

FACTORS AFFECTING ON CONSUMERS' GREEN HOUSEHOLD ELECTRONIC PRODUCT PURCHASE DECISIONS IN SRI LANKA

Ranganath, I.D.K., Nishadi, G.P.K

University of Ruhuna, Sri Lanka.

At present, consumers' tendency to search green products has been increased. Even in Sri Lankan context, people are highly concerning about environmental threats and actively contributing to protect the nature. Although, a significant amount of studies have been conducted relating to Green Consumption, Consumer's Green household Electronic Product purchase decision is not yet clearly identified in Sri Lanka. To fill that existing research gap, this study was conducted to identify the factors affecting on green household electronic consumption decisions in Sri Lanka. This research is a conclusive research and deductive method was used as the research approach. Primary data were collected from 350 consumers based on convenient sampling method by using a self-administered questionnaire. After feeding data into SPSS 25.0, data were analysed using several statistical tools. In here, Multiple Regression analysis was used to measure the impact of independent variable on dependent variable. Further, t-test was conducted to identify whether there is a significant difference between demographic factors and consumer's green product purchase decisions. Results indicated that there is a statistically significant impact of four factors namely; drive for environmental responsibility, supporting environmental protection, social influence and environmental friendliness of businesses, on consumer's green household electronic products purchase decisions in Southern Province in Sri Lanka. Additionally, it was revealed that there is a statistically significant effect of demographic factors such as consumer's age and education level on green household electronic product purchase decisions.

Keywords: *Factors affecting green consumption; Green electronic equipment; Southern Province*
