

**PURCHASING INTENTION TOWARDS ORGANIC VEGETABLES
AMONG GENERATION "Y" IN BATTICALOA DISTRICT**

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Project Report
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2017

ABSTRACT

The demand for organic vegetable is increasing due to greater consumer awareness of the nutritional value and food protection for health care. There are great potentials for organic vegetable growth in other regions as well, such as developing countries, including Sri Lanka. In Batticaloa organic vegetable is considered new, specifically in the youth market. Consumers' purchasing intention is the most influential factor affecting the actual purchase of organic vegetable. Therefore, this study aims to examine the Generation Y consumers' purchasing intention towards organic vegetable in Batticaloa district. Specifically, the study analyzes the impact of environmental concern, health factor, organic vegetable knowledge, perceived value of organic vegetable on consumer's purchasing intention toward organic vegetable.

The descriptive research was used to 270 responses from consumers of generation "Y" in Batticaloa area as the stratified convenience sampling techniques and the cross sectional design was used. Data was Collected through closed ended questionnaires and the analysis was conducted by SPSS statistics. Primary data was collected from the consumers of generation "Y" in Batticaloa district. Data were analyzed and evaluated by Univariate, Bivariate, Multivariate techniques. The results revealed that environmental concern, health factor, organic vegetable knowledge, perceived value of organic vegetable have the high-level of contribution and purchasing intention toward organic vegetable among generation "Y" in Batticaloa district.

The results show that there is a positive relationship between the variables and consumer's purchasing intention toward organic vegetable. This study was found that environmental concern, health factor, organic vegetable knowledge, perceived value of organic vegetable are significantly influence on consumer's purchasing intention toward organic vegetable. The results of this study suggests a number of implications for purchasing intention toward organic vegetable in our country. The results of the study provide important insights to local marketers and producers concerning the factors that influence consumers' intention to purchase organic vegetable. The outcome of the study can provide guidance for marketers in communicating with their consumers using nonverbal methods, such as through their perception.

Key Words: Consumer's Purchasing Intention towards Organic Vegetable, Environmental Concern, Health Factor, Organic Vegetable Knowledge and Perceived Value of Organic vegetable.

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