

Factors Influencing the Purchase Intention of Organic Food Products in Sri Lanka

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Organic food industry currently has become one most emerging markets around the world. Considering the recent economic growth in Sri Lanka, agricultural sector inclusive of organic food industry, holds a significant portion over the contribution to economic growth. However Sri Lanka being one of the largest exporters in agricultural sector, understanding the potential and behaviour of the consumers regarding organic food products is vital to expand the industry. Hence the aim of this study is to analyse and discuss the organic market and customer purchasing intention in Sri Lankan context.

The key objective of the study would be to study the factors influencing consumer purchasing decision with regard to organic foods whereas the specific objectives are to; identify the impact of marketing mix related factors and pre purchase related factors (attitudes, values, beliefs) on customer purchase intention, identify how the impact of demographic factors towards marketing mixes related factors or pre purchase related factors and customer purchasing intention and identify the prominent factors influencing consumer purchasing decision of organic food and recommend strategies for organic food manufacturers.

This research study is descriptive in nature and data has been collected from 150 respondents using well-structured questionnaires. Primary data were collected through a consumer survey conducted in western province using a stratified sampling method and analysed results using mean analysis, regression and frequency measures. Secondary data were collected through rigorous literature review. The data gathered was analyzed using SPSS16.0. However based the research outcome, marketing mix and pre purchase related factors have a clear positive relationship with the customer purchasing decision of organic foods. Hence the recommendation and insights for strategies have been provided via the study that can be used by organic food manufacturers in accordance with their business situation to maximize benefits for their business.

Key Words: *Purchase Intention, Organic Food, Marketing Mix*