

# FACTORS INFLUENCING MILLENNIALS' PURCHASING BEHAVIOUR TOWARDS ENERGY-EFFICIENT HOUSEHOLD ELECTRIC APPLIANCES WITH SPECIAL REFERENCE TO UVA PROVINCE

Dilrukshi, S.A.S.\* and Bandara, H.M.C.G.

*Department of Marketing Management, Faculty of Management Studies,  
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[\\*shyamadil98@gmail.com](mailto:shyamadil98@gmail.com)*

## 1. Introduction

The rising energy consumption in developing nations underscores the vital importance of promoting energy-saving practices, a significant concern from both academic and industrial viewpoints. Many countries have adopted energy-efficient appliances as a solution to anticipated energy challenges. However, in Sri Lanka, the adoption of energy-efficient appliances remains relatively low, particularly in rural areas. Hence, this study aims to identify the factors influencing millennials' purchase behaviour towards energy-efficient household electric appliances with special reference to the Uva province.

## 2. Research Methodology

Under the quantitative survey, a self-administered questionnaire was distributed among 384 millennials in Uva province using a purposive sampling technique. For the analysis, 306 respondents who had experience in purchasing energy-efficient household electric appliances were considered. Regression methods with 95% confidence were used for the data analysis.

## 3. Findings and Discussion

The results show that conditional and epistemic values had a significantly positive impact on millennials' purchase behavior towards energy-efficient household electric appliances in Uva province, while functional, social, and emotional values did not influence their behavior.

## 4. Conclusion and Implications

Millennials' main concern is conditional and epistemic values in purchasing energy-efficient household electric appliances. In developing communication strategies for energy-efficient household electric appliances, marketers and manufacturers should mainly focus on conditional and epistemic rather than functional, social, and emotional factors.

**Keywords:** Conditional Values, epistemic values, Energy efficient household electric appliances, Millennials, Purchase Behaviour.