The Impact of Green Packaging of Fast-Moving Consumer Goods on Customer Purchase Intention – A Special Reference to Supermarkets in Colombo District

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Abstract— **The main purpose of this research study is to investigate the impact of customer purchase intention on fast-moving consumer goods in supermarkets in the Colombo district. To achieve the main purpose of this study has three research questions: -What is the relationship between green packaging and customer purchase intention? How is the customer's awareness of green packaging? How do demographic factors of consumers affect the purchase intention of green-packed FMCG?This study only investigated the consumers who use green-packaged fast-moving consumer goods in supermarkets in the Colombo district. The research model is created to investigate the relationship between three key independent factors (willing to pay, environment concern and customer attitudes) and customer purchase intention (dependent variable). The main aim of this study identifies the relationship between green packaging and customer purchase intention.322 responses from fast-moving consumer goods consumers who utilize green packaging served as the basis for statistical analysis. The reliability of the scale was tested using standard statistical techniques. The hypothesis was tested using regression analysis. Physically distributed questionnaires were used to capture primary data and secondary data were collected through articles, books. Data obtained were analyzed using SPSS version 26 (Statistical Analysis Tool) and Microsoft Excel.**

Keywords- Green packaging, Customer purchase intention, Customer attitudes, Environment Concern, Fast Moving Consumer Goods

I. INTRODUCTION

Environmental pollution is a main pressing problem because of globalization and industrialization. Due to the increase of environmental pollution, in the past two decades, the world community has given a lot of attention to the environment similar to many other Asian nations, Sri Lanka is experiencing rising levels of air hazardous waste, exposure to noisy traffic, high levels of waste disposal and rapidly decreasing landfill space in most urban areas [1]. As environmental risks become a concern for local governments and residents across Asia, the power of "going green" is already spreading there. Environmental contamination is a very complicated issue nowadays and many environmentally concerned people are becoming more and more aware of this [2].

Eco-unfriendly packages can pollute the environment in various ways. The biggest problem with them is the use of environmentally unfriendly packaging materials [3]. Packages that are not environmentally friendly are very long-lasting environmental pollutants. Unfriendly business practices have led to increasing environmental concerns. Therefore, many organizations are implementing environmentally friendly concepts as green supply chain practices. Green supply chain techniques are still a recent phenomenon in Sri Lanka. Companies are making a sincere effort to green their supply chains by implementing green concepts throughout their organizations and supply chains. Green packaging is a key component of green supply chain practices.

Green packaging is often referred to as eco packaging, eco-friendly packaging and sustainable packaging. Eco-friendly packages are the best alternative to wasteful packaging materials like plastic. Green packages are made from recyclable and biodegradable substances. Their manufacturing techniques are used to reduce energy. Green packages minimize the negative environmental impacts. Mushroom packaging, organic fabric, recycled cardboard and cornstarch packaging are examples of green packaging. Australia produced 50 million tons of waste in 2016, of which only 58% was recycled. Packaging pollutes the environment and adversely affects it in various ways, including the production of solid, liquid and gaseous pollutants [4]. Packaging supports businesses' marketing initiatives [5]. The packaging type could boost an organization's brand recognition and attract a new customer base. Green packaging and consumer purchase intention are influenced by several key factors. Such as a person's perspective on eco-friendly packaging and their familiarity with it [4].

Regarding their purchasing intention, retailers take into account consumers' views and inclinations to pay for a specific buying activity [4]. Green purchase intention refers to the consumer's ability and inclination to choose an environmentally friendly product over conventional products when the consumer is concerned about the environment and is aware of these concerns. The global "green concept" including green economies and sustainability is becoming increasingly popular and many nations are beginning to embrace it. As a result of the consumer's acquisition of green information, their view of the world changes, which affects their behavior and ultimately their purchasing intentions [4]. Today's consumer purchase intention is tied to eco-friendly concepts. Over time, both the need for environmentally friendly products and consumer loyalty have intensified [5].

The main issue of the study is how green packaging affects consumer purchase intention of fast-moving consumer goods in supermarkets in the Colombo district. This study examined how green packaging utilizing specific criteria affects consumer purchase intentions. The main objective of this study is to identify the relationship between green packaging and customer purchase intention. This study examined consumer awareness of green packaging as well as how demographic factors affect consumers' intentions to buy FMCG with green packaging. Few studies have been conducted to examine the impact of green packaging from the consumer's perspective. The findings of recent studies frequently disagree with one another. As a result of heavy environmental pollution in the last two decades, many countries have faced high air pollution, global warming and various diseases. Nowadays, many countries and people are moving fast to adopt green concepts. Compared to European countries Asian countries are late adaptors of the green concept. Being "green" or "eco-friendly" has gained considerable popularity in recent years. Several businesses try to increase sales of their products by branding their products as "eco-friendly" [6]. Multinational corporations also are embracing the green idea in the current world and putting a lot of effort into establishing green supply chain processes inside their businesses. According to the Association of Plastics Manufacturers, the three main markets for plastics and polyethylene are packaging (39.6%), building and construction (20.3%), and automotive (8.5%) (Plastics Europe, 2014/2015).The process of globalization is still going full speed ahead but it has also created several problems [3]. The main problem with them is the packing, which isn't environmentally friendly.

Materials that can break down carbon, hydrogen and oxygen are used in eco-friendly packaging. Green packaging offers additional advantages. Such as lowering the carbon footprint, making recycling simple and enhancing the reputation of the company. Green packaging can be reused and recycled easily. In today's market, consumers are becoming more environmentally friendly [6]. Previous researchers have investigated how green packaging affects consumer purchase intention for various industries in various countries. According to [7] examined how eco-packaging affects consumer purchase intention in the clothing industry of Pakistan. Studies on the effects of green packaging on consumer purchase intentions are extremely rare in the Sri Lankan context.

II. LITERATURE REVIEW

The following section outlines general (non-formatting) guidelines to follow. These guidelines are applicable to all authors and include information on the policies and practices relevant to the publication of your manuscript.

A. Theory of Planned Behavior

Ajzen developed the Theory of Planned Behavior (TPB) in 1985 by adding a new predictor to reasoned action (TRA) that was consistent with the predictors in the theory [7]. A more comprehensive model that allows social psychologists to predict behavioral intention is the Theory of Planned Behavior (TPB), an extension of the Theory of Reasoned Action [8]. The theory of planned behavior gives us a perfect framework to investigate the factors that influence people's decisions to engage in environmentally responsible behaviors such as recycling and it can also be used to systematically understand the various factors that influence people's purchasing behavior for environmentally friendly goods [9]. The theory proposed that behavioral intentions influence individual behavior, are primarily triggered by attitudes and subjective norms, and focus on predicting human behavior (such as purchasing or decision-making) based on circumstances or subjective context [8].

The theory of planned behavior (TPB) advances the theory of reasoned action by addressing the original model's shortcomings of dealing with insufficient voluntary control [9]. According to the TPB, the likelihood that someone will copy a behavior increases in direct proportion to how positively they feel about it [10]. The TPB has also been widely applied to understanding ethical behavior. Purchasing green or environmentally friendly products are also an ethical choice [9]. As [11] explained as, according to the theory of planned behavior, attitude is the main factor that determines whether a consumer will make a purchase and is therefore defined as "an individual's mental tendency to judge the behavior in question favorably or unfavorably. In various fields, the TPB has been used to predict intention and behavior [10]. The TPB has been used in prior studies and extended in several ways to examine consumers' purchase

intentions for green items [12]. According to the TPB, if a person has a favorable attitude toward a behavior, is accepted by others for engaging in it, and has more control over it, he is more likely to engage in a behavior [13].

The TPB has been used effectively as an explanatory aid and is frequently used to predict intentions and behavior [14] For example, TPB has been used to study topics including green products, energy efficient items, and green hotels and restaurants. The findings of this research demonstrated the relevance and robustness of the TPB and provided strong empirical support for the theory's use in anticipating pro-environmental behavior [10]. In addition to attitude and subjective norms, TPB adds perceived behavioral control to predict purchase intention [13].

B. Green Supply Chain Management

Green supply chain management (GSCM) is one of the most important organizational concepts for mitigating environmental risks [14] Scholars and practitioners are proposing the idea of GSCM as a potential means of enhancing environmental performance [16] A "green supply chain" or "sustainable supply chain" refers to a supply chain that incorporates environmentally sound procedures along with standard, timely procedures [17] GSCM was first proposed in the early 1990s, however it is currently growing in popularity as evidenced by the growth of scholarly publications in the 2000s [16].

Faced with emerging environmental challenges and intense business competition, Sri Lankan supermarket chains have recognized the importance of implementing the "green" concept in their business [15]. These environmental processes can include any number of activities, from choosing environmentally friendly suppliers to purchasing environmentally friendly materials, from developing environmentally friendly products to manufacturing them, from sustainable distribution to managing them until the end of their useful life[17]. Similar practices are followed by GSCM, but in a more creative, cost-effective, widely recognized and socially and environmentally responsible manner [18]. Green supply chain management is the use of business procedures from the acquisition of raw materials through the delivery of products or services and after-sales delivery in an environmentally friendly and green manner [19]. Traditional supply chain management (SCM) has expanded to include green supply chain management (GSCM) which takes environmental concerns into account [18].

C. Green Supply Chain Practices

Everyone is now focused on creating a sustainable and eco-friendly environment. Global warming and environmental degradation have increased because of the environmental impact of technological advancement in the modern world. As a result, people today are more aware of the environment. Given the growing severity of environmental problems caused by human activities such as the greenhouse effect, water scarcity, air pollution, noise pollution and species extinction, it is very important to reduce the adverse effects of human activities on the environment [20]. Due to those reasons, the world is moving towards greening. The adoption of environmental sustainability and the prioritization of green supply chain practices, according to various research, can help supply chains and businesses become more environmentally friendly [21]. In the supply chain context, "green practices" is a contemporary concept that protects the sustainability of the environment [22].

Protecting the environment, mostly by reducing pollution caused by carbon footprints, is one of the main goals that businesses pursue in going green [23]. Green supply chain management practices are part of organizations that examine the environmental management efficiency of goods bought and sold, as well as the cost of waste disposal and the calculation of emissions from enterprises [24]. The term "green supply chain practices" (GSCP) is often used to refer to the various actions taken by an organization to reduce its negative impact on the environment. Supply chains work to maintain their internal sustainability and environment by having the ability to self-correct based on information from the external environment [25]. Implementing green supply chain practices primarily aims to reduce waste and carbon emissions. Customer awareness of the environment has grown during the last two decades. Due to that reasons, businesses are under increased pressure to cut back on hazardous chemicals, emissions and embrace green supply chain practices [22]. Green supply chain management practices are used to reduce waste, promote environmental conservation, develop partner collaborations, reduce costs and increase operational efficiency [24]. Green purchasing, investment recovery, cooperation with customers, green packaging, green transportation are some of the green supply chain practices [18]. Green packaging is a key factor in green supply chain practices.

D. Green Packaging

Over the past 20 years, human awareness of environmental issues has grown steadily with major economic development. People are now beginning to see how environmental changes are affecting their lives and are taking steps to combat them [19]. People are starting to demand eco-friendly products and they are more concerned about their health, wealth and environment [26]. Based on their tastes, consumers of all ages evaluate the quality of the product and its packaging [27]. Packaging is not just the attractive face of the product. Everything from shipping breakdown rates to retailer stocking decisions can affect package design [28]. According to [27] among Malaysians, there is an increasing desire for better

packaging and the function of packaging has become increasingly important in attracting consumers to purchase the product.

The global "green concept" concern, which includes green economies, sustainability and marketing initiatives, is becoming more commonly known [4]. Using materials that are least harmful to the environment and living organisms is called "green packaging" [29]. Sustainable packaging is referred to using various names such as "green packaging design", "sustainable design", "eco-design", "design for the environment" and "eco-relevant design". Further, green packaging is defined as packaging made from environmentally friendly, biodegradable or composite materials that can naturally degrade and recombine into common earth components such as carbon, oxygen and hydrogen. Green packaging, eco-packaging, eco-friendly packaging is defined as being made entirely from natural plants, recyclable or reusable, degradable and promoting sustainable development throughout its life cycle and safe for the environment as well as for people and livestock health [30]. Green packaging is recognized as a sustainable method of packaging products with a less negative impact on the environment or energy use [31]. Green packaging is being introduced primarily to safeguard both people and the environment [32].

Manufacturers are required under eco-design to create goods using minimal energy and materials, as well as to encourage the reuse, recycling and recovery of component materials and parts [25]. Sustainable packaging improves the overall well-being of society by raising consumer health protection standards, reducing package waste and minimizing environmental impact [33]. In addition to being eco-friendly in nature, green packaging is made from sustainable materials created using eco-friendly processes and energy-efficient stages [31]. The materials used to create green packaging can be divided into oxygen, hydrogen and carbon [31]. When designing green packaging, consider the use of non-toxic, safe materials, transportation efficiency, waste reduction, logistics and storage costs and consumer safety [33]. The "4R1D" principle - Reduce, Reuse, Reclaim, Recycle, and Degradable is connected to green packaging [30]. Choosing eco-friendly packaging has many benefits, including a less carbon footprint, ease of disposal, biodegradability, flexibility and versatility, safety and improved brand image, cost savings, recyclability, reuse and reduction, increased customer base, low cost and no use of plastic [31].

Green packaging has 5R'S as remove , reduce , recycle, renew, re-use. Consumers perceive green packaging and their purchase intention is significantly influenced by certain factors. Among them are, for example, attitudes towards environmental issues and familiarity with green packaging [4]. Green packaging gives customers a positive impression, thereby developing customer loyalty and trust in the product [31]. According to [4], reusable packaging increases customer satisfaction. Packaging costs 30% per ton to recycle 10% of all high-cost products that are thrown away after use. Several key factors influence how consumers perceive green packaging and their purchasing habits. They include things like attitudes towards environmental issues and familiarity with green packaging.

E. Purchase Intention

Purchase intention is simply "what customers expect they will buy" [34]. Green purchase intention is conceptualized as a consumer's ability and desire to prioritize environmentally friendly features over conventional ones in their purchasing decisions. According to [35], the definition of perception is the act of understanding using the senses and thinking. Cognition is the intentional recognition and interpretation of sensory stimuli that forms the basis for understanding, learning and knowledge or that direct a specific action or reaction. Purchase intention is defined as consumers who are knowledgeable about a product and are prepared to research it and get feedback from other consumers are said to have made a consumer purchase choice. Consumers' perception of eco-friendly products begins to influence their purchasing decision [36].

Many factors have been shown to influence consumer choice in purchasing environmentally friendly products, including values, beliefs/knowledge, needs and motives, attitudes and demographics [37]. Purchase intention is influenced by emotional and rational evaluations of an environmentally friendly package(38).How consumers feel about packaged goods usually influences their purchase decision [38]. A person's willingness to purchase and use environmentally friendly packaged goods is known as green packaged consumer goods purchase intention [29]. Green purchasing is a unique pro-environmental behavior that consumers engage in to show their concern for the environment. Considering how packaging affects environmental degradation is one of the many factors influencing consumer purchasing intentions today [39]. Many consumers now pay more attention to what they buy because it directly affects ecological issues.

Green purchase intention is defined as an individual's likelihood and desire to prioritize products with environmentally friendly characteristics over more conventional products when making a purchase decision [37]. An individual's willingness to evaluate and favor a green product over a traditional or conventional product throughout the decision-making process is called "green purchase intention" [40]. Egyptian consumers were asked to answer questions about their intentions to make green purchases, and the results show that their attitudes toward such purchases

can have a direct impact on both their intentions and their actual behavior [37].

III. METHODOLOGY

This chapter includes the conceptual framework of the study, the hypotheses generated within it and the methodology used to test them. This deductive nature study discusses the impact of green packaging on customer purchase intention of fast-moving consumer goods in supermarkets. The deductive technique relies on what is previously known and done on the topic of study as well as relevant ideas related to the topic to help the researcher create a hypothesis [24]. This research indicated the relationship between green packaging and consumer purchase intention on environmental concern about green packaging, customer attitudes towards eco-packaging, willing to pay for eco-packaging.

This study used a cross-sectional research design. Data from numerous cases must be collected for the cross-sectional approach. When conducting cross-sectional research, we must use two or more variables and collect all the data at the same time. The data evaluation process is done using a quantitative method. Because we chose to adopt a quantitative strategy and consequently develop a social survey, the sampling technique used in the research process is an important consideration [24]. Primary data have been gathered via a survey questionnaire. Specific information defines a significant relationship that can be predicted between variables and occurs in the desired outcome; therefore, the overall research techniques should be justified by verifying the appropriate study approach and methodology in this investigation. Descriptive statistics were used to measure all the collected data. Multiple regression analysis is used to assess the relationship between dependent and independent variables. The statistical data analysis software package SPSS, also known as IBM SPSS Statistics. This study used SPSS software version; 26. In this case, this research used SPSS Statistics, a specialized program for logical statistical analysis, to perform statistical tests.

A. Sampling Method

The initial stage of the sampling process is in which a sample is selected from a population [34]. This investigation focuses on the convenience sampling method. The convenience sampling method is a non-probabilistic sampling method. Convenience sampling will be used due to the feasibility and schedule constraints of the study.

This strategy was chosen due to the difficulty of data collection in the current situation. The researcher distributed physical surveys to consumers. The "Sample Frame" included only the top 4 supermarkets in the Colombo district including Cargills Food City, Keells, Arpico and Glomark supermarket.

IV. FINDING AND DISCUSSION

A. Correlaion Analysis

The correlation coefficient is a measure of how closely the movements of two variables are related to each other. A positive relationship can be determined if the correlation coefficient is greater than zero. If the correlation value is 0, there is no relationship between the variables, and if it is negative, there is a negative relationship between the variables. This type of study is useful when a researcher wants to find out if there are potential relationships between variables. Correlation coefficient measures the strength of the linear relationship between two variables.

A positive relationship can be determined if the correlation coefficient is greater than zero. If the correlation value is 0, there is no relationship between the variables, and if it is negative, there is a negative relationship between the variables. The values of the correlation coefficient vary from -1 to +1. To put it another way, the value cannot be greater than +1 or less than -1. +1 indicates a perfect positive correlation between the variables, and -1 means a perfect negative correlation between the variables.

Correlation between customer purchase intention and willing to pay for eco-packaged fast-moving consumer goods.

Table 3 ; Correlation between customer purchase intention and willing to pay for green packaged fast moving consumer goods

Dependent Variable	Independent Variable	Pearson Correlation	Significance of Relationship
Purchase Intention	Willing to pay for eco-packaged fast-moving consumer goods	0.902	0.000

Table 1 shows that customer purchase intention and willingness to pay for green-packaged fast-moving consumer goods in supermarkets of the Colombo district have a positive and strong relationship. Furthermore, the correlation is 90.2%. As the significance value is less than 0.01 ($0.000 < 0.01$), there is a significant relationship between customer purchase intention and willingness to pay for eco-packaged fast-moving consumer goods.

Correlation between customer purchase intention and environmental concern about green-packed fast-moving consumer goods.

Table 4 ; Correlation between customer purchase intention and environmental concern about green-packed fast-moving consumer goods

Dependent Variable	Independent Variable	Pearson Correlation	Significance of Relationship
Purchase Intention	Environment concern about green-packed fast-moving consumer goods	0.924	0.000

Table 2 shows that there is a positive and strong relationship between consumer purchase intention and environmental concern about fast-moving consumer goods in supermarkets in the Colombo district with green packaging and the relationship is 92.4%. There is a significant correlation between consumer purchase intention and environmental concern about fast-moving consumer goods with green packaging as the significance value is less than 0.01 (0.000 < 0.01).

Correlation between customer purchase intention and consumer Attitudes towards Green Packaged Fast-Moving Consumer goods.

Table 5 ; Correlation between customer purchase intention and consumer Attitudes towards Green Packaged Fast-Moving Consumer goods

Dependent Variable	Independent Variable	Pearson Correlation	Significance of Relationship
Purchase Intention	Consumer Attitudes Towards to Green Packaged Fast-Moving Consumer goods	0.916	0.000

Table 3 shows that there's a positive and strong relationship between customer purchase intention and consumer attitude towards fast-moving consumer goods with green packages in supermarkets in the Colombo district. The relationship is 91.6%. As the significance value is less than 0.01 (0.000 < 0.01), there is a significant relationship between customer purchase intention and consumer attitude toward green-packaged fast-moving consumer goods.

B. Regression Analysis

A more advanced version of simple linear regression is multiple regression analysis. Effects of changes in independent variables on the dependent variable were explained using regression analysis(32).The coefficient of correlation relates to the R value of a summary of a multiple regression model. The R value simply indicates the accuracy of the prediction of the dependent variable. R square is a statistical technique used to quantify how well a model fits the data(4).

The number of independent variables considered in the model is considered while adjusting the R square value. The coefficient of determination (R squared) shows the amount of variation in the outcome of the dependent variable that can be explained by changes in the independent variable.

Table 6 ; Regression and hypothesis testing

Model Summary	
R Square	0.875
Adjusted R square	0.874
Model Significance	0.000

Hypothesis test	B Coefficient (Beta)	Significance	Accept/ Reject
H1: Willing to pay for green packaged fast moving consumer goods have a positive effect on customer purchase intention of supermarkets in the Colombo district.	0.280	0.000	Accept
H2: Environment concerns for green packaged fast-moving consumer goods have a positive effect on customer purchase intention of supermarkets in the Colombo district.	0.594	0.000	Accept
H3: Customers' attitudes for green packaged fast-moving consumer goods have a positive effect on customer purchase intention of supermarkets in the Colombo district.	0.036	0.776	Reject

According to the table 4, R square value is 0.875 which is greater than 0.5. Therefore, there's a strong model fit. This R-squared value accounts for 87.5% of the variance of the dependent variable when all three independent variables are considered. All three independent variables in this model have an adjusted R squared of 0.874, which explains 87.4% of the explanatory power. This study's significant value is 0.000, which is less than 0.01 (0.000 < 0.01).

C. Hypothesis Testing

A statistical approach known as hypotheses testing is used to test hypothesis established using a conceptual framework. If the P value for the alternative hypothesis is less than 0.01, it is accepted. If the value exceeds 0.01 then the null hypothesis is accepted.

H1: Willing to pay for green packaged fast moving consumer goods have a positive effect on customer purchase intention of supermarkets in the Colombo district.

In the regression results, the value for willingness to pay for eco-packaged fast-moving consumer goods is less than 0.01 at a significant level (0.000 < 0.01). Therefore, the hypothesis is accepted.

In addition, the beta coefficient is 0.280, which indicates that willingness to pay for green-packaged fast-moving consumer goods has a 28% impact on consumer purchase intentions in supermarkets in the Colombo district.

According to the table 4, customer purchase intention of green packaged fast-moving consumer goods in supermarkets in the Colombo district can increase 0.280 units therefore willing to pay for green-packaged fast-moving consumer goods can enhance by unit 1.

H1: Environment concerns for green packaged fast-moving consumer goods have a positive effect on customer purchase intention of supermarkets in the Colombo district.

In the regression results, the value for environmental concern about green-packed fast-moving consumer goods is less than 0.01 at a significant level (0.000 < 0.01). Therefore, the hypothesis is accepted. In addition, the beta coefficient is 0.594, which indicates that environmental concerns for green-packaged fast-moving consumer goods have a 59.4% impact on customer purchase intention in supermarkets in the Colombo district.

According to table 4, customer purchase intention of green-packaged fast-moving consumer goods in supermarkets in the Colombo district can increase by 0.594 units therefore Environment concerns about green-packaged fast-moving consumer goods can enhance by unit H1: Customers' attitudes toward green-packaged fast-moving consumer goods have a positive effect on customer purchase intention of supermarkets in the Colombo district.

In the regression results, the value for customer attitude toward green-packaged fast-moving consumer goods is higher than 0.01 (0.776 > 0.01). Therefore, the hypothesis is not accepted. But Beta value of this hypothesis is positive. It is key to disproving the hypothesis that consumers are not much knowledgeable about this area.

V. LIMITATIONS AND RECOMANDATIONS

Although this research study has significant limitations, it has the potential to explore an area of further interest. This research is conducted in the Colombo district in Sri Lanka. Therefore, this research can be conducted in other cities in Sri Lanka. The population of this study was drawn from supermarkets only, but similar research could be conducted on consumers in other industries. There're many other types of packaging, but we did not research any of them; Future studies should focus on a specific type of packaging so that the findings are more realistic and companies can focus on more practical forms of packaging.

VI. CONCLUSION

After globalization, environmental pollution has become a major problem. Therefore, organizations adopt green supply chain practices for their organizations. Green packaging is one of main components of green supply chain practices. According to Singh and Pandey (2018) green packaging is defined as packaging made from environmentally friendly, biodegradable or composite materials that can naturally degrade and recombine into common earth components such as carbon, oxygen and hydrogen. This research is about how impact green packaging of fast-moving consumer goods to the purchase intention in supermarkets in Colombo district. Primary data for this research collected from 322 individuals through a physical survey and secondary data collected from previous research papers / books and articles.

RQ1. What is the relationship between green packaging and customer purchase intention?

According to the previous kinds of literature, green packaged products and customer purchase intention have a positive relationship. This study measures the relationship between green packaged products and consumer purchase intention using the variables which are willing to pay more for eco-packaged fast-moving consumer goods and environmental concern towards eco-packaged fast-moving consumer goods. Correlation analysis shows strong positive relationship with 0.902 Pearson correlation for willingness to pay and 0.924 for environment concern. Significant value for both variables are less than 0.01 (Significant value – 0.000). According to the regression analysis, willingness to pay and environment concern have a positive impact on purchase intention of FMCG in Colombo district supermarkets.

RQ2. How is the customer's awareness of green packaging?

In this research consumer awareness measures using the variable which is consumer attitudes towards green packaged goods. According to the correlation analysis of the consumer attitude variable, Pearson's correlation value is 0.916 which is 91.6%. The significance value is 0.000. That means the purchase intention of green-packaged fast-moving consumer goods and consumer attitude has a strong positive relationship. That means consumers have a positive attitude toward green packaging products. According to the hypothesis testing, the relevant hypothesis's significant value is 0.776 which is more than 0.01. Here significance value is higher than the Alpha value. Therefore, the hypothesis is rejected.

RQ3.How do demographic factors of consumers affect the purchase intention of green-packed FMCG?

The study found that consumers' purchase intentions are influenced by demographic characteristics.

According to the frequency analysis of this study, females are more buying green packaged fast-moving consumer goods than males. That means female consumers have more attention and knowledge about the concept of green packaging than males. As a percentage of the sample size, 56.5% of females are buying green-packaged fast-moving consumer goods from supermarkets in the Colombo district. From the sample size, bachelor's degree holders are buying green-packaged fast-moving consumer goods more than others who have other educational qualifications. Consumers who have a monthly income of Rs.110 000 to Rs.175 000 buy more green packaged goods than others. That means high-income consumers use products with green packaging more than others.

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