A STUDY ON YOUNG CONSUMERS' PERCEPTION TOWARDS ACTUAL PURCHASE OF ORGANIC VEGETABLES: MEDIATING EFFECT OF CONSUMERS' PURCHASE INTENTION

LOKU LIYANAGE MADHUSHA LAKMALI KARUNARATHNA

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This Thesis Submitted to the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka in Partial Fulfillment of the Requirements for the Honors Degree of Bachelor of Science in Marketing Management

LOKU LIYANAGE MADHUSHA LAKMALI KARUNARATHNA

14/MS/172

Faculty of Management Studies
Sabaragamuwa University of Sri Lanka

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LOKU LIYANAGE MADHUSHA LAKMALI KARUNARATHNA
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ABSTRACT

Sri Lankan consumers perceive organic food as healthy, environmental friendly, safety and affordable food which influencing towards higher purchase intention rate; but, the actual purchase of organic food seems to be very low**.** Since the existing literature also paid less attention to this area, the purpose of this paper is to examine the young consumers' perception towards actual purchase of organic food in Colombo District. A quantitative method based on Theory of Planned Behavior was used through a positivistic and a deductive research approach in order to test the hypotheses of study and data were collected from 298 young consumers in Colombo District by using convenience sampling. Correlation, regression analyses, and Sobel test were employed to analyze the data. The results revealed that young consumers' perception is a positive influential factor on purchase intention and actual purchase of organic food in Colombo District; while the purchase intention mediates the relationship between those two variables. The present study is one of the few studies which apply the mediating effect of purchase intention towards young consumers' actual purchase behavior of organic food in Sri Lanka. The findings have implications for companies of the organic food industry, retailers and market regulatory agencies. The study also provides guidelines and suggestions for retailers and marketers who are dealing with the organic foods and aim at expanding the organic food market.

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LIST OF ABBREVIATIONS

SPSS	-	Statistical Package for Social Science
KMO	-	Kaiser – Meyer – Olkin measure
M	-	Mean Value
SD	-	Standard Deviation
ANOVA	-	Analysis of Variance
P	-	Perception
PI	-	Purchase Intention
AP	-	Actual Purchase
FS	-	Food Safety Concern
HC	-	Health Consciousness
EC	-	Environmental concern
AF	-	Affordability
TPB	-	Theory of Planned Behavior
UNESCAP	-	United Nations Economic and Social Commission for Asia and the Pacific
HEM	-	Hierarchy of Effect Model
LKR	-	Sri Lankan Rupee

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter originates with a discussion on the background of the study which provides information related to the organic food purchase behavior. By using the empirical data, the researcher has built the problem statement of the study. The chapter includes research questions, research objectives, research hypotheses, significance of the study, limitations of the study and finally the chapter organization.

1.2 Background of the Study

Global warming, water pollution, air pollution, land pollution etc. are raising environmental issues which were occurred as results of the economic development and growth of the population. Practices including manufacturing, distribution, procurement, sales and marketing recently showed tremendous adverse impacts on the environment which were considered as the main causes of environmental issues (Saleki & Seyedsaleki, 2012).

Different countries around the world are beginning to understand the environmental problems and they have focused their efforts on minimizing the harmful environmental impacts of the business operations (Joshi & Rahman, 2016, pp. 452–472). Therefore the companies place more emphasis on marketing green products (Cheung & To, 2019, pp. 145–153).

Green products are eco-friendly, produced with environmentally sustainable/ recyclable materials and using less wrapping (Chen and Chai, 2010 as cited in Tan et al., 2019, pp. 121–137). Several categories of green products comprise environmentally friendly apparel, renewable electronic devices, organic food, solar power, disposable water bottles, alternative fuel and hybrid vehicles and other eco-friendly items (Karunarathna et al., 2017, pp. 1–12). Nowadays, Customers present their higher attention on the surroundings they live by selecting green goods (Sarkar et al., 2019). Therefore the acceptability of green products is increasing across the globe (Jamal et al., 2016).

It has been completely recognized that the food eating makes serious influences on the atmosphere, persons as well as wellbeing of the population (Nguyen et al., 2019). Recently, customers have apparently recognized that their eating actions make an impact on ecological problems (Tan et al., 2019, pp. 121–137). As well as, customers around the globe are highly concerned about the wellbeing as well as food worth and superiority of the diet they eat (Weerasiri & Koththagoda, 2017, pp. 598–605). Therefore, customers seem to be unhappy with the commercial food items manufactured through industrial farming activities (Lian et al., 2016). Organic food can be recognized as much more nutritional, safer, and even more consistent with environment than traditional foods (Singh & Verma, 2017, pp. 473–483). Therefore, the segment of organic food consumers has an increment in accordance with the incremental revenue (Wee et al., 2014). The growing demand of customers towards the products having superior quality and food protection allows organic food an unusual choice (Luu, 2019, pp. 123–134).

Figure 1.1 shows the growth of organic agricultural land and organic share in the world. According to that organic food farmars have involved in satisfying the global organic food demand with a sufficient supply.

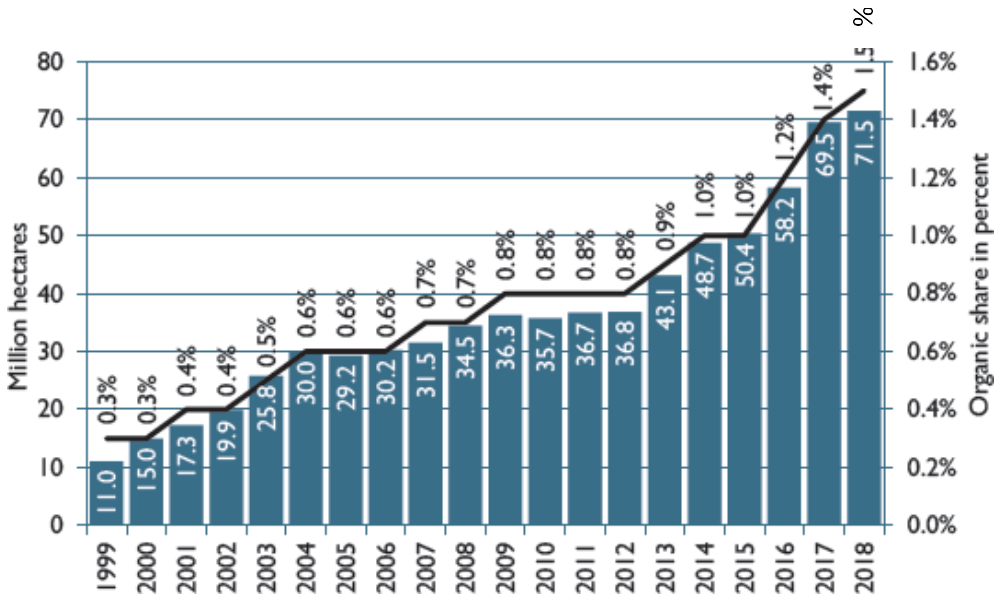

Figure 1. 1 Growth of the Organic Agricultural Land and Organic Share: World (1999-2018)

Source: (Willer et al., 2020)

Even though customers had a favorable view towards organic foods, they did not ensure organic foods were purchased (Erdil, 2018, pp. 89–100). Results of the past research studies have proven that, though it represent a worldwide growth of the awareness and preference towards organic foods, there are less number of consumers who actually buy organic foods (Humaira & Hudrasyah, 2016, pp. 581–596). A study has eliminated that 50% of customers tell they purchase organic products, but actually 15% purchase what they tell (Wee, Ismail, & Ishak, 2014). Another study has reported that while many customers were concerned about buying organic food products (67%), only a small group of customers (4%) bought those items (Joshi & Rahman, 2015, pp. 128–143). According to that, higher increment of consumers' disposable income and growing consumers' knowledge regarding wellbeing and environmental problems affect to the higher demand on organic foods, but the real demand for organic foods is a very small portion (Luu, 2019, pp. 123–134). Therefore, it can be seen a huge difference between desired and real purchase activities towards organic food (Niessen & Hamm, 2008), though it has a higher intention among consumers to purchase organic foods.

According to that, Customers' intention to purchase is not always being a predictor of determining their actual purchase behavior, as their established readiness cannot be seen in their actions (Joshi & Rahman, 2016). That consequence can be defined as the

intention-behavior discrepancy where the intention cannot automatically contribute to the desirable actions (Fles,eriu et al., 2020). It is very important to study how the young consumers' perception towards actual purchase behavior of organic vegetables in the Sri Lankan context.

1.3 Problem Statement

Vegetables are one of the essential portions of the people's daily food diet as it provides essential nutrition to the human body. Prevalent occurrences of illnesses like cancer, kidney diseases, skin diseases either have not occurred or have occurred in generations past giving evidence that atmosphere full of toxic and dangerous substances is the prominent reason; the study revealed that the organic vegetables sector has developed as an valuable niche with a view of preventing chronic as well as other illnesses through the use of harmless and nutritious diets (Siriwardhane et al., 2017, pp. 8–11). Since the regulating of food intake is another approach to managing those diseases, there seems to be a potential demand for organic vegetables (Jayasuriya, 2016).

China, India, Indonesia, and Sri Lanka are among the most important countries which produce organic fruits and vegetables in Asia (Vidanapathirana & Wijesooriya, 2014). Organic production of the Asian countries has gone up dramatically between 2015 ,2016 and thus are projected to rise about 370 percent during the next 10 decades as recording the largest compared to any market (FIBL;IFOM–Organics International, 2018 as cited in Akbar et al., 2019).

Figure 1.2 shows the development of organic agricultural land in Asia. According to that, there is a continuous increment of the organic agricultural land in Asia since 2012.

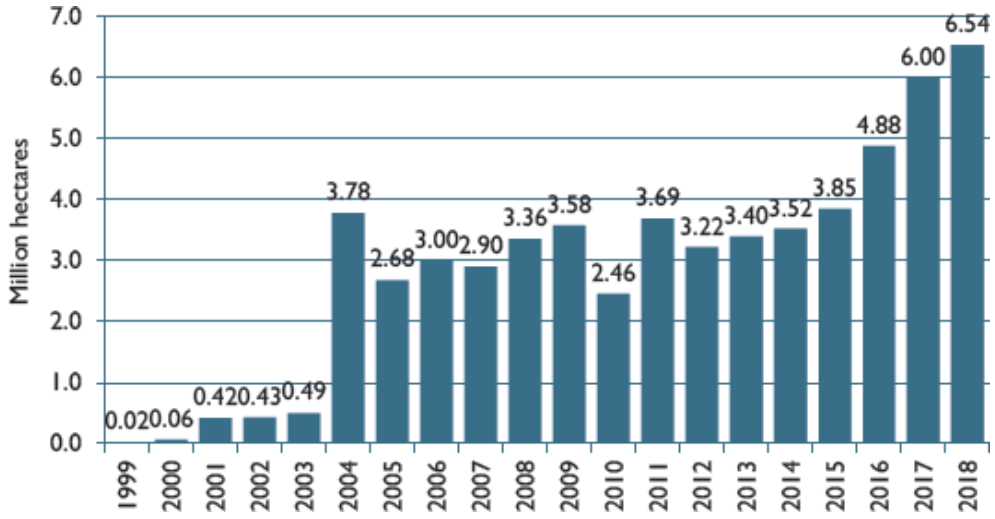

Figure 1. 2 Development of Organic Agricultural Land: Asia (1999-2018)

Source: (Willer et al., 2020)

Sri Lanka is one of the biggest organic producers in Asia as seen by UNESCAP (Vidanapathirana & Wijesooriya, 2014). According to Figure 1.3, Sri Lanka represents the second largest organic share of total agricultural land owned country in Asia.

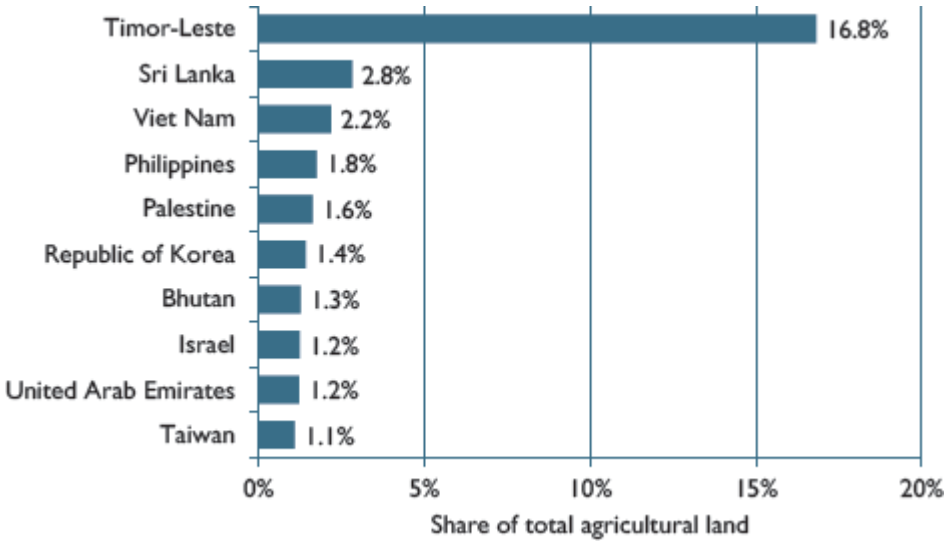

Figure 1. 3 The Countries with the Highest Organic Share of Total Agricultural Land: Asia 2018

Source: (Willer et al., 2020)

Recently, the most of the new goods and services are introduced to the market by targeting young crowd those who are with fresh opinions and not misgiving in making trials (Tikhomirova et al., 2018). Young customers seem to be more concerned and optimistic about organic foods (Lian & Yoong, 2019, pp. 69–87), while this segment have countless aim to buy organic products (Cheung & To, 2019, pp. 145–153).The National Youth Policy demarcated the Sri Lankan youth as the people aged 15 to 29 years (The Ministry of Youth Affairs and Skills Development, 2014 as cited in Perera et al., 2019).The perception of Sri Lankan customers regarding the organic food is at a satisfactory level (Siriwardhane et al., 2017, pp. 8–11). According to the one of research findings in Sri Lanka, 69% of customers had the intention of buying organic vegetables (Herath, 2019) but, the organic food eating rate in Sri Lankan marketplace is small though the demand is steadily growing (Export development board, 2015 as cited in(Weerasiri & Koththagoda, 2017, pp. 598–605). Sri Lankan customers are still show less purchase actions and go to less actual buying behavior (Kapuge, 2016, pp. 303–308). A study shows that fewer than 20% of consumers frequently choose organic food (Siriwardhane et al., 2017, pp. 8–11).Therefore, though Sri Lankan customers had higher intention of purchasing organic food, there seems to less actual purchase behavior.

There seem to be limited readings done on respect to the real organic buying actions (Katzeff et al., 2020), and several recent researches investigating the consumers' behavioral actions and expectations on organic food revealed that none clear findings have yet been obtained (Darsono et al., 2018). As well as, real purchasers' reasons towards buying behavior of organic food has been poorly investigated (Chekima, Oswald, Wafa, & Chekima, 2017 as cited in Chauke & Duh, 2019, pp. 896–920). Relative to Europe and America, there are less researches that centered on the reasons for customers to purchase of organic food in Asian countries (Napompech, 2019). Furthermore, previous researches examined less effort on buying actions of organic foods by youth customers (Lian & Yoong, 2019, pp. 69–87). A study has investigated that, there is a requirement of including the actual purchase behavior along with the intention (Yadav & Pathak, 2016, pp. 122–128). In Sri Lankan context, there are few studies conducted on the mediating effects of intention on the young consumers' perception towards actual purchase behavior of organic vegetables.

Sri Lanka is a developing country. In developing economies, demand is not similar to that of more advanced economies (Steenkamp et al.,1999; Burgess and Steenkamp, 2006; Sheth,2011 as cited in Mainardes et al., 2017, pp. 858–876). It restricts the capacity of generalizing the market researches done in advanced economies while the logic extends even to organic foods (Mainardes et al., 2017). Therefore, researches must be conducted relatively on the facts in advanced and emerging economies to well know about customer actions (Rana and Paul, 2017 as cited in Molinillo et al., 2020). As well as, Sri Lankan organic food industry seems to be a major developing industry; hence, it is quite important to research about the consumer's set of behaviors in the case of organic foods (Nirushan, 2017).

By considering the above facts, the study aimed to identify the young consumers' perception towards actual purchase of organic vegetables in Colombo District.

1.4 Research Questions

- How does young consumers' perception toward organic food products influence on actual purchase of organic vegetables in Colombo District?
- How does young consumers' purchase intention influence on actual purchase of organic vegetables in Colombo District?
- What is a mediating effect of purchase intention on the relationship between young consumers' perception toward organic food products and actual purchase of organic vegetables in Colombo District?

1.5 Research Hypotheses

H1: There is an influence of young consumers' perception toward organic food products on actual purchase of organic vegetables in Colombo District.

H2: There is an influence of young consumers' purchase intention on actual purchase of organic vegetables in Colombo District.

H3: There is a mediating effect of purchase intention on the relationship between young consumers' perception toward organic food products and actual purchase of organic vegetables in Colombo District.

1.6 Research Objectives

- To examine the influence of young consumers' perception toward organic food products on actual purchase of organic vegetables in Colombo District.
- To examine the influence of young consumers' purchase intention on actual purchase of organic vegetables in Colombo District.
- To examine the mediating effect of purchase intention on the relationship between young consumers' perception toward organic food products and actual purchase of organic vegetables in Colombo District.

1.7 Significance of the Study

Currently, there is an emerging trend in the market towards organic food products in Sri Lanka. Increasing health consciousness and food safety concerns drive the customers towards purchasing of organic foods. Consumers are willing to purchase organic food at whatever the price as it providing more advantages for a healthy lifestyle. This research will provide more specific view of the young consumers' actual purchase behavior towards organic vegetables in Sri Lanka. The findings of this research will help organic food manufacturers and distributors to prepare better strategies for enhancing the actual purchase behavior of organic food among young consumers in Sri Lanka. At the same time, it will be very helpful in making customers more aware about the organic vegetables to minimize negative consequences of irresponsible consumption practices on environment and society.

The findings of this research will be supportive to the local organic farming sector to make decisions about the further requirement of organic agricultural lands. As well as, findings of this research can be used to prepare proper future business plans for the organizations in the field.

In addition to that, this research will be information source for academic professionals those who are interested in this field. Findings of this study will provide new areas for them to conduct future research studies by identifying the nature of young consumers' actual purchase behavior of organic vegetables.

1.8 Limitations of the Study

Most important limitation of this study is focusing on organic vegetable sector only. There are other organic food products available in the market. Therefore, future

research can be done for other organic food products study such as organic rice, organic tea, organic coffee, organic fruits etc. by applying the same study.

At the same time, the study is mainly conducted based on Colombo district and focusing on young consumers only. Therefore the study cannot be generalized to the entire population. Accordingly, future studies can be done for other districts and for other age groups.

Study use four dimensions under the perception towards actual purchase of organic food as health consciousness, food safety concern, and environmental consciousness and affordability. It is recommended that other dimensions of the perception such as personal norms, social norms and ethical norms that may have an influence towards actual purchase of organic foods for future studies.

Sample of this study is limited to the 384 of lower number of consumers. Therefore future researches can be conducted on a large sample and it is specific to organic food products only.

The researcher has collected data from the convenience sampling technique by using questionnaire and there is a possibility of certain deviations. Furthermore, future research can consider mixed research methods of quantitative and qualitative to produce a good quality presentation of data analysis for the study.

1.9 Chapter Organization

Chapter one presents the introduction of the research study, background of the study, problem of the study, research questions, research objectives, significance of the study, limitations of the study and finally the chapter organization.

Chapter two includes detailed review of the literature regarding the entire study. By reviewing the critical literature, it will be mainly focused on identifying and defining the dependent and independent variables.

Chapter three presents the methodology of the study. It includes the conceptualization of the study, research approach, research design, population and sample, instruments used by the researcher for data gathering, data analysis and limitations in study methodology.

Chapter four demonstrates the analyzing part of the data that has been collected through the questionnaires and discussion for the findings .At the end of this chapter describes the applicability of the research findings under the discussion.

Chapter five summarizes all the descriptive and inferential analyses carried out in chapter four. It discusses the major findings of this study and provides useful implications for researchers and practitioners. Limitations of the study and recommendations for future researches are included at the end of this chapter.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents more comprehensive literature on the dependent and independent variables of perception toward organic food products (food safety concern, health consciousness, environmental concern and affordability), purchase intention and actual purchase. This is aimed at studying both theoretical and empirical research findings in the frame of the presented research problem.

2.2 Theoretical Background

Previous researches have concentrated on explaining the underlying beliefs, behaviors and behavioral intent towards environmentally sustainable goods in an effort to understand organic food buying behavior (Kozar & Connell, 2013). Several researches has indicated that multiple factors have affected consumers' buying behavior, either from individual or situational elements (Joshi & Rahman, 2015). Theory of Planned Behavior is a well-known theory applied by the previous researchers in the case of consumers' buying behavior.

Different forms of hierarchical principles, views, behaviors, behavior models were applied by a few studies; while different hypotheses have suggested that customer attitude does not affect their actions, they just explain the modification between intention and actions (Phipps et al., 2013). (Phipps et al., 2013) has introduced a new approach to understanding the conduct of consumers' organic food buying

Researchers have introduced a new paradigm of mutual determinism and implemented the Social Cognitive Theory to resolve the previous critical theories (SCT).

2.3 Theory of Planned Behavior

Past evidence shows that the Theory of planned behavior (TPB) had also been applied for the variety of organic research studies (Saleki & Seyedsaleki, 2012).The TPB can be viewed as very advantageous when forecasting consumers' intention and behavior in large variety of arenas (Mathieson, 1991 as cited in Yadav & Pathak, 2016, pp. 122–128). Its wide applicability makes it an important model for recognizing the customer expectations within the food sector (Wang et al., 2019). As well as theory of planned behavior and its alterations are at the forefront of customer commitment act with organic foods (Sadiq et al., 2019).

TPB is an expansion of theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975 as cited in Ajzen, 1991, pp. 179–211). It can be differentiate between three types of beliefs linked to physiological, normative and regulation attitude constructs, subjective norms, and perceived control of behavior (Ajzen, 1991, pp. 179–211). The fundamental premise of this theory is that the majority of human actions derive from an intention of the person to engage in a behavior (Ham et al., 2018).

Based on the some cumulative facts, the researchers have agreed that the TPB may be the most effective framework to predict diverse array of expectations and actions under review, as well as acceptable for applying to many individuals, while the acceptability of theory of planned behavior is already being contested (Lee et al., 2015, pp. 1157–1180) but, it fails to clarify the behavior of customers when buying commodities as well as post buying behavior, though it does examine customer behavior motivations in pre-consumption circumstances (Joshi & Rahman, 2016, pp. 452–472).

2.4 Organic Vegetables

Organic vegetables are grown according to the safety requirements specifying regarding the production of organic products as well as its businesses are strictly monitored (Naidoo & Ramatsetse, 2016). Organic vegetables have been characterized

as something of an agrarian food item that prevents the applications of synthetic fertilizers, pesticides, herbicides, and other inorganic chemicals in the manufacturing, development and handling steps (Weerasiri & Koththagoda, 2017, pp. 598–605). When a food item is processed and assembled in accordance with the requirements right across all forms of manufacturing, it is classified as "Organic" (Ghali, 2019, pp. 1–11). Organic vegetables are expensive compared to the other food items but, the higher price of organic food compared to unoriginal substitutes is observed by customers as a charge of deal in the people's wellbeing (Luu, 2019, pp. 123–134).

Organic vegetables seem to be the outcome of organic farming (Maksimović et al., 2017, pp. 987–1001). In several parts of the world, organic vegetables seem to be the rapidly emerging sector of food manufacturing (Lian, 2017). Organic agriculture is becoming a significant substitute to the traditional agriculture mainly due to the ecological protection concerns linked to earth degradation, greenhouse gasses as well as extinction of species (Chiciudean et al., 2019). Organic farming is growing in popularity as it adopts environmentally sustainable manufacturing methods such as free of chemical fertilizers, toxic pesticides, antibiotics, growth hormones, irradiation, food additives and selective breeding (Lian & Yoong, 2019, pp. 69–87). Encouraging organic farming thereby contributes significantly towards addressing the few of major issues in current worldwide community, namely malnutrition (particularly for youngers), ecological degradation, unhealthy manufacturing with the requirement of providing support to homegrown farmers (Melovic et al., 2020).

Organic vegetables are a globally accepted food category in the food and beverage industry. The willingness for organic products is increasing around the world as linked to the predictable farming performs, nutrition security, health consciousness of the customers, concern of the organisms' wellbeing and worrying about the atmosphere (Wee et al., 2014). The demand of organic vegetables has experienced phenomenal development in the last several years (Lian & Yoong, 2019, pp. 69–87). The organic sector has projected to hit a yearly growing ratio of 16 percent by 2020 (TechSci Research, 2015 as cited in (Liu & Zheng, 2019).

In the global market, organic vegetables has become very significant in the food marketplace and in the customers' shapes of eating (Hossain & Lim, 2016) but, there seems to be no universally accepted concept regarding organic vegetables as countries

around the world provide stringent requirement on the food certification called "organic" (Baltas, 2001 as cited in Saleki & Seyedsaleki, 2012). Instead of paying attention on immediate growth resulted with the use of substantial toxin and fuel components manufacturing of organic vegetables spot benefits on the health of the people and hard term eco system feasibility (Pearson, 2016, pp. 717–725). Some researchers in the old days called organic food as "unique", "native", "new" and also "clean" (Sadiq et al., 2019).

Foods that called as organic have better nutrition that people need (Yean et al., 2019). It can be minimized the traditional agricultural emissions, helps to health of the soil and land contamination prevention (Rahman & Noor, 2016). Organic vegetables encourage rejection of artificial additives (Ayswarya & Vasanthi, 2018). Such unique criteria must be met and preserved to classify the goods called organic (Saleki & Seyedsaleki, 2012). Organic vegetables would be commonly seen by way of achieving higher standard of living and livelihood (Tleis et al., 2019). Some customers believe that the organic foods are much healthier when compared to non-organic ones (Petrescu et al., 2017).

The increasing willingness of customers regarding organic agricultural commodities is already seen as phenomenon in the product market (Predanocyová et al., 2018, pp. 1315–1323). Particularly, the agricultural scheme likes to produce organic produce that uses the advantage of current research techniques and government-of-the-art techniques to provide a healthy approach for food manufacturing (Institute of Food Science and Technology, 2005 as cited in (Priya & Parameswari, 2016, pp. 723–725). Organic vegetables have grown amazingly during the last couple of years out of an overlooked small marketplace to mass food marketplace (Doorn and Verhoef, 2015 as cited in (Yen, 2018). Organic vegetables sector in the type of product (Organic Meat, Dairy and Poultry, Organic Vegetables and Fruits) as well as area (Asia Pacific, Europe, North America) has been estimated to grow significantly with 16.15% (CAGR as cited in Sadiq et al., 2019).

2.5 Young Consumers

Age is a significant element in researching consumer behavior (Molinillo et al., 2020). Youth age stage seems to be really the period in which the change takes place from junior stage to senior stage (Sarkar et al., 2019). Yong people have become a socio-

demographic category in the social system which has differentiated in terms of a combined effect of period of life, personal ability features, position throughout the human development, personality traits, tradition as well as attitudes (Tikhomirova et al., 2018). Therefore consumers in this segment can be viewed as independent. Young consumers are very considerable segment in selling goods because of their own power of making purchasing decisions independently. The Youngers of the population are pioneers and coming generations of the society (Lee & Tai, 2006 as cited in Pham et al., 2018), furthermore, respective to novel thoughts (Ottman et al., 2006 as cited in Joshi & Rahman, 2016, pp. 452–472). Youngsters will be the corporate benchmark and the key buyers of goods and services (Tikhomirova et al., 2018).The youth community is creative, it communicates desire to be part and is the earth's future (Lee and Tai, 2006 as cited in Akbar et al., 2019). Young adults as a philosophy of customers are not only shaping the market as a growing specific segment in the current domestic economy, but also determines certain upcoming market expectations by socializing the youth today (Tikhomirova et al., 2018). As a member of an innovative culture, youth persons engage in conceptual activities in creating revolutionary interests of product selection, exploring novel goods, promoting a specific way of life, specific fashions and have individual market expectations (Tikhomirova et al., 2018). Youth segment can be identified as a segment which having a good knowledge about ecological problems and preservation (Pham et al., 2018).

Today's young people are labeled in the name of "Y" generation group who born 1986 and 2005 respectively (Anvar & Venter, 2014); customers in this category are characterized by heavy spending power expectations, value migrants, as well as loyal to the company (Sullivan and Heitmeyer, 2008; Lee, 2008 as cited in Anvar & Venter, 2014).The persons less than 36 years of age has been considered as millennial or else "Y" generation group in Malaysia (The Malay Mail, 2016 as cited in Tan et al., 2019). The National Youth Policy demarcated the Sri Lankan youth as the people aged 15 to 29 years (The Ministry of Youth Affairs and Skills Development, 2014 as cited in Perera et al., 2019). A study has pointed out that, working age population in Sri Lanka is people in between 15-64 years (Asian Development Bank, 2019). In this study, young customers are hired as the respondents.

2.6 Perception toward organic food products

Internal characteristics are procedures that predominantly exist in the consumer decision making process which is influenced by psychological factors such as encouragement, perception, knowledge as well as mentality and behavior (Schiffman and Kanuk, 2007 as cited in Lian, 2017). Perception can be defined as the concept that seems to be rather different for different people (Nedra et al., 2015, pp. 67–90). Actions of the customers are influenced by inside and outside factors (Schiffman, 2008 as cited in Lian, 2017). Organic food transactions are primarily due to the customers' perceptions towards ecological problems, and the perception of food quality or safety (Ozguven, 2012, pp. 661–665). If the customers do not have positive perceptions towards organic food items, they will be less likely to buy organic food (Hassan et al., 2015, pp. 16–32). (Ayswarya & Vasanthi, 2018)(Ayswarya & Vasanthi, 2018)(Ayswarya & Vasanthi, 2018)

Previous studies have discussed the factors which encourage customers to buy organic food products (Lian, 2017). Numerous findings have demonstrated that the health concerns, environmental concerns, food safety, sensory variables, ethical concerns, value structure as reasons for buying organic food (Baker et al., 2004; Lockie et al., 2004 as cited in Rao et al., 2020). Customers in different parts of the world have various reasons for purchasing organic food; since they are usually depend on cultural context (Craig & Douglas, 2006; De Mooij, 2010 as cited in Napompech, 2019, pp. 270–279). Aspects including nutritional benefits, wellbeing and product quality, use ecologically conscious manufacturing processes for cultivation and food safety lead customers trying to get involved in organic products and growing the demand for organic products (Grunert, 2005;Tan et al., 2017 as cited in Yazar & Burucuoğlu, 2019, pp. 176–196). Environmental awareness, ethical, health concerns in conjunction with personal experience are the factors which encourage customers to purchase organic food (Katzeff et al., 2020).

Organic food consumption has increased because of the greater concern on the ecological problems in the society (Smith and Paladino, 2010 as cited in Ghali, 2019, pp. 1–11). Past studies considered the health concern is among the main factors encouraging the consumers' perceptions and intention to buy organic foods (Chakrabarti, 2010 as cited in Rao et al., 2020). Many consumers buy organic food due to the high expectations of positive outcomes to their wellbeing originating from

healthy diets (Williams and Hammitt, 2001 as cited in K. H. Lee et al., 2015, pp. 1157–1180). A study has revealed that, affordability was an significant drive for buying organic food (Napompech, 2019, pp. 270–279) but, an another study has revealed that organic food items can be viewed as better in terms of value of the raw resources, flavor, and safety impacts on wellbeing and atmosphere while the negative perceptions identified on price or affordability, lookout, acceptability and conservation (Vermeir & Verbeke, 2008; Ploeger, 2009; Rezai et al., 2011; Shaharudin et al., 2010 as cited in(Türk & Erciş, 2017, pp. 189–199).

2.7 Food Safety Concern

Food safety concern reflects the level of depression among customers on perceived value of packaged food items, harmful chemicals use on foods, contaminants of fertilizers which seriously damage the peoples' bodily wellbeing (Hsu et al., 2016, pp. 200–216). Customers like to know about what they feed (Leong & Paim, 2015) because, customers become much aware and intelligent around the toxin, glyphosate, miticide, weed killer applied for the food manufacturing (Teng et al., 2011 as cited in Khan et al., 2015, pp. 131–138). According to the research conducted in Malaysia, 57 percent of participants had good intention of buying organic food for causes of food safety (Lian & Yoong, 2019, pp. 69–87).

High food safety focused individuals are optimistic about organic food (Gracia & Magistris,2007; Schifferstein & Oude Ophuis, 1998 as cited in (Weerasiri & Koththagoda, 2017, pp. 598–605). Food security is critical to the producers in the food businesses as customers are aimed at nutritional, superior, and healthy food items (Khan et al., 2015, pp. 131–138). Customers were worried around food health when it comes to the use of industrial chemicals, pesticides, and artificial flavors (Michaelidou and Hassan, 2008 as cited in Molinillo et al., 2020). Organic manufacturing processes are reflected excessive of such unnecessary chemicals (Rana et al; 2017 as cited in Nguyen et al., 2019).

Customers usually generate favorable attitudes about organic food buying because of the food safety concern (Çabuk, Tanrikulu, & Gelibolu, 2014 as cited in Pham et al., 2018).Organic food consumers are worried around food security because they like to give up cash in exchange (Krystallis, Fotopoulos & Zotos; 2006 as cited in Wee et al., 2014).The desire of buying organic foods is greatly affected in the form of security

feature of a product compared to other features (Ahmad and Juhdi, 2010 as cited in Khan et al., 2015, pp. 131–138). Customers are growingly consider about the security problems of the diet and it creates a rising requests for organic foods (Yazar & Burucuoğlu, 2019, pp. 176–196). Public worries regarding the food hygiene creates an increased request for organic food items that influence customers to taking an interest in organics (Yazar & Burucuoğlu, 2019, pp. 176–196).

2.8 Health Consciousness

Health consciousness has been identified as the extent in which safety consideration is concerned in day to day behaviors of an individual (Westhoek et al, 2014 as cited in Ghali, 2019, pp. 1–11). It relates to both the stated outcome of well-being and concentrate for maintaining healthy living (Lian & Yoong, 2019, pp. 69–87). It has been observed that individuals compare the elements of wellbeing very tightly when feeding organic foods (Sadiq et al., 2019). The worst important considerations consumers purchase organic foods have become harmless than traditional substitutes (Darsono et al., 2018).

Research also noticed that wellbeing is closely linked to the concept of organic food and is also the main perception for consuming organic food (Nirushan, 2017). A market research study by Tsakiridou et al; 2008 as cited in Nguyen et al., 2019) stated that 87.6 percent of participants consider organic food as safer compared to traditional options (Nguyen et al., 2019). More recently, it has been identified that young customers are heading to extra care sensible dining (Watson, 2015 as cited in Pham et al., 2018).

Health conscious customers those who are known as purchasers of organic food are encouraged to improve their health because of the consciousness and worrying about their health and quality of life wellbeing (Schifferstein et al, 1998 as cited in Wang et al., 2019). Health concern can be emerged as the most valuable cause towards buying and eating organic food (Wandel and Bugge, 1997; Padel and Foster, 2005 and Michaelidou et al., 2008 as cited in Wee et al., 2014). The customers who assume that the organic food is safer are fewer reluctant to buy a traditional food although the organic food becomes much more costly than they estimated (Rodiger et al, 2018; Honkanen et al, 2006 as cited in Rizzo et al., 2020). Health conscious would be the

main reason for the customers to eat organic foods (Basha et al., 2015 as cited in Yazar & Burucuoğlu, 2019, pp. 176–196).

The assumption of the society has created a "halo effect" that the organic food is healthier and that conviction is the reason for relatively higher purchasing of organic food and a perception towards intention to purchase and real purchase rate of organic food (Hassan et al., 2015, pp. 16–32).

2.9 Environmental Concern

Environmental problems represent environmental concerns (Lian & Yoong, 2019, pp. 69–87). There seems to be a steep increase in ethical concerns of the customers for the last twenty years which recognize the conservation of natural surroundings as an important step towards making ones frequent buying choices (Erdil, 2018). A considerable amount of customers around the globe are impressed regarding ecological problems (Darsono et al., 2018). Ecologically sensitive customers spread favorable defensive emotional state on the atmosphere (Tan et al., 2019, pp. 121–137). From past several years, ecologically sensible customers influenced on companies to concern about ecological problems as well as to plan goods and procedures having minimum ecological impacts (Gadenne et al., 2011 as cited in Kumar & Ghodeswar, 2015).

The ecological concern has increasingly risen in recent times (Han, Hsu, & Sheu, 2010 as cited in Hoang et al., 2019). It relates to the individual's knowledge of being aggressively or directly interested in addressing the ecological disasters and helping to protect the atmosphere (Paul et al.,2016 as cited in Setyawan et al., 2018). Ecological concern has more to do with avoidance of ecological degradation as it has an impact on communal living (Molinillo et al., 2020).

Organic customers consider that many of the traditional food items are generated through the massive usage of toxins and additives which are harmful to the environment, whereas organic foods are viewed as ecologically sound (Ott, 1990; Jolly,1991; Wilkins and Hillers, 1994 as cited in Nirushan, 2017). Customers engaging in ecological behaviors are interested in purchasing organic food while organic foods are perceived as economically viable (Lockie, Lyons, Lawence, & Grice, 2004; Voona, Nguib, & Agrawalc, 2011 as cited in(Weerasiri & Koththagoda, 2017, pp. 598–605). Organic food consumers show their willingness of preserving the

mechanism of biodiversity and sustainable development (Squires et al;2001 as cited in (Nguyen et al., 2019). Young consumers show more consciousness and concern about ecological problems (Paço et al., 2013 as cited in Pham et al., 2018).

Ecological consideration takes an important role in setting the purpose of buying organic food (Smith & Paladino, 2010 as cited in (Yadav & Pathak, 2016, pp. 122–128). While more individuals identify themselves as environmentally knowledgeable, in fact their behavior not expose much ecological responsiveness (Tamuliene et al., 2016, pp. 87–96). Actually, researches regarding organic foods may express ecological concerns to consumers (Magnusson et al, 2001 as cited in Leong & Paim, 2015).

2.10 Affordability

Affordability means the capacity and desire of buyers to spend on the cost of a given commodity (Lian & Yoong, 2019, pp. 69–87).For the customers, affordability has been closely related to cost of money as well as cost of checking (Voon et al., 2011). The growing world supply for affordably priced heavy- calorie food items implies that the minimum-income nations may not be free from wellness growing threat (Janssen, Davies, Richardson, & Stevenson, 2018 as cited in Ndofirepi et al., 2020).Customers earn affordability by fulfilling certain desires and requirements (Peng & Wang, 2006 as cited in (Türk & Erciş, 2017, pp. 189–199). A reasonable cost seemed a determining factor of the expectation to buy while the study explains further that, the degree of accessibility seems to have a near association with the price of goods and customer earnings, nevertheless many consumers are able to pay mostly on organic goods (Yean et al., 2019).

A key obstacle behind the purchasing of organic foods is particularly the hefty price tags (Aertsens et al., 2009 as cited in Chauke & Duh, 2019, pp. 896–920). Nevertheless, most of buyers are likely to spend a higher cost for both the advantages they estimated and taken through the organic foods (Lee et al., 2013; McFadden and Huffman, 2017 as cited in Molinillo et al., 2020). Favorable feelings improve the market demand for organic food items (Fotopoulos and Krystalis, 2003 as cited in Saleki & Seyedsaleki, 2012). Cost can be considered not only as a expense for the customers but also as a basis for the value of a commodity (Volckner & Hofmann, 2007 as cited in Hossain & Lim, 2016).There are separated concepts and standards for

organic foods and thus the heavy cost is a sign in that scenario (Thøgersen et al., 2015 as cited in Mainardes et al., 2017, pp. 858–876). Organic food buyers are less cost sensitive as well as much more attentive than traditional food buyers even though the organic food market reflects a specialized position in the market (Marian et al, 2014 as cited in Chiciudean et al., 2019). For the customers, affordability has been closely related to cost of money as well as cost of checking (Voon et al., 2011).

2.11 Purchase Intention

Intentions were perceived as a reference to an action and thus deemed to be the strongest indicator of the action (Smith & Paladino, 2010 as cited in Ghofrani et al., 2017, pp. 179–189). It is the one of aspect in customer's behavior which determines the desire of purchasing a product or else end up with taking purchase-related acts since calculated through the degree of likelihood (Wiyadi & Ayuningtyas, 2019, pp. 541–547). Higher the intention of conducting the actions, the grater the person's probability of engaging in such actions (Lwin and Williams, 2003 as cited in Leong & Paim, 2015).

Organic food purchase purpose of the customers would be the primary stage of growing demand for organic food items (Wee et al., 2014). Psychological goal can be classified as the intention of buying (Chen, 2007 as cited in Weerasiri & Koththagoda, 2017, pp. 598–605). Actions are dictated by the intention to do actions (Ajzen,1991 as cited in Kapuge, 2016, pp. 303–308). The customer who is with an intention of purchasing a product may experience grater actual purchase frequency compared to the customers those who had no intention of purchasing (Brown, 2003 as cited in Wee et al., 2014). Behavior may be calculated when there is a specific desire to behave (Wang et al., 2019).

When a customer chooses or intends to buy organic food items seems to be a challenging task, since it reflects in several aspects which could not be regulated specifically (Thøgersen, 2010 as cited in Türk & Erciş, 2017, pp. 189–199). Intention to buy is clearly associated with the buying activities of organic food items (Akbar et al., 2019). Nevertheless, there may be a discrepancy between customer professed desires and real actions at the point of buying (Auger et al, 2007; Papadas et al, 2017 as cited in Akbar et al., 2019).Intention can be viewed as really a strong evaluation of peoples' overall assessment throughout the coming years (Erdil, 2018, pp. 89–100).

According to the past research studies, intention to purchase is the best forecaster of the real behavior (Ham et al., 2016).

2.12 Actual Purchase

The actual purchase behavior is the most critical step of the customer's purchasing process (Lian & Yoong, 2019, pp. 69–87). Actions would be the testable reaction of an individual regarding a specified aim in a particular situation and, it has been reported that the actions seem to be a result of appropriate conduct management desires and expectations (Ajzen, 1991 as cited in Darsono et al., 2018). Therefore, the desire of buying organic food items indicate a requirement to the consequences of real buying (Singh & Verma, 2017). Actual purchasing seems to be the significant last phase of customers' buying procedure for a good or services (Schiffman, 2008; Ajzen & Albarracin, 2007 as cited in Lian et al., 2016).

Most of the advertisers think that the most possible way of recognizing the customers' purchasing actions is to know about the usual practice of customers' purchasing (Jamal et al., 2016). Lim, Li & Suryadi, 2014 as cited in (Lian, 2017) has reviewed and noticed that the strong association in the middle of desire to buy and real purchasing of organic produce. Desire of purchasing organic food towards real purchasing actions seems to be optimistic as well as substantial (Wee et al., 2014).

CHAPTER THREE

METHODOLOGY

3.1 Introduction

Under the methodology, it defines the methods that can be used to carry out the research study. This chapter consists of conceptualization, operationalization, research approach, research design, data collection, research instruments, sampling design, data analysis and finally the time frame of the study.

3.2 Conceptualization and Operationalization

3.2.1 Conceptual Framework

The researchers have developed this model by considering past research findings and based on the well tested model developed by the (Wee et al., 2014), with respect to the theory of planned behavior. Consumers' buying behavior is influenced by the psychological inspirations (Kim et al., 2007 as cited in Fles,eriu et al., 2020). Past scholars have concentrated on several causes which encourage and persuade customers to purchase organic food and because of the customers' awareness on health (Thøgersen et al., 2015 as cited in Tandon et al., 2020).

Several researchers have found that environmental wellbeing as an important explanation for customers to emphasize organic food for consumption (Teng & Lu, 2016 as cited in Tandon et al., 2020). Most of the previous research findings have associated with the factors that inspired customers to buy organic food as health consciousness, environmental consciousness, food safety concern, legal factors, and

arrangement of values (Tregear et al., 1994; Chinnici et al., 2002; Magnusson et al., 2003; Baker et al., 2004; Lockie et al., 2004 as cited in Honkanen et al., 2006, pp. 420–430). A study revealed that the higher intention of conducting an action result in higher the person's propensity to involve in that action (Lwin, and Williams, 2003 as cited in Leong & Paim, 2015). An another study has revealed that the environmental consciousness, health consciousness and food safety concern as worth as seem to be very critical on the mindset towards organic foods (Rana & Paul, 2017 as cited in Pham et al., 2018). According to the past research studies, intention to purchase is the best forecaster of the real behavior (Ham et al., 2016).

According to the (Wee et al., 2014); (Lian & Yoong, 2019, pp. 69–87), the model consists of consumers' perception including the dimensions of Food safety concern, heath consciousness, affordability, and environmental concern which make an influence towards purchase intention , actual purchase as Hierarchy of Effects Model and Theory of Planned Behavior supports to the formulation of conceptual framework. Figure 3.1 shows the conceptual framework of this study.

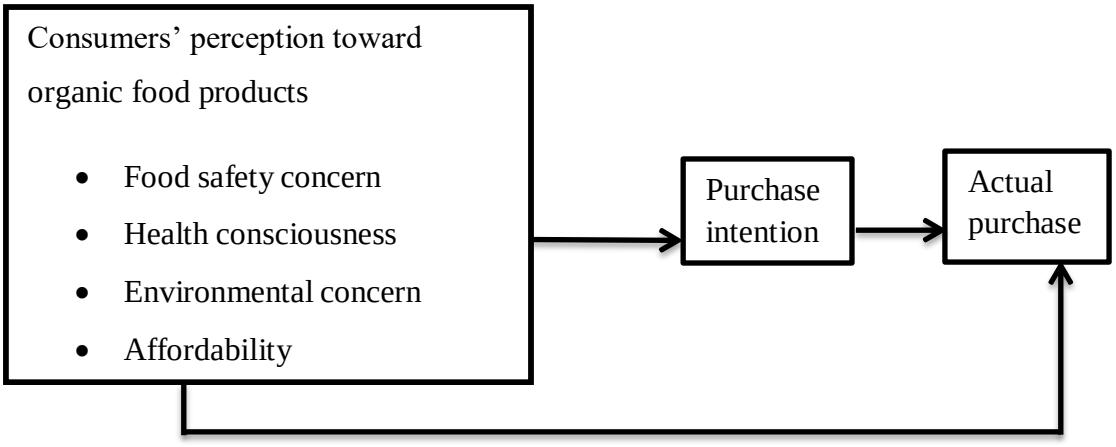

Figure3. 1 Conceptual Framework

Source: (Wee et al., 2014)

3.2.2 Conceptualization

In this study, conceptualization is done with the purpose of generating consistent specific meanings for the dependent and independent variables use in the research study.

Table 3. 1 Conceptualization

Variable	Dimension	Definition	Source
Consumers' perception toward organic food products		Perception toward organic food products can be defined as their knowledge of specific material objects presented to understand.	(Angell, 1906)
	Food safety concern	Food safety concern reflects the level of depression among customers on perceived value of packaged food items, harmful chemicals use on foods, contaminants of fertilizers which seriously damage the peoples' bodily wellbeing	(Hsu et al., 2016)
	Health consciousness	Health consciousness aspect relates to the knowledge of the buyer regarding just what is really right or wrong for the bodily health	Carmago, Botelho,Dean, & Fiates, 2019 as cited in (Ndofirepi et al., 2020)
	Environmental concern	Environmental concern can be viewed just as an important trait which can convey an individual's fears, sympathy, preferences regarding the current atmosphere	Lai and Cheng, 2016; Notarnicola et al,2017 as cited in Ghali, 2019)
	Affordability	Affordability can be described in a way that consumers are in a situation as well as willingness to spend for the cost of the	(Türk & Erciş, 2017)

		goods presented	
Purchase intention		Intention can be described as an important determinant of the real individual actions that moving forward	(Erdil, 2018)
Actual purchase		Actual purchase seems to be the significant last phase of customers' buying procedure for a good or services	Schiffman, 2008; Ajzen & Albarracin, 2007 as cited in (Lian et al., 2016)

3.2.3 Operationalization

In this study, operationalization is done with the purpose of measuring all the variables in order to generate a measurable outcome.

In this study, the researcher uses nominal and ordinal scales for the demographic variables in the part "Part I" as well as five point Lickert scale questionnaire scale for the section "Part II" in the questionnaire to measure the dependent and independent variables.

Table 3. 2 Operationalization

Variable	Dimensions	Indicators	Q. No:	Measurement scale	Source
Consumers' Perception toward organic food products	Food safety concern	Safer to eat	6	5 - Point Likert Scale (1: Strongly disagree and 5: Strongly agree)	(Lian & Yoong, 2019)
		Free from pesticides, fertilizers and genetic modifications	7		

		Natural	8		
		Less health risk	9		
		High quality standard	10		
	Health consciousness	Ensure good health	11	5- Point Likert Scale (1: Strongly disagree and 5: Strongly agree)	(Wang et al., 2019)
		Considering self as a health conscious consumer	12		
		Think about health related issues	13		
	Environmental concern	Friendliness to the environment	14	5- Point Likert Scale (1: Strongly disagree and 5: Strongly agree)	(Wee et al., 2014)
		Prevent the contamination and pollution of soil, air, water and food supply	15		
		Uses less energy	16		
	Affordability	Afford to purchase	17	5 - Point Likert Scale (1:	(Lian & Yoong,

				Strongly disagree and 5: Strongly agree)	2019)
		Price of organic food is reasonable	18		
		Value for money	19		
		Willing to pay higher price	20		
Purchase intention		Willingness to buy organic food than conventional food	21	5 - Point Likert Scale (1: Strongly disagree and 5: Strongly agree)	(Lian & Yoong, 2019)
		Benefits out weight the cost	22		
		Positive attitudes	23		
		Likely of purchasing	24		
		Intend to purchase in the near future	25		
Actual purchase		Regular buyer	26	5- Point Likert Scale (1: Strongly disagree and 5: Strongly agree)	(Lian & Yoong, 2019)
		buying organic vegetables	27		

	even though conventional alternatives are on sale			
	paying premium price	28		

3.3 Research Approach

Research approaches are frequently implemented under two different approaches for the argumentation as “Inductive” and “Deductive”, as well as alternatively under the approach called abductive (Saunders [a] et al., 2019). Inductive research approach can be viewed as the concept design phase which begins from findings of particular cases and aims to reveal the nature of the phenomenon (Spens & Kova´cs, 2006, pp. 374–390). Deductive research approach is followed once the argument is objectively generated through the collection of facts in theoretical backgrounds and since the argument becoming accurate since all hypotheses are acceptable (Ketokivi and Mantere 2010 as cited in Saunders [a] et al., 2019). Accordingly, this research study adopts the deductive research approach as testing the validity of the theories through hypotheses and acceptability of hypotheses though the collection of data by using a survey questionnaire as already having an existing theory. When the research study is theory driven, the researcher can use the deductive approach (Saunders [b] et al., 2016).

3.4 Research Design

Research design can be viewed as a general approach applies in an analysis when someone wants to address the issue which comprehensively and logically emphasizes the combination of specific elements, through that, knowing a certain solution to the issue in an optimal manner (Grover, 2015). It is a common blueprint where the researcher going to be answered for the research questions (Saunders [b] et al., 2016).

Research designs can differ between obvious and diverse based on the circumstances of the analysis and on the particular hypotheses proposed for analysis (Khalid et al., 2012). It contains the instructions for the data collection as well as review in a definite research (Churchill,1979 as cited in Zefeiti & Mohamad, 2015). There are two

different successive designs for a research which begins as a quantifiable or non-`quantifiable study called as “explanatory design” and “exploratory design” (Köster & Thünemann, 2019, pp. 24–34).

The researches which have formulated with unplanned relations among the variables might be proceeding as Explanatory research (Saunders [b] et al., 2016). Most of the time, the quantitative researches follow the explanatory research design for the studies. Explanatory studies help to define what it is and in what way two or several components upon a problem or circumstances are related (Goundar, 2013).Therefore, the researcher uses explanatory research design to define the variables and the relationships of the study.

3.4.1 Research Site Selection Rational

Supermarkets are the most influential way of selling organic foods in Sri Lanka while the Cargills, Keells and Arpico are the key players (Vidanapathirana & Wijesooriya, 2014). Western province represents the highest supermarket penetration rate per million populations including Colombo, Gampaha and Kalutra districts (Refer the Appendix B). Colombo district represents the highest population density in Sri Lanka (Refer Appendix B) and it shows the highest value of the young population density in Sri Lanka (Refer the Appendix B). In fact, Colombo district is selected as the research setting for this study.

3.4.2 Sources of Data

Primary and secondary data are used in most of the research studies. The primary data are expected to be used by the researcher to accomplish ultimate objective of this study.

3.4.2.1 Primary Data

Primary data can be viewed as original data which are gathered by the researchers themselves directly from the respondents for a specific purpose and those are more reliable than others. The researchers collect the primary data from the respondents thorough the internet mediation, and by using questionnaire based techniques (Saunders [b] et al., 2016). In this study, the researcher uses a self-structured questionnaire to gather primary data from the respondents.

3.4.3 Population

The entire collection of items or events in where a sample is obtained can be labeled as the population (Saunders [b] et al., 2016). The target population of this quantitative research study is young consumers who are aware of the organic vegetables. Young customers seem to be more concerned and optimistic about organic foods (Lian & Yoong, 2019, pp. 69–87), as well as customers in this segment have countless aim to buy organic products (Chekima et al., 2016; Yadav & Pathak, 2017 as cited in (Cheung & To, 2019, pp. 145–153). According to the National Youth Policy, the Sri Lankan Youngers can be defined as the people who were aged between 15 to 29 years (The Ministry of Youth Affairs and Skills Development, 2014 as cited in Perera et al., 2019). A study has pointed out that, working age population in Sri Lanka is people in between 15-64 years (Asian Development Bank, 2019). Therefore, the researcher takes the target population for this study as young consumers in Colombo district those who had interest and who purchase organic food products. Here, the exact population seems to be unknown.

3.4.4 Sampling

When choosing a sample for analysis, it must be described the complete range of scenarios in a manner that is relevant and justifiable (Becker 1998 as cited in (Saunders [b] et al., 2016).

3.4.4.1 Sampling Technique

There are major two types of sampling techniques as probability sampling and non-probability sampling. Non probability sampling technique offers variety of appropriate strategies for the sample selection while the most are comprise with the aspect of quantifiable rule (Saunders [b] et al., 2016).

Convenience sampling is one of the non-probability sampling techniques. Convenience sampling means the selection of occurrences inappropriately just because they are quickly accessible to get to the sample (Saunders [b] et al., 2016). This also focuses on the work issues of the population within easy reach of the researcher (S. K., & Given Lisa M., 2008 as cited in (Etikan et al., 2016, pp. 1–4). The key conclusion relates to the convenience sampling is that the target members are a homogeneous group (Etikan et al., 2016, pp. 1–4). Hence, the convenience sample is quickly accessible as well as convenient to the researcher.

Researcher expects to gather information from the young consumers represent the age group of 15-29 years those who consume organic food products. Therefore, it is difficult to count an exact population size for this study because of the unavailability of a sample frame. Most of the past organic studies relevant to this subject have followed the convenience sampling technique for the data gathering. Therefore, in this study, the researcher applies the convenience sampling as the most suitable sampling technique that the subjects are selected by considering the convenient accessibility and availability to the researcher. The researcher manually distributes the structured questionnaire to the respondents by verbally asking the filtering question that "Are you interested in purchasing organic food?" .Thus, consumers who were interested in purchasing organic food and who consume organic food reference to the age group of 15-29 would be the sample of the study.

3.4.4.2 Sample Size

Where the population is unspecified, the sample size can be derived by calculating the minimum sample size needed for accuracy in estimating proportions by taking in to account the standard normal deviation set at 95% confidence level (1.96), the percentage picking a preference or answer (50% = 0.5) and the confidence interval (0.05 = ±5) (Cooper & Schindler, 2009).

The formula is:

$$n = \frac{z^2 (p) (1-p)}{C^2} \qquad (3.1)$$

Where, n= Sample size

Z= Standard normal deviation set at 95% confidence level (1.96)

P= Percentage picking a choice or response (0.5)

C= Confidence interval (0.05)

When solved the above equation;

n = (1.96)2 (0.5) (1- 0.5) (0.05)2

n = 384.16

Therefore, the sample size is 384.

Initially the researcher distributed the 384 questionnaires.

3.4.5 Method of Data Collection

The researcher uses the self-administrated questionnaire out of various data collection methods to gather primary data from the sample. Supermarkets are the most influential way of selling organic foods in Sri Lanka while the Cargills, Keells and Arpico are the key players (Vidanapathirana & Wijesooriya, 2014). The researcher uses the convenience sampling technique by approaching the young consumers who are coming out of the supermarkets (Cargills, Keells and Arpico). Respondents are gently asked about their willingness to participate in the study and whether they were interested in buying organic food or whether they consume organic food. Questionnaires are distributed only for the respondents who had interest or who consume organic vegetables.

3.4.6 Research Instrument

Survey method is used as the research instrument of this study. Primary data would be the main source of data for this study which were gathered through a self-administrated questionnaire. Questionnaire can be defined as the set of questions aim to collect data from the respondents in a pre-arranged order. In the management and business researches, the ending use of the questionnaires is formulated within the survey strategy (Saunders [b] et al., 2016).

3.4.6.1 Questionnaire design

Questionnaire can be viewed as the one of mostly used data collection technique as all the respondents are asked to answer the similar set of questions.

The questionnaire was developed to by using 5 questions to measure demographic profile, 5, 3, 3, 4 questions respectively to measure dimensions of the consumers' perception related to food safety concern, health consciousness, environmental concern, affordability, 5 questions to measure mediating effect of purchase intention and there are 3 questions to measure dependent variable of actual purchase. Questionnaire was design in both languages including Sinhala and English to make clear understanding for the respondents.

The respondents will range the questions by using five-point Likert scale questionnaire which was ranging from 1= strongly disagree to 5 = strongly agree.

3.5 Validity and Reliability

Validity and reliability tests the appropriateness of the procedures (Khalid et al., 2012).

3.5.1 Validity

Validity can be viewed as the accurate processes which are applicable in concluding the solutions to a problem (Goundar, 2013). 1st dimension of validity includes the measurement validity that is associated with the face validity, construct validity, content validity and predictive validity;2nd dimension of validity includes internal validity; and the 3rd dimension of validity includes the external validity (Saunders [b] et al., 2016).

In this study, the researcher uses both the content validity and construct validity tests to measure the variables that it intends to measure. Content validity can be characterized as the extent to which objects in an item represent the continuum of substance to which the object would be generalized (Straub, Boudreau et al. 2004 as cited in Taherdoost, 2016). Construct validity takes two types as convergent validity and discriminant validity (Taherdoost, 2016, pp. 28–36). Convergent validity is used to see whether the constructs are theoretically related with each other. In the Discriminant validity, the constructs that are not theoretically related with each other observed to be not related with each other.

The objects of the items used by the researcher have used by the past researchers for their studies. Therefore the researcher has achieved the validity of the objects use in this research.

3.5.2 Reliability

Reliability can be defined as the superiority of a quantifiable process which generates the repetition as well as accurateness (Goundar, 2013). When a researcher reproduces the previous research scope of a study and focus on achieving the similar results, the study can be viewed as reliable (Saunders [b] et al., 2016). It is measured through the Cronbach's Alpha value and the value should be equal or greater than 0.7 to be reliable of the measurement scale.

3.6 Methodological Limitation

The study was only focused on organic vegetables category under the organic food industry and it was limited in terms of the industry context. Therefore the findings of this study cannot be generalized and applied to the other organic food categories or for other industries. The study is limited to the Colombo district. Therefore, the findings cannot be generalized to the other districts. The researcher applies convenience sampling method for this study. Therefore, the results that generated through the sample of the study cannot be positively apply for the population as the convenience sampling method is applied (Sekaran, 2003). Another methodological limitation of this study is having a lengthy questionnaire. When the researcher is going to collect data from the respondents, they tended to refuse the questionnaire filling by sacrificing their time. As well as, the statistical assumptions such as multi-core linearity, normality, linearity, homoscedasticity, auto-core linearity, outliers are not applied in the convenience sampling technique.

3.7 Method of Data Analysis

There are three goals of analyzing data; to get a better understanding of the data, to evaluate the goodness of the data and to test the hypotheses established for the study (Sekaran, 2003). Significant level of all analysis is set at the 0.05 level. The data is collected through a structured questionnaire and uses SPSS 21.0 software for the analysis. Data analysis consists of the descriptive statistic, correlation, regression, and Sobel test. Tables, graphs and charts are used in this study for the presentation of data.

3.7.1 Correlation Analysis

Correlation can be noticed between two variables where the one variable is in certain way linked with another (Triola, 2008 as cited in Khalid et al., 2012). To test the correlation between two variables, researchers can use the correlation coefficient (r) to measure the strength and association between two numeric variables where the results ranging from -1 to 1; when the value $r = 0$ indicates that there is no linear relationship between the two variables; when the value $r = 1$ indicates a perfect positive relationship between two variables, and when the $r = -1$ indicates perfect negative relationship between the two variables; mostly the association and strength between two variables are not perfect (Tanni et al., 2020, p. 1). Therefore, the correlation strength is generally take to mean as weak ($r < \pm 0.4$), moderate (r value extending

from ±0.4 to ±0.7) and strong (r > ±0.7) (Schober et al, 2018 as cited in Tanni et al., 2020, p. 1) .

3.7.2 Regression Analysis

Regression is presented in the way that one of variables becomes as outcome where other variables become the measure of that outcome with comparison to the association of cause and effect (Tanni et al., 2020, p. 1). Models of regression are being used in explanatory studies, where the researchers are interested in determining the consequence of dependent variable relation to the consequence of independent variable; simple linear regression can be used by the researcher if there is one independent variable in the study and when there are more than one independent variables, the researcher has to follow the multiple linear regression (Lind et al., 2008 as cited in (Khalid et al., 2012). In this study, there is more than one independent variable. Therefore, the researcher runs a multiple linear regression for the analysis of this study.

3.7.3 Sobel Test

The Sobel test (Sobel, 1982 as cited in Özdil & Kutlu, 2019) focusing on the correlation function " a" and " b" while defining as coefficients mortifications, which was named as an alternative technique frequently applied in past research studies (MacKinnon et al., 2002 as cited in Özdil & Kutlu, 2019). Sobel test is used to measure the mediating effect relation to the dependent and independent variables. The term of mediation has been applied to suggest the impact of one or more independent variables (a) on the dependent variables (b) passing through the third variable (c) (Özdil & Kutlu, 2019).The impact of mediation effect can be viewed as statistically relevant at the level of 0.05 while the z score represents the value greater than 1.96 (MacKinnon et al., 2002; Mallinckrodt, Abraham, Wei, & Russell, 2006 as cited in (Özdil & Kutlu, 2019).

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1 Introduction

The objective of this research is to examine the influence of young consumers' perception towards actual purchase of organic vegetables in Colombo district. This chapter presents the analysis of dependent and independent variables in the form of descriptive and inferential statistics. The major areas covered by this chapter include presentation, analysis and discussion of collected data relevant to the key variables. Statistical Package for Social Science (SPSS) version 21.0 is used to test the hypotheses in the form of statistics and regression.

4.2 Data Preparation and Cleaning

Data preparation is the process of cleaning and transforming raw data prior to processing and analysis. It is an important step prior to processing and often involves reformatting data, making correlations to data and the combining of data set to enrich data. The researcher distributed the 384 questionnaires for the respondents who are in the age group of 15-29 in Colombo district. Out of these 384 questionnaires, 367 questionnaires have been received. There, the researcher ignored 69 questionnaires which had more missing values and only 298 questionnaires were taken into the

analysis of this study. Therefore, the effective response rate of this study is 77.6%. The researcher fully utilizes the 298 of survey questionnaires and analyzed.

The researcher took the action of cleaning the data after preparing the data set, for overcoming the errors which can be happen through the filling of questionnaires by the respondents and preparing the data sheet by the researcher. 1st question of environmental concern and 4th question of purchase intention had missing values. The researcher handled the above mentioned missing values through the missing value handling option of the SPSS (Refer Appendix C)

The questions of the items under the variable of actual purchase were negatively worded. Therefore, the negatively worded questions were reverse coded in the following way. (1-5), (2-4), (3-3), (4-2), (5-1).

4.3 Sample Profile of the Respondents

Part I of the questionnaire is consisted with the six demographic characteristics of the respondents including the gender, education level, monthly income level, marital status and occupation. Table 4.1 summarizes the demographic profile of the respondents.

Table 4. 1 Demographic Profile of the Respondents

Category		Frequency	Percentage
Gender	Male	106	35.6
	Female	192	64.4
Educational level	Up to GCE O/L	52	17.4
	Up to GCE A/L	168	56.4
	Undergraduate	56	18.8
	Graduate	20	6.7
	Other	2	0.7
Occupation	Student	57	19.1
	Businessman	15	5.0
	Self-employed	28	9.4
	Professional	176	59.1
	Other	22	7.4

Monthly income level	Below LKR 10,000	79	26.5
	LKR 10,001-20,000	11	3.7
	LKR 20,001-30,000	91	30.5
	LKR 30,001- 40,000	98	32.9
	Above LKR 40,000	19	6.4
Marital status	Married	150	50.3
	Unmarried	137	46.0
	Divorced	11	3.7

Source: (Survey Data, 2020)

According to the Table 4.1, 106 (35.6%) respondents were male and 192 (64.4%) respondents were female out of the 298 total respondents. Therefore, the number of female respondents was higher than the number of male respondents.

Majority of the sample represent the level of education up to GCE A/L as 168(56.4%) from the total respondents. Rest of the respondents were up to GCE O/L, undergraduate, graduate, and other who represent 52(17.4%), 56(18.8%), 20(6.7%), 2(0.7%) respectively.

According to the category of occupation, the highest number of respondents were professionals who represent 176(59.1%) from the total respondents. Rest of the respondents were students, businessmen, self-employed and other as 57(19.1%), 15(5.0%), 28(9.4%), 22(7.4%) respectively.

The highest percentage of the monthly income level is in between LKR 30,001 – LKR 40,000. It represents 98(32.9%) from the total respondents. The lowest percentage of the monthly income level is in between LKR 10,001- LKR 20,000 and it represents only 11 (3.7%) from the sample. The income levels in between LKR 20,001- LKR 30,000, below LKR 10,000 and above LKR 40,000 represent 91 (30.5%), 79(26.5%) and 19 (6.4%) from the total respondents respectively.

The sample of the study includes 150(50.3%) married respondents, 137(46.0%) unmarried respondents and 11(3.7%) divorced respondents. Therefore, the highest respondents were married respondents.

4.4 Validity and Reliability

Validity and reliability were used to measure the findings are really represented what they appear to be. Validity and reliability tests the appropriateness of the procedures (Khalid et al., 2012).

4.4.1 Validity

Validity can be viewed as the accurate processes which are applicable in concluding the solutions to a problem (Goundar, 2013). The researcher uses both the content validity and construct validity tests to measure the variables that it intends to measure. Content validity can be characterized as the extent to which objects in an item represent the continuum of substance to which the object would be generalized (Straub, Boudreau et al. 2004 as cited in Taherdoost, 2016, pp. 28–36). Construct validity takes two types as convergent validity and discriminant validity (Taherdoost, 2016, pp. 28–36).

Content validity can be acquired through sources of literatures, representatives of the relevant populations and experts (Burns and Grove, 1993 as cited in Yaghmal, 2003). In this study, the researcher measured the content validity with the help of the academic experts and the proposed modifications were made. The questionnaire distributed to two industry experts who had the knowledge on organic food purchase behavior of Sri Lankan customers to test the content validity. As well as the researcher conducted pilot test with 10 young consumers to test response patterns and clarity of the responses to prevent common issues. This study employed validity tested questionnaire developed by (Lian & Yoong, 2019, pp. 69–87); Wee et al., (2014); (Wang et al., 2019).

To test the construct validity, Keiser – Meyer – Olkin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity can be used. The appropriateness of sampling is tested through KMO (Hadi et al., 2016).

Table 4. 2 KMO and Bartlett's Test

Variable	KMO measure of sampling adequacy	Sig.
Young consumers' Perception toward organic food products	0.664	0.000
Purchase intention	0.788	0.000
Actual purchase	0.724	0.000

Source: (Survey Data, 2020)

According to the Table 4.2, KMO Measure of Sampling Adequacy for all variables were greater than 0.5 and results of the Bartlett's test of Sphericity indicates that all the factors were significance at 0.000, which was less than 0.05. The size of the sample is appropriate or acceptable if the KMO value is greater than 0.6 and above (Pallant, 2013 as cited in Hadi et al., 2016). Hence, it can be concluded that factor analysis was appropriate. Therefore, the research instrument is validated. (Refer the Appendix D).

4.4.2 Reliability

Reliability can be defined as the superiority of a quantifiable process which generates the repetition as well as accurateness (Goundar, 2013). When a researcher reproduces the previous research scope of a study and focus on achieving the similar results, the study can be viewed as reliable (Saunders [b] et al., 2016). Generally, reliabilities below than .60 are treated as unacceptable, those in the range of .70 are acceptable and those over .80 are strong (Sekaran, 2003).

Table 4. 3 Reliability Analysis

Variable	Cronbach's Alpha Value	Number of items
Young consumers' Perception toward organic food products	0.861	15
Purchase intention	0.865	5
Actual purchase	0.898	3

Source: (Survey Data, 2020)

The Table 4.3 is shown the results of the reliability analysis which has been done for the independent variable, dependent variable and for the mediator. It is concluded that Cronbach's Alpha value of all the variables were greater than 0.7; thus the research instrument can be considered as statistically reliable under three variables. It can be

clearly highlighted that the all variables have achieved the minimum level of reliability acceptance. (Refer the Appendix E).

4.5 Descriptive Statistics

Descriptive statistics require transformation of raw data into a type that will provide background for understanding the collection of variables in a particular scenario (Sekaran, 2003). This is useful for the researcher to recognize and associate the independent and dependent variables numerically. Descriptive statistics are calculated by frequencies, measures of central tendency and dispersion.

Table 4. 4 Descriptive Statistics

Variable	No	Mean	Standard deviation
Young consumers' Perception toward organic food products	298	4.2301	0.41307
Purchase intention	298	4.4051	0.53660
Actual purchase	298	3.9519	0.94534

Source: (Survey Data, 2020)

According to the Table 4.4, purchase intention has the highest mean value of 4.4051 with the 0.53660 standard deviation (usually written as 4.41±0.54). This indicates that at least 50% of the subjects' purchase intention is more than 4.41.As well as; actual purchase has the lowest mean value of 3.9519 with the 0.94534 standard deviation (usually written as 3.95±0.95). This indicates that at least 50% of the subjects' actual purchase is more than 3.95. Young consumers' perception toward organic food products represents the mean value of 4.2301 with the standard deviation of 4.41307 (usually written as 4.23±4.41). This indicates that at least 50% of the subjects' young consumers' perception toward organic food products is more than 4.23. (Refer the Appendix F).

4.6 Inferential Statistics

The researcher applied the convenience sampling as a non-probability sampling technique for this study. When a research study is dependent on the non-probability sampling technique; the parametric assumptions are no needed to test (Sekaran,

2010). Therefore, under the inferential statistics, the researcher has done correlation and regression analysis only.

4.6.1 Correlation Analysis

Correlation can be noticed between two variables where the one variable is in certain way linked with another (Triola, 2008 as cited in Khalid et al., 2012). To test the correlation between two variables, researchers can use the correlation coefficient (r) to measure the strength and association between two numeric variables where the results ranging from -1 to 1; when the value r = 0 indicates that there is no linear relationship between the two variables; when the value r = 1 indicates a perfect positive relationship between two variables, and when the r = -1 indicates perfect negative relationship between the two variables; mostly the association and strength between two variables are not perfect (Tanni et al., 2020). Therefore, the correlation strength is generally take to mean as weak (r < ±0.4), moderate (r value extending from ±0.4 to ±0.7) and strong (r > ±0.7) (Schober et al, 2018 as cited in Tanni et al., 2020, p. 1).

In this study, correlation analysis was done to determine whether there is a relationship among independent variable, dependent variable and the mediator or not. Table 4.5 shows the summary of correlation analysis of this study.

Table 4. 5 Correlations

Variable	Pearson Correlation	Sig.(2-tailed)
Young consumers' Perception toward organic food products Vs actual purchase	0.676	0.000
Young consumers' Perception toward organic food products Vs purchase intention	0.623	0.000
Purchase intention Vs Actual purchase	0.256	0.000

Source: (Survey Data, 2020)

According to the results of Table 4.5, between young consumers' perception toward organic food products and actual purchase (r = 0.676) as well as between young consumers' perception toward organic food products and purchase intention (r = 0.623) have moderate positive association at the 95% confidence interval (P < 05).

There is a statistically significant weak positive correlation between purchase intention and actual purchase (r = 0.256). (Refer the Appendix G).

4.6.2 Regression Analysis

The analysis where the more than one variable is regressed against the objective criteria together can be named as multiple regression analysis and it helps to know how much of the alteration in the dependent variable is described by a set of forecasters (Sekaran, 2003). Regression analysis where predicting dependent variable from one independent variable is called as simple regression (Field, 2009). The researcher conducted simple linear regressions and one multiple linear regression to test the extent in which the dependent variable (Actual purchase) is affected by the independent variable (young consumers' perception toward organic food products). As well as, one multiple regression analysis is conducted to analyze the impact of young consumers' perception toward organic food products on actual purchase when the purchase intention operates as the mediator.

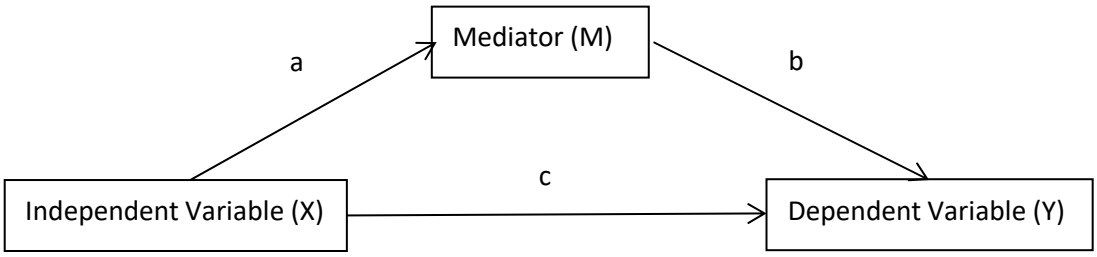

Figure 4. 1 Single Mediation Model

Source: (Özdil & Kutlu, 2019)

Figure 4.2 represents the step approach which the researcher is applied to analyze the mediating effect.

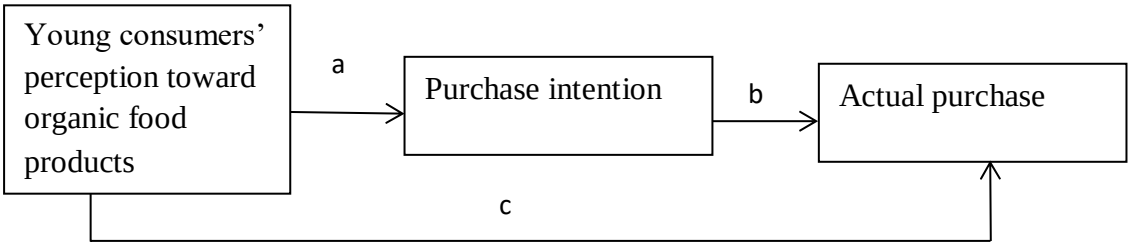

Figure 4. 2 Step Approach

Step 01: Conduct a simple regression analysis with X predicting Y to test for path "c" alone,

$$Y = B_0 + B_1X + e \quad (4.1)$$

Step 02: Conduct a simple regression analysis with X predicting to M to test the path "a" alone,

$$M = B_0 + B_1X + e \quad (4.2)$$

Step 03: Conduct a **s**imple linear regression analysis with M predicting Y to test the significance of path "b" alone,

$$Y = B_0 + B_1M + e \quad (4.3)$$

Step 04: Conduct a multiple regression analysis with X and M predicting Y,

$$Y = B_0 + B_1X + B_2M + e \quad (4.4)$$

The purpose of steps 1-3 is to establish that zero-order relationships among the variables exist. The direct effect of the variables can be identified from the first three steps. There are two ways to estimate the indirect coefficient. (Judd & Kenny, 1981, pp. 602–619) has suggested that the computing the difference between two regression coefficients. Second method is to calculate the indirect effect by multiplying two regression coefficients; for testing the mediating effect between independent variable and dependent variable with the help of the mediate variable (Sobel, 1982, pp. 290–312).

Step 01: Conduct a simple regression analysis with X predicting Y to test for path "c" alone.

Table 4. 6 Model Summery of 1st Step

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.676[a]	.457	.456	.69752	.457	249.536	1	296	.000	1.536

Source: (Survey Data, 2020)

Table 4.6 represents the model summery of the first simple linear regression analysis. The adjusted R-Square value shows the extent in which the dependent variable is described through independent variables.

According to Table 4.6, adjusted R-Square value is 0.456, which means that 45.6% of the variation in actual purchase is explained by young consumers' perception toward organic food products. The Durbin-Watson statistic of 1.536 is not too far from 2. (Refer the Appendix H)

Table 4. 7 ANOVA Table of 1st Step

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.408	1	121.408	249.536	.000[b]
	Residual	144.014	296	.487		
	Total	265.422	297			

Source: (Survey Data, 2020)

The P-value of the ANOVA Table is less than 0.05.Thus actual purchase depends on young consumers' perception toward organic food products. (Refer the Appendix H)

Table 4. 8 Coefficient Table of 1st Step

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.595	.416		-6.232	.000
	P	1.548	.098	.676	15.797	.000

Source: (Survey Data, 2020)

According to Table 4.8, β coefficient for perception is 1.548. Thus, for every one unit increase in young consumers' perception toward organic food products, actual purchase is expected to be increased by 1.548 units. The P-value for young consumers' perception toward organic food products is 0.000, which is less than 0.05. Hence, young consumers' perception toward organic food products is a significant predictor of actual purchase. (Refer the Appendix H)

The relationship between above dependent and independent variable can be illustrated through the following equation.

$Y = B_0 + B_1X + e$

$Y = - 2.595 + 1.548(X) + e$

Step 02: Conduct a simple regression analysis with X predicting to M to test the path "a" alone.

Table 4. 9 Model Summery of 2nd Step

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.623[a]	.389	.387	.42025	.389	188.223	1	296	.000	1.688

Source: (Survey Data, 2020)

According to Table 4.9, Adjusted R-Square value is 0.387, which means that 38.7% of the variation in purchase intention is explained by young consumers' perception toward organic food products. Thus 61.3% of variance on the purchase intention is explained by other variables. (Refer the Appendix I)

Table 4. 10 ANOVA Table of 2nd Step

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.242	1	33.242	188.223	.000[b]
	Residual	52.276	296	.177		
	Total	85.518	297			

Source: (Survey Data, 2020)

The P-value of the ANOVA Table is less than 0.05, which means that the purchase intention depends on young consumers' perception toward organic food products. (Refer the Appendix I)

Table 4. 11 Coefficient Table of 2nd Step

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.979	.251		3.903	.000
	P	.810	.059	.623	13.719	.000

Source: (Survey Data, 2020)

According to Table 4.11, β coefficient for perception is 0.810. Thus, for every one unit increase in young consumers' perception toward organic food products, purchase intention is expected to be increased by 0.810 units. The P-value for young consumers' perception toward organic food products is 0.000, which means that young consumers' perception toward organic food products is a significant predictor of purchase intention. (Refer the Appendix I)

The relationship for the above dependent and independent variable can be illustrated through the following equation.

$M = B_0 + B_1X + e$

$M = 0.979 + 0.810(X) + e$

Step 03: Conduct a **s**imple linear regression analysis with M predicting Y to test the significance of path "b" alone.

Table 4. 12 Model Summery of 3rd Step

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.256[a]	.066	.063	.91528	.066	20.833	1	296	.000	1.843

Source: (Survey Data, 2020)

According to the Table 4.12, Adjusted R-Square value is 0.063, which means that 6.3% of the variation in actual purchase is explained by purchase intention and 93.7%

of variance on actual purchase is explained through other factors. Durbin-Watson of 1.843 is not too far from 2. (Refer the Appendix J)

Table 4. 13 ANOVA Table of 3rd Step

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.452	1	17.452	20.833	.000[b]
	Residual	247.969	296	.838		
	Total	265.422	297			

Source: (Survey Data, 2020)

The P-value from the ANOVA is less than 0.05, which means that actual purchase depends on purchase intention. (Refer the Appendix J)

Table 4. 14 Coefficient Table of 3rd Step

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.962	.439		4.467	.000
	PI	.452	.099	.256	4.564	.000

Source: (Survey Data, 2020)

According to the Table 4.14, β coefficient for purchase intention is 0.452. Thus, for every one unit increase in purchase intention, actual purchase is expected to be increased by 0.452 units. The P-value for the purchase intention is less than 0.05. Thus, purchase intention is a significant predictor of actual purchase (Refer the Appendix J)

The relationship between above dependent and independent variables can be illustrated through the following equation.

$Y = B_0 + B_1M + e$

$Y = 1.962 + 0.452(M) + e$

Step 04: Conduct a multiple regression analysis with X and M predicting Y.

Table 4. 15 Model Summery of 4th Step

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.709[a]	.502	.499	.66932	.502	148.734	2	295	.000	1.541

Source: (Survey Data, 2020)

According to the Table 4.15, Adjusted R-Square is 0.499. Thus, 49.9% of the variation in actual purchase is explained by young consumers' perception toward organic food products and purchase intention. The Durbin-Watson statistic of 1.541 is not too far from 2. (Refer the Appendix K)

Table 4. 16 ANOVA Table of 4th Step

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.264	2	66.632	148.734	.000[b]
	Residual	132.158	295	.448		
	Total	265.422	297			

Source: (Survey Data, 2020)

The P-value from the ANOVA Table is less than 0.05, which means that actual purchase depends on at least one of the independent variable: young consumers' perception toward organic food products and purchase intention. (Refer the Appendix K)

Table 4. 17 Coefficient Table of 4th Step

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-2.129	.410		-5.196	.000	-2.936	-1.323
	P	1.934	.120	.845	16.078	.000	1.697	2.170
	PI	-.476	.093	-.270	-5.144	.000	-.658	-.294

Source: (Survey Data, 2020)

According to the Table 4.17, β coefficient for perception is 1.934. Thus, for every one unit increase in young consumers' perception toward organic food products, actual purchase is expected to be increased by 1.934 units while purchase intention remains unchanged. As well as, β coefficient for purchase intention is -0.476. Thus, for every one unit increase in purchase intention, actual purchase is expected to be dropped by 0.476, provided the young consumers' perception toward organic food products remains unchanged. The P-value of the young consumers' perception toward organic food products and purchase intention is less than 0.05. Thus, young consumers' perception toward organic food products and purchase intention are the significant predictors of actual purchase. (Refer the Appendix K)

The relationship between above dependent and independent variables can be illustrated through the following equation.

$Y = B_0 + B_1X + B_2M + e$

$Y = -2.129 + 1.934(X) – 0.476(M) + e$

4.6.3 Sobel Test

The impact of mediation effect can be viewed as statistically relevant at the level of 0.05 while the z score represents the value greater than 1.96 (MacKinnon et al., 2002; Mallinckrodt, Abraham, Wei, & Russell, 2006 as cited in Özdil & Kutlu, 2019). According to the analysis of this study, there is a mediating effect as p value is less than significance level of 0.05 (0.000). Sobel test calculation can be concluded as the purchase intention mediates the relationship between young consumers' perception toward organic food products and actual purchase towards organic vegetables in Colombo District.

4.6.4 Direct and Indirect Effect

Table 4. 18 Direct and Indirect Effect

Independent variable	Dependent variable	Direct effect	Indirect effect
young consumers' perception toward organic food products (Purchase intention as a mediator)	Actual purchase	1.548	0.366

Source: (Survey Data, 2020)

According to the Table 4.18, the direct effect of young consumers' perception toward organic food products on the actual purchase is 1.548. Indirect effect value is 0.366, which means that the indirect effect between perception and actual purchase when purchase intention mediates the relationship between those two variables. Hence, it can be summarized that the direct effect on actual purchase is higher than the indirect effect on actual purchase. (Refer the Appendix L)

4.7 Hypotheses Testing

Hypotheses can be tested by using p-value and ß coefficient. P-Value should be equal or less than 0.05 at 95% of confidence interval to accept hypotheses

Table 4. 19 Summary of Hypotheses Testing

Hypotheses	β Coefficient	P Value	Comment
H1	1.548	0.000	Accepted
H2	0.452	0.000	Accepted
H3	0.366	0.000	Accepted

Source: (Survey data, 2020)

H1: There is an influence of young consumers' perception toward organic food products on actual purchase of organic vegetables in Colombo District.

According to Table 4.19, the ß coefficient value for young consumers' perception toward organic food products on the actual purchase is 1.548 while the P value is 0.000 ($P < 0.05$). Thus, the conclusion can be drawn as; there is an influence of young consumers' perception toward organic food products on the purchase intention towards organic vegetables in Colombo district. The researcher can accept the hypotheses (H1).

H2: There is an influence of young consumers' purchase intention on actual purchase of organic vegetables in Colombo District.

According to the Table 4.19, ß coefficient value for purchase intention on the actual purchase is 0.452 while the p value is 0.000($P < 0.05$). Thus the conclusion can be drawn as; there is an influence of young consumers' purchase intention on the actual

purchase behavior towards organic vegetables in Colombo district. The researcher can accept the hypotheses (H2).

H3: There is a mediating effect of purchase intention on the relationship between young consumers' perception toward organic food products and actual purchase of organic vegetables in Colombo District

According to the Table 4.18, indirect effect young consumers' perception toward organic food products on the actual purchase with the mediating effect of purchase intention is 0.366 while the p value represents 0.000 ($P < 0.05$) in the Table 4.19. Thus, the conclusion can be drawn as; there is a mediating effect of purchase intention on the relationship between young consumers' perception toward organic food products and actual purchase of organic vegetables in Colombo District. The researcher can accept the hypotheses (H3).

4.8 Discussion

The study addresses the problem of; does the young consumers' perception toward organic food products have an influence on actual purchase of organic vegetables in Colombo District. The problem was tested by considering the mediating effect of purchase intention in between young consumers' perception toward organic food products and actual purchase. In order to address this problem, the study has drawn some objectives and also research questions. Since Sri Lankan consumers have higher intention of purchasing organic food items, the actual purchase behavior is at a very low level. If the retailers have a possibility of attaching customer emotionally on organic foods, it would lead to create higher level of actual purchase towards organic food items. Further the analysis part was commenced by conducting frequencies, descriptive statistics, correlation, regression and Sobel test analysis. The results exhibits that the perception has a significant influence on the purchase intention.

The study considers how young consumers' perception toward organic food products influences on actual purchase. The first contribution of this study finds young consumers' perception toward organic food products is a key factor of consumers' actual purchase. This finding support by findings of past studies as follows. Perception is a psychological factor that makes an influence on the actual buying behavior (Wee et al., 2014). Perception contributes towards explaining the actual purchase of organic products; perception as the descriptive indicator of the actual

purchase behavior (Darsono et al., 2018). This is related with the findings of the current study. According to the current study, it has found a significant influence of perception on the actual purchase. It implies that, there is a positive influence on the actual purchase.

The study considers young consumers' purchase intention on actual purchase. Actions are dictated by the intention to do actions (Ajzen,1991 as cited in Kapuge, 2016, pp. 303–308). The customer who is with an intention of purchasing a product may experience grater actual purchase frequency compared to the customers those who had no intention of purchasing (Brown, 2003 as cited in Wee et al., 2014). A study has reported that the purchase intention on actual purchase behavior is significant and positive (Darsono et al., 2018). Desire of purchasing organic food towards real purchasing actions seems to be optimistic as well as substantial (Wee et al., 2014). This is related with the findings of the current study. According to the current study, it has found a significant influence of purchase intention on actual purchase. It implies that, there is a positive influence on the actual purchase.

The third contribution of this study is revealed the young consumers' perception toward organic food products is an attendance of actual purchase when purchase intention mediates the relationship between those two variables.4th regression and Sobel test revealed that the purchase intention mediates the relationship between young consumers' perception toward organic food products and actual purchase in Sri Lankan context. Intention to purchase is deliberate decision of a person to make a real effort to buy a food product (Hassan et al., 2015, pp. 16–32); purchase intention has positive significant influence on actual purchase (Lian & Yoong, 2019, pp. 69–87). A study has revealed that the consumers' perception on the organic food items drive their intention and then lead to the actual purchase of the products (Wee et al., 2014). Thus, perception toward organic food products and purchase intention are significantly influence on actual purchase of organic food products (Darsono et al., 2018).

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Introduction

Chapter five consists with conclusion, recommendations for future research areas after summarizes the all descriptive and inferential statistics that are relevant to this study. This chapter will address limitations detected by the researcher throughout the research.

5.2 Conclusion

This study is more specifically proposed to determine the influence of young consumers' perception towards actual purchase of organic vegetables in Colombo district. Throughout this study, the researcher aimed to investigate the influence of young consumers' perception towards actual purchase of organic vegetables through the mediating effects of purchase intention. Here, the 298 questionnaires were used for the analysis of the study. The respondents selected for this study were young consumers representing the age group of 15-29 years old.

Based on the literature, the researcher built-up the hypotheses and analyzed hypotheses by using regression analysis. Adjusted R-Square is 0.499. Thus, 49.9% of the variation in actual purchase is explained by perception and purchase intention. Thus, there is 50.1% of variance on the actual purchase is

explained by other variables which have not used for this study. According to the final results of the study, young consumers' perception toward organic food products is significantly and positively influenced on the actual purchase; young consumers' purchase intention is positively and significantly influenced on actual purchase; as well as, purchase intention is significantly and positively mediates the relationship between young consumers' perception toward organic food products and actual purchase behavior of organic vegetables in Colombo District. In this study, the entire accepted variable proved to be significant influence of independent variable on dependent variable. Therefore, retailers should focus on young consumers' perceptions to increase actual purchase towards organic vegetables in a favorable way.

5.3 Managerial Implication

From this study, the researcher comes up with the findings that the purchase intention mediates the relationship among the young consumers' perception towards actual purchase behavior of organic vegetables in Colombo district. Therefore, the study provides guidelines for retailers who are selling organic vegetables. As well as, the study can be helpful for the organic food manufactures to identify their target consumers. The study can provide insights for the health and wellness companies to reorient their production and marketing strategies to increasing consumer demand for healthier food choices. The strategies should focus on the specific consumer segments, increasing consumers' knowledge and awareness of organic vegetables by maintaining customer satisfaction and delight.

The tested hypotheses revealed that perception is associated with purchase intention and in return linked with the young consumers' actual purchase. Thus, retailers should pay attention of improving young consumers' perception. The findings of the study show young consumers' perception is associated with the purchase intention. Thus, retailers should critically evaluate young consumers' perception to enhance purchase intention towards organic vegetables; food safety concern, health consciousness, environmental concern and affordability. By improving each and every dimension, retailers will be able to increase young consumers' perception and in return to increase actual purchase.

The findings of this study will provide new insights for business strategies under customer driven demand in the organic food market. Firstly, the real purchase of organic vegetables can be encouraged by making it less costly in terms of value for money. Besides, the distribution channels and other factors belonging to cost management can be better controlled to increase the actual purchase behavior of organic food. Secondly, food stores need to be improved their green marketing practices as it is vital that organic vegetables become more widely available and in-store communications using fliers, signages etc. Policy makers can facilitate the development and implementation of national organic labeling program to expand the organic food market further.

5.4 Recommendation and Suggestions for Future Researchers

Intention to purchase has the strongest significant influence on actual purchase behavior. Therefore, it is important to enhance consumers' purchase intention towards organic food products. Intention to purchase can be increased by shaping the consumers' perception through promoting the benefits of living a healthy lifestyle, benefits of nutritional foods and the benefits of protecting the environment. As well as, the government has to promote food safety assurance for organic food products sold in the market to encourage consumers to purchase the products. Running promotional campaigns may be a most important tool to address the price sensitive customers.

There are more other perception dimensions that influence on young consumers actual purchase behavior towards organic food as product quality, knowledge, trust, availability etc. other than the variables used in this study. As well as, future researchers can aim to explore the mediating variables between the perception and actual purchase used for this study.

The study was focused on the Organic vegetable category only. But, the organic food consumption is differed among various food products such as organic fruit, organic milk, organic meat, organic egg, and organic rice etc. Future studies can be conducted on the consumers' purchase intention and actual purchase behavior towards various ranges of organic food products.

Future research in this direction can be focused on all the age groups and all the districts in Sri Lanka for more generalized reporting. Furthermore, future research can

consider mixed research methods of quantitative and qualitative to produce a good quality presentation of data analysis for the study. As well as, the researcher recommend to conduct future research studies by selecting specific supermarket chain to generate more valid results.

In here, the researcher used convenience sampling method to select the sample for this study. Future research can be conducted by using probability sampling method to generate more reliable outcome than this study. In addition, this study has focused on a developing country, Sri Lanka. Comparative studies between developing and developed countries could be explored to provide comparative differences in young consumers' actual purchase behavior towards organic food. Likewise, the relationship between young consumers' perception and actual purchase behavior may be further investigated.

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APPENDIXES

Appendix A - Questionnaire

SURVEY QUESTIONNAIRE

ió ik mYkdj,h

Dear Sir/ Madam,
wdor,h i¾$ uevï,

I am L. L. M. L. Karunarathna an undergraduate of Faculty of Management Studies, Sabaragamuwa University of Sri Lanka (Reg. No.14/MS/172). This questionnaire is prepared and presented to you as a mandatory requirement of my B. Sc. (Hons.) in Marketing Management Degree program. This questionnaire will be used only for the academic purposes and your presented information treated as strictly confidential and will not be misinterpreted.

Y ,x d inr.uj úYjúoHd,fh" <ukd rK wOHhk mGfh Wmdê wfm dj jk t,' t,' tï' t,' reKdr;k jk uu" fuu mYkdj,h uf. wf,ú <ukd rK Wmdê ^f.!rj& mdGud,dfõ wksjd¾h wjYH;djh f,i i ir Tn fj; bÈßsm; rkq ,efí' fuu mYkdj,h Ndú;d rk ,nkafka wOHhhk gh; i`oyd muK jk w;r Tn bÈßm; , f;dr;/ oeä ryiH heh i,kq ,nk w;r th jerÈ f,i w¾:kh fkdf¾'

Part I
m<u f dgi

Please put the ( )✓mark for the most appropriate answer.
jvd;u iÿi m<;r i`oyd reKdr ^✓& i,K ;nka k'

1' Gender
i;$ mre Ndjh

Male mßñ	
Female .eyeK	

2. Education level
wOHdmk uÜgu

Up to GCE O/L w'fmd'i' id$fm< o jd	
Up to GCE A/L w'fmd'i' W$fm< o jd	
Undergraduate Wmdê wfm	

Graduate Wmdêodí	
Other fjk;	

3' Occupation
/lhdj

Student Yslh	
Businessman jHdmdßl	
Self-employed ijhx /lhdj l ksh;	
Professional jD;;h	
Other fjk;	

4. Monthly income level
udil wdodhï ;;;jh

Below LKR 10,000 re' 10"000 my< ka	
LKR 10,001- LKR 20,000 re' 10"001 re' 20"000 w;r	
LKR 20,001- LKR 30,000 re' 20"001 re' 30"000 w;r	
LKR 30,001- LKR 40,000 re' 30"001 re' 40"000 w;r	
Above LKR 40,000 re' 40"000 g by< ka	

5' Marital status
újdyl ;;;jh

Married újdyl	
Unmarried wújdyl	
Divorced ol l ido úh	

Part II

foHkkx fHkdgH

Please tick (✓) only one box for the all below questions based on the importance of each factor that influence your actual buying decision on organic vegetables.

Hdnks'H t<j¿ m<n'o Tfí HenE ñ,o -ekSfï ;rKhg n,mdk tH tH idOHfh jeo-;Hu u; mokïj HreKdHr my; H'oyk Hh¨ mYk H'oyd tH fHdgjH muKvH áH ^ & Hrkak'

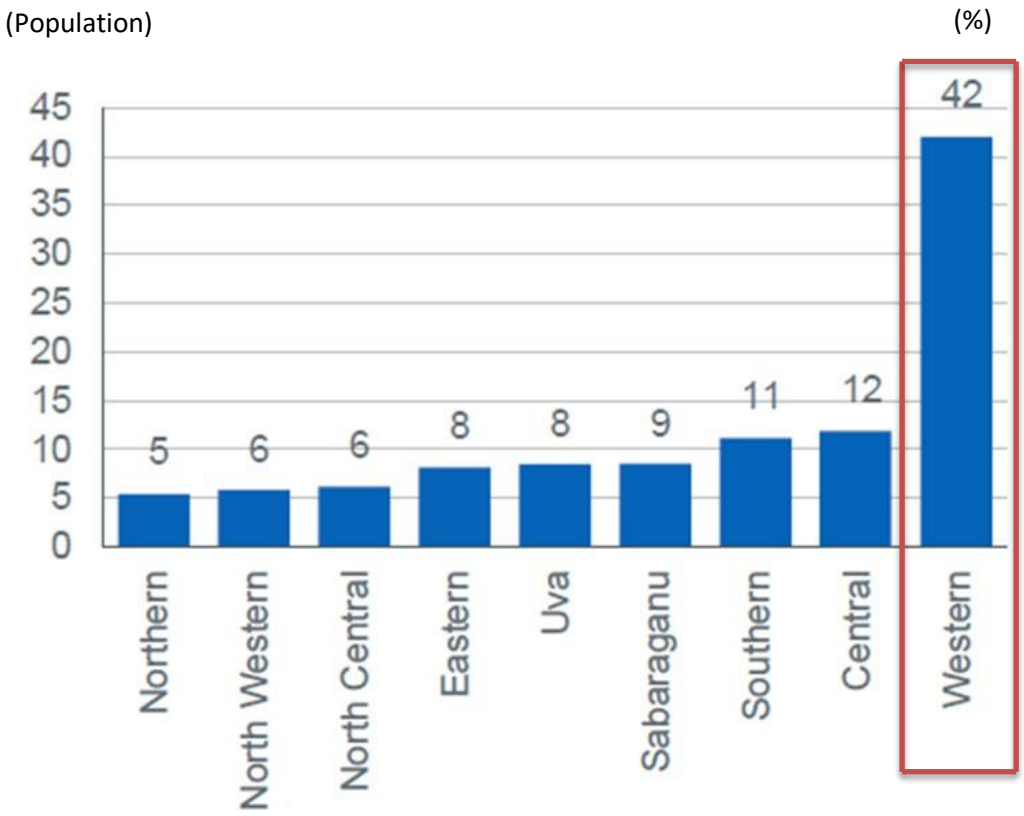
1= Strongly Disagree : ;okau tH`- fkdjkk
2= Disagree : tH`- fkdjkk
3= Neutral : WodHk
4= Agree : tH`- jkk
5= Strongly Agree: ;okau tH`- jkk

Q. No:	Questions	1	2	3	4	5
FS 1	Organic Vegetables are safer to eat Hdnks'H t<j¿ wdydrhg -ekSu wdrHH;h					
FS 2	Organic Vegetables are free from pesticides, fertilizers, and genetic modifications Hdnks'H t<j¿ m<fndOkdYH fmdfydr Hy cdk fjkH HÍï j,ka f;drh					
FS 3	Organic Vegetables are natural food Hdnks'H t<j¿ HjNdúl wdydr fõ					
FS 4	Organic Vegetables contain less health risk Hdnks'H t<j¿ j, fH!LHh wjodku wvh					
FS 5	Organic Vegetables logo signified the high quality standard of the products Hdnks'H t<j¿ ,dxPkh kHmdokj, WHH ;;;jfh mñ;h fmkkqï Hrh					
HC 1	I choose food carefully to ensure good health fyd'o fH!LHhH Hy;H HÍu H'oyd uu mfõYfuka wdydr f;drd -ksñ					
HC 2	I consider myself as a health conscious consumer uu fH!LHh Hïmkk mdßfNd-Hfh f,H H,Hñ					
HC 3	I often think about health related issues uu fndfyd úg fH!LHh HïnkaO -eg¿ -ek H;ñ					
EC 1	Organic farming is friendliness to the environment Hdnks'H f-dú;ek hkq mßirhg ñ;Y, ùuh					
EC 2	Organic farming can prevent the contamination and pollution of soil, air, water and food supply Hdnks'H f-dú;ek u-ka mH" jd;h" c,h Hy wdydr Hemhu ÿHKh ùu yd ÿHKh ùu j<Hjd -; yeHh					
EC 3	Organic farming uses less energy Hdnks'H f-dú;ek wv YH;hH NdÚ;d Hrh					
AF 1	I can afford to purchase organic vegetables ug Hdnks'H t<j¿ ñ,o -; yeHh					
AF 2	The price of the organic food is reasonable Hdnks'H t<j¿j, ñ, idOdrKhs					

AF 3	Organic food is value for money ldnks t<j¿ hk uo,g jgkd u fjs					
AF 4	I am willing to pay higher price for organic food ldnks t<j¿ ioyd jev ñ,l f.j'ug uu leue;f;u					
PI 1	I am willing to buy organic vegetables instead of conventional vegetables while shopping idmm hdfïo idïmodh t<j¿ fjkjg ldnks t<j¿ ñ,o .ekug uu leue;f;ñ'					
PI 2	I am willing to buy organic vegetables because the benefits outweigh the costs m%;s,dN" mrsjeh blaujd hk ksid uu ldnks t<j¿ ñ,o .ekSug leue;f;ka iáñ					
PI 3	I have positive attitudes to purchase organic vegetables ldnks t<j¿ ñ,o .ekSug ug Okd;uk wdl,m we;					
PI 4	It is likely that I will purchase organic vegetables uu ldnks t<j¿ ñ,o .kakjd úh yel h					
PI 5	I intend to purchase organic vegetables in the near future kqÿre wkd.;fho ldnks t<j¿ ñ,o .ekSug uu woyi lrñ					
AP 1	I have been a regular buyer of organic vegetables uu k;m;d ldnks t<j¿ ñ,o .kafkl fjñ					
AP 2	I still buy organic vegetables even though conventional alternatives (Vegetables which have grown by applying synthetic chemicals) are on sale idïmodh úl,m (lD;u ridhk fhofuka j.d lrk,o t<j¿) úlsK ;nKo uu ;ju; ldnks t<j¿ ñ,o .kafkñ					
AP 3	I never mind paying premium price for organic vegetables ldnks t<j¿ ioyd by< ñ,l f.ju ug li úfgl;l u lke;					

Thank you for your commitment.
Tnf. lemùug i;;h.

Appendix B - Supermarket Penetration per Million Populations (by Province)



Source: (Ranasinghe & Mudannayake, 2017)

Mid- Year Population by Province and District 2001 and 2010 - 2018

Province / District	2001[a]	2010[a]	2011[a]	2012[b]	2013[b]	2014[b][c]	2015[b][d]	2016[b][d]	2017[b][d]	2018[b][d]
Western	**5,381**	**5,891**	**5,946**	**5,865**	**5,896**	**5,934**	**5,979**	**6,028**	**6,081**	**6,129**
Colombo	2,251	2,573	2,606	2,330	2,339	2,353	2,375	2,395	2,419	2,439
Gampaha	2,064	2,176	2,189	2,310	2,324	2,339	2,354	2,372	2,391	2,409
Kalutara	1,066	1,142	1,151	1,225	1,233	1,242	1,250	1,261	1,271	1,281

Source: (Economic and Social Statistics of Sri Lanka, 2019)

Population by district, age and sex (2012)

District and sex	Age(in years)												
	All ages	Under 01	01-04	05-09	10-14	15 - 19	20 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45 - 49	50 - 54
Sri Lanka	**20,359,439**	**343,374**	**1,400,488**	**1,747,752**	**1,640,052**	**1,644,249**	**1,532,883**	**1,552,848**	**1,639,415**	**1,409,077**	**1,359,209**	**1,285,830**	**1,219,460**
Male	9,856,634	172,376	706,847	882,108	829,069	819,927	742,316	743,510	796,866	686,037	661,623	618,140	581,293
Female	10,502,805	170,998	693,641	865,644	810,983	824,322	790,567	809,338	842,549	723,040	697,586	667,690	638,167
Colombo	2,324,349	31,898	134,707	172,893	164,406	175,847	194,024	186,683	191,618	171,166	165,624	151,942	143,741
Male	1,140,472	16,148	68,037	87,380	83,683	90,600	97,525	93,671	96,735	85,430	82,775	73,763	68,502
Female	1,183,877	15,750	66,670	85,513	80,723	85,247	96,499	93,012	94,883	85,736	82,849	78,179	75,239
Gampaha	2,304,833	34,051	141,409	179,760	170,351	178,567	181,212	183,337	198,046	169,205	164,254	148,847	138,753
Male	1,116,893	16,885	71,308	91,143	86,327	90,620	89,678	90,555	98,376	82,591	80,201	71,463	65,443
Female	1,187,940	17,166	70,101	88,617	84,024	87,947	91,534	92,782	99,670	86,614	84,053	77,384	73,310
Kalutara	1,221,948	19,513	80,486	103,275	94,252	90,303	85,476	89,650	101,630	87,959	84,560	76,361	71,513
Male	591,284	9,786	40,700	52,106	47,934	45,658	41,597	43,347	49,628	43,213	41,386	37,160	34,071
Female	630,664	9,727	39,786	51,169	46,318	44,645	43,879	46,303	52,002	44,746	43,174	39,201	37,442
Kandy	1,375,382	23,059	94,658	119,629	113,548	110,039	100,362	94,881	102,913	89,051	90,735	90,149	85,004
Male	655,791	11,645	48,154	60,542	57,644	54,547	46,493	43,131	48,011	41,779	43,059	42,759	40,194
Female	719,591	11,414	46,504	59,087	55,904	55,492	53,869	51,750	54,902	47,272	47,676	47,390	44,810
Matale	484,531	8,905	35,223	42,648	39,194	37,344	32,488	35,360	38,247	33,166	32,333	32,574	31,129
Male	233,657	4,591	17,764	21,580	19,490	18,246	15,600	16,469	18,033	16,013	15,579	15,897	15,129
Female	250,874	4,314	17,459	21,068	19,704	19,098	16,888	18,891	20,214	17,153	16,754	16,677	16,000
Nuwara Eliya	711,644	13,612	54,380	69,836	63,305	53,551	46,399	54,359	56,475	44,909	44,850	45,263	44,077
Male	340,347	6,773	27,464	35,278	31,891	25,663	21,939	25,320	26,725	21,252	21,422	21,226	20,839
Female	371,297	6,839	26,916	34,558	31,414	27,888	24,460	29,039	29,750	23,657	23,428	24,037	23,238
Galle	1,063,334	17,125	70,652	90,082	86,197	85,745	76,755	76,103	79,551	70,082	70,599	65,267	63,149
Male	509,902	8,675	35,743	45,594	44,083	42,693	37,351	36,077	38,053	33,592	33,740	31,211	29,856
Female	553,432	8,450	34,909	44,488	42,114	43,052	39,404	40,026	41,498	36,490	36,859	34,056	33,293
Matara	814,048	13,361	55,351	69,268	64,903	65,320	59,368	57,673	58,628	53,356	51,974	49,907	49,654
Male	389,903	6,668	27,965	34,994	32,901	32,383	28,581	27,190	27,944	25,501	24,668	23,448	23,520
Female	424,145	6,693	27,386	34,274	32,002	32,937	30,787	30,483	30,684	27,855	27,306	26,459	26,134

Source: (Census of Population and Housing, 2012)

Appendix C - Replacing Missing Values

Result Variables

	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	EC1_1	1	1	298	298	SMEAN(EC1)

Result Variables

	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	PI4_1	2	1	298	298	SMEAN(PI4)

Appendix D - KMO and Bartlett's Test

Perception

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.664
Bartlett's Test of Sphericity	Approx. Chi-Square	384.878
	df	6
	Sig.	.000

Food safety concern

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	1680.988
	df	10
	Sig.	.000

Health consciousness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.723
Bartlett's Test of Sphericity	Approx. Chi-Square	557.004
	df	3
	Sig.	.000

Environmental concern

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.714
Bartlett's Test of Sphericity	Approx. Chi-Square	482.006
	df	3
	Sig.	.000

Affordability

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.605
Bartlett's Test of Sphericity	Approx. Chi-Square	318.838
	df	6
	Sig.	.000

Purchase intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	808.920
	df	10
	Sig.	.000

Actual purchase

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.724
Bartlett's Test of Sphericity	Approx. Chi-Square	565.166
	df	3
	Sig.	.000

Appendix E – Reliability

Perception

Reliability Statistics

Cronbach's Alpha	N of Items
.861	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Safer to eat	58.911	34.192	.689	.848
Free from pesticides,fertilizers, amd genetic modifications	58.938	33.906	.653	.848
Natural food	58.941	33.607	.675	.847
Less health risk	58.921	33.719	.690	.847
Logo signified the high quality standard	58.958	33.639	.676	.847
Choosing food carefully to ensure good health	58.941	33.843	.662	.847
Considering self as a health conscious consumer	58.992	33.358	.662	.846
Think about halth related issues	58.978	33.283	.707	.845
SMEAN(EC1)	59.158	33.312	.561	.850
Preventing the contamination and pollution of soil, air, water and food supply	59.250	33.336	.528	.851
Uses less energy	59.381	33.300	.532	.851
Afford to purchase	59.817	32.254	.503	.853
Price is reasonable	61.096	33.790	.245	.876
Value for money	60.156	32.115	.501	.854
Willing to pay higher price	61.311	34.161	.210	.879

Food safety concern

Reliability Statistics

Cronbach's Alpha	N of Items
.956	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Safer to eat	19.03	3.683	.879	.947
Free from pesticides,fertilizers, and genetic modifications	19.05	3.499	.868	.947
Natural food	19.06	3.360	.910	.940
Less health risk	19.04	3.463	.896	.942
Logo signified the high quality standard	19.07	3.483	.843	.952

Health consciousness

Reliability Statistics

Cronbach's Alpha	N of Items
.894	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Choosing food carefully to ensure good health	9.42	1.127	.734	.899
Considering self as a health conscious consumer	9.47	.930	.845	.802
Think about halth related issues	9.46	1.003	.805	.838

Environmental concern

Reliability Statistics

Cronbach's Alpha	N of Items
.876	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SMEAN(EC1)	8.762	1.637	.753	.832
Preventing the contamination and pollution of soil, air, water and food supply	8.854	1.488	.821	.768
Uses less energy	8.985	1.617	.711	.869

Affordability

Reliability Statistics

Cronbach's Alpha	N of Items
.734	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Afford to purchase	8.53	6.250	.392	.742
Price is reasonable	9.81	4.703	.613	.619
Value for money	8.87	5.524	.568	.654
Willing to pay higher price	10.02	4.915	.545	.665

Purchase intention

Reliability Statistics

Cronbach's Alpha	N of Items
.865	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
willing to buy instead of conventional alternatives	17.633	4.852	.689	.836
Benefits outweigh the costs	17.713	4.462	.781	.812
Positive attitudes to purchase	17.673	4.437	.784	.811
SMEAN(PI4)	17.721	4.451	.711	.832
Intend to purchase in the near future	17.361	5.609	.476	.882

Actual purchase

Reliability Statistics

Cronbach's Alpha	N of Items
.898	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NewAP1	8.1443	3.861	.779	.871
NewAP2	7.9597	3.453	.854	.805
NewAP3	7.6074	3.956	.766	.882

Appendix F - Descriptive Statistics

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
P	298	4.2301	.41307	-1.723	.141	3.431	.281
FS	298	4.7624	.46500	-1.805	.141	2.007	.281
HC	298	4.7260	.49220	-1.744	.141	1.910	.281
EC	298	4.4335	.60993	-.770	.141	-.363	.281
AF	298	3.1015	.73882	-.122	.141	.191	.281
PI	298	4.4051	.53660	-.403	.141	-.974	.281
AP	298	3.9519	.94534	-1.148	.141	.618	.281
Valid N (listwise)	298						

Appendix G - Correlations

Correlations

		P	PI	AP
P	Pearson Correlation	1	.623**	.676**
	Sig. (2-tailed)		.000	.000
	N	298	298	298
PI	Pearson Correlation	.623**	1	.256**
	Sig. (2-tailed)	.000		.000
	N	298	298	298
AP	Pearson Correlation	.676**	.256**	1
	Sig. (2-tailed)	.000	.000	
	N	298	298	298

**. Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

Appendix H - Step 1: young consumers' perception toward organic food products to actual purchase

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	P[b]	.	Enter

a. Dependent Variable: AP

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.676[a]	.457	.456	.69752	.457	249.536	1	296	.000	1.536

a. Predictors: (Constant), P

b. Dependent Variable: AP

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.408	1	121.408	249.536	.000[b]
	Residual	144.014	296	.487		
	Total	265.422	297			

a. Dependent Variable: AP

b. Predictors: (Constant), P

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.595	.416		-6.232	.000
	P	1.548	.098	.676	15.797	.000

a. Dependent Variable: AP

Appendix I - Step 2: young consumers' perception toward organic food products to purchase intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	P[b]	.	Enter

a. Dependent Variable: PI

b. All requested variables entered.

ANOVA[a]

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.623[a]	.389	.387	.42025	.389	188.223	1	296	.000	1.688

a. Predictors: (Constant), P

b. Dependent Variable: PI

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.242	1	33.242	188.223	.000[b]
	Residual	52.276	296	.177		
	Total	85.518	297			

a. Dependent Variable: PI

b. Predictors: (Constant), P

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.979	.251		3.903	.000
	P	.810	.059	.623	13.719	.000

a. Dependent Variable: PI

Appendix J - Step 3: Purchase intention to Actual purchase

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PI[b]	.	Enter

a. Dependent Variable: AP

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.256[a]	.066	.063	.91528	.066	20.833	1	296	.000	1.843

a. Predictors: (Constant), PI

b. Dependent Variable: AP

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.452	1	17.452	20.833	.000[b]
	Residual	247.969	296	.838		
	Total	265.422	297			

a. Dependent Variable: AP

b. Predictors: (Constant), PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.962	.439		4.467	.000
	PI	.452	.099	.256	4.564	.000

a. Dependent Variable: AP

Appendix K - Step 4: Perception and Purchase Intention as Predictors of Actual Purchase

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	P, PI[b]	.	Enter

a. Dependent Variable: AP

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.709[a]	.502	.499	.66932	.502	148.734	2	295	.000	1.541

a. Predictors: (Constant), P, PI

b. Dependent Variable: AP

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.264	2	66.632	148.734	.000[b]
	Residual	132.158	295	.448		
	Total	265.422	297			

a. Dependent Variable: AP

b. Predictors: (Constant), P, PI

Coefficients[a]

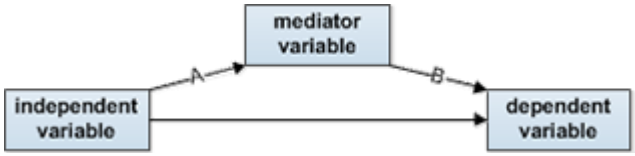
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-2.129	.410		-5.196	.000	-2.936	-1.323
	P	1.934	.120	.845	16.078	.000	1.697	2.170
	PI	-.476	.093	-.270	-5.144	.000	-.658	-.294

a. Dependent Variable: AP

Appendix L - Indirect Effect Testing

Indirect Effect Calculator for Mediation Models

This calculator will compute the indirect effect of a mediation model, given the regression coefficient between the independent variable and the mediator variable and the regression coefficient between the mediator variable and the dependent variable.



A: 0.810

B: 0.452

Calculate!

Indirect effect: **0.366120**

Sobel Test

Input:			Test statistic:	Std. Error:	*p*-value:
a	0.810	Sobel test:	-4.79583402	0.08039478	0.00000162
b	-0.476	Aroian test:	-4.78470301	0.0805818	0.00000171
s_a	0.059	Goodman test:	-4.80704307	0.08020731	0.00000153
s_b	0.093	Reset all	Calculate		