

**FACTORS INFLUENCING ON GREEN PURCHASING INTENTION OF
CONSUMERS IN MATALE DISTRICT**

By



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Reg. No – EU/IS/2013/MS/64

Index No – MS 1594



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka as a partial fulfillment of the requirements of Bachelor of Business Administration (BBA).

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2019

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ABSTRACT

Environmental pollution has become a major threat in worldwide. The rates of pollution is increasing day by day and this is the time for move from that threat. Being green is a new concept which is recently introduced to the world. But we cannot directly influence to the people's behaviors and attitudes about green products. Green purchasing intention means the willingness of an individual to consider and prefer green products in decision making process. So it would be better to identify the factors that affects to the consumer's buying intention rather than thinking about providing green products.

According to the Rehman & Dost (2013) and Lee (2017), they identified several factors which affect to the green purchasing intention. This paper aims to investigate the factors such as Social Influence, Environmental Concern, Environmental Knowledge and Self-image which are influencing on green purchasing intention. There is a few empirical studies have been conducted with these factors and the green purchasing intention of the consumers. Hence, this study attempts to fill this knowledge gap.

The objectives of this study are to find out the levels of influencing factors on green purchasing intention, to find out the relationship between influencing factors and green purchasing intention and to explain the impact of influencing factors on green purchasing intention of consumers in Matale district.

Primary data were collected from 300 green purchasing consumers in Matale district by using questionnaires. The data were analyzed by using descriptive statistics, correlation analysis and simple regression analysis.

According to findings of the research, it shows the levels of all influencing factors have higher level contribution to the study. When considering the relationship between the independent variables and the dependent variable, all variables have a strong positive relationship with green purchasing intention. Also the results showed that all variables have positive impact on green purchase intention.

Hence, it can conclude that those factors enhance the consumers green purchasing intention. The findings of this study are useful for environmental authorities, manufacturers and marketers for their improvements of the products and to make environmental friendly innovations to the society.

Keywords: *Social Influence, Environmental Concern, Environmental Knowledge, Self-image, Consumers and Green Purchasing Intention.*

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