

**THE IMPACT OF GREEN MARKETING STRATEGIES ON
CUSTOMERS' GREEN PURCHASE INTENSION: A
COMPARATIVE STUDY BETWEEN CARGILLS FOOD CITY
AND LANKA SATHOSA SUPERMARKETS IN POLONNARUWA
DISTRICT**



By

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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. As a result, most businesses are turning to Green Marketing strategies as one of their strategies for making a profit while also protecting the environment. Because of the increase in global warming and climate changing, the public concern for environmental problem has risen steadily 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.

The purpose of this study is to evaluate the impact of green marketing strategies on customers' green purchase intention in Sri Lanka. This study shows three strategies' (Eco Labeling, Environmental Advertisements and Eco branding & Packaging) impact on customers' Green purchase intention. Structured questionnaire was used as the method of data collection and selected 380 supermarket customers of Cargills Food City and Lanka Sathosa supermarket in Polonnaruwa district as the sample of this study. Convenience sampling method was used to make the sampling frame and quantitative research approach used for this study. Descriptive statistics, correlation, and regression, as well as simple analyses were used to analyse the data.

The findings indicate that there is a good reliability and Green Marketing strategies and Customers' Green purchase Intention are in high level in both Cargills Food City and Lanka Sathosa supermarkets in Polonnaruwa district. The results also showed that there is a strong positive relationship between Green Marketing strategies and Customers' Green purchase Intention. Moreover, there is a positive impact of Green Marketing strategies on Customers' Green purchase Intention in both supermarkets. Furthermore, Green Marketing dimensions have a significant positive impact on Green Purchase Intention in both sectors.

This study supposed that the suitable usage of Green Marketing Strategies will increases the Customers' Green purchase Intention.

Key words: Green Marketing Strategies, Eco Labeling, Environmental Advertisements, Eco Branding & Packaging, Green Purchase Intention, Cargills Food City, Lanka Sathosa supermarket.

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