

# **The Factors Affecting Consumer Purchase Intention of Organic Food in Sri Lanka**

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Due to the current prominence of the concept “Organic Food” this research was conducted to identify relationship between organic food purchasing intension and several considering factors. A comprehensive literature review was carried out in order to identify the major factors leading in to organic food purchase intention among customers in both local and international context. Price, Quality of the foods, Healthiness, Labeling and Place were selected to study under the research as independent variables and customers’ organic food purchase intention was considered as the dependent variable. The study was quantitative in nature and a self-administrative questionnaire was prepared using the available literature to measure the relationship between the independent and dependent variables. This was distributed to 150 sample who are both organic consumers and non-consumers with potential buying power to consume organic foods using convenience sampling technique. Also special attention was given to distribute the questionnaire to a sample from metropolitan areas of the western province due to the higher organic product availability and awareness within the region. In order to analyse the data Pearson Correlation Analysis and Regression a\Analysis were used. Correlation analysis revealed that place, healthiness, quality and labeling are having a positive association with consumers’ purchase intention of organic foods. Also the regression analysis further established these relationships.

**Keywords:** Consumer purchasing intention, Consumer behavior, Organic food