

Factors Influencing Consumers' Buying Behavior of Organic Food in Sri Lanka (With Special Reference to Kegalle District)

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ABSTRACT

Over the past few decades, there has been a steady increase in interest in organically produced foods around the world due to the perceived adverse effects of inorganically produced food. There is a renewed interest in organic food production in Sri Lanka with the government policy directive. Although there is already a social discourse about organic food, the consumption level is still very low. In order to increase the demand, it is important to understand the organic food buying behavior. Hence this study aims to examine the most influential factors on consumers' buying behavior of organic food in Sri Lanka. The study has obtained data through a structured questionnaire using Simple random sampling technique. The sample size is 384 and with the responses from 200 consumers, Pearson Correlation Coefficient and Multiple Linear Regression were used as analytical tools and all the tests were done using Minitab-17 Statistical Software. The results show that cultural, personal, social and psychological factors have a strong positive relationship with consumers' organic food buying behavior. Also, all the variables are statistically significant and positively affect organic food buying behavior. Through a comprehensive investigation, the study concludes that psychological factor makes a tremendous effect on consumers' buying behavior towards organic food. The findings of this study are useful to organic food companies and the government to uplift the organic food market in Sri Lanka and provide directions for future research.

Keywords: Buying behavior, Organic food, Cultural factor, Personal factor, Psychological factor, Social factor.