

Consumers' Organic Food Purchase Behavior in Bangladesh : An Extended Theory of Planned Behavior Approach

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Abstract

Purpose : The current study examined consumers' intention and actual purchase behavior to buy organic foods. An extended theory of planned behavior was utilized to minimize the deficiency in this area of literature.

Design/Methodology/Approach : A quantitative online survey was conducted using the purposive sampling technique, and a total of 442 organic food consumers were recruited from Bangladesh. The collected data were estimated employing partial least squares-structural equation modeling (PLS-SEM) to test the hypothesized relations.

Findings : The findings depicted that product availability, attitude, health consciousness, and consumer trust greatly influenced consumers' organic food purchase intention and, in turn, their actual purchase behavior. The estimations further confirmed that consumer trust played a significant role in mediating the relationships between product information and consumers' organic food purchase intention.

Practical Implications : This study offered valuable insights for decision-makers, organic food marketers, academics, and practitioners, focusing on organic food availability, grasping consumer attitudes, catering to health-conscious consumers' needs, and boosting their trust.

Originality : Unlike earlier investigations, this study extends the theory of planned behavior approach by crafting a contributory framework to examine consumers' actual purchase behavior toward organic foods.

Keywords : organic food, consumer purchase behavior, theory of planned behavior, Bangladesh

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Consumers' buying behavior and the organic food industry have gained significant attention as fast-growing and trendy study areas (Premi et al., 2021; Sesini et al., 2023). This interplay explores new economic opportunities for a developing nation (Alim et al., 2018; Karmoker et al., 2020). Studies acknowledged that producing and consuming organic food has gained much popularity, mostly in developed nations (Yadav & Pathak, 2017); however, the idea is also gaining momentum in developing economies such as Bangladesh (Murshed & Uddin, 2020). Accordingly, recognizing the principles of ethics and sustainability, organic food has much potential (Juhl et al., 2017). This is because organic foods possess no synthetic chemicals, including pesticides, herbicides, or artificially created organisms (Liu et al., 2014). These foods are commonly perceived as healthy, safe, and environment-friendly (Hota et al., 2023; Jose & Koshy, 2018). In recognition of these benefits, organic foods have gradually become more prevalent in people's daily diets (Watanabe et al., 2020). Thus, businesses and consumers have expressed interest in organic foods, predicting the huge potential to boost human well-being and the economic growth of a nation (Chowdhury et al., 2021).

Consequently, marketers regularly review and assess consumers' organic food purchase behavior to accelerate the company's sustainable and long-term profitability (Sharief & Panghal, 2023; Sivathanu, 2017). In this regard, some predominant factors, namely product availability (Singh & Verma, 2017), consumer attitude (Khan et al., 2023; Watanabe et al., 2020), consumers' health awareness and environmental concern (Chowdhury et al., 2021), product information (Iqbal, 2015), and consumer trust (Ashraf et al., 2019) shape the consumers' purchase intention toward organic food. Furthermore, consumers' intention to purchase organic food exerts substantial impacts on their actual purchase behavior (Wee et al., 2014; Yadav & Pathak, 2017). Despite the growing demand for organic foods in developing economies, especially Bangladesh, coupled with widespread consumption in rich countries, organic food enterprises find the marketing of organic foods to be challenging (Murshed & Uddin, 2020; Rahman & Noor, 2016). Thus, the scarcity of research in the realm of organic food, studying consumers' intention to purchase organic food and their actual purchase behavior, has garnered scholarly attention (Khan et al., 2023). However, there are some deficiencies in utilizing the theory of planned behavior (TPB) in the existing research on the domain of organic food and how consumers perceive organic food and their actual purchase behavior (Ashraf et al., 2019).

Furthermore, the constructs such as product availability, consumer attitude, health consciousness, environmental concern, product information, consumer trust, purchase intention, and actual purchase behavior have yet to be investigated in a single frame underpinning TPB. More specifically, blending product information and consumer trust are less studied constructs and are mostly overlooked in the extant literature. In addition, examining the mediation role of customer trust in the relations between product information and consumer purchase intention is crucial, and to date, this remains unexplored. Moreover, studies to address organic food and its consumption relied on issues from a scientific viewpoint, which is rarely found in a developing country perspective such as Bangladesh (Rahman & Noor, 2016). Therefore, the current study aims to examine consumers' purchase intention and their actual purchase behavior toward organic food in the context of a developing country setting such as Bangladesh. The paper further proceeds with a rigorous literature review, development of a conceptual framework, and hypotheses development. The methods, findings, and discussion are then delineated, accompanied by the conclusion, implications, and future research directions.

Literature Review

Theory of Planned Behavior (TPB)

The widely recognized notion of the TPB has been adopted to underpin this investigation. Ajzen (1991) explained the notion of TPB as a continuation of the theory of reasoned action (TRA) by incorporating perceived behavioral

control. This concept mainly proposes that the elements of TPB (e.g., attitude, subjective norm, and perceived behavioral control) are applied to crawl an individual's tendency and behavior (Boobalan & Nachimuthu, 2020). Empirically, the idea has evolved into extremely useful for predicting consumer purchase intention and purchase behavior in a variety of industries (Linge et al., 2022), especially in the realm of organic food (Ashraf et al., 2019). By showcasing and encompassing diverse constructs, the extension of the TPB established this behavioral model and widespread theoretical framework to predict the shifts in consumers' organic food purchase intention and their actual purchase behavior.

Product Availability

Customers are usually reluctant to take the effort to look for organic and green items; instead, they favor items that are readily accessible and easily obtainable (Kamboj et al., 2023; Yadav et al., 2023). With a specific reference to developing economies, lack of product availability is a big challenge for raising organic products' demand in the market, which acts as an impediment to organic food intake (Asif et al., 2018). Many previous studies encountered the same results and drew similar conclusions (Singh & Verma, 2017). On the contrary, the mass convenience and ease of access to organic food items exert favorable effects on consumers' buying intentions and actual purchasing behavior (Chowdhury et al., 2021; Singh & Verma, 2017).

Consumer Attitude

Consumer attitude is a psychological phenomenon characterized by cognitive performance, value system, and love toward a particular entity (Hsu & Chen, 2014). It is an individual's positive or negative evaluation to execute a specific deed or task (Fishbein et al., 1980). Attitude, as an important element of TPB, is a crucial predictor of behavioral intentions (Rahman et al., 2020). Hence, it is strongly associated with consumers' purchase intention and their actual purchase behavior (Ajzen, 1991). The organic food literature demonstrates that consumer attitude significantly and positively affects consumers' purchase intention (Asif et al., 2018; Teng & Wang, 2015). Many studies, therefore, depict that consumer attitude, buying intention, and purchasing behavior are favorably linked (Lee et al., 2020).

Health Consciousness

Health consciousness is the extent of awareness entrenched in individuals' daily routines (Yadav & Pathak, 2016). Health-conscious people are cautious about their well-being, usually undertake steps to improve the quality of health, and are likely to lead a disease-free life (Teng & Lu, 2016). It is acknowledged that the elderly and middle-aged people are more health-conscious than younger generations (Singh & Verma, 2017). From the consumption perspective, one justification for choosing organic foods is health-friendliness, as organic foods are more nutritious than conventional ones (Teng & Lu, 2016; Singh & Verma, 2017). Thus, awareness of health issues influences consumers' buying decisions for organic items (Singh & Verma, 2017). Concerning this, it is also evident that a favorable connection exists between health consciousness and consumers' organic food purchase intention (Devi et al., 2023; Fleşeriu et al., 2020).

Environmental Concern

Understanding environmental concerns and actions taken by people to overcome the challenges is referred to as environmental concerns (Asif et al., 2018). Environmentally conscious customers behave responsibly and are

observant of how their purchasing choices affect the environment in the neighborhood (Pino et al., 2012). This indicates that they purchase products that are unlikely to harm the environment. Hence, environmental concern is a powerful catalyst for buyers to demand and purchase ecologically responsible products (Asif et al., 2018; Wee et al., 2014). Since organic items are made in a natural production process and are environmentally friendly, they have a positive impact on clients' purchase decisions (Chauke & Duh, 2019; Lee et al., 2020). Additionally, earlier research recommended that environmental concerns have a substantial favorable effect on consumers' intention to purchase organic food (Asif et al., 2018). However, the results of the negative impacts of environmental concerns on consumers' organic food buying intention and their actual behavior are also evident in previous studies (Fleşeriu et al., 2020; Yadav & Pathak, 2016).

Product Information

The availability of valuable product information is crucial to inform its customers, which leads to product assessment and, in turn, leads to purchase decisions (Teng & Wang, 2015). The information may originate from either personal or impersonal sources (Haro, 2016). With the derived data, consumers must be educated in advance on the benefits and relevant facts to choose from product alternatives, particularly organic food categories (Teng & Wang, 2015) because product information plays a pivotal role in generating positive buying intention toward organic food (O'Fallon et al., 2007). Accordingly, previous studies have demonstrated that increasing consumer demand for organic items requires proper information, improved customer trust, and instigated organic food consumers' intention to purchase (Teng & Wang, 2015).

Consumer Trust

Consumer trust is the confidence in the trade partner's credibility and honesty. It is most crucial in vulnerable and risky situations caused by the perceived actions and behaviors of other individuals (Hasan et al., 2020; Panda et al., 2014). Concerning marketing outcomes, consumer trust is a common method for mitigating customers' future risks and uncertainties. Accordingly, organic food necessitates somewhat more consumer trust than traditional saleable items, as it is critical to authenticate organic food even after final consumption (Janssen & Hamm, 2012). However, product labels, brand image, product performance, manufacturers' reputation, and certification are some of the unavoidable dimensions that can establish trust in organic commodities (Watanabe et al., 2020). Concerning TPB, consumer trust is an influencing factor of consumer attitudes, which has a significant effect on their organic food purchase behavior (Lee et al., 2020; Teng & Wang, 2015).

Purchase Intention and Actual Purchase Behavior

Purchase intention, which simply denotes the propensity and willingness to purchase, is a commonly utilized concept to evaluate customers' actual purchasing behavior (Park & Kim, 2021; Saleem et al., 2017). Usually, the consumers' interest and probability of purchasing a product is referred to as purchase intention. More specifically, it relates to the possibility that a consumer would make another purchase decision in the future (Hasim et al., 2020). In a wider context, the term *intention to purchase* refers to the depth of a consumer's desire to make a purchase (Peña-García et al., 2020). In contrast, actual purchase behavior refers to people's judgments and actions when buying goods and services for final consumption. This indicates that consuming and disposing of items is termed as consumers' actual purchase behavior, where ultimate consumers represent this type of buying behavior. Furthermore, customers are willing to make a green and eco-friendly purchase decision for many reasons, which direct them to form actual purchase behavior toward organic food (Khan et al., 2023; Mutiara &

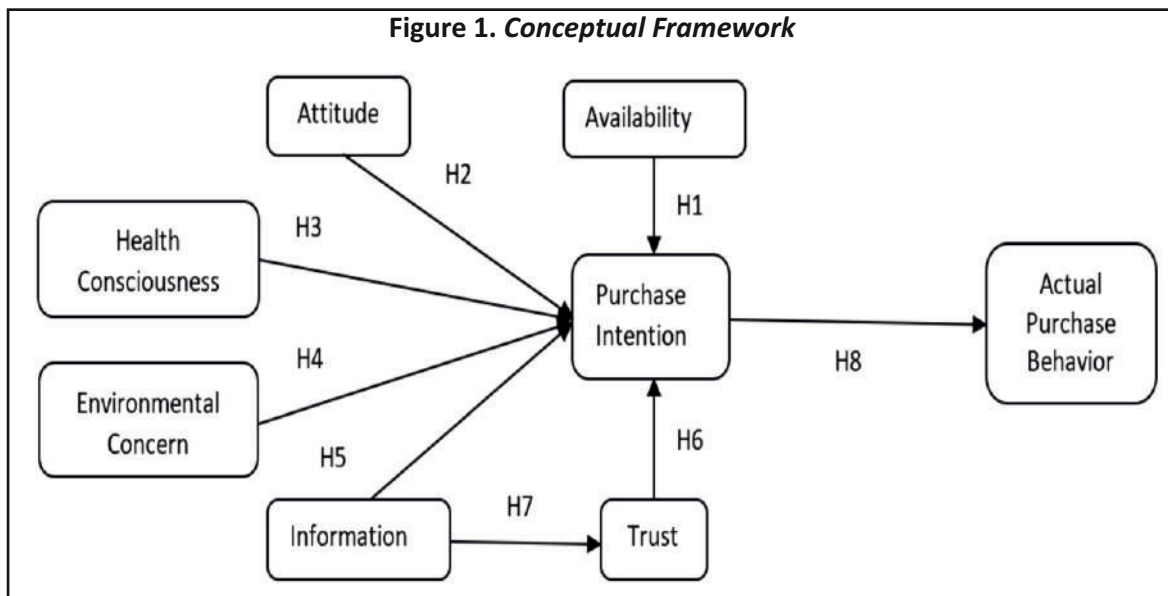
Arai, 2017). Previous studies on organic food also acknowledge that customers' purchase intention greatly influences their actual purchase behavior for organic food (Wee et al., 2014; Yadav & Pathak, 2017).

Conceptual Framework and Hypotheses Development

The conceptual foundation of this study is the degree of real and intended buying behavior of organic foods. As shown in Figure 1, the framework focused on how the availability of organic food, consumers' attitudes, health consciousness, environmental concerns, information regarding organic food, and consumers' trust in organic food affect consumers' purchase intentions and, in turn, their actual purchase behavior. Following this, the mediation role of consumers' trust in organic food is also proposed on the relations between product information and consumers' purchase intention. The relational paths are explained in the framework for consumers' purchase intention and their actual purchase behavior toward organic food in the context of a developing country setting, more specifically in the context of Bangladesh.

In particular, the framework proposed that six external factors might influence consumers' intention to buy organic food. In this case, previous studies claimed that purchase intention is affected by product availability (Haro, 2016), consumers' attitude toward organic food (Boobalan & Nachimuthu, 2020; Fleşeriu et al., 2020), health consciousness (Asif et al., 2018; Fleşeriu et al., 2020), environmental concern (Asif et al., 2018), and consumer trust (Teng & Wang, 2015). The availability and sources of information about organic food are powerful in influencing consumers and improving their purchase intention (O'Fallon et al., 2007). However, Haro (2016) claimed that product information does not produce consumers' intention to purchase organic food. In addition, it is also evident that product information concerning organic food has a great role in developing consumers' trust. This proposition received support from previous relevant studies (Asif et al., 2018). As a result, it is anticipated that the market's availability of product information will increase consumer trust.

On the other hand, studies on consumers' organic food purchase intention claimed that consumers' organic food purchase intention had a direct effect on their actual purchase behavior (Khan et al., 2023). This proposition has also received support from previous studies (Wee et al., 2014; Yadav & Pathak, 2017). This structure also illustrates how the link between information and customers' desire to make a purchase is thought to be mediated by consumer trust. The argument in support of this link may be explained by the fact that customers will be more



likely to trust organic food if more product information is accessible in the market (Asif et al., 2018). Therefore, this study has drawn the following hypotheses:

- ✍ **H1** : Product availability significantly affects consumers' organic food purchase intention.
- ✍ **H2** : Consumer attitude significantly affects consumers' organic food purchase intention.
- ✍ **H3** : Health consciousness significantly affects consumers' organic food purchase intention.
- ✍ **H4** : Environmental concerns significantly affect consumers' organic food purchase intention.
- ✍ **H5** : Product information significantly affects consumers' organic food purchase intention.
- ✍ **H6** : Consumer trust significantly affects consumers' organic food purchase intention.
- ✍ **H7** : Product information significantly affects consumers' trust in organic food.
- ✍ **H8** : Purchase intention significantly affects consumers' actual purchase behavior toward organic food.
- ✍ **H9** : Consumers' trust significantly mediates the relationship between product information and purchase intention toward organic food.

Methodology

Survey Measures

Data was gathered through a quantitative survey to assess the relevance of the suggested relations in the framework (Figure 1). This research used eight latent constructs comprised of 26 measurement items and five basic demographic information to develop the questionnaire. The constructs and items were drawn from earlier relevant studies. More specifically, the items on the construct of consumer attitude (four items) were adopted from earlier investigations of Wang et al. (2013) ; the items for the health consciousness construct (four items) ; and environmental concern (three items) were borrowed from the study of Singh and Verma (2017) and Müller and Gaus (2015) ; two items of product availability were adopted from the study of Singh and Verma (2017) ; four items on the construct of product information were inserted from the study of Doll and Torkzadeh (1988) ; the items on the construct of consumer trust (three items) were adopted from the research of Chowdhury et al. (2021) ; three items on the construct of consumer purchase intention were borrowed from the research of Netemeyer et al. (2004) ; and the measurement items on the construct of consumers' actual purchase behavior (three items) were adopted from the study of Singh and Verma (2017). Participants were questioned to rate their agreement on a 6-point Likert scale, from “*strongly disagree*” to “*strongly agree*.”

Sampling Technique and Procedures

The study considered Bangladesh as a study context, and the organic food consumers were selected as respondents using a purposive sampling technique. The responses were obtained in May 2022 by emailing the members of different social media groups (i.e., Alumni associations, professional groups, and student groups), and a Google form link was attached to the email for their participation. These groups have a database with a total of 15,000 members. These members were selected since most of them were employed, and some had the potential to be employed and had a chance to buy organic food. Initially, 1,200 questionnaires were distributed to participants

through email, with weekly follow-ups (three rounds of follow-ups). Next, out of 461 responses received, a rigorous filtration process was undertaken to check outliers and incompleteness. Finally, 442 complete replies were used for analysis. The sample size was determined based on scholars' suggestions that satisfy the criteria for running partial least squares-based structural equation modeling (PLS-SEM) (Hoyle, 1995).

Data Analysis and Results

PLS-SEM was utilized to estimate the hypothesized relationships. First, the collinearity issues were tested using the variance inflation factor (VIF) (Hair et al., 2017). Second, factor loading, composite reliability, average variance extracted, and Heterotrait–Monotrait (HTMT) criterion were performed. Finally, the study utilized bootstrapping and blindfolding procedures to estimate the significance of the hypothesized relationships. The f^2 , R^2 , and Q^2 were further estimated in this study (Ringle et al., 2015).

Respondents' Profiles

This study employed frequencies and percentages to analyze respondents' demographic profiles (Table 1). The data were received from participants of varying ages, gender, marital status, educational levels, and income groups in Bangladesh. As shown in Table 1, most respondents were male, single, graduated, and aged between 21 and 30 years, with the income range BDT. 70,001–80,000. In contrast, the least number of participants specified “Other” as their marital status and educational qualifications and belonged to the income group BDT. 30,000 or less. It is worth noting that the respondents' income level may be their own or their parent's income.

Measurement Model

The measurement model performs factor loading, Cronbach's alpha (CA), composite reliability (CR), and average

Table 1. Demographic Results

Characteristics	(N = 442)	(%)	Characteristics	(N = 442)	(%)
Respondents' Age (in years)			Educational Level		
18–20	53	12.0	SSC or Below	42	9.5
21–30	245	55.4	HSC	53	12.0
31–40	103	23.3	Graduation	199	45.0
41–50	33	7.5	Post-graduation	137	31.0
Over 50	8	1.8	Others	11	2.5
Gender			Income (Own/Parents)		
Male	255	57.7	BDT. 30,000 or Less	23	5.2
Female	187	42.3	BDT. 30,001–40,000	56	12.7
Other	–	–	BDT. 40,001–50,000	34	7.7
Marital Status			BDT. 50,001–60,000	66	15.0
Single	293	66.3	BDT. 60,001–70,000	81	18.3
Married	147	33.3	BDT. 70,001–80,000	102	23.0
Other	2	0.4	BDT. Above 80,000	80	18.1

Note. N = number of respondents, % = valid percentage.

Table 2. Assessment of Items' Reliability

Construct	Items	Factor Loading	CA	CR	AVE
Actual Purchase Behavior (APB)	APB1: I have been a regular buyer of organic food.	0.879	0.813	0.890	0.731
	APB2: I still buy organic food even though alternative products are available in the market.	0.899			
	APB3: I am willing to pay higher prices to purchase organic food.	0.782			
Consumer Attitude (ATTD)	ATTD1: Purchasing organic food is a good idea.	0.821	0.857	0.903	0.699
	ATTD2: Purchasing organic food is a wise choice.	0.778			
	ATTD3: I like to purchase organic food.	0.877			
	ATTD4: Purchasing organic food would be pleasant to me.	0.864			
Product Availability (AV)	AV1: Organic food products are found in the market easily.	0.825	0.744	0.847	0.736
	AV2: I have the scope to purchase organic food products online.	0.889			
Environmental Concern (EC)	EC1: The process of producing organic food helps to maintain a natural balance.	0.838	0.765	0.864	0.681
	EC2: Organic food is produced under environment-friendly conditions.	0.894			
	EC3: Organic food is packaged under environment-friendly conditions.	0.736			
Health Consciousness (HC)	HC1: Organic food is healthier than non-organic food.	0.763	0.853	0.901	0.695
	HC2: Organic food contains a lot of vitamins and minerals.	0.847			
	HC3: Organic food is nutritious.	0.871			
	HC4: Organic food contains natural ingredients.	0.849			
Product Information (INFO)	INFO1: Organic labeling provides correct information on organic food.	0.876	0.904	0.933	0.777
	INFO2: Organic labeling provides timely information on organic food.	0.902			
	INFO3: Organic labeling provides sufficient information.	0.865			
	INFO4: I am satisfied with the information that organic labeling provides.	0.883			
Purchase Intention (PI)	PI1: I am willing to purchase organic food in the future.	0.807	0.831	0.899	0.748
	PI2: I plan to purchase organic food.	0.904			
	PI3: I will make an effort to purchase organic food.	0.881			
Consumer Trust (TRU)	TRU1: I have trust in organic food.	0.855	0.809	0.887	0.724
	TRU2: I think organic food is reliable.	0.862			
	TRU3: I think organic food is safe.	0.835			

Note. No item was removed as loading composite reliability was satisfactory.

variance extracted (AVE) to establish convergent validity (Fornell & Larcker, 1981). Particularly, the loading values of all items (Table 2) were > 0.6 , CA and CR values were > 0.7 , and AVE values were > 0.5 , satisfying the threshold values (Hair et al., 2017), which adequately establishes the convergent validity (Fornell & Larcker, 1981).

The study further assessed discriminant validity by performing the HTMT criterion (Henseler et al., 2015) as a superior approach (Table 3). This investigation reported HTMT values < 0.85 , confirming discriminant validity.

Table 3. HTMT Results

	APB	ATTD	AV	EC	HC	INFO	PI	TRU
APB								
ATTD	0.432							
AV	0.511	0.073						
EC	0.399	0.684	0.227					
HC	0.304	0.749	0.121	0.722				
INFO	0.518	0.195	0.657	0.328	0.135			
PI	0.693	0.643	0.259	0.555	0.585	0.315		
TRU	0.534	0.634	0.170	0.674	0.620	0.395	0.741	

Note. Discriminant validity was demonstrated at HTMT 0.85.

Structural Model

Utilizing the bootstrapping procedure, 5,000 subsamples were bootstrapped to test the hypothesized relationships. The results (Table 4) demonstrate that AV, ATTD, HC, and TRU all have positive and significant direct impacts on PI, as does INFO on TRU and PI on APB, providing the support for hypotheses H1, H2, H3, H6, H7, and H8. However, EC and INFO negatively and insignificantly affect PI, leading to the rejection of hypotheses H4 and H5. In addition to this, the study tests an indirect effect, which finds that TRU mediates the relationship between INFO and PI. Therefore, hypothesis H9 is supported.

Next, the study performs (f^2) for effect size, R^2 for predictive accuracy, and Stone-Geisser's (Q^2) for predictive relevance. In particular, according to results (Table 4), R^2 and Q^2 scores are 0.467 and 0.340 for PI, 0.114 and 0.080 for TRU, and 0.326 and 0.235 for APB, respectively. This result indicates that 46.7% of the variation in PI is explained by AV, ATTD, HC, EC, INFO, and TRU ; 11.4% of the variance in TRU is explained by INFO ; and PI explains 32.6% of the variance in APB. The Q^2 scores are > 0 for the PI, TRU, and APB, respectively 0.340, 0.080, and 0.235, showing the model's predictive relevance. In addition, the effect size (f^2), which shows how much effect each exogenous construct has on an endogenous construct, is substantial (Chin, 2009).

The study further employs the PLS-predict procedure (Shmueli et al., 2019). Based on the results shown in

Table 4. Results of the Structural Model

Direct Effect	Beta	SE	t-value	p-value	LLCI	ULCI	Decision	f^2	R^2	VIF	Q^2
H1: AV → PI	0.135	0.045	2.971	0.001	0.061	0.210	Supported	0.025	0.467	1.342	0.340
H2: ATTD → PI	0.262	0.059	4.401	0.000	0.162	0.356	Supported	0.066		1.958	
H3: HC → PI	0.119	0.063	1.893	0.029	0.017	0.224	Supported	0.013		2.051	
H4: EC → PI	0.007	0.051	0.136	0.446	-0.082	0.086	Not Supported	0.000		1.872	
H5: INFO → PI	0.017	0.050	0.352	0.362	-0.060	0.102	Not Supported	0.000		1.512	
H6: TRU → PI	0.381	0.048	7.893	0.000	0.295	0.455	Supported	0.157		1.731	
H7: INFO → TRU	0.337	0.053	6.384	0.000	0.246	0.422	Supported	0.128	0.114	1.000	0.080
H8: PI → APB	0.571	0.035	16.175	0.000	0.509	0.624	Supported	0.485	0.326	1.000	0.235
Mediating Effects	Beta	SE	t-value	p-value	LLCI	ULCI	Decision				
H9: INFO → TRU → PI	0.128	0.027	4.826	0.000	0.081	0.185	Supported				

Note. ** $p < 0.01$, * $p < 0.05$, LL = Lower Limit, UL = Upper Limit, and SE = Standard Error.

Table 5. Results of PLS Predict

Items	PLS-RMSE	MAE	Q ²	LM-RMSE	MAE	Q ²	PLS-LM RMSE	MAE	Q ²	Predict Power
APB1	1.213	0.941	0.143	1.132	0.872	0.253	0.081	0.069	-0.110	High
APB2	1.129	0.898	0.184	1.078	0.829	0.255	0.051	0.069	-0.071	
APB3	1.109	0.901	0.124	1.102	0.857	0.137	0.007	0.044	-0.013	
PI1	0.676	0.535	0.204	0.672	0.509	0.214	0.004	0.026	-0.010	
PI2	0.781	0.593	0.260	0.780	0.577	0.261	0.001	0.016	-0.001	
PI3	0.775	0.602	0.246	0.775	0.590	0.247	0.000	0.012	-0.001	
TRU1	0.910	0.648	0.102	0.836	0.600	0.242	0.074	0.048	-0.140	
TRU2	0.932	0.674	0.079	0.883	0.635	0.174	0.049	0.039	-0.095	
TRU3	0.758	0.607	0.038	0.641	0.488	0.313	0.117	0.119	-0.275	

Note. APB (Actual Purchase Behavior), PI (Purchase Intention), and TRU (Consumer Trust).

Table 5, the majority of APB, PI, and TRU values demonstrate lower prediction errors (i.e., RMSE and MAE), indicating the higher prediction power of APB, PI, and TRU (Shmueli et al., 2019).

Discussion

This research looks into the consequences of the availability of organic food, attitude, health consciousness, environmental concern, product information, and trust on purchase intention and, in turn, on consumers' actual purchase intention. The investigation also tests the mediating role of product trust on the relationships between product information and consumers' purchase intention and comes to a mixed conclusion that has substantial consequences for consumer research into and consumption of organic food. Organic food consumers have given attention to product availability, consumer attitude toward organic food, health consciousness, environmental concern, product information and consumer trust, and many previous studies utilized these constructs to explain consumers' organic food purchase intention (Asif et al., 2018; Boobalan & Nachimuthu, 2020; Fleşeriu et al., 2020). This study clearly demonstrates the significant effect of product availability, attitude, health consciousness, and product trust on consumers' organic food purchase intention. These results concur with the findings of earlier research (Asif et al., 2018; Fleşeriu et al., 2020).

However, environmental concerns and product information have insignificant impact on consumers' intention to purchase. The results of previous studies are consistent with these results (Haro, 2016); however, they are inconsistent with the outcome of a few other studies (Asif et al., 2018). These contents indicate that market accessibility to organic food, consumers' favorable attitudes, health consciousness, and trust in organic food are the key indicators shaping consumers' intention to purchase organic foods. However, consumers who are only worried about the environment and have adequate knowledge about organic food are insufficient to influence one's inclination to buy it.

Besides, this research finds a significant correlation between customers' desire to buy organic food and their actual purchasing behavior. This result is similar to previous studies (Wee et al., 2014; Yadav & Pathak, 2017). The finding suggests that consumers with a positive desire to buy organic food tend to show actual purchase behavior. It indicates that consumers' intention to purchase plays a great role in ensuring that they will purchase in the future. Furthermore, the study also explains how product information is translated into purchase intention. It is clearly found that available product information on organic food in the market leads to consumer trust, which then leads to purchase intention. Consequently, the findings reveal that consumer trust in organic food has a mediation role in

explaining an indirect effect between product information and consumers' purchase intention. This result suggests that consumer trust in organic foods is an important factor for customers as they mainly develop a mental state and confidence in organic food rather than purchase intention.

Conclusion, Implications, and Future Research Directions

The study offers insightful information on the variables that influence customers' interest in purchasing organic food and the mediating role of consumer trust in organic foods in the relations between product information and intention to make a purchase. It provides a thorough approach to looking at customers' organic food behavioral responses (i.e., intention to purchase and actual purchase behavior). The effects of the study factors on consumers' organic food purchase intention and actual purchase behavior are further tested using structural equation modeling. The discussions of the findings of direct effects between the study constructs and the mediating effect of consumer trust on the relations between product information and consumers' organic food purchase intention are further presented.

The study clearly finds that product availability, consumer attitude, health consciousness, and consumer trust are more likely for organic food customers to form purchase intentions. Thus, the research offers valuable theoretical insights to decision-makers, organic food marketers, and practitioners to ensure available products in the market, understand consumer attitudes toward organic food, meet the needs and expectations of health-conscious consumers, and improve their trust in organic foods. Policymakers should also be aware that organic food consumers are less attentive to product information and environmental issues when making purchasing decisions. However, relevant actors should focus on consumer trust to attract consumers and influence their purchase intention.

Limitations of the Study and Scope for Further Research

The key limitations of this study are also explained. First, the current study employs a purposive sampling technique for collecting data, preventing the generalizability of the results. Thus, future studies can utilize probability sampling techniques, which might increase the study's generalization. Second, the investigation considers Bangladesh as the subject and the study context as a developing country. The cross-sectional study among other developing countries may broaden the acceptability of the study findings. Therefore, it is suggested that a cross-national perspective be considered in future investigations. Finally, our study tests several important constructs. However, incorporating other constructs (e.g., price and taste of organic food) might expand this model on consumers' organic food purchase intention and actual purchase behavior and may produce strong effects on consumers' purchase behavior.

Authors' Contribution

Shamima Easmin Shanta conceived the research idea, conducted the quantitative survey, and produced the first draft. Md. Julhaz Hossain extracted high-quality, relevant literature, filtered it with appropriate keywords, and generated the research concept. Rumana Biswas contributed to the research design and methodology section. Md. Abdul Alim and Mst. Anjuman Ara verified the analytical methods, supervised the research project, and revised the final draft of this study.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

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