

## **Factors influencing the consumption behaviour of inland fish**

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The purpose of this study was to identify and explain attitudes and factors that influence the consumption of inland fish using the general framework of Fishbein and Ajzen's Theory of Planned Behaviour (TPB). A consumer survey was conducted in Kandy and Anuradhapura districts using the purposive sampling technique. A pretested questionnaire developed to elicit information on TPB was administered to collect information from the customers who were shopping at randomly selected major supermarkets and fish stalls located in the major cities of two districts. Information on frequency of inland fish consumption, attitudes, subjective norms and behavioral control, along with the respondents' demographic and socio-economic characteristics were obtained from 219 respondents. Frequency of inland fish consumption was regressed against number of independent variables which include respondents' behavioral intention, attitudes toward inland fish, influence of subjective norms, behavioral beliefs, normative beliefs and control beliefs using Minitab 15 Software. Factor analysis and estimation of Cronbach alpha were performed to identify the factors which are highly correlated with the consumption and internal consistency of variables respectively. Attitudinal variables including - frequent consumption of inland fish is 'pleasant', 'enjoyable', 'healthy' and 'good'- were the most important determinants of inland fish consumption behavior. However, in general respondents considered inland fish as an expensive food. Subjective norms measured in terms of influence of spouse, children and known people, did not show much impact toward consumption as the mean values of responses were located near the centre of the hedonic scale. The attitude and behavioral control factors affect mostly on the buying behavior of inland fish by the respondents. Development of positive attitudes among the consumers toward the inland fish consumption and improved availability of the same at a reasonable price could increase the consumption of inland fish locally.

Keyword: inland fish, consumer behaviour, attitudes, consumer surveys, theory of planned

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