

## **Consumer attitudes on purchase intention of organic foods: A study of supermarket customers in Anuradhapura Urban Council of Sri Lanka**

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### **Abstract**

The relationship that exists between the individuals and the environment has taken more importance and keeps on growing up. In the last two decades, organic food has developed as one of the fastest growing areas in the world and has assumed greater global awareness in relation to the prescribed issue. Organic food is perceived as being more nutritious, healthier, safer and environmentally friendly by many parties in the world. Even though, the society concerned in this regard is not sufficiently improved in Sri Lankan context. Therefore, this study aimed to investigate the consumer attitudes towards purchase intention of organic foods in Anuradhapura Urban Council of Sri Lanka. Thus, this study helps to fill the research gap which is associated with consumer buying behavior of organic food market in Sri Lanka. It has provided valuable insights into current literature of global and Sri Lankan context on consumer behavior towards organic food. Beneficiaries of this study include manufacturers, consumers, marketers of both local and international, and government institutes and ministries, etc. Cognitive, affective and behavioral components of attitudes were considered as dimensions of attitudes as per the review of literature specially theory of ABC. Both primary and secondary data were used in the study. A pre-tested questionnaire was used for primary data collection. The research population included the supermarket customers of Anuradhapura urban council, from which hundred people were selected as the sample. Reliability of the questionnaire was measured through Cronbach's alpha. The data were analyzed using descriptive and inferential statistics and the results were derived using software SPSS 20.0. Based on the results, it was found that there is a significant relationship between consumer attitude and consumer purchase intention. Cognitive component has a most significant influence while affective and behavioral components have significant effect on customers' purchase intention.

**Keywords:** *Consumer attitudes, organic foods, purchase intention.*