

## **Drivers of Green Purchase Intention of Generation Y Consumers in Sri Lanka**

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The studies conducted specifically focused little attention on the responses of the new generations regarding the environmentally friendly products. Therefore, the purpose of the study was to analyze how Social Influence, Environmental Knowledge, Environmental Attitude impact to the Green Purchase Intention of generation Y consumers in Sri Lanka. The data was collected from 386 respondents who were selected using convenience sampling method. A self-administrated questionnaire has been distributed via online platform among respondents and 363 were finally processed for the data analysis. SPSS software was used to test the hypothesis with the regression analysis method. The findings demonstrated that the Social Influence, Environmental Knowledge and Environmental Attitude significantly impact on the Green Purchase Intention. The results further indicated that the Social Influence, Environmental Knowledge and Environmental Attitude have a significant positive impact on Green Purchase Intention.

**Keywords:** *Environmental Attitude, Environmental Knowledge, Green Purchase Intention, Social Influence*