

BUYING BEHAVIOUR OF ORGANIC FOOD CONSUMERS

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ABSTRACT

Purchasing of organic food is perceived differently by consumers as it involves number of factors, which influence the consumers' organic food purchasing decision. Therefore, the purpose of this study is to investigate the factors affecting the organic food purchase intention of consumers. Cross-sectional survey strategy was employed to collect data from 120 organic food consumers in Colombo district by using convenience sampling technique. Theory of Planned Behaviour (TPB) and organic food choice motives were used as main theoretical tools. The influence of attitudes, subjective norm and perceived behavioural control were used as variables of theory of planned behaviour and environmental concern, price, organic food characteristics and health concern were used as organic food choice motives. Pearson Correlation and Multiple Linear Regression analysis were utilized to obtain results. The study revealed that attitude, subjective norm, perceived behavioural control and organic food characteristics have a significant positive relationship with organic food purchasing intention. However, health consciousness, environmental concern and price do not depict significant relationship with consumer purchasing intention toward organic foods.

Keywords: Buying behaviour, Organic food choice motives, Organic food, Purchase intention Theory of planned behaviour.