

Factors Influencing on Consumer Purchase Intention Towards Local Organic Food Products with Special Reference to Western Province, Sri Lanka

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In recent years, the global shift towards sustainable and healthy consumption has heightened the importance of understanding consumer attitudes and intentions towards local organic food products. This study investigates the factors influencing consumer purchase intention towards local organic food products, with special reference to the Western Province of Sri Lanka. The data were collected from 200 customers with a structured questionnaire in the form of an online survey. There are several factors that affect the consumer's purchase intention for organic food. Various factors, such as health concerns, environmental concerns, subjective norms, and consumer knowledge will be identified as independent variables, where consumer purchase intention is the dependent variable. Study was designed in a way of quantitative analysis. Secondary data was obtained from previous articles and case studies. The research findings reported that health concern, environmental concern, and subjective norms were the key determinant factors and showed a positive and significant impact on purchase intention. Consumer knowledge has negative impact on purchase intention. The research was targeted to provide valuable insights for local producers, policymakers, and marketers to enhance the promotion and adoption of sustainable and locally sourced organic food. At the end of the research, specific suggestions are made, including possible areas of research.

Keywords: *Consumer Knowledge, Environment Concern, Health Concern, Purchase Intention, Subjective Norms*