

Factors Influencing Young Consumers' Purchasing Intention of Organic Food with Special Reference to Western Province in Sri Lanka

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This research examines the emerging global organic food market, with a particular focus on understanding the factors influencing the purchase intentions of young consumers in Sri Lanka. Using a positivist research philosophy and deductive approach, the study uses a quantitative survey method to collect data. Variables examined include health consciousness, social impact, and young consumers' perceptions of environmentally conscious food. Through rigorous statistical analysis using IBM SPSS Statistics Version 23, the research confirms these factors' significance ($P < 0.05$) in shaping young consumers' purchase intentions toward organic food. Existing literature from various scholars forms the basis of the conceptual framework, and this study makes a significant contribution to theoretical understanding in the Sri Lankan business context and society. However, it acknowledges certain limitations, including the focus on the Western Province, potential inaccuracies in questionnaire responses, time and cost constraints, and a unique consideration of three influencing factors. Also, the research emphasises that most studies related to the organic food industry are conducted in foreign countries, highlighting the novelty of this study in the Sri Lankan context. Further recommendations for future research include a broader examination of other influencing factors to provide a more comprehensive understanding of young consumers' purchase intentions regarding organic foods.

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