

## **A Study on the Factors Influencing Consumers' Re-Purchase Intention Towards Eco Friendly Packaged FMCGS with the Mediating Role of Customer Satisfaction**

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### **ABSTRACT**

**Purpose:** The sustainability of packaging should be enhanced by reducing the amount of materials used and incorporating recycled components, given that packaging significantly contributes to pollution. In the fast-moving consumer goods (FMCG) sector, businesses face increasing pressure to adopt environmentally friendly strategies. This research seeks to identify the factors influencing repurchase intentions, with customer satisfaction serving as a mediating factor, specifically among consumers in the Central Province of Sri Lanka.

**Design/methodology/approach:** A comprehensive review of the literature identified attitude, environmental concern, willingness to pay, and personal norms as independent variables, while consumers' repurchase intention was treated as the dependent variable. Additionally, customer satisfaction was employed as a mediating variable. The study followed a deductive approach, Data were collected through structured questionnaires distributed to 384 consumers in the Central Province, using convenience sampling technique. Hypotheses were tested using correlation analysis, multiple linear regression analysis, and the Sobel test, with IBM SPSS 27 software employed for data analysis.

**Findings:** The results highlighted the significant influence of attitude, personal norms, environmental concern, and willingness to pay on consumers repurchase intentions towards eco-friendly packaged FMCGs. Customer satisfaction partially mediated the relationship between attitude, personal norms, and environmental concern and there was no mediation between willingness to pay and repurchase intention.

**Practical implications:** These findings have important implications for marketers, government policymakers, and packaging designers, encouraging them to implement measures that enhance repurchase intentions for eco-friendly packaged FMCGs in Sri Lanka.

**Originality value:** In Sri Lankan context, there were no previous researches that had explored the use of customer satisfaction as a mediator in the FMCG sector.

**Key words:** *Eco-Friendly Packaging, FMCG, Customer Attitude, Environmental Concern, Willingness to Pay, Personal Norms, Customer Satisfaction, Repurchase Intention.*