

Consumer's Green Product Buying Decision

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Abstract

In recent years the concern on environmental issues have become more prominent in both global and local presence. Consequently, the consumers are also paying more attention on environmental products with the increase of environmental awareness. As there is an emerging market segment for green product of Fast Moving Consumer Goods (FMCG) sector in Sri Lanka, marketers could attain the competitive advantage by targeting on this emerging market segment. Consumers have realized that their consumption activities may result in environmental deterioration, which, in turn, may transform and motivate them in making ecologically conscious purchases such as green buying. The present study was designed to explore how far environment consciousness, eco labeling and green advertising impact on consumer's green product buying decision.

Keywords-: Environment Consciousness, Eco Labeling, Green Advertising, Green Product

1. INTRODUCTION

Recently, the environmental concern had become an emerging trend due to the massive exposure to environmental problems. Further in aligned with previous studies the majority of consumers have realized that their purchasing behaviour has a direct impact on many ecological problems (Han, Hsu, & Sheu, 2010).

2. METHODS

The descriptive research design was adopted for the study. And 384 respondents are drawn from Colombo district using the convenience sampling technique (Krejcie & Morgan, 1970).

3. RESULTS

Sample profile summarized as majority of respondents were female. With regard to age group more than 45% (45.6%) of respondents are aged 20-29 years old. Respondents who represents age of 50-59 were the least representative age category which was only about 24 and 6.3% out of 384 respondents.

4. DISCUSSION

This study investigates the factors of green products buying behaviors among a sample of consumers in Sri Lanka.

5. CONCLUSION

According to the findings of the present study Eco label is the highest

influential variable that impact on green product buying decision.

APPENDIX

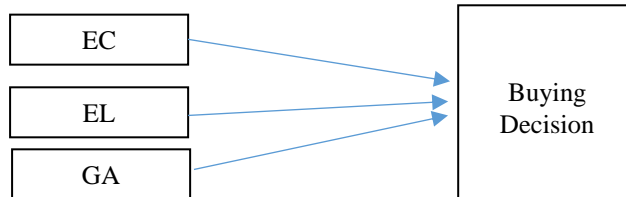


Figure 1: Conceptual Framework

Table 1: Correlation results

Predictors	Pearson correlation	sig (2- tailed)
Environmental consciousness	.677	.000
Eco label	.715	.000
Green advertising	.624	.000

Source: Survey data ,2021

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