

**CONSUMER INSIGHTS INTO ORGANIC FOOD: AWARENESS,
UNDERSTANDING AND PURCHASE BEHAVIOR IN
ATHTHANAGALLA DS DIVISION, GAMPAHA DISTRICT**



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ABSTRACT

The increasing demand for organic food has drawn attention to understanding consumer behavior and the factors shaping their purchasing decisions. This study investigates key determinants influencing consumer insight into organic food, focusing on awareness, availability and certification, perception, knowledge, and selected demographic variables such as age, gender, education, marital status, and family structure. This study examines consumer insights into organic food in the Aththanagalla Divisional Secretariat Division in the Gampaha District. A quantitative cross-sectional survey was conducted using a pre tested questionnaire among 150 consumers selected through random sampling. Data were analyzed using SPSS (version 22), applying descriptive statistics, hypothesis testing, and multiple regression analysis to identify the influence of awareness, knowledge, availability, perception, certification, and demographic characteristics on purchase behavior. In contrast, awareness shows a significant but negative relationship with purchase behavior ($p = 0.010$), suggesting that being aware of organic food does not necessarily translate into actual purchase, likely due to price concerns, product availability, or lack of trust in certification. The findings reveal that consumer knowledge has a strong positive influence on purchase behavior ($p = 0.000$), indicating that well-informed consumers are more likely to choose organic food. Availability, certification, perception, and demographic variables were not statistically significant. And availability, certification and perception have found to be statically not significant ($p = 0.747$). The study concludes that improving consumer knowledge rather than only increasing awareness is crucial for enhancing organic food purchasing behavior. Strengthening certification visibility, improving product accessibility, and implementing educational and marketing strategies can increase consumer trust and stimulate demand. The findings offer valuable implications for marketers, policymakers, and organic food producers in promoting sustainable food consumption in Sri Lanka.

Keywords: Certification; Consumer awareness; Knowledge; Organic food; Purchase behavior.

TABLE OF CONTENTS

DECLARATION.....	ii
ACKNOWLEDGEMENT	iv
ABSTRACT.....	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	ix
LIST OF TABLES	x
ABBREVIATION AND SYMBOLS.....	xi
CHAPTER 1	1
INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research Problem Statement	2
1.3 Research Gap	3
1.4 Purpose of Study.....	3
1.5 Objectives of the Study.....	4
1.5.1 General Objective	4
1.5.2 Specific Objectives	4
1.6 Research Question	4
1.7 Significance of this Study.....	4
1.8 Organization of the report.....	5
CHAPTER 2	6
LITERATURE REVIEW	6
2.1 Organic Food	6
2.2 Marketing Strategies for Organic Food	7
2.3 Understanding of Consumers	7
2.4 Perception Toward Organic Food	8
2.5 Certification	9
2.6 Availability of Organic Foods.....	9
2.7 Purchase Behavior	9
2.8 Socio – Demographic Determinants for Purchase Behavior	10
2.9 Hypothesis Development.....	11

2.9.1 The Impact of Consumer Awareness on Consumer Purchase Behavior ..	11
2.9.2 The Impact of Consumer Knowledge on Consumer Purchase Behavior.	11
2.9.3 The Impact of Availability, Certification and Consumer Perceptions on Consumer Purchase Behavior	11
2.10 Conceptual Framework.....	12
2.10.1 Hypothesis.....	12
CHAPTER 3	14
METHODOLOGY	14
3.1 Introduction	14
3.2 Research Design	14
3.3 Study Area	14
3.4 Target Population and Sample Size	14
3.5 Data and Data Collection Method	15
3.6 Data Analysis.....	17
3.7 Validity.....	18
3.8 Ethical Considerations.....	18
CHAPTER 4	19
RESULT AND DISCUSSION	19
4.1 Introduction	19
4.2 Socio-Economic Characteristics of Respondent.....	19
4.2.1 Age	19
4.2.2 Gender.....	21
4.2.3 Education	22
4.2.4. Marital Status	23
4.2.5. Family	24
4.3 Assess the consumer awareness about organic food and its distinguishing features.....	25
4. 4 Assess the consumer understanding of the benefits, certification, and labeling of organic food.....	26
4.3 Assess the purchase behavior and pattern of consumers regarding organic food	28
4.3.1 Regression Model Summary	28
4.3.2 Model Significance (ANOVA)	28
4.3.4 Influence of Independent Variable	29

4.4 Hypothesis Testing.....	31
CHAPTER 5	32
CONCLUSION AND RECOMMENDATIONS	32
5.1 Findings of the Study.....	32
5.2 Conclusion of the Study	32
5.3 Recommendations	33
5.4 Suggestion for Future Research.....	34
5.5 Limitation of this Study	35
REFERENCES	36
ANNEXURES	41
ANNEXURE 01	41
ANNEXURE 02.....	45