

Impact of Health Oriented Attitudes on Customer Purchasing Decision in Processed Food Industry

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Processed food industry is very successful industry with in word and it is growing day by day. Even though it is observed that there is a high consumption of processed food items, there are evidences that methods of food processing can harm the notoriousness of food. s will be damaged the nutritious value of the fresh foods. Therefore, this study is conducted to identify the health oriented attitudes of consumers in making purchasing decision in processed food industry. The population in concern is the people in western province out of which 150 responders were selected. The mean median, mode, correlation such as descriptive statistical methods were used in analyzing the gathered data using SPSS as the analytical tool. Results confirm that health consciousness, health information orientations, health oriented beliefs and orientations toward healthy activities have an effect on the purchasing decision of processed foods industry in Sri Lanka.

Keywords- Purchasing decision, Health oriented beliefs, health consciousness, health information orientations, healthy activities