Interdisciplinary Journal of Information, Knowledge, and Management

An Official Publication of the Informing Science Institute InformingScience.org

IJIKM.org

Volume 18, 2023

THE PERSPECTIVES OF UNIVERSITY ACADEMICS ON THEIR INTENTION TO PURCHASE GREEN SMARTPHONES IN SRI LANKA

Pivithuru Janak Kumarasinghe	School of Economics and Livelihood and Welfare at Zhejiang Shuren University, Hangzhou, Zhejiang Province, China	janak_kumarasighe@zjsru.edu.cn
Qiubo Huang *	School of Economics and Livelihood and Welfare at Zhejiang Shuren University, Hangzhou, Zhejiang Province, China	qiubo_huang@zjsru.edu.cn
Nilmini Rathnayake	SLIIT Business School, Sri Lanka Institute of Information Technology (SLIIT), Malabe, Sri Lanka	nilmini.r@sliit.lk

* Corresponding author

ABSTRACT

Aim/Purpose	Most people use their phones for work and communication. Businesses today require sustainable mobile phones to limit the environmental impact of mobile phones. According to the Environmental Protection Agency (EPA), a green product uses less energy. Green smartphones need low radiation emission, are made from recyclable materials, and are designed to last longer than typical smartphones. Further, the manufacturing process needs to have a low environmental impact. The present study aims to identify the influence of variables (such as Green Awareness, Environmental Concern, Altruism, and Willingness to Pay) on green smartphone purchase intention among academics in the Sri Lankan higher education sector.
Background	With the swift technological advances, almost everyone has begun to use smartphones. Simultaneously, smartphone manufacturers have begun to release cutting-edge smartphone models to the general public. As a result, it has generated a significant amount of e-waste for the environment. As a result, therefore,

Accepting Editor Ahmad Samed Al-Adwan | Received: February 26, 2023 | Revised: May 25, May 30, June 8, 2023 | Accepted: June 15, 2023.

Cite as: Kumarasinghe, P. J., Huang, Q., & Rathnayake, N. (2023). The perspectives of university academics on their intention to purchase green smartphones in Sri Lanka. *Interdisciplinary Journal of Information, Knowledge, and Management*, *18,* 369-385. https://doi.org/10.28945/5160

	the sustainability of green smartphones has become a major societal concern in the developed world, but this is not yet true in the developing world
Methodology	The study used a qualitative research method in which the authors attempted to acquire primary data by conducting in-depth interviews with academics from the Sri Lankan higher education sector using a semi-structured interview guide. Eight interviews were conducted, audio recorded, and word-to-word transcribed for content analysis. Researchers used content analysis to determine the presence, meanings, and linkages of specific words, themes, or concepts.
Contribution	The findings provide important environmental insights for smartphone makers and society, such as introducing waste reduction programs and energy-saving practices and creating awareness among people to change their consumption patterns. The study will provide valuable insights into the green smartphone phone purchasing intentions of academics in a developing country, especially helping green smartphone producers and marketers construct effective tactics with the insight of the current study based on university faculty members' viewpoints.
Findings	The current study's findings revealed that academics acknowledge the need for environmental protection with an awareness of the green concept and environmental concerns. According to the interviews, most participants intended to move from their present smartphone to an ecologically friendly phone, as they explained on altruism. This implies that even academics in underdeveloped countries are worried about environmental issues and have shown a more robust understanding of these issues and how environmentally aware individuals' activities may assist the earth's sustainability. Further, academics have a willingness to pay for a green smartphone.
Recommendations for Practitioners	Academics prioritize environmental conservation when making purchases. This implies that manufacturers and enterprises should focus on developing and innovating more environmentally friendly products.
Recommendations for Researchers	Using only academics as a sample approach is severely limited if the study's population comprises people with various qualities. Nevertheless, this study presented only four independent variables, and more factors impacting green smartphone purchasing intention may exist. As a result, it is proposed that future research consider other factors.
Impact on Society	It was discovered that most participants displayed altruism in their product purchases, implying that policymakers must strengthen the moral practice of concern for the welfare and happiness of other humans, even in developing countries.
Future Research	A further in-depth study focusing on many perspectives, such as limits and motivations for purchasing green products in various socioeconomic groups with varying moderating factors such as gender, education, and rural-urban, would be advantageous. Individual (emotions, habits, perceived behavioral control, trust, values, personal norm, knowledge) and situational (availability, product attributes, subjective norm, brand, eco-labeling) variables should be included in future research.

Keywords green awareness, environmental concern, altruism, green smartphones, purchase intention

INTRODUCTION

As a result of the immediate effect of technical breakthroughs, companies can introduce and launch more powerful and complex mobile phones yearly. As a result of their diverse variety of applications and communication functions as portable media devices, cell phones have become an inseparable part of modern life (Wilmer et al., 2017). The number of smartphone users globally has recently increased significantly. According to Turner (2021), there are currently 6.648 billion smartphone users worldwide, representing 83.72 percent of the global population. Similarly, according to Census and Statistics Department figures for the first six months of 2020, digital literacy between the ages of 5 and 69 was 49.5%, and computer literacy was 32% in Sri Lanka. As a result of this fast growth in digital literacy among individuals, it is clear that in today's Sri Lanka, most people choose to utilize smartphones/tablets rather than personal computers (Daily FT, 2020). It has also been demonstrated that while 89% of internet users in Sri Lanka claim to have a personal computer or laptop at home, the smartphone has become the most common way of accessing the internet within Sri Lanka (Asia Pacific Institute of Digital Marketing [APIDM], 2021, p. 16).

This constant proliferation of smartphone devices globally over the last few decades has resulted in substantial quantities of carbon footprint and e-waste. Besides that, it has been revealed that 80% of a smartphone's carbon footprint happens during manufacture, 16% occurs during consumption, and the remainder occurs during shipping from the vendor to the consumer (Muslemi, 2020). Rohrig (2015) states that a single smartphone has around 62 distinct metallic components. Most abandoned cell phones end up as e-waste, posing a risk to people's health and the environment (Tu et al., 2018).

People are increasingly paying more attention to green consumption as one of the best solutions to minimizing or lessening detrimental environmental consequences on consumer life. For example, in recent research, the phrases 'green' product, 'ecological' product, and 'eco-friendly' product are used interchangeably (Barge et al., 2014). Additionally, these phrases contain the connotation that green products or eco-friendly products are items with a very low or zero impact on the environment, including recycling procedures and using less hazardous components (Sajeewanie et al., 2019). In Sri Lanka, the term "green," "ecologically responsible," or "eco-friendly product" is recognizable to the vast majority of Sri Lankans, accounting for approximately 60% of the total population. Another significant aspect is that, according to the twelfth target of sustainable development goals released by the United Nations (2021), there has been an apparent increase in world-generated metric tons of e-waste since 2014.

Moreover, the United Nations' (2021) concurrent indication of e-waste created and e-waste recycled from 2010 to 2019 revealed that, in 2019, only 1.7 kilograms of e-waste are recognized as being processed in an ecologically friendly manner out of 7.3 kilograms of generated e-waste. Aside from that, based on their findings, United Nations Statistics Division (UNSD) proposed that the yearly growth rate of e-waste recycling in the previous decade be at least ten times larger than 0.05 kilos per capita to ensure that all e-waste is recycled by 2030 (United Nations, 2021). As a result, e-waste must be managed in an environmentally responsible manner; otherwise, e-waste and its carbon footprint will harm human health and the environment.

People are switching to eco-friendly phones as they become more conscious of the harmful effect of smartphones on the environment. Also, there will be a 25% increase in green mobiles in 2021 (Chaplin, 2021). According to Mortensen (2022), sustainability in eco-friendly smartphones refers to cell phones made from recyclable and non-toxic components. That implies cell phones are designed to be incredibly robust, easy to repair, and affordable. As a result, smartphone makers are increasingly emphasizing the benefits of using environmentally friendly devices. For example, Jess Canning, a mobile specialist at Buymobiles, commented, "Although we anticipate seeing more eco-friendly technological features in future smartphone models, it was exciting to see how much user demand has risen" (Steers, 2021, p. 13). Fairphone and Apple are pioneering the greening of the smartphone manufacturing business. The Fairphone has always been on the cutting edge of environmentally

friendly smartphones since its products are made with many recycled parts and conflict-free materials. Similarly, Google, Nokia, Oppo, and Sony increasingly emphasize sustainability in eco-friendly smartphone design, manufacture, consumption, and recycling.

The study's primary objective is to explore the perspectives of university academics on their intention to purchase green smartphones in Sri Lanka. Academics were chosen as the target market because they are considered big consumers of electronic items and are more aware of government regulations and rules that may affect their usage of green technology (Moshood et al., 2022). Since the general public is unaware of environmental issues, academics in higher education are acknowledged as opinion leaders, and the more opinion leaders are appreciated and respected, the better (Bardhan & Gower, 2020). Academic members have the purchasing power and capacity to purchase high-tech computers and devices (Islam et al., 2021).

Additionally, there needs to be more material examining academics' intentions to acquire green cell phones in Sri Lanka's higher education sector. This study seeks to fill this gap by conducting an empirical evaluation of the literature reviews on green purchasing and investigating the variables that affect academics' hopes to purchase green mobile phones. This is the first empirical study examining academics' plans to acquire green cell phones in Sri Lanka's higher education sector. Due to a dearth of research on the current problem from a Sri Lankan viewpoint, this study is required to address the direct influence of such construct on academics' intentions to purchase green cell phones in Sri Lanka.

Aside from the study's primary goal, this research will help green smartphone manufacturers and marketers design appropriate well-fitting strategies (such as using recyclable and non-toxic materials, for example) by providing valuable insights into the green smartphone purchase intentions of academics in developing countries. Similarly, this research will help university professors share their thoughts on green cell phones more specifically. Furthermore, research provides new societal perspectives (production, purchasing, environmental concerns, responsible e-waste disposal, recycling/upcycling). It contributes to long-term development among academics, smartphone users (and manufacturers/importers), and the ecosystem. Overall, this study contributes to the advancement of existing literature in three ways.

To begin with, this is a novel study because it is the first empirical inquiry into academics' plans to acquire green smartphones in Sri Lanka's higher education sector. Second, the research will let university professors share their thoughts on green smartphones more specifically. Finally, the study broadens society's viewpoints (production, purchasing, environmental concerns, responsible e-waste disposal, and upcycling). It contributes to long-term development, particularly among academics, smartphone users, manufacturers/importers, and the ecosystem.

LITERATURE REVIEW

Consumer purchase intention denotes a planned future purchase of a given commodity or service (Zhang & Wang, 2019). Nevertheless, this only sometimes implies that the future purchasing plan must be completed; instead, it is dependent on the individual's capacity to purchase (Warshaw & Davis, 1985). The five steps of problem identification, seeking additional information, alternative evaluation, purchase choice, and after-sale evaluation will mainly influence customer purchasing decisions (Millwood, 2021). As a result, it is more critical for businesses to understand customers' anticipated purchase plans so that they may make predictions about the demand for their products. It also assists them in determining how their products and services must be modified to meet the needs of their customers (Umi Kartini et al., 2020).

Furthermore, as Kumar.R and Fernandez (2020) point out, if buyers perceive the product's worth is low, their intention to purchase that product is reduced, as are their odds of making a purchase. Similarly, this happens when customers believe a product has terrible impacts. On the other side, as indi-

cated before, the advancement of technology has had a detrimental influence on air pollution and increasing temperatures, two of the most pressing issues confronting the world today. As a result, people and organizations are collaborating to save the environment (Mahmoud, 2018; Rizwan et al., 2014). People have begun to pay attention to and become aware of these green items in such a condition (Rizwan et al., 2014). As a result, many firms have begun to use eco-friendly production and marketing practices to meet the needs of their consumers while still generating long-term profitability (Dangelico & Vocalelli, 2017). Green products do not use hazardous materials or harass animals and are thus safe for human health and the environment (Nia et al., 2018).

Presently, more individuals than ever before are aware of green products, and their concern for the environment influences their decision to purchase green cell phones (Muthupriya, 2019). Green purchasing intention refers to consumers who are more concerned about environmental concerns and have the potential or desire to make more ecologically friendly items than traditional ones (Ali & Ahmad, 2016). Nevertheless, in Malaysian research, Mei et al. (2012) found that, in comparison to Western nations, Asian countries have less empirical data about green shopping. As a result, additional in-depth study on the abovementioned issue is required. In addition, prior studies on cell phones demonstrated the likelihood of a significant correlation between numerous consumer-related characteristics (attitude, environmental consciousness, etc.) and purchase intention. When conducting the initial literature survey, the researchers found some factors influencing green smartphone purchases, such as green awareness, environmental concern, altruism, and willingness to pay. Therefore, the literature review separates sections based on the recognized variables.

Green Awareness (GA)

Green consciousness, also known as environmental awareness, is a strong feeling of environmental concern based on one's rational principles. It incorporates their perspectives and actions by actively participating in environmental protection and enhancement (Sekhokoane et al., 2017). In addition, past research has identified green product knowledge as a direct predictor of green purchase intention, where intellectual judgment and appraisal of green items pave the way for green push and perceived consumer effectiveness (Wang et al., 2019). Lestari et al. (2021) have shown that increasing GA can alter buyers' sentiments about environmentally friendly merchandise. Consumers more environmentally concerned will exercise greater caution while purchasing green things that are healthy for them and the environment. As a result, companies and creative industries must continue to promote their products to customers throughout time (Rahmi et al., 2017).

Moreover, Braimah (2015) studied the link between customers' brand worries and their simple purchase intentions. According to the data, most respondents do not include them in their routine shopping decisions despite their awareness of environmental issues. Aside from that, firms have always strived to be the first to introduce new green-concept goods to the market to gain a more significant market share, as Eco awareness and innovation have expanded in recent years. The above premise is further supported by the fact that consuming green consciousness and innovation would result in greater buying intent (Wu & Chen, 2014). As a result, the current study focuses on determining the influence of GA on purchasing intention.

Environmental Concern (EC)

Environmental concern is a thorough awareness of people's values, beliefs, relationships, and critical behaviors (Kirmani & Khan, 2016). Additionally, the environmental concern may be characterized as a consumer's professed care for the environment and a desire to safeguard the environment. It denotes a consumer's environmental concern, which may influence their purchasing behavior (Schultz, 2000). The EC may be measured on a variety of scales/scales. For example, the New Environment Paradigm (NEP) scale was designed to assess the "endorsement of a pre-ecological vision" (Anderson, 2012). The NEP scale employs three measures to assess "how individuals feel about nature in general" (Paladino & Ng, 2013, p.122). They include natural equilibrium balance, growth limits, and

man's domination over nature. EC is intimately tied to an individual's eco-friendly conduct; this has been stressed by various research and seen as an emotional proclivity of purchasers, such as wrath over environmental devastation (Zheng et al., 2021). Environmentally conscious customers want to buy from ecologically friendly businesses and avoid non-environmentally friendly items (Paladino & Ng, 2013).

Moreover, Y. Kim and Choi (2005) discovered that customer environmental concern directly influenced their proclivity to make green purchases. Hartmann and Apaolaza-Ibáñez (2012) also investigated EC's direct and indirect impacts and discovered that EC influences attitudes and purchasing intentions toward green products. Additionally, people concerned about the environment are more likely to purchase green things than those who are not. However, a few empirical studies have demonstrated that even if customers have a solid commitment to EC, it will not be persuasive or dominant enough to force behavioral change, even though moving from non-green to green commodities may result in paying a higher premium. As a result, the researchers in this study consider EC an essential factor in purchase intent.

Altruism (AL)

Altruism (AL) is described as the psychological inclination to prioritize other people's interests over one's own to urge oneself to help others (Paladino & Ng, 2013). Moreover, AL is an important psychological factor influencing a customer's purchase choice (S. S. Kim et al., 2020). Usually regarded as a cost-conscious consumer, the customer has been legitimately motivated by compassion while making a purchase decision in several circumstances (Lavack & Kropp, 2003). Past research investigations found a link between altruism and green purchasing intentions (H. Kim & Lee, 2018; Nath et al., 2014). Besides that, Steg et al. (2014) said that customers with a high level of AL prefer to buy eco-friendly items with a lower environmental effect. It demonstrates how shoppers prioritize the interests of others over their preferences and interests. When determining the purchase intention of green items, the altruistic buyer may be concerned about the well-being of other humans and non-human factors involved with the environment (Nguyen et al., 2020). It is widely accepted that "becoming green" is helpful to others' well-being and future generations. Furthermore, whereas most research assessed AL as a mediating variable, it was shown that AL must be analyzed separately to detect the influence on customer behavior.

Willingness to Pay (WTP)

Willingness to pay refers to the most significant amount of financing or price someone is ready to provide or compensate in return for products and services (Leszczyńska, 2014). In addition to the preceding, the amount of money an individual is prepared to spend to obtain a specific level of quality and usefulness from green cell phones may also be referred to as willingness to pay (Lusk & Hudson, 2004). Regarding green products, customer agreement on willingness to pay a premium is critical in determining their environmental intentions (Gregory-Smith et al., 2017). Furthermore, the prices of green items are naturally higher than those of conventional ones (Gupta, 2021). Although if green product costs are higher than traditional product prices, some consumers will pay even more to obtain those things, assuming that changing their consumption habits will help the environment (Hinnen et al., 2017).

On the other hand, there are consumers who are reluctant to pay a higher price for eco-friendly products. They believe that they can still contribute to the environment without purchasing a green smartphone (Naz et al., 2020). Furthermore, several prior studies have demonstrated a robust association between purchase intention for green items and WTP (Chaudhary, 2018; Chowdhury & Alamgir, 2021; Gupta, 2021). Furthermore, some practitioners were able to determine that consumers' willingness to pay a premium for environmentally friendly products has been one of the driving factors behind producers' efforts to create more environmentally friendly goods and services when eval-

uating previous research studies (Lanzini et al. ,2016). Wickremeratne (2020) disclosures demonstrated that the WTP accounts for 100% of the customer payment behavior for green items in research explicitly performed in a developing country like Sri Lanka. However, according to a study by Biswas and Roy (2015), the willingness to pay a premium for sustainable products in developing nations is still an understudied research subject, compelling future academics to place a more considerable emphasis on it. Although some practitioners have attempted to quantify the WTP for green electronics, it has yet to be validated using a representative sample (Milovantseva, 2016). As a result, when anticipating green smartphone purchases, WTP is a significant factor to consider.

METHODOLOGY

METHODS

Since qualitative research employs small samples that may not be representative of the larger population, it is perceived as lacking objectivity, and the results are viewed as influenced by the researchers' personal experiences or opinions; qualitative research is commonly viewed with skepticism and deemed unreliable (Hammarberg et al., 2016). Further, Hammarberg et al. (2016) stated that "qualitative" refers to research approaches used to answer questions about experience, meaning, and viewpoint, most often from the participant's point of view. Most of the time, this data cannot be counted or measured meaningfully. In this study, researchers also explore how the offered independent factors influence academics' decisions to buy green smartphones.

POPULATION AND SAMPLING

The study focuses on the academics working in Sri Lanka's higher education system; according to the University Grants Commission (UGC) website, there are 6525 academics in Sri Lanka (University Grants Commission-Sri Lanka, 2020). Sri Lanka's higher education system now employs 3,300 permanent academics among seven private institutions and fifteen state universities (Kumara & Sachithra, 2021; Rathnayake et al., 2022). Therefore, the study's target population was limited to 3,300 academics by removing contract employees and visiting lecturers. This study employs convenience sampling or a non-probability sample technique. Consequently, the writers conducted eight interviews with academics, which took up the entire calendar. The saturation threshold was achieved when the researchers reached the seventh interview while conducting interviews. As a result, after the eighth interview, the researchers decided to cease collecting data.

DATA COLLECTION AND MEASURES

Using Zoom meetings and Google Meetings, in-depth interviews were conducted digitally and in-person to collect data on narratives or experiences. The data was gathered through semi-structured interviews with academics in higher education institutions, including public and private universities. An email invitation was conveniently sent to a selected sample, and participants were chosen based on response time. Semi-structured in-depth interviews employ a mix of structured and unstructured questions to obtain information from each participant. Researchers commonly conduct in-depth interviews based on semi-structured questions because they can provide clear direction to interviewers and create qualitative data that is trustworthy and comparable.

Nevertheless, open-ended inquiries might provide new perspectives on sustainable living and green smartphones. In order to analyze the collected data, researchers utilized content analysis. The main purpose of using content analysis for the study is that researchers wanted to focus on the systematic classification of data using coding to identify the key categories and issues within the themes recognized during the literature review.

DATA PREPARATION

The researchers themselves audio recorded and transcribed all of the interviews verbatim. Following that, each interview transcript was provided to the participants for their approval and validation of the material to ensure the study's reliability. All interview transcriptions were organized chronologically by participant, date, time, and location. Multiple copies of completed data were preserved, with one master copy saved for safety.

DATA ANALYSIS

Content analysis was used to analyze the data acquired from the semi-structured interviews. The analysis was carried out by becoming acquainted with the gathered data and, in the process of familiarizing it, condensed raw data into themes identified in the literature review. All authors used independent parallel coding to generate codes that initially aligned with the recognized themes while familiarizing and recognizing significant ideas based on interview transcripts. Then, all authors meet to discuss the identified codes under each theme. Researchers were able to recognize that some codes were overlapping when compiling the generated codes by all authors. The researchers used overlapping codes for further investigation since the same technique improves the validity of the qualitative data analysis process. Aside from that, the authors discovered overlapping ideas with a substantial saturation of the data gathered through the interview process.

RESULTS

The findings of this study, obtained through in-depth interviews with academics from the Sri Lankan higher education sector and analyzed using content analysis, provide valuable insights into the perspectives of university academics regarding their intention to purchase green smartphones in Sri Lanka.

The primary demographic information of the eight interviewed academics is shown in Table 1. Their titles ranged from associate lecturer to senior professor, and the genders were equally represented.

Table 1: Demographic Profile of the Respondents

Respondent	Gender	Faculty
Respondent 1	Female	Faculty of applied sciences
Respondent 2	Male	Faculty of Business
Respondent 3	Female	Faculty of Management and Finance
Respondent 4	Female	Faculty of Agriculture
Respondent 5	Female	Faculty of Medicine
Respondent 6	Male	Faculty of Engineering
Respondent 7	Male	Faculty of Engineering
Respondent 8	Male	Faculty of Applied Sciences

Source: Constructed by Authors.

The interviews were conducted from August 2, 2022, to August 5, 2022, with convenient time slots given by the participants. Qualitative content analysis was carried out in this study.

The qualitative content analysis methodology is an empirical, methodologically controlled investigation of texts in the context of communication using content analysis rules and step-by-step models (Drisko & Maschi, 2016). Based on the analysis, researchers have identified eight codes and linked them to the main variables recognized through the literature review, which is given in Table 2.

Table 2: Main Interview Themes and Codes

Codes	Themes
Green Concept	Green Awareness
Consumption	
Paying a premium for the product	Altruism
Adaptivity	
Sustainability	Environmental concern
Justifiability	
Familiarity	Willingness to pay
Responsibility	

Source: Constructed by authors

The following question was asked to explore how green awareness might influence a green smartphone buying intention: "*Are you familiar with the environmental efforts applied by green smartphones which indirectly influence environmental protection? If so, can you elaborate on how green smartphones would influence environmental protection?"* The content analysis results revealed that most respondents have a better comprehension and awareness of the green concept and are aware of how human activities ranging from consumption to production influence the environment.

> *For me, energy efficiency and energy footprint are really important.* (Respondent 2)

When considering the life cycle of a green phone, an energy footprint is significant, and a reduced energy footprint may affect environmental protection. Hence it demonstrates that they are aware of the phenomena related to green concepts such as energy efficiency and energy footprint. Further, it demonstrates that the respondent is aware of the green idea and how a greener product, such as a green smartphone, may affect the responder's understanding of the green concept.

Purchasing greener items will stimulate ideas for decreasing e-waste and benefit the earth's sustainability. This reflects the respondents' understanding of the environment and its current state and the notion of sustainability, and how it would safeguard the environment for future generations. The participants argued that using greener items will help reduce dangerous e-waste. On the other hand, regular smartphones have various drawbacks, including high radiation, because normal smartphone radiations are the course of cancers.

> *According to my knowledge, green smartphones have a less damaging influence on human beings.* (Respondent 7)

> *Day by day, the world population is growing very fast, and lots of products are produced for their consumption for them. On the other hand, such product waste is increasing by the day. So finally, all such wastages have a huge bad effect on the environment.* (Respondent 4)

The participants' responses above demonstrated their awareness of the current environmental crisis, the effects of human activities that lead to hazardous risks, and how even individual consumers can contribute to the environment's continuous deterioration. As a result, they demonstrated their awareness and knowledge of greener products and how greener consumption would benefit the environment. As a result, it was discovered that most academics in the Sri Lankan higher education sector are aware of the green concept and its environmental implications and how green smartphones may influence awareness of the green concept. As a result, our hypothesis that green awareness has a positive impact on green smartphone purchase intention was proven.

ENVIRONMENTAL CONCERN (EC)

During the interview process, this question was asked: *"Could you elaborate on whether you are willing to purchase a green smartphone because it helps reduce e-waste damage to the environment, promote resource recycling, and is beneficial to the sustainability of the earth?"*. The participants reacted intending to protect the environment. The following statements will support claiming the same.

> *If there is enough evidence to say that purchasing that product would help reduce e-waste, promote recycling, and help the sustainability of the earth, such as not using exploitive child labor to produce that product, I am willing to buy the product.*" (Respondent 1)

> *Thinking a green smartphone could help us prevent electronic waste that is harmful to the environment. since it truly is sustainable. Most national corporations are currently working to eliminate such technology waste.* (Respondent 4)

> *Absolutely, recycling and sustainability must be present. In recent years, the manufacture of mobile phones has become a huge industry. It is constantly being updated. As a result, people regularly update their smartphones. As a result, electronic waste began to rise at that very moment.* (Respondent 6)

The above responses prove that the respondent is environmentally conscious and concerned about how purchasing a product would impact the environment and how green products would promote ideologies such as sustainability. The respondent has not only expressed their concern about the environment but has also identified broader issues, such as the use of child labor, that reflect his concerns about the overall sustainability of the production. Most of the respondents had a better understanding of environmental issues and how actions taken by environmentally conscious people would contribute to the planet's sustainability, it was found after evaluating the responses. The respondents who cared about the environment knew how green smartphones would impact environmental preservation. The replies provided above show academics' concerns about the existing environment, verifying our assumption that environmental concerns positively influence academics' purchase intentions of green smartphones.

ALTRUISM (AL)

We raised the question, *"What is your view/opinion of altruistic purchasing behavior and green purchasing behavior, where concerning over others' well-being when purchasing an item/product?"* Altruistic purchasing behavior is about adopting a purchasing behavior which directly or indirectly helps the environment and others' well-being". The respondents, they were having different viewpoints as follows:

> *I do believe in the responsible consumer theory, and whenever I had to make a purchase, I took the product's environmental impact into consideration, and I opted to select greener products to buy.* (Respondent 2)

Further, Respondent 2 said that although it is unfeasible, he believes that "*we should adopt altruistic purchasing behavior for the sake of future generations."* Respondent 3 raised a solid point about sacrifice and changing decisions for the well-being of others: *"In that case, I will also make sacrifices for the benefit of others and future generations."*

By adopting such lifestyles and pushing manufacturers to grow their businesses in line with green concepts, Respondent 4 has determined that everyone is responsible for protecting the environment.

> *Absolutely, without a doubt, as it will indirectly contribute to environmental protection. This type of product would assist the sellers in growing their own business which is an indirect benefit of this green approach. They have a chance to persuade most people from that.*

The bulk of the responses were positive, and it was observed from the responses that most of the respondents would consider other people's well-being and the environment while making a purchase. Based on the data, it was shown that the majority of academics exhibited altruism when acquiring

their goods. Most respondents agreed that the decision to buy was made considering others' well-being and that it should not be undertaken if the purchase was damaging. Based on the responses, it is possible to demonstrate that compassion benefits the intention to buy a green smartphone. 1

WILLINGNESS TO PAY (WTP)

In order to determine how willingness to pay might affect the desire to buy green smartphones, we have designed the following question. To better convey the question, the participants were posed a two-tiered question. *"Are you in a position to pay more for a green smartphone, and if so, why do you think it is justifiable that you have to pay a premium to buy a green smartphone? Do you think it is justifiable that you have to pay a premium to buy a green smartphone?"*

Respondent 1 and 2 stated that they are willing to pay more for the goods and that it is acceptable for customers to have to pay more.

> *I am willing to pay a greater price for a smartphone inside the green idea.* (Respondent 1)

> *I think it will help spread the word about the concept, but in terms of economies of scale, it will still force consumers to pay more for the goods. The fact that it is permissible under the sustainable brand shows that respondents are willing to pay more and believe that doing so is justified for the benefit of the environment and future generations.* (Respondent 2)

Participants will not hesitate to pay for the higher price of a product if it adds value to the environment and future generations. The participant has identified it as a predicted advantage.

> *We must spend more to purchase a green smartphone if it contributes more to the environment and the welfare of future generations. That is a planned advantage.* (Respondent 3)

Similarly, many replies showed that academics would be willing to pay more for an environmentally friendly product (such as green cellphones) and believed that spending more for a green smartphone than a standard one is acceptable. Participants gave reasons for buying a green smartphone, including anticipated benefits and sustainability for future generations. We can infer from the assertions that the desire to spend influences the likelihood of purchasing a green smartphone favorably.

DISCUSSION

Green awareness is an individual's understanding of how a product may impact the environment. Consumers use the phrase environmental awareness when evaluating product quality and advantages in an environmental context (Rizwan et al., 2014). Environmentally conscious customers are more careful when selecting environmentally friendly items that are safe for the environment and its surroundings. As a result, firms must be imaginative and attentive while increasing customer knowledge of their product selection through long-term advertising (Rahmi et al., 2017). Businesses have recognized in recent years that customer environmental awareness and innovation contribute to greater purchase intention of a particular product (Wu & Chen, 2014). Green product labeling, packaging, and advertising all play critical roles in reducing people's negative environmental impacts now and in the future. People's consumption patterns shift as they become more conscious of the necessity of environmental protection. Throughout the qualitative study, respondents expressed their understanding of green consciousness by responding to the environmental efforts made by purchasing green items (in this context, the green smartphone). As per the current study's findings, academic responses confirmed that they are aware of the green concept and revealed that it supports protecting the environment.

Environmental concerns are consumers' preferences to protect the environment or attitudes toward the natural environment. It reflects a consumer's environmental awareness and can be used to influence that consumer's purchasing behavior (Schultz, 2000). Previous research has shown that environmental concern influences green purchasing intentions significantly. Green consumers, for example,

prefer to buy from green businesses and avoid non-green products (Paladino & Ng, 2013). Y. Kim and Choi (2005) discovered that customer environmental concern influenced their proclivity to make green purchases. Consumers have notably preferred eco-friendly items as public knowledge of environmental concerns has grown. Throughout the qualitative investigation, we looked at how environmental concerns could influence the purchasing of green cell phones. The respondents shared their perspectives on how an environmentally conscious individual, in this case, an academic, would purchase a product based on how his or her purchase would influence the environment. As a result, we designed the questions to assess how environmental concern influences the purchase intention of green cell phones.

The second hypothesis we examined was the effect of altruism on the intention to acquire a green smartphone. Altruism is the psychological propensity to prioritize the interests of others over one's own and to push oneself to assist others without expecting payment in return (Paladino & Ng, 2013). Studies have examined the impact of altruism on consumers' green product purchasing decisions and other pro-environmental consumer behavior. Altruism is a crucial psychological characteristic that affects customers' buying intentions and decisions, claim S. S. Kim et al. in their 2020 study. Past studies have demonstrated that altruism positively affects the purchase of eco-friendly goods, promoting environmental preservation and sustainable development. If customers think their purchase of eco-friendly products may affect environmental conservation, their pleasure and perception of value are positively impacted (Steg et al., 2014). Therefore, we have questioned the respondents about purchasing a green smartphone and whether it would benefit the environment and others' wellness and individual care over others when purchasing a product. We designed the survey question to assess how the charity would affect the desire to buy green smartphones. A two-tiered question was presented to the participants to communicate the question correctly.

Willingness to pay refers to how much a person is prepared to shell out to obtain a green smartphone with a particular level of functionality and quality (Lusk & Hudson, 2004). According to Hinnen et al. (2017), although eco-friendly items are more expensive than conventional ones, some consumers pay extra for them because they think that changing their consumption patterns can improve the environment. Some experts learned through examining earlier research studies that consumers' desire to pay extra for environmentally friendly goods and services has significantly motivated manufacturers to make more environmentally friendly goods and services (Lanzini et al., 2016). Throughout the qualitative analysis, we have investigated how the desire to pay will affect the purchase intention of the green smartphone. Therefore, we have questioned whether the participant could pay a premium for the product and whether it is reasonable to pay more for a green smartphone. We examined whether participants would pay more for a green smartphone because most present green smartphones are relatively more expensive than standard items since consumers must pay more for green products.

Given the study findings, researchers have discovered that academics are conscious of the significance of environmental protection. While considering the issue of green consciousness, most academics would buy a green smartphone because it is less harmful to the environment. Furthermore, when making purchases, academics consider environmental conservation. Consequently, it has been established that an academic's choice to buy a green smartphone was motivated by environmental concerns. Most respondents concurred that making a purchase required taking into account the welfare of others and that if a person's decisions were harmful, they would choose not to make the purchase. So, it can be proven that altruism positively impacts the decision to buy a green smartphone. Most respondents said they would be prepared to pay more for a green smartphone and cited reasoning including anticipated benefits and being ecologically responsible for future generations. Academics have determined that paying more for green items is acceptable.

CONCLUSION

In this study, the four factors of altruism, green awareness, environmental concern, and willingness to pay are exploring whether someone will purchase a green smartphone. These factors motivate incentives to encourage academics to buy eco-friendly smartphones, but changing consumer behavior is still necessary to build a more sustainable world. This study will provide valuable insights into academics' green smartphone purchasing intentions in a developing country, especially the Sri Lankan higher education sector, helping green smartphone producers and marketers construct effective tactics considering environmental protection during production and when marketing. Also, the study will let academics in Sri Lanka's higher education sector share their opinions on environmentally friendly smartphones. Similarly, this research examines the impact of sustainability in green smartphones among academics in Sri Lanka by bringing a new perspective to society, and this study would also contribute to sustainable development, especially among academics, smartphones, and the ecosystem. Moreover, this study will contribute to making awareness of academics on their responsibility toward the environment to ensure sustainable consumption and production patterns. Further, Future researchers may expand this study by incorporating hypotheses to quantify the research.

ACKNOWLEDGMENT

This work was supported in part by an academic funding project for the Soft Science Research Program of the Zhejiang Province Department of Science and Technology under Grant numbers 2021C35025 and 2021C35006.

REFERENCES

Ali, A., & Ahmad, I. (2016). Environment-friendly products: Factors that influence the green purchase intentions of Pakistani consumers. *Pakistan Journal of Engineering, Technology & Science*, *2*(1), 84-117. https://doi.org/10.22555/pjets.v2i1.697

Anderson, M. (2012). New Ecological Paradigm (NEP) Scale. In *The Berkshire encyclopedia of sustainability, Vol. 6,* 260-262. Berkshire Publishing. https://www.researchgate.net/publication/264858463_New_Ecological_Paradigm_NEP_Scale

Asia Pacific Institute of Digital Marketing. (2021). *Digital outlook Sri Lanka 2021-Annual market insight report.* https://apidm.lk/apidm/Digital Outlook 2021.pdf

Bardhan, N., & Gower, K. (2020). Student and faculty/educator views on diversity and inclusion in public relations: The role of leaders in bringing about change. *Journal of Public Relations Education, 6*(2), 102-141. https://aejmc.us/jpre/wp-content/uploads/sites/25/2020/08/JPRE-6.2-complete-issue-1.pdf#page=108

Barge, D., More, D., & Bhola, S. S. (2014). Awareness of customers about eco-friendly products- A study of Satara District. *Golden Research Thoughts*, *4*(4). https://ssrn.com/abstract=2589493

Biswas, A., & Roy, M. (2015). Green products: An exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, *87*(1), 463-468. https://doi.org/10.1016/j.jclepro.2014.09.075

Braimah, M. (2015). Green brand awareness and customer purchase intention. *Management Science Letters*, *5*(10), 895-902. https://doi.org/10.5267/j.msl.2015.8.007

Chaplin, H. (2021). Experts reveal how mobile phones will become more eco-friendly in the future. *Circular. For Resources and Waste Professionals.* https://www.circularonline.co.uk/news/experts-reveal-how-mobile-phones-will-become-more-eco-friendly-in-the-future/

Chaudhary, R. (2018). Green buying behavior in India: An empirical analysis. *Journal of Global Responsibility*, *9*(2), 179-192. https://doi.org/10.1108/JGR-12-2017-0058

Chowdhury, I., & Alamgir, M. (2021). Factors influencing green product purchase intention among young consumers in Bangladesh. *Society & Sustainability, 3*(2), 1-15. https://doi.org/10.38157/society_sustainability.v3i2.291 .

Daily FT. (2020, 4 July) *Smartphone use drives SL digital literacy*. https://www.ft.lk/Front-Page/Smartphone-use-drives-SL-digital-literacy/44-702611

Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production, 165*(1), 1263–1279. https://doi.org/10.1016/j.jclepro.2017.07.184

Drisko, J. W., & Maschi, T. (2016). *Content analysis. Pocket guides to social work research methods*. Oxford University Press. https://doi.org/10.1093/acprof:oso/9780190215491.001.0001

Gregory-Smith, D., Manika, D., & Demirel, P. (2017). Green intentions under the blue flag: Exploring differences in EU consumers' willingness to pay more for environmentally-friendly products. *Business Ethics : A European Review*, *26*(3), 205–222. https://doi.org/10.1111/beer.12151

Gupta, R. K. (2021). Exploring the factors affecting purchase intention towards green packaged products of Indian consumers. *E3S Web of Conferences*, 309, pp.1-4. https://doi.org/10.1051/e3sconf/202130901084

Hammarberg, K., Kirkman, M., & de Lacey, S. (2016). Qualitative research methods: When to use them and how to judge them. *Human Reproduction*, *31*(3), 498-501. https://doi.org/10.1093/humrep/dev334.

Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, *65*(9), 1254-1263. https://doi.org/10.1016/j.jbusres.2011.11.001

Hinnen, G., Hille, S. L., & Wittmer, A. (2017). Willingness to pay for green products in air travel: Ready for take-off? *Business Strategy and the Environment*, *26*(2), 197-208. https://doi.org/10.1002/bse.1909

Islam, M. T., Dias, P., & Huda, N. (2021). Young consumers' e-waste awareness, consumption, disposal, and recycling behavior: A case study of university students in Sydney, Australia. *Journal of Cleaner Production, 282*, 124490. https://doi.org/10.1016/j.jclepro.2020.124490

Kim, H., & Lee, C. W. (2018). The effects of customer perception and participation in sustainable supply chain management: A smartphone industry study. *Sustainability*, *10*(7), 2271. https://doi.org/10.3390/su10072271

Kim, S. S., Baek, W. Y., Byon, K. K., & Ju, S. B. (2020). Creating shared value and fan loyalty in the Korean professional volleyball team. *Sustainability*, *12*(18), 7625. https://doi.org/10.3390/su12187625

Kim, Y., & Choi, S. M. (2005). Antecedents of green purchase behaviour: An examination of collectivism, environmental concern, and PCE. In G. Menon & A. R. Rao, *ACR North American Advances*, *Vol. 32*, 592–599. Association for Consumer Research. https://www.acrwebsite.org/volumes/9156/volumes/v32/na-32

Kirmani, M. D., & Khan, M. N. (2016). Environmental concern to attitude towards green products: Evidences from India. *Serbian Journal of Management*, *112*, 159-179. https://doi.org/10.5937/sjm11-9241

Kumar.R, R., & Fernandez, D. (2020). Factors influencing the purchase decision of smartphone users in Sultanate of Oman. *Journal of Marketing and Consumer Research*, *72*, 41–52. https://www.iiste.org/Journals/index.php/JMCR/article/view/54548

Kumara, A. S., & Sachithra, V. (2021). Modeling the participation in physical exercises by university academic community in Sri Lanka. *Health Education*, *121*(5), 504-522. https://doi.org/10.1108/HE-02-2021-0031

Lanzini, P., Francesco, T., & Fabio, I. (2016). Factors affecting drivers' willingness to pay for biofuels: The case of Italy. *Journal of Cleaner Production, 11*(2), 2684-2692. https://doi.org/10.1016/j.jclepro.2015.10.080

Lavack, A. M., & Kropp, F. (2003). A cross-cultural comparison of consumer attitudes toward cause-related marketing. *Social Marketing Quarterly, 9*(2), 3-16. https://doi.org/10.1080/15245000309103

Lestari, E. R., Septifani, R., & Nisak, K. (2021). Green awareness and green purchase intention: The moderating role of corporate image. *IOP Conference Series: Earth and Environmental Science*, *924*(1), 012051. https://doi.org/10.1088/1755-1315/924/1/012051

Leszczyńska, A. (2014). Willingness to pay for green products vs ecological value system. *International Journal of Synergy and Research*, *3*, 67-77. https://doi.org/10.17951/ijsr.2014.3.0.67

Lusk, J. L., & Hudson, D. (2004). Willingness-to-pay estimates and their relevance to agribusiness decision making. *Review of Agricultural Economics*, *26*(2), 152-169. https://doi.org/10.1111/j.1467-9353.2004.00168.x

Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and Applied Sciences*, *5*(2), 127-135. https://doi.org/10.21833/ijaas.2018.02.020

Mei, O. J., Ling, K. C., & Piew, T. H. (2012). The antecedents of green purchase intention among Malaysian consumers. *Asian Social Science*, *8*(13), 248–263. https://doi.org/10.5539/ass.v8n13p248

Millwood, A. (2021). *Understanding the consumer decision making process*. Yotpo. https://www.yotpo.com/resources/consumer-decision-making-process-ugc/

Milovantseva, N. (2016). Are American households willing to pay a premium for greening consumption of information and communication technologies? *Journal of Cleaner Production*, *127*, 282-288. https://doi.org/10.1016/j.jclepro.2016.04.001

Mortensen, J. (2022). *What is sustainability on an eco-friendly smartphone?* Tech Evaluate. https://www.techevaluate.com/what-is-sustainability-on-an-eco-friendly-smartphone/

Moshood, T. D., Nawanir, G., Mahmud, F., Mohamad, F., Ahmad, M. H., AbdulGhani, A., & Kumar, S. (2022). Green product innovation: A means towards achieving global sustainable product within biodegradable plastic industry. *Journal of Cleaner Production, 363*, 132506. https://doi.org/10.1016/j.jclepro.2022.132506

Muslemi, A. (2020). *Go green: Say yes to green smartphone use*. teckzu.com. https://teckzu.com/ae-en/blog/go-green-say-yes-to-green-smartphone-use.html

Muthupriya, A. (2019). Purchase of green mobile phone: An empirical study. *Journal of Emerging Technologies and Innovative Research*, *6*(3), 168-177. https://www.researchgate.net/publication/346399372

Nath, D., Banerjee, P., & Das, B. (2014). 'Green nanomaterial' -How green they are as biotherapeutic tool. *Journal of Nanomedicine & Biotherapeutic Discovery*, *4*(2), 1-11. https://doi.org/10.4172/2155-983x.1000125

Naz, F., Oláh, J., Vasile, D., & Magda, R. (2020). Green purchase behavior of university students in Hungary: An empirical study. *Sustainability*, *12*(23), 10077. https://doi.org/10.3390/su122310077

Nguyen, T. K. C., Nguyen, D. M., Trinh, V. T., Tran, T. P. D., & Cao, T. P. (2020). Factors affecting intention to purchase green products in Vietnam. *Journal of Asian Finance, Economics and Business*, *7*(4), 205-211. https://doi.org/10.13106/jafeb.2020.vol7.no4.205

Nia, B. P., Dyah, I. R., Hery, S., & Bayu, D. S. (2018). The effect of green purchase intention factors on the environmental friendly detergent product (Lerak). *E3S Web of Conferences*, *73*, 06007. https://doi.org/10.1051/e3sconf/20187306007

Paladino, A., & Ng, S. (2013). An examination of the influences on 'green' mobile phone purchases among young business students: An empirical analysis. *Environmental Education Research*, *19*(1), 118-145. https://doi.org/10.1080/13504622.2012.687044

Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017). Green brand image relation model, green awareness, green advertisement, and ecological knowledge as competitive advantage in improving green purchase intention and green purchase behavior on creative industry products. *Journal of Economics, Business & Accountancy Ventura*, *20*(2), 177-186. https://doi.org/10.14414/jebav.v20i2.1126

Rathnayake, N. M., Kumarasinghe, P. J., & Kumara, A. S. (2022). How do different types of university academics perceive work from home amidst COVID-19 and beyond? *Sustainability*, *14*(9), 4868. https://doi.org/10.3390/su14094868

Rizwan, A., Mahmood, U., Siddiqui, H., & Tahir, A. (2014). An empirical study about green purchase intentions. *Journal of Sociological Research*, *5*(1), 290-305. https://doi.org/10.5296/jsr.v5i1.6567

Rohrig, B. (2015). *Smartphones: Smart chemistry*. American Chemical Society: ChemMatters. https://www.acs.org/content/acs/en/education/resources/highschool/chemmatters/past-issues/archive-2014-2015/smartphones.html

Sajeewanie, L. C., Ab Yajid, M. S., Khatibi, A., Azam, F., & Tham, J. (2019). Integrated model for green purchasing intention and green adoption: Future research direction. *Journal of Sociological Research*, *10*(2), 23-66. https://doi.org/10.5296/jsr.v10i2.14996

Schultz, P. W. (2000). Empathizing with nature: The effects of perspective taking on concern for environmental issues. *Journal of Social Issues*, *56*(3), 391-406. https://doi.org/10.1111/0022-4537.00174

Sekhokoane, L., Qie, N., & Rau, P. L. P. (2017). Do consumption values and environmental awareness impact on green consumption in China? In *Proceedings of International Conference on Cross Cultural Design*, pp.713–723. https://doi.org/10.1007/978-3-319-57931-3_58

Steers, S. (2021, Sept. 6). Buymobiles: Smartphones could become more eco-friendly. *Mobile Magazine.* https://mobile-magazine.com/technology-and-ai/buymobiles-smartphones-could-become-more-eco-friendly

Steg, L., Bolderdijk, J. W., Keizer, K., & Perlaviciute, G. (2014). An integrated framework for encouraging pro-environmental behaviour: The role of values, situational factors and goals. *Journal of Environmental Psychology*, *38*, 104-115. https://doi.org/10.1016/j.jenvp.2014.01.002

Tu, J. C., Zhang, X. Y., & Huang, S. Y. (2018). Key factors of sustainability for smartphones based on Taiwanese consumers' perceived values. *Sustainability*, *10*(12), 4446. https://doi.org/10.3390/su10124446

Turner, A. (2021). *How many smartphones are in the world?* BankMyCell. https://www.bankmycell.com/blog/how-many-phones-are-in-the-world

Umi Kartini, R., Juzaimi, N., Siti Sarah, O., & Fadillah, I. (2020). Factors influencing purchasing intention of smartphones among UTHM students. *Research in Management of Technology and Business*, *1*(1), 877-891. http://publisher.uthm.edu.my/periodicals/index.php/rmtb

United Nations. (2021). *The sustainable development goals report 2021*. United Nations publication issued by the Department of Economic and Social Affairs. https://unstats.un.org/sdgs/report/2021/

University Grants Commission-Sri Lanka. (2020). *Sri Lanka University Statistics 2020*. https://www.ugc.ac.lk/index.php?option=com_content&view=article&id=2301%3Asri-lanka-university-statistics-2020&catid=55%3Areports&Itemid=42&lang=en

Wang, H., Ma, B., & Bai, R. (2019). How does green product knowledge effectively promote green purchase intention? *Sustainability*, *11*(4), 1193. https://doi.org/10.3390/su11041193

Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of Experimental Social Psychology*, *21*(3), 213-228. https://doi.org/10.1016/0022-1031(85)90017-4

Wickremeratne, N. (2020). Consumers' willingness to pay for green products in Sri Lanka. *Journal of Business and Social Science Review, 1*(1), 25-33. https://jbssrnet.com/wp-content/uploads/2020/03/4-1.pdf

Wilmer, H. H., Sherman, L. E., & Chein, J. M. (2017). Smartphones and cognition: A review of research exploring the links between mobile technology habits and cognitive functioning. *Frontiers in Psychology*, *8*, 605. https://doi.org/10.3389/fpsyg.2017.00605

Wu, S.-I., & Chen, Y.-J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies*, *65*, 81. https://doi.org/10.5539/ijms.v6n5p81

Zhang, Z., & Wang, H. (2019). How online social ties and product-related factors influence purchasing intention in mobile social commerce context? *International Journal of Mobile Communications, 17*(2), 191-212. https://doi.org/10.1504/IJMC.2019.098063

Zheng, G. W., Siddik, A. B., Masukujjaman, M., Alam, S. S., & Akter, A. (2021). Perceived environmental responsibilities and green buying behavior: The mediating effect of attitude. *Sustainability*, *13*(1), 35. https://doi.org/10.3390/su13010035

AUTHORS

Prof. Pivithuru Janak Kumarasinghe is a professor at the Faculty of Management Studies at the University of Sri Jayewardenepura. He authored several articles on the subjects of development economics and entrepreneurialism. His research interests lie in development economics and entrepreneurialism, focusing on exploring the relationships between economic policies, institutional frameworks, and entrepreneurial activities to better understand the factors contributing to successful economic development. He is currently a visiting professor in the College of Economics and Livelihood and Welfare at Zhejiang Shuren University, China.

Dr. Qiubo Huang received his Ph.D. in Business Administration from Zhejiang Gongshang University, China, and is an associate professor of Service Innovation and Management at Zhejiang Shuren University School of Economics and Social Welfare. His research focuses on service innovation and management related to industry servitization and digitalization. In addition to holding academic posts, he is working with a multidisciplinary team to design a course on innovation and marketing management in the modern service industry. He has participated in or led several public and private organizations in the field of online health management and services in China, including Zhejiang key research base of Philosophy and Social Sciences (Zhejiang Modern Service Industry Research Center), which is a university-based institute that engaged in outreach, consultation, and training for field of service economy and management.

Mrs. Nilmini Rathnayake is a lecturer attached to the Department of Business Management, SLIIT Business School at Sri Lanka Institute of Information Technology (SLIIT). She received MPhil in Business Economics from the University of Sri Jayewardenepura. She was awarded the "Deshamanya Professor Linus De Sliva Memorial Gold Medal" in the year 2019 from the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. She received MIND Scholar Award - To increase awareness among young scholars on the issues of Sustainable Development. She is the author of several peer-reviewed articles published in a number of leading international journals. Her research interest lies in sustainable development, focusing on understanding the interplay between economic growth, social well-being, and environmental sustainability. Her research aims to contribute to the knowledge and practices that promote sustainable development at local, national and global levels.