

“GREEN PURCHASE INTENTION ON CONSUMER DECISION
MAKING TOWARDS GREEN ELECTRONIC PRODUCTS SPECIAL
REFERENCE TO MANMUNAI NORTH DIVISIONAL
SECRETARIAT AREA IN BATALOIA DISTRICT”

NILAKSANA LAVAN

1652



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DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA

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Abstract

The green environment is now a leading concern in most countries including Sri Lanka. Today growing concern on environmental friendly products, due to increased environmental issues faced by the world. Although Green Electronic Product is one of the solutions to save the environment and reduce the pollution in the present world. This study is to contribute to the body of knowledge in this area of Consumer Decision Making towards Green Electronic Products. This study specially investigates the influence of Green Purchase Intention on Consumer Decision Making towards Green Electronic Products.

The descriptive research was used to 200 respondents resides in Manmunai North Divisional Secretariat Area as the convenient sample and the cross-sectional design was used to analyze the collection of data. The study considers Green Purchase Intention as independent variable with two appropriate dimensions and Consumer Decision Making as dependent variable with three suitable dimensions. Data was collected through closed ended questionnaires and the analysis was conducted by SPSS Statistics, which are Univariate, Bivariate, Multivariate analysis and Research Hypothesis. A survey of 200 respondents using questionnaires was conducted among consumers around Manmunai North Divisional Secretariat Area in Batticaloa District who are likely to be aware and purchase green electronic products.

The study found that this independent variable dimensions indicate high level in Consumer Decision Making towards Green Electronic Products. The findings of the present study suggest that the Green Purchase Intention is having the strong positive relationship with Consumer Decision Making towards Green Electronic Products. Eventually, this report recommends some actions for improving the role of Green Purchase Intention in influencing the Consumer Decision Making towards Green Electronic Product market.

Key Terms: Green Purchase Intention and Consumer Decision Making towards Green Electronic Products.

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