

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**INFLUENCING FACTORS ON BUYING BEHAVIOR OF  
CONSUMERS TOWARDS ORGANIC EGGS IN YANGON**

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**EMBA II – 81**

**EMBA 17<sup>TH</sup> BATCH**

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**INFLUENCING FACTORS ON BUYING BEHAVIOR OF  
CONSUMERS TOWARDS ORGANIC EGGS IN YANGON  
ACADEMIC YEAR (2018 – 2022)**

A Thesis submitted to the Board of Examiners in Partial fulfillment of the requirements  
for the degree of Master of Business Administration (MBA).

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## **ACCEPTANCE**

This is to certify that the thesis entitled "**Influencing Factors on Buying Behavior of Consumers towards Organic Egg in Yangon**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

**Board of Examiners**

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## **ABSTRACT**

The aim of this study is to investigate the effect of consumers personal and situational factors on their buying intention and actual buying behavior of organic eggs in Yangon. Data are collected from 300 respondents of organic eggs consumers with a structured questionnaire. The findings shows that consumers interest in health, environment, product quality, and their trust on organic eggs significantly influence on their intention to buy organic eggs. Moreover, their buying intention positively affect the buying behavior of consumers towards organic eggs. The results of this study describe various essential conclusions for retailers, policy makers, and social and environmental organizations who are working to establish effective strategies to increase organic egg consumption in Yangon. The results provide valuable information to organic egg producers to help them develop marketing strategies for buying organic eggs.

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## **CHAPTER (1)**

### **INTRODUCTION**

Consumer buying behavior is crucial for manufacturers, retailers, innovators, and marketers because it allows them to understand what consumers expect. Understanding what motivates a consumer to purchase a product is aided by consumer purchasing behavior. It is critical to evaluate influencing elements that influence on consumer buying decisions so that the product can be released to the market. Consumer buying behavior nowadays has been especially focused on the product or services that can offer what they prefer. Buyer behavior is the systematic approach consumers follow when entering the purchase process and making buying decisions. The step-by-step consumer decision-making process, along with common modes of decision-making are both useful when developing marketing strategies (Calabretta, Gemser, & Wijnberg, 2017). Previous studies and researches stated that buying behavior is an important indicator of actual purchase behavior.

There has been a tremendous consumer-oriented driving market to put innovative value-added products on store shelves in recent years (Codron, et al., 2005). Value-added products in the egg industry give consumers with a larger selection of options that meet concerns about food safety, nutrition, and quality. A rising number of consumer-oriented value-added egg products are available such as organic eggs attract consumers who care health, environment, trust in product and product quality. In dealing with consumers who detect those attributes to evaluate and interpret the perceived health benefits and environment related claims, the poultry industry must find ways to increase the engagement of consumers within the food chain and to aid consumers in their evaluation of products attributes and claims.

Industry should measure the influence on consumer perceptions, product evaluation, buyer intention, and purchasing decisions statistically and qualitatively. In this

study, these premiums are motivated by health, environment, trust in product and product quality effect on the importance of understanding the links between consumer intention and organic eggs demand to maintain consumer actual buying behavior in the livestock industry. Understanding these connections should concentrate on the effect of food safety, nutrition, product quality, and environmental quality on customer buying decisions.

Organic products and also organic eggs have seen an increase in demand in the Yangon market. It is observed that organic food product is also one of the fastest growing food market sectors in Yangon. Organic eggs producers, spearheading efforts to modernize the country's poultry sector, said the local organic egg industry is still a very small source. Therefore, it is important to conduct research on understanding consumer buying intention and actual buying behavior behaviors related to organic egg to help organic eggs producers improve the development of organic livestock industry in Yangon.

This research is intended to contribute to the literature on healthy, trustworthy, environmental and perceived quality factors by investigating the effects of consumer's personal reasons on their buying intention and purchase behavior associated with organic chicken egg. Chicken egg is considered worldwide as a valuable and cheap source of protein. Egg producers are required practices for producing eggs with specific attributes. Therefore, they are easy to be categorized into distinct product categories. Laying hen production systems can differ from conventional (cages) to alternative (barn, free range, organic, and so on) which is different in productive parameters, hens' welfare.

Eggs have considered table eggs as an undifferentiated product. They are regular (white and brown) eggs, alternative types of table eggs (free-run, free-range and organic) are also being sold in Yangon market. The chicken or the egg we can bet the first one is organic, access to outdoors without added drugs or chemicals. And then more people discover the health and environmental benefits of organic food because industrial poultry and egg production has not been chosen as they use heavy chemicals, drugs, and factory-farm settings.

To be classified as organic, eggs must be produced by birds fed only organic diet that is free of animal by-products, synthetic fertilizers, pesticides, and other chemical additives. In addition, using genetically engineered foods, hormones, or other medications in the production of organic eggs is prohibited. Organic chickens must have continuous

and easy daytime access to an outdoor range covered with suitable vegetation. The only exception to this is in adverse weather conditions. Antibiotics can only be treated animals when they get ill as per organic standards. Organic animals need antibiotics much less frequently than non-organic because of the lower stocking densities and highest standards of welfare, Organic birds are not fed on genetic modified grain or feed as this is banned by organic standards. Organic hens can also eat a variety of vegetables, grubs, and insects while foraging outside, which adds diversity to their diet and keeps them healthy.

In common, eggs are preferred by consumers because they are safe to eat, easy to cook, versatile, and inexpensive when compared to other animal protein sources (Michel, Punter, & Wismer, 2011). However, consumer behaviors and preferences for specific egg qualities such as shell color and egg size, as well as normal and specialty eggs, can differ. Consumers frequently believe that organic eggs from family farms have a better flavor, texture, and color than eggs from industrial poultry farms.

Furthermore, there is a strong desire to consume eggs produced in a more natural way using native breeds (Lordelo, et al., 2017). Food markets split into niche markets to answer the changes in demands of the variety of consumers with different socioeconomic levels or different preferences regarding product attributes (Karipidis, et al., 2005). Consumer tastes for purchasing eggs have shifted over the last decade, and their willingness to pay a premium for free-range organic eggs has prompted more research in this field (Norwood & Lusk, 2011). The amount of people that are willing to pay a higher price for products and food that are derived from ethical practices is increased which is related to the treatment of animals and environmentally-conscious attributes (Anastasia, 2015).

Nearly two-thirds of consumers are willing to pay more for products or foods produced by businesses having a positive social or environmental impact. Moreover, the number of households that have focused on healthier alternatives in their food selection is increased (Gustafson, 2017). Organic eggs are more expensive than regular eggs, and there has been minimal research into customer awareness of and interest in purchasing these eggs. In this study, consumers are evaluated on their views on their health behavior, health consciousness, environmental concerns, product quality and trust.

## **1.1 Rationale of the Study**

In order to gain competitive edge in the market, marketers must understand consumer behavior in order to get a competitive advantage in the market. Therefore, it is important to analyze and identify the factors which influence on consumers to buy organic egg in order to capture the demands of consumers. Consumer demography in terms of age, gender, income, and education influence on consumer's buying decisions, is significant in defining their strategy. Other than the demographic factors it is also crucial to figure out what factors affect decision making to buy organic eggs. Several factors influence customer's buying decisions to buy organic eggs in order to achieve a buying determination.

It is predicted that consuming eggs in Myanmar to become even bigger after COVID-19 pandemic. Consumers demand healthier eggs in market. In Myanmar, the green idea and the development of organic eggs are still in their infancy, therefore there is a need to learn more about customer behavior toward organic eggs. Therefore, this study aims to investigate the consumers buying behaviors journey and more specifically to examine the factors affecting consumers intention and actual buying behaviors towards organic eggs in Yangon region. The result from the analysis is expected to be helpful for developing organic egg producer's business in Yangon city.

## **1.2 Objectives of the Study**

The main objectives of the study are:

- 1) To analyze influencing factors on consumer intention to buy organic eggs in Yangon.
- 2) To examine the effect of consumer intention to buy on actual buying behavior of consumers towards organic eggs in Yangon.

## **1.3 Scope and Method of the Study**

This study only focuses on customer buying intention. This study is also limited to consumer buying behavior towards organic eggs in Yangon and focuses on the customer perspective. The survey is conducted on customers of organic eggs in Yangon area and the customers from other areas or regions are excluded from this survey research. In this

study, theory of planned behavior is used in order to analyze customer's purchase intention on buying organic eggs. Other external factors that influence on planned behavior of consumers are excluded in this paper. The study period of this study is from 2021 to 2022.

Descriptive method and exploratory method are used. Study includes both qualitative and quantitative data. Secondary data are used to describe the current consumer buying practices of organic eggs in Yangon city and obtained from relevant text books, internet web sites, and previous research papers, to explore the consumers' attitude towards organic eggs, primary data are collected in interviewing with the current individual organic egg consumer in Yangon City.

Simple random sampling method is used to select 300 respondents among 2400 members of Organic Myanmar Group in Facebook. To achieve the aim of this study, a questionnaire is designed with 5-point Likert scale from 300 respondents. In this study, the analysis is focusing on the issues and activities which are influencing on purchase behavior on organic eggs of Yangon consumers.

#### **1.4 Organization of the Study**

This paper is consisting of five different chapters. Chapter one describes the introduction of the paper, rationale, objectives, scope, method and limitation of the study. Chapter two is the theoretical background on attitudes of consumer towards organic eggs. Chapter three mentions profiles and market of organic eggs buyers in Yangon. Chapter four is the analysis of consumers buying intention and actual buying behavior towards organic eggs in Yangon. Chapter five covers conclusion that is described by the findings and discussions, suggestions recommendations and needs for further research.

## **CHAPTER (2)**

### **THEORITICAL BACKGROUND**

This chapter provides empirical studies, necessary concepts, definitions and related consumers behavior theories. As part of a robust systematic literature review, the theoretical background, determinants, area for survey and their conceptual framework are included.

#### **2.1 Theory of Planned Behavior**

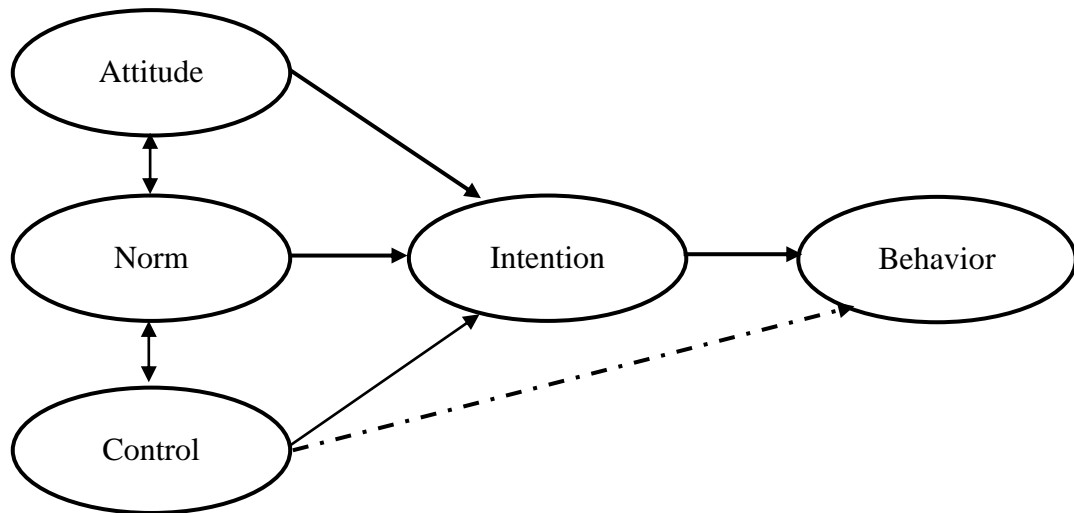
The theory of planned behavior (TPB) is introduced by (Ajzen, 1988) to understand how the marketer can change the behavior of the consumers. As behavior can be purposeful and planned, the theory of planned behavior predicts deliberate behavior. The theory of planned behavior is the success of another theory named theory of reasoned action introduced by (Ajzen & Fishbein, 1980). The addition of perceived behavior control came about as a result of the discovery that behavior did not appear to be entirely voluntary and under control.

Human action is guided by three types of factors, according to theory of planned behavior. Beliefs about the likely outcomes of a behavior are known as behavioral beliefs. Normative beliefs are beliefs concerning other people's normative expectations. Control beliefs are beliefs concerning the presence of circumstances that may help or hinder behavior performance. When it comes to modifying people's behavior, Ajzen's three considerations are critical in situations, projects, and programs.

Control beliefs influence one's impression of behavioral control, normative beliefs influence one's perception of social pressure or subjective norm, and behavioral beliefs influence one's attitude toward a behavior. The creation of behavioral intention was influenced by a mix of attitudes toward the conduct, subjective norms, and perceptions of behavioral control. As a general rule, the stronger the person's intention to do the activity

in question should be, the more positive the attitude and subjective norm are, and the larger the perceived control is.

**Figure (2.1) Theory of Planned Behavior**



Source: Ajzen. (1991).

Hence, perceived behavioral control was added to theory of planned behavior to predict non-volitional behaviors (Ajzen, 1991). Perceived behavioral control was originally defined as perception of the ease or difficulty to perform the behavior of interest (Ajzen, 1991). Referring to (Conner & Sparks, 2005) perceived behavioral control is modeled by the combination of the likelihood of occurrence of a control factor and the perceived power of that control factor. Control beliefs refer to perceptions of various control variables that may help or hinder the behavior's success, whereas perceived power refer to the likelihood that a control factor may prevent an individual from performing behavior.

Intention is an indication of an individual's preparedness to do a certain activity. Behavior is the visible, observable response in a given scenario with respect to a given target (Fishbein & Ajzen, 1975). The relationship between perceived behavioral control and behavior indicates that individuals engage in behavioral when they perceive that they have control over the given behavior and they will be prevented from performing the behavior if they have no control. Individuals are more likely to engage in something if they intend to do so, according to the relationship. Internal elements such as information, personal shortcomings, skills, abilities, and emotions, as well as external factors such as



opportunities, reliance on others, and barriers, make up the control factor. (Conner & Norman, 2005).

The central factor in the theory of planned behavior is the individual's intention to carry out a specific behavior. The theory of planned behavior, has been used to examine a wide variety of different behaviors (Armitage & Conner, 1999), several of which is food related, such as organic vegetable consumption (Sparks & Shepherd, 1992), organic food buying (Nguyen, et al., 2019), reduction in fat intake (Paisley & Sparks, 1998), skimmed milk consumption (Raats, Shepherd, & Sparks, 1995) and healthy eating (Povey, et al., 1998). Other areas of application include intentions to buy environmentally friendly products (Kalafatis, et al., 1999), smoking cessation (Norman, Conner, & Bell, 1999) and exercise (Godin, et al., 1991). However, it is a novel use of the theory of planned behavior to explore the factors that influence nutrition, specifically dietary supplement use.

Several meta-analyses have reviewed theory of planned behavior in different constructs. In general, the connections identified by the theory of planned behavior method have been supported by these meta-analyses. Significant findings revealed a favorable and robust link between attitudes and perceived behavioral control and intentions. Subjective norms may influence intentions to some extent or not at all. In addition, behaviors are favorably associated to goals and perceived behavioral control. Intentions and behaviors are shown to be accounted for 39 percent and 27 percent of the variation, respectively, by components of the theory of planned behavior.

One of the most important aspects in behavioral intention is subjective norms. Subjective norms, according to Ajzen, are the felt social pressure to perform or not execute a behavior. Additionally, people form normative ideas about whether or not particular acts are appropriate. These beliefs influence one's perception of an action and determine whether or not one will engage in it. For example, if one believes that consuming alcohol (the action) is acceptable in one's social group, one is more likely to participate in it. If one's friends' groups believe that one's behavior is negative, one is less inclined to indulge in alcohol consumption. Subjective norms, on the other hand, are influenced by people's urge to conform to the beliefs and perceptions of their social circle, which can vary based on the context and the individual's goals.

Attitudes guide conduct, according to one of the key assumptions of the theory of planned behavior. It is considered that human action is rational, and that an individual examines the likely implications of engaging in or refraining from engaging in that behavior. Intentions are thought of as plans to act in a specific way, and they represent the motivation behind the conduct. Attitudes describe an individual's overall assessment of the conduct as positive or negative. Subjective norms are used to examine the perceived social constraints to perform or refrain from performing a particular activity. They are based on a person's evaluation of what others believe about his or her ability to do the behavior. Meanwhile, perceived behavioral control refers to an individual's perception of how easy or difficult it is to do a behavior.

These three variables, subjective norms, and perceived behavioral control, are used to determine performance intentions. As a result, we can deduce that people are more likely to desire to carry out a behavior if they have a positive attitude toward it, experience social pressure from others to do so, and believe the behavior is within their control.

## **2.2 Antecedent Factors of Buyer Intention**

Buying intention is influenced by the independent factors such as health consciousness, environmental concern, perceived quality and trust in product. Buying intention is correlated to actual buying behavior.

### **2.2.1 Health Consciousness**

Consumers are becoming increasingly concerned about food's health and nutrition. Because organic eggs are high in nutrition and free of chemicals, there is a widespread assumption that eating organic eggs is healthier. Consumers perceive healthiness is being defined as one of the most important characteristics of organic eggs. To ensure consumer's health, health consciousness reflects consumer's attitudes toward health issues and their willingness to take action. When deciding whether or not to buy organic egg, the food's composition such as chemical free is crucial for the consumer health. Generally, this kind of egg is still supposed to be healthier and are usually bought by those having beliefs about health benefits.

Healthy foods have been listed as the top consumer concern due to the ongoing occurrence of food safety events and diet-related illnesses. Concern for healthy eating, in its broadest meaning, refers to how concerned individuals are about pesticide residues in food and food recalls. Essentially, pesticides, fertilizers, antibiotics, chemical additives, and preservatives are frequently associated with food safety concerns among consumers. Organic egg production processes are thought to be devoid of these potentially harmful substances. Regular purchasers of organic eggs state that they are confident that such items are residue-free.

Food health concerns are the most relevant factor in explaining consumer attitudes towards organic eggs. Food safety problems have pushed consumers to look for safer foods whose qualities and characteristics are guaranteed, in fact, food safety has been highlighted as a reason for buying organic egg and it has been found that consumers believe that the products organically grown pose fewer risks to the consumer than conventional products. Organic buyers are concerned about the health benefits as they are willing to sacrifice money in return.

### **2.2.2 Environmental Concern**

Generally, consumers who care about the environment, wish to acquire favorable environmental attitudes. It indicates readiness to spend more money on environmentally friendly items, and engage in pro-environmental conduct. Hence, environmental concern remains one of the reasons of buying intention organic eggs. The egg industry in Myanmar has been innovative with the introduction of many types of shell eggs (free range eggs, organic eggs, etc.) are widely available throughout the market place. At the same time consumers are interested in organic eggs and are increasingly consuming their eggs.

There has been growing public concern with regard to environmental care and this increase in environmental awareness and as a result of this has increased in considerable attention to potentially odorous emissions, pesticides, herbicides or synthetic fertilizers and chemicals produced from livestock and poultry production sites with the result that this attention has also shifted to the impact of production on the environment and its effects on water, soil, and air quality.

Consumer demand for organic eggs increase because organic farming has generally been justified on the basis that it uses ecologically friendly production methods and produces healthy food or preserves public goods (nature, clean drinking water). Organic eggs satisfy consumers' requirements of a wider health benefit, food safety and environmental concern in which eggs produced in alternative housing environments (e.g., free run, free range and organic) offer consumers choices as to egg production and environmental concern.

### **2.2.3 Product Quality**

As the organic food market continues to grow, it becomes very important for consumers to know what these products can provide before deciding to buy. Product quality is put into one of the important factors when it comes to consumers buying intention and organic eggs are perceived as high quality and premium product due to special way of production method.

Some consumers buy organic egg due to the perception that these products have superior attributes compared to conventionally grown alternatives. Product quality have awakened the consumers awareness. So, people start to be suspicious towards conventional products. Furthermore, today's educated culture prefers food with higher nutritional values, is less addictive, and is produced using natural methods because they care about their family's health, and some consumers believe that food with eco-labeling tastes better.

### **2.2.4 Trust in product**

In the eyes of consumers, organic eggs are generally more trustworthy than conventional eggs. Egg producers have to know the psychological aspects of trust building among organic consumers and the ways to improve occasional organic consumers' loyalty towards organic product. The trust in the manufacturer are key factors in differentiating products in a consumer buying behavior. Organic attributes are trust traits that cannot be identified prior to purchase or confirmed after use, and therefore require trust and confidence in major producers and other actors in the chain of organic food. If consumers can not trust the label, they should look for alternative information that gives them the confidence they need to make a purchasing decision.

When consumer decides to buy organic eggs, trust plays an important role. In practice, consumers should not have adequate knowledge to evaluate the properties of these products, nor can they control whether the food is actually manufactured in accordance with the procedures stipulated in organic production. Trust thus represents a heuristic or shortcut that people adopt to reduce the amount of information consumers have to consider, and thus can serve to explain both buying intent and behavior. Using the theory of planned behavior (TPB) as a theoretical framework, this study intends to investigate the impact of trust in organic products on purchasing behavior.

### **2.3 Consumer Intention to Buy**

Consumer intention to buy is the possibility and willingness of consumer to purchase a particular good or service in future. Buying intention is the consumer's intention to purchase a particular brand they have chosen after certain evaluation. Purchase intention, also known as buying behavior and purchase intention, is the likelihood, degree of willingness and inclination of consumers to buy a product or service within a specified time period. Few studies have discovered that a consumer's purchasing intention is influenced by their previous experiences, preferences for the product, and the external environment when gathering information, evaluating alternatives, and making a purchase decision.

In this study, the effects of organic eggs on purchase intentions are influenced by health awareness, care for the environment, product quality and trust in product. For the consumer's buying intention of organic food, it has positive and significant influence on consumers actual purchase behaviors (Ogorevc, et al., 2020). Besides, according to (Schiffman & Kanuk, 2000) when consumers have higher willingness to purchase a product, consumers will have a higher buying intention. Furthermore, buying intention also refers to consumer's intention to repurchase or purchase.

### **2.4 Consumer Buying Behavior**

Consumer buying behavior is defined as the decision-making processes as well as the attitudes, preferences, and intents of consumers in the marketplace when purchasing and utilizing things. The social science disciplines of anthropology, psychology, sociology, and economics are all used to investigate consumer behavior. Marketers need

to understand: why consumers buy the products that they purchase and what factors influence on consumer buying behavior. Consumer behavior is the study of how individuals, communities, and organizations choose, purchase, consume, and dispose of goods and services, as well as ideas and experiences, to meet their needs and desires (Kotler & Keller, 2012).

There are five stages in consumer's purchasing process: problem recognition, information gathering, evaluating solutions purchase phase, the post purchase phase. Consumer buying process is important to understand first to learn consumer behavior. Consumer buying process describes several stages through which the consumer goes through when he has to purchase something.

A consumer will not start a purchase without the recognition of the needs or wants and consumer has a number of desires, needs, out of which the pressing needs move to the top and this is called need recognition. When a consumer feels the need to purchase a particular product, he will go for a purchase decision if there is an unmet need or there is a problem which can be solved by buying a particular product. This leads to the information search stage.

After this relevant information of product is searched on the basis of which decision is taken to make purchase. When the consumer is aware of his need or want and also knows that he wants to purchase a product that can relieve his problem. In this stage, consumer wants to know more about the product that can solve his problem.

After this, consumer evaluates alternative products that can relieve his problem. In analyzing options, several points of information acquired from various sources are considered. Generally, consumers evaluate the alternatives based on a number of attributes of the product such as health consciousness, environmental concern, product quality and trust in product that are highlighted in this study. And then the consumer will choose and pick a product that best matches his needs and wants.

At this point, customers have already explored product attributes. Consumers are deciding his purchase intention to buying the product or not in this stage. The Consumer may not do actual purchase behavior towards the product that he wants to buy many times; consumer may not actually buy it for various reasons. Marketer should find out the various reasons that cause consumer to hesitate in buying decision.

The post purchase behavior is evaluated after consuming the product. It may be an unsatisfied need for a dissatisfied customer. Consumers will be satisfied after buying the product if it has matched with expectations and needs. If the product is not matched with expectations, the consumer will be dissatisfied. Even at this level, an unhappy customer can be lost, or the unsatisfied need can restart the process. Understanding consumer purchasing behavior and how customers choose their products and services may be immensely beneficial to manufacturers and service providers (Kotler & Keller, 2011). Because this important fact gives them with competitive advantage over their competitors in several aspects. A variety of factors can affect consumers' organic egg purchases such as Organic egg quality, health concern, environmental concern and trust in product might affect consumers' organic egg buying habits. In a customer-oriented market, it is extremely important for egg producers and marketers to understand these factors to improve their product development plans and marketing strategies.

In consumers buying decision, many researchers statistically proved throughout the last decade, intentions to buy organic food have positive and significant influence on consumers actual buying behaviors (Švecová & Odehnalová, 2019). This study attempts to explain consumer behavior of organic eggs by using a range of determinants, such as perceived health consciousness, environmental concern, perceived quality and trust in product to investigate the correlation between intention and actual purchase behaviors of consumers.

## **2.5 Previous Studies**

For health consciousness, according to (Yadav & Pathak, 2016), health factor is gradually recognized as an important parameter in buying behavior because of consumers' growing interest in health and healthy lifestyles. According to the study, the more concerned a customer is about their health, the more likely they are to buy organic food (Squires, Juric, & Cornwell, 2001). (Lea & Worsley, 2005) correctly proved that, as a result, organic food is generally healthier, and is purchased by people who believe in its health benefits. Health consciousness is being identified as one of the most important motivations for buying organic food among consumers (Thøgersen, et al, 2015) and statistically proved by previous papers about the positive effect towards organic food buying behaviors.

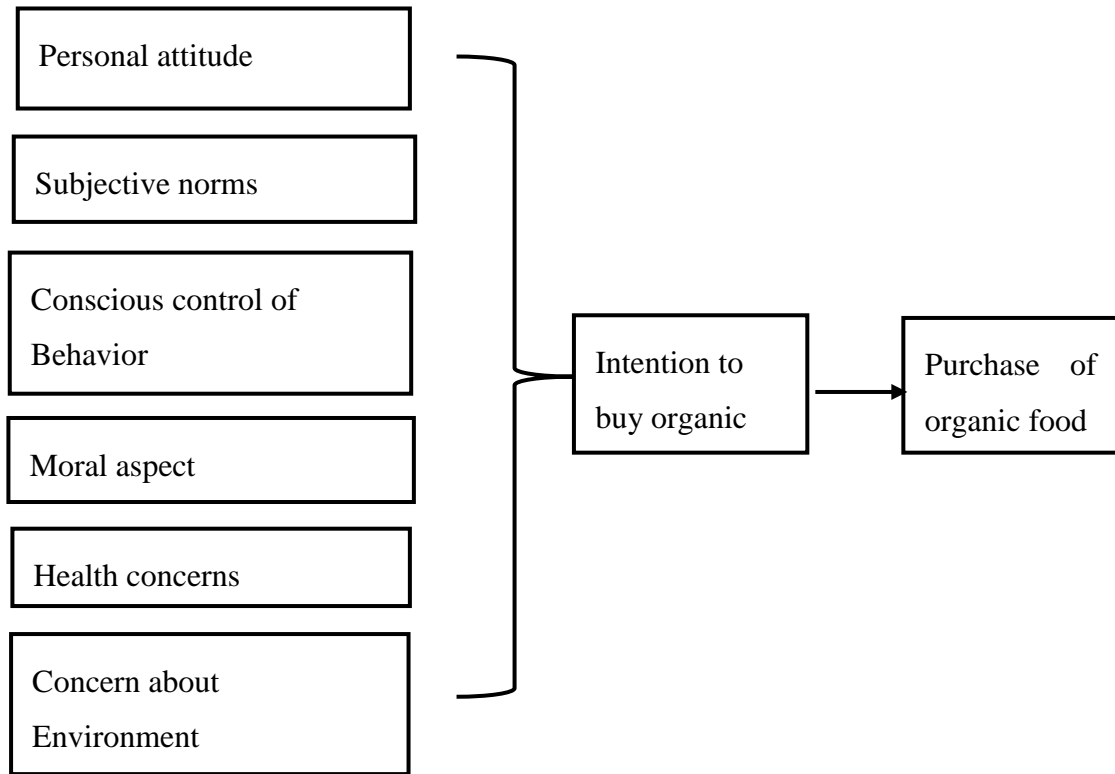
For environmental concern, the rise in environmental awareness has had a significant impact on consumer purchasing behavior, with the green goods industry growing at a rapid pace (Bhaskaran, et al., 2006). There has been an increase in consumer demand for agricultural goods generated using procedures that have a lower environmental impact, particularly for organic products (Chinnici, et al., 2002). The environmental consciousness has impacted on purchasing organic products in Australia (Pearson, et al., 2013), India (Basha, et al., 2015), Thailand (Sangkumchaliang & Huang, 2012) and Romania (Oroian et al., 2017).

For product quality, research by (Romanowska, 2009), respondents perceived that free run eggs were more natural, have not been treated with antibiotics and taste were better. Quality of organic food products is one of the biggest concerns among consumers; and consumers perceive that such products have superior and better contributions when comparing to other conventional ones therefore they tend to buy organic food. (Wee, et al., 2014) and consumers then form quality expectations in order to make purchase decisions. Organic shoppers are less concerned with pricing and more concerned with quality (Basha, et al., 2015). Consumer motivation factors for purchasing organic products were found, and the results revealed that quality has a stronger significant association than other ones, with the same conclusion being reached by (Basha, et al., 2015) that a positive attitude toward the aim of purchasing organic products is influenced by product quality

For trust in product, credence attributes are most of the product characteristics which distinguish organic from conventional products. They are not attributes that can be identified before purchase or ascertained after consumption, but ones that require confidence. This involves that the consumer trusts the primary producer's product and other actors in the organic food chain (Ritson & Oughton, 2007). Several researches during the last decade have statically proved that trust in organic food production process, quality, certification, labels... has been one of the most significant determinants of consumers' buying intention (Bai, Wang, & Gong, 2019) and actual purchase towards organic food (Chauke & Duh, 2019).



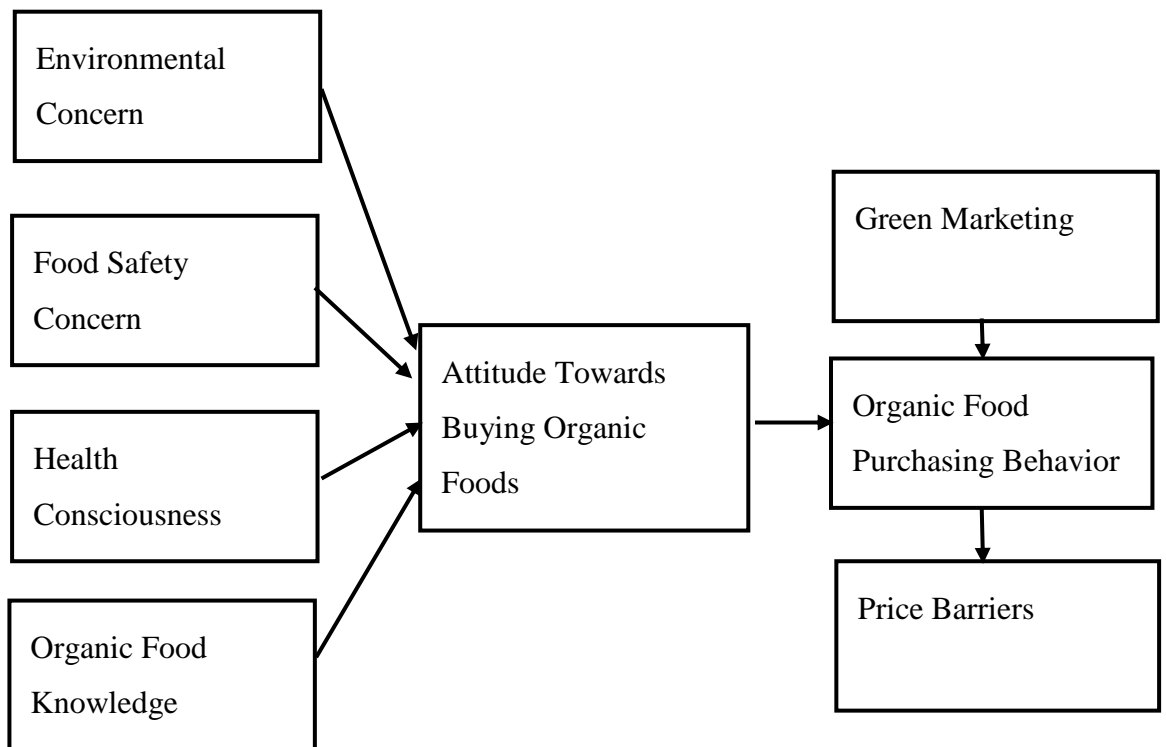
**Figure (2.2) Conceptual Framework of Švecová and Odehnalová**



Source: Švecová & Odehnalová. (2019)

In the study figure (2.2) done by (Švecová & Odehnalová, 2019), the research investigated factors influencing buying behavior of organic food. As shown in figure 2.2, adding 3 more independent variables to the theory of planned behavior were moral aspects, health and environment concerns which expands that theory. This research was targeted to young consumers in Czech Republic context. The number of respondents was 403, and the results were very interesting. Moral considerations and health concerns turned out to be the most significant contributors. They back with prior research findings that pointed to the importance of other factors in the equation. To attract young customers to organic food, the authors suggested that organic producers, distributors, and retailers stress such features.

**Figure (2.3) Conceptual Framework of Nguyen, et al.**



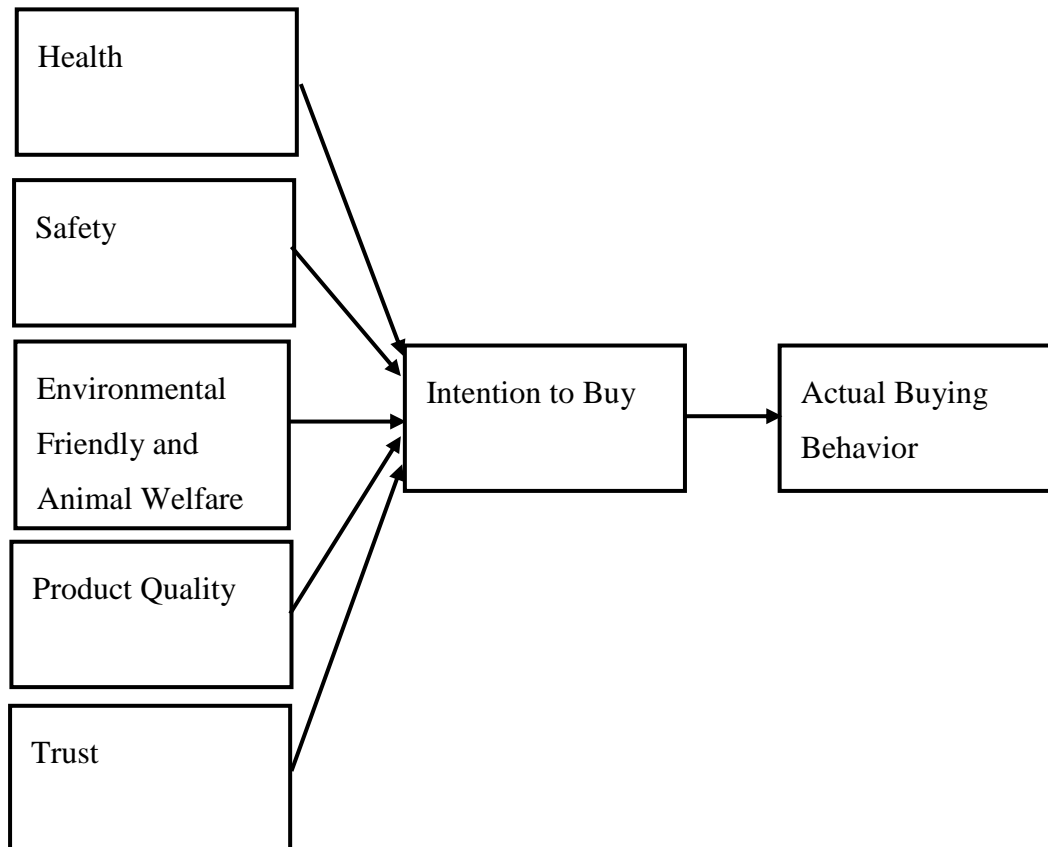
Source: Nguyen, et al. (2019)

As shown in Figure (2.3) is constructed by Research model of (Nguyen, et al., 2019) on the basis of number of researches done in the area of consumer attitudes towards buying organic food and consumer purchase behavior. The diagram shown in Figure (2.3) depicts the factors influencing consumer to buy organic food.

The relationship between attitude and purchase behavior was also emphasized in this research of Vietnamese organic market context. And in order to investigate such a relationship effectively, they develop a unique model that investigates consumers' purchase behavior of organic food. The study integrates the antecedent-attitude-behavior hierarchy with situational environment factors such as green marketing tactics used by food retailers and pricing barriers (Nguyen, et al., 2019). The findings revealed that, in terms of the difference between attitude and behavior, pricing was partially preventing consumers from making actual purchases. The authors suggested that future researchers

should collect data in other region, if possible, for comparison regarding demographic factors.

**Figure (2.4) Conceptual Framework of Nguyen.**



Source: Nguyen. (2021)

In the figure (2.4) of the above study, 5 factors that have a positive effect on the buying intention of consumers towards imported organic food, in addition to examining the correlation between the intention of consumers on their actual purchase. Some of the findings of this project were different from those of other investigations, some coincided, depending on many factors, such as the difference in the context of the study, the sampling or the method of analysis.

In this study, the researcher applies the research model "Consumer perception, purchase intention and actual purchase behavior of organic food products" (Wee, et al., 2014) to study the factors that influence on consumer behavior. Consumer buying in the organic market and examining whether consumers' intention and perceived behavior control correlate with their actual buying behaviors. This theoretical framework examines

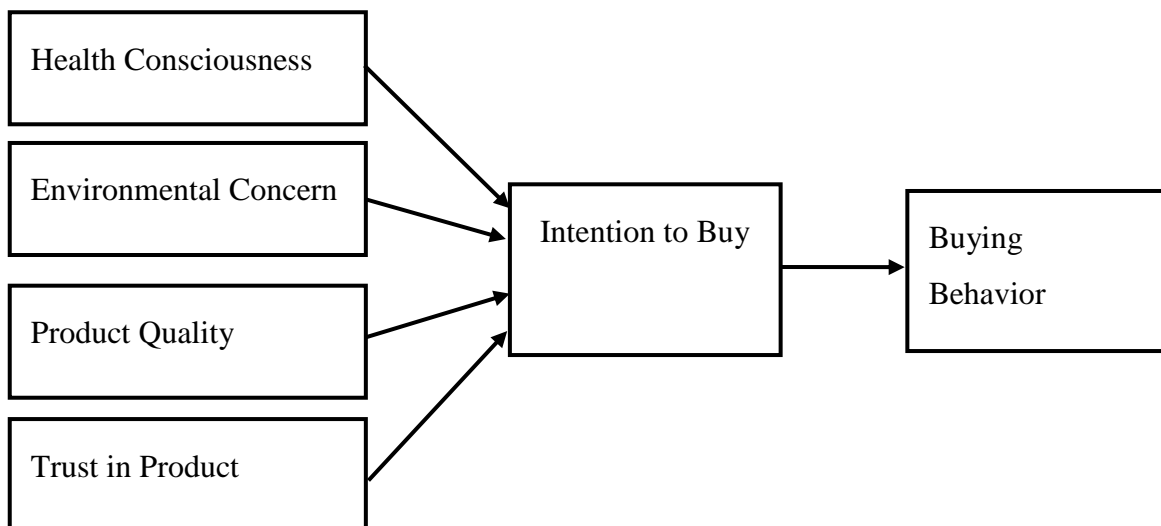
the gap between consumer intention and actual buying behaviors and focuses on Asian countries. In addition, he studied factors related to health awareness, food safety, environmental friendliness and product quality, which are among the biggest issues facing Vietnam (Nguyen, et al., 2019).

The conceptual framework of this study is shown in Figure (2.4). Independent variables are health consciousness, environmental concern, product quality and trust in product and determine whether consumers' intention and perceived behavior control is related to their actual buying behaviors. Dependent variable is actual buying behavior towards organic eggs.

## 2.6 Conceptual Framework of the Study

This study develops conceptual model based on theoretical concept and empirical studies as presented in Figure (2.5).

**Figure (2.5) Conceptual Framework of the Study**



Source: Own Compilation based on Previous Study (2022)

As the antecedent factors of consumer intention to buy, the study uses the variables such as health consciousness, environmental concern, product quality and trust in product factors. The study proposes that antecedent factors influence consumer intention to buy and in turn, their intention to buy affect actual buying behavior of consumers.

## **CHAPTER (3)**

### **PROFILES AND MARKET OF ORGANIC EGGS**

This chapter consists of four parts. The first part is the growth of organic eggs market in Yangon. The second part consists of characteristics and availability of organic eggs. The third part is research design. The fourth part is profile of organic egg consumers.

#### **3.1 Organic Eggs Market in Myanmar**

Organic agriculture, livestock and poultry industry is a worldwide growth industry, can be a profitable, sustainable business. People become aware that the organic is necessary for the health and environment and know how the chemicals in conventional food can harm their health.

As Myanmar is the agriculture and livestock production country, according to the advantages of organic farming like good agro-ecosystem health, it is the good opportunity to enter the organic market as the market is still growing (Helga & Julia, 2019). Myanmar has a huge land area and wide variety of growing conditions which has more than 65 million hectares of terra firm, among the highest in Southeast Asia to work organic farming. Cultivated land, which now covers 12.8 million hectares, has the potential to be increased by nearly half for livestock and agriculture.

In Myanmar, chicken egg consumption increased by 40% from 2010 to 2020, owing to the fact that eggs are the only major animal-source commodities whose real retail prices have declined in recent years. Furthermore, egg farming is becoming increasingly important for human nutrition in Myanmar. Chicken eggs are the only animal-source goods that low-income households can afford to purchase. As a result, between 2010 and 2020, egg consumption increased significantly. After COVID-19 pandemic, demand for conventional eggs and organic eggs increased significantly as consumer awareness of health and safety increase.

Normally, while eggs provide a variety of health benefits, organic eggs give all of those plus more. As the organic egg gives significant nutritional value to diet without antibiotics, synthetic hormones, pesticides and other chemicals. Many people believe that organic eggs have a superior taste, are environmentally friendly, and are much healthier than inorganic eggs, and because the industry is still growing, it is a good time for Myanmar to pursue this organic market. There are many organic eggs producers in Yangon such as Ah Tee Family Natural Farm, Thabawa organic egg, Green Memo, Lu Pyo Gyi, KST organic egg, Shwe Taung Nyo Gyi, Triple S and Htoo Aung Lwin, etc.

With the world moving towards healthier organic poultry farming, our country announced the Myanmar organic standards, which farmers and stakeholders need to follow to do organic farming. The Myanmar Organic Standards are based on the ASEAN organic standards, and they have been devised to supply safe and nutritious food to the people and to ensure farmers follow rules and standards for organic farming.

### **3.2 Characteristics and Availability of Organic Eggs**

Certified organic is a term given to products produced according to organic standards and approved by third body certification body. A farm producer wants his product to certify as organic has to apply to a certification body and needs to request an independent inspection of the farm to verify that it meets the organic standards. The organic integrity of their product must be maintained, as well as a record trail for auditing purposes.

Products that are labeled as "certified organic" are labeled and sold as coming from certified organic farms. Genetic engineering, synthetic pesticides, synthetic fertilizers, sewage sludge, synthetic pharmaceuticals, synthetic food processing aids and components, and ionizing radiation are all prohibited by organic standards. Prohibited goods and techniques must not be utilized in the production of certified organic products. Organic farming confronts numerous problems, and it is a form of livestock production that avoids the use of pesticides, fertilizers, genetically modified organisms, antibiotics, or growth hormones.

Organic eggs are produced by hens who are allowed to roam freely in an outside area during the day and are kept safe and secure in sheds at night. As per organic standards, the maximum size of a flock of chickens under is 3,000 hens for the highest

standards of welfare. The minimum for organic farming needs 1667 cm<sup>2</sup> (or 6 hens per square meter). Beak trimming is not allowed under organic standards. Beak clipping is uncomfortable and distressing for the hens, and it also stops them from expressing their natural habit of foraging. Antibiotics are not allowed to be used on a regular basis under organic standards. The use of antibiotics as a prophylactic measure in intensive farming is increasing the danger of antibiotic resistance (treating antibiotics before animals get sick). Animals can only be treated with antibiotics if they become ill according to biological requirements.

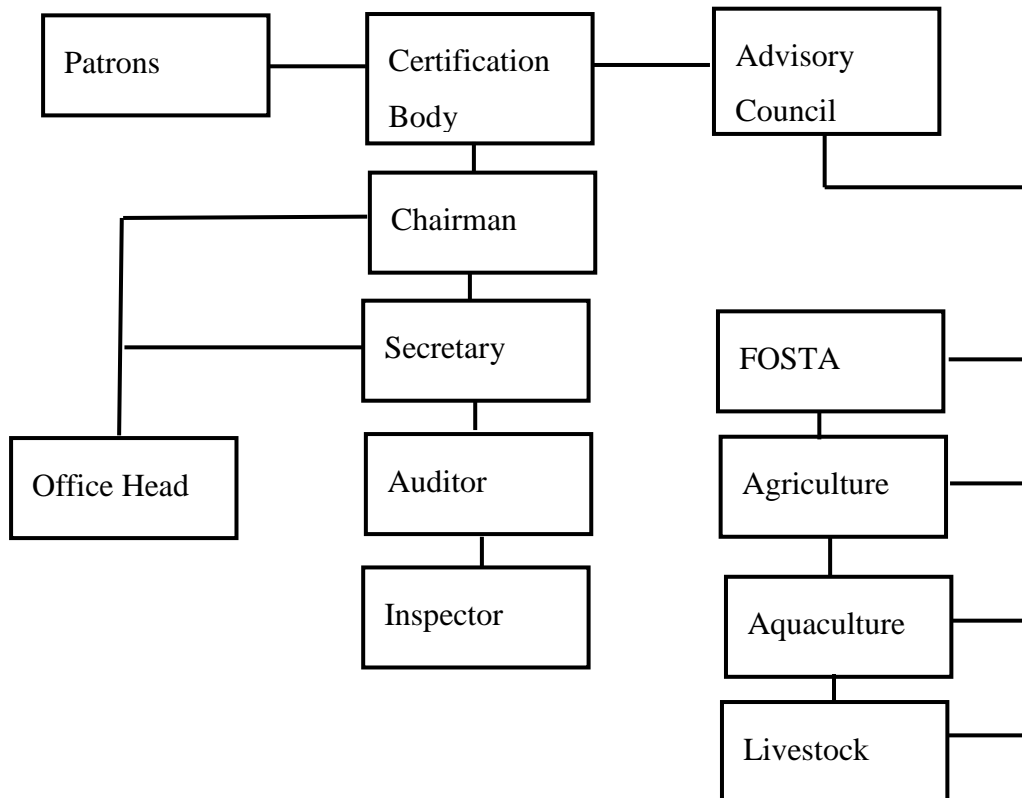
Organic egg certificate is issued by Myanmar Organic Agriculture Group for the development of organic agricultural products by means of 3rd party certification. Myanmar Organic Agriculture Group has own standards and guidelines which are equivalent to internationally accepted standards, almost the same as EEC 834/2007 and EEC. Organic eggs farming operation has been done under Standard Operating Procedures (SOP)1235/2008 and also with (International Organization for Standardization, ISO 65). For organic poultry farm, proper Management System including check and balance and traceability records have to be kept. Bias free Third-Party Verification / Certification is need to be applied from Myanmar Organic Agriculture Group.

In Myanmar, an egg farmer who wishes to operate his farm under an organic management system must register with the Myanmar Organic Agriculture Group. Myanmar Organic Agriculture Group advises that he do soil analysis and water quality tests at a respected and competent laboratory for his farm, and that the land used status and area be documented. Myanmar Organic Agriculture Group conducted a physical investigation of the site. When the farmer receives acceptable results, he or she must sign a contract (MOU, or Memorandum of Understanding) with Myanmar Organic Agriculture Group stating that the farm would adhere to the rules.

Myanmar Organic Agriculture Group is allowed to use its logo under certain conditions, such as conversion or full-fledged organic certification, and gives the organic Guideline manual to farmers, as well as special instructions if needed for specific purposes. The Myanmar Organic Agriculture Group inspects the complete farm that has been certified as organic. The auditing committee examines the inspector's written report and the findings to see whether there are any discrepancies, variances, disparities, or malpractices, as well as some cases that are not in accordance with the guidelines.

The farmer has the right to get an organic conversion certificate as soon as he or she begins to apply their organic management plan, and after the third year of operation, Myanmar Organic Agriculture Group issues a full-fledged certified organic certificate. Figure (3.1) shows that how to issue organic certificate by Myanmar Organic Agriculture Group.

**Figure (3.1) Organic Certificate Application Process**



Source: FOSTA Myanmar Food Science & Technology Association (2006)

In Myanmar, the organic market is only at the introduction stage for commercialization of the organic products. The potential for organic eggs market seems great because of the new available product brands, people awareness of health and wide variety of growing conditions. In addition to organic eggs, Yangon organic market offers a variety of organic products, including vegetables and fruits, herbs, beans, honey, medicine, and coffee. Some organic egg brands are accessible at grocery chains such as City Mart and Marketplace on a national level. Every Saturday organic eggs are sold in non-supermarket retail establishments and complementary retail on Myay Paday Thar Island. The Inya Lake rowing and canoe club hosts a weekly farmers market between 8:00 am to 12:00pm in Yangon.



Other ways to get organic eggs include organic specialty stores and shops, organic eggs online shops, and organic purchase schemes such as Community Supported Agricultural System (CSA). It involves customers purchasing a share or membership in a farm in exchange for a box of fresh organic eggs every week for the duration of the membership, a direct relationship with the farmers who grow their food, and learning alongside them through volunteer activities, field visits, and home delivery.

Organic eggs firms sell their products directly to the consumer (direct distribution) or through intermediaries (indirect distributions). Most of organic eggs firm distribute their products both indirect distribution and direct distribution. Some brands have own shops or own online shop pages for direct distributions to customers. Some organic egg brands available in Yangon such as Ah Tee Family Natural Farm, Thabawa organic egg, KST organic egg, Shwe Taung Nyo Gyi and Htoo Aung Lwin organic eggs have both indirect and direct distribution channel. Green Memo and Triple S organic eggs have direct distribution channel. Lu Pyo Gyi organic egg has indirect distribution channel.

### **3.3 Research Design**

The goal of this research is to learn more about actual consumer purchasing habits by determining the impact of health concerns, environmental concerns, product quality and trust in the product, purchase intention, and how these factors influence actual purchase behavior of consumers in Yangon when it comes to organic eggs. Based on the theory of planned behavior, the five steps of the consumer decision-making process, and previous research, this study constructs 26 items of four dimensions to measure the consumer's perception of organic eggs, 8 items to measure their buying intention, and 8 items to determine the actual buying behavior of consumers.

By using simple random sampling method, surveys are used to collect data and information. In addition, it is included a quantitative survey analysis of the information collected from 300 respondents. The questionnaire is distributed to 300 respondents. This survey has developed total 42 questions with Likert-scale. All constructs in the model are measured with multiple-item scale. The question is designed with five-point-Likert-scale, ranging from 1(strongly disagree) to 5(strongly agree).

A type of primary data collecting instruments is the interview and the survey using online survey method, which are email and Facebook groups channels. The main

questions are developed from the previous researches in form of general statement which then a sequence follows it by sub-questions. For online survey collecting data, first is monitoring expects the behavior of the subject without trying to get responses from anyone. The observations are noted and records the data that is collecting from the observation. For the interview which is communication study the researcher asks questions to people and collect the responses.

There is the reporting study which enables getting a total result of the data by summing them and rearranging data to understand more the information or produce useful statistics by comparison. Finally causal predictive researches proceed data preparation by cleaning and encoding the responses into Excel and then feeding into SPSS to expect the effect of one variable on the other by changing it keeps all other variables constant.

The design of questionnaire is to analyze consumers' organic knowledge, buying intention and buying behavior based on four different aspects. The first section contained questions on socio-demographic characteristics. The second section of the questionnaire is composed of questions related to organic eggs consumption based on health consciousness, environmental concern, product quality and trust in product. Finally, several questions on the purchase intention and reasons of purchase, or not, are included.

### **3.4 Profile of Respondents**

For the profile of the organic egg consumers, demographic characteristics, such as gender, age, education level, occupation and family income are explored. Demographic characteristics determine certain wants and needs. Segmenting potential consumers based on demographics helps marketers successfully target their potential customers. In fact, there are some socio-demographic differences in beliefs and practices about organic egg purchasing. Indeed, there are some socio-demographic differences in organic food beliefs and buying behavior.

**Table (3.1) Profile of the Respondents**

	<b>Description</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	<b>Gender</b>		
	Male	101	33.67
	Female	199	66.33
2.	<b>Age (Years)</b>		
	18 – 25	3	1.00
	26- 30	38	12.66
	31 – 40	161	53.67
	Above 40	98	32.67
3.	<b>Education</b>		
	Completed High School	0	0.00
	Undergraduate	12	4.00
	University Graduate	213	71.00
	Master	69	23.00
	Doctoral	6	2.00
4.	<b>Occupation</b>		
	Student	7	2.34
	Business Owner	48	16.00
	Company Staff	202	67.33
	Government Staff	10	3.33
	Others	33	11.00
5.	<b>Family Income (MMK)</b>		
	300,001 - 500,000	6	2.00
	500,001- 700,000	13	4.33
	700,001- 900,000	11	3.67
	Above 900,001	270	90.00
	<b>Total</b>	<b>300</b>	<b>100</b>

Source: Survey Data (2022)

Regards to gender, the total 300 respondents participated in the study, out of which only 101 respondents are male and 199 respondents are female. The ratio 66:34 is a little different. However, there are still more women than men when it comes to purchasing organic eggs. This might present that female buyer are more engaged in buying organic eggs.

In terms of age, the highest percentage is 31-40 with (53.67%), followed by above 40 (32.67%), 26-30 and 18-25 which accounted for (1%) and (12.66%) respectively. Therefore, it can be confirmed that the most of respondents are ranging from 31 to above 40 and then these people are in the working age, having their monthly income and have controls over their buying behavior.

According to the educational level, the respondents are mainly in university graduate. There is no high school level. Hence, this might describe those with fairly high education level are more serious perception towards health, trust in product, environment, product quality as well as intention to a certain aspect of the products they are going to buy. The significant influence of income on the purchase of organic eggs shows that wealthy households tend to spend more or even more on organic egg buying.

As to the income, respondents with monthly income of above 900000 Kyats contributed for the biggest part. Family income above 900000 Kyats which is slightly above average income. Respondents with high income level are more likely to buy organic eggs rather than those in other income in segments.

According to the employment result, most of the respondents are company employees and can buy organic eggs with their salaries. The other majority of respondents are business owner.

## **CHAPTER (4)**

### **ANALYSIS OF CONSUMER BUYING BEHAVIOR TOWARDS ORGANIC EGGS IN YANGON**

In this chapter, the presentation of the average scores of health awareness, attention to the environment, product quality, trust in product and purchase intention is described. And then the entity effect is presented based on the regression results. This chapter aims to assess innovation to answer all research questions.

#### **4.1 Antecedents of Buyer Intention**

In order to find out the influencing factors, five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree) is used in the structured questionnaire. If the score is more than 3.5, it can be concluded that buyers have positive attitude towards on buying behavior.

##### **4.1.1 Health Consciousness**

Health Consciousness of the organic egg consumers can be different. In this study, 300 consumers are surveyed. Mean scores for each question are calculated and the results are presented in Table (4.1).

Table (4.1) indicates that all mean scores are above 3.0, with the highest and lowest mean scores being 3.97 and 3.70. Thus, consumers rate the level of health consciousness is quite high for the variables observed in the questionnaire. Each observed variable is related to the research model, i.e., the consumers buying intention towards organic eggs. The manufacture and preparation of this food must meet the criteria in terms of health and safety. Therefore, the respondents said that organic eggs are healthier than normal eggs. Health awareness is an important factor, especially consumers interest in organic ingredients such as organic eggs contain more vitamins and minerals, organic eggs do not contain chemicals which can reduce the risk of food poisoning.

**Table (4.1) Health Consciousness**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.	Containing more vitamin and mineral	3.82	0.58
2.	Better for health	3.70	0.79
3.	Producing without heavy use of chemicals, drugs, and factory-farm settings	3.75	0.83
4.	Choosing for ensure the health	3.92	0.78
5.	Reducing the food poisoning risk	3.88	0.88
6.	The most convincing way of food safety	3.93	0.89
7.	Safer to eat	3.75	0.82
8.	Chemical free	3.97	0.57
	<b>Overall Mean</b>	<b>3.84</b>	

Source: Survey Data (2022)

Consumers respond that organic eggs are safer to eat, therefore it is important to know that organic farming is the most compelling way to ensure food safety. The importance of this factor is demonstrated in this survey: health consciousness is the extent to which the health and composition of food is important for the consumer when making a decision to buy organic eggs. The factor of health awareness can be recognized as the most important parameter when making a purchase decision.

#### **4.1.2 Environmental Concern**

Table (4.2) presents the environmental concern factor of the respondents based on the survey data analysis.

**Table (4.2) Environmental Concern**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.	Friendliness to the environment	3.94	0.60
2.	Preventing the contamination and pollution of soil, air, water and food supply	3.79	0.80
3.	Using less energy	3.86	0.83
4.	Without carrying any harmful synthetic chemical pesticides and fertilizers	3.95	0.81
5.	Using fewer resources and producing less waste	3.85	0.89
6.	Today's society seriously damages nature	3.89	0.89
7.	Contribution towards improving living conditions	3.75	0.85
8.	Maintaining the balance with nature	3.97	0.67
	<b>Overall Mean</b>	<b>3.87</b>	

Source: Survey Data (2022)

Based on the relevant environmental questions, the observed variables also had a mean value above 3, ranging from 3.75 to 3.97. As such, the majority of respondents are concerned about the environment and may be sensitive to information regarding products, farming methods, and brands that may be harmful to the environment. This is based on the notion that rising consumer interest in environmental issues leads to increased demand for organic food, which is reflected in the decision-making process when purchasing organic eggs. The ecological factor of buying organic food is proven to be more essential the more concerned the consumer is about the environment.

Since then, respondents believe that support for organic farming has been allowed primarily on the grounds that organic farming uses environmentally friendly production methods and prevents pollution and contamination of soil, air, water and food supplies, as well as due to the sharp increase in maintaining the balance with nature. The environmentally friendly nature of the production is rated positively in this survey.

### 4.1.3 Product Quality

In this section, perceived quality of products is analyzed based on the mean score and standard deviation. Table (4.3) presents the mean scores for the analysis result of product quality factors.

**Table (4.3) Product Quality**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.	Superior to conventional egg	3.94	0.62
2.	Better quality and less associated with health risks	3.92	0.69
3.	Richer in the yolk, odor, taste and texture quality	3.69	0.61
4.	The thicker and harder shell of organic egg	3.71	0.63
5.	Being satisfied with the quality assurance guaranteed	3.83	0.59
	<b>Overall Mean</b>	<b>3.82</b>	

Source: Survey Data (2022)

Based on the results of the mean value for each scale, it may be inferred that respondents are concerned about quality and have some knowledge about the benefit. Respondents think that organic eggs are of better quality and less associated with health risks but some consumer think it is not much different in yolk, odor, taste and texture quality of a farm fresh organic egg. Respondents also believe the shells of organic farm eggs are thicker and harder than those of store-bought eggs. Respondents are more satisfied with verified free run eggs or organic eggs because of the quality assurance guaranteed by the verification or certification.

### 4.1.4 Trust in Product

In this section, trust in products is analyzed based on the mean score and standard deviation. Table (4.4) presents the mean scores for the analysis result of trust in quality factors.



**Table (4.4) Trust in Product**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.	Trusting the sellers	3.80	0.62
2.	Trusting in organic labeled and/or certified organic	3.82	0.64
3.	Trusting as really organic	3.78	0.71
4.	Being different than those from industrial systems	3.95	0.67
5.	Safer to eat	3.90	0.70
	<b>Overall Mean</b>	<b>3.85</b>	

Source: Survey Data (2022)

All of the scales of independent variables had mean value of above 3.0, wherein the highest value of 3.95 and the bottom of 3.73. The result indicated that respondents do trust organic eggs are different from industrial systems because they believe organic eggs are truly organic and trust organic egg sellers. Therefore, they believe that organic eggs are safer to eat.

The focus group survey showed that consumers strongly trust the product as well as product distributors, they are more confident and willing to buy organic eggs. Aspects of building trust among organic consumers and ways to increase purchasing intentions towards organic eggs are relevant.

#### **4.2 Intention to Buy**

In this section, buying intention towards organic eggs is analyzed based on the mean score and standard deviation. Table (4.5) presents the mean scores and standard deviation for the result of intention to buy products factors.

**Table (4.5) Intention to Buy**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.	Buying intention	3.61	0.89
2.	Planning to buy	3.71	1.03
3.	Wanting to buy	3.93	0.94
4.	Preference to organic eggs	3.57	0.96
5.	Buying intention for long-term health benefits	4.02	0.57
6.	Buying intention because of environmental friendliness	4.22	0.58
7.	Buying intention because of better quality	4.01	0.47
8.	Buying intention because of trusted as really organic	4.01	0.48
	<b>Overall Mean</b>	<b>3.88</b>	

Source: Survey Data (2022)

The observed variables of the dependent variable had the mean value of over 3, ranging from 3.57 to 4.22. The mean value of the willingness to buy organic eggs is rated by consumer perceptions of health, trust, the environment and quality. According to respondent's responses, consumers intend to purchase organic eggs by their perceptions of organic eggs.

As such, the majority of consumers rate highly the buying intention towards organic egg. Respondents intend to buy organic eggs for long-term health benefits, environmentally friendly, better quality and trusted as really organic. Respondents score highly each scale of the explanatory variables that can play an important role in the purchase intention.

### 4.3 Buying Behavior

In this section, actual buying behavior of consumer is analyzed based on the mean score and standard deviation. Table (4.6) presents the mean scores for the analysis result of actual buying behavior factors.

**Table (4.6) Buying Behavior**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.	Regular purchaser of organic eggs	3.76	0.65
2.	Higher purchase proportion	3.83	0.77
3.	Buying for own consumption	3.83	0.80
4.	Buying as a gift	3.84	0.72
5.	Buying for health	3.90	0.73
6.	Buying because of environmental friendliness	3.82	0.73
7.	Buying because of better quality	3.84	0.73
8.	Buying because of safe to consume	3.96	0.53
	<b>Overall Mean</b>	<b>3.85</b>	

Source: Survey Data (2022)

According to the answers of respondents, in which the highest mean value of 3.96 and the lowest is 3.76 in their intention to purchase organic eggs. Questions about the intention to purchase organic egg are extracted to clarify the rationale behind purchasing organic egg. Resulted mean calculated from answers of organic egg buyers participated in a survey found that purchase intention has high mean value for purchasing behavior.

Mean value for health awareness and trust in product are the highest of purchase intention followed by environmental friendliness and perceived quality. Respondents bought organic eggs for the intention of their health benefits, trust in product, good environment and better quality.

#### 4.4 Analysis of Influencing Factors on Intention to Buy

In order to find out the relationship between independent variable and dependent variable, linear regression is used to test the model. In this study, the effect of influencing factors (health consciousness, environmental concern, product quality and trust in product) and intention to buy is tested by calculating the regression in SPSS. Tables (4.7) represents how factors influencing effect on purchase intention of organic eggs consumers.

**Table (4.7) Analysis of Influencing Factors on Intention to Buy**

Variable	Unstandardized Coefficients		Standardized Coefficient Beta	t	Sig	VIF
	B	Std Error				
(Constant)	-0.706	0.263		-2.680	0.008	
Health Consciousness	0.467***	0.124	0.327	3.777	0.000	4.600
Environmental Concern	0.256**	0.121	0.185	2.117	0.035	4.672
Product Quality	0.163***	0.053	0.136	3.057	0.002	1.208
Trust in product	0.308***	0.055	0.262	5.609	0.000	1.336
R Value	0.720					
R Square	0.519					
Adjusted R Square	0.512					
F value	79.581***					
Durbin-Watson	1.893					

Source: Survey Data (2022)

\*\*\* = Significant at 1% level, \*\* = Significant at 5% level, \* = Significant at 10% level

As shown in table 4.8, R-square is (0.519) and adjusted R-square is (0,512). The difference between R-square and Adjusted R-square should be minimum. Adjusted R-square is (0.512) is not far off from R-square (0.519), therefore the regression model

accounted for (51.9%) about the variance of the dependent variable (intention to buy) with the independent variable (Health consciousness, environmental concern, product quality and trust) according to adjusted R-square. At 95% confidence interval or 5% level of the significance level, F value is 79.581 indicates overall significant model is highly significant at (1%) level and specified model can be said valid. VIF values are less than 10 therefore there is no correlation among independent variable in this model. The value of the Durbin - Watson coefficient is 1.893, in the range from 0 to 4, therefore there is no autocorrelation in the model. The general rule followed is that the Durbin-Watson test statistics in the range 1.5 to 2.5 are relatively normal and acceptable. According to the survey, all four variables have significant positive effect on consumers' buying intention of organic eggs.

Health consciousness factor related to buying intention is positively and highly significant at (1%) level. The Standardized Beta of health consciousness factor has the largest value (0.327) among four explanatory variables indicating that it is the important contribution to the effect on customers buying intention. This suggests that people who concern their health are intend to buy more organic eggs, a good indicator for the egg industry. The increase in health consciousness factor has more effect on consumers buying intention.

Regarding to environmental concern factor, this variable has the expected positive sign and is significant coefficient value at (5%) level. It is found that organic egg is preferred to buy for reasons related to environmental concern than conventional eggs. The increase in environmental factor has greater effect on buying intention of consumers.

It is also found that the effect of product quality variable on buying intention is positively significant at (1%) level. The one important characteristic of this finding is that there is a significant link between product quality and higher buying intention of organic eggs. However, some consumers do not mind more quality such as richer in color in yolk and better taste than conventional eggs as a result of standardized Beta (0.136) is the least among four explanatory variables. The increase in product quality factor also increases the effect on customers' purchase intention.

According to trust in product factor, the relationship between trust in product variable and buying intention is positively significant at (1%) level. The second powerful influence on consumers' buying intention of this product among consumers is Trust.

Because the standardized coefficient Beta of product quality has the second largest value (0.262) among four explanatory variables indicating that a trust in product factor has the great contribution to the effect on customers buying intention. The more consumers trust in organic eggs is really organic, the more likely they would buy them. The increase in trust in product factor has more effect on consumers' buying intention.

#### 4.5 Analysis of Effect on Consumers Intention to Buy on Buying Behavior

According to the survey data, in order to find out the effect of customers' buying intention on buying behavior, linear regression model is used. Table (4.8) shows the effect of Customers' attitude on buying behavior.

**Table (4.8) Analysis of Effect on Consumers Intention to Buy on Buying Behavior**

Variable	Unstandardized Coefficients		Standardized Coefficient Beta	t	Sig
	B	Std Error			
(Constant)	1.518	0.132		11.490	0.000
Intention to Buy	0.600***	0.034	0.716	17.724	0.000
R	0.716				
R Square	0.513				
Adjusted R Square	0.512				
F value	314.134***				
Durbin-Watson	1.683				

Source: Survey Data (2022)

\*\*\* = Significant at 1% level, \*\* = Significant at 5% level, \* = Significant at 10% level

The result of table 4.8 highlighted that the correlation coefficient R-square (0.513) lies between 0 and 1, thus it indicates the model is effective enough to determine the effect. The regression model could explain about (51.2%) about the variance of the independent variables and dependent variable based on adjusted R square. Overall F test is highly significant at (1%) level and specified model can be said valid. The Durbin-

Watson coefficient test showed that the model does not violate the multiple regression method, since the value of the Durbin-Watson coefficient is 1.683 in the range from 0 to 4. The general rule is that the statistical values of the Durbin-Watson test are in the range from 1.5 up to 2.5 are relatively normal and acceptable.

It is also found that the effect of intention to buy factor on actual buying behavior is positively significant at (1%) level. The result of data analysis also reveals that an increase in buying intention leads to an increase in actual buying behavior. Consumers who say they want to buy organic eggs are more likely to really buy them than customers who say they don't want to buy them. It is found that there is a statistically significant effect between the intention to purchase organic eggs and the actual purchasing behavior. In summary, the actual purchasing behavior of organic egg is strongly influenced by the intention to buy organic egg.

## **CHAPTER 5**

### **CONCLUSION**

This chapter consists of the findings and discussions, suggestions and recommendations based on the findings. This chapter also includes the suggestions for the further study needs for organic eggs industry.

#### **5.1 Findings and Discussions**

This study examines the explanatory factors of health consciousness, environmental concern, product quality and trust in product influencing the intention to buy organic eggs and to analyze the effect of the intention to buy organic eggs on the actual buying behavior towards organic eggs in Yangon. According to the results of demographic characteristics, most of these respondents has higher income and higher education than average income and education. As a result, it can be concluded that educated consumers with higher income are more likely to buy organic eggs. Organic egg purchasers are middle, older age and more concerned about the nutritional value of the eggs. They prefer to have access to a healthy food rather than higher environmental concern and superior taste different from conventional ones.

As regards to the mean values of independent factors, majority of the respondents prefer to choose organic eggs ensure their health and safety because of natural farming without the use of harsh chemicals, pharmaceuticals, or factory farming. Majority of the respondents think that choosing organic eggs are good for ensure their health and safer to eat because of natural farming without heavy use of chemicals, drugs, and factory-farm settings. Health consciousness is main drivers for consumption of organic eggs. For environmental concern factor, consumers think that organic eggs farming is friendliness to environment. It does not carry any harmful synthetic chemical pesticides and fertilizers. And also, consumers assume buying organic eggs can prevents from contamination and pollution of soil, air, water and food supply. Product quality affects the buying decision but some of the consumers do not feel taste and texture quality different from conventional eggs according to standardized beta value which is the least among four factors. For the trust on product factor, consumers believe that organic eggs come



from really organic farm that follow the organic standards and guidelines therefore the more trust on product, the more willing to buy organic eggs. This survey indicates that promoting buyer's intention to buy the products is necessary, because this leads them purchasing the products.

According to analysis results, intention to buy organic eggs is significantly influenced by consumers' perceptions of health consciousness, environmental concern, product quality and trust in product. This study indicates that health consciousness has the greatest effect on buying intention in the case of organic eggs followed by trust in product, environmental concern and product quality. The result of this research finds that health concern is an important objective for consumers buying organic eggs. Consumers buy organic eggs since they are healthier than traditional alternatives, which have become the number one reason consumers buy organic eggs. One of the important motivators and reasons for consumers to buy organic eggs is environmental concerns. Consumers think that organic eggs farming is friendliness to environment because it does not carry any harmful synthetic chemical pesticides and fertilizers. Buying organic eggs can prevent from contamination and pollution of soil, air, water and food supply. It has been shown that these environmental factors influence on buying intentions. Product quality affects the buying decision but some of the consumers do not feel taste and texture quality different from conventional eggs according to standardized beta value which is the least among four factors. Therefore, influence of other factors is more than those of product quality factor in decision for the purchase of eggs is impacted by other factors. The consumer's trust in organic eggs as a healthier product than conventional eggs is one of the reasons highlighted in a consumer's positive attitude toward purchasing organic eggs. When consumers have strong trust in products as well as product distributors, they are more confident and willing to buy imported organic foods. Consumers believe that organic eggs come from really organic farm that follow the organic standards and guidelines therefore the more trust in product, the more willing to buy organic eggs. This study summarizes that health consciousness has the greatest influence on intention towards purchasing organic eggs, quality of organic eggs has the weakest impact on such intention.

As regards to the analysis results of the findings highlight buying intention positively affect the probability of a consumer decision behavior that buy organic eggs. How consumers perceived the organic eggs is crucial because this determines their

intention to buy and consume the products. In consequence of this leads to the actual behavior of purchasing the product. In this study, the buying intention gap associated with actual buying behavior towards organic eggs can be partially explained by the positive impact of four independent factors on consumer purchase behavior. As a conclusion, intention of consumers is important in the purchase decision of organic eggs consumption.

In summary, the study indicates the importance of health consciousness, better taste and freshness of organic egg when promoting organic egg quality, environmental concern and trust in product which importantly affect them when deciding to buy organic eggs. It is critical for organic egg marketers to understand to cope these objective and drivers in the market to convince consumers to purchase the organic egg. These findings provided producers, distributors, retailers, and marketers with legitimate advice on how to promote and enhance consumer buy intention and behavior for organic eggs in burgeoning organic marketplaces.

## **5.2 Suggestions and Recommendations**

Knowing what products consumers are demanding as well as understanding consumer perceptions of products within the organic industry is the necessary to develop future industry direction so that changes can make in product development and in accepted production techniques. Consumers relate egg consumption to health, trust, environment, quality so that it is a good basis for marketing for the egg industry.

Organic eggs purchasers concern about health consciousness is growing and consumer willing to buy rely on trust also. It is recommended that organic egg producers should take that into consideration and raise consumers health perception while promote consumer's trust. For the organic eggs, there are niches where health-conscious consumers, appear to be interested and willing to buy the egg. Consumers demand for eggs in Yangon is increasing. This trend in egg consumption is due to the fact that current egg consumers are not only satisfied with eggs as a staple food, but also demand organic eggs with improved properties such as nutrients, health, environmental concern and food safety. Organic eggs are now the top choice for health-conscious consumers.

Organic egg farming reduces the impact of environmental damage and is healthier than traditional products. Consumers believe that organic food has environmental and

health benefits, and that purchasing organic food is advantageous since it reduces waste. As a result, encouraging and speeding up the adoption of organic food shopping and consumption habits is critical for individual and public well-being, as well as environmental sustainability. Importantly, in developing and rising countries that are grappling with major environmental issues, promoting these practices should be a top priority. Consumer demand for food items has been driven by population and income growth, particularly in developing and rising countries, especially for nutritious and ecologically friendly food. To increase revenues for egg producers, all strategies that should clarify the safety and health attributes of conventional eggs relative to organic eggs and providing additional information on the merits of organic eggs to earn trust in product. Increasing the number of trusted retailers or distributors, along with the presentation of proper and validated certifications, also work to attract consumers for the actual purchase. Naturally, it relies on labeling to inform consumers.

In Myanmar, small-scale farms play a considerable role in organic egg market and it is recommended to establish quality control and inspection regulations for that segment of egg market under organic management system of Myanmar Organic Agriculture Group. Most of respondents of our survey indicated that they purchased or consumed free-range eggs because they are concerned about health and trust in product. Most of these respondents had higher income and higher education than average income and education. For producers, distributors, and retailers of organic eggs, this finding suggests that promoting buyer's intention to buy the products is important and consequently this leads them purchasing the products.

### **5.3 Needs for Further Research**

Future research should focus on the similar study by extending the scope to all regions in Myanmar in order to obtain a more reliable and accurate research result because this study cannot cover the other regions in Myanmar. The analysis on comparison of how organic egg buyers perceived the products and non-buyers and users of the products should also be carried out.

This study focuses only on the actual buying behavior of organic egg consumers by using theory of planned behavior model. Therefore, it is better if the further researches can be based on the other model as well. This study does not cover the whole egg industry

in terms of processed egg, non-organic free run egg and vegetarian feed only, etc. Therefore, further researches should study buying intention and actual buying behaviors towards all types of eggs in Myanmar to cover the whole egg industry.

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## APPENDIX –A

### Questionnaires

#### Influencing Factors of Consumers Intention to Buy on Actual Buying Behavior towards Organic Eggs

The purpose of these questionnaires is to explore the Consumer's Purchase Intention and Actual Purchase Behavior of Organic eggs in Yangon. Your participation in this survey is voluntary. Thank you very much for your time and support. I estimate that it may take 6 to 9 minutes to complete the survey. By completing this survey, however, you are giving your consent to participate in these questionnaires. All information is confidential. Please mark the appropriate box.

#### Section (A) Demographic characteristics

##### 1. Please select the region where you live.

- Yangon
- Another region...

##### 2. Please select one of the following.

- I purchased eggs for my household and I ate eggs at home.
- I purchased eggs for my household and I did not eat eggs at home.
- I did not purchase eggs for my household and I ate eggs at home.
- I did not purchase eggs for my household and I did not eat eggs at home.

##### 3. Select from the list below the type(s) of chicken eggs that you have purchased for your household /eaten at home in the last 30 days.

(Please select as many as apply).

- Processed Eggs
- Free-range Eggs
- Organic Eggs
- Other chicken eggs (please specify) \_\_\_\_\_

**4. Please select your gender**

- Male
- Female

**5. Please select your age**

- Under 18
- 18-25
- 26-30
- 31-40
- Above 40

**6. Please select your highest level of education you've achieved.**

- Completed High School
- Undergraduate
- University Graduate
- Master
- Doctoral

**7. Please select your occupation.**

- Student
- Business Owner
- Company Staff
- Government Staff
- Others

**8. Please select your family income (in Kyats).**

- 300,001 - 500,000
- 500,001- 700,000
- 700,001- 900,000
- Above 900,001Business Owner

## Section (B) Primary Data Characteristics

Please choose the number that is identical with your consent after reading statements. The meanings of each number from the tables are illustrated as each column below.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

### Consumer Perception of Organic Eggs

#### Health Consciousness

Please indicate the extent to which you agree or disagree with the following statements:-

Sr:	Statement	1	2	3	4	5
1	Organic eggs contain more vitamin and mineral.					
2	Growing chicken's eggs organically and naturally is better for health.					
3	Organic eggs are healthier than conventional egg because it produces without heavy use of chemicals, drugs, and factory-farm settings.					
4	Choosing organic eggs are good for ensure our health.					
5	Organic eggs can reduce the food poisoning risk.					
6	Organic farming is the most convincing way of food safety.					
7	Organic eggs are safer to eat.					
8	Organic eggs are chemical free.					

#### Environmental Concern

Please indicate the extent to which you agree or disagree with the following statements:-

Sr :	Statement	1	2	3	4	5
1	Organic eggs farming is friendliness to the environment.					
2	Organic eggs farming can prevent the contamination and pollution of soil, air, water and food supply.					
3	Organic eggs farming uses less energy.					
4	Organic eggs farming can protect the environment because it does not carry					

	any harmful synthetic chemical pesticides and fertilizers.					
5	Organic eggs farming uses fewer resources and producing less waste.					
6	Today's society seriously damages nature.					
7	Purchasing organic eggs is you contribute to improving living conditions.					
8	Humans must maintain the balance with nature in order to survive.					

### Product Quality

Please indicate the extent to which you agree or disagree with the following statements:-

Sr:	Statement	1	2	3	4	5
1	Organic eggs are more quality than conventional food.					
2	Organic eggs are of better quality and less associated with health risks.					
3	The yolk, odor, taste and texture quality of a farm fresh organic egg is typically richer in color and taste.					
4	The shells of organic farm eggs are thicker and harder than those of store-bought eggs that were developed in a major factory.					
5	I am more satisfied with verified free run eggs or organic eggs because of the quality assurance guaranteed by the verification or certification process.					

### Trust on Product

Please indicate the extent to which you agree or disagree with the following statements:-

Sr:	Statement	1	2	3	4	5
1	I trust the sellers of organic eggs.					
2	If the egg is organic labeled and/or certified organic, I believe that it is genuinely organic.					
3	I believe that the organic farming eggs are really organic.					
4	I believe that organic eggs are different than those from industrial systems.					
5	I believe organic eggs are safer to eat.					

### Section (C) Primary Data Characteristics

#### Intention to buy of Organic Eggs

Please indicate the extent to which you agree or disagree with the following statements:-

Sr:	Statement	1	2	3	4	5
1	I intend to purchase imported organic eggs over the next month.					
2	I plan to purchase imported organic eggs over the next month.					
3	want to purchase imported organic eggs over the next month.					
4	I prefer organic eggs to conventional eggs when I am shopping organic food next time.					
5	I intend to buy organic eggs for long-term health benefits.					
6	I intend to buy organic eggs because they are more environmentally friendly.					
7	I intend to buy organic eggs because they are better quality.					
8	I intend to buy organic eggs because it is trusted as really organic.					

### Section (D) Primary Data Characteristics

#### Actual Purchase behavior of Organic Eggs

Please indicate the extent to which you agree or disagree with the following statements: -

Sr:	Statement	1	2	3	4	5
1	I am regular purchaser of organic eggs.					
2	I purchase proportion of organic eggs is relatively higher compared to non-organic eggs.					
3	I purchased organic eggs for own consumption.					
4	I would purchase organic eggs as a gift for friends.					
5	I often buy organic eggs for health.					
6	I often buy organic eggs products because they are more environmentally friendly.					
7	I often buy organic eggs products that they are better quality.					
8	I often buy organic eggs products that are safe to consume without chemical.					

## APPENDIX B

### Effect of Explanatory Factors (Health consciousness, Environmental Concern, Product Quality and Trust on Product) on Intention to Buy Organic Eggs

#### Descriptive Statistics

	Mean	Std. Deviation	N
Health Conscious	3.8408	.27618	300
Environmental Concern	3.8746	.28525	300
Product Quality	3.8167	.32774	300
Trust on Product	3.8507	.33577	300

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.720a	.519	.512	.27543	.519	79.581

#### Model Summary<sup>b</sup>

Model	Change Statistics			
	df1	df2	Sig. F Change	
1	295	.000	1.893	1

a. Predictors: (Constant), Trust on Product, Product Quality, Health Conscious, Environmental Concern

b. Dependent Variable: Intention to Buy

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	24.148	4	6.037	79.581	.000b
	Residual	22.379	295	.076		
	Total	46.527	299			

a. Dependent Variable: Intention to Buy

b. Predictors: (Constant), Trust on Product, Product Quality, Health Conscious, Environmental Concern

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.706	.263		-2.680	.008
	Health Conscious	.467	.124	.327	3.777	.000
	Environmental Concern	.256	.121	.185	2.117	.035
	Product Quality	.163	.053	.136	3.057	.002
	Trust on Product	.308	.055	.262	5.609	.000



**Coefficients<sup>a</sup>**

Model		95.0% Confidence Interval for B		Zero-order	Partial	Part
		Lower Bound	Upper Bound			
1	(Constant)	-1.225	-.188			
	Health Conscious	.224	.711	.643	.215	.153
	Environmental Concern	.018	.493	.631	.122	.085
	Product Quality	.058	.268	.394	.175	.123
	Trust on Product	.200	.415	.530	.310	.227

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Health Conscious	.217	4.600
	Environmental Concern	.214	4.672
	Product Quality	.828	1.208
	Trust on Product	.748	1.336

## Effect of Consumers Intention to Buy on Actual Buying Behavior Towards Organic Eggs

### Descriptive Statistics

	Mean	Std. Deviation	N
Actual Buy Behavior	3.8483	.33019	300
Intention to Buy	3.8858	.39447	300

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.716a	.513	.512	.23077	.513	314.134

### Model Summary<sup>b</sup>

Model	Change Statistics			
	df2	Sig. F Change		
1	298	.000	1.683	1

a. Predictors: (Constant), Intention to Buy

b. Dependent Variable: Actual Buy Behavior

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	16.729	1	16.729	314.134	.000b
	Residual	15.870	298	.053		
	Total	32.599	299			

a. Dependent Variable: Actual Buy Behavior

b. Predictors: (Constant), Intention to Buy

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.518	.132		11.490	.000
	Intention to Buy	.600	.034	.716	17.724	.000

**Coefficients<sup>a</sup>**

Model		95.0% Confidence Interval for B		Zero-order	Partial	Part
		Lower Bound	Upper Bound			
1	(Constant)	1.258	1.778			
	Intention to Buy	.533	.666	.716	.716	.716

**Coefficients<sup>a</sup>**

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Intention to Buy	1.000	1.000

a. Dependent Variable: Actual Buy Behavior