

FACTORS AFFECTING YOUNG CONSUMERS' PURCHASE INTENTION OF GREEN PRODUCTS: SPECIAL REFERENCE TO CENTRAL PROVINCE, SRI LANKA

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ABSTRACT

The shift towards sustainable consumption has become increasingly important for addressing environmental challenges. Currently, there is a global increase in environmentally friendly products, with green products occupying a significant place. "By 2030, Sri Lanka aims to create a pollution-free, clean and green environment with a high quality of life and green growth for its citizens." This study contributes towards achieving this goal by examining the factors influencing young consumers' purchasing intentions for green products in Central Province, Sri Lanka. This study employs quantitative, explanatory, and deductive approaches. Young consumers' purchasing intention is analyzed through the lens of environmental attitudes, environmental knowledge, subjective norms, perceived behavioral control, and environmental concern. The sample size for the study was 312 young consumers in Central Province, with data collected through a structured questionnaire derived from the literature, containing previously tested questions, using the convenience sampling method. The findings indicated a significant positive impact of environmental attitudes, environmental knowledge, subjective norms, perceived behavioral control, and environmental concern on purchasing intention. This study provides valuable insights for marketers, policymakers, businesses, and other stakeholders to formulate effective strategies for promoting green purchase intentions among young consumers. Regional focus and restricted sample size are noted as major limitations, and future research could expand to include a broader geographic range, integrate more diverse variables, and employ longitudinal studies to capture behavioral changes over time.

Keywords: Environmental attitudes, environmental concern, environmental knowledge green purchasing intention, perceived behavioral control, subjective norms