

**IDENTIFYING THE IMPACT OF FACTORS THAT ON THE
SUSTAINABLE CONSUMPTION BEHAVIOUR OF THE YOUNG
GENERATION IN THE ANURADHAPURA DISTRICT**

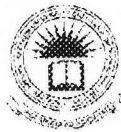


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ABSTRACT

This study examines the impact of factors that on sustainable consumption behaviour among the young generation. With sustainability becoming an increasingly important globally and especially Sri Lanka, understanding the factors that drive individuals, particularly young people, to adopt sustainable consumption practices is crucial. This research explores how various factors such as lifestyle, including people attitudes, subjective norms and perceived behaviour, shape the sustainable consumption behaviour of the young generation. Basically, this study aims to investigate the impact of these factors on the sustainable consumption behaviour of young generation in Anuradhapura District.

In this research study, primary data had been practiced by this study. A structured questionnaire was used as the method of data collection. data was collected through a structured questionnaire survey of 400 young consumers aged between 15 to 35 years old in Anuradhapura District. The simple random sampling method used to make the sampling framework of the study. The quantitative research approach used for this study. The data were analyzed using descriptive statistic, simple regression analysis, multiple regression analysis and mediation analysis.

The study findings suggest that lifestyle, customer attitude, subjective norms, perceived behavioural control and purchase intention are the factors of sustainable consumption behaviours among young consumers in Anuradhapura district. Also, perceived behaviour and intention for sustainable consumption have a positive significant impact on sustainable consumption behaviours therefore, young consumers who lead a sustainable lifestyle tend to exhibit higher levels of environmentally conscious behaviours, including reducing waste, using public transportation, and buying eco-friendly products. These findings have important implications for marketers and policymakers seeking to promote sustainable consumption behaviour among young consumers.

Key Words: *perceived behaviour control, attitudes, social norms, lifestyle, purchase intention, sustainability, Theory of planned behaviour and sustainable consumption behaviour.*

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