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PURCHASE INTENTION TOWARDS ORGANIC FOOD

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Abstract

Organic food is known for its health benefits, but it is still not widely consumed in Pakistan. There is limited research on organic food in the country, especially in terms of understanding the factors that affect its consumption. The purpose of this investigation is to identify the factors that drive the purchase of organic food during the COVID-19 pandemic in Pakistan. Due to Pakistan's unique economic situation, social norms, and level of development, it is crucial to study these factors within the Pakistani context. The findings from other countries, such as North America, Europe, and China, may not be applicable to Pakistan. This research aims to explore the influential factors on consumer attitude toward organic food during the pandemic and how this attitude affects their purchase intention, particularly regarding their income level. This is particularly relevant as we are currently experiencing inflation and a recession during the pandemic. A conceptual framework model was developed based on six constructs, which were tested through a simple random sampling of the urban and non-urban population in Karachi. The investigation found that health consciousness, environmental concern, consumer knowledge, and personal norms significantly impact consumer attitudes toward organic food. The last hypothesis suggests that there is a positive relationship between attitude and purchase intention.

Keywords: Attitude, Organic food, Health Consciousness, Consumer knowledge, Environmental Concern, Personal Norms and Purchase Intention.

Introduction

Organic foods are frequently described as being natural, free of additional impurities and the risk of food poisoning, and possibly higher in nutrients than conventional foods. (Chen, 2007; Heaton, 2001). The consumption of organic food has significantly increased over the last two centuries. From $17.9 billion in 2000 to $89.9

billion in 2016, the organic industry grew. (Willer et al., 2018). A 2016 study from the Research Institute of Organic Agriculture FiBL-IFOAM found that 178 of the world's 195 nations engage in organic practices. (Willer et al., 2018).

Developed countries have significantly higher sales and customer demand for organic food than developing countries, despite the fact that 40% of producer of organic food in the world are concentrated in Asia. (Lernoud & Willer, 2019). The use of organic products has increased as people are becoming more conscious of nutrient-dense foods. (Chiciudean et al., 2019). Customers prefer organic food because it offers food free of chemicals and pesticides in the internet era. Conventional agricultural methods frequently involve the use of pesticides and fertilizers with chemical bases that have an impact on human health. (Asif et al., 2018).

Industrial wastewater contains complex chemicals that are released into waterways, canals, and streams. Because of the contamination of the crops and other organic food stuff that are watered with this water, there are serious dangers to human health. Pesticides and fertilizers have been used much more frequently over the past three decades to increase output and yield, which has only made the problem worse. Chemical herbicides and fertilizers are being used more frequently, which has resulted in the production of unhealthy food, the consumption of which is resulting in serious illnesses.

Consuming organic food has become more common due to its health benefits, but Pakistan has a low adoption rate. (Raza et al., 2019). Research on organic food is still in its infancy, and it is challenging to locate many studies that have made an attempt to understand the concept of consuming organic food. The purpose of our research is to find out what factors Pakistani consumers use to decide whether to purchase organic food during the COVID-19 pandemic because findings from other, especially developed nations, may not be applicable to our country. It varies from other areas where a lot of study has been conducted in terms of, among other things, its economic situation, social norms, and level of development. China, Europe, and North America in particular are affected by this. Situational factors also influence customer shopping behaviors in addition to consumer and product attributes. (Wanmei, 2018; Hasan & Suciarto, 2020; Aschemann-Witzel & Zielke, 2017). In our view, it was crucial to determine how the Covid-19 Pandemic impacted consumers' purchase intentions. The Covid-19 pandemic is a great illustration of how situational factors, in addition to product and consumer traits, influence consumer behavior.

Our study's primary objective was to ascertain how the Covid-19 Pandemic affected the purchase of organic food because no situational factor consistently influences all consumers or the purchase of all products in the same manner. According to numerous studies, there are a variety of socio-psychological justifications for buying organic food, including considerations for one's own health, the ecosystem, society, and animal welfare. (Asif et al., 2018)

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Consumers are also seriously questioning the safety of the food they ingest due to a number of food scandals. For instance, the adulterated milk scandal has been the subject of numerous stories over the past few years.

Researchers who study these commodities have long been curious about the factors consumers use to determine whether to buy organic food. According to previous empirical studies, there was a strong correlation between the predictors of consumer purchase intention and organic food. (Lodorfos & Dennis, 2008; Smith & Paladino, 2010; Ragavan & Mageh, 2013; Pomsanam, Napompech & Suwanmaeneepong, 2014).

According to earlier study, a variety of factors may influence consumers' opinions of organic food in general. (Jager 2000; Magnusson et al., 2001; Aertsenset al., 2009). For instance, Yin et al. (2010) argued that knowledge or information a consumer has, such as awareness of prior consumer experiences, may have an impact on their views. The research by Therese and Zhou (2012) found that people who buy organic food make respectable incomes. As a result of the disparity in demographics, consumer views toward organic food may vary.

Theoretical background

In psychology, the theory of planned behavior stated that how the behavior of people can change, it was derived from the theory of reasoned action that can be influenced by evaluation, beliefs and motivation formed through one's unique individual environment. The theory explains all the behavior and has the ability to exert self-control. Theory of planned behavior was developed by (Barbera & Ajzen, 2020; Conner, M., & Norman, 2006; Nisson & Earl, 2020), they explained how the perception of behavior of individuals expressed in a volitional way like, starting up a small firm. This study also focused on consumer's attitude towards purchase intention towards organic food and hypotheses developed in this study were derived from the relationship defined by theory of planned behavior. Moreover, from different studies it was also noted that social learning theory also shows the effects of behavior acquisition while the observation of others which can be referred to as role models (Nisson & Earl, 2020; Saraih et al., 2018), as it influences individual personality development which in turn from intention.

The most crucial component of the TPB model is behavioral intent, which is influenced by beliefs about the likelihood that a behavior will result in the intended outcome and by opinions about the risks and advantages of that outcome.

Research Questions

The research questions are:

1. Does Health consciousness, Consumer Knowledge, Environmental concerns and personal norms have an effect on consumer attitude and purchase intention?

2. What is the impact of attitude on purchase being a mediator between independent variable and dependent variable?

3. Does Covid 19 pandemic and recent recession also impact the purchase intention towards organic food?

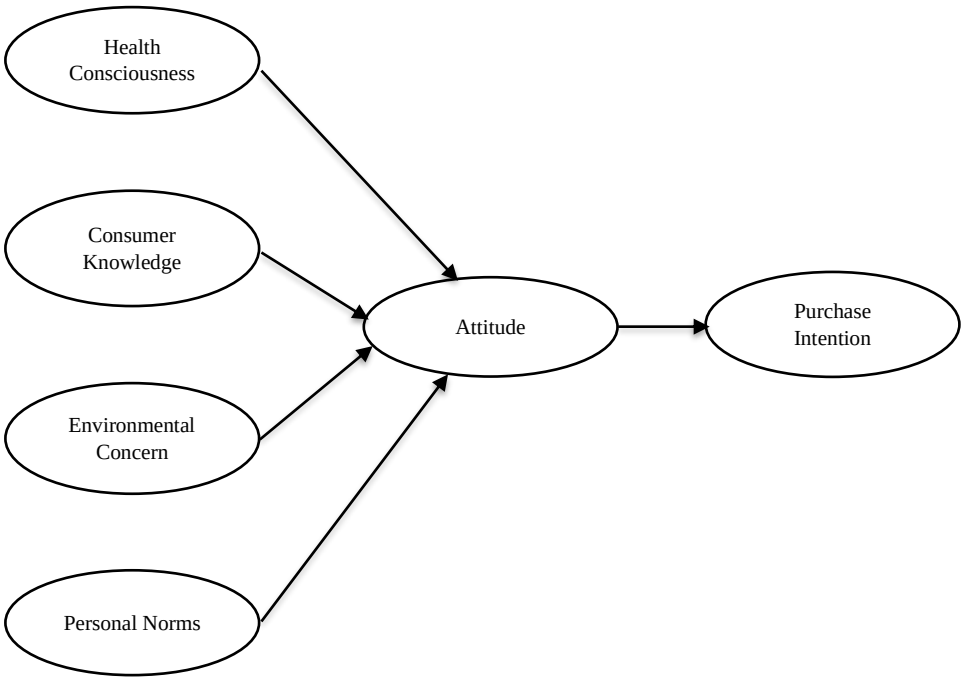
Research Objective

In this study our primary aim is to study the relation of purchase intention towards the organic food in Covid -19 pandemic as society in which we live believe that organic food is a natural immunity booster with attitude being the mediator in light of Theory of Planned behavior. It also been noticed that.

The purpose of this study is to investigate consumer attitude towards organic food in a covid-19 pandemic and how the attitude influences consumer purchase intention, ultimately to discover potential motivational factors behind purchasing decisions.

Conceptual Framework

The conceptual framework has been developed after reviewing the prior studies. Here we discussed dependent variables in the following sections and the relation of independent variables based on past research or published papers



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Research Hypotheses

H1: there are significant relationship between:

H_{1a}: Purchase Intention and Health Consciousness.

H_{1b}: Purchase Intention and Consumer Knowledge.

H_{1c}: Purchase Intention and Environmental concern.

H_{1d}: Purchase Intention and Personal Norms.

H_2: There is a mediating effect of attitude towards Purchase Intention between Independent variables.

Literature Review

Several strategies to analyze the notion of "green product buying intention" have been suggested. For example, Yadav, and Pathak (2017) used the "Theory of Planned Behavior (TPB)" to anticipate customers' willingness to buy green products.

Paul and Rana (2012) in their study identify what factors influence people's attitudes about buying organic foods by examining their buying habits and desires. Their study shows that demographic factors like health, availability, and education are beneficial in affecting consumers' attitudes toward organic products. Customers who buy organic food are generally happier than those who buy inorganic food, regardless of a variety of factors that affect customer satisfaction.

Paul and Rana (2012) examined and clarified the variables influencing consumers' attitudes toward organic foods in a different study. They assess the data collected from numerous studies carried out in various nations and make recommendations for further investigation. According to their study, consumers who are concerned about their health are increasingly favoring organic food over conventionally grown food. The prevalence of lifestyle diseases like heart disease and depression is on the rise, which has had a substantial impact on modern consumers' perceptions. The marketing, sales, and distribution responsibilities of businesses will be significantly impacted by the need to purchase organic food in order to improve one's standard of living.

Previous academics have also highlighted several variables that influence the demand for organic food over time. The need for self-esteem is one of the factors influencing the change in attitude toward organic food. (Haugtvedt et al., 1996). Certain studies have found food quality, safety, and freshness as demand drivers. (Orzan, G., Cruceru et al., 2018). In some studies, environmental concerns were cited as a driver of

demand. This is due to the fact that organic food is considered ecologically friendly because it is produced without the use of pesticides or other crop-protecting chemicals.

Personal variables of organic food intake were examined by Aertsens et al. (2009). Their research tries to give an overview, using a paradigm that connects Schwartz's values theory with the idea of planned behavior (TPB). It also aims to emphasize the significance of emotional attitudes, emotions, personal norms, participation, and uncertainty in relation to organic food consumption. The theory of planned behavior has been mentioned as one of those theories that might help us better understand why people choose organic food. A comparison of organic food qualities to abstract ideals like "safety," "self-indulgence," "idealism," "compassion," "activation," "self-consciousness," and "uniformity" might help explain why people choose organic food. It is possible to influence people to eat organic food using these ideals. Besides attitude, subjective and personal norms, as well as perceptions of behavioral control are all factors that affect organic food consumption.

Purchase Intention

A person's intention is their plan, decision, and willpower to carry out an action or be successful in achieving a specific objective, according to the literature. (Harland et al., 1999). The consumer's objective was to consider an important element that would affect future behavior. According to the theory of planned behavior, intention can more accurately predict behavior that is influenced by personal standards and information. (Ajzen & Fishbein, 1980).

The theory of planned behavior emphasizes a person's capacity for coordination because it has been effective in establishing a variety of behavioral patterns. (OLSEN et al., 2010). In the retail food sector, the TPB has been used to provide insight into consumer buying intentions. The TPB is an essential tool for analyzing consumer preferences in the food business because of how well-known it is. (KIM et al., 2014). By including the construct of health awareness in the conventional TPB, the current study investigated consumers' intentions to purchase organic foods. In general, a person will act in accordance with their purpose, or in line with this theory, barring any unforeseen challenges or events, like a lack of chances, opportunities, or resources. Or, to put it another way, action may be substituted for purpose. (Holst & Iversen, 2011).

Since it seeks to unite all the motivating factors or anteceding determinants of attitude, subjective standard, and perceived behavioral control, which are exemplified by the three major constructs that appear before it, the construct of intention is essential to the TPB. (Ajzen, 1991). This strengthens the ability of intention to forecast real behavior.

According to recent research by Saleki et al. (2019), morality has a big impact on consumers' intentions to buy organic food. It has been noted that the influence of moral attitude on consumers' intentions to buy organic food varies depending on the market's

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stage of growth. (Hamm et al., 2002). Because Pakistan's organic market is still in its early stages of development, the research finds it interesting to investigate the influence of moral attitude on purchase intention. This is particularly true in the COVID-19 pandemic period when people think their immune systems are robust.

Attitude towards Purchase Intention

This paper helped researchers and marketers to better understand the impact of Covid 19 on consumer purchase intentions towards organic foods and how to enhance and improve their food products to better fulfill consumer needs, what sort of organic food they actually need more to attract consumers to buy their organic food product. In previous empirical studies, it was demonstrated that the predictors of consumer purchase intention and organic food had a significant correlation. (Lodorfos & Dennis, 2008; Smith & Paladino, 2010; Ragavan & Mageh, 2013; Pomsanam, Napompech & Suwan maeneepong, 2014). According to scientific research, organic food products attract the attention of health-conscious consumers by differentiating themselves from conventional and fast food, providing accurate information about the product and the food's ingredients, and positioning the food in the consumers' minds by providing information that is both superior to and different from conventional food. The survey was conducted by circulating questionnaires to different people through emails and messages. We analyzed the data by using SmartPLS system and different test were performed such employing both descriptive as well as inferential techniques such as correlation analysis, multiple regression analysis and other tests Upon review, it reveals that correlation and regression tests is evident of that as well the most important factor to determine or predict is attitude towards purchase intention. It also implies that normally people follow their act in accordance with the intentions they have for organic food.

Impacts of Covid-19

The arrival of coronavirus illness 2019 (COVID-19) has meaningfully pretentious the worldwide food systems of fabricators, workstations, and customers, at many different levels it has been noted that the normal people and public’s hygiene attitude and ingesting designs have changed as the pandemic coronavirus 2019 has increased and spread across the world. The new and latest study from Ben Hassen et al. [33] has reported that consumer behavior and attitude is more inclined towards organic food and healthier food in COVID-19 corona pandemic which has shifted consumers’ behavior and attitude toward more sustainable, healthier and more organic and natural food that increase drastically the consumption of safe natural and locally produced food products due to safety concerns. Furthermore, the bottom line of Xie et al. also revealed the crisis of COVID 19 on consumers' perceptions and attitudes which is very much influenced towards safe and organic food due to its health benefits and safer and healthier characteristics, which very much lead the consumers to a change their future diets and lifestyle. Due to this new virus development in society, people are unaware about the lifespan and health impact of the virus and they feel a need to obtain more and more

information, detailed evidence and data to better understand the impact of COVID-19 and to assess shifting in food consumption and forms. Therefore, keeping safety in consideration, healthier, sustainable and safe features of organic food products, we feel a critical and thorough need to understand and study consumers' attitudes changes and swings in consumers behavior towards organic food to communicate expected long-term health and safety consequences occurred in consumer behaviors due to changes life style of consumers during the Covid 19 pandemic. Though roughly few researchers have already studied some factors which influence consumers purchase intentions towards organic food, all most all previous done studies have applied most of quantitative research methods with questions having close end, that have or may have limited responses from participants who expressed true motivations and feelings, fences, and perceptions towards purchasing organic food products. However, with reference to Cohen, the qualitative type of research on consumers that would be more systematic and psychologically more effective and have innovativeness that help to reveal the question of forcing consumer behavior and which may help in exploring the underlying consumer motives, their values, and specific attitudes towards a specific product. Specifically, with reference to the new research of ElHaffar et al. which has insight of importance on qualitative research studies and investigational designs that has closed the organic food consumption. In addition to above, the influence of coronavirus or COVID-19 on consumers' attitude and behavior is still not much clear and it is at an embryonic stage. So far, no specific research studies have directly measured organic food consumption by people with emphasis specially on COVID-19 influences.

Health Consciousness and Purchase Intention

People frequently choose organic foods out of worry for their fitness and general well-being as well as to protect the environment and the natural world. (Wandel & Bugge, 1997; Vindigni et, al., 2002). Consumer health awareness was also given a lot of attention in the Tarkiainen & Sundqvist study from 2005, which influenced opinions in favor of buying organic foods. In Chen's other study from 2009, it was also noted that there is a very strong correlation between purchasing organic food and health consciousness as well as attitudes toward it. Clearly, the most important variables are the consumer's health consciousness and positive attitude toward the intention to purchase organic food. We understand that consumers perceive organic food as healthier, environmentally friendly and safe compared to conventional food which affects health and environment.

Health awareness is the supposed propensity to consider one's own health. (Xu et al., 2020). More precisely, health consciousness can be seen in a person's awareness of their own lifestyle, search for health information, consideration of the environment and natural resources, and food intake. (Hong, 2009). The use of organic and healthy food has been backed by numerous eminent scholars who argue that it significantly improves consumers' interactive objectives. (Hong, 2009; Singh and Verma, 2017; Qi et al., 2020). According to Hee and Jae-Eun, health consciousness is the most pervasive and significant factor influencing consumer behavior with respect to food consumption. (2011).

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Consumers will buy organic food if TPB is implemented, according to a few previous case studies that looked at food safety features and consumer health awareness as more indicators of behavioral intentions of the consumer. (Singh and Verma, 2017; Hansen et al., 2018; Ismael and Ploeger, 2020; Qi et al., 2020). Additionally, it was found that features related to food safety and consumer health consciousness play significant and significant parts in motivation. No studies have looked at the degree to which relationships between consumer behavioral intentions and health awareness, food safety, and TPB components are used as a classic way to avoid unfamiliar local foods in this migrated context.

Environmental Concern and Purchase Intention

Consumers' keen interest in organic food has increased over time, resulting in a more positive and welcoming approach toward organic products. However, studies show that organic food consumption is rather low on the market. This has necessitated a thorough examination of the elements that impact customers' desire to purchase organically grown goods.

One of the primary factors responsible for buying any goods, including organic products, is concern for the environment. According to the findings of several studies, Organic food products, are significantly less toxic to the environment which has led several people to completely avoid processed food and be more environmentally concerned. Also, as a result of mass campaigns and awareness programs Consumer opinions are increasingly shifting toward being pro-environmental lifestyles, and they are more willing to support, participate, or contribute to environmental protection in any way feasible (Shamsudin et al., 2021).

Ling (2013) examined drivers and moderating variables that influence consumers' buy intentions for green products with the goal of examining drivers and moderating variables that influence consumers' purchase intentions.

Attitude

Safvenbom et al. (2014) define attitude as a relational construct that emerges from engagements with activities or surrounding environment. The attitudes we adopt toward organic food are a powerful predictor of purchase intention, and they may have a significant impact on our actual consumption. According to (Feil et al. 2020), consumer attitudes are influenced by numerous relationships of many variables such as personal, environmental and product features. Furthermore, it is widely accepted that perspectives about organically grown food are impacted by consumer motivations. This study also employs Self-determination theory in an attempt to examine factors motivating people to eat organic foods in the first place.

There are several implications of Self-determination theory on various contexts by many authors, almost all of them agree on the collective idea stating that there are

various kinds of motivations based on varying degrees of self-determination, ranging from intrinsic to extrinsic. Organic food is perceived to be a healthier and safer alternative to conventional food. Thus, it might be suggested that customers are intrinsically motivated to buy these items since they wish to be healthy and protect the environment (Nuttavuthisit and Thogersen 2017). Environmental and ecological concerns have been found to have a significant impact on the attitudes and intentions of consumers to purchase organic foods. (Basha 2019).

Impact of Covid-19

The COVID-19 pandemic was certainly a peculiar situation that has lately impacted many aspects of people's daily lives all across the world. The worldwide humanitarian crisis has undoubtedly influenced many parts of people's daily lives, particularly their eating habits, and has contributed to a large number of individuals changing their lifestyles. The devastating impacts of the pandemic were keenly followed throughout the world when the World Health Organization announced the new coronavirus illness (COVID-19). The new regime that emerged as a result of the virus's war began to influence people's attitudes and habits very quickly and since food consumption is so important to humans that it became a significant focus of research when it came to the impacts of the Coronavirus pandemic.

According to Cachero (2020) the epidemic caused by the recent corona crisis impacted the mindset of several customers. More and more people are becoming aware of the dangers associated with not caring for the environment. There was a considerable raise in communal concern for the environment and sustainability before the pandemic; however, COVID-19 has expedited this transition, and a substantial number of individuals are now encouraged to act more responsibly. In this aspect, the health concern may lead to an increase in the purchase of organic products.

Personal Norms and Purchase Intention

Personal Norms refers to the expectation that an individual or group of individuals will endorse and support a certain behavior. Subjective norms, on the other hand, are determined by how others perceive an individual's behavior and what types of behaviors are deemed acceptable within society.

Personal Norms refers to the expectation that an individual or group of individuals will endorse and support a certain behavior. In a society, subjective norms relate to how others perceive an individual's behavior and what is deemed acceptable.

Personal attitude is generally characterized as a persistent mental or neurological willingness developed from experience that has a directed or adaptive impact on an individual's behavior to things and scenarios with which he interacts. When it comes to a person's attitude toward a certain behavior, their perception connects the behavior to a specific outcome, consequence, or other feature (such as the cost of doing so).

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Even if food intake is a personal choice, societal impact on consumption patterns is still significant. Green buying intention behavior has been linked to social norms and values, social groupings, and cultural influences in several research. Consumers adhere to social standards in order to get social recognition and prevent costs due to poor judgments. Choosing green or high-quality items is vital for gaining prestige.

Chen (2007) claimed that organic foods are considered as healthier and more ecologically friendly, and so tests the following hypothesis about subjective norms: 'When a customer has a favorable subjective norm of purchasing organic foods, he or she is more likely to do so.' According to his studies positive subjective norms (evaluated merely with two declarative statements) greatly increase the consumer's propensity to buy organic food. Kumar (2012) measured subjective norms using injunctive questions to examine what determinants of purchase intention led to purchase behavior with regards to environmentally sustainable products, and found subjective norms to be unreliable in predicting purchase intention.

Customers' own values, beliefs, and norms, according to existing research (Kareklas et al., 2014; Westaby, 2005), have the ability to affect consumers' reasoning (for and against) and attitudes toward a certain conduct. For example, (Ryan and Casidy 2018) discovered that, subject to the repute and esteem of the brand label, values were linked with good attitudes and motives for buying green food products. We believe that increasing information about health-related topics is beneficial. Consumers' concerns may have been magnified as a result of their use of chemically generated items for the sake of self-preservation through raising their health awareness.

Impact of Covid-19

According to Sajed & Amgain (2020), the epidemic has caused a "new normal" to appear in business and society. The "new normal" setting is primarily concerned with people's health and welfare in terms of attitudes and product purchase choices due to the necessary changes in lifestyle and business practices to avoid infections. Customers consider organic food to be a secure and wholesome food option. (Somasundram et al., 2016). The importance of individual opinions and buying decisions in relation to the security and health of organic foods has been highlighted in previous studies. Health consciousness does, in fact, impact consumer attitudes toward organic food. (Nguyen et al., 2020).

Green food manufacturers and marketers found it difficult to adjust distribution and marketing strategies during the COVID pandemic to customers' most recent tastes in order to guarantee ongoing industrial development and sustainability. The virus caused health problems for people and may have influenced their decision to purchase organic food because of feelings of security, well-being, and trust due to how easily it spread through contact with people and surfaces. Additionally, the pandemic affected residents' views and perceptions of green consumer culture, organic food, and food safety. (Latip et al., 2020).

Consumer Knowledge and Purchase Intention

One of the elements that influences the decision-making process is knowledge. Consumers' ability to acquire and organize information, use that information to make decisions, and use that information to evaluate things to be consumed is influenced by knowledge (Martin and Simintras, 1995). Consumers analyze the overall impact of their consumption by weighing the advantages and drawbacks of consuming based on their knowledge. Consumer knowledge encompasses all of a consumer's knowledge and information regarding a wide range of items, as well as other knowledge and information relevant to their function as consumers (Engel et al, 2005). One of the variables that influences the decision-making process in consumer research is knowledge.

Consumers' ability to acquire and organize information received, as well as use that knowledge in the decision-making process, is influenced by knowledge (Alba and Hutchinson, 1987). Martin and Simintras (1995). Because of its importance in affecting information seeking behavior. Brucks, (1985), studyed new goods, and comprehending consumer behavior, knowledge is an essential component in understanding consumer behavior (Wood and Lynch, 2002) Organic awareness is described as a consumer's capacity to recognize a variety of ideas linked to organic products based on information available to them (Chan ,2000). Peattie (1998) proposes a comparable marketing theory for sustainable products, stating that customers with a high level of environmental awareness are more likely to be motivated to buy green products. Consumers who understand the relevance of consumption repercussions will be more likely to purchase organic food.

Many authors including (Chryssochoidis, 2000) and (Padel 2000) argue that an individual education has a helpful impact on their perspective about organic food (Foster 2005). Subjective objective information, and past experience can be assumed as 3 types of consumer knowledge (Brucks, 1985). Consumers' subjective information is linked to what they believe they know. To put it another way, it's known as self-learned knowledge. It stands for a consumer self-assurance in their expertise. Lack of confidence is caused by a lack of subjective knowledge (Chryssochoidis, 2000).

Prior experience refers to what a customer has experienced in the past. The objective knowledge of consumers is based on what they genuinely know (Brucks, 1985). Based on the relationship between consumer knowledge and attitudes, Stobbelaar et al. (2007) argue that customers' attitudes toward organic food are more favorable when they are more informed. There is evidence that subjective information has a greater impact on customer attitudes than objective knowledge (Ellen, 1994). Additionally, past experience has a significant role in determining customer attitude, since individuals with some certain experience have a more welcoming outlook (Srensen et al., 1996). The same study conducted by (Roddy et al. 1996), suggested that consumers who had previously tasted organic foods perceived them as more friendly.

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There are many ways for consumers to learn about organic foods. According to Magistris (2007), market-placed knowledge about an organic product (most probably food) is likely to significantly affect consumers' subjective knowledge. A major impact appears to be made by public authorities, including local administration, social networks, advertisements, and invitation from environment preserving organizations. As a result, past experience is also seen as an important element that influences consumer awareness of organic foods. (De Magistris, 2007).

Impacts of Covid-19

Consumer perceptions of health problems have been significantly impacted by the pandemic situation. Trends indicate that the COVID-19 pandemic has raised consumer demand for wholesome food items. Fighting off viral illnesses and preserving mental health and wellbeing during the COVID-19 pandemic require keeping a healthy diet and way of life. You can keep a strong immune system and fend off respiratory ailments like the coronavirus by eating a balanced, nutritious diet.

Methodology

Procedure

In order to acquire accurate measurement, where we have conducted statistical analysis with the usage of quantitative technique as nature of our study based on deductive approach. Here we used different kinds of tools to conduct statistical analysis including SPSS, and Smart-PLS. For this particular research we have floated our questionnaire for the data collection and then implemented statistical analysis to analyze the data and formulate hypotheses. (Dr. Ayesha Razzaque, 2020) International the news entitled that around 4.8 million students enrolled in business category. (Haier et al., 2005) we require at least 250 responses from an indefinite population and then implement different kinds of statistical tests on it, on the basis of this we have collected 279 responses out of which 9 were rejected as they were unusable. We have conducted tests for our research on SPSS to ensure the normality, reliability, validity, correlation and regression analysis of the result.

Scale

For the data collection we used a five point Likert scale to measure the item, ranging Strongly Agree (1) to Strongly Disagree (5). 10 constructs we adopted from different research papers. The dependent variable of our research i.e. Purchase Intention.

Result

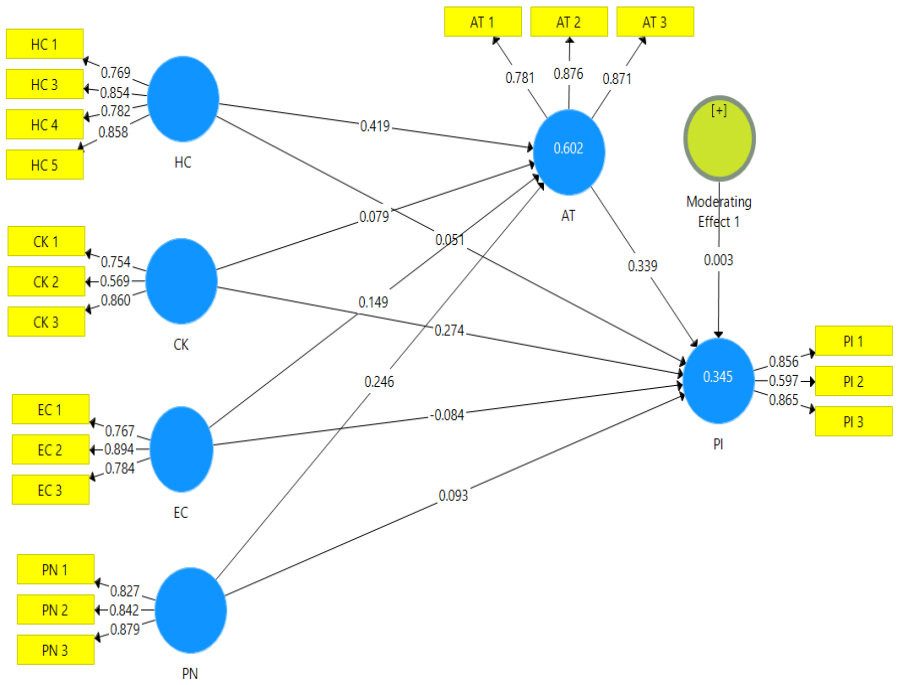
Data Screening

We have performed data screening in two steps, through Box Plot and Outliers.

Data Analysis

Partial least squares structural equation modelling (PLS-SEM) is used to effectively analyze the complex models and is able to conduct the non-parametric analysis of the abnormal data (Henseler & Chin, 2010, Götz et al., 2010). PLS-SEM uses two-stage data analysis procedure: Measurement Model and the Structural Model. Measurement Model describes the analysis of the relationship between the latent variable and the item whereas Structural model analyze the relationship among variables on the basis of theory (Joe F. Hair et al., 2011). Above two models were performed via Smart PLS.

The analysis is performed in three steps to analyze this case; in first step we established the reliability and the validity of the latent variables in second step we analyzed structural model and finally we have done path analysis to evaluate the hypotheses.



Descriptive Analysis

Descriptive statistics of all dependent and independent variables. The mean value of the variables is Zero which show some error in test. The standard deviation of all the variables is 1.

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The skewness of the all six variables is different from each other, which conveying valuable information. All variables are negatively skewed, reflecting that respondents agree that Organic Food is good for health and consumers are health concise and have environmental concerns.

Kurtosis, which is explained as tailenders of the data, ranges between -0.259 and 0.933.

Table 01: Latent variable Descriptive Test

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	Number of Observations Used
AT	0	0.171	-3.506	1.078	1	0.196	-0.797	273
CK	0	0.016	-3.182	1.642	1	-0.259	-0.22	273
EC	0	0.165	-4.044	0.964	1	0.109	-0.865	273
HC	0	0.284	-4.176	0.962	1	0.933	-1.029	273
PI	0	0.174	-3.172	1.353	1	0.746	-0.839	273
PN	0	0.193	-4.037	1.059	1	0.77	-0.909	273

Measurement model

The assessment procedure entails examination of the validity and reliability constructs of the measurement model. (Joseph Hair et al, 2010) The CR composite reliability measure, which has a threshold value of 0.7, is used to determine the reliability of latent variables (Tabachnick & Fidell, 2012). Additionally, Joseph Hair et al. (2010) and Hair et al. (2011) used outer loadings with a criterion value of 0.7 to evaluate the dependability of the manifest. Table... demonstrates that our outer loading of all items and CR of all constructs is greater than 0.7.

we have removed one item from CK and one item from HC due to low outer loading of below 0.7. Reliability of all items and constructs is, hence, established. The convergent validity of constructs, the extent to which an item correlates with other items in the construct (Hair Jr et al., 2016) , was assessed through Average Variance Extracted (AVE). The constructs with AVE above 0.5 have convergent validity (Tabachnick & Fidell, 2012) . Table 5 shows that AVE of all the variables is above 0.6, indicating convergent validity of all the constructs.

Table 02: Reliability Analysis				
Construct	Item	Outer Loading	CR	(AVE)
Attitude	AT 1	0.781	0.881	0.712
	AT 2	0.876		
	AT 3	0.871		
Consumer Knowledge	CK 1	0.82	0.835	0.717
	CK 3	0.872		
Environmental Concerns	EC 1	0.766	0.857	0.667
	EC 2	0.896		
	EC 3	0.783		
Health Consciousness	HC 1	0.769	0.889	0.667
	HC 3	0.854		
	HC 4	0.783		
	HC 5	0.858		
Purchase Intention	PI 1	0.88	0.889	0.8
	PI 3	0.908		
Personal Norms	PN 1	0.826	0.886	0.722
	PN 2	0.841		
	PN 3	0.881		

The discriminant validity of a latent variable, the extent to which it is distinct from other variables (Hair Jr et al., 2016) , is traditionally established if the square root of AVE of the given variable is greater than its correlation with other variables (Fornell & Larcker, 1981) . The square root of all the variables shown in Table 6 is greater than the correlation of the respective variable with other constructs. An emerging and more reliable criterion of discriminant validity is the Hetrotrait Monotrait ratio (HTMT) which should be less than 0.90 for each construct (Henseler et al., 2015). Table 6 summarizes the HTMT ratio of all the variables above the diagonal line. Hence, the measurement model assessment establishes that all the items and constructs utilised in this study are reliable and valid.

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Table 03: Discriminant Validity of Latent Variables						
	AT	CK	EC	HC	PI	PN
AT	0.844					
CK	0.504	0.847				
EC	0.626	0.484	0.817			
HC	0.723	0.521	0.648	0.817		
PI	0.528	0.456	0.352	0.446	0.894	
PN	0.677	0.576	0.683	0.679	0.45	0.85

Note: values in the diagonal in bold are the square root of AVE whereas values below the diagonal line are correlations and above the diagonal line are HTMT

Fornell Lacker Conditions

The study performed HTMT ratio and Discriminant Validity test to assess the accuracy and it was within accuracy limits.

Table 04: HTMT Ratio - Discriminant Validity Algorithm							
	AT	CK	EC	HC	Moderating Effect 1	PI	PN
AT							
CK	0.731						
EC	0.795	0.698					
HC	0.875	0.729	0.805				
Moderating Effect 1	0.416	0.192	0.35	0.359			
PI	0.686	0.77	0.483	0.57	0.217		
PN	0.836	0.817	0.868	0.823	0.28	0.601	

R 2 and F 2

Evaluation of R 2 and F 2 to measure model fit and predictive ability. Variation number in dependent variable connected to its independent variables can be seen as R2.

Table 05: Path Analysis					
Variable	Fsq	PValue	Path	RSq	P Values
HC	0.204	0.002	HC -> AT -> PI	0.602	0
EC	0.026	0.005	EC -> AT -> PI	0.345	0
CK	0.008	0.051	CK -> AT -> PI		0
PN	0.063	0.005	PN -> AT -> PI		0

These values in above table suggest the model as with good explanatory power for the variations in the dependent variables as RSq values are greater than 0.25 that shows moderate explanatory power and as P values are also less than 0.05 it is also indicate that the model has statistically significant explanatory power.

We also analyzed F2 which indicate size of effect and expresses meaningful and significant effect relationship. From above table it is clearly visible that significant effects and non-significant effects in variables. Out of four only one relationship have non-significant effect as the P-value is above 0.05 and remaining three have significant effect.

Conclusion

Organic food awareness, individual attitude, perceived pressure from society, perceived liberty, and belief in organic food safety, as well as the influence of Covid-19, were the only factors studied.

This study focused into the relationships between consumer attitudes, motivational dynamics, and behavior when it came to buying organic food with respect to three factors named environmental concerns, consumer knowledge, and personal norms. While discussing environmental concerns we discussed several theories regarding different aspects of environmental degradation and how it encourages the sale of organic products. Consumers have been more concerned about health effects and progressively demanding safer and healthier products as their purchasing power and consumption knowledge grow. Furthermore, customers are paying more attention to organic foods. The function of perceived food quality and price sensitivity in modulating the connection between environmental consciousness and organic food purchase intention is investigated in this study. The goal is to throw fresh light on our understanding of customers' opinions of organic food and their intentions towards buying it.

In addition, the study uses self-determination theory to define attitude as a conceptual construct arising from interactions with the external environment. Our study examines the attitude people have toward organic foods, and how they predict purchase intentions, in addition to having a significant impact on actual consumption. The variables contributing to consumer attitudes were also discussed. In addition to using Self-determination theory in this study, the authors sought to investigate factors motivating people to consume organic foods.

This study also highlights consumer knowledge regarding organic products and how organic knowledge can enhance and promote customer concern for the environment, hence reducing environmental damage and increasing consumer health. We conclude that It is vital to invest in consumer knowledge through socialization and informal education through labels, based on the function of organic knowledge. Government's necessary involvement in this respect, in order to foster a good attitude toward the use of organic products, which has an influence on sustainable consumption habits. We believe that by

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paying attention to consumer awareness, environmental deterioration may be avoided or reduced. Organic foods must also include aspects of natural legality and organic food information in order to manage customer behavior. As a consequence, customers are not afraid to purchase organic foods.

The impact of Covid-19 crisis on consumer intentions were also discussed and how it has severely influenced many parts of people's daily lives, particularly their eating habits. Several mentioned studies have witnessed in their survey reports that a large number of individuals are changing their lifestyles and becoming more pro-environment by adapting organic lifestyles. The drive to self-isolate and separate from the rest of society has disrupted consumer patterns in terms of what they buy, in what amounts, and via which channels (places where they shop). Furthermore, in a 'new normal' living, the pandemic altered organic food purchasing intentions. Other probable characteristics that impact customer purchase intent were not examined in this study. Further research might be conducted in a non-restricted period or after COVID-19 to evaluate changes in consumers' perceptions of organic food purchasing intentions on food safety and trust. Consumers have found themselves caught into a new scenario in which, in addition to their regular daily obligations, they must also shift their purchase to the virtual world.

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