

**THE RELIGIOSITY AND ECOLOGICALLY CONSCIOUS  
CONSUMPTION BEHAVIOR IN BATTICALOA  
DISTRICT**



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## ABSTRACT

In a constantly changing and increasingly globalized world, religion still plays a significant role in influencing Consumption behaviour. Religion plays a significant part in sculpting social behaviour. Differences in religion tend to influence the way people live, the choices they make, what they eat and whom they associate with. Concern has been raised on the Consumption behaviour of business persons in the face of problems with Enron and current global economic crisis. Ecologically Conscious Consumption Behaviour can be influenced by many things but the religiosity plays a major role with Ecologically Conscious Consumption Behaviour because consumers carry and design their daily life based on their religion.

Therefore, this research intended to find how the religiosity influences on Ecologically Conscious Consumption Behaviour. The religiosity is known as independent variable and Ecologically Conscious Consumption Behaviour is known as dependent variable. Data collection of this study was carried out in individual householder in Batticalloa district. Where the populace contains the Batticalloa district's leading religions, namely Hinduism, Christianity and Islam.

The sample method is simple random sampling has been to survey the data, sample size is two hundred (200) householders and the research was carried out through the **SPSS 19.0** version. According to the research analysis, the mean value of dependent variable is high level (4.102) and the mean value of independent variable is high level (4.021). Pearson's correlation analysis explores a strong positive relationship between religiosity and Ecologically Conscious Consumption Behaviour. The coefficient of determination implies that ( $R^2$ ) 65.2% of can be explained by religiosity. The research concludes by providing recommendations and implications for future research regarding religiosity and Ecologically Conscious Consumption Behaviour.

**Keywords: Religiosity, Intrinsic Religiosity, Extrinsic Religiosity, Ecologically Conscious Consumption Behaviour.**

**Researcher**

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