

**CONSUMERS' PERCEPTION, PURCHASE INTENTION AND ACTUAL
PURCHASE BEHAVIOUR OF ORGANIC FOOD PRODUCTS IN
BATTICALOA MANMUNAI NORTH DIVISIONAL SECRETARIAT AREA**



BY

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ABSTRACT

The green concept and the developing of organic food are still in the infant stage and nowadays, it is noted that conventional food consumption related diseases increased in Batticaloa Manmunai North Divisional Secretariat area. This situation forced to gain knowledge about the consumers' perception, purchase intention and actual purchase behaviour towards organic food products.

In this context, the main objective of this study is to identify the influence of health, safety, environmental friendly and animal welfare, and quality perception on purchase intention and influence of purchase intention on actual purchase behaviour towards organic food products. In order to achieve this main objective, primary data were collected from 48 Grama Nilathari Divisions of Batticaloa Manmunai North Divisional Secretariat. A total of 282 completed questionnaires were gathered, representing 71.54% response rate, using stratified random sampling method. The data were analysed by using Univariate, bivariate and multivariate analyses.

The finding of the study revealed that intention to purchase organic food was significantly influenced by the consumers' health, safety, environmental friendly and animal welfare and quality perception. Actual purchase behaviour of organic food products was significantly influenced by the purchase intention of the organic food products. All study variables are in high level. In addition to these, finding revealed that there are strong positive and significant relationship between consumers' perception, purchase intention and actual purchase behaviour. Marketers should develop effective marketing strategies to convince less purchase intention people to buy organic food products.

Keywords: Consumers' Perception, Purchase Intention, Actual Purchase Behaviour, Organic Food Products.

TABLE OF CONTENTS

ACKNOWLEDGMENT	I
ABSTRACT	II
TABLE OF CONTENTS	III
LIST OF TABLES	X
LIST OF FIGURES	XII
LIST OF ABBREVIATION	XIII
Chapter-1	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Problem	3
1.3 Research Questions	5
1.4 Research Objectives.....	5
1.5 Significance of the Study	5
1.6 Scope of the Study	6
1.7 Organization of the Chapters	6
1.8 Chapter Summary	7
Chapter-2	8
LITERATURE REVIEW	8
2.1 Introduction.....	8
2.2 Organic Food Products	8
2.3 Perception	11
2.3.1 Health	12
2.3.2 Safety	13
2.3.3 Environmental Friendly and Animal Welfare (EF-AF).....	15
2.3.4 Product Quality (PQ)	18

2.4 Purchase Intention (PI)	20
2.5 Actual Purchase Behaviour (APB)	21
2.6 Hypothesis Development.....	22
2.6.1 Influence of Perceived Health on Purchase Intention	22
2.6.2 Influence of Perceived Safety on Purchase Intention	23
2.6.3 Influence of Perceived EF-AF on Purchase Intention	24
2.6.4 Influence of Perceived Quality on Purchase Intention.....	24
2.6.5 Influence of Purchase Intention on Actual Purchase Behaviour	25
2.7 Research Gap	26
2.8 Derivation of Conceptual Framework	26
2.9 Chapter Summary	27
Chapter-3	28
CONCEPTUALIZATION AND OPERATIONALIZATION	28
3.1 Introduction.....	28
3.2 Conceptual Framework.....	28
3.3 Hypotheses of the Study	29
3.4 Definitions of Variables.....	30
3.4.1 Perception	30
3.4.1.1 Health.....	30
3.4.1.2 Safety	30
3.4.1.3 Environmental Friendly and Animal Welfare	30
3.4.1.4 Product Quality	30
3.4.2 Purchase Intention.....	31
3.4.3 Actual Purchase Behaviour.....	31
3.5 Operationalization.....	31
3.6 Theoretical Support for the Conceptual Model	33

3.6.1 Theory of Reasoned Action (TRA).....	33
3.6.2 Theory of Planned Behaviour (TPB)	34
3.7 Chapter Summary	35
Chapter-4.....	36
RESEARCH METHODOLOGY	36
4.1 Introduction.....	36
4.2 Research Philosophy.....	36
4.3 Research Approach	37
4.4 Research Strategy	37
4.5 Methodological Choice.....	38
4.6 Time Horizon.....	38
4.7 Research Site/Area Selection.....	38
4.8 Population of the Study.....	39
4.9 Sampling Technique/Method.....	39
4.10 Sampling Framework and Sample Size	39
4.10.1 Sampling Framework.....	39
4.10.2 Sample Size.....	42
4.11 Method of Data Collection	42
4.12 Research Instrument	43
4.13 Source of Measurement	43
4.14 The Pilot Study	44
4.15 Validity and Reliability of Instruments	44
4.16 Unit of Data Analysis	45
4.17 Method of Data Analysis and Evaluation	45
4.17.1 Method of Analysis and Evaluation for First Objective	46
4.17.1.1 Univariate Analysis.....	46

4.17.2 Method of Analysis and Evaluation for Second Objective	48
4.17.2.1 Pearson's Correlation Analysis	48
4.17.3 Method of Analysis and Evaluation for Third and Fourth Objective	49
4.17.3.1 Regression Analysis.....	49
4.18 Data Presentation	50
4.19 Ethical Consideration.....	50
4.20 Chapter Summary	51
Chapter-5.....	52
DATA PRESENTATION AND ANALYSIS.....	52
5.1 Introduction.....	52
5.2 Data Collection and Response Rates	52
5.3 Reliability Analysis.....	54
5.4 Respondent Demographics - Frequency Analysis	55
5.4.1 Distribution of Gender	55
5.4.2 Distribution of Age Group	55
5.4.3 Distribution of Educational Qualification.....	56
5.4.4 Distribution of Monthly Income Level	56
5.5 Data Presentation and Analysis of Research Objectives	57
5.5.1 Univariate Analysis.....	57
5.5.1.1 The Level of Health	57
5.5.1.2 The Level of Safety.....	58
5.5.1.3 The Level of Environmental Friendly and Animal Welfare	59
5.5.1.4 The Level of Product Quality	60
5.5.1.5 The Level of Purchase intention	61
5.5.1.6 The Level of Actual Purchase Behaviour	62
5.5.2 Pearson's Correlation Analysis	63

5.5.2.1 Correlation Analysis between Health and Purchase Intention.....	63
5.5.2.2 Correlation Analysis between Safety and Purchase Intention	64
5.5.2.3 Correlation Analysis between EF-AW and PI.....	64
5.5.2.4 Correlation Analysis between Product Quality and PI	65
5.5.2.5 Correlation Analysis between Purchase intention and APB.....	65
5.5.3 Multiple Regression – Model 1.....	65
5.5.4 Simple Regression – Model 2	68
5.6 Chapter Summary	70
Chapter-6.....	71
DISCUSSION	71
6.1 Introduction.....	71
6.2 Discussion of Personal Information.....	71
6.2.1 Gender of the Respondents	71
6.2.2 Age Group of the Respondents	71
6.2.3 Educational Qualification of the Respondents.....	72
6.2.4 Monthly Income Level of the Respondents	72
6.3 Discussion of Research Information.....	72
6.3.1 Discussion on Research Objective One	72
6.3.1.1 Level of Health	72
6.3.1.2 Level of Safety	73
6.3.1.3 Level of Environmental Friendly and Animal Welfare	73
6.3.1.4 Level of Product Quality	74
6.3.1.5 Level of Purchase Intention	74
6.3.1.6 Level of Actual Purchase Behaviour	75
6.3.2 Discussion on Research Objective Two.....	75
6.3.2.1 The Relationship between Health and Purchase Intention	75

6.3.2.2 The Relationship between Safety and Purchase Intention.....	76
6.3.2.3 The Relationship between EF-AW and Purchase Intention	76
6.3.2.4 The Relationship between Product Quality and Purchase Intention.....	76
6.3.2.5 The Relationship between Purchase Intention and APB	76
6.3.3 Discussion on Research Objective Three.....	76
6.3.3.1 Multiple Regression – Model 1	77
6.3.4 Discussion on Research Objective Four	79
6.3.4.1 Simple Regression – Model 2.....	79
6.4 Hypothesis Testing	80
6.5 Chapter Summary	81
Chapter-7.....	82
CONCLUSIONS AND RECOMMENDATIONS.....	82
7.1 Introduction.....	82
7.2 Conclusion	82
7.2.1 Conclusion of Objective One.....	82
7.2.2 Conclusion of Objective Two	83
7.2.3 Conclusion of Objective Three	83
7.2.4 Conclusion of Objective Four	83
7.3 Contributions of the Study	84
7.3.1 Practical Contribution	84
7.3.2 Theoretical Contribution.....	85
7.4 Recommendations.....	85
7.4.1 Recommendation on Health Perception.....	85
7.4.2 Recommendation on Safety Perception	86
7.4.3 Recommendation on EF-AW Perception.....	86
7.4.4 Recommendation on Product Quality Perception.....	86

7.4.5 Recommendation on Purchase Intention.....	86
7.5 Limitations of the Study	87
7.6 Directions for Future Study	87
List of References	89
Appendix-I (English Questionnaire)	110
Appendix-II (Tamil Questionnaire)	113
Appendix-III (Statistical Evidences)	116