

**FACTORS AFFECTING THE PURCHASE INTENTION
OF GREEN PRODUCTS AMONG STATE UNIVERSITY
STUDENTS IN SRI LANKA**

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Degree of Master of Science

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Dissertation submitted in partial fulfillment of the requirements for the
degree Master of Science in Operational Research

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DECLARATION OF THE CANDIDATE AND SUPERVISOR

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.

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ABSTRACT

Factors affecting the Purchase Intention of Green Products among State University Students in Sri Lanka

Unsustainable business activities have led to many environmental issues worldwide. Thus, customers must pay their attention toward these environmental concerns. Since the green concept is an emerging concept to reduce environmental impact created by organizations, its adoption is compulsory. Thus, researching in this area is a contemporary requirement contributing to both industry and academia. Although much research has been done in behavioral contexts, less number of studies has been completed considering purchase intention toward green products. Also, the empirical literature emphasized the necessity of investigating further evidence in purchase intentions toward green products. Therefore, this study aimed to investigate in this area. The university students being young customers and responsible for tomorrow as educated people who can easily transfer the knowledge to the society, this study selected university students in Sri Lanka as the population hence; the sample decided using the Morgan table was 200 considering the annual intake to the universities in Sri Lanka. They were selected according to the convenient sampling technique. A comprehensive literature review was conducted to identify the variables for the study using most recent studies in this area. Amongst, purchase intention toward green products was selected as the dependent variable while environmental attitudes, product attributes, social influence, personal experience, and environmental knowledge were identified as independent variables. Accordingly, the necessary hypotheses were derived. Then, primary data were collected from the university students in Sri Lanka using a survey-based questionnaire and received a 60% of a response rate. The analysis was continued with quantitative techniques using the statistical software IBM SPSS 25. Accordingly, the statistical tests related to normality, reliability, and validity were done hence; they were proved in the collected data. Then, the correlation analysis showed significant relationships between the dependent variable and each independent variable. But, further analyzing data, the regression model showed positive and significant relationships of purchase intention toward green products with only environmental knowledge and product attributes while environmental attitudes, personal experience, and social influence were insignificant in the Sri Lankan context. These findings could be confirmed with the evidence of past studies in this area. Based on these findings, the study suggested appropriate strategies that can be adopted by the university students to improve purchase intentions toward green products. Further, necessary future investigations were presented as future insights.

Keywords: Green Products, Purchase Intentions, University Students

TABLE OF CONTENTS

DECLARATION OF THE CANDIDATE AND SUPERVISOR.....	i
ACKNOWLEDGEMENTS.....	ii
ABSTRACT.....	iii
TABLE OF CONTENTS.....	iv
LIST OF FIGURES.....	vii
LIST OF TABLES.....	viii
CHAPTER 1.....	1
1.1 Chapter Overview.....	1
1.2 Study Background	1
1.3 Problem Identification	2
1.3.1 The Necessity of Studying in Green Purchase Intention	2
1.3.2 Selecting University Students for the Study	4
1.3.3 Evidence for the Existence of the Problem	5
1.3.4 Research Rationale	5
1.4 Research Aim/ Objectives/ Questions	6
1.4.1 Research Objectives	6
1.4.2 Research Questions	6
1.5 Research Significance.....	7
1.5.1 Academic Significance.....	7
1.5.2 Practical Significance.....	7
1.6 Chapter Outline	8
CHAPTER 2.....	10
2.1 Chapter Overview.....	10
2.2 Definitions of Key Terminologies.....	10
2.2.1 Green Products.....	10
2.2.2 Green Customers.....	13
2.2.3 Purchase Intention toward Green Products.....	14
2.3 Theories Related to Purchase Intentions	16
2.3.1 The Theory of Planned Behavior (TPB):.....	16
2.3.2 Theory of Reasoned Action (TRA):	17

2.3.3	Innovations Theory:	17
2.3.4	Cognitive Dissonance Theory:	18
2.3.5	Social Cognitive Theory:	18
2.4	Factors Affecting Purchase Intention toward Green Products	18
2.4.1	Environmental Attitudes	19
2.4.2	Product Attributes	19
2.4.3	Social Influences	20
2.4.4	Personal Experience	21
2.4.5	Environmental Knowledge	22
2.5	Other Factors Affecting Purchase Intentions toward Green Products	23
2.5.1	Personal Beliefs and Values	23
2.5.2	Perceived Consumer Effectiveness	23
2.5.3	Price Sensitivity and Economic Factors	23
2.5.4	Trust and Credibility	23
2.5.5	Availability and Accessibility	24
2.6	Significance of the selected Independent Variables	24
CHAPTER 3		26
3.1	Chapter Overview	26
3.2	Research Design	26
3.3	Research Model	27
3.4	Sampling and Data Collection Procedure	28
3.5	Data Analysis	31
3.5.1	Descriptive Analysis	31
3.5.2	Testing for the Normality of the Data	31
3.5.3	Validity and Reliability of the Data	31
3.5.4	Correlation Analysis	32
3.5.5	Regression Analysis	33
CHAPTER 4		35
4.1	Chapter Overview	35
4.2	Descriptive Analysis	35
4.2.1	Response Rate	35
4.2.2	Respondents' Profile	35
4.2.3	Age Categorization	36

4.3	Assessment of Normality, Reliability, and Validity.....	37
4.3.1	Normality Assessment.....	37
4.3.2	Reliability of Data	38
4.3.3	Validity Test	39
4.4	Discriminant Analysis	39
4.5	Exploratory Factor Analysis.....	40
4.6	Testing Parametric Assumptions	41
4.7	Correlation Analysis	42
4.8	Multiple Regression Analysis	44
CHAPTER 5.....		47
5.1	Chapter Overview	47
5.2	Achieving Objectives through Assessment of Research Questions.....	47
5.3	Limitations	53
5.4	Future Directions.....	54
REFERENCES.....		55
APPENDIX A: Survey Questionnaire		63

LIST OF FIGURES

Figure 3.1:The Research Onion Model	27
Figure 3.2: Research Model	28

LIST OF TABLES

Table 3.1: Operationalization of Variables	30
Table 4.1: Demographic Characteristics of the Sample	36
Table 4.2: Normality Test Statistic	38
Table 4.3: Reliability Statistics	38
Table 4.4: KMO and Bartlett's Test.....	39
Table 4.5: CR and AVE Values	40
Table 4.6: The EFA Results	41
Table 4.7: The Summary of Collinearity Statistics	42
Table 4.8: Correlation Analysis Results.....	43
Table 4.9: Model Summary.....	44
Table 4.10: ANOVA	44
Table 4.11: Coefficients	45
Table 5.1: Literature Evidence for Selecting the Determinants of this Study.....	48
Table 5.2: Summary of Hypotheses Acceptance	50