

NEXUS BETWEEN GREEN MARKETING MIX AND CUSTOMER PURCHASE INTENTION WITH SPECIAL REFERENCE TO RESTAURANTS IN VAVUNIYA TOWN AREA

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The aim of this study is to explore the nexus between green marketing mix and customer purchase intention with special reference to restaurants in Vavuniya Town area. The green marketing mix factors – product, price, place and promotion - considered as independent variables and customer purchase intention as dependent variable. 100 customers from four Restaurants - Nelly, Oviya, Puleys, and Suwarka - which are situated in Vavuniya Town area - were randomly selected from the data base of the restaurants and issued the questionnaire through their e-mail. Chi-Square test calculated for testing the association among personal factors and green marketing mix with customer purchase intention and Principal Components Varimax Rotated Method of factor analysis used to measure most influencing marketing mix factors on the customer purchase intention. The findings of the study indicated that the gender of the customers has been positively associated with purchase intention and other three demographic variables – age, annual income, educational qualification - were not associated with the customer purchase intention, and the green marketing mix was significantly associated with the customer purchase intention. Further, the research examined the factor wise score for finding the most influencing factor of purchase intention of the customers. The results indicated that green promotion mix has been major predictor of determining purchase intention of the customers of the restaurants at Vavuniya. The future study can be further considered other three variables which are physical environment, process and people with four mixes for considering other relevant variables and dimensions with mediating and moderating variables as well as mixed methodology can be applied. As this research study only covered about the Restaurants in Vavuniya Town Area, future researchers can assess other green restaurants in Sri Lanka.

Keywords: *Customer purchase intention; Green marketing mix; Personal factors; Restaurants*
