

## **Factors affecting organic food buying behaviour of urban consumers in Sri Lanka**

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### **Abstract**

Currently, the pattern of food consumption is rapidly changing as a result of environmental issues, concerning the nutritional value of food and health issues. Hence, organic food is one of the solutions available for answering the above matters. Therefore, the quality and the safety in food are vital to be maintained by organic food producers and sellers. According to literature, various studies reveal about the lack of organic product buying behavior among consumers in spite of the fact that the majority seems to have an awareness of organic products. Therefore, identifying the factors that affect organic food, buying behavior is vital. The lack of literature in Sri Lankan context also led the researchers to study about buying behavior regarding organic foods. Hence, the main objective of this study was to identify the factors affecting organic food buying behavior of urban customers in Sri Lanka. The study was primarily based on theory of planned behavior. Independent variables of this model were attitude, availability, subjective norms and price while dependent variable was buying behavior of consumers. The study focused consumers in the Central, Western and North Western provinces in Sri Lanka, considering different geographical locations. A sample of 100 respondents was selected using convenient sampling method. A survey was conducted using a structured questionnaire. Linear regression analysis was used in data analysis. The result indicates that availability of organic foods and attitudes of the customers have a positive effect on their buying behavior while price of the organic food has a negative effect on it. Therefore, organizations which sell and produce organic foods need to pay their attention on availability of the products, attitudes of the customers and price of the products in the efforts taken to encourage consumers for buying organic foods.

**Keywords:** *Consumer attitudes, Buying behavior, Organic food*

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