

A Study of Consumer Adaptation in Organic Food Market in Western Province

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The Organic Food demand is increasing all over the world and considered to be superior in quality compared to conventionally produced products. These products have been proved for preventing health hazards. When comparing with the other countries the demand for the organic foods and habits are not significant in Sri Lankan market. Further, market features of organic products in Sri Lanka shows that it is still in the introduction stage of the product life cycle.

Conceptual model developed as a guild line to test the variables, hypothesis and level of customer adaptation towards organic foods in Sri Lanka. As an approach survey method is used in this research and in order to collect primary data, a self-administered questionnaire is designed and collected from the 100 super market customers in western province randomly. The SPSS package is used to analysis the primary data and the findings shows that information availability, customer attitudes, health benefits and environmental friendliness are positively and directly influence on customer adaptation on organic foods in Sri Lanka.

Keywords: Information availability, customer attitudes, health benefits and environmental friendliness, customer adaptation.