

**DETERMINANTS OF SUSTAINABLE CONSUMPTION
BEHAVIOUR: AN EXAMINATION OF CONSUMPTION
VALUES, ENVIRONMENTAL CONCERN AND
ENVIRONMENTAL KNOWLEDGE OF CONSUMERS IN
BATTICALOA DISTRICT**



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By

NAGAIYA ANITHPIRASOVAN

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ABSTRACT

This study investigates the determinants of sustainable consumption behavior, with a specific focus on consumption values, environmental concern, and environmental knowledge among consumers in the Batticaloa district of Sri Lanka. The primary objective was to assess the levels of these variables and their influence on sustainable consumption practices. A quantitative research design was adopted, and primary data were collected from 355 respondents using a structured questionnaire distributed via Google Forms. The data were analyzed using the Statistical Package for the Social Sciences (SPSS), employing descriptive statistics, correlation, and regression analysis to test the research objectives and hypotheses.

The findings revealed that all key variables consumption values, environmental concern, environmental knowledge, and sustainable consumption behaviour were rated at a very high level among the participants. Correlation analysis indicated strong and statistically significant positive relationships between the independent variables and sustainable consumption behavior. Regression results further confirmed that all three independent variables significantly influence sustainable consumption behavior, with consumption values emerging as the strongest predictor, followed by environmental knowledge and environmental concern.

These results underscore the importance of value-driven consumer behavior, the role of environmental education, and the impact of personal concern for the environment in shaping responsible consumption patterns. The study contributes to the theoretical understanding of sustainable consumer behaviour in a developing country context and offers practical insights for policymakers, educators, and marketers to promote sustainability through targeted interventions. Recommendations include enhancing environmental education, promoting value-based campaigns, and fostering supportive infrastructure for sustainable living. Limitations such as geographic confinement and reliance on self-reported data were acknowledged, with suggestions for future research to expand the scope and explore additional determinants.

Keywords: Sustainable consumption behaviour, consumption values, environmental concern, environmental knowledge, Batticaloa, SPSS, consumer behavior, Sri Lanka.

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