

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
M.Com & M. Act Program

PURCHASE BEHAVIOR AND BEHAVIORAL INTENTION OF
ORGANIC FOODS BUYERS IN YANGON

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DECEMBER, 2020

**PURCHASE BEHAVIOR AND BEHAVIORAL INTENTION OF
ORGANIC FOODS BUYERS IN YANGON**

This thesis is submitted to the Board of Examiners in Partial Fulfillment of the
Requirements for Degree of Master of Commerce (M. Com)

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This is to certify that this dissertation entitled “**Purchase Behavior and Behavioral Intention of Organic Foods Buyers in Yangon**” submitted as the requirement for the Degree of Master of Commerce has been accepted by the Board of Examiners.

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ABSTRACT

This study analyzed the purchase behavior and behavioral intention of organic foods buyers in Yangon. This study aimed for two objectives. The first objective was to analyze the factors influencing the purchase behavior of organic foods buyers in Yangon. The second objective was to investigate the relationship between purchase behavior and behavioral intention of organic foods buyers in Yangon. To obtain these objectives, both primary and secondary data were utilized and the data was gathered using simple random sampling method and descriptive method from organic foods buyers in Yangon with a sample of 330 consumers with online questionnaire. The result showed that food related lifestyle, subjective norm, knowledge toward organic foods, price of organic foods significantly influence the purchase behavior of organic foods buyers in Yangon. And the actual purchase behavior has the significant impact on buyers' behavioral intention to repurchase organic foods in Yangon. Organic foods producers should educate the detail of organic processing method to consumers to attract the non-organic buyers into organic buyers and to become the repeat purchase intention on organic foods.

ACKNOWLEDGMENTS

Firstly, I would like to express my sincere gratitude to Prof. Dr. Tin Win, Rector of the Yangon University of Economics and Prof. Dr. Nilar Myint Htoo, Pro-Rector for their kind permission to study in this Master of Commerce Program at Yangon University of Economics.

Secondly, I would also wish to extremely special thanks to Prof. Dr. Daw Soe Thu, Professor and Head of the Department of Commerce, Yangon University of Economics for overseeing and kind guidance to enable me to complete this paper.

I would like to give my deepest thanks to my supervisor, Dr. Phu Pwint Nyo Win Aung Lecturer of the Department of Commerce, Yangon University of Economics, for her valuable knowledge, constructive suggestions, regular guidance, patient monitoring throughout my studies. And also her supportive comments are very benefit for me to complete my thesis paper.

Finally, I thank my honorable teachers for their lectures and support necessities in studying Master of Commerce subjects. Furthermore, I thank all my Master of Commerce classmates for the sharing knowledge, help, understanding, kindness throughout the courses.

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LISTS OF ABBREVIATION

FAO Food and Agriculture Organization

TPB Theory of Planned Behavior

CHAPTER 1

INTRODUCTION

Consumers' purchase behavior refers to the study about consumer purchasing decision behavior towards a product that fulfill to their needs. Consumer purchase behavior is a psychologically-based study about the ways of making individual decisions and the factors that motivates to purchase a certain product. Consumer behavior is the most important because marketers can understand the consumers' perception and the influence factors that affect the consumers' buying decision.

The understanding of various reasons influencing on the consumer purchase is the most essential for marketers. Therefore, marketers must use the Theory of Planned Behavior as a theoretical base to understand the consumer behavior. Consumers' awareness on the dangerous effect of chemical fertilizer and on the advantages of organic foods are increasing. Theory of Planned Behavior has extended by showing that the consumer behavior is influenced by both consumers purchase intention to consumer organic foods and consumers' purchase decision regarding personal choices between organic foods and conventional foods.

Nowadays, healthy food production become more important in daily life to become healthy environment. The segment of food related lifestyle is the important role to determine the consumers' psychological variables. Moreover, consumers' health awareness and health knowledge are motivational factors to purchase organic foods. As environmental concerns, increasing environment pollution and chemical contamination of food pose a threat to the global environment. Environment and health issues are a strong driving factors in organic perception, attitude and consumption.

The market of organic foods is increasing as the number of consumers are willing to consume organic food and consumers' organic food attitude is increasing. The future of organic agriculture depends on positive attitude and motivational factors towards organic food products. Organic farming is a viable alternative to conventional agriculture and contributes to sustainable development in terms of food safety and quality, environment and animal welfare. Cultivating foods naturally promotes to balance of human, living animals and the environment. From marketing perspective,

marketers need to understand the consumers' attitude, beliefs, motivation factors that depend on their purchase behavior to promote organically produced products. Product development and marketing strategies are also implemented to evaluate consumer beliefs, attitudes and responses. In promoting organic foods, a cohesive marketing strategy, a good strategy for understanding of food consumers' characteristics and purchase behavior.

Myanmar's agriculture sector is trying to change the traditional production systems to ecofriendly production to maintain not only the natural resources and but also human health, to do mass foreign exchange by exporting organic products into international market. Organic farming gives the benefits to not only the organic consumers but also local farmers in term of health conditions situation and high standard of organic farmers. By the development of the organic agricultural farm project in Myanmar and increasing the Myanmar consumers' organic awareness, this study attempts to understand the consumer purchase behavior and behavioral intention of organic foods buyers in Yangon.

1.1 Rationale of the Study

In Myanmar, before the introduction of chemical fertilizers, had long been used the natural resources. Thus, the agricultural products were high food safety and organic. When chemical pesticides were introduced, there were increase in crop yield. Therefore, farmers used a lot of fertilizers that caused a significant reduce nutrients from soils. Reducing nutrients resulted in critical decline in productivity and soil fertility.

Nowadays, farmers become aware the chemical fertilizers' side effect and organic food producers change method and turn to organic farming to produce foods in safe and heathy situation as the consumers' desire. In Myanmar, consumers' perception, attitude have in good condition and the probability of buying organic foods is low. Food producers become to investigate the consumers' food-related lifestyle, physical characteristics variables about the organic foods using the Theory of Planned Behavior. To understand the purchase behavior of consumers, marketers need to identify the main trend of organic food buyers. Organic foods purchase

behaviors are associated with consumers' food related lifestyles that originate from individuals' interest, opinion, health knowledge, environmental knowledge.

Some consumers become motivated to purchase organic foods because consumers feel more concerned about the environmental issues and health reasons. The consumers' concern about environmental issue plays the significant part to purchase organic foods. Organic foods producing and processing apply the environmentally friendly matters that encourage the consumers' purchase behavior of organic foods. Moreover, consumers are concerned about health in daily activities and health awareness and health knowledge are one of the most critical factors in stimulating to purchase of organic foods.

Therefore, organic marketers must investigate by segmenting the consumers all the country into specific target consumers based on the food related lifestyle, knowledge of organic foods, subjective norms, price of organic foods to know the purchase behavior and behavioral intention of organic foods.

1.2 Objective of the Study

The specific objectives of the study are

- a) To investigate consumer behavior of organic foods
- b) To analyze the influencing factors on purchase behavior of organic foods buyers in Yangon.
- c) To investigate the relationship between purchase behavior and behavioral intention of organic foods buyers in Yangon.

1.3 Scope and Method of the Study

Both primary data and secondary data are used in the study. The data collected classifies and analyze keeping in view the objectives of the study. Sample size was calculated unknown population size using Z score. For the study, data was collected from 330 consumers who buy and consume organic foods in Yangon. The data were put and analyzed by using Statistical Package for Society Science (SPSS) program version 22.0.

1.4 Organization of the Study

The study includes five main chapter. Chapter (1) includes introduction, rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter (2) discuss theoretical background, empirical studies of factor influencing the purchase behavior of organic foods and conceptual framework of the study. Chapter (3) is the consumer attitude towards organic foods in Yangon. Chapter (4) concludes an analysis on organic foods buyers' purchase behavior and behavioral intention. Chapter (5) consists of findings, discussion and needs of further study.

CHAPTER 2

THEORETICAL BACKGROUND

This study analyzes the Yangon organic food buyers' purchasing behavior and behavioral intention. This chapter consists four sections, they are Theory of Planned Behavior, previous studies, conceptual model of the study, variables used in the study.

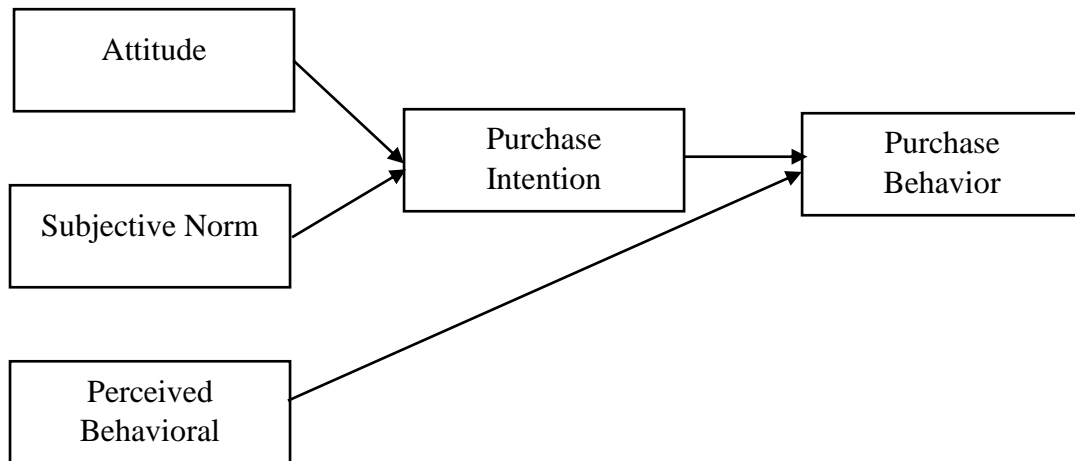
2.1 Theory of Planned Behavior

Ajzen (1991) stated that Theory of Planned Behavior (TPB) , an extension of Theory of Reasoned Action, was the best way to predict a wide range of the human behavior. These theory strengthen the consumer behavior analysis. Consumer decision making process included five steps and these steps became started when the consumers became a desire to purchase a certain object (Kotler, 1999). The first step was when consumers became knowing about their desire or need for something that occurred when there was imbalance between the present situation and preferred situation. Internal stimuli (e.g. lifestyle) and external stimuli (outside influence) included in the first stage of consumer decision-making process. In the second stage, consumers searched information to fulfill desire and wants. Therefore, consumers might search both internal information (past experience) and external information (such as advertising program).

The third stage and the fourth stage, alternative evaluation and purchase decision, was very important for consumers and marketers. In that stage, marketers needed to study attitude, beliefs, purchase intention and purchase behavior using Theory of Planned Behavior developed by Ajzen (1991). In the model, attitudes (regard the personal's behavior evaluation that give the positive or negative belief), subjective norm (perceived pressure to do or not to do the certain behavior), perceived behavioral control (regard the degree at which external and internal factors could control the particular behavior) explained the intention which in turn predict behavior. Individual intention was the key factor in TPB to give a certain behavior. TPB model presumed that consumers created their buying decision by adjusting the cost and value

they received before doing a particular behavior. They chose the option that give the maximum net benefit. (Papamikrouli, n.d.).

Figure (2.1) Theory of Planned Behavior



Source: Ajzen, (1991)

2.1.1 Purchase Intention

Purchase intention referred to the consumers' thought to buy a particular object. Purchase intention had a strong and positive relationship between attitudes (measured by behavioral belief and outcome evaluation) and subjective norms (determined by normative beliefs and motivation to comply).

2.1.2 Consumer Attitude

Attitude was the psychic and neural representation affected from previous experiences and was the psychological influence that exhibited evaluation of positive attitude and negative attitude towards a particular object. Favorable attitude is useful in predicting behavior. Attitude could be explicit and implicit.

Attitude based on behavioral belief (estimated certainty that an attitude object had a certain attribute) and outcome evaluation. Beliefs were significantly influences individual's attitude and promote or hinder to exhibit the particular behavior. Belief were always considered to determine the individual's intention and behaviors. The combination of behavioral beliefs with the subjective values of the expected outcomes to determine the attitude the behavior (Martin Fishbein & Ajzen, 1977). Evaluation of behavioral belief referred to the value of outcome or behavior, the

favorable or unfavorable judgement. Specially, the outcome evaluation contributed to the attitude in direct proportion to the strength of the belief (Ajzen, 1991b).

2.1.3 Subjective Norm

Subjective norms resulted from perceived social pressure (such as relevant groups, parents, friends, peers, etc.) that approved or supported for the person to engage or not to engage the behavior. Measuring of repeat purchase including subjective norm should lead to estimates accurately the consumer repurchase behavior.

Subjective norms had been measured by multiple items: individual's normative belief regarding what important specific reference or groups to perform or not to perform and the motivation to comply with those people's views. Normative belief based on the beliefs of important figures in their life to think that they should or should not to perform the certain behavior (Martin Fishbein & Ajzen, 1977). Three important referents (closed family members, friends, and colleagues) were as an obvious referent to measure normative belief. The motivation to comply was the extent at which a person's intention to adhere with the important figures' want and needs (M. Fishbein & Ajzen, 1975). The extent of desire to follow to their important person's decision or behavior could be used to measure motivation to comply.

2.1.4 Perceived Behavioral Control

Theory of Planned Behavior took into account the perceived behavior control to evaluate the non-volitional behavior (Ajzen, 1991b). Perceived behavioral control was the extent to which the person's feeling is qualified and confident to do a behavior that is difficult or easy to perform. Perceived behavioral control had an immediate and implicit impact on purchasing foods. The implicit impact occurred when the consumers had a little control on behavior performance. Lack of requirement resources occurred to low in the intention to perform behavior even though consumers had a favorable attitudes and subjective norm. The perceived behavior's direct effect was assumed to have the actual control when performing behavior. The direct effect should be significant when the behavior is not under volitional control and the perception of control were accurate.

2.1.5 Actual Purchase Behavior

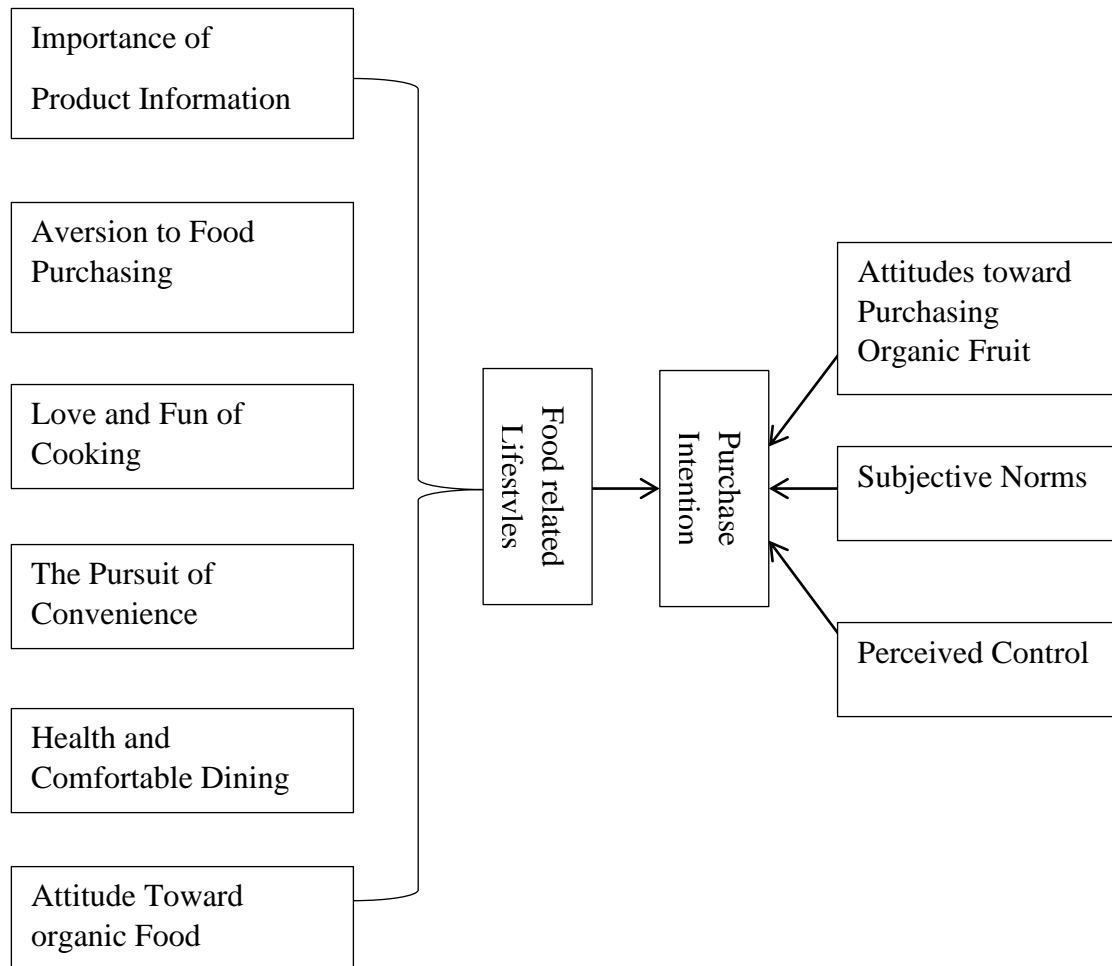
Purchase behavior described the probability of higher intention and willingness to perform the behavior. Greater intention showed that a highest probability to perform actual purchase behavior. To develop organic foods market and to increase organic foods demand, marketers had to investigate the consumer intention as the first important step to purchase organic foods. However, between intention and actual purchase behavior of organic foods existed the discrepancy (Niessen & Hamm, 2008). Therefore, these behaviors were determined in terms of foods related lifestyles, knowledge, subjective norms and price of organic foods.

In consumer decision process, the final step was the post purchase behavior. Warshaw and Davis (1985) defined that behavioral intention, post purchase behavior, was the extent to which a person's formulated plans to engage or not to engage in specified future. At that stage, consumers assessed the satisfaction level with a purchase. All the feeling, experiences, attitude and preferences towards a product after purchase were included in the post purchase behavior. Therefore, organic food producers analyzed not only purchasing behavior and post purchase behavior of organic food consumers.

2.2 Previous Studies

Setiawati et al. (2018) adopted the TPB model in this research and added the perceptions of risk and usefulness to credit card usage intentions, as independent variables that influence the dependent variable of intent on usage. The study of organic fruits consumption and purchasing between China and France was researched by (Fang & Levy, 2015) Linnaeus University, Sweden. The aim was to investigate the Chinese and French consumers' buying behavior. Theory of planned behavior was used as the theoretical basis for this study. The model was depicted with Figure (2.2). The author of this research chose to apply the deductive quantitative research. A total 261 respondents were utilized by conducting an online survey in China and France.

Figure (2.2) An Study of Organic Foods Consumption and Purchasing between China and France.



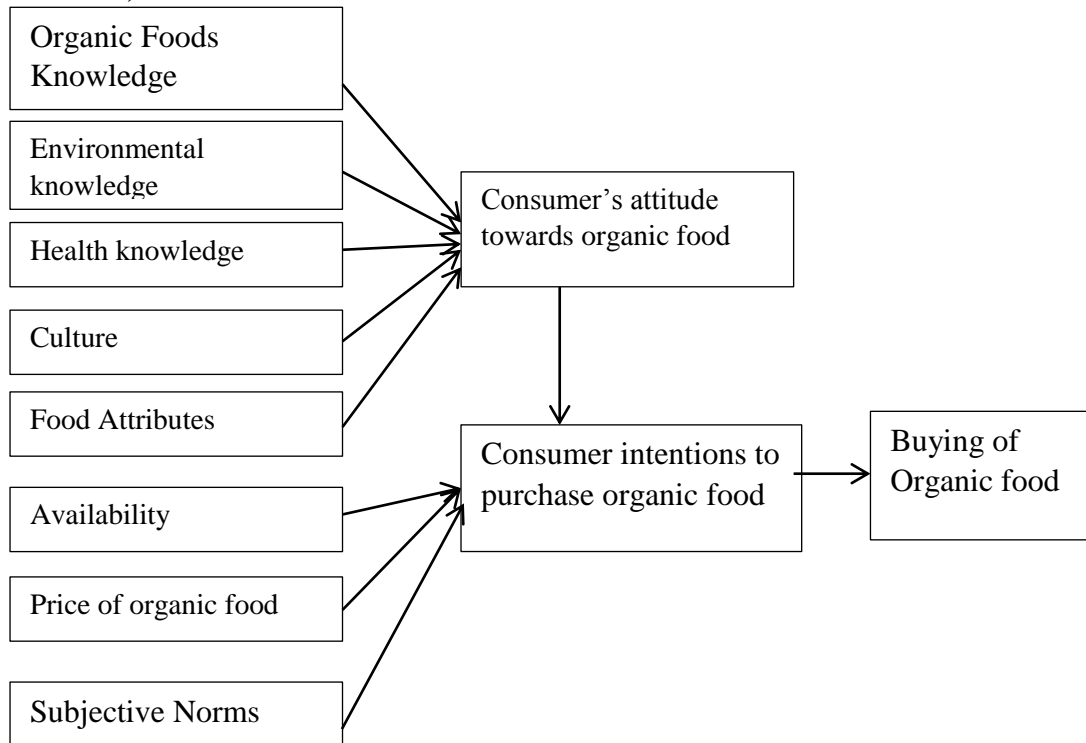
Source: Adapted from (Fang & Levy, 2015))

The food-related lifestyles factors were revealed as importance of product information, aversion to food purchasing, love and fun of cooking, the pursuit of convenience, health and comfortable dining and attitude towards organic foods. The finding of Eliete Levy and Zhengyangzi Fang (2015), indicated that food-related lifestyles positively influenced their organic foods purchase intention because consumers were paying more concern about foods in their daily life that increased their purchase intention of organic foods.

The second conceptual framework was developed by Ihsan Effendi et al., : Analysis of Consumer Behavior of Organic Food in North Sumatra Province, Indonesia. This research found that the knowledge, environmental and health knowledge, culture, food attributes had a significant relationship between attitude

towards organic foods. The model was depicted with Figure (2.3). This study focused on organic food consumers in the province of North Sumatra. This study sample consisted of 270 individuals who buy the organic foods and sampling was carried out in organic food market.

Figure (2.3) Analysis of Consumer Behavior of Organic Food in North Sumatra Province, Indonesia

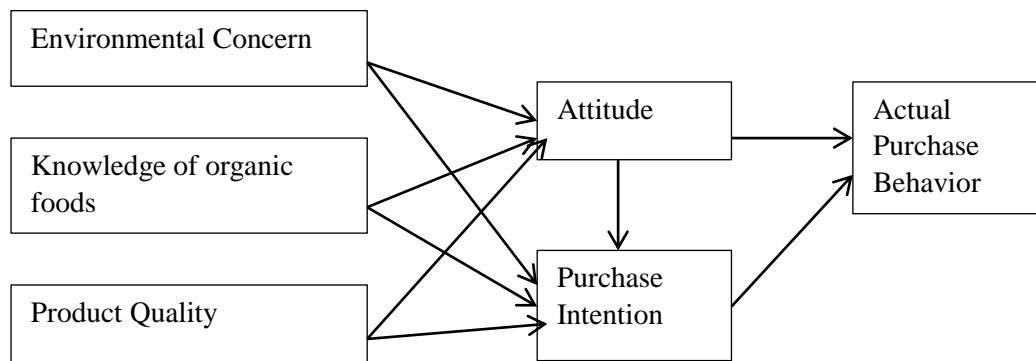


Source: Adapted from I. Effendi et al. (2015)

The finding of this study showed that organic food knowledge, health awareness and subjective norms variables had a significant impact on organic food purchase but the cultural and food attributes had no effect on attitudes. This study found that organic price could hinder to purchase of organic foods.

The third conceptual framework was developed by Nguyen et al. The aim of their study was to gain insight into consumers' purchase behavior, to determine the influence of health concern, environmental concern, product quality and knowledge on attitude, purchase intention and how that can effect an actual purchase behavior of consumers' toward organic product in Aceh. This study was conducted on 310 consumers that consume organic product in Aceh. The sample was taken using purposive sampling technique and the sample data were statistically analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM).

Figure (2.4) Investigation of Organic Products Consumer’s Purchase Behavior



Source: Adapted from Nguyen et al. (2019)

The result showed that health concern, product quality and knowledge were significantly influenced on attitude and purchase intention but environmental concern was not. Then, attitude was a significant direct effect on purchase intention, and this significant result has an impact on actual purchase behavior, in which attitude and purchase intention significantly affected actual purchase behavior of consumers’ toward organic product

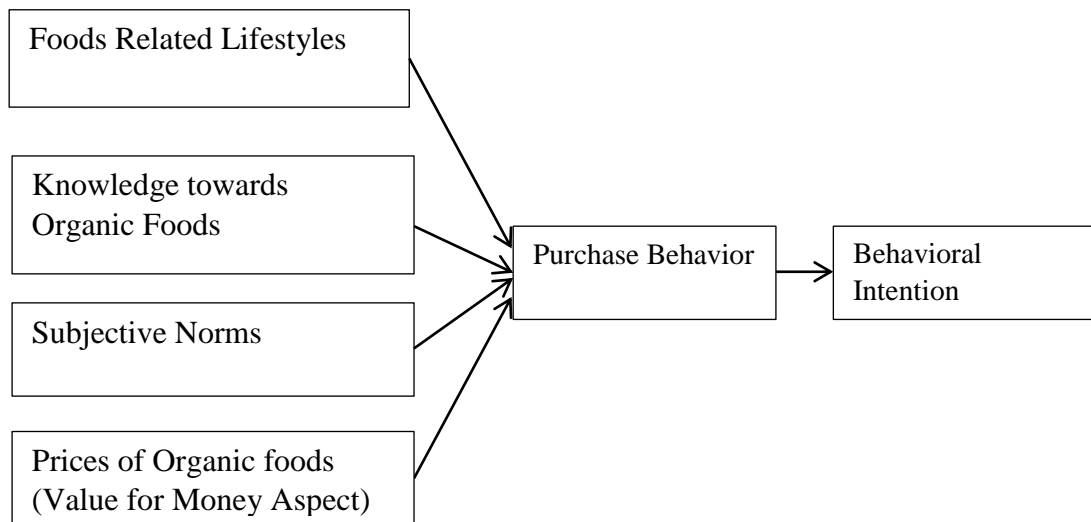
2.3 Conceptual Framework of the Study

Based on TPB, Vilchis-Gil et al. (2015) considered food-related lifestyle as an entire segmentation in marketing to understand why people buying organic foods and has mainly described to describe global disease or phenomenon. Therefore, Eliete Levy and Zhengyangzi Fang described the effect of food-related lifestyles when purchasing organic foods. The author found that the more consumers emphasized about food in their daily life, the greater their interest in organic foods. Changing in consumers’ food-related lifestyles became the main reason to impact on the actual purchase behavior and consumption of organic foods.

Many researchers did not divide the consumers’ organic food behavior into three categories: environmental knowledge, organic food knowledge, and health knowledge. Thus, Tarkiainen & Sundqvist, (2005) and S. Smith & Paladino, (2010) did not mention the environmental knowledge, health knowledge and organic foods knowledge. Cognitive learning, knowledge, was a significant factor on consumer purchase behavior (Sapp, 1991). The distinction level of organic food knowledge would be different consume purchase intention (JYH, 1998). In the aspect of organic

food price, researchers showed that the price is a significant variable in the organic purchases (Susanne Padel, 2005) Padel & Foster, (2005). Moreover, (D'Souza et al., 2006) stated that a high price became consumers to switch into another products. Further, T. A. Smith et al., (2009) revealed that organic food price variable did not have a significant effect on intention to purchase organic foods.

Figure (2.5) Conceptual Framework of the Study



Source: Own Complication, 2020

Therefore, the consumers' food-related lifestyle, organic food knowledge, subjective norm and organic food price are the influential factors in the actual purchase behavior of organic foods. The conceptual framework of this study is proposed in Figure (2.5) is aimed to explain the factors affect the consumers' actual purchase behavior and behavioral intention of organic foods in Yangon. The framework shows the relationships among food-related lifestyles including food information, health knowledge, environmental knowledge, love and fun of cooking, organic food knowledge, subjective norms, price of organic foods and consumes' consumers' actual purchase behavior of organic foods and behavioral intention of organic foods buyers in Yangon.

2.4 Variables used in the Study

In this study, the factors such as food-related lifestyle, knowledge towards organic foods, subjective norms and organic food price (value of money aspect) were used to investigate the purchase behavior of organic food buyers in Yangon.

2.4.1 Food-related Lifestyles

Consumers of all over the world are changing the method of interaction with food. Various food-related lifestyles factors review the relationship of food and their consumption and behavioral requirements. As food marketing environment becomes expand and more competitive, marketers begin to investigate the ways to understand and changes of consumers' food-related attitudes and behaviors. Food-related lifestyles belong to four different areas: (1) ways of shopping (importance of product information, use of shopping lists), (2) cooking methods, (3) quality (price-quality relationship, health), (4) consumption situations (pursuit of convenience).

Consumers' awareness on health was an important role in make decision of buying organic foods. Consumers are now buying organic foods due to their individuals' awareness and knowledge about their health. The potential health benefits are increasing nutrients, higher level of omega-3 fatty acids, lower cadmium level (that is toxic chemical in organic grains), reduce pesticide and lower risk of bacterial contamination organic foods. Individuals' perceptions that organic foods are healthier, have greater nutritional value in comparison with conventional food, and are produced naturally without utilizing harmful chemicals, results in positive attitudes toward organic foods.

Consumers' environmental awareness is the way to solve the environmental problems. According to (Ayub et al., 2020) in recent years, environmental and social factors became important in consumers' purchase intention so that the purchase of organic foods were considered environmentally friendly behaviors (Yadav & Pathak, 2016). Motivations to protect environment are consumers' concerning about environment and well-being society. They are finding the innovative and protective ways and taking the right action. This doing can become a part of choosing green product, other organic foods and using biodegradable product (Kianpour et al., 2014). Organic food production can be seen as the strategy of environmental protection

because the organic farming use the natural farming procedures, avoiding chemical pesticides and fertilizers are not used in their production(Hassan et al., n.d.) .This has supported consumers to buy organic foods as they want to protect the environment (Ahmad, 2010).

2.4.2 Knowledge of Organic Foods

Organic food knowledge is a main instrument that make differentiate the attributes of organic foods among other conventional foods and become consumers' positive attitude and quality perception and purchase intention towards organic foods. Organic food knowledge is determined by income, educational level, values& lifestyles. The information provided by media, shopping website and word-of-mouth impact the organic food knowledge of consumer (Gracia & De Magistris, 2007).

2.4.3 Subjective Norm

A large number of psychological research showed that subjective norms are the critical motivator to determine the intention. Ajzen, 2005b indicated that the subjective norms is the reflection of the perceived social pressure or motivation to engage or not to engage the behavior.

2.4.5 Organic Food Price (Value For Money Aspect)

According to Oroian, consumer price perception includes price and value consciousness, price-quality relationships variables in consumer buying process. The United Nation (UN) said that the reasons of organic food is higher than conventional foods was that food supply is limited, higher production cost, inefficient and higher cost of marketing and distribution chain.

CHAPTER 3

CONSUMER ATTITUDE TOWARDS ORGANIC FOODS IN YANGON

This chapter describes the consumer attitude towards organic foods in Yangon. The study was focused on the modern city rather than rural areas of Myanmar. The organic foods markets help more farmers and this community to become a healthy community and environment, especially needed in Yangon.

3.1 Organic Products and Farms in Yangon

Myanmar organic market is only at the beginning stage to commercialize of the organic products. The available types of organic products in Yangon are organic fruit and vegetables, organic dairy and egg, organic beverages and organic snacks, medicine and coffee. Organic foods are available in supermarket chain, non-supermarket retail outlets and complementary retail in Yangon such as Organic Valley, Kokkoya Organic, etc.

Organic Valley offers fresh fruits and vegetables that are home-grown to people in Yangon. The aim of organic valley is to promote the eating of chemical-free food for healthier lifestyles. They founded in May 2018 and started the business with just 6 types of vegetables. Now, organic valley sells 60 types of vegetables that were harvested from Taunggyi, Pindaya, Pyin Oo Lwin and Yangon. Organic Valley uses leaves for packaging to reduce the use of plastic. The products of Organic Valley get at Yangon Farmers Market every Saturday at Karaweik Gardens inside Kandawgyi Park.

Kokkoya Orgnics, a small organic farm, grow fresh and chemical fee organic vegetables to household in Yangon that are sold through Community Supported Agriculture System (CAS) and will be delivered right in front of consumers' doorstep.

A mobile car, mobile green shop is full of organic green vegetables and dried ingredients and streams past the street in Yangon. That are not officially certified as organic consumers do trust that they are. Mobile Green shop tries to build trust based

on what they called a “Participatory Guarantee System” between farmers and producers and the customers. The aim of the shop is to encourage farmers to grow products organically, and to hold regular meet-up events in which consumers can directly ask questions to producers. They also direct short video illustrating their approach to farming and agriculture. The mobile car makes deliveries once a week every Wednesday. Two days prior to making the deliveries, the team orders the produce from the organic growers network, and then contacts the customers to confirm delivery the day before. The Mobile Green Shop, which sources products from as far as Aung Pan, tomatoes from Inlay and vegetables from Hmawbi. The aim is to increase the number of organic growers throughout the country. The team targets mainly NGO offices at the moment, rather than homes or apartments. The Mobile Green shop aims to expand their market next year. But fuel cost is the barrier to deliver to some townships in city.

3.2 Consumers Awareness about Organic Foods Product and Barriers in Buying Organic Foods

Changes in awareness (changes in consumer behavior pattern from conventional foods to organic foods) made effective shifts in consumers’ preferences and taste that led to rise the domestic and global demand of organic products. Consumers’ awareness information is an important factor for farmers, producers and marketing agencies to successfully plan production that can capture a greater market share and grab opportunities. Consumers’ knowledge and awareness will continue to be important in the organic food market in two respects. First, there is still a segment of the potential market that is not yet informed about organic foods. Second, knowledge and awareness about organic foods can affect attitudes and perceptions about the product and ultimately, buying decisions of consumers. Therefore, various awareness program should conduct to get the people awareness about the organic food products. These awareness programs give us immense knowledge regarding the new trends in the organic food industry. The programs include various seminar, trade meeting, farmers meeting hub, bio diversity statues and many more. It will help us to gain more knowledge regarding effects of organic food on health and fruitful achievements of Eco friendly environment.

Barriers encountered by consumers in buying organic foods are segmented into two types: physical (extrinsic obstacle) and psychological (intrinsic obstacles). The consumers are dissatisfied with time costs, unavailability, high price that are the examples of psychological barriers that hinder the organic food buying behavior (Ham, 2016). Another significant barrier to expand organic market is lack of trust. Lack of availability of organic foods caused to reduce the consumers' motivation to purchase and consume of organic foods. Another physical barriers of organic foods consumers are lack of time, lack of self-control and resistance to change, food preparation, influence of other people, lack of knowledge and selection influence (Ham, 2016).

3.3 Constraints for Organic Foods Producers

Organic farming produce marketing and lack of awareness among buyers are the main problem for organic growers and the main hurdle in selling organic foods. Higher cultivation cost become due to higher price and that leads to hinder in penetrating towards mass market. Moreover, consumers verify the organically certified produces before buying. However, organic growers are not able to spend money towards the organic certification and cannot export to over-sea market without having organic certification. This is the biggest constraint for organic growers. Another factor is the lack of organic farming technology and lower educational level about the organic farming practices.

3.4 Consumer Attitude on Organic Food Related Lifestyle

For this study, food related lifestyle (love and fun of cooking, importance of product information, environmental knowledge and health knowledge) are termed as independent variables and dependent variable is purchase behavior of organic foods.

The study collected 330 organic consumers by using the 14 items of food related lifestyle are measured with the five Likert ranging. Table (3.1) suggested that consumers' food related lifestyle.

Table (3.1) Food-related Lifestyle (Love and fun of cooking)

No.	Items	Mean	Standard Deviation
1.	Doing latest menus, for example menus from foreign.	3.76	1.127
2.	Making a new cooking method and menus make me to take the fun of cooking.	3.87	1.115
	Overall Mean Value		3.815

Source: Survey Data (2020)

The average mean of 3.815 indicates that the most of the consumers have an interest on cooking and take a challenge to try a new menu and they take a time on new cooking method.

Table (3.2) Food-related Lifestyle (Importance of Product Information)

No.	Items	Mean	Standard Deviation
1.	Looking for food information via social media is an essential element to me before I chose that product.	4.23	0.902
2.	Taking into account the product labels to make purchase decision.	3.88	0.969
3.	Learning the knowledge about production information from advertising became a help in making purchasing decisions .	3.52	1.100
4.	Taking time on food purchasing	3.75	1.058
	Overall Mean Value		3.845

Source: Survey Data (2020)

According to the results of mean values of greater than “3”, most of the consumers take the time in looking for the information about the organic foods.

Table (3.3) Food-related Lifestyle (Environmental Knowledge)

No.	Items	Mean	Standard Deviation
1	Knowing about environmental issues	3.99	0.872
2	Believing that eating environmentally sustainable foods will help in conserving natural resources.	4.24	0.879
3	Protecting the environment by not applying any dangerous chemical fertilizers.	4.48	0.772
4	Eating Organic foods, can protect animals' reduction.	4.19	0.904
	Overall Mean Value		4.225

Source: Survey Data (2020)

The mean average 4.225 indicates that organic food consumers care and protect the environmental issues by eating environmentally sustainable foods that help in maintaining the natural resources.

Table (3.4) Food-related Lifestyle (Health Knowledge)

No.	Items	Mean	Standard Deviation
1	Having a lot of mineral in organic foods.	4.18	0.854
2	Eating foods that are grown organically make healthy.	4.39	0.883
3	Knowing that organic foods reduce the risk for health.	4.37	0.921
4	Judging carefully foods based on health benefit.	3.84	0.947
5	Overall Mean Value		4.195

Source: Survey Data (2020)

The average mean 4.195 indicates that the organic consumers really take into account health in their daily life. Most of the consumers know the health benefit of organic food product and they choose organic foods based on the organic food nutriment, vitamin, and supplements.

Chapter (4)

Analysis on Consumer Purchase Behavior and Behavioral Intention of Organic Foods Buyers in Yangon

This chapter focuses on explaining data tables and graphs, analyzing trends and estimation of the statistical. The chapter will present summary statistics, results of relevant test undertaken in the study and final results to be used to conclude the study.

4.1 Research Design of the Study

The quantitative research was conducted in a form of the survey. The data collected from target respondents through the questionnaire survey were analyzed in this chapter. These target respondents were 330 organic foods buyers in Yangon. Cochran's formula was considered especially appropriate in situations with large populations. The sample size was 384 respondents who consumed organic food participated in the questionnaire survey.

The data were input and analyzed by using Statistical Package for Society Science (SPSS) program version 22.0. The first part was descriptive analysis of target respondents' demographic profile, general information, and consumption pattern. In addition, frequency tables and charts were developed which aims to explain and illustrate the statistical data collected. Besides that, the result of reliability test, Multiple Regression was presented in order to provide explanation and interpret on the hypotheses and lastly follow with a conclusion on the analysis.

4.2 Profile of Respondents

The study targeted 330 organic foods buyers in Yangon. Table (4.1) describes the demographic profile of organic foods buyers in Yangon.

Table (4.1) Respondents' Profile

Categories	Frequency	Percent
Gender		
Female	317	96.1
Male	13	3.9
Age		
Under 19 Years Old	189	57.3
20 to 29 Years Old	139	42.1
30 to 39 Years Old	2	0.6
Above 40 Years Old	0	0
Education		
Undergraduate	137	41.5
Graduate	59	17.9
Master Degree	11	3.3
Other Diploma/ Certificate	123	37.3
Occupation		
Student	250	75.8
Dependent	2	0.6
Employee	44	13.3
Owner	9	2.7
Others	25	7.6
Marital Status		
Single	327	99.1
Married with Children	1	0.3
Married without Children	2	0.6
Single	61	20.9
Family Members		
Under 3 Members	74	22.4
4 Members and Above	256	77.6
Income Level		
less than 100000 mmk	229	69.4
100001 to 300000 mmk	72	21.8

Categories	Frequency	Percent
300001-500000 mmk	20	6.1
above 500000 mmk	9	2.7
BMI		
Underweight	110	33.33
Normal and Healthy Weight	205	62.1
Overweight	9	2.7
Obese	5	1.9
Percent of Income Spending on Food		
20% or Less	68	20.6
21% to 40%	29	8.8
41% to 60%	84	25.5
61% to 80%	143	43.3
81% or More	6	1.8
Purchase Frequency on Organic Food		
2 Times or Less	50	15.2
3-5 Times	150	45.5
6-9 Times	113	34.2
10 Times or More	17	5.2
Total Sample		330.0

Source: Survey Data (2020)

In the study investigated that 96.1% were the female respondents. This result indicated that the proportion of female respondents was roughly more than male respondent as the female consumers were more interesting in their consuming of organic foods. In the age group, the data also revealed that 57.3% of the respondents were under 19 age group, 42.1 % were between 20-29 years old age group, 0.6 % were in 30-39 years old age group and no one is above 40 years old group.

By groups of education they studied, sample consists of undergraduate with 41.5%, graduate with 17.9%, master degree with 3.3%, and other certificate and diploma with 37.3. The students accounted for 75.8% of the respondents, 0.6 % of the respondents were in dependent life, 33.3% were described as working and 2.7% are owners. This indicated that the younger generation has food habit in adjusting organic rather than other age group.

It could be seen that the majority (99.1 %) of the respondents were single. Specifically, 33.3% had underweight, 62.1% with normal and healthy weight, 2.7% with overweight and only 1.9 % had obese according the measurement of their weight and height. It could be seemed that the persons who are interesting in organic food have health life and most are young generation. (See in Table 4.1)

4.3 Perception on Knowledge towards Organic Foods

In the study, the consumers' knowledge about organic foods affect the consumer purchase behavior of organic foods buyers. The overall mean value of consumers' organic foods knowledge is described in Table (4.2).

Table (4.2) Knowledge towards Organic Foods

No.	Items	Mean	Standard Deviation
1	Knowing the products is organic or non-organic	3.50	0.862
2	Learning the technique of organic foods process	2.80	0.777
3	Meeting the nutritional needs than conventional foods.	4.45	0.739
4	Having the confident in sharing organic foods knowledge to my surrounding people.	3.27	0.846
	Overall Mean Value	3.505	

Source: Survey Data (2020)

Table (4.2) states that the average mean of knowledge about organic foods is 3.505 that shows that the consumers strongly believe the organic foods' nutriments and the benefit of organic foods compared to conventional foods.

4.4 Perception on Subjective Norm

For the study, subjective norm is the independent variable on purchase behavior of organic foods buyers. The mean score of subjective norm on organic foods purchase behavior shows in Table (4.3).

Table (4.3) Subjective Norm

No.	Items	Mean	Standard Deviation
1	Importance of the trend of consuming organic foods among people around me.	3.75	0.658
2	Appreciation by my family members and close friends when I consume organic foods rather than conventional foods.	3.96	0.769
	Overall Mean Value	3.855	

Source: Survey Data (2020)

The overall mean of subjective norm on purchase behavior of organic foods buyers is 3.855 (nearly 4). This indicates that consumers are influenced by social pressure (such as the close friends, family, colleagues' advice, support on buying behavior of organic foods.)

4.5 Perception on Organic Food Price (Value for Money Aspect)

For this study, price is the independent variable on purchase behavior of organic foods in Yangon.

Table (4.4) Price of Organic Food (Value for Money Aspect)

No.	Items	Mean	Standard Deviation
1	Price of organic food in accordance with benefit	4.00	0.746
2	Price paid in accordance with the quality of organic food	3.98	0.758
3	Price as a barrier to consume organic foods.	3.74	0.759
4	Organic foods have higher price but people are looking for organic food to purchase organic foods.	3.69	0.680
	Overall Mean Value	3.852	

Source: Survey Data (2020)

Table (4.4) shows that the highest mean value is price of organic food in accordance with benefit (4.00) and the lowest mean value is purchasing organic food, even though they are more expensive than conventional foods (3.69).

The average mean 3.852 indicates that most of the consumers accept the higher price because they believe the quality and benefit of organic foods is accordance the price paid.

4.6 Perception on Purchase Behavior

In the study, purchase behavior is an independent variable on behavior intention of organic foods. The mean score of purchase behavior is shown in Table (4.5).

Table (4.5) Purchase Behavior

No.	Items	Mean	Standard Deviation
1	Purchasing organic food products on regular basis	3.23	0.971
2	Purchasing organic foods to maintain the environmental situation.	3.64	0.933
3	Purchasing organic foods to protect animal well-being	3.64	0.930
4	Purchasing organic foods although hard to come by in the market	3.35	0.975
	Overall Mean Value	3.465	

Source: Survey Data (2020)

The average mean value of purchase behavior on behavioral intention is 3.465 that indicates that the consumers' lifestyle, environmental and health awareness affect the purchase behavior of organic foods.

4.7 Perception on Behavioral Intention

In the study, behavioral intention is the dependent variable and defined as consumers' plan to engage or not engage that purchase behavior in the future.

Table (4.6) Behavioral Intention

No.	Items	Mean	Standard Deviation
1	Continuing buying organic foods	4.13	0.819
2	Intending to purchase organic food regularly.	3.77	0.945
3	Planning to buy organic foods because of considering about health benefits.	4.01	0.814
4	Planning to buy organic foods in order to protect the environmental problems.	3.93	0.865
	Overall Mean Value	3.96	

Source: Survey Data,2020

The average mean of behavioral intention 3.96 indicates that the motivational factors of purchase behavior attract the consumers to consume the organic food in the future.

4.8 Reliability Test

Based on the collected data, Cronbach's alpha reliability coefficient was computed to evaluate the internal consistency of each component as shown in Table.

Table (4.7) Reliability Analysis

Variable	Cronbach's value	Item
Food Related Lifestyles	0.7	14
Knowledge on Organic Food	0.6	4
Subjective norms	0.6	2
Price of organic foods	0.6	4
Purchase behavior	0.8	4
Behavioral Intention	0.9	4

Source: Survey Data,2020

Table (4.7) illustrates that all the variables are reliable as their reliability result range from 0.6to 0. 9, indicating high acceptable reliability.

4.9 Analysis of Factors Influencing on Consumers' Purchase Behavior towards Organic Foods

In this study, two linear regressions are conducted respectively. The first regression (Table 4.8) is to test the relationship between four factors and actual purchase behavior. Four factors including food related lifestyles, consumer knowledge on organic foods, subjective norms, and price of organic foods are considered as independent variables while purchase behavior on organic foods is the dependent variable. The second regression (Table 4.9) aims to investigate the relationship between purchase behavior and behavioral intention in which purchase behavior is independent variable and behavioral intention is dependent variable.

Table (4.8) Analysis of Factors Influencing on Purchase Behavior

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.494	0.352		1.404	0.161		
Food Related Lifestyle	0.331***	0.095	0.199	3.492	0.001	0.659	1.517
Knowledge towards Organic Food	0.356***	0.075	0.261	4.763	0.000	0.713	1.402
Subject Norm	0.161**	0.066	0.130	2.429	0.016	0.753	1.328
Price	0.194**	0.084	0.129	2.303	0.022	0.680	1.470
R ²	0.302						
Adj R ²	0.293						
F-value	35.083**						
Durbin-Watson	2.009						

Source: SPSS output, 2020 Survey Data

Statistical Significance Indicate *** at the 1% level, ** at the 5% level and * at the 10% level

The factors (food related lifestyles, consumer knowledge on organic foods, subjective norms, and price of organic foods) on purchase behavior are analyzed with regression coefficient. The R Square value of the result is 0.293, and the value of Durbin Watson in the table is 2.009, which suggested that there is evidence of positive correlation and no singularity or multi-collinearity problem as VIF <10.

The result shows that the all factors of food related lifestyle have 1% significant level on purchase intention. All predictors are significant in describing the relationships ($\beta = 0.331$, $p < 0.001$), the result indicates that food related lifestyle are positively related to purchase behavior. The most of respondents prefer the food related lifestyles and have a more affection to consume the organic food in consumption pattern so that consumers have the higher willingness to purchase fresh organic foods to obtain healthy life.

The survey data is tested by regressing consumer knowledge on purchase intention. Table (4.8) also shows that consumer knowledge on organic food have 1% significant influence on purchase intention ($\beta = 0.356$, $p < 0.000$). The result can be concluded the consumer purchase behavior to organic food is related as their knowledge about organic foods (such as, nutrition, calories, and vitamins).

Subjective Norms ($\beta = 0.161$, $p < 0.016$) is related to intention toward buying organic food at a significance level of 0.10), providing support for relationship between them. The motivation to buy is identified by influential social roles of family members, friends and colleagues.

Price of organic foods ($\beta = 0.194$, $p < 0.022$) is proved to have positive influence on purchase intention to organic foods. Price is an important factor when customer makes their purchase decision on organic foods.

As the results, consumer purchase behavior depends on the food-related lifestyles, subjective norms and price factor. Among these factors, they consider that the organic foods buying behavior is according to their food related style. And then, price of foods attracts the buying behavior on organic food. Consumers feel social pressure to behave as the others in their food choice as subjective norms.

4.10 Analysis of Purchase Behavior on Behavioral Intention of Organic Foods Buyers

In the test, a regression analysis is also carried out, with purchase behavior as an independent variable and behavioral intention as the dependent variable. Table (4.9), R Square Value 0.337 expresses that purchase behavior explained 33.7% of variance on buying organic foods.

Table (4.9) Analysis of Actual Purchase Behavior on Behavioral Intention of Organic Foods

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.088	0.149		14.024	0.000		
Actual Purchase	0.543***	0.042	0.581	12.923	0.000	1.000	1.000
R ²	0.337						
Adj R ²	0.335						
F-value	167.003***						
Durbin-Watson	1.804						

Source: SPSS output, 2020 Survey Data

Statistical Significance Indicate *** at the 1% level, ** at the 5% level and * at the 10% level

The result shows that the purchase behavior of organic food significantly influences on behavioral intention. The significance level is 1% ($\beta = 0.543$; $p < 0.000$). The result indicates that the factors of purchase behavior become the motive for repeat purchase of organic foods. The study finds that purchase decision will have a positive effect on repurchase decisions on organic foods. The study analyzes the factors influencing on purchase behavior and repurchase intentions (behavioral intention) of organic foods buyers.

CHAPTER 5

CONCLUSION

This chapter contains findings and discussion of the study, suggestions and the limitations and needs for further study.

5.1 Findings

According to the study, the respondents profile of organic food consumers indicated that the female consumers were more interest on organic food than male consumers. In the study, 57.3% of consumers were under 19 years old and 42.1% of consumers are between 20-29 years old. The most respondents were undergraduate and students and income was less than 100000 mmk that indicated the younger generation had more food habits in adjusting organic foods.

The study showed that the food related lifestyle variables (love and fun of cooking, importance of product information, environmental knowledge and health knowledge of organic foods) was significantly depended on the purchase behavior. The improvement in lifestyle or behavior changes occur because of consumers' belief became in the benefit of organic food compared conventional foods. Consumers switched their lifestyle into healthy lifestyle by considering the harmful effect of pesticides and environmental issues. Therefore, individual's evaluation and emotional feelings, looking for product information influences the buying behavior and lead to a healthy lifestyle.

Knowledge towards organic foods had a significance relationship between purchase behavior of organic buyers. Consumers believed and knew that organic foods had more health benefit than conventional foods.

Price of organic foods was higher than conventional because of the cost of certification, labor cost, post-harvest handling cost. However, most of consumers accepted the higher price because consumers assumed that the higher price of organic foods were accordance with the health benefit (nutriment, vitamin, supplement) and quality of organic foods.

Consumers had a special interpersonal influence including family, friends, colleagues, etc. Many consumers considered social aspects (such as appreciation or approval from closed family, friends) when they choice to consume organic foods.

The factors of actual purchase behavior (such as, food related lifestyle, knowledge toward organic foods, subjective norm and organic price) was as the motivational factors to become behavior intention of organic buyers in Yangon.

5.2 Recommendations and Suggestions

There are four applied implications of this study that organic marketers need to pay attention in terms of consumer purchase intentions. Firstly, the purchase behavior of consumers to organic food is strongly influenced by food related lifestyles and knowledge about awareness on organic benefits. Furthermore, it is also important for marketers to consider social reference in communication strategy and price sensitive behavior in pricing.

By purchasing food that reflects their values and lifestyles, consumers in turn fulfill egocentric needs that make them feel good about themselves. Based on the finding of the research, organic food marketers must create a website to increase consumer awareness about the benefits and packaging with notes to switch an organic lifestyle. In advertising the organic foods, organic marketers must emphasize that the organic food's values and the fulfillment of consumers' egocentric needs.

Organic marketers should inform the organic food production and processing and difference between non-organic foods to consumers who want to know the detail of organic foods process and should educate to the consumers about the reasons of higher price. That information became to the positive consumers' attitude on organic price and they became considered that the organic foods fit the price paid and the benefit received.

Consumers' one of the reason in purchasing organic foods is to protect environmental issues and to perceive health benefit and environmental benefits. therefore, organic foods marketers must aware in advertising that based on environmental damage and local origin.

Organic foods producers should engage the alternative decoration about organic foods and farming to gain the consumers' interest in local organic farming and to attract the non-organic consumers into the organic foods consumers and to become repeat purchase of organic foods and to increase the demand of organic foods by doing strategic marketing campaigns, TV program, advertising, seminars about

organic foods that emphasize the environmental and health environment, healthy lifestyle and the potential benefit of organic foods.

5.3 Needs for Further Study

Due to time limit, the sample size used in this paper is 330 organic foods buyers in Yangon. To expand the organic market throughout the country, need to study consumers in rural areas. Furthermore, it is necessary to do research the organic farming because the organic farming maintains the soil productivity, improve the quality of agriculture produce and protect insect-pests without affect the ecological community and biodiversity of helpful organisms. Moreover, research should do about organic farming combination with the latest technological practices to create a sustainable crop growth environment, and sell agricultural products which high quality and brand image.

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APPENDICES

Questionnaire

Consumer purchase intention towards actual purchase behavior of organic foods in Yangon.

(I) Respondent Profile

1. Gender

- Male
- Female

2. Age

- 19 years or less
- 20-29 years
- 30-39 years
- 40 years or more

3. Education Level

- Undergraduate
- Graduate
- Master degree
- Other

4. Occupation

- Student
- Dependent (e.g. Housewife)
- Employee
- Own business
- Others

5. Monthly Income

- 100,000ks or less
- 100,001-300,000ks
- 300,001-500,000ks
- 500,001ks or more

6. Family members

- 3 or under 3
- 4 or above

7. Marital Status

- Single
- Married (with children)
- Married (no children)

8. Write your body weight and height

- Underweight
- Normal or Healthy Weight
- Overweight
- Obese

9. Percentage of your income spend on food

- 20% or less
- 21% to 40%
- 41% to 60%
- 61% to 80%
- 81% or more

10. Monthly Purchase frequency of organic food

- 2 times or less
- 3-5 times
- 6-9 times
- 10 times or more

II. Food related Lifestyle

(11) Love and Fun of Cooking

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
I like to try new recipes, for instance recipes from abroad.					
Recipes or tips from different cooking traditions allow me to experience the fun of cooking in the kitchen.					

(12) Importance of product information

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
Looking for food information via social media is an essential element to me before I chose that product.					
I take into account labels to make purchase decision.					
Advertising information helps me make better purchasing decisions					
I like taking time on food purchasing					

(13) Environmental knowledge

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
I know about environmental issues					
I believe that eating environmentally sustainable foods will help in conserving natural resources.					
Organic farming can protect the environment because it does not carry any harmful synthetic chemical pesticides and fertilizers					
Organic farming can protect animals					

(14) Health Knowledge

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
Organic foods have a lot of mineral and Vitamin C					
Eating foods that are grown organically make healthy.					
I know that organic food reduce the risk for health.					
I carefully judge foods based on health benefits.					

(III) Knowledge towards Organic Foods

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
I know the products is organic or non-organic					
I know the technique of organic foods process					
organic food products are very useful to meet the nutritional needs than conventional foods					
I have the confident in sharing organic foods knowledge to my surrounding people.					

(IV) Subjective Norm

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
The trend of consuming organic foods among people around me is significance.					
My family members and close friends would appreciate if I consume organic foods rather than conventional foods.					

(V) Price of Organic Foods

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
The price of organic food in accordance with benefit					
The price paid in accordance with the quality of organic food					
The price of organic foods is a barrier to consume them					
People should purchase organic food, even though they are more expensive than conventional foods.					

(VI) Actual Purchase Behavior

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
I purchase organic food products on regular basis					
I purchase organic food products to maintain the environmental situation.					
I purchase organic foods to protect animals well-being.					
I purchase organic food, although hard to come by in the market					

(VII) Behavioral Intention

	Strongly agree	Agree	Neural	Disagree	Strongly Disagree
I will continue buying organic foods					
I intend to purchase organic food products on a regular basis.					
I intend to purchase organic food because I considered about my long-term health benefits					
I intend to buy organic food products because they are more environmentally friendly					