

**CONSUMER WILLINGNESS TO PAY FOR ORGANIC
FOODS AMONG URBAN CONSUMERS IN
KALUTHARA DISTRICT**



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ABSTRACT

The trend towards consuming organic food is growing among people. This research study was conducted to identify the organic food consumption pattern among the consumers in three urban areas in Kaluthara district namely Kaluthara, Mathugama and Beruwala town. Also the study focused on the influential effect of knowledge, preference, future consumption and willingness to pay related to organic food consumption and investigates the factors that limit the consumption of organic foods. After reviewing relevant literatures a research model was developed.

The research was based on primary and secondary data sources. A qualitative, exploratory study was conducted involving randomly chosen 100 urban consumers in Kaluthara district. Individual interviews involving questionnaire survey were conducted in each urban council among the consumers at food purchasing places.

The study employed descriptive statistics, coefficient of correlation and the regression to analyze the resulting data. The study predicted that organic food consumption has significant relationship with total knowledge, consumer preference, consumer future consumption, product related factors, health consciousness, environmental consciousness, number of household members and monthly income. The survey revealed that 76% of the respondents have high knowledge regarding organic food.

The prominent motivating factors to purchase organic food include environmental concern, health concern, safety, product quality and trust. Conversely, trust, price, accessibility, assortment, shelf life, taste, and lack of time to look for organic food are the main factor that limits the consumption of organic foods.

Key words: Consumption pattern, knowledge level, preference, future consumption of organic food, urban area.

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