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## **Factors Affecting Consumer's Purchase Intention of Green Products in the Context of Sri Lankan Food and Beverage Industry: A study based on Theory of Planned Behavior**

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### **ABSTRACT**

This study aims to investigate the factors affecting consumer purchase intention of green products in the context of the Sri Lankan food and beverage industry. It attempts to give a better understanding of the reasons to purchase green products to minimize the harmful effects for the environment. Moreover, the study was conducted by using the extended Theory of Planned Behavior (TPB) including environmental consciousness and health consciousness with other three prevailing constructs in TPB (i.e., attitudes towards green products, subjective norms, and perceived behaviour control). The literature to measure the effect of these additional constructs on green purchasing intention with the TPB model was very limited and carried out in Sri Lanka also very limited. Therefore, this study attempted to fill the research gaps regarding the green products purchase intention. This study targeted the consumers who are in 18 years or above in Sri Lanka as the population and consumers who purchased green products recently and live in Sabaragamuwa province selected as respondents using a random sampling method while 200 questionnaires were distributed among the respondents using emails and personally. The achieved sample consists of 178 questioners. Out of 178 questioners 150 were usable. An online questionnaire survey was conducted for collecting data via Google form and data analysis was conducted by using both SPSS and Smart PLS 3 software. Then, the study found that attitudes, environmental consciousness, and health consciousness positively and directly affect the purchase intention of green products while subjective norms and perceived behavior control did not statistically significant. Further environmental consciousness and health consciousness positively affect the attitudes and perceived behavior control but not the subjective norms. This study highly contributes for the academics, managers and policy makers to understanding the consumer purchase intention of green products in the context of the Sri Lankan food and beverage industry that was proven by this contemporary study.

**Keywords:** *Attitudes, environmental consciousness, green products, and health consciousness, perceived behavior control, subjective norms, theory of planned behavior*