THE IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE INTENTION TOWARDS PERSONAL CARE PRODUCTS: SPECIAL REFERENCES TO CHILAW DIVISIONAL SECRETARIAT AREA, PUTTALAM DISTRICT

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Abstract

Nowadays environmental issue is a common topic as most of the country's government and also the society has started to be more aware about this issue. This leads to a trend of Green Marketing used by most firms as one of the strategy to achieve considerable profit and protect the environment. Because of the increase in global warming and climate changing, the public concern for environmental problem is continuously increased over the past decades. Most consumers and businesses have begun to challenge eco-friendly products as they become more concerned on the environment, health and wealth in order to preserve the earth's resources and the environment. And also the firms have slowly applied Green Marketing practices in their business activities as a part of social conscience and they are more demanding to reach their consumers with green messages. Today most consumers are more concern about environmental degradation and also the negative impact of their uses of products and services on environment. Using Green Marketing by the firms not only provides an opportunity to meet consumer expectations and address their environmental concerns, but also to access a competitive advantage and a strong consumer base. The aim of this study is to identify the impact of Green Marketing on Consumer purchase intention toward personal care products. Based on the comprehensive literature review, three Green Marketing tools were identifies which could predict Consumer's purchase intention. They are namely, Eco labeling, Eco brand and Environmental advertisements. The study is mainly considers the primary data. The primary data were collected through closed structured questionnaire from 397 respondents from Chilaw divisional secretariat area in Puttalam district and used univariate and bivariate analysis techniques in order to analyze data and find the results of study objectives. At the same time the results show that Eco brand is having high level of contribution to determine the purchase intention of consumers and Green Marketing dimensions significantly and positively impact on Consumer's purchase intention and among them Eco labeling and environmental advertisements having more impact on consumer purchase intention towards personal care products. Thus findings of the study are significant and practical implication in marketing.

Key Words: Green Marketing, Consumer Purchase Intention, Eco Labeling, Eco Brand, Environmental Advertisement.

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