Impact of Perceived Value and Subjective Norms on Consumers' Purchase Intentions (CPI) toward Organic Foods: A Statistical Analysis

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Abstract: The purpose of this research is to examine the factors that influence customers' purchasing decisions toward organic foods. Despite the promising use of organic food, to the best of our knowledge, there have only been a few studies regarding purchase intentions to use organic food. The research study was designed to investigate the impact of perceived value and subjective norms on the purchase intention of organic food among the customers of Nagdunga, Kathmandu Valley. A theory of planned behavior (TPB) was used as a theoretical framework. In the study, two variables are taken as independent variables (IDVs): perceived value (PV) and subjective norms (SN), and purchase intention (PI) of organic food is taken as the dependent variable (DV). Data collection is done with the help of a structured questionnaire, which was distributed among 120 people, out of which 89 (74.17 percent) peoples represents the sample size. The research design held in the study consists of descriptive, relational, and causal research designs. Various tools used for data analysis were mean, median, mode, standard deviation, variance, and correlation. The findings revealed that subjective norms were found to be the most influential factor, followed by perceived value. The ranking of factors influencing organic food consumption showed avoidance of harmful chemicals as the most important, followed by ecosystem preservation and preservation of agricultural diversity. The study's findings emphasize the importance of aligning marketing strategies with social influences and highlighting the health and environmental benefits of organic foods. The study offers insightful information for agro product producers, scholars, regulators, and marketers. The regulatory authorities should promote organic food consumption by enhancing awareness of these benefits and addressing perceived value concerns.

Keywords: Consumer preference and availability, organic food products, perceived value, purchase intention, subjective norms

Jel Classification: C12, M10, M13

Type of paper: Original Research

1. Introduction

The demand for organic food products has increased globally, due to their health benefits (Paul & Rana, 2012) and less adverse environmental impact (APEDA, 2015). Organic food is defined as food produced by farmers using renewable resources and safeguarding ecological assets to increase sustainability and protect the environment by avoiding the use of antibiotics or growth hormones in the production process Rahman & Noor, 2016). However, the acceptance rate for organic food products is higher in developed than in developing countries, Haque, Hafeez, Shariff, & AI-Swidi (2014). There is a lack of wide acceptance by people in Asian countries, especially India, where most people do not purchase green products Kumar& Ali (2011) because of high prices, lack of availability, and deficient, reliable marking and certification methods.

In some sections of Indian society the demand for organic food products is gradually growing, especially concerning women Mishra & Singh, 2016). Perceived value is the result of an assessment made by the consumer, and of the sacrifices incurred in the exchange for the benefits achieved from the purchase of a particular product, Zeithaml, (1988). Subjective norms are usually defined as an individual's perception or opinion about what others believe the individual (Trafimow & Morai, 1999).

To increase the share of organic food products, it is necessary to understand green purchase intention (GPI) and how it relates to green purchase behavior (GPB) in this particular context. The antecedents of organic food consumption by young Indian people have received limited scholarly attention in the literature. Some studies have found that young Indian consumers want food products to be of good quality, while caring about the attributes of health, safety, and environment, and are in favor of organic food products (Kumar & Ali, 2011). Further, existing studies into young Indian consumers' eco-friendly (food) choices have considered either GPI or GPB, but not the relationship between the two constructs. Some previous studies have explored the factors influencing GPI Juan-Nable, Velnampy, & Achchuthan, (2016), but not concerning young people in developing countries, and not a range of antecedents like attitude, subjective norm, price consciousness, media influence, and quality of products in one model. Moreover, local culture plays a significant role in food consumption. While the relationship between culture and consumer behavior has been studied in the recent literature by Mathras, et al., (2016), none of these studies have investigated the issue of cultural effects on GPI and GPB in the context of food products. So, the research problem investigated in the study ishow young consumers' perceptions and attitudes towards organic food products influence GPI and GPB in the Indian context. In this context, the organic food market, which is the focus of this paper, has been one of the fastest-growing markets in recent years in several countries, including Brazil. Organic food is produced in 170 countries around the world. It is even smaller regarding consumers' intention to buy organic food, which is very relevant in this emerging marketin America (Willer & Lernoud, 2016). It addresses the possibility of planning a purchase or the willingness to buy a product in the future Yin, Wu, Du, & Chen (2010). Regarding consumer trust, it can also affect the purchase intention significantly, since the lack of consumer trust has a strong negative effect on the purchase behavior of organic food Pivato, Misani, & Tencati, (2008), Nuttavuthisit & Thogersen (2017).

Additionally, organic food is a form of natural food that does not contain artificial chemicals such as fertilizers, antibiotics, pesticides, genetically modified organisms, or herbicides and that is grown without any irradiation Gad, Dacko, & Scott (2013). The consumption of organic food is a new practice in many developing compared to developed countries. Numerous studies have investigated the influence of different factors on the purchasing intention of organic food consumers. The major objective of the study is to investigate the significant impact of prominent factors onthe purchase intention of organic food among the general people of the Goldhunga Area.

2. Literature Review

This section of the paper goes into great depth into the relevant past literature on the subject being studied. Additionally, the formulation of hypotheses is expanded upon in light of prior research.

Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) was developed by Ajzen (1991).The theory aimed to explain the relationship between attitudes and behaviors within human action. This theory argues that an individual's actual behavior is directed by the intention towards performing that behavior. In broad terms, the theory is found to be well supported by empirical evidence. Intentions to perform behaviors of different kinds can be predicted with high accuracy from attitudes toward the behavior, subjective norms, and perceived behavioral control; and these intentions, together with perceptions of behavioral control, account for considerable variance in actual behavior.

Attitudes, subjective norms, and perceived behavioral control are shown to be related to appropriate sets of salient behavioral, normative, and control beliefs about the behavior, but the exact nature of these relations is still uncertain. Expectancy-value formulations were found to be only partly successful in dealing with these relations. Optimal rescaling of expectancy and value measures is offered as a means of dealing with measurement limitations.

This theory supposed that people's attitudes, subjective norms, and perceived behavioral control were the factors that influence their intention to perform a certain behavior. The three independent variables were proposed by the theory of planned behavior. The first was the attitude towards the behavior, which is related to the degree to which the individual views or evaluates the action in concern favorably or negatively. The subjective norm, which refers to the felt social pressure to conduct or not execute the activity, is the second predictor. The third factor is perceived behavioral control, which refers to the perceived ease or difficulty of acting and was thought to be influenced but previous experiences as well as predicted barriers and hurdles. Gopi and Ramayah, (2007) conducted research to identify factors that affect the intention to trade stock online among investors in Malaysia. Their findings also support the theory of planned behavior, where the three variables-attitudes, subjective norms, and perceived controlled behavior have a positive influence on the intention to trade stock online Gopi & Ramayah, (2007). This research attempts to include new constructs (health consciousness and knowledge) as intervening variables (mediators) between attitude, subjective norms perceived behavior control, and intention for consumers to purchase organic food in Tanzania. Thus,The TPB is considered to be the most influential conceptual framework, which has been applied in predicting a human intention to perform various types of behavior (Bagozzi, An investigation into the role of intentions as mediators of the attitude-behavior relationship, 1989; Bagozzi, An investigation into the role of intentions as mediators of the attitude-behavior relationship(1989).

Finally, the inclusion of past behavior in the prediction equation is shown to provide a means of testing the theory's sufficiency, another issue that remains unresolved. The limited available evidence concerning this question shows that the theory is predicting behavior quite well in comparison to the ceiling imposed by behavioral reliability. The theory of planned behavior has been used in a huge number of studies in the marketing field that investigated individuals' purchase intention of food products. The findings also suggested that the TPB mediates the relationship between attitudes, subjective norms, and perceived behavioral control on the purchase intention of organic food products. An additional construct in the new model considerably contributes to improving the understanding of organic product purchase intention formation and could become a sustainable mainstream variable.

Review of Empirical Literature

Aryal, Chaudhary, Pandit, and Sharma (2009) examined consumers' willingness to pay a premium for organic products in Kathmandu Valley. The study aimed to explore consumer perceptions, major organic products, and market outlets. Willingness to buy was the dependent variable, while product attributes, price, perception, and purchasing decisions were independent variables. Data were collected through a structured questionnaire from a stratified random sample of 180 consumers, with pre-testing conducted via personal interviews. Both qualitative and quantitative methods were used for analysis. The study found that product knowledge, consumer awareness, and perceptions significantly influenced buying decisions. However, limited and inconsistent supply, high prices, and lack of access to information hindered consumer willingness. Despite the availability of organic products in the valley, increased awareness and accessibility are essential to promote purchase behavior. The study highlights the importance of addressing these barriers to enhance consumer willingness to pay for organic products in Kathmandu Valley.

Shaharudin et al. (2010) investigated factors influencing organic food purchase intention in Kedah, Malaysia, focusing on health consciousness, perceived value, food safety concerns, and religious factors. Using quantitative, descriptive, and regression analyses on data from 150 respondents via self-administered questionnaires, the study found health consciousness and perceived value significantly impacted purchase intention. Food safety and religion had lesser influence. Probability sampling was used, with a population of 500. The study recommended raising awareness about organic food's benefits to enhance health consciousness.

Paul and Rana (2012) examined consumer behavior and purchase intention for organic food, focusing on factors like consumer satisfaction and ecological awareness. Data from 301 respondents were collected via structured, face-to-face interviews using convenience sampling. Analysis using SPSS included multiple regression, factor analysis, cluster analysis, and chi-square tests to explore relationships between demographics

and organic food purchases. The study provided explanatory insights into ecological consumer behavior and intentions regarding organic food. The study found a positive, significant relationship between all independent variables and purchase intention. Consumers valued product quality and showed high satisfaction with organic food. Their behavior strongly influenced buying decisions. Though willing to pay more, consumers needed assurance of benefits. Retailers should emphasize organic food's quality, taste, freshness, and environmental advantages to attract potential buyers.

Singh and Verma (2017) explored factors influencing Indian consumers' actual buying behavior toward organic food. The study identified consumer attitude and purchase intention as independent variables, with buying behavior as the dependent variable. A total of 611 usable responses were collected from 650 distributed questionnaires, targeting only those aware of organic food. Data were analyzed quantitatively using SPSS version 21, with hierarchical multiple regression and Cronbach's alpha to test reliability. Findings revealed that health consciousness, knowledge of organic food, subjective norms, and perceived price significantly influenced buying behavior. Health consciousness positively affected organic product purchases, while perceived price impacted consumer attitudes. The study highlighted implications for organic food marketers and retailers, suggesting they focus on awareness and pricing strategies. However, limitations include a restricted set of influencing factors and a limited sample size relative to India's population.

Sumi and Kabir (2018) examined factors influencing the buying intention of organic tea consumers in Bangladesh. The study investigated five independent variableshealth benefits, environmental concern, product attributes, trust, and perceived pricewith buying intention as the dependent variable, and perceived quality and perceived value as mediators. Using an exploratory approach, data were collected from 174 valid responses via a structured questionnaire and analyzed using PLS-SEM and path analysis. A seven-point Likert scale was used to measure constructs. Results revealed that health benefits and environmental concerns positively influenced buying intention, while product attributes positively affected perceived quality, value, and buying intention. However, perceived price negatively impacted perceived value. Reliability and validity were confirmed through Cronbach's alpha and correlation analysis. The study highlighted the limited generalizability of findings due to geographic concentration and focus on a single organic product.

Cristina, Curvelo, Watanabe, and Alfinito (2019) examined the influence of sensory appeal, consumer trust, and perceived value on the purchase intention of organic food. Using a descriptive and quantitative approach, data were collected from 247 valid responses through a structured questionnaire and analyzed with exploratory factor analysis (EFA) and multiple linear regression. A seven-point Likert scale was used, and non-probabilistic convenience sampling was applied. Findings revealed that sensory attributes, environmental concern, and perceived value positively influenced purchase intention, while price had a negative effect. Consumer trust was found essential, emphasizing the importance of certification and inspection. Though the study confirmed variable relationships and reliability through Cronbach's alpha, it faced limitations due to a narrow age group (18–25), small sample size, and non-probabilistic sampling, which restricted generalizability.

Pandey, Kakkar, and Farhan (2019) explored factors influencing the purchase intention of Indian organic food consumers. The study examined relationships between independent variables revealed information, subjective norms, perceived information, and attitude, and the dependent variable, purchase intention. Using a descriptive research design, data were collected from organic food consumers through a structured questionnaire and analyzed using structural equation modeling with SPSS AMOS 20 and maximum likelihood estimation. Purposive sampling was employed, and factor analysis was used to describe respondent attributes. Cronbach's alpha assessed reliability, and causal relationships were examined. Findings revealed a significant positive relationship between trust and purchase intention, with attitude directly influencing purchase intention but not trust. The study emphasized that understanding key decisional factors such as trust, perceived information, and subjective norms can help marketers better target organic consumers.

Pacho (2020) explored factors influencing consumers' purchase intention for organic food in developing countries, focusing on the mediating role of knowledge and health consciousness. The study examined whether attitude, subjective norms, and perceived behavioral control impacted purchase intention, using a structured questionnaire with a seven-point Likert scale. Data were collected through purposive sampling from 740 respondents and analyzed using SPSS and structural equation modeling (SEM). The questionnaire included demographic questions and 24 items measuring six constructs. The study employed chi-square tests and assessed both discriminant and convergent validity. Findings indicated that attitude and subjective norms significantly affected purchase intention, while knowledge and health consciousness positively mediated the relationship between these behavioral constructs and intention. The study highlighted the importance of

psychological and informational factors in influencing organic food purchases. However, it was limited to regular consumers, suggesting future research should include both regular and occasional buyers for broader generalizability and deeper understanding of consumer behavior in developing contexts.

Kunhikannan and Ramachandran (2020) investigated the factors influencing consumers' buying intention of organic food in Coimbatore. The study identified buying intention as the dependent variable and knowledge, consciousness, availability, price, and purchase attitude as independent variables. A descriptive research method was used, and data were collected through a structured questionnaire from 468 respondents using convenience sampling. The analysis employed correlation, regression, factor analysis, and structural equation modeling (SEM), with reliability tested using Cronbach's alpha. Findings revealed that preference and purchase attitude positively influenced buying intention, while price had a negative effect. A price increase was found to reduce both purchase attitude and buying intention. The study demonstrated a direct significant effect of purchase attitude on buying intention. However, limitations included geographic constraints and product-specific focus, limiting generalizability. The study recommended improving consumer awareness and addressing pricing concerns to enhance the buying intention of organic food consumers in similar urban settings.

Zayed, Gaber, and Essawi (2022) examined factors influencing consumers' intention to purchase organic food in Egypt, based on the Theory of Planned Behavior. The study identified attitude, subjective norms, and perceived behavioral control as independent variables, with purchase intention as the dependent variable. A quantitative approach was used, and data were collected from 363 respondents via a self-administered questionnaire with a five-point Likert scale. Partial Least Squares Structural Equation Modeling (PLS-SEM) and bootstrapping techniques were employed for hypothesis testing. The findings revealed a positive and significant relationship between e-WOM and purchase intention, highlighting the role of e-WOM in enhancing attitudes, subjective norms, and perceived behavioral control. Consumers' attitudes and environmental concerns were found to significantly influence their purchase intention. The study emphasized the importance of e-WOM credibility in shaping customer attitudes and provided recommendations for marketing organic food in developing countries. Limitations included the focus on consumer perspectives and reliance on the Theory of Planned Behavior, suggesting future research should explore producer marketing strategies.

Table 1: Review of empirical studies

Study	Major findings
Aryal, Chaudhary, Pandit, and Sharma (2009)	Identified the significant positive relationship between the willingness of consumers for organic food.
	Showed that knowledge and awareness about organic products have affected the attitudes and perceptions about the product and ultimately, the buying decisions of the consumer.
Shaharudin, pani, Mansor, and Elias (2010)	Identified the significant positive relationship between health consciousness and purchase intention.
	Found a significant and positive relationship between perceived values with purchase intention.
	Found a significant and positive relationship between food safety concerns and religious factors with purchase intention.
Rana (2012)	Identified a significant positive relationship between consumer purchasing behavior and purchase intention.
	Showed the positive relationship between consumer satisfaction and purchase intention.
	Identified the significant positive relationship between ecological awareness and purchase intention.
Singh and Verma (2017)	Observed significant influence of health consciousness on purchase intention.
	Identified perceived price is positively correlated with the buying behavior of consumers toward organic food.
Sumi and Kabir (2018)	Identified a significant positive relationship between health benefits and environmental concern with purchase intention.
	Found a significant and positive relationship between product attributes and trust with purchase intention.
	Showed no significant relationship between perceived price and purchase intention.

Cristina, Curvelo, Watanabe, and Alfinito (2019)	Discovered a significant positive relationship between sensory attributes and purchase intention.
	Found a significant and positive relationship between environmental concern and perceived value with purchase intention.
	Showed no significant relationship between price and purchase intention.
Pandey, Kakkar and Farhan (2019)	Identified the significant positive relationship between trust and purchase intention.
	Showed no significant relationship between attitudes and purchase intention.
Pacho (2020)	Found a significant and positive relationship between subjective norms and perceived behavior with purchase intention.
	Identified the significant positive relationship between attitudes and purchase intention towards organic food.
Kunhikannan and Ramachandran (2020)	Found a significant and positive relationship between knowledge and consciousness with purchase intention.
	Showed no significant relationship between price and purchase intention.
Zayed, Gaber, and Essawi (2022)	Discovered a significant positive relationship between attitudes, subjective norms, and purchase intention of organic food.
	Identified the significant positive relationship between perceived behavior with purchase intention.

Research Framework

Regression is a statistical method for determining the strength of a relationship between one or more dependent variables and one or more independent variables. It comprises a variety of strategies for modeling and analyzing several variables to better understand the relationships between them. In this study, regression is used to determine the direction of the link between independent variables and dependent variables for all samples using responses from a Likert scale.

$$Y= a+b_1X_1+e_1 \quad \text{...(1)}$$
$$Y= a+b_2X_2+e_2 \quad \text{...(2)}$$

Where,

Y= Purchase intention (PI)

a = Intercept

X_1= Perceived value (PV)

X_2= Subjective norms (SN)

b_1= coefficient of perceived value b_2= coefficient of subjective norms e_1= error term of perceived value e_2= error term of subjective norms.

The conceptual framework demonstrates the guideline for the study representing its study variables and path model for the analysis.
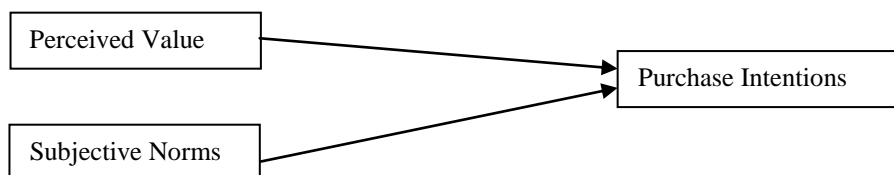

Figure 1: Research framework

Figure 1 presents the research framework outlining the relationships between dependent and independent variables. It presents the relationship between dependent and independent variables. A research framework was used to help focus on the variables in the study. The dependent variable was the purchase intention of organic food. From the research framework, the study was aimed at determining the effect of selected variables namely, perceived value, and subjective norms on purchase intention towards organic food. Purchase intention was based on a study between consumer research and their intentions, which makes this construct very important for consumer research which was derived from Shaharudin, Pani, Mansor, and Elias, (2010), Paul and Rana (2012), Singh and Verma (2017), Cristina, Curvelo, Watanabe, and Alfinito (2019), Pandey, Kakkar, and Farhan (2019), Pacho (2020) & Zayed, Gaber, & Essawi (2022). Perceived value is a complex concept, and there was no

consensus in the literature on its definition and characteristics which are derived from (Shaharudin, Pani, Mansor, & Elias, 2010). Subjective norms refer to an individual's insight into social pressure which may influence the act of behavior in question which is derived from Singh & Verma (2017), Pandey, Kakkar, & Farhan (2019), Pacho (2020) & Zayed, Gaber, & Essawi (2022). Thus, this study was carried out based on a set of hypotheses. With the help of the hypothesis, we were able to analyze the intentions of consumers to use organic foodsconcerning various determining factors.

Perceived value (PV)

Perceived value refers to a complex concept, and there is no consensus in the literature on its definition and characteristics Sanchez and Iniesta (2007). Perceived value is a customer's perception of a product or service's merit or desirability to them, especially in comparison to a competitor's product. Perceived value is measured by the price the public is willing to pay for a good or service. One of them was that perceived value involves a general assessment made by the consumer regarding the utility of a product or service, based on the perceptions of what was received and what was paid for Zeithaml (1988). According to Sweeney and Souta (2001), perceived value has four dimensions: functional value- utility that the consumer perceives when making a choice that will bring practical or utilitarian results; economic value- financial value involved in the exchange; social value- related to social acceptance in a given reference group, due to the choice made; and emotional value- related to positive emotional aspects derived from the choice made. Perceived value is a mental evaluation process of a customer about a particular product and service based on price, attributes, and other benefits. The perceived value of the product is a significant determinant of an individual's belief, which consequently affects the decision to purchase. In marketing, perceived value is termed as a customer's evaluation of the benefits and expenses gained from the purchase of a particular product and receiving of a service. Consumer perception of organic food has changed due to its promotion in mass media and the awareness-building campaigns undertaken by national and international NGOs. Similarly, there is a stronger relationship between perceived quality and perceived value where perceived value implies an interaction between a consumer and a product. In a review by Shaharudin, Pani, Mansor, and Elias (2010), the perceived value of organic food is also related to the nutrients present in the product, safety, taste, and premium price. The consumer realizes the various benefits of organic nutrition and sometimes is willing to pay a higher price for it. That is, from the perspective of perceived value, it is evident a cost-benefit relationship between the consumer, and price is not a barrier to the acquisition of this type of food. Singh and Verma (2017) investigated the factors that influence the purchase of organic food by Indian consumers and, among them, the perceived price (cost-benefit) stood out, positively affecting their purchase intention. Perceived quality can be defined as the consumer's judgment about a product's overall excellence or superiority which has a positive effect on the perceived value and increases buying intention. A perceived value refers to the perspective or opinion of a customer towards a product or service which is often influenced by how the goods and services meet the needs and expectations of the customer.

H₁: There is a positive significant relationship between perceived values with purchase intentions of organic food.

Subjective norms (SN)

A broad definition of the perceived or subjective norm is "the perceived social pressure to perform or not to perform the behavior" Ajzen, I. (1991). Subjective norm is usually defined as an individual's perception or opinion about what important others believe the individual should do Finlay, Trafimow, and Morai (1999). Chang (1998) tested the correlation between subjective norms and attitudes toward behavior more thoroughly and examined the causal link between norms to attitudes. The author found the path from subjective norms to attitudes toward behavior significant. Sheppard, Hartwick, and Warshaw (1988), and Shimp and Kwas (1984) found that the subjective norm impacts consumer purchase behavior. Consumer's subjective norms refer to their belief that other consumers who are important to them will approve or support their consumption actions. It results from the social pressure that consumers face from others to perform a certain action. The extant literature provides some evidence for the relationship between e-WOM and subjective norms. This can be explained by the fact that consumers are exposed to a huge amount of information from others on online platforms and social media about their consumption and purchasing behaviors, which results in an individual's knowledge about what others are consuming and what they are purchasing. Subjective norms refer to the belief that an important person or group of person or group of people will approve and support a particular behavior. Subjective norms

are determined by the perceived social pressure from others for an individual to behave in a certain manner and their motivation to comply with those people's views.

H₂: There is a positive significant relationship between subjective norms with purchase intentions of organic food.

Purchase intention (PI)

Purchase intention is the probability that a consumer will buy a product or service. Purchase intention is based on a study of consumer behavior and intentions, which makes this construct very important for consumer research Ghalandari and Norouzi (2012). Intention is a relevant dimension in marketing literature, used by companies to predict sales of new products or the repeated purchase of existing products Diallo (2012) and it shows the consumer trend to buy goods or services in the same store and share the experience with friends and family Cronin, Brady and Hult (2000). About organic products, purchase intention can be affected by several elements, such as health perception, environmental awareness, product availability, perceived quality, product distribution, and nutritional value, among others. Similarly,Paul and Rana (2012) pointed out that not only health factor affects the purchase intention, but also the availability and quality of these products. Iyer, Davari, and Paswan (2016) studied the relationship between purchase intention and variables such as price, value, social awareness, and environmental awareness of green products. However, only environmental awareness was directly associated with purchase intention, confirming the results of Yadav and Pathak (2016). Maichum, Parichatnon, and Peng (2017) identified that, in addition to environmental awareness, knowledge and attitude toward the environment positively affect the intention to buy green products. Liang (2016) investigated other relationships between the purchase intention of organic food and properties, certification mechanisms, retail channels, and prices of these products. As for the price, where organic products were cheaper, consumers showed more concern for product certification. Thus, consumers emphasize trust in the store or the supermarket where such products are purchased.

TPB which was proposed by Ajzen (1991) indicated that people's intentions to perform certain behaviors are influenced by their attitudes, subjective norms, and perceived behavioral control toward performing these behaviors. The assumptions of this theory were confirmed in numerous studies of marketing products. Therefore, it is important to understand the purchase intention of organic food.

3. Research Methods

This study adopts a quantitative research methodology to investigate the impact of perceived value and subjective norms on the purchase intentions of organic food among residents of Goldhunga, Kathmandu, Nepal. The research design integrates descriptive, relational, and causal approaches. Descriptive design helps to outline the characteristics and behaviors of respondents, while relational design explores the connection between independent variables (perceived value and subjective norms) and the dependent variable (purchase intention). Causal design examines cause-and-effect relationships between these variables.

The study targets the general population of Goldhunga, Kathmandu, encompassing individualsfrom various educational and age groups. Due to the large population, a convenience sampling method was used to select participants based on accessibility and proximity (Giri, 2024).Primary data was collected using a structured questionnaire divided into two sections: general background and variable-related information. The questionnaire included multiple-choice, yes/no, and Likert-scale questions (5-point scale from strongly disagree to strongly agree). The scale items were adapted from previous studies with minor language adjustments to ensure clarity and relevance.

To evaluate the perceived value four items were extracted from the scale developed by Sumi&Kabir (2018), Pandey, Kakkar, & Farhan (2019), and (Cristina, Curvelo, Watanabe & Alfinito (2019). Subjective norms were measured using four items adopted by Pandey, Kakkar & Farhan (2019), Singh & Verma (2017) & Pacho (2020). Purchase intention was measured using five items adopted by Zayed, Gaber & Essawi (2022), Pandey, Kakkar, and Farhan (2019), Cristina, Curvelo, Watanabe & Alfinito (2019) and Singh & Verma (2017). In addition, secondary data from textbooks, academic journals, and published articles were used in the current study to review the existing literature and develop the questionnaire.

4. Results and Discussion

This paper attempted to explore the extended influence of perceived values, and subjective norms on the purchase intentions of organic food in the context of organic food purchase. This section presentsthe analysis

and findings of the study as set out in the research methodology. The results are presented on the purchase intention of general people located in Goldhunga, Kathmandu area. This chapter includes the presentation and analysis of the data collection. The chapter covers the findings based on the objectives. This study has used various statistical tools and techniques to determine the purchase intention of people toward organic food. The findings are then presented in tables and charts as appropriate with explanations.

Moreover, primary data was collected and analyzed in a systematic way to derive the empirical findings. This part includes the empirical investigation which was conducted in the form of a field survey of respondents through structured questionnaires distributed to the selected sample. The questionnaire was prepared and distributed to 120 sample respondents to get their responses on the purchase intention of people about the organic food in Goldhunga, Kathmandu area. Out of the 120 distributed questionnaires, only 89 (74.17 percent) responses were valid. 20 (16.66 percent) of the questionnaires were not returned and 11 (9.17 percent) of them were invalid due to mistakes in filling the questionnaire.

Gender of respondents

Table 2 clearly explains respondents' profilesbased on strata of gender category. As evident from Table 2there are no equal participants in terms of gender. There were 120 respondents for the study. Out of 120 respondents, 40 were male and the remaining 49 were female. The results showed that there were less number of males than females in the sample. Among all the respondents, the majority 55.1 percent of respondents were female while the rest 44.9 percent of the respondents were male.

Table 2: Gender of the respondents

Gender	Frequency	Percentage	Cumulative (%)
Male	40	44.9	44.9
Female	49	55.1	100
Total	**89**	**100**	

The age group of the respondents

Table 3 shows that respondents' ages ranged from below 20, 21-40, and above 40 years old as the study is particularly based on the general people. In this study, participants who reported their age of below 20 are 32.6 percent in total. Whereas, the people who reported their age from 21-40 were at a higher percentage i.e., 58.4 and the people who reported their age from above 40 were at smaller percentages i.e., 9. Table 3 shows the respondent age group categorization in which out of the 89 total respondents 29 belong to 20 years and below, 52 belong to 21-40 age group, and the remaining 8 people are above 40 years.

Table 3: Age group of the respondents

Age group	Frequency	Percentage	Cumulative (%)
Below 20	29	32.6	32.6
21-40	52	58.4	91.0
Above 40	8	9.0	100.0
Total	**89**	**100.0**	

Employment status of respondents

Table 4 depicts respondents' profilesbased on strata of employment status category. Out of 89 respondents, 30 respondents are employed and 59 respondents are unemployed from the given table. As shown in Table 4, there werefewer employed than unemployed in the sample. Among all the respondents, the majority 66.3 percent of respondents were unemployed while the rest 33.7 percent of the respondents were employed.

Table 4: Employment status of respondents

Employment status	Frequency	Percent	Cumulative Percent ((%)
Employed	30	33.7	33.7
Unemployed	59	66.3	100
Total	**89**	**100**	

Believe the use of organic food is good for health.

People don't need to believe that organic food is good for health. Table 5 shows the result of the question related to health benefits. Out of 89 respondents, 89 respondents believe that organic food is good for health. The percentage of the respondents who feel that organic food is good for health was 100 percent. This table showed 100 percent positive responses of the respondents.

Table 5: Believe that the use of organic food is good for health

Response	Frequency	Percentage (%)
Yes	89	100

Recommend others to use organic food.

Table 6 represents the result of the responses to suggestions regarding the requirement forthe use of organic food. The majority i.e., 87 respondents (97.8 percent) recommend that organic food is good for health and only 2 respondents (2.2 percent) do not recommend others to use organic food.

Table 6: Recommend others to use organic food

Response	Frequency	Percentage (%)
Yes	87	97.8
No	2	2.2
Total	**89**	**100**

Preference for organic food

Preference for organic food differs from the age group of 21-40 age group as compared to other age groups. Also, people of higher income groups prefer to buy organic food. Table 7 shows the result regarding the preference for organic food. The table showed that out of 89 respondents 76 respondents prefer organic food and only 13 respondents do not prefer organic food. The majority of respondents prefer organic food with 85.4 percent and 14.6 percent do not prefer organic food.

Table 7: Preference of organic food

Response	Frequency	Percentage (%)
Yes	76	85.4
No	13	14.6
Total	**89**	**100**

Difficulty in producing organic food

In terms of the difficulty of producing organic food, 35 respondents think that producing organic food is more difficult than inorganic food, while 54 respondents think that producing organic food is less difficult. As Table 8 presents, the majority of respondents (39.3 percent) find producing organic food is difficult than inorganic food whereas the remaining (60.7 percent) find it less difficult.

Table 8: Difficulty to produce organic food

Response	Frequency	Percent (%)
Yes	35	39.3
No	54	60.7
Total	**89**	**100**

Opinion on satisfaction with the use of organic food

Everyone may not feel happy and satisfied with the use of organic food. Table 9 shows the result on the opinion of the respondents whether they feel satisfied with the use of organic food or not. The majority of the respondents i.e. 84 (94.4 percent) seemed satisfied with the use of organic food whereas 5 (5.6 percent) did not feel satisfied with the use of organic food.

Table 9: Opinion on satisfaction with the use of organic food

Response	Frequency	Percentage (%)
Yes	84	94.4
No	5	5.6
Total	**89**	**100**

Perception of major factors that increase people's satisfaction with organic food

Several factors significantly impact people's satisfaction with organic food as shown in Table 10, with nutritional value being the most influential at 23.80%, followed by quality at 21.23% and freshness at 20.60%. Food safety concerns contribute 16.40%, while taste accounts for 14.70%. Price, however, has the least impact, with only 3.10% of respondents mentioning it as a factor in increasing satisfaction. These findings suggest that consumers value organic food not only for its health benefits but also for its environmental and social responsibility, benefiting both consumers and smallholder farmers.

Table 10: Perception of major factors that increase people's satisfaction with organic food among respondent

Statements	Responses		Percent of Cases
	N	**%**	
Taste	42	14.70%	47.20%
Nutritional value	68	23.80%	76.40%
Food safety concerns	47	16.40%	52.80%
Freshness	59	20.60%	66.30%
Quality	61	21.30%	68.50%
Price	9	3.10%	10.10%
Total	**286**	**100.00%**	

a Dichotomy group tabulated at value 1.

Opinion on the most important reason behind the effectiveness of organic food

There are numerous reasons why organic food takes place effectively. The major reasons listed are ecosystem preservation, better taste, avoidance of harmful chemicals, and preservation of agricultural diversity. For the analysis purpose of the ranking question, choices are assigned with weights according to several alternatives. The number of alternatives was four, according, to the first preferred choice would get four points. The choice with the lowest mean score is ranked as the most important choice and the one with the highest mean score is ranked as the least important. The opinion of respondents regarding the major reason behind the effectiveness of organic food is presented in Table 11. The majority of the respondents with 55 respondents ranked the statement avoidance of harmful chemicals as their first choice and ranked one, statement that ecosystem preservation is ranked two by the 19 respondents of the study. Similarly, respondents ranked the third important statement as the preservation of agricultural diversity. With 38 respondents statement better taste is available it occupies 4th rank. In the table, better taste is ranked as the least important statement of the respondents of this study whereas avoidance of harmful chemicals is ranked as the most important statement of the respondents of this study.

Table 11: Opinion on the most important reason behind the effectiveness of organic food Survey on perceived value

Features	Rank				Total Responses	Weighted Value	Weighted Mean	Rank
	1	2	3	4				
Ecosystem preservation	19	21	30	19	89	227	2.55	2
Better taste	6	28	17	38	89	265	2.98	4
Avoidance of harmful chemicals	55	23	4	7	89	141	1.58	1
Preservation of agricultural diversity	9	18	39	23	89	254	2.85	3
Total	**89**	**89**	**89**	**89**		**887**		

Table 12 reveals that most respondents agreed with the statement that I find positive value in terms of benefits and cost of organic food with a weighted mean value of 3.87. Similarly, another statement, that consuming organic food matches the eating culture and traditions of my social circle is also supported by the respondents with the weighted mean value of 3.67. The statement I believe that the food industry has sufficient knowledge about organic food is also carried out by the agreed response with the weighted mean value of 3.16. Likewise, the statement high price of organic food creates great value is agreed by the respondents with the less weighted mean value of 3.08. Hence, the grand weighted mean value for the dependent variable purchase intention of organic food is found to be 3.44.

Table 12: Survey on perceived value

Statements	Ratings					Total responses	Weighted value	Weighted mean
	SDA	D	N	A	SA			
I find positive value in terms of the benefits and costs of organic food.	4	4	14	45	22	89	344	3.87
The high price of organic food creates great value for me.	11	15	29	24	10	89	274	3.08
I believe that the food industry has sufficient knowledge about organic food.	2	19	40	19	9	89	281	3.16
Consuming organic food matches the eating culture and traditions of my social circle.	1	8	28	34	18	89	327	3.67
Grand weighted mean								**3.44**

Survey on subjective norms

Table 13 shows the results of a survey of 89 people in Goldhunga, Kathmandu, Nepal. With a weighted mean of 4.17, the most often agreed statement was that my family recommends I buy organic food. Similarly, with a weighted mean of 3.63, respondents claimed that most of their friends whose opinions regarding diet are important to them think that they should buy organic food daily. The statement many people persuaded me that I should buy organic food to better life to come in third place with a weighted average mean of 3.57. Likewise, the statement news and magazines influence my purchase decision for organic food is agreed by the respondents with a less weighted mean value of 2.98. Hence, the grand weighted mean value for the dependent variable subjective norms is found to be 3.59.

Table 13: Survey on subjective norms

Statements	Ratings					Total responses	Weighted value	Weighted mean
	SDA	DA	N	A	SA			
My family recommends I buy organic food.	2	3	11	35	38	89	371	4.17
News and magazines influence my purchase decision for organic food.	4	24	37	18	6	89	265	2.98
Many people have persuaded me that I should buy organic food to better my life.	3	11	27	28	20	89	318	3.57
Most friends whose opinions regarding diet are important to me think that I should buy organic food.	6	7	24	29	23	89	323	3.63
Grand weighted mean								3.59

Survey on purchase intention

The tabulated responses of respondents in Table 14reveal that the majority of the respondents agreed with the statement that I am always interested in buying more organic food for the family's needs with a weighted mean value of 4.13. Likewise, the majority of respondents also agree with another statement I am willing to purchase organic food if they are available for purchase with the weighted mean value of 4.11. With the weighted mean value of 3.80, the statement I search different stores to buy organic food is agreed by the respondents. The grand weighted mean value for the statements associated with the purchase intention is 3.82. Correspondingly, the statement I am prone to buying organic food, despite its high prices with a mean value of 3.22 which is agreed by few respondents. The respondents rated the statements based on their perception and judgment.

Table 14: Survey on purchase intention

Statements	Ratings					Total Responses	Weighted value	Weighted mean
	SDA	DA	N	A	SA			
I am willing to purchase organic food if they are available.	1	3	11	44	30	89	366	4.11
I search different stores to buy organic food.	1	2	30	37	19	89	338	3.80
I am prone to buying organic food, despite its high prices.	2	11	46	25	5	89	287	3.22
I am always interested in buying more organic food for the family's needs.	0	4	16	33	36	89	368	4.13
Grand weighted mean								**3.82**

Descriptive statistics for all samples

Table 15summarizes the result of descriptive statistics of the variables under study. The table depicts the descriptive statistics mean, median, mode standard deviation, and variance of the variables under study of all sample respondents.

Table 15: Descriptive statistics for all samples

Statistics	N	Mean	Median	Mode	Std. Deviation	Variance
Perceived value	89	3.44	3.5	3.5	0.56	0.31
Subjective norm	89	3.59	3.5	3.5	0.63	0.39
Purchase intention	89	3.82	3.75	4.25	0.50	0.25

Table 15 reveals the descriptive status for the whole sample. It is found that the mean value for the dependent variable: purchase intention is highest among other variables with a mean of 3.82 followed by subjective norm with a mean value of 3.59, and perceived value with a mean value of 3.44. Similarly, the mid value of purchase intention is found to be the highest among the variables with a value of 3.75 followed by subjective norm and perceived value with the mid value of 3.5. Mode is also found to be highest for purchase intention 4.25 followed by subjective norm and perceived value with the mode value of 3.5. Standard deviation and variance are also found to be highest for perceived value and subjective norm with a value of 0.63 in standard deviation and 0.39 in variance.

Correlation

For the entire sample, a correlation analysis is performed. Correlation analysis helps in examining the relationship between the variables being studied. The correlation analysis of the variables under study is shown in Table 18. The correlation between perceived value and purchase intention of organic food is studied in this research.

Table 16: *Relationship between perceived value and purchase intention*

Variables		Perceived value	Purchase intention
Perceived value	**Pearson Correlation**	**1**	**.272****
	Sig. (2-tailed)		0.01
	N	89	89
Purchase intention	Pearson Correlation	.272**	1
	Sig. (2-tailed)	0.01	
	N	89	89

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

Table 16depicts the correlation analysis of the variables under study. The correlation analysis is conducted for the whole sample. Correlation analysis is used to analyze the relationship between the variables under the study. There is a positive relationship between perceived value and purchase intention of organic food.

Table 17: Relationship between subjective norms and Purchase Intention

Variables		Subjective norm	Purchase intention
Subjective norm	Pearson Correlation	1	.529**
	Sig. (2-tailed)		0
	N	89	89
Purchase intention	Pearson Correlation	.529**	1
	Sig. (2-tailed)	0	
	N	89	89

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

Table 17 depicts the correlation analysis of the variables under study. The correlation analysis is conducted for the whole sample. Correlation analysis is used to analyze the relationship between the variables under the study. There is a positive relationship between perceived value and purchase intention of organic food.

Regression analysis

A set of statistical techniques for evaluating the associations between a dependent variable and one or more independent variables is known as regression analysis. Regression analysis helps to find out the impact of independent variables on the dependent variables. Table 18 presents the regression analysis which helps in finding the impact of perceived value and subjective norms on the purchase intention of organic food. Regression analysis is conducted for the whole sample. In the study, regression analysis is done for the effect of perceived value and subjective norm in the purchase intention of organic food.

Table 18: Impact of perceived value on purchase intention of organic food

Coefficientsa	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.968	0.326		9.104	0
Perceived value	0.247	0.093	0.272	2.638	0.01

a Dependent Variable: Purchase intention

Table 19 shows the impact of perceived value is found to be positive and significant at a 99 percent confidence level. The coefficient with 0.247 of perceived value shows that with the increase in perceived value, there will be an increase in the purchase intention of respondents.

Table 19: ANOVA of perceived value

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	1.655	1	1.655	6.96	.010b
Residual	20.69	87	0.238		
Total	**22.346**	**88**			

a Dependent Variable: Purchase intention
b Predictors: (Constant), Perceived value

Table 20reveals the positive effect of perceived value on purchase intention. The effect is observed to be significant. As shown in the table perceived value is the independent variable whereas purchase intention is the dependent variable. The table shows the effect of perceived purchase intention is positive and significant at a 99% confidence level. The f value is 6.96 and the significant value is less than 0.001, thus the regression model seems to fit.

Table 20: Model of perceived value

R	R^2	Adjusted R^2	Std. Error of the Estimate
.272a	0.074	0.063	0.487

a Predictors: (Constant), Purchase intention

Table 20reveals the adjusted R^2 value from regression analysis is 0.487 indicating the explanatory power of perceived value has a 48.7% variance on purchase intention.

Table 21: Impact of subjective norms on purchase intention of organic food

Coefficients	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.288	0.267		8.568	0
Subjective norms	0.426	0.073	0.529	5.815	0

a Dependent Variable: Purchase intention

Table 21 shows the impact of subjective norms is found to be positive and significant at a 99 percent confidence level. The coefficient with 0.426 of subjective norms shows that with the increase in subjective norms, there will be an increase in the purchase intention of respondents.

Table 22: ANOVA of subjective norms

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	6.25	1	6.254	33.813	.000b
Residual	16.09	87	0.185		
Total	**22.35**	**88**			

a Dependent Variable: Purchase intention(PI)

Table 23reveals the positive effect of subjective norms on purchase intention. The effect is observed to be significant. As shown in the table subjective norms as the independent variable whereas purchasing intention is the dependent variable. The Table shows the effect of subjective norms on purchase intention is positive and significant at a 99% confidence level. The f value is 33.813 and the significant value is less than 0.001, thus the regression model seems to fit.

Table 23: Model of subjective norms

R	R^2	Adjusted R^2	Std. Error of the Estimate
.529a	0.28	0.272	0.430

a Predictors: (Constant), subjective norms (SN)

Table 23reveals the adjusted R^2 value from regression analysis is 0.430 indicating the explanatory power of subjective norms has a 43% variance on purchase intention.

Findingsof the study
The main objective of the study is to explain the impact of perceived value and subjective norms on the purchase intention of organic food among the general people of Goldhunga, Kathmandu, Nepal. The study aims to examine the relationship and impact of the independent variables: perceived value and subjective norms with the dependent variable purchase intention. It uses various quantitative statistical tools and techniques to determine the general people such as descriptive, correlational, and causal research design. For this purpose, the primary data were systematically collected and analyzed to derive knowledge from them. In the study, the data was collected through a structured questionnaire and analyzed using mean, median, mode, standard deviation, variance, correlation, and regression.

The relationship of perceived value with purchase intention is observed to be positive and significant at a 99% confidence level with a correlation coefficient of 0.272 which means perceived value influences purchase intention of organic food. The relationship between subjective norms and purchase intention is found to be positive and significant at a 99 % confidence level with a correlation coefficient of 0.529 indicating that subjective norms positively influence the purchase intention of organic food. The impact of perceived value is found to be positive and significant at a 99% confidence level which shows that perceived value influences the purchase intention of organic food positively. The impact of subjective norms is found to be positive and significant at a 99% percent confidence level i.e. increase in subjective norms leads to an increase in the purchase intention of organic food.

Table 24: Summary of Hypothesis

Hypothesis	Results	Tools	Confidence level
H_1: There is a positive significant relationship between perceived valuesand with purchase intention of organic food.	Accepted	Correlation analysis	99%
H_2: There is a positive significant relationship between subjective norms and with purchase intention of organic food.	Accepted	Correlation analysis	99%

Table 24 shows the summary of hypotheses formulated for the study. The present research explores and identifies the relationship between perceived value and subjective norms with the purchase intention of organic food around Goldhunga, Kathmandu, Nepal. Based on the findings of this study, there is a significant and positive relationship between perceived value and purchase intention. Likewise, there is a significant and positive relationship between subjective norms and purchase intention. This is because perceived value and subjective norms help to increase both the quality and quantity of products. With the help of organic food, people can be healthy, and fresh, and food safety concerns help them to produce quality and quantity products. The result obtained from the data analysis reveals that there is a positive effect of perceived value and subjective norms on the purchase intention of organic food. The effect was observed to be significant. The result is consistent with Pacho (2020) which observed a positive relationship between subjective norms and purchase intention of organic food. The result of the study by Singh and Verma (2017), and Sumi and Kabir (2018) also confirms a better understanding of the linkage between perceived value and purchase intention of organic food.

In broad terms, the theory is found to be well supported by empirical evidence. Intentions to perform behaviors of different kinds can be predicted with high accuracy from attitudes toward the behavior, subjective norms, and perceived behavioral control; and these intentions, together with perceptions of behavioral control, account for considerable variance in actual behavior. The theory of planned behavior has been used in a huge number of studies in the marketing field that investigated individuals' purchase intention of food products. The findings also suggested that the Theory of Planned Behavior (TPB) mediates the relationship between variables.

5. Conclusion

To evaluate the differences, explore the relationship, and examine the impact of the independent variables: perceived value, subjective norms, and dependent variable: purchase intention of organic food of Goldhunga, Kathmandu Nepal, the descriptive, correlational, and causal research design has been applied and the primary data is used for the analysis. The data has been collected through the structured questionnaire that was personally administered to the respondents of Goldhunga, Kathmandu, Nepal. The study was conducted on 120 people, out of whom89 (74.17 percent)constituted the sample size. In this study, data was evaluated using mean, median, mode, standard deviation, variance, and correlation and regression analysis.

The data analysis shows the relationship between the purchase intention of organic food and its determinants. We have concluded that perceived value and subjective norms have a positive as well as significant relationship with the purchase intention of organic food. As per the results of the ranking question, avoidance of harmful chemicals is regarded as the first important factor for using organic food. Ecosystem preservation is ranked as the second most important factor by the respondents of the study. Respondents ranked the third important factor Preservation of agricultural diversity and better taste as the least important factor. From the test results of the linear regression model, it can be seen that the overall model is fit. It shows the significant and positive impact of perceived value and subjective norms on the purchase intention of organic food. Factor based on a significant scale in a sequence level subjective norms (0.426), and perceived value (0.247). It is shown that subjective norms are the highest influencing factors towards organic food. Perceived value is regarded to be the least important factor influencing the general people's purchase intention towards organic food. All the variables are confirmed by the model.

Policy implication

This study's findings have a wide range of practical implications, such as for instructors, students, researchers, educational institutions, and so on. The study further adds to the existing body of knowledge by assessing the people in the context of Goldhunga, Kathmandu. The study findings are believed to be more helpful to the general public who want to know about the impact of perceived value on the purchase intention of organic food. The study will guide people to better understand their behavior and intentions regarding organic food. With the help of findings, the overall impacts of organic agriculture are beneficial to the environment. Furthermore, longitudinal studies may be carried out to provide a thorough understanding of the distinction between long-term goals and actual purchases of organic food. In-depth case studies can also be carried out to gain a thorough understanding of the underlying potential drivers and obstacles to the purchase of organic food. This would assist the marketers in creating strategies to successfully raise demand for and sales of organic food. The findings of the study will guide organic food providers and agri-food procedures in the field

in improving and promoting organic food by revealing people's priorities regarding the purchase intention of organic food. Future research can therefore take advantage of larger sample sizes, variables, and methodologies that encompass different corporate sectors and geographic settings.

Authors Contribution Statement
Conceptualization: 1, 2, 3, 4 & 5
Writing Initial Draft: 1, 2, 3, 4 & 5
Methodology: 1, 2, 3, 4 & 5
Data Analysis: 1, 2, 3, 4 & 5
Data Collection: 5
Re-write and revision: 1& 2

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