

Enhancing purchase intentions towards sustainability: The influence of Environmental Attitude, Perceived Consumer effectiveness, health consciousness and social influence

AUTHORS:

Achchuthan, S., Lecturer, Faculty of Management Studies and Commerce
University of Jaffna

Velnampy, T., Professor, Faculty of Management Studies and Commerce
University of Jaffna

ABSTRACT:

This study directed towards green consumerism in the Sri Lankan context. The Topic is new and considered as the emerging one in the marketing paradigm. Meanwhile, this study focuses on examining the purchase intention under the concept of green consumerism among young consumers in the Sri Lankan stand point. Four antecedents as environmental attitude, perceived consumer effectiveness, health consciousness and social influence are incorporated in to the proposed model. Rigorous statistical technique like Structural Equation Modelling is utilized to test the main research hypotheses. This study finds that environment attitude, perceived consumer effectiveness, and health consciousness significantly influence the green purchase intention. In contrast, this study observes that social influence does not significantly influence the green purchase intention. In addition, Young consumers in Sri Lankan perspective have a favourable mind set towards green purchase. Therefore, green marketers have potential opportunity to capture the market from young consumers in Sri Lanka. In practice, marketers of the green products may focus on marketing communication by using the themes like “environmental safety, environmental protection, recycling & reusing and healthy life” to induce the young consumers towards green products. To this end, Governmental bodies and policy makers should draft the specific policy to induce the green consumerism in Sri Lankan Stand point. This may be the green signal to the sustainable development which is prosperous.

KEYWORDS:

Environmental Attitude, Green Purchase Intention, Health Consciousness, Perceived Consumer Effectiveness, Social Influence