

Factors Influencing on Consumer Purchase Intention towards Organic Food in Bangladesh

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Abstract

The market for organic food in Bangladesh is at an early stage and has huge opportunity of growth. There is rapid growth in the demand for healthy as well as tasty food products, which are safer than conventional food, follow the rules regarding environmental welfare, have a sustainable approach towards production and are also high in nutrition values. This paper presents results of a study conducted to identify and explain the factors that influence consumer purchase intention towards organic foods in Bangladeshi markets especially in Dhaka city.

The study follows a quantitative research approach in order to identify the factors that influence consumer purchase intention towards organic food and conducted primary research to justify the results against proposed hypothesis. Adopting the convenience sampling method, the primary data were obtained from a sample of 100 Bangladeshi consumers lives in Dhaka city using an online survey method. By using SPSS software for measuring and finding out the relevance between purchase intention and influencing factors by performing multiple analysis like - Cronbach's Alpha reliability test, Pearson Product-Moment correlation coefficients test, Regression model and came to the conclusions based on the findings of this analysis. Majority of the participants of the survey questionnaire expresses that organic food is healthier than conventional food, they are high in nutrition, and believes that buying or consuming organic food is a wise decision. The major factor identified through the research is subjective norms which has the highest influence on consumer purchase intention. The influence of these factor is significant to alter consumer purchase intention and can sometimes also act as deciding factors for purchase decisions.

Keywords: Consumer behavior, Organic Foods, Food products, Consumer Attitude.

1. Introduction

Now day's consumers are highly concern about the green aspects of any products and what are the effects they are putting on earth because they are aware about the consequences of those effects on natural environment. Besides that, when it comes to food consumers are getting more concerned because it is directly related with their health issues. These factors are the major driving forces for consumers to purchase organic food (Shijiu Yin, 2010).

If a food product doesn't contain artificially created insecticides, fertilizers, growth promoters for cattle, or poultry feed additives, it is referred to be "organic" (JIA Naixin, 2002). Food that is produced, processed, and packaged using organic agricultural practices is referred to as organic food. Organic foods are increasingly in demand due to their many advantages over non-organic ones, major among them are health benefits. Due to the increased customer demand, organic food sales are thus rising sharply. Increased consumer knowledge of and attitudes toward the advantages of organic food, a rise in organic farming, and the application of government rules are the primary drivers of the worldwide organic food market's growth (Prof.D.Suryachandra Rao, 2016). The growth of agricultural production areas has matched with the expansion of the worldwide organic market in recent decades. The global organic food sector has been expanding quickly in the majority of rich agricultural economies. This expansion rate is projected to continue rising in the upcoming years, indicating potential growth for this industry (Sheng JiPing, 2009).

Regarding economic development and population growth, Bangladesh is viewed as one of the most promising markets. Bangladeshi consumers are beginning to focus more on food quality due to an improvement in living conditions, including an increase in wealth and a focus on health, which presents an opportunity for the growth of the organic food industry. The rise in Bangladesh's gross domestic product (GDP) helps people living in large and middle-sized cities to enhance their purchasing power. They are therefore more likely to purchase organic food in the future since they are concerned about their health. Also, supermarkets in different cities like Dhaka, Chittagong, Sylhet, etc. are providing organic items in a large scale. Overall, Bangladesh's organic food industry is viewed as a promising rising market.

Despite Bangladesh's perfect agricultural climatic zones, the production of organic food is still a comparatively new phenomenon in our country. Bangladeshi organic farmers cultivate a variety of foods, including fruits, vegetables, dairy products, fruit juices, dried vegetables, and seafood, according to the Bangladesh Organic Products Manufacturers Association (BOPMA) (Guang-Wen Zheng, 2021). However the consumption rate of organic food is still not significant in our country. That is why it is important to understand that what are the factors that affect consumers purchase intention towards organic food so that to increase this rate of consumption marketers can take proper initiatives and make organic foods more popular among the customers.

So, this study represents the factors that affects the consumer's attitude and purchase intention towards organic food.

1.2 The Emergence of Organic Food Products in Recent Decades

In the early 1990s, organic farming was started in Bangladesh on a minor scale. In Bangladesh, few Non-government Organizations (NGOs) started organic farming at first. These NGOs organize interested farmers, provide training, technical advice, financial support, and help market organic products. The organic farmers form groups and co- operate with each other towards a sustainable farming system. Currently, 75 NGOs and some conscious farmers are working towards organic farming (Sharma, 2006). Among the NGOs, 47 are directly involved in the production, where few numbers in awareness building (Mohammed Asaduzzaman Sarker, 2008). Among the NGO's Proshika, Unnayan Bikalper Nitinirdharoni Gobeshona (UBINIG), Bangladesh Resource Center for Indigenous Knowledge (BARCIK), and Research Initiatives, Bangladesh (RIB) ranked in the topmost position. Simultaneously, some private entrepreneurs like Kazi and Kazi Ltd, Shams Enterprise, Shabajpur Tea Estate Ltd are in the leading position to invest in organic farming. Some entrepreneurs have already started to export their organic products in different developed countries. Today, horticultural crops, cotton, aromatic rice, and organic shrimp farming are

being practiced on a small scale in Bangladesh to mainly export and target higher-income urban people. Currently, organic products are being sold through different super shops such as Agora, Meenabazar, Shwapno, etc., they do not ensure fair prices for the producing farmers. Bangladesh Agricultural Research Institute (BARI) also took the initiative to conduct the necessary research regarding organic farming and established an Organic Block in her Experimental field at Joydebpur, Gazipur. Considering the global organic market trend and the expansion of OA by a private organization and NGO's in our country, the Bangladesh government adopted 'National Organic Agricultural Policy – 2016,' but the action plan has not yet started (Rahman, 2021).

1.3 Problem Statement

It is clear that the people of Bangladesh do not consume a substantial amount of organic food despite the industry's tremendous global expansion and possible future development. Compared to international consumption, our country has low sales of organic food. According to earlier studies, one of the primary factors contributing to lower consumption is consumers' perception that organic food is more expensive than conventional food. However, it could also have an impact on customer behavior (Rushdi Ahmed, 2015).

According to earlier studies, a variety of factors may impact consumer attitudes about organic food in general (Jager, 2000). Consumer behavior towards organic food may be affected by the information or experience they possess, such as prior consumer engagements (Joris Aertsens, 2009). The study by Thøgersen and Zhou indicates that organic food customers generally have high incomes (John Thøgersen, 2012). Thus, customer attitudes regarding organic food may change based on differences in demographics like age, gender, and wealth. According to Magnusson's study on consumer attitudes, younger people are more likely to buy organic food because of concern for both their health and the environment, whereas older people are more likely to focus on their health. A previous survey shown that women buy more organic food than men (Maria K. Magnusson, 2001).

Additionally, a lack of reliable information has made customers feel uncertain, which has a big impact on their attitude (Thøgersen, Traditional Food Production and Rural Sustainable Development : A European Challenge, 2009). A research of Jager came to the conclusion that the idea of subjective norms had an impact on uncertainty. In other words, consumers are more inclined to adhere to societal or subjective norms when they are unaware of the effects of consuming organic food (Jager, 2000). However, according to a different research by Aertsens, "Recent studies have shown that personal norms have a substantial impact on consumer attitude and their propensity to purchase organic food." This idea, which is related to personal norms, is described as an individual's belief that a certain course of action is good or bad based on own valuations (Joris Aertsens, 2009).

This study fills the research gap caused by the influence of the above-discussed influential factors on consumer attitude. It is particularly important to look at what factors and how they could affect Bangladeshi consumers' attitudes. Solomon states that two individuals might have the same attitude on a subject for two distinct reasons and under the impact of two different factors (Miceal Solomon, 2010). The marketer must determine the factors by which an attitude may be influenced before making an effort to impact customer attitudes favorably. Applying this framework, the first step for marketers is to look at attitude and how it may be modified in order to favorably alter Bangladeshi customer attitudes regarding organic food. This foundation makes it easier to create the right tactics with the goal of altering customer attitudes, which is currently the major objective of international marketing efforts. Consumer attitude is a topic that has long attracted the interest of marketing researchers since it is crucial knowledge for effective

marketing operations. (Gary Armstrong, 2009). In order to close this gap, it is also crucial to determine the connection between consumer attitude and purchase intention. This is because earlier research suggested that customer attitude toward a product might predict or directly influence consumer behavior.

1.4 Research Questions

1. What kind of factors influence consumer purchase intention towards organic food?
2. What is the relationship between those factors and consumers purchase intention?

1.5 Aims and Objectives

The study focuses on the investigation and identification of factors that influence a consumer's purchase intention towards organic food products and attempts to form a theoretical foundation through which the findings can be related to a market that is yet to be exploited by mass production and marketing of organic food products in Bangladesh. The following research objectives were formed to breakdown and define the studies main purposes:

1. To investigate and identify the factors that affects consumer purchase intention towards organic food that can be exploited by marketing strategies to promote these products.
2. To investigate and review the existing literature review on consumer behavior in order to form the theoretical foundation behind the identification of the factors that impact on a consumer's buying behavior towards organic food.
3. To analyze the perception of Bangladesh consumers towards the organic food products and to recommend necessary strategies that can be implemented to positively effect a consumer's purchase intention towards organic food.

2. Literature Review

Agriculture's technological features have undergone significant transformation throughout the past century. The residents and the surrounding area have both been greatly impacted by the change. The use of resources in farms, which is also connected to the ways used to produce food, has an impact on the emergence of new approaches. The amount of labor effort has decreased as a result of technological advancement. However, as the usage of chemical fertilizers has increased, so has the harvest. However, because it is cost-effective, the impact this is having on the environment is disregarded. The need of maintaining food production has increased as the agricultural industry has become increasingly urbanized. In terms of food production, institutions have made some decisions and urbanized nations have implemented new ideas. Urbanized agronomy faces challenges that can be addressed by implementing a new approach called organic agronomy. It will assist in developing agronomic production plans that are workable, affordable, environmentally friendly, and helpful.

It can be said that significant changes in agronomy were observed after the end of World War II. The environment suffered as a result of the intensive farming practices and the use of chemical fertilizers. Different nations searched for new agronomic methods as a result of the problems that were emerging. The most difficult and efficient approach that can be used is organic agronomy. The efficiency of organic agriculture would help alleviate some of the issues that consumers have with the production of conventional foods. The field of organic agronomy has developed cutting-edge techniques for making pesticides without the use of fertilizers. Additionally, they take extra precautions to ensure that the production process being used is of a high standard. Additionally, Larkin's research has revealed that the organic agriculture industry is expanding quickly, especially in the USA and Europe. This industry is expanding by almost 30% annually (Prof. Dr. Erkan Rehber, 2002).

Markets need to be updated with fresh, creative concepts that are appropriate for dealing with new customers who are now more likely to purchase organic food items. The traditional methods of product promotion are ineffective for reaching today's consumers. The products on the market should be of a high caliber and contain details about what they contain and how they can be useful in order to draw in new customers. Although the literature on organic products is eye-catching, the author claims that very little is known about how organic agriculture is affecting the global economy and how it is spreading across different nations (Baker, 2003).

2.1 Organic Food Products- Conceptual Background

In order to look at the background of organic food products we need to know exactly what organic food is or how it is described in general sense. And to compare it with other food products we need to know how different it is compared to that of others.

Many people think that there is no difference between the two and both mean the same. But this is not true. If we compare organic and natural from their definitions, the difference will be clear.

Organic foods are foods that are produced using methods that do not involve modern synthetic inputs such as synthetic pesticides and chemical fertilizers. Organic foods are also not processed using irradiation, industrial solvents, or chemical food additives. Organic food refers to food items that are produced, manufactured and handled using organic means defined by certifying bodies such as the United States Department of Agriculture (USDA) under its Organic Food Products Act. Natural food, on the other hand, generally refers to food items that are not altered chemically or synthesized in any form. These are derived from plants and animals. Thus a natural food item is not necessarily organic and vice versa. To have a more clear and specific understanding of what an organic food is we can look at the definition of organic food provided by the Green Earth Organics. It is stated that organic foods are made without artificial preservatives or ingredients and is marginally processed.

According to the Lifestyles of Health and Sustainability, it has been seen that people are more motivated to buy organic products and natural products since in their opinion it helps them to maintain a healthier lifestyle. Even then a question arises as to why some people prefer organic food and on the other hand others prefer natural food. This is because some people have the belief that synthesizing a food item results in loss of its nutrients and properties. Hence they demand natural foods. Organic food fans, on the other hand, want their food to be free of chemical fertilizers, pesticides and preservatives. Apparently, the demand for organic food is more than natural food because organic food seals are granted and monitored by the government. An act similar to the Organic Food Products Act is necessary for the natural food products as well.

Research have also been carried out in regard to the products that are environmentally friendly. These products are commonly known as Green Products. Green products might, typically, be formed or part-formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market with less packaging. The term is used to describe a product that meets one of these criteria:

- Comprises of qualities that will protect the environment.
- Has replaced artificial ingredients with natural ingredients.

There are no legal guidelines or strict definitions for use of the term, so it is subject to interpretation. On the other hand, it is clear that there are both significant similarities and differences between green products and organic products (Rushdi Ahmed, 2015).

2.2 Organic Food Product Market in Bangladesh

The UK economy has experienced significant setbacks over the last few years. In relation to other nations'

economies, the same can be said. Every sector, but particularly the trade zone, is still very stressed. People who are unemployed, have had their pay cut, and are living on less than they can afford are becoming more prevalent. People are spending less money as a result of these social and financial issues, which has an immediate impact on the trade sector. Even so, it is quite astonishing how little of an impact this has had on the production of organic food. In 2013, there was an 8% increase in sales of organic food. In both the European and US markets, this development has persisted. Over the past five years, the market in China has grown significantly. However, statistics show a 40% annual growth in Brazil. Professional analysts predict that the annual growth of organic products in Asia will increase by 20% (Cottingham, 2014).

The scenario is not as bright in Bangladesh as it is in some other regions. Although there is an increase in transactions in the organic baby food department by almost 7% and moderate increase in the poultry and textiles department, the organic sector has had a fall in their market by almost 4% in Bangladesh. Some new sectors are developing, and this might be the first sign of change in Bangladeshi customers spending patterns (Rushdi Ahmed, 2015).

Though some major retailers are not very hopeful about the organic product market, many small private companies and farms are still trying to emerge and take a stand in the organic product market. The organic market does have a good standing in the market since from a survey it has been seen that out of 10 families eight of them buy organic products (Rushdi Ahmed, 2015).

2.3 Factors Influencing Consumer Purchase Intention toward Organic Foods

Consumer purchase intention toward organic food have been found to be influenced by a number of different factors. This section summarizes and discusses the impact of these factors on consumer purchase intention based on the review of prior literature and pertinent articles.

2.3.1 Health Consciousness

A person who has a health-conscious attitude is one who is aware of how healthy their diet and lifestyle are. Regarding the context of organic food, it was stated that consumers' positive attitudes toward organic food are a result of their conviction that such food is healthy and, therefore, is safe to eat. This factor was initially caused by consumers' perception of being "free from chemicals," which was mentioned by (Daniel A. Devcich, 2007). The research revealed that concerns about one's health are related to a preference for food made with natural ingredients over food with synthetic and artificial additives. Similarly (Gerardine Roddy, 1996) claimed that people who care more about food safety have a favorable view of organic food.

2.3.2 Consumer Knowledge

The attitude of consumers toward organic food is found to be positively impacted by their knowledge, according to (Susanne Padel, 2005). Consumer knowledge is divided into three categories: prior experience, subjective knowledge, and objective knowledge. The term "subjective knowledge" describes what consumers believe they know. It is referred to as self-rated knowledge in other words. It stands for a person's self-assurance in their knowledge. The lack of confidence is a result of the low level of subjective knowledge (Brucks, 1985).

Consumers' actual knowledge is referred to as their objective knowledge, and their prior experiences are what they have already had. According to research on the relationship between consumer attitude and knowledge of organic food, consumers' attitudes are said to be more favorable the more information they have about it. Particularly, it is found that subjective knowledge influences consumer attitudes more favorably than objective knowledge (Ellen, 1994). Additionally, prior experience is a key factor in

determining consumer attitude because consumers with more experience tend to be more upbeat. Similar to this, it is asserted that customers who have previously purchased organic food have a more upbeat outlook than novice customers (Gerardine Roddy, 1996).

The public could learn about organic food from a variety of sources. It has been proven that market-displayed information about organic food can significantly affect consumers' perceptions of that food. Evidently, public administration, including local governments, social media, social networks, alerts from environmental organizations, and advertisements, have an impact on people's knowledge of organic food. Therefore, prior experience is also regarded as a crucial variable that affects consumer knowledge towards organic food.

2.3.3 Environmental Concern

The attitudes and purchasing intentions of consumers who are more engaged in organic and environmentally friendly issues, such as environmental protection, are generally positive (Iris Vermeir, 2006).

Environmental behavior includes all human deeds that have a significant impact on the environment, such as the use of natural resources. The concept of environmental behavior encompasses a wide range of activities, including the production and consumption of food, the purchase of a home, travel, and shopping (Jager, 2000). Numerous studies have looked into how consumers feel about buying organic food, and they have discovered three key factors that apply to all nations and cultures: organic food is viewed as healthier, more environmentally friendly, and tastier than conventional food. However, it is countered that despite consumers' favorable attitudes toward organic food, there aren't many of them who regularly buy it.

2.3.4 Personal and Subjective Norms

Personal norms are a person's perceptions of what is appropriate or inappropriate behavior. According to studies, consumers' attitudes and decisions regarding organic versus non-organic food are strongly influenced by their personal norms. In other words, it is believed that consumer beliefs have an impact on how they feel about a product (Thøgersen, Direct experience and the strength of the personal norm–behavior relationship, 2002). Subjective norms, on the other hand, are defined as the social pressure an individual feels to participate in or conform to a group behavior, such as that of family and friends. These standards are normative expectations and beliefs held by this person in relation to groups or significant referents. It is determined that consumers' attitudes toward organic food are positively impacted by subjective norms in terms of attitude.

Factors	Elements
Health Consciousness	✓ Compared to conventional food, I think organic food contains more naturally sourced ingredients. ✓ I feel that eating organic food is better for my health than eating conventional food. ✓ I prefer to purchase organic foods over conventional food.
Consumer Knowledge	✓ I have enough knowledge of organic food. ✓ My understanding of organic food is based on past experiences, including purchases, consumption, hearing about it from others, and reading about it. ✓ My overall experience with or impression of organic food is positive.

Environmental Concern	✓ I pay a lot of intention to the environment. ✓ My food preferences are heavily influenced by the environmental aspects. ✓ In my opinion, organic food is better for the environment than conventional food.
Personal Norms	✓ I believe I should choose organic foods over conventional foods. ✓ If I choose organic food, I feel better about myself. ✓ I think buying organic food is a wise choice.
Subjective Norms	✓ I follow others' lead when it comes to choosing organic food. ✓ I choose organic food as a result of social pressure (society, the environment, social networks, etc.). ✓ The majority of the people who are significant to me want me to choose organic food.

Table 1: Elements of factors affecting consumer purchase intention towards organic food (Author Generated)

3. Methodology

The purpose of this study is to find out the possible factors that influences consumer buying behavior towards organic food in Dhaka city. This study was based on reviewing previous research and theoretical models derived from existing theories. As results, five hypotheses were developed. Therefore, deductive approach was appropriate to apply in this circumstance. Furthermore, the study collected empirical data by conducting questionnaire in order to test the existing theory and adapted model instead of generalizing a new theory. From this perspective, deductive approach was supported and fulfilled requirement.

In this study, quantitative research was chosen as an approach due to the fact of quantification in the collection and analysis of the data and the purpose to make a generalization of the data. In specific, the researchers attempt to reach a large number of Bangladeshi consumers by questionnaire. Thus, quantitative approach is more suitable in this case. Moreover, instead of gaining in-depth insights of phenomena, the main focus of this research was to test hypotheses derived from the adapted theoretical model. The relationship between different factors and purchase intention was the ultimate goal to identify in this study. Based on these justifications, quantitative approach was selected.

a. Research Design

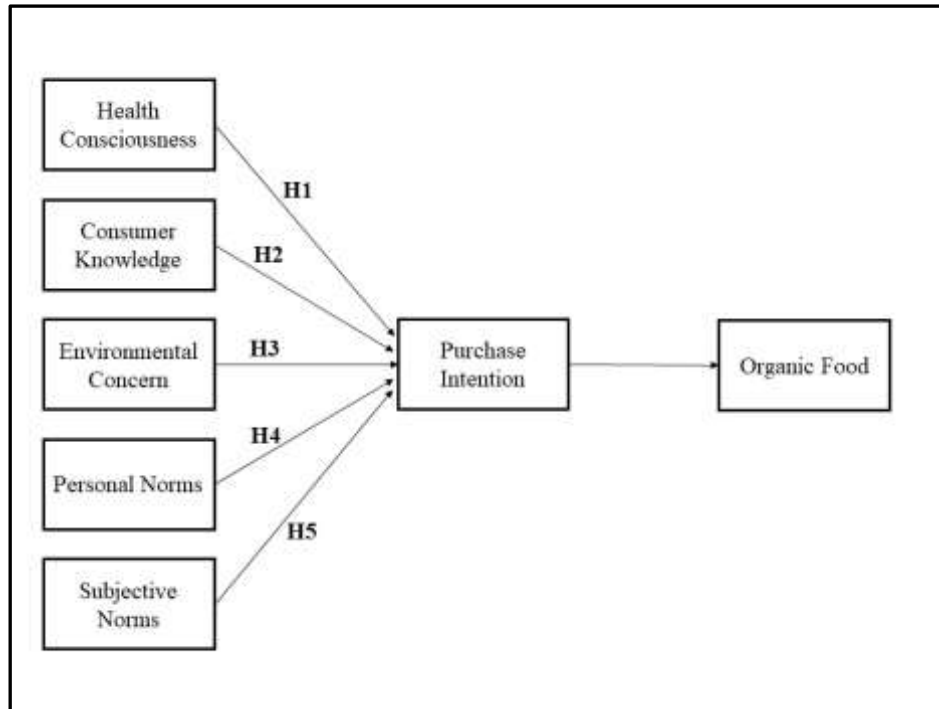
This study signifies and investigate the relationship of different potential factors that might affect consumer purchase intention towards organic food. In particular, in order to identify the proper influence between individual factors on consumer purchase intention, if it was positively or negatively affected. Based on that, the formulation of Bangladeshi consumer purchase behavior towards organic food could be more interpreted. Besides, different measurements were constructed to measure each theoretical concept and a population is also specified. For analyzing data following method was used:

1. Cronbach's Alpha reliability test,
2. Pearson Product-Moment correlation coefficients test, and
3. Regression model

Therefore this study was categorized as a descriptive design which attempted to investigate the relationship between different variables.

3.2 Hypothesis and Conceptual Framework Formulation

Conceptual Framework (Author generated)



The hypothesis and conceptual framework developed for this study is given below:

H1: The more health-conscious consumers are the more positive purchase intention they have towards organic food.

H2: The more knowledge (subjective knowledge, prior experiences and information) consumers have the more positive purchase intention they have towards organic food.

H3: The more consumers care about environmentally friendly issues the more positive purchase intention they have towards organic food.

H4: The more consumers themselves consider that organic food is good, the more positive purchase intention they have towards organic food.

H5: The more people around consumers consider that organic food is good, the more positive purchase intention they have towards organic food.

4. Analysis and Findings

4.1 Demographic Analysis

Among our 100 respondents 61% was male and 39% was female. Out of 100 respondents 58% were aged between 16-23, 22% were aged between 24-31, 17% were aged between 32-39 and 3% were aged between 40-47. Between all the respondents 67% are students and rest of the respondents which means 33% are either service holder or doing their own business.

4.2 Frequency Analysis of the Elements of Factors Influencing Consumer Purchase Intention Towards Organic Food`

Health Consciousness	Frequency	Percentage
Compared to conventional food, I think organic food contains more naturally sourced ingredients.	87	87%

I feel that eating organic food is better for my health than eating conventional food.	75	75%
I prefer to purchase organic foods over conventional food	49	49%

Table 2: Frequency Analysis of Elements of Health Consciousness Factor (Author generated)

This table represents that 87% respondents are agreed that compared to conventional food, they think organic food contains more naturally sourced ingredients, 75% respondents agreed that they feel that eating organic food is better for their health rather than eating conventional food and 49% people agreed that they prefer to purchase organic foods over conventional food.

Consumer Knowledge	Frequency	Percentage
I have enough knowledge of organic food	61	61%
My understanding of organic food is based on past experiences, including purchases, consumption, hearing about it from others, and reading about it	75	75%
My overall experience with or impression of organic food is positive	75	75%

Table 3: Frequency Analysis of Elements of Consumer Knowledge Factor (Author generated)

This studies second independent variable is ‘Consumer Knowledge’ where 61% respondents are agreed that they have enough knowledge of organic food, 75% respondents are agreed that their understanding of organic food is based on past experiences, including purchases, consumption, hearing about it from others, and reading about it and 75% respondents are agreed that their overall experience with or impression of organic food is positive.

Environmental Concern	Frequency	Percentage
I pay a lot of intention to the environment.	73	73%
My food preferences are heavily influenced by the environmental aspects.	43	43%
In my opinion, organic food is better for the environment than conventional food.	87	87%

Table 4: Frequency Analysis of Elements of Environmental Concern Factor (Author generated)

The third dimension is ‘Environmental Concern’ where 73% respondents are agreed that they pay a lot of intention to the environment 43% respondents are agreed that their food preferences are heavily influenced by the environmental aspects and 87% respondents are agreed that in their opinion, organic food is better for the environment than conventional food.

Personal Norms	Frequency	Percentage
I believe I should choose organic foods over conventional foods.	57	57%
If I choose organic food, I feel better about myself.	63	63%
I think buying organic food is a wise choice	81	81%

Table 5: Frequency Analysis of Elements of Personal Norms Factor (Author generated)

The forth independent variable is 'Personal Norms' where 57% respondents are agreed that they believe they should choose organic foods over conventional foods, 63% respondents are agreed that if they choose organic food, they feel better about themselves, and 81% respondents are agreed that they think buying organic food is a wise choice.

Subjective Norms	Frequency	Percentage
I follow others' lead when it comes to choosing organic food.	63	63%
I choose organic food as a result of social pressure (society, the environment, social networks, etc.)	39	39%
The majority of the people who are significant to me want me to choose organic food	51	51%

Table 6: Frequency Analysis of Elements of Subjective Norms Factor (Author generated)

The Last dimension is 'Subjective norms' where 63% respondents are agreed that they follow others' lead when it comes to choosing organic food, 39% respondents are agreed that they choose organic food as a result of social pressure (society, the environment, social networks, etc.) and 51% respondents are agreed that the majority of the people who are significant to them want them to choose organic food.

Positive Purchase Intention	Frequency	Percentage
I am more likely to purchase organic food next time going shopping	64	64%

Table 7: Positive Purchase Intention (Author generated)

Finally respondents stated whether they will buy organic food in their next shopping or not and where 64% respondents are agreed that they will buy organic food in their next shopping.

4.3 SPSS Data Analysis

Independent variable	No of elements	Cronbach's Alpha
Health Consciousness	3	.607
Consumer Knowledge	3	.816
Environmental Concern	3	.362
Personal Norms	3	.843
Subjective Norms	3	.731

Table 8: Summary of Cronbach's Alpha Reliability Test (SPSS Output)

Cronbach's Alpha reliability test was conducted to assess the reliability or internal consistency of positive purchase intention against the factors- health consciousness, consumer knowledge, environmental concern, personal norms, subjective norms. When testing positive purchase intention, our dependent variable, these 5 factors considered as independent variable. In case of the independent variable, the elements considered were the questions relating to the corresponding factors. Personal norms scored the highest value among the variables with $\alpha = 0.843$, followed by consumer knowledge with $\alpha = 0.816$, subjective norms with $\alpha = 0.731$, health consciousness with $\alpha = 0.607$, environmental concern with $\alpha =$

0.362. Only a reliability coefficient of .70 or higher is considered “acceptable” in most social science research situations. Therefore, it can be concluded that consumer knowledge, personal norms, subjective norms can be relied upon, and they have fairly high internal consistency.

Purchase Intention	Health Consciousness	Consumer Knowledge	Environmental Concern	Personal Norms	Subjective Norms
	.387	.616	.690	.453	.580

Table 9: Summary of Pearson Correlation Coefficient Tests (SPSS Output)

Correlation of coefficient table measures the strength of the linear relationship between health consciousness, consumer knowledge, environmental concern, personal norms, subjective norms and purchase intention towards organic foods. Here, correlation coefficient table shows that all independent variables have positive correlation with the dependent variable. There is a high correlation between environmental concern ($r = 0.690$), consumer knowledge ($r = 0.616$), subjective norms ($r = 0.580$) with purchase intention towards organic food. Meanwhile personal norms ($r = 0.453$) share moderate relation and health consciousness ($r = 0.387$) share low relation with purchase intention towards organic food. Environmental concern with highest percentage has most relation with purchase intention towards organic food.

Table 10: Model Summary (SPSS Output)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.771 ^a	.594	.573	.63345	.594	27.553	5

Model	Change Statistics		Durbin- Watson
	df2	Sig. F Change	
1	94	.000	2.203

- Predictors: (Constant), Subjective, Knowledge, Personal, Health, Environment
- Dependent Variable: I am more likely to purchase organic food next time going shopping.

Model summary is used to determine how well a regression model fits the data and items can be explained as well. Based on the regression model above, it shows 59.4% (R Square= 0.594). This result indicates that all the factors such as health consciousness, consumer knowledge, environmental concern, personal norms, subjective norms are good predictors of purchase intention towards organic food. By adding more and more irrelevant items to a model will cause adjusted R square to decrease whereas useful items will increase adjusted R square. Here, adjusted R square is 57.3% (Adjusted R square= 0.573) which indicates relevant and useful items. High R square and adjusted R square means items selected as independent variables are close to being perfect.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.281	5	11.056	27.553	.000 ^b
	Residual	37.719	94	.401		
	Total	93.000	99			

Table 11: Annova (SPSS Output)

a. Dependent Variable: I am more likely to purchase organic food next time going shopping.

b. Predictors: (Constant), Subjective, Knowledge, Personal, Health, Environment

Based on the finding above, the F statistic for the overall goodness of fit model is 27.553%. This also reflects that the model is fit to be used for further analysis as the result shows p-value is .000 and we can say that our independent variables- health consciousness, consumer knowledge, environmental concern, personal norms, subjective norms reliably predict the dependent variable- purchase intention.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
	B	Std. Error	Beta			Zero-order
1 (Constant)	.564	.496		-1.136	.259	
Knowledge	.243	.130	.219	1.864	.065	.616
Environment	.616	.236	.344	2.610	.011	.690
Subjective	.293	.085	.292	3.424	.001	.580

Table 12: Coefficient Table

In the model, health consciousness and personal norms were eliminated as the Pearson Coefficient value of these two came less than 0.5. So after the test this model basically leaves only one parameter which is subjective norms as its significant is less than 0.05 so it contributes most significantly to the overall purchase intention of consumers towards organic food.

Regression Equation: $Y = A + BX_1$

In the above scenario,

$Y = .564 + .292X_1$

Where

Y – Purchase intention towards organic food

X₁ – Subjective norms

5. Managerial Implications

The result of this study could be considered as an advice for marketers in regard to consumer purchase intention towards organic food in Bangladesh. It particularly indicates which factors are influencing on consumer purchase intention and which factors do not. Due to the fact that subjective norms are concluded to influence consumer purchase intention, this factor should be more detailed in focus or exploited by the marketers to develop advertising strategies in the future in Bangladeshi market. Besides that, health aspects should be more emphasized in organic food's advertisings with subjective norms factor. Moreover, information about the products should be widespread in public through various ways of social media in order to increase the consumer knowledge. In parallel, the message should be clear and as detail oriented

such as the ingredients, production process and how positive it affects the consumer's health. Furthermore, the demographic factors should be essentially considered by the company in order to tailor their potential target groups of consumers.

6. Conclusion

In general, Bangladeshi consumers hold a positive purchase intention towards organic food. Based on the frequency analysis of the elements of every factor, it concludes that the respondents think it is wise, good and important to buy organic food. This represents a good evaluation of consumers concerning organic food in general which leads to the formulation of a positive purchase intention. Based on the results, subjective norms are proved to have most influence on consumer purchase intention towards organic food in Bangladesh. In other words, the more conscious consumers are about how the people around them are consuming organic food or how they think about their purchase intention the more positive they are towards the purchase intention of organic food. In contrast, other factors do not indicate any obvious influence on consumer purchase intention. It could be explained that consumer purchase intention towards organic food is highly affected by subjective norms.

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