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Analysing The Influential Factors on the Purchase Behaviour of Organic Foods

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ABSTRACT: Organic food products have gained significant traction globally due to their perceived health benefits and environmental sustainability. The organic food market is emerging, driven by increasing consumer awareness and demand. This study examines the influential factors shaping consumer behavior towards organic foods in Bangladesh, focusing on the roles of attitudes, subjective norms, perceived behavioral control, and purchase intention. The research collected 640 valid responses using an online survey and convenience sampling during August 2023 and May 2024. Data were analysed using SMART PLS which facilitated the testing of direct effects and relationships among the variables. The Theory of Planned Behavior (TPB) was used in this research paper and an extension was made in the framework by working with 7 different factors. The findings reveal significant relationships: positive attitudes towards organic foods significantly enhance purchase intentions, as does the influence of subjective norms, including peer and community endorsements. Furthermore, perceived behavioral control- including factors such as accessibility and affordability- plays a crucial role in shaping purchase intentions. Additionally, purchase intention was found to be a strong predictor of actual purchase behavior, underscoring its importance in the decision-making process. This research fills a critical gap in understanding the dynamics of organic food consumption in Bangladesh and provides valuable insights for marketers and policymakers. The study's findings suggest that a multi-faceted approach, addressing consumer awareness, social influence, and perceived control, is essential to driving the growth of the organic food market in Bangladesh.

KEYWORDS: Factors, Purchase Behaviour, Organic Foods, Theory of Planned Behavior (TPB), Purchase Intention.

I. INTRODUCTION

The pressure on agricultural practices to increase production is becoming higher as the world's population continues to grow and industrial development picks up pace (Gomiero, et al., 2011). To keep this high demand and development growth, different harmful chemicals are being used in agricultural products. Due to these harmful chemicals, there is increasing concern about the possible negative effects on the environment and people's health (Katan, 2009). As an outcome, more and more customers are choosing organic food items as a more sustainable and healthy option (Smith-Spangler, et al., 2012). Goods produced without the use of chemical fertilizers, pesticides, or genetically modified organisms are referred to as organic food. It places an elevated level of focus on soil health, biodiversity, and sustainable farming methods (Brandeau, et al., 2015). The goal of organic farming is to improve animal welfare and reduce negative effects on the environment. Organic fruits and vegetables, like spinach, strawberries, and apples, are grown without the use of chemical pesticides (Hole, et al., 2005). Furthermore, animals fed on an organic diet free of growth hormones and antibiotics produce organic products like chicken and beef (Benzaquen & Giro, 2016).

Recent years have seen a sharp increase in the consumption of organic food due to increased knowledge of its possible health and environmental benefits (Block, et al., 2004). Because organic products are thought to be more nutritious and freer harmful chemicals than their traditionally produced alternatives, consumers are drawn to them due to their perceived purity and quality (Smith-Spangler, et al., 2012). The consumption landscape in Bangladesh is also witnessing a notable shift towards organic foods, reflecting a growing awareness and preference for sustainable and environmentally friendly products among

consumers (Majed, et al., 2016). However, despite this trend, there remains a significant gap in understanding the factors that drive consumers to choose organic foods over conventional options (Basha & Shamsudin, 2017). This gap in knowledge underscores the need for a comprehensive investigation into the key drivers influencing the purchase behavior of organic foods in Bangladesh (Watnick, 2013). One prominent issue that requires examination is the lack of clarity regarding the specific factors that motivate consumers to opt for organic foods. While various studies have explored this phenomenon in different contexts, there is limited research focused specifically on Bangladesh (Majed, et al., 2016). As such, there is a pressing need to identify and analyse the unique socio-cultural, economic, and environmental factors that shape consumer preferences for organic foods within the Bangladeshi context (Zalecka, et al., 2014).

II. STATEMENT OF THE PROBLEM

In contemporary times, an increasing number of Bangladeshis are embracing organic products with a positive attitude (Barneche & Allen, 2015). They recognize the health rejuvenation and nutritional benefits associated with organic consumption. However, the current scenario presents a contrasting picture. In Bangladesh, the adoption rate of organic foods remains below 1%, whereas in the United States and Japan, the adoption rates stand at 6% and 3%, respectively (Ponti, et al., 2012). The existing literature highlights the influence of several factors on consumer behaviour towards organic foods, including health consciousness, environmental concerns, perceived quality, and trust in organic labels (YI & LIN, 2014). However, the relative importance and interplay of these factors in the Bangladeshi market remain largely unexplored (Hallmann, et al., 2013). Understanding the relative significance of these factors and their impact on consumer decision-making is essential for devising effective marketing strategies and promoting the adoption of organic foods in Bangladesh.

Furthermore, while studies have documented the growth of organic food markets globally, little attention has been paid to the specific challenges and opportunities facing the organic food industry in Bangladesh. Factors such as limited availability, high prices, and lack of awareness may hinder the widespread adoption of organic foods in the country (Azadi & Ho, 2010). Addressing these challenges requires a nuanced understanding of consumer preferences and behaviours towards organic foods, as well as the broader socio-economic and cultural factors in which these preferences are formed. Therefore, this study focused on following research questions:

1. What are the key factors driving customer purchase intention of organic foods?
2. How do key factors influence the purchase intention of organic food consumers?
3. How does purchase intention act as a predictor for actual purchase behavior of organic foods?

III. OBJECTIVES OF THE STUDY

1. To identify key factors driving customer purchase intention of organic foods.
2. To analyse the role of key factors towards purchase intention of organic consumers.
3. To evaluate the role of purchase intention as a predictor for purchase behaviour.

IV. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

A. Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) developed by Ajzen (1991) argues that intention of an individual to perform a behavior is the most proximal determinant of the behavior. In this approach, there are three principal factors that influence an individual to engage in a particular behavior: attitude toward the behavior, subjective norms and perceived behavioral control (Ajzen, 1991). Attitude, subjective norms, and perceived behavioral control (PBC) are represented by the positive or negative appraisal of carrying out the behavior, the expectations that others hold regarding on whether or not the behavior will be carried out, and the perceptions of the weak or strong ease or difficulty of carrying out the behavior, respectively, with PBC having a basis in the past experiences of the individual and the obstacles that the individual expects to encounter (Ajzen, 1991). The TPB has been frequently employed in consumer behavior studies, especially in exploring consumer intention to buy organic foods (Sparks & Shepherd, 1992; Vermeir & Verbeke, 2006). In general, attitude is the best predictor of behavior (Ajzen, 1991) and therefore, attitude also can direct consumers to purchase organic food if they have a positive attitude towards perceived health benefits and environmental impact from organic products. Chandran and Nair (2018) add that the subjective norm, which refers to Social Influence, such as perception about the opinion of family and peers will have a strong influence on the buying decision process. Moreover, another dimension of TPB, perceived behavioral control, including accessibility and affordability of organic food, also affects consumers actual buying behavior (Chin et al. TPB unpacks the psychological, social, and practical variables that influence consumer intentions and behaviours in the market of organic foods in Bangladesh and therefore can serve as a handy guide throughout this research. This theory emphasizes that in order to regularly consume

organic foods, a consumer needs to not only have a positive disposition towards organic foods, but also feel that they have social support and that they have control over their availability and affordability of organic foods (Berg, 2019). Thus, TPB can elucidate how a mix of individual specific beliefs, social pressures and favorable circumstances influence consumer behaviour towards organic foods in Bangladesh.

B. Purchase Behaviour

Health consciousness is a key factor influencing consumer purchase behavior, with health-conscious individuals often preferring organic foods for their perceived benefits, including reduced pesticide residue and higher nutritional value (Aertsens et al., 2011). In Bangladesh, rising health concerns about conventional food products drive urban consumers toward organic alternatives, valued for their safety and nutritional advantages (Rahman et al., 2019). Environmental sustainability also impacts purchase decisions, as organic farming is seen as eco-friendly, mitigating soil erosion and water pollution (Chen, 2007; Rahman, 2020). However, price remains a major barrier; organic foods, being labor-intensive and unsubsidized, cost more, deterring lower-income consumers despite urban willingness to pay a premium (Thøgersen, 2010; Hossain et al., 2018). Accessibility further limits adoption, with rural areas facing shortages of organic products (Rahman et al., 2021). Trust in certification and labels, critical for consumer confidence in organic food quality, is undermined in Bangladesh by weak regulatory frameworks and food fraud concerns (Feng et al., 2018). Social networks and word-of-mouth endorsements are instrumental in promoting organic food adoption, building trust and awareness among urban consumers (Islam & Ahmed, 2020). These interconnected factors—health, environment, price, accessibility, and trust—collectively shape the purchase behavior of organic food consumers in Bangladesh.

C. Attitude towards Organic Foods

Consumers' attitudes toward organic food, defined as their favorable or unfavourable evaluations of purchasing organic products, significantly influence buying behavior (Bhardwaj, 2017; Shobha & Gopal, 2012). Positive attitudes, shaped by perceptions of health benefits, environmental sustainability, and ethical considerations, are strongly correlated with actual purchase decisions (Basha & Shamsudin, 2017; Wee et al., 2014). Research highlights that fostering favorable perceptions is critical for promoting organic food adoption and increasing sales (Barneche & Allen, 2015; Bateman & Marry, 2014). Studies consistently demonstrate a clear link between positive attitudes and purchasing behavior, as seen in the findings of Smith-Spangler et al. (2012) and Essen & Englander (2013), which showed that consumers with positive attitudes were more likely to buy organic products. This relationship holds across cultures, as highlighted by Hole et al. (2005), underscoring the universal importance of consumer attitudes in driving organic food adoption. Noori et al. (2010) further confirmed that individuals with positive attitudes toward organic foods are more inclined to exhibit actual purchasing behavior, emphasizing the pivotal role of attitudes in real-world consumer choices. Understanding and leveraging this connection is crucial for businesses aiming to expand the organic food market. Thus, the following hypothesis may be drawn-

Hypothesis (H1): Consumers' positive attitudes towards organic foods have a positive impact on their purchase intention.

D. Subjective Norms

Subjective norms, defined as individuals' perceptions of social expectations and influences regarding behavior, play a significant role in shaping purchase intentions for organic foods (Pender & Pender, 1986; Park, 2000). Societal attitudes, peer opinions, and cultural factors influence consumer beliefs and behaviours, highlighting the social dynamics that drive the adoption of organic choices (Tarkiainen & Sundqvist, 2005; Wee et al., 2014). Research shows that individuals are more likely to purchase organic products when their decisions align with societal expectations, emphasizing the role of social influence in consumer behavior (Sheeran et al., 2013; Ling & Ang, 2018). Worthington (2001) found that subjective norms positively impact purchase intentions, with societal expectations encouraging organic food choices. Similarly, Essen and Englander (2013) demonstrated that purchase intentions increase when consumers perceive their choices to align with social norms. Ponti et al. (2012) further confirmed that perceived social group expectations significantly influence consumers' organic food preferences. In line with these findings, Smith-Spangler et al. (2012) noted that subjective norms consistently shape consumer behavior across cultural contexts, underscoring their universal impact. Collectively, these studies illustrate the pivotal role of subjective norms in driving the intention to adopt organic foods in diverse markets. Thus, the following hypothesis may be drawn-

Hypothesis (H2): Subjective norms have a positive impact on consumers' intention to purchase organic foods.

E. Behavioral Control

Behavioral control, defined as an individual's perceived ability to perform a specific behavior, plays a crucial role in influencing organic food purchase intentions, shaped by factors like access, affordability, and convenience (Huchting et al., 2008; Gomiero et al., 2011). In Bangladesh, where environmental and health consciousness are rising, practical barriers such as limited

availability and high prices often hinder consumers' ability to purchase organic foods, despite their perceived benefits (Basha & Shamsudin, 2017; Ozguven, 2012; PACHO & BATRA, 2021). Research demonstrates a strong correlation between behavioral control and purchase intentions, with individuals perceiving fewer barriers more likely to express stronger intentions to buy organic products (Hole et al., 2005; Tuomisto et al., 2012). For instance, factors such as proximity to organic markets, affordable pricing, and ease of incorporating organic foods into daily routines significantly impact consumer behavior (Worthington, 2001). Enhancing behavioral control through measures like improving accessibility and affordability or providing information about organic options can positively influence purchase intentions (Patel et al., 2018). These findings underscore the importance of addressing practical challenges to encourage organic food adoption, particularly in developing contexts like Bangladesh, where accessibility and affordability remain key determinants. Thus, the following hypothesis may be drawn-

Hypothesis (H3): Behavioral control, as perceived by consumers, has a positive impact on their intention to purchase organic foods.

F. Purchase Intention

Purchase intention, defined as an individual's expressed willingness or inclination to buy a product, is a critical predictor of actual consumer behavior (Hung et al., 2011; Andreyeva et al., 2010). In the context of organic foods, purchase intention serves as a precursor to tangible buying actions, with theories like the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM) highlighting the strong correlation between intent and behavior (Fishbein, 2008; Sangkumchaliang & Huang, 2012). Research consistently demonstrates that heightened purchase intention significantly influences actual purchasing decisions, emphasizing its predictive value for businesses in developing effective strategies (Tarkiainen & Sundqvist, 2005; Wee et al., 2014). Studies by Noori et al. (2010) and Reddy (2010) found that consumers with strong intentions to purchase organic foods were more likely to follow through, underscoring the importance of fostering intent to drive sales. Similarly, Reganold et al. (2015) and Ponti et al. (2012) demonstrated that positive purchase intentions reliably translated into actual buying behavior, reinforcing the role of psychological factors in consumer decision-making. These findings highlight the pivotal role of purchase intention in shaping consumer behavior, particularly in the organic food market, where intent is a strong predictor of adoption. Thus, the following hypothesis may be drawn:

Hypothesis (H4): Consumers' purchase intention has a positive impact on their actual purchase behavior of organic foods.

Based on the literature review and discussed factors researchers developed the following conceptual framework:

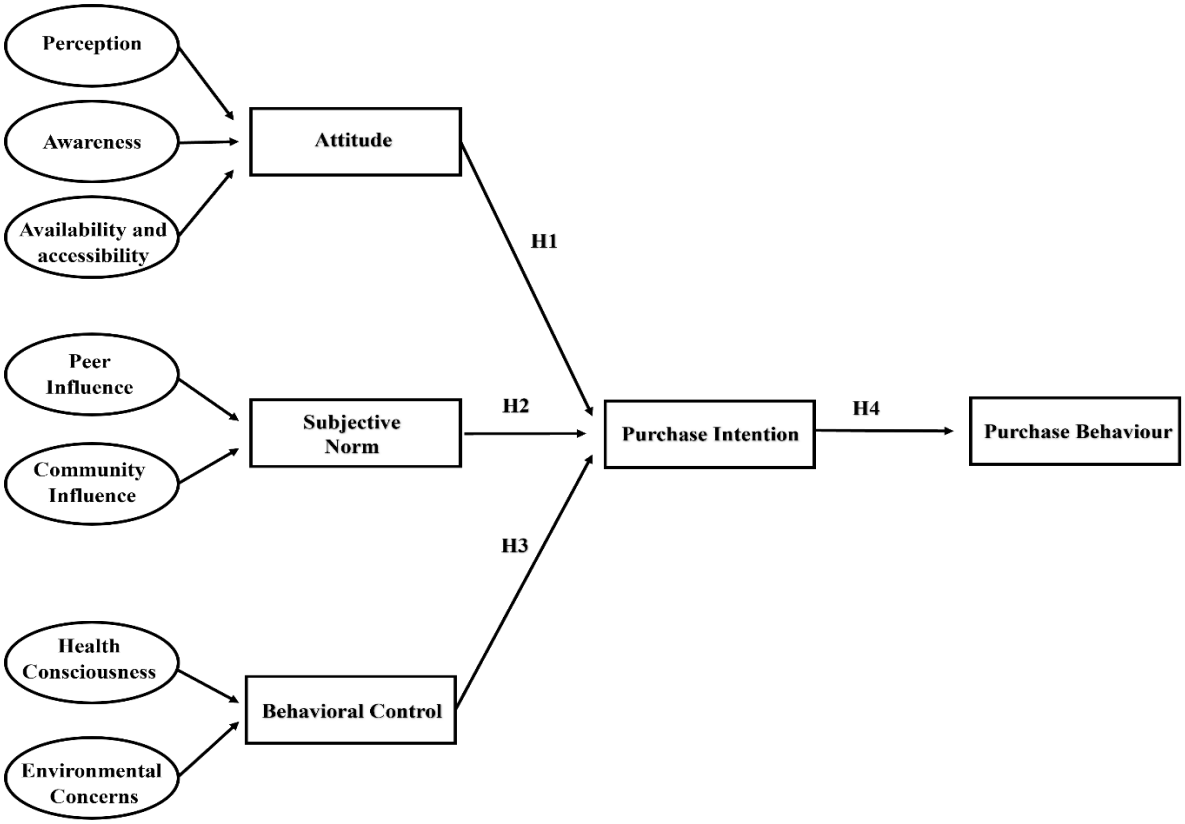

Figure 1: Conceptual Framework; Source: Modified by Author

The conceptual framework, rooted in the Theory of Planned Behavior (TPB), identifies the key factors influencing organic food purchase behavior by integrating attitude, subjective norms, and behavioral control to predict purchase intention and behavior. An extensive version of TPB is used in this conceptual framework which comprise 7 different factors. Attitude, shaped by perception, awareness, and accessibility, reflects consumers' positive evaluations of organic food, driven by health and environmental benefits (Ajzen, 1991). Subjective norms, influenced by peer and community dynamics, highlight the role of social pressures and group expectations in encouraging organic food adoption (Tarkiainen & Sundqvist, 2005). Behavioral control, determined by health consciousness and environmental concerns, emphasizes consumers' perceived ability to access and afford organic products, often constrained by availability and price (Huchting et al., 2008). These constructs collectively influence purchase intention, which serves as the most immediate predictor of purchase behavior, reflecting the transition from intention to action (Ajzen, 1991). By synthesizing psychological, social, and practical determinants, this framework provides a robust model for understanding the factors driving organic food adoption in Bangladesh, addressing critical gaps in existing literature while supporting the study's objective to explore consumer behavior in this market.

V. METHODOLOGY

This research employed a quantitative approach to examine the key drivers of organic food purchases in Bangladesh, aimed at filling a gap in the existing literature and providing insights into consumer behavior in this market. The study covered the entire geographical area of Bangladesh, utilizing a convenience sampling technique to select 640 participants from a diverse range of professions. Data was collected through online survey questionnaires administered via Google Forms. The survey aimed to investigate various factors influencing organic food purchase behavior, including perception, awareness, availability, attitudes, peer and community influence, subjective norms, health consciousness, environmental concerns, and behavioral control. A pilot study conducted to refine the survey instrument, addressing potential issues with clarity and technical aspects, and enhancing the reliability and validity of the main study. The primary research instrument was a structured questionnaire designed to capture data on these key drivers, ensuring a broad representation of respondents' views on organic food consumption. Data analysis was performed using SMARTPLS for initial descriptive analysis and reliability checks, while Structural Equation Modeling (SEM) was employed to assess the relationships between variables. The analysis provided a robust understanding of the factors influencing purchase intention and behavior regarding organic foods in Bangladesh. Additionally, the study highlighted the reliability and validity of the findings, with the survey instrument tested and refined through the pilot phase.

VI. FINDINGS OF THE STUDY

A. Demographic Profile of The Respondents

The demographic profile of respondents in this study on the purchase behavior of organic foods in Bangladesh shows that the majority of participants fall within the age group of 21-40 years (84.7%), with a significant portion (70.5%) being male. The marital status of respondents is mostly married (62.5%), and a majority hold undergraduate degree (60.9%). In terms of occupation, most respondents are employed in private jobs (56.3%), while 41.6% have an annual income between 40,001-50,000 Taka. Most respondents (43.6%) live in households with four members, and a large proportion (74.7%) reside in urban areas. Additionally, 39.4% of participants handle their own shopping, while 34.4% rely on their parents.

B. Key Factors Driving Customer Purchase Intention of Organic Foods

Objective 1 was to identify key factors driving customer purchase intention of organic foods. The study identifies three key elements within Attitude Towards Organic Food: perception, awareness, and availability/accessibility, each demonstrating substantial influence on purchase intentions. For perception, the item "Organic foods are healthier" shows the highest factor loading at 0.736, emphasizing the strong consumer belief that organic products are superior in promoting health. Other items under this element, such as "Organic farming is eco-friendly" and "Organic foods lack harmful chemicals," further substantiate this dimension. Awareness plays a critical role in shaping intentions, with the item "I know organic vs. non-organic" recording the highest factor loading at 0.787. This demonstrates that consumers with better knowledge of organic products are more likely to consider them for purchase. Items like "Organic foods benefit health" and "Organic farming aids the environment" further reinforce the importance of awareness. Lastly, availability and accessibility include the item "Organic options are accessible," which has the highest factor loading of 0.763. This indicates the significance of organic product availability in influencing consumer purchase intentions, complemented by other items like "Restaurants offer organic choices." The reliability of this factor is confirmed by a Cronbach's Alpha (CA) of 0.802, a Composite Reliability (CR) of 0.804, and an Average Variance Extracted (AVE) of 0.558. The CA and CR values indicate excellent internal consistency, while the AVE above 0.5 confirms

adequate construct validity. These findings align with Objective 1, establishing attitude as a key driver in understanding consumer behavior towards organic food.

Objective 2 was to analyse the role of key factors towards purchase intention of organic consumers. The factor Behavioral Control examines external influences on consumer purchase decisions, including peer and community influences. Under peer influence, the highest factor loading is associated with "Peers influence my purchases" at 0.818, highlighting how recommendations and behavior within social circles shape consumer choices. Similarly, the dimension community influence shows the highest loading for the item "Community recommendations matter" at 0.796, emphasizing the collective role of community networks in decision-making. Additional items, such as "Events encourage organic choices" and "Awareness boosts interest in organic," underscore the importance of community-led initiatives in fostering organic food adoption. Reliability metrics for this factor include a Cronbach's Alpha (CA) of 0.721, a Composite Reliability (CR) of 0.722, and an Average Variance Extracted (AVE) of 0.643. While the CA is close to the acceptable threshold, the CR and AVE values exceed minimum standards, confirming strong internal reliability and construct validity. These results correlate with Objective 2, as they analyse the role of social and behavioral controls in shaping consumer purchase intentions for organic products.

Objective 3 was to evaluate the role of purchase intention as a predictor for purchase behavior. The factor Purchase Behavior includes two primary components: purchase intention and purchase behavior, both essential to understanding the link between consumer intent and actual purchasing activities. Under purchase intention, the highest factor loading is observed for the item "I'll buy organic soon" at 0.789, indicating consumers' expressed willingness to purchase organic foods shortly. Similarly, the purchase behavior element shows its strongest factor loading for the item "I buy organic for my home" at 0.735, emphasizing that consumers' intentions often lead to consistent purchasing actions. The reliability measures for purchase intention include a Cronbach's Alpha (CA) of 0.862, a Composite Reliability (CR) of 0.865, and an Average Variance Extracted (AVE) of 0.592, all of which meet or exceed the recommended thresholds. For purchase behavior, the metrics include a CA of 0.838, CR of 0.841, and AVE of 0.608, further demonstrating strong internal consistency and construct validity. These results support Objective 3, validating purchase intention as a significant predictor of purchase behavior.

Table 1: Factor Loading and Reliability Table

Factors	Item	Description	Factor Loading	CA	CR	AVE
Attitude Towards Organic Food	Perception	Organic foods are healthier.	0.736	0.802	0.804	0.558
		Organic farming is eco-friendly.	0.728			
		Organic foods lack harmful chemicals.	0.718			
	Awareness	I know organic vs. non-organic.	0.787			
		Organic foods benefit health.	0.763			
		Organic farming aids the environment.	0.779			
	Availability & Accessibility	Organic options are accessible.	0.763			
		Restaurants offer organic choices.	0.730			
Behavioral Control	Peers influence	Peers influence my purchases.	0.818	0.721	0.722	0.643
	Community influence	Community recommendations matter.	0.796			
		Events encourage organic choices.	0.798			
		Awareness boosts interest in organic.	0.765			
Subjective Norms	Environmental Consciousness	Organic supports sustainability.	0.736	0.577	0.578	0.702
		Environmental impact drives my choice.	0.742			
	Health Consciousness	Organic is key to my healthy lifestyle.	0.765			
		Organic is more nutritious.	0.772			
		Organic aligns with my values.	0.729			
Purchase Behavior	Purchase Intention	I'll buy organic soon.	0.789	0.862	0.865	0.592
		I prefer organic foods.	0.794			
Purchase Intention	Purchase Behavior	I buy organic for my home.	0.735	0.838	0.841	0.608
		I seek organic when shopping.	0.784			

C. Role of Key Factors Towards Purchase Intention of Organic Consumers

The hypothesis testing results provide valuable insights into the relationships between key constructs of the study, addressing the research objectives. Hypothesis H1, which examines the impact of consumers' positive attitudes towards organic

foods on purchase intention, supports Objective 1 (identifying key factors driving purchase intention) and Objective 2 (Analysing the role of key factors). With a beta value of 0.668 and a statistically significant t-value of 2.728 ($p = 0.006$), the results show a strong positive relationship. This finding emphasizes that consumer attitudes, driven by awareness and trust in organic foods, significantly influence their intention to purchase. This highlights that fostering positive attitudes through educational campaigns and promotional efforts can effectively enhance purchase intention. Hypothesis H2 tests the influence of subjective norms on purchase intention, addressing both Objective 1 and Objective 2. With a beta value of 0.654, a t-value of 6.195, and $p < 0.001$, this relationship is also statistically significant. This result highlights the importance of social and community influence in shaping consumer intentions. Social endorsements, peer influence, and cultural norms positively impact purchase intention, indicating that leveraging social proof and testimonials can be powerful strategies for marketers. In collective societies like Bangladesh, subjective norms play a critical role, and this finding adds to the literature on cultural influences in consumer behavior.

Table 2: Hypothesis Testing

Direct Effect	Beta	S.E.	t-value	p-value	LLCI	ULCI	Decision	f^2	VIF
ATT -> PI	0.668	0.163	2.728	0.006	0.244	0.441	**Supported**	0.026	2.671
BC -> PI	0.604	0.125	12.070	0.000	0.130	0.400	**Supported**	0.448	1.858
SB -> PI	0.654	0.125	6.195	0.000	0.045	0.206	**Supported**	0.068	2.454
PI -> PB	0.695	0.102	20.948	0.000	0.104	0.367	**Supported**	1.181	1.000

Note: ATT (Attitude towards organic foods), BC (Behavioral Control), SB (Subjective norms), PI (Purchase intention)

D. Role of Purchase Intention as a Predictor for Purchase Behaviour

Hypothesis H3, which explores the role of behavioral control in shaping purchase intention, supports Objective 1 and Objective 2. The beta value of 0.604, with a significant t-value of 12.070 ($p < 0.001$), demonstrates a strong positive effect. Factors such as accessibility, affordability, and perceived ease of purchase significantly influence behavioral control, emphasizing its importance in driving purchase intentions. Finally, Hypothesis H4 examines the relationship between purchase intention and purchase behavior, addressing Objective 3 (evaluating the role of purchase intention as a predictor of purchase behavior). The beta value of 0.695, a t-value of 20.948, and $p < 0.001$ confirm a strong and significant relationship. This finding underscores the critical role of purchase intention in bridging the gap between attitudes and actual behavior. It validates the notion that nurturing strong purchase intentions through marketing strategies and addressing consumer motivations can drive actual purchases. This result contributes to the literature by reinforcing the predictive power of purchase intention and offers actionable insights for promoting sustainable and health-conscious consumer behavior in the organic food market.

VII. DISCUSSION

The findings of this study reveal significant insights into the factors driving customer purchase intention and their role in shaping purchase behavior for organic foods in Bangladesh. The demographic profile suggests that the majority of respondents are urban-based, young adults, and professionals, consistent with previous studies highlighting urban and educated consumers' preference for organic products due to higher awareness and accessibility (Asif et al., 2018). The first objective of the study identifies key factors such as Attitude Towards Organic Food, Behavioral Control, and Subjective Norms as pivotal drivers of purchase intention. The hypothesis H1 confirms that a positive attitude towards organic foods significantly impacts purchase intention. This supports previous research emphasizing the role of health awareness, environmental benefits, and trust in shaping consumer attitudes (Aitken et al., 2020). Attitude influences consumer preferences, making educational campaigns crucial for promoting organic products.

Hypothesis H2 demonstrates the impact of Subjective Norms on purchase intention, underscoring the influence of social and cultural factors. Peer endorsements, family preferences, and societal values significantly shape intentions, particularly in collectivist cultures like Bangladesh, aligning with the findings of Vermeir and Verbeke (2008). Marketers can leverage these norms through community-driven campaigns and influencer endorsements. Hypothesis H3 highlights Behavioral Control as another critical factor. Accessibility, affordability, and ease of purchase are fundamental in fostering purchase intention, validating the Theory of Planned Behavior (Ajzen, 1991). Prior studies have similarly noted that logistical and financial constraints deter organic purchases (Yadav & Pathak, 2017), emphasizing the need for strategic pricing and distribution channels.

The third objective evaluates the role of purchase intention as a predictor of purchase behavior. Hypothesis H4 confirms the strong relationship between intention and behavior. This finding aligns with studies by Arvola et al. (2008), which established that intention is a primary determinant of actual consumer actions. The strong factor loadings for purchase behavior validate

that a consumer's expressed willingness to buy often translates into tangible purchases, highlighting the importance of nurturing intention through effective marketing strategies.

Construct reliability and validity tests reinforce the robustness of these findings. Most constructs demonstrated acceptable Cronbach's Alpha and composite reliability, though Subjective Norms showed slightly lower values, suggesting potential scope for refining the measurement scale. Overall, the results reinforce the applicability of the Theory of Planned Behavior in the organic food context, contributing empirical evidence to the field. These findings emphasize the importance of a multi-faceted approach that addresses attitudes, social influences, and behavioral control to boost purchase intention and behavior effectively. Policymakers and marketers should focus on raising awareness, improving affordability, and leveraging social endorsements to stimulate the organic food market. This research adds to the growing body of literature advocating for sustainable consumption patterns, particularly in emerging markets like Bangladesh, where the organic food industry is still developing.

VIII. IMPLICATIONS OF THE STUDY

A. Theoretical Implications

This study extends the Theory of Planned Behavior (TPB) by incorporating a comprehensive set of variables, enriching its applicability to understanding consumer behavior in the organic food market. The inclusion of multiple factors—such as Perception, Awareness, Availability and Accessibility, Attitude Towards Organic Foods, Peer Influence, Community Influence, Subjective Norms, Health Consciousness, Environmental Concerns, Behavioral Control, and Purchase Intention—provides a nuanced framework for explaining the dynamics of purchase intention and behavior. While TPB traditionally emphasizes Attitude, Subjective Norms, and Perceived Behavioral Control as determinants of intention, this research offers an enriched perspective by identifying health consciousness, environmental concerns, and awareness as critical sub-dimensions. These findings contribute to the ongoing discourse on consumer sustainability, particularly in developing countries, by showcasing how cultural and contextual factors shape purchasing decisions. For instance, the role of community influence and peer endorsements, strongly validated in this study, reflects the collectivist nature of Bangladeshi society, extending TPB's relevance to group-oriented cultures.

Moreover, the robust relationship between purchase intention and actual purchase behavior solidifies intention as a critical predictor, reinforcing the predictive validity of TPB while emphasizing actionable constructs like behavioral control through affordability and accessibility. This extended framework provides a basis for future research exploring sustainable consumer behaviours in emerging economies, contributing to both theory refinement and real-world applications. By integrating these factors, the study not only deepens our understanding of TPB but also bridges the gap between theoretical constructs and practical consumer insights, making it a valuable contribution to the literature on sustainable consumer behavior.

B. Practical Implications

The findings have significant implications for businesses and policymakers aiming to enhance the adoption of organic foods. For companies, understanding that health consciousness, awareness, and accessibility are vital drivers of purchase intention provides a roadmap for designing effective marketing and distribution strategies. Businesses should invest in campaigns that educate consumers on the health benefits of organic products, using data-driven storytelling and testimonials to build positive perceptions. Furthermore, leveraging social proof—such as endorsements from influential community figures and peer recommendations can amplify purchase intention in a collectivist society like Bangladesh. In terms of availability and affordability, companies must ensure that organic foods are accessible to consumers across various income brackets. This could involve collaborations with local farmers to streamline supply chains, reduce costs, and enhance distribution networks. Additionally, emphasizing sustainability and environmental benefits in branding and packaging can tap into the growing segment of environmentally conscious consumers. Retailers should also consider introducing smaller package sizes at lower price points to attract first-time buyers, thereby reducing barriers to trial.

For policymakers, the study highlights the need to foster awareness campaigns and provide subsidies or tax benefits to promote organic farming and consumption. Initiatives such as community-based organic marketplaces and school programs to educate future generations on the benefits of organic foods can drive long-term behavior change. Moreover, the role of behavioral control factors—like price and availability—underscores the importance of policy interventions that incentivize local production and reduce the reliance on expensive imports. Collectively, these insights empower businesses to align their strategies with consumer priorities while enabling policymakers to create an ecosystem conducive to organic food adoption. This dual approach, targeting both supply and demand, is critical for driving sustainable consumption patterns in emerging markets like Bangladesh.

IX. CONCLUSION

This study provides a comprehensive analysis of factors influencing the purchase intention and behavior of organic food consumers in Bangladesh. It identifies attitudes towards organic food, behavioral control, and subjective norms as critical determinants of purchase intention. Positive consumer attitudes, driven by trust, awareness, and health consciousness, significantly enhance purchase intention. Behavioral control, encompassing accessibility, affordability, and ease of purchase, strongly influences purchase intention, while subjective norms underscore the importance of social and cultural influences in shaping consumer decisions. The findings also confirm that purchase intention is a strong predictor of purchase behavior, bridging the gap between attitudes and actual buying actions. The study extends the Theory of Planned Behavior by integrating cultural and contextual factors specific to Bangladesh, providing a robust framework for understanding sustainable consumer behavior. For businesses and policymakers, the results offer actionable insights to foster organic food consumption through targeted marketing strategies and infrastructure improvements. By addressing key factors and leveraging social norms, stakeholders can drive meaningful progress toward promoting health-conscious and environmentally sustainable consumer practices.

X. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study is subject to certain limitations. The sample was predominantly urban, limiting the generalizability of findings to rural populations. Furthermore, the cross-sectional design captures consumer behavior at a specific time, potentially overlooking evolving trends. The reliance on self-reported data may also introduce social desirability bias, where respondents provide answers, they believe are socially acceptable rather than true reflections of their behavior. Additionally, while the study focused on Bangladesh, cultural differences in other emerging markets may result in varied consumer behaviours, limiting the applicability of findings beyond the local context. The low Cronbach's Alpha and composite reliability for subjective norms also indicate potential measurement inconsistencies, requiring further refinement in future studies.

Future research could address these limitations by incorporating longitudinal designs to capture dynamic changes in consumer attitudes and behaviours over time. Expanding the sample to include rural and semi-urban populations would provide a more comprehensive understanding of organic food purchase behavior across diverse demographics. Cross-cultural comparisons with other countries could explore the generalizability of the findings and enhance the applicability of the extended TPB framework in different contexts. Moreover, future studies could investigate additional factors such as government policies, certification standards, and environmental sustainability measures, which may influence consumer behavior. Finally, employing experimental or mixed-method approaches could validate findings and reduce biases, providing a more nuanced understanding of organic food consumer behavior.

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