

Perception of Generation Y towards Organic Foods in Sri Lanka: A Case of Individuals in Colombo District

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This study designed to understand the perception of Y generation towards organic foods available in the Sri Lankan environment. Mainly it explored the positive and negative beliefs and attitudes of Y generation towards organic food choices. Total of 20 depth interviews were carried out by selecting mix of male and female participants who have at least occasionally bought or consume organic foods and respondents who have never bought and consumer organic foods within last three months by applying convenient sampling technique to represent the Colombo district. Insights obtained from interviews were subjected to analysis with the help of software tools and revealed the attributes, consequence and values pertaining to the purchasing of organic foods. The key trigger for purchasing organic food have been attributed to expected health benefits and the respondents who have bought organic food products were inclined to have a higher educational level. The major barriers to purchasing organic food products were inadequate knowledge of consumers on organic foods and high price with limited availability. Hence enlightening consumers about exclusive traits of organic production methods, benefits that they can get from consuming organic foods and increasing availability of affordable are required to market the products. Nevertheless, this study was limited to Colombo district and hence it may not give a fair view about the researched topic with regards to the situation of the country as a whole.

Keywords: *Organic Food, Generation Y, Means-End Chain, Attribute, Consequences and Values*

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