

Psychological and Social Influences on Organic Food Consumption Behavior in Bangladesh: A Rural–Urban Comparison

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ABSTRACT

The growing trends of organic food consumptions, worldwide, explore consumer concerns about food safety, health, and sustainability are driving interest of organic food consumptions; however, the consumption behavior of organic food in developing economies are not well understood. This study, thus, aims to explore how psychological and social influences affect behavioral intention for organic food consumption, and how these intentions lead to actual consumption behavior in varied consumer locations (urban vs. rural). Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed for analyzing a survey dataset comprising 204 consumer responses to test the research model which was developed utilizing the Theory of Reasoned Action (TRA). The findings show that both attitudes and subjective norms significantly influence behavioral intentions, with subjective norms having a stronger effect. The behavioral intention also notably impacts actual consumption. While consumer location does not directly affect behavioral intention, it is a crucial moderator in the attitude-intention relationship, highlighting the importance of geographical context. This study enhances the TRA by considering consumer location, offering insights into the factors influencing decision-making. The results suggest that marketers and policymakers should tailor their strategies to geographical distinctions to effectively promote sustainable organic food consumption in Bangladesh.

Keywords: *Organic food; Purchase behavior; Subjective norms; Consumer attitude; Urban–rural differences; Bangladesh; PLS-SEM.*

Contribution/Originality: This study extends the Theory of Reasoned Action by incorporating consumer location (urban versus rural) as a contextual moderator of organic food consumption behavior. It provides empirical evidence from Bangladesh, enriching the understanding of consumer decision-making in an emerging economy and offering practical insights for location-specific policies and marketing strategies to promote sustainable organic food consumption.

1. INTRODUCTION

In the last 20 years, there has been a fundamental change in the global food system, where consumers are increasingly considering food safety, health, environmental issues and ethical production methods when choosing their food. In this shift, organic food has become a key element of sustainable consumption, due to its image of lower chemical usage, sustainable agriculture and "natural" food. Organic agriculture has grown significantly worldwide, with more than 190 countries worldwide engaged in organic

production practices, and the area of global certified organic agriculture totaled around 99 million hectares in 2023, with global organic food and beverage retail sales rising to more than €136 billion in 2023 (Willer et al., 2025). Although the organic food market is still relatively concentrated in developed economies, emerging markets are becoming more important growth drivers due to increasing health awareness levels, changing lifestyles, and growing concerns regarding conventional food production systems (Aschemann-Witzel & Zielke, 2017; Massey et al., 2018).

Bangladesh is an important but largely unexplored context for investigating organic food consumption. Bangladesh is one of the most densely populated countries, confronting the problem of food safety, agricultural sustainability, environmental degradation and public health for a long time. The increasing awareness of pesticide contamination, chemical residues, food adulteration, and consumer trust in conventional food systems has made people more interested in safer and healthier food sources (Zheng et al., 2021; Shanta et al., 2025). Therefore, the consumption of organic food has become an issue of interest as a way to contribute to the improvement of food quality and sustainable agriculture while meeting the consumer demand for safe and trustworthy food.

The organic food market is growing, but it is still at an emerging stage in Bangladesh compared to international markets. Smallholder farmers, non-governmental organizations, and small niche enterprises largely practice organic production while formal certification mechanisms, standardized labeling systems with a reliable supply chain and institutional support are limited (Rahman & Noor, 2016; Rahman et al., 2025). These limitations affect the product's structure and instill uncertainty among consumers about the product's authenticity and quality, which limits market expansion. The adoption of organic foods has been facilitated by urbanization, rise in family income, higher levels of education, expansion of modern retail and online food platforms, but access to organic foods is not equal across geographical areas (Chowdhury et al., 2021; Zheng et al., 2021).

Bangladeshi consumers generally understand the benefits of organic food. Their purchase intentions are driven by factors such as health awareness, food safety, environmental awareness, trust, product quality, and willingness to pay. However, the demand for organic products is not marketable due to high prices, limited availability, weak certification, poor market access, and doubts about authenticity among many consumers. Exploring how urban and rural differences affect these factors is essential to develop targeted strategies for increasing organic food adoption in Bangladesh.

This study is grounded in the Theory of Reasoned Action (TRA), which explains that behavior is mainly influenced by behavioral intention (Fishbein & Ajzen, 1975). Attitude and subjective norms (social approval by an important person) are seen as determinants of behavioral intention (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). TRA has been widely applied to explain sustainable consumption, environmental behavior, food choices, and organic food purchasing decisions (Arvola et al., 2008; Tarkiainen & Sundqvist, 2005). This study uniquely introduces consumer location as a moderating

variable, to examine how urban and rural contexts influence the relationships between attitude, subjective norms, purchase intention, and actual behavior.

Consumer location matters in Bangladesh because there are disparities between urban and rural areas with respect to access to information and education, income, retail outlets, digital services, and certified organic products. The access to health information, supermarket stores, organic stores and online stores is generally larger for urban consumers, compared to rural consumers, who rely mainly on traditional markets and local social networks. Such differences bring up the question of whether the psychological and social variable of the TRA works in the same manner with urban and rural consumers.

A few studies on consumer attitudes and purchase intentions towards organic food have been conducted in the context of Bangladesh. They have also given less attention to contextual factors and have mostly focused on urban consumers. However, they provide limited evidence on whether purchase intention leads to actual consumption behavior (Chowdhury et al., 2021; Zheng et al., 2021). Hence, there is a need to conduct more research on understanding the difference between the organic food consumption preferences of the urban and rural people of Bangladesh.

Therefore, this study seeks to answer the following research questions:

RQ1: How do attitude and subjective norms influence consumers' behavioral intention to organic food consumption in Bangladesh?

RQ2: To what extent does behavioral intention translate into actual organic food consumption behavior?

RQ3: Does consumer location (urban versus rural) influence the relationships among attitude, subjective norms, behavioral intention, and actual organic food consumption behavior?

To answer these questions, this study tests a TRA-based model to explore the relationship between attitude, subjective norms, purchase intention and actual purchase of organic food for both urban and rural consumers in Bangladesh. It also examines whether consumer location changes these relationships. The study extends TRA by showing how geography and market conditions impact the beliefs-behavior path. It simultaneously offers implications for consumers, policymakers, marketers and organic food producers to enhance consumer education, social influence and location-specific market-based marketing approaches.

More clearly, drawing on the Theory of Reasoned Action (TRA), this study proposes that consumers with more favorable attitudes toward organic food and stronger subjective norms are more likely to develop purchase intentions, which subsequently translate into actual organic food consumption behavior (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). Because urban and rural consumers differ substantially in access to information, retail infrastructure, certification systems, and market opportunities, consumer location may strengthen or weaken these relationships (Dorce et al., 2021; Nguyen et al., 2023). Accordingly, this study proposes the following hypotheses:

H₁: Consumers' attitudes toward organic food positively influence purchase intention.

- H₂: Subjective norms positively influence consumers' purchase intention toward organic food.
- H₃: Purchase intention positively influences actual organic food consumption behavior.
- H_{4a}: Consumer location (urban versus rural) moderates the relationship between attitude and purchase intention.
- H_{4b}: Consumer location (urban versus rural) moderates the relationship between subjective norms and purchase intention.
- H_{4c}: Consumer location (urban versus rural) moderates the relationship between purchase intention and actual organic food consumption behavior.

2. METHOD

This study employed a quantitative cross-sectional survey design to examine the psychological and social determinants of organic food purchase behavior among consumers in Bangladesh. Based on the Theory of Reasoned Action (TRA), the proposed model consists of four reflective constructs, including attitude toward organic food (ATT), subjective norms (SN), behavioral intention (INT), and actual organic food purchase behavior (BEHAV). Consumer location (urban versus rural) was added as a moderating variable.

The survey instrument was adapted from existing and validated scales from previous studies. The items related to attitude were taken from Ajzen (1991), Arvola et al. (2008) and Tarkiainen and Sundqvist (2005); subjective norm items from Tarkiainen and Sundqvist (2005) and Paul et al. (2016); behavioral intention items from Ajzen (1991), Arvola et al. (2008) and Yadav and Pathak (2016); and actual purchase behavior items from Paul et al. (2016) and Yadav and Pathak (2016). Measures were all answered on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Three academics and two industry professionals were consulted for face and content validity of the questionnaire. A pilot test of the instrument with 30 respondents validated the instrument, and some changes in the wording were made to improve clarity and reliability (Churchill, 1979).

3.1 Data Collection and Sample

A structured questionnaire was used to collect the data from the consumers of rural and urban areas of Bangladesh from March to May 2026. A combination of convenience and purposive sampling techniques was employed because there was no comprehensive sampling frame for organic food consumers. Respondents were required to be at least 18 years old and to have purchased or consumed organic food within the last six months. Five hundred questionnaires were distributed, and 204 usable responses were retained after removing incomplete questionnaires. The valid response rate was 40.8%. The respondents were drawn from both rural and urban areas, and the final sample was used to explore differences in organic food consumption behavior across geographic areas.

The sample size meets the minimum criteria for the analysis of Partial Least Squares Structural Equation Modeling (PLS-SEM). As per the 10 times rule, a minimum sample size of at least 10 times the maximum number of structural paths directed to the

endogenous construct is required (Hair et al., 2011). In addition, more recent recommendations have recommended that a sample size of more than 200 is sufficient for the models used in this study (Hair et al., 2022; Kock & Hadaya, 2018).

3.2 Measurement of Constructs

Four reflective constructs were used in the study, measured with 12 items based on existing literature.

3.3 Data Analysis

Partial Least Squares Structural Equation Modeling (PLS-SEM) software (version 4) was used to test the hypotheses. PLS-SEM can be used for predictive studies, extension of theories, and analysis of latent constructs measured by multiple indicators where data may not meet the multivariate normality assumptions (Hair et al., 2022).

The measurement model was first assessed by examining the indicator loadings, Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and heterotrait–monotrait (HTMT) ratio as recommended in the two-stage process by Hair et al. (2022). The structural model was then tested using variance inflation factors (VIFs), path analysis coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2) and bootstrapping with 5,000 resamples to determine the validity of the hypothesized relationships. Interaction-term analysis and multi-group analysis (PLS-MGA) were used in analyzing the moderating effect of the consumer location (urban versus rural).

3. FINDINGS AND DISCUSSION

The study estimates a dataset comprising 204 samples by employing Partial Least Squares Structural Equation Modelling and tests the hypotheses to attain the study objectives. The data analysis procedure and respective results are reported and analyzed in the following sections and subsections.

4.1 Demographic profile of the respondent

A total of 204 valid responses were included in the final analysis. Table 1 summarizes the demographic characteristics of the respondents. Most respondents were between 25 and 34 years of age (41.7%), followed by those aged below 25 years (41.2%). Approximately 64.7% of the

Table 1: Respondent Demographics

Description	Frequency(f)	Percentage (%)	Description	Frequency(n)	Percentage (%)
Age			Education		
Less than 25 Years	84	41.2	Up to HSC	21	10.3
25–34 Years	85	41.7	Graduation	74	36.3
35 -44 Years	18	8.8	Postgraduation	93	45.6
Above 45 Years	17	8.3	Others	16	7.8
Profession			Income		

Govt. Employee	36	17.6	Less than Tk.20000	92	44.9
Non-Govt. Employee	33	16.2	20000 – 30000	29	14.1
Businessman	43	21.1	30000 -50000	34	16.6
Student & Others	80	39.2	50000 -70000	25	12.2
Agriculture	12	5.9	> 70000	24	11.7
Location		35.4	Gender		
Rural	41	20.4	Male	132	64.7
Semi-Urban	50	8.3	Female	72	35.3
Urban	113	12.1	Experience		
		23.8	Have bought	176	86.3
			No experience	28	13.7

Source: Authors' calculation

respondents were male, while 35.3% were female. Nearly half of the respondents (45.6%) possessed postgraduate qualifications, followed by graduates (36.3%). In terms of occupation, students and respondents in other occupations constituted the largest group (39.2%), followed by businesspersons (21.1%) and government employees (17.6%). Regarding monthly income, 44.9% earned less than BDT 20,000 per month. The sample comprised respondents from urban (55.4%), semi-urban (24.5%), and rural (20.1%) areas. Furthermore, 86.3% reported previous experience purchasing organic food, indicating that the sample was appropriate for examining organic food consumption behavior.

4.2 Measurement Model Assessment

Following the two-stage approach recommended by Hair et al. (2022), the measurement model was evaluated before estimating the structural relationships.

4.2.1 Reliability and Convergent Validity

Internal consistency reliability was assessed using Composite Reliability (CR), while convergent validity was examined through indicator loadings and Average Variance Extracted (AVE). As shown in Table 2, all standardized factor loadings exceeded the recommended threshold of 0.70, ranging from 0.791 to 0.936 (Hair et al., 2022). All loadings were statistically significant ($p < .001$).

Composite Reliability values ranged between 0.871 and 0.942, exceeding the recommended minimum value of 0.70, thereby demonstrating satisfactory internal consistency. Likewise, AVE values ranged from 0.693 to 0.845, exceeding the recommended threshold of 0.50 (Fornell & Larcker, 1981). These results confirm adequate convergent validity for all constructs.

Table 2: Psychometric Properties of the Model

Construct	Item	Loading	T statistics	P values	Composite Reliability	AVE
Attitude	ATT1	0.904	44.758	0.000	0.942	0.845
	ATT2	0.936	76.721	0.000		
	ATT3	0.917	52.452	0.000		
Subjective Norm	SN1	0.878	44.032	0.000	0.903	0.756
	SN2	0.867	31.004	0.000		
	SN3	0.864	25.467	0.000		
Intention	INT1	0.876	31.125	0.000	0.919	0.791
	INT2	0.910	52.791	0.000		
	INT3	0.881	29.315	0.000		
Behavior	BEHAV1	0.850	27.508	0.000	0.871	0.693
	BEHAV2	0.791	16.276	0.000		
	BEHAV3	0.853	36.586	0.000		
Location	LOC	1.000	n/a	n/a		
	LOC x ATT	1.000	n/a	n/a		
	LOC x INT	1.000	n/a	n/a		
	LOC x SN	1.000	n/a	n/a		

Source: Authors' estimation using SmartPLS 4.1.1.

4.2.2 Discriminant Validity

Discriminant validity was assessed using both the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT).

As presented in Table 4, the square root of the AVE for each construct exceeded its correlations with other constructs, satisfying the Fornell–Larcker criterion (Fornell & Larcker, 1981).

Additionally, all HTMT values shown in Table 3 were below the conservative threshold of 0.85, indicating satisfactory discriminant validity (Henseler et al., 2015). Collectively, these findings suggest that each construct captures a distinct conceptual domain.

Table: 3 HTMT Matrix

	ATT	INT	LOC	BEHAV	SN	LOC x ATT	LOC x INT	LOC x BEHAV	LOC x SN
ATT									
INT	0.761								
LOC	0.085	0.036							
BEHAV	0.542	0.656	0.161						
SN	0.683	0.748	0.119	0.745					
LOC x ATT	0.724	0.634	0.053	0.374	0.496				

LOC	x	0.553	0.826	0.004	0.504	0.509	0.768	
INT	x	0.454	0.531	0.048	0.517	0.797	0.625	0.645

Source: Authors' estimation using SmartPLS 4.1.1.2

Table: 4 Fornell-Larcker criterion

	ATT	INT	LOC	BEHAV	SN
ATT	0.919				
INT	0.676	0.889			
LOC	0.081	-0.007	1.000		
BEHAV	0.481	0.578	0.145	0.832	
SN	0.605	0.648	0.078	0.619	0.870

Source: Authors' estimation using SmartPLS 4.1.1.2

4.3 Structural Model Assessment

After establishing the reliability and validity of the measurement model, the structural model was evaluated following the procedures recommended by Hair et al. (2022). Collinearity was first examined using the Variance Inflation Factor (VIF), followed by hypothesis testing through bootstrapping with 5,000 resamples.

4.3.1 Collinearity Assessment

The VIF values ranged from 1.000 to 3.716 (Table 5), all below the recommended threshold of **5.0**, indicating that multicollinearity was not a concern in the structural model (Hair et al., 2022).

Table 5: Test of Multicollinearity

Items	VIF
ATT1	2.565
ATT2	3.716
ATT3	3.228
BEHAV1	2.023
BEHAV2	1.925
BEHAV3	1.411
INT1	2.166
INT2	2.611
INT3	2.181
LOC	1.000
SN1	1.830
SN2	2.146
SN3	2.053
LOC x ATT	1.000
LOC x INT	1.000
LOC x SN	1.000

Source: Authors' estimation using SmartPLS 4.1.1.2

4.3.2 Hypothesis Testing

The standardized path coefficients, *t*-statistics, and significance levels are presented in Table 6 and Figure 2.

The results indicate that attitude toward organic food positively influences purchase intention ($\beta = 0.269$, $t = 2.492$, $p = .013$), supporting H1. Likewise, subjective norms exert a significant positive effect on purchase intention ($\beta = 0.455$, $t = 4.836$, $p < .001$), providing support for H2.

Purchase intention, in turn, has a significant positive effect on actual organic food purchase behavior ($\beta = 0.530$, $t = 5.296$, $p < .001$), supporting H3. This finding confirms the central proposition of the Theory of Reasoned Action that behavioral intention serves as the immediate antecedent of actual behavior (Ajzen & Fishbein, 1980).

Table 6: Test of Hypotheses

	Hypotheses	Effects	SD	T- statistics	P values	
H ₁	ATT -> INT	0.269	0.108	2.492	0.013	Accepted
H ₂	SN -> INT	0.455	0.094	4.836	0.000	Accepted
H ₃	INT -> BEHAV	0.530	0.100	5.296	0.000	Accepted
H _{4a}	LOC x ATT -> INT	0.403	0.161	2.499	0.012	Accepted
H _{4b}	LOC x SN -> INT	-0.170	0.123	1.379	0.168	Rejected
H _{4c}	LOC x INT-> BEHAV	0.083	0.138	0.596	0.551	Rejected
	LOC -> INT	-0.148	0.093	1.585	0.113	Not Sig.
	LOC -> BEHAV	0.300	0.113	2.657	0.008	Sig.

Source: Authors' estimation using SmartPLS 4.1.1.2

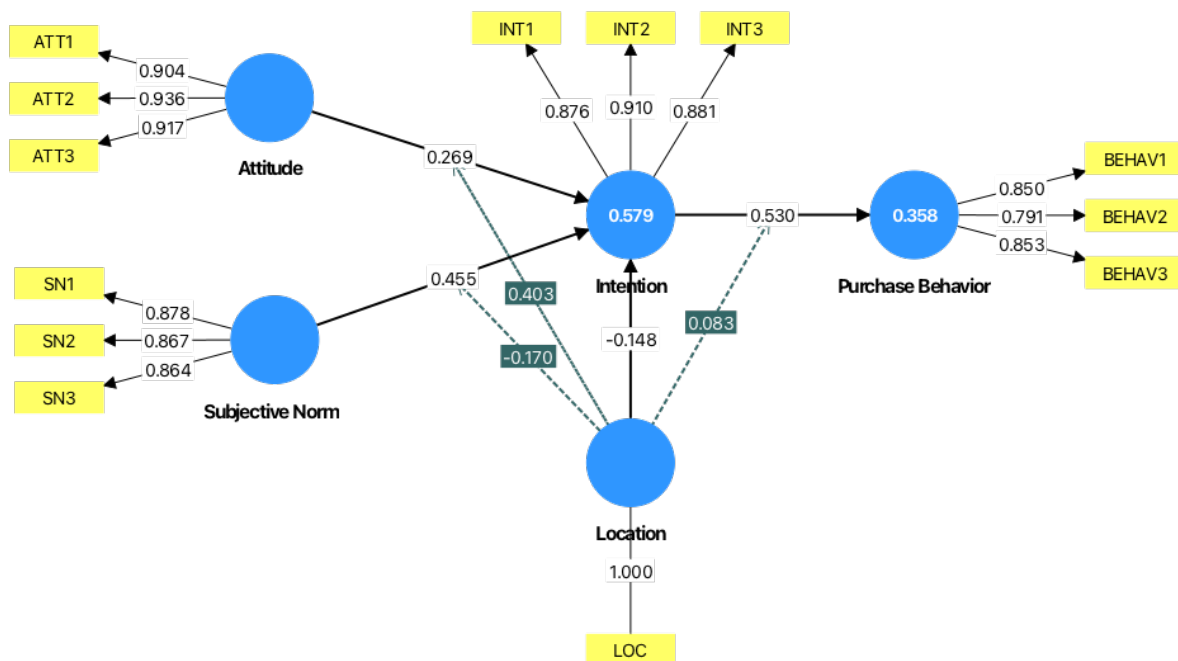


Figure 2: Structural Model Estimation

Regarding consumer location, the direct effect of location on purchase intention was not significant ($\beta = -0.148, p = .113$); therefore, H4a was not supported. However, location had a significant positive direct effect on actual purchase behavior ($\beta = 0.300, p = .008$), supporting H4b.

The moderation analysis further revealed that the interaction between attitude and consumer location significantly influenced purchase intention ($\beta = 0.403, t = 2.499, p = .012$), supporting H4c. This finding indicates that the influence of consumers' attitudes on purchase intention differs between rural and urban consumers.

In contrast, the interaction between subjective norms and location was not significant ($\beta = -0.170, p = .168$), leading to the rejection of H4d. Similarly, the moderating effect of location on the relationship between purchase intention and actual purchase behavior was insignificant ($\beta = 0.083, p = .551$), resulting in the rejection of H4e.

Overall, the findings suggest that purchase intention mediates the effects of attitude and subjective norms on organic food consumption behavior, at the same time consumer location specifically moderates the relationship between attitude and purchase intention.

4.4 Explanatory Power of the Model

The explanatory power of the structural model was assessed using the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2).

As shown in Table 7, the model explains 57.9% of the variance in purchase intention ($R^2 = 0.579$) and 35.8% of the variance in actual purchase behavior ($R^2 = 0.358$), indicating moderate explanatory power (Hair et al., 2022).

The predictive relevance values obtained through the blindfolding procedure were $Q^2 = 0.538$ for purchase intention and $Q^2 = 0.286$ for purchase behavior. Since both values are greater than zero, the model demonstrates satisfactory predictive relevance (Hair et al., 2022). Regarding effect sizes, subjective norms exhibited the largest effect on purchase intention ($f^2 = 0.149$), followed by attitude ($f^2 = 0.060$). The interaction effect between attitude and location also showed a small but meaningful contribution ($f^2 = 0.060$). In contrast, the moderating effects of location on subjective norms and purchase intention exhibited negligible effect sizes.

Table 7: Explanatory power

Construct	R^2	Q^2	f^2	
			INT	BEHAV
INT	0.579	0.538		0.179
BEHAV	0.358	0.286		
ATT			0.060	
LOC			0.013	0.035
SN			0.149	
LOC x ATT			0.060	
LOC x INT				0.003
LOC x SN			0.011	

Source: Authors' estimation using SmartPLS 4.1.1.2

4.5 Importance–Performance Matrix Analysis (IPMA)

To provide additional managerial insights, an Importance–Performance Matrix Analysis (IPMA) was conducted using actual organic food purchase behavior as the target construct.

As presented in Table 8 and Figure 3, purchase intention demonstrated the highest total effect (importance = 0.530) while also exhibiting a high-performance score (75.66). This finding indicates that strengthening consumers' purchase intention would have the greatest impact on increasing actual organic food consumption behavior.

Table 8 Index Values and Total Effects

Latent Variables	Total effect of the latent variable Purchase Intention (Importance)	Index values (Performance)
Attitude	0.143	76.611
Intention	0.530	75.660
Subjective Norm	0.241	68.925
Location	0.222	55.392

Source: Authors' estimation using SmartPLS 4.1.1.2

Among the exogenous variables, subjective norms showed greater importance (0.241) than attitude (0.143), although attitude recorded the highest performance score (76.61). Consumer location exhibited relatively lower importance despite a moderate performance score.

Overall, the IPMA findings suggest that interventions designed to strengthen consumers' purchase intention—particularly by enhancing favorable attitudes and leveraging social influence—are likely to be the most effective strategies for increasing organic food purchases in Bangladesh.

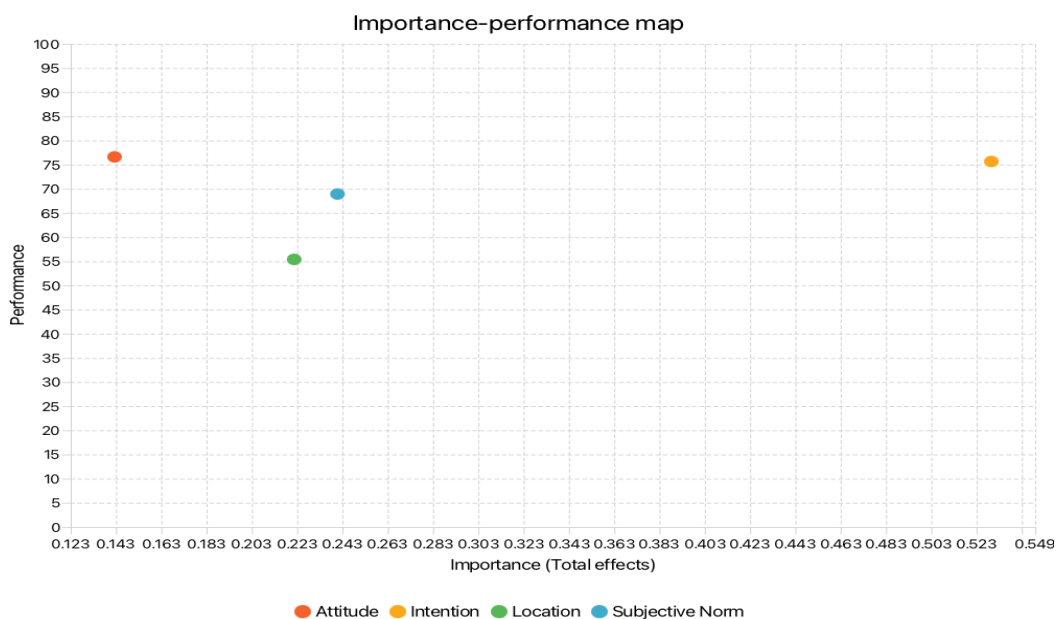


Figure 3. Importance performance matrix analyses (IPMA)

4.4 Discussion

The results of the PLS-SEM confirm that psychological, social, and contextual factors affect organic food purchase intention in Bangladesh. The results are consistent with the Theory of Reasoned Action (TRA). Behavioral intention was significantly affected by attitude and subjective norms, which subsequently predict actual consumption behavior (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). Of the eight hypothesized relationships, five were supported. The results also indicate that the consumer's location influences some purchasing relationships.

There is a positive relationship between attitude and behavioral intention ($\beta = 0.269$, $t = 2.492$, $p = .013$). Consumers are more inclined to purchase organic food when they feel it is healthy, safe, environmentally friendly and of good quality. This result corroborates the work of TRA, which indicates that positive evaluations increase the behavioral intention (Fishbein & Ajzen, 1975). Bangladesh consumers may be more inclined to buy organic food because of their worries about food adulteration, pesticide use, and food safety. The results are similar to those reported in other countries (Dorce et al., 2021; Kumar et al., 2023; Yadav & Pathak, 2016). Positive attitudes might be less effective when organic food is costly or less available, however (Nguyen et al., 2023). So, attitude is important, but market barriers may limit its effect.

Subjective norms positively influence purchase intention ($\beta = 0.455$, $t = 4.836$, $p < .001$). This result shows that social influence is the most influential psychological factor influencing purchase intention. Family members, friends, colleagues and other influential public figures are some common influencers for Bangladeshi consumers. Personal beliefs and social approval may therefore both influence their purchase decisions. Various prior research has reported that subjective norms exert a strong impact on sustainable consumption in a collectivist context (Paul & Rana, 2012; Wang et al., 2024; Yadav & Pathak, 2016). However, studies in some Western countries have found that personal attitudes are more influential than social expectations (Scalco et al., 2017). The findings demonstrate that social approval is especially important in Bangladesh.

Purchase intention is the most significant factor influencing the organic food consumption behavior ($\beta = 0.530$, $t = 5.296$, $p < .001$). Those who have stronger intentions are more likely to buy organic food. This finding is in line with the TRA, which suggests that behavioral intention is the most proximal predictor of behavior (Fishbein & Ajzen, 1975). It is also aligned with sustainable food studies conducted in the past (Kumar et al., 2023; Wang et al., 2024). However, the result shows that intention does not fully explain actual purchasing behavior. External market conditions can also influence consumer purchases of organic products.

The location of the consumer (urban = 1, rural = 0) was specified. It negatively influences purchase intention, but it is not significant ($\beta = -0.148$, $t = 1.585$, $p = .113$). Thus, there is no significant difference between urban and rural consumers' purchase intentions. The result implies that psychological factors in both sites are similar. It could also be a sign of the growth of awareness of organic food via digital platforms, health promotion initiatives, and social channels.

In contrast, consumer location positively influences the actual consumption behavior ($\beta = 0.300$, $t = 2.657$, $p = .008$). This finding implies that the amount of organic food consumed by urban consumers is higher than that consumed by rural consumers. Typically, urban consumers can access certified products, supermarkets, specialized retailers and online grocery services. They also might have more purchasing power and market information. Bangladesh has a high number of organic food businesses, but they are mainly concentrated in the cities such as Dhaka and Chattogram. Similar geographical differences have been reported in other developing countries (Asif et al., 2018; Rana & Paul, 2020). However, these disparities can be reduced if distribution services and e-commerce services are improved in the rural areas (Kumar et al., 2023).

The relation between attitude and purchase intention was moderated significantly by consumer location ($\beta = 0.403$, $t = 2.499$, $p = .012$). For urban consumers, it means that positive attitudes exert more influence on the purchase intention. Urban consumers may be better educated, have more health and environmental information, have greater trust in the certification process, and find it easier to obtain organic products. Thus, the location boosts their positive attitudes and helps them turn these into purchase intentions. However, rural consumers may have positive attitudes, but intentions are still low due to limited availability and a lack of market exposure. Geographical differences should therefore be considered when targeting promotional and educational programs.

The interaction of consumer location with subjective norms is non-significant ($\beta = -0.170$, $t = 1.379$, $p = .168$). Hence, the influence of social factors is similar for both urban and rural consumers. Family expectations, peer recommendations, and community approval remain important in both settings. The interaction between consumer location and purchase intention is also insignificant ($\beta = 0.083$, $t = 0.596$, $p = .551$), which indicates that the purchase intention model predicts consumption in the same way for urban and rural consumers. Location mainly influences the attitude–intention relationship and also has a direct influence on actual consumption.

Overall, the results are very strong in favor of the use of TRA to understand the organic food purchasing behavior in Bangladesh. In this study, attitude and subjective norms positively influence purchase intention, and purchase intention positively influences actual purchase. The study also provides evidence to support the extension of the TRA by demonstrating that the attitude-purchase intent relationship is enhanced when the location is strong. There is a direct link between location and actual consumption behavior. The results demonstrate the need to take psychological factors and market conditions into account together. Policymakers should encourage positive attitudes and supportive social norms via awareness campaigns. They should also act to further increase the accessibility, availability and affordability of certified organic food, in particular in rural communities.

4. CONCLUSION

The study adopted the theory of reasoned action to look into the consumption of organic food in Bangladesh. It examined the influence of attitude and subjective norms on behavioral intention and consumption behavior. It also investigated consumer location as a moderating variable. The results are generally consistent with the Theory of

Reasoned Action. The behavioral intention has a positive relationship with attitude and subjective norms, while behavioral intention has a strong relationship with actual consumption behavior.

The results yield actionable insights for policymakers, organic food producers, and retailers, as well as public health practitioners in Bangladesh. Consumers have a strong attitude and subjective norm toward the intention of buying. Intention to purchase, which grows actual organic food consumption (Fishbein & Ajzen, 1975). Hence, positive attitudes and supportive social norms programs can facilitate organic food purchases. Clear and simple messaging by government agencies about the health, nutritional, environmental, and food safety benefits of organic food.

The promotion of certified organic products should be done jointly by the Ministry of Agriculture, the Bangladesh Food Safety Authority, the producers and the retailers. Campaigns should be aimed at educating about the benefits of less pesticide use, improved food quality, and protection of the environment. The subjective norms also need to be included, as they are the most significant predictor of purchase intention. Organic food consumption can be encouraged among the public through family members, community leaders, healthcare, education, and social media influencers. Policymakers should also improve the distribution, certification, labelling, financial support, and quality control to boost trust and product availability (Yadav et al., 2024).

The location of the consumers also has certain practical implications. In urban areas, campaigns should focus on health information, certification, product quality, digital marketing, e-commerce and supermarket promotions. Access to products, local market systems, agricultural extension services, producer cooperatives and awareness of consumers must be enhanced in rural areas. Thus, national organic food policies need to incorporate attitude formation and social influence along with various approaches to urban and rural consumers.

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