

UNVEILING THE NEXUS: INVESTIGATING THE IMPACT OF DEMOGRAPHIC FACTORS ON ENVIRONMENTAL ATTITUDES AMONG UNIVERSITY STUDENTS IN SRI LANKA

Tennakoon, G.A.D.M.^{1*} and Nanayakkara, A.C.²

^{1,2} Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka

*dhanuka@adm.sab.ac.lk

The significance of environmental issues within the contemporary global arena is undeniable. Universities and their students have embraced a distinctive role in contributing to environmental sustainability. Environmental initiatives can be analyzed through a psychological view, particularly with regard to environmental attitudes. This study directs its focus towards investigating the relationship between environmental attitudes and demographic variables such as gender, religion, academic specialization, and hometown. Empirical data has been gathered from a cohort of eighty-six university students representing diverse demographic backgrounds. The findings of this investigation reveal that gender exerts a significant influence on anti-anthropocentrism attitudes among university students. Consequently, this study advocates for the pursuit of further research endeavors utilizing a diverse array of methodological approaches to comprehensively address these concerns.

Keywords: *Anti-anthropocentrism Environmental attitudes, new ecological paradigm*