

## **The Role of Food Quality and Safety Certificates of Biscuits on Purchasing Behavior of Consumers in Colombo District**

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Food quality and safety certification is a third-party authentication which gives an assurance to its customer that the products, processes or systems meet its accredited food safety and quality standards. But customers would have diverse perspectives regarding the product quality whether these certifications displayed in the products to convince the customer. Therefore, this research was focused to identify the role of food quality and safety certificates on consumer purchasing behavior for a selected brand of biscuit. The study was carried out using 140 supermarket consumers in Colombo district, a known lead market in Sri Lanka. Primary data were collected using convenient sampling technique by administering a pre-tested questionnaire and analyzed using descriptive statistics and binary logistic regression model. As per the results, income level of the customer, age and product attributes had positive significant influence while perceived quality of the brand (0.082 level of significance) depicted negative significant influence on seeking product quality certifications at the point of purchase. In addition, customers assured the product quality via the product brand, price of the product, physical appearance and associated quality certifications with the product respectively when purchasing the biscuits. However, customers in any income level had not given the priority for the quality certifications during the purchase. Moreover, the most educated customers (79.5%) and majority of female (86.5%) seek for the quality certification when purchasing biscuits from supermarkets. Further, the awareness of food quality certification increased with the education among biscuit purchasing customers. In addition to the assurance given by the food quality and safety certifications, consumers had their own definitions to declare the quality of the product when making the purchasing decision.

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