

Factors Influence on Consumers' Attitude Towards Organic Food Products: With Special Reference to FMCG Sector in Sri Lanka

T A D P Thudugala

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
prithithudugala@gmail.com*

R A S Weerasiri

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
sudath@kln.ac.lk*

Fertilizers, artificial chemicals, and pesticides are not used in the production of organic foods. Although still in its infancy, the organic food sector in Sri Lanka is quickly expanding. This article aims to analyze factors influence on consumer's attitude towards organic food Product of the FMCG sector in Sri Lanka. This study model consists of six basic components namely, health concern, environment friendliness, freshness, price, family, and availability of the products. The data was collected using a survey questionnaire, with 384 customers were responded to the questionnaire. The questionnaire included five-point like scaling items designed to analyze the influence of independent variables on Sri Lankan consumers' attitudes regarding organic food products. To test the hypotheses, regression analysis was used which examined the major considerations of attitude toward organic foods. The conclusions of the study will be beneficial to marketers and organic food producers. This research will help in determining what the true requirements and desires of organic food customers. This study contains various limitations, even though it contributed to some important results. People's attitudes about organic food are influenced by several primary elements. However, only a few have been identified. The findings reveal that eco-friendliness and product availability are the most important factors in determining consumers' attitudes toward organic food.

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