

Relationship between the Dominant Social Paradigm and Environmental Concern in the Sri Lankan Economy

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The purpose of this research is to examine the relationship between the Dominant Social Paradigm and the Environmental Concern in Sri Lankan Economy. It attempts to identify whether there is a significant relationship between these constructs or not, by considering a sample of 385 participants under the nonprobability sampling method consisted of participants from different religious groups: Buddhists, Islamists, Christians and Hindus. It has been identified that there is a positive significant relationship between the Dominant Social Paradigm and the Environmental Concern in Sri Lankan economy which implies that within the Sri Lankan economy, the consumption and the environment are intertwined. The Dominant Social Paradigm is a content of sub-dimensions of private Property, Possessive Individualism, Technological Optimism and Economic Growth. Thus, the Dominant Social Paradigm is taken as a formative construct and the Environmental Concern is considered as a reflective construct. This research can be considered as one of the initial applications of the concept of Dominant Social Paradigm in the Sri Lankan economy. The findings reflect the contextual application of the Dominant Social Paradigm even though the relationships do differ to those of previously identified relationships, especially in the Western countries and this research demonstrates that the relationship between the Dominant Social Paradigm and the Environmental Concern is generalizable in this particular context as well. The positive relationship between the Dominant Social Paradigm and the Environmental Concern expresses that Sri Lankan Economy seems to be in a process of making a connection between consumption and its environmental impacts.

Key words: *Dominant Social Paradigm, Eco-friendliness, Green Marketing.*