

Business insights:

Finance, people and environment

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Can sustainable environmental knowledge and attitude make a difference in Sri Lanka?

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Abstract

This study is focused towards sustainable consumption behaviour through sustainable purchase intention in Northern Province, Sri Lanka. It's a new and an emerging concept not only in the developed nations but also in developing countries like Sri Lanka. Lack of consumer behaviour towards sustainable products become a main hindrance to both local and international marketers in developing a competitive business and marketing strategies of green products. Thus, it is crucial to understand consumer behaviour towards sustainable products especially in Northern Province, Sri Lanka, where the trend is still new. Acknowledging this limitation, this paper thus aimed to explore the influence of sustainable environmental knowledge and attitude on sustainable purchase intention among consumers, and simultaneously examining the effect of sustainable purchase intention as a mediator. The model was conceptualised with the help of Theory of Planned Behaviour. This study finds out that sustainable environmental knowledge and attitude have significant influence on sustainable purchase intention. Along with that, sustainable purchase intention only mediates the association between sustainable environmental knowledge and sustainable consumption behaviour. Sri Lankan government should carefully assess existing curricula at several levels of the country's educational scheme and try to "environmentalize" them wherever required. Consumers in Northern Province, Sri Lanka has positive perception regarding sustainable environmental attitudes. Local and international marketers can use this opportunity to brand their eco-friendly products in this context. Government and policy makers should take actions to induce sustainable consumption among the consumers. When the necessary steps are taken the whole country can see a huge difference.

Keywords: sustainable consumption behaviour, sustainable purchase intention, theory of planned behaviour

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