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Understanding consumer behaviour and preferences for organic food products in developing markets: A theoretical framework

Comprendre le comportement de consommateur à l'égard des produits issus de l'agriculture biologique dans les marchés en voie de développement : Cadre théorique

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Understanding consumer behaviour and preferences for organic food products in developing markets: A theoretical framework

Abstract :

Over the past few years, both consumers and researchers have given much attention to an increasing demand for organic food products around the world. While the motivation and barriers of consumers in mature markets are thoroughly examined, there is a great deal still to be understood about consumer behaviour in emerging markets. In contrast to developed markets in which various factors, such as taste, product quality, safety and environment concerns influence consumer choice, there is a strong emphasis on the motivation of health. This insight has shown the need to appreciate more complex aspects of culture and societal context, which influence consumer behaviour in emerging markets. The current literature is predominantly confined to Europe and North America, despite the increasing demand for organic food products in emerging markets. The influence of these factors is that consumers' attitudes, e.g. purchases and particularly organic foods, do not correspond to the exact level of appropriate behaviour. A potential buyer having a positive attitude toward organic food does not necessarily leads to a purchase. Research carried out in the Asian countries: China, Thailand and India also revealed an important role played by health and safety as a reason for buying organic foods. The health aspects of organic foods, which are the most frequently used reason for buying those products, have been shown to play an important role in many studies into why consumers buy these products. Health is determined largely by internal motivation, such as feeling better about preventing illness and having a healthy body image, but also the social factors that act as external factors e.g., peer pressure to eat organic food, are the main reason for purchasing organic foods. Developing markets in the US and Europe have been a primary focus of previous studies on the consumption of organically produced products.

Keywords: Consumer behaviour, Organic food, Developing countries, Market research, Emerging countries.

JEL Classification : D10, D11, M31, M37

Paper type: Theoretical Research

Résumé :

Les recherches sur l'appréhension du comportement du consommateur vis-à-vis des produits biologiques ont apporté des éclaircissements par rapport aux principaux déterminants et facteurs prédictifs permettant de mieux comprendre le comportement du consommateur vis-à-vis des produits biologiques en donnant naissance à une série de controverses et de résultats divergents. Alors que les motivations et les obstacles des consommateurs dans les marchés matures sont largement examinés, il reste encore beaucoup à comprendre sur le comportement des consommateurs dans les marchés émergents. Contrairement aux marchés développés où divers facteurs, tels que le goût, la qualité des produits, la sécurité et les préoccupations environnementales influencent le choix des consommateurs, il existe un fort accent mis sur la motivation de santé.

La littérature actuelle est principalement limitée à l'Europe et à l'Amérique du Nord, malgré la demande croissante de produits alimentaires biologiques dans les marchés émergents. L'influence de ces facteurs est telle que les attitudes des consommateurs, par exemple les achats et en particulier les aliments biologiques, ne correspondent pas exactement au niveau approprié de comportement. Un acheteur potentiel ayant une attitude positive à l'égard des aliments biologiques ne conduit pas nécessairement à un achat.

Les recherches menées dans les pays asiatiques tels que la Chine, la Thaïlande et l'Inde ont également révélé un rôle important joué par la santé et la sécurité en tant que raison d'achat de produits biologiques. Les aspects sanitaires des aliments biologiques, qui constituent la raison la plus fréquemment citée pour l'achat de ces produits, ont été démontrés comme jouant un rôle important dans de nombreuses études sur les raisons pour lesquelles les consommateurs achètent ces produits. La santé est largement déterminée par la motivation interne, tels que le sentiment de mieux se protéger contre les maladies, mais aussi les facteurs sociaux agissant comme des facteurs externes, par exemple la pression des pairs pour consommer des aliments biologiques, sont la principale raison de l'achat d'aliments biologiques.

Mots clés: Comportement des consommateurs, Aliments biologiques, Pays en développement, Recherche de marché, Pays émergents.

JEL Classification: D10, D11, M31, M37

Type du papier: Recherche Théorique

1. Introduction

In recent decades, the organic food consumption community has increased worldwide and there is an increase in demand for organic produce. This increase in the demand for organic foodstuffs, coupled with obstacles to its consumption, prompted a study of motives and barriers by academia. A key focus of academic research has been consumer behaviour in the area of Organic food products, with considerable attention paid to understanding consumers' motivations and determinants on what is driving their purchasing decisions in developing markets (Shepherd, Magnusson & Sjöden, 2005; Nguyen, et al., 2019). Qualitative insight into motivations, perceptions and factors influencing the adoption of organic food products has been gained from the literature in this area. But in the context of a detailed analysis of consumer behaviour in emerging markets, there is an obvious lack of clarity (Shepherd, Magnusson & Sjöden, 2005; Ayaviri-Nina, et al., 2015). A good amount of literature reports different motives of consumers to buy organic food such as environment, health, nutritional value, taste or even farmer's welfare (Sharma, Dewan & Bali, 2014; Ahmed & Rahman, 2015). The US is the largest organic food and drink market in the world, with leading positions to be held by Europe, Germany and France, followed by Denmark, Austria and Switzerland. The demand for organic products is highest towards Europe North America and Europe, with over 96 % export sales from Africa, Latin America and Asia (Ahmed & Rahman, 2015; Singh & Verma, 2017; Zhang & Dong, 2020). The resulting measures in these countries aim to improve environmental agriculture by increasing the area used for organic crops by 20% and are being taken over by the related stakeholders in the food industry, i.e. consumers, traders, processors, farmers and even politicians. In the area of spending on organic products, Poland is also a considerable distance from Europe's most developed countries (Mazurek-Łopacińska, Sobocińska & Krupowicz, 2022). Monitoring of consumer behaviour is being encouraged due to the growing demand for organic food, to examine its causes and reasons (Cachero-Martínez, 2020).

There is, on the other hand, only a limited amount of comparative multidisciplinary research in respect of matured and emerging organic markets (Singh & Verma, 2017). The existing research literature centres around European and North American markets. It creates an obvious gap in determining consumer behaviour in emerging markets in terms of organic food products. To address this gap, this literature review delves into finding the determinants and motivations that shape consumer decision-making toward purchasing organic food. This literature review is guided by three research questions; what are the motivations and barriers to purchasing organic food products in a developing market? Does Bagozzi and Perugini's (2001, 2004) goal-directed behaviour model, taking into account the consumption of organic food products with rational models such as Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)? And Third, are there any specific variables in the context of developing markets that could improve the prediction of the purchasing behaviour of organic food products?" Many studies consider consumer motives as a local phenomenon (Aslihan Nasir, & Karakaya, 2014). This study, because there are no common views on the identification of divergent motives and barriers, employs two popular theoretical frameworks as theory lenses.

Motivations and barriers in developing markets

There is a growing literature on motives and barriers to the consumption of organic food, but no attempt was made to systematically analyse this increasing body of research (Feil, et al., 2020). Attitudes must be strongly correlated with the intentions to buy, but there is a weak link about real consumer behaviour for organic products (Ayaviri-Nina, et al., 2015; Singh & Verma, 2017; Feil, et al., 2020). To explain consumers' behaviour in the market for organic products, it is necessary to emphasise that their attitudes, intentions of purchase and actual actions are related (Ayaviri-Nina, et al., 2015; Nguyen, et al., 2019). The influence of these

factors is that consumers' attitudes, e.g. purchases and particularly organic foods, do not correspond to the exact level of appropriate behaviour. A potential buyer having a positive attitude toward organic food does not necessarily lead to a purchase (Sobal, Bisogni & Jastran, 2014). Research carried out in the Asian countries: China, Thailand and India also revealed an important role played by health and safety as a reason for buying organic foods (Sobal, Bisogni & Jastran, 2014; Basha, et al., 2015; Soroka & Wojciechowska-Solis, 2019). The health aspects of organic foods, which is the most frequently used reason for buying those products, have been shown to play an important role in many studies into why consumers buy these products (Sobal, Bisogni & Jastran, 2014; Anisimova, 2016). Health is determined largely by internal motivation, such as feeling better about preventing illness and having a healthy body image, but also the social factors that act as external factors e.g. peer pressure to eat organic food, are the main reason for purchasing organic foods (Anisimova, 2016; Barbu, et al., 2022). Developing markets in the US and Europe have been a primary focus of previous studies on the consumption of organically produced products (Singh & Verma, 2017; Sharma, Aswal & Paul, 2023).

2. Literature review

The literature on providing insights about the developing markets is very limited. Soares et al. (2006) Roitner-Schobesberger et al. (2008) and Srinieang and Thapa (2018) examine consumer perceptions of organic food products in Brazil and Bangkok, respectively, and Siriex et al. (2011) and Kledal, et al. (2011) investigate the importance attributed to local and imported organic food products in Shanghai. Most recently, Mazurek-Łopacińska, Sobocińska and Krupowicz examined the consumer motives and determinants towards organic food in Poland. It shows that there is a difference in the perception of these products by consumers and their desire to consume them. It is observed that in developing markets, consumption is almost exclusively motivated by health (Soares et al., 2006; Roitner-Schobesberger et al., 2008; Srinieang and Thapa, 2018). Siriex et al. (2011) and Kledal, et al. (2011) offered one positive argument that many interviewees do not perceive as a significant difference between local and imported, more expensive organic foods is the fact that food is produced locally. Health concerns arise in local and conventional foodstuffs, which are bought only by consumers because they are much cheaper than organic food products. Health issues account for a majority of the reasons why organic food products are chosen (Shepherd, Magnusson & Sjöden, 2005; Kledal, et al., 2011). However, there are some trade-offs between altruistic environmental concerns and individual economic benefits, confirming the emergence of altruistic motives behind the consumption of organic food. Only an increasing number of altruistic motives exist, e.g. concerns over the environment, food miles or support for small producers (Kledal, et al., 2011; Nguyen, et al., 2019). The study was largely about consumer tradeoffs between various individual benefits, in particular as regards health and the economy. This research seems to be consistent with the research of other countries. As Sharma, Aswal and Paul (2023) described consumers who regularly buy environmental products are usually motivated by altruism and ethics considerations as they gain a better appreciation of the positive effects of these products on the environment. A survey carried out on the Polish market suggests that one of the reasons consumers do not purchase eco-food is a lack of knowledge (Mazurek-Łopacińska, Sobocińska & Krupowicz, 2022).

One of the main obstacles to taking a more active role in promoting eco food in developing markets is that most consumers are not adequately familiar with eco products and do not fully understand the fundamental differences between environmental and conventional foodstuffs (Mazurek-Łopacińska, Sobocińska & Krupowicz, 2022). In countries with developing economies, consumers are more inclined to buy organic products manufactured by their brands.

An essential aspect of understanding consumer behaviour in developing markets is whether or not the motivation for buying organic goods depends on market development (Sharma, Aswal & Paul, 2023). This concept deals with the question of whether consumer motivation for choosing a particular product is influenced by social and operational conditions, as well as infrastructure characteristics in an evolving Organic Market (Sobal, Bisogni & Jastran, 2014; Soroka & Wojciechowska-Solis, 2019). To choose organic food products, respondents must be educated. In addition to their interest and choices, it is partly driven by consumers' social responsibility for the environment (Sobal & Bisogni, 2009). The majority of consumers are convinced that food grown organically is environmentally friendly, safer, and better for you and your family's health as opposed to traditional foods (Sobal, Bisogni & Jastran, 2014). According to research from Gundala and Singh (2021), 17% of the population played an active role in buying 76% of all food products which could be a sign that few consumers are willing to buy it. It was found that the purchase of organic food products, which can be seen by stating a lack of trust in such foods and failure to attach importance to their purchase, has not been taken very seriously by physically inactive respondents (Gundala & Singh, 2021; Nguyen, et al., 2019). Hence, the review confirms that the development level of the organic food market also affects the consumers' behaviour toward purchasing organic food products (Shepherd, Magnusson & Sjöden, 2005; Aslihan Nasir, & Karakaya, 2014; Nguyen, et al., 2019).

2.1. Goal-directed behaviour

In addition to the above, Perugini and Bagozzi proposed a theory of Goal-directed Behavior that tried to grasp human behaviour intentions by anticipated emotions and desire, including attitudes and subjective norms, which is addressed in current planned behaviour theory (Paul & Rana, 2012). By adding a desire factor to inspire motivation, the goal-directed behavior model further elaborates on an existing planned behavioral theory (Yang, 2017; Taghikhah, et al., 2021; Kim & Ha, 2023). As it is confirmed that the consumption of organic food products in developing markets is mainly motivated by health, it seems relevant to study the consumption behaviour of organic food products within Bagozzi and Perugini's (2001, 2004) goal-directed behaviour model. The perceived consequences of success and failure in achieving goals are modelled as expected emotions that play an important role in determining desire. It does not, in the view of Perugini and Bagnazzi, provide explanations for behaviour from an intellectual perspective or include emotional factors that influence performance. Therefore, we are logically heading for our next research question; Does Bagozzi and Perugini's (2001, 2004) goal-directed behaviour model, taking into account the rational models such as Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB).

However, one of the most important factors for determining and explaining consumers' preferences across products and services, in particular foods, is an individual attitude toward eating a product. An attitude as a mental construct indicates the willingness of people to act or react in certain ways (Gundala & Singh, 2021; Taghikhah, et al., 2021). A person's attitudes about such behaviour and the values of others influence his or her behaviour intentions (Paul & Rana, 2012). Attitudes capture beliefs about behaviours in combination with the behavioural outcome evaluation (Yang, 2017; Taghikhah, et al., 2021). Hence, the TRA has not been designed as a model of food preferences but is used widely for this purpose. The TPB shall extend the TRA by adding component which is a determinant of both behavioural intentions and conduct, namely perceivable behavior control PBC (Köster & Mojet, 2006; Kim & Ha, 2023). The concept of the TRA has thus been established to merely demonstrate purely volitional behaviour, i.e. in cases where it is necessary merely to establish an intention to act on that basis (Köster & Mojet, 2006). Perugini and Bagozzi's (2001) findings confirmed the importance of attitudes and subjective norms for behavioural intentions, indicating a connection between them and their measure of behaviour. Similarly, a significant correlation with the main

components of the model has been found in several studies which applied the TRA to food choice (Köster & Mojet, 2006; Sobal & Bisogni, 2009; Taghikhah, et al., 2021). It involves a fairly continuous evaluation of an object against alternatives and is centred on the person's desires based on cognition, belief, and emotions (Feil, et al., 2020). Organic food consumption is associated with behavioural attitudes such as health consciousness, environmental consciousness, trust in organic food claims, and the desirability of organic food characteristics such as freshness, taste, and texture. In this regard, it was observed that the effect of cultural aspects on the consumption of organic food in Western European countries varied among consumers but all were exclusively concerned with health as a primary reason to consume organic foods (Köster & Mojet, 2006; Vabø & Hansen, 2014). Chaudhary (2021) concluded the main reason why Thai consumers chose to buy organically grown food was also identified as health consciousness. The combination of these beliefs leads to the formation of a behavioural intention i.e. desire. It is assumed that desire is not only directly affecting actual behaviour but indirectly affecting it through behavioural intentions (Vabø & Hansen, 2014; Yang, 2017; Chaudhary, 2021). When opportunities arise, people are expected to make good on their intentions because of the high degree of actual control over behaviour. A comparison of consumer attitudes towards production systems used and product characteristics is a common feature to be taken into account when considering the organic preference of consumers against conventional produced products. Consumers desire to see these organic foods have more attractive characteristics compared with their conventional counterparts.

According to Gorton and Barjolle (2013), TRA can predict an individual's desire with certain positive beliefs and in return it will determine the person's attitude towards behaviour. A fundamental factor that determines the desire is a person's attitude, in addition to objective norms (Chaturvedi, Rashid Chand & Rahman, 2021; Chaudhary, 2021). TPB claims that the more desire you have for a particular act, the more likely it will be to comply with what you want. An essential tool for predicting consumer behaviour is consumer intention to buy (Sharma, Aswal & Paul, 2023). A strong correlation between the desire to purchase and behaviour has been established by several researchers through the TPB (Vabø & Hansen, 2014; Young, Burton & Dorsett, 2018). In Kanchanapibul et al. 2014, they revealed that human health and the environment play a significant role in driving consumer behaviour concerning organic purchasing intentions (Laheri, 2015; Young, Burton & Dorsett, 2018).

According to researchers such as Nguyen, et al. (2019), the predictors of GPB are the TPB construct, i.e. attitudes, perception of behaviour control, and subjective norms. Previous studies say that TPB does not provide any explanation for the consumer's intention to buy environmentally friendly products as they are more concerned with personal interests than societal approval (Young, Burton & Dorsett, 2018; Kim & Ha, 2023). In 2001, Perugini and Bagozzi proposed including anticipated emotional variables in their extended model of TRA and TPB. The importance of this variable in the study of behaviour has been emphasized several times (Chaturvedi, Rashid Chand & Rahman, 2021). Furthermore, Bagozzi et al. (1998) further highlighted 10 negative and 7 positive (total 17 emotions) which have a great impact on the intention to diet, exercise, lose weight, or regulate weight. Regarding the consumption of organic food products, no study has linked anticipated emotions and behavioural intentions (Yang, 2017).

2.2. Anticipated emotions and specific variables

Satisfaction and attitude

It is an organic food product that tends to be viewed favourably by consumers. The extent of consumer satisfaction varies between conventional and organic food products so when the product is organic, it produces an increase in customer satisfaction (Baydas, Yalman, & Bayat, 2021). Thus, the more positive attitudes of the user drive more consumers with satisfaction and develop trust they have for organic food products (Cachero-Martínez, 2020; Baydas, Yalman, & Bayat, 2021). The tendency of word-of-mouth to spread satisfaction is the higher the repurchasing rate and thus the spread to the third party (Gorton & Barjolle, 2013).

Concerns about food safety

Nafees, et al. (2022) researched concerns over food safety as being the most important factor to explain consumers' preference for organically grown products. In principle, consumers are often seen as concerned about food safety issues associated with the use of pesticides, fertilisers, antibiotics, artificial additives and preservatives to produce foods. Food safety concern, in its broadest sense, refers to concerns about pesticide residues present in foodstuffs and food scares (Basha, et al., 2015). Generally, it is believed that organic foods are good for your health due to their nutritional value and the fact they do not contain chemicals (Baydas, Yalman, & Bayat, 2021). These undesirable chemicals are not considered to exist in organic food production methods. Consumers' concerns about health and nutrition in food have been increasing. Despite Basha, et al. (2015) and Gundala and Singh's (2021) startling finding that health consciousness is not relevant for the prediction of how people will choose to buy Organic Foods, most past studies have found a strong positive relationship between these variables. In particular, Zhang and Dong (2020) stated that the most likely predictor of attitudes to organic food is health consciousness.

Environmental concerns

This study shows a stronger correlation between attitudes and behaviour intentions for consumers with higher awareness of the environment. This implies that positive attitudes to organic food products and a high level of concern about the environment are likely to make consumers more inclined to take action to reduce their environmental impact, as well as buying or recommend organic food products (Nafees, et al., 2022). Despite some studies examining the impact of environmental concerns on attitudes and intentions to behave, only a handful were able to consider it as an agent for moderation. The study thus emphasizes that the activity of purchasing organic food products limits environmental impacts (Cachero-Martínez, 2020).

Individual variables

Product characteristics represent the main elements of a product's quality, price, perceived risk and trust; marketing is composed of an ecolabel, advertisement or organic food product through word-of-mouth (Laheri, 2015; Nguyen, et al., 2019; Barbu, et al., 2022). In terms of social influence, they are grouped into two categories: societal norms and social capital (Ventura-Lucas & Marreiros, 2012). The perspectives of peers, culture and organization are used to assess society's norms (Sharma, Aswal & Paul, 2023). The individual factors have been divided into 3 aspects: psychological factors, habit and lifestyle, and social demographics. There are mainly three types of psychology, namely attitude, organic consciousness and beliefs and values (Gorton & Barjolle, 2013; Barbu, et al., 2022). Quality is one of the most important factors for consumers about food. In the interests of health, a growing number of consumers are beginning to increase their consumption of organically produced products (Barbu, et al., 2022). Nevertheless, as a result of past buying experiences or low costs, consumers tend to pick up their environmentally friendly products or brands (Ventura-Lucas & Marreiros, 2012; Zhang & Dong, 2020).

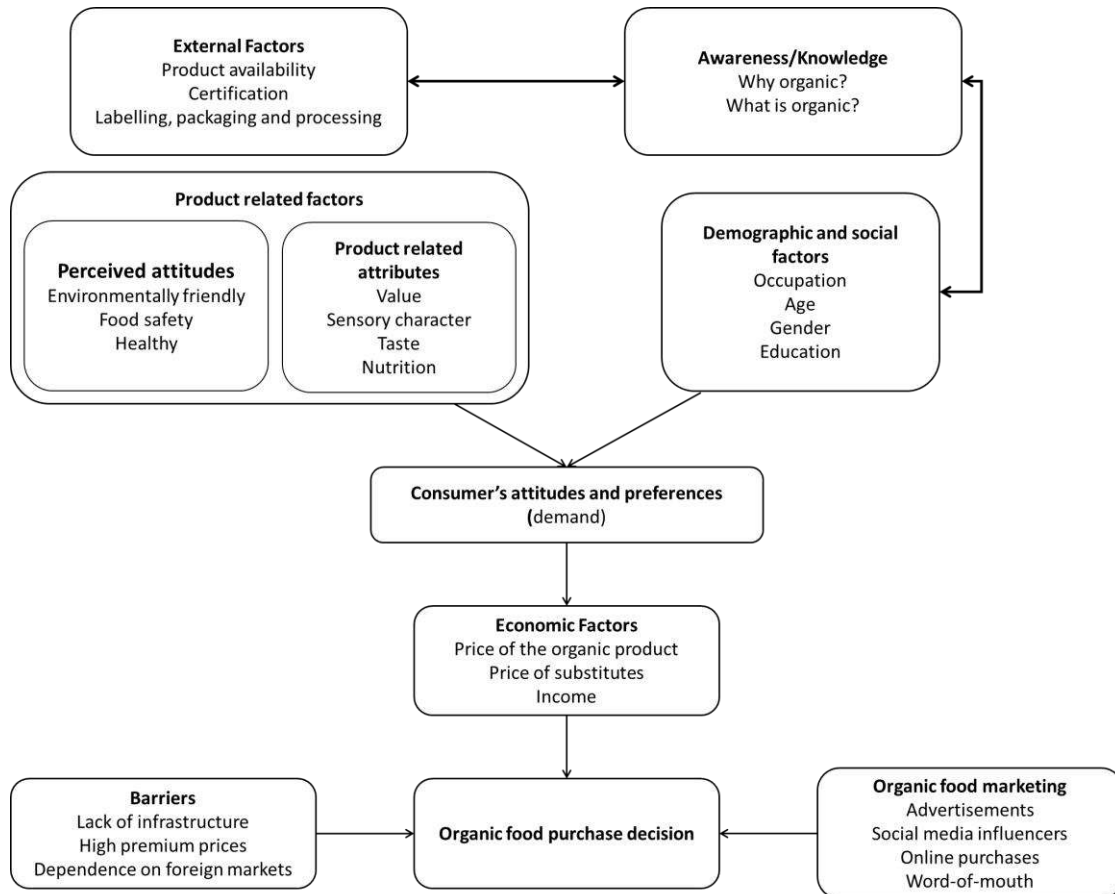
Demographics

The Social Environment, including the government's policies, media reports and organisations for protecting the environment, have irreversibly affected consumers (Nafees, et al., 2022). There are big differences between the East and West countries in terms of culture. Chinese people's attention is fixed on harmony, and they perceive that collective interests are more important than individual ones. The level of education, age, gender, occupation and family structure are the main indicators of social demographics. But Americans are more likely to go according to their will (Gorton & Barjolle, 2013). Due to the different values pursued by the people of the two countries, great differences in product choice are inevitable (Sobal & Bisogni, 2009). It is, thus, of crucial importance to investigate behaviour in the field of environmentally friendly purchases within different cultural backgrounds, which has important implications for practice (Barbu, et al., 2022).

3. Theoretical Framework

Consumer behaviour, marketing and culture studies are at the heart of the Theoretical Framework for such research. To improve business processes in the Organic Food Industry, this framework brings together key concepts which include price, moral values, knowledge and health awareness using a model of goal-oriented theory. The inclusion of the Goal-Oriented Theory, which suggests that individuals are driven by specific objectives and understanding those objectives is essential for effective marketing, provides further support to this theory. This theory provides the basis for the development of goal-oriented models, which facilitate a nuanced analysis of how consumers' objectives, influenced by factors such as price, subjective norms, knowledge, and health consciousness, shape their attitudes and behaviour towards organic food in both developed and emerging markets. Given cultural, economic and societal factors, this research focuses on comparing consumer motivation in advanced markets with those in developing markets. In both developed and emerging markets, the primary objective is to systematically explore the factors that influence consumer attitudes and behaviour towards organic food. Research is being carried out on demographics, cultural influences and the correlation of attitudes, intentions as well as purchasing behaviour. Global trends are also taken into account in the framework, providing a comprehensive way of understanding the complex dynamics of consumer behaviour in the organic food market.

Fig 1: Developed as part of the study by the authors



Source: Authors

4. Consumer behaviour towards organic food products in developed countries

The global organic food market is growing with a compound annual growth rate as reported in 2020. The increase is at the rate of 16% which is mostly because of the growing health concerns of consumers. Moreover, the increased government initiatives, higher living standards and elevated income levels further enhance the chances of adopting organic food products. In the US the sales in the organic food market were recorded to be USD 47.86 billion, where the market grew at the rate of 6.3% from 2017-2018 (Hansmann, Baur & Binder, 2020). This market, however, was not limited to organic food but rather comprised all the organic food products overall. It is, therefore, predicted that the organic food market is growing at a constant rate (Iqbal, 2015). Likewise, the demand for organic food is increasing as consumers tend to adopt more clean and nutritious eating options which they consider important for their environment as well as health. In developed markets, knowing the consumer buying behaviour for organic foods is imperative to understand management and marketing in a better way (Hansmann, Baur, & Binder, 2020). It helps the stakeholders and policymakers to learn more about the consumers' beliefs, attitudes and decision-making as an impact on their consumption patterns. Additionally, the need to market about organic food is important to keep the pace of organic food consumption high (Cachero-Martínez, 2020). This section of the literature review intends to focus on exploring the factors that affect consumers' attitudes toward purchasing organic food in developed markets. Several factors affect the attitudes of consumers' purchasing (Criscuolo & Cuomo, 2018). This section also compares consumer behaviour

towards buying organic food products in emerging and developed markets. There is a need for a goal-oriented model to explore the buying behaviour enhance the business processes and achieve milestones of organic food business growth. We have significantly chosen prices, subjective norms, knowledge and health consciousness as factors to influence the goal-oriented model. Understanding the importance of a goal-oriented model based on goal-oriented theory is essential for the development of marketing strategies to successfully market organic food products in emerging markets (Nguyen, et al., 2019). Consumer attitudes and behaviour are the subject of most research (Gundala & Singh, 2021). There have been reports that Asia, Africa and Latin America are also starting to get involved in the sale of organically grown foods. The consumers' behaviour is influenced by the culture of the country in terms of consumption and purchase of organic food. However, the demand for convenience and processed foods has been increased by the growth of economies, urban development and growing affluence in emerging countries (Rana & Paul, 2017).

➤ **Comparison between developed countries and emerging countries**

The different reasons for the purchase of organic foods in rich and developing countries are outlined in several studies. In contrast to recent work in advanced countries, such results were obtained by comparing and contrasting our research findings. Rana and Paul's (2017) study has shown that willingness to buy organic food in developing countries is influenced by the taste, freshness, and colour of fruits and vegetables as well as a perception of high nutritional value. Consumers in South Africa thought that their organic food products had a more favourable taste than those produced from organically grown foodstuffs, and they considered them to be preferable, secure and of very good quality. Consumers in emerging countries, as opposed to developed countries, are also beginning to take an interest in organic foods. Health concerns are considered to be the main reason why organic food is consumed in developed countries, whereas taste has been regarded as a primary cause of consuming organic foods in developing countries. Subjective standards are concerned with an individual's insight into the pressures of society which influence him or her to behave in a particular way. The perception could have a strong impact on the intention to buy organic foods. The knowledge that allows consumers to distinguish between the qualities of organic products from those of synthetic ones and forms an essential tool in terms of quality perception is a decisive factor for purchasing Organic food. In contrast to prior studies, where knowledge has been considered a predictor or moderator of behaviour intentions, our study focused on this factor differently. We've been investigating the influence of knowledge as a mediator variable (Rana & Paul, 2017). In Tanzania, which is an emerging nation, this study has shown a consistent correlation with subjective norms, attitudes and consumer intent to purchase organically produced foods. These results show that no matter the level of development, subjective norms and attitudes have a bearing on consumer interest in organic foods. Hence, the most extensively identified reasons are demographic factors such as income, education or gender, organic foods' availability, subjective or perceived norms and knowledge (Nguyen, et al., 2019).

The main cause of purchasing organic food was mentioned by respondents as health consciousness. In addition to that, respondents also choose organic food products for reasons such as not using pesticides, reducing pesticide residues, environmentally friendly production and perceived freshness. In (Hansmann, Baur and Binder's (2020) studies, it has been shown that actual purchasing behaviour does not always result from a desire to buy. Sometimes consumers are planning on buying, but this is not often the case. Consequently, the influence of demographic variables such as women's status, income, education and old age on actual consumer purchases was also examined in this study. The study has shown that consumers' attitudes are influenced by all five factors in particular health consciousness, consumer knowledge, availability, perception of cost and subjective norms. On the contrary, it has been

shown that opinions and purchases play a mediating role in influencing factors as well as actual buying behaviour for organically grown foods.

Health and safety concerns

Organic food is grown in a system of agriculture without the use of chemical fertilisers or pesticides, through an environmentally and socially responsible approach. To produce a more sustainably produced food the principles in this system of agriculture are based on modern Scientific understanding and technology. In the developed countries, the new technology is widely and frequently adopted. This system of farming, which produces healthy foods rich in vitality that resists diseases, works at grass root level to maintain good nutrition for the reproduction and regeneration of plant life, soil's capacity to sustain land use as well as sound management. In contrast, a small, developing country of about 150,000 square miles tried to embrace organic farming culture and focus on specific class groups even if it did not penetrate the mass market (Cachero-Martínez, 2020). Due to the excellent agricultural climate, these regions are endowed with great possibilities for producing all types of organic food (Nguyen, et al., 2019). In contrast, a little country of about 150,000 square miles tried to embrace organic farming culture and focus on specific class groups even if it did not penetrate the mass market. Due to the excellent agricultural climate, these regions are endowed with great possibilities for producing all types of organic food. An additional advantage is that the rest of the country has already adopted a tradition of organic farming. The growing domestic market and the increased export to other countries are therefore a motivating factor for producers of organically grown products. In developing countries the number of organic food producers is small, but in both buyer and producer industries, there has been an increase. Due to the lack of infrastructure and a high price premium, demand for organically grown products is growing at a relatively slower rate in emerging countries. Because of the improved productivity and reduced costs, farmers in developed countries are more inclined to produce GM products. Due to the absence of infrastructure and poor practices in producing organic foods, this food has raised a great deal of controversy in emerging countries as regards food security and lack of agricultural productivity (Iqbal, 2015).

Factors related to cost

Organic food production is yet to reach a high level in most countries. However, in developing countries, the positive attitude towards organic foods is increasing, but the high cost and lack of rules and regulations make it essential to continue to pursue it (Dimitri, 2010). The fact that there are relatively cheap workers, limited use of exogenous inputs, favourable organic environments and diversified agricultural systems is an important factor contributing to the strength of emerging countries which produce Organic food as defined by Rana and Paul (2017). According to, Nguyen, et al. (2019), the high availability of relatively cheap labour, low external input use, favourable organic conditions and a diversified farming structure are the strength of developing countries producing organic food. However dependence on foreign markets and lack of R&D could pose a threat to the production of organically produced food. This research confirmed that, due to high prices, consumers are changing products. Criscuolo and Cuomo (2018) further elaborated that higher costs have had a detrimental effect on the purchase of organic foods. Nevertheless, Gundala & Singh (2021) showed that some consumers are willing to pay higher price in order to not compromise on food quality. Pacho (2020) established that the price is a major obstacle to choosing Organic Food.

In different studies, both negative and positive relationships have been observed between these demography variables and the preferences for organically produced foods. Demographic variables, as well as lifestyles and environmental attitudes, would have to be taken into account in the segmentation of the target market for organically grown food (Rana & Paul, 2017). The

regular consumers of organic food are from a higher social class, affluent and educated. Nevertheless, more positive attitudes towards demand for organically grown foods have been developed by consumers as a result of the dangerous and unhealthful nature of conventional food (Crisciolo & Cuomo, 2018). The younger and wealthier people have a higher preference for organic food in developing countries than the rest of them. Organic foods are readily available to the upper classes and beyond as a result of premium pricing. Although consumers do not wish to choose between organics and conventional products, rather they are looking for a wide range of options specifically in the area of organic foods (Dimitri, 2010). Another factor that has been frequently referred to as restricting organic food products' market share is a price premium, particularly about the prices of organic and conventional products. In many countries, organic food products with a premium of up to 20 % above the regular product in development are also bought. Unlike another study, there is a likelihood that the price of organic fruits and vegetables in Dhaka will not be an important factor in limiting sales (Hansmann, Baur, & Binder, 2020).

Gender-based decision making

In developing countries, mainly older women with children in their households are organic food consumers. According to another study conducted by Dimitri (2010), gender does not have a significant effect on how much Organic food is bought. In this context, the real buying decisions of consumers have an impact on income, age and education. As evidenced by the fact that new parents tend to be buying more organic foodstuffs for their children, family eating habits have changed dramatically. Furthermore, parents tend to be very interested in organic food if they buy it for their family or when the baby is born. Organic food consumption is more common among consumers who are inclined to use organic practices (Cachero-Martínez, 2020). Women's health awareness is higher, and they were considered as early innovator of a change in diet. In addition, women pay a premium for organic food because they are more dedicated to organic foods and the environment (Dimitri, 2010). Although there is more interest in and favourable attitudes to organic food products among young consumers, the main purchasers are elderly people (Iqbal, 2015).

Education level

In research, a significant correlation has been observed between an increasing consumption of organically produced food and the level of formal education. In classifying organic food consumers, income and educational attainments conflicted. In another research on developing markets, Nunes, Madureira, and Veiga, 2021) suggested that information about product characteristics and experiences is needed by consumers to choose a food. The buying decision also played a crucial role in consumers' values and priorities. Experience is also an important factor in the development of a state of motivation. High nutritional values, healthy foods and additional nourishing meals are among the reasons why it is possible to buy organically grown food. The main obstacle to buying organic food products in most developing countries is the lack of information that consumers have on organic farming methods (Singh & Verma, 2017). This study shows that one of the major reasons why people have not bought organics is their lack of knowledge about what organic means. However, a general knowledge of agricultural production practices may not be available to the majority of consumers living in cities. It appears that one of the main obstacles to developing demand for organic foods in Dhaka is not a lack of consumer awareness about the nature of organic farming but rather an inability to communicate its specific characteristics. However, they are not likely to be bought by consumers who have never heard of organic or do not know the true indications for organic food products. Similar results are achieved when comparing and contrasting findings from our research with the current work in developed countries (Pacho, 2020).

Availability and purchase intention

Although there is a positive attitude among consumers toward the purchase of organic foods, very few people buy them (Taghikhah, et al., 2021). Based on that, Nunes, Madureira and Veiga (2021) believe there is a link between attitudes and actions. The researchers have shown that the ease with which organic foods are available has a positive impact on their purchasing behaviour. Consumers prefer products which are easily accessible, according to the Young et al. survey of 57 respondents. Consequently, they do not want to spend time looking for organic food products. However, in recent years, retailers throughout the country have noticed that there is an increasing trend of organic foods on their shelves and they are stocking them. Surprisingly, another key factor in real purchasing decisions has been identified as income. This may be a sign of a direct correlation between income levels and the consumption of Organic food, i.e. that an increasing level of income corresponds with an increased likelihood for consumers to have purchased organically grown products (Taghikhah, et al., 2021). The research in developed countries shows the same trend in purchasing decisions of consumers (Iqbal, 2015).

5. Importance of the goal-oriented model

The dynamism indicator of the complete model was linked to changes in recently observed behaviour concerning the consumption of organic food as regards both increased or decreased consumption. In the integrative model, only opinion components and subjective standards related to health motivations are significant in predicting self-reported organic purchases of fruit and vegetables; whereas those relating to environmental impacts did not play an important role. In addition, the choice of products between attitudes and subjective values were significantly higher for health factors as compared with those of environmental factors. These results suggest that consumers are more sensitive to the health advantages associated with organic products, in particular for themselves and their societal environment, as opposed to environmental benefits. In this context, the key determinants of sustainability-oriented consumer behaviour in a wide range of areas should be understood as moral aspects and more fully taken into account by relevant psychological models (Gundala & Singh, 2021).

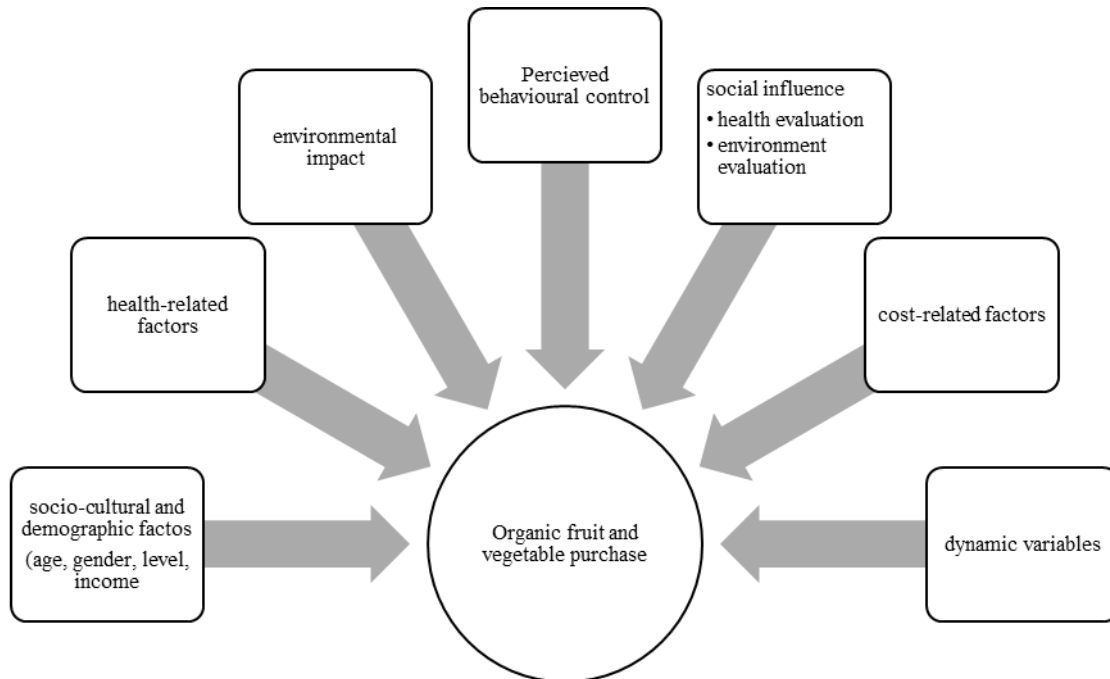
To better understand and reduce the gap in intent, which is an important objective of current behaviour research, it seems a useful approach that takes into account the negative role of moral justifications when determining morally relevant behaviour. Psychological models, alone, do not appear to be able to obtain a comprehensive picture of the multiverse interactions among psychology, social aspects and finances as well as situation constraints and options determining behavioural decisions. However, integrated behavioural decision-making models are capable of integrating an interdisciplinary focus on framing and analysis of environmentally damaging behaviour (Pacho, 2020). Figure 1 illustrates the concept of the goal-oriented model and the factors that influence goal-analysis to assess the consumer behaviour towards organic food purchase.

Figure 1: Integrated conceptual model (goal orientation) explaining the importance of factors influencing consumer behaviour).

Research indicates that organic farming has a great deal of social, cultural and economic benefits for developing countries. As the integrative model indicates, the impact of this has been visible in global markets where organically certified products have become more and more common over recent decades (Singh & Verma, 2017). From 2009 to 2014, there was a great growth of organic food consumption in the world market. It is assessed that, in countries such as North America and Europe, a majority of sales are generated from the sale of organically produced products. This implies an increase of 55% from 2009 sales to 54.9 billion USD, and a 72% growth in 2014 sales estimated at 80.0 billion USD. It was estimated that the world

market for certified organic food products amounted to US\$ 80.0 billion in 2014. On the other hand, research in developed countries indicates that export markets are reserved for organic produce from regions such as Asia, Latin America and Africa (Taghikhah, et al., 2021). The report stated that these two regions accounted for around a third of the total land devoted to organic farming worldwide, but they make up more than 90% of sales from organic food products (Gundala & Singh, 2021).

Fig 2: Developed as part of the study by the authors



Source: Authors

Several studies have been carried out in Asia, Latin America and Africa to demonstrate that farmers benefit from more favourable incomes as compared with their traditional counterparts because of increasing markets and attractive price premiums placed on Organics. An integrated behavioural model is proposed in research which views a robust set of prediction indicators found relevant in prior research as the basis for an increased consumption of organic foods. These indicators entail dynamics. Socio-economic and psychological variables. Furthermore, it was possible to draw on this model a set of contextual, situational and demographic variables that appeared to have an important impact on the share of organically grown fruit or vegetables bought under the bivariate analyses outlined below. Household incomes and educational levels were the two variables (Pacho, 2020).

The health and environmental-related attitude components are also factors about psychology variables. It shall also include standards concerning the health aspects, subjective perceptions of behavioural control as well as label knowledge, assessment of labelling standards, trust in Label Standards and agreement with two grounds for buying non-organic food products which refer to high costs or environmental impacts of organic food products (Nunes, Madureira & Veiga, 2021).

6. Conclusion

Over the past few years, both consumers and researchers have given much attention to an increasing demand for organic food products around the world. While the motivation and barriers of consumers in mature markets are thoroughly examined, there is a great deal still to

be understood about consumer behaviour in emerging markets. In contrast to developed markets in which various factors, such as taste, product quality, safety and environmental concerns influence consumer choice, there is a strong emphasis on the motivation of health. This insight has shown the need to appreciate more complex aspects of culture and societal context, which influence consumer behaviour in emerging markets. The current literature is predominantly confined to Europe and North America, despite the increasing demand for organic food products in emerging markets. Limited studies such as the ones presented by Soares et al. (2006), RoitnerSchobesberger et al. 2008 and Sirieux et al. 2011 do not provide an exhaustive understanding of consumer perceptions in Brazil, Bangkok or Shanghai but these still need to be developed into a more comprehensive understanding. These findings emphasise the critical importance of health motivation to drive organic consumption in developing markets. Nevertheless, to better understand the complexity of behaviour by consumers, literature also stresses the need for a coherent theory such as Bagozzi and Perugini's. To foster organic and culturally relevant consumption patterns, cultural, social and economic factors mustn't come into conflict (Sringeng & Thapa, 2018). In future research, comparative studies in developing markets, taking into account cultural differences and exploring the role of expected emotions and specific variables in shaping consumer choices, should bridge the gap.

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