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**ASSESSING THE CONSUMERS' ATTITUDE TOWARDS
SUSTAINABILITY ON PURCHASE DECISIONS IN
PERSONAL CARE PRODUCTS IN WESTERN PROVINCE,
SRI LANKA**

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Master of Science in Business Statistics Degree

Department of Mathematics

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University of Moratuwa

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Dissertation submitted in partial fulfillment of the requirements for the
degree

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DECLARATION

I declare that this is my own work and this Dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or Institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text. I retain the right to use this content in whole or part in future works (such as articles or books).

Signature: Dilasha Kavindrie Ranasinghe

Date: 22/07/2025

The supervisor should certify the Dissertation with the following declaration.

The above candidate has carried out research for the Master of Business Statistics Degree Dissertation under my supervision. I confirm that the declaration made above by the student is true and correct.

Name of the Supervisor: Dr. Pansujee Dissanayaka

Ms. D R T Jayasundara

Signature of the Supervisor:

Date: 22/07/2025

UOM Verified Signature

DEDICATION

This work is dedicated to my parents, whose unwavering love and support have been foundation of all my achievements and to my husband, whose constant support, encouragement and believe in me made this journey possible.

ACKNOWLEDGEMENT

I would like to express my deepest heartfelt gratitude to the following persons that supported me in completing this research successfully with their invaluable guidance and encouragement. This research would not have been executed without those individuals who supported me during this period.

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ABSTRACT

Environmental problems are rapidly increasing in the global context. This has urged many businesses to think about sustainable aspects to incorporate in their supply chain activities. With rapid external environmental changes, businesses have to be extra attentive on how consumer purchasing patterns have changed in current environment.

Personal care product category is one of the most highly valued product categories under Fast moving consumer goods segment. Several international businesses who are in personal care products manufacturing have initiated to combine sustainable elements in their product features whereby consumer attraction has gained and rapidly changed purchasing behavior towards sustainable products. With this understanding, this study is analyzing how consumers' attitude on sustainable aspects has impacted on purchase decisions in personal care category in Western province Sri Lanka.

This research was performed using the survey method with an online structured questionnaire. Data were gathered from 325 number of participants who purchase or potential to purchase personal care products in Western province Sri Lanka. In this cross sectional study under the quantitative approach, structural equation modeling was mainly applied for the analysis. In prior to the actual data collection, a pre-study and a pilot study were conducted. The statistical software IBM SPSS and AMOS were used for data analysis. As per the results, the factors awareness about sustainability, green advertising and beliefs & attitudes were identified as factors which are having a significant positive impact on purchase decision. Moreover, among those factors, green advertising has a strong positive impact on purchase decisions than other factors.

Based on these findings, personal care products manufacturing can improve consumer purchase decisions positively by making consumers aware about sustainability and its importance, promote product features through green advertising, and change consumer thinking including beliefs and attitudes towards sustainability. Findings of this research are helpful to contribute towards sustainability to reduce environmental problems.

Keywords: Purchase decision, Consumers' attitudes, Sustainability, Personal care products

TABLE OF CONTENTS

DECLARATION	i
DEDICATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
LIST OF TABLES	ix
LIST OF ABBREVIATIONS	x
LIST OF APPENDICES	xi
INTRODUCTION	1
1.1 Background and Context of the Study	1
1.1.1 Sustainability aspects in Personal Care Category	2
1.1.2 Personal Care Category in Sri Lanka	2
1.2 Research Problem	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Significance of the Study	4
1.6 Chapter Summary	5
LITERATURE REVIEW	6
2.1 Introduction	6
2.1.1 Sustainability	6
2.1.2 Consumers' Attitude towards Sustainability	7
2.2 Factors effecting to Sustainable Attitudes: Findings by other researchers	8
2.2.1 Environmental Consciousness	8
2.2.2 Product Packaging	8
2.2.3 Awareness about Sustainability	9
2.2.4 Green Advertising	9
2.2.5 Social Media Usage	10
2.2.6 Social Values	10
2.2.7 Beliefs and Attitudes	11
2.2.8 Purchase Decision	11

2.2.9 Purchase Intention Vs Purchase Decision	12
2.3 Empirical Review between Consumers' Attitude and Purchase Decision	13
2.3.1 Empirical Gap	13
2.3.2 Industry Research Gap	14
MATERIALS AND METHODS	15
3.1 Conceptual Framework	15
3.2 Operationalization	16
3.3 Research Design	16
3.3.1 Population	17
3.3.2 Sample	17
3.4 Methods of Data Collection.....	17
3.5 Methods	18
3.5.1 Pre-Study and Pilot Study.....	18
3.5.2 Reliability Test.....	19
3.5.3 Reliability Test for the Pilot Study	19
3.5.4 Validity Test	19
3.5.5 Actual Data Analysis	20
RESULTS AND DISCUSSION	26
4.1 Reliability Test for the Pilot Study.....	26
4.1.1 Reliability Test for the Variable Environmental Consciousness (X1)	26
4.1.2 Reliability Test for the Variable Product Packaging (X2).....	26
4.1.3 Reliability Test for the Variable Awareness about Sustainability (X3)	27
4.1.4 Reliability Test for the Variable Green Advertising (X4)	28
4.1.5 Reliability Test for the Variable Social Media Usage (X5).....	28
4.1.6 Reliability Test for the Variable Social Values (X6).....	29
4.1.7 Reliability Test for the Variable Beliefs and Attitudes (X7).....	30
4.1.8 Reliability Test for the Variable Purchase Decision (Y).....	30
4.2 Actual Data Analysis: Descriptive Analysis	31
4.2.1 Gender.....	32
4.2.2 Age.....	32
4.2.3 Highest attained Educational Level	33
4.2.4 District	34
4.2.5 Job Status	34

4.2.6 Frequency of Purchase Products from Personal Care Category	35
4.2.7 Aspects of Sustainability at the Point of Purchase	36
4.3 Inferential Statistical Analysis.....	40
4.3.1 Measurement Models.....	40
4.3.2 Confirmatory Factor Analysis	45
4.3.3 Reliability and Validity.....	48
4.3.4 Analysis of Structural Equation Modeling (SEM)	50
CONCLUSION AND DISCUSSION.....	53
RECOMMENDATION	55
6.1 Limitations of the Study	55
6.2 Further Research Opportunities.....	56

LIST OF FIGURES

Figure 3. 1: Conceptual framework	15
Figure 4. 1: Gender of the respondents	32
Figure 4. 2: Age distribution of respondents.....	32
Figure 4. 3: Highest attained educational level of respondents	33
Figure 4. 4: District of respondents currently lives.....	34
Figure 4. 5: Job status of the respondents	34
Figure 4. 6: Frequency of purchases in personal care product category	35
Figure 4. 7: Consideration of the use of environmental friendly materials at the point of purchase.....	36
Figure 4. 8: Consideration of the reduction of environmental impact from the product at the point of purchase	37
Figure 4. 9: Consideration of animal welfare and cruelty free products at the point of purchase.....	38
Figure 4. 10: Consideration of social and ethical practices relate to product at the point of purchase.....	38
Figure 4. 11: Consideration of certifications and labels relate to sustainability at the point of purchase.....	39
Figure 4. 12: Individual measurement model for environmental consciousness	40
Figure 4. 13: Individual measurement model for product packaging	41
Figure 4. 14: Individual measurement model for awareness about sustainability	41
Figure 4. 15: Individual measurement model for green advertising	42
Figure 4. 16: Individual measurement model for social media usage.....	43
Figure 4. 17: Individual measurement model for social values	43
Figure 4. 18: Individual measurement model for beliefs and attitudes.....	44
Figure 4. 19: Individual measurement model for purchase decision	45
Figure 4. 20: Full model for confirmatory factor analysis	46
Figure 4. 21: The structural model for structural equation modeling	50

LIST OF TABLES

Table 3.1: Operationalization.....	16
Table 4. 1: Reliability statistics for environmental consciousness (X1).....	26
Table 4. 2: Item – Total statistics for environmental consciousness (X1).....	26
Table 4. 3: Reliability statistics for product packaging (X2).....	26
Table 4. 4: Item – Total statistics for product packaging (X2).....	27
Table 4. 5: Reliability statistics for awareness about sustainability (X3).....	27
Table 4. 6: Item – Total statistics for awareness about sustainability (X3).....	27
Table 4. 7: Reliability statistics for green advertising (X4).....	28
Table 4. 8: Item – Total statistics for green advertising (X4).....	28
Table 4. 9: Reliability statistics for social media usage (X5).....	28
Table 4. 10: Item – Total statistics for social media usage (X5).....	29
Table 4. 11: Reliability statistics for social values (X6).....	29
Table 4. 12: Item – Total statistics for social values (X6).....	29
Table 4. 13: Reliability Statistics for beliefs and attitudes (X7).....	30
Table 4. 14: Item – Total statistics for beliefs and attitudes (X7).....	30
Table 4. 15: Reliability statistics for purchase decision (Y).....	30
Table 4. 16: Item – Total statistics for purchase decision (Y).....	31
Table 4. 17: Standardized regression weights for environmental consciousness.....	40
Table 4. 18: Standardized regression weights for product packaging.....	41
Table 4. 19: Standardized regression weights for awareness about sustainability.....	42
Table 4. 20: Standardized regression weights for green advertising.....	42
Table 4. 21: Standardized regression weights for social media usage.....	43
Table 4. 22: Standardized regression weights for social values.....	44
Table 4. 23: Standardized regression weights for beliefs and attitudes.....	44
Table 4. 24: Standardized regression weights for purchase decision.....	45
Table 4. 25: Standardized regression weights.....	46
Table 4. 26: Model fit indices.....	47
Table 4. 27: Composite reliability values.....	48
Table 4. 28: Average variance extracted values.....	48
Table 4. 29: Heterotrait – Monotrait ratio (HTMT) of correlation values.....	49
Table 4. 30: Fornell & Larcker Criterion values.....	50
Table 4. 31: Model fit indices values.....	51
Table 4. 32: Regression weights.....	51
Table 4. 33: Squared multiple correlation value.....	52

LIST OF ABBREVIATIONS

AGFI	Adjusted Goodness of Fit
AMOS	Analysis of Moment Structures
AS	Awareness about Sustainability
AVE	Average Variance Extracted
BA	Beliefs and Attitudes
CAGR	Compound Annual Growth Rate
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CFL	Criterion of Fornell - Larcker
CMIN/df	Normed Chi-Square Value
EC	Environmental Consciousness
FMCG	Fast Moving Consumer Goods
GA	Green Advertising
GDP	Gross Domestic Product
GFI	Goodness of Fit
HTMT	Heterotrait - Monotrait Ratio of Correlation
IBM	International Business Machines Corporation
M&A	Mergers and Acquisitions
MNC	Multinational Companies
PD	Purchase Decision
PMI	Purchasing Managers' Index
PP	Product Packaging
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modeling
SMU	Social media usage
SPSS	Statistical Package for Social Sciences
SV	Social values
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UN	United Nations

LIST OF APPENDICES

Appendix A: Questionnaire.....	74
Appendix B: Confirmatory Factor Analysis - Measurement Model SPSS Output.....	87
Appendix C: Reliability and Validity Test Results.....	90
Appendix D: Structural Equation Modeling SPSS Output	91