



Factors Influencing on Purchase Intention of Organic Food Products in Sri Lanka

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Abstract

Organic food industry currently has become one most emerging markets around the world. Considering the recent economic growth in Sri Lanka, agricultural sector inclusive of organic food industry, holds a significant portion over the contribution to economic growth. However Sri Lanka being one of the largest exporters in agricultural sector, understanding the potential behaviour of the consumers regarding organic food products is vital to expand the industry. Hence the aim of this study is to analyse and discuss the organic food market and customer purchasing intention in Sri Lankan context. This research study is descriptive in nature and data has been collected from 150 respondents. Secondary data were collected through rigorous literature review. Primary data were collected through a consumer survey conducted in western province using a structured questionnaire. Stratified random sampling method was used to select the respondents for the survey. Collected data were analysed using mean analysis, frequency measures and regression. SPSS version 16.0 was used as software package to analyse the data. However based on the research outcome, marketing mix and pre purchase related factors have a clear positive relationship with the customer purchasing intention of organic foods. Hence the recommendation and insights for strategies have been provided via the study that can be used by organic food manufacturers in accordance with their business situation to maximize benefits for their business.

Keywords: Purchase Intention, Marketing Mix, Organic Food, Sri Lanka

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