

**EFFECT OF CONSUMPTION VALUES ON CUSTOMERS'
GREEN PURCHASE INTENTION: A MEDIATING ROLE OF
GREEN TRUST**

BY

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ABSTRACT

The efficient adoption of sustainable production and consumption techniques might help in formulating a positive route towards sustainable development. In this approach, people are making an effort to meet their needs and wants while working with what they have. As a result, conflicts arise between infinite needs and finite resources. According to the aforementioned argument, the world's resources ought to be used wisely. In keeping with this claim, the current study focuses on green consumerism in the context of Sri Lanka.

This study aims to investigate the impact of consumption values, such as functional, emotional, and social values, on consumers' green purchase intention as well as the role of green trust as a mediator among consumers who are employed in the Koralaipattu Divisional Secretariats in the Batticaloa District. In this Offices, 189 working consumers were chosen as a sample, and they were given questionnaires to complete. Additionally, descriptive statistics, correlation, regression, and mediating analyses were used to analyse the gathered data. The analyses were done using SPSS.

The results show that respondents have high levels of consumption values and green purchases intention. The respondents also had a high level of green trust. According to the findings, there is a substantial positive correlation between green trust and green purchase intention, a positive association between consumption values and green trust, and a positive relationship between consumption values and green purchase intention. The association between consumption values and green purchase intention has been found to be somewhat mediated by green trust. Hence this study helps marketers to understand the consumption values and green purchase intention in order to face and control the environmental problems in their organizations in an effective, efficient and practical manner.

Keywords: Consumption Values, Green purchase intention, Green trust

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