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Factors Influencing Green Purchasing: Biodegradable Fabric Products in Kalutara District in Sri Lanka**Maheepala, S.D.C.M.*, Jayasekara, K.D.De S., Gunawardena, U.A.D.P.***Resource Economics Unit, Department of Forestry and Environmental Science,
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*chathurimalshikasd99@gmail.com***Abstract**

The increasing awareness of environmental degradation and pollution caused by synthetic fibers such as nylon, acrylic, and polyester, particularly microfiber contamination, is significantly influencing consumers to shift toward biodegradable alternatives. This study aims to investigate the factors influencing consumers' willingness to purchase biodegradable fabric products, such as ready-made clothing, bedding, curtains, towels, and other household fabric items, which are emerging as sustainable options. The Theory of Planned Behavior (TPB) was the foundation of the study. A structured questionnaire was utilized to collect primary data from 227 respondents within the Kalutara District of Sri Lanka. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the data. According to the results, most consumers preferred cotton and linen materials and were willing to pay a slightly higher price, mostly 5% more for ready-made and traditional costumes. The findings revealed that Attitude Toward biodegradable fabrics (ATD) ($\beta=0.164, p<0.05$), subjective norms (SN) ($\beta 0.098, p<0.05$), Perceived Inconvenience (PI) ($\beta=0.298, p<0.001$), and perceived price (PP) ($\beta=0.281, p<0.001$) significantly influence Willingness-To-Purchase (WTP). Unexpectedly, both PI and PP had positive and statistically significant effects on WTP, which diverges from traditional assumptions and suggests that consumers may associate these perceptions with product authenticity and sustainability value. Although Environmental Concern (EC) ($\beta=0.042, p<0.05$) and perceived benefits (PB) ($\beta=0.092, p<0.05$) significantly influenced WTP through attitude, they did not directly affect WTP, which reflects the full mediation effect of ATD. Internal consistency reliability, convergent validity and discriminant validity were established, with an acceptable model fit. These findings highlight the crucial role of ATD, SN, PI, PP, EC and PB in influencing green purchasing behavior. Outcomes of the study provide valuable insights for policymakers and other key stakeholders to develop strategies to strengthen positive attitudes toward biodegradable fabrics through targeted awareness campaigns, sustainability communication, and value-based pricing strategies that signal a higher price and inconvenience as indicators of authenticity and environmental value.

Keywords: *Biodegradable fabric products, Microfiber pollution, Willingness to purchase, Theory of planned behavior, PLS-SEM*