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**Determinants of Green Electronic Devices Purchasing Decisions: with Special Reference to Young, Educated Consumers in Sri Lanka****I.D.K. Ranganath**

Lyceum International School

**G.P.K. Nishadi**

University of Ruhuha, Sri Lanka

**ABSTRACT**

**Purpose:** This research is to examine the determinants of green electronic purchasing decisions of young, educated consumers in Sri Lanka.

**Design/methodology/approach:** This novel study is a conclusive research and deductive methodology was deployed as the study approach. Primary data were collected from 200 university students living in Southern Province in Sri Lanka based on convenient sampling method through a 23-item self-administered questionnaire. After feeding data into SPSS 25.0, data were analysed using several statistical tools. In here, Multiple Regression analysis was used to measure the impact of each of the key determinant on green electronic purchasing decisions of young, educated consumers.

**Findings:** Results indicated that there is a statistically significant impact of four determinants namely, Environmental Concern, Supporting Environmental Protection, Social Influence and Environmental Friendliness of Businesses, on young, educated consumers' green electronic purchasing decisions in Southern Province, Sri Lanka. Among the four, Environmental Concern is the strongest determinant of purchasing decisions of green household electronics.

**Originality:** This study contributes to the existing debates on green product purchasing decisions of young consumers. Although, number of studies are available on green purchasing decisions among young consumers, the determinants of green electronic purchasing decisions of young, educated consumers are not well documented both in Sri Lankan as well as in international contexts. So, findings of the present study fulfilled that current knowledge gap.

**Implications:** The current study provides good insights for both practitioners and theoreticians who want to identify the young consumers as environmentally conscious individuals. The paper concludes that marketing professionals need to relate green electronic devices with functional, emotional and experiential needs of consumers.

**Keywords:** Young Educated Consumers, Green Electronic Devices, Determinants of Green Consumption, Southern Province, Sri Lanka.

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**Corresponding Author:** Nishadi G.P.K. Department of Marketing, University of Ruhuha, Sri Lanka  
Email: [nishadi@mgt.ruh.ac.lk](mailto:nishadi@mgt.ruh.ac.lk)

## **INTRODUCTION**

Green marketing is considered as all the marketing endeavors that are designed to sustain environmentally friendly behavior among the consumers and business organizations (Leila, 2019). At present, Consumers' desire to consume environmentally friendly products has been increased steadily than in the past. (Shamini & Hariharan, 2019). For the purpose of making an eco-friendly environment, people should move back to the nature in consuming or marketing (Handayani and Prayago 2017). As such, present consumers are highly concerning to reduce their adverse effect to the nature through eco-friendly consumption. (Rizwan, 2014).

Further, most of the Asian governments encourage citizens to select environmentally friendly products via new regulations of environmental protection (Samarasinghe,2010). Particularly in Sri Lanka, consumers' awareness about green products have been increased and Sri Lankans are willing to pay even premium price for green products. (Shamini and Hariharan, 2019; Wanninayaka and Randiwela, 2012). Like many Asian countries, Sri Lanka is also highly exposed to environmental threats like increasing levels of air pollution, exposure to severe traffic noise and high level of garbage disposal because of the day-to-day activities of the citizens (Jayathilaka & Silva, 2018). However, majority of the youth in Sri Lanka have clearly identified the environmental damage and its indirect negative impact on their health and safety. Therefore, they have changed their purchasing behaviors to environmentally friendly manner. Further, the types of green electronic devices, demanded by those consumers are; Eco-friendly laptops, Air conditioners (A/C), Washing machines, CFC free refrigerators, Energy saving televisions, Eco-friendly batteries, LED bulbs and lamps etc (Pawar, 2021).

Although, many studies have been conducted in global context to examine the determinants of green purchasing decisions among the general consumers, the factors affecting on young, educated consumers green electronic purchasing decisions are not well documented both in national and international contexts (Pawar, 2021; Shamini and Hariharan, 2019; Jayathilaka and Silva, 2018).

Due to the fact that young, educated consumers are favor to protect the nature and open to novel ideas, they have been selected as a critical customer group. Thus, the present study strived to identify the determinants of green electronic purchasing decisions of young, educated consumers in Sri Lanka.

### **Problem Statement**

At present, environmental conditions have been deteriorated in Sri Lanka, as a result of irresponsible behavior of consumers (Madhavika et al, 2021). Due to increasing level of environmental pollution and social issues, people within the country are badly influenced in several aspects (Samarasinghe & Samarasinghe, 2013). As such, to overcome the negative effects of environmental pollution, Sri Lankans are highly concerning about eco-friendly products (Madavika et al, 2021;

Karunarathna et al, 2017; Samarasinghe & Samarasinghe, 2013; Samarasingha, 2012) and are willing to pay even a higher price for green products (Wanninayaka & Randiwela, 2012).

Among the variety of consumer groups, young consumers have been considered as a growing category of green consumers in Sri Lanka and the demand for the green and environmentally friendly products is increasing within that category (Velnampy & Achchuthan, 2016; Samarasingha, 2012). Further, growing trend of world technology, internet expansion and higher demand for high tech products directed young consumers to consume more green products (Hassan and Nor, 2013; Kowalska, 2012).

Compared with other consumer categories, young educated consumers are more conscious in decision making (Badzińska, 2011). The importance of young educated consumers is higher as a result of their environmental behavior and novelty in decision making (Karunarathne et al, 2017). Once young educated consumers are aware about the possible benefits of green consumerism and green marketing practices, they will spread those positive views to the society where potential customers are live. (Velnampy & Achchuthan, 2016).

When it comes to consumer electronic industry, organizations are trying to get the competitive advantage by producing more and more green or eco-friendly products (Samarasinghe & Samarasinghe, 2013). Although, significant number of studies are available on green purchasing behavior in developed countries, the field lacks studies that address green consumerism issues in the Sri Lankan context (Shamini & Hariharan, 2019; Samarasinghe & Ashan, 2014). Additionally, it was the view of Mandawala and Gamage (2019), that less researches are available in Sri Lankan context to figure out the determinants of green consumerism in consumer electronic industry. Moreover, existing scholars highlighted that those studies on environmental issues among young educated consumers, are very low in the context of developing countries in Asia (Adnan, Ahmad, & Khan, 2017).

Based on the above background information, it is evident that determinants of green household electronic purchasing decisions of Sri Lankan young educated consumers were not discussed so far within the current body of knowledge. So, the present study was conducted to fill that existing knowledge gap.

Accordingly, the study aimed to following research objectives.

1. To examine the impact of Environmental Concern on young educated consumers' green electronic purchasing decisions in Sri Lanka.
2. To determine the impact of Supporting Environmental Protection on young educated consumers' green electronic purchasing decisions in Sri Lanka.
3. To observe the influence of Environmental Friendliness of Businesses on young educated consumers' green electronic purchasing decisions in Sri Lanka.

4. To evaluate the impact of Social Influence on young educated consumers' green electronic purchasing decisions in Sri Lanka.

## **LITERATURE REVIEW**

### **Green Consumerism in Global Context**

Green consumerism can be explained as purchasing, using, recycling environmentally friendly products which has less or no damage to the environment (Rehman & Dost, 2013). It is the environmentally concerned consumption perspective of consumers (Mansvelt, 2011). Through green consumption behavior, consumers are given the chance to contribute to the environmental sustainability and have a quality life. (Leonidou, Katsikeas & Morgan, 2013).

At present, environmental consciousness of consumers, both increase the demand for eco-friendly products and induce business organizations to act in eco-friendly manner. (Hansen, 2009).

### **Green Consumerism in Sri Lankan Context**

According to the findings of existing scholars, it is evident that the government rules and regulations of Asian governments are being reshaped, giving more emphasis to environment, due to the fact that people within those countries are more conscious about the environmental protection (Achchuthan et.al, 2017).

When it comes to Sri Lankan context, its environmental movements are little bit far behind compared with developed nations (Madavika et al, 2021; Karunarathna et al, 2017; Achchuthan et.al, 2017). Therefore, environmental protection practices and sustainable development practices are carried out by the government, institutes and authorities. Thus, citizens within the country are motivated to select eco-friendly products and reduce environmental pollution via environmentally friendly rules and regulations imposed by the government (Samarasinghe, R. 2010).

Further, Samarasinghe, R. (2012) pointed out that the government and other legal bodies of Sri Lanka have perceived about seriousness of the ongoing environmental issues. Moreover, findings of Karunarathna et al (2017) highlighted that educated consumers' green product purchasing behaviour is positively related with government initiatives.

### **Green Products**

Green products are the environmentally friendly products that cause less influence on the environment, such as by using fewer toxic ingredients. According to (Poongodi & Gowri, 2017) green products include following attributes,

- Energy efficient, durable and often have low maintenance requirements
- Free of Ozone depleting chemicals, toxic compounds and do not produce toxic by-products

- Often made of recycled materials or content or from renewable and sustainable sources
- Obtained from local manufacturers or resources
- Biodegradable or easily reused either in part or as a whole

Further, findings of Kawitkar (2013) identified green products as those products that give minimum harm to a healthy person. Adding to that Goh & Wahid (2015) pointed out several categories of green products such as; eco-friendly garments, green electronics devices, organic food, solar power, reusable water bottles, alternative fuel vehicles and hybrids and other green products.

### **Green Product Purchase Decisions**

Environmental concern and environmental benefits are major determinants of consumers' willingness to buy green products in future (Suki, 2016). In addition to that, it can further be elaborated as an internal desire of the consumers to buy a less harmful and eco-friendly product.

Moreover, green products are the best solution to overcome air pollution, water pollution and damage of the ozone layer. As such, present consumers are seriously concerning about the above environmental damages and are willing to consume green products which cause less harm to the environment (Rizwan, 2014).

Compared with general consumer decisions which give more priority to personal benefits and costs, green consumer decisions are more environmental oriented. So, scholars highlighted the importance of environmental consciousness in buying decisions (McCarty & Shrum, 2001). As a result, priority of present consumption is given to green products in green market, compared to the competitor products in conventional market (Thoo, 2019).

### **Determinants of Green Product Purchase Decisions**

#### **Environmental Concern**

Consumers level of awareness about the current environmental problems and their preference to overcome those problems can be considered as Environmental concern (Alibeli & Johnson, 2009). Further, Lee (2008) highlighted that the level of emotional engagement in environmental problems is considered as environmental concern. Environment Concern can be seen as an ideology having an impact only on symbolic pertinent to the nature. Both awareness and concern about the environment highly influence on consumers' tendency to consume green products. According to Rehman & Dost (2013), growing proportion of consumer buying decisions of green products are influenced by environmental concern. Additionally, various other scholars also highlighted that environmental concern has a strong positive influence on green purchasing intention of consumers (Nekmahmud & Maria; 2020; Lasuin & Ching, 2014; Cherian & Jacob, 2012).

When it comes to Sri Lankan context, Mandawala and Gamage (2019) found that consumers' green purchasing decisions are directly influenced by drive for environmental responsibility in Sri Lanka. Further, Karunarathna et al (2017) highlighted that environmental concern is a major determinant of green product purchasing decisions of young consumers. In addition to that, Madushanka and Ragel (2016) uncovered that environmental concern is a key factor of consumer attitudes toward green packaging. Additionally, it was the finding of Rathnayaka and Wijethunga (2020), that environmental consciousness is a major determinant of green product purchase decisions in Sri Lanka. Moreover, existing scholars highlighted that those consumers in Asian countries are increasingly more concern to environmental problems when making purchasing decisions (Cherian & Jacob, 2012; Lee, 2008). Compared with other age groups, young educated consumers around the globe are anxious about the environmental issues and highly worrying to the level of investment needed to protect the nature (Nekmahmud & Maria, 2020). So, within this study, Environmental Concern of young educated consumers was identified as a determinant to measure the green electronic purchasing behavior in Sri Lankan context. Within this backdrop, the first hypothesis of the present study was derived as follows.

H1: There is a significant impact of Environmental Concern on green electronic devices purchasing decisions among young educated consumers in Sri Lanka

### **Supporting Environmental Protection**

The act of carrying the attitude of environmental friendliness and environmental consciousness for sustainability of the natural environment can be considered as Supporting Environmental Protection (Barr & Gilg, 2006). Further, Supporting Environmental Protection is a major determinant, which direct consumers to act in an environmentally friendly manner Gadenne et al., (2011).

Consumers are willing to search for products which protect the environment both in design and consumption. According to Escalas & Bettman (2005), consumers support to environmental protection, by purchasing, owning and using green products continuously.

When it comes to Sri Lankan context, consumers are motivating to reduce environmental harm and supporting to protect the environment by purchasing more green products (Samarasingha, 2012). Same idea was proved in a study conducted by Karnarathna et al (2017) revealing that young educated consumers are willing to consume green products to protect the environment. As far as the business organizations are concerned, the existing findings highlighted that majority of Sri Lankan companies are also playing a key role to protect the environment from their business practices (McKinesy and Company's global, 2012).

Thus, the second hypothesis was derived based on the findings of existing scholars, as follows.

H2: There is a significant impact of Supporting Environmental Protection on green electronic devices purchasing decisions among young educated consumers in Sri Lanka

### **Environmental Friendliness of Businesses**

The consumers who are environmentally conscious, both demand and force the businesses to behave in an environmentally friendly manner, in product design. (Gadenne et al., 2011). Further, the purchase decisions of those consumers indicate the recognition, gratitude, and promotion of environmentally friendly companies, which manufacture harmless products. As a result, modern businesses tend to design products which are less harmful to the environment (Zahid et al., 2017).

As far as the Sri Lankan context is concerned, findings of Bandara et al (2009) highlighted that environmentally friendly packaging is a major determinant of attracting consumers. The same idea was proved in a study conducted by Madushanka and Ragel (2016), revealing that environmentally friendly packaging will attract more customers to the business. Further, Karunarathna et al (2017) pointed out that current businesses in Sri Lanka are inculcating a greener view through eco-friendly products.

Based on the findings of existing literature, the third hypothesis of the present study was developed as follows.

H3: There is a significant impact of Environmental Friendliness of Businesses on green electronic devices purchasing decisions among young educated consumers in Sri Lanka.

### **Social Influence**

The impact of social environment on green consumption behavior can be considered as Social Influence. It explains, how much consumers acquire knowledge about green products through their family, relatives and friends, how much they discuss in the field of eco-friendly products with others and how much they share the information about green products with others (Finisterrado & Raposo, 2008).

Findings of Tang, (2014) highlighted that both consumption and brand choices are highly influenced by the social context of consumers. Thus, during the process of social influence in green consumption, consumer's emotions, opinions, or behaviors have been affected by external factors such as conformity, socialization, peer pressure, obedience, leadership, persuasion, sales and marketing, towards purchasing a green product (Mukhtar, 2017).

According to the findings of Ohman (2011), social influence has a positive influence on green product purchase intention of consumers. It is also proved in another study conducted by Delamater and Myers (2010) expressing that social influence is a major determinant of buying behavior of green products.

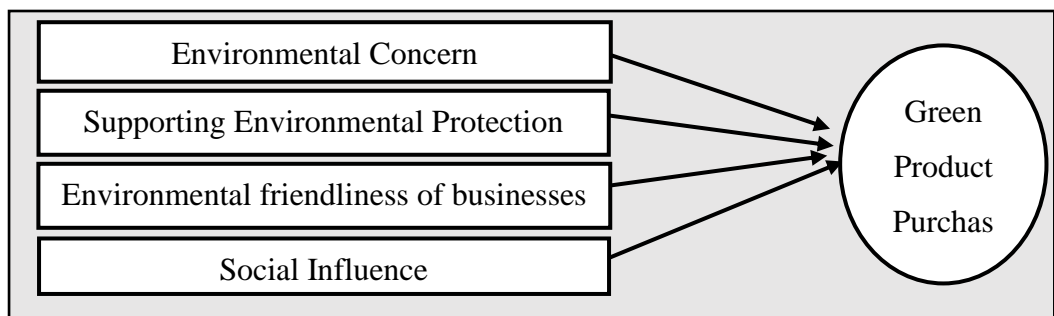
When it comes to Sri Lankan context, Rathnayaka and Gunawardhana (2021) uncovered that social influence significantly contributes on changing consumers' attitudes on green product purchase intention, as experienced consumers share their views with others. However, the findings of Velampy & Achchuthan, (2016) highlighted that social influence has no effect on green purchase intention among young consumers in Sri Lanka. The same idea was proved in another study conducted by Mandawala and Gamage (2017) revealing that social influence has no significant impact on green product purchase decisions among consumers in Western Province, Sri Lanka.

Based on the above contradictory viewpoints, authors of the present study developed the fourth hypothesis to measure the type of impact of social influence on green household purchasing decisions of young educated consumers in Sri Lanka as follows.

H4: There is a significant impact of Social Influence on green electronic devices purchasing decisions among young, educated consumers in Sri Lanka.

## METHODOLOGY

Deductive research approach was used in this study. Based on a survey-based self-administrated questionnaire, data were collected using convenient sampling with the 200 university students who live in Southern Province in Sri Lanka. Here, the students who purchased and expected to purchase green electronic devices within the Galle, Matara and Hambanthota districts were involved. Measurement scales used are explained under conceptualization and operationalization as in Figure 1 and Table 1.



**Figure 1: Conceptual Framework**

*Source: The author compiled*



**Table 1: Operationalization Procedure**

<b>Variable</b>		<b>Item</b>	<b>Source</b>
Environmental Concern (EC)	EC 01	I'm worried about worsening of the quality of Sri Lanka's Environment	(Rehman & Dost, 2013)
	EC 02	Sri Lanka's Environment is my major concern	
	EC 03	I'm emotionally involved in environmentally protection issues in Sri Lanka	(Kumar & Ghodeswar, 2015)
	EC 04	I often think about environmental quality of Sri Lanka can be improved	
Supporting Environmental Protection (SEP)	SEP 01	Supporting Environmentally Protection makes me feel meaningful	(Kumar & Ghodeswar, 2015)
	SEP 02	Green electronic devices produce the least amount of environmental pollution in its usage I find green electronic devices; those are really relevant to my lifestyle	
	SEP 03		
Environmental Friendliness of Businesses (EFB)	EFB 01	I feel good about buying green electronic devices brands which cause less damaging to the environment	(Kumar & Ghodeswar, 2015)
	EFB 02	I refuse to buy products from businesses accused of being polluters	
Social Influence (SI)	SI 01	I learn about Environmental issues from my friends	(Rehman & Dost, 2013)
	SI 02	I learn a lot about green electronic devices from my friends	
	SI 03	I discuss about green electronic devices with my friends	(Kumar & Ghodeswar, 2015)
	SI 04	I always share information regarding green electronic devices with my friends	
	SI 05	It makes me feel more socially attractive when I purchase green electronic devices	
	SI 06	I will be perceived by others as "outdated" if I do not prefer green electronic devices	
Green Product Purchase Decisions (GPPD)	GPPD 01	When I want to buy an electronic device, I look at the ingredient label to see if it contains things that are environmentally damaging	(Rehman & Dost, 2013)
	GPPD 02	I choose to buy green electronic devices because they are less polluting	
	GPPD 03	I prefer green electronic devices over conventional electronic devices when their product qualities are similar	
	GPPD 04	I purchase green electronic devices even if they are more expensive than conventional electronic devices	

Source: Kumar and Ghodeswar (2015)

## ANALYSIS AND FINDINGS

### Demographic Profile

The result of the demographic profile shows that the majority of the respondents are female that is 51% out of a total of 200 respondents whereas 49% respondents are male. The highest proportion of the respondents fell into the 20–24 age group (84%), followed by the 25–29 age group (16%). Out of the 200 university students, 145 respondents were fallen into middle income category (72.5%), while 40 students in low-income category (20%) and rest of the 15 students in higher income category (7.5%).

### Reliability

**Table 2: Reliability Test**

Variable	Cronbach's Alpha	No. of items	Comment
Environmental Concern (EC)	0.857	04	Accepted
Supporting Environmental Protection (SEP)	0.780	03	Accepted
Environmental Friendliness of Businesses (EFB)	0.812	02	Accepted
Social Influence (SI)	0.868	06	Accepted
Green Product Purchase Decisions (GPPD)	0.808	04	Accepted

Source: Survey Data 2021

According to Table 2, Cronbach's Alpha value for all these five variables exceeds 0.7. It reveals that there is a strong internal consistency of the scale, and it has a high reliability level. In other words, all the 19 items were reliable to measure the young educated consumer's purchase decisions towards green electronic devices in Southern Province. Using AVE and CR convergent validity is ensured as both exceed the threshold value of 0.5 and 0.7 respectively.

### Descriptive Statistics

**Table 3: Descriptive Statistics**

Variable	Mean	Std.	No. of items
Environmental Concern (EC)	4.1038	0.54235	04
Supporting Environmental Protection (SEP)	3.7850	0.54593	03
Environmental Friendliness of Businesses (EFB)	3.5200	0.64551	02
Social Influence (SI)	3.7225	0.49206	06
Green Product Purchase Decisions (GPPD)	3.8938	0.52598	04

Source: Survey Data 2021

Here, the mid-point value was 3.5 on this 5-point Likert scale. According to the data on table 3, the mean values of all five variables exceeded 3.5 and values of standard deviation stayed around the 0.5 (less than 1). It can be identified that most of the young educated consumers in Southern Province, have overall positive attitude towards green electronic devices.

### Hypotheses Testing

The main objective of this research is to identify the determinants and its degree of impact on purchasing decisions of green electronic devices among young educated consumers in Southern Province. Hence, the researcher has used multiple regression analysis to identify the impact of particular factors on their green product purchasing decisions.

**Table 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	0.884	0.782	0.778	0.24805	2.064

Source: Survey Data 2021

Table 4, shows the model summary of the multiple regression analysis. It provides R and R<sup>2</sup> values. The R value represents the simple correlation (R = 0.884), which indicates a high degree of correlation. The value of the explanatory power (R<sup>2</sup> value) indicates the degree to which extent the variance of the dependent variable is explained by independent variables. It can be concluded that, 78.2% (0.782) of the total variance of Green Product Purchasing Decisions has been explained by Environmental Concern, Supporting Environmental Protection, Environmental Friendliness of Businesses and Social Influence in this study. Furthermore, the high adjusted r-square value indicates that, the model has a good fit.

**Table 5: ANOVA Test**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	43.057	4	10.764	174.945	0.000
	Residual	11.998	195	0.062	-	-
Total		55.055	199	-	-	-

Source: Survey Data 2021

According to the Table 5, P value (sig. value) of the model is shown as 0.000 and it is less than 0.05 (p <0.05). It indicates that, overall, regression model statistically significantly predicts the outcome variable. Further, it is disclosed that independent variables (factors) are most suitable to explain consumers' purchasing decisions of green electronic devices.

**Table 6: Coefficients**

Model		Unstandardized		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.143	0.145	-	0.985	0.326
	EC	0.351	0.055	0.362	6.362	0.000
	SEP	0.207	0.050	0.215	4.163	0.000
	EFB	0.137	0.037	0.168	3.683	0.000
	SI	0.280	0.062	0.262	4.556	0.000

Source: Survey Data 2021

Table 6, represents coefficient statistics of regression analysis for this study.  $\beta$  value of the table indicates the degree to which extent the dependent variable can be affected by a certain independent variable while other independent variables remain constant.

$\beta$  value for Environmental Concern (EC) is 0.351, indicates that increasing 1 unit of EC causes to increase Green Product Purchase Decisions (GPPD) in 0.351 units while other three independent variables remain constant. Positive  $\beta$  coefficient represents that there is a positive impact between EC and GPPD. P value (sig. value) for the EC is 0.00 ( $p < 0.05$ ) which represents the impact between EC and GPPD is statistically significant.

Supporting Environmental Protection (SEP) involves 0.207  $\beta$  value, which indicates, when SEP increases by 1 unit, GPPD will be increased by 0.207 units. Positive  $\beta$  coefficient represents that there is a positive impact between SEP and GPPD. P value for the SEP is 0.000 ( $p < 0.05$ ) which represents that the impact between SEP and GPPD is statistically significant.

Environmental Friendliness of Businesses (EFB) has 0.137  $\beta$  value which indicates that, when EFB increases by 1 unit, GPPD also increases by 0.137 units while other independent variables remain constant. P value for the EFB is less than 0.05 (0.000) which represents that the impact between EFB and GPPD is statistically significant. According to the Table 4.5, Environmental Friendliness of Businesses (EFB) has the lowest standardized  $\beta$  value of 0.168, which implies that, EFB has relatively weak influence on purchase decisions of green electronic devices among the young educated consumers in southern province.

Finally, Social Influence (SI) involves 0.280  $\beta$  value at 0.000 significance level, which denotes, when SI increases 1-unit, GPPD increases by 0.280 units. Positive  $\beta$  coefficient shows that there is a positive impact between SI and GPPD and P value is less than 0.05 which represents that the impact between SI and GPPD is statistically significant. According to the Table 4.5, standard errors of the regression coefficients are fairly small. It indicates that coefficients have estimated precisely.

Based on the above results, multiple regression equation (model) can be formulated as follows;

$$\text{GPPD} = 0.143 + 0.351 \text{ EC} + 0.207 \text{ SEP} + 0.137 \text{ EFB} + 0.280 \text{ SI}$$

Summary of the hypothesis testing can be illustrated as follows.

**Table 7: Hypothesis Summary**

Variable	P value	Decision
Environmental Concern	0.000	H1 <sub>A</sub> – Accepted
Supporting Environmental Protection	0.000	H1 <sub>B</sub> – Accepted
Environmental Friendliness of Businesses	0.000	H1 <sub>C</sub> – Accepted
Social Influence	0.000	H1 <sub>D</sub> – Accepted

Source: Survey Data 2021

## DISCUSSIONS

This study was conducted to identify the determinants of green electronic purchasing decisions of young educated consumers in Southern Province in Sri Lanka. Based on the deductive approach the study intended to measure the impact of four determinants, namely; Environmental Concern, Supporting Environmental Protection, Environmental Friendliness of Businesses and Social Influence on the purchasing decisions of green electronic devices of young educated consumers.

According to the findings, the most dominant factor which had a strong positive influence on purchasing decisions of young educated consumers is Environmental Concern. It was the strongest influencer on young educated consumer's green electronic devices purchase decisions, having the highest standardized beta equal of 0.362. Further, it indicates that as young, educated consumers get more sensitive to environmental issues, they take responsibility to protect nature by purchasing more eco-friendly products.

The second most important factor which was also positively related to green purchasing decisions was Social Influence with beta value 0.262. This may be due to the reason that young consumers are highly influenced by peers and social pressures. Past studies have also proved that the young consumers are highly influenced by social pressures from peers and their family (Ishpreet,2017).

Furthermore, Supporting Environmental Protection (0.215) and Environmental Friendliness of Businesses (0.168) also had positively influenced on green product purchase decisions of young educated consumers. Within this backdrop, it is highlighted that young consumers in Southern Province realize the fact that it is worthy to pay premium prices for green electronic devices that contribute towards improving the quality of environment.

## **CONCLUSION**

Based on the empirical findings it was concluded that Environmental Concern, Supporting Environmental Protection, Social Influence and Environmental Friendliness of Businesses, are four determinants of green electronic purchasing decisions of young, educated consumers in Sri Lanka. Further, it was evident that Environmental Concern is the strongest determinant of purchasing decisions of green household electronics among the target customer group. Additionally, they prefer to purchase products from businesses who consistently protect the environment and in contrary, give less consideration for businesses who accused of being polluters or producing harmful products.

## **THEORETICAL IMPLICATIONS**

This study explored new knowledge on determinants of green electronic purchasing decisions of young educated consumers in Sri Lanka. Such novel knowledge is unique to South Asian context as Sri Lanka is a South Asian country. Among the four determinates environmental concern being the most important determinate is also an addition to the existing knowledge.

## **PRACTICAL IMPLICATIONS**

Both practitioners and theoreticians are benefited from the findings of present study in several aspects. First, the marketing professionals can relate green electronic devices with functional, emotional and experiential needs of consumers. Second, based on the study findings, marketers can offer young educated consumer facts related to environmental performance of their businesses. Third, both policy makers and marketers can utilize the power of social influence to encourage green purchases among young educated consumers. This can be done by motivating young consumers to use social circles and social media platforms, where they can share their views about green marketing endeavors.

## **LIMITATIONS OF THE STUDY**

Although the study provides good insights on the important aspects of green electronic purchasing decisions of young consumers, it has some limitations in several facets. First, the study data are restricted to 200 young consumers living in Southern Province, Sri Lanka. Second, data obtained from convenience sample and literature reviews has been used for inferring purchasing decisions of all young educated consumers in Sri Lanka. Third, the study area does not cover the influence of socio-demographic factors such as family income, occupation and area of living on green purchasing decisions of young consumers.

## **FUTURE RESEARCH DIRECTIONS**

Future researchers in this area can expand the study findings with a more robust sample covering more geographical areas. Additionally, it is important to include several aspects of social structures, such as household income, occupation and area of living as moderators, in order to determine whether social structures change

the relationship between the determinants and green electronic purchasing decisions of young consumers. Moreover, upcoming researches concentrating on specific green device or brand within the industry are also important.

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## COMPETING INTERESTS

The authors declared no competing interests.

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