

Factors Influence on the Consumer Attitude towards Organic Food Purchasing in Western Province, Sri Lanka

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The purpose of this research study examines the factors influencing on the consumer attitude towards organic food and how attitude effect on the purchasing intention of organic food. Since the concept of organic food is becoming increasingly popular concept among food retailing sector which enables the food manufacturers to enhance their competitive edge against their rivals.

This study is based on online and offline survey conducted on 200 respondents from Western province who are knowledgeable as well as consumed organic food. This research study tested six hypothesis where all the hypothesis are proved except one hypothesis.

The research findings indicate that, the health consciousness, environmental consciousness, consumer knowledge and personal norms positively impacts the consumer attitude towards the organic food whereas only subjective norms do not positively impacts the consumer attitude. Also, the research findings proves the positive relationship between the customer attitudes towards the purchasing intentions of organic food. Finally, these findings were used to suggest the marketing strategies which are most suitable to fit with the consumer expectations

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