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PURCHASE INTENTION OF ORGANIC FOOD IN BANGLADESH: ROLE OF GENDER, AFFORDABILITY AND HEALTH CONSCIOUSNESS

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ABSTRACT

Food adulteration is a very common practice among channel members in Bangladesh. The new market segment, which is urban consumers, is searching for healthy and safer sources of food and they could believe that organic foods are a solution to it. This study emphasizes on role of gender, affordability and health consciousness as driving forces in determining organic food buying intention. The hypothesized model of the study was tested employing partial least square method (PLS-SEM) using SMART-PLS software on collected samples from urban consumers in Dhaka city. The study found that health consciousness, affordability and gender all together explains 84.90 percent of the variance in buying intention. Health consciousness, affordability and gender constructs separately have a direct and significant impact on buying intentions too. Moreover, health consciousness mediates the relationship between gender and buying intention. Outer model loading found that consumers' prefer organic food due to the chemical and pesticide free criterion and affordability negatively affects the buying intention. The study stresses that the organic marketers need to address these issues while developing promotional campaigns and setting the price of organic food. The study suggests that the value chain mechanism will be improved after the organic producers in Bangladesh adopt the participatory guarantee system.

Keywords: Buying intention, Gender, Health consciousness, Organic food, Partial least square method, Structural equation modeling

1. INTRODUCTION

The agriculture of Bangladesh predominantly and historically depended on organic sources for raw materials though inorganic sources have acted as a replacement for decades due to the high demand for food for rapidly growing population. Meanwhile, a new market segment, which is a niche segment, has been evolving in the urban area in favor of organic food, though 71.1 percent of the population living in rural areas is dependent mainly on conventional food (Trading Economics, 2015). The new market segment is searching for healthy and safer sources of food and they could believe that organic foods are the solution to it (Mukul et al., 2013). In Bangladesh, food adulteration is a very common practice among

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the channel members seeking to extend the shelf life of raw vegetables and fruits (Robson, 2014; Alam, 2013). The niche group of city dwellers is aware about this fact and is gradually shifting their buying behavior to organic foods (Mukul et al., 2013).

The Asian market of organic foods has grown by more than 20 percent since 2005 from 2.68 million hectare to 3.22 million hectare in 2012. It reflects that the consumers in the developing countries are becoming quite inclined towards organic foods due to the improvement of quality of life and perceptual shift from traditional foods toward health conscious foods. In Bangladesh, only 6,860 hectares of total land is under organic farming which is only 0.07 percent of the total cultivable land (Willer, 2014). However, despite the increasing popularity and acceptance of organic food in the Asian market, the number of consumers who buy organic food on a frequent basis is quite low as reported in the previous research (Roddy et al., 1996; Wandel and Bugge, 1997; Magnusson et al., 2001; Tarkiainen and Sundqvist, 2005; Swidi et al., 2014).

Thus in the previous studies it reflects that attitude has a positive effect on organic food buying intention(Swidi, 2014) and perceived behavior control (Ajzen, 1991). Perceived behavioral control concerns with individuals' own judgment about their capabilities to engage in a particular behavior (Ajzen, 1991).

This study emphasizes on following two issues:

(1) the role of gender, affordability and health consciousness as driving force to determine organic food buying intentions; and
(2) the effect of gender on affordability and health consciousness while choosing organic foods.

Surprisingly, in the past studies concerning organic food buying behavior, the role of gender in shaping buying intentions has been ignored especially in Bangladesh. Dibsdall et al. (2003) emphasized on the affordability factor in their study, but explanatory power of gender was ignored in that study.

LITERATURE REVIEW

This section of the paper briefly discusses the relevant literature with respect to topic under study. Furthermore, the development of hypotheses is elaborated based on relevant literature.

Demographic characteristics and affordability: Younger households and women consider organic food more important and include it in their purchase decision (Govindasamy and Italia, 1990; Van Doorn and Verhoef, 2011). In the light of the aforementioned literature, it is hypothesized that gender has a positive effect on organic food buying intention:

H1: Gender has a positive effect on organic food buying intention.

Besides, the females with aged 30 to 45 years with children having high disposable income include organic food in their purchase (Dettmann and Dimitri, 2009). In demographic portrayal of consumers, income is another factor considered important for influencing purchase of organic food. Higher income households purchase organic produce more frequently (Govidnasamy and Italia, 1990; Loureiro et al., 2001). A number of studies have operationalized affordability as a subset of behavioral control, in influencing behavioral intention (Thompson and Thompson, 1996; Notani 1997). Affordability by conventional definition concerns the ability to bear cost without serious loss to the capacity for action. For consumers, affordability is intimately associated with monetary and search (convenience) costs (Voon et al., 2011). Past studies have indicated that affordability is significantly related with gender. Therefore, to study this causal path further, it is hypothesized that:

H2: Gender has a positive effect on affordability towards buying organic food

H3: Affordability has a positive effect towards buying organic food

H4: The positive relationship between gender and buying intention of organic foods is mediated by affordability.

Health consciousness: The increasing number of studies reveals that consumers' concern for health is the most commonly stated motive to choose organic foods (Magnusson et al., 2003; Schifferstein and Oude Ophuis, 1998; Tregear et al., 1994; Wandel and Bugge, 1997; Williams and Hammit, 2001). Moreover, it is realistic to believe that readiness to take healthy actions of the consumer is an important determinant of consumers' attitudes towards organic food. A higher degree of an individual's readiness to take healthy actions means a more positive attitude toward organic foods (Chen, 2009). According to Davies, Titterington, and Cochrane (1995), the tendency of selecting organic foods depends on consumers' eco-friendly motive, fright of chemical residue in their food and perception of premium price associated with better quality and taste. In the light of literature, it is hypothesized that health consciousness has a positive effect on organic food buying intention:

H5: Health consciousness has positive effect on organic food buying intention.

In addition to direct effects of health consciousness on organic food buying intention, we anticipated that health consciousness may also mediate the relationships between variables in the organic food buying intention. Chen (2009) emphasizes that a healthy lifestyle should be considered as a mediator intervening the independent variables (i.e. health consciousness and environmental attitudes) and the dependent variable (i.e. consumer's attitude toward organic foods). Chen (2009) further opines that the positive relationship between health consciousness and consumers' attitude toward organic foods is mediated by healthy lifestyle. More astonishingly, Chen (2009) overlooked the demographic variable (gender) and

consumer's buying intention toward organic food mediated by health consciousness. In light of the aforementioned literature, a mediation effect of health consciousness is drawn:

H6: The positive relationship between gender and buying intention of organic foods is mediated by health consciousness.

Research framework: The theoretical base of this paper is founded by thoroughly reviewing the literature relevant to buying intention of organic food. In this study, a theoretical construct is developed to investigate the relationship of gender, affordability and health consciousness on buying intention of organic food with reference to purchase of organic food in Bangladesh. Figure 1 elaborates the proposed model in a sequential manner.

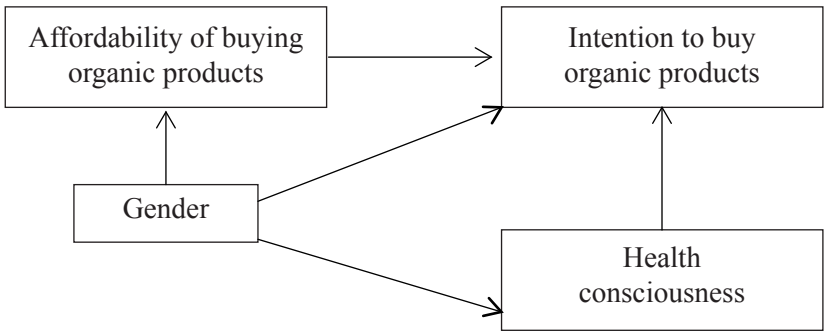

Figure 1: Proposed theoretical framework on the effects of gender, affordability and health consciousness on buying intention of organic food

METHODOLOGY

This section entails the discussion of data collection and sampling procedures. It also elaborates about the measurement of constructs and description of data analysis techniques.

Sample and procedures: The sample comprised job holders of the high income niche group of families of graduate students of two private universities in Dhaka Metropolitan City of Bangladesh. The rationale for selecting the high income group of society with high disposable income has significant correlation with purchase of organic foods (Dettmann and Dimitri, 2009; Govidnasamy and Italia, 1990; Loureiro *et al.,* 2001). Self-administered questionnaires were distributed among the respondents using cluster sampling technique. In total, 285 useable questionnaires were obtained during a four months collection period from September to December 2015.

Measurement: To measure gender, affordability, health consciousness and buying intention, a structured questionnaire comprising five items was adopted and modified based on

previous studies (Chen, 2009; Davieset *al.,* 1995; Magnusson *et al.*, 2003; Govindasamy and Italia, 1990). The five-point Likert scale was used for measurement of all the items ranging from 'Total Disagreement (1)' to 'Total Agreement (5)'. Questionnaire items are given in Table I

Statistical analysis techniques: The hypothesized model of this study was tested using the structural equation modeling (SEM) approach supported by Smart-PLS 2.0 M3 employing partial least square method (PLS-SEM) while the mediation effect of health consciousness was done using SPSS macro for multiple mediation (Preacher and Hayes, 2008) suggested by Field (2009). This study followed the two-step approach suggested by Wong (2013) and Field (2009). The measurement model was evaluated before examining the structural model. Confirmatory factor analysis (CFA) was performed to establish the construct validity in the measurement model stage. After verifying internal reliability, content and construct validity, the structural model was examined to test the hypotheses and model fit.

Table 1: Measurement of construct

Construct	Items	Cronbach α
Gender (GEN)	Male=1, Female=2	
Affordability (AFD)	(AFD1) Organic food price is high compared to conventional food. (AFD2) I have the affordability to buy organic food.	0.726
Health consciousness (HC)	(HC1) I believe that organic food is safer for health. (HC2) I trust that organic foodsare healthier. (HC3) I think organic food is free from chemical and pesticide.	0.715
Buying Intention (BI)	(BI1) I look forward to the freshness while buying organic food. (BI2) I am willing to pay higher price for organic food.	0.708

RESULTS

This section involves descriptive and inferential analysis of data. Moreover, it includes the interpretation of results and findings.

Demographic characteristics of respondents: Demographic characteristics of the respondents are presented in Table II, which shows mixture in terms of gender, marital status, monthly family income and education level. Male respondents comprised almost 56 percent of the total sample. In total, 71 percent of the respondents belonged to the affluent

social class. This is due to the cluster sampling technique was administered in this study. Education level of almost 98 percent of the respondents ranges from graduate to post graduate level. Moreover, 72 percent of the respondents was married.

Table 2: Sample characteristics

Demographic characteristics	Frequency	%	Cumulative (%)
Gender			
Male	159	55.79%	55.79%
Female	126	44.21%	100.00%
Marital status			
Single	80	28.07%	28.07%
Married	205	71.93%	100.00%
Monthly family income			
<40,000 BDT	4	1.40%	1.40%
40,001-70,000 BDT	78	27.37%	28.77%
70,001-100,000 BDT	122	42.81%	71.58%
> 100,001 BDT	81	28.42%	100.00%
Educational level			
Below undergraduate	6	2.11%	2.11%
Undergraduate	92	32.28%	34.39%
Post graduate	187	65.61%	100.00%

Notes:*n*=154; 1BDT=0.01257 USD **Source**: Oanda, 2015

Measurement model results: The goodness of fit of the measurement model was established by confirming the content validity and the construct validity.

Content validity: To confirm the content validity, factor loadings can be used to ensure that all the items designed to measure a construct should load highly and significantly on the constructs they were designed to measure (Hulland, 1999; Chin, 1998; Hair et al., 2010). Table III depicts that all the items were highly and significantly loading on the respective constructs which confirms the content validity of the measurement model.

Table 3: Confirmatory factor analysis result

	Indicator variable	Loading	Indicator reliability	Composite reliability ([a]CR)	Average variance extracted ([b]AVE)
Affordability	AFD1	0.923	0.852	0.725	0.825
	AFD2	-0.894	0.799		
Buying Intention	BI1	0.866	0.750	0.713	0.813
Health Consciousness	BI2	-0.936	0.876	0.715	0.760
	HC2	-0.726	0.712		
Gender	HC3	0.964	0.929	1.000	1.000
	GEN	1.000	1.000		

Notes:

$^{a}CR = \left(\sum factor\ loading^2\right) / \left\{\left(\sum factor\ loading^2\right) + \sum (variance\ of\ error)\right\}$

$^{b}AVE = \sum (factor\ loading)^2 / \left\{\sum (factor\ loading)^2 + \sum (variance\ error)\right\}$

All the loading are significant at $p<0.001$

Convergent validity: According to the SEM literature, the convergent validity refers to the extent to which a set of indicators converges in measuring the concept of concern (Bagozzi and Yi, 1988; Hair et al., 2010). The convergent validity, therefore, can be confirmed using the item of composite reliability and the average variance extracted (AVE). According to the confirmatory factor analysis (CFA) results reported in Table III, the factor loadings for all items were significant and exceeded the suggested cutoff level of 0.60 for indicator reliability in case of exploratory study (Chin et al., 1997). Composite reliability values of all latent constructs ranged from 0.713 to 0.725 which were well above the acceptable level of 0.70 (Hair et al., 2010; Bagozzi and Yi, 1988). Similarly, the AVE in Table III, reflecting the overall amount of shared variance among the indicators measuring a particular latent construct ranged from 0.760 to 0.825, surpassing the acceptable threshold level of 0.70 (Bagozzi and Yi, 1988; Hair et al., 2010). In addition, Table I depicts that the results of internal reliability using Cronbach α values ranged from 0.708 to 0.726, higher than 0.70 as recommended by Nunnally and Bernstein (1994). Based on the significant importance of items in measuring their own constructs, with all the latent constructs having composite reliability of at least 0.70 and AVE of at least 0.50, it can be concluded that the measurement model has an adequate convergent validity level (Table III).

Discriminant validity: The discriminant validity is defined as the extent to which a set of variables of a particular construct differ from other constructs in the model. This suggests

that the variance shared among a set of items measuring a construct and their own construct is higher than the variance shared with other constructs in the model (Compeau *et al.,* 1999). Following the criterion suggested by Fornell and Larcker (1981), the discriminant validity is determined by comparing the square root of the AVE values with the correlations among the constructs. The results, as presented in Table IV, indicated that the square root of AVE as represented in the diagonal are higher than other values in its rows and columns. These results verify that the model has adequate discriminant validity.

Table 4: Discriminant validity

Construct	1	2	3	4
1. Affordability	**0.908**			
2. Buying intention	-0.543	**0.901**		
3. Gender	-0.251	0.524	Single item construct	
4. Health consciousness	-0.250	0.813	0.272	**0.814**

Note: Diagonal values represent the square root of the average variance extracted while the off diagonal values represent the correlations among the latent constructs.

Goodness of fit indicators: Calculation of goodness of fit in partial least square based SEM (PLS-SEM) is different from that of co-variance based SEM (CB-SEM). Vinzi *et al.* (2010) suggested a popular method widely used in PLS-SEM. To calculate goodness of fit (GOF) in PLS-SEM, we need to SQRT the average communality and multiply it with the average of r^2. The observed GOF for measurement model was 0.954 which is more than the cut-off value of 0.90 as suggested by Tenenhaus *et al*. (2004) and Vinzi *et al.* (2010).

Structural model results: Having confirmed the validity and reliability of the measurement model, the next step was to test the hypotheses by running the structural model. Figure 2 shows the causal linkages and fit statistics for the structural model. The overall goodness of fit of the model was acceptable when compared to the threshold values suggested in the SEM literature. The coefficient of determination, r^2 is 0.849 for buying intention (BI) endogenous latent variable. This means that three latent variable (Gender, GEN; affordability, AFD and health consciousness, HC) substantially explain 84.90 percent of the variance in buying intention. This type of analogy is suggested by Wong (2013). Gender and affordability together explain 10.90 percent of the variance of health consciousness. The inner model suggests that health consciousness has the strongest effect on buying intention (0.665) followed by gender (0.223) and affordability (-0.194). The hypothesized path relationship further explained in Table V.

Hypothesized direct effect: As can be seen from the result reported in Table V, the effect of gender and health consciousness on organic food buying intention was significant at the

0.001 and 0.05 level of significance with indicators (β=0.266, *t*-value=10.311, p<0.001) and (β=0.665, *t*-value=2.289, p<0.05), respectively (Table V). Surprisingly, the results indicated that gender has a significant negative impact on affordability toward buying organic food at the 0.001 level of significance (β= -0.259, *t*-value=5.637, p<0.001), which is depicted in Table V. Similarly, affordability has a significant negative impact on organic food buying intention (β= -0.310, *t*-value=15.603, p<0.001). Hence H1, H2, H3 and H5 were supported as assumed in the study (Table V).

Outer model loadings and managerial implications: The purpose of the study is to identify the effect of gender, affordability and health consciousness on buying intention of organic food. Based on the analysis, the decision makers can improve the business model incorporating the variables gender, affordability and health consciousness for purchase behavior of organic food. In this study, respondents are found to care about chemical and pesticide free component, having a negative impression over payinga high price while showing their intention of organic food with significant impact (β=0.964, *t*-value=2.294, p<0.05) and (β= -0.936, *t*-value=306.250, p<0.001), respectively (Table VI). The result implies that the decision maker should not overlook the chemical and pesticide free factor while developing marketing campaigns for organic food. The negative impression over high price needs to be taken into consideration while promoting organic food in Bangladesh; otherwise, the consciousness level will not be enhancedover organic food. Furthermore, due to the lack of proper marketing campaigns the consumer could not perceive that organic food is healthier while making purchase decision (β= -0.626, *t*-value=2.067, p<0.05) (Table VI).

Table 5: Hypothesized direct effect

Hypothesis	Hypothesis direct effect	Path coefficient	t-value	p-value	Decision
H1	Gender has a positive effect on organic food buying intention	0.266***	10.311	0.000	Supported
H2	Gender has a positive effect on affordability towards buying organic food	-0.251***	5.637	0.000	Supported
H3	Affordability has a positive effect towards buying organic food	-0.310***	15.603	0.000	Supported
H5	Health consciousness has positive effect on organic food buying intention.	0.665*	2.289	0.050	Supported

Notes: ***p<0.001; *p<0.05

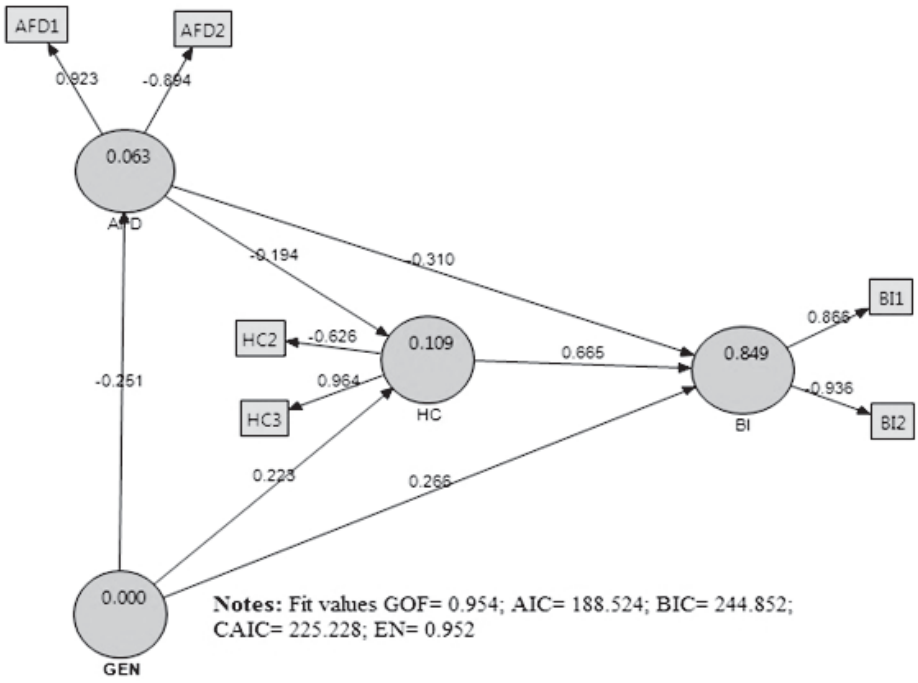

Figure 2: Structural Model Results

Mediation effect of health consciousness: In examining the mediation effects of health consciousness and affordability on the relationships between gender and buying intention, SPSS macro for multiple mediation was used for analysis (Preacher and Hayes, 2008). The results of the mediation effect of health consciousness are shown in Figure 3. It was found that gender was negatively associated with health consciousness (β= -0.2954, t-value= -2.1425, p<0.0373). It was also found that direct effect of gender was positively related to buying intention (β= 0.3077, t-value=2.2407, p<0.0297). Lastly, results indicated that the mediator, health consciousness, was positively associated with buying intention (β= 0.5610, t-value=4.6732, p<0.001). Because both a-path and b-path were significant, therefore mediation analyses were tested using the bootstrapping method with bias-corrected.

Table 6: Outer model loadings and managerial implication

Hypothesis	Indicator variable (IndV)	Explanation of (IndV)	Path coefficient	t-value	p-value	Managerial Implication
Affordability	AFD1	Organic food price is high	0.923***	164.214	0.000	Priority 3
	AFD2	Affordability to buy organic food	-0.894***	62.526	0.000	Priority 4
Health consciousness	HC2	Organic foods are healthier	-0.626*	2.067	0.050	Priority 6
	HC3	Organic food is chemical and pesticide free	0.964*	2.294	0.050	Priority 1
Buying intention	BI1	Looking freshness while buying organic food	0.866***	80.324	0.000	Priority 5
	BI2	Willing to pay higher price	-0.936***	306.250	0.000	Priority 2
Gender	GEN			Single item construct		

Notes: ***p<0.001; *p<0.05

confidence estimates (MacKinnon *et al*., 2004; Preacher and Hayes, 2008). The result of the mediation analysis confirmed the negative mediation role of health consciousness in the relation between gender and buying intention (β= -0.1657, *CI*= -0.3621 to -0.1062). Another measure of mediation is the proportion of effect. To measure this, path coefficient of *a*b* needs to be divided by path coefficient of c. The measure of the mediation study is 0.56, less than the required level of 0.80 suggested by Kenny *et al.* (1998). Due to that, the Sobel test was administered to get the statistical proof of mediation effect suggested by Baron and Kenny (1986), MacKinnon, Warsi, and Dwyer (1995). Sobel test provides an approximate estimate of the standard error of *ab* by using the formula $\sqrt{(b^2 s_{a^2} + a^2 s_b^2)}$(Sobel, 1982). The result of the Sobel test indicates that mediation role of health consciousness is present as a partial mediator between gender and buying intention (Sobel= -1.967, Std error=0.085, p<0.0491) and effect is small β= -0.1657 (between 0.10 to 0.30) as suggested by Cohen (1988). Hence H6 was supported as assumed in the study (Table VII).

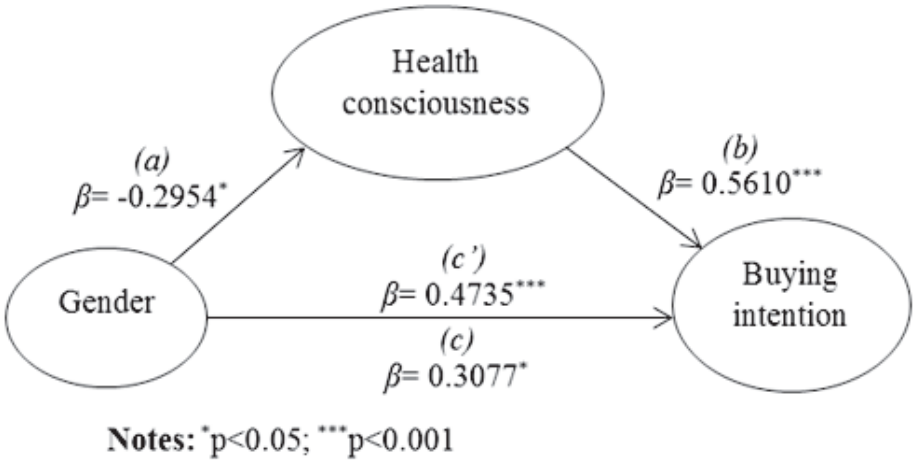

Figure 3: Mediation effect of health consciousness

Table 7: Results of mediation effect of health consciousness

Hypothesis	Hypothesized direct effect		Path coefficient	t-value	p-value	Decision
H6	The positive relationship between gender and buying intention of organic foods is mediated by health consciousness	c	0.3077*	2.2407	0.0297	Supported
		c'	0.4735***	3.9443	0.0003	

Notes: ***p<0.001; *p<0.05

Mediation effect of affordability: Furthermore, the results of the mediation effect of affordability are shown in Figure 4. It was found that gender was not significantly associated with affordability (β= 0.1829, t-value= 1.2886, p<0.2037). It was also found that the direct effect of gender was positively related to buying intention (β= 0.3077, t-value=2.2407, p<0.0297). Baron and Kenny (1986), Judd and Kenny (1981) suggested four steps in establishing mediation. The first step was suggested to administer regression analysis between indicator and mediator variable and β coefficient will be a (Figure 4). In the second step, the process needs to administer regression analysis between mediator and outcome variable indicated by β coefficient as b (Figure 4). It was suggested that if the outcomes of the first and second stepsare significant, the third step will be administered. Figure 4 depicts that though path b is significant, path a shows an insignificant effect. Due to that, the study could not proceed to the third step of mediation. The result of the mediation analysis confirmed that mediation role of affordability in the relation between gender and buying intention is not present. Hence, H4 was not supported (Table VIII).

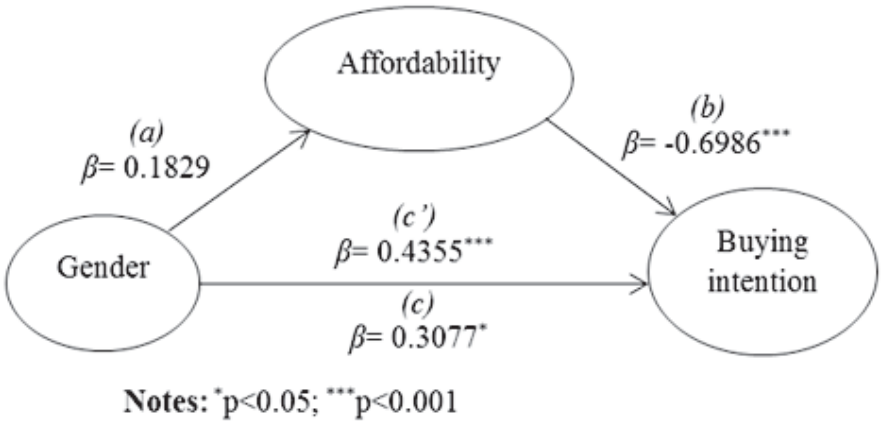

Figure 4: Mediation Effect of Affordability

Table 8: Results of mediation effect of affordability

Hypothesis	Hypothesized direct effect	Path coefficient		t-value	p-value	Decision
H4	The positive relationship between gender and buying intention of organic foods is mediated by affordability	C	0.3077*	2.2407	0.0297	Not supported
		c'	0.4355***	4.4576	0.0001	

Notes: ****p*<0.001; **p*<0.05

CONCLUSION AND RECOMMENDATIONS

This study attempted to explore gender as a driving force in selecting organic food buying intentions. Furthermore, this paper tried to find the effect of affordability and health consciousness on purchase intention of organic food and to identify their mediating role. The study found that health consciousness, affordability and gender in together explain 84.90 percent of the variance in buying intention. Among these three factors health consciousness have a much superior role in shaping buying intention, which is in line with the findings of previous studies (Chen, 2009; Davies et al., 1995). The study found that consumers in Bangladesh prefer organic food due to the perception of chemical and pesticide free criterion in organic food which is one of the main sub-factors of the outer model loading (see Table VI). This outcome aligned with the finding of Roitner-Schobesberger et al. (2008) and Klonsky and Tourte (1998) in other countries. Furthermore, health consciousness mediates the

relationship between gender and buying intention. This finding is consistent with the study performed by Chen (2009) who opines that the positive relationship between health consciousness and the consumer's attitude toward organic foods is mediated by healthy lifestyle.

In addition, the study found that affordability a significant impact on buying intentions. The negative beta coefficient indicates that consumers are not willing to pay a high price for organic food. This finding is consistent with the study performed by Govidnasamy and Italia (1990) which stressed that higher income households purchase organic produce more frequently and Notani (1997) which revealed that affordability as a subset of behavioral control and perceptions of affordability improve the prediction of purchase intent over and about that provided by attitude and subjective norms.

Furthermore, respondents are not willing to pay a high price for organic food (see Table VII). This finding lends support to the study conducted by Swidi et al. (2014). He observed that high price takes organic food purchase somewhat beyond the reach of the lower to middle income group, the major consumer market in Pakistan. The present study found no significant mediating relation of affordability on gender and organic food buying decision. Other studies tried to see affordability as an independent predictor or element of behavioral control variable rather than a mediating one (Notani, 1997; Swidi *et al.,* 2014). Moreover, the study found that gender has a significant impact on buying intention. This finding is consistent with the study performed by Govindasamy and Italia (1990); Van Doorn and Verhoef (2011) who found that younger household and women consider organic food more important in their purchase decision. Furthermore, gender has a significant negative impact on affordability in the process of organic food buying decision. The result denotes that change in gender status from male to female has negative connotation to affordability.

The study has a few limitations as it was conducted in Dhaka Metropolitan City, Bangladesh. Consumers belonging to other parts of the country may vary in their inclination towards buying organic food based on their demographic characteristics. Similarly the sample respondents represented the viewpoint of the high income niche group of people toward buying organic food. It is quite possible that people having a lower level of income perceive organic food consumption in a different manner.

This study has practical implications both for organic food marketers and policy makers. Organic food marketers will be able to refocus their promotion towards the appropriate segment. Based on the analysis, the decision makers can improve the business model incorporating the variables gender, affordability and health consciousness for purchase behavior of organic food. Furthermore, for the lack of proper marketing campaignsthe consumer could not perceive organic food to be healthier while making purchase decision. In this study, respondents showed their concern about pesticides free component and showed

a negative impression over payinga high price for organic food. In case of priority concern, chemical and pesticides free sub-factor should get the first priority due to highest loading while raising consciousness campaign about organic product. Furthermore, high cost of organic food was a barrier to mass people'sconsciousness about organic food. Marketers need to develop low cost mechanisms by which the cost of organic food would be cheaper. This can be done by initiating Participatory Guarantee System (PGS) in Bangladesh among organic producers. PGS are locally focused quality assurance systems. They certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange (PGS-India, 2015). This suggested system can improve the value chain process of organic products and increase participation among consumers and producers. Policymaker may get some insight to focus on the target segment for the betterment of public health and ecology where organic food can play a vital role.

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