

**Factors affecting on consumer choice of edible oils in
Badulla region**

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**By
A.P.H Sandamini**

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Uva Wellassa University of Sri Lanka**

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ABSTRACT

The edible oil market in Sri Lanka is currently rich with a wide variety of edible oils that are branded and unbranded. The study was conducted to investigate the factors affecting on consumer choice of branded and unbranded edible oils in Badulla region. Subsequently, the study aims to identify the most popular edible oil category and types among consumers in the Badulla region. This research adopted a quantitative research methodology. The total population of the study was consumers in the Badulla region. Primary data collection was carried out by selecting 200 consumers as a sample using convenience sampling. Data were collected by administering a structured questionnaire which included the questions on consumer socio-economic factors and edible oil purchasing related factors. Collected data were analyzed by adapting the Multinomial logit regression model using the statistical package for social sciences (SPSS). The dependent variable, consumer choice of edible oil was measured as whether consumers purchase branded oils, unbranded oils, or both types of oils. Consequently, the results indicated that consumer choice of edible oils is influenced by educational level, income, age of the respondents, expenditure for edible oils, the prevalence of non-communicable diseases, awareness about edible oils, consideration of product attributes, promotions and price. Most people consume both branded and unbranded edible oils. The consumption of unbranded coconut oil was higher than branded coconut oil. Moreover, the majority of the respondents choose unbranded coconut oil as their first choice and unbranded vegetable oil as their second choice. Most of the respondents are not going to take the third choice. Therefore recommended that a similar study is conducted in other parts of the country to confirm the similarities or compare the differences with the findings of this study.

Keywords: edible oils, branded, unbranded, consumer, Badulla