



**AN EMPIRICAL STUDY ON IDENTIFYING THE GREEN
GAP AND FACTORS CREATING THE GREEN GAP
(WITH SPECIAL REFERENCE TO FAST MOVING CONSUMER
GOODS IN COLOMBO DISTRICT)**

*This dissertation is submitted as a partial fulfilment of the degree of
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ABSTRACT

Title of the Dissertation – An Empirical study on identifying the Green gap and factors creating the Green gap: With special reference to Fast Moving Consumer Goods (FMCG) of Colombo District.

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Implementing green practices by consumers and companies are questionable and Literature suggests high level of environmental concern does not reflect the preoccupation of purchase behavior. Since the gap between green purchase intention and actual green purchase behavior (Green gap) has not yet been identified in Sri Lankan context, this research was conducted to explore whether there is an attitude – behavior gap and if there is a gap, what factors have caused the green gap and the strategies to be applied to minimize the Green gap with reference to FMCG. This research was conducted in two parts. The first part was to identify the green gap by using the Theory of Planned Behavior. Data was collected using a questionnaire from randomly selected hundred consumers and analyzed using correlation technique. It revealed, there is a Green gap in Sri Lankan context. As the researcher identified a green gap, second part was conducted by selecting sixty consumers who had green purchase intention but did not demonstrate actual green purchase behavior and provided with a questionnaire to identify what factors have caused the green gap in Sri Lankan context. Factor analysis was used to analyze the data and results revealed that high price, low quality, economic rationality, narrow product range, difficulty in understanding green labels, lack of proper mass media and lack of in - store communication are the reasons for green gap. To reduce the green gap FMCG companies should reduce prices and improve quality of green products, and green labels should be printed in larger sizes so that consumers can easily identify labels. Consumers should be made aware about green products through mass media and proper in store communication about the availability of green products should be done. Further, green products should not be made available among conventional products, instead they should be made available in special stores or shelves in supermarkets and product range should be broaden.

Key words – Green purchase intention, Actual green purchase behavior, FMCG, green gap, Sri Lanka