

**MOTIVATION FOR PROMOTING THE CONSUMPTION OF
GREEN PRODUCTS IN ANURADHAPURA DISTRICT**



By

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ABSTRACT

As consumers in developing nations use their rising purchasing power to mimic the consumption patterns of economically advanced nations, the global consumer market continues to expand. Providing green products (GP) for the expanding global market could be a means of mitigating the environmental problems caused by this rising demand. There is an empirical knowledge gap. Hence, this study attempts to fill this knowledge gap. The objectives of this study is to examine the level of quality of life, environmental consciousness, price, information and knowledge, social context, and green product consumption of green products, to examine the relationship between quality of life, environmental consciousness, price, information and knowledge, social context, and green product consumption and to examine the impact of quality of life, environmental consciousness, price, information and knowledge, social context, on green product consumption of green products in a Anuradhapura district. To achieve these objectives data was collected from 250 consumers in Anuradhapura district. The data were analyzed by using descriptive, correlation analyses and multiple regression analysis. Based on the decision rule, indicates there is a high level of quality of life, environmental consciousness, price, information and knowledge, social context and green product consumption. And there is a statistically and strong positive relationship between quality of life, environmental consciousness, price, information and knowledge, social context and green product consumption. Furthermore, there is a significant impact of quality of life, environmental consciousness, price, information and knowledge, social context on green product consumption

Keywords: *Quality of Life, Environmental Consciousness, Price, Information and Knowledge, Social Context And Green Product Consumption*

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