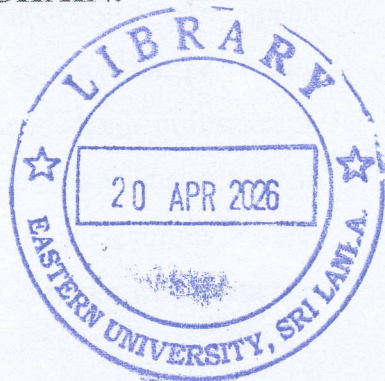


**IMPACT OF GREEN ADVERTISING ON GREEN PURCHASE
INTENTION: THE MEDIATING ROLE OF ENVIRONMENTAL
AWARENESS IN SUPERMARKET CHAIN.**



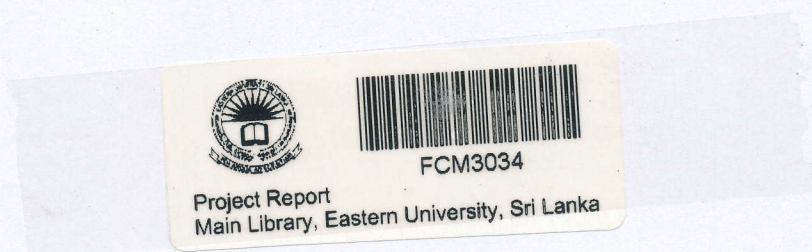
By

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ABSTRACT

As time progresses, consumers are becoming increasingly aware of environmental issues, which has significantly influenced their purchasing behavior and, in turn, transformed the marketing practices of businesses.

Firstly, the study assessed the overall level of green advertising, environmental awareness, and green purchase intention among consumers in Sri Lankan supermarket chains. Findings revealed low levels across all three variables, suggesting that while supermarkets have initiated green marketing efforts, their impact on consumer behavior remains limited. Secondly, the study examined the interrelationships among the variables. Results indicated that green advertising has a significant positive relationship with both environmental awareness and green purchase intention, while environmental awareness itself strongly correlates with green purchase intention. Thirdly, mediation analysis confirmed that environmental awareness partially mediates the relationship between green advertising and green purchase intention, strengthening the impact of advertising efforts on consumer behavior.

The study used descriptive analysis, correlation analysis, regression analysis, and mediation analysis to achieve the research objectives. This research was conducted using 382 consumers in selected supermarket chains in Kurunegala district. Results indicate that the levels of green advertising, environmental awareness, and green purchase intention are moderate. According to correlation analysis, there were strong positive relationships between green advertising and green purchase intention, between environmental awareness and green purchase intention, and between green advertising and environmental awareness. Furthermore, the impact of green advertising on green purchase intention is partially mediated by environmental awareness.

Keywords: *Green Advertising, Green Purchase Intention, Environmental Awareness, Supermarket Chain*

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