

FACTORS AFFECTING ON TRADITIONAL RICE PURCHASE INTENTION AMONG MILLENNIAL CONSUMERS IN SRI LANKA

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Abstract

The traditional rice industry in Sri Lanka, which has a 3000-year history and more than 1000 varieties of rice, is a somewhat hidden industry when compared to other improved rice varieties. Although traditional rice varieties consist of several nutritional values and a long history, the majority of consumers in Sri Lanka where rice is the main food, are used to consuming newly improved rice varieties. Accordingly, due to the difficult status of Sri Lankan consumers' purchase intention toward traditional rice, this study investigates the factors affecting traditional rice purchasing intention, with special reference to millennials in Sri Lanka. The study is quantitative, and a structured questionnaire was randomly shared with a total of 251 Sri Lanka's millennial population. Based on these findings, the study emphasizes that there is a positive and significant impact of the factors affecting millennial consumers' traditional rice purchase intention. The research provides an opportunity for Sri Lankan entrepreneurs and firms in the industry to improve the traditional rice market by paying attention to factors that influence the intention of millennials to purchase traditional rice.

Keywords: Consumer purchase intention, millennials, traditional rice.

1. Introduction

Traditional Rice Varieties (TRV) are rice varieties passed down through the generations and have been cultivated and protected by Sri Lankan farmers for more than 3000 years. The distinctive attributes of TRV, such as its high nutritional content and health benefits, have increased consumer demand for the product and its popularity in the home market (Subashini, 2021). In the early 1960s, Sri Lanka grew more than 1000 traditional rice types. However, the "H" series of rice varieties were introduced in the 1950s in response to population growth, and as a result, the nation lost many of its traditional types (Rambukwella, 2016). Shyama (2020) stated that Kuruluthuda, Kaluheenati, Rathdel, Pachchaperumal, Madathawalu, and Dehanala are some of the most popular brown traditional rice varieties, while Suwandal, Kahavanu, and Kahamaala are the most popular white varieties. It is known that these types of traditional rice have plenty of nutritional and medicinal qualities.

Currently, out of the total paddy land extent, 99% of the land is cultivated with new and improved rice varieties consisting of high yields. As a result of the introduction of new improved rice varieties, traditional rice cultivation in Sri Lanka was discouraged. As a component in organic agriculture, the Sri Lankan government has referred to re-introducing traditional rice to farmer fields, mainly considering its nutritive and Ayurvedic value and resistance to insects, diseases, and adverse climatic conditions (Berger, 2009). It is stated that it has been known through various studies that Sri Lankan traditional rice varieties exhibit great health benefits and bioactivities in contrast to improved varieties. Traditional rice varieties from Sri Lanka have excellent nutritional content, low glycemic indexes with antidiabetic effects, anticancer activity against human lung cancer cells, anti-glycation and anti-amylase impact, and other beneficial properties that have been scientifically demonstrated. It can be identified by investigating that traditional rice consisting of these health benefits is embedded in the consumer's mind as a medicine taken by consumers suffering from non-communicable diseases. Other health benefits that traditional variations are credited with include providing a cooling sensation in the body, enhancing vocal clarity, vision, and fertility, managing body sugar levels, and reducing rashes. Due to their inherited qualities, several traditional rice varieties are well-liked by the local populations. Hard-working folks are especially advised to eat the Suwandel type, which, when cooked, has a milky flavor (Sanjeevani, 2018). Traditional rice types are in high demand due to their distinctive flavor, taste, texture, nutritional content, and medicinal properties. Traditional rice types are cultivated and exported by Sri Lankan rice producers and suppliers.

In addition, the Suwandal, Elhal, and Rathhal types are well-known in foreign markets as healthful rice for diabetes people. Sri Lanka exported traditional rice worth \$7 million to the United Arab Emirates, Canada, the United Kingdom, Australia, and Italy in 2010 (Ginigaddara, 2017). Different researchers have investigated that according to great health benefits, the traditional rice varieties are most suitable to prevent people from non-communicable diseases. Nanayakkara (2020) stated that according to a survey, after the age of 35, the risk of non-communicable diseases rapidly increases in Sri Lanka. Therefore, people between the ages 27 – 42 should pay attention to healthy foods. Due to this vulnerability, the consumption of traditional rice among this age group can be increased by adapting them to a healthy diet. Due to these factors, investigating the factors affecting traditional rice purchasing intention among millennial consumers is appealing. The purchase of organic food products is based on subjective experiences and perceptions of these products. It is perceived that organic food is healthier, natural, nutritious, and environmentally friendly. Consumers with positive attitudes towards organic food are more likely to display positive behavioral and purchase intentions.

A European Action Plan states that ‘increasing consumers’ organic knowledge is vital for the demand of organic food because organic knowledge influences attitudes towards organic food products that directly determine the decision or intention to buy the product (Baoguo & Laksitamas, 2020).

Although traditional rice has plenty of health benefits and a long history, the majority of consumers in Sri Lanka, where rice is the main food, are used to consuming new improved rice varieties. These factors reflect the difficult status of Sri Lankan consumers’ intentions toward traditional rice. Different academics have examined how numerous variables impact consumer intention in every market. Ginigaddara et al. (2017) stated that awareness of traditional rice significantly influences consumer purchasing intention. As well as community, education level, income of household head, presence of household members with non-communicable diseases, and number of diseased persons in a family affect the intention of traditional rice consumers in Kagalle district. Neeraji et al. (2020) found that individual factors such as health concerns, environmental concern knowledge and awareness, eco-labels and price, followed by trust in organic food, are the most important factors influencing organic food purchase. Fustin & Fyoti (2012) investigated that health, availability and education from demographic factors positively impact consumers’ purchasing attitudes towards organic foods. Anupam et al. (2017) studied how consumers’ attitudes about organic food items are influenced by four factors: health consciousness, knowledge, subjective standards, and pricing. Sarah et al., 2021 investigated how social, cultural, personal and psychological factors significantly impact consumers’ attitudes toward organic

food. According to these statements, various researchers have investigated various factors affecting consumer intention to organic rice and other foods. On the other hand, Rambukwella (2016) stated that it can be determined that there is a lack of investigations on factors affecting consumer intention to traditional rice compared to other industries in Sri Lanka. Hence, based on this situation, this research is centered on measuring how factors affect the traditional rice purchase intention of millennial consumers in Sri Lanka.

1.1. Research Questions

The intention of the research is to find out the impact of factors on consumer intention to traditional rice in Sri Lanka. The research questions are,

1. Do attitudes have an impact on consumers' traditional rice purchase intention?
2. Do subjective norms have an impact on consumers' traditional rice purchase intention?
3. Does perceived behavioral control has an impact on consumers' traditional rice purchase intention?
4. Does environmental concern has an impact on consumers' traditional rice purchase intention?
5. Does willingness to pay has an impact on consumers' traditional rice purchase intention?

1.2. Objective of the Study

1.2.1. General Objective

The general objective of this study is to investigate factors affecting the traditional rice purchasing intention of millennial consumers in Sri Lanka. The researcher developed specific objectives to achieve the general objectives.

1.2.2. Specific Objectives

1. To investigate the impact of attitudes on consumers' traditional rice purchase intention.
2. To investigate the impact of subjective norms on consumers' traditional rice purchase intention.
3. To investigate the impact of perceived behavioral control on consumers' traditional rice purchase intention.
4. To investigate the impact of environmental concerns on consumers' traditional rice purchase intention.
5. To investigate the impact of willingness to pay on consumers' traditional rice purchase intention.

2. Literature Review

2.1. Consumer Purchasing Intention

Purchase intention refers to a choice to take action or a mental state that reflects the consumer's perspective on engaging in a specific behavior. Researchers discovered that purchasing attitude and perceived behavioral control are the two factors that directly influence purchase intention. Product knowledge, perceived risk, and perceived benefit are the three factors that indirectly influence it (Matsumoto, 2017). Marketing managers frequently gauge and include purchase intentions in new and existing goods and services choices. Future sales can be predicted by looking at purchase intentions. Understanding purchase intention is a useful tool for predicting customers' behavior because it has been developed from various perspectives and aspects (Zarif S., 2019). Also, this behavioral factor emphasizes the preferences of the consumers and encourages their propensity to buy a product.

According to Kumar (2020) it is crucial for consumer purchasing behavior since consumer purchase intention is likely to result in product purchases.

2.2. Traditional Rice in Sri Lanka

One of the largest growth markets in the food industry, the organic market has recently seen significant development. Organic foods are often thought to be more nutrient-dense, healthier, safer, and environmentally friendly. Teng & Wang (2013) stated that, according to earlier research, people are more likely to spend more on organic foods due to their higher quality and taste as well as their verified "safeness". Growing traditional rice types while using organic farming methods has regained popularity. According to the investigation of Wijesinghe et al. (2021), some Sri Lankans are switching to healthier eating habits with increased income and a greater awareness of their health. In the organic market that is developing in Sri Lanka, traditional rice has a significant position. Rambukwella & Priyankara (2016) stated that Sri Lanka, which was once known as the "Granary of the East," grows more than 1000 different kinds of traditional rice compared to newer varieties employed in chemically intensive paddy production; these traditional paddy types have strong features that allow them to endure climate change impacts like as droughts, heavy rains, and floods. In Sri Lankan markets, there are a number of significant traditional brown and white rice types. While Suwandel and Kahawanu are prominent white types, other popular brown varieties are Kuruluthuda, Kaluheenati, Rathdel, Pachchaperumal, Madathawalu, and Dahanala. Karunarathna (2018) stated that traditional rice varieties like Kaluheenati, Suwandel, Rathdel, Madathawalu, Hetadha Wee, Ma-Wee, Pachchaperumal, and Kuruluthuda are

being grown and exported by Sri Lankan rice producers and suppliers. Consumers from Sri Lanka and abroad favor these types.

2.3. Theory of Plan Behavior Model (TPB)

Researchers have used various theoretical models to evaluate the factors affecting consumer purchasing intention. Among them, numerous research studies have employed the Theory of Plan Behavior Model (TPB) to forecast behavioral intention and actual action. TPB is the most accurate method for predicting a person's consumption intention, and it has been used to investigate the relationships between attitudes, subjective norms, and perceived behavior control to ascertain people's intents and behaviors (Sentosa , Kamariah , & Mat, 2012). TPB was used to investigate the effects of attitude, subjective norms, and perceived behavior control on intention. TPB asserts that a person's purpose includes an immediate precursor to actual behavior. The goal includes the behavioral motivations behind the action (Nitharjan, 2021). The TPB is used to explain the antecedents of intention to purchase organic skin/hair care products.

Meanwhile, few research studies have used this theory to examine consumers' intentions to purchase organic food, particularly rice, a major food source in many nations (Krairit, 2019). Therefore, the current research adopts the TPB to understand the factors affecting consumer purchasing intention for traditional rice in Sri Lanka.

2.4. Modified Theory of Plan Behavior Model (MTPB)

In its current form, the Theory of Planned Behaviour does not consider ethical or social issues within its model measures. The consideration of additional model measures states that "The Theory of Planned Behaviour" is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behavior after the theory's current variables have been taken into account. As such, the theory has been modified for ethical concerns in consumer decision-making. The tendency of the original theory to focus on the self-interested concerns of individuals may be limited given the more societal-centered viewpoint of ethically concerned consumers. Some researchers have argued that a measure of personal 'moral' or 'ethical' obligation is added to the traditional Theory of Planned Behavior structure. Such a measure represents an individual's internalized ethical rules, which reflect their beliefs about right and wrong. In many instances, adding such a measure has been found to improve the explanation of intention (Shiu & Shaw, 2006). Shaw et al.'s (2000) study supported the notion that ethical consumers make ethical consumption choices because ethical issues have become an important part of their self-identity, and as such, self-identity was found to be

significant in the explanation of intention to purchase a fair trade grocery product. This was also supported by earlier research that found that ethical consumers do not identify with only one ethical issue but a range of ethical issues.

2.4.1. Attitudes (ATT)

Research has also suggested that the Theory of Planned Behaviour be modified to incorporate a measure of self-identity. The rationale for this argument is that as an issue becomes central to an individual's self-identity, behavioral intention is accordingly adjusted. Indeed, Ethical consumers make ethical consumption choices because ethical issues have become an important part of their self-identity (Shiu & Shaw, 2006). Mhlophe (2016) stated that Consumer intentions are influenced by their attitudes, and the more favorable the attitude, the more likely the consumer is to engage in the behavior. Zarif et al. (2019) stated that Consumer attitudes impact their intentions, and a positive attitude increases the likelihood that the consumer will engage in the behavior.

Bashir (2018) investigated that, according to earlier research, customers' good attitudes toward halal food products have a considerable and beneficial influence on their purchasing intentions. Based on the previous literature, the following hypothesis will be tested in the current study.

H1 - There is a significant impact of attitudes on consumer purchase intention toward traditional rice.

2.4.2. Subjective Norms (SN)

The term "subjective norm" relates to how consumers perceive social normative influences, such as those from their families, friends, coworkers, relatives, or other influential groups. A person feels societal pressure to engage in or refrain from a certain behavior (Ajzen, 2005). According to (Bashir, 2018), based on earlier research, SN is determined that friends and family members undoubtedly impact customers' decision-making when it comes to the products they choose. Based on the previous literature, the following hypothesis will be tested in the current study.

H2 - There is a significant impact of Subjective Norms on consumer purchase intention for traditional rice.

2.4.3. Perceived Behavioral Control (PBC)

The phrase "people's impression of the ease or difficulty of doing the behavior of interest" describes perceived behavioral control (PBC). It is the capacity of a person to carry out a specific behavior (Ajzen, 2005). (Sleki et al., 2020) stated

that many elements, including time, money, and talents, have been noted as crucial PBC components. Additionally, PBC is assessed based on how well people perceive their skills, knowledge, and resources.

According to (Bashir et al., 2018), PBC also affects behavior and intention through behavioral intention, both directly and indirectly. Based on the previous literature, the following hypothesis will be tested in the current study.

H3 - There is a significant impact of Perceived Behavioral Control on consumer purchase intention to traditional rice.

2.4.4. Environmental Concern

Concern for the environment is measured by people's awareness of environmental damage, and their efforts and readiness to find solutions.

The primary driver of adopting environmentally responsible conduct and participating in environmental conservation is respect for the environment (Saut & Saing, 2021). Based on the previous literature, the following hypothesis will be tested in the current study.

H4 - There is a significant impact of Environmental concerns on consumer purchase intention for traditional rice.

2.4.5. Willingness to Pay

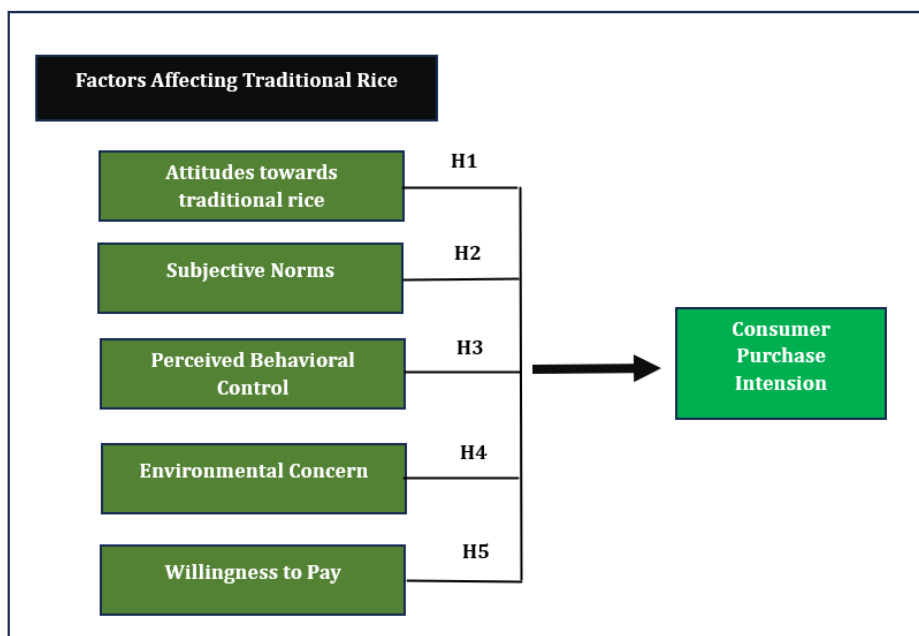
According to (Ajzen, 1991), pro-environmental behavior may be related to a consumer's willingness to pay a high price for an environmentally friendly product. The barrier that restricts and has a negative effect on the intention to purchase is the high price. Customers who care more about the environment and are more environmentally conscious are willing to pay more for green items (Saut & Saing, 2021). Based on the previous literature, the following hypothesis will be tested in the current study.

H5 - There is a significant impact of Willingness to Pay on consumer purchase intention to traditional rice.

3. Methods

3.1. Conceptual Framework

Figure 7: Conceptual Frame Work



Source: Moeun & Tithdane (2021)

The conceptual model created for this investigation is shown in Figure 1. The impact of Attitudes, Subjective Norms, Perceived Behavioral Control, Environmental Concern, and Willingness to pay on Purchase Intention is predicted by this model as the independent variables, while purchasing intention is the dependent variable. The TPB model consists of three dimensions such attitudes, subjective norms, and perceived behavioral control. Moeun & Tithdane (2021) have modified the TPB model by adding environmental concern and willingness to pay as a new dimension.

The population components from which the sample is drawn are all represented (physically) in the sampling frame (Sekaran and Bougie, 2009). The study's sample frame is the supermarkets and Ayurvedic pharmacies where traditional rice is available in Sri Lanka and their number of customers. The researcher selected a quantitative research strategy because the current study develops strategies to evaluate and test the hypothesis. The population of the present study is millennial consumers in Sri Lanka. The 251 respondents are used as the sample size by using the random selection method; the researcher has randomly

selected 251 millennial consumers who have at least once purchased traditional rice in Sri Lanka are used as the sample size. The researcher follows simple random sampling as the sampling technique for the study.

4. Results and Discussion

4.1. Descriptive Statistics

The researcher has collected data from both male and female respondents by sharing the questionnaire through online platforms. Of 251 respondents (73.31%) are females, and (26.69%) are males. According to the findings 47.81% of the majority of respondents are employed in the private sector. Among these respondents, the second highest percentage, 33.07%, works for the government sector. The remaining 16.73% of respondents are self-employers, and 2.39% are students.

When considering the education level of respondents, the largest number 57.37%, are degree holders. Of these income levels, only 5.18% belong to the highest income level group. 14.34% of respondents earn between Rs.75000 – Rs.100000, and the other 7.97% belong to the lowest income level group. The researcher has gathered data proportionately from respondents in all nine provinces of Sri Lanka in an almost evenly distributed manner. As a result of generated descriptive statistics analysis tables, mean values are more than 03 and less than 05 for all five independent and dependent variables. It goes on to explain that variables are operating at a standard level. The standard deviations for all 6 variables are higher than 0.75 and less than 2. The data set can be considered congested because it has a significant high value. As a result, the data set has less variation.

4.2. Reliability Analysis

Table 3 emphasize that Cronbach's Alpha values of all the independent variables and dependent variables are above 0.8. Therefore, each variable can be interpreted as a reliable variable.

Table 18: Cronbach's Alpha Value of Variables

Variable	Items	Cronbach's Alpha Value	Interpretation
Attitudes	04	.809	Good
Subjective Norms	04	.903	Excellent

Perceived Behavioral Control	03	.820	Good
Environmental Concern	04	.958	Excellent
Willingness to Pay	04	.941	Excellent
Traditional rice purchase intention	03	.960	Excellent

Source: (Survey Data, 2023)

4.3. Validity Analysis

Table 4 shows that the KMO value of attitudes, perceived behavioral control, and environmental concern is good, while subjective norms and willingness to pay have excellent KMO values. All four variables' Values for Bartlett's test of sphericity are under 0.05. All of the variables are significant, even though the variables' discriminant validity is high.

Table 19: KMO and Bartlett's test

Variable	KMO Values	Bartlett's Test of Sphericity Values	Number of Items	Interpretation
Attitudes	.778	0.000	4	Good
Subjective Norms	.828	0.000	4	Excellent
Perceived Behavioral Control	.626	0.000	3	Good
Environmental Concern	.766	0.000	4	Good
Willingness to Pay	.853	0.000	4	Excellent
Traditional rice purchase intention	.765	0.000	3	Good

Source: (Survey Data, 2023)

4.4. Correlation Analysis

Correlation can be measured using the Pearson correlation matrix. A perfect positive relationship between the two variables is shown by a Pearson correlation value of 1, while a perfect negative relationship is indicated by a value of -1. The values of $+1 > r > +0.75$, $+0.75 > r > +0.5$, and $+0.5 > r > 0$ denote higher and lower levels of positive connection, respectively. All the p-values are less than 0.005, indicating that all the variables are significant and have a strong correlation. Table 6 elaborates a moderately positive relationship between attitudes, subjective norms, perceived behavioral control, environmental concern, willingness to pay, and traditional rice purchase intention.

Table 5: Correlation Matrix

Note: * represents the 0.01 significance level

		Att	SN	PBC	EC	WP	CPI
Att	Pearson Correlation	1	.682**	.612**	.519**	.538**	.517**
SN	Pearson Correlation	.682**	1	.585**	.600**	.638**	.691**
PBC	Pearson Correlation	.612**	.585**	1	.601**	.562**	.680**
EC	Pearson Correlation	.519**	.600**	.601**	1	.673**	.588**
WP	Pearson Correlation	.538**	.638**	.562**	.673**	1	.591**
CPI	Pearson Correlation	.517*	.691**	.680**	.588**	.591**	1

Source: Survey Data, 2023

4.5. Multiple Regression Analysis

Based on Table 6, the R square value is 0.684, and it can be concluded that attitudes, subjective norms, perceived behavioral control, environmental concern, and willingness to pay may account for 69% of the variability in millennial customers' traditional rice purchase intentions. However, it was noted that other factors were not considered in the current study, which can account for 31% of variances in millennial customers' traditional rice buying intentions. The remaining factors can be presumed to include brand name, health benefits, and awareness, etc.

Table 20: The Modal Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^d	.691	.684	1.339

Source: (Survey Data, 2023)

The ANOVA table examines all of the outcomes from the study's model and focuses on the significance of the results (Field, 2009). The p-value for the ANOVA test is displayed as 0.000. The null hypothesis (H0) can be rejected because the model is significant, whereas the alternative hypothesis (H1) can be accepted. It indicates that independent characteristics such as attitudes, subjective norms, perceived behavioral control, environmental concern, and willingness to pay considerably influence millennial consumers' intention to purchase traditional rice.

Table 21: ANOVA Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	980.510	5	196.102	109.393	.000 ^b
	Residual	439.195	245	1.793		
	Total	1419.705	250			

Source: (Survey Data, 2023)

According to the statistical result of the coefficient table, attitudes can be identified as the most influential factor in traditional rice purchase intention, with the highest positive beta value of 0.473 and 0.000 of the p-value. The subjective norms influence on traditional rice purchase intention with a 0.306 beta value and 0.000 p-value. The perceived behavioral control have a 0.221 beta value and a 0.000 p-value that affect consumers' intentions to buy traditional rice. The environmental concerns influence traditional rice purchase intention with a 0.140 beta value and 0.001 of the p-value. The least influential factor in traditional rice purchase intention with the lowest positive beta value of 0.123 and 0.000 of the p-value.

Table 22: Coefficient Table

	Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.719	.514			.001
	Attitudes	.473	.040	.595	11.694	.000
	Subjective Norms	.306	.033	.425	9.149	.000
	Perceived Behavioral Control	.221	.057	.241	3.899	.000
	Environmental Concern	.140	.040	.208	3.496	.001
	Willingness to pay	.123	.032	.595	11.694	.000

Source: (Survey Data, 2023)

The findings represent that attitudes have a significant impact on traditional rice purchasing intention among millennial consumers in Sri Lanka. Maichum et al. (2016) stated that attitude was the best predictor of consumer intention toward the green product. Chen & Tung (2014) have found that according to the earlier body of information in the field of green marketing, attitude influences purchasing intention. Scalco, Noventa, Sartori, and Ceschi (2017) found that attitude was the most powerful incentive for consuming organic food. The researcher has investigated that subjective norms also significantly influence traditional rice purchasing intention among millennial consumers in Sri Lanka. As a result, it can be known that the influence of respondents' influential people, such as family members, friends and loved ones play a major role in predicting whether they tend to purchase traditional rice. The findings imply that millennial consumers' decision to purchase traditional rice is influenced by the peer pressure of their influential peers. Hasbullah et al. (2016) stated that there was a positive association between subjective norms and intention to shop online. Additionally, Wang (2014) confirmed the association between subjective norms and overall consumer purchase intention.

Hence, it can be concluded that Sri Lankan millennial customers significantly consider the subjective norms in the case of building intention to purchase traditional rice. Moreover, the perceived behavioral control significantly impacts traditional rice purchasing intention among millennial consumers in Sri Lanka. The perception of easiness helps millennial consumers decide whether or not to buy traditional rice. In other words, people are more likely to buy traditional rice if there are sufficient resources in terms of finance, time, and availability. Barbaross & Pelsmacker (2016) confirmed that perceived behavioral control (PBC) had proven to be an effective part of TPB in numerous research on sustainable consumption and green products. According to the current research findings, environmental concerns have a significant impact on millennial customers' intention to buy traditional rice in Sri Lanka. Customers who express concern about environmental issues are more likely to buy traditional rice that is grown organically. Environmental concern has a significantly favorable impact on green purchasing behavior toward the environment, according to Lee et al. (2014), Mostafa (2009), and Yadav and Pathak (2016).

Mostafa (2009) noted the significance of consumer concern for the environment, while Yadav and Pathak (2016) discovered that environmental concern has the most significant relationship with purchase intention. According to the findings, willingness to pay also has a significant impact on traditional rice purchasing intention among millennial consumers in Sri Lanka.

It was discovered that customer's willingness to pay a premium price is also a significant predictor of their intention to purchase packaged goods that are environmentally friendly (Prakash and Pathak 2017). The hypothesis can be tested using the B coefficient and p-value (sig level). To accept the hypothesis, the p-value at the 95% confidence interval must be equal to or less than 0.05, and the B coefficient must be positive.

H1 - There is a significant impact of attitudes on consumer purchase intention toward traditional rice.

Due to this independent variable's p-value of 0.000, which is less than 0.05, it is statistically significant. The beta value of the attitudes is 0.473. According to the positive beta value, the H1 can be accepted. Therefore, attitudes significantly impact millennial consumers' purchasing intention for traditional rice based on the multiple linear regression analysis.

H2 - There is a significant impact of Subjective Norms on consumer purchase intention for traditional rice.

The p-value of this independent variable is 0.000, and it is statistically significant because the p-value is less than 0.05. The beta value of the Subjective Norms is 0.306. According to the positive beta value, the H2 can be accepted. Therefore, Subjective Norms significantly impact on millennial consumers' purchasing intention for traditional rice based on the multiple linear regression analysis.

H3 - There is a significant impact of Perceived Behavioral Control on consumer purchase intention toward traditional rice.

Due to this independent variable's p-value of 0.000, which is less than 0.05, it is statistically significant. The beta value of the Perceived Behavioral Control is 0.221. According to the positive beta value, the H3 can be accepted. Therefore, Perceived Behavioral Control significantly impacts the millennial consumers' purchasing intention for traditional rice based on the multiple linear regression analysis.

H4 - There is a significant impact of Environmental Concerns on consumer purchase intention for traditional rice.

The p-value of this independent variable is 0.001, and is statistically significant because the p-value is less than 0.05. The beta value of the Environmental Concerns is 0.140. According to the positive beta value, the H4 can be accepted. Therefore, Environmental Concerns significantly impact on millennial consumers' purchasing intention for traditional rice based on the multiple linear regression analysis.

H5 - There is a significant impact of Willingness to Pay on consumer purchase intention to traditional rice.

The p-value of this independent variable is 0.000, and is statistically significant because the p-value is less than 0.05. The beta value of the Willingness to Pay is 0.123. According to the positive beta value, the H4 can be accepted. Therefore, Willingness to Pay significantly impacts on millennial consumers' purchasing intention for traditional rice based on the multiple linear regression analysis.

Table 09: Hypothesis Summary

Hypotheses	P-value	Result
H1 There is a significant impact of Attitudes on the purchase intention of millennial consumers to traditional rice.	0.000	Accepted

H2	There is a significant impact of Subjective Norms on the purchase intention of millennial consumers of traditional rice.	.000	Accepted
H3	There is a significant impact of Perceived Behavioral Control on the purchase intention of millennial consumers to traditional rice.	.000	Accepted
H4	There is a significant impact of Environmental Concerns on the purchase intention of millennial consumers of traditional rice.	.001	Accepted
H5	There is a significant impact of Willingness to Pay on the purchase intention of millennial consumers to traditional rice.	.000	Accepted

Source: Survey Data, 2023

5. Conclusion

The current study was conducted to investigate the factors that impact the traditional rice purchasing intention of millennial consumers in Sri Lanka. The dimensions of TPB were used for analyzing customer intention combined with environmental concerns and willingness to pay. As a result, the researcher has followed a modified TPB model in the current study. The researcher identified an empirical, theoretical, and practical gap in the studied field to conduct this investigation. Accordingly, the researcher created a conceptual framework based on earlier literature to handle the research problem area. The following conceptual framework determines the impact of independent variables (attitudes, subjective norms, perceived behavioral control, environmental concern and willingness to pay) on the dependent variable (traditional rice purchasing intention). To meet the goals of the study, the researcher gathered data from 251 male and female millennial consumers who have at least occasionally eaten traditional rice. The data were gathered using a random sampling technique. The software SPSS version 21 was used to analyze the collected data. The researcher has analyzed the distribution of demographic characteristics of respondents using pie charts. Further, the variables were described numerically by descriptive statistics. According to the reliability test, Cronbach's Alpha value and significant value represent the reliability of the current research instrument, while KMO and Bartlett's tests have been used to measure the validity of the data set. The correlation and regression analyses were conducted to identify the relationship and impact between the variables. Eventually, the findings represent that attitudes, subjective norms, perceived

behavioral control, environmental concern, and willingness to pay significantly impact on millennial consumers' intention to purchase traditional rice.

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