

Impact of Switching Barriers on Consumer Intention to Purchase Ecofriendly Products within Sri Lanka

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The modern consumer is keener on eco lifestyle. Using the theoretical lens of the theory of planned behavior, this current research seeks to examine the impact of switching barriers on consumers' intention to purchase eco-friendly products. The research adopts an explanatory quantitative approach followed by a survey conducted by a structured questionnaire with 200 consumers. Accordingly, we identified a positive relationship between the high price, poor quality, high cost of purchase, lack of green advertising, low quality of information, and negative social norms on consumers' purchase intention of eco-friendly products. However, no significant relationship was identified between negative attitudes and purchase intentions. Further consumers' environmental knowledge was found to be affected as moderators with poor quality, high cost of purchase, low quality of information, negative social norms but not with the high price, and lack of green advertising. The findings of the study will support future businesses, governments, and individuals to take action to identify the strategies by examining the purchase intention. As this current research was limited to a quantitative study with a limited number of variables, future research, particularly with a large sample size can provide further insights.

Keywords: *Ecofriendly, Purchase Intention, Quantitative Research, Sri Lankan Consumers, Switching Barriers*

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