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RESEARCH ARTICLE

Links Between Environmental Knowledge, Environmental Attitudes, and the Green Purchasing Behavior of Young-Aged Muslims in Sri Lanka

Nimal Dharmapriya Rathnayake[1*], Himali Indika Bandara[2], & Fathima Zackeriyya[2]
[1]*Independent Researcher, Gampola, Sri Lanka*
[2]*The Open University of Sri Lanka, Nawala, Nugegoda, Sri Lanka*
***Corresponding author:** nimaldr@yahoo.com

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Abstract

Due to growing environmental awareness and the increased understanding of the impact of unsustainable consumption patterns on the planet, modern-day consumers are showing greater sensitivity towards green products when making purchasing decisions. This growing demand for environmentally friendly products and services has induced many firms to increasingly adopt green marketing as a strategy to gain a competitive advantage. Nevertheless, the younger generation seems to have different attitudes and beliefs, and this has made them critically evaluate their choices related to green products. For the past few decades, environmental hazards and greater concerns towards environmental sustainability have made green purchasing a significant focus of numerous studies. However, a vital area, i.e., the religious values and the green purchasing behaviors of the young-aged population in Sri Lanka, seems understudied. Thus, the main objective of this research is to empirically examine the influence of environmental knowledge and environmental attitudes on the green purchasing behavior of young-aged Muslims in Sri Lanka. This study is a survey-based, cross-sectional, quantitative study, and the SPSS Statistics 26.0 software package is relied upon in analyzing the data. The data for the study were gathered through a self-administered questionnaire from 384 respondents covering all provinces of the country. The findings reveal that both environmental knowledge and environmental attitudes play a significant role in determining the green purchasing behavior of this faith community. Moreover, environmental

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knowledge positively influences the green purchasing behavior of this group more extensively than environmental attitudes. This understanding of the green purchasing behavior of young-aged Muslims can help businesses to align their marketing strategies that not only meet consumer demand for sustainable products but also contribute to broader environmental goals. By analyzing the motives and barriers to green purchasing, future researchers can provide valuable insights for policymakers and organizations aiming to foster a more sustainable marketplace.

Keywords: *Environmental Attitudes, Environmental Knowledge, Green Purchasing Behavior, Sri Lanka, Young-Aged Muslims*

1. Introduction

According to Kanchanapibul et al. (2014), growing environmental concerns have led to an increase in consumer demand for environmentally friendly products. This shift has fostered new environmental ethics, enhanced consumer awareness, and significantly altered their consumption behaviors (Jang et al., 2011). Currently, many customers consider green materials as ideal for adopting healthier lifestyles.

During the past few decades, green purchasing behavior has been subject to a wide range of studies. Several scholars have extensively studied environmental knowledge, environmental attitudes, and green purchasing behavior either in isolation or with some other variables. Karunarathna et al. (2017) identified social influence, environmental attitude, environmental knowledge, environmental responsibility, government initiative, and exposure to environmental messages through media as important factors associated with the green purchasing behavior of young, educated consumers in Sri Lanka, while emphasizing the necessity of devoting much effort to cognizing the links between those factors in the different demographic profiles. Moreover, perused literature does not provide sufficient empirical evidence on the green purchasing behavior of different religious groups. Hence, this contextual and theoretical knowledge deficiency suggests the importance of understanding the influence of both environmental knowledge and environmental attitudes on the green purchasing behavior of young-aged Muslims in Sri Lanka, since religion is a strong predictor of their individual behavior.

"Eco-friendliness" or "green" had turned into buzzwords and contributed significantly to marketing theories and practice during the past few decades (Karunarathna et al., 2017), since green products do not harm both society and the environment. Concurrently, Woo et al. (2025) emphasized the need to encourage consumers to purchase green products, fostering a sense of responsibility for a better living environment. The choice of raw materials, manufacturing waste, product use, and disposal methods are some factors that must be considered by consumers when purchasing green products, as well as pollutant output and other health and safety concerns (Shrivastava, 1995). Customers are more likely to buy products that are less harmful to the environment (Kilbourne & Pickett, 2008), mainly due to the impact of current rapidly increasing awareness programs. Such decisions prevent environmental degradation and assists consumers in gaining benefits by preventing environmental damage. According to Wanninayake and Randiwela (2008), Sri Lankan customers are very conscious of environmental issues and are willing to pay more for green products. However, price is a crucial factor influencing green purchasing behavior. The higher costs associated with environmentally friendly products affect the willingness of customers and their ability to buy, especially among low-income households, who may view these prices as significant barriers (Sun & Wang, 2020).

The importance of protecting the environment is supported by Islamic teaching, and the religious values of Muslims are solely based on the primary teachings of the Quran and Sunnah (words, actions, and practices) of the Prophet Muhammad. Islam had advocated several values related to environmental literacy: Qana'ah—being moderate; Mahabbah—love and appreciation of the environment; and Ihsan—making smart decisions and refraining from harmful behavior. The holy Quran pays reasonable attention to nature and natural components. Those natural events are mentioned in over 750 verses that account for more than 10% of all verses in the Quran (Bemanian & Saleh, 2011). In line with Islamic beliefs, Muslims have a responsibility to grow trees, be compassionate to animals, stop contaminating water and soil, and safeguard wildlife and their habitats from pollution and deterioration.

The young generation is the most influential consumer (Frank & Chong, 2002). Previous studies indicate that the young generation is more open to embracing innovative ideas. They

are socially, environmentally, and culturally conscious, purposeful in nature, and seek individual experiences. Additionally, they demand rationale for their choices, reflecting a more skeptical attitude than previous generations (Hume, 2010; Ottman et al., 2006; Sheahan, 2005; Sullivan & Heitmeyer, 2008). They have different attitudes compared to other generations, often seeking more information before making a purchase. Being digital natives, they perceive technology as important for their lifestyles. Concurrently, the young generation seems to have more ability to reflect on their choice of environmentally friendly products (Kanchanapibul et al., 2014). According to Lee (2009), international green marketers consider teenagers as one of the potential market segments to promote their green products.

In line with the perused literature, the studies associated with religious values and the green purchasing behavior of the young-aged population in Sri Lanka are inadequate. Hence, the main objective of this research is to empirically examine the influence of environmental knowledge and environmental attitudes on the green purchasing behavior of young-aged Muslims in Sri Lanka. Moreover, this research has been designed to contribute to a deeper understanding of links between environmental knowledge, environmental attitudes, and green purchasing behavior of this faith community.

2. Literature Review

2.1. Green Purchasing Behavior

Green purchasing behavior is purchasing environmentally friendly products, which are usually recycled and bring benefits to the environment (Mostafa, 2007). It is not just an attitude but a combination of cultural, personal, political, psychological, and ethical values. Further, green purchasing behaviour of consumers can be considered as one of the major contributors to environmental sustainability (Joshi & Rahman, 2016), since green products are biodegradable, recyclable, and less impactful on the environment. According to Peattie (2001), a green consumer is someone who willingly engages in consumer practices that are considered as naturally friendly by marketing academics and practitioners. Sharma et al. (2022) identified environmental attitude, environmental concern, perceived behavioral control, environmental knowledge, subjective norm, consumer efficacy, and collectivism as factors that influence the green purchasing behavior of consumers. Environmental views of

consumers, environmental factors, awareness of green products, and consumer values are further considered as some other influencing factors of this behavior by Hessami and Yousefi (2013). Concurrently, Kataria et al. (2013) found price, lack of knowledge, unavailability, and the risk of trying new brands as barriers to green purchasing behavior of customers.

Beckford et al. (2010) identified green purchasing intention as a significant predictor of green purchasing behavior. Green purchasing intention is the possibility and willingness of individuals to consider brands, products, and services that have environmentally friendly characteristics over traditional counterparts in their purchasing decisions (Karatu & Mat, 2014).

Several scholars have conducted studies on the green purchasing behavior of young consumers (Kanchanapibul et al., 2014; Karunarathna et al., 2017; Tan et al., 2014). However, studies combining the religious values and the green purchasing behavior of the young-aged population in Sri Lanka are rather inadequate.

The majority of the existing limited studies on the religious values and the green purchasing behavior focus on the Muslims in Pakistan (Alotaibi & Abbas, 2023; Hassan et al., 2025; Qureshi et al., 2023). Although most of the Muslims in both Pakistan and Sri Lanka are Sunni, only 9.7% of the population of Sri Lanka have been identified as Muslims (Department of Census and Statistics, 2024), compared to over 97% of Pakistanis. Accordingly, the availability of products in Sri Lankan and Pakistani markets differs due to variations in the composition and cultural patterns of the dominant religious groups in each country. Hence, significant differences in the buying patterns of young-aged Muslims in both countries are likely. By developing a research model aiming at the Muslim population in Pakistan, Hassan et al. (2025) suggest that religiosity impacts the beliefs of consumers to maintain control over green behavior and perceived behavioral control, followed by sustainable attitudes. Another study conducted by Qureshi et al. (2023) to identify the factors influencing green purchase behavior among millennials in Pakistan reveals that environmental concern, environmental knowledge, and green perceived value positively and significantly affect attitudes and subjective norms of them. Alotaibi and Abbas (2023) found that Islamic religiosity significantly affects the green food purchase intention of the millennial generation.

2.2. Environmental Knowledge

Environmental knowledge is the general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems (Fryxell & Lo, 2003). Chen (2013) defines environmental knowledge as a collection of ecological information that an individual possesses related to environmental topics. The knowledge of consumers on the environment refers to the level of understanding of environmental issues that are significant for long-term health and welfare, including issues relating to the negative impacts of harmful chemicals, pollutants, greenhouse gases, packaging product recycling, and other issues potentially affecting positive attitudes toward green products (Ali et al., 2011; Haryanto & Budiman, 2014). Eze and Ndubisi (2013) argued that green consumer behavior would differ, contingent on the degree of eco-literacy of an individual.

2.3. Environmental Attitudes

Attitude has been observed to be a key predictor of consumer purchase decisions (Nguyen et al., 2018). According to Lee (2009), environmental attitude is a cognitive assessment of the value of environmental protection. It is the most significant factor in predicting the willingness of consumers to pay more for eco-friendly products (Chyong et al., 2006). Attitudes are considered to be the most important determinant influencing consumer intentions to purchase green products (Yadav & Pathak, 2016). Krarup and Russell (2005) found that a positive environmental attitude can predict the green purchasing decisions of consumers.

Environmental attitude has an impact on the individual attitude and perception towards green products (Chen & Chai, 2010). Netemeyer et al. (2005) reveal that the more positive the attitude of customers towards the green product, the more likely consumers are to purchase green products. Moreover, Indriani et al. (2019) found a full mediation effect of attitude on the relationship between environmental knowledge and green purchasing intention.

According to Ahmad et al. (2021), the relationships between environmental quality awareness and green purchasing behavior, and green self-efficacy and green purchasing behavior, are

mediated by environmental attitudes. They further reveal that environmental attitudes do not mediate the relationship between green trust and green purchasing behavior.

2.4. Environmental Knowledge and Green Purchasing Behavior

Perusing the current literature, improved environmental knowledge is vital for consumers to purchase green products in a rapidly changing environment. It is often conceptualized as a direct antecedent of green purchasing behavior, but the empirical findings in support of this link are inconsistent.

Most studies found positive correlations between green purchasing behavior and environmental knowledge (Bang et al., 2000; Karunarathna et al., 2017; Kusuma & Handayani, 2018; Mostafa, 2006). Concurrently, several studies found that environmental knowledge positively affects the green purchasing behavior of consumers (Chan & Lau, 1998; Mostafa, 2007; Rahman, 2016). Yet, there are sufficient studies to believe that environmental knowledge does not necessarily influence green purchasing behavior (Bartiaux, 2008; Indriani et al., 2019; Pedersen & Neergaard, 2006; Tan et al., 2014). Considering such empirical evidence, hypothesis 1 below has been established.

H_1: There is a positive effect of environmental knowledge on the green purchasing behavior of young-aged Muslims in Sri Lanka.

2.5. Environmental Attitudes and Green Purchasing Behavior

The perused literature has often presented more positive links between green purchasing behavior of consumers and environmental attitudes. Environmental attitudes positively affect the green purchasing behavior of consumers (Cheung & To, 2019; Paco & Raposo, 2009). Moreover, many scholars found more positive correlations between above two research constructs (Axelrod & Lehman, 1993; Diamantopoulos et al., 1994; Indriani et al., 2019; Karunarathna et al., 2017). Therefore, we propose the below hypothesis 2.

H_2: There is a positive effect of environmental attitudes on the green purchasing behavior of young-aged Muslims in Sri Lanka.

2.6. Environmental Knowledge, Environmental Attitudes and Green Purchasing Behavior

Despite the fact that the above two links have been extensively discussed in the existing literature, there is a lack of empirical evidence on the combined effect of environmental knowledge and environmental attitudes on the green purchasing behaviour of consumers. Such an understanding is vital for promoting green purchasing behavior within this faith community. Hence, hypothesis 3 has been developed to better understand the links between all research constructs.

H_3: There is a positive combined effect of environmental knowledge and environmental attitudes on the green purchasing behavior of young-aged Muslims in Sri Lanka.

2.7. Environmental Knowledge and Environmental Attitudes

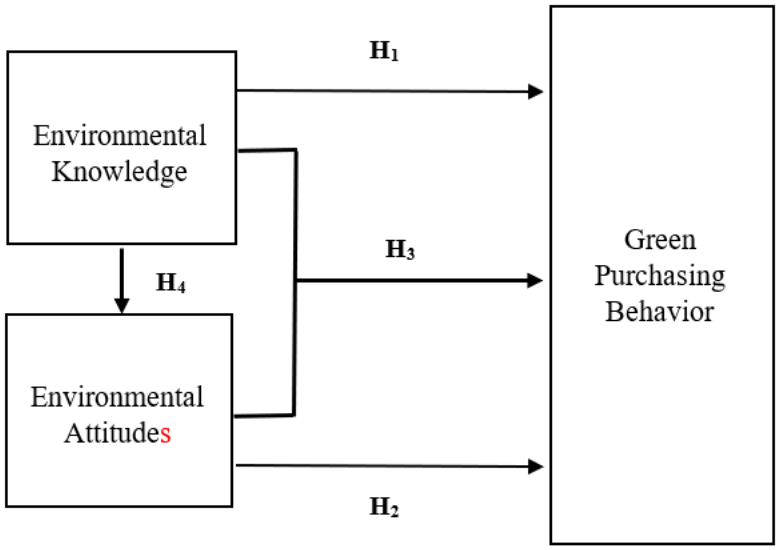
The interactions between above two research constructs have been previously studied by various scholars and yielded mixed and often inconclusive results. According to Noor et al. (2012), environmental knowledge positively affects attitudes. However, Aman et al. (2012) reject the influence of environmental knowledge on attitudes. Levine and Strube (2012) found that environmental knowledge is not significantly related to attitudes. Hypothesis 4 has been established based on such concerns.

H_4: There is a positive effect of environmental knowledge on the environmental attitudes of young-aged Muslims in Sri Lanka.

Consistent with the above hypotheses, the conceptual framework below has been established.

Figure 1

The Conceptual Framework of the Study



3. Methodology

This empirical study has been designed as survey-based, cross-sectional, exploratory research. The age categorization is based on the modified version of Erickson's psychological age categorization (Erickson, 1993), and the respondents between 19 and 30 years old were considered young. The population of Sri Lanka has grown to 21.76 million in 2024, and approximately 9.7% of them were identified as Muslims, which is about 2.1 million (Department of Census and Statistics, 2024). Given the lack of reliable age-specific population statistics for Sri Lanka, the estimated number of young-aged Muslims in the country is believed to be above 1 million, which serves as the finite population for this study. In line with Krejcie and Morgan (1970), a total of 384 young-aged Muslims covering all provinces have been selected as the sample. Simple random sampling (SRS) was employed for data collection, considering the large size of the population, minimizing bias, and maximizing the chances of accurate generalizations from the sample to the whole population**.**

5-item, 6-item, and 4-item scales used by Mohr et al. (1998), Lee (2008), and Lee (2010) have been adopted to measure environmental knowledge, environmental attitudes, and green

purchasing behavior, respectively. A self-reporting questionnaire, consisting of 15 five-point Likert scale questions, 5 multiple-choice questions, and 4 open-ended questions, was employed as the main research instrument of the study. In view of obtaining quick responses, the back-translation method has been employed to translate the questionnaire into *Sinhala* and *Tamil*, the most familiar languages of the respondents. The survey instrument was first piloted with 40 respondents —or approximately 10% of the sample— to collect their feedback on filling out the questionnaire. Based on their feedback and the nature of the study, the measurement items have been slightly modified without impairing the essence of the original questions. Muslims between 19 and 30 years old have been identified as the unit of analysis.

Table 1

Operationalization of Environmental Knowledge

Concept	Indicator	Source
Environmental knowledge	I know that I buy products and packages that are environmentally safe.	Mohr et al. (1998)
	I know more about recycling than an average person.	
	I know how to select products and packages that reduce the amount of waste ending up in landfills.	
	I am very knowledgeable about environmental issues.	
	I understand the environmental phrases and symbols on the product package.	

Note. Environmental knowledge was measured using five items adapted from Mohr et al. (1998).

Table 2

Operationalization of Environmental Attitudes

Concept	Indicator	Source
Environmental attitudes	I think environmental protection works are simply a waste of money and resources.	Lee (2008)
	I think environmental protection is meaningless.	
	It is meaningful to invest resources to educate people to protect and sustain the environment.	
	Environmental protection should be one of the most important priorities for the Sri Lankan government.	

Concept	Indicator	Source
	It is very important to raise environmental awareness among the people in Sri Lanka.	
	I think more environmental protection works are needed in Sri Lanka.	

Note. Environmental attitudes were measured using six items adapted from Lee (2008).

Table 3

Operationalization of Green Purchasing Behavior

Concept	Indicator	Source
Green purchasing behavior	When shopping, I deliberately check products for environmentally harmful ingredients.	Lee (2010)
	When shopping, I deliberately choose products with environmentally friendly packaging.	
	I choose to buy environmentally friendly products, even if they are more expensive than other products.	
	When I consider buying a product, I look for a certified environmental label.	

Note. Green purchasing behavior was measured using four items adapted from Lee (2010).

Methodological triangulation, consisting of literature review, surveys, and structured interviews, has been employed to reduce the deficiencies and biases that derive from any single method. Questionnaires were delivered to the respondents by way of e-mails or Google Forms when physical interactions had not materialized. Necessary qualitative data were collected through focus group discussions. Data collected during May 2023–April 2024.

The KMO values of environmental knowledge, environmental attitudes, and green purchasing behavior were found to be 0.708, 0.728, and 0.725, respectively. The KMO test examines the strength of partial correlation between variables and measures the sampling adequacy for each variable in a research model. Moreover, the consistency of measurements associated with all variables was found acceptable ($\alpha > 0.7$). SPSS Version 26.0 has been employed as the statistical technique for data analysis. Prior to administering statistical tests, the gathered data were tested for statistical assumptions.

4. Results and Discussion

***EK** = Environmental Knowledge, **EA** = Environmental Attitudes, **GPB** = Green Purchase Behavior*

4.1. Demographic Characteristics of Respondents

52.1% and 47.9% of respondents were females and males, respectively. 30.7% of the respondents were first-degree or postgraduate degree holders, whereas 23.7% of them had professional qualifications. 50.3% were earning a monthly income above LKR 60,000/-

4.2. Correlation Analysis

Table 4

Correlations Among Environmental Knowledge, Environmental Attitudes, and Green Purchasing Behavior

Variable	1	2	3
1. Environmental knowledge	—		
2. Environmental attitudes	-.095	—	
3. Green purchasing behavior	.686**	.242**	—

Note. N = 384. ** p < .01 (two-tailed). The correlation between environmental knowledge and environmental attitudes was not significant (r = -.095, p = .062).

A Pearson correlation coefficient was calculated to identify the strengths of the relationships between research constructs. A statistically significant moderate positive correlation has been recorded between EK and GPB ($r = 0.686$, $p < 0.001$), indicating that young-aged Muslims having a higher level of environmental knowledge are more likely to adopt effective green purchasing behaviors. Concurrently, a statistically significant low positive correlation has been recorded between EA and GPB ($r = 0.242$, $p < 0.001$), suggesting that young-aged Muslims with stronger environmental attitudes tend to engage in green purchasing activities, though the relationship is relatively weak. These results are in line with Axelrod and Lehman (1993), Bang et al. (2000), Diamantopoulos et al. (1994), Indriani et al. (2019), Karunarathna et al. (2017), Kusuma and Handayani (2018), and Mostafa (2006).

4.3. Regression Analysis

Table 5

Regression Model Summary for Predicting Green Purchasing Behavior

Predictor(s)	R	R^2	Adjusted R^2	SE of estimate	F	p
Environmental knowledge (EK)	.686	.471	.470	.63461	340.063	< .001
Environmental attitudes (EA)	.242	.058	.056	.84660	23.732	< .001
EK and EA	.752	.566	.564	.57538	248.697	< .001

Note. Dependent variable: green purchasing behavior. The first two rows report simple linear regressions; the third row reports the multiple regression model.

A simple linear regression analysis was computed to predict the green purchasing behavior of young-aged Muslims in Sri Lanka based on their environmental knowledge. A significant linear regression equation was found with an R-square value of 0.471. It signifies that 47.1% of the variance in green purchasing behavior is explained by their environmental knowledge. *Accordingly, hypothesis 1 is supported with statistically significant results.* This result is consistent with Chan and Lau (1998), Mostafa (2007), and Rahman (2016).

Concurrently, a significant linear regression equation with an R-square value of 0.058 has been recorded while computing a simple linear regression analysis to predict the green purchasing behavior of young-aged Muslims in Sri Lanka based on their environmental attitudes. The variation in green purchasing behavior is explained by environmental attitudes to the extent of only 5.8%. This explanatory power is comparatively low compared to the environmental knowledge of this faith community. Although a positive correlation has been observed, environmental attitude does not significantly influence green purchasing behavior. *However, hypothesis 2 can be accepted.* These findings are aligned with the work of Cheung and To (2019) and Paco and Raposo (2009).

A multiple linear regression analysis was computed to determine the combined effect of environmental knowledge and environmental attitudes on the green purchasing behavior of young-aged Muslims in Sri Lanka. The correlation coefficient (R) value of 0.752 indicates that there is a significant, high correlation between the two independent variables and the

dependent variable. The R-square value of 0.566 suggests that 56.6% of the variance in green purchasing behavior is explained by both environmental knowledge and environmental attitudes. Such explanatory power is higher than the above two simple linear regression analysis results. An adjusted R-square value of 0.564 further confirms the goodness of fit of the model. *Thus, hypothesis 3 is supported with statistically significant results.*

The below coefficients table (Table 6) indicates that the unstandardized coefficient (B) of environmental knowledge is 0.700 with a t-value and *p*-value of 18.441 and 0.000, respectively. Thus, environmental knowledge is a significant positive predictor of green purchasing behavior. When environmental knowledge of young-aged Muslims increases, there is a significant and measurable increase in their green purchasing behavior.

The unstandardized coefficient (B) of 0.348, with a t-value of 4.872 and a *p*-value of 0.000, further indicates that environmental attitudes also have a significant positive effect on green purchasing behavior. Though the predictive capability is low, young-aged Muslims who have more favorable environmental attitudes are somewhat more likely to practice green purchasing behavior patterns.

Table 6

Simple Linear Regression Coefficients Predicting Green Purchasing Behavior

Model	Predictor	B	SE B	β	t	p
EK model	Constant	.949	.118		8.070	< .001
	Environmental knowledge	.700	.038	.686	18.441	< .001
EA model	Constant	1.619	.294		5.511	< .001
	Environmental attitudes	.348	.072	.242	4.872	< .001

Note. Dependent variable: green purchasing behavior. EK = environmental knowledge; EA = environmental attitudes.

Table 7

Multiple Regression Coefficients Predicting Green Purchasing Behavior

Predictor	B	SE B	β	t	p	Tolerance	VIF
Constant	-.955	.234		-4.085	< .001		

Predictor	B	SE B	β	t	p	Tolerance	VIF
Environmental knowledge	.730	.035	.716	21.119	< .001	.991	1.009
Environmental attitudes	.447	.049	.310	9.149	< .001	.991	1.009

Note. Dependent variable: green purchasing behavior.

The above coefficients table (Table 7) reveals that environmental knowledge and environmental attitudes are both significant predictors of green purchasing behavior. The unstandardized coefficients indicate that green purchasing behavior rises by 0.730 units with every one-unit increase in environmental knowledge. Simultaneously, the green purchasing behavior rises by 0.447 units with every one-unit increase in environmental attitudes. Standardized beta coefficients reveal that environmental knowledge ($\beta = 0.716$) has a stronger impact on green purchasing behavior than environmental attitudes ($\beta = 0.310$). Both of the predictors are significant, as can be seen from their *p*-values ($p = 0.000$), which are much lower than the 0.05 threshold. Overall, the results suggest that the green purchasing behavior of young-aged Muslims in Sri Lanka can be substantially enhanced by improving both environmental knowledge and environmental attitudes.

Additionally, a simple linear regression analysis was computed and found a negligible but positive correlation between environmental knowledge and environmental attitudes. The correlation coefficient (R) is 0.125. The R-square value of 0.016 signifies that 1.6% of the variance in environmental attitudes is explained by the environmental knowledge. *Hypothesis 4 is accepted.*

Table 8

Regression Model Summary Predicting Environmental Attitudes From Environmental Knowledge

Model	R	R^2	Adjusted R^2	SE of estimate	F	p
1	.125	.016	.011	.35786	3.140	.078

Note. Dependent variable: environmental attitudes. Predictor: environmental knowledge. The reported p value (.078) is not statistically significant at $\alpha = .05$.

5. Conclusions and Implications

In marketing research, there is little evidence concerning the effect of culture or religion on consumers (Douglas & Craig, 1997; McCarty, 1989; McCort & Malhotra, 1993). Simultaneously, studies on the links between those demographic characteristics and the green purchasing behavior of respondents are somewhat inadequate. According to the current research, environmental knowledge has a stronger positive impact on the green purchasing behavior of young-aged Muslims in Sri Lanka than environmental attitudes. Moreover, statistically significant positive correlations have been recorded between environmental knowledge and green purchasing behavior and environmental attitudes and green purchasing behavior. Those positive links are consistent with several empirical studies, including the below research findings. Diamantopoulos et al. (1994) found that there is a weak but significant relationship between environmental attitudes and the green purchasing behavior of consumers. Kanchanapibul et al. (2014) reveal that the ecological effect and knowledge are significant in determining the green involvement of young consumers as well as their actual purchases. Thus, the green purchasing behavior of young-aged Muslims in Sri Lanka can be significantly improved by enhancing both their environmental knowledge and attitudes.

However, current research findings are not consistent with a few studies. According to Karunarathna et al. (2017), environmental attitudes of young, educated customers in Sri Lanka are not a significant predictor of green purchasing behavior. Indriani et al. (2019) found that environmental knowledge of the students in state universities in Mando, Indonesia, has no significant direct impact on the green purchase intention of consumers. Tan et al. (2014) further reveal that environmental knowledge has no influence on the green purchase behavior among young consumers in Malaysia.

There could be two likely reasons for the current research findings. Firstly, the consumers are increasingly aware of the importance of health and are actively seeking products that can help them maintain their well-being, prevent diseases, and enhance their mental state and quality of life (Ahmad, 1996; Hasler, 1998; Milner, 1999; Poulsen, 1999). Secondly, their understanding of the primary teachings of the Quran and the Sunnah plays a vital role. The

values expressed in the Quran and the practices of the Prophet Muhammad serve as the foundation of Islamic values. The holy Quran emphasizes the importance of nature and its components, and Islamic teachings assist environmental protection. A fundamental aspect of Muslim identity is their religious faith, and these values significantly influence their lifestyles, purchasing decisions, and consumption habits. Hence, an argument can be made that a higher level of religious commitment makes Muslims more attuned to their green purchasing behaviors, as their actions tend to be more closely related to their knowledge rather than personal attitudes. It has also been noted that some consumers have not effectively utilized their knowledge for moving towards green purchasing behavior.

This research offers valuable practical implications for policymakers, environmental educators, and marketers seeking to promote green consumption practices among young-aged Muslims in Sri Lanka. The notable positive effect of environmental knowledge on green purchasing behavior suggests that enhancing knowledge and awareness of environmental issues could promote their more environmentally conscious buying habits. Therefore, integrating environmental education associated with Islamic teachings into the school curriculum, conducting workshops, and launching targeted media campaigns could significantly influence consumer choices. Firms and marketers can leverage this information by incorporating educational content into their promotional materials, product labeling, and branding strategies to effectively engage with ecologically conscious consumers. Current findings further highlight that the effect of environmental knowledge on the environmental attitudes of young-aged Muslims in Sri Lanka is negligible. The results underscore the need for comprehensive strategies that not only foster positive attitudes but also enhance understanding, thereby facilitating the transformation of intentions into actions.

Researchers can build upon this study to explore how various other factors influence the green purchasing behavior of diverse demographic profiles, including different ethnic, religious, and age groups.

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