IMPACT OF GREEN MARKETING STIMULI ON CUSTOMERS GREEN PURCHASE INTENTION IN THE FAST-MOVING CONSUMER GOODS MARKET IN RATHNAPURA DISTRICT, SRI LANKA

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INTRODUCTION

The growing concern for environmental sustainability has sparked an increased interest in green marketing and eco-friendly products (Boztepe, 2012). As globalization progresses, environmental issues have become more prevalent, driving consumers to seek eco-friendly options. In response, businesses have adopted green marketing strategies, modifying products, production processes, packaging, and advertisements to appeal to environmentally conscious consumers (Soegoto et al., 2017). As a developing country, Sri Lanka faces environmental challenges that have influenced consumers' buying behavior, leading to heightened environmental awareness (Samarasinghe & Samarasinghe, 2013). The fast-moving consumer goods (FMCG) sector, a prominent player in the economy with frequent consumer use, is crucial in addressing concerns about packaging waste and sustainability (Stewart & Niero, 2018). The COVID-19 pandemic has further impacted consumer behavior, resulting in a heightened interest in sustainable and eco-friendly products during lockdowns and restrictions (Cachero-Martínez, 2020). Despite the growing interest in green marketing and sustainability, a knowledge gap remains regarding the eco-conscious consumer segment in Sri Lanka, with limited research on green purchasing intention in the FMCG sector (Samarasinghe, 2012). The study identifies a lack of research on the factors influencing consumers' green purchasing behaviors in the FMCG industry and aims to uncover the underlying motives behind such behaviors. The research problem centers on the importance of businesses considering sustainability and environmental factors, specifically in the Fast-Moving Consumer Goods (FMCG) industry. The problems arise because the environment affects the depletion of the ozone layer, which has a great potential to damage the world's climate and global warming, both of which have a negative impact on human health. (Ariffin, Salamzadeh, & Nee, 2017) Thus, this study examines the green marketing effects on customers' green purchase intention, including eco-packaging, eco-labeling, eco-branding, and eco-advertising. This study intends to explore the stimulus behind the green purchase intention among the customers in the FMCG market through; “What is the impact of green marketing stimuli on customer green purchase intention in FMCG market in Rathnapura district, Sri Lanka?" This study's significance lies in its contribution to academic knowledge on green consumer behavior within the FMCG sector. The primary objective of this research is to explore the impact of green marketing stimuli on customers' green purchase intention in Rathnapura district's FMCG market in Sri Lanka. Conducting research within a Rathnapura district enhances data collection feasibility, offering a more manageable sample population. Limiting the study to these stimuli ensures a complete and focused research scope, making it feasible to gather data and analyze results effectively. Ultimately, the findings will support businesses in implementing effective green marketing strategies and promoting a more environmentally conscious approach to consumption in the FMCG market.

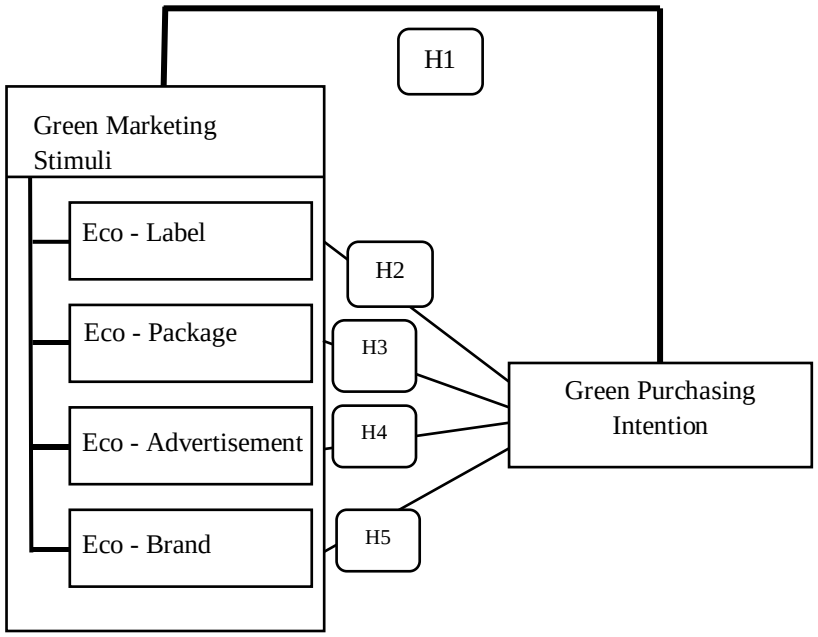
METHODOLOGY

This study examines the impact of green marketing stimuli on customers' green purchase intentions in the Fast-Moving Consumer Goods (FMCG) market in Rathnapura district, Sri

Lanka. The dependent variable was Customers' Green Purchase Intention, and the independent variable was green marketing stimuli. The independent variable, green marketing stimuli, was divided into four sub-variables: eco-packaging, eco-labeling, eco-environmental, and eco-brand. Five hypotheses were formulated to test the significance of these variables on green consumer purchase intention. The sample size for this study is 384, which was determined using Krejcie and Morgan's (1970) table. This sample size was chosen to ensure the results represent the Rathnapura district, Sri Lanka population. The research design is descriptive and cross-sectional, adopting a quantitative approach. Data was collected through a structured online questionnaire targeting consumers buying FMCG products. The chosen convenience sampling method allowed data collection from individuals in the Rathnapura district of Sri Lanka. Statistical Package for Social Statistical (SPSS) software, including descriptive and inferential statistics, was used for data analysis. The reliability of the data was confirmed through Cronbach alpha values.

Figure 1

Conceptual Framework



Hypotheses

H_1: There is a significant impact of green marketing stimulus on the green consumer purchase intention in the FMCG industry in Rathnapura district.

H_2: There is a significant impact of eco-label on the green consumer purchase intention in the FMCG industry in Rathnapura district.

H_3: There is a significant impact of eco-package on the green consumer purchase intention in the FMCG industry in Rathnapura district.

H_4: There is a significant impact of eco-advertisement on the green consumer purchase intention in the FMCG industry in Rathnapura district.

H_5: There is a significant impact of eco-brand on the green consumer purchase intention in the FMCG industry in Rathnapura district.

Operationalization of variables

Construct	Variables	Dimensions	Scale
Green Marketing Stimuli	Environmental /green Advertisement	Green knowledge. Attractiveness Guidance to the customer. Greenmarket trend Give trust and care. Influence on actual purchase decision	5-point Likert scale
	Reference: Rahbar and Wahid (2011); Sewwandi and Dinesha (2022)		
	Eco-Label	Eye-catching labels Sufficient information Informative label Differentiation	5-point Likert scale
	Reference: Rahbar and Wahid (2011); Sewwandi and Dinesha (2022)		
	Eco-Brand	Great place in the market Awareness Product reliability Increase truthful Feel good	5-point Likert scale
	Reference: Rahbar and Wahid (2011); Sewwandi and Dinesha (2022)		
	Eco - package	Aware about eco-package Environmentally friendly Attractive Packages Positive perception	
	Reference: Rahbar and Wahid (2011); Sewwandi and Dinesha (2022)		
Dependent Variable	Green purchasing intention	Like to pay Increase social status Environment friendly Support the idea of green products. Careful decision	
	Reference: Rahbar and Wahid (2011); Sewwandi and Dinesha (2022)		

RESULTS AND DISCUSSION

Along with the methodology, the focus is on presenting and analyzing the collected data results. Research objectives are addressed and discussed in detail through various statistical analyses.

Table 1

Reliability

Constructs	Number of Items	Cronbach's Alpha
Eco-advertisement (EA)	7	0.828
Eco-label (EL)	5	0.814
Eco-brand (EB)	6	0.747
Eco-package (EP)	5	0.791
Green Customer Purchase Intention (GCPI)	8	0.810
Overall Reliability	31	0.865

The survey research demonstrates strong reliability, with Cronbach's alpha coefficients for individual constructs exceeding 0.700, indicating high internal consistency. The overall survey also exhibits a commendable reliability score of 0.865, signifying consistent and stable results across all items and constructs.

Table 2

Validity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.897
Bartlett's Test of Sphericity	Approx. Chi-Square	1226.362
	df	10
	Sig.	0.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's sphericity test are used to assess data suitability for factor analysis. The KMO value in this study is 0.897, which is above the acceptable threshold of 0.5. This suggests that the sample size is adequate for factor analysis. Bartlett's test results are significant ($p < 0.05$), indicating that the correlation matrix is notably different from an identity matrix, implying that the variables are correlated.

Table 3

Model Summary

Green Marketing Stimuli (GMS) and Green Customer Purchase Intention (GCPI) in the FMCG in Rathnapura district in Sri Lanka

Model	R	R Square	Adjusted R Square	Std. Error
1	0.767[a]	0.589	0.588	0.282
a. Predictors: (Constant), Green_Marketing_Stimuli				

The Model summary table presents an overview of a linear regression analysis investigating the relationship between Green Marketing Stimuli (GMS) and Consumer Green Purchase Intention (CGPI). The study provides important metrics for assessing the model's quality. The R square value of 0.589 signifies that variations in GMS can account for approximately 58.9% of the variability in CGPI. This substantial value suggests that GMS strongly influences CGPI, implying its significance as a predictor. The adjusted R-square value was slightly lower at 0.588 in the model. This adjustment helps to offer a more precise evaluation of the model's fit. The marginal difference from the R square value implies that introducing the GMS variable has limitedly improved the model's ability to explain variations in CGPI. The standard error of the estimate, set at 0.282, quantifies the typical deviation of actual CGPI values from the predicted values based on GMS. On average, the variation is within this range. Overall, the Model summary suggests that the linear regression model fits the data well, with GMS as a significant predictor of CGPI.

Table 4

ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	43.715	1	43.715	546.758	0.000[b]
Residual	30.542	382	0.080		
Total	74.258	383			
a. Dependent Variable: Green_Purchase_Intention					
b. Predictors: (Constant), Green_Marketing_Stimuli					

The ANOVA table assesses the overall effectiveness of the linear regression model in explaining variations in green purchase intention (GCPI). It dissects the variability of GCPI into two key segments: the portion defined by the regression model (Regression) and the unexplained residual portion (Residual). The Regression portion displays a sum of squares (SS) equal to 43.715, with a degree of freedom (df) of 1. This signifies that the regression model significantly accounts for variability in green purchase intention. In contrast, the residual portion has a sum of squares of 30.542 and a df of 382. This represents the unexplained variability in GCPI that remains even after considering the regression model. The F-value, calculated as 546.758, emerges from the ratio of the mean square for regression (43.715) to that of residual (0.080). This F-value provides insight into the relationship between the variance explained by the model and the remaining unexplained variance. A high F-value highlights that the model's explanatory power is notably more significant than the remaining unexplained variance. The model's P-value is 0.000, below the conventional significance threshold of 0.05. This low P-value signifies that the regression model holds statistical significance. In simpler terms, the likelihood of observing the substantial influence of GMS on GCPI due to chance is improbable.

Table 5

Coefficients for the regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	β	Std. Error	β		
(Constant)	0.598	0.166		3.594	0.000
Environmental_Green_Advertisement	0.197	0.046	0.209	4.289	0.000
ECO_Green_Label	0.265	0.055	0.257	4.841	0.000
ECO_Green_Brand	0.131	0.050	0.132	2.601	0.010
ECO_Green_Package	0.279	0.053	0.281	5.304	0.000
a. Dependent Variable: Green_Purchase_Intention					

The coefficient analysis reveals that a one-unit increase in eco-advisement corresponds to an anticipated 0.197 rise in green purchase intention. The standardized coefficient (beta), registering at 0.209, emphasizes Eco-advertisement as a potent predictor of green purchase intention. This coefficient holds significant importance at the 0.01 significance level. In essence, these outcomes indicate that within the context of FMCG among supermarket customers in the Rathnapura district of Sri Lanka, emphasis on bolstering and refining eco-advertisement is advisable to enhance competitive advantage. This strategic approach allows businesses to leverage their distinctive strengths and capabilities, ultimately distinguishing them from rivals and offering heightened value to their clientele.

The study discovered a strong positive link between GMS and GCPI, confirming its statistical significance. Additionally, the study evaluated the distinct impacts of eco-package, eco-brand, eco-advertisement, and eco-label on GCPI among supermarket customers. All four factors positively affected GCPI, with Eco-label as the most influential driver. These outcomes underscored the pivotal role of these variables in promoting environmentally friendly products and guiding consumer purchasing choices.

CONCLUSION AND IMPLICATIONS

The study aimed to investigate the impact of green marketing stimuli on customers' green purchase intention in the FMCG market in Rathnapura district. The descriptive analysis of respondent profiles revealed that most participants were aged between 18 and 28, single, and

had moderate income levels. Interestingly, most respondents preferred green products, with a significant portion frequently buying green brand products such as packaged food, toiletries, beverages, stationery, cleaning and laundry products, and personal care products. This research investigated the impact of GMS on customers' green purchase intention in the FMCG market in Rathnapura district, Sri Lanka. Hence, it can contribute to a better understanding of the antecedents of the GCPI. In addition, this study provides a better understanding of the role of GMS, identifies the primary constructs that will affect GCPI, and encourages marketing managers to use the more effective construct in enhancing the relationship with customers. Recommendations based on the study's findings included enabling companies to promote their green initiatives through effective advertising and creating a positive image of their products. Local authorities and governments were also advised to support environmental protection campaigns and legislation to raise awareness and promote responsible environmental behavior. Finally, educating consumers about climate change and green products through mass media and advertising was recommended to promote green purchasing further. Looking ahead, potential directions for future research were outlined, including investigating the individual impacts of GMS factors on GCPI, exploring the moderating effects of demographic variables, examining psychological factors' role, comparing the effectiveness of different GMS strategies, and conducting cross-cultural studies to understand how GMS affects green purchase intentions in various cultural contexts and regions.

Keywords: Eco-packaging, fast-moving consumer goods, green marketing, green marketing stimuli, green purchase intentions

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