Finansha
Journal Of Sharia Financial Management

Finansha-Journal of Sharia Financial Management **E-ISSN 2774-2687**
Volume 5, Issue 2, 2024 **P-ISSN 2775-0868**

EXPLORING THE FACTORS AFFECTING PURCHASE BEHAVIOR OF ORGANIC FOOD: A STUDY ON DHAKA CITY

MD Qaium Miah[1], Mahafizur Rahman Jim[2*]
[1]Department of Marketing, University of Dhaka, Dhaka, Bangladesh
[2] Department Business Management, Central Queensland University, Rockhampton, Australia

ARTICLE INFO

Article history:
Received: November 24th, 2024
Revised: December 10th, 2024
Accepted: December 28th, 2024
Available: December 28th, 2024

Keywords:
Business Development; Financial Inclusion; Majoo POS Technology; MSME; Sharia Economy

DOI: *10.15575/fjsfm.v5i2.40804*

***Corresponding author**
e-mail: *jim.mkt.du@gmail.com*

Page 182-203

ABSTRACT

Organic food's demand is expanding day by day as organic food is healthier and environmental-friendly compared to nonorganic food. The awareness of organic food also is rising in the Asia-pacific region. Consumers' buying pattern of organic food has dramatically changed during the time. This study's aim is to examine the predictors of purchase intention and consumer buying pattern of organic food in Dhaka, Bangladesh. Data was collected from 310 organic food consumers and SEM (structural equation modeling) was used to analyze the data thorough using Smart PLS. The findings of the study showed that self-identity is the most important predictor of purchase intention of organic food in Dhaka, Bangladesh, health consciousness is the 2nd most significant predictor, and attitude is the 3rd most important predictor. Purchase intention is found to mediate the relationship between self-identity, health consciousness, and attitude with purchase behavior. The predictive role of subjective norm, moral norm, environmental concern, and the moderating role of trust and purchasing power were not proven in this study. This study provides important insights about the organic food market in Dhaka, Bangladesh.

Journal available to: *https://journal.uinsgd.ac.id/index.php/finansha*

1 Introduction

The consumption of organic food has become a global trend, especially in developed countries, where awareness of health and environmental sustainability continues to increase (Lee et al., 2019). Organic food is considered a healthier and more environmentally friendly choice compared to conventional food. However, the context of organic food consumption in developing countries, such as Bangladesh, remains underexplored. In fact, the demand for organic food in developing countries is also increasing, particularly in urban areas like Dhaka. This context presents both challenges and opportunities that require further attention.

In Dhaka, the capital of Bangladesh, organic food consumption is influenced by several factors, including health awareness, trust in products, and the purchasing power of the community. Previous research indicates that consumer preferences for organic food are often driven by health benefits, environmental awareness, and trust in the authenticity of product labels (Zheng et al., 2019). However, the distribution and consumption of organic food in Dhaka still face significant barriers, such as high product prices, limited availability, and a lack of consumer trust in product authenticity. These barriers can hinder consumer purchasing behavior, even if they have the intention to buy organic products.

Consumer preferences play a vital role in shaping the consumption patterns of organic food in Dhaka. These preferences are not only based on health considerations but also on environmental awareness and trust in organic products (Lee et al., 2019; Zheng et al., 2019). For instance, Lee et al. found that trust in organic products significantly influences purchasing behavior, especially regarding local production and health benefits (Lee et al., 2019). Zheng et al.'s research revealed that consumers with high environmental awareness tend to prefer organic products. This preference is closely related to personal values and beliefs about sustainability and environmental responsibility (Zheng et al., 2019). Moreover, Castro et al. emphasized that retailers can increase consumers' purchase intentions by aligning product offerings with consumer preferences (Castro et al., 2020).

The factors influencing the intention to purchase organic food have also become a major focus of research. One of the biggest barriers to purchasing organic products is high prices. Previous studies have shown that many consumers would buy more organic products if prices were more affordable (Ahmad, 2010). High prices are considered a significant barrier, especially among consumers from lower to middle-income groups (Tran et al., 2020). Apart from price, trust in the quality and safety of organic products also plays a key role in influencing purchase intentions. Consumers with high levels of trust in the authenticity of organic products are more likely to have the intention to purchase them (Cao, 2023; Watanabe et al., 2020). Therefore, transparency in product labeling and authenticity assurance from producers are essential to building consumer trust.

In addition to purchase intentions, there is an important relationship between purchase intentions and actual purchasing behavior. Previous studies have shown that although consumers may have the intention to buy organic food, this intention is often not realized in actual purchasing behavior. For example, Nguyen et al. (2019) found that barriers such as high prices and limited availability could prevent consumers from realizing their purchase intentions (Nguyen & Nguyen, 2019). Dean et al. (2011) added that psychological factors, such as self-identity and past behavior, also play a critical role in shaping purchase decisions (Dean et al., 2011). This indicates that there is a gap between purchase intentions and purchasing behavior, and external factors such as product availability and price can widen this gap.

Purchasing power and consumer trust act as moderating factors that influence the relationship between purchase intention and purchasing behavior. In the context of Bangladesh, purchasing power becomes a highly relevant factor, given the significant economic disparities. Wang et al. (2019) showed that consumers with higher purchasing power are more likely to convert their purchase intentions into actual purchasing behavior (Wang, 2019). Furthermore, trust in the authenticity of organic products also acts as a moderator. Consumers with higher levels of trust in organic food products are more likely

to act according to their purchase intentions (Cao, 2023; Pacho, 2020). Therefore, strengthening trust through transparent labeling and assurance of product authenticity becomes a crucial aspect of encouraging purchasing behavior.

The research gap in the context of organic food consumption in Bangladesh is quite evident. Most previous studies have focused more on developed countries, while studies on the context of developing countries, particularly Bangladesh, are still limited. Moreover, there are few studies that explicitly examine the moderating role of purchasing power and trust in the relationship between purchase intentions and purchasing behavior. By exploring this aspect, this study is expected to fill the gap in the existing literature and provide meaningful contributions to the development of literature on organic food consumption in developing countries.

This study aims to explore consumer preferences, identify factors influencing purchase intentions, and analyze the relationship between purchase intentions and purchasing behavior of organic food in Dhaka. The study also seeks to explore the role of purchasing power and trust as moderating variables in this relationship. Thus, it is expected that the results of this study will provide new and useful insights for stakeholders in the organic food sector, including producers, retailers, and policymakers.

2 Literature Review

2.1 The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is widely regarded as a valuable framework for scholars to explore and interpret human behavior across various domains, particularly consumer behavior (Quoquab et al., 2017; Kaiser and Gutscher, 2003). According to TPB, behavior is guided by intentions, which in turn are influenced by subjective norms, attitudes, and perceived behavioral control (Sansom, 2021). Attitude refers to a person's tendency to form a favorable or unfavorable opinion about a given behavior. Perceived behavioral control reflects the extent to which an individual believes they have control over performing a specific behavior, while subjective norms capture the social influence on whether an individual engages in certain behavior (Saleki, Quoquab, and Mohammad, 2019).

The TPB has been demonstrated to be effective in predicting the purchase intention (PI) of organic food across various cultural contexts. For instance, Rumaningsih et al. (2022) employed TPB to evaluate the purchase intention of organic food in Indonesia. Similarly, studies have used TPB to explore organic food purchase intentions in countries such as Malaysia, China, Egypt, Vietnam, and various parts of Europe (Saleki, Quoquab, and Mohammad, 2019; Jiang and Wu, 2022; Zayed, Gaber, and Essawi, 2022; Nguyen and Vo, 2023; Maya, Lopez, and Munuera, 2010). Findings by Saleki, Quoquab, and Mohammad (2019) suggest that TPB can explain over 70% of the variation in consumers' purchase intentions toward organic food.

This study adopts TPB as the primary framework to examine the purchase intentions of consumers in Dhaka city toward organic food. According to Ajzen (1991), intention serves as the mediating factor that connects subjective norms, attitudes, and perceived behavioral control to actual behavior and is the most direct and significant predictor of behavior. Therefore, this study focuses on TPB to investigate the factors influencing

purchase intention and the mediating role of purchase intention in the context of organic food consumption in Dhaka.

2.2 Conceptual Framework

Attitudes represent an individual's positive or negative opinion about a product, which significantly impacts their intention to consume. Studies by Bhatt and Mehta (2022), Zayed, Gaber, and Essawi (2022), and others have consistently shown that attitude positively influences the purchase intention of organic food. Saleki, Quoquab, and Mohammad (2019) highlight that behavior is largely shaped by intention, which is derived from attitude. Building on this understanding, it can be hypothesized that attitude not only directly affects purchase intention but also indirectly influences purchase behavior through purchase intention.

Subjective norms (SN), referring to the perceived expectations of important people in an individual's life, also play a crucial role in shaping behavior. According to Bhatt and Mehta (2022) and other scholars, subjective norms positively influence the purchase intention of organic food by reflecting societal expectations. Based on the Theory of Planned Behavior (TPB), subjective norms are assumed to influence behavior through their impact on intention. This suggests that subjective norms not only directly influence purchase intention but also indirectly impact purchase behavior through intention.

The TPB model can be expanded by incorporating additional variables to better predict behavioral intention. Moral norm (MN) is one such variable that represents beliefs about what is right and wrong, influencing behavior through ethical considerations. Harland et al. (1999) and Saleki, Quoquab, and Mohammad (2019) argue that MN plays a critical role in behavioral intention, particularly in contexts like organic food consumption, where ethical and environmental considerations are paramount. Similarly, self-identity (SI), which relates to how individuals perceive themselves within societal roles, has been shown to influence behavioral intention. Studies, including those by Abrahamse (2019) and Saleki et al. (2019), demonstrate that individuals who identify as organic consumers are more likely to exhibit intentions to purchase organic food.

Environmental concern (EC) and health consciousness (HC) are also critical predictors of organic food purchase intentions. Environmental concern reflects an individual's awareness of the environmental impact of their consumption habits, driving them toward environmentally friendly products. According to Sánchez-Bravo et al. (2020), consumers with high environmental awareness tend to have stronger purchase intentions for organic food. Similarly, health consciousness represents an individual's concern for their health, motivating them to adopt healthier dietary practices. Studies by Bhatt and Mehta (2022) and others confirm that health-conscious consumers exhibit a higher intention to purchase organic food due to its perceived health benefits.

Purchase intention serves as a bridge between attitudes, subjective norms, and actual purchase behavior. Ajzen (1991) describes intention as the cognitive willingness to engage in a specific behavior. Numerous studies have emphasized the importance of purchase intention in predicting actual behavior, particularly in the context of organic food (Wee et al., 2014). However, trust and purchasing power can moderate the strength of this relationship. Trust, defined as confidence in the reliability of others, significantly influences consumer decisions. Devi et al. (2023) found that trust enhances the likelihood of

consumers translating their intentions into actual purchases. Similarly, purchasing power, which reflects an individual's economic capacity, plays a moderating role. Higher purchasing power enables consumers to overcome price barriers associated with organic food, making their purchase intentions more actionable (Li et al., 2020).

Based on this comprehensive literature review, the following hypotheses are proposed:

H_1: Attitude positively affects the purchase intention of organic food.
H_2: Purchase intention mediates the relationship between attitude and purchase behavior.
H_3: Subjective norms positively affect the purchase intention of organic food.
H_4: Purchase intention mediates the relationship between subjective norms and purchase behavior.
H_5: Moral norms positively affect the purchase intention of organic food.
H_6: Purchase intention mediates the relationship between moral norms and purchase behavior.
H_7: Self-identity positively affects the purchase intention of organic food.
H_8: Purchase intention mediates the relationship between self-identity and purchase behavior.
H_9: Environmental concern positively affects the purchase intention of organic food.
H_{10}: Purchase intention mediates the relationship between environmental concern and purchase behavior.
H_{11}: Health consciousness positively affects the purchase intention of organic food.
H_{12}: Purchase intention mediates the relationship between health consciousness and purchase behavior.
H_{13}: Purchase intention positively affects the purchase behavior of organic food.
H_{14}: Trust moderates the relationship between purchase intention and purchase behavior.
H_{15}: Purchasing power moderates the relationship between purchase intention and purchase behavior.

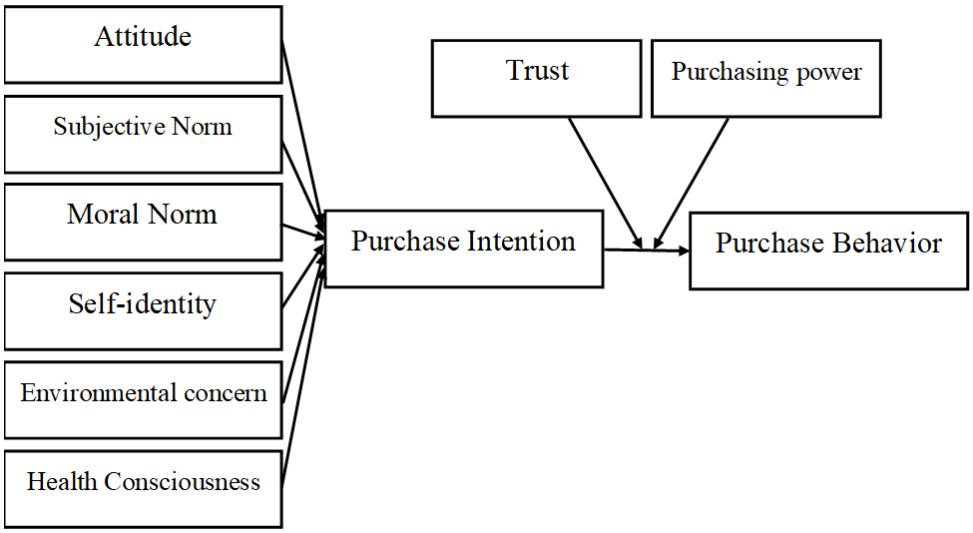

Figure 1. Conceptual Framework

3 Research Methods

This study uses an explanatory research design to investigate the relationships between attitude, subjective norm, moral norm, self-identity, environmental concern, health consciousness, and purchase intention, along with the moderating roles of trust and purchasing power, and the mediating role of purchase intention on purchase behavior. A cross-sectional design was adopted, collecting data from 310 respondents in Dhaka city via an online questionnaire distributed through social media. Snowball sampling was used for its cost-efficiency and broad reach.

The structured questionnaire includes closed-ended questions based on validated constructs, measured using a five-point Likert scale. SmartPLS 4 software was employed for data analysis using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to evaluate the relationships among variables, with bootstrapping (5,000 resamples) applied to assess path coefficients and factor loadings. This approach provides a robust framework to understand the factors influencing organic food consumption in Dhaka.

Table 1 The operationalization of the research variables is presented as follows:

Variables	Items	Sources
Attitude	1.1 I think that purchasing organic food is a good idea. 1.2 I believe that purchasing organic food is interesting. 1.3 I feel that purchasing organic food is beneficial. 1.4 I believe that purchasing organic food is favorable.	Bhatt and Mehta (2022)
Subjective Norm	2.1. I value people who buy organic food rather than non-organic food. 2.2. My family wants me to buy organic food rather than non-organic food. 2.3. People I value, such as my teachers encourage me to buy organic food. 2.4. Friends whose opinions regarding diet are important to me, think that I should buy organic food.	Bhatt and Mehta (2022)
Moral Norm	3.1 Consuming organic food is a morally responsible choice. 3.2 When I spend on organic food, I feel morally satisfied. 3.3 I feel a sense of moral responsibility to buy organic food when possible.	Abrahamse & Steg, (2009); Kurland, (1995)
Self-identity	4.1. I think myself as a loyal Organic food consumer 4.2. I think of myself as someone who is concerned with food issues. 4.3. I consider myself to be someone who has a connection with eating organic food 4.4. I think of myself as someone who enjoys the pleasures of eating organic food.	Sparks & Shepherd, (1992); Stefano Puntoni (2001).
Environmental concern	5.1 Human beings are severely abusing the environment. 5.2 Humans must maintain the balance with nature in order to survive. 5.3 Human interferences with nature often produce disastrous consequences.	Bhatt and Mehta (2022)

Health Consciousness	6.1 I concern with healthy eating. 6.2 I consider myself as a health-conscious consumer. 6.3 I often think about health-related issues. 6.4 I concern about the health consequences of what I eat.	Bhatt and Mehta (2022); Sparks & Shepherd (1992);
Purchase Intention	7.1 I am willing to purchase organic foods if they are available. 7.2 I Intend to buy organic foods to fulfill my desire. 7.3 I try to consume organic foods if they are available for purchase. 7.4 The probability that I will buy organic food is high.	Teng & Wang, (2015); Bhatt and Mehta (2022)
Trust	8.1 The institutions that certify organic foods carry out reliable and serious checks. 8.2 I can depend on getting truth in most seller's information about organic food. 8.3 Most of the seller I prefer are sincere about the assured quality.	Laohasukkasem et al. (2021), and Topaloba (2021)
Purchasing power	9.1 It is acceptable to pay more for good quality organic food. 9.2 I am willing to pay more on organic food. 9.3 I am willing to pay more on organic food recommended by nutritionists (like Dr. Jahangir Kabir).	Self-generated
Purchase Behavior	10.1 I often buy organic food products. 10.2 I buy organic food products for my daily need's products. 10.3 I buy organic food products over the past six months.	(Yadav & Pathak, 2017)

4 Results and Discussion

4.1. Results

Social media platforms were used to collect data from 310 respondents through an online survey form. This study used the snowball sampling approach to reach a poll of organic food consumers. Each respondent was asked to share the online survey form with other respondents.

Table 2 Characteristics of Respondents

Characteristics	Categories	Frequencies	Percentage
Age	Below 18	202	65.16%
	18-25	89	28.71%
	26-35	6	1.94%
	36-45	6	1.94%
	46-55	4	1.29%
	56 and Above	3	0.97%
Gender	Male	277	89.35%
	Female	33	10.65%
Income	Below 10000	177	57.10%
	10000-20000	63	20.32%
	20001-30000	23	7.42%

	30001-40000 Above 40000	15 32	4.84% 10.32%
Total Respondents		310	

Source: Author's Calculations

The table summarizes the demographic characteristics of the 310 respondents, focusing on age, gender, and income levels. The majority of respondents (65.16%) fall within the 18-25 age group, followed by 28.71% in the 26-35 age range, indicating a predominantly young sample. Other age groups, including those below 18 and over 36, are minimally represented. The gender distribution is notably imbalanced, with 89.35% of respondents being male and only 10.65% female. In terms of income, 57.10% of respondents report earnings below 10,000, while 20.32% fall within the 10,000-20,000 range, emphasizing the predominance of lower-income groups. Higher-income brackets, earning above 30,000, account for only a small portion of the sample. Overall, the data reflects a participant base that is predominantly young, male, and lower-income, which may limit the broader applicability of the study's findings.

Measurement Model

The measurement model was evaluated for reliability, convergent validity, and discriminant validity. Cronbach's alpha values for all constructs exceeded 0.80, demonstrating strong internal reliability, while composite reliability values were above 0.88, surpassing the 0.70 threshold. Convergent validity, assessed through Average Variance Extracted (AVE) and factor loading, showed all items exceeding the factor loading threshold of 0.708, with AVE values above 0.67, ensuring validity. Additionally, Variance Inflation Factor (VIF) values were below 3 for most items, indicating no severe multicollinearity issues. These results confirm the measurement model's reliability and validity.

Table 3 Reliability and Validity

Constructs	Items	Factor Loading	Cronbach's alpha	Composite reliability	Average variance extraction (AVE)	VIF
Attitude	AT1	0.865	0.864	0.908	0.713	2.519
	AT2	0.871				2.369
	AT3	0.892				2.767
	AT4	0.740				1.593
Subjective Norm	SN1	0.804	0.842	0.894	0.678	1.704
	SN2	0.834				1.980
	SN3	0.837				2.079
	SN4	0.818				1.814
Moral Norm	MN1	0.870	0.859	0.914	0.780	2.014
	MN2	0.881				2.210

	MN3	0.898				2.316
Self-identity	SI1	0.804	0.857	0.903	0.700	1.791
	SI2	0.850				2.154
	SI3	0.851				2.206
	SI4	0.842				1.980
Environmental Concern	EC1	0.877	0.833	0.899	0.749	2.041
	EC2	0.889				1.981
	EC3	0.830				1.806
Health Consciousness	HC1	0.858	0.889	0.923	0.750	2.356
	HC2	0.874				2.624
	HC3	0.859				2.240
	HC4	0.874				2.429
Purchase Intention	PI1	0.883	0.878	0.918	0.737	3.040
	PI2	0.896				3.006
	PI3	0.900				2.979
	PI4	0.744				1.544
Trust	T1	0.811	0.811	0.889	0.727	1.544
	T2	0.884				2.181
	T3	0.861				1.966
Purchasing Power	PP1	0.871	0.854	0.911	0.774	2.038
	PP2	0.896				2.409
	PP3	0.873				2.025
Purchase Behavior	PB1	0.902	0.866	0.917	0.788	2.336
	PB2	0.911				2.526
	PB3	0.847				2.025

Source: SmartPLS Output (Processed Data, 2024)

Discriminant validity was evaluated using the Fornell–Larcker criterion and the heterotrait–monotrait ratio (HTMT) (Franke & Sarstedt, 2019). The Fornell–Larcker criterion assesses discriminant validity by calculating the square root of AVE (Fornell & Larcker, 1981). Since the square root of all AVE values on the diagonal was greater than the values below them (see Table 4), all constructs met the Fornell–Larcker criterion requirements.

Table 4 Fornell–larker criterion

	AT	EC	HC	MN	PI	PB	PP	SI	SN	T
AT	**0.844**									

EC	0.592	**0.865**								
HC	0.449	0.547	**0.866**							
MN	0.666	0.571	0.507	**0.883**						
PI	0.580	0.560	0.661	0.626	**0.858**					
PB	0.369	0.311	0.545	0.446	0.587	**0.887**				
PP	0.450	0.401	0.491	0.542	0.602	0.605	**0.880**			
SI	0.602	0.526	0.719	0.735	0.720	0.639	0.599	**0.837**		
SN	0.676	0.506	0.532	0.708	0.576	0.471	0.478	0.690	**0.824**	
T	0.334	0.276	0.570	0.458	0.574	0.625	0.548	0.601	0.431	**0.853**

Source: SmartPLS Output (Processed Data, 2024)

According to Henseler et al. (2015), the HTMT ratio must be less than 1 to establish discriminant validity. All HTMT ratios in this study were below 1 (see Table 5). Based on the results from the Fornell–Larcker criterion and HTMT, the measurement model demonstrated discriminant validity.

Table 5 Heterotrait-monotrait ratio (HTMT) - Matrix

	AT	EC	HC	MN	PI	PB	PP	SI	SN	T
AT										
EC	**0.690**									
HC	0.513	**0.634**								
MN	0.773	0.671	**0.580**							
PI	0.664	0.648	0.748	**0.719**						
PB	0.426	0.364	0.615	0.506	**0.666**					
PP	0.525	0.471	0.563	0.633	0.695	**0.696**				
SI	0.701	0.614	0.824	0.854	0.830	0.739	**0.700**			
SN	0.789	0.602	0.616	0.831	0.668	0.544	0.563	**0.812**		
T	0.405	0.335	0.672	0.548	0.685	0.737	0.658	0.723	**0.522**	

Source: SmartPLS Output (Processed Data, 2024)

Model fit was evaluated using NFI, SRMR, and exact model fit indices. The NFI values for the saturated and estimated models were 0.793 and 0.790, approaching the 0.80 benchmark, while SRMR values were 0.057 and 0.061, both below the 0.08 threshold, indicating a good fit. Exact model fit indices (*d_ULS* and *d_G*) showed values exceeding 0.05, confirming the model met the fitness criteria. These findings are detailed in Table 6.

Table 6 Model Fit Summary

	Saturated model	Estimated model
SRMR	0.057	0.061
d_ULS	2.050	2.322
d_G	0.941	0.969
Chi-square	1695.985	1714.728
NFI	0.793	0.790

Source: SmartPLS Output (Processed Data, 2024)

Structural Model

As shown in Table 7, this study explains 60.7% of the variation in Purchase Intention and 52.9% of the variation in Purchase Behavior. Additionally, the difference between the R-square and Adjusted R-square values for both Purchase Intention and Purchase Behavior is 0.008, indicating that the model demonstrates good relevance and explanatory power.

Table 7 R^2 and Adjusted R^2

	R-square	R-square adjusted
Purchase Intention	0.607	0.599
Purchase Behavior	0.529	0.521

Source: SmartPLS Output (Processed Data, 2024)

Testing Hypotheses

Table 8 summarizes the results of hypothesis testing. H_1 was supported, indicating that Attitude had a significant effect on Purchase Intention for Organic Food (β = 0.140, t = 2.392, p = 0.017). However, H_3 was not supported, as the results (β = 0.315, t = 0.134, p = 0.894) show that Subjective Norm had no significant effect on Purchase Intention. Similarly, H_5 was not supported (β = 0.115, t = 1.503, p = 0.133), indicating that Moral Norm did not significantly affect Purchase Intention.

In contrast, H_7 was supported, showing that Self-Identity significantly influenced Purchase Intention (β = 0.307, t = 3.705, p = 0.000). H_9 was not supported, as Environmental Concern did not have a significant effect on Purchase Intention (β = 0.110, t = 1.734, p = 0.083). H_{11} was supported, indicating that Health Consciousness significantly Purchase Intention had a significant effect on Purchase Behavior (β = 0.241, t = 3.470, p = 0.001).

Table 8 Path Result

Hypo-theses	Path	β	Sample Mean (M)	Standard deviation (STDEV)	T Statistics	P Value	Decision
H_1	AT->PI	0.140	0.143	0.058	2.392	0.017	Supported
H_3	SN->PI	0.315	-0.011	0.078	0.134	0.894	Not Supported
H_5	MN->PI	0.115	0.115	0.076	1.503	0.133	Not Supported
H_7	SI->PI	0.307	0.315	0.085	3.705	0.000	Supported
H_9	EC->PI	0.110	0.109	0.063	1.734	0.083	Not Supported
H_{11}	HC->PI	0.259	0.257	0.082	3.161	0.002	Supported
H_{13}	PI->PB	0.241	0.238	0.069	3.470	0.001	Supported
H_{14}	T*PI->PB	0.342	-0.097	0.075	1.354	0.176	Not Supported
H_{15}	PP*PI->PB	-0.010	0.126	0.066	1.938	0.053	Not Supported

Source: SmartPLS Output (Processed Data, 2024)

Regarding the moderating effects, H_{14} and H_{15} were not supported, as Trust and Purchasing Power did not moderate the relationship between Purchase Intention and Purchase Behavior (H_{14}: β = 0.342, t = 1.354, p = 0.176; H_{15}: β = -0.010, t = 1.938, p = 0.053).

Table 9 provides results for the mediation hypotheses. For H_2, Purchase Intention was found to significantly mediate the relationship between Attitude and Purchase Behavior (β = 0.034, t = 1.990, p = 0.047). However, for H_4 and H_6, the mediating effect of Purchase Intention was not significant between Subjective Norm and Purchase Behavior (β = -0.003, t = 0.130, p = 0.896) and between Moral Norm and Purchase Behavior (β = 0.028, t = 1.441, p = 0.150).

Table 9 Mediating Effects

Hypo-theses	Path	β	Sample Mean (M)	Standard deviation (STDEV)	T Statistics	P Value	Decision
H_2	AT-> PI-> PB	0.034	0.034	0.017	1.990	0.047	Supported
H_4	SN-> PI-> PB	-0.003	-0.002	0.019	0.130	0.896	Not Supported
H_6	MN-> PI-> PB	0.028	0.026	0.019	1.441	0.150	Not Supported
H_8	SI-> PI-> PB	0.076	0.075	0.031	2.431	0.015	Supported
H_{10}	EC-> PI-> PB	0.026	0.026	0.017	1.529	0.126	Not Supported
H_{12}	HC-> PI-> PB	0.062	0.061	0.027	2.278	0.023	Supported

Source: SmartPLS Output (Processed Data, 2024)

In contrast, H_8 and H_{12} were supported, indicating that Purchase Intention significantly mediated the relationships between Self-Identity and Purchase Behavior (β = 0.076, t = 2.431, p = 0.015) and between Health Consciousness and Purchase Behavior (β = 0.062, t = 2.278, p = 0.023). Lastly, H_{10} was not supported, as Purchase Intention did not mediate the relationship between Environmental Concern and Purchase Behavior (β = 0.026, t = 1.529, p = 0.126).

4.2. Discussion

The primary objective of this study was to examine how consumers in Dhaka city, Bangladesh, make purchase decisions for organic food. A conceptual framework was developed based on the Theory of Planned Behavior (TPB), which was further extended by incorporating moral norm, self-identity, environmental concern, and health consciousness. Additionally, the study evaluated the moderating effects of purchasing power and trust on the relationship between purchase intention and purchase behavior, as well as the mediating role of purchase intention.

The findings revealed that attitude significantly influences purchase intention, consistent with the findings of James et al. (2019) and Ajzen (1991), who emphasize the

role of attitude in shaping intentions. This is further supported by studies from Saleki, Quoquab, and Mohammad (2019); Aertsens et al. (2009); Bhatt and Mehta (2022); and others, which confirm the positive impact of attitude on the intention to purchase organic food. In contrast, subjective norm did not have a significant effect on purchase intention, contradicting previous research by James et al. (2019), Ajzen (1991), and Maya, Lopez, and Munuera (2010). This indicates that social pressure is not a significant driver of purchase intention in this context. Similarly, moral norm was found to have no significant impact on purchase intention, suggesting that consumers in Dhaka do not perceive purchasing organic food as a morally responsible act, a result inconsistent with studies by Han and Hwang (2016) and Fornara et al. (2016).

Self-identity emerged as a strong predictor of purchase intention, indicating that individuals who perceive themselves as green consumers are more likely to intend to buy organic food. This finding aligns with studies by Barbarossa et al. (2017) and Van Der Werff et al. (2013), which highlight the importance of self-perception in driving green consumption behavior. In addition, the study showed that environmental concern did not significantly influence purchase intention, contradicting findings from researchers such as Shafie and Rennie (2012) and Rathna and Sumathy (2022).

The results also confirmed that health consciousness significantly affects purchase intention, reflecting that individuals concerned about their health are more inclined to purchase organic food. This finding is supported by prior studies from Ali, Li, and Hao (2021); Mohamad, Rusdi, and Hasim; and Rizzo et al. (2020), emphasizing health consciousness as a key driver of organic food consumption. Furthermore, purchase intention significantly influenced purchase behavior, aligning with Ajzen's (1991) theory, which posits that intention is a direct predictor of behavior.

In summary, attitude, self-identity, and health consciousness were identified as significant predictors of purchase intention, with purchase intention influencing purchase behavior. Among these, self-identity was the most influential predictor, followed by health consciousness and attitude. Conversely, subjective norm, moral norm, and environmental concern did not significantly influence purchase intention.

Regarding mediation, purchase intention mediated the relationships between attitude, self-identity, and health consciousness with purchase behavior. However, it did not mediate the relationships between subjective norm, moral norm, and environmental concern with purchase behavior, diverging from Ajzen's (1991) theoretical propositions. Similarly, the moderating roles of trust and purchasing power were not supported, indicating that these variables do not strengthen the relationship between purchase intention and purchase behavior. These results contrast with studies by Hsu et al. (2013) and Gan et al. (2014), highlighting context-specific differences.

5 Conclusion

The study extended the TPB framework to analyze organic food purchasing patterns in Dhaka, Bangladesh. It found that attitude, self-identity, and health consciousness positively influence purchase intention, while subjective norm, moral norm, and environmental concern showed no significant impact. The moderating roles of trust and purchasing power on the relationship between purchase intention and purchase behavior

were also not supported. These findings provide insights for marketers to develop strategies and decisions to strengthen the organic food market in Bangladesh.

The study acknowledges its limitations, such as a general focus on organic food, limited predictors explaining purchase intention (60.7%), reliance on online surveys, and a small sample size. Future research should address these by focusing on specific organic food categories, incorporating additional predictors to enhance TPB's explanatory power, and using offline surveys with larger, more representative samples.

This study contributes to the TPB framework by identifying self-identity and health consciousness as critical predictors of purchase intention, especially in South Asia. Marketers should tailor strategies to highlight health benefits and position organic food as an expression of environmental responsibility. Governments can play a role by promoting green consumer behaviors and ensuring trust in organic food certification. Although subjective norm, moral norm, and environmental concern were not significant predictors, awareness campaigns can still help promote moral and environmental responsibilities. Collectively, these efforts could boost organic food consumption in Dhaka and similar urban contexts.

References

Abdul Rehman, C., Bin Dost, M. K., & Illyas, M. (2015). Online shopping trends and its effects on consumer buying behavior : A case study of young generation of Pakistan. *NG-Journal of Social Development*, *5*(1), 1–22. https://doi.org/10.12816/0032077

Abrahamse, W. (2019). Eating sustainably. *Encouraging Pro-Environmental Behaviour*, 113–132. https://doi.org/10.1016/b978-0-12-811359-2.00008-1

Ahmad, S. N. B. (2010). Organic Food: A Study on Demographic Characteristics and Factors Influencing Purchase Intentions Among Consumers in Klang Valley, Malaysia. International Journal of Business and Management, 5(2). https://doi.org/10.5539/ijbm.v5n2p105

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-t

Ajzen, I. and Fishbein, M. (1980), Understanding Attitudes and Predicting Social Behaviour, Prentice Hall, Englewood Cliffs, NJ.

Akroush, M. N., & Al-Debei, M. M. (2015). An integrated model of factors affecting consumer attitudes towards online shopping. *Business Process Management Journal*, *21*(6), 1353–1376. https://doi.org/10.1108/bpmj-02-2015-0022

Akter, S., Ali, S., Fekete-Farkas, M., Fogarassy, C., & Lakner, Z. (2023). Why Organic Food? Factors influence the organic food purchase intension in an emerging country (study from northern part of Bangladesh). *Resources*, *12*(1), 5. https://doi.org/10.3390/resources12010005

Al-Swidi, A., Mohammed Rafiul Huque, S., Haroon Hafeez, M., & Noor Mohd Shariff, M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, *116*(10), 1561–1580. https://doi.org/10.1108/bfj-05-2013-0105

Antil, J. H. (1984). Socially responsible consumers: Profile and implications for public policy. *Journal of Macromarketing*, *4*(2), 18–39. https://doi.org/10.1177/027614678400400203

Armitage, C. J., & Conner, M. (1999). The theory of planned behaviour: Assessment of predictive validity and 'perceived control. *British Journal of Social Psychology*, *38*(1), 35–54. https://doi.org/10.1348/014466699164022

Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, *40*(4), 471–499. https://doi.org/10.1348/014466601164939

Asia Pacific Food Industry. (2019, January 14). *Asia leads growth for Organic Food Market*. https://www.apfoodonline.com/industry/asia-leads-growth-for-organic-food-market/

Bagust, A., Hopkinson, P. K., Maslove, L., & Currie, C. J. (2002). The projected health care burden of type 2 diabetes in the UK from 2000 to 2060. *Diabetic Medicine*, *19*(s4), 1–5. https://doi.org/10.1046/j.1464-5491.19.s4.2.x

Baltar, F., & Brunet, I. (2012). Social research 2.0: virtual snowball sampling method using Facebook. *Internet Research*, 22(1), 57-74

Barbarossa, C., De Pelsmacker, P., & Moons, I. (2017). Personal Values, Green Self-identity and Electric Car Adoption. *Ecological Economics*, *140*, 190–200. https://doi.org/10.1016/j.ecolecon.2017.05.015

Bentler, P. M., & Bonett, D. G. (1980a). Local responsiveness pressure, subsidiary resources, green management adoption and subsidiary's performance: Evidence from taiwanese manufactures. *Journal of Business Ethics*, 79(1), 199–212. https://doi.org/10.1007/s10551-007- 9382-8

Bhattarai, S., C. Lyne, M., & K. Martin, S. (2013). Assessing the performance of a supply chain for organic vegetables from a smallholder perspective. *Journal of Agribusiness in Developing and Emerging Economies*, *3*(2), 101–118. https://doi.org/10.1108/jadee-12-2012-0031

Brown, M. J. (2021, September 15). *What is organic food, and is it more nutritious than non-organic food?* Healthline. https://www.healthline.com/nutrition/what-is-organic-food#organic-food

Bryła, P. (2016). Organic food consumption in Poland: Motives and barriers. *Appetite*, *105*, 737–746. https://doi.org/10.1016/j.appet.2016.07.012

Cadilhon, J. (2010). *The Market For Organic Products In Asia-Pacific | FAO*. FAO. https://www.fao.org/family-farming/detail/en/c/282587/

Cao, D. (2023). Organic Food Consumption in China: Food Safety Concerns, Perceptions, and Purchase Behavior Under the Moderating Role of Trust. Frontiers in Sustainable Food Systems, 7. https://doi.org/10.3389/fsufs.2023.1319309

Castro, E., Hassan, M. K., Rubio, J. F., & Halim, Z. A. (2020). Relative performance of religious and ethical investment funds. Journal of Islamic Accounting and Business Research, 11(6), 1227–1244. https://doi.org/10.1108/JIABR-04-2019-0084

Chen, L., Wu, Q., & Jiang, L. (2022). Impact of environmental concern on ecological purchasing behavior: The moderating effect of prosociality. *Sustainability*, *14*(5), 3004. https://doi.org/10.3390/su14053004

Chen, M.-F., & Lin, N.-P. (2018). Incorporation of health consciousness into the technology readiness and acceptance model to predict app download and usage intentions. *Internet Research*, *28*(2), 351–373. https://doi.org/10.1108/intr-03-2017-0099

Chruscinski, D. (2022, August 30). *What is consumer buying power?*. Pocketsense. https://pocketsense.com/consumer-buying-power-7751106.html

Cook, A. J., Kerr, G. N., & Moore, K. (2002). Attitudes and intentions towards purchasing GM food. *Journal of Economic Psychology*, *23*(5), 557–572. https://doi.org/10.1016/s0167-4870(02)00117-4

Cuofano, G. (2023, October 11). *What is purchase intention? purchase intention in a Nutshell*. FourWeekMBA. https://fourweekmba.com/purchase-intention/

Dean, M., Raats, M. M., & Shepherd, R. (2011). The Role of Self-Identity, Past Behavior, and Their Interaction in Predicting Intention to Purchase Fresh and Processed Organic Food1. Journal of Applied Social Psychology, 42(3), 669–688. https://doi.org/10.1111/j.1559-1816.2011.00796.x

Devi, K., Singh, G., Roy, S. K., & Cúg, J. (2023). Determinants of Organic Food Purchase Intention: The moderating role of Health Consciousness. *British Food Journal*, *125*(11), 4092–4122. https://doi.org/10.1108/bfj-03-2023-0220

Duarte, P. and Amaro, S. (2018), "Methods for modelling reflective-formative second order constructs in PLS: an application to online travel shopping", *Journal of Hospitality and Tourism Technology,* Vol. 9 No. 3, pp. 295-313, doi: 10.1108/JHTT-09-2017-0092.

Duram, L. A. (n.d.). *Organic Food*. Encyclopædia Britannica. https://www.britannica.com/topic/organic-food

Fornara, F., Pattitoni, P., Mura, M., & Strazzera, E. (2016). Predicting intention to improve household energy efficiency: The role of value-belief-norm theory, normative and informational influence, and specific attitude. *Journal of Environmental Psychology*, *45*, 1–10. https://doi.org/10.1016/j.jenvp.2015.11.001

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(3), 382–388. https://doi.org/10.1177/002224378101800313

Franke, G., & Sarstedt, M. (2019). Heuristics versus statistics in discriminant validity testing: a comparison of four procedures. *Internet Research*, *29*(3), 430–447. https://doi.org/10.1108/intr-12-2017-0515

Gani, M. O., Faroque, A. R., Muzareba, A. M., Amin, S., & Rahman, M. (2021). An integrated model to decipher online food delivery app adoption behavior in the COVID-19 pandemic. *Journal of Foodservice Business Research*, 1–41. https://doi.org/10.1080/15378020.2021.2006040

George, D., & Mallery, P. (2003). SPSS for Windows step by step: A simple guide and reference. 11.0 update—Fourth edition. Boston: Allyn & Bacon.

George, T. & Merkus, J. (2023, January 20). *Explanatory Research | Definition, Guide & Examples*. Scribbr. Retrieved 26 February 2024, from https://www.scribbr.co.uk/research-methods/explanatory-research-design/

Gurău, C., & Ranchhod, A. (2005). International Green Marketing. *International Marketing Review*, *22*(5), 547–561. https://doi.org/10.1108/02651330510624381

Hair Jr, J., Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.

Hair, J. F., Babin, B. J., & Krey, N. (2017). Covariance-based structural equation modeling in the. *Journal of Advertising: Review and Recommendations. Journal of Advertising*, 46(3), 454- 454. https://doi.org/10.1080/00913367.2017.1329496

Hair, J. F., Gabriel, M., & Patel, V. (2014). *AMOS* covariance-based structural equation modeling (CB-SEM): Guidelines on its application as a marketing research tool. *Brazilian Journal of Marketing*, 13(2), 44–55. https://ssrn.com/abstract=2676480

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. The. Journal of Marketing Theory and Practice, 19(2), 139–152. https://doi.org/10.2753/MTP1069- 6679190202

Hair, J.F., Risher, J.J. and Becker, J. (2019).When to use and how to report PLS-SEM results. *European Business Review,* Vol. 31 No. 1, pp. 2-24, doi: 10.1108/EBR-11-2018-0203.

Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward Green Energy Brands: The roles of Psychological Benefits and Environmental concern. *Journal of Business Research*, *65*(9), 1254–1263. https://doi.org/10.1016/j.jbusres.2011.11.001

Hayes, A. (2023, September 27). *Understanding purchasing power and the consumer price index*. Investopedia. https://www.investopedia.com/terms/p/purchasingpower.asp

Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), "A new criterion for assessing discriminant validity in variance-based structural equation modeling", *Journal of the Academy of Marketing Science,* Vol. 43 No. 1, pp. 115-135, doi: 10.1007/s11747-014-0403-8.

Hsu, C., Chuan-Chuan Lin, J., & Chiang, H. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, *23*(1), 69–88. https://doi.org/10.1108/10662241311295782

Hsu, S.-Y., Chang, C.-C., & Lin, T. T. (2016). An analysis of purchase intentions toward organic food on health consciousness and food safety with/under structural equation modeling. *British Food Journal*, *118*(1), 200–216. https://doi.org/10.1108/bfj-11-2014-0376

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. https://doi.org/10.1080/10705519909540118

Hu, L., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to under parameterized model misspecification. *Psychological Methods*, 3(4), 424–453. https:// doi.org/10.1037/1082-989X.3.4.424

Huang, C.-C., & Chen, T.-H. (2015). Moral norm and the two-component theory of planned behavior model in predicting knowledge sharing intention: A role of mediator desire. *Psychology*, *06*(13), 1685–1699. https://doi.org/10.4236/psych.2015.613165

Huda, M. M., Sultan, P., Wong, H. Y., & Hussain, T. U. (2021). Organic food consumers in Dhaka, Bangladesh: A demography analysis.

Ibi, A. (n.d.). *10 characteristics of moral standards, its definition, philosophy and examples*. Collaborative Research Group (CRG). https://crgsoft.com/moral-norms-definition-characteristics-and-examples/

James, M. X., Hu, Z., & Leonce, T. E. (2019). Predictors of organic tea purchase intentions by Chinese consumers. *Journal of Agribusiness in Developing and Emerging Economies*, *9*(3), 202–219. https://doi.org/10.1108/jadee-03-2018-0038

Jiang, M., & Wu, Q. (2022). Employees buying organic food intention: An extension of the theory of planned behavior. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.1054166

Joshi, Y. (2016). Investigating the influence of spirituality, environmental concern and ecological knowledge on consumers' green purchase intention. *Purushartha - A Journal of Management , Ethics and Spirituality*, *9*(2). https://doi.org/10.21844/pajmes.v9i2.6941

Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, *3*(1–2), 128–143. https://doi.org/10.1016/j.ism.2015.04.001

Kaiser, F. G., & Gutscher, H. (2003). The proposition of a general version of the theory of planned behavior: Predicting ecological behavior1. *Journal of Applied Social Psychology*, *33*(3), 586–603. https://doi.org/10.1111/j.1559-1816.2003.tb01914.x

Kalra, S., Dixit, S., & Lyall, B. W. (2020). Impact of consumer perception on demand of organic food products in India. *Int. J. Sci. Technol. Res*, *9*, 1084-092.

Karthika, R., & Senthilkumar, K. (2021). Organic Food Products - A study on perception of women consumers. *Asian Pacific Journal of Health Sciences*, *8*(2), 75–78. https://doi.org/10.21276/apjhs.2021.8.2.02

Kedutaan Besar Republik Indonesia. (2021, March 3). *Kedutaan Besar Republik Indonesia Maputo, Merangkap Malawi mozambique*. Kementerian Luar Negeri Repulik Indonesia. https://kemlu.go.id/maputo/id/news/11431/potensi-produk-organik-indonesia-di-pasar-internasional

Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health*, *20*(7), 5312. https://doi.org/10.3390/ijerph20075312

Kock, N. (2018). minimum sample size estimation in pls-sem: An application in tourism and hospitality research. In F. Ali, S. M. Rasoolimanesh, & C. Cobanoglu (Eds.), Applying partial least squares in tourism and hospitality research (pp. 1–16). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78756-699-620181001

Kumar, A., Roy, D., Tripathi, G., Pramod Kumar Joshi, & Rajendra Prasad Adhikari. (2018). Does contract farming improve profits and food safety? Evidence from tomato cultivation in Nepal. *Journal of Agribusiness in Developing and Emerging Economies*, *8*(3), 603–624. https://doi.org/10.1108/jadee-09-2017-0095

Kyu Kim, Y., Yim, M. Y.-C., Kim, E. (Anna), & Reeves, W. (2020). Exploring the optimized social advertising strategy that can generate consumer engagement with green messages on social media. *Journal of Research in Interactive Marketing*, *15*(1), 30–48. https://doi.org/10.1108/jrim-10-2019-0171

Laohasukkasem, P., Nurittamont, W., Sawatmuang, P. (2021). The Impact of Online Influencers on Consumers' Purchase Intention of Japanese Fod in Bangkok. Journal of Management in Business, Healthcare, and Education, 1(1), 1-16

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, *18*(6), 503–520. https://doi.org/10.1108/eum0000000006155

Lee, T. H., Fu, C., & Chen, Y. Y. (2019). Trust Factors for Organic Foods: Consumer Buying Behavior. British Food Journal, 122(2), 414–431. https://doi.org/10.1108/bfj-03-2019-0195

Li, R., Lee, C.-H., Lin, Y.-T., & Liu, C.-W. (2020). Chinese consumers' willingness to pay for Organic Foods: A Conceptual Review. *International Food and Agribusiness Management Review*, *23*(2), 173–188. https://doi.org/10.22434/ifamr2019.0037

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of Organizational Trust. *The Academy of Management Review*, *20*(3), 709. https://doi.org/10.2307/258792

Mohamad, S. S., Rusdi, S. D., & Hashim, N. H. (2014). Organic food consumption among urban consumers: Preliminary results. *Procedia - Social and Behavioral Sciences*, *130*, 509–514. https://doi.org/10.1016/j.sbspro.2014.04.059

Moser, A. K. (2016). Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers. *Journal of Retailing and Consumer Services*, *31*, 389–397. https://doi.org/10.1016/j.jretconser.2016.05.006

Mostafiz, S. (2022, May 26). *Demand for organic food on the rise*. The Business Post. https://businesspostbd.com/lifestyle/demand-for-organic-food-on-the-rise-2022-05-26

Mrihrahayu Rumaningsih, Abdullah Zailani, Suyamto, & Kurniawati Darmaningrum. (2022). Analysing consumer behavioural intention on sustainable organic food products. *International Journal of Research in Business and Social Science*, *11*(9), 404–415. https://doi.org/10.20525/ijrbs.v11i9.2247

Mukherjee, A., & Nath, P. (2007). Role of electronic trust in online retailing. *European Journal of Marketing*, *41*(9/10), 1173–1202. https://doi.org/10.1108/03090560710773390

Nguyen, H. T., & Nguyen, D. T. N. (2019). The impact of country-level and fund-level factors on mutual fund performance in Vietnam. Journal of Economics and Development, 21(1), 42–56. https://doi.org/10.1108/JED-06-2019-0007

Nickerson, C., & Mcleod, S. (2023, October 16). *Theory of reasoned action (Fishbein and Ajzen, 1975)*. Simply Psychology. https://www.simplypsychology.org/theory-of-reasoned-action.html

Nikolopoulou, K. (2022, August 17). What Is Snowball Sampling? | Definition & Examples. Scribbr. https://www.scribbr.com/methodology/snowball-sampling/

Pacho, F. T. (2020). What Influences Consumers to Purchase Organic Food in Developing Countries? British Food Journal, 122(12), 3695–3709. https://doi.org/10.1108/bfj-01-2020-0075

Petrescu, A., Oncioiu, I., & Petrescu, M. (2017). Perception of organic food consumption in Romania. *Foods*, *6*(6), 42. https://doi.org/10.3390/foods6060042

Pu, B., Zhang, L., Tang, Z., & Qiu, Y. (2020). The relationship between health consciousness and home-based exercise in China during the COVID-19 pandemic. *International Journal of Environmental Research and Public Health*, *17*(16), 5693. https://doi.org/10.3390/ijerph17165693

Quoquab, F., Pahlevan, S., Mohammad, J., & Thurasamy, R. (2017). Factors affecting consumers' intention to purchase counterfeit product. *Asia Pacific Journal of Marketing and Logistics*, *29*(4), 837–853. https://doi.org/10.1108/apjml-09-2016-0169

Rathna, G. A., & Sumathy, M. (2022). Factors Influencing Consumers Actual Food Purchase Intention towards Organic Food Products. *Indian Journal of Natural Sciences*, *13*(74), 48936–48943. www.tnsroindia.org.in

Rehman, S. U., Bhatti, A., Mohamed, R., & Ayoup, H. (2019). The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan. *Journal of Global Entrepreneurship Research*, *9*(1). https://doi.org/10.1186/s40497-019-0166-2

Rizzo, G., Borrello, M., Dara Guccione, G., Schifani, G., & Cembalo, L. (2020). Organic food consumption: The relevance of the health attribute. *Sustainability*, *12*(2), 595. https://doi.org/10.3390/su12020595

Sánchez-Bravo, P., Chambers, E., Noguera-Artiaga, L., López-Lluch, D., Chambers, E., Carbonell-Barrachina, Á. A., & Sendra, E. (2020). Consumers' attitude towards the sustainability of different food categories. *Foods*, *9*(11), 1608. https://doi.org/10.3390/foods9111608

Sansom, R. (2023, October 19). *Theory of planned behavior*. Change Theories Collection. https://ascnhighered.org/ASCN/change_theories/collection/planned_behavior.html

Shafie, F. A., & Rennie, D. (2012). Consumer perceptions towards organic food. *Procedia - Social and Behavioral Sciences*, *49*, 360–367. https://doi.org/10.1016/j.sbspro.2012.07.034

Shahbandeh, M. (2023, August 30). *Worldwide sales of Organic Foods 2021*. Statista. https://www.statista.com/statistics/273090/worldwide-sales-of-organic-foods-since-1999/

Shammi, M., Sultana, A., Hasan, N., Mostafizur Rahman, Md., Saiful Islam, Md., Bodrud-Doza, Md., & Khabir Uddin, Md. (2020). Pesticide exposures towards health and environmental hazard in Bangladesh: A case study on farmers' perception. *Journal of the Saudi Society of Agricultural Sciences*, *19*(2), 161–173. https://doi.org/10.1016/j.jssas.2018.08.005

Sharma, K., & Bansal, M. (2013). Environmental consciousness, its antecedents and behavioural outcomes. *Journal of Indian Business Research*, *5*(3), 198–214. https://doi.org/10.1108/jibr-10-2012-0080

Shih-Tse Wang, E., & Tsai, B.-K. (2014). Consumer response to retail performance of Organic Food Retailers. *British Food Journal*, *116*(2), 212–227. https://doi.org/10.1108/bfj-05-2012-0123

Stryker, S., & Burke, P. J. (2000). The past, present, and future of an identity theory. *Social Psychology Quarterly*, *63*(4), 284. https://doi.org/10.2307/2695840

Suresh, R. V., Hannah, B., & Chouhan, J. (2023). A study on factors influencing consumer preferences towards organic food products. *multi disciplinary studies: prospects and problems in modern era*, *29*(15-16), 1.

Taboola . (2023, December 5). *Explanatory research definition: Explanatory research example: Explanatory research question*. Chinese Government Scholarship 2024 | Apply Online. https://www.chinesescholarshipcouncil.com/explanatory-research.html

Tandon, A., Jabeen, F., Talwar, S., Sakashita, M., & Dhir, A. (2021). Facilitators and inhibitors of organic food buying behavior. *Food Quality and Preference*, *88*, 104077. https://doi.org/10.1016/j.foodqual.2020.104077

Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, *107*(11), 808–822. https://doi.org/10.1108/00070700510629760

Testa, F., Sarti, S., & Frey, M. (2018). Are green consumers really green? Exploring the factors behind the actual consumption of organic food products. *Business Strategy and the Environment*, *28*(2), 327–338. https://doi.org/10.1002/bse.2234

The International Market Analysis Research and Consulting Group (IMARC Group). (n.d.). *Organic food market size, share and forecast 2023-2028*. Size, Share and Forecast 2023-2028. https://www.imarcgroup.com/organic-food-market

The World Counts. (2023). *Organic Food Statistics*. The world counts. https://www.theworldcounts.com/challenges/consumption/foods-and-beverages/organic-food-statistics

Topalova, N., & Todorova, D. (2021). The impact of marketing through Instagram influencers on consumer behavior in the fashion industry: comparison of Millenials and Generation Z in Russia. Geneva Business School: Geneva.

Tran, N. P., Van, L. T.-H., & Vo, D. H. (2020). The nexus between corporate governance and intellectual capital in Vietnam. Journal of Asia Business Studies, 14(5), 637–650. https://doi.org/10.1108/JABS-01-2020-0007

Van der Werff, E., Steg, L., & Keizer, K. (2013). The value of environmental self-identity: The relationship between biospheric values, environmental self-identity and environmental preferences, intentions and behaviour. *Journal of Environmental Psychology*, *34*, 55–63. https://doi.org/10.1016/j.jenvp.2012.12.006

Voinea, L., Popescu, D. V., & Negrea, M. T. (2015). Good Practices in Educating and Informing the New Generation of Consumers on Organic Foodstuffs. *Amfiteatru Economic Journal*, *17*(38), 488–506. http://hdl.handle.net/10419/168929

Wang, B. (2019). The cash conversion cycle spread. Journal of Financial Economics, 133(2), 472–497. https://doi.org/10.1016/j.jfineco.2019.02.008

Wang, Y., Xu, X., He, J., Chen, C., & Ren, K. (2018). Impact of purchasing power on user rating behavior and purchasing decision. *Lecture Notes in Computer Science*, 413–422. https://doi.org/10.1007/978-3-319-93818-9_39

Watanabe, E. A. de M., Alfinito, S., Curvelo, I. C. G., & Hamza, K. M. (2020). Perceived Value, Trust and Purchase Intention of Organic Food: A Study With Brazilian Consumers. British Food Journal, 122(4), 1070–1184. https://doi.org/10.1108/bfj-05-2019-0363

Wee, C. S., Ishak, N., Ismail, K., Tajudin, M. N. M., Zakuan, N., & Ariff, M. S. B. Md. (2014). *Consumers perception, purchase intention and actual purchase behavior* ...

sibresearch.org. http://sibresearch.org/uploads/3/4/0/9/34097180/riber_b14-173_378-397.pdf

Wooldridge, J. M., & Wooldridge, J. M. (2019). Introductory econometrics: A modern approach, Cengage.

World Population Review. (n.d.). *Dhaka Population 2024*. Dhaka population 2024. https://worldpopulationreview.com/world-cities/dhaka-population

Yin, S., Wu, L., Du, L., & Chen, M. (2010). Consumers' purchase intention of organic food in China. *Journal of the Science of Food and Agriculture*, *90*(8), 1361–1367. https://doi.org/10.1002/jsfa.3936

Zayed, M. F., Gaber, H. R., & El Essawi, N. (2022). Examining the Factors That Affect Consumers' Purchase Intention of Organic Food Products in a Developing Country. *Sustainability*, *14*(10), 5868. https://doi.org/10.3390/su14105868

Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. International Journal of Information Management, 48, 151–160. https://doi.org/10.1016/j.ijinfomgt.2019.02.010