

## **Factors Affecting Consumers' Green Product Purchase Decisions: with Special Reference to Green Household Electronic Products in Western Province**

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The green consumer decisions are recently being discussed in Asian context. The literature on green consumer decisions and purchase decisions recently focuses on the Asian market and as a result it is being spread in the Sri Lankan context. Though environmental consciousness in Sri Lankan consumers is observed in the literature, purchase decision towards green electronic products is not yet clearly understood in Western Province. Energy efficient electronic appliances or green electronic appliances are purchased by a wide variety of customers in today's context. As a trend people are more conscious about environmental threats and willingly take steps to contribute to the environmental protection. Present research measured the impact of factors, supporting environmental protection, drive for environmental responsibility, environmental friendliness of companies, social influence, perceived value, perceived quality identified from literature and their influence onto the green electronic products purchase decisions in Western Province. The research aimed to solve the issue of what are the factors affecting the purchase decisions of green household electronics products in Western Province? The research was carried out by using quantitative method and a questionnaire was distributed among consumers who have purchased green electronic appliances and who are willing to purchase green electronic appliances. 450 responses were taken as the sample for the study. Correlation analysis and regression was implemented to understand the impact between the independent factors and consumers' green electronic products purchase decisions. Researcher found that green product purchase decisions are dependent on supporting environmental protection, drive for environmental responsibility, environmental friendliness of companies, and perceived value. According to research findings, these factors significantly impact the green electronic product purchase decisions of consumers in Western Province.

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