

**GREEN AWARENESS IMPACT ON CONSUMERS PURCHASING
DECISION: SPECIAL REFERENCE TO CONSUMERS IN
WELIKANDA DIVISION, POLLONNARUWA**



BY:

LOKENTHIRAN ANUJAN

REG NO: EU/IS/2016/MS/083

INDEX NO: MS 1933

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the degree of Bachelor of Business Administration (BBA)



Project Report
Library - EUSL

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2021

Abstract

In globe, resources are limited and human wants are limited in nature. In this way, people are attempting to fulfill their needs and wants with limited resources. Due to that, conflicts take place between limited resources and unlimited needs. In line with above argument, resources in the world should be utilized in a proper way. Along the line of this argument, the present study focus on green consumerism in Sri Lankan context.

Hence this study focuses on the impact of Green awareness on consumers purchasing decision. Thus, the study objectives are to identify the level of green awareness and consumers purchasing decision, the factors that positively influence the consumers living in Welikanda division, the factors that negatively influence the consumers living in Welikanda division, to identify the relationship among green awareness and consumers purchasing decision, and to identify the impact of green awareness on consumers purchasing decision in Welikanda division. In this study, the researcher attempts to highlight a difference between practical and theoretical contexts, by using the information found in the 376 particular place. For this purpose, the survey questionnaire was considered as a tool to get responses from 376 consumers.

Further, study found that there are some positive factors such as consumers environmental concern, awareness of green product, awareness of price and brand image, environmental knowledge, and social media were influence them to living in Welikanda division. At the same time, the researcher found one negative factor that is an eco-friendly product was negatively influence the consumers who are living in Welikanda division in this study, the statistical tools that used to analyze the levels of variables are mean and SD values, while relationship were measured by Pearson coefficients and simple regressions for dependent and independent variables. Moreover, the result shows significant and insignificant positive associations among all variables, hence this study helps markers to understand the green awareness and consumers purchasing decision in order to face and control the environmental problems in their organizations in an effective, efficient and practical manner.

TABLE OF CONTENTS

Acknowledgement	ii
Abstract	iii
LIST OF TABLE	viii
Table of Figure.....	x
List of equation	xi
CHAPTER 01	1
INTRODUCTION	1
1.1. Background of the Study	1
1.2. Problem Statement	4
1.3. Research Questions.....	5
1.4. Research Objectives.....	5
1.5. Significance of The Study.....	6
1.6. Scope of the Study	7
1.7. The Organization of the Chapter.....	7
1.8 Chapter summary	8
CHAPTER 02	9
LITERATURE REVIEW	9
2.1. Introduction.....	9
2.2. Consumers Environmental Concern	10
2.3. Awareness of Green Product	12
2.4. Awareness of Price and Brand Image	14
2.5. Eco- Friendly Product	17
2.6. Environmental Knowledge	18
2.7. Social Media	20
2.8. Consumers Purchasing Decision.....	21
2.9. Chapter Summary	23
CHAPTER 03	24
CONCEPTUALIZATION AND OPERATIONALIZATION	24
3.1. Introduction.....	24
3.2. Conceptualization	24
3.2.1. Conceptual Framework.....	24
3.3 Defining of Key Variable.....	25
3.3.1 Consumers Environmental Concern	25
3.3.2 Awareness of Green Product	26

3.3.3 Awareness of Price and Brand Image	26
3.3.4 Eco-Friendly Product	26
3.3.5 Social Media	27
3.3.6 Environmental Knowledge	27
3.3.7 Consumers Purchasing Decision.....	27
3.4 Hypothesis Development	27
3.5 Operationalization.....	28
3.6 Chapter Summary	30
CHAPTER 04	31
RESEARCH METHODOLOGY	31
4.1.Introduction.....	31
4.2.Research philosophy	31
4.3.Research Approach	33
4.4 Research Strategy.....	34
4.5 Methodological Choice	35
4.6.Time Horizon	36
4.7 Area Selection	36
4.8 Population of the Study.....	37
4.9 Sampling Technique Method.....	38
4.10 Sample Size and Sampling Framework	38
4.10.1 Sample size	38
4.11 Method of Data Collection and Source.....	39
4.12 Research Instrument.....	40
4.13 Source of Measurement	41
4.14 The Pilot Study	42
4.15 Validity and Reliability of Instruments.....	43
4.15.1 Validity	43
4.15.2 Reliability Test.....	44
4.16 Unit of Data Analysis.....	45
4.17 Methods of Data Analysis.....	45
4.17.1 Methods or Data Analysis for First Objective	46
4.17.2 Method of Data Analysis for Second Objective	46
4.17.3 Method of Data Analysis for Third Objective	46
4.17.4 Method of Data Analysis for Fourth Objective	46
4.18 Method of Data Evaluation	47

4.18.1 Univariate Analysis.....	48
4.18.2 Correlation Analysis	48
4.18.3. Regression Analysis.....	49
4.18.4 Testing Hypothesis.....	50
4.19 Data Presentation	51
4.19.1 Data Presentation for Personal Information.....	51
4.19.2 Data Presentation for Research Information.....	52
4.20 Ethical Consideration.....	52
4.21 Chapter Summary	53
CHAPTER 05	54
DATA PRESENTATION AND ANALYSIS.....	54
5.1 Introduction.....	54
5.2 Reliability Analysis.....	54
5.2.1 Analysis of Reliability for the Instrument.....	55
5.3 Data Presentation	56
5.3.1 Data Presentation for Personal Information.....	56
5.3.2 Data Presentation for Research Information.....	59
5.3.3 Testing Hypotheses.....	67
5.4 Chapter Summary	71
CHAPTER 06	72
FINDING AND DISCUSSION	72
6.1 Introduction.....	72
6.2 Discussion of Personal Information.....	72
6.2.1 Gender.....	72
6.2.2 Age Group.....	72
6.2.3 Marital Status.....	73
6.2.4 Monthly Income.....	73
6.2.5 Educational Qualification.	73
6.3 Discussion of Research Information.....	73
6.3.1 Objective 1: To identify the level of green awareness & consumers purchasing decision in Welikanda division.	73
6.3.2 Objective 2: To explore the relationship among of green awareness & consumers purchasing decision in Welikanda division.	74
6.3.3 Object 3 - To investigate the impact of green awareness & consumers purchasing decision in Welikanda division. And Objective 4 - To identify whether there is an impact of green awareness on consumers purchasing decisions in Welikanda division.....	74
6.3.4 Discussion of Hypothesis Testing.....	75

6.4 Chapter Summary	78
CHAPTER 07	79
CONCLUSION AND RECOMMENDATION	79
7.1 Introduction.....	79
7.2 Conclusion	79
7.2.1 First Objective of the Study	79
7.2.2 Second Objective of the Study.....	79
7.2.3 Third and fourth objective of the study.....	80
7.3 Contribution of the Study.....	80
7.4 Recommendation	80
7.5 Limitation of the Study	80
7.6 Future Research Direction	81
List of Reference.....	82
APPENDIX 01: The Questionnaires Used for the Study Research Questionnaire..	97