

**CONSUMER PREFERENCE AND BUYING BEHAVIOR  
OF BRANDED COCONUT MILK PRODUCTS: A CASE IN  
WESTERN PROVINCE OF SRI LANKA**

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## ABSTRACT

Coconut milk which is obtained from mature coconut kernel is an essential ingredient in Sri Lankans' diet. Since earlier days coconut milk is obtained from fresh coconut nuts and recently different types of readily available coconut milk products have been introduced to the local markets. Study on consumer preference and buying behavior on those coconut milk products is important for consumers as well as production companies. Therefore this study was conducted to identify the factors influence on consumers' preference and buying behavior of coconut milk products. Western province was selected purposively for the study. A questionnaire survey was conducted to gather primary data to analyze the influence of different factors on consumers' preference and buying behavior. Using multistage simple random sampling method 240 individual consumers were selected. Descriptive statistics and binary logistic regression model were used to analyze the data. Main purchase decision maker in food buying process is house wife. According to the results, majority used fresh coconut nuts as a source of coconut milk. Main reason for not consuming coconut milk product is the availability of coconut trees within home gardens. Main reason for use of coconut milk products is its easiness to prepare with short time period. Majority of the respondents aware about the coconut milk products in market and production company, taste of the product, quality of the product, easiness to prepare and availability to purchase are the major factors influencing on consumer buying behavior of coconut milk products. Respondents suggested that increasing the quality of the coconut milk products that will be useful to increase the use of coconut milk products by local consumers.

**Key words:** Coconut milk products, consumer preference, consumer buying behavior