

**THE FACTORS INFLUENCING CONSUMER PURCHASE
INTENTION OF ORGANIC VEGETABLES AND FRUITS IN
PUTTALAM DISTRICT**



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ABSTRACT

This study is about the discoveries on the Consumer purchase intention of organic vegetables and fruits in Puttalam district. Nowadays, in today's modern world a new consumer lifestyle has emerged especially in the attitude of consuming organic vegetables and fruits. This phenomenon has occurred because people are beginning to be aware of the importance of consuming healthy vegetables and fruits in their daily lives. A natural, clean and good healthy vegetables and fruits is important as there are a lot of ordinary vegetables and fruits that are mostly prepared with the use of unsafe additives, preservatives, flavor and coloring. The researcher aims to identify factors such as health aspects, environmental friendliness, availability of organic vegetables and fruits information, and consumer's perception of organic vegetables and fruits impacts towards the customer purchase intention.

The findings of the study indicated that out of four factors, the objectives were to identify the level, relationship and impact of Consumer purchase intention of organic vegetables and fruits. According to the research outcome all factors and purchase intention have moderate positive relationship. Organic vegetables and fruits information and health aspects influenced the customer purchase intention. However, environmental friendly and people's perception were found to have less significant impact than organic vegetables and fruits information and health aspects on customer purchase intention.

It was recommended that the organic vegetables and fruits concept should be promoted among the general Sri Lankan community on its importance and meaningfulness towards health. A proper supply chain should be managed to provide a continuous and undisturbed supply across the island. New technologies should be adapted and tested to create a better organic vegetables and fruits base. Awareness campaigns in schools could also prove useful as children from their childhood are motivated to consume healthy organic vegetables and fruits.

Key Words: Health Aspects, Environmental Friendliness, Availability of Organic Vegetables and Fruits Information, Consumer's Perception, Purchase Intention.

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