

**IMPACT OF GREEN CONSUMER VALUES ON GREEN PURCHASING  
INTENTION OF MILLENNIAL CONSUMERS: WITH SPECIAL  
REFERENCE TO THE FMCG SECTOR OF SRI LANKA**

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***Abstract***

Among all other sectors, Fast-Moving Consumer Goods (FMCG) sector is also accountable of environmental destruction, at the same time consumers and more specifically Sri Lankan millennials have shown increasing concern for the environment. Those favorable environmental attitudes and concerns have however been evident of not impacting the intention to purchase green products which suggest that there exists an attitude-intention gap. Uncertainty was evident on why such a gap exists and what factors may have an influence on the consumer's green purchasing intention. The purpose of the study was to investigate the attitude-intention gap among Sri Lankan millennials when it comes to purchasing green FMCG products. And also, to determine factors influencing the green purchasing intention among Sri Lankan millennials. Under the deductive reasoning approach, a quantitative survey was conducted where 186 responses were collected targeting Sri Lankan millennial consumers. The findings revealed that there is an attitude-intention gap among Sri Lankan millennials where the impact of environmental knowledge on the green purchasing intention was the most impactful determinant followed by habits of buying traditional FMCG products and then the subjective norm. Additionally, gender differences among most of the determinants were identified. The findings provide suggestions for decision makers marketing green FMCG products to focus on increasing the knowledge among consumers as well as easing the process of changing old purchasing habits. In conclusion, this paper contributes to further conceptualization of the theory, Theory of Planned Behavior (TPB) framework towards green consumption.

**Keywords:** Green Consumer Values, Theory of Planned Behavior, Sri Lankan Millennials, Environmental Knowledge

## **1. Introduction**

In the context of green marketing and purchase intention related studies, more studies have researched the relationship between green marketing mix and marketing mix elements (Morel & Francis *et al.*,2012). It is revealed that they have not considered green consumer value such as the effect of environmental knowledge and green brand awareness on the intention to purchase green FMCG products. Most of the previous studies have been done in the context of the wine market, organic food and organic personal care products (Thach & Olsen,2008; Kim & Chung,2007). However, only few studies have been conducted for the FMCG sector in Sri Lanka relating to the phenomenon (Gunawardana *et al.*,2020). Moreover, researchers have studied extensively based on the two main concepts such as green consumer values and purchase intention, but very few studies have been conducted on FMCG sector context and in Sri Lanka (Bredahl *et al.*,1998; Mostafa,2007). The author hypothesized that attitudes, subjective norms, perceived behavioral control, environmental knowledge will influence consumer's intention to purchase green FMCG products. (Otto & Sudiyanti,2009). According to the studies conducted establishing on the Theory of Planned Behavior (TPB), it is evident that attitudes, subjective norms, perceived behavioral control impact on behavioral intention (Lobb *et al.*,2007). In the FMCG sector of Sri Lanka the researcher examined whether the environmental knowledge impact on consumer green purchase intention towards green products of FMCG. In this study, the suggested model also makes use of environmental knowledge, which authors assumed that it influences consumers' intentions to buy green FMCG products. This further assists the consumers' awareness level of products. Researchers suggested that a consumer's confidence and understanding about a certain product will have a beneficial impact on her or his desire to make the buy (Chan & Lau,2000). Mostafa (2006) also investigated how several psychological and attitudinal factors affected consumers' propensity to make green purchases. The authors Arbuthnot & Lingg (1975) provided strong evidence in favor of the influence of consumers' environmental awareness, care, attitudes, altruism, and perceived efficacy on their propensity to buy. As a conclusion to this section, researchers believe that perceptions of behavioral control, perceived difficulty, and environmental awareness all play a role in determining consumers'

intentions to buy green items. Individuals lacking environmental literacy, creating an opportunity to promote consumer green purchasing intentions and increasing of individuals' participation in responsible consumption and production in Sri Lanka are in alignment with the Sustainable Development Goal 12. Hence, this study provides more significance in identifying the importance of assessing environmental product knowledge in millennial consumption patterns and aiding future research studies.

### ***1.1 Research Questions***

Based on the introduction and the problem statement given above following research questions for formulate. What is the impact of green consumer values on green purchasing intention of millennials in the FMCG sector in Sri Lanka?

- RQ1- How does environmental knowledge impact Sri Lankan millennials intention regarding green products in FMCG sector in Sri Lanka.
- RQ2- How does environmental attitudes impact Sri Lankan millennials intention to purchase green products in FMCG sector in Sri Lanka.
- RQ3- How does Sri Lankan millennials subjective norms impact their intention to purchase green products in FMCG sector in Sri Lanka.
- RQ4- How does perceived behavioral control impact Sri Lankan millennials intention to purchase green products in FMCG sector in Sri Lanka.

### ***1.2 Significance of the study***

This study allows providing significance in both theoretical and practical aspects. As per the authors' understanding, there have not been many studies on how consumers behave regarding green products, particularly in terms of the effects of green consumer values like environmental knowledge on green product purchasing intention with special reference to the FMCG sector in Sri Lankan context as per the literature discussed earlier. So, this study will be significant and helpful to the FMCG sector in terms of understanding the possibilities of the green market, especially the market geared toward green consumers (Tan, Johnstone & Yang, 2016). The study aims to support FMCG sector businesses to realize the potential market for marketing green products, have a thorough understanding of current green buying trends, and understand the purchasing behavior of environmentally concerned consumers especially millennial

consumers (Yasav, 2014). The study is significant in offering insightful information that improves companies' strategic approaches to sustainable goods, resulting in a better-informed and coordinated presence in the green consumer market. From an academic standpoint, previous research denotes that people's intentions to buy are significantly influenced by their understanding of the surroundings (Otto & Sudiyanti, 2009). Furthermore, the study's findings highlight the need for more research in this field (Otto & Sudiyanti, 2009). As a result, the current study is driven by Sri Lankans' growing interest in and understanding of environmentally friendly consumerism (Wanninayake & Randiwela, 2008). The results indicated that attitudes, subjective norms, perceived behavioral control, and environmental knowledge impact the green purchase intentions of millennial consumers in the FMCG sector in Sri Lanka. Therefore, the findings can be generalized. Consequently, it can be inferred that the perspective of millennial consumers in Sri Lanka tends towards purchasing green products. Hence, this study provides further research knowledge in this phenomenon for future research projects. The study's importance stems from its capacity to provide insightful information to academics and researchers exploring different aspects of consumer behavior in the context of environmentally conscious consumption. For marketers, understanding the correlation between green consumer values and purchasing intention is crucial as it unveils insights into the preferences and motivations of the environmentally conscious millennial demographic. Knowledge of the environmental values guiding purchasing decisions allows marketers to tailor strategies that align with consumer expectations, fostering sustainable product adoption. From the consumer's perspective, possessing environmental knowledge empowers informed decision-making, enabling them to make effective green purchasing intentions that not only resonate with their values but also contribute positively to the environmental sustainability goals. In essence, the study explores a symbiotic relationship, offering strategic advantages to marketers and empowering consumers in making environmentally responsible choices.

## **2. Literature Review**

### **2.1 Overview**

Investigating the impact of green consumer values on green purchasing intention in Sri Lanka's Fast-Moving Consumer Goods (FMCG) industry is of great interest due to the



growing concern for environmental sustainability. Specifically concentrating on environmental knowledge, attitudes, subjective norms, and perceived behavioral control, this literature review intends to identify the major elements that influence consumers' green purchase intention. This review aims to provide insightful contributions to the knowledge of green consumer behavior in the Sri Lankan context by investigating the relationships between these independent variables. In this chapter, the researcher will provide the reader with a review of the ideas and concepts that are crucial to comprehend to respond to the research questions raised.

## ***2.2 Green Consumer Values***

Green consumers are those who tend to think about how their purchasing and consumption patterns may affect the environment. As a result, consumers with stronger green consumer values are more likely to take actions that support consumption that is environmentally sustainable (Haws & Winterich, 2013). Green can improve knowledge of consumers' green attitudes and intentions, according to Bailey et al. (2016). Since the majority of people are very concerned with the idea of "going green," green consumer values are an emerging trend in today's developing globe. The primary cause of this shift is that today's consumers are more concerned with environmental sustainability and are acting more responsibly toward the environment than they were in previous decades. Even in the fast-moving consumer goods (FMCG) sector, green consumer values have not received much attention over the previous few decades. According to Wills and Stafford (2016), consumer consumption patterns are currently the biggest difficulties related to environmental problems and health issues. Because environmentally conscious and health-conscious consumers play a significant role in achieving a sustainable and healthy world, consumers should be more environmentally responsible than in the past and their environmental knowledge should be improved. As a result, despite their high cost, consumers prefer to purchase green products (Tzschentke, 2008). The study has delved into the impact of attitudes, subjective norms, and perceived behavioral control on purchase intention. However, a more in-depth investigation into the variable of environmental knowledge is warranted to thoroughly explore the intricate dynamics of these relationships. This next phase of research will

contribute to a more comprehensive understanding of the factors influencing purchase intention in the context of the study.

### ***2.3 Green consumption trends today and the green gap***

First and foremost, research has long demonstrated that consumer choice behavior, that is, the reasons why people choose to purchase a certain service or good is explained by consumption ideals. These values are linked to a selection criterion used by people to make decisions. In the opinion of Sheth, Newman, and Gross (1991), this criterion takes into consideration various functional, emotional, cognitive, social, and conditional consumption values. According to studies, there are numerous motivations and limitations that have an impact on consumers' decision to consume green products (Tan, Johnstone, & Yang, 2016). Additionally, environmental knowledge and attitude are viewed as motivating factors for green consumption. Based on prior research (Carrigan & Attalla, 2001; Kollmus & Agyeman, 2002; Zheng & Chi, 2015; Tan, Johnstone & Yang, 2016), persons with greater environmental knowledge and awareness may be more likely to exhibit green consumption behaviors. However, other experts concur that all those factors are complex. The claim made by Zheng and Chi (2015) was, that a high level of environmental knowledge and awareness may result in a green consumption purchase intention, but that a low level of environmental knowledge and awareness will most likely not result in a green consumption purchase, acts as an example of this.

Additionally, studies by Kollmus & Agyeman (2002), Chen & Chai (2010), Smith & Paladino (2010), Chung & Kim (2011), Zheng & Chi (2015), and Perry & Chung (2016) indicated that attitudes of various kinds of factors influence the process of green consumption. According to recent reports, people all around the world have developed strong environmental consciousness and attitudes toward protecting the environment. According to a European Commission report from 2011, 88% of Europeans consider environmental protection to be of utmost Importance. Moreover, according to a 2013 report by the European Commission, 89% of Europeans feel that buying environmentally friendly items can help the environment, and 95% concur that doing so is "the right thing to do" (European Commission, 2013). It was revealed in a more recent report by the European Commission that respondents in Sweden are the most likely to

claim that they have taken some kind of action to safeguard the environment. The Swedish people were found to be the most worried about environmental issues and to consider them to be among the most significant issues, according to the same report (European Commission, 2014). Perry & Chung (2016) have investigated obstacles like situational and product-related factors that may prevent green consumption in order to explain the green gap. They found via their research that there are numerous determinants that can have an impact on the green gap. These determinants are further examined in section “2.6 Determinants Influencing the Green Gap” in more detail.

#### **2.4 Millennial Generation**

The adoption of a generational approach, according to recent literature, is an effective strategy to examine consumer behavior and sustainability challenges since various generations have diverse lifestyles that are shaped, characterized, and represented (Hume, 2010; Bolton et al., 2013). In comparison to traditional demographic factors like gender, wealth, educational attainment, etc., those lifestyles' values are likely to have an equal or bigger impact on consumers' purchase decisions (Hume, 2010).

Each generation and demographic consumer group is exposed to different social and economic opportunities and barriers, various technological initiatives and activities, various social perceptions and norms, as well as various personal experiences and events, as stated by Heaney (2007). This implies that depending on the circumstances and environments to which they are and have been exposed, each defined generation may have, and most likely will have, a distinct perspective on the world, and more specifically, a different perspective on green products (Panwar, Han, & Hansen, 2010). The millennial generation is the primary focus of this study's attention, which is directed on young consumers. Since this generation's purchasing power is greater than that of previous generations, (Yasav, 2014). According to Kolkailah, Aish, and El-Bassiouny (2012), this generation cohort is seen as having the potential and responsibility to influence green consumption over the coming decades. Since this term appears to capture an average of all the definitions that the majority of academics have used, the authors of this research article have chosen to utilize the range definition that Goldman Sachs (2018) used in their publication. This definition states, it is someone who was

born between 1981 and 1996 (Armstrong & Parment, 2011). The millennial generation is renowned for its breeding of money, excessive big spending, noticeable big consuming, fashion awareness, desire for quick cures, and job progress, all of which are defined by enthusiasm (Hume, 2010). Due to the wealth and constant availability of goods and services, millennials are seen as the generation that is most focused on consumerism (Sullivan & Heitmeyer, 2008). According to research by Hume (2010), the millennial age has relatively good opinions toward sustainability in general. These young consumers are very knowledgeable and most likely to recognize issues linked to society and the environment as a result of the increased use of information technology in combination with the traits of the millennial generation previously discussed (Carrigan & Attalla, 2001; Nielsen, 2015).

In the study conducted by Hume (2010), millennials' perspectives on sustainability and the impact of their consumption on the environment. He also noted that millennials generally care about the environment, social issues, and poverty since they appear to be aware of potential threats and, as result have a desire to "save the world." According to other researchers' findings, millennials do have very positive opinions about ecofriendly items (Panwar, Han & Hansen, 2010; Paladino & Serena, 2012; Schmeltz, 2012). The millennial generation not only has positive sentiments, but also demonstrates a high level of readiness to spend more on goods that are environmentally friendly. In accordance with a Nielsen report from 2015, millennials are still the generation most prepared to pay more for sustainable products. According to data from Nielsen (2015), more than 75% of millennials were willing to pay more for sustainable products, up from 50% in 2014. In agreement with earlier studies, Hume (2010) discovered in his research that there is a significant discrepancy between millennials' knowledge, attitudes, and behavior when it comes to green consumption. Though their extremely positive attitudes and conscience about the environment would lead one to believe differently, the "green gap" appears to exist generally among millennials as well. Millennials' attitudes on green FMCG products have been the subject of conflicting research. In their study research studies on green FMCG products, Bandara and Pradeep (2008) found that there appeared to be a "green gap," nevertheless Magali and Francis (2012) discovered that there was no such gap.

## ***2.5 Theory of planned behavior***

Researchers frequently employ the theory of planned behavior (TPB), which was put forth by Ajzen in 1985 and 1991, to study consumer behavior. The earlier theory of reasoned action (TRA), which Fishbein & Ajzen developed in 1975, served as the foundation for TPB, which was developed by Ajzen in 1985. The TPB includes the concepts of behavior, subjective norm, perceived behavioral control, and behavior. Moreover, the relative strength of a person's intention to engage in a particular behavior is measured by behavioral intention. Ajzen goes on to show in TRA and TPB that the more strongly a behavior is intended to be performed, the more likely it is to be carried out in practice (Fishbein & Ajzen, 1975; Ajzen, 1985). According to TRA and TPB, a person is more likely to have positive intentions to engage in an activity if they have a more favorable attitude toward it (Fishbein & Ajzen, 1975; Ajzen, 1985). According to both theories, subjective norms are made up of an individual's intent to conform to these standards as well as what they believe to be expected from pertinent persons or groups (Fishbein & Ajzen, 1975; Ajzen, 1985). Ajzen (1991) further explains this perceived behavioral control (PBC) construct as a person's assessment of the ease or difficulty of engaging in the behavior of interest. Ajzen does point out however, that depending on the context, it is expected that the relative weights of attitude, subjective norm, and perceived behavioral control will change for various activities and situations. According to Ajzen (1991), in some applications only attitudes may be found to have a significant impact on intentions, whereas in others, attitudes and perceived behavioral control are sufficient to predict the intentions, and in certain instances all three predictors make independent contributions. It follows that attitude, subjective norms, and PBC all interact with one another (Ajzen, 1991). The idea that behavior performance is determined by the behavioral intention to do the behavior as well as is controlled by the perceived behavioral control is further developed in the theory of planned behavior (Ajzen 1985; Ajzen 1991).

### ***2.5.1 Limitations and Issues with TPB in the Green Context***

To test and investigate the green gap, numerous researchers have used the theory of the TPB model (e.g., Vermeir & Verbeke, 2006; 2008; Carrington, Neville, & Whitwell,

2010; Chung & Kim, 2011; Johnstone & Tan, 2015). Ajzen (2011) claims that despite the theory's popularity, it has come under considerable evaluation. As was previously mentioned, the TPB models are based on the idea that attitude, subjective norm, and perceived behavioral control all work together to influence behavior intention, which in turn influences behavior performance (Ajzen, 1985; Ajzen, 1991). However, empirical research has shown that this is not the case (Barbarossa and Pastore, 2015). Also receiving consideration and criticism in the context of green products is the TPB model's perceived behavior control (PBC) concept. According to Carrington, Neville, and Whitwell (2010), the PBC construct is not a reliable stand-in for actual behavioral control. The fact that there are more constructs influencing the consumer's decision-making than those included in the TPB theory is perhaps most notable, and something that researchers who have used the TPB framework in the context of sustainability have concluded (Carrington, Neville, & Whitwell, 2010; Bray, Johns, & Kilburn, 2011; Chung & Kim, 2011; Gleim et al., 2013; Gleim & Lawson, 2014; Johnstone & Tan, 2015). The TPB paradigm has drawn criticism because it disregards internal (personal) and external (situational) causes of behavior.

It has been demonstrated that attitude toward behavior is a very significant individual component in the decision to buy green products, but this does not fully account for why young consumers choose to buy green products or not. Perceived consumer efficiency, skepticism, habits, education, and environmental concern are additional examples of personal variables that have been discovered to influence the intention to purchase green products (Joshi & Rahman, 2015). Also, environmental awareness has been linked to consumers' intentions to buy green items, according to researchers working in the green context. This assurance relates to consumers' awareness of particular products. They suggested that a consumer's confidence and understanding about a certain product will have a beneficial impact on her or his desire to make the purchase (Sudiyanthi, 2009). Mostafa (2006) also investigated how different psychological and attitudinal factors affected how consumers made green purchases. His research provided strong evidence in favor of the influence of consumers' environmental awareness, care, attitudes, altruism, and perceived efficacy on their tendency to buy. In conclusion, authors propose that attitudes toward green FMCG

items, subjective norms, perceived behavioral control, and environmental knowledge all influence consumers' intentions to buy green FMCG products.

## ***2.6 Determinants Influencing the Intention to Buy Green FMCG products.***

The TPB framework alone does not consider personal and situational characteristics that may have an impact on the intention to purchase green FMCG items, as was already mentioned. The researcher chose to incorporate new internal and external determinants to the existing TPB model in order to get over this constraint and provide more value to the current research study. These variables were discovered to have an impact on consumers' intentions to purchase FMCG products. In the sections that follow, all identified determinants will be discussed.

### ***2.6.1 Attitudes***

Consumer purchasing intentions in response to green product innovation are influenced by attitudes and shifting opinions (Amin et al., 2017). Growing environmental awareness influences consumer purchasing decisions, grows the market for green products, and generates economic benefits (Brya, 2019; Zimon & Madzik, 2020). Buying eco-friendly products, such as sustainable apparel, requires regard for the environment (Witek & Kuniar, 2021). The substantial correlation between attitudes and intentions to make green purchases is supported by numerous studies (Ji et al., 2019; Kumar et al., 2017; Mamun et al., 2018). Green buying intentions are highly influenced by internal environmental views, which show a desire to preserve the environment (Trivedi et al., 2018; Leonidou & Kvasova, 2010). According to Thgersen et al. (2013), the Theory of Planned Behavior emphasizes the importance of attitudes, subjective standards, and perceived control in predicting behavior.

### ***2.6.2 Subjective Norms***

Individuals' intentions are greatly shaped by subjective norms, which reflect perceived social pressure and are impacted by powerful people in their lives (Ajzen, 1991). Peer influence has a significant impact on the intention to acquire green products, as seen in studies on green consumption patterns, particularly among millennials (Muposhi et al., 2015). In studies on the use of green products, Gleim et al. (2013), Gleim & Lawson (2014), and Paul, Modi & Patel (2016) discovered comparable results. Organic food and

cosmetics are just two examples of contexts where subjective norms are important (Vermeir & Verbeke, 2006; Smith & Paladino, 2010). Additionally, Dinesh et al. (2021) established their importance in relation to FMCG product green buying intentions.

### **2.6.3 Perceived Behavioral Control**

Perceived behavioral control (PBC), as defined by the Theory of Planned Behavior (Ajzen, 1991; Fishbein & Ajzen, 2010), is the perception of the ease or difficulty of carrying out a behavior. PBC and Bandura's idea of perceived self-efficacy (Bandura, 1982) are closely related. Higher levels of control are associated with more determined intents to engage in a behavior (Ajzen, 1991). PBC has an effect on behavioral intentions, according to studies by Vermeir & Verbeke (2006), Chung & Kim (2011), Zheng & Chi (2015), and Nam, Dong & Lee (2017).

### **2.6.4 Environmental Knowledge**

Consumer behavior and corporate tactics in Sri Lanka are changing as a result of growing environmental concerns, especially in the fast-moving consumer goods (FMCG) industry. This study investigates how consumers' intentions to buy eco-friendly FMCG products are impacted by their environmental awareness, which is defined as understanding of environmental issues. Recent studies (Johri and Sahasakmontri, 1998; Kuman, 2008; Wanninayake and Randiwela, 2008; Joshi & Rahman, 2015; Aman et al., 2012; Mostafa, 2007; Chen & Chang 2016; L. Wang et al., 2020) show a positive correlation between environmental knowledge and eco-friendly purchase intentions, highlighting its significance in green consumer behavior. According to the study conducted by Laroche et al. (1996), its findings revealed a positive and highly significant relationship between confidence of environmental knowledge and purpose. Researchers like Tanner & Wölfling Kast (2003), Bray, Johns & Kilburn (2011), Gleim et al. (2013), Gleim & Lawson, (2014), Johnstone & Tan (2015), Tan, Johnstone & Yang (2016), has studied situational and product-related factor such as barriers impeding the green consumption in order to explain the green gap. Those studies have proven that there a long list of factors that can affect the green gap such as price, performance, subjective and personal norms, perception of efficiency, trustworthiness, environmental knowledge, environmental concern and so on. There



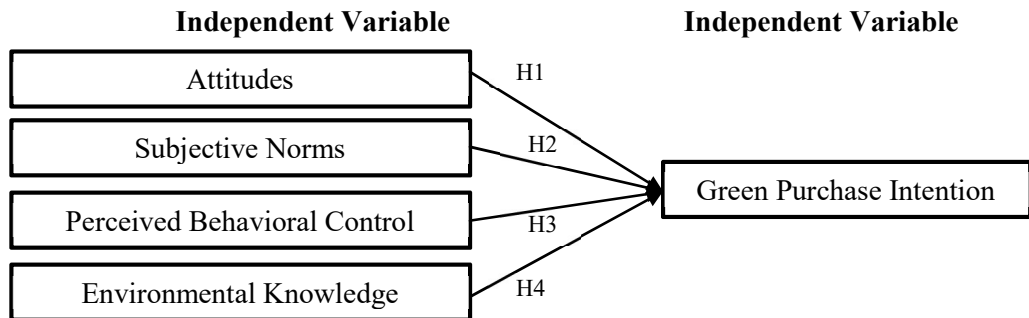
have also been studies looking at the attitude-behavior in terms of different specific contexts such as eco- food (e.g. Smith &Paladino, 2010; Bredahl, 2011) and organic personal care products (e.g. Chung & Kim, 2011), A few studies have been carried out within the FMCG context too (Joergens, 2006; Kang, Liu & Kim, 2013; Zheng & Chi, 2015; Perry & Chung, 2016; Han, 2017; Nam, Dong & Lee, 2017). These studies were carried out on consumers originating from the US, South Korea and China. These studies showed a few similarities but also quite a lot of differences when it came to the set of determinants affecting the intention to buy green FMCG products. Since the Sri Lankan population overall is shown to be very environmental conscious and seems to believe that environmental damage is an important issue (European Commission, 10 Linneus University Sweden 2014), along with millennials showing the biggest purchasing power and are considered being the "driving power" behind green initiatives (Heaney, 2007), this is an interesting and important population to further investigate. From what the authors know, there has not been any research carried out investigating the environmental knowledge-intention connection as well as highlighting important determinants influencing the intention to buy green FMCG products among the Sri Lankan population, and more specifically looking at the Sri Lankan millennials.

### **3. Methodology**

The conceptual foundations of the study design were positive in nature, adhering to the epistemological tenet that knowledge could be attained through empirical means, such as reading books and articles (Bryman and Bell, 2011). The research strategy employed a quantitative methodology that aligned with hypothesis testing and logical reasoning. It used a cross-sectional design, in accordance with a deductive research strategy, to quantitatively analyze correlations between constructs. As demonstrated in a study by Thakur et al. (2014), hypotheses were developed in line with a parallel study conducted by Shweta, Depak, Thakur (2014), where this strategy was built upon existing theories and literature.

**Figure 01: Proposed Conceptual Framework**

(Source: Developed by the authors)



### 3.1 Reliability Analysis

**Table 1: Analysis**

(Source: Saricam,C., & Okur,N. (2019))

Variables	Definition	Items	Measurement Scale	Cronbach's' Alpha
Attitudes	How favorably or unfavorably one assesses the relevant behavior. (1991, p. 188, Ajzen)	3	1=Strongly Disagree to 5=Strongly Agree	0.734
Subjective Norms	Perceived social pressure on behavior. - Ajzen (1991, p. 188)	3	1=Strongly Disagree to 5=Strongly Agree	0.850
Perceived Behavioral Control	The extent of belief in personal contribution to problem resolution (Vermeir & Verbeke, 2006, p. 175)	3	1=Strongly Disagree to 5=Strongly Agree	0.757
Environmental Knowledge	Informational content impacts decision-making at all stages (Gamble & Blackwell, 2001)	3	1=Strongly Disagree to 5=Strongly Agree	0.758
Intention to buy Green FMCG products	General queries about the intention to buy environmentally friendly products	3	1=Strongly Disagree to 5=Strongly Agree	0.807

According to Table 1, it demonstrates that Cronbach's Alpha value of all the variables including independent and dependent exceed the value of 0.7 and most of them close to 1. By considering factors and rules, researchers can conclude in this analysis, above

mentioned all variables are relatively reliable to the study and these all given consistent results. Therefore, can identify the questionnaire that used in this study was successful.

### **3.2 Analysis and Results**

To evaluate reliability, correlation, and regression measures, the analysis will be carried out using the SPSS software. The results will be given along with accompanying tables to make them easier for readers to understand.

### **3.3 Correlation Analysis**

The correlation study findings between the attitudes of millennial consumers and their intention to purchase green FMCG items in the Kelaniya DS division area were shown in Table 2. These findings suggested that the two variables had a strong and extremely positive association (Pearson correlation = 0.767,  $p\ 0.000 < 0.05$ ). The correlation between consumer attitudes and their tendency to buy FMCG products that are environmentally friendly was strongly supported by this connection.

Table 2 highlighted a strong and positive relationship between Subjective norms and intentions to make green purchases. According to the Pearson correlation value of 69%, the intention to buy environmentally friendly products rose as Subjective norms did. Given that this link was statistically significant with a value less than 0.05 (exactly,  $0.000 < 0.05$ ), it was especially relevant for the FMCG industry in Sri Lanka.

The researcher observed a strong and positive relationship between perceived behavioral control and purchase intentions for green products in Table 2. According to the Pearson correlation value of 84%, millennial consumers were more likely to buy environmentally friendly products as perceived behavioral control increased. Since this link was statistically significant with a value below 0.05 (exactly,  $0.000 < 0.05$ ), it was especially important for the FMCG industry in Sri Lanka.

Table 2 showed a significant and positive relationship between environmental knowledge and the intentions to buy environmentally friendly products. The Pearson correlation value of 81% indicated that millennial consumers were more likely to buy environmentally friendly products as their environmental awareness increased. Given

that this finding had statistical significance with a value less than 0.05 (exactly, 0.000 < 0.05), it was of utmost significance for Sri Lanka's FMCG business.

**Table 02: Significance and Relations**

(Source: Survey Data, 2023)

Dependent Variable	Independent Variable	Pearson Correlation	Significance of the Relationship
Green purchase intention	Attitudes	0.767	0.000
Green purchase intention	Subjective Norms	0.691	0.000
Green purchase intention	Perceived Behavioral Control	0.842	0.000
Green purchase intention	Environmental Knowledge	0.809	0.000

### 3.4 Regression Analysis

#### 3.4.1 Adjusted R square

Regression analysis was used in this study to examine the relationship between green consumer values and the intention to buy eco-friendly goods in Sri Lanka's FMCG sector. There are several types of regression analysis, including linear, multiple linear, and non-linear techniques. Researchers used the generalized linear regression model for our investigation. This method gave us a thorough knowledge of the linkages in the study by allowing us to measure how independent factors affect the dependent variable. According to Table 3, when the P value (Significance value) was smaller than 0.05 ( $0.001 \leq 0.05$ ), the model was considered significant.

**Table 3: Significance**

(Source: Survey Data, 2023)

R Square	Adjusted R Square	Model Significance
0.767	0.762	0.001

#### 3.4.2 Regression Model Development

Multiple Regression analysis can be used to derive the equation for multiple linear regression. The equation meticulously investigated the relationship between the

independent and dependent variables. Table 4 denotes that a multiple linear regression model can be built for this study.

$$Y = C + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

Y = Intention to purchase green FMCG products (green purchasing intention)

C = Constant value

B = Unstandardized  $\beta$

X = Attitudes (A1), Subjective Norms (SN), Perceived Behavioral Control (PBC), Environmental Knowledge (EK).

$$Y = 0.107 + 0.126A1 + 0.104SN + 0.472PBC + 0.276EK$$

**Table 4: Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.107	.175			.613	.541
	NEW_A1	.126	.061	.135		2.085	.038
	NEW_SN	.104	.046	.120		2.241	.026
	NEW_PBC	.472	.079	.435		6.006	.000
	NEW_EK	.276	.072	.265		3.830	.000

### 3.4.3 Hypothesis Testing

**Table 5: Significance**

(Source: Survey Data, 2023)

Factor	Standard Beta Coefficient	Significance	Decision for Hypotheses
Attitudes	0.135	0.038	Accepted
Subjective Norms	0.120	0.026	Accepted
Perceived Behavioral Control	0.435	0.001	Accepted
Environmental Knowledge	0.265	0.001	Accepted

### 3.4.4 Significance value of ANOVA

ANOVA is used to evaluate the reliability of a regression model. A significant model has a P value (Sig value) less than 0.05. In this case, with a P value of  $0.001 < 0.05$ , we

can conclude that there's a statistically significant connection between green consumer values and green purchasing intention in Sri Lanka's FMCG industry. This indicates the model's reliability and applicability to the industry being studied.

#### **4. Findings and Discussion**

The findings in this research study revealed that favorable attitudes did not significantly influence the intention to buy green FMCG products ( $B=0.135$ ), leading to the acceptance of hypothesis H1. This result indicates the existence of an attitude-intention gap among Sri Lankan millennials when it comes to purchasing green FMCG products. This aligns with the claims made by several researchers in the green context, including Carrigan & Attalla (2001), Mohr, Webb & Harris (2001), Vermeir & Verbeke (2006, 2008), Gupta & Ogden (2009), Bray, Johns & Kilburn (2011), Gleim et al. (2013), Carrington, Neville & Whitwell (2014), Davari & Strutton (2014), Gleim & Lawson (2014), and Tan, Johnstone & Yang (2016). These researchers argue that green attitudes and beliefs play a relatively smaller role in translating into the actual intention to purchase green products. This finding also supports the same claim made by Hume (2010), McDougale, Greenspan & Handy (2011), and Paladino & Serena (2012) after researching millennials in the context of green products. However, the findings of this study contradict those of Smith & Paladino (2010), Kim & Chung (2011), and Chen & Lobo (2012) when investigating the context of organic food and organic personal care products. This suggests that differences may exist depending on the specific context being studied. Nevertheless, within the context of green FMCG products, the findings of this study are in line with what Joergens (2006) and (Perry & Chung, 2016) found in previous research studies.

H2 was accepted and confirmed as the subjective norm was shown to significantly positively influence the intention to buy green clothing products ( $\text{sig}=.038$ ) in the multiple regression test. The results show that Sri Lankan millennials consider and care about what people around them think and believe, and that this influences their intention to buy green FMCG products. This result is in line with previous studies on green products, where the majority found that peer influence did have a significant influence on the intention to buy green products (e.g. Gleim et al., 2013; Gleim & Lawson, 2014;

Muposhi, Dhurup & Surujlal, 2015; Paul, Modi & Patel, 2016). The result of the present research study is also in line with what previous research studies has shown when it comes to the context of millennials and green FMCG products. Joergens (2006), Kang, Liu & Kim (2013), Zheng & Chi (2015), Han (2017) and Nam, Dong & Lee (2017) all found that the subjective norm had an influence on the purchasing intention of green FMCG products as well. The results showed that the influence of the subjective norm towards the intention in the present study ( $B=.120$ ) was not as strong as in the cases of Kang, Liu & Kim ( $B=.43$ ) and Nam, Dong & Lee ( $B=.32$ ) meanwhile it reached almost the same strength of influence as the cases of Zheng & Chi ( $B=.22$ ) and Han ( $B=.24$ ). Proceeding to the third objective, which articulated the study's goal of investigating the determinant with the most substantial impact on the purchase intention of green FMCG products, this research has revealed that among the proximate predictors of purchase intention, perceived behavioral control emerges as the most significant, establishing itself as the primary predictor with a coefficient ( $B$ ) of 0.435. This finding aligns with the research of Bagozzi et al. (2000), which demonstrated that, among various variables, perceived behavioral control significantly supports respondents' decision-making processes.

The newly introduced variable, environmental knowledge, has a Beta coefficient of 0.265, suggesting a moderate impact of 26.5%. Despite the common belief that environmental knowledge significantly influences green purchase intention, the empirical evidence in Sri Lanka challenges this notion, indicating a lower level of environmental knowledge among millennial consumers. Unlike the global trend of heightened environmental awareness, the observed disparity in Sri Lanka represents a unique context. This incongruity is a notable contribution of this study, emphasizing the insufficient environmental knowledge among Sri Lankan millennials to align with the prevailing global emphasis on environmental consciousness.

### ***5. Limitations and Recommendations for Future Researchers***

The present study has identified some limitations and provided constructive suggestions for future development. A survey was employed in the quantitative research approach. However, its limited question count aimed to sustain participant interest but hindered in-depth discussions. Surveys have predefined questions, leaving little room for

extensive responses. To address these limitations, the study recommends employing qualitative research methodologies, such as focus groups, to gain more comprehensive insights for future research. Given these restrictions, it is advised that future studies use qualitative techniques like focus groups for in-depth analysis. The outcomes of the study might be supported by this strategy, and it could provide insightful new information. To increase the applicability of the findings, the researcher further recommends extending the study to a broader and more varied population. The researchers also advise on additional research with a larger, more diverse population and looking at different age groups like Generation X or Z to uncover potential demographic variances to assure study relevance.

## **6. Conclusion**

The purpose of this study was to find out if there is a difference between the views and intentions of Sri Lankan millennials regarding the purchase of environmentally friendly fast-moving consumer goods. We also investigated the factors influencing Sri Lankan millennials' preferences to buy eco-friendly FMCG products. It is important to note that the majority of previous studies on green products have mostly examined organic food, ignoring the topic of environmentally friendly fast-moving consumer goods. To the best of our knowledge, no prior research has examined the connection between green fast-moving consumer goods and millennials in Sri Lanka. By offering a novel viewpoint on how Sri Lankan millennials perceive and plan to interact with green FMCG items, our study stands out as a groundbreaking attempt to close this gap in the literature. Our objective in doing this research was to generate insightful information that would be useful to many stakeholders, such as policymakers, marketers, and decision-makers. To accomplish the main goals, researchers developed and investigated four distinct research questions, each of which was based on actual data. Our expectation is that this research will provide unique and useful insights that will help with decision-making in the areas of marketing, policy, and consumer behavior analysis.

### **6.1 Accomplishment of Research Questions and Objectives**

According to the findings of the study, the researcher accomplished all questions and objectives mentioned in this study. The study concluded that attitudes affected



consumer's green purchase intention. This conclusion was based on the positive and significant relationship established between the attitudes and consumers' green purchase intention. Therefore, the question and specific objective related to attitudes is accomplished by the authors.

Also, the study concluded that subjective norms affected consumer's green purchase intention. This conclusion was based on the positive and significant relationship established between the subjective norms and consumers' green purchase intention. Hence, the research question and specific objective related to subjective norms is accomplished by the authors.

Moreover, the study concluded that perceived behavioral control affected consumer's green purchase intention. This conclusion was based on the positive and significant relationship established between the perceived behavioral control and consumers' green purchase intention. Thus, the research question and specific objective related to perceived behavioral control is accomplished by the authors.

Also, the study concluded that environmental knowledge affected consumer's green purchase intention. This conclusion was based on the positive and significant relationship established between the environmental knowledge and consumers' green purchase intention. Therefore, the research question and specific objective related to environmental knowledge is accomplished by the authors.

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