

## **Factors Affecting Consumers' Intention to Purchase Eco-Friendly Products**

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Consumers who are concerned about the environment have seen a positive and noteworthy increase over the past few decades in environmental protection knowledge, attitudes, and activities. Developing countries are now increasingly cognizant of the green movement and its significance for environmental preservation as well. As a result, the aim of this research is to determine the most causal factor, affecting consumers' purchase intention of environmentally friendly products. In this study, there were four independent variables such as environmental concern, environmental attitudes, subjective norm and willingness to pay. The dependent variable of this study was purchasing intention. The target research population of this study was the population in the Galle district. The total population in the district is 11,014,000 according to a census. Based on the population, the study includes 384 consumers in Galle district according to Morgan table. The simple random sampling techniques were the sampling technique. This research used an online survey to gather data. The questions in the questionnaire were about both independent and dependent variables of the study. Respondents were requested to fill in the questionnaire. The five-point Likert scale guides the construction and posing of all questions in the study's questionnaire. SPSS was used to analyze the data gathered from the questionnaires. The study finds that consumers' purchase intentions for eco-friendly products in Galle are significantly influenced by environmental concern, attitudes, subjective norms, and willingness to pay. The findings emphasise the necessity of fostering environmental awareness in order to improve the adoption of green products and sustainable consumer behaviour.

**Keywords:** *Consumer Intention, Environmental Concern, Environmental Attitudes, Subjective Norm, Willingness to Pay.*