

**FACTORS AFFECTING CONSUMERS' PURCHASE INTENTION OF ORGANIC FOOD: WITH SPECIAL REFERENCE TO SRI LANKAN MARKET ENVIRONMENT**

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The consumers' increased interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues. Organic food is considered to be superior in quality because it prevents excess use of harmful ingredients and thereby ensures health when compared with other products. The demand for organic food products is increasing in Sri Lanka as in the rest of the world. Given this increasing demand for organic food products, this study was conducted with a view to identifying the factors that affect the consumers' purchase intention of organic food in Sri Lanka. The researchers also focused on studying the consumer awareness about organic food products. The factors used for this research to assess the purchase intention of organic food products were the health aspect, environmental friendliness, consumer perception and availability of product information. The data were gathered from a self administrated questionnaire and through the analysis and hypothesis tests. The relationships between each independent variable and dependent variable were examined along with the developed hypotheses. The sample size was 100 and it included people who represented the Colombo and Gampaha districts. The results revealed that there was a positive relationship between purchase intention and the above mentioned factors. Further, the researchers were able to recognize that among the four factors considered, the health aspect of organic products was the most influential factor for the purchase intention of the consumers and, it had a correlation value of 0.630. The analyzed data also revealed that most of the consumers were aware of organic food products and this awareness helped to make their purchase intention in the future. This is a favorable signal for the organic food producers and suppliers in Sri Lanka.