

**Exploring Compelling Components Along with Consumer's
Green Food Buying Intention and Intention Behavior Gap in
Covid-19 in Pakistan:**



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CERTIFICATE

This is to certify that this thesis entitled: **“Exploring Compelling Components along with Consumer’s Green Food Buying Intention and Intention Behaviour GAP in COVID-19 in Pakistan”** submitted by **Ms. Zafia Bibi** is accepted in its present form by the School of Economics, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree in Master of Philosophy in Business Economics.


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AUTHOR'S DECLARATION

I **ZAFIA BIBI D/O RAJA ABDUL JABBAR** hereby state that my M.Phil. thesis titled **Exploring Compelling Components Along with Consumer's Green Food Buying Intention and Intention Behavior Gap in Covid-19 in Pakistan** is my work and has not been submitted previously by me for taking any degree from Pakistan institute of Development Economics or any else in the country/world.

At any time if the statement is found to be incorrect even after my Graduation the university has the right to withdraw my M.Phil. degree.


Signature of the Student

ZAFIA BIBI

DEDICATION

I dedicated this to myself, my family members, my Teachers who support me in every step. And the people who support me in every way.

Above all, to almighty Allah who always gives strength, knowledge, and wisdom in everything I do.

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ABSTRACT

The main purpose of this study is to identify the factors that facilitate or impede green (organic) purchasing and to explore the factors which affect the factors of Covid-19 consumers' purchase intention regarding green (organic) food. Primary data was collected at various green (organic) food stores which are located in Islamabad. The study started with an exploratory exercise, whereby in-depth interviews were conducted with seven customers using mall intercept techniques. Thematic analysis was used to examine data. This process facilitated the design of an instrument for the subsequent quantitative study. Using convenience sampling, one hundred and eight responses were collected to measure the effect of different factors including price, perceived value, social values, health consciousness, purchase behaviour, Covid-19 effect on green food purchasing. The smart PLS-03 (SEM) was used for the analyses of the data. The study results showed that price, perceived value, social values, health consciousness, purchase behaviour, Covid-19 have a positive and significant impact on consumers' purchase intentions. The finding of this study will help to improve distribution channels to extend their competitiveness in a green food market in Pakistan. Government should make sure to promote green food in Pakistan that it become affordable for middle-class families, if Government takes attention to green food's daily price list, providing organic fertilizer, in this way not only increase its production it may also increase consumers' trust in green food.

Keywords: *Consumers Purchase intention; green or organic food; Health consciousness; Price; perceived value; social values; Purchase behaviour, Purchase intention in Covid-19; Thematic analysis; PLS-SEM; Pakistan*

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LIST OF ABBREVIATIONS

IBG	INTENTION BEHAVIOR GAP
TPB	THEORY OF PLANNED BEHAVIOR
CPI	CONSUMER PURCHASE INTENSION
CPB	CONSUMER PURCHASE BEHAVIOR
GT	GROUNDDED THEORY
HC	HEALTH CONSCIOUSNESS
PV	PERCEIVED VALUE
SV	SOCIAL VALUE

CHAPTER 01

INTRODUCTION:

1.1-BACKGROUND OF STUDY:

With the exploitation and devastation of the environment and the natural resources, “Green consumerism” has prospered and pulled in expanding consideration with the world, food consumption has been a major issue of achieving maintainability since it is related to the environment, person and well-being, social cohesion, and the economy. Environmental issues have impacted people's health at the community and personal levels. For these factors, consumers are getting more concerned with their interests, purchases behaviours towards the environment. Green food (Organic) products are generally known as environmentally friendly goods which are less harmful to health (Lea et al., 2005). Additionally, it's made from renewable raw materials which are recycled, most of the green food (Organic) products are biodegraded and manufactured through minimal energized (Moisander, 2007) (Andersen, 2008).

Different countries have energized this move towards Green food (Organic) cultivating through the promotion of enactment and natural benchmarks (OSEI et al., 2013). Growing green food (Organic) cultivation is very famous in European and the North American regions and 90% of green food (Organic) consumption in these regions, 2017 green food (Organic) sales was 97 billion \$ which is a huge sale of these healthy food items, Although growth and sales of green food (Organic) are very high in developed countries above 84% growth of green food (Organic) growth in developing countries, especially Asia has the largest region in the world where the growth of green food (Organic) is above 40% of the total growth of the whole world. It is classified as 3rd biggest marketplace for green food (Organic) products (Willer & Lernoud, 2019). The widespread rise in the green food (Organic) market in Asian countries represents the growing interest of consumers in developed countries (Al-Swidi et al., 2014). The growing demand for green food (Organic) in the developed world is raising the need to examine the intention of consumers in

developing countries towards green food.

In Pakistan, agriculture plays a major role in the growth of GDP, with approximately 18.5% contribution of agriculture in GDP, and 38.5% employment through the agriculture sector. (PAKISTAN, 2019b) (I. Ali et al., 2020). Although various policy steps were adopted for agriculture's growth since the 1960s, to adopt various traditional techniques to make food healthier by using less pesticide and making it more nutritious and sizeable several individuals concerning some years back. However, there is little evidence to suggest that green food purchase has increased (Asif et al., 2018).

However, in recent times consumers recently switched to natural products, this preference towards Green food (Organic) for Pakistanis does not mean we are either trendy or follow the West. It indicates we go back to the natural habits. It's not a novel idea for us both our ancestors used natural fertilizers and natural chemical processes to grow organic foods in this modern time ¹(The Express Tribune, 2011). Furthermore, according to The National Institute of Organic Agriculture, over the past decade worked on green farming techniques and gave formation on to all holders throughout the nation to regulate organic matter and increase awareness among consumers (Moser, 2015). Resultantly, the use of toxic pesticides in Pakistan has also been modestly reduced. Simultaneously, organic farming has grown to 51,304 hectares of land in 2019 compared to 6,005 hectares in 2017 (Willer, Schaack, et al., 2019).

1.2. ORGANIC FOOD FARMING IN PAKISTAN

As natural and economic challenges within the agricultural sector and since imports of chemical fertilizer and engineered pesticides are costly. Pakistan has only 0.1% total green food (Organic) forms from all over the world, Pakistan has not much participated with rest of the World, Pakistan loses their worldwide market because in the world there is high level of check and balance which

¹ Published in The Express Tribune, Sunday Magazine, March 27th, 2011.

imposed by ²(WTO) ³(IFOAM, 2018).

The government of Pakistan has become an advocate of green food (Organic) agriculture. A Directorate of green food (Organic) agriculture the at National Agriculture Research Center (NARC) was built up in 2008. In addition to numerous other capacities, the Directorate of Natural Cultivating looks for to guarantee that suitable innovation is disseminated to cultivating communities. Under this Directorate, 5000 farmers have been trained for the production of green (organic) food, and organize (organic) food agriculture in Pakistan (NEOAP) has been launched for registration of organic farmers and the traders.

NARC and (PARC) Pakistan Agricultural Research Council are the driving supporters of green food (Organic) and are also included in generation. Numerous private branches found within the region of Islamabad too deliver natural food, particularly new natural products and vegetables for neighborhood markets, and get specialized back from NARC.

Most of the people in Pakistan have the intention to purchase green food (Organic) but a very low percentage comes at their final decision to purchase that green food (Organic), which create gap to buy intention and their final decision. Furthermore, Australian Expert propose that an hour two and half hour intensive work out each week are suggesting for grown up wishing to preserve a sound way of life Department of health (2014), suggest that 56% of us are not reach to purchase.

This study gives a hypothetical framework for understanding consumer's green (Organic) food purchase intention. Additionally, and will be useful for distinctive and multination companies which are doing their business in Pakistan and it will be advantageous for the marketers to target their customers in a compelling way, and will offer assistance sponsors, as well as in this situation when everywhere in Pakistan Covid 19 pandemic, every field of life is disturb especially health. Everyone wants to use the healthy food in this pandemic situation, so it's very essential for

² World trade organization

³ International Federation of Organic Agriculture Movements

companies or organic sale food stores make plan to supply the superior healthy food in different stores or provide them online. It's essential that different advertise companies take attention to promote the knowledge about the green or organic food.

1.3: PROBLEM STATEMENT:

Pakistan ranks second in overall use of pesticide in agriculture sector (I. C. Yadav et al., 2015). People of Pakistan wants to use green (organic) food because of less use of pesticide and harm fertilizer, but there is major problem which make hurdle in consumption of green (organic) food and people are unaware to use that food ⁴(The Express Tribune, 2011).

Green food is luxurious food and middle or low families never afford it, it is important to find those factors who make it more expensive than other conventional food items, to find that issues which relevant and associated with price, lack of trust or unavailability issue and other factors which effect the demand of the Green food (Organic).

1.4: RESEARCH GAP:

Previous study was on consumer purchase intention towards green food with specific factors, their study was focus on quantitative research, larger part of the past study which was close-ended question. previous study mostly discussed on moderating role like food neophobia, trust, awareness etc. between the purchase intention towards green food consumption in Pakistan (Akbar et al., 2019).

No exploratory study in this regard has so far conducted in Pakistan, so this study will provide and an inside in to a lesser research in this area in agriculture market, furthermore, this study may shed light on the changing on consumer behavior during Covid-19 regime in Pakistan with regard to green (organic) food.

1.5: RESEARCH OBJECTIVE:

⁴ Published in The Express Tribune, Sunday Magazine, March 27th, 2011.

Following are the main objectives of the study.

- To identify that factors which facilitate or impede green (organic) purchasing.
- To explore that factors which effects of Covid-19 on consumer's purchase intension regarding green (organic) food.

1.7: SIGNIFICANCE OF STUDY:

This study will give the hypothetical framework for understanding consumer's green (Organic) food purchase intention. Additionally, will be useful for multinational companies which are operating their business in Pakistan and it will be advantageous for the marketers to target their customers in a compelling way. Additionally, companies should make plane to supply the green(organic) online in Covid-19.

This study will help to manage the prices of green (organic) food items, it is essential that the Pakistani government should implement necessary policies, initiatives and check & balance on daily rate list of green food to decrease the prices of green (organic) food items and make this food more appealing and affordable to customers.

These study emphases if government take attention to provide organic fertilizer, it will increase production of green food if it increases production, green food become affordable for middle & low class families.

CHAPTER 02

LITERATURE REVIEW:

2.1: GREEN (ORGANIC) FOOD:

Green (organic) Food is as a Chinese invention of food production. Green Food is a food of high quality, pollution-free, safe and nutritious for human being and safe for the environment (Lin et al., 2010) (McCarthy et al., 2015). Green Food grown without or limited pesticides, as well as a pesticide residue testing program. The following four environmental requirements must be met in order to produce green food: 1) the air quality in the area should be of the greatest possible standard: 2) wastes of heavy metals are not permitted in soil (testing for mercury, arsenic, cadmium, chromium, lead, etc. are required): 3) the national standard for drinking water must be met while processing water: 4) chemical usage are limited and controlled, with some of the most toxic pesticides and fertilizers being banned (Giovannucci et al., 2005).

Green (organic) food is categorized in two classifications: Grade 'A' green food, which signifies a degree of transition between conventional and green (organic) food. To enhance soil quality and avoid pests, farmers can use a restricted quantity of chemicals and pesticides. Every three years, the processing factories are examined in order to renew them, certificates and get product certification and Grade 'AA' green food those classification, which certifies complete organic status (Bekele et al., 2017). Because of the many standardizing systems in existence like normal, green (organic), these kinds of food grading vary which is more safe for health and for nature. Normal grade food contains measurable quality and cleanliness criteria. However, they only apply to the initial production stages. Green (organic) food is planted under zero polluted soil (Yin et al., 2017).

2.1.1: Consumer Purchase intention:

Consumer Purchase intention explain in which consumer's wish to purchase a product or service. Various factors influence the consumer's purchase intension and factor in which a consumer desire

to purchase the specific product which is most favorable and affordable for a consumer (Keller, 2001).

Most of the earlier studies explain that various environmental attitude are helpful for consumer to purchase the green (organic) food different other factor like environmental knowledge, and environmental attitude play their essential role for purchasing, so purchase intention effect the attitude of the consumer, study further explain that professional at the age of 35-55 are more health conscious, and they ready to buy green (organic) products, typically green purchase intention of the consumer has been the combination of the factors which are reflecting concern for natural issue (Tilikidou et al., 2007).

Environmental knowledge, media, word of mouth and product quality play their vital role for green purchase intention. environmental attitude of the consumer helps to decide the purchase of green products (Soomro et al., 2020).

The study explains the hypothesis that attitude is important and has the positive impact towards consumer purchase intention (Yu et al., 2014). There are number of factors that impact on customers to buy green food.

Compilation of a few thinks about, uncovered that 67% of the buyers displayed a favorable natural attitude, whereas an 4% were really included in pro-environmental buys. In truth, whereas investigating green food buying intention, researchers have detailed a “gap” between communication states of mind of consumers and real purchase behavior.

2.1.2. Green food purchase behavior:

The attitude of a customer toward a given buying preference, as well as the consumer's final choice to buy and readiness to pay, is referred to as buying intention. This is, in essence, a signal of consumer purchasing behavior (Wier et al., 2008). Additionally, Purchase behavior towards green (organic) food items refers to the buy of naturally neighborly items or maintainable items those are recyclable and beneficial for health and avoiding to use such items which hurt the health (Chen

et al., 2010).

For consumer's final decision to purchase green (organic) food products, consumers go through different stages to purchase a product before making the final decision. The way people interpreted and believed product information would have an impact on them in the subsequent stages, such as alternative evaluation and decision to buy (Kotler et al., 2001).

According to Hughner (2007) that 67% of the buyers show a favorable attitude towards green (organic) food, whereas an 4% were really reached in their final decision to purchase green (organic) food.

Furthermore, consumers' unwillingness to buy green (organic) food is due to a few causes. High price premiums unavailability, and to a lesser extent, lack of knowledge, lack of faith in organic certification systems, and quality are all barriers to purchasing organic or green foods (Gan et al., 2008).

H₁: There is Significant relationship between Consumer's Purchase Intension on Consumer's Purchase Behavior.

2.1.3. Health consciousness:

According to green (organic) food items do not include harmful pesticides, which is beneficial to one's health. People who are health consciousness, are more aware of their health and more worried about their well-being, always motivated to improve or maintain their health and prevent illness through engaging ourselves in healthy activities and being self-aware of their health (Newsom et al., 2005).

Consumers who are concerned about their health might use health awareness to determine the contents of organic and non-organic items on the market that's why customer show their preference towards green (organic) food buying. Furthermore, while purchasing green (organic) foods, the majority of consumers will be worried about maintaining or improving their health. Green (organic) food purchasers were more concerned about their personal health and were more

inclined than the general population to take preventative health measures. Health consciousness is a broader concept that reflects a person's ready to do something for his or her own health. It may be measured as the degree of willingness to conduct healthy activities (MOHAMMAD, 2019). Additionally, the study R. Yadav 2016 further explain the same concept that health consciousness is a critical benchmark, when it comes to food product purchases, and food safety problems such as pesticide concentration in food influence customers' purchasing decisions because they are worried about their health and the health of their families (R. Yadav et al., 2016). Considering green (organic) food items are safe, healthy, and more nutritious, health-conscious customers are more likely to consume these items led to an increased demand (Hassan et al., 2015).

Another study found that when it comes to food buying intention, health was a bigger incentive than environmental elements, as a result of Smith, (2010) study and hypothesis 5 (H5): represents Health consciousness positively effect on green (organic) food commodities (Smith et al., 2010).

In addition, the major factor in the consumption of food items was health. Further information of the interaction between consumers and the environmental implications of food was carried out by analyses of the characteristics of, consumer preference is affected by multiple factors that have given greater weight to health issues than other factors such as environmental and food concerns. They consider it deciding factor towards consumers agreeing to paying higher price (Michaelidou et al., 2008).

H₂: There is Significant relationship between Health consciousness on Consumer's Purchase intention.

2.1.4: Perceived values:

Perceived value may be defined as a buyer's satisfaction towards product which is based on their personal views that what they spend and what they get in return (Naylor et al., 2000). To put it another way, the perceived value of a product is a tradeoff between its perceived value and its cost. The perceived value of green (organic) food product by consumers is essential, as past research

has shown that consumers have a favorable attitude toward green food items. Furthermore, people are prepared to pay more price for green or organic food because they feel it is healthier, safer, and environmentally beneficial (Ahmad et al., 2010).

Moreover, (Renko et al., 2011) according to the study, sensory characteristics are the most significant element influencing people's decision to buy organic product, followed by price and safety. To put it another way, if customers have a negative opinion of green (organic) food, they are less likely to buy it. It discusses the significance of organic food's perceived value in affecting organic food buying intentions.

Accordingly, Attanasio (2014) discovered that a consumer's desire to buy organic food is impacted by their views of value of green (organic) food product, as well as their faith towards food product. Perceived quality and perceived value are regarded mediating factors in this study, and they have a major impact on a consumer's purchasing choice. Furthermore, consumers' increased awareness about the environmental consequences of their consumption habits has influenced their willingness to buy organic or green food.

Consumer attitudes and actions toward green (organic) food, as well as their perceived values, were highly linked to health advantages. (Shepherd et al., 2005).

H₃: There is Partially-significant relationship between Perceived value on Consumer's Purchase Intension.

2.1.5: Price:

Price is the first important factor to consider when purchasing green (organic) food items. Therefore, it is vital to investigate how green (organic) food, are perceived by consumers, as well as their behavioral intentions and actual buying behavior toward the product (Gottschalk et al., 2013). Furthermore, price is a main factor for purchase intension. In the other hand, the importance of price is determined by the function that customers attribute to it. High costs have a negative impact on purchasing, but they also have a positive impact but it depend on food item's quality

(Völckner et al., 2007).

Further, purchase Intension is directly influenced by consumer's income and product pricing. Buyers have tight budgets due to reduced income, the negative role is likely to be emphasized, resulting in reduced income as a barrier rather than price. Several researchers have found that if one's income falls and the price of a product increases, the demand for that goods declines, Furthermore, the price of items has been demonstrated to impact demand for green (organic) food products. In many areas, the price of green (organic) food products stays high due to increased demand for such products (Tshuma et al., 2010). Furthermore, from a study by (Völckner et al., 2007) in the eyes of consumers, pricing is not only a cost, but also a signal of product quality, if the items are 100% organic, buyers are ready to pay more price for healthy products.

H₄: There is Significant relationship between Price on Consumer's Purchase intention

2.1.6: Consumer's purchase intention in Covid-19 pandemic

In December 2019, a disease resulting from food caused by a novel coronavirus (Covid-19), which was originated through wild animal in Wuhan, China (Fan et al., 2020).

Virus spread exponentially through human interaction it stuck all the human's daily life all over the world. This crisis triggered anxiety of using food all over the globe. In addition, different Considering policies have been placed to prevent Covid-19 issue. The Chinese Government has partially forbidden all the trade of wild animals, including all transportation to shops, hotels and online platforms (Ribeiro et al., 2020).

Firstly, General attitudes of the respondents in some recent studies are favorable towards green (organic) in Covid-19. Secondly, older people are more optimistic towards green (organic) food and are more dedicated.

In contrast, some factors have a negative impact in a pandemic situation, such as mistrust, which has a negative impact on the control system, as well as quality of organic or green products, which has a negative impact on consumer buying behaviors in Covid-19, although earlier research has

found a link between trust and organic food purchase intentions, the situation is different during the Covid-19 crisis (Zaidi et al., 2019). At this stage, safety takes precedence above the product's real environmental impact. When consumers have a thorough understanding of food safety, their attitude and sense of autonomy may be changed, leading to increase the desire to buy green food since it is believed to be safer than traditional options (Somasundram et al., 2016). Regardless of having strong buying intentions, green food consumptions have decreased, particularly during the Covid-19, owing to concerns of scarcity, high price, and fear. Food supply chains were affected in the early phases of the worldwide pandemic due to lockdowns, labor, travel bans, supply chain disruptions. Meanwhile, many people agreed to stay at home in order to prevent the risk of infectious illness spreading, and many supermarkets and stores limited their hours of operation in order to minimize the spread of Covid -19 cases. As a result, the lack of availability was a key factor in limiting customers' green products buying (Li et al., 2020).

H₅: There is Significant relationship between Covid-19 on Consumer's Purchase intention.

2.1.7: Social values:

Social value is made up of social identity, personal expression, and social self-concept, and it is connected to interactions between people other than those that are linked with individual recognition via the purchase of goods and services (Sangroya et al., 2017). Prior study has found that social value is important in any food consumption, because the image of food frequently reflects the image of the consumer, and consumers are driven to show their social standing and communicate their identity to others via their food choices (J. Hall et al., 2001).

Even though food consumption is a personal activity; however, social values plays a vital role. There is still a significant and optimistic effect of social values on green (organic) food and other normal food. Oroian (2017) indicated that the key factors for purchase green (organic) food items are nutritional issues, taste appeal, sustainable consumption and weight considerations (Oroian et al., 2017).

According to Y-F. Wang & Wang (2016) that green (organic) food purchase intention activity is

related to societal expectations and beliefs, to social classes, and to cultural factors (TPB) (Y.-F. Wang et al., 2016).

Suki, Suki, & Issues (2015) it has been found that consumers always like to participate in green consuming activity for purposes outside their usefulness, which include their symbolic identity and importance by society (Mohd Suki et al., 2015). In addition, customers who purchase green (organic) food inspire others from society.

Additionally, green (organic) food products consumers are motivating others to use such products which are more environmental friendly, further strengthened the point that the behavior of the Green product's buyer differs because of social values. Variety of researches concluded that social values influence the consumers' decision to buy green commodities advance the impact of consumption values i.e. practical, societal, emotional, conditional, epistemic, environmental (Rahnama, 2017).

H₆: There is Partially-significant relationship between Social values on Consumer's Purchase intension.

2.1.8: Environmental knowledge:

Consumer environmental knowledge is an essential factor in describing how consumers make decisions. Environmental knowledge offers for a better understanding of the decision-making and information-gathering processes that influence a consumer's level of confidence in a product (Carlson et al., 2009).

The impact of prior knowledge of a green (organic) food product category on various aspects of pre-purchase knowledge search within that product category is investigated. Further information found that a lack of knowledge will result in customers having less believe in the information they get. Environmental knowledge around the has gained tremendous interest from education, whereas green entrepreneurship which is related to produce green food has been viewed as the solution to environmental and social issues (J. K. Hall et al., 2010). Furthermore, environmental knowledge

plays a multidimensional role in promoting the customer's purchase intention. The consumers with environmental knowledge help the marketing companies to determine the green (organic) food purchase intention of consumers (Brucks, 1985; Mostafa, 2009).

If a buyer has understanding about the knowledge the use of green (organic) food, their awareness will greatly increase and foster its beneficial approach to green products. Moreover, the environmental interest of customers had a huge impact on their desire to pay for eco-friendly goods (Xu et al., 2020).

In study Wang (2014) the data from surveys conducted in 35 local towns in China were collected, 1403 questionnaires randomly distributed among these 35 chosen regions in 50 villages. On the basis of the descriptive study, the current condition of the sustainable consumption behavior of rural residents and the influencing factors were revealed, including environmental knowledge, perception of effect, behavioral intention, environmental obligation, perceived behavioral influence, environmental importance, response effectiveness, environmental sensitivity and also external factors and the study concluded a favorable connection between awareness of the environment and the purpose of purchasing green food products (P. Wang et al., 2014).

2.1.9: Environmental Attitude:

The consumer's attitude (like and dislikes) are shown through an evaluation procedure that might be favorable or negative, with a direct relation to behavioral intents, the study of Maichum et al. (2017) developed and tested the model on a sample of 425 young Thai respondents using structural equation modeling, they discovered that environmental attitudes had a substantial impact on customers' purchasing intentions, indicating that youthful consumers had a favorable attitude toward green products (Maichum et al., 2017).

Environmental attitude of the consumer shows the mind perception towards food it will be positive or negative and this attitude push consumer to decide to purchase product or avoid them, Additionally, attitude towards green (Organic) food young consumer has positive and significant relation to each other because young people are more conscious about their health. According to

Theory of planned behavior individual positive or negative mind behavior towards purchase intention towards food. Environmental attitude is very essential factor to predict consumer's buying intention towards green (organic) food (Ajzen et al., 1986).

Young customer is mostly attract towards products through environmently attitude Maichum, Parichatnon, & Peng (2017) according to this study to explore the factors youthful Thai consumers between the age group of 18 to 29 results demonstrated that environmental awareness has positive impact on purchase green (organic) food products (Maichum et al., 2017).

Furthermore, environmental attitude towards purchase intention of Vietnam's young consumer has the positive impact with purchase of green (organic) food (H. V. Nguyen et al., 2019). The study of Ali (2011) explain that environmental attitude has significant impact on purchasing of green (organic) food (A. Ali et al., 2011).

According to this study, the aim of this study was to analyze and application of the technique from a European initiative, in which consumers' decision-making, perceptions and beliefs towards organic food are investigated. A group of 450 consumers have been interviewed at different stores at the city of Porto Alegre, Brazil, results indicated that healthy and environmently friendly goods are extremely penetrative and have a rather optimistic outlook, and that environmental attitude is known to be the main indicator of organic or sustainable (Green) food purchases (Hoppe et al., 2013).

SUMMARY:

In this study find out the consumer purchase intension towards green food different previous studies showed that Health consciousness, Prices, perceived values, social values have significant impact on green food purchasing, furthermore some recent studies explained that Covid-19 have positive impact on green food purchasing.

Table 1

TITLE	AUTHERS	METHOD	FINDINGS
The health consciousness myth: implications of the near independence of major health behaviors in the North American population (2005)	Newsom, Jason McFarland, Bentson Kaplan, Mark S Huguet, Nathalie Zani, Brigid %J Social Science Medicine	250,000 respondents included regression test	People who are health consciousness, are more aware of their health and more worried about their well-being, always motivated to improve or maintain their health and prevent illness engaging ourselves in healthy activities and being self-aware of their health
Purchasing intention towards organic food among generation Y in Malaysia (2015)	Hassan, Siti Hasnah Yee, Loi Wai Ray, Kok Jean	The data were collected from 226 respondents using	green (organic) food items are safe, healthy, and more nutritious, health-conscious customers are more likely to consume these items led to an increased demand.
Eating clean and green? Investigating consumer motivations towards the purchase of organic food (2010)	Smith, Samantha Paladino, Angela	Quantitative data of 157 respondents were collected	This study Represents Health consciousness positively effect on green food items
The price-perceived quality relationship: A meta-analytic review and assessment of its determinants (2007)	Völckner, Franziska Hofmann, Julian % J Marketing letters	Primary data use in this study	High costs have a negative impact on purchasing, but they also have a positive impact but it depend on green food quality
The mental health of frontline and non-frontline medical workers during the coronavirus disease 2019 (COVID-19) outbreak in China: A case-control study (2020)	Cai, Qi Feng, Hongliang Huang, Jing	primary data use in this study of 1173 respondents included	This study showed that the Covid-19 positive effects on consumer purchase intention especially healthy food.
Impact of COVID-19 on food behavior and consumption in Qatar (2020)	Ben Hassen, Tarek El Bilali, Hamid Allahyari,	online survey using structure method	Covid-19 has impacted positive on healthy food people of Qatar demand more organic food in this pandemic situation
Consumers' attitudes towards organic products and sustainable	Oroian, Camelia F Safirescu, Calin O Harun, Rezhen Chiciudean,	568 respondents and analyzed using	this study indicates that health concern, taste, society has positive impact on green food purchasing

development: a case study of Romania (2017)		descriptive and inferential statistics.	
Environmental consciousness and organic food purchase intention: a moderated mediation model of perceived food quality and price sensitivity	Wang, Jianming Pham	surveys conducted in 35 local towns in China were collected 1403 questionnaires in 50 villages	On the basis of the descriptive study, the current condition of the sustainable consumption behavior of rural residents and the influencing factors revealed, including knowledge, perception of effect, behavioral intention, environmental obligation, has positive impact on purchasing green food products

CHAPTER 03

METHODOLOGY

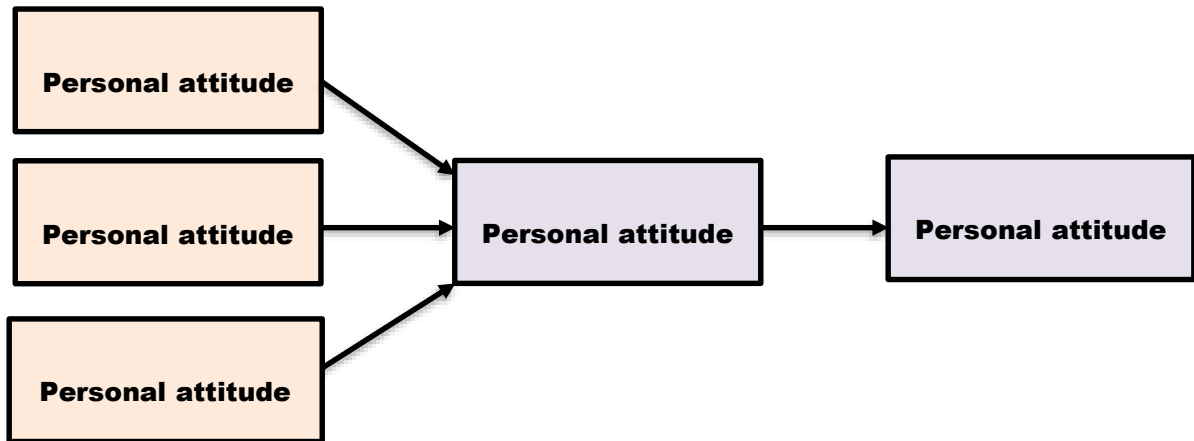
This chapter consist on Methodology in which discuss about Theoretical background of the study Research design, type of study, research instrument & procedure, data analysis.

3.1: Theoretical background

This study is based open the consumer’s purchase intension towards green (organic) food. Theory of planned Behavior (TPB) is the base theory of this study, this theory is presented by Ajzen & forms (1991). TPB explained the individual’s behavioral intention, which can be anticipated by personal individual values, social values and perceived values control behavioral intentions. Theory of planned Behavior (TPB) depicts that purchase intension are directly related with the consumer’s decision (Ajzen et al., 1991). TPB has been presented in numerous past studies in several setting of green (organic) food consumption to clarify consumer’s behavior, (Kashif et al., 2020).

TPB explain that the personal attitude (i.e., favorable or unfavorable) Subjective norms and perceived values are the major factor of purchase intention towards purchase behavior (J. Wang et al., 2020).

- In this study personal attitude (Health consciousness), Subjective norms (social values, Prices, Covid-19), and perceived values.



Theory of Plane Behavior (TPB)

3.2: Conceptual framework

Conceptual framework of the study illustrates the relationship between variables, that how the variables might relate with each other. This study indicates that how health consciousness, perceived values, price, social values, Covid-19 and purchase behavior effects on consumers purchase intension (dependent variable), these are as below:

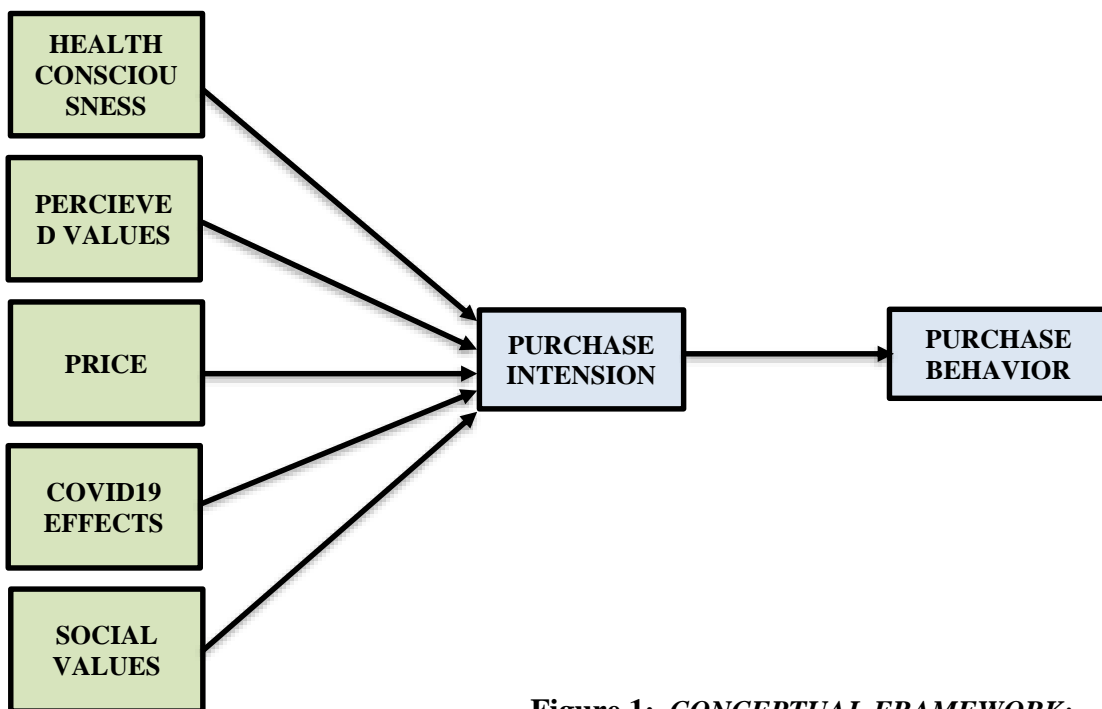


Figure 1: CONCEPTUAL FRAMEWORK:

Source: Author's own designed framework

3.3: VARIABLES

3.3.1: Independent variables

The above presented theoretical framework represents the effects of independent variables on dependent variable (see Figure 4). In this study independent variables have been selected on bases of proposed research, in this study independent variables are (health consciousness, price, perceived values, social values, Covid-19, consumer purchased behavior).

3.3.2: Dependent variable

Consumer purchase intension is dependent in this study.

3.4: RESEARCH DESIGN

Research design is a comprehensive arrangement to take after the scientific categorization of the research, thus research design is overall establishment of the method to conduct the collection of data (Leedy, 1989). According to Leedy and Ormrod (2005) there are three types of research design which are found in literature, descriptive research design, explanatory research design, and exploratory research design. Descriptive research design is use to establish hypothesis and find out the results, in which issues are already highlight in the literature, while exploratory research design is investigating the new things which are not explain before in the literature, and explanatory research design is one which is connected with the clarification of the cause and impact relationship among the chosen builds of a research investigation.

I used both Descriptive (quantitative) and exploratory (qualitative) methods for analysis. I start my study with exploratory exercise and then test it with descriptive way. For quantitative analysis a sample of one hundred and Eight green (organic) food consumers is collected from Islamabad and for qualitative analysis a sample of seven consumers of green (organic) food are interviewed using mall intercept techniques.

3.5: TYPE OF STUDY

This study is somewhat a mix method study whereby exploratory exercise is used for the design of a survey instrument and then descriptive investigation is undertaken to validate the hypothesis regarding the factors which effect consumer's green (organic) food purchase intension.

3.6: POPULATION & SAMPLE SIZE

3.6.1: Population:

This study was conducted at green (organic) food stores which were located in Islamabad, a city with a medium and upper-class population. One hundred and twelve copies of the questionnaires were distributed in organic stores because these stores would be visited by customers looking to purchase essentials green (organic) food items, one hundred and eight complete responses were collected. Additionally, got closed and open ended interviews from that respondents to get better results.

3.6.2: Sample size

At inception, seven respondents gave their responses vie-interview. According to rules for the Themetical analysis categories proposals by the type and size of the projects (Small, medium, and large), for small projects 6-10 respondent are expectable for themetical analysis, for medium 10-100 respondents and for the large projects 400 + are required (Braun et al., 2013) (Fugard et al., 2015). Furthermore (laili Jabar et al., 2013) use this sample in their study.

In the second part, 108 respondents were asked to fill the questionnaire, which was adequate for this research (Kline, 2015). Survey was conducted on those consumers who purchase green or organic food. (L. D. Nguyen et al., 2004), (Chan et al., 2006), use this sample size in their study.

I got 108 respondents for survey and 7 respondents for interviews (both male & female, all type of education level & income back ground consumers and got 20 to 60 + age group consumers who proffered to purchase green food. Although there are very little number of green food buyers, because of availability issue, lack of trust on green food, and because of lock down in Covid-19, it's not possible to collect large data in this stage. But presence of all limitations this simple size

is best representative of whole study, green food is luxurious food and afford upper class people and people who lives in mega cities (*Islamabad, Lahore, Karachi*) they afford it, I selected the capital city of Pakistan; where all the upper and medium class people are living here or work here, because people who lives in Islamabad city they belong to different areas and its convenient for me to get data from this city.

3.6.3: Sampling techniques

In this study non-probability sampling was used. Whereas convenience sampling is used in non-probability sampling due to its cost-effective and efficient benefits. This technique was used in various studies because it's very difficult to cover whole population for research, it is the main reason to use convenience sampling (Etikan et al., 2016).

3.7: RESEARCH INSTRUMENT & PROCEDURE

For the first qualitative part (exploratory) of this study, I developed an interview sheet (*attached as annexure*) that include open and close ended questions. The purpose of this study was to identify broad factors that may affect green (organic) purchase intentions. The design of interview questions was based on previous studies conducted in other countries and then modified them Pakistani context and make them easy to understand for Pakistani consumers. These studies helped me identify the possible factors that could affect the target variable i.e. purchase intention. Thus enabling me in the design of closed ended questions. To tap other possible factors, in the context of Pakistan, I asked different open ended question. The interview with each participant lasted about 15-20 minutes, all questions were asked on Urdu language for better understanding the consumers. (*See Annexure for details*).

In the second part (descriptive), I utilized the findings of exploratory study and create hypothesis with many published instruments including Purchase Intention (Dependent Variable), Price, Health Consciousness, Purchase Behavior adapted from (Singh & Verma, 2017), Social Values (Akbar et al., 2019), Perceived Values (Hassan et al., 2015), PI in Covid-19 (Latip et al., 2020) to design the survey instrument for hypothesis testing.

All questions were in English language and it required approximately 10-15 minutes for fill out the questionnaires. Data collection lasted for 5 days to collect information from 108 participants.

3.8: DATA ANALYSIS:

3.8.1: Data analyzing in Qualitative method

- In this exploratory method the data was thematically analyzed, by reading and re-reading over and over, in first phase, got responses and note down in detailed then read it again and make some points that what respondents wants to say, highlight all the important points from their answers on the bases of thematic similarities, their main points become their main theme and sub-theme, like which factors are important which effect their purchasing power in favor to purchase green food or the main problem which create hurdle to purchase green food.

Additionally, in second phase, for further analyzing major themes and their sub-themes, put it into NVivo 10.0, to make further themes and sub-themes, the purpose was to analysis themes in well-mannered way. (*See Table 3*).

3.8.2: Data analyzing in Quantitative method

For analyzing the data of 108 respondent which was adequate for this research (Kline, 2015).Two model were established i) Measurement Model, ii) Structure Model

3.8.3: Measurement Model

Measurement model has been analyzed through Smart PLS-3, which explained the relationship between latent variable and their measures, for assessment of measurement model, Firstly, check the validity and reliability of the data and its inner consistency reliability of the data, by calculating Cronbach's alpha and composite reliability. Secondly, assessed the Convergent validity by comparing AVE. Thirdly, check the Discriminant validity by examining cross loadings by comparing the square root of AVE with the correlations among the latent factors. Finally, to make basic modal for check the hypothesis by bootstrapping.

3.8.3.1: Internal reliability and consistency:

Most of the past studies Cronbach's Alpha was used for the internal consistency and reliability of the construct (Henseler et al., 2009). Recently, the value of Rho-A has accepted more relevant than Cronbach's Alpha, its values lies 0.6 or above, and Composite Reliability was used its values lies 0.7 or above was considered an acceptable and below than the value 0.6 represent the low level of reliability (Henseler et al., 2009).

3.8.2.2: Convergent Validity:

According to Henseler (2009) for analyzing the validity, two ways are very useful to examine. First, convergent validity, second, discriminant validity. Convergent validity represents underlying construct or how items should converge with each other to construct the latent variable. In order to assess validity, used Average Variance Extracted (AVE) and Composite reliability CR, if the AVE value was 0.5 it showed its sufficient convergent validity, if values of CR should lie 0.7 it showed excepted validity (Fornell et al., 1981) (Henseler et al., 2009).(see Table 5)

- **Average Variance Extracted (AVE)**

$$AVE = \frac{\left(\sum_{k=1}^{K_j} \lambda^2 jk\right)}{\left(\sum_{k=1}^{K_j} \lambda^2 jk + \phi jk\right)}$$

Where:

K_j -----is the number of construct indicators $\in j$

λjk ----- are the loading factors.

ϕjk ----- is the error variance of the kth indicator ($k = 1, \dots, K_j$) of construct $\in j$

$$\phi jk = \sum_{k=1}^{K_j} 1 - \lambda^2 jk$$

- **Composite Reliability (CR)**

$$CR = \frac{\left(\sum_{k=1}^{K_j} \lambda jk\right)^2}{\left(\sum_{k=1}^{K_j} \lambda jk\right)^2 + \phi jk}$$

Where:

K_j ----- Number of construct indicators $\in j$

λ_{jk} ----- Loading factors.

ϕ_{jk} ----- Error variance of the kth indicator ($k = 1, \dots, K_j$) of construct $\in j$

3.8: DISCRIMINANT VALIDITY:

It showed discrimination (differentiation) between the constructs that each constructs were statistically different with each other, for analyzing Discriminate validity Fornell-locker criterion, cross-loading, Heterotrait-Monotrait ratio methods are built.

3.9.1: Cross loadings

One method is cross-loading method for analyze the discriminate validity and it should be use for reduce the presence of multi-collinearity problem Among the latent variable, an indicator of the outer loading should be higher than all other construct. If the cross loading indicators are less than then the other construct it shows the problem of multi-collinearity and it is the major problem of discriminate validity (Joe F Hair et al., 2011). (See Table 6 & 7)

3.9.2: Fornell -Larker criterion

In Fornell -locker criterion involved comparing of AVC to inter-construct correlation, where square root of AVE should be higher than inter-construct (Chin et al., 1999). According to Fornell and Larker (1981) square root of AVE in every latent variable can be used to set up Fornell-larker criterion values, its values should higher than other correlated values among the latent variables (Fornell et al., 1981).

$$\sqrt{AVE} \in j > \phi_{ij} \forall i = j$$

3.9.3: Heterotrait-Monotrait ratio (HTMT)

Nowadays, it has been proposed for correlation Heterotrait-monotrait ratio (HTMT) approach used for analyze the discriminant validity, its value or proportion ought to be less than 0.85 in few cases it should be 0.90 (Henseler et al., 2015). (See Table 8).

$$\text{HTMTR} = \frac{(\text{Average of Heterotrait correlations})}{\text{GM (Two averages of Monotrait correlations)}}$$

3.10: BOOTSTRAPPING

3.10.1: Path-coefficient

For inner and outer model testing significance of T-statistic is used, this procedure called bootstrapping. For this purpose, large numbers of subsamples (e.g., 5000) taken from the original samples with replacement to allow bootstrap standard mistakes, T-values for testing the Structural path. The value of T- statistic should be 1.96 or above and P-value should be .05 or less. This procedure of bootstrapping was used to evaluate the significance of hypothesis and its results approximate the data normality.

3.10.2: Value R², Q²

According Hair, etal (2009), R² is the determination of coefficient measurement and its overall effect size and variance explained the latent variable for the structural model, Q² is based on the blindfolding method that removes single focuses within the data matrix. As a rule of thumb, Q² values should be higher than 0.25 and 0.50 it shows small, medium, and large prescient pertinence of the PLS-path model. Q² demonstrating a better prescient structural model accuracy. (*see Table 9*).

3.11: HYPOTHESIS:

H₁: There is Significant relationship between Consumer's Purchase Behavior on Consumer's Purchase Intension.

H₂: There is Significant relationship between Health consciousness on Consumer's Purchase intention.

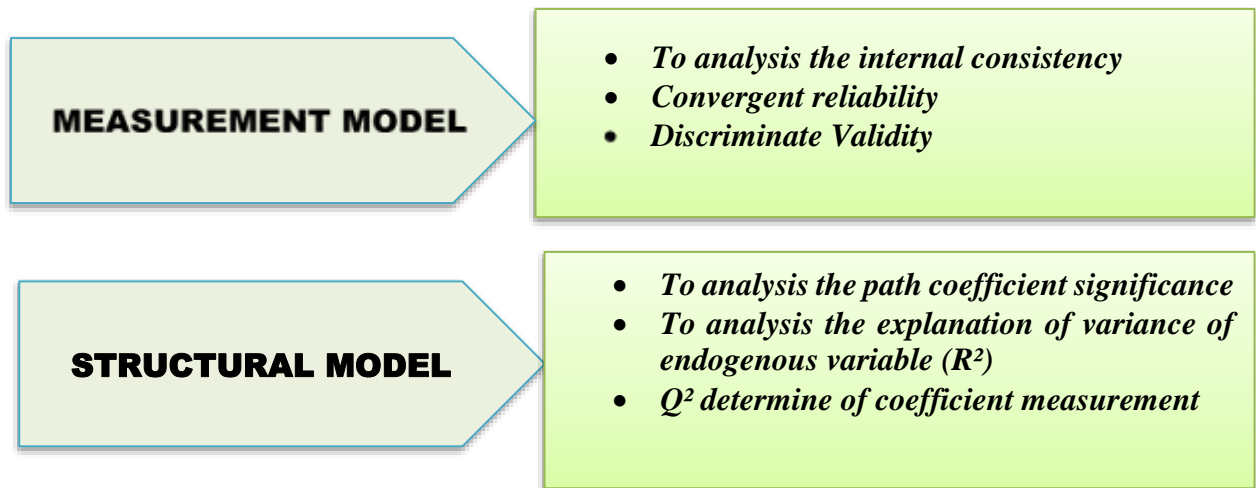
H₃: There is Partially-significant relationship between Perceived value on Consumer's Purchase intention.

H4: There is Significant relationship between Price on Consumer's Purchase intention.

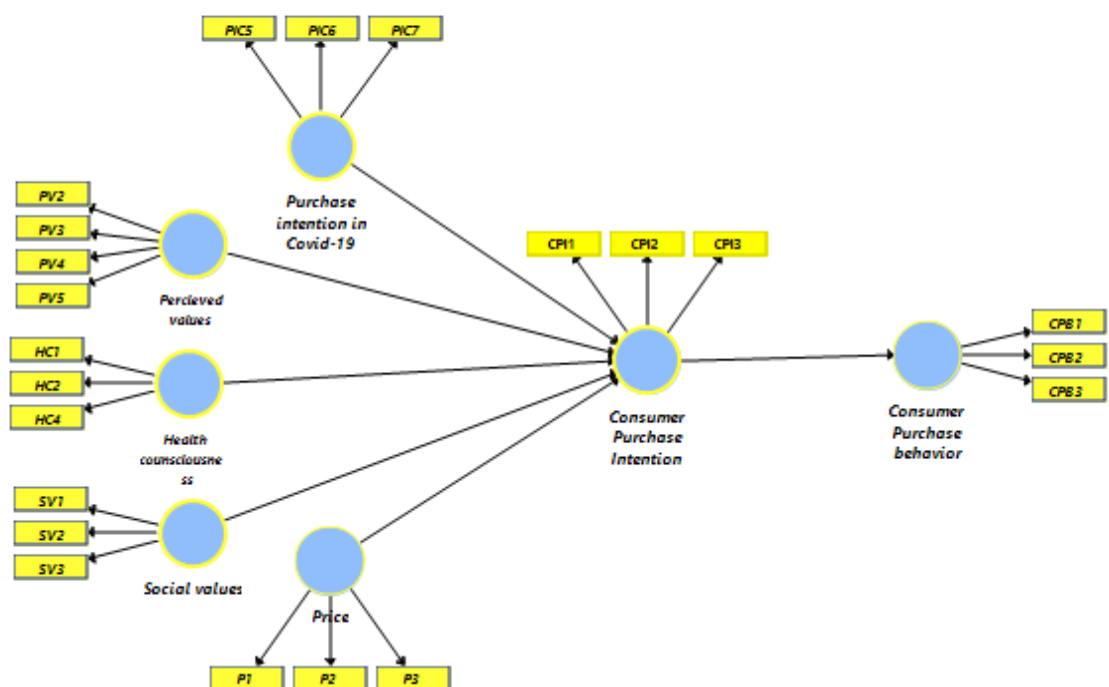
H5: There is Significant relationship between Covid-19 on Consumer's Purchase intention.

H6: There is Partially-significant relationship between Social values on Consumer's Purchase intention.

3.12: Model assessment in quantitative method



3.13: Construction of Model



CHAPTER: 4

DATA ANALYSIS AND RESULTS

This chapter consists on data analysis and results, in which discuss on descriptive analysis, exploratory method results, factors which effects the green or organic food purchase intension, thematic coding & analysis, quantitative data results, and measurement model results, structural model results.

4.1: DESCRIPTIVE ANALYSIS:

4.1.1: Exploratory method Results

Demographic Profile		Percentage
Gender	Male	58.80%
	Female	41.20%
Marital status	Married	64.70%
	Unmarried	11.80%
Education	Master	37.50%
	M.Phil.	25.00%
	Ph.D.	31.30%
Age	21-31	5.90%
	31-40	5.30%
	41-50	47.10%
	51 above	90.00%
Occupations	Gov employee	75.00%
	Private employee	6.30%
	Students	6.30%
Monthly TI (PRK)	20.000-35.000	6.70%
	36.000-40.000	13.60%
	41.000-50.000	6.70%
Other family members living with you	Above	73.30%
	Yes	70.00%
	No	20.40%

Section A consists of Respondents Demographic information, which consists seven questions

(Gender, Marital Status, Age, Education, Occupation, Monthly Total income (PKR), Other family members living with you).

Table 2, demonstrate the demographic details of the respondents. The table shows that 58.80% were men and 41.20 % were women. Speake to the demographic composition of sample in terms of marital status, in which Married men and women who participate in the survey were 64.70% and Single were 11.80%, Furthermore, in terms of Education men and women who were completed Master's degree were 37.50% and 25.00% men and women were complete their M.Phil. degree, and 31.30% were in Ph.D.

Additionally, the above table explain that respondents have a place to diverse age group, for instance, 5.90% respondents were in the age group of 21-30 and 5.30% were in the age group of 31-40, respondent were in the age between 41-50 were 47.10% and 51 and above were 90%. Respondents the demographic profile in terms of Occupations, Government employee were 75.00% and Private employees were 6.30% and 6.30% men and women respondents were Self-employed and students. When from respondents asked about their Monthly Total income (PKR). The respondents who were earned between 21.000-30.000 were 6.70% and 13.60% were earned between 31.000-40.000 (PKR), and respondents above earned from 51.000-60.000 were 73.30% men and women respondents. Other family members living with the respondents were 70.00% men and women and 20.40% were those respondents who live alone, in rent houses or hostels for their employment or education.

DEMOGRAPHIC PROFILE (Graphical Explanation)

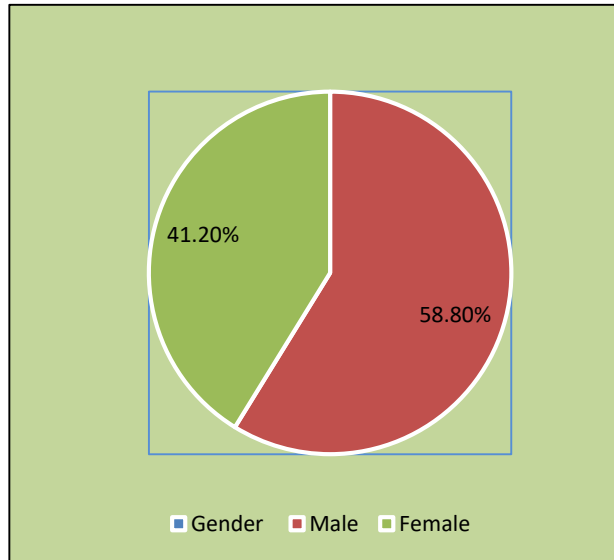


Figure 2: Gender

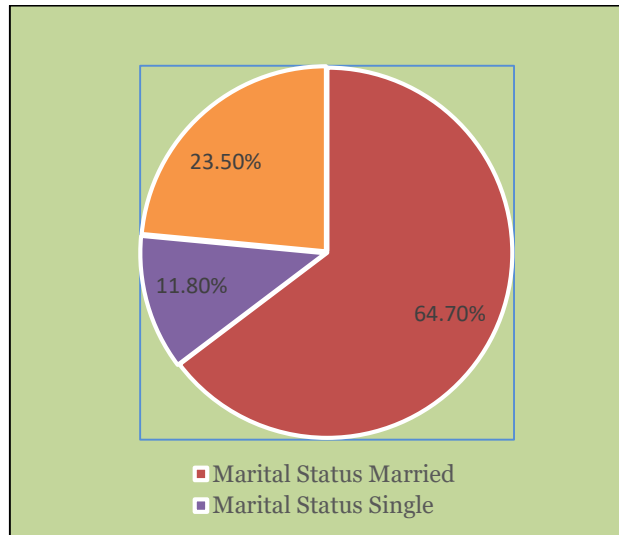


Figure 3: Marital Status

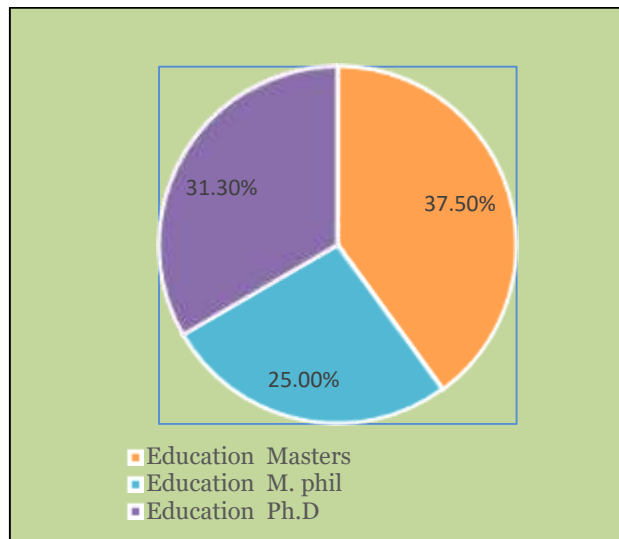


Figure 4: Education

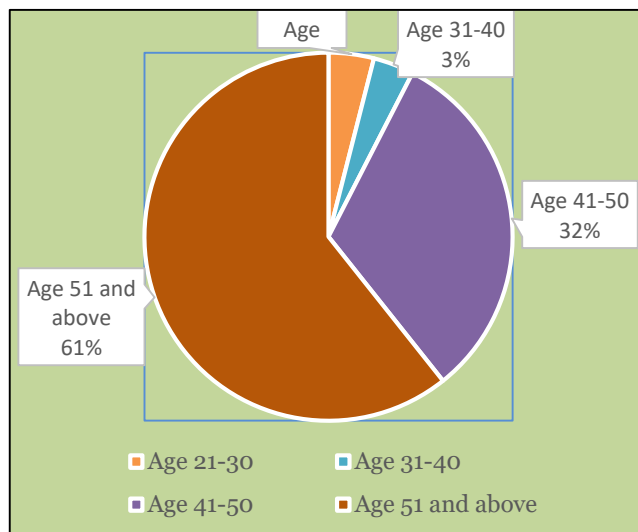


Figure 5: Age

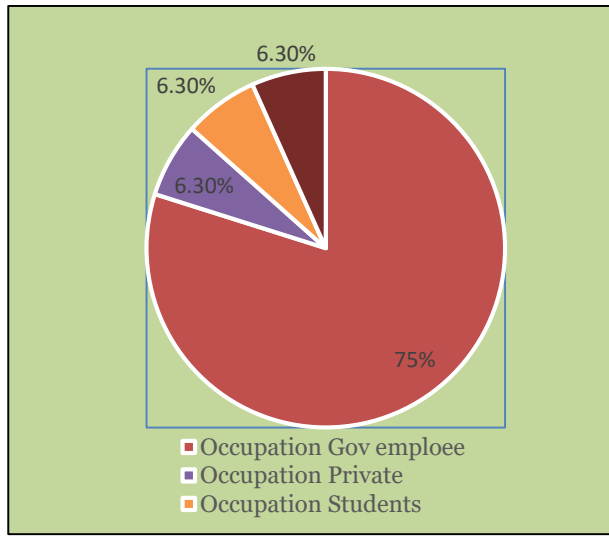


Figure 6: Occupation

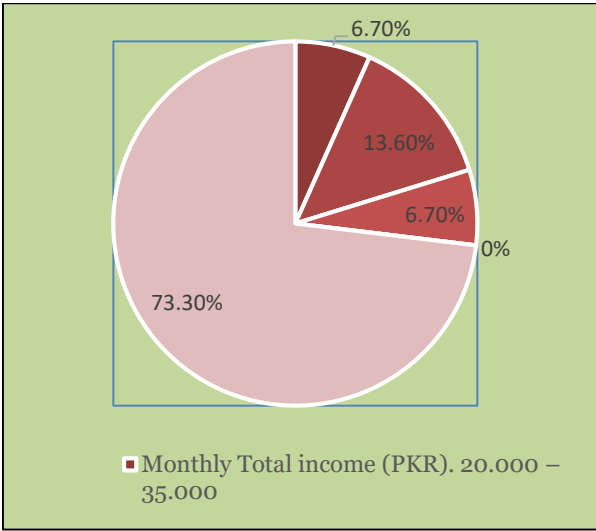


Figure 7: Monthly Income

4.2: FACTORS WHICH EFFECTS THE GREEN OR ORGANIC FOOD *PURCHASE*

INTENSION:

4.3: Thematic coding & analysis

Table 3

Res#	Main theme	Sub- theme	Example
1	Healthy Consciousness	Less use of chemicals Healthy	“organic food is healthy, and less chemical use, Nutrition, tasty, natural food, that’s why I use organic food” (Respondent 1) . we should use organic food which is healthier than any other conventional food. I mostly prefer to buy organic vegetables, fruits. (Respondent 4) .
2	Perceived values:	Better quality & Recycle packaging	“No doubt the quality of green food is better than the other food which seller sale outside the green market, so I prefer to buy healthy food because it has a very super quality” (Respondent 3) . “Better quality, recycle packaging, these things attract me so much to buy organic which you say it green food” (Respondent 2) .
3	Social value:(Knowledge)	Source of information:	“I got information from my friend, one of my friend use organic vegetable, he suggests me that we should use organic food which is healthier than any other conventional food” (Respondent 4) .
4	Family composition:	Purchase for offspring’s Purchase for elders:	Usually i purchase organic food for my family, because my children like organic baby food like organic baby milk powder, organic baby cereal snacks etc. these organic baby foods not only healthy but have delicious and my baby feel happy to use them. (Respondent 6) I like to purchase organic food for my grandmother, she is now about 90s. Doctors has been suggested me last year that she used healthy food, at that time I regularly buy organic food for her every week. (Respondent 7)

5	Costly	Higher price level	“I often purchase some skin products in which includes organic ingredients in it, that products have 70-80 % higher price than the normal skin products” (Respondents 5).
6	Availability issue:	Lack of trust	“expiry date and certification issue and always dough full that the ingredients which are included in that product are organic or not.” (Respondent 4).
7	Covid-19 effect	Lockdown effect on Purchasing (Un-availability issue) Higher Price	“Covid-19 effect my orgaining food items purchasing. During lock down situation. it’s very difficult for me to research that food, I’m in doubtful that food items which is provided that situation is fresh and pure like before, so I preferred to buy any normal food in this situation.” (Respondent 4) “Yes, pandemic effect organic food prices and 50-60% higher than normal days”. (Respondent 5).

4.3.1: HEALTH CONSCIOUSNESS:

These days’ food consumption is quickly changing, in this way an increasing number of buyers are beginning to select green (organic) food items. Health awareness, among buyers is foremost persuading variables, particularly for naturally friendly food consumption (Yin et al., 2010).

All the respondents said that health is the foremost vital reason for purchasing green (organic) food purchase intension, most of the consumers felt use of green (organic) food would increase up more advantages whereas eating Green (organic) food is better for their own health and old people.

4.3.1.1: LESS USE OF PESTICIDE, AND CHEMICAL

Few consumer’s thoughts that green (organic) food could be beneficial choice than normal produced foods, since of its very common production strategy. With less use of pesticides and

fertilizers, the respondents were more motivated to consider food made natural and healthy rather than engineered and artificial added substances.

“green (organic) food is healthy, and less chemical use, Nutrition, tasty, natural food, that’s why I use organic food” (Respondent 1).

4.3.2: PERCEIVED VALUES:

Advantages of food, such as appearances, taste and nutritional value, are too considered as vital determinant buyers making food making food (Lee et al., 2015), customers have seen both useful and moral properties to satisfy their individual needs and wants, so that they in favor to select green food items (Cerjak et al., 2010).

4.3.2.1: SUPERIOR QUALITY:

Most of the respondent accepted that green (organic) food has a super quality as compare with other conventional food items, Furthermore, they prefer high quality items instead pf compromising quality and buying at a low cost. In this manner quality awareness was too one striking inspiration for the people when they consider their food choice.

“No doubt the quality of green food is better than the other food which seller sale outside the green market, so I prefer to buy healthy food because it has a very super quality” (Respondent 3).

4.3.2.2: RECYCLE PAKAGING:

Packaging of green (organic) food is very attractive and environmental friendly and recycled, it has a major role for the selective buyers for attraction of food.

“Better quality, recycle packaging, these things attract me so much to buy organic which you say it green food. (Respondent 2).

environmental friendly packaging, I fell satisfaction that now not only I use healthy food but I do better for my nature. (Respondent 5).

4.3.3: SOCIAL VALUE (KNOWLEDGE)

Although purchasing food is every body's personal choose, but society always play a silent role for the selection of food. A few thinks about uncovered that natural food purchase (buying) intention is related with social standard values, social barriers, and social impact (Bartels et al., 2014) (Y.-F. Wang et al., 2016). Customers take after social standard to get social acceptances in their bunches and to maintain a strategic distance from misfortune from mixed up choices (Y.-F. Wang et al., 2016).

4.3.3.1: SOURCE OF INFORMATION:

"I got information from my friend, one of my friend use organic vegetable, he suggests me that we should use organic food which is healthier than any other conventional food" (Respondent 4).

4.3.4: FAMILY COMPOSITION:

Family measure and composition are vital socio culture components affecting consumer's intentions and practices. Different families with newborn children, children, elders are more slanted to purchase green or organic food items (R. Liu et al., 2013). Most of the respondent's guardians and children specified this impact in our study. In spite of the fact that a few respondents too commented their wellbeing concerns for their family, he responses still reflected that their early are propelled by their concern for their family members and structure.

4.3.4.1: PURCHASE FOR OFFSPRINGS:

Few respondents are those who buy organic food for their children and whole family, they were too much concern about their health.

"Usually i purchase organic food for my family, because my children like organic baby food like organic baby milk powder, organic baby cereal snacks etc. these organic baby foods not only healthy but have delicious and my baby feel happy to use them" (Respondent 6).

4.3.4.2: PURCHASE FOR ELDERS:

Some consumers are those who regularly visits the green (organic) food markets for buying healthy products for their elders (parents, grandparents).

“I like to purchase organic food for my grandmother, she is now about 90s. Doctors has been suggested me last year that she used healthy food, at that time I regularly buy organic food for her every week” (Respondent 7)

4.3.5: HIGHER PRICE LEVEL:

Higher costs of items are reported to be one major hurdle for customers to purchase green (organic) food. According to (Chekima et al., 2017) buyers are more sensitive towards cost of the food items, and they prefer to purchase healthy food items (Chekima et al., 2017).

“I often purchase some skin products in which includes organic ingredients in it, that products have 70-80 % higher price than the normal skin products” (Respondents 5).

4.3.6: UNAVAILABILITY:

unavailability and facing difficulty to purchase green food items are the major hurdles to buy green(organic) food items. Some green food buyer says that most of the green (organic) food items are not easily available in nearby supermarkets, and they are not willing to spend more money on getting that food products (Nasir et al., 2014), there are different issues are seen which are as follows:

4.3.6.1: LACK OF TRUST

For purchasing Green (organic) food items its very essential to increase consumer’s trust on that food like consumers largely believe on the growing process, labeling, have mistrust on their certification, these creates the mistrust issue in consumers (Macready et al., 2020).

“Expiry date and certification issue and always dough full that the ingredients which are included in that product are organic or not” (Respondent 4).

4.3.7: COVID-19 EFFECT ON GREEN OR ORGANIC FOOD PURCHASE INTENTION:

The effect of Covid-19 on green (organic) food purchase intension also investigate in this study, when respondents were asked the effect of Covid-19, on their purchase intention especially green (organic) food purchase intension, they highlight different issues which they face in Covid-19. Which are as follows:

4.3.7.1: UNAVAILBILITY ISSUE

“Covid-19 effect my orgaining food items purchasing. During lock down situation. it’s very difficult for me to research that food, I’m in doubtful that food items which is provided that situation is fresh and pure like before, so I preferred to buy any normal food in this situation”

(Respondent 4).

4.3.7.2: COSTLY

In Covid-19 cost of green (organic) food is higher than the other normal situation, because of unavailability and lockdown situation increase its price level.

“pandemic effect organic food prices and 50-60% higher than normal days. (Respondent 5).

4.4: QUANTITATIVE DATA RESULTS:

4.4.1- Demographic Profile:

Section A consists of Respondents Demographic profile, which consists seven questions (Gender, Marital Status, Age, Education, Occupation, Monthly Total income (PKR).

Table 4

<i>Demographic variables</i>		<i>Percentages%</i>
Gender	Male	52.90%
	Female	41.10%
Marital status	Married	48.60%
	Unmarried	51.40%
	Divorce	0.00%
Education	HSSC	4.40%
	Master	57.00%
	M.Phil.	36.80%
	Ph.D.	5.90%

	other	0.00%
Age	21-31	45.60%
	31-40	27.90%
	41-50	20.60%
	51 above	4.40%
occupations	Gov employee	44.10%
	Private employee	16,2%
	Self-employee	4.00%
	others	22.00%
Monthly TI (PRK)	Below 20.000	16.20%
	20.000-35.000	8.80%
	36.000-40.000	4.40%
	41.000-50.000	2.00%
	51.000-60.000	6.00%
	Above	48.50%

Table 4, demonstrate the demographic profile of the respondents. Table shows that the sample was diverse according to gender, as men those who participate in the survey 52.9% and 41.1% were women. In terms of marital status, in which Married men and women who participate in the survey were 22.5% and Single were 50.0%. Furthermore, in terms of Education men and women who were completed their Higher secondary were 4.40% and those men and women who complete their Master's degree were 57% and 36.8% men and women were complete their M.Phil. degree and 36.8% and 5.9% were in Ph.D.

Additionally, the above table explained that respondents have a place to diverse age group, for instance, 45.6% respondents were in the age group of 21-30 and 27.9% were in the age group of 31-40, respondent were in the age between 41-50 were 20.6 and 51 and above were 4.4%. Results showed that young people are more attract towards healthy green (organic) food. Respondents in the demographic profile in terms of Occupations, Government employee were 44.1% and Private employees were 16.2% and 4% men and women respondents were Self- employed and other were 22%. When from respondents asked about their Monthly Total income (PKR). The respondents who were below 20.000 were 16.2% and respondents who were earned between 21.000-30.000 were 8.8%, and 4.4% were earned between 31.000-40.000 (PKR), and only 2% earned between 41.000-50.000, 48.5% respondents were earned from above 51.000-60.000.

DEMOGRAPHIC PROFILE (Graphical Explanation)

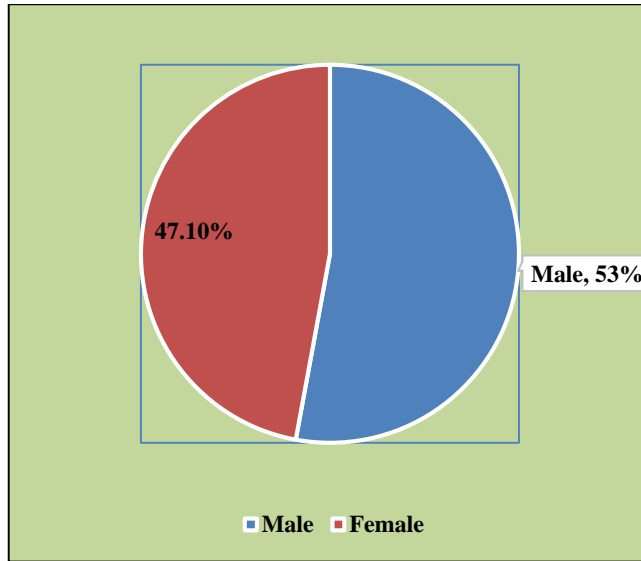


Figure 8: Gender

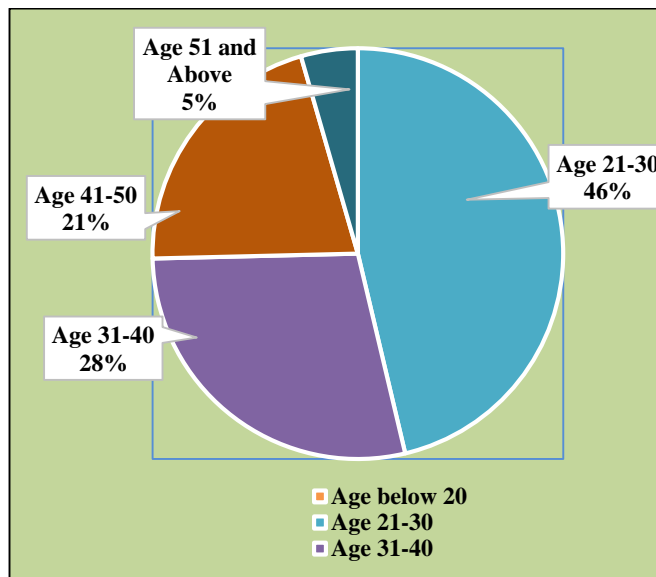


Figure 9: Age

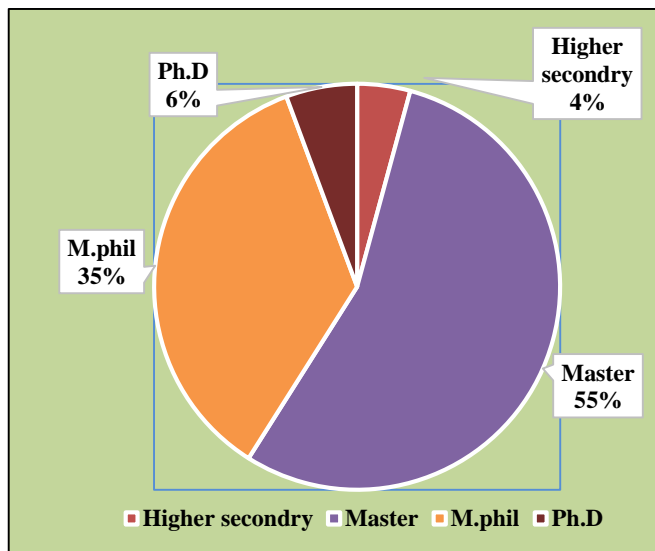


Figure 10: Education

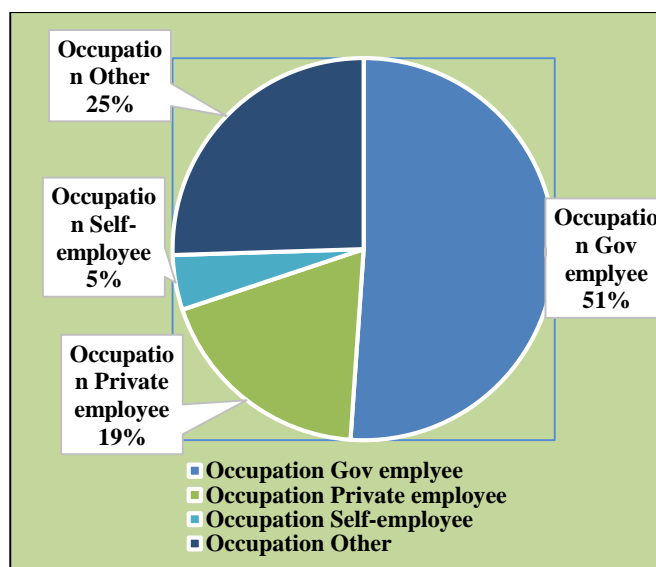


Figure 11: Occupation

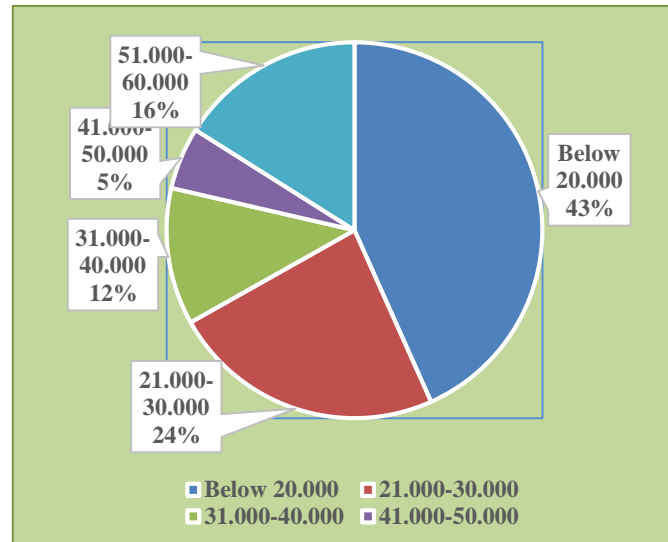


Figure 12: Monthly Total Income

4.4: MEASUREMENT MODEL RESULTS:

4.4.1: Factors Loading, Reliability, Validity Results:

For evaluation of measurement model, seven items HC3, PV1, PIC1, PIC2, PIC3, PIC4, PIC8, were removed from the analysis because of low factors analysis < 0.60, Factors values should be .6 or above (Gefen et al., 2005). To test the reliability of the constructs Cronbach’s alpha and Composite reliability (CR) is used in Smart PLS. Nowadays, Rho-A values are more acceptable than the Cronbach’s alpha values, its value should be 0.60 or 0.70 or above (Henseler et al., 2009). In below *Table 5* all the CRs values were higher than the recommended value of 0.8 (Wasko et al., 2005).

Table 5*Outer loading, reliability, and validity*

	OUTER LOADINGS	CRONBACH ALFA	RHO_A	COMPOSITE RELIABILITY	AVE
CPI1	0.666	0.634	0.643	0.804	0.580
CPI2	0.832				
CPI3	0.778				
CPB1	0.707	0.646	0.751	0.782	0.548
CPB2	0.636	0.530	0.530	0.758	0.511
CPB3	0.861				
HC1	0.734				
HC2	0.732	0.619	0.637	0.790	0.557
HC4	0.676				
P1	0.687				
P2	0.810	0.619	0.826	0.869	0.688
P3	0.737				
PIC5	0.856				
PIC6	0.843	0.530	0.793	0.843	0.578
PIC7	0.788				
PV2	0.693				
PV3	0.635	0.716	0.721	0.840	0.637
PV4	0.843				
PV5	0.846				
SV1	0.758	0.866	0.766		
SV2	0.866				
SV3	0.766				

For reliability and validity of the constructs (variables), above *Table 5*, explained outer loading, values of Cronbach Alfa, Rho-A, Composite reliability (CR), and the values of Average variance extracted (AVE).

Three items were included Consumer purchase intension (CPI1, CPI2, CPI3), there outer loading were 0.666, 0.832, 0.778, according to Henseler (2009) Cronbach's alpha values should be 0.60 or above and the value of AVE should be 0.5 or above, in *Table 5*, Cronbach Bach Alfa value was 0.634, which is acceptable. Rho- A value is 0.643, which is acceptable, CR reliability value was 0.804 which was close to 0.8 and acceptable, value of AVE was 0.580, items have exact values of AVE. According to Henseler (2009) Rao-A value should be 0.70 or above, CR value should be 0.89 or close to it, CR reliability value was 0.89, and AVE value should be concise 0.50 in Smart

PLS-3. Three items were included in Consumer purchase behavior (CPB1, CPB2, CPB3), their outer loadings were 0.707, 0.636, 0.861. Cronbach-Bach Alfa value was 0.646, which is exact. Rho-A value is 0.751 which is good its greater than 0.07, CBI items CR was 0.782, which is acceptable. Additionally, health consciousness (HEC1, HEC2, HEC3), variable has three items, their outer loading was 0.734, 0.732, 0.676, Cronbach's alpha value was 0.530, which was close to 0.06 and acceptable, its Rho-A value is 0.530 which was acceptable, CR reliability value was 0.758 which was close to 0.8 and acceptable.

Furthermore, three items were included price (p1, p2, p3), their outer loadings were 0.687, 0.810, 0.737. Cronbach-Bach Alfa value was 0.619, which is exact. Rho-A value was 0.637 which is acceptable, because it was close to 0.07, P items CR was 0.790 which is acceptable. Three items were included in Consumer purchase intention in Covid-19 (CPI5, CPI6, CPI7), their outer loadings were 0.856, 0.843, 0.788. Cronbach-Bach Alfa value was 0.619 which is exact. Rho-A value was 0.826 which is exact, because it was higher than the value 0.07, CPI's items CR value was 0.869 which is exact.

Additionally, perceived value include four items (PV2, PV3, PV4, PV5), their outer loadings were 0.693, 0.635, 0.843, 0.846. Cronbach-Bach Alfa value was 0.530, which is close to 0.6 and acceptable. Rho-A value was 0.793 which is exact because its higher than the 0.7, PV items CR was 0.843 which is exact. Three items were included Social values (SV1, SV2, SV3), their outer loadings were 0.758, 0.866, 0.766 according to Henseler (2009) Cronbach alpha values should be 0.60 or above, in above table Cronbach-Bach Alfa value of SV was 0.716, which is exact. Rho-A value was 0.721 which is exact, CR reliability value was 0.840 which was close to 0.89 and acceptable, according to Henseler (2009) Rao-A value should be 0.70 or above, CR value should be 0.89 or close to it, CR reliability value was in Smart PLS. All results shown in *Table 5*.

4.5: DISCRIMINATE VALIDITY RESULTS:

Measurement model also evaluate through Discriminate validity. Discriminate validity was assessed three steps i) Fornell-larker criterion ii) Cross loading iii) Heterotrait - Monotrait Ratio.

Fornell-larker criterion by Fornell-larker, it demonstrated that the square root of AVE for the construct was greater their inter-construct correlation. Discriminate validity was assessed through Cross loading; an indicator of the outer loading should be higher than all other construct. All the indicators are less than the outer loading. Discriminate validity was also assessed by the Heterotrait- Monotrait Ratio of the correlation, with the value which is below than 0.85 and in some cases it should be below than the 0.90 (Henseler et al., 2015).

- *Fornell-larker criterion*
- *Cross loading*
- *Heterotrait - Monotrait Ratios*

Table 6

Fornell-larker criterion

	PI	PB	HC	PV	P	Covid19	SV
Purchase Intention	0.762						
Purchase behavior	0.255	0.740					
Health consciousness	0.344	0.069	0.715				
Perceived values	0.428	0.067	0.377	0.76			
Price	0.44	0.066	0.255	0.441	0.747		
PI in Covid-19	0.352	0.349	0.165	0.183	0.22	0.83	
Social values	0.350	0.303	0.191	0.301	0.324	0.182	0.798

Note: values in italic bold represent square-root of AVE.

In Fornell-larker criterion (FLC), \sqrt{AVE} was represented the FLC for discriminate reliability, and the other constructs values should be lower than the other correlated Constructs and also \sqrt{AVE} value should be higher than the row values. Purchase intension value was 0.762 (italic bold) in table and it was \sqrt{AVE} of value 0.580 shown in Table 5, was higher than the other correlation constructs (0.255, 0.344, 0.428, 0.352, 0.35). Purchase Behavior value was 0.740 in the table 6, was higher than the other correlation constructs (0.099, 0.069, 0.067, 0.066, 0.349, 0.303), which

was higher than the correlated rows value purchase behavior 0.255.

Furthermore, Health consciousness value was 0.715 (italic bold) in the above table was higher than the other correlation constructs (0.377, 0.255, 0.165, 0.191), which was higher than the other correlated rows values of Health consciousness 0.069, 0.344. Perceived value was 0.76 in the above table was higher than the other correlation constructs (0.441, 0.183, 0.301), which was also higher than the other correlated rows values of Perceived value 0.428, 0.067, 0.377. The variable Price value was 0.747 in the table was higher than the other correlation constructs (0.22, 0.324), which was also higher than the other correlated rows values of Price value 0.441, 0.255, 0.255, 0.066, 0.44. The variable PI in Covid-19 value 0.83 this value of \sqrt{AVC} 0.688 shown in Table 5, was in the above table was higher than the other correlation construct (0.182), which was also higher than the other correlated rows values of PI in Covid-19 value 0.35, 0.303, 0.191, 0.301, 0.324. Finally, Social values, value was 0.798 in the table and it was \sqrt{AVC} of 0.637 value shown in Table 5. All the results of Fornell-larker criterion (FLC) was exact the discriminate validity.

Results shown in above Table:6

Table 7

Cross loadings

	<i>Consumer Purchase Intention</i>	<i>Consumer Purchase behavior</i>	<i>Health consciousness</i>	<i>Perceived values</i>	<i>Price</i>	<i>Purchase intention in Covid-19</i>	<i>Social values</i>
<i>CPI1</i>	0.147	0.707	0.018	0.107	0.069	0.296	0.098
<i>CPI2</i>	0.089	0.636	0.164	0.017	0.104	0.244	0.096
<i>CPI3</i>	0.263	0.861	0.080	0.076	0.023	0.266	0.358
<i>CPB1</i>	0.666	0.157	0.301	0.434	0.219	0.166	0.174
<i>CPB2</i>	0.832	0.156	0.270	0.230	0.317	0.428	0.226
<i>CPB3</i>	0.778	0.258	0.223	0.325	0.443	0.209	0.377
<i>HC1</i>	0.286	0.204	0.734	0.162	0.140	0.151	0.276
<i>HC2</i>	0.240	-0.088	0.732	0.332	0.128	0.075	-0.040
<i>HC4</i>	0.198	0.072	0.676	0.353	0.312	0.124	0.152
<i>PV2</i>	0.204	0.087	0.632	0.174	0.687	0.058	0.117
<i>PV3</i>	0.396	0.001	0.249	0.473	0.810	0.102	0.293
<i>PV4</i>	0.337	0.086	0.177	0.266	0.737	0.309	0.266

<i>PV5</i>	0.365	0.346	0.208	0.120	0.234	0.856	0.233
<i>P1</i>	0.232	0.287	0.073	0.139	0.187	0.843	0.149
<i>P2</i>	0.244	0.213	0.093	0.212	0.104	0.788	0.033
<i>P3</i>	0.192	0.093	0.185	0.693	0.304	0.087	0.252
<i>PIC5</i>	0.300	-0.006	0.270	0.635	0.123	0.291	0.049
<i>PIC6</i>	0.330	0.104	0.313	0.843	0.495	0.162	0.265
<i>PIC7</i>	0.414	0.099	0.336	0.846	0.389	0.040	0.328
<i>SV1</i>	0.311	0.319	0.187	0.174	0.069	0.177	0.758
<i>SV2</i>	0.282	0.214	0.149	0.318	0.389	0.199	0.866
<i>SV3</i>	0.232	0.170	0.111	0.232	0.351	0.038	0.766

Note: values italic bold Shows Cross-loading

Cross-loading method used for analyzing the discriminate validity and it should be used for reduce the presence of multi-collinearity problem Among the latent variable, an indicator of the outer loading should be higher than all other construct. The value of Consumer purchase intension (CPI1) was 0.147 which was higher than the other items of ⁵CPIs (0.089, 0.263) it showed that in this construct there was no multi-collinearity problem. The value of Consumer purchase behavior (CPB1) 0.157 was which was higher than the other items of ⁶CPBs (0.156, 0.258) it showed that in this construct there was no multi-collinearity problem. Furthermore, The value of Health consciousness (HC1) was 0.734 which was higher than the other items of ⁷HCIs (0.732, 0.676) it showed that in this construct there was no multi-collinearity problem. The value of Perceived value (PV2) which was the first construct of PV was the value 0.174 which was higher than the other items of PVs (0.473, 0.266, 0.12) it showed that in this construct them was no multi-collinearity problem. The value of Price (P1) which was the first construct of P value was 0.187 which was higher than the other items of Ps (0.104, 0.304) it showed that in this construct there was no multi-collinearity problem.

Additionally, the value of Consumer purchase intension in Covid-19 (PIC5) was 0.291 which was higher than the other items of PICs (0.162, 0.040) it showed that in this construct there was no

⁵ Consumer purchase intension

⁶ Consumer purchase behavior

⁷ Health consciousness

multi-collinearity problem. The value of Social value (SV1) which was the first construct of SV value was 0.758 which was higher than the other items of SVs (0.866, 0.766) it showed that in this construct there was no multi-collinearity problem.

All construct showed that there was no multi-collinearity problem in the model and it showed the discriminate reliability through cross section loadings, results showed in Table 7.

Table 8

Heterotrait - Monotrait Ratio

	<i>PB</i>	<i>HC</i>	<i>PV</i>	<i>P</i>	<i>Covid19</i>	<i>SV</i>
<i>Consumer PI</i>						
<i>Consumer PB</i>	0.334					
<i>Health consciousness</i>	0.589	0.332				
<i>Perceived values</i>	0.593	0.176	0.597			
<i>Price</i>	0.644	0.196	0.443	0.587		
<i>PI in Covid-19</i>	0.479	0.480	0.228	0.256	0.322	
<i>Social values</i>	0.496	0.363	0.369	0.412	0.472	0.260

By using this ⁸HTMTR to established the discriminate validity the value or ratio should be less than .85 and in some cases the .90 threshold saw in some research papers Hair et al. (2011) & Hair et al. (2013).

In this study Consumer PB value was 0.334 which was less than .85 or .90 which showed this construct was below than the threshold this showed the discriminate reliability. Health consciousness and Perceived values were 0.332, 0.597, which was less than .85 or .90 which showed this construct was below than the threshold this showed the discriminate reliability. Additionally, Price, PI in Covid-19, and Social values were 0.587, 0.322, 0.260, which was less than .85 or .90 which showed these constructs were below than the threshold this showed the discriminate validity. All results shown in Table:8.

⁸ *Heterotrait-monotrait Ratio*

Figure 17, communicates that coefficient of assurance value of the hypothesized model. The coefficient of the consumer’s purchase intension was 0.643 or 64%.it showed that the exogenous variable (purchase behavior, health consciousness, social values, perceived values, Covid-19 impact, price) has an impact on consumer’s purchase intension.

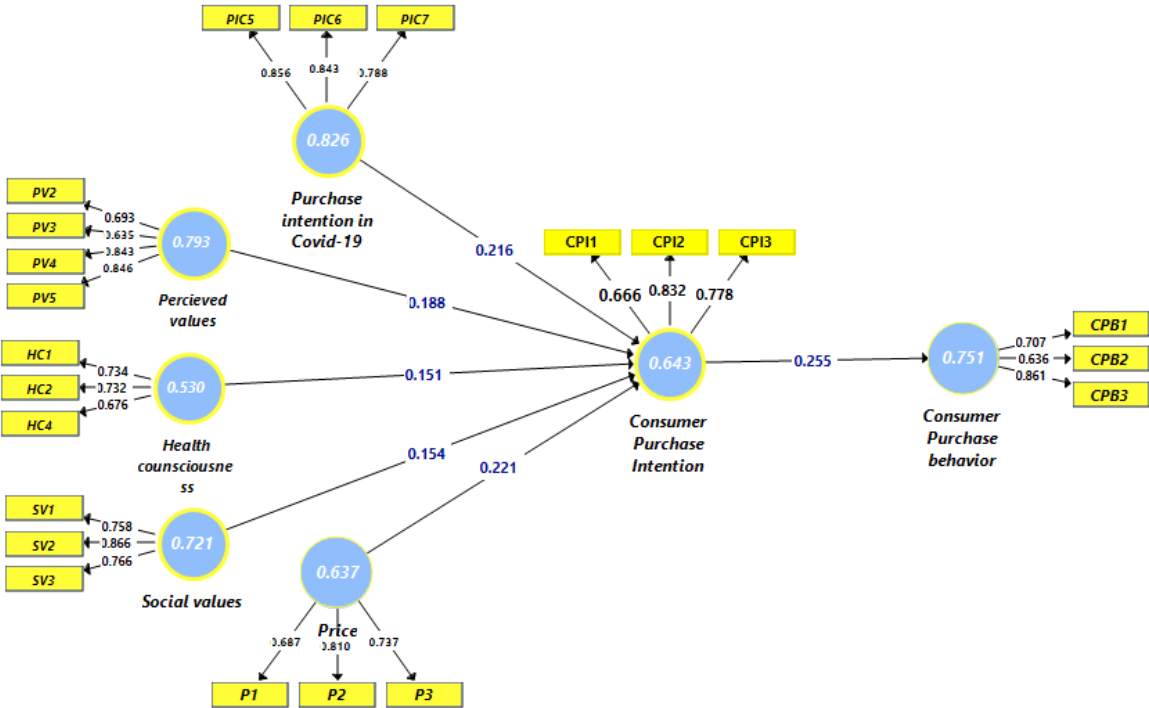


FIGURE 13: MEASUREMENT MODEL

Table 9**Path coefficient**

	(β)	STDEV	T- Statistics	P - Values	2.5%	97.5%
<i>Consumer Purchase Intention > Consumer Purchase behavior</i>	0.255	0.120	2.123	0.034	0.065	0.455
<i>Health consciousness -> Consumer Purchase Intention</i>	0.151	0.079	1.903	0.057	0.007	0.312
<i>Perceived values -> Consumer Purchase Intention</i>	0.188	0.113	1.662	0.096	-0.03	0.426
<i>Price -> Consumer Purchase Intention</i>	0.221	0.102	2.177	0.030	0.023	0.415
<i>Purchase intention in Covid-19 -> Consumer Purchase Intention</i>	0.216	0.067	3.203	0.001	0.088	0.351
<i>Social values -> Consumer Purchase Intention</i>	0.154	0.092	1.663	0.096	-0.02	0.337
R² Q² (=1-SSE/SSO)						
<i>Consumer Purchase Intention</i>	0.359	0.153				
<i>Consumer Purchase behavior</i>	0.065	0.006				
SRMR						
<i>Saturated Model</i>	0.10					
<i>Estimated Model</i>	0.11					

The Structural Model represents the paths hypotheses in research framework. The Structural Model was based on the path coefficients, R^2 , Q^2 and the significance of the path hypothesis. The goodness of the fit model was depended open the R^2 value of the endogenous variable, its value should be 0.1 or above. The results were shown in *Table 9*. Value of R^2 was higher than 0.1 or close to that value. Furthermore, the value of Q^2 represent the predictive relevance of the endogenous variable, its value should be higher than 0. Which showed that the values of endogenous variables were higher or partially than the 0, which demonstrate that prediction of the constructs were significance. Additionally, the *SRMR* showed that model fit when its value should be less than 0.10 or 0.08. The results of *SRMR* in *Table 9*, which was 0.10. Furthermore, the assessment of goodness of fit, hypothesis was tested for significance of the relationship, it depends on the T- Statistic value it should be 1.96 or above and P-value which should be less or equal to

0.05.

Furthermore, H₁ shows that whether PI significance impact on PB. The results revealed that PI has the significant impact on PB ($\beta = .255$, $T = 2.123$, $P = 0.034 < 0.05$). The results showed that PI has significance impact on PB. H₂ shows that whether HC has significance impact on PI. The results revealed that HC has the significant impact on PI ($\beta = 0.151$, $T = 1.903$, $P = 0.05 = 0.05$). The results show that HC has significance impact on PI. H₃ shows that whether PV has significance impact on PI. The results revealed that PV has the significant impact on PI ($\beta = 0.188$, $T = 1.662$, $P = 0.096$). The results show that PV has Partially significance impact on PI. H₄ shows that whether P has significance impact on PI. The results revealed that P has the significant impact on PI ($\beta = 0.221$, $T = 2.177$, $P = 0.030 < 0.05$). The results show that P has the significance impact on PI. H₅ shows that whether PIC has significance impact on PI. The results revealed that PIC has the significant impact on PI ($\beta = 0.216$, $T = 3.203$, $P = 0.001 < 0.05$). The results show that PIC has the significance impact on PI. H₆ shows that whether SV has significance impact on PI. The results revealed that SV has the significant impact on PI ($\beta = 0.154$, $T = 1.663$, $P = 0.096$). The results show that SV has Partially significance impact on PI. Results were in *Table 9*.

Q² values should be higher than 0.25 and 0.50 it shows small, medium, and large prescient pertinence of the PLS-path model. In this study Consumer Purchase Intention value was 0.153, which showed the small structural model accuracy. R² is the determination of coefficient measurement, its overall impact size and variance explained the latent variable for the structural model. Furthermore, R² demonstrate that how much change come in depended (endogenous) variable can be accounted by one or more in-depended variables. R² value of 0.75 (*substantial*), 0.50 (*moderate*) 0.25 (*weak*) for endogenous variables (Joe F Hair et al., 2011) & (Joseph F Hair et al., 2013). In this study R² value was 0.359 which showed the moderate change showed came in CPI from the other independent variables which used in this study.

Additionally, *SRMR* showed the model fitness, in this study Estimated model value was 0.112, and structure model value was 0.106 0, which showed that model was fit which made from different

variables in this study. This study's 5000 subsamples are generating in bootstrapping which generate 97.5 % Confidence intervals and it is different from the zero which shows significant relationship, all hypothesis testing summery results shown in *Table 9*.

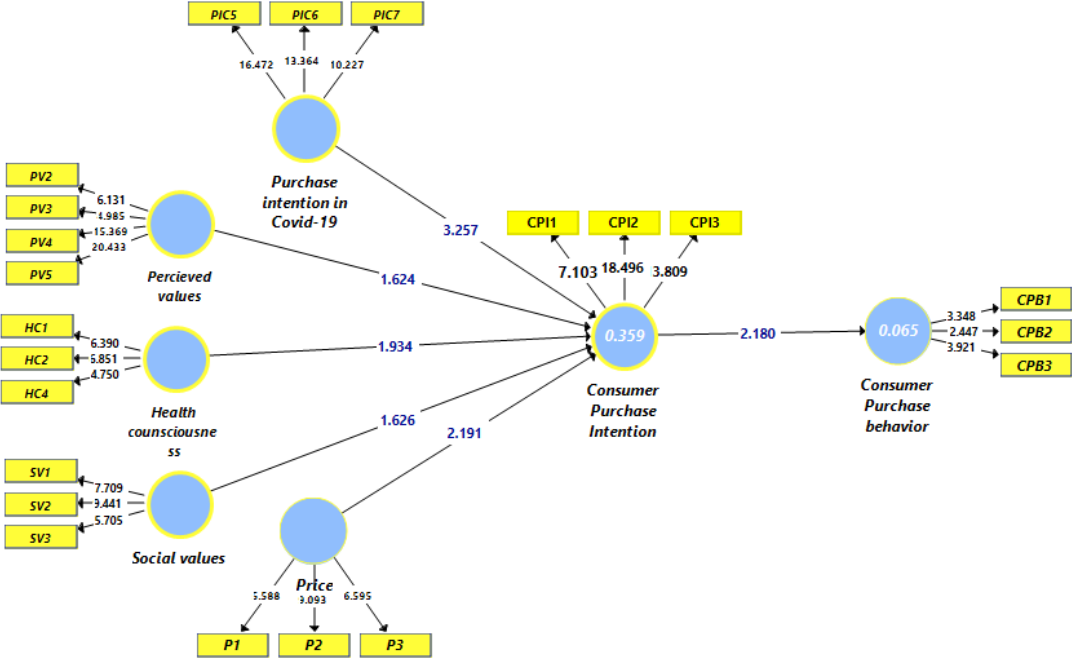


Figure 14 STRUCTURAL MODEL

CHAPTER 5

DISSCISION, LIMITATION, CONCLUSION, RECOMMENDATION, POLICY IMPLIMENTATIONS:

This chapter consisted on briefly explanation of Discussion of Quantitative and Qualitative data analysis, and Recommendations of the study, Limitations of the study and at the end of the chapter include Conclusion of the whole study.

5.1: Discussion on Qualitative results:

In interview phase, when asked the question to respondents that what they thought about green (organic) food what were first three words came in your mind. According to the results, the most common word by customers was "health" (Ismael et al., 2020). Our findings also follow the earlier research, which found that "health" was one of the most highly associated keywords with environmentally friendly food items (Ismael et al., 2020) (Rizzo et al., 2020). Participants also agreed on other dimensions, such as "intrinsic qualities" (e.g. Healthy, full with nutrition, without chemical), "extrinsic attributes" (e.g., high price, safe food for health, sustainability, fewer pollutants), and "psychological and personal aspects" (e.g., healthy life, enjoyment while shopping). After "health," the phrases "higher price level" and "safe food no use chemical" were the second and third most frequently cited among these dimensions. It may be stated that these features of green (organic) food play major roles in consumers' purchase intension towards green (organic) food, these results also highlights in prior study's results like (Yu et al., 2014) and (Chekima et al., 2017).

Furthermore, consumers stated that they associated towards green (organic) food with its particular qualities such as being high nutrition level, natural, and higher quality food other than conventional food, as a result, their intentions to purchase green (organic) food rose as a result of these favorable perceived qualities of green food products. Most research' assertions are supported by these findings Asioli (2018) and Liu (2013) that customers' intentions and behavior towards green food

items are highly connected to consumers' perceptions of product-specific qualities.

Additionally, social values were impact purchasing green food it's another common role in affecting the formation of consumers' green food purchase intention in the study. Some participants stated that they preferred to live a healthy lifestyle, similar to that of some bloggers and celebrities, which is consistent with the findings (Sogari et al., 2017). Thus, Marketers should pay greater attention to celebrity and social media platform endorsements in order to favorably influence in green food consumption (Qi et al., 2019).

As a result, marketers should stress the significance of human connections in future marketing tactics and represent green consumers as high-status consumers. Furthermore, buyer's family play very important role in order to purchase healthy food, as they were more inclined to buy for their children and elders, which confirms the findings from the previous study (R. Liu et al., 2013).

Positive shopping experiences, according to some participants, prompted them to develop green food purchase intention. As a result, green (organic) food marketers should enhance training for their salespeople. Furthermore, green (organic) food stores or green food counters should provide consumers attractive, comfortable, and high-end settings as well as competent services. Additionally, our study showed that promotional activity is another important driving element, despite the fact that these results do not provide finding comparable to prior studies (Ngobo, 2011) who experienced a negative impact while consuming green food. One probable explanation is that most consumers are aware of the superior qualities of green food product's quality and are willing to buy green or organic food when sales promotions are appealing. As a result, marketers must devise effective marketing methods in order to attract new consumers and reward existing ones.

Concerning the influence of Covid-19, the majority of consumers indicated that the pandemic has increase their green food purchase intention, as a result of their rising health worries. This is consistent with the findings of (Ben Hassen et al., 2020). The Covid-19 issue impacted respondents' views of health and danger, which changed consumers' sensitivities and attitudes, leading to a rise in green (organic) food consumption. However, these increasing intension did not

translate into increase green (organic) food purchases. Despite having strong purchase intentions, green food purchasing have decreased, particularly during the Covid-19 pandemic, owing to concerns of scarcity, pricing, and fear. Food supply chains were interrupted in the early phases of the worldwide pandemic due to labour shortages, travel restrictions, and interruptions in transportation networks. However, people preferred to stay at home to reduce the spread of infectious disease, and many supermarkets and stores restricted their operation hours to limit the spread of Covid-19 cases. As a result, the unavailability issue was increased in this situation.

5.2: Discussion on Quantitative results:

Survey which was conducted 108 green (organic) food buyers, results showed that consumer's green (organic) food purchase intension has a positive impact on green (organic) food purchase behavior. H₁ (accepted it showed that green food purchase intension has a significant impact on consumers that their purchase intension towards green food become their behavior. Same results in the study of (Sheppard et al., 1988), (Singh et al., 2017), (Aschemann-Witzel et al., 2014).

As the study has shown that H₂ accepted that health consciousness has the positive impact on green (organic) food purchase intension, consumers are highly committed their health they always prefer that food which is better their health, same results are in the study in (Singh et al., 2017), (Chao et al., 2020), Same results are in the study , (Makatouni, 2002), and (Salleh et al., 2010). Additionally, H₃ has partially significant, social value on purchase the green or organic food has a little effect, results show that green buy-intention activity is very little related to societal expectations and beliefs, to social classes, and to cultural factors. According to Y-F. Wang & Wang (2016) social values has little effect on purchase green (organic) food intension but so far.

Furthermore, present study has shown that H₄ accepted that the level of price of green (organic) food has the positive impact on green (organic) food purchase intension. green (organic) food has higher price than the other conventional food, it has the positive effect on food consumption, level of price in purchasing of green food is highly impact on purchasing. Same results were shown in the study of (D'Souza et al., 2006) and (Singh et al., 2017). Present study has shown that H₅

accepted that the level of Covid-19 Pandemic has positive effect on purchase of green or organic food. In the pandemic situation people are highly concern towards their health and prefer that food which is healthy natural food, same results in the study of (Latip, Nawaz, Noh, & Mohamad, 2020), (H. V. Nguyen et al., 2019), and H₅ accepted that the level of Covid-19 Pandemic has positive effect on purchase of green (organic) food. In Covid-19 situation people are highly concern towards their health and prefer that food which is healthy natural food, same results in the study of (Latip, Nawaz, Noh, & Mohamad, 2020), (Nguyen, Lobo, & Vu, 2019). H₆ has partially significant, perceived value on purchase the green (organic) food has a little effect. Although, consumer is highly committed that perceived value can be outlined as the consumers appraised of the value of a product based on the consumer's discernments of what they give and what they get in back, present study show that it has a little effect on purchase intension same results in the study of (Naylor et al., 2000) (Hassan et al., 2015).

LIMITATION OF THE STUDY:

Some limitation of this study as follows:

This study was based on mix method survey method and exploratory research strategy. First limitation is Sample size, the number of consumers are limited in both ways, study got only 108 respondents for survey and 07 for interview, and got a one city (Islamabad) for knowing the consumer's intention to words green (organic) food purchasing.

Second limitation of this study was the shortage of time, because its time consuming study for doing in mix methods but for this study, when all over the world including Pakistan Covid-19 everywhere and for the lockdown situation, it was limited time to cover all areas of Pakistan for this study.

Additionally, consumers have limited knowledge about green food so I used both name green (organic) food for the better understanding for the people, and used these name in same sense in this study. Additionally, in this study i got data from some green (organic) food stores in city

Islamabad. In any case, studies with the larger part of the consumers over Pakistan may have different results, because Pakistan is different culture country and people have different background, most of the population is uneducated and they have limited knowledge about green food, so it's essential that future research should include other areas' for knowing the consumer purchase intention towards green (organic) food, their results should enhance more silent factors which should be helpful for government and other institutions to get more action.

CONCLUSION:

The present study highlights those factors in which consumers' show their preferences towards green food and high light major huddle in the way of purchasing green food in Pakistan. This study conducted mix method Qualitative in which included 8 respondents and Quantitative included 108 respondents for highlighted the major factors which effects consumers purchase intention towards green food. The results are found to be similar or different with previous studies due to different culture or due to other reasons. For instances, consumer health consciousness same in the study of (Singh et al., 2017) (M. E. Liu, 2007), their social values results are same Y-F. Wang & Wang (2016), perceived values, higher prices of green food, Same results were shown in the study of (D'Souza et al., 2006) and (Singh et al., 2017) for both ways highlighted the consumers major huddle, higher prices, lack of trust, lack of availability, limited knowledge as salient components of preventing green (organic) food buyer's and their intention towards green food purchase behavior. All the results are same in survey method and in-depth interviews that consumers show their preferences towards healthy food because consumers are health conscious. Furthermore, this study is one of the first study in Pakistan to investigate the Covid-19 effect on consumers' purchase intention of green (organic) food in survey method and through in-depth interview, the results showed that in Covid-19 the green food purchasing increase although prices were high and availability issue was common, but people continuously increase their purchase intention, this study mapped a positive future of the green food in Pakistan, same results in the study of (Latip, Nawaz, Noh, & Mohamad, 2020), (Nguyen, Lobo, & Vu, 2019). Above finding and discussion of

both ways (qualitative & quantitative) can improve stakeholders understanding of the fundamental realities and issues of consumers green (organic) food buyers. In this way, the above finding can play a vital role to the plan of future policies and mechanical activities to way better advance green (organic) food consumption in Pakistani context.

GENERAL SUGGESTIONS:

There are many Suggestions need to solve the problem of food in developing countries especially in Pakistan, following are important things which need to apply.

- In order to improve consumer's trust on green (organic) food items, government should first strengthen its political functions, expand supervisory efforts, and implement rigorous rules to assure sound standards and quality control of green food products. Marketers may effectively convey quality assurance information to customers by utilizing certifications from government-approved, third-party should raise awareness and compete for consumer confidence.
- Another issue that must be addressed is a lack of knowledge, which has been highlighted as a significant barrier to low consumers' green (organic) food purchase intention. So educate and inform customers about the features of green (organic) food products, the certification process, and the distinctions between green (organic) food items and other conventional food items. Marketers may use cutting-edge techniques to perform instructional marketing, such as publishing promotional adds on prominent social media sites. Furthermore, while there are no well-known green food brands in the Pakistani domestic market, green (organic) food items should promote different food brand to strong the trust of different consumers.
- If the Covid-19 waves continuously occur, adjusting to the first demand-supply shock, increase supply chain resilience against potential supply-side shocks, and stable price for green (organic) food to maintain availability and affordability for its consumer to buy food.
- Online shopping and grocery stores delivery services should be expanded.
- Collaborated with well-known e-commerce platforms to develop low-cost pricing strategies.

- Improve distribution channels and strengthen promotional capabilities to increase their competitiveness in the food market minimize green (organic) disruption caused by the Covid-19 in Pakistan.
- The government and private sector internet services providers should ensure internet delivery services become cheaper to customers.
- To achieve the consumer's confidence on green food, labelling (its certification, label of no harm pesticide uses etc.) on green food items, it increases the consumer's knowledge about green food more consumers will enhance towards green food items.

POLICY RECOMMENDATIONS:

This study highlighted that higher prices, lack of availability, and lack of trust are major hurdles in the way of green food purchase intention in Pakistan.

- Government should introduce price control mechanism for Green food markets or stores who check the price rates of green food items on daily bases, in this way price should be control.
- Government should need to be subsidies with the provision of organic fertilizer which increase the production of green food and the problem of lack of availability should be solved.
- Government Health concern department might be establishing, one association for people who introduce the importance of green food items it might be solve the problem of trust on green food.

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APPENDIX

QUESTIONNAIRE (01)

Dear Respondent!

This questionnaire is designed to understand consumers' purchase(buying) intentions of green or Organic food. Green or Organic food are environmentally safe and totally grown naturally like (vegetables, fruits, etc.). Your honest opinion is extremely valuable for completing this survey. Please complete the questionnaire; it will take only a few minutes. The information you provide will be confidential and will not be used for any other purposes. Please indicate your answer by circling or giving tick mark. Please choose only one answer per question.

Note: In this study and questionnaire "In study I will give Green or Organic food has same meaning so please give answers according to that"

Thank you,

PART A: DEMOGRAPHIC PROFILE:

This section contains demographic profile question for the categorization use only. Every questions given below, please fill the blank or tick (√) which is most appropriate option according to you.

Gender

- Male
- Female

Age

- 20-30
- 31-40
- 41-50

- 51-60
- Above

Marital Status

- Single
- Married
- Other

Monthly TI (PRK)

- 20.000-35.000
- 36.000-40.000
- 41.000-50.000
- 51.000-60.000
- Above

PART B: FACTORS WHICH EFFECTS GREEN FOOD PURCHASE INTENTION:

This section contains demographic profile question for the categorization use only. Every questions given below, please fill the blank or tick (√) which is most appropriate option according to you.

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

HEALTH CONSCIOUSNESS:

- I am concerned about the type and amount of nutrition in the food that I consume daily
- Organic food is good for the health

- I am prepared to leave a lot, to eat as healthy as possible
- Organic or Green food are healthier than conventional food because it produces without preservatives or artificial color.

SOCIAL VALUES:

- I think buying Green food would be a good impression on other people.
- I think Buying Green food would help me to acknowledge by others
- I think buying Green food would offer (give)me social endorsement (approval).

PERCEIVED VALUE:

- More freshness
- Superior Quality
- Natural
- Tastier
- More nutritional value.

PRICE:

- The price of organic or Green food is in accordance with benefits
- If prices of Organic or Green food would be decrease it buy more
- Price are more than other normal food.

BUYING GREEN FOOD IN COVID-19:

- During the Covid-19 pandemic, I often ask my family for opinion to help me decide in the shopping and consumption process.
- During the Covid-19 pandemic, I highly value my family's opinion in the shopping and consumption process.
- During the Covid-19 pandemic, I am more likely to buy or consume what my family think is right

- During the Covid-19 pandemic, I often ask my friends/peers for their opinion to assist with shopping and consumption decisions.
- During the Covid-19 pandemic, I highly value my friends/peers 'opinion in the shopping and consumption process.
- I will buy organic food products during The Covid-19 pandemic even though it is more expensive than conventional products.
- I will buy organic food products for me family's safety during the Covid -19 pandemic.
- Overall, I have the intention to purchase Organic or green food products during the Covid-19 pandemic

CONSUMERS PURCHASE BEHAVIORS:

- I have been a regular buyer of organic or Green foods
- I still buy organic or Green food even though conventional alternatives are on sale
- I never mind paying premium price for organic or Green food products

CONSUMERS PURCHASE INTENTIONS:

- I intend to consume organic or green food products in the future
 - I am always interested in buying more organic or green food for the family's needs
 - I always intend to look for organic or green foods, although outside the city
-

QUESTIONNAIRE (02)

Dear Respondent!

This Interview is designed to understand consumers' purchase(buying) intention of green or Organic food. Green or Organic food are environmentally safe and totally grown naturally like (vegetables, fruits, etc.). Your honest opinion is extremely valuable for completing this interview. Please give an honest response; it will take only a few minutes. The information you provide will be confidential and will not be used for any other purposes. Note: In this study and in questions "I will give Green or Organic food has same meaning so please give answers according to that"

Thank you,

Q1: what's your name?

Q2: Age

Q3: Marital Status

Q4: Education

Q5: How many family members are living with you?

Q6: Is any other family member contributing in your Monthly Income (Pk) and contribute in all family expenditures?

Q7: you are alone earner or any other person in your home, contribute in your income how much your total income?

Q8: Where you get knowledge about green or organic food then what is your source of information?

Q9: What are first three words come in your mind which motivate you to buy (purchase) Green or organic food? And give reason?

Q10: when you buy green or organic food mostly?

Q11: for whom you buy green or organic food?

Q12: Buying (purchasing) green or organic food, it's your personal decision or you influenced by socially or other way explain?

Q13: Has Covid-19 effect your buying (purchasing) behavior?

Q14: In pandemic situation what is the prices of green or organic food?

Q15: Your buying (purchasing) of green or organic food increase or decrease in Pandemic situation and why?

Q16: What is the main reason which create major problem in the way of your buying (purchasing) of green or organic food in Covid-19 and why?

Q17: If you never buy green or organic food in whole your life what is main reason of it?

Q18: When you buy green or organic food last time?

Q19: Do you think that green or organic food is costly than other conventional food?

Q20: If you think that its costly and how much (%)?

Q21: According to you which green or organic food is most expensive than other food?

Q22: If green or organic food is not available in your area, then how much you have to travel for it (km)?

Q23: which kind of green or organic food is easily available in every green or organic market?

Q24: If the prices of green or organic food increase, then how much (%)?

Q25: If the prices of green or organic food decrease then how much (%)?

Q26: which kind of food you buy online?
