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Attitude Towards Consuming Green Products In Sri Lanka

Dr. M.B.M Amjath[1], U. L. S. Thathsarani[2]

[1]*Senior Lecturer, Department of Accountancy & Finance, South Eastern University of Sri Lanka*
[2]*Temp. Asst. Lecturer, Department of Accountancy & Finance, South Eastern University of Sri Lanka*

Abstract--

Purpose: The objective of the study is to examine the factors influencing consumer attitudes toward green products, focusing on green product positioning, green brand knowledge, economic factors, and cultural factors.

Methodology: This quantitative non-experimental study employed, using a structured questionnaire to collect data from respondents. The study utilized a 5-point Likert scale to measure consumer attitudes and the impact of independent variables. These independent variables shape consumer perceptions and willingness to purchase eco-friendly products. The collected data were analyzed using statistical techniques, including regression analysis and correlation tests, to determine relationships between variables.

Findings: The findings reveal that green product positioning and green brand knowledge significantly influence positive attitudes toward green products. Consumers who perceive clear environmental benefits and trust eco-friendly brands are more likely to purchase green products. Economic factors, particularly price sensitivity, pose a challenge, as many consumers perceive green products as expensive. Cultural influences also play a critical role, with societal norms and encouragement from family and peers driving sustainable purchasing behavior.

Practical implication: The findings of the study provide insights to help marketing strategies to enhance product positioning, improve consumer awareness, and credible green branding efforts while leveraging cultural values to promote sustainable consumption.

Address affordability concerns. Businesses should implement transparent and

Originality: This research provide originally investigates how psychological aspects influencing green purchasing decisions. The survey instrument and research design are the original contribution.

Keywords: Green Consumer Behavior, Product Positioning, Sustainability Marketing, Eco-Friendly Consumption

I. Introduction

The consumer attitudes towards green products remain diverse, particularly among working women. This trend may prompt a shift on awareness of green products and minimize environmental hazard. The working women are often key decision-makers in household purchasing and play a pivotal role in influencing family consumption patterns. As such, their attitudes and preferences significantly impact the adoption and growth of green products in the market.

The green products include eco-friendly goods that are recyclable, biodegradable, energy-efficient, and produced through sustainable practices. Consumer behavior is a psychological study of how individuals, groups, or organizations select, buy, use, and dispose of goods, services, ideas, or experiences helping businesses anticipate trends and build effective marketing strategies.

In Sri Lanka, the adoption of green products, which are considered environmentally friendly, remains limited despite a global shift towards sustainability (Fernando & Kaluarachchi, 2020). The green practices explain why sustainability of the carbon footprint management is important to seek better environmental performance to attract more consumers (Amjath & Wimarsha, 2026). This trend is gradually gaining momentum as consumers become more environmentally conscious and businesses adapt to meet the demand for sustainable solutions (Abeysekera & Wijesundara, 2022). Working individuals, often have access to information, on environmentally friendly products and higher intention in purchasing power on green products (Wijewardene & Fernando, 2021). Sri Lanka's societal norms around gender roles play a crucial part in shaping consumer behavior. Women's culture, traditional roles views as caregivers influence their approach to household purchasing decisions, including the selection of eco-friendly products. Working women may have a greater sense of autonomy in making decisions related to sustainability, while non-working women may feel more constrained by traditional expectations or limited access to information (Chandrapala & Wickramasinghe, 2020).

The income level, educational level, employment status and cultural and societal norms of the working women contribute significantly towards buying the green products (Perera et al., 2023). Employment status of the working women play a crucial role in shaping consumer attitudes.

Cultural and societal norms of working and non-working women in Sri Lanka also influence consumer attitudes. Green products often come at a premium, and while working women may have more disposable income to spend on such items, non-working women may not have the same purchasing power or may prioritize other household expenses over environmentally friendly options (Jayasuriya & Perera, 2022).

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Previous research indicates that while urban consumers are more likely to purchase green products, while rural populations remain less engaged due to financial constraints and lack of exposure to sustainability concepts (Jayawardena et al., 2023).

Despite these green practices in progress, it has not been extensively explored among different demographic groups such as working and non-working women in Sri Lankan context. It creates a significant gap in understanding the barriers to green product adoption in Sri Lanka. This gap poses a challenge for businesses attempting to position green products as viable options and for policymakers seeking to encourage sustainable consumption. Further, marketing strategies of business organizations often fail to effectively address the specific needs and concerns of the working women, such as convenience and value for money. Addressing this problem requires an in-depth exploration of the factors influencing working women attitudes, with a particular focus on the experiences and perceptions of green products.

Problem Statement

The role of working women in shaping consumer attitudes towards green products is critical to understand the broader dynamics of sustainable consumption in Sri Lanka. The working women are often key decision-makers in household purchasing and play a pivotal role in influencing family consumption patterns.

In contrast, non-working women, who may face more traditional societal roles and have limited exposure to environmental education or sustainable consumption practices, may exhibit different environmental attitudes. These attitudes explore valuable insights into developing targeted strategies to enhance the appeal and accessibility of green products, thereby fostering sustainable consumption patterns.

This situation motivated the researcher to explore better understanding how consumer environmentalism influences their perceptions and consumer behaviors towards green products between working and non-working women.

Research Questions

1. What is the influence of green product positioning on the attitudes of working and non-working women towards green products in Sri Lanka?
2. What is the influence of green brand knowledge on the attitudes of working and non-working women in Sri Lanka towards green products?
3. What are the factors influence on the attitudes of working and non-working women towards green products in Sri Lanka?

Research Objectives

1. To examine the influence of green product positioning on the attitudes of working and non-working women towards green products in Sri Lanka.
2. To examine the influence of green brand knowledge on the attitudes of working and non-working women towards green products in Sri Lanka.
3. To examine the factors, influence on the attitudes of working and non-working women towards green products in Sri Lanka.

Significance of the Study

This study provides potential information to businesses, policymakers, and marketing professionals about the factors influencing consumer attitudes towards green products in Sri Lanka, with a particular focus on working and non-working women. By identifying barriers, businesses can refine their approach to making green products more accessible and appealing to working and non-working women. Furthermore, this research can guide policymakers in formulating strategies to promote sustainable consumption. Government and non-governmental organizations (NGOs) could use the insights to develop initiatives that address the specific challenges faced by working individuals, such as time constraints and higher prices, which may hinder the widespread adoption of green products.

II. Literature Review

This chapter reviews key concepts and theories related to the green products, the impact of green brand attitudes, product positioning strategies, and the role of green brand knowledge in shaping consumer behavior. It examines empirical studies that explore how these factors affect attitude towards working and non-working women.

Green Products

Numerous studies have sought to differentiate green products from conventional ones (Braga & Silvia, 2013; Luchs, 2010; Manuela, 2013). Green products are characterized by causing less harm to the environment and human health through their packaging and content (Jacobi, 2006). However, they are often considered conventional products with similar functions but fewer negative environmental impacts throughout their life cycle (Sergio, 2015). The implementation of green practice at manufacturing companies minimizes operational waste reduction, carbon emissions and provides better environmental performance and operational efficiency (Amjath &Wimarsha, 2026).

To differentiate between green and conventional products, it is essential to understand that green products are designed to minimize environmental and health hazards in their content and packaging (Jacobi, 2006). Consumers often choose green products not only for their environmental appeal but also for the specific benefits they provide (Morh & Webb, 2005). A "green product" refers to one that supports environmental protection, energy conservation, and the sustainable use of natural resources. Despite these benefits, green products are frequently priced higher than their conventional counterparts, although they may have lower lifecycle costs (Steen, 2005).

Peattie and Crane (2005) cautioned that the development of green products should involve genuine ecological innovation, effectively communicating their green benefits and value to customers. People with strong environmental concerns often take action, such as organizing petitions, boycotting manufacturers, or promoting conservation efforts (Fergus, 1991). According to Ottman (1992), consumers are more likely to accept green products when these meet basic needs for performance, quality, convenience, and affordability and when they understand how such products contribute to solving environmental problems.

Additionally, some green products may lack genuine eco-friendly qualities and instead rely on green labels and premium pricing (Lee, 2008). Conflicts often arise when making decisions, as noted by Homer and Kahle (1988). Attitudes are recognized as powerful determinants of behavior, and marketers believe that individuals with positive attitudes toward a product are more likely to purchase it (Vantomme, 2005). The ABC model of attitudes, a multidimensional perspective, suggests that attitudes are defined by affect, behavior, and cognition, and their interrelationship influences how consumers think, feel, or act to maintain balance (Solomon, 2010). This principle of uniformity is rooted in mental dissonance theory, which posits that conflicting thoughts create discomfort, motivating individuals to restore harmony (Baca-Mote, 2013).

Green marketing studies consistently show that attitudes toward eco-friendly products significantly influence purchase intentions (Aman, 2012; Barber, 2009; Flamm, 2009). Allport (1935) described attitude as "a mental and neural state of readiness," while Schultz and Zelezny (2000) linked environmental attitudes to self-perception and one's connection to nature. Blackwell (2006) described attitudes as reflecting consumer preferences, while Irland (1993) and Schwepker and Cornwell (1991) emphasized that environmental attitudes often guide purchasing decisions.

Chyong (2006) argued that attitudes are the most reliable predictor of consumers' willingness to pay for green products, indicating that environmental self-involvement often drives eco-friendly behavior (Wiener & Sukhdial, 1990). Tanner and Kast (2003) found that positive environmental attitudes strongly influence green food purchases. Lee (2008) defined attitudes toward green brands as deriving from consumer evaluation and rational judgment. Companies emphasizing eco-friendly attributes enable consumers to choose between brand alternatives (Rio, 2006).

Branding, defined as "a name, term, logo, symbol, plan, or combination intended to identify the goods and services of one seller or group of sellers and distinguish them from competitors" (Kotler & Keller, 2009), plays a critical role in shaping consumer behavior. Effective green branding and positioning can significantly influence attitudes, as consumers increasingly prioritize environmental sustainability in their purchase decisions (Hartmann, 2005).

The relationship between green product positioning and attitudes is also influenced by brand strength. A strong brand establishes trust and reduces consumer vulnerability, enhancing purchase intentions across demographics (Aaker, 1996). Keller (2008) highlighted how effective brand positioning allows companies to communicate their value propositions effectively, fostering positive consumer attitudes. Hartmann (2005) suggested that green brand positioning must address both functional and emotional needs to capture diverse consumer segments.

Brand knowledge is a critical cognitive factor that shapes consumer perceptions of a brand. Peter and Olson (2001) emphasized that brand knowledge involves the personal sense consumers associate with a brand, stored in their memory, encompassing descriptive and evaluative brand-related information. Keller (2003) further elaborated on this, describing brand knowledge as a mental repository shaped by past marketing activities, which enhances marketing efficiency and business productivity. Keller (1993) divided brand knowledge into two key components: brand awareness and brand image. Brand awareness refers to the extent to which consumers can recall and recognize a brand, while brand image pertains to the associations consumers hold about a brand. Block and Atkin (1983) highlighted the powerful role of advertising in enhancing brand awareness, noting that advertisements attract consumers' attention and aid in embedding the brand in their memory, enabling informed choices among competing brands.

Social influence plays a significant role in shaping consumer attitudes and behaviors, particularly in the context of green product consumption.

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Individuals' purchasing decisions are often influenced by the social norms, peer pressure, and perceptions of others within their social groups. Social influence has been widely studied within the realm of consumer behavior and is often linked to theories of social psychology. According to Ajzen's Theory of Planned Behavior (TPB), social influence is conceptualized as "subjective norms," which refer to the perceived social pressure to engage in certain behaviors (Ajzen, 1991). This perception can significantly impact an individual's attitude toward purchasing green products. As Wang (2014) notes, social influence plays a crucial role in determining the behavioral intentions of consumers toward green products. Consumers may alter their attitudes and intentions based on the expectations and behaviors of those around them, including family, friends, colleagues, and the media.

III. Research Methodology

This study to explore the impact of consumer attitude towards green products specifically focusing on the role of working and non-working women in Sri Lanka. The research approach and design, data collection methods, sampling techniques, data analysis procedures, and ethical considerations are discussed in methodology of this research. The research approach can be categorized into deductive and inductive approaches. The deductive approach is more suitable for this research because it begins with a theoretical framework and tests hypotheses derived from the theory (Saunders et al., 2019).

Research Design

The research design strategy is the blueprint for how the study is conducted. For this quantitative study, to investigate the attitudes and perceptions of large populations of working and non-working women, structured survey questionnaires were used. The survey allows for the collection of data from a representative sample of working and non-working women in Sri Lanka. The collected data can be analyzed to identify patterns and relationships of attitudes towards green products (dependent variable) and the influence of the independent variables (green product positioning, brand knowledge, economic factors, and cultural influences).

Hypothesis

The hypotheses in this study are formulated to test the influence of green product positioning, green brand knowledge, economic factors, and cultural factors on the attitudes of working and non-working women in Sri Lanka towards green products.

These hypotheses are based on the underlying assumption that each independent variable significantly impacts the dependent variable (attitude towards green products).

- *H1:* Green product positioning has a significant positive influence on the attitudes of working and non-working women in Sri Lanka towards green products.
- *H2:* Green brand knowledge has a significant positive influence on the attitudes of working and non-working women in Sri Lanka towards green products.
- *H3:* Economic factors have a significant positive influence on the attitudes of working and non-working women in Sri Lanka towards green products.
- *H4:* Cultural factors have a significant positive influence on the attitudes of working and non-working women in Sri Lanka towards green products.

These hypotheses aim to explore how these factors influence consumer behavior regarding green products and compare their effects on working and non-working women.

IV. Sampling

Target Population and Sample Size

The target population for this study is working and non-working women aged 18-55 in Sri Lanka. This group was chosen because it fit the criteria of being a working woman (employed full-time or part-time) and a non-working woman (housewife or unemployed). A random sampling technique was used to select approximately 300 women (150 working and 150 non-working) to provide sufficient data for statistical analysis.

V. Data Collection

A set of structured questionnaires was used through online survey method to collect data quickly and cost effectively. The questionnaire was closed-ended with a mix of Likert scale items (ranging from strongly agree to strongly disagree), multiple-choice questions, and dichotomous questions. The survey was distributed online to a sample of working and non-working women in Sri Lanka. The survey link was shared through email and social media platforms to ensure a diverse and representative sample.

Statistical tools and Empirical Model

This study employs statistical techniques such as descriptive statistics, scatter diagrams, correlation analysis, and regression analysis for examining the relationships between variables. Descriptive statistics such as the mean, median, standard deviation, and frequency distributions were used to provide an overview of the data.

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These statistics provide a clear understanding of the sample's general characteristics, including the distribution of responses for each variable.

A cross-sectional study is suitable when examining attitudes and perceptions that are assumed to be stable over a short period to achieve the objectives of this research. Correlation analysis will be used to examine the strength and direction of the relationship between each independent variable and the dependent variable. Pearson's correlation coefficient was used to quantify the linear relationship between the variables.

A Multiple regression analysis was used, to determine the impact of several independent variables such as green product positioning, green brand knowledge, economic factors, cultural factors on a single dependent variable in shaping attitudes towards green products. The significance of each independent variable was tested using t-tests, and the overall fit of the model will be assessed using R-squared, which indicates the proportion of the variance in the dependent variable that can be explained by the independent variables.

The model is structured as follows:

$$Y=\beta0+\beta1(X1)+\beta2(X2)+\beta3(X3)+\beta4(X4)+\epsilon$$

Where:

- Y = Attitude towards green products (dependent variable)
- X1 = Green product positioning
- X2 = Green brand knowledge
- X3 = Economic factors
- X4 = Cultural factors
- $\beta0$ = Intercept
- ϵ = Error term

This empirical model helped to determine the strength and direction of the relationships between the variables, assessing how each independent variable contributes to shaping attitudes towards green products.

VI. Data Analysis And Interpretations

Reliability analysis

The reliability statistics for the variables in the study were evaluated using Cronbach's Alpha, a measure of internal consistency. The results show that all the variables demonstrated acceptable reliability, as each Cronbach's Alpha value exceeded the commonly accepted threshold of 0.7. Generally, Cronbach's Alpha value above 0.70 is considered acceptable for research purposes.

The results of the reliability analysis indicate that the measurement items used in this study are reliable and suitable for further statistical analysis.

Demographic analysis

The age distribution of the sample shows that the majority of respondents (48.3%) are in the 25-34 age group, followed by 35-44 (18%) and 45-54 (15.3%). The 18-24 group represents 13.3%, and the 55+ group accounts for 5%, reflecting a younger respondent profile.

The educational background of the sample shows a variety of qualifications among the respondents. A significant portion, 43.3% (130 individuals), have completed Secondary School, making this the largest group. This suggests that a substantial number of respondents have foundational education, though not necessarily higher qualifications.

Following this, 34.7% of respondents (104 individuals) have an Undergraduate Degree, reflecting a considerable level of higher education. Additionally, 16.0% (48 individuals) have attained a Postgraduate Degree, indicating a group of highly educated participants. A smaller percentage, 3.0% (9 individuals), fall into the "Other" category, while 2.7% (8 individuals) have completed Primary School education.

The occupational distribution of the sample reveals a variety of employment statuses among the respondents. The largest group, 72.3% (217 individuals), are employees, indicating a dominant representation of individuals working for organizations.

The second-largest group consists of 12.7% (38 individuals) who are students, reflecting a significant portion of younger or education-focused respondents. 12.0% (36 individuals) are self-employed, suggesting a notable representation of entrepreneurs or freelancers in the sample.

A smaller portion, 3.0% (9 individuals), are retired, reflecting a minority of respondents no longer actively participating in the workforce. Overall, the sample is largely made up of working individuals, with a balanced representation of students and self-employed individuals.

The income distribution of the sample indicates varying income levels among respondents. The largest group, 42.7% (128 individuals), earn between LKR 25,000-50,000, suggesting a significant portion of respondents fall within this income range. Following this, 31.0% (93 individuals) earn less than LKR 25,000, indicating a considerable proportion of respondents with lower earnings. 21.0% (63 individuals) earn between LKR 51,000-75,000, reflecting a middle-income group.

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Smaller groups are represented by those earning between LKR 76,000-100,000 (2.7%, 8 individuals) and those earning over LKR 100,000 (2.7%, 8 individuals). This shows a smaller proportion of respondents with higher income levels. Overall, the sample predominantly consists of individuals with moderate to low income levels.

Descriptive statistics

In this research, descriptive analysis was conducted to determine the mean and standard deviation of the study variables based on the responses obtained from 300 respondents.

The mean value indicates the average level of respondents' perceptions regarding each variable, while the standard deviation shows the degree of variation in the responses. According to the decision criteria for univariate analysis, mean values between 2.60 and 3.40 indicate a moderate level. The mean scores for each variable are relatively high, ranging from 4.5360 to 4.6293, suggesting that respondents generally have positive attitudes and perceptions towards green products and related factors. For example, the mean for Attitudes towards Green Products is 4.6293, indicating a strong overall positive attitude. The median values are similar across the variables, all hovering around 4.6, further indicating that the responses are skewed towards the higher end of the scale.

The skewness values for all variables are negative, with Attitudes towards Green Products exhibiting the highest skewness of -4.132. This suggests a heavy skew towards higher values in the responses, meaning most respondents leaned towards positive attitudes and perceptions. Finally, the kurtosis values are notably high, ranging from 12.639 to 23.516. These high values indicate that the data distributions are leptokurtic, meaning they have a sharper peak around the mean and thicker tails compared to a normal distribution.

Correlation for green product positioning

The correlation between attitudes towards green products and green product positioning is 0.790, indicating a strong positive relationship between these two variables at the significance value ($p = 0.000$) with the sample size for both variables is 300, supporting the robustness of this correlation. This suggests that higher levels consumers' attitudes towards green products contribute to more favorable, in their perceptions of green product positioning in the study area.

Correlation for green brand knowledge

The correlation between attitudes towards green products and green brand knowledge is 0.609, indicating a moderate positive relationship between the two variables at the significance value ($p = 0.000$) with the sample size for both variables is 300, supporting the robustness of this correlation. This suggests that higher levels consumers' attitudes towards green products contribute to more favorable, in their perceptions of green brand knowledge in the study area.

Correlation for economic factors

The correlation between attitudes towards green products and economic factors is 0.662, indicating a strong positive relationship at the significance value ($p = 0.000$) with the sample size for both variables is 300, supporting the robustness of this correlation. This suggests that higher level of consumers' attitudes towards green products contribute to more favorable, their perception of economic factors related to green products in the study area. This suggests that higher levels consumers' attitudes towards green products contribute to more favorable, in their perceptions of green brand knowledge in the study area.

Correlation for cultural factors

The correlation between attitudes towards green products and cultural factors is 0.507, indicating a moderate positive relationship at the significance value ($p = 0.000$) with the sample size for both variables is 300, supporting the strength and reliability of this correlation.. This suggests that higher levels of consumers' attitudes towards green products contribute to more positive, their perceptions of cultural factors related to green products in the study area.

VII. Regression

The third objective of this study was to analyze the individual impact of cultural factors, green product positioning, economic factors, and green brand knowledge on the attitudes towards green products. To achieve this objective, multiple regression analysis was conducted to determine the extent to which each independent variable influences the dependent variable, the attitudes towards green products.

The regression results help identify the strength and significance of each factor's impact while controlling the other variables in the model. This analysis determines whether cultural factors, green product positioning, economic factors, and green brand knowledge have a statistically significant positive effect on the attitudes towards green products. The findings provide empirical evidence to understand which factors contribute most strongly to the attitudes towards green products problem in the study area and support the testing of the research hypotheses.

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The Model Summary reveals that the regression model, with attitudes towards green products as the dependent variable and cultural factors, green product positioning, economic factors, and green brand knowledge as predictors, explains 64.8% of the variance in attitudes. The R value of 0.805 and the Adjusted R Square of 0.643 suggest 64.3% of the variation in the attitudes towards green products is explained by cultural factors, green product positioning, economic factors, and green brand knowledge. The Adjusted R^2 value of 0.643 confirms that the model is reliable and suitable. Therefore, cultural factors, green product positioning, economic factors, and green brand knowledge significantly contributes to the attitudes towards green products. It is a strong model fit, while the Std. Error of the Estimate is 0.27135, indicating a reasonable level of prediction accuracy. The F Change value of 135.887 ($p = 0.000$) confirms that the predictors significantly influence attitudes towards green products. Additionally, the Durbin-Watson statistic of 2.105 indicates that the residuals are independent, supporting the reliability of the model.

The ANOVA results, which test the overall significance of the regression model. The results indicate that the regression model is statistically significant, as the F value is 135.887 with a significance level of 0.000 ($p < 0.05$).

The results of the analysis of variance for the regression model, where Attitudes towards Green Products is the dependent variable and the predictors include Cultural Factors, Green Product Positioning, Economic Factors, and Green Brand Knowledge. The Regression Sum of Squares is 40.021, indicating the variance explained by the model. The Residual Sum of Squares is 21.721, representing the unexplained variance. The Total Sum of Squares is 61.742, which is the total variance in the dependent variable. The Mean Square for the regression is 10.005, and the F-value is 135.887, which is statistically significant with a p-value of 0.000, confirming that the model as a whole significantly predicts Attitudes towards Green Products. Therefore, the model is valid and suitable for further interpretation.

Green Product Positioning

The unstandardized **B** coefficients in the regression model represent the change in the dependent variable (Attitudes towards Green Products) for a one-unit change in the predictor variable, while holding all other variables constant. These coefficients reflect the direct effect of each predictor on the outcome.

The unstandardized coefficient ($B = 0.560$) indicates that when Green Product Positioning increases by one unit, the Attitudes towards Green Products increases by 0.560 units, assuming other factors remain constant.

For Green Product Positioning, the unstandardized coefficient is 0.560. This means that, all other factors being equal (factors remain constant), a one-unit increase in Green Product Positioning will result in a 0.560 increase in Attitudes towards Green Products. This is a significant effect, as indicated by the p-value of 0.000, which is well below the commonly accepted threshold of 0.05. This suggests a highly statistically significant relationship between Green Product Positioning and Attitudes towards Green Products, indicating that consumers' attitudes towards green products improve as green product positioning in the market improves.

Based on the regression results, the regression equation is:

Attitudes towards Green Products = ***1.296 + 0.560 (***Green Product Positioning***)***

Explanation of the Equation

Constant (1.296): This represents the baseline level of Attitudes towards Green Products when Green Product Positioning is zero.

Regression Coefficient (0.560): This indicates the impact of Green Product Positioning on Attitudes towards Green Products. It means that when Green Product Positioning increases by one unit, the Attitudes towards Green Products increases by 0.560 units, assuming other factors remain constant.

Since the coefficient is positive (0.560) and statistically significant ($p = 0.000 < 0.05$), it confirms that Green Product Positioning has a positive and significant impact on the Attitudes towards Green Products.

This equation demonstrates that Green Product Positioning contributes directly and significantly to increasing the Attitudes towards Green Products.

Green Brand Knowledge

Similarly, Green Brand Knowledge has an unstandardized coefficient of 0.239, meaning that for each unit increase in Green Brand Knowledge, there is a 0.239 increase in Attitudes towards Green Products. The B value of 0.239 means that 23.9% of the variation in the Attitudes towards Green Products is explained by Green Brand Knowledge. The Adjusted R^2 value confirms the model's reliability. The significance of this relationship is also supported by the p-value of 0.005, which is less than 0.05, showing a statistically significant positive impact. This suggests that the more knowledgeable consumers are about green brands, the more likely they are to have positive attitudes towards green products.

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Based on the regression results, the regression equation is:

Attitudes towards Green Products = ***1.296 + 0.239 (***Green Brand Knowledge***)***

Explanation of the Equation

Constant (1.296): This represents the baseline level of Attitudes towards Green Products when Green Brand Knowledge is zero.

Regression Coefficient (0.239): This indicates the impact of Green Brand Knowledge on Attitudes towards Green Products. It means that when Green Brand Knowledge increases by one unit, the Attitudes towards Green Products increases by 0.239 units, assuming other factors remain constant.

Since the coefficient is positive (0.239) and statistically significant ($p = 0.000 < 0.05$), it confirms that Green Brand Knowledge has a positive and significant impact on the Attitudes towards Green Products.

This equation demonstrates that Green Brand Knowledge contributes directly and significantly to increasing the Attitudes towards Green Products.

Economic Factors

Economic Factors are another important predictor, with an unstandardized coefficient of 0.207. This means that for each unit increase in Economic Factors, Attitudes towards Green Products increases by 0.207.

The B value of 0.207 means that 20.7% of the variation in the Attitudes towards Green Products is explained by Economic Factors. The Adjusted R^2 value confirms the model's reliability. The statistical significance of this coefficient is indicated by the p-value of 0.000, which suggests that economic factors significantly influence attitudes towards green products. This could imply that consumers' perceptions of economic benefits or affordability associated with green products affect their overall attitudes towards these products.

Based on the regression results, the regression equation is:

Attitudes towards Green Products = ***1.296 + 0.207 (***Economic Factors***)***

Explanation of the Equation

Constant (1.296): This represents the baseline level of Attitudes towards Green Products when Economic Factors is zero.

Regression Coefficient (0.207): This indicates the impact of Economic Factors on Attitudes towards Green Products.

It means that when Economic Factors increases by one unit, the Attitudes towards Green Products increases by 0.207 units, assuming other factors remain constant.

This equation demonstrates that Economic Factors contributes directly and significantly to increasing the Attitudes towards Green Products.

Cultural Factors

Cultural Factors have an unstandardized coefficient of 0.203, meaning that a one-unit increase in Cultural Factors results in a 0.203 increase in Attitudes towards Green Products.

The B value of 0.203 means that 20.3% of the variation in the Attitudes towards Green Products is explained by Cultural Factors. The Adjusted R^2 value confirms the model's reliability. While this effect is smaller compared to the other predictors, it is still statistically significant, with a p-value of 0.006, suggesting that cultural values and norms play a role in shaping attitudes towards green products. Cultural factors could encompass societal views on sustainability, environmental responsibility, or other cultural aspects that influence consumer behavior.

Based on the regression results, the regression equation is:

Attitudes towards Green Products = ***1.296 + 0.203 (***Cultural Factors***)***

Explanation of the Equation

Constant (1.296): This represents the baseline level of Attitudes towards Green Products when Cultural Factors is zero.

Regression Coefficient (0.203): This indicates the impact of Cultural Factors on Attitudes towards Green Products. It means that when Cultural Factors increases by one unit, the Attitudes towards Green Products increases by 0.203 units, assuming other factors remain constant.

This equation demonstrates that Cultural Factors contributes directly and significantly to increasing the Attitudes towards Green Products.

The p-values associated with all predictors Green Product Positioning (0.000), Green Brand Knowledge (0.005), Economic Factors (0.000), and Cultural Factors (0.006) are all less than the 0.05 threshold, indicating that each of these predictors has a statistically significant impact on Attitudes towards Green Products. This means that these factors are essential in understanding consumer attitudes towards green products, and each contributes meaningfully to the regression model.

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Multicollinearity and the VIF

When interpreting multiple regression models, it is important to check for multicollinearity, which occurs when predictor variables are highly correlated with each other. Multicollinearity can distort the estimation of the coefficients and affect the interpretability of the model. In this analysis, the Variance Inflation Factor (VIF) values for all predictors are well below the threshold of 10, indicating that multicollinearity is not a concern. The VIF values for Green Product Positioning, Green Brand Knowledge, Economic Factors, and Cultural Factors are 2.260, 3.371, 3.264, and 2.062, respectively.

These VIF values suggest that there is no severe multicollinearity among the predictor variables, and each variable can be interpreted independently.

The derived regression equation, which combines all the predictors, is as follows:

Attitudes towards Green Products = 1.296+0.560 (Green Product Positioning) + 0.239 (Green Brand Knowledge) + 0.207 (Economic Factors) + 0.203 (Cultural Factors).

Hypothesis testing

Table: Hypothesis testing

Hypothesis	Correlation(p-value)	Regression(p-value)	Conclusion
H1: Green product positioning	0.000	0.000	Both results show positive relationship.
H2: Green brand knowledge	0.000	0.005	Both results show positive relationship.
H3: Economic factors	0.000	0.000	Both results show positive relationship.
H4: Cultural factors	0.000	0.006	Both results show positive relationship.

VIII. Discussion

To discuss the hypotheses in relation to the attitudes of working and non-working women in Sri Lanka towards green products, it is important to examine the literature on each factor (green product positioning, brand knowledge, economic factors, and cultural factors) and relate the findings to the specific context of Sri Lanka.

H1: Green product positioning has a significant positive influence on the attitudes of working and non-working women in Sri Lanka towards green products.

Current analysis have identified the relationship between these variables. Green product positioning plays a key role in shaping consumer perceptions and attitudes. Previous studies suggest that how green products are marketed whether they emphasize functionality, sustainability, or emotional appeals can significantly impact consumer behavior. Research indicates that eco-friendly positioning, which emphasizes both environmental and personal benefits, can increase consumer favorability toward green products (Hartmann & Ibanez, 2006).

For working women, the appeal of green products may be primarily functional, such as promoting time-saving and cost-effective solutions. Non-working women, on the other hand, may prioritize the ethical and emotional aspects, such as the social and environmental impact (Hartmann, 2005). In Sri Lanka, where environmental issues are increasingly being highlighted, green product positioning targeting both functional and ethical dimensions could effectively influence attitudes.

Recent studies on green marketing in Sri Lanka have shown that marketing strategies that incorporate both the sustainability narrative and a strong value proposition are likely to positively affect consumer attitudes (Perera & Gunasekara, 2020).

H2: Green brand knowledge has a significant positive influence on the attitudes of working and non-working women in Sri Lanka towards green products.

Current analysis has identified the relationship between these variables. Brand knowledge plays a crucial role in consumer decision-making, particularly in relation to green products.

Brand awareness, the recognition of green credentials, and consumer trust in the brand are essential for influencing attitudes (Keller, 1993). The hypothesis that brand knowledge positively influences consumer attitudes aligns with findings that demonstrate a direct link between increased knowledge of a brand's eco-friendly initiatives and positive consumer perceptions (Suki, 2016).

In the Sri Lankan context, where environmental concerns are rising but consumer knowledge of sustainable brands may be limited, educating consumers about green brands can significantly improve attitudes. A study by Gunawardena & Fernando (2021) highlighted that when Sri Lankan consumers are provided with detailed information about a brand's environmental efforts, such as sustainable sourcing or eco-friendly production methods, they are more likely to develop a positive attitude toward the brand. For working women, the functional benefits associated with green products may influence their attitudes if they recognize the value of such products for their daily needs. Non-working women, however, may respond more positively when brand knowledge highlights the ethical and societal benefits of green products (Liobikienė & Poškus, 2019).

Thus, green brand knowledge enhances consumer trust and helps shape more positive attitudes, supporting the hypothesis.

H3: Economic factors have a significant positive influence on the attitudes of working and non-working women in Sri Lanka towards green products.

Current analysis have identified the relationship between these variables. Economic factors, such as price sensitivity, perceived value, and affordability, are significant in shaping consumer attitudes towards green products. While eco-friendly products are often seen as more expensive, recent findings suggest that consumers are willing to pay a premium if they believe that the product provides long-term savings or value (Mostafa, 2009). In Sri Lanka, where economic constraints play a large role in purchasing decisions, price sensitivity is particularly important.

Research by Nugegoda & Wijeratne (2021) indicates that in Sri Lanka, both working and non-working women express concern over the affordability of green products. However, for working women who may have higher disposable incomes, the willingness to pay for green products increases if they are seen as offering higher quality or cost-saving benefits in the long run. Non-working women may have less disposable income and may focus more on the initial cost of green products, which could hinder their positive attitudes unless the products are positioned as affordable or offering value for money (Hassan, 2014).

This suggests that while economic factors influence attitudes, there may be variations between working and non-working women. Green product positioning that highlights economic benefits, such as long-term savings or government incentives, could mitigate concerns over affordability and enhance attitudes toward green products.

H4: Cultural factors have a significant positive influence on the attitudes of working and non-working women in Sri Lanka towards green products.

Current analysis has identified the relationship between these variables. Cultural factors, including social norms, values, and local attitudes toward sustainability, have a strong influence on consumer behavior. In Sri Lanka, cultural values related to family, community, and environmental stewardship play a role in shaping consumer preferences. A cultural emphasis on sustainability and environmental consciousness, particularly among women who traditionally play key roles in household decisions, can positively impact attitudes toward green products (Naranpanawa & Dissanayake, 2020).

Recent studies indicate that Sri Lankan consumers are increasingly influenced by cultural narratives that align with environmental sustainability. Women, in particular, may be more attuned to green products due to the strong cultural emphasis on nurturing and caring for the environment (Fernando, 2020). Furthermore, social expectations around environmental responsibility may shape attitudes, especially for non-working women who are more likely to be influenced by family and community values.

Summary

In summary, the regression analysis highlights the significant role that Green Product Positioning, Green Brand Knowledge, Economic Factors, and Cultural Factors play in shaping Attitudes towards Green Products. The coefficients indicate that each of these factors contributes positively to consumer attitudes. Additionally, the statistical significance of the predictors suggests that they are reliable and important drivers of the dependent variable. The lack of multicollinearity, as indicated by the VIF values, further supports the validity of the model. The regression equation provides a practical tool for predicting attitudes based on the predictor variables, which can be valuable for marketers and businesses focused on promoting green products.

IX. Conclusion And Recommendations

Summary of Findings

The first key finding from the study is the significant impact of green product positioning on consumer attitudes and behavior.

Green product positioning refers to how a product is presented to consumers, emphasizing its environmental benefits, functionality, and emotional appeal. Working women tend to respond positively to green products when they offer a practical solution that aligns with their busy lifestyles. These consumers often prioritize convenience, efficiency, and functionality, making it essential for marketers to highlight the functional aspects of sustainability in green products. On the other hand, non-working women, who may have more time to evaluate their purchases, tend to favor products that reflect their ethical values, placing higher importance on the emotional and societal benefits of environmental sustainability.

The second critical factor explored in the study was green brand knowledge. Consumers' awareness of a brand's environmental credentials significantly influences their purchasing decisions. Brand knowledge, which includes both brand awareness and brand image, is crucial for establishing consumer trust and loyalty. A strong brand that communicates its environmental efforts effectively is more likely to build a favorable image and generate positive consumer attitudes. For working women, brand knowledge that emphasizes the functionality and efficiency of green products tends to lead to higher purchase intentions, whereas non-working women may respond more to the ethical and emotional messages conveyed by green brands. This finding reinforces the idea that green brands must effectively balance functional and emotional messaging to appeal to different consumer segments.

Social influence was another key determinant in shaping consumer attitudes toward green products. As consumer preferences increasingly align with environmental sustainability, social influence has become a powerful motivator in purchasing behavior. The theory of planned behavior, specifically the concept of subjective norms, indicates that individuals are often influenced by the expectations and behaviors of their social networks. For both working and non-working women, the presence of social norms that value sustainability can significantly enhance the likelihood of adopting green products. Social groups, such as family, friends, and colleagues, can encourage individuals to engage in eco-friendly behaviors, making social influence an important tool for green marketing.

The study also reinforces the concept of green brand knowledge, highlighting the importance of clear and accurate communication of a brand's environmental efforts. The research further affirms that social influence plays a critical role in encouraging green purchasing behavior, especially as societal norms continue to evolve toward greater environmental consciousness.

For marketing practitioners, these findings offer several key takeaways. First, marketers should recognize the diversity in consumer preferences when positioning green products. For working women, functional benefits such as convenience, cost-effectiveness, and product efficiency should be highlighted. For non-working women, marketers should emphasize the ethical and societal impact of their products, showcasing the environmental benefits and the brand's commitment to sustainability. A well-crafted green positioning strategy should address both functional and emotional needs, allowing brands to connect with a broader range of consumers.

Second, the importance of brand knowledge cannot be overstated. Brands that are perceived as credible and knowledgeable in their environmental efforts are more likely to foster positive consumer attitudes. Marketers should ensure that their green claims are transparent, accurate, and backed by credible certifications to avoid skepticism and build trust. Additionally, green product literacy programs can help educate consumers about the environmental benefits of their purchases, fostering greater loyalty and long-term relationships with eco-conscious consumers.

Finally, social influence presents an opportunity for marketers to tap into peer networks to promote green products. Given that individuals are often influenced by the behaviors of their social groups, brands can leverage social proof to encourage environmentally responsible purchasing decisions. Influencer marketing, testimonials, and social media campaigns can help create a sense of community around sustainability, motivating consumers to align their behaviors with the environmental values of their social circles.

Recommendations for Future Research

This study provides valuable insights into the factors influencing consumer attitudes toward green products. There are several areas remain ripe for further study. The examination of how demographic factors with consumer attitudes toward green products on other group of people instead of working and non-working women, provides potential avenue for future research. Another area for future research is the exploration of the role of environmental certifications and labeling in shaping consumer perceptions of green products.

Conclusion

In conclusion, this study highlights the significant impact of green product positioning, brand knowledge, and social influence on consumer attitudes and purchasing behavior.

The findings underscore the need for marketers to adopt a dual approach to positioning green products, balancing functional and emotional appeals to meet the diverse needs of consumers. Brand knowledge, credible environment, and social influence are essential for fostering positive consumer attitudes on green products and building brand loyalty.

By understanding and leveraging these key factors, marketers can better address the preferences and expectations of environmentally conscious consumers, thereby enhancing the effectiveness of sustainable product promotion. As sustainability becomes an increasingly important global priority, green marketing continues to evolve as a strategic business approach. Future research and practice should focus on examining the changing dynamics of consumer attitudes, values, and purchasing behaviors related to sustainability. Such insights will enable organizations to develop innovative green marketing strategies, strengthen brand competitiveness, and build long-term relationships with consumers in an increasingly sustainability-driven marketplace.

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