

The Impact of Supply Chain Visibility on Consumers' Purchase Intention of Organic Food

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In the current world, information about food supply chains is demanded by consumers. The lack of information shared in the food supply chain is considered a significant issue faced by consumers. Driven by the need for supply chain visibility, this study was conducted to identify the impact of supply chain visibility of organic food on consumers' purchase intention. The study gathered and fulfilled information on the influence of visibility in the organic food supply chain information on consumer's purchase intention in Sri Lanka. The study adopted factors such as supply chain visibility, the quantity of information shared, accuracy of information shared, timeliness of information shared on consumers' purchase intentions. Based on this, a quantitative approach was taken to analyse data. The study shows that an increase in the quantity of supply chain information provided on organic food has a severe impact on the consumer's purchase intentions. It is identified that an increase in the quantity of information that consumers possess allows them to make well-informed decisions when it comes to purchasing organic food products. Furthermore, the study found that there is an increase in the timeliness of the information as a major impact on consumers' purchase intention, and even the availability and the ability to access necessary information can influence consumers' purchase decisions.

Keywords: *organic food, supply chain visibility, purchase intentions, quantity of information shared*