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Behavioral Model of Real Buyers of Organic Products in Guilan Province

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Abstract

Organic products with the positive impacts that they have on health and the environment in the future will establish a new way of thinking about the relationship between food, health, and nature in human life. Therefore, it is important to examine the key factors that may affect the consumer's mind to purchase organic food products. The present study aimed to investigate the factors affecting the actual behavior of organic product buyers. Data were collected by the field method, and a questionnaire was used as the data collection instrument. The statistical population of the study included the consumers of organic products in Guilan province, Iran. Due to the unlimited size of the research population, 384 people were sampled by the convenience random sampling method. Model evaluation and testing of hypotheses were performed by structural equation modeling in Smart PLS software. The research findings demonstrated that perceived price, health consciousness, availability, organic knowledge, and subjective norms were the key determinants of organic buying behavior and showed a significant positive impact on consumer attitudes. Consumer attitudes also influenced purchase intention and purchase intention on actual buying behavior. It was also found that consumers would be more willing to buy if they learned more about organic products and their environmental benefits. In addition, the results showed that preparing a brochure to introduce organic products and provide the results of studies on organic products to buyers and forming environmentally friendly groups and associations can change the attitude of buyers.

Keywords:
Actual buying behavior; consumer attitudes; organic products; purchase intention

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INTRODUCTION

By the end of the 20th century, the world was witnessing a paradigm shift in people's education and attitude to life. Environmental pollution is a social issue, and given the growing dominance of the logic of capital over the human-oriented economic and social life, it is now difficult to find a category beyond which logic can be explored (Padash & Ataee, 2019). These environmental issues, which are closely linked to production and industry unavoidably, with the prevailing production of society, and the solution to its problems will not be possible except in this regard (Della Porta & Diani, 2020; Goodland, 2019; Mindess, 2019; Padash & Rajabzadeh Ghatari, 2020; Padash et al., 2016). As a part of this change, a significant increase was observed in the priority of organic products (Rana & Paul, 2017). Organic farming is good production management that strengthens and promotes the health of biological ecosystems, biological cycles, and soil biological activities (Verma et al., 2020; El Mujtar et al., 2019). In the last two decades, there has been a great interest in organic products. The growth of the organic market is coupled with the growth of the green and sustainable markets as organic foods are produced taking care of "soil and water conservation to enhance environmental quality for future generations" (Kim, 2014). Organic buyers have different beliefs and values than non-organic buyers (Akaichi et al., 2012). The market for organic products is growing as more and more people want to use organic foods (Aryal et al., 2009). Asian consumers now tend towards organic products (Ghazali et al., 2017).

Previous studies have shown that the current market-level gap between demand and supply poses a significant obstacle to the further growth of organic products (Melovic et al., 2020). Today, the importance of healthy products has become more apparent to scientists, government officials, and consumers, given the many benefits of these products. A variety of incurable diseases caused by improper nutrition and consumption of inorganic products are increasing. Therefore, to maintain the health of society, the production and consumption of healthy food products should be promoted and developed as a vital and inevitable necessity (Chowdhury et al., 2017). It is important to consider the factors that influence consumer behaviors and the desire to buy organic products. Organic products have a higher nutritional value than other products due to their high vitamin C, calcium, iron, and phosphorus contents (Mohammed et al., 2019; Popa et al., 2019; Sharma & Prasad, 2019). The supply of organic products has many benefits for health and the environment (Padash & Rajabzadeh Ghatari, 2020), but the demand for non-organic products is growing compared to organic products and has a large market share. Therefore, to attract more consumers to organic products, it is necessary to create awareness about organic products (Shirkhodaei et al., 2016). Knowledge and awareness have become a factor in changing consumers' attitudes and behaviors towards organic foods (Altarawneh, 2013; Kumar & Jabir, 2011). A number of studies have focused on what encourages people to buy organic products. Many studies have been conducted to identify factors that strongly guide consumers to organic products (Misra & Singh, 2016). Therefore, the objective of this study was to investigate the factors affecting consumers' attitudes and intentions to purchase and ultimately consumer behaviors of organic products. The main question of the research was as to the factors that influence the attitude and intention and behavior of consumers to buy organic products.

The market for organic products is expanding and growing with consumers' attention to issues such as the environment, animal rights, and human health. In addition, widespread media coverage of the consequences of environmental pollution and global warming has accelerated this expansion (Van Doorn & Vehoef, 2011). Organic products are produced in such a way that preserves the

environment and natural resources using natural elements and procedures (Nguyen, 2016).

The word "organic" reflects a way of thinking not because of the type of inputs used but based on the concept of an organic farm where all components (soil minerals, organic materials, microorganisms, insects, plants, animals, and humans) interact to create a consistent, self-regulated, and stable complex (Lampkin et al., 1999).

Organic products industries have attributes that are very different from other businesses and these differences have greatly influenced how these industries are managed. These industries are considered user industries, and the role of training and human skills in delivering their products is significant. In these industries, one can expect significant profits and revenues by having consistent plans and marketing strategies (Kai et al., 2013). Meanwhile, according to reports from the International Fund for Agricultural Development, organic farming has been expanding globally in most regions of the world, including developing countries between 2009-2012, and it is facing major developments regarding procedures for production, supervision, and certification in these countries (Hoppe et al., 2013). Organic products use up to 40 percent less energy than other foods, mainly because no chemicals or fertilizers are applied (Bostan et al., 2019).

Different strategies are examined on how consumers decide to buy organic products and how to increase the consumption of these products. Because health is one of the most important factors affecting the consumption of organic products and product safety plays an important role in the consumption of organic products, having a good understanding of the consumers and the consumption process has several advantages. These benefits include helping managers to make decisions, providing a cognitive basis through consumer analysis, helping legislators and regulators to impose laws and regulations, and ultimately helping consumers to make better decisions. In addition, studying consumer behaviors can help us to understand factors related to the social sciences that influence human behaviors (Salati Moemeni, 2017).

Recent studies have shown that consumers believe their food is less safe than before (Aydogdu1 & Kaya, 2020). Most consumers buy organic products because they realize that these products are unique (and in many cases superior) to those produced in the usual way. They know that such products have inherent special characteristics (Vindigni et al., 2002).

Atalay (2019) determined factors affecting organic food consumption in Ankara. The results showed that customers kept the health factor at the forefront, rather than the environmental factors. Ghazali et al. (2017) concluded that perceived value was related to the consumer attitude toward organic products. Also, knowledge and awareness about organic products led to a more positive attitude toward repurchasing these products. Persaud et al. (2017) in a study entitled "Purchasing organic products: role of social context and consumer innovativeness" surveyed 988 Canadian participants. Structural equation modeling was used to test the relationships between social identity, social influence, perceived value, and intention to buy within a multi-group framework, considering the moderating effect of consumer innovation. The results showed that the perceived value of organic products was related to purchase intention. Managers, therefore, need a deeper understanding of how social impacts and social identities are relevant to the goals of purchasing consumer innovation and subsequent adopters. This knowledge can guide segmentation, purpose, position, and advertising strategies. Singh and Verma (2017) studied factors influencing Indian consumers' actual buying behavior towards organic food products. So, 611 Indian consumers were surveyed through a researcher-made questionnaire. The results showed that awareness of its health, subjective norms, knowledge, and price were effec-

tive on consumer attitudes to buying organic products, and buying intentions were also affected by these four factors. In addition, socio-demographic factors (age, education, and income) also influenced actual shopping behaviors. This research helps to better understand consumers' attitudes, purchase intentions, and their actual buying behaviors towards organic food products. In a study entitled "Consumers' buying behavior towards organic foods: Evidence from the emerging market", Hossain and Lim (2016) found that government support, perceived attitudes, availability, awareness, and knowledge had a positive relationship with consumer behaviors. Health consciousness, environmental concerns, and price had no significant relationship with consumer behaviors toward organic foods. The study was based on data collected from Malaysia's second-largest city (Penang). In a study by Misra and Singh (2016), entitled "An analysis of factors affecting growth of organic food: perception of consumers in Delhi-NCR (India)", the results emphasized that the intention to buy organic products was influenced by customer beliefs about the health and safety aspects of the product, trust, certification, information, availability, and lifestyle. Evidence has shown that excessive use of pesticides can have adverse effects on farmers. Organic farming is a good proposition for the environment, farmers, and consumers. Kai et al. (2013) concluded that environmental awareness, attention to health, more expensive product, and product labeling and certification would influence the willingness to pay. Consumers also consider organic products to be very environmentally friendly. However, these products are considered relatively expensive. Aertsens et al. (2011) studied the effect of individual variables on the consumption of organic products. According to the study, one's knowledge of the physical properties of organic products was the most important positive factor, and higher product price and lack of proper access were the most important negative factors affecting this issue. Lack of information and lack of awareness of organic products characteristics were the main reasons for not purchasing these products by American consumers. Cowan et al. (2000) examined Irish consumer demand for healthy livestock products. The results showed that factors such as people's prior information on healthy foods, taste, health motivations, guaranteed labels, and age of respondents had positive and significant relationships with demand. Therefore, the proposed research model is presented as follows (Figure 1):

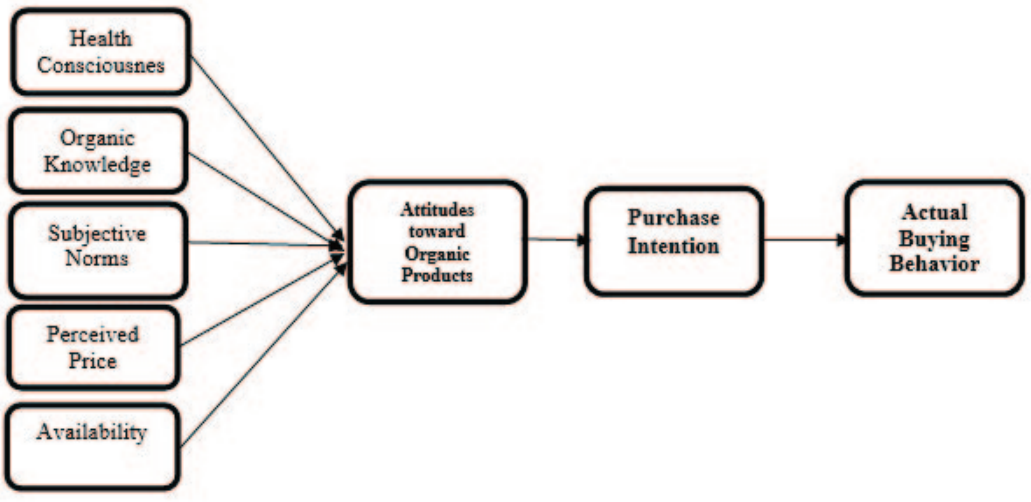

Figure 1. The Conceptual Model of the Research

Health consciousness

People want to consume organic products to improve their health or maintain their current status. In addition, the prevention and treatment of diseases or allergies is another health-related feature (Mutlu, 2007). Organic products are thought to be healthier than their inorganic counterparts. Many studies have identified "health" as the strongest motivation for purchasing organic products, showing that the majority of consumers buy organic products for health reasons (Smith & Paladino, 2010). Health awareness is accepted to predict the consumer's attitude towards organic foods and track the trends related to health and constructive accountability (Rahmati et al., 2017). Rising health and environmental issues impact the market of organic foods every day. Salleh et al. (2010) found that health variables had positive effects on consumer attitudes toward organic products in Malaysia. Kim and Chung (2011) stated that health awareness was the most important factor influencing the consumer buying process. Therefore, the first hypothesis can be expressed as follows:

Hypothesis 1: Health consciousness of organic products affects attitudes toward these products.

Organic knowledge

Knowledge is a significant concept that affects the collection and organization of consumer information, the amount of information involved in the decision-making process, and how consumers evaluate goods and services (Abbasi et al., 2012). Consumers need to be aware of whether or not what they are buying meets their needs and wants. Product awareness is an important factor that influences consumer behavior and is an important aspect of consumer decision-making (Hossain & Lim, 2016; Carlson et al., 2009; Singh & Verma, 2017). In addition, consumers need more information to improve their awareness of products. Sufficient awareness can have a favorable impact on consumer product choices (Hossain & Lim, 2016). Studies by Smith and Paladino (2010) showed that consumers' knowledge and awareness of environmental and social issues positively influenced the attitude and buying behavior of organic products (Singh & Verma, 2017). The relation of organic knowledge to attitude can be expressed as follows:

Hypothesis 2: Organic knowledge influences attitudes toward organic products.

Subjective norms

Subjective norms indicate how a person is influenced by the behavior and speech of an important person in his or her life (Wu et al., 2019; Kim & Chung, 2011). The subjective norms depend on the level of awareness of a person's important and prominent beliefs (Jin & Kang, 2011; Stanton & Cook, 2019). Subjective norms reflect one's attitude or perception of what is or is not desirable (Hadizadeh et al. 2014; Testa et al., 2019). A person's beliefs about his or her previous thoughts about whether or not to behave may motivate him or her to act or accept a behavior (Zandhesami & Parvinci, 2014). According to the studies and hypotheses, the third hypothesis states that:

Hypothesis 3: Subjective norms influence attitudes toward organic products.

Perceived price

For many reasons, organic products are usually more expensive than regular products. So, the price is important in marketing organic products (Bai et al., 2019; Hossain & Lim, 2016; Singh & Verma, 2017). The price of organic products is an important factor that consumers pay attention to when making a purchase (Al-Swide et al. 2014; Basha & Lal, 2019; Padel & Foster, 2005). Many consumer groups have positive views on organic products and even tend to be more expensive (Ashraf et al., 2019; Singh & Verma, 2017; Radman, 2005; Hossain & Lim, 2016). Product prices can be an effective factor in the demand for organic products (Hsu et al., 2019; Tshuma et al. 2010). The relationship between product prices and attitudes towards

organic products is assumed to be:

Hypothesis 4: Prices of organic products influence attitude toward organic products.

Availability

One of the barriers to using organic products is the availability and accessibility of these products (Chiciudean et al. 2019; Hossain & Lim, 2016; Singh & Verma, 2017). In many countries, one of the major problems with the demand for organic products is the lack of access to markets and market information (Singh & Verma, 2017). Young et al. (2010) reported that the limited availability of products has a negative impact on the attitude and intention to buy organic products (Ibrahim et al., 2019; Padel & Foster, 2005; Young et al. 2010). On the other hand, easy access to organic products has a positive impact on attitude and intention to buy (Nguyen et al., 2019; Tarkiainen and Sundqvist, 2005). Most customers prefer products that are readily available (Young et al., 2010; Singh & Verma, 2017). Due to the growing demand for organic foods, most shopping malls have tried to provide these products to their customers. Therefore, consumers can find organic products even from regular supermarkets (Hossain & Lim, 2016). The impact of product availability and attitude is assessed by the following hypothesis:

Hypothesis 5: The appropriate availability of organic products influences attitudes toward organic products.

Attitude and Purchase Intention

One of the factors affecting product selection is to consider the advantages and disadvantages together and to perform a cost-benefit analysis.

- Positive perspective: the positive attitude towards organic products is related to the quality and attractiveness of these products (Gil et al., 2000).

- Negative perspective: negative attitudes towards organic products are related to such issues as counterfeiting and high prices of these products (Laroche et al., 2001). Previous research shows that consumers' attitudes toward the environment are good predictors of acceptance and use of organic products (Boroufar et al., 2017). The relationship between attitude and purchase intention has also been extensively investigated and tested in marketing researches and its validity has been confirmed by numerous studies. Fishbein and Ajzen (1975) considered the intention to act on a given path. They have defined behavioral intention as the subjective likelihood of shaping a particular behavior. For example, intention to buy a particular product, as a good predictor of actual behavior, has been identified in product purchase (Ramayah et al., 2010). The purchase intention scale is often used to identify the likelihood of purchasing goods over a given period. Hu (2010) stated that voluntary scales can be more effective than customer behavior scales in making customer decisions because customers may be forced to purchase the product. Van Loo et al. (2013) showed a positive relationship between attitude and the number of purchases and consumption of organic products. Therefore, in this study, the hypothesis of the relationship between purchase attitude and purchase intention is stated as follows.

Hypothesis 6: Attitudes toward organic products influence the purchase intention of organic products.

Purchase intention and actual buying behaviors

The Logical Theory Model can be used to develop market positioning and communication strategies for service delivery and product production. The theory of logical practice predicts that the individual moves from intention toward acceptance. Thus, in summary, the theory of rational action is specific to behaviors that result from behavioral intentions. In this respect, the intention is to perform the behavior resulting from the attitudes of the behavior and the subjective and social norms of the behavior (Hubbard, 2002).

The intention is an important factor in atti-

tude structure and can predict actual behavior. When purchase intention is high, the likelihood of buying is also high, so purchase intention is the most important predictor of buying behavior (Lin and Liao, 2012). Environmental consumers buy products and services that they think have fewer negative impacts on the environment (Zandhesami & Parvinci, 2014).

According to Ajzen and Fishbein (1980), the best predictor of behavior is the person's intention to do so, but this relationship can be altered over time, by unforeseen events, or due to new information. Also, this model is not applicable to trivial behaviors. However, the fundamental propositions of the theory have consistently been used voluntarily. This theory is specifically about predicting behaviors that individuals must decide before taking action (Heidarzadeh & Khosrozadeh, 2011). Therefore, the relationship between purchase intention and actual buying behavior can be expressed as follows:

Hypothesis 7: The purchase intention of organic products affects the actual buying behaviors.

METHODOLOGY

In terms of objective, this research was an applied study. Also, in terms of data collection and data analysis, it was a descriptive and non-experimental survey design and in terms of method of implementation, it was a survey. The statistical population of the study consists of all customers of organic products in Guilan Province out of whom 384 people were selected through simple random sampling, and a validated questionnaire was administered to them. In this research, the type of relationships is based on the structural equation technique. Testing of measurement model includes the evaluation of reliability (internal consistency) and diagnostic validity. There are several criteria to investigate the reliability and internal consistency of the model using PLS: 1. the reliability of each of the observed variables; 2. composite reliability of each construct; and 3. average variance extracted (AVE). PLS software was used for data analysis and implementation of structural equation modeling.

RESULTS

Testing the measurement model

Structural equation modeling by the PLS method consists of two stages: measurement model test and structural model test.

To measure the first reliability criterion, it examines the reliability of each observed item and variable. If the factor loadings of each item are significant on their respective constructs, it can be argued that the items are sufficiently valid. The results obtained from factor loadings showed that all items were greater than 0.5, so it was acceptable. The composite validity of each construct is the second criterion of reliability. Composite validity, also known as composite reliability, is a more modern criterion for reliability than Cronbach's alpha. This validation is obtained by the Dillon-Goldstein coefficient and values greater than 0.7 are acceptable for this criterion. The third criterion of reliability is AVE, which represents the average variance extracted between each construct with its indices. In fact, this criterion indicates the degree of correlation of a construct with its indices. The higher the correlation is, the better the fit of the model will be. Values greater than 0.5 indicate appropriate construct reliability. Table 1 presents two CR and AVE criteria for research constructs.

To evaluate the validity of the research model, the criterion presented by Fornell and Larcker was used. This criterion shows the degree of relationship of one construct with its indices compared to the relationship of that construct with other research constructs. The acceptable divergent validity of a model implies that one construct in the model interacts more with its indices than with other constructs. The Fornell and Larcker criterion is obtained by stating that the AVE root of a construct must be greater than its correlation with other constructs. This criterion is presented in Table 2.

Table 1
Reliability Values of Research Structures

Criterion / Variable	Composite reliability coefficient of Dillon - Goldstein	AVE
Health consciousness	0.879	0.710
Organic knowledge	0.818	0.600
Availability	0.840	0.726
Actual buying behavior	0.870	0.690
Purchase intention	0.896	0.743
Perceived price	0.845	0.732
Attitudes	0.861	0.680
Subjective norms	0.843	0.642

Table 2
Validation of Research variables

Variable	Health consciousness	Organic knowledge	Availability	Actual buying behavior	Purchase intention	Perceived price	Attitudes	Subjective norms
Health consciousness	0.843							
Organic knowledge	0.457	0.775						
Availability	0.468	0.495	0.852					
Actual buying behavior	0.418	0.373	0.450	0.831				
Purchase intention	0.525	0.446	0.512	0.695	0.862			
Perceived price	0.505	0.449	0.513	0.572	0.541	0.856		
Attitudes	0.544	0.516	0.551	0.571	0.665	0.547	0.824	
Subjective norms	0.236	0.252	0.213	0.342	0.342	0.333	0.292	0.801

This matrix reports the correlations of the Latent variables. The numbers on the main diagonal of the matrix are the root of AVE. According to this criterion, if these numbers are higher than their lower numbers, the construct has good validity. In Table 2, all variables have good validity.

Structural model testing

After making sure that the measurement model is appropriate, the structural model is examined and tested. Structural model testing or research hypotheses include examining the path coefficients (Beta), the significance of the path coefficients, and the variance accounted for (R^2). The path coefficients indicate the effect of each independent variable on the dependent variable. The t-test is used to examine the significance of paths (effects of independent variables on dependent variables). The significance of the path test results show that the values greater than 1.96 percent at the 0.05 level and values greater than 2.66 at the 0.01 level are significant.

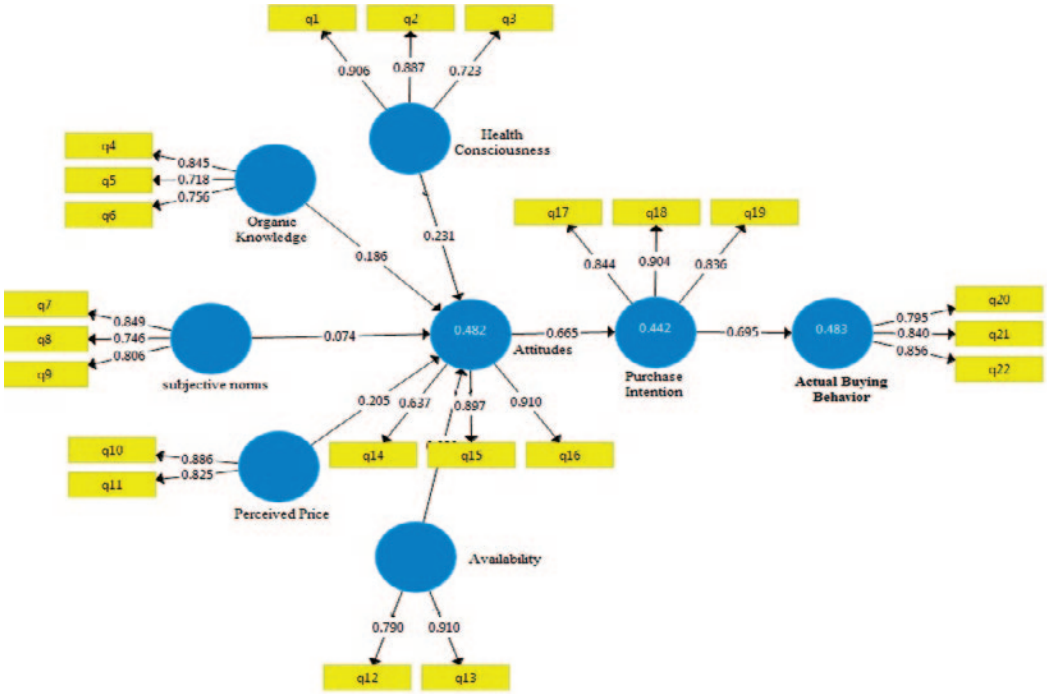

Figure 2. Path Coefficients and Factor Loadings of the Research Variables

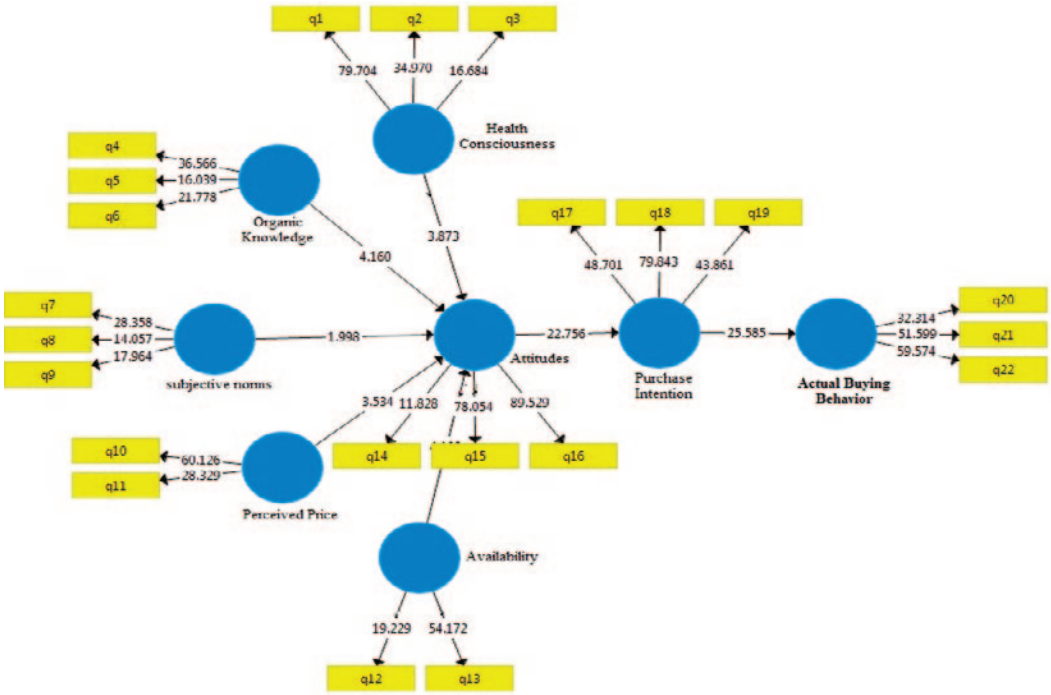

Figure 3. T-value/significance of Paths

Figure 2 shows the results of the path coefficients and factor loadings of the research variables, showing the extent of the impact of each independent variable.

According to Figure 3, the t-value estimated for the subjective norm variable is greater than 1.96, indicating a significant path at 0.05 level and the values greater than 2.66 for other variables indicate a significant path at 0.01 level.

Table 3
Result of Research Hypotheses

Hypotheses	Relationships of variables in hypotheses	Path coefficient	t-value	*p*-Value	Result
1	Health consciousness → Attitudes	0.231	3.873	0.000	Confirmed
2	Organic knowledge → Attitudes	0.186	4.160	0.000	Confirmed
3	Subjective norms → Attitudes	0.074	1.998	0.046	Confirmed
4	Perceived price → Attitudes	0.205	3.534	0.000	Confirmed
5	Availability → Attitudes	0.230	4.109	0.000	Confirmed
6	Attitudes → Purchase intention	0.665	22.756	0.000	Confirmed
7	Purchase intention → Actual buying behavior	0.695	25.585	0.000	Confirmed

Hypotheses test results

In this section, considering significant path tests and path coefficients, the research hypotheses are examined. The results of the research hypotheses are presented in Table 3.

As shown in Table 3, according to the results of the t-value, it can be said that the third hypothesis is significant at the level of 0.05 and the other hypotheses are significant at the level of 0.01 and are confirmed.

DISCUSSION AND CONCLUSION

The purpose of this study was to analyze the factors affecting consumer buying behavior of organic products. Therefore, the effect of health consciousness, knowledge about organic products, perceived price, subjective norms, and availability were investigated on consumer attitude, as well as the effect of their attitude on purchase intention and the effect of purchase intention on actual buying behaviors. Investigating the factors affecting the consumption of organic products can play a major role in removing barriers to consumption and expanding the culture of production and consumption of these products and accelerate the movement towards a healthy society. The results showed that in the first hypothesis, the t-value was 3.873 and the path coefficient value was 0.231. Since the coefficient of significance was greater than 2.66, the hypothesis of the effect of health consciousness on consumer attitudes toward organic products was confirmed. The results of this hypothesis are in line with the reports of Singh and Verma (2017), Misra and Singh (2016), Kim and Chung (2011), Smith and Paladino (2010), and Salleh et al. (2010). To increase the awareness of consumers about the health of organic products, they should be exposed to different messages and images about the benefits of these products and remind them how good these products are for their health.

The results of the analysis for the second hypothesis showed that the t-value was 4.160 and the path coefficient value was 0.186. Since the coefficient of significance was greater than 2.66, the hypothesis of the effect of organic knowledge on consumer's attitudes toward organic products was confirmed. The results of this hypothesis are consistent with Singh and Verma (2017), Zsuzsa (2012), and Smith and Paladino (2010). Training programs are suggested to increase people's knowledge about organic products. It is also helpful to pay more attention to these items in marketing and advertising.

For the third hypothesis, the t-value was 1.998 and the path coefficient value was 0.074. Since the coefficient of significance was greater than 1.96, the hypothesis of the effect of subjective norms on attitude toward organic products was supported. The results

of this hypothesis agree with Singh and Verma (2017) and Zsuzsa (2012). To increase the subjective norms, verbal and viral marketing practices and verbal and word-of-mouth advertising can be used to encourage consumers to talk about the benefits of using organic products and environmental messaging with their friends and acquaintances and suggest them to use these products.

For the fourth hypothesis, the t-value was 3.535 and the path coefficient value was 0.205. Since the coefficient of significance was greater than 2.66, the hypothesis of the effect of perceived price on consumers' attitudes toward organic products was confirmed. The results of this hypothesis are in line with Hossain and Lim (2016) and Tshuma et al. (2010). It is suggested that prices should not be too expensive, but they should be diverse and appropriate in terms of their benefits to increase the number of people using organic products.

The t-value was 4.109 and the path coefficient value was 0.230 for the fifth hypothesis. Since the coefficient of significance was greater than 2.66, the hypothesis of the effect of availability on consumers' attitudes toward organic products was confirmed. The results of this hypothesis corroborate the findings reported by Singh and Verma (2017), Misra and Singh (2016), Young et al. (2010). There should be an increase in the number of stores selling organic products, as well as making it easier for consumers to buy organic products online.

For the sixth hypothesis, the t-value was 22.765 and the path coefficient value was 0.665. Since the coefficient of significance was greater than 2.66, the hypothesis of the effect of consumers' attitudes toward organic products on purchase intention was confirmed. The results of this hypothesis are in line with Singh and Verma (2017), Van Loo et al. (2013), and Zsuzsa (2012). Preparing a brochure introducing organic products, sharing the results of reviews of organic products with buyers, and forming eco-friendly groups and associations among consumers can change their buying attitudes and influence their purchase intention.

For the seventh hypothesis, the t-value was 25.585 and the path coefficient value was 0.695. Since the coefficient of significance was greater than 2.66, the hypothesis of the effect of purchase intention on actual buying behavior was confirmed. The results of this hypothesis are in agreement with Singh and Verma (2017) and Zsuzsa (2012). Since the purchase intention is one of the most important factors affecting the consumer buying behaviors towards organic products, marketers can identify the factors that influence the purchase intention to enhance it and lead the consumers to the organic buying behaviors.

The results of this study show that there is attraction and demand for the consumer in buying organic products. However, it is necessary to provide accurate information in this regard. Cooperation between environmental-friendly public associations, or organic-friendly agricultural associations can be considered an important step in this direction. Another important point in this regard is the duties of the media and manufacturers, which need to provide appealing advertising brochures with accurate and scientific information and inform consumers about the importance and high value of organic products.

Another important point is the organic nature of the products. But, being an organic product means having an organic certificate, not trusting the manufacturer's claim. These certificates are very difficult to obtain and require a long time to inspect the production and packaging process, which is why few manufacturers in Iran have this certificate. In this regard, it is necessary to provide appropriate information from those in charge of agriculture and to pave the way for farmers who want to produce organic produce. Building trust in the organic product and having its national approval can have a huge impact on consumer behavior.

In future research, it is suggested that other factors affecting consumer behaviors are ex-

amined. The study can also be replicated in other cities and provinces. Also, qualitative research can be conducted on the factors affecting consumer behavior.

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