

**THE IMPACT OF GREEN MARKETING TOOLS ON GREEN  
PURCHASE INTENTION TOWARDS ELECTRONIC HOME  
APPLIANCES:  
SPECIAL REFERENCES TO AMBAGAMUWA DIVISIONAL  
SECRETARIAT AREA, NUWARA-ELIYA DISTRICT**

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## Abstract

The last few decades, global warming is becoming a concern to the world community, including Sri Lanka. The negative impact of global warming has prompted various parties to address this issue so many volunteers to minimize the impact of global warming, including the firm through Corporate Social Responsibility. In the development of the situation, environmental awareness not only as a social responsibility of the company, but developed into a marketing strategy to encourage consumers to be interested in making the purchase. The aim of this study is to identify the impact of green marketing tools on green purchase intention of consumers. While many studies focused on the green purchase intention towards various consumer products, this is one of the studies that focus exclusively on green purchase intention towards green electronic home appliances. Based on the comprehensive literature review, three green marketing tools were identifies which could predict consumer's green purchase intention. They are namely eco-label, eco-brand and environmental advertisement. The studies mainly analyze the objective of whether the green marketing tools have been impact on green purchase intention of consumers. The study is mainly considers the primary data. The primary data were collected through closed structured questionnaire from 200 respondents from Ambagamuwa Divisional Secretariat area in Nuwara-Eliya 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 green marketing tools have significant and positive impact on consumer's green purchase intention towards electronic home appliances. Furthermore, the dimension of green marketing tools such as, environmental advertisement is having high level of contribution to determine the green purchase intention of consumers towards electronic home appliances. The finding of the study significant and practical implication. Thus using the study findings by the marketers not only provides an opportunity to meet consumer expectations and address their environmental concerns, but also to gain a competitive advantage and a strong consumer base.

**Keywords:** Green purchase intention, Green marketing tools, Eco-label, Eco-brand, Environmental advertisement.

## Table of Contents

Acknowledgement .....	I
Abstract .....	II
Table of Contents .....	III
List of Tables .....	VIII
List of Figures .....	X
List of Abbreviation .....	XI
<b>Chapter -1 Introduction .....</b>	<b>1-7</b>
1.1 Background of the Study .....	1
1.2 Problem Statement.....	3
1.3 Research Questions .....	4
1.4 Research Objectives .....	4
1.5 Scope of the Study.....	5
1.6 Significance of the Study.....	5
1.7 Outline of the Study.....	6
1.8 Chapter Summary.....	7
<b>Chapter -2 Literature Review.....</b>	<b>8-22</b>
2.1 Introduction .....	8
2.2 Green Marketing.....	8
2.3 Green Marketing Tools.....	10
2.3.1 Eco-Label.....	10
2.3.2 Eco- Brand .....	12
2.3.3 Environmental Advertisement.....	13
2.4 Green Purchase Intention .....	15
2.4.1 AIDA Model .....	17
2.5 Empirical findings on Relationship between Green Marketing Tools and Green Purchase Intention.....	18
2.5.1 Empirical findings on Relationship between Eco-Label and Green Purchase Intention .....	18
2.5.2 Empirical findings on Relationship between Eco-Brand and Green Purchase Intention .....	20

## 2.5.3 Empirical findings on Relationship between

Environmental Advertisement and Green Purchase Intention..... 21

2.6 Derive the Conceptual Model based on Literature Review..... 22

2.7 Chapter Summary..... 22

## **Chapter -3 Conceptualization and Operationalization .....23-27**

3.1 Introduction ..... 23

3.2 Conceptualization ..... 23

3.2.1 Conceptual Framework..... 23

3.3 Definitions of key Concepts ..... 24

3.3.1 Green Marketing Tools..... 24

3.3.2 Green Purchase Intention..... 24

3.4 Hypothesis of the Study..... 25

3.5 Operationalization ..... 25

3.5.1 Definitions for the study's Dimensions of Green Marketing Tools .. 25

3.5.1.1 Eco-label..... 25

3.5.1.2 Eco- Brand..... 26

3.5.1.3 Environmental Advertisement..... 26

3.5.2 Summary of Operationalization..... 26

3.6 Chapter Summary..... 27

## **Chapter-4 Research Methodology.....28-36**

4.1 Introduction ..... 28

4.2 Time Horizon..... 28

4.3 Study Setting, Study Design, and Method of Survey..... 28

4.4 Research Techniques ..... 28

4.5 Unit of Analysis..... 29

4.6 Sampling Size and Sampling Method ..... 29

4.6.1 Sampling..... 29

4.6.2 Sampling Method..... 29

4.7 Method of Data Collection ..... 30

4.7.1 Questionnaire ..... 30

4.8 Method of Data Presentation..... 31

4.9 Methods of Data Analysis..... 32

4.9.1	Reliability and Validity Analysis.....	32
4.9.2	Univariate Analysis.....	32
4.9.3	Bivariate Analysis.....	33
4.9.3.1	Correlation Analysis.....	33
4.9.3.2	Simple Liner Regressions.....	34
4.9.3.3	Testing Hypothesis.....	35
4.10	Chapter Summary.....	36
<b>Chapter -5 Data Presentation and Analysis .....</b>		<b>37-54</b>
5.1	Introduction.....	37
5.2	Analysis of Reliability.....	37
5.3	Data Presentation and Analysis of Personal Information.....	38
5.3.1	Distribution of Gender.....	38
5.3.2	Distribution of Age.....	38
5.3.3	Distribution of Education Qualification.....	39
5.3.4	Distribution of Monthly Income level.....	39
5.4	Data Presentation and Analysis of Research information and Research Objectives.....	40
5.4.1	Distribution of purchased/ intended to purchase Green Electronic Home appliances.....	40
5.4.2	Level of Green Marketing Tools and its Dimensions.....	41
5.4.2.1	Eco-Label.....	42
5.4.2.2	Eco- Brand.....	43
5.4.3.3	Environmental Advertisement.....	43
5.4.3	Level of Contribution of Green Purchase Intention.....	44
5.4.4	Relationship between Green Marketing Tools and Green Purchase Intention towards electronic home appliances.....	46
5.4.4.1	Correlation between Green Marketing Tools and Green Purchase Intention.....	46
5.4.5	Impact of Green Marketing Tools on Green Purchase Intention of Consumers towards Electronic Home Appliances.....	48
5.4.5.1	Simple Linear Regression Analysis for Green Marketing Tools and Green Purchase Intention.....	48

5.4.5.2	Simple Linear Regression Analysis for Eco- Label and Green Purchase Intention.....	49
5.4.5.3	Simple Linear Regression Analysis for Eco- Brand and Green Purchase Intention.....	50
5.4.5.4	Simple Linear Regression Analysis for Environmental Advertisement and Green Purchase Intention .....	51
5.5	Overall View of Univariate Analysis .....	53
5.6	Overall View of Bivariate Analysis for all Variables and Dimensions.....	53
5.7	Chapter Summary.....	54
<b>Chapter -6 Discussion of Findings.....</b>		<b>55-66</b>
6.1	Introduction .....	55
6.2	Discussion of Personal Information .....	55
6.3	Discussion of Research Information .....	56
6.3.1	Discussion- Objective One .....	56
6.3.1.1	Eco-Label.....	57
6.3.1.2	Eco- Brand.....	57
6.3.1.3	Environmental Advertisement.....	58
6.3.2	Discussion- Objective Two.....	58
6.3.3	Discussion- Objective three.....	59
6.3.4	Discussion- Objective four .....	62
6.4	Chapter Summary.....	66
<b>Chapter -7 Conclusions and Recommendations .....</b>		<b>67-73</b>
7.1	Introduction .....	67
7.2	Conclusions of the Research Objectives .....	67
7.2.1	Objective One .....	67
7.2.2	Objective Two.....	67
7.2.3	Objective Three.....	68
7.2.4	Objective Four .....	68
7.3	Contribution of the Study .....	68
7.4	Recommendation of the Study .....	71
7.5	Limitation of the Study.....	72
7.6	Directions for Future Research .....	72

References .....	74
Appendix-01 Questionnaire .....	80