

## **Factors affecting to the Consumer Purchasing Intention on Organic Food:**

### **Special Reference with Colombo District, Sri Lanka**

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**Goal 02:** End hunger, achieve food security and improved nutrition and promote sustainable agriculture

#### **1. Introduction**

Demand for organic foods is increasing all over the world due to various health issues. such as Cancer, High blood pressure, Heart diseases, Diabetes and Obesity etc. In fact, organic food purchasing behaviors are increasing not only in developed countries but also in the developing countries (Hughner et al., 2007; Paul et al., 2016). As a developing country, Sri Lankan people are moving to healthy consumption with the improvement in living standards such as increase in income and that of health. They start to focus more on food quality rather than quantity and hence creating a big chance for an organic market (Atapattu & Wijesinghe, 2017). Further, it has shown consumers and marketers have increased their interest towards organic foods due to the health, nutrition and environmental issues prevailing due to pesticides and other non-natural substances which are used to increase the agricultural productions.

Sri Lankan consumers generally have less awareness on organic products, because organic market is still small and primitive in Sri Lanka. There is a growing demand for organic food, especially among urban consumers in the Colombo District in Sri Lanka. The development of the organic food market has become an essential factor as there is a strong focus on the sustainable development objectives of end hunger, achieve food security and improved nutrition and promote sustainable agriculture. For that, there is timely essential to identify the key factors influencing consumer intention to purchase organic food.

Majority of previous research studies have identified that many consumers have a preference in organic food. Further, researchers have

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proved that consumers prefer to use organic food because it is low in salt, fat, and artificial additives and rich in vitamins and minerals essential to maintain good health (Yin et al., 2010). Zanolli and Naspetti (2002) have mentioned that health benefit is the strongest purchasing intention of organic foods. Research conducted in Tanzania and Kenya have mention that nutrition and personal attitude are the major factors that have influenced on organic food purchase intention (Wang et al., 2019). As a results of Organic food products can be identified environment friendly production methods and cultivation techniques (Chinnici et al., 2002). Thus, an emerging market for organic food products in Sri Lanka (Kumarasinghe & Pathmini, 2017).

Also, many researchers found that there is a growing number of consumers claim to pay attention to buy organic food after considering different factors like health and environment (Saleki & Seyedsaleki, 2012). In addition, many studies have investigated that factor like nutrition value, safety, trust, awareness, availability, price and wiliness to pay are affecting the purchase intentions towards organic food (Mhlophe, 2016; Kouy S, et al., 2016). According to the literature, this research was focused to investigate how revealed health, nutrition value, safety, environment friendly, trust, attitudes, awareness, availability, price and wiliness to pay determine organic purchase intentions of consumers.

## **2. Research Objective**

Identify the key factors influencing consumer intentions in purchasing organic food.

## **3. Materials and Methods**

This study was conducted in the five Divisional Secretariats (Colombo, Thimbirigasyaya, Dehiwala, Moratuwa, Ratmalana) in Colombo district, Sri Lanka (Central Bank Report, 2012). This study was administered at randomly selected six supermarkets selling organic food from each selected Divisional Secretariats. Primary data were collected from a stratified sample consisted of 250 consumers. A questionnaire is used as the main method for the data gathering process and other method is informal discussion. The questionnaire was pre-

tested using twenty consumers to identify the clarity and understanding. Data analysis was included descriptive statistics and factor analysis.

#### 4. Results and Discussion

Based on the attributes identified from the literature survey the factor analysis carried out to identifying the factors affecting to the consumer purchasing behavior on organic food consumption. Thus, Factor analysis of data uses both Kaiser-Meyer-Olkin (KMO) and Bartlett's tests to measure validity. The KMO is used to test the adequacy of the sample and the Bartlett's test is used to check the sphericity of the sample. According to the value of KMO for overall matrix is 0.710, therefore the sample taken to process the factor analysis is statistically significant. also, the strength of the relationship among variables are strong, because of the value of KMO Statistics is 0.710 and the null hypothesis for Bartlett's test has been rejected since P value is 0.000. Therefore, the data collected through the questionnaires can apply for the factor analysis.

Table 1: Rotated Component Matrix

Rotated Component Matrix			
	Component		
	1	2	3
Environment Friendly	-.031	<b>.938</b>	-.138
Availability	-.471	-.031	<b>.693</b>
Nutrition	<b>.914</b>	-.055	-.067
Price	.053	.160	<b>.889</b>
Healthy	<b>.939</b>	.034	.001
Safety	<b>.136</b>	.057	.041
Awareness	.010	<b>.611</b>	-.149
Willingness to pay	-.028	.146	<b>.858</b>
Trust	-.021	<b>.801</b>	.126
Attitudes	-.064	<b>.819</b>	.078
Extraction Method: Principal Component Analysis.			

*Source: Author Developed, 2022*

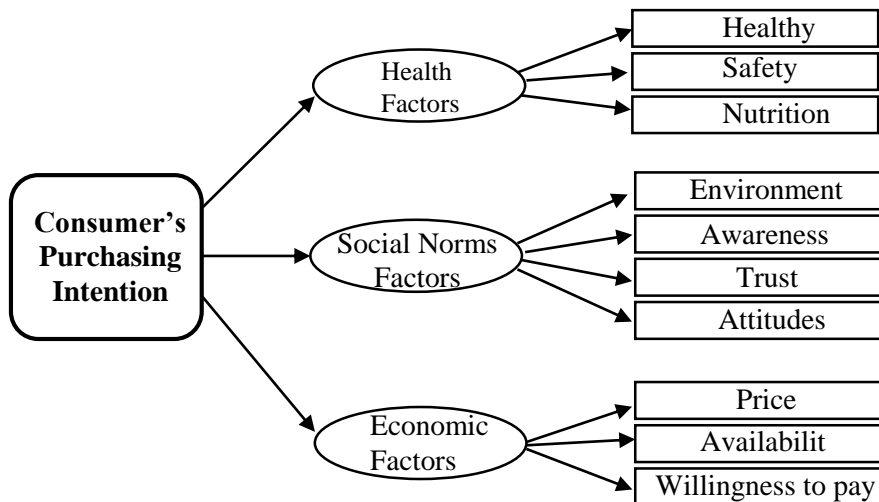
According to the table of Total Variance Explained, factor analysis returns the Eigen value of the values associated with each linear factor before and after extraction. Therefore, 61.465% of the total variables

are explained by the first three variable. Thus, three factors are selected under this analysis. Use the scree plot for deciding how many factors to be retained for a factor analysis solution. According to the scree plot criterion suggests that a three-factor solution is sufficient to capture the data.

According to Rotated Component Matrix (Varimax rotation method), there are three factors which are affected for purchase intention of organic foods. The first component, affecting the purchase intention of consumers by 30.084%. The attributes are, Healthy, Safety and Nutrition. Therefore, the first factor should be called "Health" factor. The second component denoted as "Social Norms" factor by 18.884%, comprises the four attributes. There are, Awareness, Environment Friendly, Trust and Attitudes. The third component denoted as "Economic" factor by 12.497%, comprises the three attributes. There are, Price, Availability, Willingness to pay.

The table 1 shows all the variables distribute into the three factors. According to the following figure 2 shows the results obtained from the factor analysis.

Figure 2: Results of the factor analysis



Source: Author Developed, 2022

## 5. Conclusion and Recommendation

Based on the results, Health and safety was found as the most significant factor that influence on purchase intention of organic food products of Sri Lankan urban consumers. In general, it can be concluded that Sri Lankan consumers hold a positive attitude in purchasing organic food. In addition, a significant weak positive correlation was found among consumer's purchasing intention and price, availability. However, their purchase level of organic food is less, because of its expensiveness and lack of availability on organic food. According to the consumers' opinion identified the expensiveness and unavailability of enough organic foods in the market are the as main issues. Further consumers suggested that introduce a reasonable price for an organic food, increase the availability of organic foods and availability of wide varieties of organic foods in the local market are crucial to increase the organic food consumption.

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