

Impact of the Attitude towards Traffic Light Signposting Labels (TLL) and Health Consciousness on Customer Purchase Intention of Sugar Sweetened Beverages (SSB) in Sri Lanka

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In Sri Lanka, diabetes has emerged as a significant health issue, affecting 9.8% of adults. According to data published by the WHO in 2020, diabetes results in approximately 12,460 deaths annually. Sugar-sweetened beverages (SSBs) are identified as major contributors to high-sugar diets, with 26.5% of children consuming carbonated beverages one or more times per day. In response to these concerns, the Ministry of Health and Indigenous Medicine implemented a Color Coding System to indicate whether the sugar content in soft drinks is high, moderate, or low. This research aimed to evaluate the performance, effectiveness, and impact of these regulations on consumers' consumption of sugar-sweetened beverages. The Theory of Reasoned Action (TRA) framework was utilized to assess attitudes and behaviors. A quantitative approach was employed, involving data collection from 384 respondents through self-administered structured questionnaires distributed online. The findings reveal a significant positive impact of Health Attitude and Label Attitude on the purchase intention of low sugar-sweetened beverages. However, Label Attitude alone did not significantly impact Purchase Intention, indicating that these two variables are independent. The study includes a detailed discussion of the results in relation to existing literature and outlines the managerial implications of the findings.

Keywords: *Consumer Purchasing Intention, Health Consciousness, Sugar Level, Traffic Light Signposting Labels*