

**SOCIAL AND ENVIRONMENTAL INFLUENCES ON  
CONSUMERS GREEN PURCHASING BEHAVIOUR: SPECIAL  
REFERENCE TO MANMUNAI NORTH DIVISIONAL  
SECRETARIAT OF BATTICALOA**



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## ABSTRACT

Green purchasing is an important part of sustainable consumption. Most of environmental degradation has been caused by the consumption activities. Therefore, the aim to conduct this study is to identify the social and environmental influences on consumers' green purchasing behaviour. There are three variables used in this study which are social influence factors and environmental influence factors (independent variables) and green purchasing behaviour (dependent variable). The social influence factors are subjective norm and environmental visibility and the environmental influence factors are environmental attitude, environmental concern, perceived seriousness of environmental problem and perceived environmental responsibility.

This study is mainly considers primary data. The primary data were collected through closed structure questionnaire from 150 respondents and semi-structured interview from 10 respondents in Batticaloa District, Manmunai North Divisional Secretariat area consumers. The collected data was analyzed by using independent sample t-test, ANOVA, univariate, correlation and regression analysis.

Based on the finding of the study, it concludes that social and environmental influence factors and green purchasing behaviour have high level among respondents. The findings also revealed that social and environmental influence factors are strong positive relationship with green purchasing behaviour. Dimension of environmental concern has the highest impact on green purchasing behaviour. Green purchasing behaviour have high level among consumers that's why they used more green products but some unavoidable situations they used non-green products also. Such as, easy to use while buy some products, always availability, marketing and difficulty to identifying the locating green products were find out as the reasons for consumers used non-green products while they have awareness about green products.

Consequently, these research findings have provided some useful insight and feedback to consumers, industries and Sri Lankan government to improve and understanding of green purchasing behaviour in the future.

***Key words: Social influence factors, environmental influence factors, green purchasing behaviour, green products and consumers***

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