

## **Study on Consumer Buying Behavior on Vegetable Purchase in Sri Lanka (Special Reference to Gampaha District)**

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Vegetables are most significant food for human being and they are consumption day to day as a food. When purchasing the vegetables by consumer they are behaving different way in the market. Each consumer is considering purchasing factors and that factor can be different from each other. So this research problem is “which factors affecting to the purchasing decision of vegetables?”. Specially identify in the based on Gampaha district.

The main objective of this research is identifying consumer buying behaviour towards vegetable purchase and which factors most affecting to the consumer when they purchasing vegetables.

This research is quantitative and both primary and secondary data were used to get information. Primary data was collected from a questionnaire from a sample of 100 respondents from the Gampaha District.

The data collected was analysed using SPSS and statistical tools such as frequencies, percentages, mean, mode, median and standard deviation, correlation and hypothesis testing were used to analyse data.

This research is study to identify which factor affecting to the consumer regarding of purchasing decision of vegetables. Therefore it could be identify which factors most are considering by the consumers. That result could be getting from analysing relationship between purchasing factors. Therefore it could be identify consumers are considering some factors for their purchasing decision.

**Key words:** *consumer buying behaviour, purchasing decision, factor affecting towards vegetable*