Research Paper

Determining Consumers' Buying Intention towards Organic Tea in Bangladesh: An Empirical Evidence

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Abstract

The purpose of the study is to determine the consumers' buying intention towards organic tea in the context of Bangladesh. Moreover, the study has empirically tested its relevant factors which influence on buying intention towards organic tea. Quantitative research design has been used to carry out the problem. A structured questionnaire was employed to collect date randomly from 208 respondents living in 4 divisional cities of Bangladesh. Cronbach's Alpha statistic used to determine the reliability and validity of the measurement items. Descriptive analysis and regression analysis used to evaluate socio-demographic characters and diagnosis the determinants of consumes' buying intentions respectively.

All of the research hypotheses have been accepted based on the empirical model and corresponding individual t test. Since Cronbach's alpha for each measurement items are greater than .70, so items are reliable and valid. Snedecor's F (53.291) and R^2 (0.514) supported the fitness of the regression model at first. Consumer's buying intentions of organic tea is positively and significantly ($p<0.05$) influenced by environmental concern, health benefit, price and trust.

This study intended to examine the relationship of buying intention of organic tea with different variables. In our country, proper motivation and participation with healthy food consumption might increase a consumers' intention to buy more organic tea. Appropriate marketing policies and a successful promotional strategy that articulates the nutritional value of both conventional and organic foods should be implemented. Moreover, health benefit impacts on buying intention to purchase organic tea. So, the policy maker should try to ensure the heath consciousness in producing organic tea. This research expands on earlier findings which overlook incorporating the major determinants of buying intention towards organic tea such as environmental concern, health benefit, price and trust. This study also used a long span of date and unique object, to investigate the long-run benefit for health-conscious consumers in Bangladesh.

The study only considered four major determinants of consumers buying intention toward organic tea whereas product availability, promotion and other significant predictors can be utilized further to get valuable findings and the sustainability of organic tea consumption.

Keywords: Buying intention, Organic tea, Environmental concern, Trust.
JEL Classification: M310, Q130

I. Introduction

The term consumers' buying intention refers to that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay. It is concerned with the likelihood or tendency that an individual in a particular way with regard to the attitude object. People are becoming more conscious about food products. They try to consume product that should contain the minimum standard of some benefits comprising health as well as environmental benefits for humans and animals. Bangladesh is an agricultural country. The economics return is depending on agriculture. Usually, tea is considered as the second popular beverage after water. According to Global Market Report, the amount of tea production of the world in 2020 market size value USD *14.02 billion*. The revenue forecast in 2025 will be *USD 18.25 billion*. Retail sales have remained a high growth rate in the last decades.

However, organic teas use no chemicals like pesticides, herbicides, fungicides, or chemical fertilizers, to grow or process the tea after it is harvested. In recent years, organic tea has become one of the most popular

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forms of tea products (Ajzen, I., 1985). According to the Global Market Report, global organic tea sales would exceed USD *1.3 billion* by 2024. Between 2019 and 2024, the average annual growth rate will be at 5.8%. Organic tea is grown using unique production systems and techniques that protect the environment, soil, ecosystem, and human health (Hazra, N.G., 2006). In recent years, there has been a rapid increase in the demand for organic tea. This increase can be attributed to a variety of factors, including an increase in consumer income and consumption knowledge, strict government regulations to promote sustainable agriculture, and high standards from accredited institutions (Jense, J. D. *et al* 2019).

Regular dinking of organic tea, as a sustainable activity, not only benefits one's health and the environment, but also aids in gaining a competitive advantage over other businesses (Bourn, D, & Prescott, J. 2002). Organic tea production is also profitable due to its higher pricing and cost- effectiveness. Organic tea, like other organic foods, is grown using an alternative production approach that is environmentally friendly and does not rely on artificial fertilizers and pesticides.

Bangladesh is described as an overcrowded developing country with poor arable land soil. Due to the imbalanced usage of chemical agricultural inputs; yield size is declining and deteriorating (Ajzen, I 1985). As a result, organic tea production using organic farming technologies can help to mitigate the negative effects of agrochemicals on human health and animals.

Recently many research projects have been conducted on organic food consumers' purchasing intention in developed countries. But there is a noticeable absence of research in Bangladesh, specifically in the field of organic tea. Therefore, the research question of this study was postulated as "which factors are more influential that effect buying intention towards organic tea in the context of Bangladesh?" Thus, the aim of this study was to fill the research gap by identifying some influential factors to effect on consumers' buying intention towards organic tea in Bangladesh.

II.   Literature Review

2.1. Buying Intention
Organic food's public opinion has shifted as a result of media marketing and awareness raising activities by national and international non-governmental organizations (Dodds, *et al* 1991). Similarly, Lapierre *et al*. (2000) claim that perceived quality and perceived value have a greater link, with perceived value implying a consumer product intention. Behavioral intentions, according to Ajzen (1985) refer to the strength of an individual's desire to undertake a specific behavior. The decision to purchase organic tea, a novel concept, necessitates changing on existing behavioral pattern and sustaining a favorable attitude toward the concern and purchase of organic tea. In their study on organic food, Attanasio *et al.* (2013) discovered that a consumer's propensity to buy organic food was impacted by their impression of the product's worth and their belief in its health and safety. Perceived quality and perceived value are regarded mediating factors is this study and they having a considerable impact on consumers' purchasing decision. Furthermore, customers' increased concern about the environmental consequences of their consumption habits has influenced their decision to purchase organic tea.

2.2 Environmental Concern
Environmental consciousness refers to a person's level of concern, trustworthiness, and attitude toward the environment (Ariffin, Yusof, Putit, and Shah, 2013), People purchase environmentally friendly products to support a community and initiatives that attempt to conserve environment and improve its quality (Abdul-Muhmin, 2007).

In their study, Ayub *et al.* (2020) discovered that environmental concern has a beneficial impact on young consumers' intentions to buy organic foods. Shafie Rennie, 2012 and colleagues identified environmental concern as a crucial factor influencing organic food consumption. Customers that care about the environment and animals are more likely to consume organic food. The two most popular reasons for buying organic foods are personal health concerns and environment considerations (Joll, D.A., Schutz, H.G, Diaz Knauf, K.V., & Johal, J, 1989)

A survey of Norwegian consumers found that environmental preservation and animal rights had an impact on their positive affiliation with the environment (Jolly, D.A., Schutz, H.G., Diaz- Knauf, K.V., & Johal, J. 1989).

2.3 Health Benefit
Consumers' active participation in their own healthcare system is known as health consciousness (Gould, 1988). People who are concerned about their health take precautions to avoid illness and maintain their quality of life (Michaelidou & Hassan, 2010). Teng and Lu (2016) conducted a study on organic food consumption and found that health conscious has a beneficial impact on organic food participation. Health conscious was also discovered to be a strong predictor of organic food intake (Kriwy & Mecking, 2012).

Consumers are more inclined to buy organic food as they become more aware of the negative consequences of the chemicals used in conventional food production (Farrell, A.M. 2010; Goodhue, D., Lewis, W., & Thompson, R. 2006, January). Organic food is thought to be devoid of chemical residues, food additives, and preservatives by consumers (Farrell, A.M., 2010). As a result, people are more interested in drinking organic tea rather than standard tea. Many studies on organic food items have identified health and health benefits as one of the primary motivators for purchasing organic food (Hack, M.D. 1992, September; Honkanen, P., Verplanken, B., & Olsen, S. O. 2006). Similarly, organic tea use and consumer inclination to incorporate organic tea as a supplement for a healthy lifestyle are influenced by safety and natural content (Livette, M. 2006).

2.4 Price

Price is the monetary value of a product that has a significant impact on a customer's decision-making process. When other external characteristics or benefits of a product remain constant, price is considered an indicator of quality. From the customer's perspective, the product's price is something that is given up or sacrificed in order to obtain a product. According to Monroe and Krishnan 1985, the actual price is considered a customer stimulant.

The high cost of organic tea can be a deterrent to its growth. Wier *et al*. (2001) found that demand for organic tea has strong price elasticity. When customers make purchasing decisions, price sensitivity refers to their preference for product prices (Ramirez & Goldsmith, 2009), Price sensitivity is an important consideration while purchasing organic goods because they are more expensive than ordinary ones (Kavaliauske & Ubartaite, 2014).

2.5 Trust

Consumer trust is crucial is determining whether or not they will purchase organic tea. In most circumstances, trust promotes consumer reliability and serves as an effective technique for reducing product trial uncertainty, consumer trust in organic tea is a difficult issue because it is impossible to verify its validity after consumption (Chin, W. W., Marcolin, B.L., & Newsted, P.R, 2003). According to Tang and Wang *et al* 2015, trust in organic food indicates the importance of organic food consumption and subsequently affects consumer attitude and behavior. Reports have found that clear and evident labeling on the product is an important precondition for purchasing organic food (Payne, A., & Holt, S. 2001; Parini, *et al* 2010). Perrini *et al*. 2010 explained that among the Italian consumer, trust is retailers is highly dependent on the retailers' commitment towards consumer sights and the environment. As the organic tea market in Bangladesh is relatively small and underdeveloped, consumers' trust of a retailer significantly influences the purchase decision of a buyer.

Based on review of the literatures the study presents a summary (**Table-1**) of the key factors that can affect buying intention towards organic products.

Table 1: Summary of Literature Review

Authors	Titles of the Research Studies	Key Factors Affecting Buying Intention towards Organic Products
Ariffin, Yusof, Putit, and Shah (2013)	Exploring consumers' willingness to be environmentally friendly	Person's level of concern, trustworthiness and attitude toward the environment
Ayub *et al* (2020)	Factors influencing young consumers' purchase intention of organic food product	Personal health concerns, Environmental considerations
Michaelidou and Hassan (2010)	Modeling the factors affecting rural consumers' purchase of organic and free-range produce: A case study of consumers from the Island of Arran in Scotland, UK	health conscious
Livette, M. (2006)	A marketing perspective of private sector retirement housing and the effectiveness of the buyer behavior of its purchasers	safety and natural content
Ramirez and Goldsmith (2009)	some antecedents of price sensitivity	price sensitivity
Kavaliauske and Ubartaite (2014)	Ethical Behavior: Factors influencing Intention to Buy Organic Products in LITHUANIA	price sensitivity
Chin, W.W, Marcoline, B.L., and Newsted, P.R. (2003)	a partial Least Squares Latent variable modeling approach for measuring Interaction Effects	consumer trust
Payne, A, and Holt, S. (2001); Perrini, *et al* (2010)	Relationship value management: Exploring the integration of employee, customer shareholder value and Enterprise performance model	clear and evident labeling on the product

	Deconstructing the relationship between corporate social and financial performance	retailers' commitment towards consumer rights, environment.

Table 1: *Summary of the literatures reviewed on factors affecting the consumers' buying intention towards the objects.*
(Source: Author's contribution)

III.   Theoretical Framework and Hypotheses Development

Theory of Planned Behavior (TPB) is one of the most widely used models in explaining and predicting individual behavioral intention. Repeated visit or purchase intention is actually determined by three factors of (TPB). Those are attitude, subjective norm, and perceived behavioral control. Many studies have examined and investigated these three constructs. Finally, they agreed that they are valid in explaining Theory of Planned Behavior as attitude intention behavioral model. It predicts that an individual's behavior is determined by perceived behavioral control and intention. (Matheson, 1991; Liao *et al*; 1999; Venkatesh *et al*; 2000).

Theory of Planned Behavior (TPB) is actually an extension to TRA (Theory of Reasoned Action), which conceived to explain and predict individual acceptance of internet technology (Ajzen, 1988, 1991, Matheson, 1991; Venkatesh *et al.;* 2000). An individual's behavior is determined by buying intention and perceived behavioral control. Buying intention is determined by attitude toward behavior (A), Subjective Norm (SN), and Perceived Behavioral Control. One's favorable/unfavorable feelings of performing a behavior are reflected by attitude toward behavior.

More specifically, environmental consciousness (Ariffin, Yusof, Putit, & Shah, 2013), health benefit (Teng and Lu, 2016), price sensitivity (Kavaliasuke & Ubartaite, 2014) and consumers' trust (Payne, A; & Holt, S. 2001; Perrini, *et al*, 2010) show a positive and significant relationship towards organic tea buying intention of consumers who like to buy anti-diabetic, anti-aging, and pro-metabolic tea. Thus, the researcher has been postulated the following hypotheses regarding organic tea and consumer' buying intention-

H_1: There is a positive relationship between environment concern and buying intention.
H_2: There is a positive relationship between health benefit and buying intention
H_3: There is a positive relationship between price and buying intention.
H_4: There is a positive relationship between trust and buying intention.
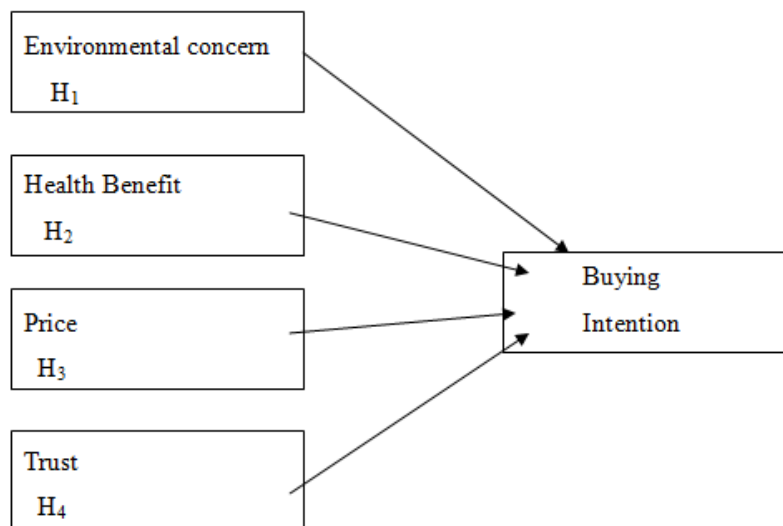

Figure 1: Theoretical framework of the study **(Source: Author's contribution)**

IV.   Research Problem and Research Objective

Buying intention is important to marketers because they theoretically summarize a consumer's evaluation of an object and represent positive or negative feelings and behavioral tendencies. The utility attached to a product is derived from its attributes. When faces with a choice decision, consumers use information on the attributes of the alternatives to determine utilities for the alternatives (Michel *et al*; 1995)

For buying a certain product the consumer perceives the quality of the product related with the other competitors' product available in the market. Product quality always depends on different trivial attributes. The

more attributes of product are associated with the greater likelihood of the consumer will think and therefore consider the product for purchasing. However, even though studies on buying intention towards organic product have been conducted from various perspectives, the dynamic complex natures of the factors which affect on buying intention and competitive strategies have not been clearly addressed in Bangladesh. In a broader context, some other factors may influence the results of this current study. Hence, the findings of the study cannot be generalized for other countries. So, the study has empirically tested its relevant factors which influence on buying intention towards organic tea from the perspectives of Bangladeshi consumers.

Therefore, the information from this study can help policy-makers and planners to take right decisions in the market choice. This paper aims at determining the buying intention towards organic tea in the context of Bangladesh.

V.   Research Methodology

5.1 Research design
Quantitative research design has been used to carry out the problem. Quantitative method is a method where data validity is measured by numerical or statically. Quantitative research shows the numerical evidence of subject relationship with factors.

5.2 Participants
All the consumers who buy organic tea were regarded as the population for this study. A structured questionnaire was employed to collect data from 208 respondents living in 4 divisional cities of Bangladesh namely Dhaka, Sylhet, Chittagong and Mymensingh. Among 208 respondents participating in the study 113 (54.3%) were male and 95 (45.7%) were female. Only the responses were collected from those respondents most of them between 21-30 age and the percentage was 69.3%. The monthly income ranges of 208 participants were; 112 (53.8%) less than 20,000 Tk, 64 (30.8%) from 30,000 Tk to 40,000 Tk 32 (15.4%) above 40,000Tk.

Table 2: Demographic characteristics of the respondents

Variables	Respondent (N=208)	Percentage (%)
Gender		
Male	113	54.33
Female	95	45.67
Age (in year)		
46-20	16	7.69
21-30	144	69.23
31-40	46	22.12
40+	2	0.96
Monthly Income (in BDT)		
≤ 20,000	112	
30,000-40,000	64	53.85
40,000+	32	
		30.77
		15.38

(Source: Field Investigation)

5.3 Sampling and data collection
Primary data was collected from urban consumers using structured questionnaire. Random sample of size 208 has been selected from four targeted divisional cities (Dhaka, Sylhet, Chittagong and Mymensingh) in Bangladesh. Five-point Likert scale (1= strongly disagree to 5=strongly agree) was incorporated to collect data about consumers intention of buying organic tea. Open-ended questions were included to gather Socio-demographic data from the respondents.

5.4 Statistical methods
Descriptive statistic and inferential statistic were applied to achieve study objectives. Cronbach's Alpha is used to determine the reliability and validity of the measurement items (Chen, 2016). An empirical classical linear regression model has been constructed to detect the determinant of consumers buying intention towards organic tea. Model selection criteria (R^2, adjusted R^2 and standard error of the estimation) were also adapted to search the appropriate linear model. Statistical computing software SPSS version 25 was used to analyze the data.

VI. Analytical Findings

6.1 Reliability and Factor Analysis

Cronbach's alpha was carried out to test the reliability and acceptance of the variables for the values ≥ 0.70 in the questionnaire (Nunnally, 1978). In table 3 shows the Cronbach's alpha result of the variables. Buying intention of organic tea was measured of 2 items and Cronbach's alpha value is .708. Environmental concern measured by 4 items and the Cronbach's alpha value is .736. Health benefit, price, trust was measured by 3 items.

The Cronbach's alpha value is .791, .801 and .778 respectively. It implies that all variables range from .70 or more than it. So, those variables are accepted.

Table- 3
Factors loading and Cronbach's Alpha

Variables	Extraction	Cronbach's Alpha
Environment		
Organic tea products are more environments friendly.	.784	.736
Organic tea products are produced by using natural pesticides	.871	
Organic tea products are produced from organic manure	.930	
Organic products are free from pollution or contamination	.714	
Health Benefit		
Organic tea is beneficial for health	.687	.791
Organic tea products are produced in natural way	.695	
I feel safe as organic tea product are free from chemical infusions	.836	
Price		
Price of organic tea products is affordable	.835	
Organic tea is a less price difference from traditional tea products	.923	.801
paying more for organic tea is worthy	.929	
Trust		
Labeling of organic tea is clearly undesirable	.810	
certification of organic tea is highly reliable	.895	
Promotional demand about		
organic tea is trust worth	.809	.778
Buying Intention (Dependent variable)		
I regularly drink organic tea as healthy beverage	.926	.708
I search many sources to buy organic tea	.840	

(Source: output of the analysis)

Factor loading for all items is greater than 0.50, which confirms greater confidence level (Hair, Anderson & Tatham 1995). **Table 3** shows that items value is greater than 0.05 which means all items are related to the variables.

6.2 Regression and Correlation Analysis

In statically modeling, regression analysis is set of statically processes for estimating the relationship between a dependent and one or more than independent variables. To test the above hypothesis linear analysis was used. Linear regression was used to examine the relationship between dependent and independent variables. SPSS version 25 was used to analysis regression.

Table 4
Model Summary

Model	R	R Square	Adjusted R square	Std. Error of the Estimate
1	.717[a]	.514	.504	.40573
d. Predictors: (Constant), T, HB, EN, P				

In **table 4** shows the overall effect of dependent variable on independent variables. R square was used to assess the model overall predictive fit. The research investigated the influence of environmental concern, health benefit, price, trust. The R Square value is also presented in order to understand how the dependent variable explains the variance in the independent variables. Here, the R Square is 0.514 which close to 1, indicates that there is strong relationship between dependent variable buying intention and independent variables (environmental concern, health benefit, price, trust). The value of adjusted R square (R square is adjusted for the number of independent variables and the sample size to account for diminishing return) is 0.504 which is close to R Square (and also close to 1). It suggests that each of the additional independent variables after adding the first independent variable makes a significant contribution in explaining the variation in the dependent variable. The value of adjusted R Square indicates accounted for 51.4% of the environmental concern, health benefit, price, trust variation in the buying intention of organic tea.

Table 5
ANOVA[a]

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	34.988	4	8.747	53.291	.000[b]
	Residual	33.320	203	.164		
	Total	68.308	207			
a. Dependent variable: BI						
b. Predictors: (constant), T, HB, EN, P						

Table 5 Shows the ANOVA to clarify the overall model significant. Three factors are constructed and outcomes are computed in table 5 and revealed in F statistic created ($F=53.291$) is significant at 1 percent level sig $<.01$ degree of freedoms 4 and 203, therefore accepting the fitness model.

Table 6
Coefficients [a]

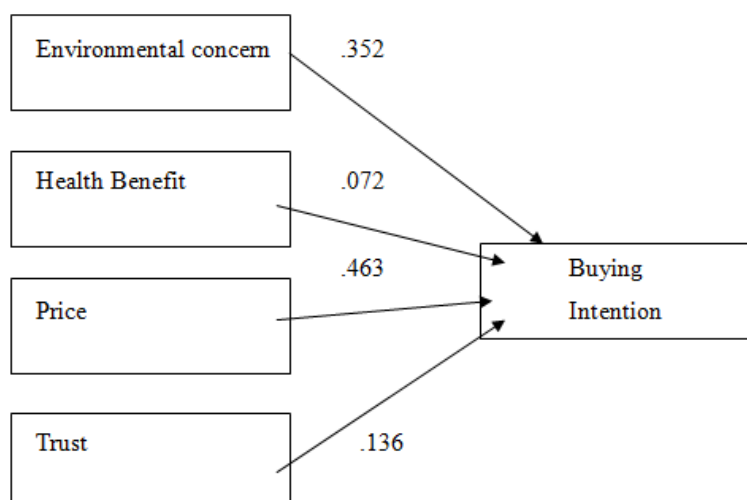| Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.391	.609		-.643	.521
EN	.505	.076	.352	6.632	.000
HB	.104	.110	.072	2.941	.028
P	.336	.064	.463	5.264	.000
T	.152	.071	.136	2.131	.034
a. Dependent variable: BI					

Figure: Modified Model
(Source: Author's development based on regression output)

In **table 6** shows the overall effect of dependent variable on independent variables. Beta ranges -1 to +1, and the closer to 1 means that there is greater effect the independent variable on dependent variables. According to Hair *et al* (2010) the significance level should be less than 0.05. The t value should be more than 1.96 to accept a hypothesis.

In hypothesis one the significance level of environmental concern is .000, which means the result is reliable. The hypostasis got a Beta of .352, which showed that there was a great effect on environmental concern (X_1) and buying intention (Y). The above evidence proves that there is a strong positive relationship between environmental concerns (X_1) and (Y). The *t* value is 6.63. It means the hypothesis H_1 is accepted.

In hypothesis two the significance level of health benefit is .000, which means the result is reliable. The hypothesis got a Beta of .072, which showed that there was a great effect on health benefit (X_2) and buying intention (Y). The above evidence proves that there is a strong positive relationship between health benefit (X_2) and buying intention (Y). The t value is 2.94 means the hypothesis H_2 is accepted.

In hypothesis three the significance level of price is .000, which means the result is reliable. The hypothesis got a Beta of .463, which showed that there was strong effect on price (X_3) and buying intention. The above evidence proves that there is a positive relationship between price (X_3) and buying intention (Y). The *t* value is 5.26. It means the hypothesis H_3 is accepted.

In hypothesis four the significance level of trust is .034, which means the result is reliable. The hypothesis got a Beta of .136, which showed that there was a great effect on trust (X_4) and buying intention (Y). The above evidence proves that there is a strong positive relationship between trust (X_4) and buying intention (Y). The t value is 2.13, which is greater than 1.96. It means the hypothesis H_4 is accepted.

Table 7
Correlations

		EN	H B	P	T	BI
EN	Pearson Correlation	1	.228**	.152*	-.233**	.407**
	Sig. (2-tailed)		.001	.029	.001	.000
	N	208	208	208	208	208
HB	Pearson Correlation	.228**	1	.718**	.116	.500**
	sig. (2 - tailed)	.001		.000	.094	.000
	N	208	208	208	208	208
P	Pearson Correlation	.152*	.718**	1	.486**	.634**
	Sig. (2- tailed)	.029	.000		.000	.000

	N	208	208	208	208	208
T	Pearson Correlation	-.233**	.116	.486**	1	.288**
	Sig. (2- tailed)	.001	.094	.000		.000
	N	208	208	208	208	208
BI	Pearson Correlation	.407**	.500**	.634**	.288**	1
	Sig. (2- tailed)	.000	.000	.000	.000	
	N	208	208	208	208	208
** Correlation is Significant at the 0.01 level (2- tailed)						
* Correlation is Significant at the 0.05 level (2-tailed)						

(Source: output of analysis)

Table 7 shows the correlation analysis between two or more variable, Pearson coefficient used to show the relationship. It measures the strength and defines the direction of relationship. It ranges from -1 (strong negative relationship between variables) +1 (strong positive relationship between variables). It also measures how strong two variables are related. According to Gharries Groundhog (2005), if the coefficient of correlation is close to zero, it shows the variables are unrelated. The most positive correlation has between price (X_3) and buying intention (Y) with value .634. That means price (X_3) is 63% strongly related with buying intention. Others health benefit (X_2) has 50% related. There a strong relationship health benefits (X_2) with buying intention (Y). Environmental concern (X_1) is 41% related with buying intention (Y), which means environmental concern (X_1) has moderate relationship with buying intention (Y). Trust is 28% related with buying intention (Y), which means trust has relationship with buying intention (Y).

VII. Discussion and Managerial Implications

This study intended to examine the relationship of buying intention of organic tea with different variables. It has been proposed four hypotheses. The empirical model support that all hypothesis are accepted. The result was confirmed by the *t* value. The Pearson correlation supports that environment concern which is 41% related with buying intention. Second, health benefit has positive effect on buying intention. It is also a determent of buying intention of organic tea. Health benefit (β=.072, *t*=2.941), Price β=.463. *t*=5.264), trust (β=.136, *t*=2.131) are significantly related buying intention of organic tea. Health benefit is related with buying intention which is found by Pearson correlation. Third, the price is also 50% related with buying intention. Trust is built by commitment to repurchase the product. Trust is 28% related with buying intention of organic tea.

From above study it is clear that four independent variables effect the buying intention of organic tea strongly. Based on the research environment concern significance value was noted that 0.000 which is lower than p value=0.05. This also indicate that trust has positive relationship on buying intention. Trust and price significance level were noted that 0.028, 0.034 respectively.

Organic tea is a relatively new concept in Bangladesh, and the limited understanding about it is mostly focused on its environmental and health benefits. As a result, of a lack of awareness about organic food and its availability, people are forced to eat nonorganic food. In our country, proper motivation and participation with healthy food consumption might increase a consumers' intention to buy more organic tea. Appropriate marketing policies and a successful promotional strategy that articulates the nutritional value of both conventional and organic foods should be implemented. Besides, another task of marketer is to create trust in consumers' minds because trust encourages a consumer to repurchase the products. So, achieving trust of consumers ensures the repurchase intention of the products. The stakeholder can enhance the credibility to produce organic tea. After that, health benefit also impacts on buying intention to purchase organic tea, so, the policy maker should try to ensure the health consciousness in producing organic tea.

VIII. Conclusion

The aim of the study is to assess the influential determinants affecting organic tea buying intention among young people. In this regard, the study has been developed a research model with the previous literature constructs, having significant influences on organic food buying intention. In recent years, consumers have become more interested in organic tea. The demand for organic tea has been raised quickly not only in Bangladesh but also around the world. Few studies on consumer behavior in the tea industry and tea consumption have been conducted. This study investigated the antecedents of consumers' perception of organic tea's healthiness, filling a research vacuum in the present literature. These data suggest that consumers' perceptions of organic tea are influenced not just by the tea itself, but also by other variables like trust and price. As a result, this study adds to the body of knowledge in the field of organic tea and has implications for

marketing research in the tea sector. From the investigation, respondents showed a positive reaction to environmental concern, which affects the buying intention of organic tea. Sometimes, the price premium of organic products was greater than 10-20% of conventional products, which limits the market share of organic products. Therefore, the affordability of consumers and the cost of production of organic tea can be better indicators for setting and adjusting the price. Moreover, the packaging and labeling of organic tea confirms the quality and consumer trust also adds value to the products. However, trust confirms the repurchase intention of organic tea. Health consciousness indicates the benefits of purchasing organic tea. The potential benefits of organic intake should be promoted, resulting in a more positive attitude toward organic tea. Organic farming has the potential to significantly contribute to sustainable agriculture, economic advancement, and resources generation, but policy makers and professionals must take the lead.

8.1 Limitations and Further research

The author of this study acknowledges the following limitations. *First,* all data were drawn from 208 respondents. The results of the study may be improved if more respondents are drawn. *Second,* further study should reexamine all the hypotheses in other ago groups, income levels for better results. *Finally,* the author of this research works only with four determinants which affect the buying intention of consumers towards organic tea. Future studies may utilize other determinants such as product availability, changes in quality, promotion etc.

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