

(62)

**Assessment of the Factors Influencing the Green Professionals of Construction Industry in Purchasing Green Products in Sri Lanka**

**Perera A.L.W.M.<sup>1\*</sup>, Wijerathna S.D.S.A.<sup>2</sup>, Layanga A.G.P.<sup>2</sup>, Rajapakshe P.S.K.<sup>3</sup>**

<sup>1</sup>*Eco Labelling and Green Technology Division, Green Building Council, Colombo, Sri Lanka*

<sup>2</sup>*Education, Training and Research Division, Green Building Council, Colombo, Sri Lanka*

<sup>3</sup>*Department of Environmental Management, Rajarata University, Mihintale, Sri Lanka*

*\*manoriperera95@gmail.com*

**Abstract**

The construction industry is a major industry in Sri Lanka that consumes a large amount of material and energy. The production of construction materials results in many environmental issues such as natural resource depletion, climate change, greenhouse gas emissions, waste generation, and so on. Therefore, construction industry professionals should realize the importance of environmentally friendly construction materials. In the process of manufacturing construction materials, it is vital to maintain environmental, social, and economic sustainability. With that background, this study was aimed to assess the factors influencing the green professionals of the construction industry in purchasing green products in Sri Lanka. A purposive sampling technique was used to select green professionals of Green Building Council of Sri Lanka (GBCSL) and primary data was gathered using a close-ended questionnaire. Binary logistic regression analysis was employed to analyze 200 valid responses where interest in purchasing green products as the dependent variable and education and awareness, the difference compared to conventional products, sustainability, transparency, and price as independent variables. According to the survey, the majority of professionals (65.5%) represented the private sector whereas the minority of professionals (4%) represented the non-governmental sector. Further, 98.5% of green professionals in GBCSL were interested in purchasing green products. Logistic regression analysis revealed that sustainability ( $p>0.000$ ), transparency ( $p>0.049$ ), and price ( $p>0.022$ ) are significantly affecting the green professionals of the construction industry in purchasing green products. Moreover, education and awareness, and the difference compared to conventional products were not significant determinants among green professionals over purchasing of green products. In conclusion, sustainability, transparency, and price are influencing the personal perspective of green professionals to purchase green production materials in Sri Lanka. Hence, this study recommends that construction material manufacturers should ensure the product's environmental friendliness, accurate information and affordability and accurate information in order to ensure the long-term sustainability.

**Keywords:** Construction industry, Green products, Green professionals, Environmental issues, Sustainability