Consumer Attitude and Purchase Intention towards Organic Food in Kritipur, Kathmandu

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Abstract

This study examined the relationship between consumer attitudes and purchase intentions toward organic products in Kritipur, Kathmandu. Using a 5-point Likert scale survey, data from 57 respondents were analyzed through correlation and regression techniques. The results reveal a considerable positive impact of consumer attitudes, specifically health concerns and environmental care, on purchase intention, with an unstandardized coefficient of 0.854 ($p < .001$). Consumer attitudes explained 64.7% of the variance in purchase intention, confirming the critical role of favorable attitudes in promoting organic product purchases. However, contrary to the hypothesis, subjective norms had a negative influence on purchase intention ($\beta = -0.261$, $p = .004$), indicating that social pressures may decrease consumer willingness to buy organic products. The findings suggest that marketers should focus on increasing consumers' trust in organic products and emphasize the health and environmental benefits to increase sales. This study expands existing theoretical models by incorporating health concerns and environmental care as crucial factors influencing consumer attitudes towards organic food.

Keywords: consumer attitude, environmental care, health concern, organic products, purchase intention

Introduction

Nepal, an agricultural country with 66% of its population engaged in farming and contributing 33% to GDP, has practiced organic agriculture for over a decade in areas like Gamcha and Fulbari. Organic farming promotes agroecological health by enhancing

biodiversity and soil activity. Historically, organic farming avoided synthetic chemicals, as practiced in the 1940s. Despite its benefits, including higher yields and better responses compared to inorganic fertilizers, traditional organic practices are at risk due to a lack of supportive policies. The official introduction of organic agriculture in Nepal began with the efforts of professionals and NGOs, including the Appropriate Alternative Agriculture (A3) initiative founded in 1986 by Mrs. Judith Chase (Khanna, 2018).

The increasing global recognition of food safety, quality, environmental sustainability, and animal welfare has had a significant impact on consumer behavior, resulting in a growing preference for organic foods. Organic foods, which are described as items that are devoid of artificial fertilizers, pesticides, livestock growth regulators, and poultry feed additives (Jia et al., 2002), have become pivotal in this transition. Despite organic foods representing a small portion of the overall food market, the sector has expanded into a multi-billion-dollar industry in recent years (Organic Trade Association, 2011). Within Nepal, particularly in urban and semi-urban regions like Kritipur in Kathmandu, there is a noticeable interest in organic foods. The primary purchasers of these products are affluent consumers, tourists, and business establishments situated in urban areas. Nevertheless, unlike more industrialized nations, there is limited knowledge available on the beliefs, motivations, and principles guiding organic food consumption in Nepal. Previous research suggests that consumer motivations for buying organic items in Nepal are closely linked to concerns regarding health and the environment, as well as safety and quality aspects like taste, flavor, and freshness (Yin et al., 2010; Vermeir and Verbeke, 2004). These aspects are consistent with observations in South Asian countries, where health and environmental considerations play a significant role in purchasing decisions. Additionally, the support for local and small-scale farmers, the desire for fresher and more flavorful products, and the

alignment with emerging health trends also influence the purchase of organic foods (Chryssochoidis, 2000).

The literature identifies two primary reasons for the increased purchase of organic products. The first is individual health concerns, and the second is concerns about animal welfare and environmental impact (Roddy et al., 1996; Verbeke & Viaene, 2000; Zanoli & Naspetti, 2002; Padel & Foster, 2005). Among these factors, health is consistently the strongest determinant influencing consumer choices regarding organic products (Magnusson et al., 2003; O'Donovan & McCarthy, 2002). Other significant factors include food safety and quality (Krystallis & Chryssohoidis, 2005; Chen, 2009; Magnusson et al., 2003). In addition to these factors, a range of values and personal considerations impact the decision to purchase organic products. These include security, hedonism, impulse, universalism, self-direction, helpfulness, personal image, self-identity, power, emotions, social norms, subjective norms, personal or moral norms, ethical identity, attitudes towards organic products, and demographic factors (Grunert & Julh, 1995; Chinnici et al., 2002; Honkanen et al., 2006; Lea & Worsley, 2005; Tarkiainen & Sundqvist, 2005; Finch, 2006; Michaelidou & Hassan, 2008; Aertsens et al., 2009). Consumers today are increasingly aware of their food choices, with factors such as nutritional value, health, product quality, environmentally sensitive production methods, and food safety driving their interest in organic products (Grunert, 2005; Tan et al., 2017). Health consciousness remains the primary motivator for choosing organic products, as many consumers perceive them to be healthier and more reliable than conventional options, thereby reducing their concerns about personal health (Basha et al., 2015).

The existing literature on consumer attitudes and purchase intentions towards organic products has explored a range of independent variables such as demographic factors, health consciousness, environmental concerns, trust, product attributes, and sustainable practices.

However, there is a notable gap in understanding the specific role of consumer attitudes, encompassing environmental care, health concern, product quality, and subjective norms, in influencing purchase intentions within the context of Kritipur, Kathmandu. Additionally, while previous studies have established correlations between individual factors and purchase intentions, there is limited research on the combined effect of these attitudinal components. Moreover, most studies have focused on larger urban centers or different cultural contexts, leaving a gap in understanding how these factors operate in smaller, culturally distinct communities like Kritipur. This highlights the need for localized research that integrates these dimensions of consumer attitudes to provide a comprehensive understanding of their impact on the purchase intentions of organic products in Kritipur. Furthermore, the research findings often lack a deep exploration of potential barriers to purchasing organic products despite positive consumer attitudes, suggesting an area for future investigation.

Despite the favorable consumer attitudes towards organic foods and the increasing awareness of health and environmental conservation, the organic product market in Nepal remains underdeveloped. This research aims to investigate consumer attitudes towards organic food and their intentions to purchase in Kritipur, Kathmandu. Understanding these factors is essential for formulating effective marketing strategies and promoting the expansion of the organic market in Nepal. Through an analysis of the underlying factors impacting consumer behavior, this study seeks to contribute to the broader discussion on sustainable agriculture and the consumption of organic foods in developing nations.

Research Questions

Consumer attitudes towards organic products significantly influence their purchase intentions, as attitudes often reflect underlying beliefs and values that drive buying behavior. Understanding how various aspects of consumer attitudes—such as health consciousness,

environmental concerns, and ethical considerations—affect the likelihood of purchasing organic foods is crucial for market analysis. This leads to following research question

- What are attitudes of consumers towards organic products in Kritipur, Kathmandu?
- Is there a statistically significant correlation between consumer attitudes towards intention to purchase organic products?
- What is the impact of consumer attitudes to purchase intention of organic products?

Objectives of the Study

Based on the research questions, the objectives of the study can be outlined as follows:

- To assess the attitudes of consumers towards organic products in Kritipur, Kathmandu.
- To determine the statistical significance of the correlation between consumer attitudes and their intention to purchase organic products.
- To examine the impact of consumer attitudes on the purchase intentions for organic products.

Literature Review

Organic Food

Organic products, or foods, are produced and processed using methods that promote natural biological processes on the farm, enable farm animals to display natural behaviors, and avoid synthetic pesticides, chemical fertilizers, antibiotics, and genetically modified organisms. In simpler terms, organic foods are those produced by organic farming.

Consumer Attitude

The intention to purchase a product is considered the best predictor of actual behavior (Ajzen, 1991). A consumer's attitude towards a behavior significantly influences their intention to purchase a product. The belief about the behavior and its consequences shapes the perceived attitude towards the product. This attitude ultimately determines the consumer's final buying decision. Given the significance of attitude in consumer purchase decisions, a conceptual framework has been developed. This framework posits that consumer attitudes towards purchasing organic food products are strongly influenced by three key variables: environmental concern, health concern and lifestyle, product quality, and subjective norms.

Environmental Care

Environmental care is a significant motivator for purchasing any product, including organic ones. Numerous studies have demonstrated that organic production is less harmful to the environment. Consumers are becoming more environmentally conscious and are willing to take actions to protect the environment. Ling (2013) evaluated consumers' purchase intentions for green products, aiming to identify the drivers and moderating variables influencing these intentions.

Health Concern and Lifestyle

Modern life is highly competitive and demanding, leaving consumers with little time for physical activities while increasing their exposure to diseases. As a result, consumers are highly concerned about their health and food choices to maintain their well-being. Health concerns significantly influence consumer attitudes towards organic food. Mohamed et al. (2012) explored the attitudes of consumers in Cairo, Egypt, towards organic food and their willingness to pay a premium price. A health-conscious lifestyle was identified as the primary motivator for purchasing organic food and willingness to pay. However, high prices and

skepticism about the authenticity of organic certification were noted as major barriers to purchasing organic food.

Product Quality

Product quality refers to the value for money. Generally, organic consumers are less sensitive to price and more focused on quality. Ozguven (2012) analyzed the motivating factors for consumers in Izmir to buy organic food products. Most respondents preferred organic milk, fruit, and vegetables. The results indicated that quality and price were the most significant explanatory factors, with a more substantial relationship between price and quality than other factors.

Availability of Organic Food

Previous research on organic consumption has identified the primary barriers to purchasing organic food as its limited availability and the relatively higher price compared to conventional food (Boccaletti & Nardella, 2000; Magnusson et al., 2001; Fotopoulos & Krystallis, 2002; Zanoli & Naspetti, 2002 as cited in Tarkiainen & Sundqvist, 2005). The issue of availability, in particular, represents a challenge that is largely beyond consumers' control.

Perceived Price of Organic Food

The higher price of organic food is a key barrier, particularly for low-income consumers, making it difficult to justify buying organic products. This issue reflects a trade-off between personal financial utility and collective environmental benefits, where individuals may prioritize personal savings over broader social goals (Tarkiainen & Sundqvist, 2005). Hence, perceived price of organic food can restrict the purchase intention of consumer toward organic food.

Subjective Norms

Subjective norms significantly influence consumer decisions to purchase certain products, especially in societies with high social interaction. People tend to follow reference groups or leaders who influence group behavior and actions. J. Thorgosen et al. (2015) examined factors influencing organic food consumption in the Chinese market, focusing on consumer perceptions of beef and how these perceptions impact consumption. The study found that both attitudes and subjective norms influenced the intention to consume organic food, but attitudes had a more significant impact.

Consumer Purchase Intention

Consumer purchase intention refers to the likelihood of purchasing products, making it a key aspect of consumer buying behavior (Chen, 2010). Ajzen (1991) developed the theory of Planned Behavior provides insights into the purchase intentions of organic products by defining consumer buying behavior.The theory of planned behavior extends the theory of reasoned action. Intentions are thought to reflect the motivational elements that affect behavior, indicating how much effort people are willing to put in to perform the behavior. Generally, the stronger the intention to perform a behavior, the more likely it is that the behavior will be carried out.

Empirical Review

The review of empirical studies on consumer attitudes and purchase intentions towards organic products reveals consistent findings across various contexts. Byrne et al. (1991) and Sharma et al. (2016) both identify that higher education, income, health consciousness, and environmental concern positively influence purchase intentions for organic products. Ravindran and Priya (2023) highlight the significance of consumer trust and positive product attributes, while Roitner-Schobesberger et al. (2008) emphasize the roles of perceived product quality and acceptable pricing in increasing purchase intentions. Studies

by Malissiova et al. (2022) and Pedersen et al. (2023) further support the importance of knowledge, perceived benefits, and trust in the product and its origin. Can (2023) and Marozzo et al. (2023) focus on sustainable practices and product authenticity, respectively, finding these factors crucial in shaping consumer purchase intentions. Additionally, Brata et al. (2022) and Nemar et al. (2023) note that increased awareness of product characteristics and environmental awareness, along with a positive company reputation, significantly boost purchase intentions. Collectively, these studies suggest that a variety of demographic, psychological, and product-related factors are influential in determining consumer behavior towards organic products.

Methodological Review

Byrne et al. (1991) delve into the influence of education and income levels on the probability of buying organic goods, employing logit models to scrutinize information from 1,200 consumers in Delaware. Sharma et al. (2016) explore the effects of health consciousness and environmental concern on purchase intentions among 500 individuals in Kathmandu Valley, utilizing descriptive statistics and regression analysis. Ravindran and Priya (2023) concentrate on the significance of consumer trust and product attributes in molding purchase intentions, examining data from 800 consumers in Bengaluru using similar statistical techniques. Roitner-Schobesberger et al. (2008) research the impacts of product quality and price perception on purchase intentions among 400 consumers in Bangkok. Malissiova et al. (2022) evaluate how knowledge and perceived benefits affect purchase intentions despite high expenses, drawing on data from 600 consumers in Greece. Pedersen et al. (2023) scrutinize the impact of trust in organic products from reputable sources on purchase intentions among 1,000 consumers in China and Germany. Can (2023) investigates the influence of sustainable practices and health benefits on the consumption of organic milk in Kocaeli with a sample of 700, while Marozzo et al. (2023) analyze the impact of

authenticity and ethnocentrism on the willingness to pay for organic olive oil among 1,200 Asian consumers. Brata et al. (2022) and Nemar et al. (2023) examine post-pandemic consumption patterns and the role of green advertising in purchase intentions, respectively, with samples of 900 and 1,100 consumers, employing descriptive statistics and regression analysis.

Research Model and Hypothesis

The hypothesis that a positive consumer attitude significantly impacts the purchase intention of organic food is well-supported by various empirical studies. Sharma et al. (2016) and Nemar et al. (2023) show that health consciousness and environmental concern, key aspects of consumer attitudes, positively influence purchase intentions. Ravindran and Priya (2023) and Roitner-Schobesberger et al. (2008) highlight the importance of trust and perceived product quality in increasing purchase intentions. Pedersen et al. (2023) and Marozzo et al. (2023) emphasize the role of subjective norms, such as trust in product authenticity, in shaping purchase intentions. These studies collectively demonstrate that positive attitudes encompassing environmental care, health concern, product quality, and subjective norms significantly drive consumers' intentions to purchase organic foods. Hence the following hypothesis has been presumed.

H1: Consumer attitude positively impacts purchase intention of organic food.

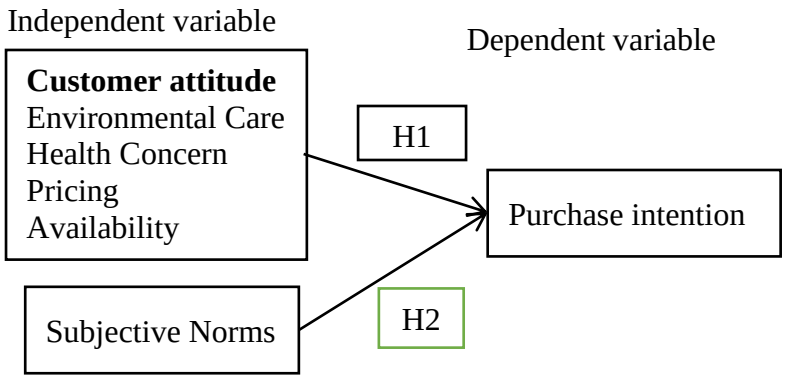
H2: Subjective norms positively impacts purchase intention of organic food.

Byrne et al. (1991) and Sharma et al. (2016) emphasize the impact of health concerns and environmental consciousness on purchase intentions, aligning with the dimensions of environmental care and health concern in the framework. Ravindran and Priya (2023) and Roitner-Schobesberger et al. (2008) highlight the importance of product attributes and perceived quality, directly reflecting the product quality dimension. Additionally, Pedersen et al. (2023) and Can (2023) suggest that subjective norms, such as trust in product sources and

sustainable practices, influence consumer behavior, aligning with the subjective norms dimension. Basha et al. (2015) supports this by integrating similar dimensions into their framework, reinforcing that these attitudes collectively impact purchase intention. Thus, the framework effectively captures the key factors identified in the empirical studies, providing a comprehensive approach to understanding consumer behavior towards organic products. The conceptual framework, which connects consumer attitudes—encompassing environmental care, health concern, product quality, and subjective norms—with purchase intention, is well-supported by the empirical studies summarized.

Figure 1

Conceptual Framework



Note. Adapted from Ajzen (1991), and Basha et al. (2015)

The conceptual framework for this study, which posits consumer attitude (comprising environmental care, health concern, product quality, and subjective norms) as the independent variable influencing purchase intention of organic products, is firmly grounded in existing literature. Research by Byrne et al. (1991) has shown that demographic factors such as education and income significantly affect purchase intentions. Sharma et al. (2016) identified health consciousness and environmental concern as key determinants of purchase intention in Kathmandu Valley, while Ravindran and Priya (2023) emphasized the importance of consumer trust and product attributes in influencing buying behavior in Bengaluru. Similarly, Roitner-Schobesberger et al. (2008) highlighted the impact of

perceived product quality and price perception on consumer intentions in Bangkok. Malissiova et al. (2022) found that higher knowledge and perceived benefits, despite costs, drive purchase intention in Greece, and Pedersen et al. (2023) noted the role of trust in organic products in China and Germany. Moreover, Can (2023) and Marozzo et al. (2023) emphasized the influence of sustainable practices, health benefits, and product authenticity on purchase intentions. Despite these findings, there remains a gap in understanding the combined effect of environmental care, health concern, product quality, and subjective norms within a localized context such as Kritipur, Kathmandu. Addressing this gap, the proposed framework integrates these dimensions to provide a comprehensive analysis of their collective impact on purchase intentions, thereby contributing to a nuanced understanding of consumer behavior towards organic products in a specific cultural and geographic setting.

Methods

Ontologically, this study assumed a realist perspective, recognizing consumer attitudes and purchase intentions as observable and measurable phenomena (Byrne et al., 1991; Sharma et al., 2016; Ravindran & Priya, 2023). Epistemologically, this study aligned with positivism, relying on surveys and statistical analyses to generate objective, quantifiable data about consumer behavior (Roitner-Schobesberger et al., 2008; Pedersen et al., 2023). Axiologically, this study emphasized value-neutrality, aiming to provide unbiased insights into the factors influencing organic food purchase intentions (Can, 2023; Marozzo et al., 2023). Methodologically, these studies predominantly employed quantitative methods, survey and regression analyses, to examine the relationships between variables environmental care, health concern, product quality, subjective norms, and purchase intentions (Malissiova et al., 2022; Nemar et al., 2023).

Research Design

This study utilized a survey research designed to systematically assess consumer attitudes and purchase intentions across different groups. For instance, Sharma et al. (2016) and Ravindran & Priya (2023) conducted surveys to gather data on health consciousness and product attributes, respectively, and employed regression techniques to pinpoint key predictors of purchase intentions. Similarly, Roitner-Schobesberger et al. (2008) and Pedersen et al. (2023) used surveys to explore the impact of product quality and trust on consumer behavior, utilizing both descriptive and inferential statistics to confirm their hypotheses. The methodological rigor demonstrated by these studies, through thorough quantitative data analysis, offered a comprehensive understanding of the factors influencing purchase intentions for organic foods (Byrne et al., 1991; Malissiova et al., 2022).

Population and Sample

The population of interest was the consumers of a vegetable shop located in Kritipur, though the exact population size was unknown. Using convenience sampling, the researchers selected the vegetable shop for its accessibility. Within the shop, consumers were purposively chosen based on brief conversations about the intent of the questionnaire. Those who agreed to participate and complete the questionnaire were included in the sample. A total of 58 consumers consented to fill out the questionnaire, providing the final sample size for the study.

Data Collection Procedure

The data collection procedure involved gathering demographic and attitudinal data from participants using a structured questionnaire. During the interviews, respondents provided information on demographic variables, including age, gender, marital status, and qualification. Each demographic variable was recorded based on predefined categories.

For attitudinal variables, a 5-point Likert scale was used to measure responses. The scale ranged from 1 (Strongly Disagree) to 5 (Strongly Agree) and was applied to assess various attitudes related to the study. Participants selected their responses by ticking the appropriate option on the scale during the interview. The data were collected directly at the time of the interview, ensuring that participants' answers accurately reflected their views and characteristics at that moment.

Data Analysis

The data analysis involved several methods. Descriptive statistics, including frequencies and percentages, summarized demographic variables such as age, gender, marital status, and qualification. For the attitudinal variables assessed using a 5-point Likert scale, measures of central tendency and variability were calculated to describe respondent ratings. Correlation analysis was conducted to explore the relationships between consumer attitudes (environmental care, health concern, product quality, subjective norms) and purchase intention. Multiple regression analysis was then used to determine the impact of these attitude dimensions on purchase intention, revealing which factors significantly predicted purchase behavior.

Regression Model

$PI = \beta_0 + \beta_1 CA + \beta_2 SN + U_i$

Where

PI = Purchase intention

CA = Consumer attitude

SN = Subjective Norms

U_i = Error term

Operational Definitions of Variables

Environmental Care

This variable is defined as concern for the environmental impact of products and a preference for eco-friendly options. It is measured using 7 items on a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). These items are adapted from Sharma et al. (2016) and Nemar et al. (2023).

Health Concern

This variable refers to the emphasis on health benefits, avoidance of harmful chemicals, and preference for natural ingredients in products. It is assessed with 7 items using a 5-point Likert scale, where 1 indicates Strongly Disagree and 5 indicates Strongly Agree. These items are adapted from Sharma et al. (2016, Can (2023), and Malissiova et al. (2022).

Subjective Norms

This variable captures the influence of social expectations and norms on purchase decisions. It is measured using 7 items on a 5-point Likert scale, where 1 denotes Strongly Disagree and 5 denotes Strongly Agree. These items are adapted from Pedersen et al. (2023) and Marozzo et al. (2023).

Purchase Intention

This variable measures the likelihood of purchasing organic products and the willingness to choose them over non-organic alternatives. It is assessed with 7 items on a 5-point Likert scale, with 1 representing Strongly Disagree and 5 representing Strongly Agree. These items are adapted from Sharma et al.,(2016), Byrne et al. (1991), Ravindran & Priya (2023), Roitner-Schobesberger et al. (2008) and Nemar et al., (2023).

Availability of Organic Food

Availability of organic food refers to how easily consumers can access organic products in their local stores. It is measured using a 5-point Likert scale with items assessing the presence and convenience of organic food in commonly visited locations (Yazdanpanah & Forouzani, 2015; Tarkiainen & Sundqvist, 2005).

Perceived Price of Organic Food

Perceived price of organic food refers to consumers' views on the cost of organic food compared to conventional alternatives. It is measured on a 5-point Likert scale, focusing on

affordability and the impact of price on purchasing decisions (Paul & Rana, 2012; Magnusson et al., 2001).

Result

Demographic Characteristics of Respondents

A frequency analysis was conducted to examine the demographic profile of the respondents provided in Table 1. The gender distribution indicated that the sample comprised slightly more females (n = 30, 51.7%) than males (n = 28, 48.3%). In terms of marital status, the majority of respondents were married (n = 32, 55.2%), while 44.8% were unmarried (n = 26). Regarding educational attainment, 19.0% of the respondents had education levels above a master's degree (n = 11), 29.3% held master's degrees (n = 17), 24.1% had bachelor's degrees (n = 14), and 27.6% had completed secondary education (n = 16). The age distribution showed that 43.1% of respondents were between 20 and 30 years old (n = 25), 39.7% were between 30 and 40 years old (n = 23), and 17.2% were aged between 40 and 50 years (n = 10).

Table 1

Frequency Distribution of Respondents

Variable		Frequency	Percent
Gender	Female	30	51.7
	Male	28	48.3
Marital Status	Married	32	55.2
	Unmarried	26	44.8
Education	Above masters	11	19.0
	Masters	17	29.3
	Bachelor	14	24.1
	Secondary	16	27.6
Age Group	20- 30 years	25	43.1
	30-40 years	23	39.7
	40-50 years	10	17.2

Descriptive Statistics

Descriptive statistics for key variables are summarized in Table 2. The mean scores for the variables ranged from 2.08 (Environmental Care) to 2.26 (Availability of Product). All

variables demonstrated positive skewness, indicating a distribution with a tail extending to the right. The highest skewness value was observed for Purchase Intention (1.149), and the lowest was for Subjective Norms (0.716). Kurtosis values ranged from 1.390 (Availability of Product) to 3.700 (Health Concern), with most variables showing leptokurtic distributions.

Table 2

Summary Statistics

Variable	Min	Max	Mean	Std. Deviation	Skewness	Kurtosis
Environmental Care	1.14	4.00	2.0837	0.48244	0.991	3.428
Health Concern	1.00	4.14	2.2167	0.54001	1.106	3.700
Subjective Norms	1.00	4.00	2.2443	0.56989	0.716	1.435
Perceived Price	1.14	4.00	2.2020	0.52304	0.914	2.142
Purchase Intention	1.14	4.00	2.1330	0.50480	1.149	3.228
Availability of Product	1.00	4.14	2.2635	0.59824	0.716	1.390
Attitude	1.11	4.00	2.1743	0.47944	1.046	3.457

Reliability Analysis

The internal consistency of the scales was assessed using Cronbach's alpha, with an overall alpha of .948, indicating excellent reliability. The reliability of individual scales ranged from .652 (Purchase Intention) to .811 (Availability of Product). No substantial improvement in alpha was observed if any of the items were deleted, suggesting that all items contributed meaningfully to the overall reliability of the constructs.

Table 3

Reliability Analysis

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
ENV1	90.40	407.156	0.445	.947	.673
ENV2	90.29	406.737	0.369	.948	
ENV3	89.79	403.886	0.415	.948	
ENV4	90.02	398.123	0.540	.947	
ENV5	90.14	405.630	0.410	.948	
ENV6	90.21	404.974	0.383	.948	
ENV7	90.02	398.614	0.515	.947	
HC1	90.29	401.404	0.485	.947	.746

HC2	90.10	404.480	0.372	.948	
HC3	89.74	398.721	0.526	.947	
HC4	89.93	399.048	0.562	.947	
HC5	90.09	398.326	0.717	.946	
HC6	90.21	402.974	0.657	.946	
HC7	89.57	388.706	0.689	.946	
SN1	90.02	398.087	0.580	.946	.792
SN2	89.76	391.485	0.648	.946	
SN3	90.03	397.508	0.574	.946	
SN4	89.97	399.753	0.562	.947	
SN5	89.74	398.721	0.526	.947	
SN6	89.93	399.048	0.562	.947	
SN7	90.09	398.326	0.717	.946	
PP1	90.21	402.974	0.657	.946	.727
PP2	89.57	388.706	0.689	.946	
PP3	90.02	398.087	0.580	.946	
PP4	89.76	391.485	0.648	.946	
PP5	90.40	407.156	0.445	.947	
PP6	90.29	406.737	0.369	.948	
PP7	89.79	403.886	0.415	.948	
PI1	90.02	398.123	0.540	.947	.652
PI2	90.14	405.630	0.410	.948	
PI3	90.21	404.974	0.383	.948	
PI4	90.02	398.614	0.515	.947	
PI5	90.29	401.404	0.485	.947	
PI6	90.10	404.480	0.372	.948	
PI7	89.74	398.721	0.526	.947	
AO1	89.93	399.048	0.562	.947	.811
AO2	90.09	398.326	0.717	.946	
AO3	90.21	402.974	0.657	.946	
AO4	89.57	388.706	0.689	.946	
AO5	90.02	398.087	0.580	.946	
AO6	89.76	391.485	0.648	.946	
AO7	90.03	397.508	0.574	.946	
Overall Cronbach's Alpha					.948

Correlation Analysis

Pearson correlation coefficients were computed to explore the relationships between the variables. As shown in Table 4, all correlations were statistically significant at the 0.01 level. Environmental Care showed strong positive correlations with Purchase Intention ($r = .884$, $p < .001$), Health Concern ($r = .627$, $p < .001$), and Perceived Price ($r = .739$, $p < .001$). Similarly, Health Concern was highly correlated with Subjective Norms ($r = .869$, $p < .001$),

Perceived Price (r = .841, p < .001), and Availability of Product (r = .894, p < .001). These results suggest a strong interrelationship among the variables.

Table 4

Correlations Analysis

Variable	ENV	HC	SN	PP	AO	PI
ENV	1					
HC	.627** (.000)	1				
SN	.602** (.000)	.869** (.000)	1			
PP	.739** (.000)	.841** (.000)	.765** (.000)	1		
AO	.622** (.000)	.894** (.000)	.904** (.000)	.900** (.000)	1	
PI	.884** (.000)	.783** (.000)	.733** (.000)	.691** (.000)	.695** (.000)	1

**. Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

Two multiple regression models were employed to assess the predictive power of the independent variables on Purchase Intention and Attitude. In the first model (Table 3), Environmental Care (β = 0.857, p < .001), Health Concern (β = 0.553, p < .001), and Perceived Price (β = -0.511, p < .001) emerged as significant predictors of Purchase Intention, explaining 92.0% of the variance (R^2 = .920, F(5, 52) = 119.79, p < .001). Subjective Norms and Availability of Product were not significant predictors in this model.

Model summary one

Variable	Beta	Std. Error	t	p-value
Constant	-0.023	0.097	-0.242	.810
Environmental care	0.857	0.065	13.211	.000**
Health concern	0.553	0.090	6.137	.000**
Subjective Norms	0.050	0.096	0.523	.603
Perceived Price	-0.511	0.114	-4.474	.000**
Availability of Product	0.069	0.128	0.542	.590

R	0.959
R Square	0.920
Adjusted R Square	0.912
F(5, 52)	119.7885
p-value	.000

**. Correlation is significant at the 0.01 level (2-tailed).

In the second model (Table 4), Attitude (β = 1.242, p < .001) was a significant predictor of Purchase Intention, while Subjective Norms had a negative influence (β = -0.261, p = .004). This model explained 87.3% of the variance (R^2 = .873, F(2, 55) = 188.52, p < .001).

Model summary two

Variable	Beta	Std. Error	t	p-value
Constant	0.018	0.113	0.162	.872
Attitude	1.242	0.103	12.036	.000
SN	-0.261	0.087	-3.003	.004
R	.934[a]			
R Square	0.873			
Adjusted R Square	0.868			
F(2,55)	188.52			
p-value	.000			

**. Correlation is significant at the 0.01 level (2-tailed).

Hypothesis Result

The hypotheses were tested using regression analysis, and the results are presented below. Hypothesis 1 (H1), which posited that consumer attitude positively impacts purchase intention of organic food, was supported by the data. The regression analysis showed that attitude had a significant positive effect on purchase intention (β = 1.242, p < .001), indicating that higher levels of consumer attitude toward organic food were associated with increased purchase intentions. Hypothesis 2 (H2), which proposed that subjective norms positively impact purchase intention of organic food, was not supported. The results indicated a significant negative relationship between subjective norms and purchase intention (β = -0.261, p = .004), suggesting that stronger subjective norms were associated with lower purchase intentions.

Discussion

The results of the present study confirm other studies stressing the major influence of customer attitudes in determining purchase intentions for organic food. The favorable link between consumer attitude and purchase intention (H1) corresponds with results of Sharma et al. (2016) and Nemar et al. (2023), who underlined that organic food purchases are mostly driven by environmental issues and health awareness. Likewise, Ravindran and Priya (2023) and Roitner-Schobesberger et al. (2008) highlight the need of trust in product quality, thereby boosting customer confidence and driving more buy intents. These research, along with the present results, underline how much customers' propensity to purchase is influenced by their attitude toward organic food motivated by environmental care, health concerns, and product quality. Therefore, the current work confirms the hypothesized link in the organic food market between customer attitude and purchasing behavior.

But the outcome of Hypothesis 2 (H2) differs from some earlier research on how subjective standards affect purchasing intention. While Pedersen et al. (2023) and Marozzo et al. (2023) underline the favorable influence of subjective norms—such as trust in product authenticity and social influence—in determining purchase intentions, the present study revealed a noteworthy negative correlation between subjective norms and purchase intention. Cultural or contextual variations in how societal pressure and standards affect customer behavior in organic food markets might help explain this paradox. It implies that in certain situations, high subjective standards might cause opposition or lower inclination to buy, maybe because of mistrust of outside forces. This departure from earlier studies emphasizes the need of further study on the function of subjective standards in many consumer groups and marketplaces.

Conclusion

The study aimed to explore consumer attitudes toward organic products in Kritipur, Kathmandu, and examine their influence on purchase intentions. The findings affirm that consumer attitudes, particularly health consciousness and environmental concerns, significantly impact the intention to purchase organic food, aligning with the first and third research objectives. The positive relationship between attitude and purchase intention supports the hypothesis that consumers with favorable attitudes toward organic products are more likely to buy them. However, contrary to expectations, the influence of subjective norms on purchase intention was found to be negative, suggesting a more complex relationship between social influences and consumer behavior. The results provide important insights into the organic food market in Kritipur, demonstrating the need for targeted strategies that address consumer concerns about product quality and trust in organic labeling. The study's objectives were met by identifying the key attitudinal drivers of purchase intention and assessing their statistical significance, offering valuable implications for marketers and policymakers aiming to promote organic consumption**.**

Implications

The findings of this investigation offer both theoretical and practical implications. Theoretically, the study contributes to the comprehension of consumer behavior by validating the significant role of consumer attitudes—such as health consciousness and environmental care—in shaping purchase intentions for organic products. It challenges existing assumptions about subjective norms, suggesting that social pressures may not always positively influence organic purchase decisions. Practically, the results offer actionable insights for marketers and policymakers. To boost organic food consumption, campaigns should focus on enhancing consumers' trust in organic labeling, accentuating the health and environmental benefits of

organic products, and resolving concerns related to product authenticity. This targeted approach can help increase organic product adoption in markets like Kritipur, Kathmandu.

Limitations and Future Research

This study has several limitations that should be acknowledged. First, the sample was limited to consumers in Kritipur, Kathmandu, which may not completely represent broader consumer behaviors in other regions. Second, the cross-sectional character of the study limits the ability to assess changes in attitudes and purchase intentions over time. Additionally, the study focused predominantly on health consciousness, environmental care, and subjective norms, without investigating other potential factors such as cultural influences. Future research should consider longitudinal studies to investigate changes in consumer attitudes and purchase behaviors over time and explore additional variables like cultural factors that may further influence organic food purchases. Expanding the geographic scope of the study would also provide a more comprehensive comprehension of consumer attitudes toward organic products across different regions.

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