

**GREENWASHING EFFECT, ATTITUDE AND BELIEF IN GREEN
CONSUMPTION OF THE CONSUMERS IN
MANMUNAI NORTH DIVISIONAL SECRETARIAT AREA BATTICALOA**



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ABSTRACT

Most empirical studies analyzing the effects of greenwashing are still limited, and a distinction can be made between macro-level studies that focus on the relationship between organizations' greenwashing practices and their overall (financial) performance and micro-level studies that focus on the effects of consumer messages (Jong, et al., 2018). Thus this study taken as to fill the population gap in Sri Lankan context. The researcher has taken this study to conduct in Manmunai North Divisional Secretariat Area Batticaloa.

The problem is whether the consumers have better understanding about the greenwashing. What is the Consumer Attitude and belief on the decision to purchase green product in retail. To analyze how people are concern about environment and buy the products with green concern. And also to analyze the perception of the influence of greenwashing and of attitudes and beliefs in the decisions of purchase of green products in the retail stores.

This study is unique in that it evaluates customer perception while concurrently focusing on numerous components of purchasing intention, taking into account consumer perception and behavior prior to greenwashing and green consumption, and combining all of these factors (satisfaction, loyalty, subjective and control forces, risk and benefits perception). In addition to other drivers such as customer attitudes and beliefs, green consumption confusion, behavior regulated in connection to green consumption, and greenwashing, As a result, it adds to an interdisciplinary study with a size and methodology that may be applied to similar investigations.

In this research researcher have found that the consumers in Manmunai North Divisional Secretariat Area Batticaloa should have to improve their Knowledge regards to the topic Greenwashing.

Keywords: Greenwashing, Green Consumption, Attitude & Belief, Marketing, Perceived Risk, Perceived Benefit

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