

The Impact of Consumer Attitude towards Purchase Intention on Green Packaged Products

H.G.D.M.Sewwandi

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

R.A.S.Weerasiri

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

Environmental concern is the newest trend in the markets as a marketing point and at the consumers' side as well. The extent to which the customers respond to this newest trend is a problematic to the marketers. That problem was the basic for the research. This study attempted to gain knowledge about consumer attitude towards purchase intention on green packaged products in Sri Lanka with special reference to Colombo District.

Data collection has been undertaken as an anonymous survey during the week. A total of 100 questionnaires were distributed to consumers. 50 was distributed as online Google form to achieve target group of people between 15 years and 35. Rest 50 was distributed to randomly selected customers who attend to shopping malls in Colombo District to reach above 35 generation. Statistical package for social science (SPSS) 20 was used for statistical analysis and the survey analyzed descriptively using tables, frequencies and percentages. The hypotheses have been tested using Pearson correlation and Regression analysis. Based on literature review customer attitude was related to the factors of Environmental Concern, Knowledge, Trust, Familiarity and Perceived quality. The research results showed that there is positive and significant relationship between factors of Customer attitudes towards purchase intention on Green packaged products in Sri Lanka. Further suggestion were provided by the researcher.

Keywords: Attitudes, familiarity, knowledge, Purchasing Intention, Trust