

FACTORS INFLUENCING ON GREEN PURCHASE INTENTION IN SRI LANKAN PERSPECTIVE (SPECIAL REFERENCE TO YOUNG EDUCATED CUSTOMERS)

Ranathunga, HGCK., Vithya Leninkumar

Trincomalee Campus, Eastern University, Sri Lanka

In the contemporary business world consumer concern over environmental protection has increased more the ever before which force the businesses to focus on “green” concepts. This study focuses on the factors influencing the green purchase intention of young consumers. Theory of Planned Behavior (TPB) applied in this study with the extension of environmental concern and environmental knowledge. The data collected from 350 young consumers through a well-structured questionnaire administered in each and every province in Sri Lanka though online survey. The results showed that attitude toward behaviour, environmental concern, and environmental knowledge were impact significantly on green purchase intention while subjective norm and perceived behaviour control were insignificant. Theory of planned behaviour extended with environmental concern and environmental knowledge. This result also reinforced the applicability of adding more additional constructs in this model, as it has improved the exploratory power of the proposed model. Moreover, marketers might focus on marketing communication to enhance the environmental attitude, awareness and knowledge among young consumers, which might tap the consumers' mindset to prefer the green products. Further, majority of the respondents stated that they were motivated to buy green products now due to the effect of COVID-19 pandemic. The findings provide further insight into the consumers' decision-making processes which is vital for the development of green marketing tactics in the Sri Lankan context.

Keywords: *Environmental concern; Environmental knowledge; Green purchase intention; Theory of planned behavior*
