

FACTORS EFFECTING FOR THE CONSUMER BEHAVIOR OF EDIBLE OILS

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ABSTRACT

Edible oils as a cooking medium play a major role in preparing daily diet. At present, there is a high substitutability of a wide range of edible oils in the domestic market in Sri Lanka. Those are mainly coconut oil and other oils such as palm oil, vegetable oils, soybean oil, sunflower oil, corn oil, etc. Coconut oil production in Sri Lanka has been declining over time and the importation of various edible oils has increased due to the removal of trade barriers under liberalized economic policies. At the same time, traders have begun to adulterate coconut oil with low priced imported palm oil. As a result of quality deterioration, coconut oil consumption has been reducing. Objective of the study aim to identify the factors affecting in edible oils consumption behavioral pattern in Urban (Kandy), coconut growing (Kurunagala) and rearly coconut growing (Badulla) and to identify the most popular edible oil in different communities .The study, three districts having population more than 300 houses was selected as a sample place. The cities so selected has potential market for all types of edible oil. The sample place population represents the combination of Kandy, Kurunagala and rearly Badulla. Analysis of the population density has shown the sample portion for particular district of interest. Stratified random sampling technique was used to select 300 consumers from above district. Consumer behaviour depend that behavioral beliefs, normative beliefs and control beliefs influence behavioral intension which in addition to actual control influences subsequent behavior.

Key words: Edible oil, Consumer, behaviour, Intention, Subjective Norm, Attitude