

## **Factors that determine green purchasing behaviour of food consumers in urban areas**

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### **Abstract**

The production of various food has been increased substantially with the globalization and world population growth. Natural resources are consumed continuously and would be degraded simultaneously to produce more food. With the objective of profit maximization, business firms always try to produce food under low cost strategies. Applying pesticides, usage of polythene and plastics are some issues prevailing under current situation in the world. Public concern for environmental issues have gradually but steadily increased over the past. In this context, green purchasing behavior is vital. Green purchase behavior refers to purchasing and consuming products that have minimal impacts on the environment. Green purchasing behavior and factors that determine consumers' decision is problematic and controversial. Even though green purchasing behavior is vital in term of environmental friendliness, it seems to be not adopted by consumers. According to the literature review, not many studies have been done in Sri Lanka. Therefore, the main objective of this study was to identify the factors that determine the green purchasing behavior of food consumers especially in urban areas. Study focused consumers in urban areas in Central province, North Western, Western Province and North Central Provinces. One hundred samples were extracted using convenient sampling method and a survey has been done to extract data with a structured questionnaire. In this study, researchers developed a regression model containing environmental awareness, environmental knowledge, concerns and attitudes on green purchasing, perceived consumer effectiveness and perceived consumer responsibility as independent variables while green purchasing behavior of consumers' was the dependent variable. Study used descriptive and inferential statistical methods coming under deductive approach to analyse data. Results of the study revealed that environmental awareness, concern and attitude were statistically significant in 95% confidence level having a positive relationship with green purchasing behavior of urban food consumers. Study also found that perceived consumer responsibility was also statically significant under above confident level showing inverse relationship with green purchasing behavior. According to the study, purchasing behaviour of urban food consumers in these areas are highly correlated with "environmental awareness" and "concerns and attitudes". Therefore, business organization particularly in food industry need to be concerned on above significant factors to understand the green purchasing behavior of their consumers.

**Keywords:** *Consumers, Concerns and attitudes, Environmental awareness, Green purchasing*

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