



**INVESTIGATION OF FACTORS THAT EFFECT ON
CONSUMER'S ATTITUDE TOWARDS GREEN
PACKAGING: SPECIAL REFERENCE TO
GAMPAHA DISTRICT**

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ABSTRACT

The focus of this research is to find out whether consumer's attitude towards green packaging is positive or not in Gampaha district and what are the most effect factors on consumer's attitude towards green packaging and what is the relationship between those factors and consumer's attitude towards green packaging and also identify the consumer's attitude towards green packaging varies with demography of the customers. In this study, four independent variables were selected, namely demographic factor, product characteristics, environmental concern and government role. Moreover, researcher selected consumer's attitude towards green packaging was selected as dependent variable. This research was conducted in Gampaha district. Because, pervious researchers identified that recycling is poor in Gamapaha district. All the consumer's in Gampaha district was concerned as population of the research and 200 sample was selected from the population by using convenience sampling method. Structured questionnaire were used to collect data from the selected samples. For the analysis part, Mean and Standard Deviation used under the Univariate analysis. Moreover, correlation and regression analysis were used under the bivariate analysis and also chi square analysis was used. Through the analysis, it was identified that there is a strong positive attitude towards green packaging among the consumer's in Gampaha district. And also, it was identified product characteristic has highest impact on consumer's attitude towards green packaging than other three independent variables (demographic factor, environmental concern and government role). Moreover, among independent variables environmental concern has highest relationship with consumer's attitude towards green packaging. Based on the above findings, researcher recommends for manufactures, it is appropriate that transform the traditional packaging strategy into eco-friendly packaging strategy. It will be helped to attract these consumers who have green packaged attitude. Finally, it is recommended to government and authorized parties, to establish strong environmental protection policy and should have to invest more on waste products packaged recycled projects.

Keywords: green packaging, demographic factor, product characteristics, environmental concern, government role, consumer's attitude towards green packaging