

**Impact of Environmental Knowledge on Green Purchase Intention:
Examining the Mediating Effect of Attitudes Towards Green Products
with Special Reference to Young Business Executives in the Western
Province, Sri Lanka**

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The practice of purchasing and consuming environmentally friendly products, or green consumer behavior, has recently garnered significant attention. However, some scholars have observed that adopting a green approach or proactive green behavior necessitates a paradigm shift in consumer behavior. This study aims to enhance the understanding of green purchasing behavior by examining both environmental knowledge and attitudes towards green products in relation to green purchase intention, specifically focusing on young business executives in the Western Province of Sri Lanka. The study is grounded in the Reasoned Action Theory. It tests the relationship between both subjective and objective environmental knowledge and their direct impact on green purchasing intention, as well as their indirect impact through the mediation of attitudes towards green products. A survey-based research design was employed, utilizing questionnaires distributed through a convenience sampling technique to a population of young business executives aged 24 to 39 in the Western Province of Sri Lanka. The data collected were analyzed using correlation and regression techniques with the assistance of SPSS 26 software. The findings reveal that both subjective and objective environmental knowledge have a significantly positive impact on green purchasing intention. Additionally, a portion of environmental knowledge's effect on the intention to buy green products is mediated by attitudes towards these products.

Keywords: *Attitude Towards Green Products, Environmental Knowledge, Green Purchase Intention, Subjective and Objective Environmental Knowledge*