

Abstract

Sustainable consumption and sustainable production became a topic of global and local level scholars and interested parties due to increasing level of environmental contamination and climatic changes. Due to heavier deforestation, carbon dioxide emission and irresponsible waste management boomed the requirement of a global level solution for this man-made disaster. It is evident that per capita carbon emission in Sri Lanka is higher than the global average. In literature, it was reported that 30 percent to 40 percent of environmental degradation is raised through household consumption. Further, it was found that Sri Lankans are sufficiently aware about the green consumption and willing to pay an additional amount for the green products. But, there is a doubt in academia and practitioners whether customers are truly aware about the perceived value of the green products in the developing countries like Sri Lanka. Therefore, current study investigated impact of customer perceived value dimensions such as functional value-quality, functional value- price, social value and emotional value on green purchase intention of the Sri Lankan consumers.

In theorizing customer perceived value scale, information processing perspective and experiential perspective were used since theory explained how a consumer will process the perceived values of the product either in information processing mechanism or experiential mechanism and will behave in a certain way. In theory of planned behaviour, intention to behave is predicted as the closest reason for certain behaviour. But information processing perspective and experiential perspective is lacking with personal factors such as human values in explaining green consumption behaviour of consumers. Therefore, current study has enriched the theory through integrating human values as a predictor of green purchase intention under theoretical base of theory of basic human values.

Current study considered as a quantitative, cross sectional study. The study is conducted among individual Sri Lankan consumers who willing to purchase green products in the time of study. Consumers from Western province were selected through convenience sampling technique and administered with the survey instrument. A structured self-administered survey instrument was developed with use of standardized measurement scales presented under the relevant theories. Collected

data were entered with SPSS 20.0 and AMOS 20.0 for purification of data for further analysis. 296 responses were processed with AMOS 20.0 package for multivariate analyses in order to test hypotheses.

Findings of the study revealed that perceived social value and emotional value were significant in predicting green purchase intention of Sri Lankan green consumers and functional value- quality and functional value- price was not significant in predicting green purchase intention. Moreover, findings elucidated, human values: self-enhancement, self-transcendence and openness to change imposed a significant moderation impact on the relationships between customer perceived value dimensions and green purchase intention. Importantly, self-transcendence and openness to change values have strengthened the relationships between social value-green purchase intention and emotional value- green purchase intention respectively. Additionally it was found that more than 96 percent of Sri Lankans willing to purchase green products and same claim was found in early academic work done with respect to green consumers in Sri Lanka.

Based on the findings managerial implications, social implications and theoretical contribution was elaborated. Theoretically, study has enriched the information processing perspective and experiential perspective through integrating human values as a personal factor to predict intention to purchase green products. Based on findings of the study, it is proposed to marketers to focus on the social value of the green product when implementing advertising and integrated marketing communicating programs. Moreover, setting the in-store environment in a manner to ignite consumer feelings will enhance in-store sales. Importantly, it is advised to marketing strategists not to emphasize on the price and quality perspective of the green products at one time. Moreover, green marketers can use human value dimensions such as self-enhancement, self-transcendence and openness to change as their major segmentation criteria since those customers perceived value priorities are different. It is suggested for government and private sector to be collaborated in improving level of green marketing in order to minimize usage of conventional convenience goods and other products. Finally, integrating more perceived value dimensions and demographics as moderators of green purchase intention are recognized as future directions for future studies and remedies suggested for the limitations of the study.