

# **Factors Affecting the Buying Intention of Ceylon Organic Tea by Foreign Consumers**

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Changing food consumption patterns of consumers seem to be one of the big threats for living a healthy life. The conventional agriculture which uses chemicals and fertilizers ruin the environment and human being's lifestyle. Therefore, the organic agriculture started booming up in many countries by taking the advantage of capturing the health-conscious consumer markets in providing organic foods for their daily intake. Being an attractive world tourist destination while knowing the best quality tea producer, Sri Lanka attempted to expand its markets since 1983. But the organic tea consumption of the local people in Sri Lanka become lesser than the organic tea consumption of the tourists' who visit Sri Lanka annually. Therefore, this research focuses to identify the factors affecting the buying intention of Ceylon organic tea by foreign consumers. The first part of questionnaire covers customers' demographic information and the second focuses on consumer knowledge, health consciousness, environmental concern, product attributes, perceived price, trust and perceived quality. Questionnaire survey was conducted and the data were collected from 100 respondents in two selected destinations of foreign tourists (Colombo and Ella area). The results obtained were analyzed using descriptive statistics and multiple linear regression model. The findings of this study were identified the buying intention of foreign consumers in Sri Lanka towards Ceylon organic tea. It would assist practitioners, researchers and marketers to understand which factors are important to apply for their future research or business strategies.

*Keywords:* Buying intention, Ceylon organic tea, Multiple linear regression