

**SOCIAL AND ENVIRONMENTAL FACTOR INFLUENCES ON
CONSUMERS' GREEN PURCHASING BEHAVIOR: WITH
SPECIAL REFERENCE TO KALMUNAI DIVISIONAL
SECRETARIAT IN AMPARA DISTRICT**



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Abstract

Today, rapid development of technology has caused both positive or negative affect and changes in the environment. While enjoying the convenience provided by technology, people should have the right mind-set in keeping and protecting their environment healthy. The aim to conduct this study is to investigate the social and environmental factors influences on working consumers' green purchase behavior. This study identified that six independent variables were used in this research to identify the factors that influence on working consumers' purchasing behavior toward green products such as environmental visibility, subjective norms, environmental attitudes, environmental concern, perceived seriousness of environmental problems, and perceived environmental responsibility.

This study is mainly considers primary data. The primary data were collected through closed structure questionnaires from 150 working consumers and semi structure interview from 10 working consumers are the targeted respondents in Kalmunai Tamil Division in Ampra District. This study used independent sample t-test, ANOVA, univariate, correlation and regression analysis techniques. It is found that there are no significant differences for the demographic factors. The main finding of this study environmental factor have high level influence on working consumers' purchasing behavior toward green products. In addition, the study findings also discovered that there is a significant strong positive relationship between the social and environmental factors influence and working consumers' purchasing behavior towards green products.

The research findings have provided some insight and feedback to businesses who basically facing a lot of challenges in substantial consumers to purchase green products. By gathering this information, marketers can understand the way that shifts the environmental factors to green purchase behavior. They also would be able to expressing their various strategies to effectively attract more consumers to purchase green products.

Keywords: *Working Consumer, Green Product, Green Purchasing Behavior, Social Factor Influence, Environmental Factor Influence, Demographic Factor*

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