

Effect of green marketing strategies on fast food buying behavior: A case study of the customers in Anuradhapura District

**J.P.C. Jayarangana¹, S.D.S. Abeysiriwardhana¹, W.M.S.M. Wasala¹, M.D.P. Kumara¹
and P.M.B.M. Wijesinghe¹**

Abstract

Globalization process spreads continuously across the world and this process cause many positive and negative effects in the fields of economic, social and environment. As such, discussing about environmental problems is vital. Currently, consumers and business organizations are concerned about the environmental issues that harm environment in various ways. Therefore, they prefer environmentally friendly products, their production and selling process. In this context, they have implemented eco-friendly marketing processes in concept of green with the objective of doing environmental friendly business. Eco friendly marketing process is vital in fast food industry as well. Fast food is mass production of foods that is typically prepared and served quicker than traditional food. Most business organizations try to involve in eco-friendly marketing process, but impact of such endeavors on buying behavior is somewhat problematic. The main objective of this research was to examine the effect of green marketing strategies on fast food buying behavior of consumers. According to the literature, the researcher identified a model that represents green marketing strategies and their effect on buying behavior. Environmental awareness, green price, green product features, green promotion activities were considered as independent variables while buying behavior as the dependent variable. Study was grounded on deductive research approach using quantitative methodology. Convenience sampling method was used to extract 100 customers and a survey has been done to derive data with the aid of a structured questionnaire. Descriptive and inferential statistics were used in the data analysis. Analysis was done under step- wise multiple regression model at 0.05 percent significant level. The result revealed that environmental awareness has a positive impact on fast food buying behavior of customers. The result also revealed that green promotion does not have a positive impact on buying behavior of customers. However, green price and green product features were found to have no effect on consumers buying behavior. Therefore, business organizations should especially pay attention on environmental awareness of their customers and implement marketing strategies according to the requirements. These organizations also need to change their promotion strategies in accordance with customers' requirements.

Keywords: *Buying behavior, Fast foods, Green marketing strategies*

¹ *Department of Social Sciences, Rajarata University of Sri Lanka. Corresponding author's email: jpchinthanarjt@gmail.com*