

GREEN MARKETING MIX AND CUSTOMER PURCHASE INTENTION: EVIDENCE FROM TOURIST HOTEL

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Abstract

In the business context also environmental sustainability has become a major focussing problem in the business context. Many businesses have adopted the green practices for their business strategies. Green Marketing concept is very popular in the world now, because this concept advocates to the world about the environmental sustainability. The present study explores the influence of green marketing mix on the purchase intention of the customers of the hotel Heritance Kandalama. The researchers identified green marketing mix – green product mix, green place mix, green price mix, and green promotion mix – as independent variables and purchase intention considered as dependent variable of the study. Structured questionnaires were issued within the sample of 116 respondents, using convenience sampling method. The hypotheses were developed through careful review of literature and data analysis was done by measuring the descriptive, correlation and multiple regressions analysis in using with SPSS version 20.0 Package. The findings of the study indicated that the positive relationship was observed between green marketing mix and customer purchase intention. Further the results revealed that these factors highly impact on the customer purchase intention in the hotel industry. It is found that green place mix has emerged as the major predictor in determining the customer purchase intention. Moreover, the study confirmed that the impact of green marketing mix on the customer purchase intention in the hotel industry is higher than in the moderating variables of personal factors. As this research study only covered about the Hotel Heritance Kandalama in Dambulla, further researchers can assess other green hotels in Sri Lanka. During data collection period, researcher faced a problem for collecting data from

the foreign customers due to COVID19. The future research study can be conducted by collecting the data from both local and foreign customers.

Keywords: green concept, green marketing mix , personal factors, purchase intention