Factors Influence on Consumers' Organic Food Purchasing Decisions: An Empirical Investigation in Bangladesh

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Abstract
Organic foods are becoming more attractive to consumers than conventional foods globally, mainly driven by perceived positive impacts on consumer health, environment, and sustainable development. This research aims to uncover the factors influencing consumers' organic food purchasing decisions in Bangladesh, especially Chattogram. This study employs purposive sampling methods to collect 435 responses from people who buy organic foods from different urban and sub-urban areas in Chattogram, Bangladesh, from various green markets, raw markets, super stores, and departmental stores. A Sophisticated Statistical Technique, "Factor Analysis" (Principal Component Analysis, and Confirmatory Factor Analysis), is used to understand why consumers purchase organic foods. The result showed nine factors, where the first consideration is perceived value, followed by marketing strategy, health consciousness, availability, attitudes, trust, subjective norms, and perceived behavioral control. The factor analysis results revealed that nine factors account for 61.85% of the variance of consumers' organic food purchasing decisions. This study's findings suggest that all these nine factors influence consumers' organic purchasing decisions: perceived value, marketing strategy, health consciousness, availability, attitudes, Trust, environmental concern, subjective norms, and perceived behavioral control. These findings are crucial for producers and authorities responsible for ensuring nutritional value, health concerns, and ecological sustainability.

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1. Introduction

Organic food has become popular and mainstream (Pretner et al., 2021). Food safety and environmental protection are threatened by overexploitation of agricultural resources, pesticides and fertilizers, heavy metal pollution, and innovative technologies, including hormones, ripening agents, and antibiotics. (Cao, Xie, Yao, & Zheng, 2023). Organic farming refrains from employing artificial chemicals, pesticides, and fertilizers, instead preferring natural alternatives such as composting, crop rotation, and biological pest management. The organic food sector is expanding with diverse organic food products (Čolović&Mitić, 2023). Consumers increasingly emphasize high-quality, safer, and more ecologically sustainable organic foods (Rana & Paul, 2020; Mai et al., 2020). The consumption of organic food has experienced substantial growth during the past decade. The predicted global market value of organic food in 2020 was 120.6 billion euros, a significant rise from the reported value of 15.1 billion euros in 2000 (Willer &Lernoud, 2022). Consumers are becoming knowledgeable and concerned about the food they consume. Prior studies have discovered many factors influencing consumers' inclination to purchase organic foods. Multiple research studies have assessed the possible benefits of organic food, asserting that consuming it is linked to an increased knowledge of healthy eating (Belyakova et al., 2018; Demirtas, 2019). Organic food research worldwide has explored customers' intentions to buy organic food. These aspects include attitude, subjective norms, pricing, perceived value, health awareness, trust, health concerns, environmental issues, product quality perception, and behavioral control capacity. (Ragavan and Mageh, 2013; Pomsanam et al., 2014; Ullah et al., 2018; Saleki et al., 2019). Bangladesh's economy is primarily dependent on agriculture; nonetheless, the overuse of chemical fertilizers is causing a significant decline in soil quality while also elevating the likelihood of cancer in both adults and children. According to Chowdhury et al. (2021), Bangladesh's fertility of arable land has steadily declined by 85%. According to SRDI, the soil is deficient in organic matter and nutrients. The nutrient levels in 3.3 million hectares of land have significantly declined from the country's previous 8.3 million hectares of arable land. The primary cause for this phenomenon is the reduction of soil organic matter. The practice of organic farming in Bangladesh is predominantly at the experimental stage. The land area dedicated to organic farming in Bangladesh is 0.177 million hectares, which accounts for under 2 percent of the country's cultivable land (Fibl&Ifoam, 2016). According to the Bangladesh Bureau of Statistics, the annual usage of pesticides had a steady growth of 4 46,246.78 metric tons on average from 1984 to 2010. According to a report by the World Health Organization, the annual impact of pesticide usage is seen in 30 million individuals. The organic food industry in Bangladesh is less promising compared to other regions. There has been a 7% rise in organic food transactions.In this study, the author was interested in pursuing the factors relating to the purchasing decisions of organic food in Bangladesh, especially in Chattogram. The objectives of the study are;

    i.   To explore the factors that influence the use of organic food in Bangladesh.
    ii.   To find out preferences regarding organic food purchasing decisions.
    iii.   To generate the dimensions of organic food purchasing decisions in Bangladesh.

2. Literature Review

The term "perceived value" was used by Zeithaml (1988) to describe how much of a benefit a product or service is to a customer about the money they spend on it. Research on organic food has shown that customers' attitudes, intentions, and actual purchase behaviors are favorably impacted by perceived value (Woo& Kim,2019; Hsu et al.,2019; Konuk,2018; De Toni et al., 2018). De Toni et al. (2018) found that Brazilian consumers' perceptions of value significantly impact their propensity to repurchase. There are two aspects of perceived value—utilitarian value and hedonic value—that significantly increase Chinese consumers' ongoing buying

intentions for organic food, according to research by Lin and Gua (2021). A marketing strategy is a plan of action that a business or organization develops to promote its products or services and increase sales. A marketing strategy aims to create awareness and interest in the company's offerings, encourage potential customers to make a purchase, and ultimately drive revenue growth. Consumers are bound to buy but not bound to choose a single market. People in this century have many options when it comes to marketing so that they may choose the best one. According to Chowdhury et al. (2021), promotion and reliability in advertising are crucial for selling organic food products. Most consumers agree with advertising reliability.Organic foods are popular among shoppers since they improve health (Lee & Yun, 2015). According to research, consumers' health concerns are the primary motivator for buying organic food (Basha & Lal, 2018). According to Rana and Paul (2017), consumers' health concerns and expectations about their wellbeing are significant factors in determining whether they would buy organic food. How one feels about their health is a measure of their "readiness to take health-related actions" (Wang et al., 2019). Customers who care about their health and wellbeing are known to purchase organic goods (Brantsaeter et al., 2017). In this respect, research conducted in two developing countries, namely Tanzania and Kenya, discovered that consumers' purchasing intention is influenced by health awareness, personal attitude, and individual norms (Chu, 2018). Several international studies have shown that people's intentions to buy organic food are strongly impacted by their health awareness and moral attitude (Yadav & Pathak, 2016; Iqbal et al., 2021). According to Davies, Titterington, and Cochrane (1995), customers are more likely to buy organic foods when they can easily find them in stores. According to Makatouni (2002), one obstacle to eating organic foods is that they can be challenging to get by. The accessibility of organic goods has a favorable effect on customer purchasing behavior, according to research by Tarkiainen and Sundqvist (2005). Young et al. (2010) found that customers would rather not spend time looking for organic items because they prefer products that are easily accessible. However, stores across the United States have begun stocking their shelves with organic goods in response to the rising demand for these products. More people can buy organic foods now that they are more widely advertised in supermarkets and specialized shops (Dettmann & Dimitri, 2007). Individuals' favorable or unfavorable judgment of the conduct under debate is measured by attitude, according to Ajzen (1991). One of the most critical factors that influence people's intentions to buy organic food is their attitude toward it, according to Le (2018). An individual's propensity to engage in a specific action is directly proportional to the positivity of their attitude towards that action, as stated in the theory of planned behavior (Huong, 2012). Research by Gansser and Reich (2023) found that people's intentions to change their conduct about nature and environmental conservation are most impacted by their views towards climate- and environment-related sustainable behaviors. According to prior empirical research, consumers' views and purchasing intentions are favorably and substantially connected with green and organic product consumption (Yadav & Pathak, 2017; Asif et al., 2018). Wongsaichia et al. (2022) checked in with 500 Thai consumers on their green food consumption habits, and they found that views greatly influenced the study's ability to predict whether or not participants would buy green food items. Consumers put much faith in organic foods because of the stringent standards in several areas: flavor, quality, certification, advertising, and manufacturing. Trust in the manufacturing process, including standards and control, of organic goods has considerable causal implications on behavior and intention to buy (Zheng et al., 2021). Additionally, this study found that trust moderates the relationship between intention and behavior. It is possible to educate customers about organic compound certifications, manufacturing procedures, packaging, and trustworthy retailers through social media and within-the-store communication. Organic labeling can potentially mislead consumers, but certifying agencies might change that. Customers may be more likely to buy certified organic items if they believe in the industry. Yu et al. (2021) found

that trust influences consumers' inclination to buy organic items. Paul and Rana (2012) state that for an item of food to be considered organic, the label must be prominent and easy to see. According to research by Perrini et al. (2010), Italian customers' faith in vendors highly depends on merchants' dedication to customer rights and environmental protection. Trust has a favorable and substantial impact on consumers' intentions to purchase organic food, according to research by Piri and Lotfizadeh (2016). Trust was again emphasized as a critical predictor of behavioral intent to buy organic food in the research by Sultan, Wong, and Sigala (2018). Trust has a crucial role in consumers' buying and non-buying behaviors, as shown in studies on natural food purchases (Lee et al.,2020; Vega-Zamora, 2019) and other consumer behaviors (Chuah et al., 2020; Roy et al., 2018; and Pandey & Khare, 2017). Customers' trust significantly affects their tendency to buy organic goods, according to research by Yu et al. (2021). Natural food is grown without pesticides, synthetic fertilizers, and other harmful chemicals; hence, eco-conscious consumers care about the surroundings and how their food affects it (De Toni et al., 2018). According to studies, environmentally conscious shoppers buy from businesses that do not hurt the planet. Customers are more likely to buy organic food if they think it will not harm their health or the environment. Both health and sustainability issues have a role in shaping this belief (Asif et al., 2018). Soil preservation, farm ecosystem maintenance, and surface and groundwater protection are just a few of the numerous environmental advantages attributed to organic farming, according to studies conducted by Keegan, Moriarty, and Duncan (1995) and Egea and Johnson (2009). Research by Aman et al. (2012) and Asif et al. (2018) indicates that their environmental worries significantly influence Sabahan consumers' purchasing intentions. Concern for the environment was shown to have a direct and positive correlation with customers' intent to buy environmentally friendly items (Pagiaslis&Krontalis, 2014). One of the most critical factors in determining whether or not someone wants to buy organic food is how concerned they are about the environment (Smith & Paladino, 2010). According to Katt and Meixner (2020), consumers' intentions and actions toward environmentally conscious purchases are influenced by their level of care for the planet. According to Ajzen (1991), subjective standards exist on the expected social pressure to participate in or refrain from a particular activity. Several studies have shown that consumers' subjective norms significantly impact their buying intent (Sultan et al., 2020; Srivastava, 2022). For instance, according to Chinese research (Li et al., 2020), customers' purchasing intentions towards ecologically friendly agricultural products are significantly impacted by subjective norms. On the other hand, Xi and Ploeger (2019) and Stranieri, Ricci, and Banterle (2017) have claimed that consumers' subjective standards are beneficial in rationalizing their food choices and that further study is required in this area. According to earlier research (Paul & Modi, 2016; Zayed et al., 2022), there is a negative relationship between subjective norms and the desire to make environmentally conscious purchases. Subjective norms and the desire to use organic goods do not have a significant link, according to Asih et al. (2020).

The perceived level of control over one's action may be defined as "how easy or difficult the respondents assess the behavior under consideration based on their experience as well as anticipated difficulties and obstacles" (Ajzen, 1991). According to several studies, an essential factor in the intention to purchase organic food (Xi & Ploeger, 2019; Fleserju et al., 2020; and Dorce et al., 2021) is the perception of one's behavioral control. Boobalan et al. (2022) have shown that consumers' perceptions of their behavioral control significantly impact their intentions to buy organic food in both the US and India. Recent research by Le and Nguyen (2022) further supported organic food purchase intention in Vietnam, which found that perceived behavioral control was persuasive. Very few literatures of organic food are available in the Asian subcontinent compared to Western countries. Research on organic food buyers in Chattogram, Bangladesh, would benefit from this research. This study will add value to the

literature on consumers' organic food purchasing decisions in Chattogram, Bangladesh. This paper will also uncover the motivating factors of consuming organic foods in Bangladesh.

3. Research Methods

The research method section is divided into six sub-sections, viz. sample design, data collections, survey instrument, reliability of the scale, mode of data analysis, identifications of factors that influence customers' organic food purchasing decisions in Chattogram, Bangladesh, and demographic characteristics of the respondents.

3.1. Sample Design

The sample for this study is the customers of the Chattogram division who usually make their family purchasing decisions and are familiar with organic food. The researcher selected respondents from the Chattogram metropolitan and sub-urban areas, especially in the south Chattogram. The questionnaire was distributed to 500respondents but accepted only 435.

3.2. Data Collection

Research in the study relied on primary data collected via a literature analysis of relevant publications to identify relevant variables and current models for assessing factors influencing consumers' purchase behavior of organic food. In this case, we consulted several sources before developing our printed survey questionnaire (Rani et al.,2019; Chowdhury et al.,2021) to administer to our target population. Five hundred questionnaires were distributed to 500 sampled customers by purposive sampling methods who stayed in urban and suburban areas in Chattogram, had the knowledge of organic food, purchased organic food, and usually made their family purchasing decisions. Besides this, researchers have explained conventional food, functional food, and organic food to clarify the questionnaire's questions. Due to limitations, only some of the selected respondents' questionnaires could be accepted. Finally, 435 questionnaires (87%) were found with usable responses.

3.3. Survey Instrument

Respondents were asked to fill out a 37-item questionnaire the researcher had created to collect primary data. The first ten questions dealt with the respondents' demographics, while the remaining 28 questions used a 5-point Likert scale (5 means strongly agree to 1 means strongly disagree) to determine what factors impact customers' decisions to buy organic food. Further, under Confirmatory Factor Analysis, five items were deleted due to having a low squared multiple correlation of less than 0.20, and considering the remaining 23 items were valid from those 28 items to develop factors that influenced customers' organic food purchasing decisions in Bangladesh. Regression Analysis was done for nine factors of organic food purchasing decisions in Bangladesh.

3.4. Reliability and Validity

Reliability is established by using an overall Cronbach's alpha, which indicates the degree of consistency between a group of items (variables) deemed a hypothesis to measure the phenomenon under investigation. This research employs a reliability test to confirm the internal consistencies of specified items/variables about the factors that impact consumers' choices to purchase organic food (Cooper & Schindler, 2001; Hair, Anderson, Tatham, & Black, 2003; Malhothra, 2002). Crucially, it may take on values between 0 and 1, with values above 0.6 considered trustworthy (Cronbach, 1951; Malthothra, 2002). This research measures the scale's reliability using Cronbach's alpha. In addition, we use Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), as well as Pearson's correlation matrix, to determine whether the constructs are genuine. In order to extract variables from research, EFA employs Principal Component Analysis (PCA) with orthogonal varimax rotation. Factor analysis is carried out in the research using the SPSS (Statistical Package for the Social Sciences).

3.5. Mode of Data Analysis

In this study, a complex statistical method called Factor Analysis by the Varimax Rotation Method is used to get dimensions that can be understood. Researchers have extracted orthogonal common factors from the 28 items in the study (Kaiser, 1958) by following the initial factor matrices to varimax rotation operations. Lastly, factor ratings are used to make recommendations about clients' organic food purchases. Following this, in order to assess the theoretical construct's validity, the whole dataset is subjected to first-order confirmatory factor analysis (CFA) using the maximum likelihood (ML) estimate (Byrne & Gavin, 1996). Attitudes, health consciousness, availability, trust, marketing strategy, perceived value, environmental concern, subjective norms, and perceived behavioral control are the restrictions that are used. Subsequently, the dependability and un-dimensionality of each contract are validated by evaluating the CFA findings. The model fit indicators evaluated are CMIN / DF, RMSEA, SRMR, GFI, AGFI, CFI, PCLOSE, and HOELTER. To discuss the model fit of SEM, the study considers the criteria of the various model fit indices a follow:

Table 1: Criteria of the various model

Model Fit Indices	Description	Criteria	Source
CMIN/DF	Relative Chi-quare value	≤ 3 (acceptable fit) ≤ 5 (reasonable fit)	Kline, 1998; Marsh & Hocevar, 1985.
GFI	Goodness-of-Fit	≥ 0.90 (Depend on the sample size) ≥ 0.80 (Marginal)	Mulaik et al., 1989; Chandra et al., 2018.
AGFI	Adjusted Goodness-of-Fit	≥ 0.90 (Depend on the sample size) ≥ 0.80 (Marginal)	Mulaik et al., 1989; Chandra et al., 2018.
CFI	Comparative Fit Index	≥ 0.90 (Very Good Fit) ≥ 0.80 (Satisfactory) ≥ 0.75 (Fair Fitting Model)	Konovsky & Pugh, 1994; Du Plessis, 2010; Moolla&Bisschoff, 2013.
RMSEA	Root Mean Square Error of Approximation	< 0.08 (Good fit) 0.08-0.10 (Mediocre Fit)	MacCallum et al., 1996.
SRMR	Standardized Root Mean Square Residual	< 0.05 (Well Fit Model) < 0.08 (Deemed acceptable)	Byrne, 1998; Diamantopoulos & Siguaw, 2000; Hu & Bentler, 1999.
HOELTER	Hoelter'sindex	Critical Sample Size > 75 at p value 0.05 and 0.01	Arbuckle, 2012; Newsom, 2005.

3.6. Identifications of Factors that Influence Customers' organic food purchasing decisions in Bangladesh

The factors influencing customers' organic food purchasing decisions in Bangladesh based on various literatures (Rani et al.,2019; Chowdhury et al.,2021) have been presented in the following table:

Table-2: List of Factors Influences on Consumers' Organic Food Purchasing Decisions

S.N	List of Factors	Notification
1.	Organic foods are those that have been grown in a manner that does not harm the environment.	V1
2.	Organic foods are grown under natural conditions.	V2
3.	There is no preservative in organic foods.	V3
4.	Chemical pesticides and fertilizers are not used in organic farming.	V4
5.	The nutritional value of organic food is greater than that of conventional food.	V5
6.	A product's appearance might indicate its organic status.	V6
7.	Biofertilizers are used in organic farming.	V7
8.	Organic food shops, big-box supermarkets, and department stores are the only places you can get truly organic items.	V8
9.	True organic items can only be identified by their organic certification labels.	V9
10.	An efficient way to ensure people's safety and health is via organic farming.	V10
11.	There are a number of organic foods on the market.	V11
12.	There is no substitute for organic, risk-free goods.	V12
13.	The quality of organic items is superior.	V13
14.	In terms of health and nutrition, organic foods are superior.	V14
15.	Organic goods may be rather pricey.	V15
16.	Only the wealthy buy organic items because they are the best.	V16
17.	Organic items are not widely available.	V17
18.	Organic goods have several selling features.	V18
19.	Recognizing genuine organic items might be challenging.	V19
20.	I have faith in natural and organic goods.	V20
21.	Organic food has a distinct flavor profile compared to conventionally grown food.	V21
22.	Everything sold straight from the farm is organic.	V22
23.	To fulfill dietary requirements, obtaining vitamins by eating conventional foods is more important for me than searching for organic food.	V23
24.	Packaging of organic foods influence me to purchase organic foods.	V24
25.	Advertisement impacts my purchase decision.	V25
26.	Family, friends, and relatives motivate me to purchase organic foods.	V26
27.	I refer my family, friends, and relatives to purchase organic foods.	V27
28.	Brand name influences me to buy organic foods	V28

Source: Review of literatures of the study

3.7. Demographic Characteristics of the Respondents
This part provides a demographic and socioeconomic profile of the respondents by considering the selection variables, which are namely gender, age, educational qualification, marital status, monthly family income, type of family, religion, location, and type of residence. Table 3 shows the demographic and socioeconomic characteristics of the respondents. Table 3 shows 72.2% of male and 27.8% of female respondents from the entire sample. The data shows that over half of the respondents (48.5%) fall between the ages of 21 and 30. People aged 31–40 comprise about 33.3% of the total population. Furthermore, 12.6% of the respondents are within the 41-50 age, while 5.5% fall into the over 50 age. Formal education is usually seen as a crucial part of the person's capital in constructing his or her professional career (Lipset& Bendix, 1989). Hence, the research also considers the respondents' most excellent educational degrees. Table 3 reveals that among the respondents, 5.3% are classified as SSC and 23% as HSC. At about 44.1%, the highest are the individuals who have earned a bachelor's degree or above. In addition, 27.4% of those who took the survey had master's degrees or above, putting them in the second-highest position.

Table-3: Demographic Characteristics of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
Male	314	72.2	72.2	72.2
Female	121	27.8	27.8	100.0
Age (Years)				
21-30	211	48.5	48.5	48.5
31-40	145	33.3	33.3	81.8
41-50	55	12.6	12.6	94.5
Above 50	24	5.5	5.5	100.0
Highest Educational Qualifications				
S.S.C	23	5.3	5.3	5.3
H.S.C	100	23.0	23.0	28.3
Graduation	192	44.1	44.1	72.4
Masters	119	27.4	27.4	99.8
M.Phil/Ph.D	1	.2	.2	100.0
Occupation				
Service holder	172	39.5	39.5	39.5
Businessman	82	18.9	18.9	58.4
Student	103	23.7	23.7	82.1
Housewife	66	15.2	15.2	97.2
Others	12	2.8	2.8	100.0
Monthly Family Income				
less than 20,000	56	12.9	12.9	12.9
20,001-50,000	215	49.4	49.4	62.3
50,00- 75,000	138	31.7	31.7	94.0
75,001-1,00,000	20	4.6	4.6	98.6
Above 1,00,000	6	1.4	1.4	100.0
Religion				
Islam	350	80.5	80.5	80.5
Hindu	71	16.3	16.3	96.8
Buddhist	14	3.2	3.2	100.0
Marital Status				
Unmarried	113	25.9	25.9	40.9
Married	322	74.1	74.1	100.0
Type of Family				
Nuclear Family	343	78.9	78.9	78.9
Joint Family	92	21.1	21.1	100.0
Type of Residence				
Rented	299	68.7	68.7	68.7
Owned	136	31.3	31.3	100.0
Location				
Urban	311	71.49	71.49	71.49
Sub urban	124	28.51	28.51	100
Total	435	100	100	

Source: Contribution of author

An M.Phil degree or Ph.D. degree is held by just 0.2% of respondents. In this study, among 435 respondents, service holders are in the highest position with 39.5 percent of the total respondents, and students are in second position with 23.7 percent of the total respondents. Besides this, business people hold 18.9 percent, homemakers are 15.2 percent, and the rest, 2.8 percent, represent other professionals. Further, the study also considers the respondents' family monthly income. Table 3 shows that the highest position belongs to the respondents within the BDT 20001 - BDT 50000 family income level, with 49.5 percent. The second highest position is those with an income level less than BDT 50,001-75,000, about 31.7 percent. Besides, 12.9 percent of the respondents lie below the BDT 20,000 income level. 4.6 percent of the respondents are in the BDT 75,001- BDT 100,000 income level, and the remaining 1.4 percent are above the BDT 100,000 family income level. Among the respondents, 80.5 percent

represent Muslim, 16.3 percent represent Hindu, 3.2 percent represent Buddhist, and no Christian respondent. From the demographic variables of the respondents, it is also found that 25.9 Some respondents are unmarried, while the remaining 74.1 percent are married. Of most respondents, 78.9 percent represented the nuclear family, and the remaining 21.1 percent represented the joint family. Furthermore, 71.49 percent of respondents were selected from a metropolitan area in Chattogram city, and the rest of the respondents, 28.51 percent, were from semi-urban areas, especially from south Chattogram.

4. Results and Discussions
The results of data analysis and findings of the study are addressed according to appropriateness of data for factor analysis, factor analysis (PCA and CFA), and correlation matrix.

4.1. Appropriateness of Data for Factor Analysis
To demonstrate that data are suitable for factor analysis, Kaiser-Meyer-Olkin (KMO) is a practical approach. Sampling adequacy may be measured using this approach. A KMO statistic might be anything from zero to one. Values over 0.5 are considered acceptable, according to Kaiser (1974). Appropriate values are those greater than 0.4. Another acceptable statistical test used in the research is Bartlett's Test of Sphericity (Barlett, 1950). A significance level lower than 0.05 indicates that this test is statistically significant.

Table-4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.769
Bartlett's Test of Sphericity	Approx. Chi-Square	3066.899
	Df	378
	Sig.	.000

Source: Contribution of authors

The study's KMO score of 0.769, which is higher than 0.5, suggests that the sample used to execute the factor analysis is acceptable. The significance value is likewise below the threshold of 0.05. Since the data passes Bartlett's Test of Sphericity, we may proceed with the factor analysis.

4.2. Factor Analysis
We use factor analysis to simplify the numerous relationships among the collection of observed variables after we check the scale's reliability and the data's suitability. Principal Component Analysis (PCA) and Varimax Rotation are used in this work for this purpose. Then, using the findings of the Principal Component Analysis (PCA), the research used confirmatory factor analysis (CFA) to build validity.

4.2.1. Result of Principal Component Analysis
Principal component analysis (PCA) and the orthogonal method (OM) were used to rotate factors in the research. As a side note, factor loadings of 0.3 or higher are deemed significant, 0.4 or higher are more important, and 0.5 or higher are extremely significant (Hair, Anderson, Tatham, & Black, 2003). Only variables with loadings greater than 0.4 are deemed relevant for parsimony. (Hair et al., 2003; Pal & Bagi, 1987; Hair et al., 1998; Pal, 1986).

4.3. Factor Analysis
We use factor analysis to simplify the numerous relationships among the collection of observed variables after we check the scale's reliability and the data's suitability. In order to do this, the researcher used PCA and then the Varimax Rotation. Then, using the findings of the principal component analysis (PCA), the research used confirmatory factor analysis (CFA) to build validity.

4.3.1. Result of Principal Component Analysis

The research used principal component analysis (PCA) and the orthogonal method (OM) to rotate factors. As a side note, factor loadings of 0.3 or higher are deemed significant, 0.4 or higher are more critical, and 0.5 or higher are highly significant (Hair, Anderson, Tatham, & Black, 2003). Factors are only deemed relevant for parsimony if their loadings exceed 0.5 (Hair et al., 2003; Pal & Bagi, 1987; Hair et al., 1998; Pal, 1986). Once again, the research found that the factors that affect consumers' choices to buy organic food explained over 60% of the variation in those variables, and the factors matched the data relatively well. Twenty-eight reasons are taken into consideration to determine determinants that influence customers' purchasing organic food in Chattogram, Bangladesh. A Principal Component Factor Analysis with Varimax Rotation is performed for these twenty-eight items/reasons, indicating factors that influence customers' organic food purchasing decisions. Here, nine-factor results, i.e., Perceived Value, Marketing Strategy, Health Consciousness, Availability, Attitudes, Trust, Environmental Concern, Subjective Norms, and Perceived behavioral control, emerged from the output with eigenvalues greater than 1 (Appendix A: Table-7). These nine-factor results are generated after grouping the items with a factor loading of higher than 0.40 under factor. The total variance is 61.850%, which indicates that the nine-factor solution explains 61.850% of the total variance, whereas other items explain the remaining variance. The nine dimensions that influence customers' organic food purchasing decisions are named accordingly and discussed as follows: The result of Cronbach's alpha coefficients of the nine dimensions are 0.770 (Perceived Value), 0.747 (Marketing Strategy), 0.591 (Health Consciousness), 0.415 (Availability), 0.638 (Attitudes), 0.478 (Trust), 0.541 (Environmental Concern), 0.676 (Subjective Norms) and 0.422 (Perceived Behavioral Control).

Perceived Value:

Perceived Value (F1) is represented by seven variables with factor loadings ranging from 0.802 to 0.439. Those people are when compared to conventionally grown food; organic food has a higher nutrient content, is more dependable, tastes better, is healthier, and is produced in an environmentally friendly manner. Additionally, organic products are of higher quality. According to Appendix A: Table-7, this factor explained 15.663% of the total variance with eigenvalues of 4.386. According to Lim's (2014) research, people are more likely to buy organic food if they think it has good value, and they are less likely to buy it if they think it has negative value.

Marketing Strategy:

This factor is represented by three Marketing Strategy (F2) variables with factor loading ranging from 0.846 to 0.729. The packaging of organic foods influences me to purchase organic food, advertisements impact my purchase decisions, and brand names influence me to buy organic food. This component accounted for a 12.030% variation with eigenvalues of 3.368 (Appendix A: Table-7). Chowdhury et al. (2021) proved that marketing strategy is crucial for purchasing organic foods.

Health Consciousness:

Factor loadings for the three Health Consciousness variables that comprise this factor range from 0.751 to 0.569. There are three main characteristics of organic foods related to health, these are the absence of preservatives, the absence of chemical pesticides and fertilizers in their manufacturing, and the fact that they are made in an eco-friendly manner. With eigenvalues of 1.923, this component explained 6.867% of the total variance (Appendix A: Table 7). Research has shown that consumers' intentions to buy organic food are significantly influenced by their health awareness (Parashar et al., 2023; Yadav & Pathak, 2016; Zheng et al., 2021; Katt & Meixner, 2020). According to Parashar et al. (2023), of the many factors that influence the purchasing decisions of Indian consumers, health awareness ranks highest.

Availability:
A factor loading between 0.706 and 0.433 indicates that the two Availability (F4) variables constitute this factor. The market offers a wide variety of organic foods and many places to get them. I put my faith in them. With eigenvalues of 1.571, this component accounted for 5.610% of the variance (Appendix A: Table 7). Organic food purchases are much more likely to occur when they are easily accessible, according to research by Chowdhury et al. (2021). The opposite is true regarding commodity availability; according to Young et al. (2010), consumers' purchase behavior towards organic food is adversely impacted. According to research by Sharma and Singhvi (2018), customers' preferences and buying organic food items might be influenced by the market's availability of such goods.

Attitudes:
With factor loadings between 0.660 and 0.480, the two Attitudes (F5) variables stand in for this component. Organic items are supremely costly, accessible exclusively to the wealthy, and only found in giant supermarkets, department shops, or organic food stores. The only way to tell whether a product is organic is if it has an organic certification label. Appendix A: Table 7 shows that this component had eigenvalues of 1.409, accounting for 5.032% of the total variance. Prior research has shown a strong positive correlation between customer sentiment and willingness to buy when buying organic and environmentally friendly products. Citations: Asif et al. (2018) and Yadav and Pathak (2017). One study that looked at green food consumption by 500 Thai consumers was Wongsaichia et al. (2022), and they found that people's views have a significant role in predicting whether or not they would buy green food.

Trust:
With factor loadings ranging from 0.755 to 0.463, the three Trust (F6) variables constitute this factor. What makes them items sold directly from farms is organic, but it is hard to tell which ones are genuine. There is also a limited selection of organic items. This component had a 4.914% variance, with eigenvalues of 1.376. (Table 7 in Appendix A).

Environmental Concern:
This factor is represented by two Environmental Concern (F7) variables with factor loading ranging from 0.754 to 0.707. Organic farming uses bio-fertilizers, and organic farming can serve as an effective measure for the safety and health of the people. This component accounted for a 4.348% variation with eigenvalues of 1.217. (Appendix A: Table-7). Nagaraj (2021) concluded from his study that consumers' pro-social and pro-environmental behavior impacts organic food preference and that environmental awareness can impact consumers' purchasing decisions.

Subjective Norms:
Two Subjective Norms (F8) variables constitute this component, with factor loadings between 0.819 and 0.816. My family, friends and acquaintances inspired me to buy organic food, and I also encourage them to do the same. According to Appendix A: Table-7, this component had eigenvalues of 1.045 and explained 3.731% of the total variance. When it comes to environmentally friendly farmed products, for instance, Chinese research indicated that customers' subjective norms are a crucial parameter influencing their purchase intention [Li et al., 2020]. Nonetheless, some scholars have supported that consumers' subjective standards may effectively rationalize their food choices and have called for more study in this area (Qi & Ploeger, 2019; Stranieri et al., 2017). According to earlier research (Paul et al., 2016; Zayed et al., 2022), there is a negative relationship between individual norms and the desire to make environmentally conscious purchases. Subjective norms and the desire to use environmentally friendly items do not correlate significantly, according to Asih et al. (2020).

Perceived Behavioral Control:
Two variables represent the factor Perceived Behavioral Control (F9), with factor loading ranging from 0.682 to 0.568. Obtaining vitamins by eating conventional foods is more

important than searching for organic products to fulfill my dietary requirements. We can judge whether a product is organic or not by its appearance. This component accounted for a 3.656% variation with eigenvalues of 1.024. (Appendix A: Table-7).

4.3.2. Confirmatory Factor Analysis

The study considers the dimensions resulted from Principal Component Analysis to perform Confirmatory Factor Analysis. The following figure-1 shows the relationship between each latent variable of organic food customers.

Figure-1: Path Diagram
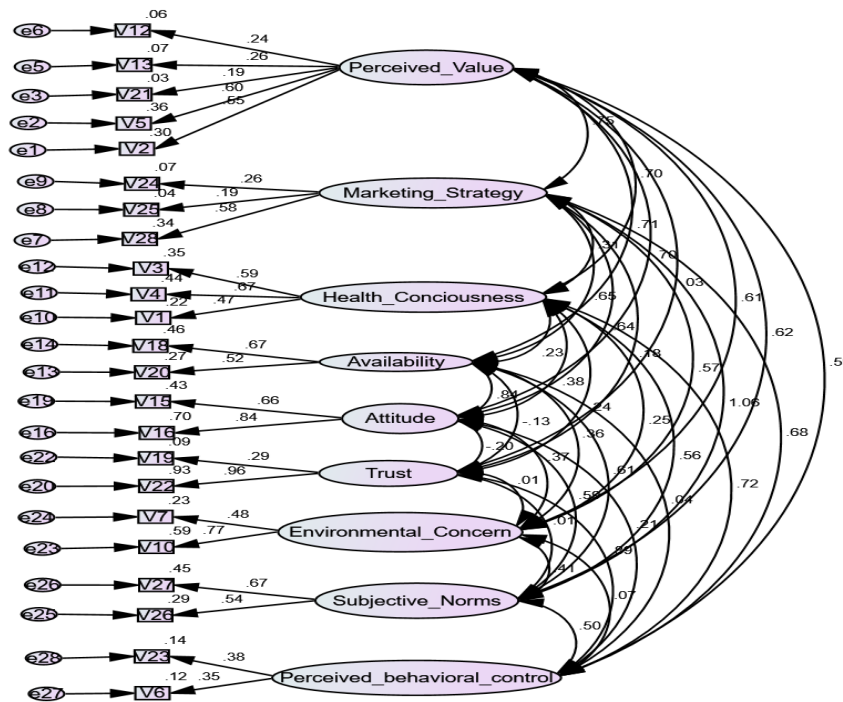
Source: Contribution of Author

The results of CFA shown in Figure 1 and Table 5 explain that the nine latent variables are those nine factors determined by EFA. From Table 8, the primary dimension of Perceived Value is that organic products are different from regular food products (0.603), while the primary dimension of Marketing strategy is that brand name influenced me to purchase organic food (0.579). Furthermore, the primary dimension of Health Consciousness is that organic production does not apply chemical pesticides and fertilizers (0.667), the primary dimension of Availability is that there are a lot of sales points for organic products (0.675), the primary dimension of Attitudes is organic are supreme products which consumed by only rich people (0.837), the primary dimension of Trust is products sold directly at the firm are organic (0.963), the primary dimension of Environmental concern is organic firming can serve as an effective measure for safety and health of the people (0.767). The leading dimension of Subjective norms is that I refer my family, friends, and relatives to purchase organic foods (0.670). Finally, the primary dimension of Perceived behavioral control is to fulfill my dietary requirements; obtaining vitamins by eating conventional foods is more important than searching for organic food (0.376). All significant dimensions affect each variable with alpha 1% (Table 5). Under CFA, 23 items under nine factors are considered. Five items are i.e., V8 (Real organic products can only be bought in supermarkets, departmental stores, or organic food stores), V9 (Only

those products with organically certified labels are natural organic products), V11 (Several organic foods are available in the market), V14 (Organic products are healthier and more nutritious) and V17 (There is a small variety of organic products) have been removed from factors Attitudes, Availability, Perceived value, and Trust respectively due to having low squared multiple correlations below 0.20 indicating the items are not much responsible for the factors (Johnson & Stevens,2001).

Table-5: Regression Weight

Path	Unstandardized Estimate	Standardized Estimate	S.E.	C.R.	P
V2<---Perceived Value	1.000	0.550			
V5<---Perceived Value	1.427	0.603	0.162	8.814	***
V21<---Perceived Value	0.539	0.186	0.161	3.342	***
V13<---Perceived Value	0.682	0.261	0.149	4.568	***
V12<---Perceived Value	0.628	0.240	0.148	4.240	***
V28<---Marketing Strategy	1.000	0.579			
V25<---Marketing Strategy	0.360	0.189	0.100	3.588	***
V24<---Marketing Strategy	0.552	0.263	0.112	4.922	***
V1<---Health Consciousness	1.000	0.474			
V4<---Health Consciousness	2.253	0.667	0.306	7.362	***
V3<---Health Consciousness	1.850	0.592	0.260	7.113	***
V20<---Availability	1.000	0.523			
V18<---Availability	1.425	0.675	0.169	8.450	***
V16<---Attitudes	1.000	0.837			
V15<---Attitudes	0.669	0.656	0.056	11.857	***
V22<---Trust	1.000	0.963			
V19<---Trust	0.274	0.294	0.084	3.265	***
V10<---Trust	1.000	0.767			
V7<---Trust	0.665	0.484	0.123	5.417	***
V26<---Subjective Norms	1.000	0.540			
V27<---Subjective Norms	1.538	0.670	0.177	8.683	***
V6<---Perceived behavioral Control	1.000	0.346			
V23<--- Perceived behavioral Control	1.103	0.376	0.186	5.918	***

Source: Contribution of Author

*Notes: *, **, *** Significant at alpha 10 %, 5 %, and 1 % respectively, S.E: Standard Error, C.R: Critical Ratio, CP: Constant Parameter*

The model fit result of the study reports results of the model fit indices like chi-square = 603.657, degree of freedom (df) = 194, p = 0.00, CMIN/DF = 3.112, CFI=0.777, GFI=0.896, AGFI=0.852, RMSEA = 0.070, SRMR = 0.051, Hoelter's N returns value at 5% significant level = 164 and Hoelter's N returns value at 1% significant level = 175 are found in the model. Based on overall indices, this sample has an acceptable fit to the model as CMIN/DF, CFI, GFI, RMSEA, and SRMR lie in the acceptable ranges (Table-5).

4.5. Correlation

Pearson's correlations are calculated to examine convergent and divergent validity and the relationship between the nine latent variables based on CFA (Sharif et al., 2011). Table 6 reveals that perceived value has a significant positive relationship with all dimensions. In contrast, Trust has an insignificant negative relationship with availability, attitudes, environmental concerns, and subjective norms. Again, perceived behavioral control have an insignificant positive relationship with attitudes and environmental concerns. Furthermore,

health consciousness has an insignificant positive relationship with marketing strategy. Besides these, all other factors have a significant positive correlation in this study. (Table 6).

Table-6: Correlations

	Perceived Value	Marketing Strategy	Health Consciousness	Availability	Attitude	Trust	Environmental Concern	Subjective Norms	Perceived Behavioral Control
Perceived Value	1								
Marketing Strategy	.286**	1							
Health Consciousness	.333**	.076	1						
Availability	.283**	.162**	.131**	1					
Attitudes	.355**	.216**	.253**	.530**	1				
Trust	.156**	.182**	.171**	-.033	-.088	1			
Environmental Concern	.247**	.233**	.171**	.190**	.220**	-.022	1		
Subjective Norms	.389**	.403**	.319**	.345**	.384**	-.060	.247**	1	
Perceived Behavioral Control	.326**	.259**	.268**	.023	.084	.357**	.077	.172**	1

Source: Author's computation
*Notes: *, **, *** Significant at alpha 10 %, 5 %, and 1 % respectively*

5.Implications of Findings
5.1 Theoretical implications
The current literature is enhanced in several ways by this research. As a first step, it fills a knowledge vacuum by investigating the connections between various organic food characteristics and consumers' choices to buy organic food. In order to fill this void, the research identified nine dimensions: marketing strategy, perceived behavioral control, availability, attitude, trust, environmental concern, marketing strategy for perceived value, and health awareness. To better understand the organic food industry, it is essential to investigate the links between these factors and the choices to buy organic food. Sellers of organic products, government agencies, and even organic farmers may all learn a lot from this discovery. Once again, this research adds to the growing knowledge on what influences people to buy organic food. A unique addition to the marketing literature is the confirmation, via confirmatory factor analysis, of the strong relationship between the factors and the purchase choices of organic foods.

5.2 Practical implications
The results of this research have significant consequences for those who work in the organic food industry. To begin, the results stress the need to settle customers' worries about food safety to the way their choice to buy organic foods. Therefore, organic food producers, merchants, and regulatory agencies like agriculture departments must devise suitable plans to assuage customers' fears and anxieties about purchasing organic food. The second important factor in determining whether or not people will buy organic food is their values. Organic food manufacturers and sellers may take advantage of this by working to raise awareness of the benefits of eating organic food. In addition, organic food producers may promote organic farming that incorporates tourism as an immersive activity to help customers comprehend organic food's nutritional, environmental, and safety advantages. Finally, initiatives should be launched by the government, regulatory bodies, organic food merchants, and farmers to

increase organic food consumption. To make organic goods more accessible and lower use barriers, for example, they might study customer demand in the market and strategically expand the number of sales stations selling organic food. The agricultural department might also oversee agencies that certify organic foods. This necessitates enhancing government agency management and regulatory control.

6. Limitations:

Future studies should take into account the limitations of the existing one. The lack of a metric for actual purchase behavior for organic food is the first limitation of this research. Additionally, it only examines an intention stage. As there is a discrepancy between intention and behavior, further research can include moderating variables regarding purchase intentions to purchase decisions to strengthen present investigated factors. Second, the study is based on only the Chattogram division in Bangladesh. Therefore, future research should increase the sample size and study more diverse regions. Finally, the result of the study explains only 61.85% of the variance. It indicates that 38.15 % of the variance may be explained by other variables that are not included in this study.

7.Conclusion

The present work investigates the factors influencing consumers' organic food purchasing decisions in Bangladesh. The study rebuilds nine factors that influence consumers' organic food purchasing decisions through PCA analysis. These factors are perceived value, marketing strategy, health consciousness, availability, attitude, trust, environmental concern, subjective norms, and perceived behavioral control. After that, a conformity factor analysis is done, and a path diagram of the factors with a significant correlation is obtained. These results indicate that consumers are more concerned about purchasing organic food that ensures better health of them. Nowadays, people are very concerned about their health due to the increase in different chronic diseases like cancer, diabetes, etc. The government should take initiatives to increase organic food production by decreasing chemical fertilizers, pesticides, growth hormones, and antibiotics to ensure people's healthy lives. This initiative would increase the consumers' confidence in purchasing organic food, which may create a significant demand in our national market. Besides this, organic food producers and concerned bodies may grave the opportunities for growing global demand. Organic food production will reduce land pollution and may ensure environmental sustainability.

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Appendix A

Table 7: Principal Component Analysis with Rotated Component Matrix and Commonalities

Dimension	Items	1	2	3	4	5	6	7	8	9	Commonality	Alpha Value
Trustworthiness	V12	.802									.694	.770
	V13	.784									.666	
	V14	.755									.650	
	V21	.535									.494	
	V5	.498									.464	
	V2	.439									.564	
Marketing Strategy	V24		.846								.731	.747
	V25		.777								.695	
	V28		.729								.609	
Health Consciousness	V3			.751							.637	.591
	V4			.693							.611	
	V1			.569							.624	
Availability	V11				.706						.629	.415
	V18				.666						.558	
	V20				.433						.620	
Attitude	V15					.660					.585	.638
	V8					.605					.558	
	V9					.501					.669	
	V16					.480					.609	
Trust	V19						.755				.672	.478
	V17						.658				.516	
	V22						.463				.527	
Environmental Concern	V7							.754			.627	.541
	V10							.707			.558	
Subjectives Norms	V27								.819		.719	.676
	V26								.816		.742	
Perceived Behavioral control	V23									.682	.591	.422
	V6									.586	.636	
Eigenvalues		4.386	3.368	1.923	1.517	1.409	1.376	1.217	1.045	1.024	17.265	
% of Variance Explained		15.663	12.030	6.867	5.610	5.032	4.914	4.348	3.731	3.656	61.850	

Cite this article:

Mir Misnad Sultana (2024). Factors Influence on Consumers' Organic Food Purchasing Decisions: An Empirical Investigation in Bangladesh. *International Journal of Science and Business, 33* (1), 76-94. DOI: https://doi.org/10.58970/IJSB.2316

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