# Determinants of Consumer's Buying Behaviour of Organic Food Products in Relation to the Mediating Role of Consumer Buying Intention in Ethiopia

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## Abstract
*A growing interest in organic food has prompted many studies comparing aspects of organic against conventional food because human health, food safety and environmental concern along with other sensory attributes such as nutritive value, taste, freshness and appearance. Examining the grounds for the increasing level of organic food consumption are most critical in understanding the potential of the organic food to become a genuinely mainstream market. The purpose of this study is to examine factors affecting buying behavior of organic food products in relation to the mediating role of consumer buying intention in Ethiopia. Data was collected at major supermarkets and health food stores in the in the Major cities primarily from Addis Ababa and other regional cities in Ethiopia. The surveys were administered to a total of 280 customers from six urban large-scale supermarkets (180 customers) and five health food stores (100 customers) that carried both organic and conventional food products over two months period due to COVId-19. However, only 204 target consumers were found usable for final analysis. The Data collected was analyzed using Partial Least Squares (PLS) technique using the SmartPLS 3 Software. Perceived safety ($\beta$= 0.168, p<0.041); subjective norm ($\beta$= 0.189, p<0.035); knowledge about organic products ($\beta$= 0.096, p<0.040); trust ($\beta$= 0.177, p<0.040); Environmentally friendly Behaviour ($\beta$= 0.217, p<0.002) and purchase intention were found to have a significant effect on purchase intention. on purchase intention ($\beta$= 0.506, p<0.000)) also showed a significant effect on Buying behavior organic food consumers. On the other hand, Healthy Consciousness ($\beta$= 0.0136, p<0.310), healthy Life Style' ($\beta$= 0.063, p<0.785), Perceived Quality' '($\beta$= 0.027, p<0.281) and 'Perceived Behaviour Control' ($\beta$= 0.0138, p<0.128) were found to have positive but an insignificant effect on purchase intention while Perceived Value', ($\beta$= -0.0207, p<0.139) was found to have an insignificant effect on purchase intention. This study implies that to improve organic food consumption. organic food sectors and marketers could focus on promoting the benefits and accessibility of organic foods to the general public to raise consumer recognition and the common acceptance of organic foods This study has also limitation that need to be fixed like organic food labels and cultural variables were not included as well besides being limited to a single country.*
***Key Words:*** *Organic Food Products, Consumer's Perception, Purchase Intention, Actual Purchase Behavior*

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## I.    Introduction

According to the FAO/IFOAM workshop on Organic Agriculture-Organic Food Consumption, organic foods are somewhat unpopular with consumers in developing countries due to their high price. It points out that market opportunities in high-income nations provide strong incentives for organic farming, but low-income countries have insufficient incentives. The Food and Agriculture Organization of the United Nations (FAO) published a report in 1998. In the year 2003, the global organic food business was expected to be worth $25 billion US dollars. Around 90 poor countries, 15 of which are Least Developing Countries (LDCs), produce certified organic food all over the world, capturing a significant share of the global organic food market (Tregear, A., etal, 1994). The socio-demographic profile of organic food customers has been agreed upon by several studies. Organic food customers have been found to be more educated than non-organic consumers and to consume more organic food when their income rises (Torjusen et al., 2001). (Lockie et al., 2002; Storstad and Bjorkhaug, 2003).

Organic agriculture provides a wide range of economic, environmental, social, and cultural benefits to developing countries. Over the last two decades, the global market for certified organic products has exploded. Global certified organic sales were predicted to have exceeded 30 billion Euros in 2006, up 20% from 2005, and are expected to reach 52 billion Euros by 2012.

Ethiopia's Economic Situation Experienced Ethiopia's real gross domestic product (GDP) growth dropped to 6.1 percent in 2019/20 because to COVID-19, after years of strong, broad-based growth averaging

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9.4 percent each year (Coronavirus Pandemic). Ethiopia's economy is heavily reliant on agriculture, which accounts for 40% of GDP, 80% of exports, and over 75% of the country's employment. Organic food is becoming increasingly popular among city dwellers. The situation is different among well-off, socially concerned metropolitan elites. Consumer purchase intention has been extensively researched in marketing studies as a mediator of relationships between a variety of purchase factors such as environmental concern, perceived knowledge, social norms, and perceived usefulness, as well as purchase behavior with regard to environmentally friendly products (Jaiswal and Kant 2018; Zarei et al. 2019). The mediating role of purchasing intention when using the TPB, on the other hand, has not been thoroughly investigated, particularly in terms of organic food purchase behavior among Chinese consumers.

According to Chen (2007), a variety of dietary factors such as health, mood, convenience, personal need, and environmental protection all influence the consumer purchasing decision indirectly. Consumer intention to purchase organic food, according to Zhou et al. (2013), significantly influences the interactions between purchase factors (e.g., attitude, injunctive norms, PBC, and personal values) and purchase choice.

According to Asaduzzaman et al. (2008), consumers were very concerned about their personal health, had a medium understanding of the environmental threats posed by agro-chemicals, and just a few had a poor awareness. Consumers must go through five steps of the consumer decision-making process to acquire organic food products: need awareness, information search, alternative appraisal, purchase choice, and post-purchase behavior (Armstrong and Kotler, 2010). A person who has been sick for a long period, for example, may see a need and seek out or be driven to seek out a better product, such as an organic product. They will look for information about organic food products at this stage, and this process is tied to perception in terms of picking information and assigning meaning to it. As a result, their perceptions of the products will change. Perception is the process through which an individual picks, organizes, and interprets the information he or she gets from the environment, and it is one of the psychological elements that can impact consumer buying behavior (Sheth et al., 2004). Because consumers make decisions based on what they perceive rather than objective fact, perception has strategic consequences for marketers (Schiffman and Kanuk, 2010). In light of the foregoing empirical backdrop, the following research topics are addressed:

1.     RQ-1: What are the various factors that affect purchase intention of Organic Food products in Ethiopia?
2.     RQ-2: Des Purchase intention mediate the relationship between Antecedent variables and buyer behavior of organic food Products in Ethiopia?

Theoretical and empirical reviews will be presented to construct the research model, and specific research hypotheses will be proposed in the next part to provide context for this study. Following that, a description of the research technique is given. Following the presentation of the findings, there follows a discussion of the findings in connection to previous research. The conclusion is then stated. The study's implications, limitations, and recommendations for further research are discussed.

## II.     Literature Review

2.1 Theoretical foundation
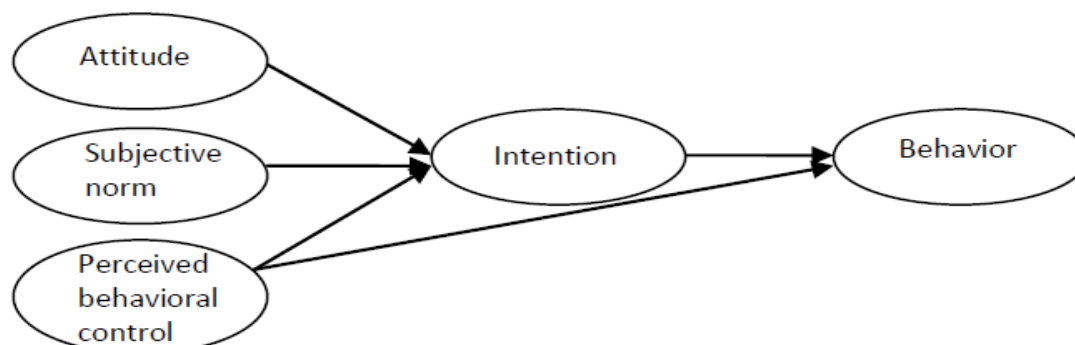Theory of Reasoned Action (TRA)

To understand organic product consumption behavior, researchers have frequently utilized the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) and the Theory of Planned Behaviour (TPB) (Ajzen, 1985, 1989, 1991). (Chen, 2007; Dean et al., 2008; Saba and Messina, 2003). According to the TRA, a person's behavioral intention is influenced by their attitude toward the conduct and subjective norm. To describe the combined effect on an individual's behavioral intention, the TPB contains all of the above components but adds another aspect (i.e., perceived behavioral control). Behavioral intention is a significant antecedent of actual individual conduct, according to both the TRA and the TPB. The premise that human beings seek to make logical judgments based on the information available to them underpins the link between behavioral intentions and actual conduct. As a result, a person's behavioral intention to execute (or not perform) an action is the most important factor in determining that person's actual conduct (Ajzen and Fishbein, 1980). Nonetheless, the TPB has been regarded as a more comprehensive behavior theory than the TRA since it includes more influential variables in the model and has greater explanatory value in terms of forecasting information technology adoption (Mathieson, 1991).
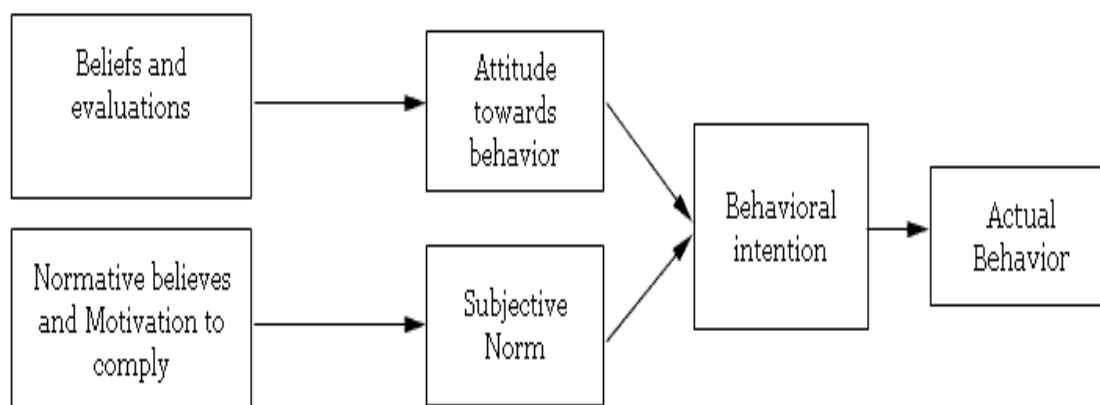
**Figure -1** Fishbein and Ajzen (1975), Louden and Della Bitta (1993)

Theory of Planned Behaviour

The Theory of Planned Conduct grew out of the assumptions about human behavior made in the Theory of Reasoned Action. Icek Ajzen presented this theory in his article "From Intentions to Actions: A Theory of Planned Behavior" in 1985. The Theory of Planned Behaviour (Ajzen, 1991) emphasizes the link between beliefs and behavior, and it has been used to investigate the relationship between beliefs, attitudes, behavioural intention, and behavior. Behavioural intention is a measure of a person's preparedness to do a specific behavior. It is based on the person's attitude toward the behavior, subjective norms, and perceived behavioural control, and it is thought to be a direct antecedent of behavior (Ajzen, 1991). Ajzen (1991) defined behavior as an individual's observable response in a given situation in relation to a specific aim. Ajzen (1991) defined behavior as a function of compatible intentions and perceptions of behavioural control.



**Figure-2:** The theory of planned behaviour (Ajzen,1991)

According to the theory of reasoned action and the modified theory of planned behavior, the primary goal of this study is to determine the essential purchasing determinants that influence Ethiopian consumer purchase intention and decision regarding organic food consumption (TPB)

2.2 Empirical review

More than 150 comparative studies on cereals, potatoes, vegetables, fruit, wine, beer, bread, milk, eggs, and food products generated from them were investigated by Woese et al (1997). When GM food and organic food are contrasted, research show that consumers have a very good attitude toward organic food (Magnusson 2004, Arvola et al, 2008), but a very negative attitude toward GM foods (Magnusson 2004, Arvola et al, 2008). (Dreezens et al, 2005). A consumer attitude survey on GM food in six European countries found that one-third of the population (France, Germany, the United Kingdom, Italy, Poland, and Portugal) would not choose any form of GM food (Almeida et al, 2006). The relationships between different variables in the proposed conceptual model and hypotheses developed for this study are shown in the following sections.

Health Consciousness and Purchase Intention

According to Roitner-Schobesberger et al., (2008), health concerns were a major driver of organic food purchases in Thailand, particularly when customers were concerned about residues from synthetic pesticides used in agriculture. The beneficial association between health consciousness and organic shopping is supported by Molyneaux (2007). Women were shown to be more health conscious and to be innovators for change toward healthier diets, owing to their crucial roles in determining a family's nutrition (Fagerli and Wandel, 1999).

Organic labeling education and awareness is unquestionably one approach to increase the likelihood that a consumer will be willing to pay a premium for organic goods (Batte et al, 2007). This study hypothesizes the following and eventually provides a conceptual model based on the above empirical evidence:
H1: The intention to acquire organic food products will be influenced by health consciousness in a favorable and significant way.

Health Life Style and Purchase Intention
        The organic customer profile is defined by demographic factors as well as lifestyle and environmental values. Organic food buyers are more likely to be educated, wealthy, and from a higher social status (Padel and Foster, 2005; Stobelaar et al, 2006). Females and those with greater levels of education and income were more aware of and knowledgeable about dietary dangers  (Torjusen *et al*, 2001; Stobelaar *et al*, 2006). Lockie et al. (2002) discovered a substantial link between growing organic food consumption and formal education levels. This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.
H2: The buying intention of organic food products will be positively and considerably influenced by a healthy lifestyle.
Perceived Safety and Purchase Intention

        Krystallis, Fotopoulos, and Zotos (2006) discovered that organic product purchasers are concerned about food safety and are willing to pay a higher price in exchange. The most important reason for buying and eating organic food appears to be health concerns (Padel and Foster, 2005 and Michaelidou et al., 2008). Krissoff (1998) reported that consumers purchase organic products because of a perception that such products are safer, healthier and more environmentally friendly than conventionally produced alternatives. Based on the above empirical evidence, this study thus hypothesizes the following and ultimately proposes a conceptual model.
H3: The perception of safety will have a positive and considerable impact on the inclination to purchase organic food products.
Perceived Quality and Purchase Intention

Consumer perceptions of organic food's quality are becoming increasingly critical to its rapid consumption (Magnusson et al, 2001 and Padel et al., 2005). Most people buy organic items because they believe they have distinct (and in some cases superior) qualities when compared to conventionally farmed equivalents (Vindigni, Janssen & Jager, 2002). This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.
H4: The purchasing intention of organic food products will be influenced by perceived quality in a positive and significant way. Purchase Intention and Perceived Value.
Perceived Value and the Purchase Intention
When it comes to GM food, a negative attitude and value implies a favourable perspective of organic food, especially when the two are addressed together. GM food is considered as manipulative and altering nature, whereas organic food is seen as preserving the environment's "naturalness" (Dreezen et al, 2005). Security, hedonism, excitement, universalism, self-direction, compassion, compliance, and power are among the values suggested by Aertsens et al. (2009) as motivators for organic food consumption. This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.
H5: Perceived value will positively and significantly affect the purchase intention of organic food products.

Perceived Behavioural Control and Purchase Intention
        The ability to regulate specific behavior—in other words, the perceived "difficulty of denying the invitation"—is known as perceived behavioral control (PBC) (Ajzen 1985: p 26). PBC is widely regarded as an useful variable in influencing people's capacity to conduct certain behaviors, therefore it's no surprise that many marketing research that look into its predictive capability link PBC to behavioural intention (Delafrooz et al. 2011; Hsu et al. 2017; Kim et al. 2013). Internal control factors (e.g., skills, abilities, power of will, and compulsion) are classified as internal control factors by Ajzen (1991). External control factors are classified as external control factors by Ajzen (1991). (time, opportunities, and willingness from others). Jin and Hye Kang (2011), for example, show that individual-level controllability over buying behavior has a significant impact on purchase intention for U.S. clothes brands among Chinese consumers. Several academics believe that external PBC has an impact on consumer purchase behavior (Fowler et al. 2012; Son et al. 2013). This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.
        H6: Perceived behavioral control has a positive and significant impact on organic food purchase intentions.

Subjective Norms and Purchase Intention

The perceived social pressure on a person to engage in or avoid a behavior is known as the subjective norm. According to Ajzen (2002), subjective norm is determined by the whole collection of accessible normative views about key referents' expectations for the individual in question (family, friends, and significant others). Indeed, subjective norm has been identified as a key predictor of social influence's impact on behavioral intentions (Ajzen and Fishbein, 1980; Ha, 1998). Previous research has also discovered a strong link between consumer perceived norms and organic food purchasing intentions (Chen, 2007; Dean et al., 2008). This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.
H7: Subjective norms will have a favorable and considerable impact on the intention to purchase organic food goods.

Knowledge of Organic Product and Purchase Intention

As evidenced by the link between awareness and purchases, more information could lead to increasing use of organics, according to Rezai, Mohamed, and Shamsudin (2011). Because of the link between awareness and purchasing, more information could lead to increasing use of organics. While awareness is based on awareness, Briz and Ward (2009) suggest that consumption necessitates a deliberate purchase commitment that should be affected by price and acceptable organic quality measure(s). These can be important factors to consider if you want to increase your organic food consumption. Hughner et al. (2007) discovered that organic knowledge had a significant impact on trust and organic food purchasing intentions. In addition, according to Demerit (2002), limited understanding and awareness of organic goods are key hurdles to purchasing organic foods. This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.

H8: Organic product knowledge will have a favorable and considerable impact on organic food purchasing intentions.

Trust and Purchase Intention

Organic food consumption was linked to customers who trusted organic food labeling in a positive and statistically significant way. Organics were more likely to be consumed by those who totally trusted organic labels than by those who were skeptical about organic food labels. At a 1% level of likelihood, trust was statistically significant. This conclusion backs up studies by Krystallis and Chryssohoidis (2005) and Raab and Grobe (2005), who showed that regulatory authority trust and brand labeling had a beneficial impact on organic food purchases. Consumers benefit from trustworthy eco-labels because they provide essential information about ecologically friendly items, promoting green consumerism (Boström 2006). Consumers are unwilling to make purchases unless they trust the seller, according to academics (Kim et al., 2008). This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.
H9: Trust will positively and significantly affect the purchase intention of organic food products.

Perceived Environmentally Friendly and Purchase Intention

People are becoming more interested in organic food as a result of the health and environmental repercussions of genetically modified organisms, pesticides, and other non-natural chemical products used in conventional agriculture (Chih-Ching Teng & Wang, 2015). People usually regard organic food as more environmentally friendly, more nutritious, as well as safer and healthier (Chih-Ching Teng & Wang, 2015). (Chih-Ching Teng & Wang, 2015). They also get a higher level of satisfaction from organic food compared with nonorganic ones (Paul & Rana, 2012). This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.
H10: The perception of organic food products as being ecologically friendly will have a favorable and significant impact on their purchasing intention.

Purchase Intention and Actual Buying Behaviour.

Essentially, buying intention refers to what buyers believe they will purchase (Blackwell et.al, 2001). According to Brown (2003), clients who demonstrate that they have no intention of buying a product will have greater real buying rates than those who demonstrate that they have no intention of buying. The results of studies have shown that the road from intentions to actual purchasing of organic food is beneficial and significant (Tarkiainen and Sundqvist, 2005; Thgersen, 2007). Thgersen (2007), on the other hand, discovered that ambiguity regarding organic food had a direct negative influence on the intention to buy organic food, as well as a negative impact on the translation of the desire to buy organic food into the actual purchase. This study hypothesizes the following and eventually provides a conceptual model based on the above empirical facts.
H11: Organic food purchase intentions have a positive and considerable impact on actual purchasing behavior.

### III.    Conceptual Framework of the Study
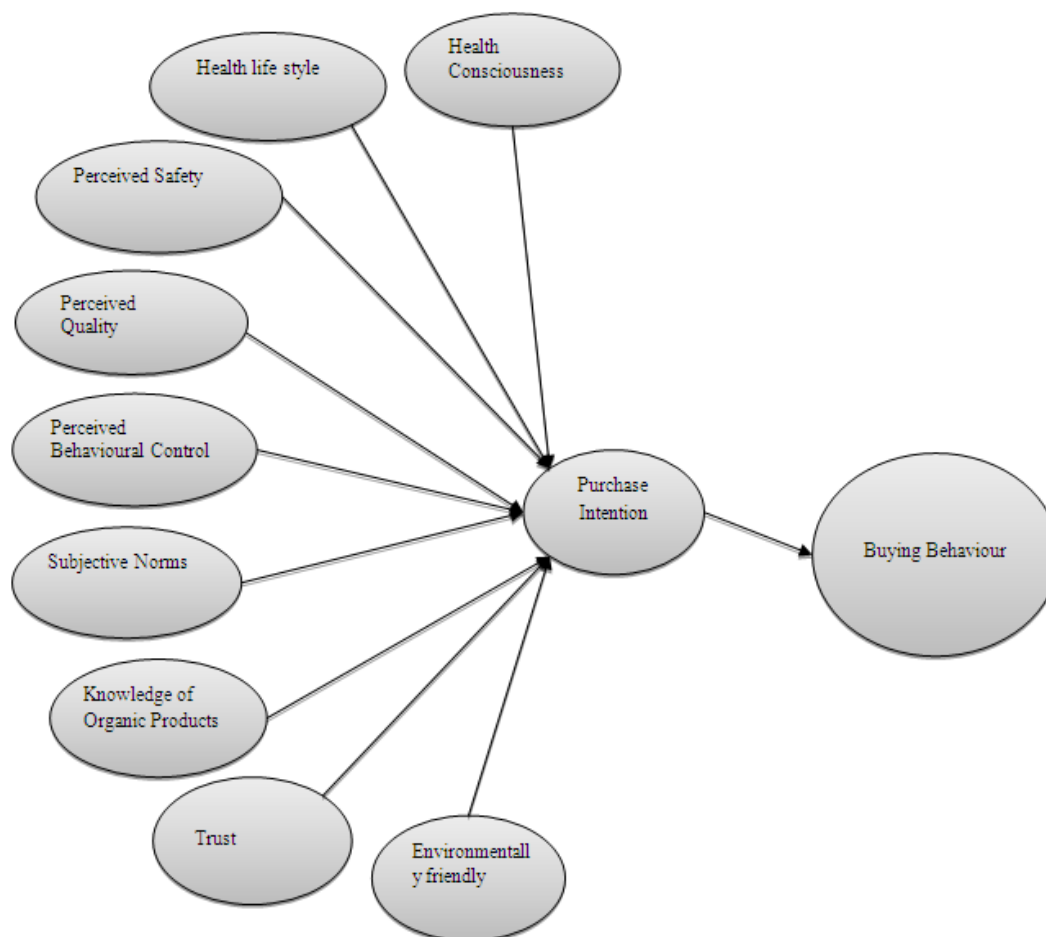


**Figure -3:** The Research Model

### IV.    Research Methodology
The basic concepts and methods of organizing, as well as the systems or inquiry procedure leading to the end of the study, are referred to as methodology. Methodological concerns pertaining to the study, such as the sample unit, sample size of respondents, data sources, and data analysis.

Sampling Unit
This research focused on organic food customers in large supermarkets and health food stores in Ethiopia's major cities, primarily Addis Ababa and other major cities throughout the country. Due to COVId-19, people were polled at six large urban supermarkets (180) and five health food stores (100) that stocked both organic and conventional food goods throughout a two-month period.

Sampling Technique
Purposive sampling was adopted in this study, with the homogeneous characteristics of the target individuals in mind. The current study's target demographic consists of organic food consumers in Ethiopia's major cities. All participants were selected on the basis of having either they have previously purchased organic food or they have a basic understanding of organic food.

Sample Size.
Despite the fact that a total of 280 questionnaires were administered to a sample of organic food consumers in Ethiopia's capital and other major cities, At the completion of the data gathering process, only 204 questionnaires were returned, yielding a response rate of 73 percent.

Data Collection Procedure
At the entrances of the selected supermarkets and health food stores, field data collectors addressed each client. To get a qualified answer for the questionnaire, the data collectors utilized a screening question, asking study participants / consumers coming to supermarkets and health stores if they had previously purchased organic food or had some level of awareness.

Research Instrument
The survey instrument for this study was a five-point Likert scale that was developed and taken from previously validated questionnaires. All of the items were graded on a five-point Likert scale ranging from 1 to 5, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." The scales used in this investigation are described in the following section. In addition, five seasoned organic food customers were asked to evaluate the scale's structure and contents for validity. Based on respondent comments, several of the wordings were changed. Furthermore, native speakers back-translated the measurement items to ensure that the contents and meanings were identical to the original wordings. The 11 components were assessed using a final questionnaire of 29 items.

Data Analysis
This study used a Partial Least Squares (PLS) technique using the SmartPLS 3 software (Ringle, Wende & Becker, 2018). (Ringle, Wende & Becker, 2018). As suggested by Anderson and Gerbing (1988), the data analysis began with confirmatory factor analysis (CFA) to determine whether all indicator variables appropriately reflect their underlying constructs, and whether the measurement model has acceptable fit to the data. The path analysis was then used to test the latent constructs' predicted causal relationships (structural model). The path analysis also identified the indices that could be used to determine whether the model fits the data well.

## V.     Results and Discussion

5.1 Demographic Profile
Despite the fact that a total of 280 questionnaires were administered to a sample of organic food consumers in Ethiopia's capital city and other significant cities, At the completion of the data gathering process, only 204 questionnaires were returned, yielding a response rate of 73 percent. Table 1 shows the demographic characteristics of the respondents. In terms of gender, the bulk of respondents (79%) were male, while 20.6 percent were female. In terms of age, the majority of respondents (58.8%) were between the ages of 30 and 40, while 41.2 percent were between the ages of 18 and 30. According to the respondents' educational levels, 58.85 percent have a diploma, 35.3 percent have a bachelor's degree, and 6% have a master's degree. In terms of income, the majority of respondents (58.8%) earned between 1000 and 5000 Birr, 29.4% earned between 5,001 and 10,000 Birr, and 11.8 percent earned between 10,001 and 20,000 Birr. Similarly, 88.2 percent of respondents lived in cities, while 11.8 percent lived in semi-urban areas.

**Table 1:** Profile of Respondents

| Item | Description | Frequency | % |
|---|---|---|---|
| Gender | Male | 162 | 79.4 |
| | Female | 96 | 20.6 |
| | Total | 204 | 100 |
| Age | 18-30 | 84 | 41.2 |
| | 31-40 | 120 | 58.8 |
| | Total | 204 | 100 |
| Education level | Diploma | 120 | 58.8 |
| | First Degree | 72 | 35.3 |
| | Masters | 12 | 5.9 |
| | Total | 204 | 100 |
| Income level | 1,000-5,000 | 120 | 58.8 |
| | 5,001-10,000 | 60 | 29.4 |
| | 10,001-20,000 | 24 | 11.8 |
| | Total | 204 | 100 |
| Type of Residence | Urban | 180 | 88.2 |

| | | |
|---|---|---|
| Semi-Urban | 24 | 11.8 |
| Total | 204 | 100 |

## 5.2 Data Analysis and Hypothesis Examination

We employed the Partial Least Squares (PLS) technique with the SmartPLS 3 software to examine the research model (Ringle, Wende & Becker, 2018). We assessed the measurement model (validity and reliability of the measurements) before examining the structural model (testing the hypothesized link) using Anderson and Gerbing's (1988) two-stage analytical methodology (see Hair et al., 2017; Ramayah et al., 2011; 2013; Rahman et al., 2016). A bootstrapping method (5000 resamples) was also utilized to test the significance of the path coefficients and loadings (Hair et al., 2017).

### 5.2.1 Measurement Model

The data was first entered into SPSS and a preliminary stage of measurement item was identified before using the SMART-PLS statistical tool to analyze it. SMART-PLS was then used to assess the assessment model's psychometric qualities in terms of internal consistency, reliability, convergent validity, and discriminant validity. SPSS 22 version also verified the Measure of Sampling Adequacy (0.852) and overall Cronbach alpha (0.903) reliability measures. SMART PLS employs factor analysis as a data reduction technique. From the original 87 items, 33 were found to have lower loading than the minimum of 0.50 for a sample of 204 (Hulland 199, P 198) and were deleted. As a result, 54 items were used in this research. As a result, any loadings below 0.5 were eliminated. To evaluate the measurement model, researchers looked at two forms of validity: convergent validity and discriminant validity.

### 5.2.2 Reliability and Convergent Validity

The loadings, average variance extracted (AVE), and composite reliability are commonly used to determine the measurement's convergent validity (Gholami et al., 2013; Rahman et al., 2015). As predicted in the literature, the loadings were all greater than 0.7, the composite reliabilities were all greater than 0.70, and the AVE of all constructs were all greater than 0.5. (see Table 2, 3 and 4).

When the question-statements (or other measures) linked with each latent variable are understood in the same way by various respondents, a measurement instrument is said to be reliable.

As a result, all Cronbach alpha coefficients evaluating the items in terms of unidimensionality of a set of scale items are greater than 0.70, ranging from 0.706 to 0.875, indicating good internal consistency. Cronbach alpha, on the other hand, is based on the limiting assumption that all indicators are equally important. Another way to look at dependability is to think of it as the proportion of measure variance that can be attributed to the underlying dimension (Werts et al. 1974). While Cronbach's alpha with its assumption of parallel measures indicates a lower bound estimate of internal consistency, the composite reliability provides a superior approximation, according to Chin et al. (1996, p.33).

Similarly, for all measurements, the composite reliability of all latent variables is above 0.7, ranging from 0.729 to 0.43. Similarly, the Dhillon Goldstin rho, which is acceptable over 0.7, assesses internal consistency like composite reliability (Gefen, 2000). The average variance extraction (AVE) of all variables, on the other hand, is greater than 0.5. The AVE threshold for adequate validity is typically advised as 0.5. (Fornell & Larcker, 1981).

**Table 2:** Reliability analysis

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| BB | 0.766 | 0.825 | 0.843 | 0.690 |
| EE | 0.832 | 0.768 | 0.782 | 0.708 |
| HC | 0.875 | 0.816 | 0.814 | 0.663 |
| HLS | 0.890 | 0.701 | 0.730 | 0.782 |
| OK | 0.706 | 0.787 | 0.782 | 0.655 |
| PB | 0.723 | 0.843 | 0.804 | 0.703 |
| PI | 0.764 | 0.793 | 0.770 | 0.681 |
| PV | 0.728 | 0.781 | 0.729 | 0.609 |
| QU | 0.750 | 0.809 | 0.833 | 0.744 |
| SA | 0.805 | 0.824 | 0.762 | 0.670 |
| SN | 0.862 | 0.808 | 0.815 | 0.651 |

| TR | 0.711 | 0.733 | 0.807 | 0.668 |
|----|-------|-------|-------|-------|

### 5.2.3 Construct Validity

The construct validity of a set of measures determines if they are true constructs that describe an event (Straub, 1989). The methods for determining an instrument's construct validity can be divided into two categories:

The degree to which multiple attempts to measure the same notion agree (AVE greater than 0.5) is referred to as convergent validity. The degree to which the measures of different ideas are distinct is known as discriminant validity.

### 5.2.4 Discriminant Validity

Discriminant validity is a technique for ensuring that one construct is unique from the others. The Fornell–Larcker criterion can also be used to establish discriminant validity with AVE: the square root of AVE for each latent variable should be higher than its correlation with any other latent variable. This means that the variance shared by each latent variable with its block of indicators is greater than the variance shared by any latent variable with any other latent variable. The square root of AVE occurs in the diagonal cells of the Fornell-Larcker criterion table in SmartPLS output, and correlations appear below it. In absolute value words, discriminant validity exists if the top number (which is the square root of AVE) in any factor column is greater than the numbers (correlations) below it.

When the square root of AVE or correlation is placed on the table's diagonal, as shown in table 3, and it is higher than the other values in the column, we can conclude that discriminant validity is not an issue. For example, the latent variable 'FIRMLO' AVE is discovered to be 0.804 in this study, hence its square root is 0.897. This number is higher than the numbers in the Inform' column for correlation. The outcome suggests that discriminant validity is well-established.

**Table 3:** Latent variable Correlation and Discriminant Validity

|     | BB | EE | HC | HLS | OK | PB | PI | PV | QU | SA | SN | TR |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| BB | 0.830 | | | | | | | | | | | |
| EE | 0.669 | 0.841 | | | | | | | | | | |
| HC | 0.667 | 0.526 | 0.814 | | | | | | | | | |
| HLS | 0.506 | 0.451 | 0.313 | 0.884 | | | | | | | | |
| OK | 0.611 | 0.676 | 0.511 | 0.333 | 0.809 | | | | | | | |
| PB | 0.595 | 0.533 | 0.322 | 0.398 | 0.606 | 0.838 | | | | | | |
| PI | 0.592 | 0.584 | 0.409 | 0.614 | 0.614 | 0.614 | 0.825 | | | | | |
| PV | 0.419 | 0.465 | 0.294 | 0.487 | 0.387 | 0.587 | 0.614 | 0.780 | | | | |
| QU | 0.496 | 0.597 | 0.515 | 0.607 | 0.173 | 0.307 | 0.687 | 0.614 | 0.863 | | | |
| SA | 0.614 | 0.513 | 0.611 | 0.360 | 0.126 | 0.273 | 0.607 | 0.333 | 0.614 | 0.819 | | |
| SN | 0.487 | 0.401 | 0.474 | 0.394 | 0.504 | 0.581 | 0.401 | 0.407 | 0.487 | 0.401 | 0.807 | |
| TR | 0.607 | 0.538 | 0.498 | 0.503 | 0.472 | 0.400 | 0.643 | 0.228 | 0.647 | 0.538 | 0.498 | 0.829 |

In a successful model, indicators load well on the things they're supposed to measure, and cross-loadings with factors they're not supposed to measure should be noticeable. When each measuring item correlates weakly with all other constructs save the one with which it is theoretically connected, discriminant validity is demonstrated.

When the correlation of the latent variable score with the measurement item must indicate an adequate pattern of loading, in which the measurement item loads heavily on their theoretically assigned component but not heavily on others. All of the loadings in this situation demonstrated more appropriate pattern loading than the cross-loading of other variables. No indicator variable should, at a bare minimum, have a stronger correlation with another latent variable than with its own latent variable. If it does, the model has been provided incorrectly.

**Table 4:** Discriminate validity

|        | BB    | EE    | HC    | HLS   | OK    | PB    | PI    | PV    | QU    | SA    | SN    | TR    |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| BB-1   | 0.931 | 0.181 | 0.058 | 0.398 | 0.520 | 0.545 | 0.153 | 0.048 | 0.131 | 0.078 | 0.044 | 0.066 |
| BB -2  | 0.899 | 0.550 | 0.029 | 0.371 | 0.512 | 0.454 | 0.238 | 0.016 | 0.109 | 0.172 | 0.063 | 0.029 |
| BB -3  | 0.933 | 0.071 | 0.052 | 0.499 | 0.630 | 0.558 | 0.251 | 0.087 | 0.017 | 0.252 | 0.047 | 0.057 |
| BB -4  | 0.820 | 0.286 | 0.548 | 0.137 | 0.515 | 0.570 | 0.275 | 0.235 | 0.117 | 0.182 | 0.073 | 0.123 |
| BB -5  | 0.900 | 0.481 | 0.353 | 0.099 | 0.506 | 0.275 | 0.251 | 0.671 | 0.228 | 0.082 | 0.082 | 0.083 |
| BB -6  | 0.875 | 0.452 | 0.455 | 0.203 | 0.437 | 0.309 | 0.108 | 0.510 | 0.093 | 0.183 | 0.014 | 0.077 |
| EF-1   | 0.447 | 0.740 | 0.140 | 0.139 | 0.607 | 0.478 | 0.543 | 0.127 | 0.041 | 0.23  | 0.026 | 0.017 |
| EF -2  | 0.473 | 0.731 | 0.131 | 0.307 | 0.430 | 0.552 | 0.226 | 0.127 | 0.113 | 0.206 | 0.106 | 0.092 |
| EF -3  | 0.638 | 0.853 | 0.153 | 0.322 | 0.575 | 0.667 | 0.298 | 0.159 | 0.15  | 0.247 | 0.05  | 0.046 |
| EF -4  | 0.405 | 0.760 | 0.295 | 0.074 | 0.209 | 0.253 | 0.110 | 0.242 | 0.158 | 0.236 | 0.101 | 0.062 |
| EF -5  | 0.457 | 0.761 | 0.256 | 0.020 | 0.336 | 0.400 | 0.251 | 0.336 | 0.016 | 0.219 | 0.08  | 0.144 |
| EF -6  | 0.541 | 0.663 | 0.233 | 0.439 | 0.043 | 0.511 | 0.413 | 0.125 | 0.042 | 0.193 | 0.004 | 0.05  |
| EF -7  | 0.429 | 0.710 | 0.401 | 0.187 | 0.044 | 0.370 | 0.343 | 0.092 | 0.304 | 0.199 | 0.153 | 0.137 |
| HC -1  | 0.462 | 0.474 | 0.610 | 0.122 | 0.071 | 0.529 | 0.323 | 0.185 | 0.272 | 0.223 | 0.112 | 0.029 |
| HC -2  | 0.412 | 0.342 | 0.704 | 0.273 | 0.387 | 0.027 | 0.162 | 0.119 | 0.319 | 0.202 | 0.011 | 0.038 |
| HC -3  | 0.478 | 0.482 | 0.720 | 0.270 | 0.061 | 0.083 | 0.455 | 0.256 | 0.213 | 0.368 | 0.149 | 0.025 |
| HC -4  | 0.105 | 0.497 | 0.674 | 0.466 | 0.049 | 0.028 | 0.304 | 0.023 | 0.131 | 0.078 | 0.044 | 0.066 |
| HC -5  | 0.088 | 0.141 | 0.820 | 0.355 | 0.053 | 0.228 | 0.910 | 0.274 | 0.109 | 0.172 | 0.063 | 0.029 |
| HC -6  | 0.094 | 0.227 | 0.711 | 0.182 | 0.161 | 0.007 | 0.714 | 0.143 | 0.017 | 0.252 | 0.047 | 0.057 |
| HC -7  | 0.260 | 0.407 | 0.820 | 0.260 | 0.484 | 0.337 | 0.308 | 0.103 | 0.117 | 0.182 | 0.073 | 0.123 |
| HC -8  | 0.146 | 0.117 | 0.634 | 0.070 | 0.176 | 0.147 | 0.095 | 0.108 | 0.228 | 0.082 | 0.082 | 0.083 |
| HC -9  | 0.160 | 0.158 | 0.690 | 0.149 | 0.324 | 0.373 | 0.164 | 0.088 | 0.093 | 0.183 | 0.014 | 0.077 |
| HC -11 | 0.122 | 0.154 | 0.706 | 0.056 | 0.282 | 0.103 | 0.194 | 0.292 | 0.069 | 0.03  | 0.075 | 0.056 |
| HC -12 | 0.141 | 0.003 | 0.723 | 0.294 | 0.399 | 0.055 | 0.111 | 0.317 | 0.217 | 0.026 | 0.221 | 0.058 |
| HC -13 | 0.019 | 0.139 | 0.765 | 0.088 | 0.482 | 0.095 | 0.209 | 0.441 | 0.016 | 0.082 | 0.156 | 0.079 |
| HC -14 | 0.122 | 0.154 | 0.803 | 0.297 | 0.409 | 0.015 | 0.079 | 0.322 | 0.218 | 0.018 | 0.235 | 0.087 |
| HLS -1 | 0.141 | 0.003 | 0.103 | 0.719 | 0.282 | 0.103 | 0.194 | 0.292 | 0.069 | 0.03  | 0.075 | 0.056 |
| HLS -2 | 0.019 | 0.139 | 0.239 | 0.880 | 0.399 | 0.055 | 0.111 | 0.317 | 0.217 | 0.026 | 0.221 | 0.058 |
| OK -1  | 0.122 | 0.154 | 0.254 | 0.441 | 0.787 | 0.187 | 0.487 | 0.363 | 0.404 | 0.436 | 0.405 | 0.452 |
| OK -2  | 0.141 | 0.003 | 0.033 | 0.431 | 0.796 | 0.301 | 0.391 | 0.309 | 0.410 | 0.445 | 0.304 | 0.469 |
| OK -3  | 0.019 | 0.139 | 0.139 | 0.184 | 0.678 | 0.314 | 0.304 | 0.353 | 0.483 | 0.274 | 0.228 | 0.331 |
| PB -1  | 0.122 | 0.154 | 0.144 | 0.145 | 0.463 | 0.610 | 0.419 | 0.394 | 0.492 | 0.377 | 0.304 | 0.287 |
| PB -2  | 0.141 | 0.003 | 0.103 | 0.109 | 0.288 | 0.536 | 0.165 | 0.203 | 0.373 | 0.258 | 0.151 | 0.240 |
| PB -3  | 0.019 | 0.139 | 0.239 | 0.230 | 0.441 | 0.787 | 0.487 | 0.363 | 0.404 | 0.436 | 0.405 | 0.452 |
| PB -4  | 0.032 | 0.158 | 0.079 | 0.024 | 0.431 | 0.796 | 0.391 | 0.309 | 0.410 | 0.445 | 0.304 | 0.469 |
| PB -5  | 0.203 | 0.284 | 0.178 | 0.079 | 0.184 | 0.678 | 0.304 | 0.353 | 0.483 | 0.274 | 0.228 | 0.331 |
| PB -6  | 0.219 | 0.27  | 0.112 | 0.19  | 0.307 | 0.700 | 0.466 | 0.284 | 0.419 | 0.284 | 0.277 | 0.318 |
| PI -1  | 0.019 | 0.019 | 0.01  | 0.037 | 0.363 | 0.384 | 0.787 | 0.141 | 0.372 | 0.512 | 0.389 | 0.352 |
| PI -2  | 0.034 | 0.183 | 0.056 | 0.007 | 0.455 | 0.467 | 0.689 | 0.324 | 0.494 | 0.436 | 0.268 | 0.324 |
| PI -3  | 0.049 | 0.02  | 0.18  | 0.126 | 0.535 | 0.375 | 0.641 | 0.094 | 0.297 | 0.400 | 0.259 | 0.328 |
| PI -4  | 0.139 | 0.186 | 0.206 | 0.008 | 0.459 | 0.218 | 0.632 | 0.333 | 0.411 | 0.435 | 0.267 | 0.271 |
| PI -5  | 0.262 | 0.164 | 0.201 | 0.082 | 0.361 | 0.441 | 0.738 | 0.112 | 0.293 | 0.330 | 0.375 | 0.367 |
| PI -6  | 0.21  | 0.016 | 0.076 | 0.172 | 0.408 | 0.547 | 0.755 | 0.279 | 0.366 | 0.491 | 0.414 | 0.445 |
| PV -1  | 0.118 | 0.137 | 0.107 | 0.205 | 0.305 | 0.375 | 0.267 | 0.658 | 0.263 | 0.279 | 0.390 | 0.346 |
| PV -2  | 0.052 | 0.251 | 0.095 | 0.24  | 0.447 | 0.443 | 0.309 | 0.652 | 0.350 | 0.268 | 0.357 | 0.360 |
| PV -3  | 0.031 | 0.272 | 0.124 | 0.282 | 0.561 | 0.459 | 0.248 | 0.793 | 0.398 | 0.317 | 0.178 | 0.375 |
| PV -4  | 0.019 | 0.234 | 0.198 | 0.25  | 0.399 | 0.390 | 0.199 | 0.786 | 0.241 | 0.141 | 0.101 | 0.333 |
| PV -5  | 0.149 | 0.264 | 0.314 | 0.178 | 0.510 | 0.182 | 0.067 | 0.754 | 0.352 | 0.274 | 0.277 | 0.350 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| PV -6 | 0.022 | 0.033 | 0.008 | 0.073 | 0.487 | 0.206 | 0.176 | 0.751 | 0.160 | 0.259 | 0.320 | 0.416 |
| PV -7 | 0.043 | 0.075 | 0.036 | 0.154 | 0.305 | 0.375 | 0.267 | 0.668 | 0.263 | 0.279 | 0.390 | 0.346 |
| PV -8 | 0.274 | 0.179 | 0.326 | 0.082 | 0.447 | 0.443 | 0.309 | 0.662 | 0.350 | 0.268 | 0.357 | 0.360 |
| PV -9 | 0.106 | 0.131 | 0.071 | 0.022 | 0.561 | 0.459 | 0.248 | 0.763 | 0.398 | 0.317 | 0.178 | 0.375 |
| PV -10 | 0.056 | 0.453 | 0.134 | 0.046 | 0.056 | 0.453 | 0.134 | 0.766 | 0.241 | 0.141 | 0.101 | 0.333 |
| PV -11 | 0.318 | 0.493 | 0.399 | 0.264 | 0.318 | 0.493 | 0.399 | 0.764 | 0.352 | 0.274 | 0.277 | 0.350 |
| PV -12 | 0.141 | 0.002 | 0.273 | 0.307 | 0.141 | 0.002 | 0.273 | 0.761 | 0.160 | 0.259 | 0.320 | 0.416 |
| QU -1 | 0.267 | 0.159 | 0.315 | 0.401 | 0.267 | 0.159 | 0.315 | 0.308 | 0.801 | 0.032 | 0.402 | 0.410 |
| QU -2 | 0.033 | 0.318 | 0.138 | 0.015 | 0.033 | 0.318 | 0.138 | 0.141 | 0.697 | 0.058 | 0.381 | 0.278 |
| QU -3 | 0.104 | 0.148 | 0.159 | 0.158 | 0.104 | 0.148 | 0.159 | 0.385 | 0.862 | 0.053 | 0.424 | 0.465 |
| QU -4 | 0.051 | 0.202 | 0.182 | 0.105 | 0.051 | 0.202 | 0.182 | 0.398 | 0.723 | 0.105 | 0.350 | 0.274 |
| QU -5 | 0.227 | 0.138 | 0.143 | 0.433 | 0.227 | 0.138 | 0.143 | 0.308 | 0.701 | 0.032 | 0.402 | 0.410 |
| QU -6 | 0.303 | 0.112 | 0.247 | 0.47 | 0.303 | 0.112 | 0.247 | 0.141 | 0.797 | 0.058 | 0.381 | 0.278 |
| QU -7 | 0.276 | 0.001 | 0.186 | 0.478 | 0.276 | 0.001 | 0.186 | 0.385 | 0.662 | 0.053 | 0.424 | 0.465 |
| QU -8 | 0.311 | 0.044 | 0.172 | 0.519 | 0.311 | 0.044 | 0.172 | 0.398 | 0.783 | 0.505 | 0.350 | 0.274 |
| QU -9 | 0.056 | 0.453 | 0.134 | 0.046 | 0.056 | 0.453 | 0.134 | 0.308 | 0.691 | 0.132 | 0.402 | 0.410 |
| SA -1 | 0.318 | 0.493 | 0.399 | 0.264 | 0.318 | 0.493 | 0.399 | 0.099 | 0.384 | 0.665 | 0.515 | 0.508 |
| SA -2 | 0.141 | 0.002 | 0.273 | 0.307 | 0.141 | 0.002 | 0.273 | 0.149 | 0.469 | 0.747 | 0.559 | 0.407 |
| SA -3 | 0.267 | 0.159 | 0.315 | 0.401 | 0.267 | 0.159 | 0.315 | 0.329 | 0.592 | 0.747 | 0.530 | 0.424 |
| SA -4 | 0.033 | 0.318 | 0.138 | 0.015 | 0.033 | 0.318 | 0.138 | 0.375 | 0.677 | 0.862 | 0.602 | 0.542 |
| SA -5 | 0.104 | 0.148 | 0.159 | 0.158 | 0.104 | 0.148 | 0.159 | 0.471 | 0.701 | 0.725 | 0.385 | 0.415 |
| SA -6 | 0.051 | 0.202 | 0.182 | 0.105 | 0.051 | 0.202 | 0.182 | 0.099 | 0.384 | 0.865 | 0.515 | 0.508 |
| SA -7 | 0.227 | 0.138 | 0.143 | 0.433 | 0.227 | 0.138 | 0.143 | 0.149 | 0.469 | 0.777 | 0.559 | 0.407 |
| SA -8 | 0.303 | 0.112 | 0.247 | 0.47 | 0.303 | 0.112 | 0.247 | 0.329 | 0.592 | 0.847 | 0.530 | 0.424 |
| SN -1 | 0.276 | 0.001 | 0.186 | 0.478 | 0.276 | 0.001 | 0.186 | 0.149 | 0.025 | 0.284 | 0.879 | 0.315 |
| SN -2 | 0.311 | 0.044 | 0.315 | 0.42 | 0.264 | 0.315 | 0.42 | 0.11 | 0.12 | 0.231 | 0.826 | 0.208 |
| SN -3 | 0.056 | 0.453 | 0.346 | 0.413 | 0.147 | 0.346 | 0.413 | 0.313 | 0.141 | 0.324 | 0.775 | 0.107 |
| TR -1 | 0.274 | 0.179 | 0.242 | 0.282 | 0.203 | 0.242 | 0.282 | 0.23 | 0.221 | 0.367 | 0.167 | 0.724 |
| TR -2 | 0.106 | 0.131 | 0.276 | 0.262 | 0.365 | 0.276 | 0.262 | 0.418 | 0.27 | 0.054 | 0.154 | 0.826 |
| TR -3 | 0.105 | 0.127 | 0.205 | 0.261 | 0.032 | 0.205 | 0.261 | 0.376 | 0.267 | 0.154 | 0.124 | 0.775 |

Ideally, there is simple factor structure, by rule of thumb taken to mean that intended loadings should be greater than 0.7 (some use .6). The table above achieved indicators loads as all well on their intended factors.

5.3 Structural Model Results
Hair et al. (2017) proposed using a bootstrapping approach with a resample of 5,000 to assess the structural model by looking at the $R^2$, beta (), and matching t-values. They also proposed that researchers should disclose the effect sizes in addition to these fundamental measures ($f^2$). According to Sullivan and Feinn (2012), a p-value can tell you whether or not there is an effect, but it won't tell you how big it is. Both substantive significance (effect size) and statistical significance (p-value) are important results to provide when reporting and analyzing studies (p.279).

**Table 5:** Quality criteria

| | R Square | R Square Adjusted |
|---|---|---|
| BB | 0.256 | 0.249 |
| PI | 0.513 | 0.458 |

The $R^2$ values for each endogenous variable indicates the amount of variance the model explains (Lages et al., 2009a). All endogenous variable met the required condition r square criteria. The overall model did, however explain 51.3 percent of the variance for buying behavioral for organic food and 25.6 percent of the variance for purchase intention.
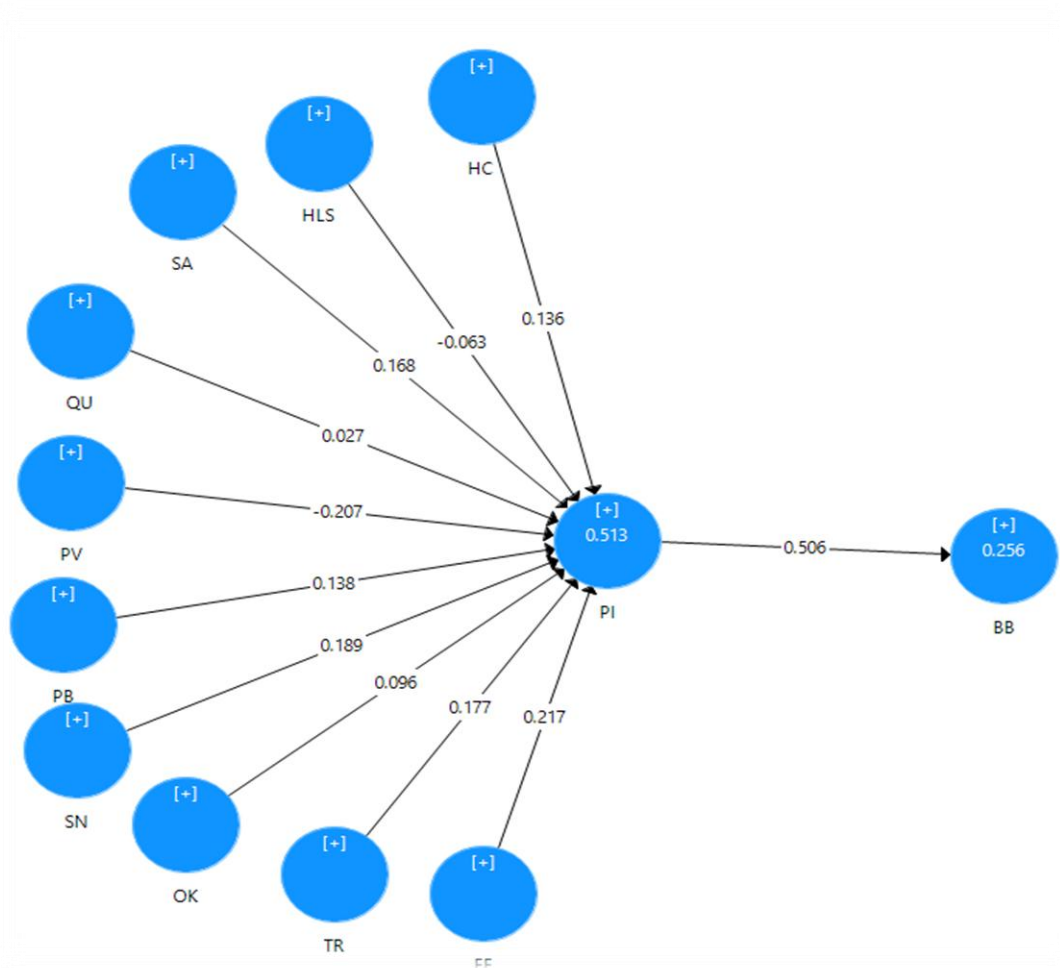
**Figure 1:** Result of Determinants of Consumer's Buying Behavior of Organic Food

Note 2: HC; - 'Healthy Consciousness', HLS: - 'Healthy Life Style', SA: - 'Perceived Safety', QU: - 'Perceived Quality', PV: - 'Perceived Value', PB: - 'Perceived Behaviour Control', SN: 'Subjective Norm', OK: - 'Knowledge of Organic Product', TR: - 'Trust, EF: 'Perceived Environmentally Friendly', PI: 'Purchase Intention' and BB: - 'Buying Behaviour

*5.4* Hypothesis Testing.

Table 6 shows that five of the eleven proposed hypotheses failed to meet the recommended cut offs, as shown by the bootstrap t-values for five routes and their respective path coefficients. Table -6 shows that six of the eleven presented hypotheses were judged to be positive and significant:

Table 6:  hypothesis testing

|  | β path coefficient | Standard Deviation | T Statistics | P Values | Decision |
|---|---|---|---|---|---|
| HC -> PI | 0.136 | 0.116 | 1.174 | 0.310 | Not Supported |
| HLS -> PI | 0.063 | 0.062 | 1.017 | 0.785 | Not Supported |
| SA -> PI | 0.168 | 0.083 | 2.025 | 0.041 | Supported |
| QU -> PI | 0.027 | 0.023 | 1.156 | 0.281 | Not Supported |
| PV -> PI | -0.207 | 0.179 | 1.154 | 0.139 | Not Supported |
| PB -> PI | 0.138 | 0.091 | 1.524 | 0.128 | Not Supported |
| SN -> PI | 0.189 | 0.090 | 2.111 | 0.035 | Supported |
| OK -> PI | 0.096 | 0.338 | 0.284 | 0.040 | Supported |
| TR -> PI | 0.177 | 0.116 | 2.094 | 0.040 | Supported |

| EF -> PI | 0.217 | 0.062 | 2.357 | 0.002 | Supported |
| PI -> B | 0.506 | 0.083 | 7.444 | 0.000 | Supported |

The finding of the study show that Perceived safety positively and significantly affected the intention to purchase organic food in Ethiopia (β= 0.168, p<0.041, P< .05 ); subjective norm positively and significantly affected the intention to purchase organic food in Ethiopia (β= 0.189, p=0.035, P< .05 ); knowledge about organic products purchase intention was found to be positive and significant (β= 0.096, p=0.040, P< .05); The relationship between trust and purchase intention was found to be positive and significant (β= 0.177, p=0.040, P< .05 ); perceived environmentally friendly positively and significantly affected purchase intention (β= 0.217, p=0.002, P< .05 )and purchase intention and buying behaviour was found to be positive and significant (β= 0.506, p<0.000, P< .05 ). On the other hand, Healthy Consciousness (β= 0.0136, p=0.310 P > .05 ), healthy Life Style' (β= 0.063, p=0.785, P > .05), Perceived Quality' '(β= 0.027, p=0.281, P > .05) and 'Perceived Behaviour Control' (β= 0.0138, p=0.128 , P > .05,) were found to have positive but an insignificant effect on purchase intention while Perceived Value', (β= -0.0207, p=0.139, P > .05 ) was found to have an insignificant effect on purchase intention.

## VI. Discussion
This study proposed and examine a conceptual model how Health Consciousness', 'Healthy Life Style', 'Perceived Safety, 'Perceived Quality', 'Perceived Value', 'Perceived Behaviour Control', 'Subjective Norm', 'Knowledge of Organic Product', Trust, 'Perceived Environmentally Friendly, 'Purchase Intention' and 'Buying Behaviour influence consumer intentions to purchase organic foods. The following six constructions, however, were found to have a substantial effect and are addressed below:

Hypothesis 3 is supported since perceived safety had a positive and significant impact on the intention to purchase organic food in Ethiopia (=0.168, p0.041). This study's findings are congruent with those of Krystallis, Fotopoulos, and Zotos (2006), who found that organic fruit purchasers are worried about food safety and are prepared to pay a higher price in exchange. This study backs up the findings of (Chinnici et al., 2002), who discovered that there has been an increase in consumer demand for agricultural food produced by environmentally friendly procedures, particularly organic products. This research supports the findings of Williams and Hammitt (2001), who discovered that consumers believe organically grown produce poses fewer risks than conventional produce.

The findings also revealed that in Ethiopia, subjective norm had a positive and significant impact on the intention to buy organic food (=0.189, p0.035). As a result, Hypothesis 7 is accepted. This research backs up the findings of (Chen, 2007; Dean et al., 2008), who found a substantial positive correlation between consumer perceived norms and organic food purchase intentions.

The relationship between organic product knowledge and purchase intention was shown to be positive and significant (= 0.096, p0.040), confirming Hypothesis 8. Consumer views and attitudes regarding organic foods are positively influenced by knowledge about organic foods, according to Padel and Foster (2005). Organic knowledge has been shown to not only improve attitudes toward and likelihood of purchasing organic goods, but also to increase consumption among current customers, according to study (Gracia and Magistris, 2008).

The relationship between trust and purchase intent was discovered to be positive and significant (= 0.177, p0.040), confirming Hypothesis 9. This conclusion backs with the findings of Krystallis and Chryssohoidis (2005) and Raab and Grobe (2005), who found that Trust was statistically significant at the 1% level of likelihood. According to Nilsson, Tunçer, and Thidell (2004), the independence of organic product verification and certification influences consumer confidence in the product and is an indication of the organic label's trustworthiness.

Similarly, purchase intention was positively and significantly affected by perceived environmental friendliness (=0.217, p0.002), supporting Hypothesis 10. This study's findings are also in line with those of (Chih-Ching Teng & Wang, 2015), who indicated that people generally consider organic food to be more ecologically friendly, more nutritious, safer, and healthier. The findings of this study are also in line with those of (Crosby, Gill, and Taylor, 1981), who claimed that consumers concerned about the environment are willing to buy organic food because they believe the products are more environmentally friendly, safe, and beneficial to their health.

The relationship between purchase intention and purchase behavior was found to be positive and significant (= 0.506, p0.000), implying that Hypothesis 11 is correct. This shows that consumers who want to acquire the products will engage in actual purchasing behavior. This finding is in line with the Theory of Planned Behavior (Ajzen, 1991) and the work of Brown (2003), who said that customers who demonstrate that

they have no intention of buying a product will have greater real buying rates than those who demonstrate that they do.

## VII.     Conclusion

This research has revealed the expanding importance of organic products in Ethiopia's food system, indicating that further research into customer preferences and purchasing behavior is warranted. Consumers' purchasing decisions are influenced by a variety of elements, including health consciousness, healthy lifestyles, environmentally friendly behavior, product knowledge, trust, product value, product quality, point of sale, and so on. Concerns about environmental and health hazards related with food production are driving an increase in organic food consumption. The rise in environmental awareness has had a positive impact on consumer behavior, with the green goods industry growing at a rapid pace.

As a result, there has been an increase in the production and consumption of organically produced products in recent decades, which are seen as having a lower environmental impact. In this study, an attempt was made to examine the current situation regarding Factors affecting Ethiopian consumers' intentions to purchase organic food, which eventually leads to actual purchase behavior. Because five of the variables had no significant impact on their intention to purchase organic food, it is prudent to conduct further research in this area. Ethiopia's organic food sector is currently dominated by imported organic products. Because of the strong demand for organic food, it is expected that the production of organic products and food in Ethiopia will increase.

## VIII.     Implication of the Study

This research has various implications for the creation of effective organic food market expansion strategies by the organic food sector.

Consumption of organic food items is fueled by environmentally responsible behaviors. As a result, it is critical for organic food marketers to include these factors in their advertising materials in order to persuade people to buy the products. This research should also be used as a key input to policymakers in order to design an aggressive marketing program that would foster a "organic diet mentality" among Ethiopians.

Consumers' knowledge of organic food items is largely dictated by their level of awareness of science and technology, as well as the information sources available to them. Consumers who believe they have a good understanding of organic agriculture and food production processes are more likely to have confidence in identifying organic foods, which influences their attitudes toward organic foods positively. To improve consumers' knowledge about organic products, it is recommended that the government, organic food sectors, certifiers, and research institutions develop promotion strategies using a variety of channels - TV, newspapers, magazines, web sites, published/research reports, and seminars and workshops.

Consumer trust and good views about organic foods are built on a foundation of sufficient and credible information. Given that organic foods are a relatively new concept compared to conventional foods, providing credible information by displaying how organic agricultural products are grown, processed, and handled, and the percentage of organic ingredients in a product is crucial to stimulate consumer trust and positive attitudes to make informed buying decisions.

People who are essential in a person's life have an impact on their decision to buy organic food. Because organic food consumers believed that those who were significant to them thought organic foods were good, organic food sectors and marketers should focus on promoting the benefits and accessibility of organic foods to the general public to increase purchase intentions. This study found that subjective norm has a significant impact on buy intention, implying that using a word-of-mouth technique to raise consumer purchase intentions for organic foods is a viable marketing strategy.

To grow the domestic organic food market, Ethiopia's government must develop a policy framework that encourages the establishment of separate organic sections in major retail stores, establishes a national regulation/standard for organic products, establishes Ethiopian organic certification bodies, and encourages the formation of an all-encompassing Ethiopian organic food sector.

## IX.     Limitations and Future Research Directions

Although this research offers significant implications for increasing organic food consumption, it still has some flaws that need to be addressed. To begin with, the research data was gathered in Ethiopia, and future studies should be conducted in other countries to allow for cross-cultural comparisons. Second, future research could look into how organic food labels, experiences, household members' health status, respondents' income, personal factors like age, personality, self-awareness, occupation, and economic circumstances, as well as cultural variables, influence consumer decisions to buy organic foods. Third, the data for this study was mostly gathered from a small number of organic food stores, and so may not fully reflect the study population at a

nationwide level. Fourth, the five-hypothesis fails when the sample size and retail locations are increased. Fifth, this study did not take into account demographic information such as gender, age, and educational level.

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