

## Comparative analysis of socio- demography on buying behaviour of organic products in *Batticaloa* District, Sri Lanka

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### Abstract

The demand for organic foods is significantly increasing due to emergent awareness on health and food safety, and environmental concerns in Sri Lanka. War affected districts in Sri Lanka is paying special attention on consuming organic foods nowadays. *Batticaloa* District was selected for this study since there is an information gap on buyers' perception towards purchasing of organic foods in the district. Study was conducted to compare the socio-demographic factors of organic and non-organic food buyers and to identify the relationship of the demographic variables on buying behaviour. Simple random sampling technique was applied to collect primary data from 100 buyers in *Batticaloa* city through structured pre-tested questionnaire. Descriptive analysis and binary logistic analysis were used to assess the socio-demographic characters and their relationship with buying behaviour. According to the results of descriptive analysis, 54% of organic buyers were males compared to non-organic buyers (70%). Among the organic buyers, 58% were degree holders while it was 38% among the non-organic buyers. Organic buyers belonged to 48 years age in average while non-organic buyers belonged to 45 years age. Organic buyers and non-organic buyers respectively earn Rs. 47,340 and Rs.36,020 average monthly income. A significantly higher influence of demographic variables such as gender, age and occupation was observed on purchasing organic foods. According to the results, males were more oriented towards purchasing either organic or inorganic food than females. Higher income was moderate significantly related to a buyer's preference to purchase organic foods ( $P < 0.01$ ). The comparison of age categories revealed that 42% of organic buyers and 32% of non-organic were above 48 years. A significantly higher ( $P < 0.05$ ) preference of the older people (>48 years) towards the purchasing of organic products was observed due to their attention on healthy life pattern and food nutrition. Findings conclude that the gender, age, occupation and monthly income of the buyer affects buying behaviour in *Batticaloa* District.

**Keywords:** *Batticaloa, Buyers' behaviour, Organic buyers, Organic products*

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