YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF MARKETING MANAGEMENT PROGRAMME

FACTORS AFFECTING CUSTOMER PURCHASE DECISION ON ORGANIC VEGETABLES IN YANGON

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MMM-53
1st BATCH

AUGUST, 2023

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"This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for degree of Masters of Marketing Management"

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August, 2023

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ABSTRACT

The purposes of this study are to analyze the influencing factors on purchase behavior for organic vegetables of consumers and to examine the effect of purchase decision on repurchase intention on organic vegetables purchase in Yangon area. Primary data are collected from 73 consumers who were purchasing vegetables at supermarket, organic stores and farm in Yangon with structured questionnaire described with 5-point Likert scale by applying sample random sampling method. In descriptive method, this study found that majority of customer have highest level of agreement on customer attributes towards purchase decision of organic vegetables. The study shows that subjective norm and perceived behavior control have significant effect on purchase decision of consumer of organic vegetables. The results also indicate that consumer purchase decision has positive effect on repurchase intention of consumers on organic vegetables. Thus, this study strongly recommends organic vegetables producers and marketer to provide good service and offering trading fresh organic vegetables.

ACKNOWLEDGEMENTS

Foremost, I would like to express my sincere gratitude to Prof. Dr. Tin Tin Htwe, Rector, Yangon University of Economics, for her concern, motivation, enthusiasm and encouragement to the participants of the Master of Marking Management (MMM).

A debt of gratitude is owed to Prof. Dr. Tin Tin Htwe, Head of Department, Department of Commerce, Yangon University of Economics, for motivating the students to finish the thesis.

I would like to show respects and express my sincerest gratitude to Professor Dr. Thynn Thynn Myint, Department of Commerce, Yangon University of Economics, for her constructive suggestions, supporting excellence lectures and comments to complete the thesis.

Furthermore, my deepest appreciation is extended to my beloved supervisor Professor Dr. Aye Thanda Soe for the continuous support of this study, for her patience, motivation, enthusiasm, and immense knowledge. Her guidance helped me to finish this study.

I wish to thank my respected professors and lecturers of MMM programme who shared their time and valuable knowledge during the course of MMM student tenure at the Yangon University of Economics.

I would like to thank my MMM classmates for their encouragement, support and knowledge sharing during my studies. Last but not least, I would like to give heartfelt thanks to my family for giving the time, chance and support.

Min Thu Han

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CHAPTER 1
INTRODUCTION

In recent years, there has been an increasing global trend towards purchasing organic products due to concerns about health, sustainability, and environmental impact. In Myanmar, this trend is also gaining popularity, with an increasing number of consumers showing interest in organic products. However, there is a lack of understanding regarding the factors that influence consumers organic purchase behavior in Myanmar.

Organic products are grown and processed without the use of synthetic chemicals, pesticides, fertilizers or genetically modified organisms (GMOs). Organic food is a product of an agricultural method that does not use synthetic fertilizers, pesticides, growth regulators, or livestock feed additives. Irradiation and the use of genetically modified organisms (GMOs) or products produced from or by GMOs are generally prohibited by organic legislation (DEFR, 2016). Moreover, organic agriculture aims to minimize damage to the environment by using natural resources and systems, such as crop rotation and composting, to sustain soil fertility and promote biodiversity (Ladányi, 2022). Organic agriculture also emphasizes the responsible use of energy and natural resources, making it a more sustainable approach compared to conventional agriculture. Furthermore, organic farming typically involves the use of techniques such as intercropping and conservation tillage, which can help to reduce erosion, conserve water and promote healthy soil. Organic farming also prohibits the use of antibiotics, growth hormones or other harmful additives in livestock. As a result, organic livestock are raised without the routine use of antibiotics and hormones that are commonly used in conventional animal agriculture. (Nikolova, 2017). Overall, the organic definition promotes a farming system that prioritizes environmental sustainability, animal welfare and human health. This concept has gained significant popularity in recent years, as consumers have become more aware of the potential health and environmental impacts associated with conventional agriculture (Ashari, 2020). As a result, the demand for organic products has increased rapidly and continues to grow.

In Myanmar, the Ministry of Agricultural Livestock and Irrigation (MOALI) is crucial in determining the agricultural landscape of the nation. As a governmental entity, MOALI is in charge of enforcing laws, rules, and programs that support environmentally

friendly farming methods, increase the productivity of livestock, and guarantee effective irrigation systems. Its effect is essential to the growth of Myanmar organic market. The Myanmar Fruits and Vegetable Producers Association (MFVP) and the Myanmar Organic Agriculture Group (MOAG) collaborate closely with the Ministry of Agriculture, Livestock, and Irrigation (MOALI) to promote the growth of Myanmar organic vegetable market. MFVP and MOAG gain governmental support for their activities by connecting their efforts with MOALI knowledge and resources. They support the adoption of organic farming practices among local farmers through cooperative workshops, training programs, and knowledge-sharing sessions. MOALI assistance guarantees that established organic criteria are followed, increasing customer trust. Furthermore, the collaboration provides distribution channel for organic vegetables, connecting growers to larger markets including local and international. MFVP, MOAG, and MOALI work together to promote sustainable agriculture, improve food security, and contribute to the expansion of Myanmar organic industry.

Consumer behavior is the theory that uses to understand behavior of consumer, how they make decisions about the product and helping organization or company to improve their marketing strategies. Understanding consumer behavior is the foundation for developing strategic marketing plans. Consumers reactions to this marketing strategy determine the organization success or failure (Kotler,P., & Gertner, D, 2002). Consumer decisions may differ between items or services, yet all consumers go through a similar process. Today business environment is highly competitive and rapidly changing.

Among the multiple studies regarding consumer behaviors toward organic vegetables in academia, Theory of Planned Behavior (TBP) is a key theory used in this study, has successfully been applied in local organic vegetable choice behavior research, and was proved as a statistically acceptable model for explaining consumer behaviors for sustainable food (Ajzen, From intentions to actions: A theory of planned behavior, 1985). The primary principle behind the TBP is that behavioral intention, which includes attitude, subjective norm, and perceived behavioral control, influences a person's conduct.

The benefits of buying local organic vegetables include support for local economy, better freshness, less food travel time, better access to customers and less fuel use for delivery and so on. Organic vegetables mean many things to many people: the two most popular definitions are food grown within a county, followed by food grown within a state ((Wilkins, J. L., J. Bokaer-Smith, and D. Hilchey, 1996)). Moxey (2014) found that consumers associated the term with geographical areas, customs, or foods eaten by

people from certain socio-economic backgrounds (Moxey, 2014). Therefore, better understanding of consumer buying decision making is really valuable for all businesses including organic food. The purpose of this thesis is to investigate the organic purchase decision of consumers in Myanmar, with a focus on understanding the factors that influence their decisions to buy organic products. The study will also explore the attitudes and perceptions of consumers towards organic products.

1.1 Rationale of the Study

According to the 2017 Global Food Security Index by the Economist Intelligence Unit, out of 113 nations, Myanmar is ranked 71st for food quality and safety. One of the many obstacles Myanmar must overcome is the general public lack of understanding and awareness of food safety. The bulk of the population only has access to unsafe and unhygienic foods and products. Myanmar has a poor track record when it comes to preventing foodborne illnesses because of low public awareness, slow adoption of food safety practices among producers, processors, distributors, and consumers, a lack of cooperation among government agencies in charge of food safety, and some out-of-date food security regulations that are still being updated. Food safety is a primary concern for Myanmar and a major difficulty for the majority of developing nations since it can have an impact on the public health and social well-being as well as the nation many industries, including tourism, the economy, and development.

Nowadays, people in Myanmar with higher income and educational background aware more on food security which bring out great opportunity for new trend in agricultural especially agriculturists who are willing to have better livelihoods. Therefore, organic food was another alternative for both consumers and producers who were health consciousness and willing to have better livelihood.

First of all, organic vegetables are generally considered to be healthier than conventionally grown vegetables because they are produced without the use of synthetic fertilizers, pesticides, and genetically modified organisms (GMOs). Consuming the organic food is good for environment. Organic vegetables are generally considered to be better for the environment than conventionally grown vegetables because they are produced without the use of synthetic fertilizers and pesticides. This means that the farming practices used to grow organic vegetables are more sustainable and have less of an impact on the environment.

Consumers purchase organic vegetables in accordance with in-group favoritism. Therefore, identity concept would be an important factor to explain decision related to organic purchase. When it comes to influencing consumers choices to buy organic vegetables, reference groups are important. Reference groups offer a standard for assessing and validating people choices as they attempt to align them with their social identity and beliefs. Reference groups in the context of buying organic vegetables can include close friends, family, social media influencers, and locals who support environmentally friendly and healthful lifestyles. Seeing these groups partake in organic consumption inspires people to imitate their behavior because it fosters a sense of social acceptance and belonging. Positive testimonials from these organizations support the alleged health and environmental advantages of organic vegetables. Conversely, unfavorable testimonials could put off prospective customers. Reference groups also provide knowledge and experiences, lowering the uncertainty and risk associated with items that are unfamiliar. Their attitudes and behaviors operate as clues, affecting how others perceive and behave toward organic food. Reference groups have the ability to persuade people to buy organic vegetables by giving them social acceptance, advice, and a sense of community in the area of conscious consumption.

Other considerations, such as convenience and affordability, have a significant impact on how consumers choose to buy organic vegetables. Accessibility of these items is directly impacted by affordability, which affects a wider demographic capacity to include healthier options in their meals. When organic vegetables are reasonably priced, more people adopt sustainable eating habits since they are easier to afford. Similar to how ease strongly influences consumer choices, hectic lifestyles frequently drive choices. Customers are more likely to choose organic vegetables over conventional ones if they are easily accessible, simple to find, and need little preparation. The need of contemporary consumers for convenient, health-conscious solutions that fit into their hectic lives is in line with this accessibility.

1.2 Objectives of the Study

The main objectives of the study are as follows:

1. To examine factors affecting the customer purchase decision on organic vegetables in Yangon

2. To analyze the effect of purchase decision on repurchase intention towards organic vegetables in Yangon

1.3 Scope and Method of the Study

This study focuses the influencing factors, customers purchase decision and repurchase intention of organic vegetables. This study applied descriptive and quantitative methods, specifically surveys. Both the primary and secondary data were collected in this study. For the primary data, customer survey method with structured questionnaires with 5-point Likert scale was applied. In this study, the estimated proportion of the unknown population is 5%, the standard normal value corresponding to the desired confidence level for 95% is 1.96 and marginal error is 5%. Using the Zikmund (2003), the sample size of this study is 73 consumers who are purchasing organic vegetables (Zikmund, 2003). The questionnaires are collected through consumers who were purchasing organic vegetables at supermarket, organic store and organic farm in Yangon by applying sample random sampling method. The secondary data were collected from relevant text books, journals, articles, reports, internet websites and research papers from the previous study.

1.4 Organization of the Study

This study consists of five chapters totally. The chapter one includes the Introduction which consists of the rationale, objectives, scope and methods and organization of the study. Chapter two includes with theoretical background, particularly on the consumer purchase decision and chapter three consists of overview of organic vegetable market in Yangon and consumption pattern of respondents. Chapter four comprises with the analysis on influencing factors on purchase decision and repurchase intention on organic vegetables in Yangon area. And finally, chapter five embraces the conclusion which includes findings, discussion, suggestions and needs for further research.

CHAPTER 2
THEORETICAL BACKGROUND

This study comprises of three main parts: the factors that impact purchasing decision (customer attitude, subjective norm, perceived behavior control), the purchase decision and repurchase intention.

2.1 Concept of Consumer Behavior

According to Solomon (2007), consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experience to please needs and desires. The choices made by customers have a wide range of consequences, affecting both the success or failure of different industries as well as the demand for raw materials, transportation, production, and employment. Recognizing individual and social impacts on decision-making is essential to understanding consumer behavior. The motivations and mental processes behind buying decisions and consumption patterns are revealed by consumer behavior. It explores how cognition, feelings, and behavior are related across the full consumer journey, from choosing a product to using it and placing it. The mental processes involved in processing information, thinking, and interpreting stimuli including people, things, locations, and events are collectively referred to as cognitive functions. The term "effect" refers to the sensations and emotions brought on by stimuli of various intensities and persistence, whether they are pleasant or unpleasant. The visible acts that come from the relationship between cognition and impact inside the consumer and their environment are referred to as behavior, on the other hand.

This study specifically focuses on individual consumers who buy products for personal or household use. End-use consumption, which involves every individual, regardless of age or background, as either buyers or users of products, represents the most prevalent type of consumer behavior.

2.2 Consumer Buying Decision Process

Consumer buyer behavior is considered to be an inseparable part of marketing and (Kotler, P. and Keller, K., 2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals,

groups and organizations in order to satisfy their needs and wants. Consumer behavior encompasses the dynamic interplay of forces that occur during the process of consumption, involving the individual self and the surrounding environment. The basic psychological processes (motivation, perception, learning, memory, personality, and attitude) play an important role in understanding how the decision process takes place. Smart companies try to understand the consumers buying decision process at the deepest level possible, all their experiences in learning, choosing, using and even disposing of a product (Kotler,P., & Gertner, D, 2002). It spans from the initial stages of evaluating and acquiring goods and services to their utilization and eventual disposal. Consumer behavior can manifest at an individual level, within a group context, or within an organizational setting. It encompasses not only the usage and disposal of products but also the examination of their purchasing patterns.

The customer actually goes through five steps while making a purchase: problem detection, information search, alternative evaluation, purchase choice, and post-purchase behavior. It is obvious that the buying process begins long before an item is actually purchased and that it impacts outcomes for a very long time. Because of this, marketers need to research the buying process, fully comprehend it, and concentrate on all five stages rather than just the actual purchase decision.

The first step in the decision-making process for purchasing is recognition. It manifests when the customer notices a discernible and significant gap between the degree to which a certain need is really met and the level of fulfillment for which the consumer longs. Both internal and external stimuli have the potential to contribute to the need existence and manifestation. The most fundamental needs, such as hunger, thirst etc., which are typically found at the bottom of Maslow hierarchy of requirements, can cause internal sensations. Regarding the external stimuli, a clever advertising or a simple conversation with a buddy could make someone consider.

The consumer search for information and identification of alternatives come next in the purchasing decision process after they have acknowledged the presence of an unfulfilled demand. Information is crucial for making future purchasing decisions.

Evaluation of alternative is next step. The consumer moves on to the mental assessment of the existing alternatives during the decision-buying process after information exploration and the discovery of potential alternatives. The consumer is

currently processing information to make brand decisions. Consumers don't always utilize the same straightforward evaluation procedure when making purchases.

The fourth phase is the purchase decision phase. All of the aforementioned phases become tangible components during the buy decision step. The evaluation step is when consumers rank brands and decide what to buy. The intention to purchase and the choice to purchase can be affected by a minimum of two factors, the attitudes of others and unexpected situational factors. The consumer has developed a purchase intention based on considerations such as expected pricing and expected product benefit up to this point. Unexpected circumstances, on the other hand, may alter the buying intention. In order to choose a course of action, the customer assesses several decisional behaviors during this phase of the purchasing process. Consumers are given a number of options, including buying the item or service, deciding not to buy it, delaying their decision until later, or choosing an alternative to the original item or service. The final purchasing behavior of the consumer is greatly influenced by these decisions.

The final phase is post-purchase behavior. Customers future behavior is greatly influenced by how satisfied they are with their purchase. A strong correlation between high satisfaction and the intention to repurchase the same brand or product shows that when customers are satisfied with their purchase, they are more likely to do so. Additionally, satisfied consumers are great assets for businesses because they spread the word about the brand favorably. According to marketers, the best form of advertising is a happy customer. On the other hand, a disgruntled customer who publicly criticizes a brand may result in the loss of up to 20 additional customers for the business.

2.3 The Theory of Planned Behavior Model

The theory of planned behavior (TPB) is a social psychology theory that explains how people beliefs, attitudes, and intentions shape their behavior. It was developed by Icek Ajzen and has since been widely used in research to understand and predict human behavior (Ajzen, 1991). The theory proposes that behavior is determined by three factors, customer attitude, subjective norm, perceived behavior control.

The first antecedent, attitude towards behavior is determined by the combination of the evaluation of the expected outcomes and accessible beliefs that performing the behavior leads to the outcome. Thus, the attitudes then describe the level to which this

person values the performance of the behavior either in the positively or negatively responded.

However, the second antecedent to intention represents an internalized perception that people important to the decision maker prefer him or her engage or not engage in a behavior. Such important representations can be an individual or group as the decision maker friend, spouse, children, parents, and doctor. This antecedent, which is known as subjective norm (SN) is based both on the normative beliefs or the perceived preferences of individual referents and on the individual motivation to comply with these preferences. Therefore, intentions to perform the behavior should be effectively predicted provided that the appropriate measures of attitudes and subjective norms are taken into consideration (Ajzen & Fishbein, 1980).

Additionally, the factors of the behavioral control could be either internal (skills, knowledge, lack of abilities, willpower, compulsion) or external (time, opportunity, situation, dependence on others) to the individual (Ajzen, 1991). Olsen (2004) also uncovered that the most vital control factors impacting consumers' food products purchasing comprise price/cost, convenience/availability and knowledge.

2.4 Factors Affecting Buying Decision

Consumer behavior represents all decisional acts taken at individual or group level, directly connected with obtaining and using goods and services, for the satisfaction of current and future needs, including the decisional processes that precede and determine the buying decision (Cătoiu I. & Teodorescu N., 2004). Godin and Kok, Shepardet al., (1996) have noted that subjective norm holds the least predictive power in determining Purchase Behavior according to the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB). Referred to the study of Bandara, B.E.S et al., 2016, there were five stages for understanding purchase decision process: problem recognition (recognize need and want including willingness to fulfill purpose), information research (finding information of products and services and implement to decision making), evaluation of alternatives (compare information then choose the best solution and alternatives), purchase decision (made decision including what to buy, where to buy, how much to buy, and when to buy) and post purchase behavior (refer to consumer satisfaction, consumer loyalty, repurchase or stop purchase) (Bandara, B.E.S et al., 2016).

Additionally, Ajzen, the creator of TPB, has proposed the inclusion of moral norm as a predictor of behavioral intention, alongside attitude, subjective norm, and perceived behavioral control (Fishbein and Ajzen, 1975). Feng defined intention as the subjective probability of specific behaviors (Feng J.Y.; Mu W.S.; Fu Z.T, 2006). Dodds thought that purchase intention is not only the subjective probability or possibility when a customer buys a particular product, but also his/her subjective consciousness and potency on a psychological level (Dodds, 1991).

This study examines how customer attitude, subjective norm, and perceived behavior control influence purchase decision, which in turn affects repurchase intention.

2.4.1 Customer Attitude

Attitude refers to a person mental, emotional, or rational inclination towards a fact, state, person, or object. When someone has a positive attitude towards a product or service, they are more inclined to make a purchase. Consequently, studying customer attitudes becomes crucial for marketers. Attitudes are acquired predispositions that shape our behavior and are formed through evaluations, resulting in feelings of preference or aversion towards an object.

Attitude is a lasting, general evaluation of people (including oneself), objects, advertisements or issues (Solomon, 2007), and it is a mental state used by individuals to structure the way they observe their surroundings and control how they respond to them (Tsang, 2004)

The assessment of individuals extends beyond mere preferences towards objects and involves a complex framework. The ABC model, also known as the "feel, do, and think" model, breaks down attitudes into three essential aspects: Affect, Behavior, and Cognition. Affect represents the emotional response a customer has towards an object, while Behavior refers to their inclination to take action. Cognition encompasses the beliefs and thoughts a customer holds about an object. These components are interconnected and their influence can vary depending on the circumstances, leading to diverse hierarchies of effects. (Solomon, 2007)

Consumers can hold either positive or negative attitudes and emotions towards products or services. It emphasizes that consumer beliefs and sensations significantly influence their behavioral intentions. Understanding the concept of "attitude" is crucial for social marketers, as it plays a vital role in comprehending consumer behavior.

Attitudes encompass thoughts, beliefs, emotions, and intentions related to a particular entity, typically a product or service.

Social psychologists have provided a cognitive definition of attitude, describing it as a lasting arrangement of processes involving motivation, emotions, perception, and cognition in relation to an individual perception of the world. Put simply, an attitude represents thoughts, emotions, and actions towards aspects of environment, such as a retail store, television program, or product. Behavioral theorists have recently expanded on this definition, emphasizing that attitudes are multidimensional. According to this perspective, an individual overall attitude towards an object is shaped by two factors: (1) the strength of their beliefs about different aspects of the object and (2) their evaluation of each belief in relation to the object. Furthermore, an individual intention to engage in a particular behavior is influenced by their attitude towards that behavior, which, in turn, is influenced by their beliefs and evaluations of the expected consequences.

2.4.2 Subjective Norm

Subjective Norm is based on a person normative belief, which are perceived expectations from people around the individual (Ajzen, 1985). The people that individuals look up to, such as parents, friends, and partners, have a significant impact on their decision-making. When important individuals in their lives (referred to as referent people) believe they should engage in certain behaviors, individuals are more likely to follow suit. Conversely, if referent people do not endorse a particular behavior, individuals are less inclined to perform it. Additionally, an individual subjective norm is influenced by their motivation to conform to the expectations of those who hold importance in their life.

Subjective norms also concern the perceived social pressures to undertake or not undertake behavior (O'Neal, 2007). Individuals subjective norms represent their opinions about how key people in their lives would perceive them engaging in a given action.

The social determinant of intention is a person awareness of the social pressures placed on him to carry out or refrain from carrying out the conduct in question. This aspect is known as subjective norms since it deals with perceived prescriptions. In the instance of purchasing a product, a person may believe that most of his important people agree he should buy the so-called product, or he may believe they do not. Therefore, as an empirically tested general rule, the more positive the subjective norm regarding a

behavior, the stronger should be a person intention to complete the behavior under thoughtfulness (Ajzen, 1991). For instance, Ajzen, 2019 pointed that the assumption exhibits that subjective norms are established by the entire combination of accessible normative beliefs relating to the expectations of important referents for this person (e.g., family or friends) (Ajzen, 2019).

Fishbein and Ajzen, 1975 described belief as the subjective prospect that the behavior has a definite attribute; and it is possible to gain some perception of a person behavioral intention, by measuring his attitude towards performing the behavior, and his subjective norms. Under subjective norms, there are beliefs (normative beliefs) of a person in which specific individuals or a group (referents) think he should or should not perform the behavior and as a result, a person who believes that the people who are relevant referents for him in purchasing a product he should do, will perceive the pressure to do.

Terry and Hogg, (2000) undertook a well-designed explanation that norms have a greater impact whenever individuals powerfully identify themselves with their group (as long as the group identification is salient). In consequence, if a person wishes to interfere on a normative intensity, it might be practical to observe the group or groups with which the individual stoutly identifies. Providing the group norms are reliable with the path of the intercession, rising the salience of this group membership is probably to facilitate pushing the person in that path.

Trafimow and Finlay (1996) considered that the persuasion of norms might be improved by leading the collective self (the location in memory that contains thoughts about group membership). Ybarra and Trafimow (1998) in their research analyzed this assumption by priming the personal or collective self and then evaluated attitudes, norms, and intentions to utilize a condom during sexual intercourse. Contrasting to when the personal self was primed, the impact of norms was significantly improved when the collective self was primed.

Bamberg, Hunecke and Blobaum (2007) discovered that subjective norms cannot have a direct relationship with intention; rather an indirect control by influencing the behavioral control, attitudes, norms and guilty emotions concerning environmental behavior. It is whispered that people follow norms of sociality not simply for alerting from pressure of social except information regarding the most effectual and appropriate behavior is provided.

2.4.3 Perceived behavioral control

Perceived behavioral control pertains to an individual's personal perception of the ease or difficulty associated with carrying out a specific behavior.. It takes into account both internal factors, such as the individual abilities and resources, as well as external factors, such as the availability of resources and environmental constraints. According to the theory of planned behavior, an individual intention to perform a behavior the most important determinant of behavior. Intentions are influenced by the three factors described above, as well as by other personal factors such as values, beliefs, and emotions. The TPB has been applied to a wide range of behaviors, including health behaviors, environmental behaviors, and consumer behaviors. It has been found to be a useful tool for predicting and understanding behavior and for developing interventions to promote behavior change.

Affordability or cost can be a particularly central factor in what people choose to eat. In some cases, the least healthy preferences are also the most affordable-high-fat and high-sugar foods tend to cost less per calorie than healthier alternatives like fruits and vegetables (Glanz, Krista, Tilley and Hrist, 1998). This could make it complex for some lower-income consumers to pay for healthier options (Golan, Stewart, Kuchler, and Dong, 2008). It is apparent that the cost of food has a greater role in predicting both the eating models and health behaviors (Darmon, Ferguson, and Briend, 2022).

Personal food selection is also influenced by price. In research by (Glanz, Krista, Tilley and Hrist, 1998), it was found that both adults and adolescents pointed out that price is one of the most important factors in predicting food choice, second only to taste. Interference researches specified that the reductions of price alone, or with promotional resources, provide to enhance purchases of healthy food. In conclusion, a current state-level ecological study confirmed that the price of food and the shopping environment play a significant part in clearing up the obesity epidemic (Chou, Grossman, and Saffer, 2004). With respect to the expenditure of healthy food products, a number of authors like (Burell and Vrieze , 2003) (Padel and Foster , 2005) and (Vermeir and Verbeke , 2006) testified a gap between consumer attitudes and their asserted or marketplace behavior.

A number of studies have also operationalized affordability as a part of behavioral control, in impacting behavioral intention (Thompson N.J and Thompson K.E, 1996); (Notani, 1997); (Oh and Hsu , 2001). As this said, affordability relates to the ability to accept the cost without severe drawbacks to the ability for action. Likewise, limitations in

supplies and allocation channels were seen as factors that raise the cost of sourcing for natural food.

2.5 Repurchase Intention

Consumers repurchase intentions are shaped by their overall perceptions of the quality of the company offerings when they make their next purchasing choice, rather than being heavily impacted by specific satisfaction evaluations related to individual transactions made during or after a particular instance of using the product or service. Repurchase intention refers to the likelihood or probability that a consumer will make a repeat purchase of a product or service from a specific brand or company in the future. It is a key concept in marketing and consumer behavior that reflects the loyalty and satisfaction of customers towards a particular brand (Oliver, 1999). According to Hellier et al. (2003), repurchase intention can be defined as an individual judgement of repurchasing services from the same company, based on his or her current situation and circumstance. Also, Chiu et al. (2009) explained repurchase intention as the possibility that customers are willing to purchase a product from the same seller. Hume et al. (2007) defined that repurchase defined as the customer decision to engage or purchase in future activities with the retailer or supplier.

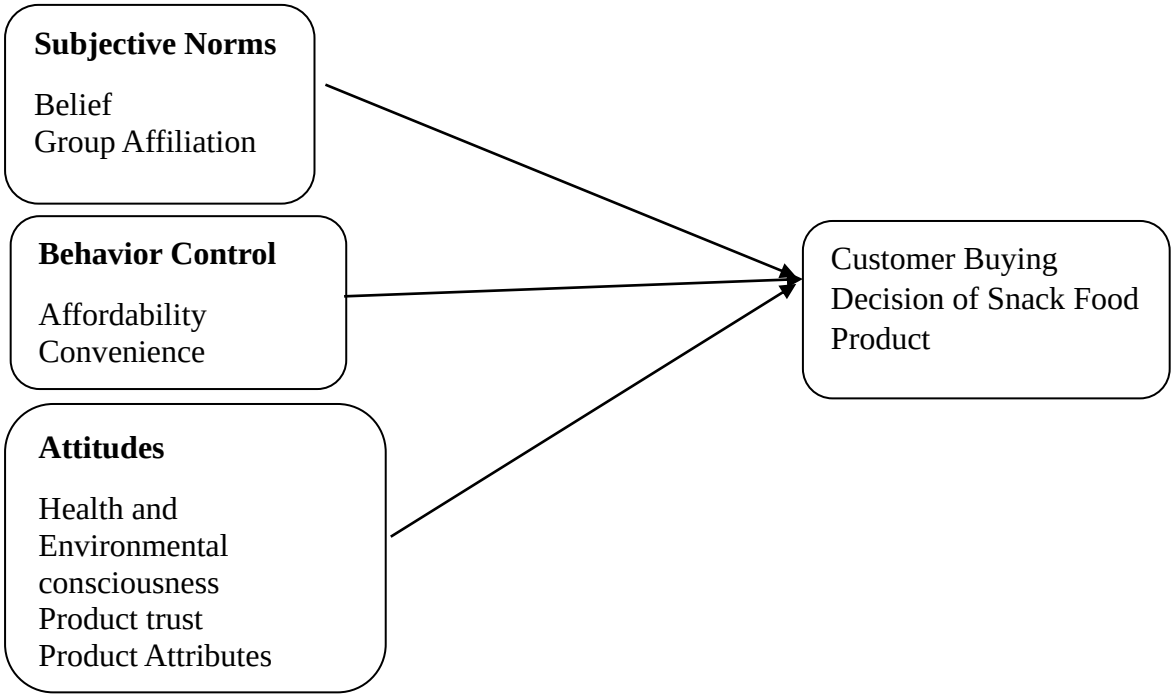
Predicting behavior more accurately is linked to intentions that stem primarily from emotional attitudes towards the execution of the behavior rather than from rational considerations about the potential outcomes of the action (Conner, M., McEachan, R., Lawton, R., & Gardner, P. , 2016). Findings also specify that greater feelings of moral obligation and anticipated regret about failing to act increase the likelihood that intentions are enacted (Abraham, C., & Sheeran, P., 2004). Numerous intentions create a contradiction between individuals' desires and their perceived obligations. (Milkman, Rogers, & Bazerman, 2008).

2.6 Previous Studies

Many researches have been interested in determining how people attitudes, subjective norm, and perceived behavior control influence their purchasing decisions. These variables have been thoroughly studied. Although many studies have examined these issues, following previous studies are especially related to current study.

Mahamat Abdourrahmane (2014) explored "The Impact of Subjective Norms, Behavior Control and Attitude Factors on Purchase Decision of Snack Food Products". This study seeks to determine influence factors on purchase decision of Snack food product. The survey conduct using questionnaires distributed to 400 customers who come and stay in Phuket. Descriptive statistics, correlation analysis and regression analysis are used to analyze data. The conceptual framework of the study is shown in following Figure 2.1.

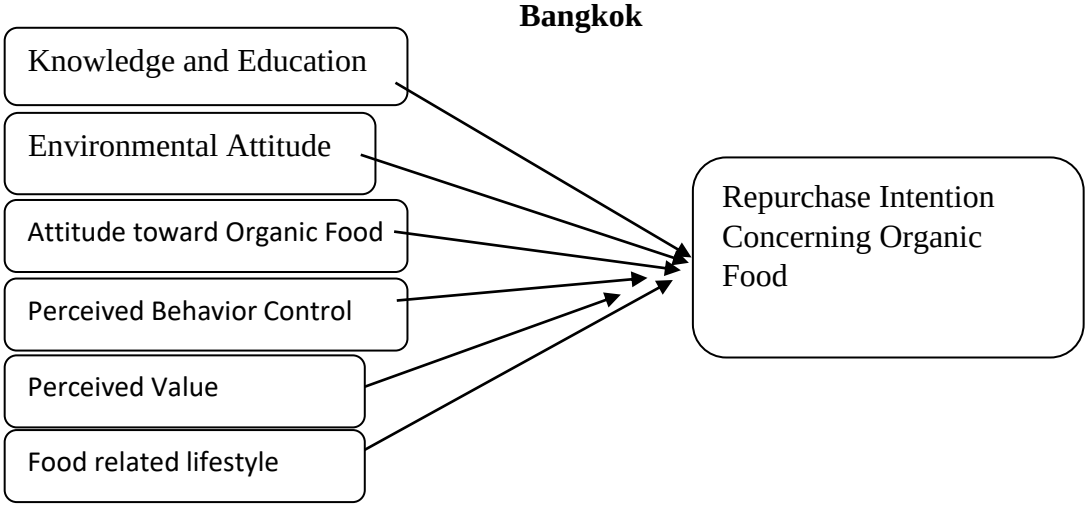
Figure 2.1 The Impact of Subjective Norms, Behavior Control and Attitude Factors on Purchase Decision of Snack Food Products



Source: Phuket Mahamat Abdourrahmane (2014)

The Figure (2.1) revel that subjective norms have low impact but health and environmental consciousness is highly involved in customer buying decision of snack food products. However, other characteristics like gender, occupation, household members and monthly income were of less concern to participant of the study when they make decision to purchase snack food products.

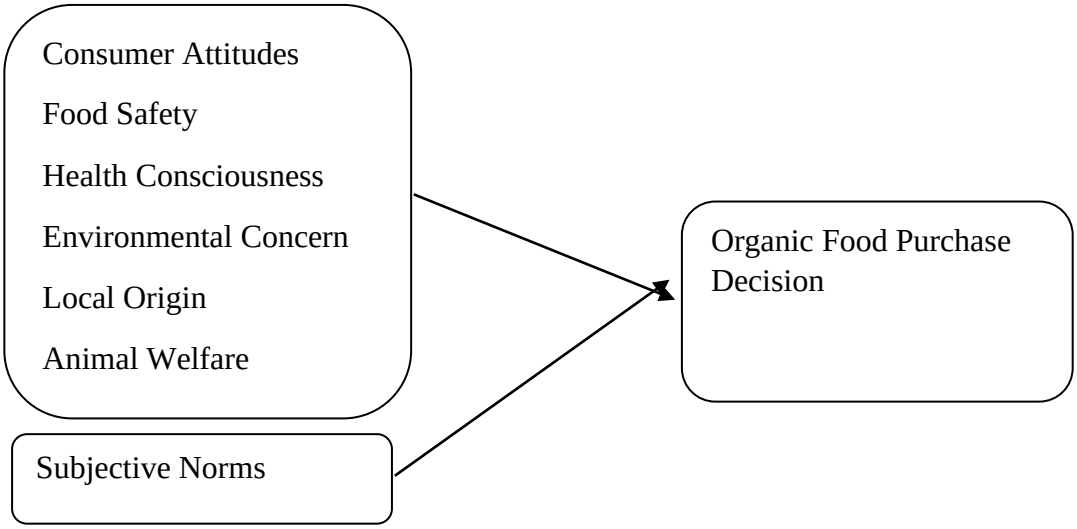
Figure 2.2 Antecedents of Repurchase Intention in Context of Organic Food in Bangkok



Source: Kanokkwan Fleur-Marie Amornsin (2015)

According to Figure (2.2), the research was aimed at studying Thai Consumers repurchase intention concerning organic food in Bangkok, Thailand. The result showed that all independent variables (knowledge and education, environmental attitude, attitude toward organic food, perceived behavior control, perceived value and subjective norms) were found to have a positive correlation with repurchase intention on organic food. Among these variable, subjective norms showed highest correction with repurchase intention.

Figure 2.2 Consumer Attitudes and Subjective Norms Affecting Organic Food Purchase Decision of Consumer in Bangkok



Source: Pawinee Chonsiripong (2019)

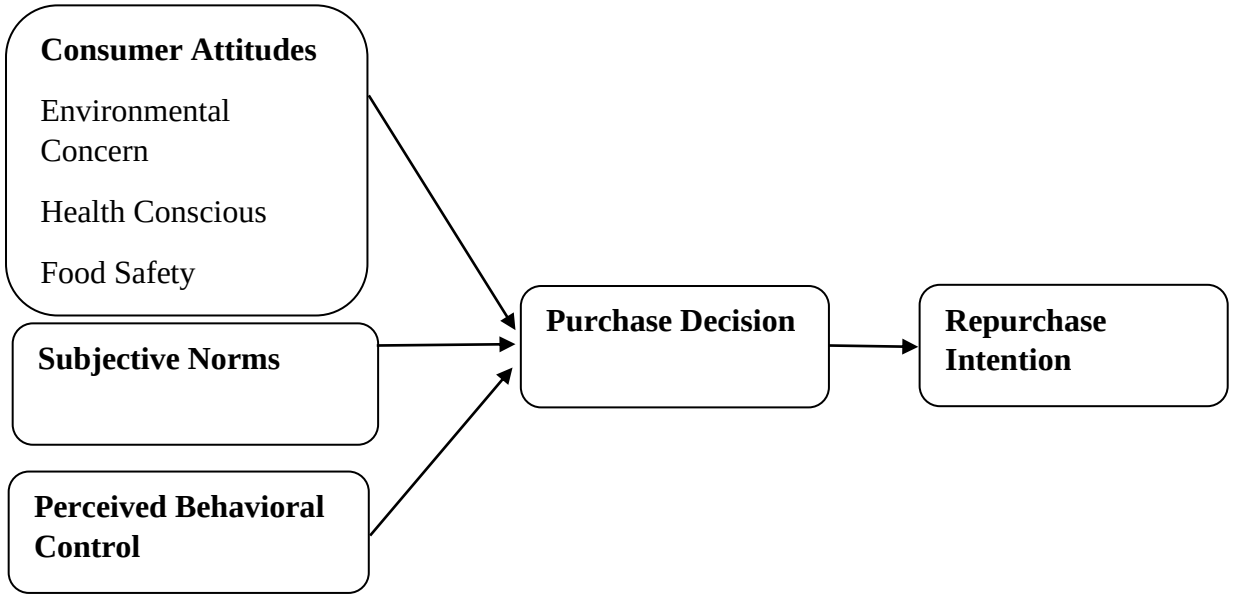
According to Figure (2.3), the research showed that subjective norms account for strongest weights of influence on organic food purchase decision of consumers, followed

by the health consciousness. On the other hand, food safety, environmental concern, animal welfare and local origin did not affect organic food purchase decision of consumer in Bangkok.

2.7 Conceptual Framework of the Study

In this study model, according to the nature of the consuming organic vegetables, consumer decision making on organic vegetables are structured by consumer decision making and post purchase decision behavior. Figure 2.4 is conceptual framework of the study.

Figure 2.4 Conceptual Framework of the Study



Source: Own Compilation, 2023

As shown in the model, the original Theory of Planned Behavior model including attitude, subjective norm, and perceived behavioral control, purchase decision, and repurchase intention were examined to predict consumers intention to purchase organic vegetables in Yangon area. The links between subjective norm and attitude, moral norm and self-congruity were omitted in the study.

According to previous study, a number of factors, including Subjective Norms connected to beliefs, group affiliation, and identification as well as Behavioral Control aspects like affordability and convenience, were identified as impacting buying decisions. Considerations of health and environmental consciousness, product qualities, food safety and health consciousness, local origin, and animal welfare all had a key impact in attitudes.

This study only focuses on perceived behavioral control, subjective norms, and attitudes related to environmental concern, health awareness, and food safety based on these aspects. Consumers nowadays in Myanmar are more conscious than ever before of not only their own health and the safety of their food, but also the ecological sustainability of their decisions and the effects they have on the environment. People consider their perceived ability to carry out a particular action as well as the influence of social norms when deciding whether to buy organic vegetables.

Below are provided working definition that serve as the basis for formulating the questionnaires.

- Consumer attitudes in the study mean organic vegetables are beneficial to both consumer health, safety and the environment.
- The subjective norm refers to the opinion of the consumer family and friends who believe he should choose organic vegetables over non-organic vegetables.
- Perceived behavior control defines the price and practicality convenience for purchasing organic vegetables.
- Purchase decision is customer purchase decision of organic vegetables if they are available.
- Repurchase intention is customer willing to purchase organic vegetables in near future.

CHAPTER 3
OVERVIEW OF ORGANIC VEGETABLES MARKET IN YANGON

This chapter examines the profile of organic vegetables markets in Yangon and demographic characteristics of the respondents and their consumption habits when it comes to organic vegetables. It also delves into the specific details regarding the consumption patterns of organic vegetables in the Yangon area, including the frequency of consumption and the various sources from which these vegetables are purchased.

3.1 Overview of Organic Vegetables Industry in Yangon

Yangon, Myanmar largest city, has a diversified population, with distinct ethnic groups developing their own close-knit communities to stimulate networking and togetherness. Despite being the country smallest state in terms of surface area, Yangon Region has the highest population density, with 5.9 million people dispersed throughout its 10,171 square kilometers. According to 2011 Health Management Information System estimates, Yangon Region has a population density of 586 persons per square kilometer, making it a lively and energetic center of activity (Mu, 2011). This region is heavily urbanized, with 67% of its population living in cities, a much larger percentage than the 33% who live in rural areas.

In Myanmar, the organic market is only at the introduction stage for commercialization of the organic products because the organic products are perceived as the luxury for the elite social class with higher incomes. The potential for organic market seems great because of the new available type of products are now being provided by organic certified poultry farm.

Non-governmental organizations (NGOs) like the Myanmar Organic Agricultural Group (MOAG) and the Myanmar Fruit and Vegetables Grower Association greatly aid in the expansion of the organic industry in addition to MOALI efforts. For instance, MOAG is a well-known entity committed to developing organic farming methods, offering training, disseminating knowledge, and building networks among farmers. Similar to this, the Myanmar Fruit and Vegetable Grower Association promotes grower cooperation, backs contemporary growing methods, and fights for market access, especially to domestic and foreign markets. The partnership between MOALI and these

NGOs creates a dynamic environment where local initiatives and governmental initiatives are in line, which fuels the growth of the organic market. The joint efforts of these important parties are examined in depth in this thesis, along with their responsibilities, contributions, and difficulties in advancing Myanmar organic market. Understanding this synergy is essential to understanding the development of the organic market and what it means for Myanmar sustainable agricultural and economic growth.

The organic vegetables industry in Yangon has grown dramatically in recent years, owing to an increase in health and environmental conscious consumers who appreciate the multiple benefits of organic products. These fresh, locally grown vegetables are grown without the use of synthetic pesticides or genetically modified organisms (GMOs), meeting a growing consumer desire for healthier, more sustainable food options. As a result, organic vegetables are now available in a variety of venues around Yangon, including supermarkets, where they coexist with conventional produce on the shelf. Farmers jumped at the chance, selling their organic brands and certifications to suit expanding market demand, giving rise to well-known supermarket brands like City Farm, Shan Maw Myae, and Freshco.

Moreover, the city is becoming home to a growing number of specialty organic businesses that sell only organic items, particularly vegetables. These supermarkets obtain their products straight from organic farmers, giving customers a wide variety of fresh, organically cultivated vegetables. Go Green, Spring Corner, and Organic Valley Myanmar are three notable organic retailers in Yangon. Furthermore, on the outskirts of Yangon, there are blooming organic farms that not only supply the market but also provide visitors with unique experiences. Visitors to these farms can buy organic vegetables directly from the farm or participate in the famous pick-your-own option, allowing them to have a full farm-to-table experience. The Myanmar Organic Farm is one such outstanding facility, demonstrating the region growing interest in organic agriculture.

Yangon is the most populated and diversified city in Myanmar, with a tremendous population density and a rich tapestry of ethnic groupings. The growth of the city organic vegetable market in recent years has been attributed to consumers rising concern regarding their health and the environment. Farmers and companies have jumped on the opportunity presented by the increase in demand for organic food, resulting in the availability of organic vegetables in supermarkets and specialized shops all around the city. Additionally, the thriving organic farms outside the city provide guests looking for a

closer connection to their food sources not only fresh produce but also one-of-a-kind experiences. The adoption of organic farming in Yangon is a reflection of a larger global movement toward healthier and more environmentally friendly food options.

3.2 Organic Vegetables Growers and Suppliers in Myanmar

Organic farming has become a potent force for good change in the agricultural industry in recent years, promoting sustainable methods that put the preservation of the environment, ecological harmony, and the wellbeing of local people first. This international movement has not disregarded Myanmar, a nation that has earned praise for its exceptional organic farm. This famous farm, which is located amidst Southeast Asia fertile and lush landscapes, is proof that conventional agricultural knowledge and contemporary environmental care can coexist successfully. It attracts the interest of academics, enthusiasts, and decision-makers from all over the world as a representation of the harmonious coexistence of natural processes and human initiatives.

Agriculture practice and perception have changed significantly as a result of the growth of organic farming. Organic farming aims to support and cooperate with natural ecosystems by avoiding synthetic fertilizers, pesticides, and genetically engineered organisms. It encompasses methods that promote soil health and biodiversity, such as crop rotation, composting, and biological pest management. By lowering exposure to dangerous chemicals and fostering healthier product, these techniques not only protect the environment but also give priority to the welfare of farmers and the communities in which they live. The organic farms in Myanmar are typical example of these ideas, serving in the area and motivating others to adopt sustainable agriculture methods.

Beyond the confines of its own country, Myanmar organic farm has gained prominence. Researchers and academics from all over the world come to this biodiverse sanctuary to better understand organic ecosystem dynamics and their potential for scalable implementation. This success story serves as motivation for policymakers as well, who see the need for favorable legislation and incentives that can further the organic agricultural movement. The famous organic farms in Myanmar include some of those listed below.

a) Fame Organic Farm
b) Organic Valley
c) Sein Lan Agriculture Production and General Sales Association

3.2.1 Fame Organic Farm

In 2003, the "FAME Organic Pharming Project" was launched with the goal of introducing organic farming methods in Myanmar. Its primary concentration is on developing indigenous herbal medicinal herbs. These organic herbs are picked fresh from the farm and are the foundation of many of our FAME herbal supplements and natural products. Organic herb production is done in a methodical way that includes natural fertilizers, composting for nourishment, natural insect control measures, and the use of untreated non-GMO seeds and seedlings. This project overarching goals are to safeguard the environment from potential risks, maintain biodiversity, assist local farmers, and promote healthy living globally. Organic Agriculture Certification Thailand (ACT) certified the project commitment to organic agriculture sustainability in 2010. Furthermore, in 2014, the FAME farm gained USDA Organic and Australian Certified Organic accreditation, demonstrating its devotion to organic farming standards. Currently, the organic farm supplies raw herbs and materials to their own business, which manufactures high-quality supplements for health-conscious consumers all over the world. The FAME organic farm, located at No. (706), Kywal Nar Htauk Village Road, Anee-sa-khan, Pyin Oo Lwin, Mandalay Region, Myanmar, continues to play an important role in promoting organic agriculture and sustainable practices.

3.2.2 Organic Valley

Organic Valley, a firm dedicated to supplying chemical-free fruits and vegetables to customers in the Yangon Region, was founded in May 2019. Organic Valley main goal is to encourage healthier lifestyles by providing organic foods free of toxic chemicals. The company goal, according to Ma Kye Mon Lwin, is two. To begin, they want to promote a clean and sustainable environment by using eco-friendly packaging. Second, they want to help women communities in need. Another important part of Organic Valley purpose is to help local farmers. Farmers are frequently perplexed about what to plant and how to compete as a result of the inflow of foreign items. The company wishes to assist people in overcoming these obstacles. Organic Valley began with just six different crops and has since grown to include over 50 different chemical-free fruits and vegetables. All of these healthful and chemical-free items are sourced from trusted farmers vegetable farms in Taunggyi, Pindaya, Pyin Oo Lwin, and Yangon. Organic Valley distribution in Yangon is primarily carried out through their online platform, enabling residents to

conveniently order products from their Facebook page. Additionally, customers can now find some of their items at Marketplace by City Mart outlets, and they are also supplying Makro, a wholesale company. Furthermore, Organic Valley products can be found at the Marche Yangon showroom situated within the Mercure Yangon Kabar Aye Hotel compound.

3.2.3 Sein Lan Agriculture Production and General Sales Association

The Sein Lan Agriculture Production and General Sales Association, situated in the vicinity of Nyaung Napin Village, Mawbe Township, approximately 30 miles from Yangon, initiated its operations on March 14, 2014. Initially involving 14 farmers working on a 10-acre land area, the association has now grown to include 200 farmers cultivating an expansive 100-acre area of chemical-free vegetables. Consequently, the association has witnessed increased exports to both domestic and foreign markets. Their distribution channels include prominent establishments such as City Mart Supermarkets, boasting 13 outlets, Market Place Supermarkets with 5 outlets, and Aeon Orange with 5 outlets as well. Additionally, they are also providing products to numerous hotels and restaurants. With an impressive reach across these diverse outlets, Sein Lan efficiently meets the demands of a wide-ranging customer base, ensuring their products are accessible to consumers in various regions and sectors.

Myanmar is witnessing a growing presence of organic farms, with the three examples provided serving as a glimpse into this emerging agricultural trend. As consumers increasingly prioritize healthy and sustainable food choices, organic farming plays a crucial role in meeting these demands. The numerous organic farms throughout the country reflect a positive shift towards more environmentally friendly and socially responsible agricultural practices. As this sector continues to expand, it holds the potential to promote biodiversity, protect the ecosystem, and improve the overall well-being of both farmers and consumers alike.

3.3 Certification of Organic Vegetable in Myanmar

The organic business relies heavily on certificates since they offer critical openness and verification on the reliability of organic products. These certificates, which are frequently given out by recognized third parties, confirm that items have been produced and processed in compliance with strict organic standards. They reassure

customers that no synthetic pesticides, genetically modified organisms, or other dangerous substances have ever been present on the goods. Additionally, certificates give manufacturers a way to distinguish their goods on the market, increase consumer confidence, and support sustainable farming methods, all of which promote overall environmental and health benefits.

In Myanmar, organizations such as Myanmar Organic Agricultural Group (MOAG) and Myanmar Fruit, Flower and Vegetables Producer (MFVP) have verified and issued organic certificates. Similarly, ACT certified products from Thailand, an organic certification body, are also found in the Myanmar market. Regarding the world certification, certified audit farms of Germany-based IFOAM (International Federation of Organic Agriculture Movements) and USA-based USDA organizations come to inspect and issue certificates for vegetables. Even though there are no such certifications, those who are producing and selling them on their own have the practice of doing laboratory tests at the Plant Protection Division under the Ministry of Agriculture and selling them with labels such as Green Label, Natural, earth-friendly, free from pesticide and chemical free.

Organic farming is eco-friendly and sustainable farming aimed at producing food without the use of synthetic fertilizers, pesticides and genetically modified organisms. The process of getting organic produce from farm to consumer is an integral part of ensuring the integrity of organic farming while maintaining freshness and quality. The process of getting organic vegetables into the market involves the following four steps:

The first begins with organic farms, where farmers employ a variety of sustainable practices in growing crops and raising livestock. Organic farmers focus on building healthy soil through composting and crop rotation, promoting biodiversity, and using natural pest control methods. These practices not only produce high-quality, chemical-free products, but also improve the long-term sustainability of the country. When the crop is ready to be harvested, farmers carefully harvest it by hand or use special machinery to minimize damage to the crop. Timing is critical to harvesting organic plants at peak maturity to ensure maximum nutritional value and flavor.

The second step starts after harvesting and the product undergoes post-harvest processing such as washing, sorting and packing. To maintain organic certification, farmers must follow strict guidelines and ensure that all equipment and processing materials are free of chemical contamination. Farms must be certified by a recognized

organic certification agency before organic products reach consumers. This process includes strict controls to ensure farms comply with organic standards.

The third step is certification and quality Assurance. This certification ensures transparency and trust between farmers and consumers. After certification, organic products are sold through various channels. Local farmers markets, community supported agriculture (CSA) programs, and cooperatives are common ways consumers have direct access to fresh, organic produce. Additionally, organic products can be sold at grocery stores, supermarkets, and specialty retailers. Transportation plays an important role in getting organic produce, especially products destined for distant markets, from the farm to the consumer.

The final step is distribution and marketing. At retail level, organic products are presented and made available to consumers. Retailers play a key role in educating consumers about the benefits of organic produce and the importance of supporting sustainable agriculture. Many retailers offer information labels and shelf labels to help shoppers make informed purchasing decisions. When consumers make a conscious choice to purchase organic products, they support sustainable agricultural practices and contribute to a healthier planet.

The demand for organic products has led more farmers to adopt organic farming, which has a positive impact on the environment and public health. After purchase, consumers can enjoy fresh, nutritious and organic products. Proper storage and handling at home can help extend shelf life and reduce waste.

For unavoidable waste, using responsible disposal methods such as composting can return organic matter to the soil and close the sustainability loop. From farm to table, organic products involve a series of carefully coordinated steps, each contributing to overall sustainability and quality of the final product. Organic farming practices, certification, transport and consumer education all play a key role in supporting green agriculture. By choosing organic products, consumers are not only improving their health, they are joining a larger movement towards a greener, healthier future for the planet.

3.4 Safety Concerns

The presence of pesticide residue is one of the key issues with organic vegetables. While synthetic pesticides are absolutely prohibited in organic farming, natural insecticides produced from plants and minerals are permitted. Although these natural alternatives are generally thought to be safer, there is still a danger of residual traces

posing health risks, especially when ingested in large quantities over an extended period of time. Chemical pesticides accumulate in the human body over time, causing a variety of negative effects such as lung diseases, stomach illnesses, cognitive decline, skin disorders, epilepsy, liver ailments, cancer, miscarriages, and birth defects, eventually leading to severe consequences, including death. As a result, it is critical to be cautious while consuming food that may contain pesticide residues, as the consequences for human health are severe.

Natural insecticides are used in organic farming to reduce the threats caused by synthetic pesticides to human health and the environment. However, the term "natural" does not imply total safety. To tackle pests and diseases, organic farmers frequently use plant-based pyrethrin, neem oil, and copper-based chemicals, among other things. Although these compounds are biodegradable and less toxic, they might nevertheless leave residues on vegetables. These residues are mostly the result of the chemicals persistence in the environment and the possibility of inadvertent overspray after application. Furthermore, the lack of tight limits on pesticide application frequency and dosage levels in organic farming exacerbates the pesticide residue problem. As a result, while organic vegetables may contain lower amounts of pesticide residues than conventionally grown counterparts, they are not fully risk-free.

Continuous exposure to even low amounts of these substances can result in bioaccumulation, a process in which they accumulate in tissues and organs over time. This bioaccumulation has been linked to a number of health issues. Pesticide residue exposure has been related to lung disorders such as asthma and chronic obstructive pulmonary disease (COPD), as well as gastrointestinal difficulties and disruptions. The influence of these residues on neurological health should not be underestimated, with data revealing a link between pesticide exposure and cognitive deterioration, particularly in elderly people. Furthermore, the presence of certain pesticide residues in food has been linked to skin illnesses ranging from rashes to more severe dermatological conditions. Concerns have also been raised about the link between pesticide exposure and the development of some cancers, such as breast, prostate, and brain cancer, which can lead to an increased risk of death. Furthermore, pregnant women and growing babies are particularly vulnerable, as pesticide residue exposure has been related to miscarriages and birth abnormalities.

Despite the risks connected with pesticide residues in organic vegetables, consumers can decrease their exposure by taking specific precautions. To begin,

thoroughly washing fruits and vegetables under running water can significantly help eliminate surface residues. Peeling the outer layers of certain fruits and vegetables may help limit exposure, although this may result in some nutrient loss. Furthermore, eating a broad diet and limiting your consumption of specific organic vegetables can reduce your risk of overexposure to pesticide residue. Policymakers must also address this issue by adopting stricter criteria for organic farming techniques and monitoring pesticide residual levels in organic produce. Regular testing and analysis can assist ensure that organic farming remains an advantageous alternative to conventional farming while minimizing any health hazards.

While organic vegetables have various advantages over conventionally cultivated produce, pesticide residues are still a worry. Despite a prohibition on synthetic pesticides, organic farming allows for the use of natural insecticides, which may leave persistent traces on the vegetables. The accumulation of these residues in the human body over time has been linked to a variety of health hazards, including lung and gastrointestinal illnesses, cognitive decline, cancer, and negative pregnancy outcomes. To reduce these hazards, both consumers and policymakers must be watchful and take the required precautions to ensure the safety of organic vegetables. We can continue to enjoy the benefits of organic produce without jeopardizing our health by encouraging more research, enforcing stronger rules, and following correct food safety measures.

3.5 Environmental Concerns

Organic farming is a possible alternative to traditional agriculture, especially given the considerable environmental effects of pesticides and fertilizers. Pesticides and fertilizers are commonly used in conventional agricultural operations to protect crops from pests and increase yields. Unfortunately, this strategy has major consequences for beneficial insects and birds in human habitats, as well as negative effects on aquatic ecosystems and water quality. Organic farmers, on the other hand, use a different approach, depending on natural fertilizers that are less likely to pollute water sources. This emphasis on sustainability aids in the preservation of aquatic ecosystems and water quality, as well as the promotion of healthier conditions for numerous organisms.

Furthermore, the benefits of organic farming go beyond the protection of sources of water and environments. Farmers actively contribute to climate change mitigation by adopting organic techniques. Cover cropping and the use of organic matter are critical components in enhancing soil carbon sequestration. Organic agriculture retains carbon

inside the soil rather than releasing excess carbon dioxide into the atmosphere, which contributes to the greenhouse effect. As a result, this method effectively cuts greenhouse gas emissions, contributing significantly to the fight against climate change.

While conventional agriculture makes considerable use of pesticides and fertilizers, organic farming is a more sustainable and environmentally beneficial option. Organic farmers demonstrate their dedication to biodiversity preservation and environmental protection by preferring natural fertilizers that protect water supplies and aquatic ecosystems. Furthermore, by improving soil carbon storage, lowering greenhouse gas emissions, and ultimately producing a more resilient and sustainable agricultural system for future generations, their techniques actively combat climate change.

CHAPTER 4
ANALYSIS OF INFLUENCING FACTORS ON PURCHASE DECISION

This chapter includes the analysis of influencing factors on purchase decision and repurchase intention toward organic vegetables. A survey was conducted to gather information from 73 consumers who were purchasing organic vegetables at supermarket, organic store and farm were interview by using the structured questionnaires attached in Appendix (I).

4.1 Research Design

This study aims to analyze the effect of influencing factors on purchase decision and the effect of purchase decision on consumers repurchase intention toward organic vegetables. To achieve these objectives, both primary and secondary data are used. Using a random sampling technique, data was gathered from 73 customers who bought organic vegetables from various locations including supermarkets, organic stores, and farms in Yangon. This collection occurred during the period spanning from the second week to the last week of June. Secondary data is obtained from relevant books, journals, articles reports and international research paper form previous studies.

After the survey data were collected, the results will be entered SPSS to analyze and test the reliability of the data. The survey forms were divided into three parts. The part of the survey form measured consumers demographic factors, while the second part measured the influencing factors that effected on purchase decision. The third part analyzed how purchase decision effected on repurchase intention of organic vegetables. A five-point Likert-type scale was used to indicate consumers answers. (1= strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5=Strongly Agree). Regression analysis is to conducted to research objectives.

In this study, the estimated proportion of the unknown population is 5%, the standard normal value corresponding to the desired confidence level for 95% is 1.96 and marginal error is 5%. Using Zikmund (2003), the sample size of this study is as the following (Zikmund, 2003).

n = (Z^2 * p * (1-p)) / (E^2)

Where: n = the sample size.

Z = the standard normal value corresponding to the desired confidence level. For a 95% confidence level, Z is approximately 1.96.

p is the estimated proportion of the population. In this case, it is 5% or 0.05.

E is the margin of error. Here, it is 5% or 0.05.

n = (1.96^2 * 0.05 * (1-0.05)) / (0.05^2)

n = (3.8416 * 0.05 * 0.95) / 0.0025

n = (0.18278) / 0.0025

n ≈ 73

Based on the sample size calculation, a sample size of approximately 73 participants is needed for this thesis study

4.2 Reliability Analysis

Before performing data analysis, there will be a reliable analysis in order to test the internal consistency of the variables in the questionnaire. Reliability Analysis is conducted to determine the internal consistency of all the variables by using Cronbach's Alpha. The tests were conducted in the SPSS software by the Cronbach's Alpha model by using the data collected from 73 consumer. The range of Cronbach's Alpha should become from 0 to 1, but for research purpose, some researchers suggested that the minimum standard for reliability should be 0.7, the level of internal coherence is higher. When the alpha value greater than 0.7, the level of internal coherence is acceptable. The Cronbach's Alpha values for variables of attitudes, subjective norm, perceived behavior control, purchase decision and repurchase intention are shown in the below Table (4.1).

Table (4.1) Reliability Analysis

Sr. No.	Variables	Cronbach's Alpha	Number of Items
1	Attitudes	0.819	11
2	Subjective Norm	0.827	5
3	Perceived Behavior Control	0.754	5
4	Purchase Decision	0.721	5
5	Repurchase Intention	0.726	5

Source: Survey Data (2023)

According to Table (4.1), Cronbach's Alpha coefficient for all the constructs measured in the research are good reliability. This shows that items measuring each

element have strong intercorrelations. Overall, the high internal consistency level indicates the high reliability of test scores.

4.3 Profile of the Respondents

Demographic factors in the questionnaires include ‘gender, age, marital status, education level, times of consuming the organic vegetables and annual income range for the respondents. In this study, a total of 73 respondents were interviewed and were selected as a sample by applying simple random sampling method. The respondents were surveyed using structured questionnaires to assess their purchase decisions regarding organic vegetable consumption in Yangon. For each question, respondents are given multiple choices, out of which the respondents have to choose the most relevant one. The demographic information is shown in Table (4.2).

Table 4.2 Profile of Respondents

No.	Particular		No. of respondent	Percentage
1	Gender	Male	22	30
		Female	51	70
2	Age (year)	15-24	5	7
		25-34	6	8
		35-44	17	23
		45-54	27	37
		55-64	17	23
		Above 65	1	1
3	Marital Status	Single	17	23
		Married	56	77
4	Monthly Income MMK	Below 300,000	3	4
		300,000-600,000	15	21
		600,001-1,000,000	29	39
		Above 1,000,000	26	36
5	Education Level	High school	13	18
		Bachelor degree	42	57
		Master degree	12	16
		Doctor degree	6	8

Source: Survey Data (2023)

According to the Table (4.1), males and females have a large gender ratio disparity, with the female being more than twice as numerous as the male. The greatest age group is made up of people between the ages of 35 to 44, 45 to 54, and 55 to 64. These people are primarily involved in marketing for everyday home foods, whereas older age groups are less involved. Significant variation can be seen in the respondents marital status, with three times as many married people as single people. A bachelor degree is the most common level of education held by respondents, making up 58% of the total, followed by a doctorate with 8% of the total. In addition, around a third of those polled have a high school diploma or a master degree. The data demonstrates four unique divisions for annual income ranges. The respondents who make between $300,000 and $600,000 per year make up 21% of the sample, while the group earning less than $300,000 per year accounts for about 3.9% of the total. The remaining two income brackets, with respective percentages of 35% and 40%, exhibit comparatively subtle changes.

4.4 Buying Behavior towards of Organic Vegetables

The result is based on survey of 73 organic vegetable consumer in this study. During the survey, consumption organic vegetables of respondents were recorded where consumption times per week, considering the organic vegetables market in Yangon and purchasing sources of organic vegetables. The following table presents data on the frequency and proportion of weekly organic vegetables consumption, categorized into 2 times, 3 times, 4 times, and 5 times or more per week.

Table 4.3 Organic Vegetables Consumption Pattern of Respondents

No.	Consumption Times	Number	percentage
1	2 times/week	1	1
2	3 times/week	2	3
3	4 times/week	8	11
4	5 times or more/week	62	85

Source: Survey Data (2023)

In terms of the frequency of consuming organic vegetables, the majority of respondents, approximately 85%, stated that they consume these vegetables at least 5 times a week. The second most common response, given by 11% of respondents, was consuming organic vegetables 4 times per week. Only a small percentage of respondents,

3%, reported consuming organic vegetables 3 times per week, and the lowest percentage, just 1%, mentioned consuming them 2 times per week. From this data, we can infer that a significant portion of the respondents derive pleasure from consuming organic vegetables, as indicated by 85% of them consuming organic vegetables 5 times or more per week.

The following table displays the frequency and percentage of different purchasing sources for organic vegetables, categorizing them as (i) supermarkets, (ii) organic stores, and (iii) organic farms.

Table 4.4 Purchasing Source of Organic Vegetables

No.	Purchasing Source	Number	Percentage
1	Supermarkets	37	51
2	Organic stores	22	30
3	At the farm or farm stand	14	19

Source: Survey Data (2023)

The supermarket was listed as the respondents preferred source for organic vegetables by a large majority (51%), demonstrating a strong preference for this method of shopping. The choice of a sizable but comparatively smaller proportion of the public is shown by the approximately 30% of respondents who choose to purchase their organic produce from specialized organic outlets. Contrastingly, only 19% of participants stated a preference for buying organic vegetables from farm or farm stand, making this option the least popular of all the choices offered. As a result, supermarkets come out as the vastly preferred method for buying organic vegetables, while vendor purchases account for a far smaller proportion of preferences of respondents. These results highlight the importance of supermarkets as the go-to place to buy organic vegetables, indicating that a sizeable customer base relies on these stores to fulfill their needs for organic food.

4.5 Respondents Perception on Key Variables

Using the Likert scale is a common way to collect data in research studies, especially when measuring perceptions. The method allows respondents to indicate their level of agreement of disagreement with a statement of question on numerical scale. (Strongly disagree, disagree, neither agree nor disagree, agree, strongly agree). The value obtained from the Likert scale can then be used to analyze and compare the responses of different groups or to determine the average level of agreement or disagreement for a

particular item. In this research, the mean and standard deviation value can provide insights into the level of influencing factors on purchase decision in terms of consumer attitudes, subjective norm and perceived behavior control.

According to Bahagian Perancangan dan Penyelidikan Dasar Pendidikan (BPPDP) (2006), the interpretation of the mean score is shown in Table (4.3)

Table (4.5) Interpretation of the Mean Score

Mean Score	Interpretation
1.00-1.89	Very Low
1.90-2.69	Low
2.70-3.49	Moderate
3.50-4.29	High
4.30-5.00	Very High

Source: Bagian Perancangan dan Penyelidikan Dasar Pendidikan (BPPDP) (2006)

4.5.1 Respondents Perception on Consumer Attitude

Attitude is the degree to which a person has a favorable or unfavorable evaluation of the behavior. According to the survey data, attitude is assumed to directly influence Purchase Behavior and, in turn, purchase decision influences repurchase intention. In results, attitude was a significant predictor of purchase decision to purchase organic vegetables. The respondents were asked whether they agreed or not according to the scale of strongly disagreed, disagreed, neutral, agreed or strongly agreed.

Following Table shows means and standard deviation through data analysis for purchase attitude towards consumption of organic vegetables.

Table (4.6) Mean Value of Consumer Attitude

No.	Statement	Mean	SD
1	Organic Farming uses less energy and produced, packaged and transported.	4.16	0.937
2	Organic farming is good for environment.	4.22	0.574
3	Organic farming can prevent the contamination and pollution of soil, air, water and food supply.	3.88	0.687
4	Organic vegetables are good to ensure our health.	4.32	0.520
5	Organic vegetables are high quality and gave high nutritional value.	4.07	0.709
6	Organic vegetables contain no preservatives.	4.16	0.683
7	I choose organic vegetables carefully to ensure the good health.	4.26	0.000
8	Organic vegetables are safer to eat.	4.19	0.805
9	Organic vegetables do not contain genetically modified ingredients.	4.11	0.587
10	Organic vegetables can reduce the food poisoning risk.	4.12	0.522
11	Organic vegetables are chemical free.	4.23	0.652
	Overall Mean	4.16	

Source: Survey Data (2023)

According to survey result, respondents have the highest level at purchase attitude of choosing organic vegetables carefully to ensure the good health with the mean score of 4.26 and it is because consumers hold the belief that organic vegetables can promote a robust immune system. And most of the respondents have lowest level at purchase attitude of preventing the contamination and pollution of soil, air, water and food supply with the mean score of 3.88 due to consumers may not have sufficient knowledge or understanding of organic farming practices. Without accurate information, they may hold misconceptions or doubts about the effectiveness of organic farming methods. The overall

mean value is 4.16 and statements reflect of the respondents have strongly agree with organic vegetables consumption.

4.5.2 Respondents Perception on Subjective Norm

The following Table shows means and standard deviation through data analysis for Subjective Norm towards consumption of organic vegetables.

Table (4.7) Mean Value of Subjective Norm

No.	Statement	Mean	SD
1	My Family think that I should buy Organic vegetables rather than non-organic vegetables.	3.71	0.692
2	Most people around me would buy organic vegetables rather than non-organic vegetables.	3.72	0.707
3	People who are important to me think that I should buy organic vegetables.	3.83	0.702
4	I am in an environment that requires me to choose organic vegetables.	3.68	0.638
5	Most friends whose opinions regarding diet are important to me think that I should buy.	3.73	0.666
	Overall Mean	3.74	

Source: Survey Data (2023)

According to survey result, respondents have the highest level at the subjective norm of influencing people who are important to respondents with the mean score of 3.83. And most of the respondents have lowest level as perception of environment with the mean score of 3.68 and it may be due to less limitation within the society. The overall mean score is 3.74 and three out of five statements are above its mean score.

4.5.3 Respondent Perception on Perceived Behavior Control

This section analyzed the perceived behavior control toward consumption of organic vegetable using five statements. The means and standard deviation through data calculation for Perceived Behavior Control toward consumption of organic vegetables shown in Table (4.7).

Table (4.7) Mean Value of Perceived Behavior Control

No.	Statement	Mean	S.D
1	Organic vegetables are not too expensive.	3.68	0.659
2	It is under my control for making decision to purchase organic vegetable.	3.56	0.701
3	It is easy for me to purchase organic vegetables.	3.53	0.759
4	The stores that I frequently shop sell organic vegetables.	3.72	0.707
5	Organic vegetables are available in stores or supermarkets in my area.	3.23	0.536
	Overall Mean	3.55	

Source: Survey Data (2023)

According to survey result, respondents have the highest level at perceived behavior control as the stores location that the respondent frequently visit and it reflects consumer preference for organic vegetables and your commitment to supporting organic farming practices. and mean score is 3.72. The statements of "It is easy for me to purchase organic vegetables." and "It is under my control for making decision to purchase organic vegetable." are at mid-level of results with the mean scores of 3.56 and 3.53 respectively. And most of the respondents have lowest level at perceived behavior control as "Organic vegetables are available in stores or supermarkets in my area." which may be due to lack of gathering information about the availability of organic vegetables in different stores in the respondents communities where mean score is 3.23. Then, the overall mean value reflects that the respondents have positive purchase behavior control towards organic vegetables consumption.

4.5.4 Overall Mean of Influencing Factors towards Purchase Decision

The following table (4.8) represents the comparison of mean values of influencing factors toward purchase decision such as consumer attitudes, subjective norm and perceived behavior control.

Table (4.8) Overall Mean Value of Influencing Factors

Sr. No.	Variables	Mean
1	Consumer Attitudes	4.16
2	Subjective Norm	3.74
3	Perceived Behavior Control	3.55

Source: Survey Data, 2023

The mean value for all variables in Table (4.8) are greater than the neutral score of 3, indicating the consumer have high impression on organic vegetables across multiple dimensions, including attitudes, subjective norm and perceived behavior control. The fact that each variable overall mean value is high and the overall mean value for each variable is similarly high demonstrates that customers have a favorable propensity to purchase organic vegetables. The positive attitude mean score represents an overall favorable perception and belief in the advantages of organic vegetables, such as their benefits to human health and the environment. The subjective norm positive mean score shows that people are encouraged to pick organic vegetables by their friends, families, or society. Additionally, the high mean score for perceived behavior control shows that consumers believe they have some control over and an easy time making the decision to buy organic vegetables. This perception may be influenced by elements like accessibility, cost, and availability. The collective positive mean scores for these three variables demonstrate a strong likelihood of consumers making organic vegetable purchases, signifying a promising market for organic produce.

4.5.5 Respondent Perception on Purchase Decision

Following Table shows means and standard deviation through data analysis for purchase decision towards consumption of organic vegetables. There are five statements in the data analysis for purchase behavior.

Table (4.9) Mean Value of Purchase Decision

No.	Statement	Mean	S.D
1	I purchase organic vegetables if they are available.	4.01	0.608
2	I consume organic vegetables if they are available for purchase.	3.87	0.701
3	I intend to invest more into my health.	3.83	0.662
4	I have a goal to consume organic vegetables as much as possible.	3.13	0.849
5	I buy organic vegetables for my health to avoid illness.	3.87	0.849
	Overall mean	3.60	

Source: Survey Data, 2023

According to survey result, respondents have the highest level at the purchase decision on willing to purchase organic vegetables if they are available with mean score 4.01. And most of the respondents have lowest level as perception of having a goal to consume organic vegetables as much as possible. And it may be due to most respondents do not set the goal to consume organic vegetables even they more prefer to choose organic vegetables. The overall mean value is 3.18 and two statements are below and three statements are above of its value.

4.5.6 Repurchase Intention towards Consumption of Organic Vegetables

Then, following Table shows means and standard deviation through data analysis for Repurchase Intention towards consumption of organic vegetables. There are five statements in the data analysis for repurchase intention.

Table (4.10) Mean Value of Repurchase Intention

No.	Statement	Mean	S.D
1	Given a chance, willing to continue buying from Organic vegetables	3.82	0.708
2	Willing to buy from organic vegetables in the near future.	3.89	0.562
3	Willing to continue buying organic vegetables.	3.82	0.669
4	Willing to consider the long-term effects of pesticides and chemical residuals for environment pollution.	3.15	0.805
5	Willing to consider the long-term effects of pesticides and chemical residuals for my health.	3.73	0.702
	Overall Mean	3.68	

Source: Survey Data (2023)

According to the survey result, respondents have the highest level at the repurchase intention of perception on willing to buy from organic vegetables in the near future because respondents indicate a desire to prioritize organic produce when making vegetable purchases, revealing that they value the benefits associated with organic vegetables and it mean score is 3.88. And most of the respondents have lowest level as perception on the long-term effects of pesticides and chemical residuals for environment pollution" with the mean score of 3.03 and it may be due to the respondents may not completely understand or recognize the potential detrimental implications of these compounds on the environment over time. The overall mean value is 3.68 and four statements out of five are above its value. Therefore, the overall mean value reflects the respondents have positive repurchase intention toward organic vegetables.

4.6 Analysis of the Influencing Factors on Purchase Decision

Following Table shows the effects of influencing factors on purchase decision through running regression the attitude, subjective norm and perceived behavioral control as independent variables with purchase behavior as dependent variable.

Table (4.11) Effect of Influencing Factors on Purchase Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
Constant	1.308	.549		2.381	.020	
Attitude	.016	.105	.014	.149	.882	1.019
Subjective Norm	.403**	.114	.452	3.525	.001	1.971
Perceived Behavior Control	.245*	.124	.251	1.965	.053	1.963
R square	0.426					
Adjusted R square	0.401					
F Value	17.042**					

Source: Survey Data (2023)

Note: ** Significant at 5% level; * Significant at 10% level

According to the results shown in Table (4.10), the significant value of subjective norm is 0.01 and perceived behavior control is 0.53. Therefore, these variables have relationship with purchase decision at 5% and 10% significant level respectively. For attitude, it has the expected positive sign but shows the expected sign in coefficient with no significant level. With an adjusted R square value of 0.401, the independent variables in the regression model can explain about 40.1% of the variance in the dependent variable. This indicates that the independent variables have moderate explanatory power in relation to the dependent variable.

As shown in Table (4.10), it indicates that the level of influencing factors reported by respondents and the level of purchase decision are correlated. All VIF of predictor variables are less than 10. Therefore, there is no problem of multi collinearity problem in this case.

A change in subjective norm will lead to change in purchase decision in the same direction. At the same time, a positive change in perceived behavior control will result to a positive change in purchase decision. Among three variables, subjective norm is biggest value of standard coefficient with 0.452. Individuals may confront different challenges to consuming organic vegetables, such as availability, price, and societal standards. Due to the significant effect on how people perceive societal pressure and norms surrounding

environmentally friendly and sustainable choices, subjective norm is essential in influencing people decisions to buy organic vegetables. individuals are more likely to engage in a behavior when they perceive that prominent individual in their lives, such as friends, family, or relatives, support and encourage them to buy organic vegetables. They are more motivated to conform to existing attitudes and norms as a result of this perceived social acceptance, which increases the likelihood that they will choose organic vegetables over conventional ones. The demand for organic vegetables is therefore mostly driven by subjective norm, which also encourages sustainable consumption habits and makes society as a whole more environmentally conscious and healthier. This belief is vital in affecting both intentions and actual conduct. Individuals who believe they have a high level of control over their consumption of organic vegetables are more likely to overcome hurdles and behave in accordance with their aspirations. Through strategies such as providing information, resources, and skill development, it is possible to empower individuals to overcome barriers and increase their consumption of organic vegetables, ultimately promoting healthier and more sustainable dietary choices. Therefore, the influencing factors of subjective norm and perceived behavior control have positive effects on purchase decision. In summary, two factors have significant values and the main determination of influencing purchase decision is found as subjective norm and perceived behavior control.

4.7 Analysis of Effect of Purchase Decision on Repurchase Intention

Following Table shows the analysis on effects of purchase behavior on repurchase intention through running regression the purchase decision as independent variable with repurchase intention as dependent variable.

Table (4.12) Effect of Purchase Decision on Repurchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
Constant	.443	.246		1.800	.076	
Purchase Decision	.865***	.065	.844	13.283	.000	1.000
R square	0.713					
Adjusted R square	0.709					
F Value	176.437***					

Source: Survey Data (2023)

Note *** Significant at 1%

In Table (4.11), the power of the models used to explain the variables expected to affect repurchase intention are considered weak as both values of the R square and adjusted R square are just 71.3 percent and 70.9 percent respectively. The value of F-test, the overall significance of the models, turned out highly significant at 1% level. This specified model can be said as valid. The multicollinearity statistics by using Variance Inflation Factors (VIF) are also checked, indicating there are no variables exceeding “rule of thumb” of 10 for VIF.

The purchase behavior shows the expect sign in coefficient with highly significant at 1% level. This means that increasing the level of purchase behavior will inflate repurchase intention by about 0.844 unit. The conclusion is that purchase decision has positive effect on repurchase intention because respondents often buy organic vegetables currently. From the analysis on purchase decision, respondents buy often the organic vegetables currently because of they enjoy consuming organic vegetables. They also have been often buying of organic vegetables in the last year too. Then, consumers intend to repurchase again once they have positive purchase decision. These are the main reasons of why purchase behavior towards positively affects the repurchase intention.

CHAPTER 5
CONCLUSION

This chapter describes the findings and discussion of the study and suggestions and recommendations for the marketers to understand the attitude towards consumption of organic vegetables and need for further research from the study.

5.1 Findings and Discussions

This study identified factors influencing on purchase decision and again analyzes effect of purchase decision on repurchase intention of organic vegetables. It also provides unique theoretical contributions expanding on previous knowledge and literature of factors influencing purchase decision and repurchase intention.

The result of this study allows a clear understanding of purchase decision which have a significant positive influence on repurchase intention. First part includes demographic characteristics of the sample size. Based on the research study on demographic profile of consumers, the number of female respondents is higher than male respondents who consume or purchase organic vegetables and this means that task of going market for shopping organic vegetables is mainly female household in Yangon area.

And most of the age of respondents is at mid-level and number of younger and older respondents is lower than them. This is because the mid-level respondents have particular reason of often marketing of daily foods for their families' consumption. And it is observed that three times bigger on married status category than single status category because of marriage is common. Then, most of the respondents consume organic vegetables for five times or more per week because they enjoy consuming fresh organic vegetables and they have good access to organic vegetables. Education level of respondents shows bigger ratio at bachelor degree holders as most of them have access to graduation.

The study is based on consumer attitude, subjective norms, perceived behavioral control, purchase decision and repurchase intention. In order to accomplish this study, both primary and secondary data are used in this study. After analyzing the surveyed data, based on the outcome of mean value, it can assume that respondents have answered willingly. From analysis the attitude factor, it is observed that attitude factors are not

significant effect on purchase decision. Subjective norms have greatest relationship with purchase decision. From analysis on repurchase intention factor, respondents have high in enjoying of purchasing organic vegetables because of most of the respondents like organic vegetables because they are willing to repurchase organic vegetables in near future.

According to the regression analysis, the results from (i) subjective norm and perceived behavior control to purchase decision and, (ii) from purchase decision to repurchase intention are significant because a positive purchasing experience with organic vegetables strongly predicts customer intention to buy them again in the future. This study also revealed that majority of respondents aware the fact that consuming the organic vegetables assist the consumer safety and health.

There could be several reasons for the lack of significance for customer views in this study. Consumer attitudes frequently include cognitive and emotional assessments of items or services. While attitudes may impact purchasing decisions, the context of organic vegetables may be different from that of other items. For example, customers may have favorable attitudes regarding organic vegetables because of their perceived health benefits and environmental friendliness, yet these attitudes may not have a direct impact on purchase behavior. In the decision-making process for organic vegetables, factors such as cost, availability, and convenience may be favorable factors. Although the study was constructed based on direct correlations between variables, it also looked into indirect and total effects on actual organic vegetables purchase in order to explain the model more comprehensively. In general, the purchase of organic vegetables was found to be a multifaceted and dynamic decision-making process.

5.2 Suggestions and Recommendations

Yangon is also on the leading edge of urbanization, with a substantial increase in population, which has an impact on food consumption patterns. In addition, there has been an upsurge in interest in the local vegetable market from researchers, marketers, and food producers in recent years. This corresponds to their thoughts that purchasing organic vegetables provided immediate advantages to the local community, farmers, the environment, and their business. While the freshness and quality of organic vegetables are the key reasons for purchasing, some people believe that buying organic vegetables helps their local communities or organic vegetable producers.

According to the examination, the primary factors are influencing on purchase decision for organic vegetables. Purchase decision is typically related to consumer behavior, attitudes, and perceived behavior control. A consumer who has a positive attitude about a product or service offering is more likely to purchase it, making the study of customer attitudes extremely important for a marketer.

While subjective norm, and perceived behavioral control are thought to be significant indicators of organic vegetable purchases. As a result of this, farmers, marketers, state-government officials, and retailers should develop ideas that appeal to customers' moral norms and self-concepts in order to influence their purchasing habits for organic vegetables. Marketers make sure to emphasize the value of referrals from family and friends. Because people have a tendency to accept the opinions of others in their immediate social circle, they are more likely to adopt the same purchasing behavior if they hear about positive experiences and health advantages associated with eating organic vegetables. Additionally, the marketer should emphasize recommendations and testimonies from wellness professionals, dietitians, and health experts who support organic vegetables. Recommendations from reputable individuals in the health and wellness sector are more likely to be trusted.

Purchase decision is an important point for consumers to access and evaluate specific products, and repurchase intention is a useful tool for predicting the purchasing process. Cost, as well as perceived quality and value, can influence repurchase intention. Marketers and salespeople should approach customers based on their attitude and perceived ability to manage their conduct. As a result, according to the findings of this study, organic vegetable producers and marketers should provide an excellent service of trading fresh items at organic vegetables markets in order to align with customers' attitudes and perceptions of organic vegetables and boost repurchase intention. Repurchase intent is also used by marketing managers as a leading predictor of future demand in their business.

5.3 Needs for Further Research

This study examines the influencing factors and consumer attitudes about organic vegetable consumption based on the theory of planned behavior. Despite Yangon large population, the research study is undertaken with limited time and resources, and the number of respondents is only 73. As a result, this study fails to cover the entire Yangon

region, or even the entire people of city attitudes about organic vegetables consumption. Furthermore, the survey only included organic vegetables. As a result, additional research with a large sample size should be conducted in this subject to gain an improved understanding of consumer attitudes regarding organic vegetables consumption.

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APPENDIX I

A Study on Influencing Factors of Purchase Decisions for Organic Vegetables in Yangon

Please kindly spare your time for a few minutes and answer the below questionnaires. The data and information will be kept in confidential.

Part 1: Consumer Information

Please mark ✓ into ☐ that matches your information the most.

1. Gender:

☐1) Male ☐2) Female

2. Age:

☐1) 15 to 24 years ☐4) 45 to 54 years

☐2) 25 to 34 years ☐5) 55 to 64 years

☐3) 35 to 44 years

3. Monthly income:

☐ Below 300,000 ☐3) 600,001-1,000,000

☐2) 300,000 - 600,000 ☐4) Above 1,000,000

4. Educational level:

☐1) High school ☐3) Master's degree

☐2) Bachelor's degree ☐4) Doctor's degree

Part 2: Consumer Behaviors in Consuming Organic Vegetables

1.Have you been eating organic vegetables in past 3 months?

☐1) Yes

☐2) No

2. How often do you eat or cook organic vegetables?

☐2 times per week ☐3 times per week

☐4 times per week ☐5 times or more per week

3. Where do you purchase organic vegetables?

☐ Supermarket

☐ Organic store

☐ At the farm or farm stand

Part 3: Consumer Attitudes toward Organic vegetables Purchase Decision

Please rate your level of agreement with the following statements. (1= strongly disagree; 2=Disagree: 3= Neutral; 4= Agree5= strongly agree)

		1	2	3	4	5
Environmental Concern						
1	Organic farming uses less energy and produced, packaged and transported environmentally friendly.					
2	Organic farming is good for environment.					
3	Organic farming can prevent the contamination and pollution of soil, air, water and food supply					
Health Consciousness						
4	Organic vegetables are good to ensure our health.					
5	Organic vegetables are high quality and have high nutritional value.					
6	Organic vegetables contain no preservatives.					
7	I choose organic vegetables carefully to ensure the good health.					
Food Safety						
8	Organic vegetables are safer to eat.					
9	Organic vegetables do not contain genetically modified ingredients.					
10	Organic vegetables can reduce the food poisoning risk.					
11	Organic vegetables are chemical free					

Part 4: Consumer's Subjective Norms Affecting Organic Vegetables Purchase Decision

		1	2	3	4	5
1	My family think that I should buy organic. vegetables rather than non-organic vegetables.					
2	Most people around me would buy organic vegetables rather than non- organic vegetables.					
3	People who are important to me think that I should buy organic vegetables.					
4	I am in an environment that requires me to choose organic vegetables.					

5	Most friends whose opinions regarding diet are important to me think that I should buy organic vegetables.					

Part5: Perceived Behavior Control

		1	2	3	4	5
1	Organic vegetables are not too expensive.					
2	It is under my control for making decision to purchase organic vegetable.					
3	It is easy for me to purchase organic vegetables.					
4	The stores that I frequently shop sell organic vegetables.					
5	Organic vegetables are available in stores or supermarkets in my area.					

Part6: Purchase Decision

		1	2	3	4	5
1	I purchase organic vegetables if they are available.					
2	I consume organic vegetables if they are available for purchase.					
3	I intend to invest more into my health.					
4	I have a goal to consume organic vegetables as much as possible.					
5	I buy organic vegetables for my health to avoid illness.					

Part7: Repurchase Intention

		1	2	3	4	5
1	Willing to continue buying from Organic vegetables.					
2	Willing to buy from organic vegetables in the near future.					
3	Willing to continue buying organic vegetables.					
4	Willing to consider the long-term effects of pesticides and chemical residuals for environment pollution.					
5	Willing to consider the long-term effects of pesticides and chemical residuals for my health.					

APPENDIX II

Statistical Output

Reliability Statistics of Attitudes

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.819	.834	11

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.313	.065	.616	.551	9.497	.013	11

Item Statistics

	Mean	Std. Deviation	N
A1	4.1644	.93653	74
A2	4.2192	.68739	74
A3	3.8767	.77540	74
A4	4.3151	.52019	74
A5	4.0685	.70863	74
A6	4.1644	.68274	74
A7	4.2603	.57404	74
A8	4.1918	.80508	74
A9	4.1096	.58665	74
A10	4.1233	.52199	74
A11	4.2329	.65209	74

Reliability Statistics of Subjective Norm

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.828	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.490	.297	.653	.356	2.199	.014	5

Item Statistics

	Mean	Std. Deviation	N
S1	3.7123	.69681	73
S2	3.7260	.71220	73
S3	3.8356	.70738	73
S4	3.6849	.64284	73
S5	3.7260	.67207	73

Reliability Statistics of Perceived Behavior Control

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.754	.739	5

Item Statistics

	Mean	Std. Deviation	N
PB1	3.6849	.66409	73
PB2	3.5616	.70684	73
PB3	3.5342	.76526	73
PB4	3.7260	.71220	73
PB5	3.2329	.54059	73

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.362	.064	.680	.616	10.562	.040	5

Reliability Statistics of Purchase Decision

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.721	.757	5

Item Statistics

	Mean	Std. Deviation	N
PD1	4.0137	.61222	73
PD2	3.8767	.70603	73
PD3	3.8356	.66695	73
PD4	3.1370	.85497	73
PD5	3.8767	.55139	73

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.384	-.111	.723	.834	-6.517	.080	5

Reliability Statistics of Repurchase Intention

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.756	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.383	-.100	.742	.842	-7.408	.097	5

Item Statistics

	Mean	Std. Deviation	N
RPI1	3.8219	.71380	73
RPI2	3.8904	.56671	73
RPI3	3.8219	.67376	73
RPI4	3.1507	.81088	73
RPI5	3.7397	.70764	73

Regression Analysis Results for Influencing Factors on Purchase Decision

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.652[a]	.426	.401	.36498	1.488

a. Predictors: (Constant), Perceived Behavior control mean, Attitude mean, Subjective norm mean

b. Dependent Variable: Purchase Decision mean

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	6.811	3	2.270	17.042	.000[a]
Residual	9.192	69	.133		
Total	16.002	72			

a. Predictors: (Constant), Perceived Behavior control mean, Attitude mean, Subjective norm mean

b. Dependent Variable: Purchase Decision mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.308	.549		2.381	.020		
	Amean	.016	.105	.014	.149	.882	.981	1.019
	Smean	.403	.114	.452	3.525	.001	.507	1.971
	PBmean	.245	.124	.251	1.965	.053	.509	1.963

a. Dependent Variable: Purchase Decision Mean

Regression Analysis Results for Purchase Decision on Repurchase Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.844[a]	.713	.709	.26052	1.705

a. Predictors: (Constant), Purchase Decision mean

b. Dependent Variable: Repurchase Intention mean

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	11.975	1	11.975	176.437	.000[a]
Residual	4.819	71	.068		
Total	16.793	72			

a. Predictors: (Constant), Purchase Decision mean

b. Dependent Variable: Repurchase Intention mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.443	.246		1.800	.076		
	PDmean	.865	.065	.844	13.283	.000	1.000	1.000

a. Dependent Variable: Repurchase Intention mean