



Stimulus and Customer Response Towards Organic Food: The Case of Urban Consumers in Trincomalee District, Sri Lanka

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Abstract

This study aims to identify the factors affecting consumer purchase intentions for organic products, examine the relationships between these factors and purchase intentions, and assess their impact. The research, conducted in the Trincomalee district, employed a quantitative approach with a descriptive design and a survey questionnaire was used to collect data from 350 participants selected through convenient sampling. The results indicate that organic product manufacturers and marketers should prioritize emphasizing the high quality of their products to attract consumers. Descriptive analysis revealed that attitudinal norms, health concerns, and product quality influence consumer purchase decisions. Correlation analysis demonstrated a positive but weak relationship between these factors and purchase intentions. However, regression analysis found that only product quality significantly influenced purchase intentions, while health concerns and attitudinal norms were insignificant. Hypothesis testing revealed that attitudinal norms ($p = 0.623$) and health factors ($p = 0.667$) were not significant predictors, while product quality ($p = 0.007$) was a significant determinant of purchase intention. As a result, hypotheses related to health and attitudinal norms were rejected, while product quality was confirmed as a significant factor influencing purchase intentions. The study underscores the importance of organic food producers gaining a deeper understanding of the factors shaping consumer attitudes and perceived health benefits to increase purchase intentions. Understanding these motivations is critical as consumer behaviour increasingly favours environmentally friendly and organic products, driven by growing environmental awareness. Consumer behaviour involves psychological processes such as need recognition, information gathering, planning, decision-making, and post-purchase evaluation.

Key Words: Customer response, Organic products, Stimulus,

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