

## **Drivers of Green Purchasing Intention of Personal Care Products with Special Reference to Western Province of Sri Lanka**

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People are becoming increasingly interested in adapting an eco-friendly consumption pattern as the environmental issues imposes a significant challenge. Even though Sri Lankans are aware of Green Products, marketers & manufacturers face challenges in implementing green marketing strategies, because the consumers do not walk the talk. Hence, the purpose of the study was to examine the factors that influence green purchase intentions of personal care products in Sri Lanka. This is a quantitative study, and the data were collected using a self-administered questionnaire from 385 respondents who resides in Western province. Multiple regression analysis was used to test the hypotheses, and the results revealed the social influence, environmental responsibility, environmental consciousness, & health consciousness all have a positive and significant impact on green purchase intention. Furthermore, the outcomes of this study will contribute to the understanding of the factors that impact green purchasing intentions, as well as support marketers & manufacturers in implementing sustainable practices.

**Keywords:** *Environmental Consciousness, Environmental Responsibility, Green Purchase Intention, Health Consciousness, Social Influence*