

Study on the Purchase Intention of Consumers for Organic Food (With Special Reference to Western Province)

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Organic foods now a days are considered as healthy by most of the buyers as these are made up of natural substances. Organic foods are grown without the use of fertilizers, artificial chemicals, and pesticides. The Sri Lankan organic food market although in its nascent stage, has started growing rapidly. This research was conducted to study on the purchase intention of consumer for organic food special reference to Western province. Health consciousness, environment concern, trust, product awareness and availability employed as independent variables purchase intention employed as dependent variable. The study consisted of key objective and five specific objectives involved six research questions in line with the objectives. This research data was obtained from 200 respondents who consume organic food and out of these 200 responses 181 employed for analysis this study. This research applied both descriptive and exploratory research design. This research study used quantitative and qualitative research methods. Data of the research was collected through a well-structured online questionnaire. Data was analyzed to obtain descriptive statistics, comparing mean analysis and other correlation analysis and regression analysis use SPSS statistics software. Through the analysis researcher was able to identify that health consciousness, environment concern, trust, product awareness and availability positively impact on the organic purchasing intention. The present study finally presents some important points, including relevant research areas.

Keywords: *Availability, Environment Concern, Health Consciousness, Organic Food, Product Awareness, Purchase Intention, Trust*