

Factors Influencing the Green Purchase Intentions of Consumers in Event Planning Industry in Sri Lanka

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Abstract

Increasing interests in the development of green purchase intentions have elevated the importance of related research that explain the relationships between influencing factors and green purchase intentions. The aim of the present study is to determine the factors influencing the green purchase intentions of consumers in the Sri Lankan event planning industry. The study adapted deductive approach. The study sample consists of 384 consumers in the Sri Lankan event planning industry selected using cluster sampling technique. Correlation and regression analysis technique was employed as data analysis techniques. The results stated that awareness, environmental concern, green advertising, and product attributes have a positive and significant impact on green purchase intentions of consumers in the Sri Lankan event planning industry while greenwashing and social norms have an insignificant positive impact on green purchase intentions of consumers. Therefore, the study recommends the Sri Lankan event planners in prioritizing on green advertising, environmental concern, product attributes and green awareness to positively influence the green purchase intention of the customers.

Keywords: Green Concept, Green Purchase Intentions, Event Planning Industry.

Introduction

Environmental conditions have recently deteriorated because of irresponsible human behaviour. Series of incidents lead to the raising of debates that saw implementation of various measures to minimize the harmful consequences triggered by environmental issues. Environmental contamination has become a worrisome phenomenon in today's world Kelishadi (2012). Nowadays, people are concerned about these

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environmental issues and act with much responsibly and customers have started in becoming more ecologically aware Musova et al. (2021).

Green marketing is one of the most popular trend in the business marketing , which paves the way for the environmental protection and retains sustainability in business processes Bhardwaj et al (2020). Consequently, the green marketing concept has emerged as the most realistic solution to address contemporary environmental issues Ribeiro & Vinhas da Silva (2018). Green marketing is defined as the marketing of environmentally friendly products and services, that are presumed to be environmentally safe (Laheri et al., 2014). As a result of climate change, global warming, and critical health conditions, organisational and public awareness of environmental issues has risen steadily in recent decades.

The concept of green marketing has been a powerful technique in influencing the perception and attributes of buyers as consumers and therefore, modifying the traditional purchasing patterns as well. According to a Canadian survey of marketing executives from 500 leading corporations, 47% have already purchased environmentally friendly products. According to various studies by environmentalists, behaviour patterns of people are changing favourably and their concerns about the environment are growing, thus creating positive outcomes on the environment Bhardwaj et al (2020). This trend towards green marketing in purchasing is evident globally. Customers from India, Australia, Nigeria, and New Zealand score very high on environmentally friendly behaviour, and they prefer to purchase greener products and services Bhardwaj et al (2020). This trend has been the major reason for the scholars to conduct the related studies on influential factors for green purchase intention.

Globally, people are adopting the green notion. However, for most of the Sri Lankans, it is still a new phenomenon Randiwela & Nimanthi (2015). Companies have begun to portray themselves as "green," and most governments, including Sri Lanka, have become increasingly concerned about the green concept Bhatia & Jain (2014). In Sri Lanka, the practice of green concept is more witnessed and practiced in industries such as fast-moving consumer goods (FMCG), tourism, and fashion, including the apparel industry Randiwela & Nimanthi (2015) .

However, in the event management industry in Sri Lanka, the practice of green concept is comparatively novel, although this concept has already been practiced by event planning companies in other countries Tolkes & Butzmann (2018). The event planning industry in Sri Lanka has not been quick to adopt this concept as a strategy because this is a new concept to the local event

planning industry Ranaraja, Arachchige and Rasenthiran (2019). As a result, the local event organizing sector can be deemed to be less environmentally conscious. Most event planners do not try to adopt this concept as a strategy because this concept is not something that is associated with a great deal of prestige. At least in Sri Lanka, this is a modern idea and indeed has tremendous potential to benefit citizens, community, and industry (Opatha and Arulrajah, 2014). Green events are defined as a type of event that focusses on sustainability guidelines in their planning, organising, and management processes Tolkes & Butzmann (2018). A variety of green events could be organised by event planners, such as in sports events, weddings, birthday parties, motor shows, and exhibitions etc. In addition, there is a growing interest in the event industry in implementing green strategies to improve event competitiveness.

Moreover, the Event Marketing Institute reveals that 83% of event organisations have either invested in or intend to follow eco-friendly event activities Wong et al (2015). Operating a green event business leads to effective production or a way to earn profit. Further, these organisations are capable of developing strategies of the cutting edge of contemporary environmental practice as part of their corporate responsibility to protect the environment while improving brand image of the organization Karagulle (2012).

Even though Sri Lankan consumers are not very familiar with the green concept in event planning, recently, they seem to have grown an interest towards it; with the number of adverse weather conditions country has been recently encountered (Eg- Forest fire, droughts, floods and etc.).

Green events in other developed countries provide local, organic, and vegetable foods, and in addition to this, they offer recycling bags, bins, small food options, reusable dishes, fresh flowers, eco-friendly decorations etc. Tolkes & Butzmann (2018). Hence, people could gradually adopt green practices such as green-related items, recycled decoration materials, and the elimination of unnecessary decorations when conducting an event. In Sri Lankan event planning industry, biodegradable cutlery produced from recycled paper and disposable plastic cutlery are used to minimize the environmental impact. These initiatives encourage people to adopt green notions for their events and organising processes Waidyasekara & Fernando (2012). The organizing of green events would encourage consumers to adopt more sustainable lifestyles Tolkes & Butzmann (2018).

However, reviewing the literature it was witnessed that there was limited literature on the green concept and consumer attitudes toward a sustainable environment in the Sri Lankan context Samarasinghe & Samarasinghe (2013), Waidyasekara & Fernando (2012), Arachchi (2019). Moreover, green marketing in event planning industry has received even less attention among these few existing related research studies on green practices and sustainability. Lack of academic research undertaken in this area has been the main reason of conducting the current study. Consequently, this study will provide an insight into this topic area to address the contextual gap, with the main objective of identifying the influential factors for green purchase intention of consumers in Sri Lankan event planning industry. Therefore, the study would be contributing to the empirical literature on green purchase intention.

Further the study will assist event planners in gaining a competitive advantage over their competitors by identifying the factors that influence green purchasing intentions in the event sector. Consumers can be enticed to buy green products and services, thereby helping to safeguard the environment. Event planners and consumers may work together to make Sri Lanka a more of a sustained country. Eventually this will lead to minimize the environmental pollution caused by the activities in event planning industry and may inspire individuals to apply the notion of green marketing in their daily actions which improves the health conditions of people.

The remaining part of the research paper has been organized as follows: Part 2 reviews the literature; Part 3 presents the data and methodology of the research; Part 4 focuses on the results and discussions finally Part 5 concludes the study.

Literature Review

Green purchase intention is a term used to describe consumers' intention to engage in buying green products and services (Samarasinghe and Samarasinghe, 2013). Green concept also known as the method of developing, advertising, and distributing goods and services that are less damaging to nature, based on the requirements and desires of customers (Ali & Ahmad, 2016). As per a research study conducted in Malaysia it was found that the appeal of the green idea could be boosted if customers have a high level of environmental understanding and care (Rezai., 2013). However, in the Sri Lankan event planning industry, there seems that the customers are not quite aware on the consequences that is caused due to usage of plastics, polyethene and other non-degradable items when organizing the events. In the global

context, numerous types of events and festivals are planned event planners which has green features (Wong et al., 2015). This has enabled the customers in getting the feeling as if they are in a very natural environment during the event which also provided a source of competitive advantage for such event planners (Wong et al., 2015). However in the Sri Lankan context although the customers have a positive attitude toward environmentally friendly products, they do not always act upon this attitude or are unwilling to pay a premium for the product (Fernando, 2017). Hence, there must be certain catalysts to encourage the customers in purchasing green products. Thus, identification of which factors significantly impact the consumers' intention of green purchasing would be useful for the event planners in designing such catalysts.

The intention of green purchasing refers to a person's desire to purchase environmentally friendly items and services over traditional products and services. Green consumers in China who are concerned about the environment welcome green products and services (Chen, 2013). Nevertheless, in the context of Sri Lanka, most of the Sri Lankans regard this as a novel concept. However, in some industries, such as fashion, tourism, and fast-moving consumer goods (FMCG), the green notion is seen to be prominent and visible (Shanmuganathan, & Karunanithy, 2018). Further, Shanmuganathan & Karunanithy (2018) emphasizes that environmentally conscious customers are more likely to purchase eco-friendly goods and services, and they will value events that are held sustainably.

Green awareness is defined as a consumer's understanding that purchasing green goods and services that will contribute to the environment's inherent value (Rahmi, 2017). Businesses' perceptions of these event planning companies duty are to ensure environmental quality while satisfying consumer expectations, demand, and fulfilment, that is linked to green marketing awareness (Ar, 2012). According to a recent study, corporates strive to enhance customer knowledge about their environmental qualities, while aiming to boost purchase behaviour by raising awareness through green marketing (Osman, 2016). This study had adopted quantitative approach having considered data collected using both primary and secondary sources and for primary data analysis descriptive statistics have been used. In addition, the private sector in Malaysia undertook an ambitious effort to promote green lifestyles and reduce the use of plastic bags (Rezai, 2012). According to Khouilid & Aomari (2017), advertisements can also be used as effective channels to raise green awareness. Despite extensive green awareness and marketing, another research indicated that as low as 5% of the population is interested in making green purchases (Khaleeli & Jawabri,

2021). However, the impact that green awareness on green purchase intention from one context to another context would be different.

Environmental concern is described as a wide recognition of the realities, values, and connections that surround the environment, as well as the environment's fundamental behaviours (Kirmani & Khan, 2016). It is the level of emotional participation in environmental issues, whether active or dormant. Environmental concern is linked with environmentally friendly behaviour as emphasised by various authors and is considered as an emotional inclination of consumers, such as outrage at the deterioration of the environment (Zheng, 2021). Environment-related customer concerns are growing as consumption shifts toward goods and services that are eco-friendly, and consumers modify their purchasing habits to be more environmentally conscious. As per the study conducted by Debora et al., (2019), it was found that environmental concerns have an impact on green purchase intentions. This study had adopted the inferential statistical analysis approach while using multiple linear regression data analysis technique to analyse the data collected through 100 respondents through a self administered questionnaire. Consumers' purchase intentions are significantly influenced by the fact whether the consumers are environmental concerned or not. As a result, the greater the consumer's environmental concern, the more keen they are to buy green goods and services (Zheng, 2021). Environmental concern is ensured not only by the operation and venue of a green event, but also by promoting a green message using channels such as specialised stalls or displays, demonstrations, and the sale of eco-friendly meals, food and beverages (Laing & Frost, 2010). As a result, environmental responsibility inspires people to act in environmentally friendly ways.

The rise of environmental hazards and the demand for environmental protection led to a main focus on green advertising as a primary consideration. According to Kao & Du, (2020), green advertising is a type of advertising that promotes environmentally safe products or services and demonstrates that an organisation is concerned about environmental issues. Organisations can attempt to educate customers via green advertising by disseminating information about eco-goods, and consumers perceptions (including customer feelings and thoughts) that influence their decisions toward green advertising as well as their beliefs about green items and services (Sun et al., 2021). As a result, it's plausible to assume that green advertising is linked to green purchasing intentions (Khouilid & Aomari, 2017).

Creating a misleading impression or offering deceptive information about products and services to promote them as more environmentally friendly is known as greenwashing (Griese et al., 2017). Greenwashing is becoming increasingly common, with more organisations misleading consumers about the environmental benefits of its goods and services, as well as their environmental impact. Consumers are becoming more conscious of eco-friendly goods as well as greenwashing attempts of corporations (Jog & Singhal, 2020). It can be observed that while the green concept is becoming trending and gathering momentum, greenwashing seems to be a 'sheep in wolf skin'. It can also break the trust customers place in the respective company. Although greenwashing is not a regulated or ethical idea, some businesses nonetheless exploit it to their advantage (Chen & Chang, 2013). Yet, it is frequently used by organisations as a marketing strategy to improve sales. Greenwashing can harm the organisation's reputation and therefore, should be avoided while contemplating the event planning industry (Griese et al., 2017). However, in recent study conducted, it was found that green washing and green purchase intention has been negatively associated where data had obtained from 419 Vietnamese consumers who had been involved in purchasing green vegetables (Nguyen et al., 2019). Therefore, the literature suggests that the impact of greenwashing and green purchase intention would be vary depending on the industry.

A feature that classifies goods and influences a customer's buying intention can be defined as a product attribute (Qin & Yuan, 2019). Eco-labeling, price, brand experience, brand image, degree of trust in labelling, availability of a product, greenwashing, energy efficiency labels, and socio-cultural conditions are considered as product attributes that have an impact on green purchasing intention and green purchasing behaviour (Qin and Yuan, 2019). Product attributes like packaging, availability, labelling, and brand image of environmentally-friendly goods are known to generally boost the desire to purchase. Although other drivers which are related to products, such as greenwashing and cost factors, can directly reduce green product purchases. Other product attributes, such as pricing and product quality, were also found to be more important than green packaging in certain studies (Zheng, 2021). In the event sector, there is a rising interest in adopting green efforts to boost an event's competitiveness. At green events, green attributes are noticeable not only in food items, nevertheless in festival themes, transport arrangements, decorations, entertainment, performance, and education (Wong & Qi, 2015). Therefore, event planning organisations could consider these attributes when they decide on the 'green product mix' when planning an event.

Attitudes or beliefs of a peer or parent discussing the environment and concerns like contamination which might have an impact on people who is concerned about nature and wants to purchase ecofriendly goods and services, can be defined as social norms (Moser, 2015). Social norms, particularly those of their peers and other individuals with whom they have a close relationship, significantly affect consumers' green purchase intentions (Joshi & Rahman, 2015). The social norms have a strong and long-lasting directing influence on consumer behavior, resulting in substantial variations in customers' purchasing intention or behavior as a result of their differing views and expectations about environmentally friendly items (Zhang & Dong, 2020). Moreover, green buying behavior was found to be influenced by social norms and reference groups (Joshi & Rahman, 2015). As a result, there is a clear relationship between consumer purchase intentions and social norms. Building social norms is vital in the event planning industry as well. In the past, these events were not widely commemorated. However, many individuals now celebrate these events frequently, and they have become well-known among customers. These events have proven to be a successful method for developing social norms. This is owing to the fact that societal norms have a sizeable influence on how people behave (Lin & Niu, 2018). "Bride to Be" parties, "Mom to Be" parties, and "Pre-Wedding shots" have just recently gained popularity in modern society. As a result, identifying social norms in the event sector can be used to encourage customers when planning such events.

Following the study of Chua, Quoquab and Mohammad (2019), the current study used the Environmental citizenship theory has been adopted as the theoretical framework of this study. It is the obligation of each individual to learn about the environment and to act in environmentally friendly ways (Dobson, 2003). Environmental citizenship is defined as citizenship that is motivated by environmental values and manifests itself in ecologically responsible actions (Dobson, 2003). The notion of environmental citizenship provides a solid foundation for this research since it provides a more dedicated and precise explanation for an organization to commit to green practices (Lasrado & Arora, 2018).

Table 1 below indicates the identified variables in the present study based on the related literature on the subject and in accordance with the past literature referred regarding green purchase intention.

Table 1: Variables Identified and Related Literature

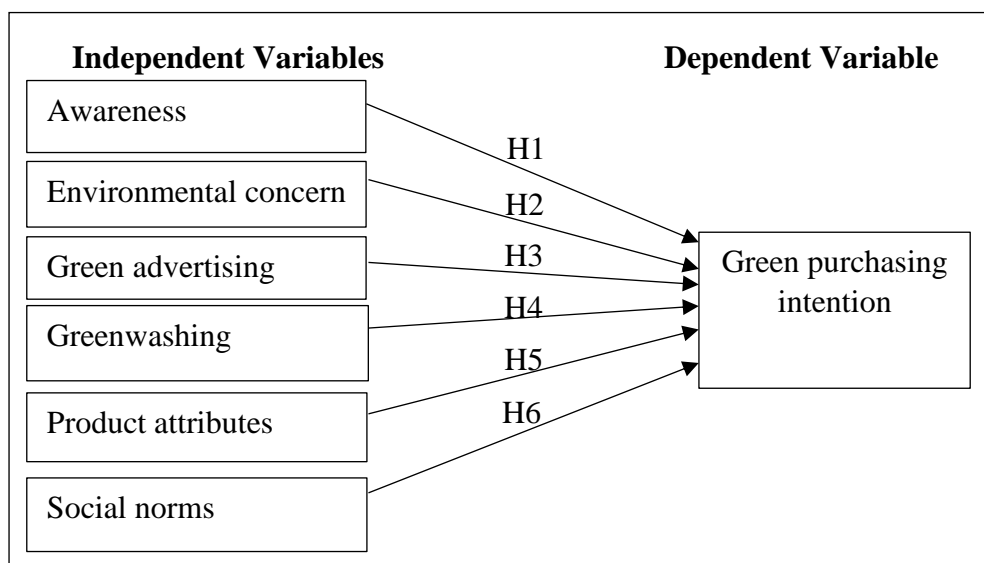
Theme	Related literature
Green Purchase Intention	Shanmuganathan, & Karunanithy, 2018; Chen et al, 2014; Rezai, 2013; Chen, 2013
Awareness	Khaleeli & Jawabri, 2021; Rahmi, 2017; Khouilid & Aomari, 2017; Osman et al., 2016; Ar, 2012; Rezai, 2012;
Environmental Concerns	Zheng, 2021; Debora et al, 2019; Kirmani & Khan, 2016; Laing & Frost, 2010
Green Advertising	Sun et al, 2021; Kao & Du, 2020; Khouilid & Aomari, 2017
Green Washing	Jog & Singhal, 2020; Griese et al., 2019; Nguyen et al., 2019;; Chen & Chang, 2013
Product Attributes	Zheng, 2021; Qin & Yuan, 2019; Wong et al., 2015
Social Norms	Zhang & Dong, 2020; Lin & Niu, 2018; Moser, 2015; Joshi & Rahman, 2015

Source: Authors' Compilation.

Conceptual Model

Based on the review of literature following conceptual framework is developed.

Figure 1: Conceptual Framework



Source: Authors' Illustration.

Thus, the study focusses on six hypotheses, and all of them can be summarised as follows:

- H₁: There is a significant impact of awareness of eco-friendly products on green purchasing intention.
- H₂: There is a significant impact of environmental concern on green purchasing intention.
- H₃: There is a significant impact of green advertising on green purchasing intention.
- H₄: There is a significant impact of greenwashing on green purchasing intention.
- H₅: There is a significant impact of product attributes on green purchasing intention.
- H₆: There is a significant impact of social norms about eco-friendly products on green purchasing intention.

Methodology

The study adopted a quantitative research design which is linked to the deductive research approach and positivism philosophy. Furthermore, this study adopted the probability sampling technique, cluster sampling technique. The sample was derived by the sample calculator using a 95% confidence level and a 5% margin of error. The sample for the study was 384 people from the 13,583,524-target population. The researchers selected the population for this quantitative study as individuals who are above the age of 19 and there was no maximum age limit (Ansar, 2013). The sample of the study consisted of 384 consumers over the age of 19 from all the 25 districts in Sri Lanka. The number of responses that should be received for each district was decided based on the population ratio of individuals over the age of 19 in each district. The study employed a self-administered questionnaire. The section A of the questionnaire consisted of questions which assess the dependent variable. Section B and Section C of the questionnaire consisted of covering all the six independent variables and the moderator variable respectively. For each variable five questions were asked with the intention of acquiring reliable information. A pilot study was conducted with a sample size of 30 to ensure the intended interpretation of the items listed in the questionnaire was ensured and accordingly few of them got changed.

The study first analyzed the demographics of the study sample. Then descriptive statistics were shown in illustrating the frequency distribution of the variables. For the data analysis purposes study used the Statistical Package for Social Sciences. As inferential statistics technique, study used the

multiple linear regression analysis technique. The data analysis was carried out by using both the descriptive and inferential statistics.

Figure 2: Formulation of Regression Equations

$$Y_i = \beta_0 + \beta_1 A + \beta_2 EC + \beta_3 GA + \beta_4 GW + \beta_5 PA + \beta_6 SN + \epsilon$$

A= Awareness of eco friendly products, EC= Environmental Concern, GA= Green Advertising, GW=Greenwashing, PA= Product Attributes, SN= Social Norms about eco friendly products, ϵ = random error term

Where Y_i denotes the green purchase intention of the respondent while A, EC, GA, GW, PA and SN denotes Awareness, Environmental Concern, Green Advertising, Green Washing, Product Attributes and Social Norms respectively. Finally, ϵ indicates the random error term (Refer the Annexure 1 for Research Measurement and Variables).

Results and Discussion

Reliability Analysis

For testing the reliability of the questionnaire, Cronbach's alpha was used. The questionnaire could be considered reliable if the coefficient has been greater than 0.6.

As shown in Table 2, based on the calculated Cronbach's alpha values all the variables have recorded a value above 0.8. Therefore, in conclusion, since all the variables were recorded Cronbach's value (0.8) higher than 0.6, it was indicated that each variable of the research instrument is acceptable and accordingly the instrument is reliable.

Table 2: Reliability Analysis

Variable	Number of items	Cronbach's alpha score
Green Purchase Intention	5	.916
Awareness	5	.862
Environmental Concerns	5	.933
Green Advertising	5	.909
Green Washing	5	.850
Product Attributes	5	.870
Social Norms	5	.887

Source: Authors' compilation.

Demographic Profile

Out of the 384 participants 47.7 % were male and 52.3%, female. Majority of the responses were from the people among the ages of 19 and 30, which

represented 70.3 % of the study sample. It accounted for 270 out of 384 individuals in the sample. In addition, age between 30- 45 and age above 45 years, were recorded 18.2% and 11.5% respectively.

Moreover, majority of the respondents were from the Colombo District and Gampaha district which was 10.8%. and 8.9% of the study sample respectively.

Table 3: Correlation Coefficients and Significant Values

		AW	EC	GA	GW	PA	SN	GPI
A	Pearson Correlation Sig. (2-tailed)	1						
EC	Pearson Correlation Sig. (2-tailed)	.670	1					
GA	Pearson Correlation Sig. (2-tailed)	.636	.789	1				
GW	Pearson Correlation Sig. (2-tailed)	.590	.623	.663	1			
PA	Pearson Correlation Sig. (2-tailed)	.597	.733	.774	.728	1		
SN	Pearson Correlation Sig. (2-tailed)	.551	.636	.613	.656	.713	1	
GPI	Pearson Correlation Sig. (2-tailed)	.594	.699	.725	.580	.677	.585	1

Note. Correlation is significant at the 0.01 level (2-tailed).

Source: Authors' compilation.

The current study used Pearson correlation to determine whether there is a relationship between two variables and in determining the indication of direction and the strength of the relationship.

As shown in Table 3, the correlation coefficient of all considered independent variables and green purchase intention is $r > 0.5$ and $p < 0.001$. Therefore, these values reflect that there is a significant positive relationship between awareness, environmental concern, green advertising, green washing,

product attributes and social norms with the green purchase intention respectively. In between green advertising and the green purchase intention $r = 0.725$ and $p < 0.001$, it indicates that there is a strong positive relationship between green advertising and green purchase intention which is statistically significant. Further, in between green washing and the green purchase intention $r = 0.580$ and $p < 0.001$, it indicates that there is a moderate positive relationship between green advertising and green purchase intention which is statistically significant.

Among the considered independent variables, the highest correlation is shown by green advertising variable while the lowest is shown by the green washing independent variable. Since there is high significant correlation of all considered six independent variables with the green purchase intention, it explained that any change in any of the six independent variables would cause a significant variable in the dependent variable which is green purchase intention.

Table 4: Descriptive Statistics

	Mean	Minimum	Maximum
GPI	3.88	1	5
A	3.70	1	5
EC	3.88	1	5
AD	3.97	1	5
GW	3.57	1	5
PA	3.80	1	5
SN	3.66	1	5

Source: Authors' compilation.

Information presented in Table 4, indicates that all the descriptive statistics including minimum, maximum and mean values of the study.

Multiple Regression Analysis

The present study used multiple regression analysis in finding the variance in selected influencing predictor variables in predicting the outcome variable level change.

Table 5: The Model Summary

R Square	Adjusted R Square
.596	.590

Source: Authors' compilation.

Information presented in Table 5, indicates that all the considered independent variables; Awareness, Environmental Concern, Green Advertising, Green Washing, Product Attributes and Social Norms describes 59.6 percent variation in the green purchase intention.

Table 6: The ANOVA Table

ANOVA ^a		
Mean Square	F	Sig.
30.329	92.701	.000 ^b

Source: Authors' compilation.

Note: Dependent variable: green purchase intention

independent variable: awareness, environmental concern, green advertising greenwashing, product attributes, social norms.

The Table 6 presents that the significant value is $p < 0.001$ ($F = 30.329$). Since the p value is < 0.05 , the results suggests that between the selected independent variables and the dependent variable there is a high significant variance.

Table 7: The Coefficient Table

Model	Unstandardized Coefficients	Standard Error	Sig.
A	.125	.051	.016
EC	.220	.065	.001
GA	.335	.064	.000
GW	.018	.057	.755
PA	.150	.070	.032
SN	.098	.056	.079

Source: Authors' compilation.

Note: Dependent Variable: Green Purchase Intention.

Table 7 shows that all the selected independent variables have a positive impact on the green purchase intention. However, except for green washing

and social norms, all the other 4 predictor variables are statistically significant, since the sig. values have been, $p < 0.05$. Therefore, based on the results it was inferred that awareness, environmental concern, green advertising, and product attributes could be considered as significant predictors of green purchase intention.

On the contrary, the variable of green washing has a sig. value of $p = 0.755$ which is greater than the $p = 0.05$. Therefore, these findings suggest that green washing has no significant influence on the dependent variable, green purchase intention. Thus, the regression analysis highlights those four independent variables; awareness, environmental concern, green advertising and product attributes are more significant and they could be identified as the variables that has the most influence on the green purchase intention. Moreover, green advertising is found to be the most influential predictor variables among the six considered predictor variables on the green purchase intention.

Table 8: The Summary of The Tested Hypotheses.

Hypotheses	Results of hypothesis	Summary of the impact on the dependent variable
H₁: There is a significant impact of awareness on green purchasing intention.	Not rejected	Green awareness of ecofriendly products has a positive statistically significant impact on green purchase intention
H₂: There is a significant impact of environmental concern on green purchasing intention.	Not rejected	Environmental concern has a positive statistically significant impact on green purchase intention
H₃: There is a significant impact of green advertising on green purchasing intention.	Not rejected	Green advertising has a positive statistically significant impact on green purchase intention
H₄: There is a significant impact of greenwashing on green purchasing intention.	Rejected	Green washing has a positive statistically insignificant impact on green purchase intention
H₅: There is a significant impact of product attributes on green purchasing intention.	Not rejected	Product attributes has a positive statistically significant impact on green purchase intention

Hypotheses	Results of hypothesis	Summary of the impact on the dependent variable
H₆: There is a significant impact of social norms on green purchasing intention.	Rejected	Social norms has a positive statistically insignificant impact on green purchase intention

Source: Authors' calculations.

The main objective of the present study was to identify the influential factors for green purchase intention of consumers in Sri Lankan event planning industry. Multiple linear regression analysis was used in addressing the main objective of the study. Table 8 shows that summary of the hypothesis test results of the study along with the summary of the impact of selected independent variables on the green purchase intention. Accordingly, there is a statistically significant positive impact on green purchase intention by the green advertising, environmental concern, green advertising, and product attributes predictor variables. Also, it was found that the green washing and social norms have statistically insignificant positive impact on the green purchase intention.

Discussion

The results showed that awareness, environmental concern, green Advertising, and Product Attributes has a positive statistically significant relationship with the green purchase intention of consumers in the event planning industry. The study findings are in line with the findings of Khouilid & Aomari (2017), Debora et al., (2019), Sun et al., (2021) and Zheng et al., (2021).

However, although there is a positive impact of green washing on the green purchase intention, the impact was found to be statistically insignificant. Therefore, the findings of the current study contradict with the previous literature where it was stated that there is a statistically significant negative impact of green washing on green purchase intention (Nguyen et al., 2019)

Further, Zhang & Dong (2020) in the previous related consumer purchase intention literature mentioned that social norms have a strong impact on consumer purchase intention and Joshi & Rahman (2015) emphasized that green buying behavior is positively influenced by the social norms and reference groups. Therefore, the findings of the present study are not in line with these literature since the present study findings suggests that a positive statistically insignificant impact is caused by social norms on the green

purchase intention in the Sri Lankan event planning industry. Therefore, the findings of the present study emphasize that the event planners in Sri Lanka can give priority in green advertising, environmental concern, product attributes and green awareness to positively influence the green purchase intention of the customers. Further, the findings of the current study contribute to the empirical green purchase intention related literature by addressing the contextual gap existed in the context of Sri Lankan event planning industry.

Conclusion

The aim of the present study was to identify the factors affecting the green purchase intention of Sri Lankan event planning industry. The results stated that, green purchase intention of consumers in the Sri Lankan event planning industry is positively and significantly impacted by awareness, environmental concern, green advertising, and product attributes. However, based on the findings it was also concluded that green washing and social norms have a positive insignificant impact on the green purchase intention.

The study adapted a deductive research approach while employing cluster sampling technique to gather data from 384 consumers in the Sri Lankan event planning industry. Due to the Covid 19 pandemic situation the survey was conducted via google survey virtually. The study employed, inferential statistics techniques, Pearson's correlation coefficient and multiple linear regression analysis in deriving the findings of the study.

The present study findings would lead to better understanding the green purchase intention of consumers in the event planning industry while bridging the contextual gap of limited related literature on green purchase intention in Sri Lankan event planning industry.

Implications

The study found that awareness, environmental concern, green advertising and product attributes as the most crucial factors that create a positive significant impact on green purchase intention, it is recommended for event planners in focusing more on these factors to influence the consumers in the event planning industry to encourage green purchases. Moreover, event planners could use the findings to formulate strategic packages in order to design and plan more eco-friendly events. Also, the current study will be useful for a future study which will focus on developing a conceptual

framework with regards to green purchase intention of consumers in the event planning industry.

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