

Factors affecting for the consumer demand of selected low country vegetable in Sri Lanka

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Vegetable consumption has recognized as essentials for healthy life. However, Sri Lankan's daily vegetable intake is less than the recommended quantity by World Health Organization. Vegetable consumption has a diverse pattern in society. Thus, the study aims to investigate the factors affecting for consumer demand of okra, bitter gourd, long bean, snake gourd, ridge gourd, pumpkin, tomato, wing bean, drumsticks, kekiri, eggplant and thibbatu. Monthly vegetable consumption data used for dependent variable while price, income, age, level of education and consumers' living sector data used for independent variables (Household income and expenditure survey 2016). Sample size was 21,756 housing units representing urban, rural and estate sectors. Data were analyzed using the double log demand function. The own price was negatively significant and income was positively significant for all selected vegetables at $P \leq 0.05$. Education was negatively significant ($P \leq 0.05$) for all except wing bean, eggplant and thibbatu. The educated people have considered the quality and diversity of the diet rather the quantity. However, urban households have consumed less amount of okra, long bean and pumpkin compared to rural and estate households. But tomato consumption is high in the urban sector comparatively. Family size was not significant for any selected vegetable. Thus, it can be concluded consumer demand for low country vegetable depends on own price, income, level of the education of household head and living sector of consumers. The study recommended that effort should be made to increase low country vegetable production to control price escalation.

Keywords: double log demand function, price and income

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