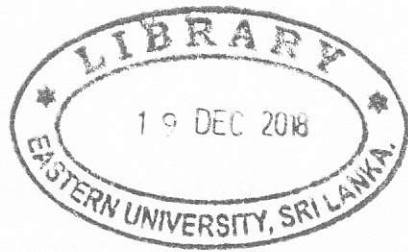


**FACTORS INFLUENCING ON GREEN PRUCHASING  
BEHAVIOUR OF WORKING CONSUMERS  
(SPECIAL REFERENCE TO MANMUNAI NORTH DIVISIONAL  
SECRETARIAT IN BATTICALOA DISTRICT)**



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## ABSTRACT

Today, environmental situation requires more serious attention. Therefore, we can see the problems that our environment is facing everywhere which includes land and air pollution, ozone depletion, global warming etc. Thus, consumers and business are increasingly engaging in environmentally friendly behaviour. But even today the uses of environmental harmful products are must more visible among the whole consumers in all around the world. Due to consider above reasons the research was conducted in Sri Lanka to identify the factors influencing on consumers' green purchasing behaviour and explored the reasons to use environmental harmful products form different type of consumers form Manmunnai North Divisional Secretariat in Batticaloa District.

In order to examine the factors influencing on purchasing behaviour towards the green products there were used seven independent variables in this study. Such as demographic factors, social influence, environmental concern, environmental awareness, perceived seriousness of environmental problem, perceived environmental responsibility, and government initiative. 100 working consumers are the sole target respondents for this study. It found only the factors social influence and environmental concern are significantly impact on consumers' purchasing behaviour towards the green products.

In order to explore the reasons from consumers to use environmental harmful products in their life. 20 working consumers were selected as the sample for this study. Through this study, it found the majority of consumers are using environmentally challenged materials as polythene bags and plastics bottles during their casual routines due to the following important reasons such as environmental harmful materials (Polythene and plastics) are easily to use and more available in market, its price has less, lack of substitutes of green products, consumer's work load and their family burden, producers' packaging, and some compulsive circumstances. Therefore, they compel to use those harmful materials without think of its affects to the community.

**Keywords:** *Green products, Social influence, Environmental concern, Environmental awareness, Perceived seriousness of environmental problems, Perceived environmental responsibility, Government initiative, Green purchasing behaviour.*

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