
Predicting Green Product Purchase Intention

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Abstract

Purchasing green products is an emerging concept that promotes producing and selling environmentally safe products and services. The concept of green marketing firstly came into practice in the 1980s resulting in rapid environmental deprivation experienced during the time. However, while research was done extensively in developed countries, consumer purchasing behavior associated with green products are not properly investigated in developing countries. Therefore, in this study, the researcher aims to identify the impact of multiple antecedents on customer purchasing intention. The data were collected from 250 respondents who were selected using non-random methods. The data were collected using attitudinal statements which were anchored on five points ranging from strongly agree to strongly disagree. The result reveals that customers' “attitudes” are positively related to green product purchase intention and at the same time “willingness to pay” is positively related to green product purchase intention. Moreover, environmental concern is positively related to green product purchase intention as well. Subjective norms and perceived behavior control have not shown any significant relationship with purchase intention as per the study results. The study shows that creating positive attitudes towards green products will significantly increase consumer purchase intention.

Keywords: *Green purchase intention, Willingness to pay, Attitude, Purchase intention, Subjective norm*

1. Introduction

Purchasing green products is an emerging concept that promotes producing and selling environmentally safe products and services. The concept of green marketing firstly came into practice in the 1980s resulting in rapid environmental deprivation experienced during the time

(Yazdanifard & Mercy, 2011). Here the concept focused on mitigating negative environmental impacts created by manufacturing and production organizations (Karl & Thomas, 1976). This gave the rise to a trend where companies started to include environmental footprints in the financial reports as an initial step in the implementation of the “green concept” (Agyeman, 2014).

Despite the early attention, there is a significant gap when it comes to explaining the impact of being green to the bottom-line in general and marketing in particular (Ajzen, 1991; Rahman & Reynolds, 2019). One of the main areas of interest is to understand the customer intention towards the green products as it is crucial to market the products successfully and develop an effective marketing strategy. Green purchasing/environmentally sustainable purchasing (Moser, 2015) is normally associated with the daily purchasing behavior of the buyers. Understanding this behavior would successfully help marketers to substitute the products associated with higher environmental impacts with the products associated with lower environmental impacts which will result in lower environmental impact (Rahman & Reynolds, 2019). So, while creating opportunities for the business the process will also benefit the environment.

In marketing literature, there are numerous studies available with relatively higher attention paid to the concept of ‘Green product’ associated with marketing strategy, marketing management, supply chain management, etc. (Chabowski, et al., 2011). However, while extensively researched in developed countries (Rahman & Reynolds, 2019), consumer purchasing behavior associated with the green product is not properly investigated in developing country context (Lee, 2008; Akter, 2012; Wijesinghe & Nazreen, 2020). Despite being an emerging economy which faces significant threats due to environmental pollution, booming tourism industry and increased per capita expenditure, has been with very limited knowledge generated in the local context (Kim & Chung, 2011; Lee et al, 2019). This highlights the importance of generating more knowledge in a growing and important area in Sri Lanka (Wijesinghe & Nazreen, 2020).

Therefore, this study mainly focuses on understanding the concept of ‘green marketing’ activities concerning the consumers living in Sri Lanka. Even though the importance of ‘green product’ and associated concepts have been topics that are extensively discussed, there are only a limited number of studies available in the literature in Sri Lankan context that discusses the importance of green marketing on consumer behavior, making the impact of ‘green’ concept on customer decision-making process which is rarely understood area (Wijesinghe & Nazreen, 2020; Lee, et al, 2019). Hence the findings of this study would generate a significant contribution to the academic field.

2. Literature Review

2.1. Green Marketing Concept

The concept of green marketing was firstly evolved in the late 1980s and early 1990s with the increasing environmental consequences and recognized the needs of solutions. Green marketing; which is also known as environmental marketing, ecological marketing focuses on performing general marketing activities in an environmentally safe manner (Ansar, 2013). According to Singh & Thakur, (2014) green marketing, which is also known as environmental marketing or sustainable marketing, means the ability of the company or their attempt to design, promote, set price, and to distribute products to their consumers in a way that protects the environment. Polonsky, (1994) explained green marketing as all the activities that can be used to exchange the products to satisfy their customers and their requirements with less impact on the environment and natural resources. Singh (2012) explained the main aim of green marketing is to provide necessary awareness for consumers related to environmental issues and to get their support to protect the environment by switching to green products. Hence, green marketing tries to give more information to people and get their support to promote a green lifestyle in the country. Therefore, the concept of green marketing primarily focuses on satisfying consumer needs and wants while ensuring there is no or minimal impact on the natural environment. As stated by (Diglel & Yazdanifard, 2014), green marketing is a range of procedures that focuses on altering the marketing mix into an eco-friendly strategy.

Different writers have given various definitions on green marketing. As per Chaudhary, Tripathi, and Monga (2011), the word "green marketing" was initially discovered in the late 1970s. The American Marketing Association (AMA) has described it as "ecological marketing." Green marketing comprises a broad variety of business practices intended to address the needs and desires of consumers and to minimize adverse effects on the physical environment (Yazdanifard & Mercy, 2011). Green marketing is also defined as any promotion strategy that puts ecological values at the heart of the business and can see the benefit of flipping customer behavior towards a business (Adam, 2018). In particular, the key goals of green marketing were to reduce the environmental risks generated by industrial production and to improve the customer image of the company's eco-centric profile (Chen, et al., 2018). The production of green products includes food safety issues, labeling, and prices; it may influence the consumer purchasing behavior of organic food (Bocker, 2017).

2.2. Green Consumer

'Green consumer' is one of the most important concepts that come under the green marketing concept. A green consumer can be identified as a person who is sensitive to environmental

concerns, hence embraces eco-friendly behavior (Boztepe, 2012). During the last few years, consumers have become more environmentally conscious and become mindful of socially responsible consumption patterns (Sawant, 2015). This statement was supported by the study of Dagher & Itani, (2014) as they highlighted in their research the fact that individual consumers are keen on the impact on the environment. Therefore, traditional consumers are becoming green consumers who support green business strategies. Therefore, the consumers who have fallen into the category of green consumers can primarily be recognized via their shopping habitats such as preference towards green products and willingness to accept the cost of green impact (Ansar, 2013). Green Consumer Behavior (GCB) covers several processors such as recycling, protecting springs, and other waterways, use of shopping bags several times and bringing their shopping bags to the market, and purchase only environmentally friendly products (Tan, et al., 2016). Singh, et al. (2014) explained green consumers as people who reject the use of products that may harm the environment and living beings during the production process, or when individuals consume them or involve unethical testing by using animals. Solomon, Michael, Bamossy, Gary, Askegaard, Söre, and Hogg, (2010) explained green consumers as people who use natural resources effectively and efficiently.

Consumer behavior includes the motives of customers who recognize wants or needs, look for information, purchase, use, provide constructive criticism on goods and services to satisfy their wishes (Davies, 2017). In the twentieth century, most of the markets recognized real actions, influences, and goals of the buying strategy of buyers with a view to the use of eco-sustainable advertising. Due to the negative effects on the natural environment, green business models have become a common tactic used by several businesses, and these developments have contributed to a transition in customer purchases to green goods (Edbring, 2016).

2.3. Green Products

Peattie (2010) explained green products as the products related to natural resources. Eles & Sihombing (2017) explained green products as products that are recyclable, having least environmental effects, a package that consists of natural materials and non-toxic. Further, it explained that products such as energy-efficient bulbs, perfumes that do not consist of synthetic dyes, household tools manufactured with eco-friendly materials and reachable packaging are green products in the market. Eles & Sihombing (2017) explained green products as products that have a less environmental impact. Tan (2019) explained green products as products which do not have a minimum impact on the environment, but bring more benefits to the environment. Further, it explains different farmers and different companies can follow different processes in the production, but it needs to show environmentally friendly features compared to conventional products manufacturing. Most of the scholars highlighted that green products need to save energy, resources, minimize wastage, and minimize pollution. The

commission of the European Communities stated that green products need to use fewer resources in the production process as natural resources are limited (Commission of the European, 2001). Puspitasari, et al. (2018) explained green products as products that have less harm to nature and humans. Further, there is less waste of resources, without excessive production, and not using animals for testing in the production process. Besides, the company needs to think about the environment throughout the product lifecycle. Most of the scholars highlighted that consumers are not disappointed when they use green products. The green product can be defined as an item manufactured in a way that ensures production is done with a proper environmental consciousness that does not include any harm to the natural environment, recyclable material usage and eco-friendly packaging, etc. (Daglel and Yazdanifard, 2014). Hence, the green product is an item that is manufactured with toxic-free raw materials, considering ecological measures into consideration and certified by an authorized body as an eco-friendly product.

2.4. Factors affecting the Purchasing of Green Products

2.4.1. Intention to purchase a green product

Tan, et al. (2016) named the intention to purchase a green product as consumers' green perception (CGP) which covers consumers' current perception with environmentally friendly or green products. Green consumption explained as an environmental protection mechanism (Tan, et al., 2016) and consumer responsibility (Ayoum & Cheikh, 2015). Eles & Sihombing (2017) explained the intention as specific behavior related to the specific occasion which leads to performing a specific action. Further, it explained consumer purchasing intention as consumer preference related to the products which affect future purchasing behavior and make repeat purchases in the future. The researcher explained green purchase intention as consumer preference to purchase green products in the market over conventional products. Putra (2018) stated that purchasing intention as the behavior of the individuals emerges as a response to specific products or services. This intention motivates the consumers to purchase the product, delay, or not to buy the product. Azizan & Suki (2013) explained green purchase intention as individual attention to environmentally friendly products or green products. Greener products, i.e. organic foods, chlorofluorocarbon (CFC) -free aerosol discussed under this study. Most of the scholars stated that health consciousness highly influences on selecting green products in the market. Most of the time trade-off between attributes of green products and other products highly influences the purchasing intention of the consumers (Chen, et al., 2018). Purchaser's intention towards green products can be measured using the environmental attitudes of the customers. Cheikh (2015) explained purchase intention as a prior idea related to their purchase in the market. Most of the scholars argued that the predecessor behavior of the individuals highly influences purchase intention in the market and actual consumer behavior related to

specific products (Kong, Harun, Sulong, Rini, Lily, Jaratin, 2014). Consumer behavior explained in Singh, et al. (2014) as customer decisions related to their buy and the things that they will purchase in the market. Also, customer purchasing behavior or customer buying behavior gives a clue relating to the demand for each product and what they need to produce, and how much they need to produce. Puspitasari, Rinawati, Suliantoro, (2018) explained green purchasing intention as the willingness of consumers to show their interest in the environment and its protection by choosing more environmentally friendly products. Further, it explains consumers select more environmentally friendly products over conventional products in the market.

2.4.2. Attitude towards Green Products

Soetarno, 1994 cited in Putra (2018) explained attitudes as views of the consumers with the benefits of the products. When consumers believe in the product's benefits, they start to use the product by being loyal to the product. It helps to create positive attitudes of the consumer's regarding the product. The good benefits from a product helps to increase the positive attitudes of the consumers and attract more. Thakur & Gupta, 2012 cited in Khare (2015) explained that internal and external factors highly influence attitudes towards the green products such as income level of the customers, motivation of the customers, incentives by the product, concern about the environment and environment-related issues, Also, most of the scholars reported that social groups, government, and peers highly influence the attitudes of the consumers regarding green products. Tan, et al. (2016) explained that environmental knowledge drives consumers towards Green consumer behavior. This emphasized that humans engage more with pro-environmental behavior when they have a very good understanding of issues related to the environment. The researcher Aertsens, et al. (2009) stated the relationship between attitudes of the consumers and consumer green purchase is more complex. CHEIKH (2015) stated that attitudes are the key to purchase intention and consumer behavior in the market. The study explained different factors such as social characters and psychographic criteria that influence on the attitudes of the individuals. Lifestyle and personality are some psychographic criteria whereas, peer influence and social status are some social criteria that impact on the attitudes of the consumers in the marketplace. Ling (2013) explained attitudes as individuals' responses to the environment and environmental protection. This study highlighted that the attitudes of the individuals are more helpful to predict consumer behavior in the market (Ling, 2013). Amin, Uthamaputhran, Ali, (2015) explained attitudes as a way to increase the individual's attention towards the green products in the market. It considers that individuals' attitudes highly influence environmental issues directly and consumer purchasing intention indirectly. Individuals' deliberation is related to the environment and its protection which can be used for promoting the environment. Andronikidis (2013) explained attitudes as the factors that drive consumers to behave in a specific way.

2.4.3. Subjective norms

Kim & Chung (2011) explained subjective norms as social pressure that put on individuals to perform a specific behavior. When consumers believe in the specific product they have more intention to purchase it. Further, Nam et al., (2017) explained subjective norms as social pressures from a close friend, families placed on the consumers. Subjective norms give moral responsibility for others by purchasing green products. It also explains the importance of social image to develop positive attitudes of the consumers towards specific products. Subjective norms play an important role in explaining the purchase intention of consumers. It explains the close relationship of the consumers with the product and why they purchase a specific product and their motivation. Positive reference of the product highly influences customers to adjust their purchasing intention (Nam, et al., 2017). Subjective Norms (SN) explained the pressure that puts on individuals to behave in a behavior-specific manner by the society, peers, and other related groups (Ajzen, 1991). Subjective means the thinking pattern of the individuals in the society who are related to specific persons and norms are who matter to take a specific decision. Andronikidis (2013) explained subjective norms as a function of expectation of the group of different individuals such as family, friends, etc. which impact a specific behavior. Paul, Modi & Patel, (2016) explained the pressure of close friends, family members, and relatives highly influenced by action. Diyah & Wijaya (2016) explained there are two aspects of Subjective Norms named impact of others view which influences on performing specific action and individuals' willingness to perform a specific action. Moreover, it explains individuals who obey the perception of the other highly motivated to buy green products. Yang (2017) stated that most of the time individuals behave in specific ways to meet social expectations; otherwise, they do not perform a specific way.

2.4.4. Green self-identity

Market preferences and assessments of themselves affect their habits of consumption. Individuals buy goods that are compatible with their personality, social standing, and beliefs (Bocker, 2017). Eles & Sihombing, (2017) contend that belongings are seen as an extension of one's individuality and that buyers have been allowed to play distinct roles in the community. Consumers are closely concerned with the features of the commodity because it helps to distinguish themselves. Similarly, purchasing green goods could give consumers a pro-environmental image, allow them to reflect their dedication to the ecosystem, and distinguish one from others. Buying of green goods allows customers to satisfy the ethical interests of individuals and organizations (Nam, et al., 2017) ethical utilization gives symbolic significance to human lifestyles, social principles and ethical identification (Yang, 2017) Stets and Biga (2003) investigated the effect of customer branding on green buying behavior. Self-identity and self-concept have been critical factors shaping consumer green purchases. Self-identity has

been defined as importance, salience, and dedication. Prominence represents individual expectations of oneself related to environmental awareness, salience focused on ecological behavior, and devoted to identity affects salience and helps to create positive attitudes of the consumer's regard with the product. The good benefits from a product help to increase the positive attitudes of the consumers and attract more.

2.4.5. Environmental knowledge

Ayoun & Cheikh (2015) explained environmental knowledge as consumers' willingness to purchase an environmentally friendly product. Aman, et al. (2012) explained two forms of environmental knowledge named consumer education level to understand the influence of different products on the environment and consumer knowledge related to manufacturer products and environmental safety methods. Aman, et al. (2012) stated that environmental knowledge highly influences the purchase specific items positively. Promotosh & Sajedul (2011) explained environmental knowledge helps to understand the environmental issues and increase the accountable environmental behavior. Most of the studies highlighted that knowledge related to environmental issues motivates the consumers to pay a premium price for organic or ecological products in the market. Besides, environmental knowledge helps individuals to maintain environmentally responsible behavior (Promotosh & Sajedul, 2011). Setyawan, et al. (2018) explained environmental knowledge as an individual's knowledge related to their surroundings as environmental sustainability can be achieved using an ecological system which connects strongly with each other. Andronikidis (2013) stated environmental knowledge is the main motivator of consumers to purchase green products.

2.4.6. Perceived Behavioral Control

Perceived behavioral control explained the consumers' ability to control their purchasing related decisions (Kim & Chung, 2011). With the time and money that once have to change the purchasing intention. This is positively impacting consumers' purchasing intentions (Ansar, 2013). This explains how individuals can use certain opportunities and methods to control their behavior (Beckford, et al., 2010). Andronikidis (2013) explained perceived behavior control a function of one's perceptions and beliefs to perform a specific behavior. Paul, et al. (2016) explained perceived behavioral control (PBC) as general or external factors that impact on ease or difficulty of performing a specific action or set of actions. Diyah & Wijaya (2016) explained experience highly involve in control the individuals in their purchasing behavior. Yang (2017) stated two categories of perceived behavioral control as resource availability such as money and time required to perform a specific action and consumer satisfaction to perform a specific action.

2.4.7. Willingness to Pay

Khoiriyah & Toro (2018) stated willingness to pay a maximum amount that consumers willing to sacrifice to purchase specific products or services. Khoiriyah & Toro (2018) explained several different factors impacting willingness to pay such as consumers' demographic factors, knowledge, values, attitudes, and behaviors. This can be used to explain the attitude of the employees to pay more to purchase a specific item. Setyawan, Noermijati, Sunaryo, Aisjah, (2018) stated that organic foods or green product prices are higher than conventional food in the market. But most of the green product consumers are not over sensitive to the price as they have a good understanding related to the benefits of the products when compared to the price. The consumer's purchase intention towards green products is higher when consumers have a higher willingness to pay the price. Yang (2017) explained green products are more expensive in the market due to the high cost incurred in the green product manufacturing process as green product manufacturers need to get certification with their products. Moreover, the study explained the perceived advantage influence on consumer acceptance of green products.

3. Methodology

To achieve the main purpose of this study, the researchers had to collect data from a comparatively large sample; so a questionnaire has been used as the main data collection instrument. To select 250 respondents from the defined population of total consumers in Sri Lanka, the researchers used a non-probability sampling approach considering the easiness and limited timeframe available. The questionnaire consists of two sections. The first section concerned demographic variables while the 2nd section comprises 22 attitudinal statements which were anchored (except 6 statements on attitudes which were measured on a differential scale) using five points from strongly agree to strongly disagree. The 22 items measured five independent variables and one dependent variable. Refer Figure 01 for the conceptual framework. Detailed operationalization of the variables is found in table 01. To validate the questionnaire; the researcher conducted a pilot study with 10% of the selected sample and based on the results minor changes were made.

Based on the conceptual framework the researchers proposed five hypotheses, namely H1: Customers' attitudes are positively related to green product purchase intention, H2: Subjective Norms are positively related to green product purchase intention, H3: Perceived Behavioral control is positively related to green product purchase intention, H4: Willingness to pay is positively related to green product purchase intention and finally, H5: Environmental concern is positively related to green product purchase intention.

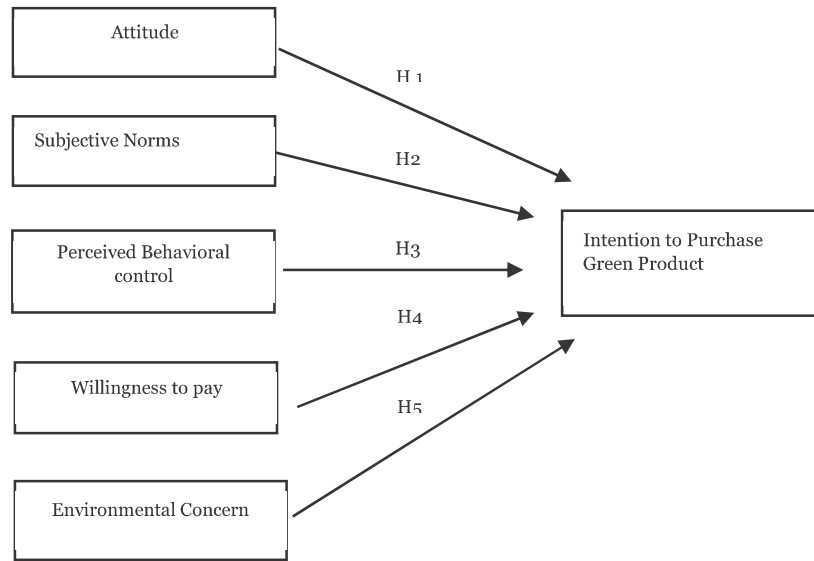


Figure 1: Conceptual Framework

Table 1: Operationalization of variables

Variable	Items	Source
Attitude	To me buying the green product is: ATT1: Extremely bad (1)/extremely good (5) ATT2: extremely undesirable (1)/extremely desirable (5) ATT3: extremely unenjoyable (1)/extremely enjoyable (5) ATT4: extremely foolish (1)/extremely wise (5) ATT5: extremely unfavorable (1)/extremely favorable (5) ATT6: extremely unpleasant (1)/extremely pleasant (5)	Kim and Han (2010)
Subjective Norm	SN1: Most people who are important to me would want me to purchase eco-friendly products for personal use SN2: Most people who are important to me would think I should purchase green products for personal use	Chan and Lau (2002)
Perceived Behavioral Control	PBC1: Whether or not I buy the green product at the place of conventional non-green product is completely up to me. PBC2: I have resources, time, and opportunities to buy green products. PBC3: I am confident that if I want, I can buy the green product at the place of conventional non-green products.	Kim and Han (2010)

Willingness to pay	WTP1 "I am willing to pay more for regional products". WTP2 "I am willing to pay more for environmentally friendly packaging". WTP3 "I am willing to pay more for environmentally friendly cleaning agents and detergents"	Andrea K. Moser (2015)
Environmental Knowledge	EK1: I know that I buy products and packages that are environmentally safe EK2: I know more about recycling than the average person. EK3: I am very knowledgeable about environmental issues. EK4: I understand the various phrases and symbols related to the environment on the product package. EK5: I know how to select products and packages that reduce the amount of waste dumping.	Mostafa (2007)
Purchase Intention	PI1: I will purchase green products for personal use. PI2: I am willing to purchase green products for personal use. PI3: I will make an effort to purchase green products.	Kim et al. (2013)

Heale & Twycross (2015) explained the reliability as the consistency of the result. It gives the ability to generate the same result at different times and at the same time in a study. There are different methods to measure reliability named internal consistency, equivalence, and stability. Most of the reliable methods used to measure the ability of question items to generate stable results at different times, but internal consistency explains the ability of question items to generate the same result using multiple question items (Heale & Twycross, 2015). Table 02 provides reliability measurements for the study and the lowest recorded value is 0.790, well above the threshold level of 0.7 (Conbrach, 1957), which signals strong reliability of the study.

Table 2: Reliability of measurements

Name of Variable	Number of Items	Cronbach's alpha
Attitude	6	0.907
Subjective Norm	2	0.858
Perceived Behavioral Control	3	0.835
Willingness to pay	3	0.926
Environmental Knowledge	5	0.790
Customer purchasing intention	3	0.883

Source: survey data, 2020

Moreover, table 03 provides the details on the correlation & VIF values. As far as correlations among independent variables are concerned, the highest recorded value is 0.858 which is slightly above the conservative estimate of 0.8 cutoff levels for threats of multicollinearity. As a result, the researchers decided to conduct a VIF test. As far as VIF values are concerned highest recorded is 6.105, which is well below the cutoff of 10 (Hair, et.al, 2012), thus ensuring that model does not have threats of multicollinearity.

Table 3: Correlations & VIF values

	Attitude	Subjective Norm	Perceived Behavioural Control	Environmental Concern	VIF
Attitude					6.105
Subjective Norm	.814**				4.922
Perceived Behavioural Control	.799**	.842**			4.200
Environmental Concern	.806**	.661**	.592**		3.231
Willingness to Pay	.858**	.840**	.786**	.766**	5.383

** . Correlation is significant at the 0.01 level (2-tailed). Source: survey data, 2020

4. Analysis

The conceptual framework of this study consists of five independent variables and a single dependent variable. Therefore, to test the hypotheses, standard multiple regression analysis was employed. Asuero, et al. (2006) explained regression as a form of relationship between the variables. Multiple regression analysis can be used to predict a variable using two or more known variables.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 ^a	.855	.852	.40551

a. Predictors: (Constant), Willingness to Purchase, Environmental Concern, Perceived Behavioral Control, Subjective Norm, Attitude

Source: survey data, 2020

Table 5: Anova Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.088	5	47.418	288.364	.000 ^b
	Residual	40.123	244	.164		
	Total	277.211	249			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), WillingnessTP, EnvironmentalCo, PerceivedBC, SubjectiveN, Attitude
Source: survey data, 2020

According to the data presented in table 04, around 85% of the variation in customer purchase intention was explained by the three independent variables used by the model. Further table 05 ANOVA test depicts that the model is significant (significant value of F statistics shows the value .000 and it is less than 0.05) meaning that the researchers can interpret the regression model.

Table 6: Regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.149	.105		1.420	.157		
Attitude	.276	.058	.284	4.720	.000	.164	6.105
SubjectiveN	.029	.055	.028	.517	.606	.203	4.922
PerceivedBC	-.043	.054	-.040	-.801	.424	.238	4.200
EnvironmentalCo	.255	.040	.279	6.374	.000	.309	3.231
WillingnessTP	.431	.056	.433	7.662	.000	.186	5.383

Source: survey data, 2020

Table 06 explains the coefficients of the regression model. Accordingly, willingness to purchase is the most contributing independent variable, meaning that when you increase the willingness to purchase by one unit, purchase intention increases by 0.433 ($p = 0.000$). Attitude and Environmental concern also positively contributes to purchase intention respectively (0.284 & 0.279). Both those variables are significant ($p = 0.000$). Accordingly, research accepts the 1st, 4th, and 5th hypotheses which respectively stated that customers' attitudes are positively related to green product purchase intention, willingness to pay is positively related to green product purchase intention environmental concern is positively related to green product purchase intention.

5. Conclusion

The researcher aims to identify the impact of green products on the purchasing intention of the consumers. The researcher conducted this study in Sri Lanka and used the survey method to study this issue. A five-point Likert scale type Questionnaire was used to gather the consumers' attitudes in this context. The sample size was 250 and analyzed data using SPSS software.

The result reveals that customers' attitudes are positively related to green product purchase intention at the same time willingness to pay is positively related to green product purchase intention. Moreover, environmental concern is positively related to green product purchase intention as well. Subjective norms and perceived behavior control have not shown any significant relationship with purchasing intention as per the study results. The study shows that creating positive attitudes towards green products will significantly increase consumer purchase intention.

Accordingly, consumers' green perceptions highly influenced marketers and policymakers for them to identify how they need to address the consumers' unfavorable green perception regard with green products. Also, it helps to develop an effective communication system to bring the message of the green product to the consumers successfully. The companies can use this result to develop effective and different market segments and strategies to meet customer satisfaction related to green products to motivate consumers to purchase them and increase their awareness related to green products. According to the result, subjective norms don't influence purchasing green products. This may be due to less awareness about the product, benefits, and advantage. Therefore, the companies can conduct more awareness sessions for their customers, share leaflets to enhance their knowledge which highly influences on developing their business, and increase customers' purchasing intention.

This study can be used as a guideline for managers to develop a more effective marketing strategy to gain clear benefits for their organizations and the environment. This study aimed to identify the factors that motivate consumers to purchase green products. The organization can improve its marketing strategy and change their marketing strategy to attract more customers while making them aware about green products.

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