

Attitude towards environment on green purchase behavior with the mediating effect of green purchase intention

U.G.K.O. Udalamaththa^{1*} and I.P. Kaluarachchige²

¹Department of Obstetrics and Gynaecology, Faculty of Medicine, University of Ruhuna, Galle, Sri Lanka

²Department of Management Studies, University College of Matara, Matara, Sri Lanka

Abstract

This study was conducted to identify the impact of attitudes towards environment on green purchase behavior with the mediating effect of green purchase intention. Sample of the study was selected among the customer population of supermarkets in Sri Lanka. Convenient sampling technique was used to take a sample of 121 from the target population. Questionnaire based survey was conducted to gather data from the selected sample. Regression analyses was performed to analyze the gathered data. SPSS version 23 was used to analyze that data. The study found that attitude towards environment significantly influence green purchase intention (0.001, 9.7%). It also influenced consumers' green purchase behavior significantly (0.000, 15.9%). Green purchase intention also significantly influences the green purchase behavior (0.000, 42.5%). Green purchase intention significantly mediates the relationship between attitudes toward environment (0.003) and green purchase behavior (0.000). The results of this study found that 47% of Green purchase behavior was explained by these two factors; green purchase intention and attitudes toward environment. This study will attempt to enhance the green purchase behavior of customers through green purchase intention with attitudes toward environment.

Keywords: Attitudes towards environment, Green purchase behavior, Green purchase intention

***Corresponding Author:** osadikulatunga@gmail.com