

Determining the Willingness to Adopt Sustainable Rice Supply Chain Approach in Sri Lanka

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Rice is the major staple diet of people in Sri Lanka and is the single most important crop occupying in Sri Lanka. Although it represented a major supply chain in the country there are many issues regarding the durability of the rice supply chain. Achieving sustainability supply chain practices is the best way to address those issues. For that, it is important to consider the willingness of each member in the supply chain. The main purpose of this study is to determine the willingness to adopt the sustainable rice supply chain approach in Sri Lanka. To accomplish the objective, a structured questionnaire was constructed and direct interviews were conducted with 100 farmers and 37 rice mills in Pollonaruwa and Hambanthota districts. For data analysis ordered logistic regression model was used and the marginal effects were calculated. The regression results revealed that the potential, subjective norms, perceived behavioural control, and technology acceptance have a significant relationship with the sustainability approach for the farmers' practices. The regression-based on rice mills revealed that attitudes and perceived behavioural control are the most influencing factors that affect the willingness to adopt a sustainability approach.

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