

**FACTORS AFFECTING ON CONSUMER
INTENTION TO PURCHASE RICE NOODLES IN
BADULLA DS DIVISION**

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ABSTRACT

Rice noodles is one of the major value added products of rice in Sri Lanka. With the time people tend to purchase and consume rice based food products rather than wheat flour products. Hence this study was carried out to find out the factors that affect on consumer intention to purchase rice noodles. The study was conducted in Badulla DS division. Two hundred individual family units were referred to collect data out of 18,688 individual family units. One family was considered as one respondent. Direct interview method was used to collect data and questionnaire to be filled by investigator method has been used to collect those data. Nine major factors that can effect consumer purchase intention of rice noodles were considered in this study. The results were obtained using binary logistic regression model using Minitab 16 software. According to the findings, majority of the consumers (92%) are having an intention to purchase rice noodles. Mainly three factors were identified as significant factors ($P < 0.05$) in this study. Those are age of the respondent, family size and attitude regarding rice noodles. Especially the attitude on rice noodles was significant at 99% significant level. And there were positively and negatively related factors among those nine factors. Availability was significant at 90% significant level. Age, availability, family income, level of awareness, concern on health effect, attitude and product image have positive relationships according to the odds ratio values (Odds ratio > 1). Family size and education level have negative relationship with dependent variable according to the odds ratio values.

Key words: Rice noodles, Purchase intention, Badulla