

FACTORS AFFECTING CONSUMER INTENTION TO PURCHASE ORGANIC FOOD: AN EMPIRICAL ANALYSIS IN DHAKA CITY

KASHFIA TARANNUM



**DEPARTMENT OF AGRIBUSINESS AND MARKETING
SHER-E-BANGLA AGRICULTURAL UNIVERSITY
DHAKA-1207**

JUNE 2023

**FACTORS AFFECTING CONSUMER INTENTION TO
PURCHASE ORGANIC FOOD: AN EMPIRICAL ANALYSIS IN
DHAKA CITY**

BY

KASHFIA TARANNUM

REGISTRATION NO.: 16-07500

A Thesis Submitted to The Department of Agribusiness and Marketing

Sher-e-Bangla Agricultural University, Dhaka,
in partial fulfillment of the requirements
for the degree of

MASTER OF SCIENCE

IN

AGRIBUSINESS AND MARKETING

SEMESTER: JANUARY-JUNE, 2023

Approved by:

Dr. Sharmin Afrin
Associate Professor
Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University
Supervisor

Dr. Md. Ghulam Rabbany
Associate Professor
Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University
Co-supervisor

Dr. Sharmin Afrin
Chairman
Examination Committee
Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University



Faculty of Agribusiness Management Sher-e-Bangla Agricultural University

Sher-e-Bangla Nagar, Dhaka-1207, Bangladesh.

Website: www.sau.edu.bd

CERTIFICATE

This is to certify that thesis entitled, "FACTORS AFFECTING CONSUMER INTENTION TO PURCHASE ORGANIC FOOD: AN EMPIRICAL ANALYSIS IN DHAKA CITY" submitted to the Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, Dhaka, in partial fulfillment of the requirements for the degree of MASTER OF SCIENCE IN AGRIBUSINESS AND MARKETING, embodies the result of a piece of bona fide research work carried out KASHFIA TARANNUM, Registration No. 16-07500 under my supervision and guidance. No part of the thesis has been submitted for any other degree or diploma.

I further certify that such help or source of information, as has been availed of during the course of this investigation has duly been acknowledged.

Dated:

Place: Dhaka, Bangladesh

Dr. Sharmin Afrin

Chairman

Examination Committee

*Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University*

DEDICATION

*This thesis is
dedicated to my parents.*

*The successful culmination of the thesis
would not have been feasible without their unconditional
affection, empathy, and perseverance.*

ACKNOWLEDGEMENT

Alhamdulillah, Praise be to Allah for His abundant compassion, blessings, and boundless mercy, which have enabled the author to successfully finish the research work necessary for the partial fulfillment of the Master of Science degree.

The author would like to express heartfelt gratitude and sincere appreciations to her Supervisor & the **Chairman Dr. Sharmin Afrin, Associate Professor**, Department of Agribusiness and Marketing, Sher-e-Bangla Agricultural University, Dhaka for her valuable guidance, advice, encouragement and support throughout the study. Likewise, grateful appreciation is conveyed to her **Co-supervisor Dr. Md. Ghulam Rabbany, Associate Professor**, Department of Agribusiness and Marketing, Sher-e-Bangla Agricultural University, Dhaka for his constant encouragement, constructive criticisms, and valuable advice to complete the thesis.

The author would like to express her deepest respect and boundless gratitude to all the **respected teachers** of the **Department of Agribusiness and Marketing**, Sher-e-Bangla Agricultural University, Dhaka, for their valuable teaching, sympathetic co-operation, and inspirations throughout the course of this study and research work,

The author expresses profound gratitude and indebtedness to her **parents, sisters, and well-wishers** who consistently offered their prayers for her achievement; this work would not have been accomplished without their affection and inspiration. Furthermore, the author would like to express her heartfelt appreciation to her **spouse, Zahid Hossain**, for his unwavering support and intense cooperation, in addition to his dedication and endless efforts to facilitate her pursuit of a graduate degree.

Finally, the author would like to express her gratitude to **the consumers** who actively participated in the survey and most importantly helped her to understand their activities. Without them she could not complete her study.

June, 2023

The Author

TABLE OF CONTENT

CHAPTER	TITLE	PAGE NO
	ACKNOWLEDGEMENT	i
	TABLE OF CONTENTS	ii-iii
	LIST OF TABLES	iv
	LIST OF FIGURES	iv
	LIST OF ABBREVIATION	v
	ABSTRACT	vi
CHAPTER 1	INTRODUCTION	1-9
	1.1 Overview of the Background	1
	1.2 Brief Statistics of Organic Agriculture	2
	1.2.1. Around the World	2
	1.2.2. In Bangladesh	6
	1.3 Justification of the Study	7
	1.4 Key Research Question	8
	1.5 Objectives of the Study	9
	1.6 Limitations of the Study	9
CHAPTER 2	LITERATURE REVIEW	10-13
	2.1 Organic Food	10
	2.2 Consumer Attitudes, Perception and Awareness about Organic Food	10
	2.3 Willingness to Pay	11
	2.4 Factors Affecting Consumers Intention to Purchase	11
CHAPTER 3	METHODOLOGY	14-20
	3.1 Selection of the Study Area	14
	3.2 Sampling Technique and Sample Size	16
	3.3 Data Collection	16
	3.4 Processing, Editing and Tabulation of Data	17
	3.5 Analytical Technique	17
	3.5.1. Descriptive Analysis	17
	3.5.2. Econometric Model Analysis	17

CHAPTER	TITLE	PAGE NO
	3.6 Statement of hypothesis	18
	3.6.1. Research Hypothesis	19
	3.6.2. Null Hypothesis	19
	3.7 Measurement of Variables	19
CHAPTER 4	RESULTS AND DISCUSSION	21-30
	4.1 Socio-demographic Profile of the Respondents	21
	4.1.1 Gender wise Distribution of Age	21
	4.1.2 Education	22
	4.1.3 Occupation	23
	4.1.4 Monthly Income	23
	4.1.5 Organic Food that Typically Purchased	24
	4.2 Factors Affecting Consumer Intention to Buy Organic Food	25
	4.2.1 Age	26
	4.2.2 Education	26
	4.2.3 Monthly Income	26
	4.2.4 Price	26
	4.2.5 Healthy Lifestyle	26
	4.2.6 Nutritional Value	27
	4.2.7 Environmental Concern	27
	4.2.8 Availability	27
	4.2.9 Advertisement	27
	4.3 Possible Barriers Related to Purchase of Organic Food	29
CHAPTER 5	SUMMARY, CONCLUSIONS AND RECOMMENDATION	31-34
	5.1 Summary	31
	5.2 Conclusion	32
	5.3 Recommendation	33
	REFERENCES	35-42
	QUESTIONNAIRE	43-46

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
2.1	Summary of Key Findings from Selected Studies on Organic Consumer Purchase Intention	12
3.1	Distribution of sample	16
3.2	Variables used in the study	20
4.1	Age distribution of the respondents by gender	22
4.2	Estimated coefficient and their related statistics	25

LIST OF FIGURES

FIGURE NO	PARTICULARS	PAGE NO
1.1	World: Distribution of organic agricultural land by region 2021	5
1.2	World: Distribution of organic producer by region 2021.	5
3.1	Location of Study Area	15
4.1	Educational level of the respondents.	22
4.2	Distribution of Consumers according to Occupation	23
4.3	Distribution of Consumers according to Monthly income	24
4.4	Organic food that typically purchase from supershop (multiple response)	24
4.5	Possible barriers faced by consumers (multiple response)	29

LIST OF ABBREVIATIONS

Abbreviations and symbols	Elaboration
USD	United States Dollar
<i>et al.</i>	et alia,” which means “and others.
FAO	Food and Agriculture Organization
WHO	World Health Organization
GM	Genetically Modified
FiBL	German: Forschungsinstitut für biologischen Landbau, which means The Research Institute of Organic Agriculture
IFOAM	International Federation of Organic Agriculture Movements
NGO	Non-Government Organization
UBINIG	Unnayan Bikalper Nitinirdharoni Gobeshona
BARCIK	Bangladesh Resource Center for Indigenous Knowledge
RIB	Research Initiatives, Bangladesh
Etc.	Et cetera
BARI	Bangladesh Agricultural Research Institute
BFRI	Bangladesh Fisheries Research Institute
BCSIR	Bangladesh Council of Scientific and Industrial Research
USDA	United States Department of Agriculture
BAB	Bangladesh Accreditation Board
OCB	Organic Certification Bangladesh
CDF	Cumulative Distribution Function
OLS	Ordinary Least Square
BDT	Bangladeshi Taka
%	Percent

ABSTRACT

The trend of buying organic food is growing among consumers, particularly in urban areas in Bangladesh. This empirical study seeks to determine purchase intention by analyzing the effect of factors such as age, education, monthly income, price, environmental concern, healthy lifestyle, nutritional value, availability, and advertisement by using probit regression model. The primary data were collected from two supermarkets in Dhaka metropolis. A total of 110 consumers were selected by using two stage random sampling technique. Data were collected from the respondents between August to October in 2023. The study findings indicate that consumers' purchase intention towards organic food is influenced by several key aspects, including the availability of organic food, adoption of a healthy lifestyle, environmental concern, and exposure to advertising. Furthermore, a significant proportion of young graduates and service holders have a higher awareness regarding the advantages of organic food, which is why a majority of them choose to acquire it. Significant obstacles that restrict the purchasing of these products include higher price, quality concerns, ambiguous labeling, and limited availability. The study recommends that the concerned authorities should establish a standardized principle based on FAO recommendations in order to decrease obstacles and motivate producers and supermarket owners to adhere to it.

Keywords: Organic food, Consumers, Purchase intention, Factors, Obstacles.

CHAPTER 1

INTRODUCTION

1.1. Overview of the Background

A substantial and significant increase in global demand for organic food has been observed over the last two decades (Sultan *et al.*, 2020) and global sales are estimated to have surpassed USD 135 billion (Willer *et al.*, 2023). Experts have recommended various explanations for this expansion. Primarily, consumer apprehensions regarding ecological sustainability (Lee *et al.*, 2018), concerns about environmental problems (Skogen *et al.*, 2018), and moral decision-making factors are prominent one (Kushwah *et al.*, 2019). These concerns can be linked to motivations originating from consumption choices that are reflective of healthy lifestyles (Basha and Lal, 2019). In less developed nations, the swift expansion of the economy has resulted in the overconsumption of natural resources and severe degradation of the ecological environment (Li *et al.*, 2019). Hence, the increasing interest in organically grown foods are paying more attention in both industrialized and developing nations (Wang *et al.*, 2019).

Organic farming is a farming procedure that excludes the utilization of chemical-based fertilizers, pesticides, growth regulator, and additives in animal feed (Gamage *et al.*, 2023). Organic farming, as defined by the FAO/WHO Codex Alimentarius Commission in 1999, is a comprehensive strategy to manage agricultural production that enhances the well-being of the agro-ecosystem. This includes promoting the health of ecological diversity, biological cycles, and biological activity in the soil. Improved soil structure and fertility, the use of natural inputs, eco-friendly techniques (such as intercropping, crop rotation, mulching, etc.), and a dedication to sustainability are the basic characteristics that set organic agriculture apart from conventional farming systems. Furthermore, it prohibits and imposes limitations on the utilization of radiation from ionizing substances, sewage sludge, Genetically Modified (GM) organisms, and antibiotics (Soni *et al.*, 2022).

At first, individuals did not pay significant attention to the safety, quality, and health effects of conventional or inorganic food products. Recently, consumer preferences and expectations have evolved, leading to a growing preference for organic foods. A positive attitude towards ecological sustainability, food safety, and improved substitutes to conventionally grown foods may promote changes in perceptions about organic foods (Azzurra *et al.*, 2019). As consumers are turning towards organic food day by day. So, it's the high time to do more research to know consumer preferences and buying intentions towards organic food in Bangladesh.

1.2. Brief Statistics of Organic Agriculture

Organic agriculture has expanded at a rapid rate due to the demand for foods that are both nutritious and helpful for one's health (Willer *et al.*, 2021). In response to the worldwide consumer demand for organic food, traditional farming has been replaced with organic farming in every region of the world. Hence, there is a significant surge in the expansion of organic farmland on a global scale (Kumar *et al.*, 2023). Consequently, everyone must be informed of the current state of organic cultivation on a global scale.

1.2.1. Around the World

According to the survey report titled "The World of Organic Agriculture: Statistics and emerging trend 2021" put out by FiBL and IFOAM, we may obtain a general notion of the present state of organic agricultural stats globally. According to the most recent global organic agriculture data, 2021 was another prosperous year for the industry. The most recent FiBL survey on global organic agriculture revealed that both organic retail sales and organic farmland continued to expand and reached a new all-time high (Willer *et al.*, 2023). Let's have a look about the demand of organic food in six continents which has been summarized from FiBL and IFOAM survey reports.

Africa

In 2021, Africa had approximately 2.7 million hectares of certified organic agricultural land, as indicated by statistical data. Africa witnessed a significant rise in reported land area, with a gain of over 390,000 hectares compared to 2020, representing a growth of 17.3%. Additionally, the continent had a total of over 1,123,000 producers. In 2021, Uganda had the greatest organic area, spanning over 505,000 hectares. Additionally, Uganda boasted the highest number of organic farmers, exceeding 404,000. São Tomé and Príncipe, an island state in the region, had the largest proportion of land allocated to organic farming. Specifically, 21.1% of its agricultural area was dedicated to organic

crops. Most of the organic products that have been certified in Africa are intended for markets outside of the continent. The primary agricultural products include cocoa, olives, coffee, almonds, cotton, and oilseeds.

Asia

In 2021, the total land area allocated for organic agriculture in Asia exceeded 6.5 million hectares. There were around 1.8 million producers, with the majority located in India. China and India were the top countries in terms of acreage, with China covering 2.75 million hectares and India covering over 2.66 million hectares. Timor-Leste had the largest percentage of agricultural land dedicated to organic farming, with a share of 8.5%. In 2022, the organic sector in the Asian area experienced further progress and growth. The rise in popularity of organic activities is apparent following several years of the COVID-19 outbreak.

Europe

By the end of 2021, a total of 17.8 million hectares of farming land in Europe (with the European Union accounting for 15.6 million hectares) were under organic management, governed by over 440,000 farmers (with the European Union having over 380,000 producers). Within Europe, the organic agricultural area accounted for 3.6%, although the European Union had a higher proportion of 9.6%. The area of organic farms has expanded by around 0.75 million hectares in comparison to the previous year, 2020. France, Spain, and Italy had the greatest organic agricultural fields, measuring 2.8 million hectares, 2.6 million hectares, and 2.2 million hectares, respectively. Fifteen nations have organic farming comprising at least 10% of the total; the highest percentage was in Liechtenstein at 40.2%, followed by Austria at 26.5% and Estonia at 23.5%. The retail sales of organic products reached a total of 54.5 billion euros in 2021, with the European Union accounting for 46.7 billion euros. This represents a growth of 4% compared to the previous year.

Latin America and the Caribbean

In 2021, Latin America had a total of 227,000 producers who were responsible for managing around 9.9 million hectares of agricultural land using organic methods. This accounted for 12.9% of the total organic land worldwide and 1.4% of the agricultural land in the region. Argentina had the highest number of hectares with 4.1 million, followed by Uruguay with 2.7 million hectares, and Brazil with 1.5 million hectares. Uruguay, French Guiana, and the Dominican Republic had the largest proportions of

organic shares in their total agricultural area, with percentages of 19.6, 11.9, and 11.6 respectively. Several Latin American nations continue to be significant exporters of organic commodities, including coffee, cocoa, and bananas.

North America

In 2021, the total area of farmland under organic management in North America exceeded 3.5 million hectares. These accounted for 0.8% of the region's total arable land, with 2.3 million in the US and 1.2 million in Canada. In 2021, American consumers reverted to more consistent shopping behaviors. The sales of food, which make up more than 90% of organic sales in the United States, increased to USD 57.5 billion, representing a growth of almost 2%. Furthermore, the organic market in Canada is still growing. The organic market in Canada ranks fifth globally. Although production levels have historically lagged behind Canadian demand, both producer numbers and farmland witnessed slower increase in 2021 compared to previous years. Due to climate condition, decertification, and COVID-19 supply chain issues, Canadian acreage decreased between 2020 and 2021, although more growers will be joining the system in two to three years. Currently, Canada possesses about 1.2 million hectares of organic agricultural.

Oceania

Australia, New Zealand, and the nations of the Pacific Islands comprise this region. In total, there were more than 18,000 farmers occupying 36 million hectares, which accounted for 9.7% of the agricultural area in the region and about half of the world's organic land. Australia has the largest amount of organic land in the region, with 35.7 million hectares, primarily used for massive grazing. Papua New Guinea has over 88,000 hectares of organic land, while Samoa has over 82,000 hectares. Samoa accounted for 29.1% of all agricultural land in the country, with the greatest percentage of organic land. Other countries that followed were Australia (9.9%), Papua New Guinea (7.4%), Fiji (7.1%), the French Solomon Islands (7%), and French Polynesia (3.5%).

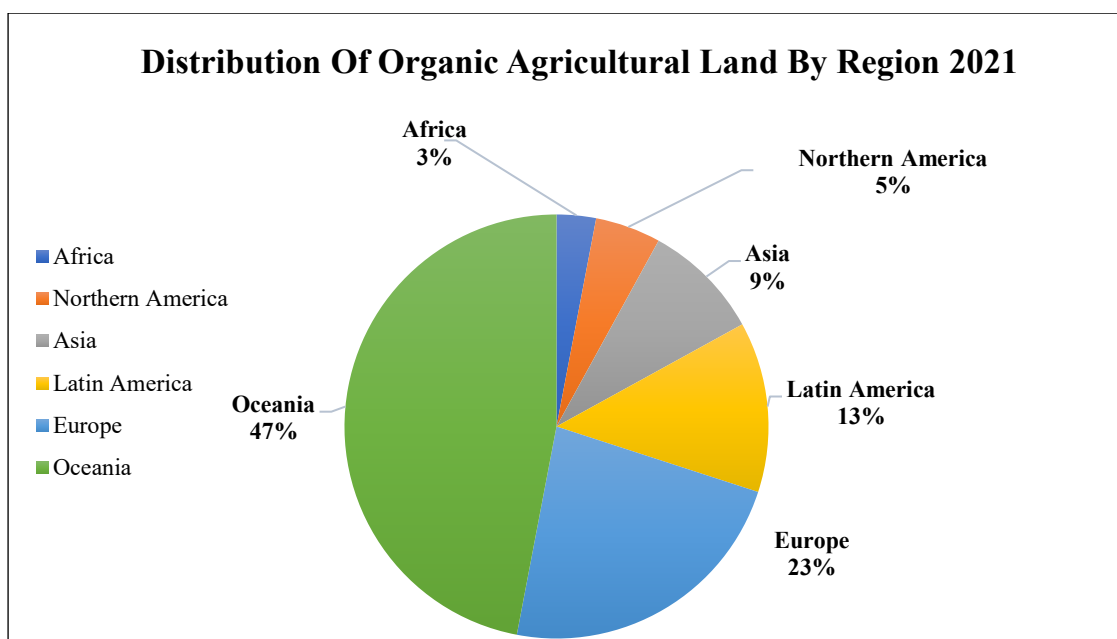


Figure 1.1. World: Distribution of organic agricultural land by region 2021

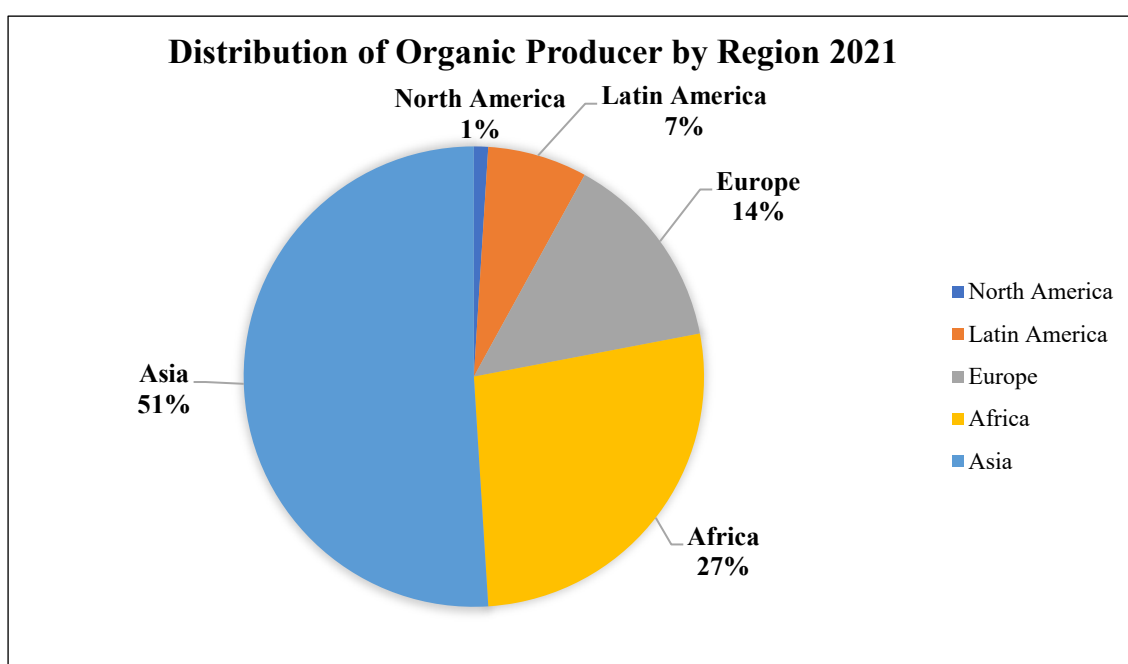


Figure 1.2. World: Distribution of organic producer by region 2021

1.2.2. In Bangladesh

According to “The World of Organic Agriculture. Statistics and Emerging Trends 2023”, organic farming was initiated in Bangladesh in the early 1990s, albeit on a limited basis. A limited number of non-governmental organizations (NGOs) initially introduced organic cultivation in Bangladesh. These non-governmental organizations (NGOs) coordinate and support farmers who are interested in organic farming. They offer training, technical guidance, financial assistance, and assistance in marketing of organic products. The organic farmers collaborate and establish alliances to promote a sustainable agricultural system. Among the NGOs; Proshika, Unnayan Bikalper Nitinirdharoni Gobeshona (UBINIG), Bangladesh Resource Centre for Indigenous Knowledge (BARCIK), and Research Initiatives, Bangladesh (RIB) scored the highest. Concurrently, certain private enterprises, including Shams Enterprise, Shabajpur Tea Estate Ltd., Kazi and Kazi Ltd., are at the forefront of investing in organic cultivation. Already, a number of business owners have initiated the exportation of their organic goods to various wealthy nations. Currently, Bangladesh is engaging in the cultivation of horticulture crops, cotton, aromatic rice, and organic shrimp farming on a limited scale. The primary purpose of these activities is to export these products and cater to the demands of affluent urban consumers. Presently, organic products are distributed via various megastores (Agora, Meena bazar, Unimart, Nandan, etc.), which fail to guarantee equitable remuneration for the producers involved in their production. Furthermore, the Bangladesh Agricultural Research Institute (BARI) recognized the need for organic farming research and set up an Organic Block at its experimental area in Joydebpur, Gazipur (Rahman, 2021).

The Bangladesh Fisheries Research Institute (BFRI) is currently collaborating to promote the widespread marketing of "Purity" organic dried fish in Bangladesh. Rahmania Organic Agro markets nutrition-enriched organic eggs that have been examined and approved by the Bangladesh Council of Scientific and Industrial Research (BCSIR). Organics Nutrition Limited, a member of the International Federation of Organic Agriculture Movements (IFOAM), has undertaken a compelling research and business venture focused on organic functional food. The product "Karkuma" has received USDA Organic certification, making it the first functional food product to achieve this distinction. It is currently being marketed nationally and is also in the process of being exported internationally. A further noteworthy event in the

organic sector occurred recently when the Bangladesh Accreditation Board (BAB) is currently approving the establishment of a private certifying body called "Organic Certification Bangladesh" (OCB). In the home market, it will aid in preserving the items' organic standard (Kamboj *et al.*, 2023).

1.3. Justification of the Study

Overuse of chemical fertilizers has a devastating effect on soil quality in Bangladesh, which threatens the country's agricultural economy. Moreover, the usage of chemical fertilizers and pesticides poses an elevated risk of cancer among both adults and children. While many Bangladeshis may lack knowledge about organic farming, there is evidence that farmers and consumers are aware of this concept. Implementing organic food practices has the potential to enhance the country's financial stability and create more employment chances for the youth (Chowdhury *et al.*, 2021). The potential of this system lies in its ability to generate food that is both healthy and environmentally sustainable, while also preserving cultural legacy (Mottalib *et al.*, 2018).

That is why modern customers, particularly those living in urban areas, are increasingly concerned about their physical well-being and the environment. They find organic foods more appealing because of technical advancements and their higher health benefits value. Consumers who choose to purchase organic food typically follow a five-step process known as the consumer decision-making process. These steps include recognising the need for the product, doing an information search, evaluating multiple options, making the purchase decision, and exhibiting post-purchase behaviour (Kotler *et al.*, 2010). Typically, a consumer will become aware of a need when they perceive a discrepancy between their current situation and their desired situation. Taking traditional food as an example, a person who has been sick on a regular basis and then comes to the realization that he primarily requires more nutritious food. His neighbour, who buys organic foods, acts as a source of inspiration for him because organic foods are high in nutrients and offer a healthier alternative for everyone. Once he acknowledges his need, he will actively seek for information regarding organic food products. This stage is directly connected to his perception. Consumer purchase behaviour can be influenced by perception, which refers to the cognitive process through which an individual interprets, categorises, and chooses information from their surroundings (Sheth *et al.*, 2004). They base their decisions on perceptions rather than

objective reality (Erasmus *et al.*, 2001). As a result, perceptions have strategic ramifications for marketers, as consumers' actions and purchasing patterns are influenced by their thoughts. Once the consumer has gathered enough information, they will determine a certain set of attributes, such as price, values, and features. These attributes will be used to make comparisons among other alternatives before making a purchase of an organic product. Consumers base their decisions on product qualities when picking between conventional and organic food. Following the purchase of a product, consumers will experience either satisfaction or dissatisfaction, which in turn influences their post-buying behaviour. There have been a few number of research studies published in Bangladesh on this problem. Among them, Sultana (2024), Khatun (2023), Chowdhury *et al.*, (2021) and Rahman (2021) had done their research about the factors influence on organic food purchasing decision in Bangladesh. But Huda *et al.*, (2022) conducted only the demographic analysis of consumers. The major concern and need of the present study is to provide a complete overview of consumers purchase intention regarding organic food. Additionally, it will outline potential issues and suggestions pertaining to the buying of organic food products.

Based on the aforementioned findings, the researcher is interested in conducting this research. A survey is conducted in a few specifically chosen supermarkets in Dhaka city. The investigator anticipates that the findings will be beneficial in motivating the organic food producing company to streamline their marketing activities and cater to consumer preferences more effectively.

1.4. Key Research Questions

- a. Who are the consumers?
- b. What are the factors that affect consumer's consumption of organic food?
- c. What are the barriers that a consumer faces when they purchase organic foods?
- d. How can marketers mitigate the barriers and serve the customers in a better way?

1.5. Objectives of the Study

- i. To identify socio demographic variables on the behavior of purchasing organic food
- ii. To identify the factors that affect consumer's consumption of organic food in Dhaka City
- iii. To identify possible barriers related to the purchase of organic food items in Bangladesh

1.6. Limitations of the Study

Understanding consumers' purchase intention of organic food was the main purpose of the current study. To make the study effective and feasible the researcher had to apply limitations based on available resources, including time and money. The limitations are as follows:

- i. The data collected from the consumers during their interviews served as the basis for the study.
- ii. The respondents' primary data, facts, and figures were relevant to the circumstances that prevailed in the area in 2023.
- iii. Only twelve factors were chosen for this study's investigation out of the numerous factors of the respondents.
- iv. The study was limited to two superstores in Dhaka city and was unable to cover a wide variety of places due to scheduling constraints.
- v. Consumers in Dhaka were generally pressured for time, leading to shorter survey completion times. Furthermore, they were less vocal and hesitant to reveal personal information. The data could be imprecise for the following reasons.

The remaining sections of the thesis are organized in the following manner: Chapter 2 provides a comprehensive review of the existing literature. The details of the materials and methods can be found in Chapter 3. The result and discussion are presented in Chapter 4. The summary, conclusion, and recommendation can be found in Chapter 5.

CHAPTER 2

LITERATURE REVIEW

This chapter provides a concise overview of relevant research information, which effectively guides the researcher in selecting a study subject by identifying any gaps in existing research. Literature review establishes a connection between previous and current study on a specific subject, enabling an investigator to reach a suitable conclusion. However, no systematic study that was directly relevant to the current investigation was identified. Thus, this chapter aims to thoroughly examine and compile relevant literature from various sources such as books, journals, review papers, concept notes and more.

2.1. Organic Food

The idea of organic farming is not well understood by the people of Bangladesh. Farmers and consumers today have demonstrated that they embrace this idea (Ajzen, 1985). Regarding food and the nutritional well-being of people, organic farming is one of the environmentally friendly farming methods that provides insight into an important transition from industrial agriculture to diverse agro-ecological systems (Frison, 2016). Natural foods that don't contain artificial chemicals like pesticides, fertilizers, herbicides, antibiotics, or GM organisms are referred to as organic food. Furthermore, organic food does not come into contact with radiation (Marwa and Scott, 2013). In comparison to conventional foods, organic foods are thought to be safer, healthier, and more palatable (Consumers Association, 2000; Magnusson *et al.*, 2001; Magkos *et al.*, 2006).

2.2. Consumer Attitudes, Perception and Awareness about Organic Food

Attitude is a strong predictor of intention to purchase organic food, and there is a positive and substantial correlation between the two (Kozup *et al.*, 2003). When consumers develop a positive attitude towards organic enterprises, their propensity to purchase organic products will also grow (Wang *et al.* 2019, Choi and Johnson, 2019).

and Qi and Ploeger, 2018). Moreover, Joshi and Rahman (2019) found that spirituality and perception of their own efficacy as consumers act as a primary factor that influence consumers green purchasing behaviour. Consumer's awareness is a product characteristic exploration and recognition by consumers (Muhammad *et al.*, 2016), with the organic product's attributes, such as nutritive contents, whether the product is certified organic or not, locally produced or imported, country of origin, labelling information as well as the level of freshness of the product (Muhammad *et al.*, 2016). According to Yiridoe *et al.* (2005), knowledge and awareness of organic foods might affect attitudes and perceptions about the product as well as, eventually, purchasing decisions. In case of consumers awareness about organic foods, Basha *et al.* (2015) revealed that a general rise in consumer awareness regarding organic food products has positive inclination towards purchasing them. It is important to note that awareness and consumer understanding about organic foods is important in the decision-making of consumer purchase. The inability of a person to distinctly distinguish between two alternatives goods, a price premium on the organic produce can complicate and or affect a person's purchasing decision in favour of the low-cost goods (Yiridoe *et al.*, 2005).

2.3. Willingness to Pay

The amount of money a person is willing to forgo in order to obtain a good or service is known as their willingness to pay (Gumber & Rana, 2017). A person's willingness to pay determines whether or not they will consume organic food. Nonetheless, research indicates that while most consumers have a favorable opinion of organic food, few tend to purchase it because of the higher cost (Aertsens *et al.*, 2009; Magnusson, 2004; Nguyen *et al.*, 2019; Raza *et al.*, 2019). While some studies (Aguilar & Vlosky, 2007; Dipeolu *et al.*, 2009; Govindasamy *et al.*, 2020; Obayelu *et al.*, 2014; Owusu & Owusu Anifori, 2013; Saphores *et al.*, 2007) contend that consumers are somewhat willing to pay more for organic food, others (Marian *et al.*, 2014; Melovic *et al.*, 2020; Paul & Rana, 2012; Pawlewicz, 2020; Shafie & Rennie, 2012; Stolz *et al.*, 2011) have noted that price premium is one of the main barriers to the purchase of organic food.

2.4. Factors Affecting Consumers Intention to Purchase

The rapid change in food consumption pattern is occurred as a result of consumers' concern about the dietary value of food and their health (Bhavsar *et al.*, 2018). The concerns for health and the environment appear to be very strong reasons for consumers

when purchasing organic food (Basha and Lal, 2018; Bryła, 2016; Joshi and Rahman, 2019; Choi and Johnson, 2019; Nguyen *et al.*, 2019; Sezer *et al.*, 2023; Chowdhury *et al.*, 2021; Azzurra *et al.*, 2018). Nutritional value is one of the prominent factors that some of the consumers give more importance (Bryła, 2016; Shafie and Rennie, 2012). According to the findings of Al-Swidi *et al.*, 2014; subjective norms which refer to the felt social influence or pressure, play a key role in moderating the association between attitudes and buying intention, as well as between perceived behaviour control and buying intention. Moreover, subjective norms have a substantial impact on one's attitude towards the intention to purchase organic food. Consumer trust, convenience as well as quality of organic food act as an influential factor to motivate consumers' purchase decision (Bryła 2016; Chowdhury *et al.* 2021; Azzurra *et al.* 2018; Rana and Paul 2019). According to some studies, consumers face various obstacles when they want to purchase organic food. A range of common reasons such as factors that make it easier, and obstacles that affect the decision-making process when it comes to purchasing green products. These studies offer potential explanations for the inconsistencies that have been documented in people's behaviour when it comes to buying green products (Joshi and Rahman, 2015; Kushwah *et al.*, 2019). Pham *et al.* (2018) found that perceived obstacles such as high cost, limited availability, insufficient labelling, additional time required had adverse impact on both attitude and intention to purchase organic food.

Table 2.1. Summary of Key Findings from Selected Studies on Organic Consumer Purchase Intention:

Author(s)	Major Conclusions
Wang <i>et al.</i> (2019)	Subjective norms, personal attitudes, and health consciousness were found to be significant predictors of organic purchase intention.
Choi and Johnson, (2019)	Consumer attitudes and subjective norms had appreciable effects in purchase intention.
Basha <i>et al.</i> (2005)	Quality of products, environmental concern, health concern and lifestyle were the most commonly stated motives for purchasing organic foods.

Table 2.1. (Cont'd)

Author(s)	Major Conclusions
Qi and Ploeger, (2018)	Variables of perceived behavioral control, face consciousness, group conformity, utilitarian and hedonic attitudes had significant effects on purchase intentions towards organic food.
Muhammad <i>et al.</i> , (2016)	Awareness about organic food was influenced more effective factors such as gender, nationality, and education as well as income, occupation and age.
Azzurra <i>et al.</i> , (2018)	Food scares and concerns over food safety were strong predictors of organic consumption intensity. Women and young people showed a higher intensity of organic food consumption.
Bryla, (2016)	The most important characteristics of organic food that affect purchase intention were healthiness and high quality.
Bhavsar <i>et al.</i> , (2018)	Human health, food safety, attitudes and perceptions and willingness to pay for a price premium were some of the factors influencing consumers' willingness to consume organic foods.
Al-Swidi <i>et al.</i> , (2014)	Subjective norms significantly influenced consumers' attitude toward buying intention of organic food.
Pham <i>et al.</i> (2018)	Food safety concern, health consciousness and media exposure to food messages played integral roles in the formation of attitude towards organic food.
Sezer <i>et al.</i> , (2023)	Purchasing attempt of organic food depends on income, and organic products were bought due to the positive effects of organic foods on health, environment, and farmers.
Nguyen <i>et al.</i> , (2019)	Consumers' concerns regarding the environment, health, food safety and their knowledge of organic food, all significantly impacted their attitude towards the purchase behavior of organic food.
Melovic <i>et al.</i> , (2020)	Primary motives for purchasing organic products were health care and that high prices were a key obstacle inhibiting the purchase of these products on a larger scale in developing countries.

CHAPTER 3

METHODOLOGY

A research technique is the framework of a research or study (Murthy & Bhojanna, 2009). Effective research relies heavily on the effective utilization of methods. This chapter encompasses the entire research process, including the selection of study areas, determination of sample size, sampling procedure, data collection, data processing, and analytical techniques. This study seeks to reduce the gap by offering significant insights into consumer intention of organic food in Dhaka, as well as the underlying factors that discourage customers from purchasing organic products. Below is the sequential description of the methodology used for this investigation.

3.1. Selection of Study Area

The study is mainly based on supershop customers in Dhaka city. There are so many supershops in this city who sell organic foods. Among them two supershops were selected as the study areas. These are actually the stores dealing with fruits, vegetables and daily necessary grocery items. This two supershops have separate places in their stores for selling organic foods on a regular basis. Location of Agora and Unimart is showed in the figure 3.1.

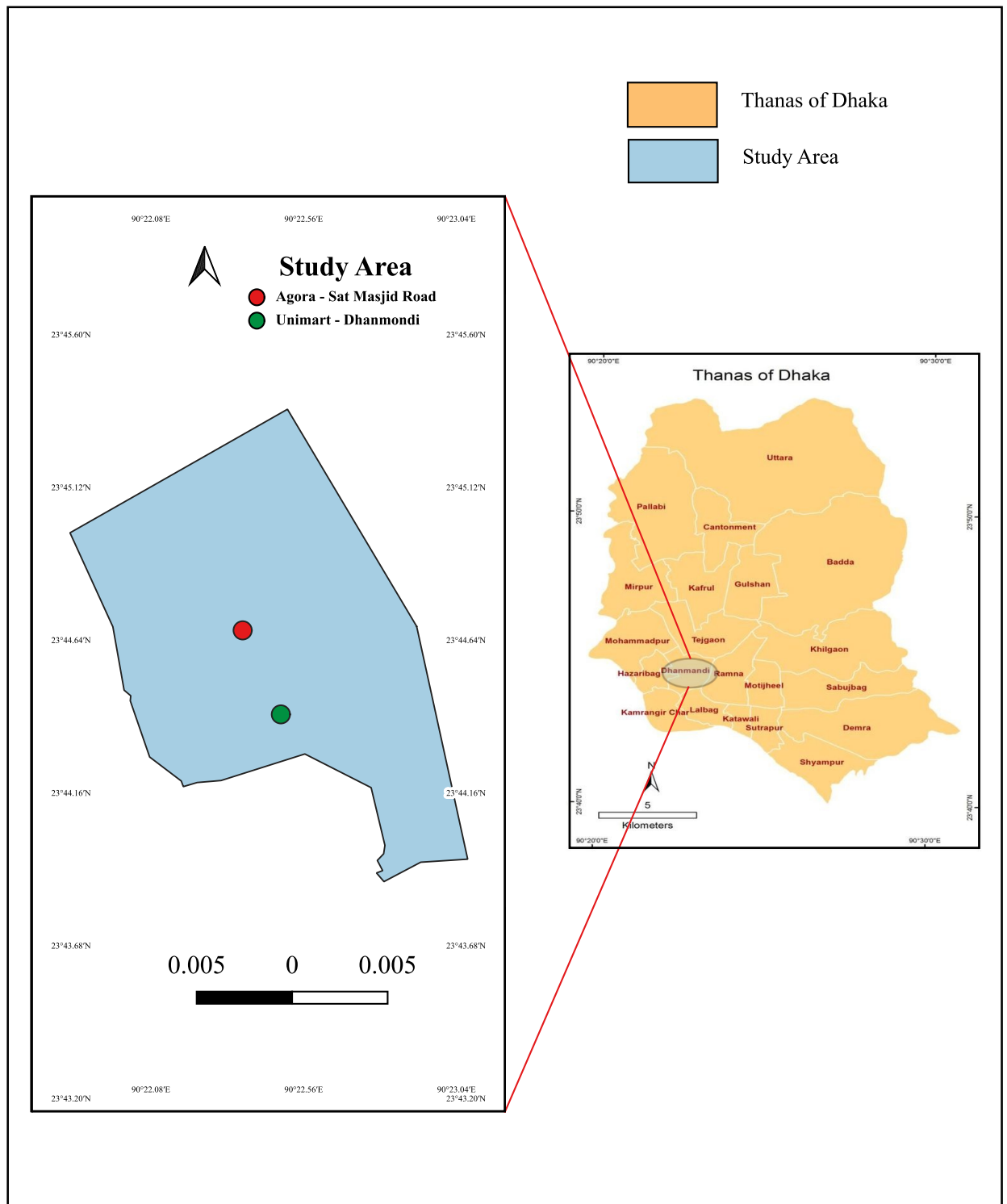


Figure 3.1: Location of Study Area

3.2. Sampling technique and sample size

Gathering data from the entire population in an empirical study is difficult. Researchers make assumptions based on information obtained from a representative sample of the population (Lewis *et al.*, 2003). The size of the sample and the extent of variance typically impact the quality of information derived from the survey. By employing suitable sample techniques, it is possible to regulate both parameters (Singh and Masuku, 2014). In order to ensure accurate estimates with a small standard error, the researcher aims to prevent bias in the sample selection process (Anderson *et al.*, 2017). To mitigate bias in the sample selection process, it is recommended to employ simple random sampling, where in every unit of the population has an equal probability of being selected (Levy & Lemeshow, 2013). But in this study, purposive sampling method was employed to choose a representative sample for gathering data due to some constraints. Initially, the author purposively chose two specific supermarkets, Agora and Unimart, based on the presence of organic food items, financial constraints, time constraints, and the author's convenience. Subsequently, 110 participants were surveyed who purchase organic foods from those supershops regularly or rarely. Among which 60 were from Unimart and rest of the respondents were from Agora. Distribution of sample are given in Table 3.1.

Table 3.1. Distribution of sample

SL. No.	Name of supershops	No. of respondents	Total
1	Unimart	60	110
2	Agora	50	

3.3. Data collection

Primary data for this study came from in-person interviews with a pre-designed questionnaire. Data were collected in terms of respondents' demographic profile, purchase intention, factors that influencing their purchase intention (such as price, healthy lifestyle, nutritional value, environmental concern, availability, peer influence), barriers to purchase, advertisement of organic food, possible barriers faced by the respondents. The survey consisted of three parts. It contained both open-ended and close-ended questions. The researcher encountered no significant challenges when gathering data. Interviews were conducted face-to-face at the supershop locations. The

questions were posed in a straightforward manner to ensure that the responders could comprehend them readily. The author made sure to clarify questions clearly so that respondents could answer them correctly if they had trouble comprehending them.

3.4. Processing, Editing and Tabulation of Data

In order to ensure completeness and consistency, the gathered primary data were reviewed and double-checked. Before the data was entered into the computer, it was edited, encoded, and decoded. To ensure accuracy, every data was rigorously summarised and analysed. The data was displayed in tabular and graph form due to its ease of understanding, widespread use, and straightforward calculations. In addition, the anticipated results were also obtained by utilizing functional analysis. Applications such as Microsoft Excel and STATA were used for data entry and analysis.

3.5. Analytical technique

Data were analyzed using both descriptive and econometric modeling to accomplish the objectives of this study.

3.5.1. Descriptive analysis

The socio-demographic profile of the respondents was determined using cross tabulation analysis and frequency distribution. The frequency distribution was used to determine age, education, monthly income, occupation etc., which is the first objective of the study. Its calculation is straightforward, and it is both popular and easy to comprehend. Basic statistics like average, percentage, and frequency were derived from it. In our last objective, multiple responses were collected from respondents and frequency distribution were used there to rank the responses.

3.5.2. Econometric model

The probit model was employed to assess the influential elements that impact customers' purchase intention of organic food. Several response variables are inherently binary, necessitating a response of either yes or no (or 1/0). The ordinary least squares (OLS) regression model has been demonstrated to be unsuitable when the response variables are discrete (Hoetker, 2007). Therefore, the Probit regression model is more appropriate when addressing such circumstances.

The probit model constrains the estimated probability to fall within the range between 0 and 1. Moreover, it relaxes the constraint that the impact of the independent variable

remains consistent over all anticipated values of the dependent variable. The probit model is more advantageous than logit models in situations with few data samples (Davidson and MacKinnon,1984).

The basic structure of the model is:

$$pi = prob [Y_i=1/X] = \int_{-\infty}^{xi'\beta} (2\pi)^{-1/2} \exp(-\frac{t^2}{2}) dt$$

$$= \phi(xi'\beta)$$

Where, Pr denotes probability, Y_i is the binary choice variable, ϕ is the Cumulative Distribution Function (CDF) of the standard normal distribution, xi' is the vector of independent variables, β is vector coefficient (W. H. Greene,2011).

The relationship between a specific variable and the outcome of the probability is interpreted by means of the marginal effect, which accounts for the partial change in the probability. The marginal effect associated with continuous explanatory variables X_k on the probability $P(Y_i = 1 | X)$, holding the other variables constant, can be derived as follows (W. H. Greene,2011):

$$\frac{\delta pi}{\delta x_{ik}} = \phi(xi'\beta) \beta_k$$

The marginal effect on dummy variables should be estimated differently from continuous variables. Discrete changes in the predicted probabilities constitute an alternative to the marginal effect when evaluating the influence of a dummy variable. Such an effect can be derived from the following (W. H. Greene,2011):

$$\Delta = \Phi(\bar{x}\beta, d = 1) - \Phi(\bar{x}\beta, d = 0)$$

The marginal effects provide insights into how the explanatory variables shift the probability of frequency of purchase intention. Using the econometric software marginal effects were calculated for each variable while holding other variables constant (W. H. Greene,2011).

3.6. Statement of hypothesis

According to Supino (2012), a hypothesis is a conjectural statement of the relation between two or more variables. Hypotheses are always in declarative sentence form and they relate either generally or specifically variables to sentence form and they relate

either generally or specifically variables to variables. Hypothesis may be broadly divided into two categories, namely research hypothesis and null hypothesis.

3.6.1. Research hypothesis

The research hypothesis of the study is:

Hypothesis: “Each of the twelve selected factors has affected the consumers’ purchase intention towards organic food.”

3.6.2. Null hypothesis

The following null hypothesis was undertaken for the present study:

H₀: “Each of the twelve selected factors has not affected the consumers’ purchase intention towards organic food.”

3.7. Measurement of variables

A variable is a property that can take on different values in different contexts. A research study typically includes a minimum of two crucial variables: the independent variable and the dependent variable. An independent variable is a factor that the researcher intentionally manipulates to determine its correlation with an observed phenomenon. The dependent variable is the factor that changes or is affected when the researcher manipulates or alters the independent variable (Townsend, 1953). Within scientific research, the process of selecting and measuring variables is a crucial undertaking. In accordance with this perspective, the researcher conducted a thorough examination of existing literature to enhance their comprehension of the characteristics and extents of the variables that are pertinent to this study. Finally, the author had chosen 12 independent variables and one dependent variable. The independent factors included age, education, monthly income, occupation, price, healthy lifestyle, nutritional value, environmental concern, availability, peer influence, difficulty to purchase, and advertisement of organic food. The study's dependent variable was the purchasing intention. The brief description of the variables of this study are presented in table 3.2.

Table 3.2. Variables used in the study

Types of variables	Description
Dependent variable:	
Purchase intention	Binary dependent variable that takes value 0 and 1. If respondents purchase on a regular basis = 1, otherwise = 0
Independent variables:	
Age	A continuous variable that takes numeric value.
Education	A continuous variable that takes numeric value
Occupation	A dummy binary variable that takes a value of 1 for service holder and 0 for other profession
Monthly income	Natural log of the monthly income of the respondent during survey
Price	A dummy categorical variable that takes a value of 1 if the respondent answered as very important and 0 otherwise.
Healthy lifestyle	A dummy categorical variable that takes a value of 1 if the respondent answered as very important and 0 otherwise.
Nutritional value	A dummy categorical variable that takes a value of 1 if the respondent answered as very important and 0 otherwise.
Environmental concern	A dummy categorical variable that takes a value of 1 if the respondent answered as very important and 0 otherwise.
Availability	A dummy categorical variable that takes a value of 1 if the respondent answered as very important and 0 otherwise.
Peer influence	A dummy categorical variable that takes a value of 1 if the respondent answered as very important and 0 otherwise.
Difficulty to purchase	A dummy categorical variable that takes a value of 1 if the respondent answered as very important and 0 otherwise.
Advertisement	A dummy binary variable that takes a value of 1 for Yes and 0 for No

CHAPTER 4

RESULT AND DISCUSSION

This chapter provides a comprehensive and conclusive explanation of the findings of the scientific research investigation. The first segment examined the socio demographic profile of the respondents. Second portion investigated the important factors that affecting consumers' intention to buy organic foods. And finally, the last segment explained possible barriers related to purchase organic food items in Bangladesh.

4.1. Socio-demographic profile of the respondents

4.1.1. Gender wise distribution of age

Age is one of the variables which can explain which age group is mostly involved in purchase organic food. From table 1.1 we can see that the highest number of respondents who purchase organic food from Agora is in the age group of 25-34, with 22 respondents. Among them, 11 were male (50%) and 11 were female (50%). On the other hand, out of 60 respondents in Unimart, the highest number of respondents belongs to the same age group which is 25-34, with 28 respondents. Among them, 15 were male (53.57%) and 13 were female (46.43%).

In contrast, 55+ age group constituted the lowest number number of respondents who purchase organic items from both supershops. In Agora, only 2 respondents, who were male, purchased organic foods. On the other hand, in Unimart, there were 2 respondents. 1 were male and another 1 were female who purchased organic foods.

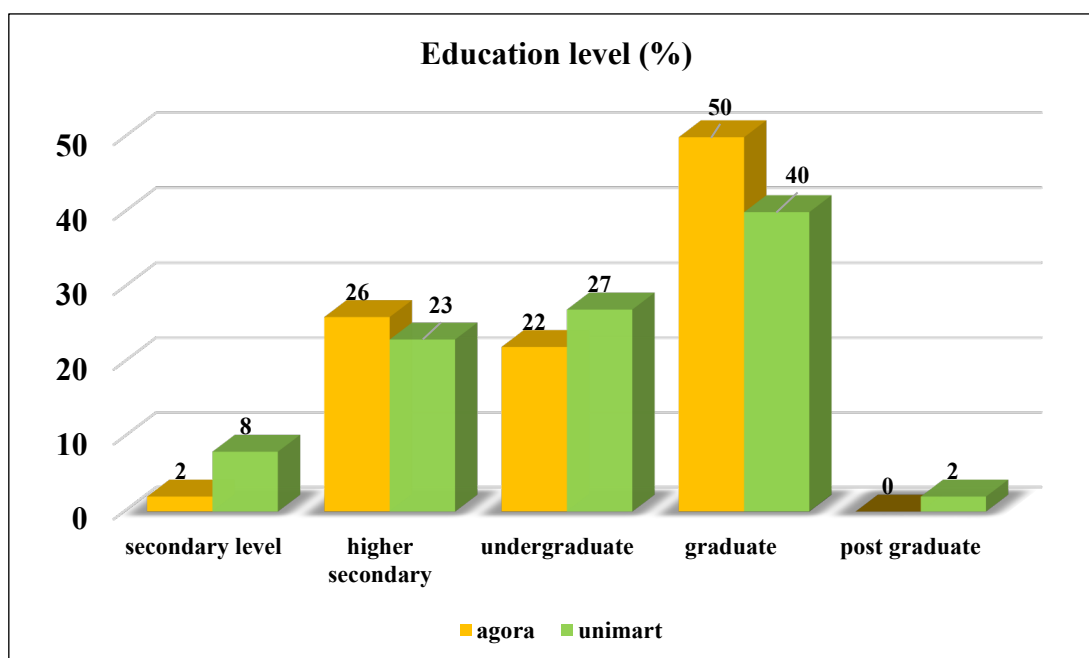
Table-4.1. Age distribution of the respondents by gender

Age	Agora					Unimart				
	Male		Female		Total	Male		Female		Total
	Nos.	%	Nos.	%	Nos.	Nos.	%	Nos.	%	Nos.
18-24	0	0.00	5	100.00	5	3	75.00	1	25.00	4
25-34	11	50.00	11	50.00	22	15	53.57	13	46.43	28
35-44	16	88.89	2	11.11	18	16	72.73	6	27.27	22
45-54	3	100.00	0	0.00	3	2	50.00	2	50.00	4
55+	2	100.00	0	0.00	2	1	50.00	1	50.00	2
Total	32	64.00	18	36.00	50	37	61.67	23	38.33	60

Source: Field survey, 2023

4.1.2. Education

Education is one of the important variables for this study as educated people are more interested to purchase organic foods (Singh and Verma, 2017). In that sense, we tried to show the different educational level of the respondents. From figure 4.1 we can see that, the majority of the consumers who buy organic foods from both supershops were graduated. They were around 50% from Agora and 40% from Unimart. Consumer of other level of education also purchase organic items but the percentage were lower. The findings however, does not reveal the general situation of Dhaka city consumers because of small sample size and purposive selection of the respondents.

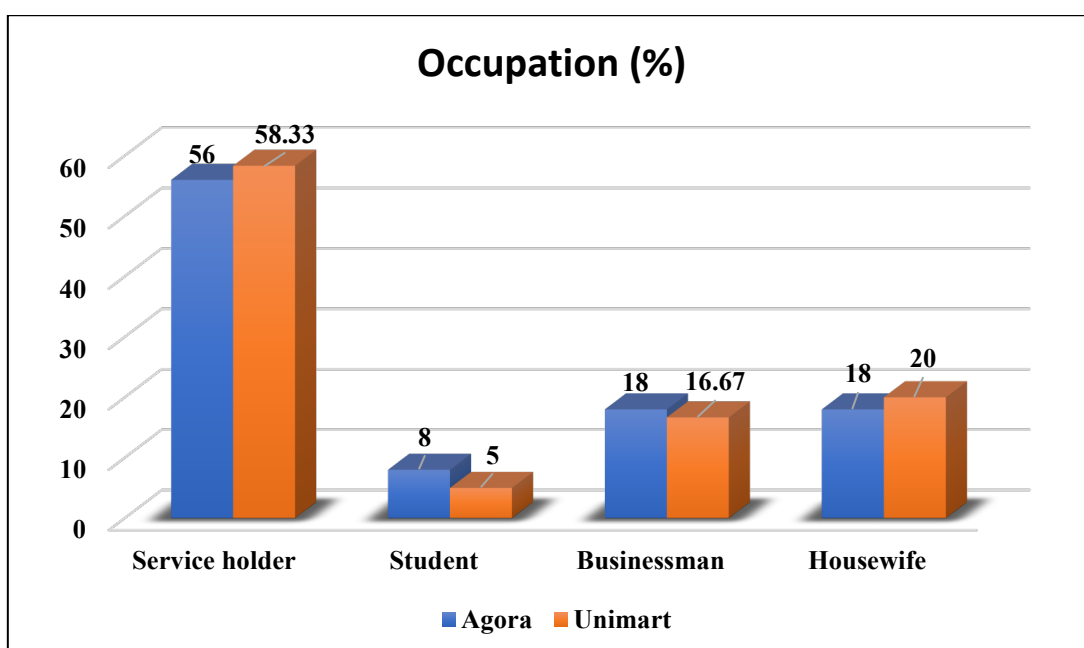


Source: Field survey, 2023

Figure 4.1: Educational level of the respondents

4.1.3. Occupation

This study classified the occupation of the respondents into 4 categories. The categories were service holder, student, businessman and housewife. Among the respondents who purchase organic foods from both supershops, figure 4.2 shows that majority of the respondents were service holders. They were 56% from Agora and around 59% from Unimart. Housewives and businessmen were showing lower percentage in terms of purchasing organic food than service holders. The lowest percentage were the students who purchase organic food from both Agora and Unimart.



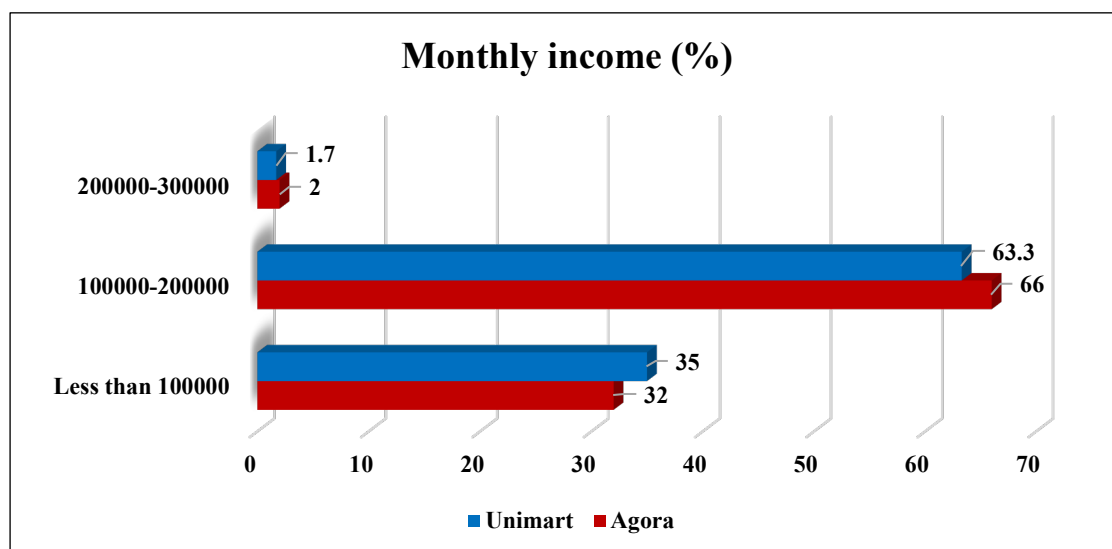
Source: Field survey, 2023

Figure 4.2: Distribution of Consumers according to Occupation

4.1.4. Monthly income

From figure 4.3, it is observed that respondents who purchased organic foods are classified into three levels of income. Among the respondents from Agora, 32% had earned their income less than BDT 100000, 66% had earned their income between BDT 100000-200000 and 2% had earned their income between BDT 200000-300000. On the other hand, from Unimart, 35% respondents had earned their income less than BDT 100000, around 63.3% had earned their income between BDT 100000-200000 and 1.7% had earned their income between BDT 200000-300000. In short, most of the respondents had earned between BDT 100000-200000 from both supershops. Only

small percentage of respondents had earned higher level of income which is BDT 200000-300000.

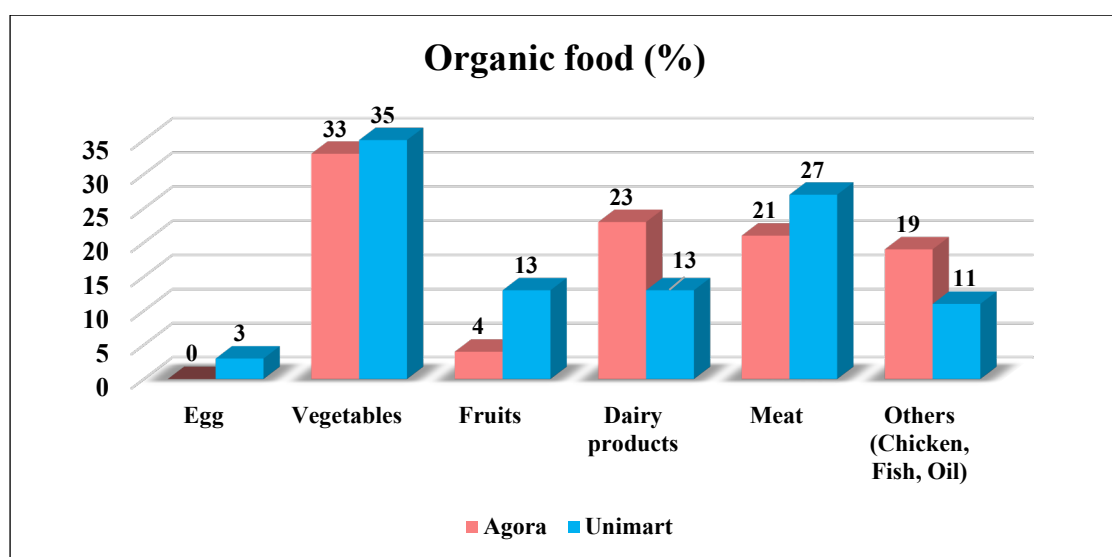


Source: Field survey, 2023

Figure 4.3: Distribution of Consumers according to Monthly income

4.1.5. Organic food that typically purchased

In figure 4.4, typical purchase of organic foods from both supershops were demonstrated. It is observed that from Agora, 33% vegetables, 4% fruits, 23% dairy products, 21% meat and 19% other items (chicken, fish and oil) were purchased by respondents. On the other hand, from Unimart, 3% egg, 35% vegetables, 13% fruits, 13% dairy items, 27% meat and 11% other items were purchased. Ultimately, we can see that, most of the respondents had purchased vegetables from both supershops. After that, they involved to purchase meat item, dairy products and so on.



Source: Field survey, 2023

Figure 4.4: Organic food that typically purchase from supershop (multiple response)

4.2. Factors affecting consumer preferences to buy organic food

In this study binary probit regression model was used to measure the factors like age, education, monthly income, occupation, price, healthy lifestyle, nutritional value, environmental concern, availability, peer influence, difficulty to purchase and advertisement that affecting consumer preferences to buy organic food. In this regression model, intention to purchase was considered as dependent variable which had two categories (Purchase on a regular basis = 1. Otherwise = 0).

Table 4.2. Estimated coefficient and their related statistics

Variables	Marginal Effect	Coefficients	Robust Standard Error	P value
Age	0.00684	0.008***	0.021	0.003
Education	0.05327	0.007***	0.022	0.005
Monthly Income	0.04217	0.000***	0.000	0.001
Occupation	0.07852	0.009 ^{NS}	0.054	0.871
Price	-0.004531	-0.079***	0.110	0.002
Healthy Life Style	0.02952	0.031**	0.194	0.035
Nutritional Value	0.01156	0.033**	0.227	0.020
Environmental Concern	0.01986	0.112*	0.211	0.061
Availability	0.06587	0.066**	0.181	0.013
Peer Influence	-0.05687	-0.038 ^{NS}	0.133	0.775
Difficulty to Purchase	0.04175	0.013 ^{NS}	0.172	0.939
Advertisement	0.03673	0.015*	0.105	0.0594
Intercept	0.01196	2.292***	0.350	0.000
Number of Observations		110.000		
Pseudo R Square		0.598		

Source: Field survey, 2023

Note: *=significant at 10%, **=significant at 5%, ***=significant at 1%

4.2.1. Age

The marginal value of age was around 0.007 which was significant at 1% level of significance. It indicates that considering all other factors constant, one year increase of age would increase the probability of purchasing organic foods by .7%. As people are grew older, they are more conscious about their personal health. That's why they are more interested to buy organic food rather than conventional food.

4.2.2. Education

The marginal value of education was 0.05 which was significant at 1% level of significance. It indicates that considering all other factors constant, 1 year increment of education would increase the probability of purchasing the organic food products by 5%. Educated people have more knowledge about the benefit of consuming organic food and they are more conscious about their personal as well as family members' health. That's why they are more enthusiast to buy organic foods.

4.2.3. Monthly income

The marginal value of monthly income was around 0.04 which was significant at 1% level of significance. Therefore, it indicates that considering all other factors constant, 1 thousand taka increase of income would increase the probability of purchasing the organic food products by 4%. Price of organic food is higher than the conventional food. That's why when the consumer earns more, they are more eager to purchase better food than before. In that sense, they purchase organic foods more rather than conventional foods.

4.2.4. Price

The marginal value of price was around - 0.004 which was significant at 1% level of significance. It indicates that considering all other factors constant, 1% increase in price would diminish the purchase of organic foods among the consumers by 0.4%. As most of the consumers always prefer food which has reasonable price so in that sense, they will decrease their purchasing when the price of organic food goes high.

4.2.5. Healthy lifestyle

The marginal value of healthy lifestyle was around 0.03 which was significant at 5% level of significance. Therefore, it indicates that considering all other factors constant,

consumers would purchase more organic foods than the conventional one when they 3% more conscious about maintaining their healthy lifestyle.

4.2.6. Nutritional value

The marginal value of nutritional value was around 0.011 which was significant at 5% level of significance. Therefore, it indicates that considering all other factors constant, consumers would purchase more organic foods than the conventional one when they 1.1% more conscious about the nutritional value of food items.

4.2.7. Environmental concern

The marginal value of nutritional value was around 0.02 which was significant at 10% level of significance. Therefore, it indicates that considering all other factors constant, consumers would purchase more organic foods than the conventional one when they 2% more concern about the environment. Nowadays, environmental awareness is increasing around the world including Bangladesh and that's why people are more want to purchase those products which create less harm to the environment.

4.2.8. Availability

The marginal value of availability was around 0.07 which was significant at 5% level of significance. Therefore, it indicates that considering all other factors constant, consumers would purchase more organic foods than the conventional one when the availability of organic food would increase by 7% in the market. That means, availability of organic items is important factors in this study.

4.2.9. Advertisement

The marginal value of availability was around 0.036 which was significant at 10% level of significance. Therefore, it indicates that considering all other factors constant, consumers would purchase more organic foods than the conventional one when the marketers would increase the advertisement of organic food by 3.6% in the market.

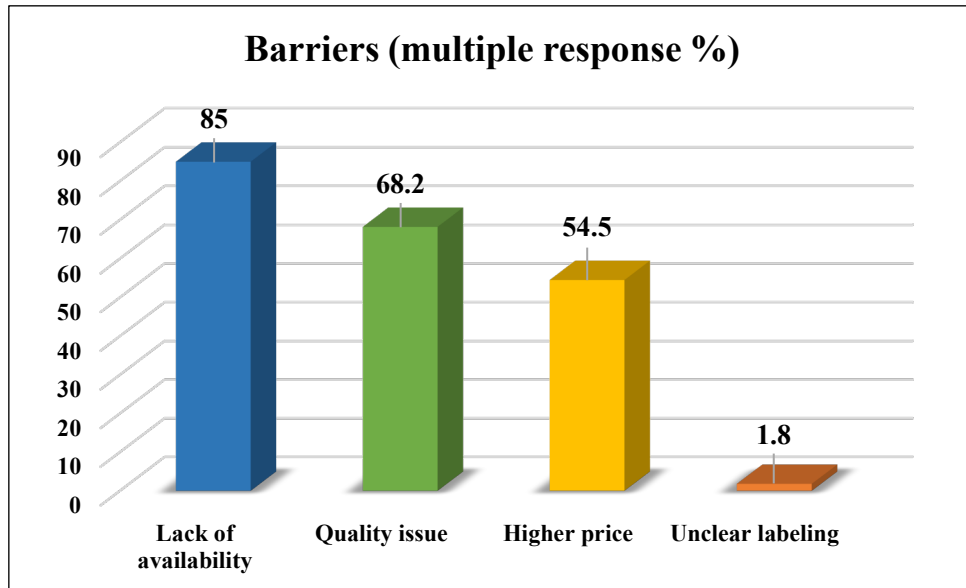
The analysis indicates that, there were nine factors (age, education, monthly income, price, healthy lifestyle, nutritional value, environmental concern, availability and advertisement) which were statistically significant. So, the concerned null hypothesis was rejected for those nine factors and it was concluded that each of the nine factors had significantly affected the consumer's purchase intention towards organic foods. On the other hand, rest of the three factors (occupation, difficulty to purchase and peer influence) were not statistically significant. So, the concerned null hypothesis was rejected for those three factors and it was concluded that each of the three factors had not affected the consumer's purchase intention towards organic foods.

Among the nine factors, availability of food, healthy lifestyle, environmental concern and advertisement had greater impact on intention to purchase as they accounted the higher weight of marginal effect. According to Nguyen *et al.* (2019), health consciousness, environmental awareness, organic food advertisement and food safety concern have substantial impact on attitude towards purchase intention of organic food. Another study was also conducted by Basha and Lal (2018) which also support our findings. According to them, environmental concern, healthy lifestyle, convenience of organic food greatly impacts the consumer's purchase intention for organic food. Sezer *et al.* (2023) also stated that health and environment is prominent factors according to their findings. Along with health consciousness, findings of Pham *et al.* (2018) also significantly emphasized on organic food messages through media which affect the organic food purchase intention. So, we can see that our findings of this study are in line with existing research. On the contrary, Chowdhury *et al.* (2021), Nuttavuthisit and Thøgersen (2015) and Al-Swidi *et al.* (2014) found that product qualities, perceived quality, pricing, marketing strategy, trust and peer pressure mostly influence the consumer's purchase intention of organic food. Moreover, price had least effect on purchase intention as it accounted lowest marginal effect among all. This finding of our study is aligned with Eyinade *et al.* (2021) in which they explained that willingness to pay higher price had influential effect on consuming organic food.

When considering socio-demographic variables, it becomes evident that a majority of young, well-educated consumers show a greater willingness to purchase organic food. Our findings are supported by several studies. Magnusson *et al.* (2001) and Weir *et al.* (2008) found that purchase decision is mostly impacted by factors like age, income, level of education etc.

4.3. Possible barriers related to the purchase of organic foods

Through our survey, we pinpointed various barriers encountered by our sampled consumers when attempting to purchase organic foods. Each consumer highlighted multiple challenges related to this issue. These barriers were ranked by using frequency distribution and percentage. The barriers are mentioned in figure 4.4.



Source: Field survey, 2023

Figure 4.5: Possible barriers faced by consumers (multiple response)

- **Availability:** According to our survey from figure 4.5, we can see that more than 85% consumers in our sample face the problems regarding the availability of organic food items. As we have already discussed that the demand of organic food items increases day by day among the city dwellers, but the supply of organic food does not meet the demand adequately. It is not easy to feed the growing population with the given amount of arable land that we have.
- **Quality issues:** Next problem that our surveyed consumer faced are the quality issues. More than 68% consumers worried about this problem. They mainly purchase organic food to lead healthy lifestyle, nutritional value and get eco-friendly environment. But there are some fraudulent companies who attempt to produce eco-friendly products by maintaining strict organic terms and conditions but in reality, their production procedure violates the proper organic standards. That's why the quality they get are not up to the mark.
- **High price tag:** Higher price of organic food is another main problem and almost 55% consumers of our study have faced this issue. In fact, they experienced the

price twice as high as conventional food. It is purchased by the people of all income level, from mid-range to higher range income. So, the higher price is one of the main problems here and the price of organic foods can make many consumers reconsider.

- **Unclear labeling:** 1.8% of our consumer faced the problem of unclear labelling. For this unclear labelling with organic food, makes the consumer feeling doubtful about the authenticity of the product.

Pham *et al.* (2018) found that perceived obstacles such as high cost, limited availability, insufficient labelling had adverse impact on intention to purchase organic food. So, our findings are in line with the research.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary

Both developed and developing nations are increasingly focusing on organically cultivated foods. Due to increasing awareness, individuals are becoming more concerned about issues such as environmental degradation, ecological sustainability, and health problems. The study examined the variables that influence consumers' inclination to buy organic food, specifically in the city of Dhaka. The study area of Agora and Unimart was chosen because of the presence of organic food, which allowed for the identification of socio-demographic variables, factors influencing consumer intention, and barriers encountered by customers while purchasing organic food.

This study utilized primary data obtained from a sample of 110 consumers, with 50 from Agora and 60 from Unimart, to serve as a representative sample frame. A two-stage sampling procedure was employed to conduct the field study. Data collection involved conducting face-to-face interviews utilizing a structured questionnaire. This study utilized frequency distribution, cross tabulation, and probit regression model to assess the socio-demographic variables, factors influencing consumer intention, and barriers encountered by consumers while purchasing organic food.

Initially, the researcher utilized frequency distribution and cross tabulation techniques to acquire the socio-demographic characteristics of the participants. This included analyzing the distribution of age by gender, education, occupation, monthly income, and the purchasing habit of organic food. The results revealed that the age range of 25-34 had the greatest number of respondents who bought organic food from both Agora and Unimart, with 22 and 28 respondents accordingly. Conversely, the age category of 55 and above had the fewest number of respondents, with 2 participants at Agora and 2 participants at Unimart. When it comes to the distribution of education, the majority of consumers obtained graduate degrees, which was 50% from Agora and 40% from Unimart. The distribution of occupation revealed that the majority of the respondents

in both supershops were service-holders, accounting for on an average 57% of the total respondents. In addition, the analysis of monthly income distribution revealed that the majority of the participants earned a monthly income ranging from BDT 100,000 to 200,000 from both supershops. Specifically, 66% of the respondents earned this income range from Agora, while 63.3% earned it from Unimart. Only a small fraction of the respondents, approximately 2%, earning a higher salary level of BDT 200,000-300,000. Regarding the purchasing of organic food, a majority of the respondents bought vegetables from both Agora and Unimart, with 33% from Agora and 35% from Unimart.

The study employed a binary probit regression model to assess the impact of various factors, such as age, education, monthly income, occupation, price, healthy lifestyle, nutritional value, environmental concern, availability, peer influence, difficulty to purchase, and advertisement, on consumers' intention to purchase organic food. In this regression model, the dependent variable was the intention to purchase, which was categorized into two: 1 for regular purchases and 0 for all other cases. The marginal value of availability was 0.07, with a significance level of 5%. This means that if the availability of organic food were to increase by 7% in the market, consumers would be more likely to purchase organic food than conventional food. On the other hand, the marginal value of price was around 0.004, which was statistically significant at a 1% level of significance. The data suggests that a 1% increase in price would result in a 0.4% decrease in the purchase of organic goods by consumers.

Furthermore, consumers encountered many obstacles when purchasing organic food from the supermarket. In addition, we employ frequency distribution and cross tabulation in this context. The findings revealed that a significant majority of consumers encountered a scarcity of organic food, constituting 85% of the respondents. Approximately 68.2% of consumers experienced quality difficulties, while 54.5% encountered increased prices and 1.8% found unclear labelling to be a barrier.

5.2. Conclusion

The primary objective of the study was to determine the variables that influence consumer intention for purchasing organic food. The factors that are expected to have the largest influence on customer purchase intention for organic food are age, healthy lifestyle, and environmental concern. Moreover, it is anticipated that older individuals

will be particularly concerned of their health. This study found that the availability of organic food has a significant impact on buying intention. The study found that the demographic group consisting of recent graduates and service-holders displayed the highest level of interest in purchasing organic food. Other variables such as monthly income, price, nutritional value, and advertising also have a substantial impact on consumer purchasing decisions. Consumers encountered several obstacles, such as limited availability, increased prices, quality concerns, and ambiguous labelling, which restricted their ability to make purchases.

5.3. Recommendations

This study is an empirical analysis to identify the factors that affect consumers' purchase intention of organic food. Here we had three objectives; to identify socio-demographic variables of consumers, to identify the factors that affect consumption and lastly to find out barriers faced by consumers during their purchase. Some recommendations based on our findings of the study are presented below.

- From our analysis, we can see that majority of our consumers were graduated-young people and service-holders. It is advisable to do well-crafted advertising campaign which can create more awareness about organic food among the people of all age group and occupation. This advertising activities can be done by emphasizing transparency, authenticity and moral practices in production and sourcing.
- Consumers' intention to purchase organic food may be affected by other aspects, such as their health, nutrition, ecological sustainability, well-being, availability and more. According to our analysis of the second objective, we found out that availability of organic food had the most significant impact on purchase intention. To increase the availability, the organic food production needs to be increased. Government should give incentives to promote the production and sell of organic food. On the other hand, difficulty to purchase organic food had no significant impact according to our analysis. But it is one of the important factors that may affect the purchase. So, the study's findings require validation through more research conducted in different regions of the country, particularly in areas where consumers' inclination towards purchasing organic food has not yet gained widespread acceptance.

- In our third objective, we tried to find out the barriers that consumers had faced during their purchase. According to our results, we can see that the most of our consumers had faced lack of availability of organic food. Other barriers were quality issues, higher price tag and unclear labeling. It is advisable to monitor and control the quality issues more strictly by the supermarkets. Concerned authorities can set a standard principle according to FAO guidelines and encourage the growers to maintain it. Supermarket should establish a fair price range for organic food to make it accessible to people across all income levels. Moreover, the price and the accessibility of organic food are intertwined. By guaranteeing the availability of organic food, we can also lower the price, making the product affordable for everyone.
- Lastly, this investigation was undertaken with a modest sample size due to constraints in time and cost. Future investigation should be undertaken across a broad spectrum and adopt a consumer-centric approach, as it is crucial not only for consumers themselves but also for effectively addressing market dynamics. Furthermore, research should also need to be conducted to discover the other barriers that impede the purchase of organic food. Additional study may be conducted on several topics such as knowledge, trust concerns, attitudes, and so on.

REFERENCES

- Aertsens, J., Verbeke, W., Mondelaers, K., & Huylenbroeck, G. V. (2009). Personal determinants of organic food consumption: A review. *British Food Journal*, 111(10), 1140–1167.
- Aguilar, F. X., & Vlosky, R. P. (2007). Consumer willingness to pay price premiums for environmentally certified wood products in the US. *Forest policy and Economics*, 9(8), 1100-1112.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In *Action control: From cognition to behavior* (pp. 11-39). Berlin, Heidelberg: Springer Berlin Heidelberg.
- Anderson, S. F., Kelley, K., & Maxwell, S. E. (2017). Sample-size planning for more accurate statistical power: A method adjusting sample effect sizes for publication bias and uncertainty. *Psychological science*. 28(11), 1547-1562.
- Azzurra, A., Massimiliano, A., & Angela, M. (2019). Measuring sustainable food consumption: A case study on organic food. *Sustainable production and consumption*. 17, 95-107.
- Basha, M. B., & Lal, D. (2019). Indian consumers' attitudes towards purchasing organically produced foods: An empirical study. *Journal of cleaner production*, 215, 99-111.
- Bell, J., & Waters, S. (2018). *Doing Your Research Project: A guide for first-time researchers*. McGraw-hill education (UK).
- Bhavsar, H., Tegegne, F., Baryeh, K., & Illukpitiya, P. (2018). Attitudes and willingness to pay more for organic foods by Tennessee consumers. *Journal Agricultural Science*, 10(6), 1–7.

- Bryła, P. (2016). Organic food consumption in Poland: Motives and barriers. *Appetite*, 105, 737-746.
- Choi, D., & Johnson, K. K. (2019). Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. *Sustainable Production and Consumption*, 18, 145-155.
- Chowdhury, S., Meero, A., Rahman, A.A.A., Islam, K.M.A., Zayed, N.M. and Hasan, K.B.M.R. 2021. An empirical study on the factors affecting organic food purchasing behavior in Bangladesh: analyzing a few factors. *Academy of Strategic Management Journal*, 20(4), 1-12.
- Consumers Association. (2000). Organic food—the way to go. *Health Which*, 8-11.
- Davidson, R., & MacKinnon, J. G. (1984). Convenient specification tests for logit and probit models. *Journal of Econometrics*, 25(3), 241-262.
- Dipeolu, A. O., Philip, B. B., Aiyelaagbe, I. O. O., Akinbode, S. O., & Adedokun, T. A. (2009). Consumer awareness and willingness to pay for organic vegetables in SW Nigeria. *Asian Journal of Food and Agro-Industry*, 10(11), 57-65.
- Erasmus, A. C., Boshoff, E., & Rousseau, G. G. (2001). Consumer decision-making models within the discipline of consumer science: a critical approach. *Journal of Consumer Sciences*, 29.
- Eyinade, G. A., Mushunje, A., & Yusuf, S. F. G. (2021). The willingness to consume organic food: A review. *Food and Agricultural Immunology*, 32(1), 78-104.
- FAO (1999) Committee on Agriculture, Organic Agriculture, Fifteenth Session, the Food and Agriculture Organization of the United Nations, Rome.
- Frison, E. A. (2016). From uniformity to diversity: a paradigm shift from industrial agriculture to diversified agroecological systems.
- Gamage, A., Gangahagedara, R., Gamage, J., Jayasinghe, N., Kodikara, N., Suraweera, P., & Merah, O. (2023). Role of organic farming for achieving sustainability in agriculture. *Farming System*, 1(1), 100005.
- Govindasamy, R., Gao, Q., Heckman, J., Vellangany, I., & VanVranken, R. (2020). Characteristics of Consumers Who Are Willing to Buy Certified Organic

- Produce: An Econometric Analysis. *International Journal of Food and Agricultural Economics (IJFAEC)*, 8(3), 207-127.
- Gumber, G., & Rana, J. (2017). Factors influencing willingness to pay price premium for organic food in India. *Journal of International Food and Agribusiness Marketing*, 32(1), 1–18.
- Hoetker, G. (2007). The use of logit and probit models in strategic management research: Critical issues. *Strategic management journal*, 28(4), 331-343.
- Huda, M. M., Sultan, P., Wong, H. Y., & Hussain, T. U. (2022). Organic Food Consumers in Dhaka, Bangladesh: A Demography Analysis.
- Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour: An International Research Review*, 6(2-3), 94-110.
- Joshi, Y., & Rahman, Z. (2019). Consumers' sustainable purchase behaviour: Modeling the impact of psychological factors. *Ecological economics*, 159, 235-243.
- Kamboj, S., Matharu, M., & Gupta, M. (2023). Examining consumer purchase intention towards organic food: An empirical study. *Cleaner and Responsible Consumption*, 9, 100121.
- Khatun, A. (2023). Consumers' motivations to purchase green organic foods with special reference to the consumers in Dhaka City. *World Journal of Advanced Research and Reviews*, 19(3), 1496-1507.
- Kotler, P., Armstrong, G., & Armstrong, G. M. (2010). *Principles of marketing*. Pearson Education India.
- Kozup, J. C., Creyer, E. H., & Burton, S. (2003). Making healthful food choices: the influence of health claims and nutrition information on consumers' evaluations of packaged food products and restaurant menu items. *Journal of Marketing*, 67(2), 19-34.

- Kumar, D., Willer, H., Ravisankar, N., & Kumar, A. (2023). Current Scenario of Organic Farming Worldwide. In *Transforming Organic Agri-Produce into Processed Food Products*, pp. 1-24. Apple Academic Press.
- Kushwah, S., Dhir, A., & Sagar, M. (2019). Ethical consumption intentions and choice behavior towards organic food. Moderation role of buying and environmental concerns. *Journal of Cleaner Production*, 236, 117519.
- Lee, H. C., Chang, C. T., Cheng, Z. H., & Chen, Y. T. (2018). Will an organic label always increase food consumption? It depends on food type and consumer differences in health locus of control. *Food Quality and Preference*, 63, 88-96.
- Levy, P. S., & Lemeshow, S. (2013). *Sampling of populations: methods and applications*. John Wiley & Sons.
- Lewis, J., Ritchie, J., Ormston, R., & Morrell, G. (2003). Generalising from qualitative research. *Qualitative research practice: A guide for social science students and researchers*, 2(347-362).
- Li, X., Du, J., & Long, H. (2019). Theoretical framework and formation mechanism of the green development system model in China. *Environmental Development*, 32, 100465.
- Lusk, J. L., & Hudson, D. (2004). Willingness-to-pay estimates and their relevance to agribusiness decision making. *Applied Economic Perspectives and Policy*, 26(2), 152–169.
- Magkos, F., Arvaniti, F., & Zampelas, A. (2006). Organic food: buying more safety or just peace of mind? A critical review of the literature. *Critical reviews in food science and nutrition*, 46(1), 23-56.
- Magnusson, M. (2004). Consumer perception of organic and genetically modified foods: Health and environmental considerations (Doctoral dissertation), Acta Universitatis Upsaliensis, Sweden.
- Magnusson, M. K., Arvola, A., Koivisto Hursti, U. K., Åberg, L., & Sjöden, P. O. (2001). Attitudes towards organic foods among Swedish consumers. *British food journal*, 103(3), 209-227.

- Marian, L., Chrysochou, P., Krystallis, A., & Thøgersen, J. (2014). The role of price as a product attribute in the organic food context: An exploration based on actual purchase data. *Food Quality and Preference*, 37, 52–60.
- Mehra, S., & Ratna, P. A. (2014). Attitude and behaviour of consumers towards organic food: an exploratory study in India. *International Journal of Business Excellence*, 7(6), 677-699.
- Melovic, B., Cirovic, D., Dudic, B., Vulic, T. B., & Gregus, M. (2020). The analysis of marketing factors influencing consumers' preferences and acceptance of organic food products -Recommendations for the optimization of the offer in a developing market. *Foods*, 9(3), 259.
- Mottaleb, K. A., Kruseman, G., & Erenstein, O. (2018). Evolving food consumption patterns of rural and urban households in developing countries: A Bangladesh case. *British Food Journal*, 120(2), 392-408.
- Muhammad, S., Fathelrahman, E., & Tasbih Ullah, R. U. (2016). The significance of consumer's awareness about organic food products in the United Arab Emirates. *Sustainability*, 8(9), 833.
- Murthy, S. N., & Bhojanna, U. (2009). *Business research methods*. Excel Books India.
- Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A. (2019). Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores. *International Journal of Environmental Research and Public Health*, 16(6), 1037.
- Obayelu, O. A., Agboyinu, O. M., & Awotide, B. A. (2014). Consumers' perception and willingness to pay for organic leafy vegetables in urban Oyo State, Nigeria. *European Journal of Nutrition & Food Safety*, 4(2), 127-136.
- Owusu, V., & Owusu Anifori, M. (2013). Consumer willingness to pay a premium for organic fruit and vegetable in Ghana. *International Food and Agribusiness Management Review*, 16(1), 67-86.
- Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412–422.

- Pawlewicz, A. (2020). Change of price premiums trend for organic food products: The example of the Polish egg market. *Agriculture*, 10(2), 35.
- Pham, T. H., Nguyen, T. N., Phan, T. T. H., & Nguyen, N. T. (2019). Evaluating the purchase behaviour of organic food by young consumers in an emerging market economy. *Journal of Strategic Marketing*, 27(6), 540-556.
- Rahman, M. M. (2021). Consumers' perceptions of organic foods in Bangladesh: Challenges and opportunities'. *SSRN Electronic Journal*, 10, 1-16.
- Rahman, M. M. (2021). Consumers' perceptions of organic foods in Bangladesh: Challenges and opportunities. *SSRN Electronic Journal*, 10.
- Raza, S. A., Shah, N., & Nisar, W. (2019). Consumer buying behavior of organic food with respect to health and safety concerns among adolescents. pp. 1–27.
- Saphores, J. D. M., Nixon, H., Ogunseitan, O. A., & Shapiro, A. A. (2007). California households' willingness to pay for 'green' electronics. *Journal of environmental planning and management*, 50(1), 113-133.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). Consumer behavior, global edition. *Pearson Higher Education, London*.
- Sezer, D. B., Kılıç, O., & Başer, U. (2023). The Preferences of Consumers for Organic Food Products: The Case of Samsun Province in Türkiye. *Türkiye Tarımsal Araştırmalar Dergisi*, 10(1), 60-67.
- Shafie, F. A., & Rennie, D. (2012). Consumer perceptions towards organic food. *Procedia Social and Behavioral Sciences*, 49, 360-367.
- Sharma, G., Dewan, R., & Bali, S. (2014). Factors influencing consumer buying behavior & awareness towards organic food: a study of Chandigarh & Panchkula consumers. *International Journal of Science and Research*, 5(2), 689-696.
- Sheth, J. N. and Mittal, B. (2004). Customer behavior: A managerial perspective. 2nd Edition, South-Western, USA.

- Singh, A. S., & Masuku, M. B. (2014). Sampling techniques & determination of sample size in applied statistics research: An overview. *International Journal of economics, commerce and management*, 2(11), 1-22.
- Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of cleaner production*, 167, 473-483.
- Skogen, K., Helland, H., & Kaltenborn, B. (2018). Concern about climate change, biodiversity loss, habitat degradation and landscape change: Embedded in different packages of environmental concern?. *Journal for Nature Conservation*, 44, 12-20.
- Soni, R., Gupta, R., Agarwal, P., & Mishra, R. (2022). Organic Farming: A Sustainable Agricultural Practice. *Vantage: Journal of Thematic Analysis*, 3(1), 21-44.
- Stolz, H., Stolze, M., Hamm, U., Janssen, M., & Ruto, E. (2011). Consumer attitudes towards organic versus conventional food with specific quality attributes. *NJAS-Wageningen Journal of Life Sciences*, 58(3-4), 67–72.
- Sultan, P., Tarafder, T., Pearson, D., & Henryks, J. (2020). Intention-behaviour gap and perceived behavioural control-behaviour gap in theory of planned behaviour: Moderating roles of communication, satisfaction and trust in organic food consumption. *Food Quality and Preference*, 81, 103838.
- Sultana, M. M. (2024). Factors Influence on Consumers Organic Food Purchasing Decisions: An Empirical Investigation in Bangladesh. *International Journal of Science and Business*, 33(1), 76-94.
- Supino, P. G. (2012). The Research Hypothesis: Role and Construction. In *Principles of Research Methodology: A Guide for Clinical Investigators*, pp. 31-53. New York, NY: Springer New York.
- Townsend, J. C. (1953). Independent and Dependent Variables.
- W. H. Greene, *Econometric Analysis*, Prentice Hall, 7th Edition, 2011
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability*, 11(1), 209.

- Wier, M., Jensen, K. O. D., Andersen, L. M., & Millock, K. (2008). The character of demand in mature organic food markets: Great Britain and Denmark compared. *Food Policy*, 33(5), 406-421.
- Willer, H., Schlatter, B. & Trávníček, J. (2023). *The world of organic agriculture. Statistics and emerging trends 2023*, pp. 1-360. Research Institute of Organic Agriculture FiBL and IFOAM-Organics International.
- Willer, H., Schlatter, B. & Trávníček, J. 2023. The world of organic agriculture. In: compiled by ifoam organics asia. ed. *The World of Organic Agriculture*. Research Institute of Organic Agriculture (FiBL) and IFOAM – Organics International, pp. 20-201.
- Willer, H.; Meier, C.; Schlatter, B.; Kemper, L.; Trávníček, J. The World of Organic Agriculture 2021: Summary. The World of Organic Agriculture. Frick and Bonn [Online] 2021, pp 20–30.
- Winship, C., & Mare, R. D. (1984). Regression models with ordinal variables. *American sociological review*, 512-525.
- Yiridoe, E. K., Bonti-Ankomah, S., & Martin, R. C. (2005). Comparison of consumer perceptions and preference toward organic versus conventionally produced foods: A review and update of the literature. *Renewable Agriculture & Food Systems*, 20(4), 193–205.

Date: _____

QUESTIONNAIRE

**Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University**

FACTORS AFFECTING CONSUMER INTENTION TO PURCHASE ORGANIC FOOD: AN EMPIRICAL ANALYSIS IN DHAKA CITY

Dear participant,

You are invited to participate in our survey for the purpose of MS Thesis, dept. of Agribusiness and Marketing, Sher-E-Bangla Agricultural University. We are interested in surveying those who purchase organic food products from supershops. In this survey, approximately 110 people will be asked to complete the survey that asks questions about Organic Foods. It will take approximately 5 minutes to complete the questionnaire.

Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential.

THANK YOU!!

Section A: Demographics of respondents

1. Name: _____,

2. Age: _____,

3. Gender:

- a) Male,
- b) Female,
- c) Others

4. Marital Status:

- a) Married,
- b) Unmarried,
- c) Widowed.
- d) Divorced

5. Education Level: _____
6. Occupation: _____
7. Location: _____
8. Monthly income:
 - a) less than 100000
 - b) 100000-200000
 - c) 200000-300000
 - d) more than 300000
9. No. of family member(s): _____

Section B: Factors affecting Organic food consumption.

1. Which supershop do you mostly prefer?
 - a) Agora
 - b) Unimart
 - c) Swapno
 - d) Meena Bazar
 - e) Others (please specify): _____
2. What is your current intention towards organic food?
 - a) I purchase organic food on a regular basis and intend to purchase it in future also
 - b) I purchase organic food occasionally and rely heavily on conventional foods.
3. How often do you purchase organic food?
 - a) Every time I shop
 - b) Occasionally
 - c) Rarely
 - d) Never
4. What organic food products do you typically purchase from a supermarket? (Tick all that apply)
 - a) Egg
 - b) Vegetables
 - c) Fruits

- d) Dairy products
- e) Meat
- f) Other (please specify): _____

5. What motivated you to purchase organic food products? (Select all that apply)

- a) Price
- b) Concerns of personal health
- c) Nutritional value
- d) Concerns of environment
- e) Availability
- f) Peer influence
- g) Others (please specify): _____

6. How important are the following factors in your decision to purchase organic food products? (Very important = 1, Not at all important = 0)

Factors	Not at all important	Very important
Price		
Healthy lifestyle		
Nutritional value		
Environmental concern		
Availability		
Peer influences		

7. Have you ever faced any difficulties while purchasing organic food products? (tick all that apply)

- a) Lack of availability
- b) High price
- c) Unclear labeling
- d) Quality issues
- e) Other (please specify): _____

Section C: Supershop experiences and suggestions

1. Do you think that supermarkets in Dhaka city make adequate advertisement about organic food products to consumers? (Tick one)
 - a) Yes
 - b) No
2. Do you think that the government should provide more incentives to promote the production and sale of organic food products? (Tick one)
 - a) Yes
 - b) No
3. Do you have any additional comments or suggestions regarding the purchase of organic food products from supermarkets in Dhaka city? (open-ended)
4. How likely you are to recommend organic food products to others?
 - a) Very unlikely
 - b) Unlikely
 - c) Neither likely nor unlikely
 - d) Likely
 - e) Very likely