

Factors Influencing Consumers' Purchase Intentions toward Green Products in Sri Lanka's Food and Beverage Industry: An Extended Theory of Planned Behavior Approach

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Abstract

Green purchasing is one of the most promising ways of minimizing the harmful effects towards the environment. Therefore, the study aims to assess the impact of key psychological drivers on consumers' purchase intention of green products within the Sri Lankan food and beverage industry using the extended Theory of Planned Behavior (TPB). There are a few researches on how attitudes, subjective norms, perceived behavior control, environmental consciousness, and health consciousness jointly influence green product purchase intention in Sri Lanka. A standard online questionnaire was distributed among the sample which was chosen by employing the purposive sampling technique. Data analysis found that environmental consciousness, health consciousness and attitudes are the key drivers of determining consumers' green products purchase intention. Moreover, environmental consciousness and health consciousness were found to have greater effects on green purchase intention than attitudes. Food and beverage managers can pay attention to improvement of taste quality, freshness and trust of green products. They could also strengthen organic labeling, eco-certifications and food safety standards to reinforce consumers' green purchase intention. Policy makers should provide necessary information to customers about sustainable actions and sustainable behavior which leads to increase green products purchases rather than non-green products.

Keywords: *Attitudes, environmental consciousness, green purchasing, health consciousness, theory of planned behaviour.*

1. Introduction

Green consumption was one of the most popular topics world-wide since 1990 (Wang, Pham, & Dang, 2020). Tendency of eco- friendly behavior and green consumerism has become widely discussed topic in the past decade. However, as the consumers' consumption increases, it leads to growing up the economy rapidly, and at the same time it leads to the environmental degradation. Furthermore, the environment has also massively changed due to other factors such as climate change, air pollution and waste generation (Maichum, Parichatnon, & Peng, 2016). With that, consumers' behavioral aspects and consumption patterns have also been changed, which became a major reason for exploring the consumers' behavioral intention towards eco-friendly products. Nowadays, green purchasing and environmental practices have been more popular and widely recognized (Choi & Johnson, 2019). Consumers will purchase green products if they can satisfy with the safety purchases, good quality and the convenience as they always analyse the product values and incorporate their judgments into the purchase decision process (Maichum et al., 2016). It leads to increase the demand for environmentally friendly products such as recyclable products and organic food items.

Sri Lanka is one of the top biodiversity areas in the Asian region. However, intensive human activities and climate change created serious environmental issues recently (Suraweera, Gallo, Vacek, & Baláš, 2024). Compared to other South Asian countries, Sri Lanka can be seen as a small country. Sri Lankans have its own natural resources, pure natural capital, unique culture and natural beauty (Gunatilleke, 2015). Although Sri Lanka consists of a lot of resources, there is raising a question about Sri Lanka's environmental quality. When considering developed countries and other newly industrialized countries, Sri Lanka is far from those countries with high level of pollution, improper ways of minimizing pollution & recycling, lack of environmentally friendly products and etc. (Samarasinghe, 2012). Moreover, Sri Lankan government has imposed several environmental laws and policies, but the enforcement seems often weak and monitoring mechanisms are also very limited (Ranasinghe, 2025). Hence, environmental problems continue to increase that prevents the long-term sustainability.

The food and beverage industry can be identified as one of the most significant and fastest growing industries in Sri Lanka (Kulathunga, Laknath, & Abeywickrama, 2024). This industry provides variety of goods including fruits, vegetables, juices and other products such as animal products, cereal preparations, semi-cooked foods and bakery items. The demand for eco-friendly food items has been rapidly increasing, so that sustainable practices and promotions need to be adopted by marketers, because it enables consumers' purchase intention. Furthermore, the food and beverage industry is considered as one of the leading industries that highly contributes to the water pollution and negative environmental impact (Junsheng et al., 2020). Therefore, food and beverage companies should adopt sustainable practices to protect the environment that ensures organizational long-term sustainability (Rambukwella, Priyadarshana, & Vidanapathirana, 2015).

Consumers do engage with green products when businesses incorporate green practices into their production which generates less effects towards the environment. Moreover, consumers tend to purchase green products if they feel a satisfaction with the safety purchases, good quality and the convenience as they widely analyse product values and incorporate their judgments into purchase intention towards products (Maichum et al., 2016). However, Sri Lankan consumers show different behaviors with changing attitudes towards organic products and their knowledge in organic foods are also considerably mixed up (Jayawardena & Wijesundara, 2022). The main barriers for purchasing organic products in Sri Lanka are the premium prices of organic foods and limited availability of eco-friendly raw materials and poor supply chain functions which have made these products more unpopular within Sri Lankan context. Moreover, some people may be reluctant to protect the environment because they think purchasing green products is costlier than other essential goods (Vithanage & Adhikari, 2025). Another barrier for green purchasing is the product availability in the competitive market because consumers find it very difficult to see these products widely (Vithanage & Adhikari, 2025). Even though consumers are interested in buying green items and willing to pay more for certain goods, unavailability of green products may lead them to use other products regularly. It could create a gap between consumers' attitudes and behaviors.

Nevertheless, consumers tend to purchase eco-friendly products that cause little or no harm to the environment, and they become sensitive to the environment due to their environmental consciousness (Vithanage & Adhikari, 2025; Mishal, Dubey, & Luo, 2017). Moreover, the world community faces crucial environmental challenges such as pollution and improper waste disposal, so that people put more efforts in protecting the natural environment. Some previous researchers found that environmental consciousness positively associates with purchase intention towards green products (Wang et al., 2020; Hojnik, Ruzzier, Konec, & Ruzzier, 2019; Ariffin, Yusof, Putit, & Shah, 2016;). Further stated that environmentally conscious consumers have a greater possibility to purchase green products, and the higher level of environmental consciousness leads customers to take more greener decisions. Consumers' willingness to pay more for green items will lead organizations to produce more green products, and it helps to achieve their sustainability goals (Vithanage & Adhikari, 2025).

Consumers who have a higher level of health consciousness are more concentrated on their healthy behavior (Meireles, 2018b). They always take preventive actions to maintain a good health condition. Irianto (2015) mentioned that the main reasons for purchasing organic products are the health consciousness and environmental preservation because organic products are considered as healthier, safer and eco-friendly more than other conventional products. Consumers do mostly consider their health for a long, therefore they prefer to have utilitarian aspects more than hedonic aspects. Hence, they would engage in some activities for promoting a healthy life (Matić & Puh, 2015). Furthermore, health consciousness consumers tend to react healthier goods options rather than other general people.

Hence, health consciousness is considered as one of the main important predictors, which determines the consumers' purchasing intention of green products.

The current study uses the "Theory of Planned Behavior" (TPB) to measure consumers' purchase intention of green products. In 1985, Icek Ajzen developed this theory as an extension of the "Theory of Reasoned Action" (TRA). TRA consists of three independent predictors of behavioral intentions; attitudes towards the behavior, subjective norms and perceived behavioral control. The theory further explains that behavioral intention with perceived behavior control has created the significant variance in actual behavior with a higher level of accuracy. According to Choi & Johnson (2019), TPB model's predictors can be used to analyse consumers' eco-friendly behavior. Maichum et al. (2016) found that a positive relationship between attitudes, subjective norms, perceived behavior control and consumers' purchase intention of green products in Thailand. Sreen, Purbey, and Sadarangani (2018) also indicated that three constructs in the TPB have a significant influence on green purchase intention in Indian consumers.

Although TPB model provides accurate predictors of consumers' purchase intention, there are few criticisms of the TPB model, raised by scholars about its weak predictability of the efficacy and, number of constructs is not enough to predict the certain behavior of the consumers (Tommasetti, Singer, Troisi, & Maione, 2018). Yadav and Pathak (2016) have also mentioned that certain factors are not considered in this model and pointed out the significance of adding additional variables into the TPB model. Additionally, Joshia and Rahman (2015) highlighted that some modifications need to be done in the TPB model to overcome the limitations mentioned by early scholars. Ajzen (1991) also stated that TPB model can be broadened by altering new predictors into the model, if further important determinants are considered after taking current variables into account. The researcher added environmental consciousness and health consciousness to the TPB model to measure the consumers' purchase intention of green products in addition to the prevailing constructs of the TPB model; attitudes towards the behavior, subjective norm and perceived behavioral control. Therefore, conducting a research related to the purchase intention of green products with the extended TPB model will be a valuable contribution to boost the prevailing knowledge of the green consumerism area.

However, the lacks of researches have been conducted on consumers' green purchase intention in Sri Lanka (Rathnayaka & Gunawardana, 2021). In the global context, researches related to the green purchase intention have been conducted with the theory of planned behavior on different basis such as purchase intention of green products in Thai consumers (Maichum et al., 2016), young consumers' purchasing intention towards green housing in China (Zhang, Chen, Wu, Zhang, & Song, 2018), green consumption behavior in Turkey consumers (Emekci, 2019), consumers' green purchase behavior in a developing nation; India (Yadav & Pathak, 2017). When considering the Sri Lankan context compared to global context, Sri Lanka has a very few researches on measuring the green purchase intention applying the extended TPB model (Priyanthani & Rebecca, 2025). Yadav and Pathak (2017) stated

that a few studies related to green purchase intention were carried out in developing countries compared to developed countries.

The environmental problems do increasingly affect people's lives and firms' activities in Sri Lanka, however, a very few studies discussed green issues in Sri Lankan context (Sooriyaarchchi, 2023). Especially, there is little evidence on how attitudes, subjective norms, perceived behavior control, environmental consciousness, and health consciousness jointly influence the green purchase intention in Sri Lankan food and beverage context. Thus, the current study aims to fill up the gap identified where lack of context-specific evidence on key psychological drivers of green purchase intention needed to increase green products uptake in the food and beverage industry.

This study will provide valuable insights for managers in the food and beverage industry to identify consumers' green purchase intention, and fulfill their needs by producing green products and, they will be able to take more greener decisions considering green aspects accurately. Moreover, this study's outcomes will help food and beverage managers to understand consumers' attitudes, social pressure, their behavioral control, environmental concerns and health concerns, and improve consumers' green purchase intention. Furthermore, the study will be a huge contribution for the policy makers in Sri Lanka to create new policies related to the green items for protecting the environment, and encourage consumers' green purchasing practices which lead to achieve country's sustainable development.

2. Literature Review

2.1. Green consumer behavior

Consumers purchase goods and services that they can satisfy their basic needs and improve their quality of life, while ensuring the environmental protection by choosing green products (Nguyen, Nguyen, Han, Thi, & Linh, 2023). A green consumer can be defined as "an individual that wants and knows and knows how to satisfy his or her needs in the everyday life causing as little as possible impact on the environment" (Sharma & Joshi, 2017, p. 208). A green consumer prefers to purchase environmentally friendly products which are endanger to the human health (Tekade & Sastikar, 2015). When a consumer makes a choice between two similar products, the consumer will choose eco-friendly products. Consumers want to satisfy not only their personal needs, but also, they consider society's welfare and the environment.

Green consumption behavior is a behavior that aims to minimize the negative impact of the consumption towards the environment throughout the process of purchasing, using and disposing the environmentally friendly products (Pagiaslis & Krontalis, 2014). According to TPB model (Ajzen, 1991), individual behavior can be deducted up to some extent by behavioral intention. And also, some researchers concluded that green behavioral intention significantly influence green consumption

behavior. “Green consumer behavior is the behavior of an individual who considers environmental or social issues while making purchasing or non-purchasing decisions” (Sharma & Joshi, 2017, p. 208). This is kind of a behavior which applies consumers’ eco-friendly knowledge into their consumption action (Mils, 2012). Green purchase behavior is considered as a type of socially responsible behavior and it shows a sophisticated form of ethical decision-making behavior (Moisander, 2007).

2.2. Theory of planned behavior (TPB)

In 1960s, The Theory of Reasoned Action (TRA) first developed by Ajzen and Fishbein (1980) and it was expanded and revised by Ajzen (1985). TRA is the theory which examines the factors of human behavior such as beliefs, attitudes, intention and behavior (Ajzen & Fishbein, 1980). This model is highly suitable for explaining the simple behavior, but some behaviors are very much complicated to practice. As a result, Ajzen (1985) developed the “Theory of Planned Behavior” (TPB) as an extension of the TRA model. While TRA trying to predict the intentional behavior, TPB aims to predict the non-intentional behavior by adding additional predictor called “Behavioral Control” over performance of the behavior (Ajzen, 1991). TPB model consists of three predictors which leads identifying person’s behavioral intention; subjective norms, attitudes and perceived behavior control (Vantamay, 2020). According to Ajzen, these three variables predict the behavioral intention with a high level of accuracy. Maichum et al. (2016) found that the intention towards eco-friendly behavior was highly predicted by attitudes towards behavior, subjective norms and perceived behavior control.

Even though most of the scholars stated that TPB model is a powerful research framework for determining the environmental- friendly behavioral intention (Zhu et al., 2020; Yadav & Pathak, 2016; Vantamay, 2016), this model still suffers from incompleteness, since consumers’ choices are determined by many factors such as product characteristics, availability and purchase habits other than predictors in the TPB model (Sharma & Joshi, 2017). Joshia and Rahman (2015) highlighted that the TPB model is not suitable for describing the ethical behavior, because it does not consider the habitual buying behavior of the consumers. Yadav and Pathak (2016) mentioned that some domain certain factors are not considered in this model and pointed out the significance of adding additional variables into the TPB model. Ajzen (1991) also stated that TPB model can be broadened by altering new predictors into the model, if further important determinants are considered after taking current variables into consideration. Moreover, this theory delivers an explanation about which attitudes and beliefs determine the behavior, but not explain the process of other variables (personality) influencing other TPB model constructs. There are a few criticisms about the TPB model raised by scholars about its weak predictability of the efficacy and, number of constructs is not enough to predict the certain behavior of the consumers (Tommasetti et al., 2018).

Many scholars have extended the original TPB model by adding additional constructs; intention to adopt bicycle-sharing in China (Zhu et al., 2020), investigating young consumers’ purchasing intention

of green housing in China (Zhang et al., 2018), environmental consciousness and organic food purchase intention (Wang et al., 2020), environmental education (Moyo & Masuku, 2018). Yadav and Pathak (2016) also added two additional constructs into TPB model such as environmental concern and environmental knowledge, while Chen and Hung (2016) added three constructs to predict the customers' purchase intention towards green products. Wu & Chen (2014) conducted a research with six independent variables added to the TPB model to measure the purchase intention of green products.

2.3. Purchase intention of green products (PI)

Intention is the central factor to perform the specific behavior according to the TPB model, and it is the most important predictor for the certain behavior (Ajzen, 1991). It captures the motivational factors and it influences the behavior. Ajzen further explained that, subjective norms, attitudes and perceived behavior control strongly influence the purchase intention, and there is a positive relationship between attitudes and purchase intention. Achchuthan and Velnampy (2016, p. 43) defined the green purchasing intention as "selectively choosing products with less environmental impact when purchasing goods". Therefore, they are willing to purchase green products over non-green products. Accordingly, intention is the immediate antecedent of the actual behavior. With that aspect, when people have a strong intention towards green products, it will transform to perform the actual purchase.

According to Nadhavika, Amaraweera, and Fernando (2021), individuals mostly prefer purchasing green products rather than other traditional products. Purchase intention has a greater power to influence the actual purchase of green products, and purchase intention is the predictor of the green purchasing behavior (Choi & Johnson, 2019). Accordingly, if consumers believe that their effort for a positive effect towards the environment, their purchase intention transforms into an actual behavior. Sharma and Joshi (2017) suggested that people are more concern about environmental problems and they own different environmental beliefs. People are willing to pay more for environmentally friendly products which have a less negative effect towards the environment, which is called as green purchase intention (Rizwan, Mahmood, Siddiqui, & Tahir, 2014).

2.4. Attitudes towards green products

Attitudes is one of the key determinants of individual behavior that encourages consumers to be more ethical and environmentally friendly (Hasan & varada, 2025). According to Sharma and Joshi (2017, p. 210), "the environmental attitudes of the consumers must, by definition, express their care on preserving and protecting the environment" According to this definition, positive attitudes towards the certain behavior strongly impact the intention to perform that behavior. It is a level of favorable or unfavorable evaluation of the person's behavior. When consumer attitudes towards green products are stronger, then their purchasing intention is more favorable. When a consumer responds to the objects in a consistently favorable or unfavorable manner, attitudes can be considered as the learned tendency (Ajzen, 1985). Positive attitudes always encourage consumers to purchase green products more.

Abdulsahib, Eneizan, and Alabboodi (2019) highlighted that people who are having positive attitudes toward green products have a high tendency to protect the environment than individuals who are supposed to solve the environmental problems. If consumers perceive that they could solve these problems easily, they might change their consumption behavior. Hence, positive attitudes are transforming into actual behavior. When consumers have more favorable attitudes towards the environment, they will more concern about environmental issues and eco-social benefits, then it leads to replace non-green products to green products (Cheung & To, 2019; Meireles, 2018b, p. 5). Many previous scholars have found a positive relationship between attitudes and purchase intention of green products. According to Handayani and Prayogo (2017), individuals are more willing to show their certain behavior through cost benefit analysis as consequences of actions and, attitudes are combined with the positive evaluation of their actions. Additionally, positive attitudes are the key factor that stimulates the organic products consumption and, it is also considered as a determinant of consumers' behavioral intention towards green products. Attitudes towards green products are a changing aspect, since it may be observed in different kinds of situations (Abdulsahib et al., 2019). Based on above evidence, following hypothesis can be developed.

H1: Attitudes towards green products positively affect consumers' purchase intention of green products.

2.5. Subjective norms (SN)

Subjective norms are opinions or influences of important people such as family and peers that is considered as a key factor in consumers' purchase intention (Anh, 2025). If a person believes that other people's opinions are important for the certain behavior, subjective norms are highly influenced to show their specific behavior (Emekci, 2019). Ajzen and Fishbein (1980) developed the theory of reasoned action, and stated that all individuals represent the various social groups and some of these social groups may have certain norms related to sustainable consumption, and some are having norms regarding environmentally responsible behavior or green purchasing behavior. There is a social trend that consumers are shifting to the healthier diets and taking individual responsibility towards their health (Kusumaningsih, Irianto, & Antriandarti, 2019).

A high social interaction will encourage people to buy green products. It also changes consumers' food selection behavior which are influenced by social pressure and some other requirements (Abdulsahib et al., 2019). According to the TPB model, subjective norms are the function of beliefs (Ajzen, 1991). Subjective norm means the perceived social pressure from significant people that encourages individuals to show or not to show specific behavior (Ajzen, 1991). Social norms are one of the most important factors that changes consumers' life and encourages them to purchase green products. Furthermore, social norms have a strong relationship with nature-friendly behaviour that leads to purchase green products.

People cannot stay away from the society and become an independent person with the effect of modern society, hence, the word of mouth has become the most significant factor to influencing the pro-environmental behavior (Sweeney & Webb et al., 2014). The young generation is mostly influenced by their friends when purchasing specific products. If their friends are purchasing eco-friendly products, definitely they also do so. When it comes to corporate sector, people are influenced to consume green products through peer association and organizational culture. According to Maichum et al. (2016), people in collectivistic culture more consider environmental issues than the people in individualistic culture. Most of the people in collectivistic culture are likely to follow and take opinions from referent groups in their society. Based on above evidence, following hypothesis can be developed.

H2: Subjective norms positively affect consumers' purchase intention of green products.

2.6. Perceived behavior control (PBC)

The theory of planned behavior is differed from the theory of reasoned action with addition of perceived behavior control (Emekci, 2019). Consumers' purchase decisions are a more complicated process and it is affected by some situational factors such as perceived behavior control in addition to attitudes (Kumar, 2012). PBC can be defined as the individual's expectations about ease or difficulty in executing the certain behavior (Ajzen, 1991). Further explained, discernment of the behavioral control is the most important factor than the actual control. Moreover, both perceived behavioral control and purchasing intention directly support the actual behavior. Additionally, perceived control was able to find in theory of achievement motivation developed by Atkinson's (1964). In this theory, the most important thing was the expectancy of success. Ajzen (1991) stated that this factor is similar to the perceived behavior control and it refers as a behavioral context not as a generalized predisposition.

Perceived behavior control is reflected through factors such as past experiences, impediments and obstacle, perceived inconvenience, cost of time and resources (Choi & Johnson, 2019). Furthermore, some factors such as income, race, education and age are also significantly impacting green product purchases. As highlighted by Asif, Xuhui, Nasiri, and Ayyub (2017), abilities and perceived barriers are also influencing consumers' purchase intention, and perceived behavior control depends on these factors. Price and availability are the major barriers of purchasing organic foods. Significant control factors such as self-efficacy and availability influence consumers' food purchasing behavior (Choi & Johnson, 2019). Although attitudes are significantly associated with green purchase intention, it is not reflected the customers' willingness to pay (Manaktola & Jauhari, 2007). Based on above evidence, following hypothesis can be developed.

H3: Perceived behavior control positively affects consumers' purchase intention of green products.

2.7. Environmental consciousness (EC)

Recently, consumers are becoming more aware of environmental matters, and willing to address environmental problems, participating in eco-friendly behavior (Kim & Lee, 2023). Environmental conscious consumers refer to the consumers who are searching for environmentally friendly products which have less or no harm to the environment. People with a greater environmental consciousness will tend to protect the environment (Cheung & To, 2019). This concept is related to the individuals' psychological factors, and it leads to changing consumer behavior in the way that they support and protect the environment (Maichum et al., 2017). Environmental consciousness reflects through value judgment, individuals' recognition and belief that minimize negative effect towards the environment. When consumers concern about the environment, they show the pro-environmental behavior. As a result, they ignore plastic bags and initiate some activities such as saving energy and recycling.

Jhanji & Sarin (2018) stated that young consumers who are environmentally conscious are willing to pay more for green products. It encourages companies to produce products which have more favorable effects towards the environment. Companies can improve the environmental consciousness through emotional messages and rationalization. They can attract price premium customers and increase market share by targeting their eco-conscious needs and wants. According to Kim and Lee (2023), consumers who have a higher consciousness towards the environment have a higher propensity to buy eco-friendly products. Moreover, eco-consciousness consumers are more likely to minimize their cognitive dissonance issues by reducing inconsistent benefits than other people. This is a multidimensional aspect since it is represented a particular mental stage. There are some antecedents such as economical variable (internal factors), psychological, demographic, and cultural (external factors), media, family and political views are influencing the environmental consciousness (H'Mida, 2009). Based on above evidence, following hypothesis can be developed.

H4: Environmental consciousness positively affects consumers' purchase intention of green products.

2.8. Health consciousness (HC)

Consumers who have a higher level of health consciousness are keen to evaluate their health and seek more health information from various sources, and it impacts their food choices and the life style (Romeroa & Ladwein, 2023). Health consciousness is identified "as a measure that assesses the degree of an individual's readiness to make healthy choices and to maintain them" (Meireles, 2018b, p. 6). Health conscious consumers prefer to take utilitarian aspects into their consideration than hedonic aspects in shorter period of time. These consumers make decisions regarding foods based on health aspects, while other people who have a lower health consciousness are considering the taste and attributes which are not associated with health. Hoque et al. (2018) revealed that health consciousness consumers are searching sources of information about fresh and healthy food. Furthermore, these

consumers are motivated to maintain good health condition and are more emphasized about wellness as they have a self-consciousness towards their health (Kaynak & Ekşi, 2014).

According to Meireles (2018b), the main reason for purchasing organic foods is the health consciousness. Most of the people consider their health, and want to improve the quality of life and health status, so that they engage in certain activities to promote a healthy life (Matić & Puh, 2015). People tend to do something on behalf of their health as they prefer to spend a healthier and safer life (Kaynak & Ekşi, 2014). More health consciousness consumers have a constant preference for healthier products alternatives. Moreover, consumers might reject products and brands which are harming to the society's health. Based on above evidence, following hypothesis can be developed.

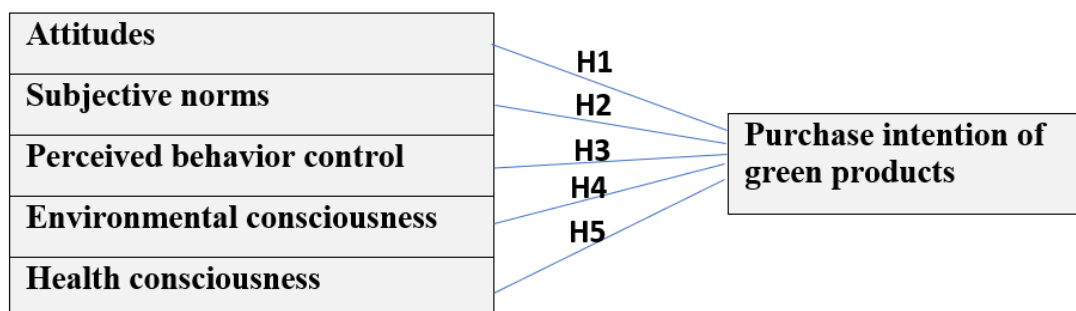
H5: Health consciousness positively affects consumers' purchase intention of green products.

3. Research Methods

3.1. Conceptual framework

The proposed conceptual framework in this study was constructed based on the TPB model developed by Ajzen (1991). The TPB model was extended by using two constructs (health consciousness and environmental consciousness) which are considered as strong predictors of determining the consumers' green purchasing intention as illustrated in Figure 1. Attitudes, subjective norms, perceived behavioral control, environmental consciousness and health consciousness were considered as the independent variables, while the purchase intention towards green products was taken as the dependent variables.

Figure 1: Conceptual framework



Source: Developed by the author (2025)

3.2. Research methods

To achieve the research objectives, this quantitative study follows the deductive reasoning approach aligning with the positivism philosophy as the researcher was not a part of the research and highly

structured methods were employed in this study (Sekaran, 2003). The Sri Lankan consumers who are aged 18 years or above were chosen as the target population of this study due to the complexity nature of the research area. In order to make the inference of the target population, a sample of 200 people who have recently purchased green products and over the age of 18 years was chosen for the study employing the purposive sampling method under the non-probability sampling techniques. The sample of 200 might not be sufficient for generalizing the findings to the entire population, however, for PLS-SEM, if the model is not excessively complex, this sample size is quite sufficient that can ensure the reliable model estimation (Roscoe, 1975). Further confirmed that a more complex formula is not always be necessary and a sample size between 50-500 sample is generally sufficient for most research. A self-administered questionnaire was distributed among the sample as a primary data collection tool. The questionnaire consisted of three parts; Part A covered the respondents' background information, Part B consisted of respondents' demographics and, Part C included the scale items for selected variables. All scale questions were measured on a 5-point Likert scale, where 1 denoted by strongly disagree and 5 denoted by strongly agree. The study utilised the online platform to gather data through Google-Form based questionnaires.

The quantitative data analytical tools were utilized for data analysis as this study was conducted as a quantitative research. The first step was to identify the sample's background and the demographics profile including age, gender and the level of education using frequencies. The confirmatory factor analysis was run in order to summarise scale data up to a manageable and understandable level. Moreover, reliability and validity were tested in the measurement model and the model ensured that available data are ready for the further analysis. Furthermore, the multiple regression analysis estimated the relationship between selected key psychological drivers and the green purchase intention, and assessed the strength of the relationship between independent and dependent variables. All data were analysed using the Smart PLS software in a meaningful way.

4. Data Analysis and Results

The researcher initially distributed 200 questionnaires among the sample, however only 178 questionnaires were collected. Among them, 150 questionnaires were in the analyzable manner as 28 questionnaires had to be rejected due to noticeable inconsistencies and outliers found in those questionnaires. Therefore, the response rate was 75%.

4.1. Sample information

According to respondents' background, 58.7% of the total respondents were aware of green products via Television. The respondents who were aware of green products via class teachers (18%) were 27, while 25 (16.7%) respondents were aware of green products via magazines with a percentage of 16.7.

When purchasing green products, most of the respondents concerned about environmental issues as a percentage of 47.3. The 32% of respondents took products features into consideration when purchasing green products. The main reason for willing to pay more for green products was the environmental protection responsibility as a percentage of 48.7. The major reason for not willing to pay more for green products was the high product cost (52.7 %). The most of the respondents purchased green products from the supermarkets as a percentage of 52.7. Moreover, 42% respondents had purchased green products from the traditional food courts (Hela Bojun).

The majority of the respondents were female (93) showing a 61.6% out of total respondents, while male respondents were 57 (37.7%). The highest number of responses were received from the respondents who were in the 25-34 years age category, exhibiting a 72 proportion out of total respondents. Secondly, 23.3% responses received from the 18-24 age range. According to the education level of the respondents, 57.6% of the total respondents were undergraduates, while 31.8% respondents were graduates. Ten respondents had obtained the advance level education with a percentage of 6.6. The majority of the respondents were unmarried (80.7%), while 19.3% of the total respondents were married. When analyzing the income level, 58% of the total respondents were belonged to the “below 30,000”. Secondly, respondents who earned income ranging from Rs. 30,000-39,999 were 18.7%. Also, 12.7% of respondents were from the Rs. 40,000-50,000 income range.

4.2. Validation of measures

4.2.1. Original measurement model

In order to examine the dimensional structure of scales, the study run the confirmatory factor analysis (CFA), and assessed the reliability and validity of the data using the reflective measurements that ensure the model is in a satisfactory level for further examinations. All six latent variables were measured with multiple items in the measurement model. According to Fornell and Larcker (1981), the outer loading value should be ranged between 0.4-0.7 and, composite reliability should be greater than 0.6. If Average variance extract (AVE) value of the related construct is above 0.5, it should be retained in the model. If not, those items need to be removed from the original model until it increases the composite reliability and the AVE of the construct. Moreover, the latent variable should be able to explain at least 50% of the variance for each indicator.

EC consisted of five items in this study. According to the CFA, no items were removed from the construct as factor loadings and t- values were above the thresholds, which were 0.5 and 1.96 respectively (Wong, 2016). In the original measurement model, initial composite reliability and AVE of the EC were 0.882 and 0.601 respectively, which were greater than the thresholds. HC was measured with five items and, no items were removed from the construct as factor loadings satisfied the threshold level. Its composite reliability was 0.895, while AVE was 0.631, which were also above the threshold values. According to the CFA, one item was removed from attitudes as its $\beta=-0.067$ and $t=0.392$. Even

though this construct achieved the composite reliability (0.796) and AVE (0.501), the factor loading was below the threshold. SN was measured by using five items. Two items were removed from the construct (SN1= β =0.23 and t =0.787, SN2= β =0.571 and t =2.258), and three items retained for further analysis. PBC was measured with five items. Two items were removed from the model. Before removing these items, initial composite reliability was 0.797, but the AVE was 0.443 which was below the threshold level of 0.5. Hence, three items were kept in the construct for further analysis. PI was the dependent variable which was measured using five items. All items were retained for further analysis as the initial composite reliability (0.869) and AVE (0.572) were greater than the thresholds.

Table 01: Confirmatory factor analysis of the original measurement model

Constructs and indicators	Standardized loadings (t- value)	factor	Composite reliability/ AVE
Independent Variables			
<i>Environmental consciousness</i>			0.882/0.601
EC1	0.852 (27.938)		
EC2	0.733 (8.411)		
EC3	0.758 (12.736)		
EC4	0.766 (15.078)		
EC5	0.759 (16.475)		
<i>Health consciousness</i>			0.895/0.631
HC1	0.751 (13.471)		
HC2	0.770 (12.510)		
HC3	0.839 (21.919)		
HC4	0.812 (20.906)		
HC5	0.795 (19.348)		
<i>Attitudes towards green products</i>			0.796/0.501
ATI1	0.800 (15.576)		
ATI2	0.820 (15.584)		

ATI3	0.853 (24.588)	
ATI4	-0.067 (0.392) *	
ATI5	0.666 (5.858)	
<i>Subjective norms</i>		0.746/0.394
SN1	0.230 (0.787) *	
SN2	0.571 (2.258) *	
SN3	0.715 (4.057)	
SN4	0.787 (4.784)	
SN5	0.680 (3.695)	
<i>Perceived behavior control</i>		0.797/0.443
PBC1	0.550 (4.679) *	
PBC2	0.681 (7.920)	
PBC3	0.692 (9.937)	
PBC4	0.617 (7.216) *	
PBC5	0.767 (12.160)	
Dependent Variable		
<i>Purchase intention</i>		0.869/0.572
PI1	0.696 (10.840)	
PI2	0.867 (34.328)	
PI3	0.767 (12.714)	
PI4	0.783 (15.911)	
PI5	0.650 (8.320)	

Source: Survey-2025

4.2.2. Final measurement model

The final measurement model was derived after removing manifest variables as illustrated in Table 02. According to the final measurement model, indicators of the environmental consciousness, health consciousness and purchase intention were not changed as outer loadings, composite reliability and AVE were greater than threshold values. However, few indicators from attitudes, subjective norms and

perceived behavior control were removed due to lower outer loadings. After removing those indicators, factor loading, composite reliability and AVE for attitudes, subjective norms, perceived behavior control were kept in high. Therefore, the remaining items still adequately represented each construct domain.

Table 02: Final measurement model

Constructs and indicators	Standardized factor loadings (t- value)	Composite reliability/ AVE
Independent Variables		
<i>Environmental consciousness</i>		0.878/0.591
EC1	0.85 (27.234)	
EC2	0.732 (8.411)	
EC3	0.759 (12.736)	
EC4	0.767 (14.283)	
EC5	0.745 (16.418)	
<i>Health consciousness</i>		0.895/0.630
HC1	0.752 (13.536)	
HC2	0.771 (13.690)	
HC3	0.839 (23.728)	
HC4	0.813 (22.257)	
HC5	0.805 (20.284)	
<i>Attitudes towards green products</i>		0.870/0.629
ATI1	0.814 (16.208)	
ATI2	0.803 (15.398)	
ATI3	0.867 (27.210)	
ATI5	0.676 (5.610)	

Subjective norms 0.803/0.577

SN3	0.794 (4.278)
SN4	0.800 (5.671)
SN5	0.728 (4.809)

Perceived behavior control 0.801/0.573

PBC2	0.708 (7.033)
PBC3	0.753 (10.950)
PBC5	0.807(12.640)

Dependent Variable

Purchase intention 0.869/0.572

PI1	0.695 (9.861)
PI2	0.866 (34.492)
PI3	0.767 (12.900)
PI4	0.785 (16.428)
PI5	0.650 (8.078)

Source: Survey-2025

4.3. Internal consistency reliability and Validity

To measure the internal consistency within data, the researcher used the composite reliability (CR). Fornell and Larcker (1981) highlighted that the threshold value of the CR should be 0.6 or above. As illustrated in Table 03, HC has the highest composite reliability (0.895), while perceived behavior control shows the lowest value (0.801). The CR of all six latent variables are above the threshold, and achieved the internal consistency reliability.

Table 03: Internal consistency reliability

Constructs	Composite reliability	Average variance Extract (AVE)
Environmental consciousness	0.878	0.591
Health consciousness	0.895	0.630

Attitudes	0.870	0.629
Subjective norms	0.803	0.577
Perceived behavior control	0.801	0.573
Purchase intention	0.869	0.572

Source: Survey-2025

Convergent validity is used when scores taken from two different tools to measure the same concept which is mostly correlated (Sekaran, 2003). The AVE value provides evidence for the convergent validity (Fornell and Larcker, 1981). According to Table 03, HC has the highest AVE (0.630), while PI shows the lowest AVE value (0.572). It proved that there is a satisfactory level of convergent validity of all six latent variables and ability to explain the variance of each indicator, keeping AVE above 0.5.

Table 04: Discriminant Validity

	EC	HC	ATI	SN	PBC	PI
EC	0.769					
HC	0.645	0.794				
AT	0.489	0.509	0.793			
SN	0.238	0.234	0.214	0.760		
PBC	0.402	0.412	0.402	0.290	0.757	
PI	0.645	0.648	0.513	0.190	0.290	0.756

Source: Survey-2025

Discriminant validity is used when two constructs are truly distinct and uncorrelated from each other (Sekaran, 2003). According to Fornell and Larcker (1981), latent variable's square root of AVE should be greater than the squared correlation of latent variable. The diagonals represented all cases which are greater in each corresponding row and column. In this study, researcher achieved the discriminant validity in the model as illustrated in Table 04.

4.4. Hypotheses testing

After confirming the validity and reliability of the measurement model, the structural path model was evaluated. For that, extended PLS algorithm, bootstrapping and blindfolding procedure were utilised. The coefficient of determination (R²) and predictive relevance (Q²) in the measurement model were tested as illustrated in Table 05 and Table 06 respectively. According to the previous researchers, there should have at least 0.25 for R² (Hair et al., 2016). In this model, attitudes have the highest coefficient of determination (0.303). Accordingly, 53.3% variance in the endogenous latent variable (purchase intention) can be explained by all independent variables.

Table 05: Coefficient of determination (R2)

Constructs	R Square	R Square Adjusted
Attitudes	0.303	0.289
Perceived behavior control	0.222	0.206
Subjective norms	0.068	0.048
Environmental consciousness	0.250	0.235
Health consciousness	0.280	0.265

Source: Survey-2025

In order to measure the predictive relevance (Q2) for the endogenous latent variable, the study used the blindfolding procedure. According to Stone-Geisser's formula, the value of the endogenous latent variable should be greater than zero, then that variable has a predictive relevance. According to Table 06, endogenous latent variable (purchase intention) has 0.288 predictive relevance which confirmed the predictive relevance.

Table 06: Predictive Relevance (Q2)

Constructs	SSO	SSE	Q ² (=1-SSE/SSO)
Subjective norms	300.000	291.000	0.030
Purchase intention	500.000	356.463	0.288
Perceived behavior control	500.000	362.081	0.112
Environment consciousness	500.000	500.000	-
Health consciousness	500.000	500.000	-
Attitudes	400.000	328.665	0.179

Source: Survey-2025

4.4.1. Final measurement model

As illustrated in Table 07, the PLS path model shows the relationship between dependent and independent variables based on the path coefficients (β) values, t values and p values. According to the path coefficients (β), health consciousness ($\beta= 0.376$) and environmental consciousness (0.339) have stronger effects on purchase intention towards green products than attitudes ($\beta=0.194$), while the effects of subjective norms ($\beta= 0.003$) and perceived behavior control ($\beta=-0.095$) are negligible.

Table 07: Results of PLS path model estimation

Paths	β value	t value	P value
Attitudes towards green products → purchase intention	0.194	2.125	0.034
Subjective norms → Purchase intention	0.003	0.036	0.971
perceived behavior control → Purchase intention	-0.095	1.082	0.280
Environmental consciousness → Purchase intention	0.339	3.647	0.000
Health consciousness → purchase intention	0.376	3.642	0.000

Note: Significant value is 0.05 ($P < 0.05$)

Source: Survey-2025

Table 08: Summary of the hypotheses

Hypotheses	Results
H1 Attitudes towards green products positively affect consumers' purchase intention of green products	Accepted
H2 Subjective norms positively affect consumers' purchase intention of green products	Rejected
H3 Perceived behavior control positively affects consumers' purchase intention of green products	Rejected
H4 Environmental consciousness positively affects consumers' purchase intention of green products	Accepted
H5 Health consciousness positively affects consumers' purchase intention of green products	Accepted

5. Discussion, Conclusion and Recommendations

The study's main objective was to investigate key psychological drivers that impact on consumers' purchase intention towards green products within the Sri Lankan food and beverage industry. The current study constructed five research hypotheses which were derived from previous literature. Out five hypotheses, three hypotheses were accepted, while two were rejected due to statistical

insignificance. Attitudes, environmental consciousness and health consciousness were identified as key drivers of green products purchase intention which need to be prioritized by food and beverage firms in their marketing tactics instead of relying on other factors.

According to study findings, attitudes found to be a significant predictor of consumers' purchase intention. According to Choi and Johnson (2019), attitudes play a significant role in the decision-making process related to green products. It is supported by Maichum et al. (2017), who confirmed that environmental attitudes have a powerful effect on purchase intention towards the green products in Thailand consumers. Maichum et al. (2016) also stated that attitude has the most significant impact on purchase intention of green products. Subjective norms found to be an insignificant predictor of the purchase intention of green products. However, this is not comparable with other studies as they found that SN has a significant impact on green purchase intention (Asif et al., 2017; Choi & Johnson, 2019). In the collectivistic culture, subjective norms have a more powerful effect on green purchase intention more than attitudes (Kumar, 2012). However, this could not be applicable to the Sri Lankan context as Sri Lankan consumers do not much concern the pressure from others and their expectations (teachers, parents, friends or referent groups), because people are more likely to rely on their personal opinions. However, some empirical findings argued that subjective norms are a weak predictor of green purchase intention, when compared to the effect of attitudes (Zhang et al. 2019; Maichum et al., 2016).

The study found that there is an insignificant effect of perceived behavior control on purchase intention of green products. This inconsistency can be explained by the sample used. The data were collected from the respondents who have already purchased green products. Thus, sometimes consumers may not experience any obstacles or difficulties in purchasing green products long term, and they might have easy access to green products. Moreover, they might have more confidence in purchasing green products, and care about other factors in addition to their capabilities such as time and money. This is similar to the previous studies (Asif et al., 2017; Choi & Johnson, 2019), found an insignificant effect between perceived behavior control and purchase intention of green products. Also, if consumers have strong attitudes towards green products, they may overshadow the impact of perceived behavior control. Moreover, consumers who have past positive experiences may take green decisions that become a stronger predictor for green purchasing than PBC.

The findings revealed that environmental consciousness strongly affects consumers' purchase intention of green products with a high significant value. The consumers will tend to purchase green products, if they more concern about the environment. Moreover, they will have an intention to purchase green products, if they concern more of environmental issues. This is supported by Irianto (2015), who found a positive and direct effect between environmental consciousness and intention of organic food purchasing. Health consciousness was also found to be a strong predictor for determining the consumers' green purchase intention, which is consistent with the study of Abdulsahib et al. (2019) who concluded that the most prominent reason for purchasing green products is the health

consciousness. If people have a higher level of health concerns, they will tend to purchase green products rather than normal products.

The study provides some valuable insights for theory in boosting the prevailing knowledge of green consumerism area as the study extended TPB model adding environmental consciousness and health consciousness. Although TPB model can be used to predict the green purchase intention, it challenges the global applicability of the model where subjective norms and perceived behavior control are not found to be significant in the developing economies like Sri Lanka. It implies that the functions of TPB model can be varied across different countries. Another implication for theory is value-based or health related factors are identified as strong predictors in green purchase intention than social factors and perceived easiness. This study also offers important insights for managers and policy makers in the food and beverage industry. Especially, they could understand what factors affect consumers' purchase intention of green products, and formulate effective strategies to increase green purchases and behavioral patterns towards eco-friendly products. Moreover, managers should place more emphasize and thoroughly promote products which include green ingredients in their products that do not harm to the environment, and furthermore, they could create packages for their green products which can be recyclable (Hojnik et al., 2019).

Since attitudes found to be a significant predictor of green purchasing intention, more attention should be given to improvement of taste quality, freshness and trust of green products and, communicate functional and emotional benefits to customers because they purchase green products based on their attitudes towards the green products, not because of others' options. Furthermore, to reinforce consumers' positive attitudes, food and beverage managers could strengthen organic labeling, eco-certifications and food safety standards. The finding of the insignificant effect of subjective norms on purchase intention may be a new thing for the collectivistic culture like Sri Lanka. The consumers do not take others' opinions or expectations into consideration when they make purchase decisions (Priyanthani & Rebecca, 2025). Therefore, marketers should follow modern policies away from the traditional marketing practices which are suitable for a collectivistic culture. Marketers could effectively communicate their marketing messages among people, so that people's intention to purchase green products could be increased through the influence of social groups and other referent groups (Yadav & Pathak, 2016). Moreover, marketers could include health aspects in their promotions and activations in order to increase consumers' health knowledge. Food and beverage managers could conduct marketing campaigns which is able to build the consumer awareness of green products rather than promoting what they are supposed to do. According to study findings, perceived behavior control does not directly and positively affect purchase intention of green products. The main reason for that, only consumers who recently purchased green products were considered in this study. Therefore, availability of green products and convenient access to the green items could improve purchase intention of green products.

Policy makers also have a huge responsibility to make consumers aware of green products and the significance of the eco-friendly behavior, and encourage consumers to purchase green products (Hojnik et al., 2019). Government actions which are related to environmental considerations and sustainability would lead to protect the environment. When planning policies, government should promote awareness of environmental certifications for green products and ecological labels that influence consumers' positive attitudes towards green products. According to Hojnik et al. (2019), to enhance the consumers' awareness of green products, consumers should be given the information about environmental certifications, labels, sustainable actions and sustainable behavior. Since the health consciousness is found to be a significant predictor of green purchase intention, the policy makers could formulate strict rules and legislations specifically for healthier product option, thus, it prevents consumers to choose harmful and non-healthier products, ultimately it leads consumers to increase green products purchases rather than non-green products.

This study is inherent with some limitations. The use of the small sample size ignored the diverse demographic population., which might be a problem for generalizing the study findings to a wider audience. The study was conducted as a cross-sectional study that might hinder the reliability of the study because consumers' attitudes, perceptions and purchase intention could be changed long term. The future research could use a larger sample following the longitudinal study that allows researchers to overcome these limitations. When considering philosophical limitations, the study followed the objectivism perspective, hence, the subjective or interpretivism aspects were ignored, while doing the study. Conducting a focus group interview under subjectivism perspective may be useful to identify consumers' deeper opinions and perceptions. This study considered five constructs in the extended TPB model, however, other factors which may strongly influence on consumers' purchase intention could be explored in future research.

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APPENDICES

Appendix 1: Operationalization of variables

Table 09: Operationalization of Variables

Constructs and items	Sources
Environmental Consciousness: 1. I am very conscious of the environmental issues that I am facing in my life. 2. It is very important to raise environmental consciousness among Sri Lankan people 3. I have consciousness that purchasing green products will contribute to the sustainable future 4. When I have a choice between two equal products. I purchase the one less harmful to the environment 5. The balance of nature is very delicate	Maichum et al. (2017) and Wang et al. (2020)

Health Consciousness: 1. I reflect about my health a lot 2. I am very self-conscious about my health 3. I am constantly examining my health 4. I am very involved with my health 5. I am aware of the state of my health as I go through the day	Hu (2013)
Attitudes towards green products: 1. I think that purchasing green product is favorable 2. I think that purchasing green product is a good idea 3. I think that purchasing green product is safe 4. Purchasing green products would be pleasant 5. My life will be better if I consume green products in the near future	Abdulsahib et al. (2019) and Maichum et al. (2016)
Subjective norms: 1. My society expects me to purchase green products 2. My family think that I should purchase green products rather than normal products 3. My close friends think that I should purchase green products rather than normal products 4. Most people who are important to me think I should purchase green products rather than normal products 5. Most people who are important to me would think I should purchase green products for personal use	Zhang et al. (2019), Maichum et al. (2016) and Chan and Lau (2002)
Perceived behavior control: 1. I am confident that I can purchase green products rather than normal products when I want 2. I see myself as capable of purchasing green products in future 3. I have resources, time and willingness to purchase green products 4. There are likely to be plenty of opportunities for me to purchase green products	Maichum et al. (2016) and Zhang et al. (2019)

Purchase intention towards green products 1. I intend to purchase green products next time because of its positive environmental contribution. 2. I plan to purchase more green products rather than normal products. 3. I will purchase green products for personal use. 4. I am willing to purchase green products for personal use. 5. I will try to purchase green products.	Yadav and Pathak (2016) and Maichum et al. (2016)
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