

A Study on Consumer Purchasing Behaviour on Spicy Products Special Reference to Matara District

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Abstract

Spices carry important medicinal properties and are widely used in alternative medicine and pharmacology. A large number of factors can affect the consumption of spicy products by individuals. The current study focuses on identifying the determinants that affect the purchasing decisions of consumers in Matara District, their awareness of the spicy products available, and prospective demand trends. A semi-structured questionnaire survey was conducted based on the DS division. The randomly selected sample of 384 consumers of spicy products in the Matara district to gather data across eight dimensions. The most of the consumers are Female and 18-29 years old. The 29.69% consumers have 25000-49999 income level. Based on output, the quality, nutritional value and price have a significant positive influence on purchasing decisions, while the impact of other factors was not statistically significant at 0.05. Further, there is a preference hierarchy among consumers, with chilli pieces being the most preferred. The investigation into Freelan's spicy product line reveals high consumer awareness, with most of participants acknowledging familiarity with the brand. The main avenues through which people learn about Freelan products are Freelan Outlets and supermarkets. This research provides valuable insights for marketers and producers of spicy products, emphasizing the importance of focusing on competitive pricing strategies and brand development to align with consumer preferences and enhance market share in the Matara district.

Keywords: Consumer Awareness, Matara District, Purchasing Decisions, Regression Analysis, Spice Consumption, Spices