



Factors Impacting Consumers' Intention to Consume Coconut Ice Cream

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ABSTRACT

In an era where consumer preferences are rapidly shifting towards healthier, more sustainable, and inclusive food options, coconut ice cream has emerged as a popular alternative, captivating health-conscious individuals and meeting the growing demand from dairy-free consumers. This study focused on analyzing how various factors such as how product attributes, advertising, subjective norms, health consciousness, trust on product and availability influence consumers' intention to consume coconut ice cream. A questionnaire survey was conducted through face-to-face interviews to collect primary data from a sample of 300 respondents across six Divisional Secretariats in the Kurunegala district. Data analysis was performed using confirmatory factor analysis via AMOS in SPSS 24 version. The results revealed that trust in the product, advertising, subjective norms, health consciousness and availability are the main factors influencing consumers' consumption intention regarding coconut ice cream. These findings offer valuable insights for manufacturers, competitors, marketers and policymakers seeking to address the evolving preferences of health-conscious and dairy-free consumers in the contemporary food industry.

Keywords: *Coconut Ice Cream, Consumers, Consumption Intention, Factors, Kurunegala District*



1. INTRODUCTION

The coconut industry in Sri Lanka has great potential for developing the economy, contributing 0.7% to GDP and 3.3% to total export earnings (Central Bank of Sri Lanka, 2021). Coconut is the second most important food and a highly demanded agricultural commodity in Sri Lanka that is closely connected with Sri Lankan culture, food consumption, and the economy (Pathiraja *et al.*, 2015). Annually, Sri Lanka achieves an impressive coconut production, averaging between 2,500 to 3,000 million coconuts. A substantial portion of this production, roughly 70 percent, is consumed domestically. The remaining 30 percent serves as a vital raw material for value-added coconut processing industries, which cater to the global market's demands (CDA, 2021).

Coconut milk, a milky fluid extracted from fresh coconut kernel either manually or mechanically, contains approximately 56.3% moisture, 33.4% fat, 4.1% protein, 1.2% minerals, and 5.0% carbohydrates (Gonzalez, 1990). This white opaque emulsion, essentially free from fiber (Gwee and Seow, 1997), is highly esteemed in coconut-producing regions for its characteristic nutty flavor and nutritional value. It is reported that a significant portion, approximately 25%, of the world's coconut production is consumed in the form of coconut milk (Gwee and Seow, 1997).

In recent years, there has been a notable shift towards value-added coconut products that not only satisfy culinary preferences but also enhance nutritional benefits. And also the increasing demand for coconut milk has led to its incorporation into various products like ice cream, confectionaries, and more. Coconut milk-based ice cream, a frozen dessert made from a mix of edible fat, milk solids, and other permissible ingredients, caters particularly to vegan consumers and offers a cholesterol-free alternative. It's a delicious treat that blends the creamy goodness of coconut milk with unique flavors, offering various health benefits such as being dairy-free, cholesterol-free, and rich in medium-chain fatty acids that can support heart health and boost metabolism.



Despite the growing popularity of coconut ice cream as a dairy-free alternative, there is a notable lack of comprehensive research examining the factors influencing consumer intention to consume this product. Existing studies tend to focus on isolated aspects, such as the health benefits of coconut products (Agyemang, 2011) or the environmental sustainability of dairy alternatives (Schiano *et al.*, 2020), without considering the interplay of multiple factors. For instance, taste preference, a critical determinant of food consumption, has not been extensively compared between coconut ice cream and traditional dairy ice cream or other non-dairy alternatives. The influence of dietary restrictions, such as lactose intolerance and veganism, on the preference for coconut ice cream also remains underexplored (Pienwisetkaew *et al.*, 2022). Furthermore, there is insufficient research on how different marketing strategies and brand perceptions shape consumer intention in this context (Hasan and Sohail, 2021). Addressing these gaps provide a more general understanding of consumer behaviour and inform effective marketing strategies for coconut ice cream producers. Therefore, this study was focused to examine how product attributes, advertising, subjective norms, health consciousness, trust on product and availability influence consumers' intention to consume coconut ice cream.

2. LITERATURE REVIEW

Consumption intention refers to an individual's inclination or willingness to consumption, use, or consume a particular product or service. It encompasses the mental process and decision-making factors that influence whether a person intends to engage in a specific consumption behaviour.

Research has indicated that product factors such as taste, smell, texture, and colour influence consumers' consumption intentions (Kumar and Babu, 2014; Krishna, 2012; Spence, 2016). The taste and texture of coconut ice cream play a significant role, as consumers seek a smooth and creamy consistency coupled with a rich coconut flavor. Additionally, the availability of diverse flavor options, ranging from traditional coconut to innovative blends with fruits or nuts, appeals to different consumer preferences. These factors play a vital role in attracting consumers, shaping



positive perceptions, and impacting their overall evaluation of a product. Consumers assess a product's features and benefits to determine if it aligns with their needs, preferences, and expectations.

Studies by Alphonse and Alfnes (2012), *Grunert et al.* (2014), *Aschemann et al.* (2019), and *Teixeira et al.* (2022) reveal that health is a primary consideration in consumers' consumption intentions. Health is defined as a state of physical, mental, and social well-being, encompassing not only the absence of disease or infirmity but also the ability to lead a fulfilling and productive life (World Health Organization, 2021). Consumers are increasingly mindful of their health and well-being. When a product is perceived to offer health benefits, it can positively influence consumption intentions. Consumers are more inclined to choose products that they believe will contribute to their overall well-being. Several health factors influence consumers' decision to consume coconut ice cream. One significant factor is the perception of coconut ice cream as a healthier alternative to traditional dairy-based ice cream. Coconut ice cream is often marketed as dairy-free, making it suitable for individuals with lactose intolerance or dairy allergies. Additionally, coconut is associated with various health benefits, including being rich in medium-chain triglycerides (MCTs), which are believed to support weight management and provide a quick source of energy.

Recent research has emphasized the significant influence of subjective norms on consumers' consumption intentions (Teng and Wang, 2015; Wang *et al.*, 2020). Subjective norms refer to an individual's perception of social pressures and expectations from others regarding a specific behavior (Ham *et al.*, 2015). These norms are shaped by the opinions, attitudes, and behaviors of family, friends, colleagues, and reference groups. When individuals perceive positive attitudes or inclinations towards a particular product within their social circles, they are more likely to be influenced and develop a higher consumption intention.

Additionally, product availability has been shown to have a notable impact on consumer consumption intentions (Kumar and Babu, 2014; Weissmann and Hock,



2022). Accessibility to a variety of coconut ice cream options in supermarkets, convenience stores, and specialty ice cream shops increases consumer exposure to the product and enhances their likelihood of consumption.

Advertising also plays a crucial role in shaping consumption intentions (*Latif et al.*, 2011; *Amandeep et al.*, 2017; *Mirabi et al.*, 2015). Advertising increases consumer awareness about products or services, providing information about their features, benefits, and availability. This awareness can influence consumer perceptions and generate interest, ultimately leading to a higher likelihood of consumption intention.

Moreover, trust is another significant factor influencing consumption intention (*Arnot et al.*, 2016; *Hassan et al.*, 2018). Trust represents the willingness of customers to rely on a brand and their perception of the brand's effectiveness in building a positive company image that generates interest in purchasing a product. Strong belief in a product significantly reduces uncertainty and increases consumption intention.

Price is a critical factor influencing consumers' consumption decisions (*Firmansyah*, 2021). Favorable prices lead to an increasing tendency for consumers to make consumption decisions. Perceived value proposition in relation to the price enhances consumption intention, as consumers are motivated to make a consumption when they perceive the price as fair and reasonable based on the benefits and quality of the product.

Understanding consumption intention for coconut ice cream is crucial for businesses and marketers as it helps them tailor their products, marketing strategies, and communication efforts to effectively target and appeal to their desired audience. Additionally, studying consumption intention can provide insights into consumer behavior, helping businesses anticipate market demand and make informed decisions to meet consumer needs and preferences.

However, there hasn't been sufficient research done in Sri Lanka to explore the factors impacting consumers' intent to buy coconut ice cream. Given this gap in knowledge,

it's important to conduct additional research to better understand what influences coconut ice cream consumption. Due to the existing knowledge gap, it is beneficial to conduct research to understand the influential factors in consumption intention for coconut ice cream in Sri Lanka. Therefore, this study focused on analyzing how various factors such as product attributes, advertising, subjective norms, health consciousness, trust in the product, and availability influence consumers' intention to consume coconut ice cream in the Kurunegala District. Findings are important for manufacturers, competitors, marketers and policymakers seeking to address the evolving preferences of health-conscious and dairy-free consumers in the contemporary food industry.

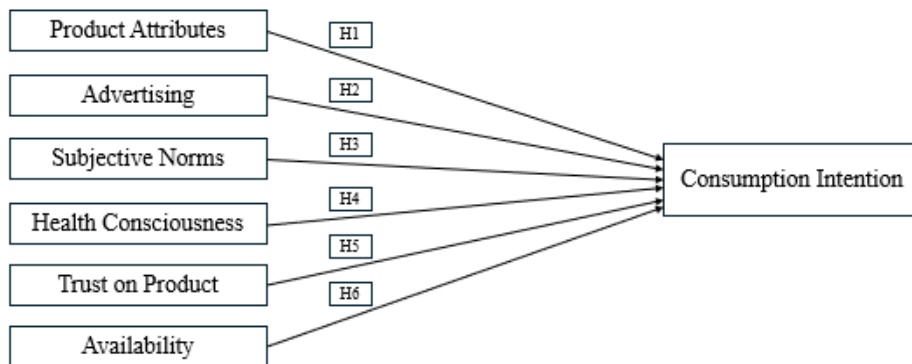
3. METHODOLOGY

3.1. Conceptual Framework

The conceptual framework outlined in Figure 1 illustrates how product attributes, advertising, subjective norms, health consciousness, trust on product, availability, and consumption intention are interconnected. Accordingly, the following hypotheses were formulated to guide the study:

- H1: Product attributes influence coconut ice cream consumption intention.
- H2: Advertising influences coconut ice cream consumption intention.
- H3: Subjective norms influence coconut ice cream consumption intention.
- H4: Health consciousness influences coconut ice cream consumption intention.
- H5: Trust on product influences coconut ice cream consumption intention.
- H6: Availability of the product influence coconut ice cream consumption intention.

Figure 1: Conceptual Framework



3.2. Data Collection

To collect primary data from the sample population, a pre-defined standard questionnaire was used (Wijesinghe *et al.*, 2020-2021; Carfora, *et al.*, 2019). Data were gathered via face-to-face interviews employing a structured questionnaire. A preliminary questionnaire underwent a pre-test with ten potential consumers, leading to minor adjustments based on feedback. The final sample consisted of 300 consumers chosen from retail outlets in the Kurunegala District. Kurunegala was chosen as the study area due to its strategic location as a prominent commercial hub and its role as a central district with high consumer activity in Sri Lanka. It is also a region where coconut-based products, including coconut ice cream, are relatively popular due to the district's substantial coconut cultivation and consumption patterns. Sample size determination followed the Cochran Formula (Cochran, 1963) with a 95% confidence level and 5% margin of error. Consumers were selected via systematic sampling, interviewing every third consumer at retail outlets. Retail outlets were randomly selected from six Divisional Secretariat divisions in the Kurunegala District using a multistage sampling approach.

3.3. Measures

The questionnaire included demographic factors and seven additional factors: product factors, consumer health consciousness, perceived knowledge, advertising, availability, subjective norms, trust, price, and certification. The dependent variable was consumer consumption intention. A total of twenty-five indicators measured these factors and consumption intention. All indicators were evaluated using a 5-point Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Table 1 presents a summary of all indicators categorized under each factor.

3.4. Data Analysis

The sample's adequacy for multivariate analysis was assessed using the Kaiser-Meyer-Olkin (KMO) test to ensure suitability for analysis. Additionally, the integrity of the multivariate analysis was further confirmed using the Pearson Correlation Coefficient, following guidelines proposed by Rohlf (2009), to prevent distortion in the analysis.

Descriptive statistics were utilized to analyze demographic factors, while Cronbach's Alpha Reliability Coefficient was employed to assess the reliability of each factor.

The validity of the measurement model was measured using Confirmatory Factor Analysis (CFA). Structural Equation Modeling (SEM) was used to examine the proposed model by using Analysis of Moment Structure (AMOS) SPSS 21 version to determine whether all observed indicators (observed variables) properly represent their underlying factors (latent variables) and whether the measurement model has a sufficient fit. To determine the significant level and relationship between dependent and independent variables, factor loadings were taken (Table 4).



Table 1: Likert scale items used to measure the consumption intention

Factor	Indicator Name	Likert Scale Indicators
Product Attributes	PA1	A smooth and creamy texture of coconut ice cream has a significant influence on my consumption
	PA2	Good consistency, without any iciness or crystallization, of coconut ice cream has a significant influence on my consumption decision
	PA3	slow melting of coconut ice cream has a significant influence on my consumption decision
	PA4	Good taste of coconut ice cream has a significant influence on my consumption decision
Advertising	AS1	Advertising significantly impacts my decision to consume coconut ice cream
	AS2	The presence of a celebrity in the advertisement influences my decision to consume coconut ice cream
	AS3	Advertising effectively conveys information about coconut ice cream, influencing my decision to consume it
Subjective Norms	SN1	Information of news and magazines affect my consumption decisions
	SN2	I consume coconut ice cream as consumed by my family
	SN3	My friends encourage me to consume coconut ice cream
Health Consciousness	HC1	I believe coconut ice cream is healthier to consume
	HC2	I believe coconut ice cream does not contain harmful chemicals
	HC3	Coconut milk is rich in Medium-Chain Triglycerides; therefore I consume coconut ice cream
	HC4	Coconut milk contains various vitamins and minerals; therefore I consume coconut ice cream
	HC5	Because I am lactose intolerant, vegan, or allergic to dairy, therefore I consume coconut ice cream



Trust on product	TO1	I believe the coconuts used in the production process are high-quality
	TO2	I believe coconut ice cream production process is hygiene
	TO3	I believe that coconut ice cream does not contain artificial additives
	TO4	I trust that the machinery employed in the production of coconut ice cream adheres to the appropriate quality standards.
Availability	AV1	The availability of coconut ice cream greatly affects my decision to consume it
	AV2	Poor availability of coconut ice cream products presents a barrier for me when it comes to consumption
	AV3	Coconut ice cream is always available in the retail outlets
Consumption Intention	CI1	I typically have a preference for consuming coconut ice cream.
	CI2	I intend to continue consuming coconut ice cream in the future
	CI3	I strongly recommend others to use the coconut ice cream

4. RESULTS AND DISCUSSION

4.1. Overview of Sample Characteristics

The sample predominantly comprised women (56.52%), with men accounting for 43.48% of the studied population (refer to Table 2). Regarding age distribution, 0.35% were aged less than 15 years, 36.71% fell within the 16-30 age group, 41.52% were aged 31-50, and the remaining 20.72% were above 50 years old. In terms of educational attainment, 1.78% of respondents had completed primary education, while the majority had education beyond that level. Specifically, 57.66% of the sample had attained a secondary level of education. Among the respondents, 66.63% were employed, and 77.77% reported an income level exceeding LKR 35,000.

Table 2: Socio-demographic characteristics of the sample

Parameter	Category	Percentage (%)
Gender	Male	43.48
	Female	56.52
Age	Less than 15 years	0.35
	16-30 years	36.71
	31- 50 years	41.52
	51 and above	20.72
Employment Status	Unemployed	33.37
	Employed	66.63
Monthly Income	less than Rs 15,000	2.45
	Rs 15,001 - Rs 35,000	19.78
	Rs 35,001- Rs 60,000	39.36
	Rs 60,001 and above	38.41
Educational Level	Primary	1.78
	Secondary	57.66
	Tertiary	40.56

(Source: Survey Data)

4.2. Assessment of Sample Adequacy

In order to assess the factorability of the data, both the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of sphericity (BTS) were conducted. The KMO test examines whether the data is suitable for factor analysis, with a recommended threshold value of at least 0.60. Meanwhile, the BTS evaluates the significance of the correlation matrix, with a threshold of $P < 0.1$. As indicated in Table 3, the results of both tests met the minimum requirements, suggesting that the data was appropriate for further factor analysis.

Table 1: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.744
Bartlett's Test of Sphericity Approx. Chi-Square	102364.049
df	1136
Probability	0.000

(Source: Survey Data)

4.3. Assessment of Reliability

Internal consistency was evaluated using Cronbach's Alpha, with a threshold of 0.7 indicating acceptable reliability (Hair *et al.*, 1998). As presented in Table 5, all factors demonstrated internal consistencies surpassing this threshold, indicating satisfactory consistency among their indicators.

4.4. Assessment of Fitness for the Structural Model

The model demonstrated a good fit with the following statistics: degree of freedom (df) = 191, p-value = 0.000, root mean square error of approximation (RMSEA) = 0.08, Tucker-Lewis index (TLI) = 0.91, Normed fit index (NFI) = 0.92, comparative fit index (CFI) = 0.92, goodness of fit index (GFI) = 0.89, adjusted goodness of fit index (AGFI) = 0.90, and CMIN/df = 3.956. These model fit indices meet the adequate threshold levels (Byrne, 2016), validating the measurement (Table 4).

Table 4: Goodness of Fit Indices

Category	Indices	Recommended Least	Attained Value
Absolute Fit	χ^2	$p < 0.05$	0.000
	GFI	$p > 0.90$	0.89
	RMSEA	$p < 0.08$	0.08
Incremental Fit	AGFI	$p > 0.90$	0.90
	CFI	$p > 0.90$	0.92
	TLI	$p > 0.90$	0.91
	NFI	$p > 0.90$	0.92
Parsimonious Fit	CMIN/DF	3-5	3.956

(Source: Survey Data)

4.5. Results of Confirmatory Factor Analysis (CFA)

The initial model included 25 indicators, all of which demonstrated adequate fit. As presented in Table 5, the estimated results indicate that all standardized estimates are statistically significant. Notably, among the indicators: PA2 exhibited the highest factor loading (0.461) for product attributes, suggesting good consistency and absence of iciness or crystallization in coconut ice cream. AS2 showed the highest factor loading (0.892) for advertising, indicating that the presence of a celebrity in the advertisement influences the decision to consume coconut ice cream. SN3 had the highest factor loading (0.711) for subjective norms, implying that encouragement from friends to consume coconut ice cream has a significant influence. HC5 demonstrated the highest factor loading (0.853) for health consciousness, suggesting that dietary restrictions such as lactose intolerance or a vegan lifestyle contribute to consuming coconut ice cream. TO1 displayed the highest factor loading (0.534) for trust in the product, indicating belief in the high-quality coconuts used in the production process. AV2 showed the highest factor loading (0.861) for availability, implying that poor availability of coconut ice cream products presents a barrier to consumption. CI3 demonstrated the highest factor loading (0.471) for consumption intention, indicating that recommending others to use coconut ice cream strongly reflects consumption intention.

Table 5: Confirmatory Factor Analysis Output

Construct	Estimate of items	Cronbach's alpha
Product Attributes		0.759
PA1	0.332***	
PA2	0.461***	
PA3	0.718**	
PA4	0.871**	
Advertising		0.767
AS1	0.691**	
AS2	0.892***	
AS3	0.571***	
Subjective Norms		0.708
SN1	0.391***	
SN2	0.641***	

SN3	0.711***	
Health Consciousness		0.719
HC1	0.511***	
HC2	0.593**	
HC3	0.533***	
HC4	0.774***	
HC5	0.853***	
Trust on product		0.794
TP1	0.534***	
TP2	0.422***	
TP3	0.494**	
TP4	0.381***	
Availability		0.776
AV1	0.813***	
AV2	0.626***	
AV3	0.561***	
Consumption Intention		0.747
CI1	0.782***	
CI2	0.861***	
CI3	0.223***	

*Levels of statistical significance, ** $P < 0.01$, *** $P < 0.001$*

Standardized Regression Weight analysis shows that consumers' intention to consume coconut ice cream (Table 6) is positively influenced by advertising, subjective norms, health consciousness, trust in coconut ice cream, and the availability of coconut ice cream.

There were three indicators under advertising: the influences of advertising, celebrity in the advertisement, and advertising effectively conveys information about coconut ice cream. The results suggest that advertising is a significant factor for coconut ice cream consumption intention (SRW 0.491, $P < 0.001$), supporting hypothesis two (H2). Therefore, it can be suggested that improving advertising strategies, including the use of influential endorsements and effective information dissemination about coconut ice cream, can significantly enhance consumers' intention to consume coconut ice cream. These findings underscore the importance of targeted marketing

efforts in driving higher consumption rates and supporting hypothesis two (H2) in the study.

Subjective norms were found to be another significant factor that influences consumption intention (SRW 0.633, $P < 0.001$). Based on these findings, the study provides evidence to support hypothesis three (H3). The Theory of Reasoned Action Behaviour (TRAB) explains how an individual's behavioural intention is shaped by their attitudes towards actions and subjective norms. Subjective norms encompass an individual's perception of social influence or pressure from significant others (such as family, friends, or colleagues) regarding the behaviour, encompassing both normative beliefs (what others think) and motivation to comply (the importance placed on others' opinions). On the other hand, the Theory of Planned Behaviour (TPB) explains how individuals strive to make informed decisions based on available information. When consumers trust subjective norms, their inclination to consume coconut ice cream increases. Consequently, the findings of this study substantiate these theoretical frameworks.

There were three indicators under subjective norms: Information from news and magazines affects, family influence, and friends encourage. Therefore, it can be suggested that consumer intention to consume coconut ice cream can be improved through effectively designed marketing communications that influence various categories of subjective norms. Local producers looking to boost sales of their products can utilize these findings in their marketing strategies, thereby enhancing their market share in the industry.

The factor of health consciousness highly influences the consumption intention of coconut ice cream (SRW 1.253, $P < 0.001$), supporting hypothesis four (H4). Health consciousness was measured using five indicators: belief that coconut ice cream is healthier to consume, belief that coconut ice cream does not contain harmful chemicals, belief that coconut ice cream is rich in Medium-Chain Triglycerides, belief that coconut ice cream contains various vitamins and minerals, and consumption of coconut ice cream due to lactose intolerance, veganism, or allergy to dairy. Therefore,



it can be suggested that emphasizing the health benefits of coconut ice cream, such as its perceived healthiness, absence of harmful chemicals, richness in Medium-Chain Triglycerides (MCTs), nutritional value, and suitability for dietary restrictions like lactose intolerance, veganism, or dairy allergies, can significantly enhance consumers' intention to consume the product. These findings support hypothesis four (H4) and highlight the importance of health-conscious messaging in marketing strategies aimed at promoting coconut ice cream consumption.

Trust was measured using four indicators, which evaluated the quality of coconuts used in the production process, the hygiene of the coconut ice cream production process, the absence of artificial additives in coconut ice cream, and the adherence of machinery in the production of coconut ice cream to appropriate quality standards. Trust was found to be another significant factor influencing consumption intention (SRW 0.614, $P < 0.001$). Based on these findings, the study provides evidence to support hypothesis five (H5). Therefore, it can be suggested that enhancing trust in the production process of coconut ice cream, including the quality of coconuts used, hygiene standards, absence of artificial additives, and adherence to machinery quality standards, is crucial for increasing consumers' intention to consume the product.

The factor of availability highly influences the consumption intention of coconut ice cream (SRW 0.781, $P < 0.001$), supporting hypothesis six (H6). Availability was measured using four indicators, which evaluated how the availability of coconut ice cream greatly affects the decision to consume it, how poor availability of coconut ice cream products presents a barrier to consumption, and how coconut ice cream is always available in retail outlets. These results indicate that the availability of the product plays a crucial role in shaping consumers' intention to consume coconut ice cream.

The results do not support hypothesis H1, indicating that the consumption intention of coconut ice cream is not significantly influenced by product attributes. Therefore, it can be concluded that Sri Lankan consumers tend to consume coconut ice cream

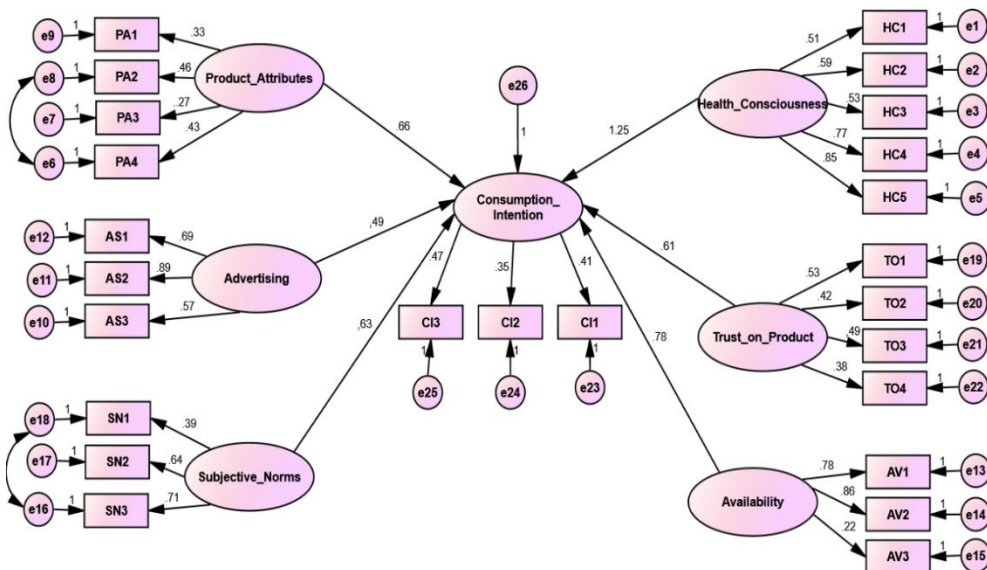
based on advertising, subjective norms, health consciousness, trust in coconut ice cream, and the availability of coconut ice cream.

Table 6: Standardized Regression Weight

Hypothesized Relationship	Estimate
Purchase intention ← Product attributes	0.663
Consumption intention ← Advertising	0.491***
Consumption intention ← Subjective Norms	0.633***
Consumption intention ← Health Consciousness	1.253***
Consumption intention ← Trust on product	0.614***
Consumption intention ← Availability	0.781***

Levels of statistical significance, *** $P < 0.001$

Figure 1: Structural Relationship Between Consumption Intention and Factors





5. CONCLUSION

Consumer consumption intention of coconut ice cream is influenced by a various factors, each playing a crucial role in shaping their preferences and choices. Among these factors, advertising, subjective norms, health consciousness, trust in the product, and availability stand out as key determinants that producers and marketers should carefully consider when promoting coconut ice cream.

Trust in the product is paramount, encompassing various aspects such as the quality of ingredients, production hygiene, absence of artificial additives, and adherence to quality standards in machinery. To uphold this trust, coconut ice cream producers must devise strategies that ensure consistent product quality and transparency in production processes.

Availability is another critical component influencing consumption intention. The proximity of coconut ice cream to consumers' homes and the convenience of shop locations are significant factors. Producers should strive to enhance the availability of coconut ice cream by expanding distribution channels, with potential support from government initiatives such as financial incentives, infrastructure development, and regulatory frameworks conducive to production.

Health consciousness emerges as a significant factor shaping consumption intention, with consumers valuing attributes such as perceived healthiness, absence of harmful chemicals, nutritional benefits, and suitability for dietary preferences such as lactose intolerance, veganism, or dairy allergies. Promoting these aspects can resonate with health-conscious consumers seeking wholesome food choices.

Subjective norms also play a pivotal role, with influences from family, friends, and media contributing to consumer perceptions and decisions regarding coconut ice cream consumption. Effective advertising, featuring celebrities or conveying pertinent information about coconut ice cream, can positively influence consumer attitudes and intentions.



In today's health-conscious society, consumers increasingly prioritize products that align with their dietary and ethical preferences. Coconut ice cream, with its natural ingredients and perceived health benefits, presents an appealing option for those seeking indulgence without compromising on nutritional value.

This study was limited to the Kurunegala District, which may not fully represent broader consumer behavior trends across Sri Lanka. Future research should explore other regions and examine variations in consumer preferences across demographics, climatic zones, and socio-economic backgrounds. The findings align with broader global trends in health, sustainability, and ethical consumer behavior. Coconut ice cream caters to the increasing demand for plant-based, lactose-free, and nutritious food options, appealing to health-conscious individuals and those with dietary restrictions, such as veganism or dairy allergies. By understanding and addressing these factors, producers and marketers can effectively promote coconut ice cream and meet the evolving needs of discerning consumers in the modern food industry.

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