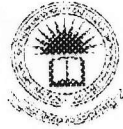


**DETERMINANTS OF GREEN PRODUCT
CONSUMPTION INPUTTALAM DISTRICT**



By
K.D.T. LAKSHAN
REG. NUMBER: EU/IS/2015/COM/89
INDEX NUMBER: COM 1969



Project Report
Library - EUSL

**This Project Report Submitted to The Faculty of Commerce and
Management, Eastern University, Sri Lanka as A partial
Requirement of fulfilment of The Degree of Bachelor of Commerce
Honors (BComHons)**

**Department of Commerce
Faculty of Commerce and Management
Eastern University,
Sri Lanka2020**

**PROCESSED
MAIN LIBRARY, EUSL**

ABSTRACT

This study is focused to find out the determinants of green product consumption in Puttalam District. The study is conducted in Puttalam District and to evaluate and identify the most influential determinants that determine the green product consumption and to establish relationship between environmental consciousness, eco-label, attitude, green advertising, price and green product consumption. This research is the survey involving green product consumers in Puttalam District. There are nine determinants included in this study to be researched are gender, age, marital status, income level, environmental consciousness, eco-label, attitude, green advertising, price.

Structured questionnaire was used as the method of data collection and 384 green product consumers selected as sample. Random sample method used to make the sampling frame of the study. Quantitative research approach used for this study. The data were analysed using descriptive statistics, correlation and regression analysis

The results indicated that the environmental consciousness, eco-label, attitude, green advertising, price and green product consumption were high level among selected green product consumers. Also result indicated significant positive relationship between environmental consciousness, eco-label, attitude, green advertising, price and green product consumption. The result indicated that there were significant impact environmental consciousness, eco-label, attitude, green advertising, price on green product consumption.

Key words: Environmental Consciousness, Eco-Label, Attitude, Green Advertising and Price

Table of Contents

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	viii
LIST OF FIGURES	x
LIST OF EQUATIONS	xi
ABBREVIATIONS	xii
CHAPTER ONE - INTRODUCTION	1
1.1. Background of Study	1
1.2. Problem Statement	2
1.3. Research Questions.....	4
1.4. Research Objectives.....	4
1.5. Significance of the Study	4
1.6. Scope of The Study	5
1.7. Assumptions of the Study	5
1.8. Limitations of the Study.....	5
1.9. Summary	6
CHAPTER TWO - LITERATURE RIVIEW	7
2.1. Introduction.....	7
2.2. Green Product Definition.....	7
2.3. Determinants of Sustainable/Green Consumption.....	9
2.3.1. Demographic Characteristics	9
2:3.1.1. Gender.....	9

2.3.2. Socio-Psychological Characteristics	11
2.4. Green Product Purchase Behavior	19
2.4.1. Green product purchase decision	19
2.4.2. Green purchasing behavior	20
2.4.3. Decisions of Green Product Buying:	20
2.4.4. The Definitions of Purchase Intention	20
2.4.5. The Influence of Consumer Attitude of Green Product Toward Purchase Intention	21
2.4.6. Income and Green Purchasing	22
2.4.7. Time and Green Purchasing.....	22
2.4.8. Additional Money and Green Purchasing.....	22
2.4.9. Knowledge and Green Purchasing.....	23
2.4.10. Green Attitude and Green Purchasing	23
2.4.11. Green Value and Green Purchasing.....	24
2.5. The Theory of Planned Behavior.....	25
2.6. The Theory of Consumption Values.....	26
2.7. Consumer environmental responsibility	26
2.8. Attitude Toward Green Product.....	27
2.9. Green Advertising.....	29

CHAPTER THREE - CONCEPTUALIZATION AND OPERATIONALIZATION
.....30

3.1. Introduction.....	30
3.2. The Importance of the Conceptual Framework	30
3.3. Conceptualization	31
3.4. Introduction of Variables Relevant to The Conceptual Framework.....	33
3.4.1. Environmental Consciousness	33

3.4.2. Eco-Label.....	33
3.4.3. Attitude	34
3.4.4. Green Advertising.....	34
3.4.5. Price	35
3.4.6. Determinants of Green Product Consumption.....	35
3.5. Hypothesis Development.....	36
3.6. Operationalization of Variables	36
3.6.1. Summary of Operationalization for Independent Variables	36
3.6.2. Summary of Operationalization for Dependent Variables.....	39
3.7. Chapter Summary	40
CHAPTER FOUR - METHODOLOGY	41
4.1. Introduction.....	41
4.2. Research Approach	41
4.3. Research Design.....	42
4.4. Population of the Study.....	43
4.5. Sampling Method and Techniques.....	43
4.6. Sample Size.....	44
4.7. Methods of Data Collection	44
4.7.1. Primary Data	44
4.7.2. Secondary Data	45
4.8. Research Data Collecting Instrument	45
4.8.1. Personal Information of the Consumers	45
4.8.2. General Research Information	45
4.9. Methods of Data Analysis.....	46
4.9.1. Reliability Test.....	47

4.9.2. Univariate Analysis.....	47
4.9.3. Bivariate Analysis.....	48
Method of Hypothesis Testing.....	51
4.9.4. Hypothesis Testing Is Formulated in Terms of Two Hypotheses:	52
4.10. Summary.....	52
CHAPTER FIVE - DATA PRESENTATION AND ANALYSIS	53
5.1. Introduction.....	53
5.2. Analysis of Reliability	53
5.3. Data Presentation	54
5.3.1. Data Presentation for Personal Information.....	54
5.3.2. Data Presentation for Research Information.....	59
5.3.3. Hypothesis Testing.....	80
5.4. Chapter Summary	83
CHAPTER SIX - DISCUSSION.....	85
6.1. Introduction.....	85
6.2. Discussion of Research Information.....	85
6.2.1. Discussion of Objective 1 - To Identify the Level of Environmental Consciousness, Eco-Label, Attitude, Green Advertising, Price and Green Product Consumption in Puttalam District.....	85
6.2.2. Discussion of Objective 2 - To Identify the Relationship Between Environmental Consciousness, Attitude, Eco-Label, Green Advertising, Price and Green Product Consumption in Puttalam District	87
6.2.2.2. Relationship between Eco-Label and Green Product Consumption.....	88
6.2.3. Discussion of Objective 3 - To identify the impact of environmental consciousness, attitude, eco-label, green advertising and price on Determinants Green product consumption.....	90

6.2.4. Discussion of Hypotheses Testing	94
6.3. Chapter Summary	95
CHAPTER SEVEN - CONCLUSIONS AND RECOMMENDATIONS	96
7.1. Introduction.....	96
7.2. Conclusion	96
7.2.1. First Objective.....	96
7.2.2. Second Objective	97
7.2.3. Third Objective	97
7.3. Contribution of the Study.....	98
7.4. Recommendations.....	98
7.5. Limitations of the study	99
7.6. Directions for Future Study	100
7.7. Chapter Summary	100
List of References	102
APPENDIX 01 - ENGLISH QUESTIONNAIRE	109
APPENDIX 02 - The Output of the Data Analysis	113