



**ASSESSING THE IMPACT OF CONSUMER  
AWARENESS OF ORGANIC FOOD ON GREEN  
PURCHASE INTENTION:  
WITH THE MEDIATION EFFECT OF PREMIUM  
PRICE**

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**I.V.M.N. Premadasa**

**UWU/ENM/15/039**

**Department of Management Sciences**

## ABSTRACT

Continuous degradation of earth is turning the land into a concrete jungle and this led to emergence of the concept of “going green” which creates a tremendous opportunity for food manufacturers and other businesses. This creates a huge demand for organic food across the world. The two key reasons behind the purchase intention of organic food have been identified as the environmental concern and health consciousness. The premium price of organic food has been deemed the main reason for not to develop positive purchase intention in some of cases. The lack of research attention has been given on the impact of premium price hence this study is conducted in order to assess the impact of consumer awareness of organic food on green purchase intention with the mediation effect of premium price. Thus, this research addresses the knowledge and empirical gap. The data were collected from a sample of 300 individuals who have purchased/ aware about organic food from Western Province using multistage sampling and judgmental sampling method. The mixed research design is used by the researcher and data was analyzed by using descriptive statistics, Karl Pearson’s correlation analysis, regression analysis, Baron and Kenny model and Sobel test analysis and thematic analysis. Thus, the results of the analysis it was concluded that there was a strong positive relationship between consumer awareness and green purchase intention. Meantime, it can be concluded that the relationship between consumer awareness and green purchase intention is partially mediated by premium price.

**Key words:** *Organic Food, Premium Price, Green Purchase Intention, Environmental Concern, Health Consciousness*