green marketing strategies and consumer's purchase behaviour are in high level among the respondents of consumers' purchase behaviour. The analyses stated the strong positive relationship between the green marketing strategies and consumers purchase behaviour

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