



Exploring the Compelling Components with Consumer Organic Food Purchase Intention and Intention Behavior Gap in Covid-19: Evidenced from Pakistan

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ABSTRACT

The purpose of this study is to identify the factors which affect organic food purchasing and to explore the factors in which Covid-19 affects consumers' purchase intention regarding organic food. The study started with an exploratory exercise, whereby in-depth interviews were conducted with Eighteen customers, using mall intercept techniques. Thematic analysis was used to examine data. The study results showed that cost, perceived value, social values, health consciousness, and purchase behaviour, Covid-19 have a positive impact on consumers' purchase intentions. The findings of this study will help to Improve distribution channels to extend their competitiveness in the organic food market in Pakistan. Prices are high with other conventional food because the production of organic food is low in Pakistan, That's why producers demand higher prices. On the consumer side, if he is prepared to pay higher prices, he wants to make sure the food is Organic. The reason is that there is no authentication, and certification of organic food production is a major issue, in Pakistan, no institution gives surety that organic food farms are registered from a specific year. Government should give certification, in this way when consumers satisfy then consumers intentions toward organic food purchasing should become higher. Government should Promote Organic fertilizer and its production, that's why prices of green food items become less.



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1. Introduction

Food consumption has been a major issue in achieving maintainability, because it is related to the environment, person and wellbeing, social cohesion, and the economy, with the exploitation and devastation of the environment and natural resources. The "Green consumerism" has prospered and drawn in expanding consideration with the world. At both the community and individual levels, environmental challenges have had an impact on people's health. As a result, consumers are becoming more concerned about their environmental interests, purchases, and behaviours. Organic items are known for being ecologically friendly and less hazardous to one's health (Lea & Worsley, 2005). Furthermore, it is made from renewable raw materials that are recyclable, and the majority of Organic goods are biodegradable and produced with less energy (Andersen, 2008; Moisander, 2007).

Various countries around the world have motivated organic food cultivation by promoting laws and natural standards (Osei, Owusu, Pomaa-Yeboah, & Boateng, 2013). In 2017 Organic food sales were 97 billion \$ which is a huge sale of these healthy food items. 90% of green food consumption is in European and North American regions (Iller et al., 2019). Asia has the largest marketplace for green food products with 40% of the total growth in the world (Al-Swidi, Huque, Hafeez, & Shariff, 2014). Thus, the huge rise in the Organic food market in Asian countries represents the growing interest of consumers in developed countries. Growing demand for Organic Food in the developed world is raising the need to examine the intention of consumers in developing countries toward organic food.

In Pakistan, the agriculture sector is the backbone of GDP growth with an 18.5% share, and employment in the agriculture sector stands at 38.5% (Ali et al., 2020). Despite several policy steps adopted for agriculture productivity since the 1960s through many traditional methods for healthier food by less use of pesticides and making it more full of nutrients, very little sign to claim an increase in organized food purchases has been observed (Asif, Xuhui, Nasiri, & Ayyub, 2018). Due to natural and economic issues within the agricultural sector and the cost of chemical fertilizer and pesticides Pakistan's share is only 0.1% of total Organic food. Pakistan also loses their worldwide market due to tough green food standards by¹(WTO)²(IFOAM, 2018).

The government of Pakistan favour Organic food agriculture. It has established the Directorate of Organic food agriculture was established at the National Agriculture Research Center (NARC) in 2008. The Directorate offers services, training, and innovation for green food to cultivate farmers and traders. Through the support of NARC, various Organic food outlets are available within the city of Islamabad. Organic food purchase behaviour has an increasing trend in Pakistan however, the higher cost is determining factor which hinders organic food market growth.

Pakistan ranks second in the overall use of pesticides in the agriculture sector (Yadav et al., 2015). People of Pakistan want to use organic food because of less use of pesticides and harmful fertilizer, but there is the major problem which makes a hurdle in consumption of organic food and people are unaware to use that food (The Express Tribune, 2011). It is important to find that issues which relevant to associated with price, unawareness or other factors which affect the demand for organic food.

This Study provides a hypothetical context to understand consumers' Organic food purchase intent. Furthermore, this study will help green food marketing companies' reliable date to expand their business in Pakistan post-Covid era. In this pandemic circumstance, everyone prefers healthy food, so it's critical for companies or organic sale food stores to plan to give superior healthy food in various places or online. Various advertising companies must pay attention to spreading knowledge about Organic foods.

Earlier research looked at consumer purchase intentions for Organic foods based on certain characteristics. Therefore, previous studies focused on quantitative research, with much of the previous research being closed-ended questions. Previous research has focused on the importance of moderating factors such as food phobia, trust, and awareness in influencing purchase intentions for green food consumption in Pakistan (Akbar, Ali, Ahmad, Akbar, & Danish, 2019). No exploratory study for organic goods has been so far conducted in Pakistan. Therefore, this study will offer an inside into a lesser-studied area in the agriculture sector. Moreover, this study provides insight into changing consumer behaviour during the Covid-19 pandemic in Pakistan related to organic food.

¹ World trade organization

² International Federation of Organic Agriculture Movements

2. Literature Review

2.1. Organic Food

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

Organic food is categorized into two classifications: Grade 'A' green food, which signifies a degree of transition between conventional and 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 to renew their certificates and get product certification and Grade 'AA' green food classification, which certifies complete organic status (Bekele, Zhou, Kidane, & Haimanot, 2017). Because of the many standardizing systems in existence normal, organic, food grading varies which is safer for health or nature. Normal grade food contains measurable quality and cleanliness criteria. However, they only apply to the initial production stages. Organic food is planted under zero polluted soil (Yin, Wu, Du, & Chen, 2010).

2.2. Consumer Purchase Intention

Consumer Purchase intention explains which consumers wish to purchase a product or service. Various factors influence the consumer's purchase intention and factor in which a consumer desires to purchase the specific product which is most favourable and affordable for a consumer (Keller, 2001).

2.3. Green Food Purchase Behaviour

The behaviour of a customer toward a given buying preference, as well as the consumer's last choice to buy and readiness to pay, is referred to as buying intention. This is, in essence, a signal of consumer purchasing behavior (Wier, Jensen, Andersen, & Millock, 2008). Additionally, Purchase behaviour towards organic food items refers to the buying of naturally neighbourly items or maintainable items that are recyclable and beneficial for health and avoiding using such items which hurt the health (Chen & Chai, 2010).

For consumers' final decision to purchase 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, Armstrong, Saunders, & Wong, 2001).

2.4. Health Consciousness

Organic food items do not include harmful pesticides, which are beneficial to one's health. People who are health conscious of their health and more worried about their well-being, are always motivated to improve or maintain their health and prevent illness through engaging our healthy activities and being self-aware of their health (Newsom, McFarland, Kaplan, Huguet, & Zani, 2005).

In addition, the major factor in the consumption of food items was health. Further information on 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 the environmental impact factor towards consumers agreeing to pay a higher price (Michaelidou & Hassan, 2008).

2.5. Perceived Value

The perceived value may be defined as a people's satisfaction with items which is based on their personal views that what they spend and what they get in return (Naylor & Frank, 2000).

Accordingly, Pastorino and Attanasio (2014) discovered that a consumer's desire to buy organic food is impacted by their views of the value of organic food products, as well as their faith in food products. Perceived quality and perceived value are 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 food. Consumer attitudes and actions toward green (organic) food, as well as their perceived values, were highly linked to health advantages (Shepherd, Magnusson, & Sjöden, 2005).

2.6. Cost

Cost is the first important factor to consider when purchasing organic food items. Therefore, it is vital to investigate how organic food, is perceived by consumers, as well as their Behavioural intentions and actual buying behaviour toward the product (Gottschalk & Leistner, 2013). Furthermore, the cost is the main factor for purchase intention. On the other hand, the importance of cost is determined by the function that customers attribute to it. High costs hurt purchasing, but they also have a positive impact but it depends on the food items' quality (Völckner & Hofmann, 2007).

2.7. Environmental Knowledge

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

The impact of prior knowledge of the 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 belief in the informed belief they get. Environmental knowledge has gained tremendous interest from education, whereas green entrepreneurship which is related to producing organic food has been viewed as the solution to environmental and social issues (Hall, Daneke, & Lenox, 2010).

Furthermore, environmental knowledge plays a multidimensional role in promoting the customer's purchase intention. Consumers with environmental knowledge help the marketing companies to determine the organic food purchase intention of consumers (Brucks, 1985; Mostafa, 2009). If a buyer has an understanding about the knowledge the use of organic food, their awareness will greatly increase and foster its beneficial approach to organic products. Moreover, the environmental interest of customers had a huge impact on their desire to pay for eco-friendly goods (Xu, Hua, Wang, & Xu, 2020).

In the study by P. Wang, Liu, and Qi (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 basis of the descriptive study, the current condition of the sustainable consumption behaviour of rural residents and the influencing factors were revealed, including environmental knowledge, perception of effect, Behavioural intention, an environmental obligation, perceived Behavioural influence, environmental importance, response effectiveness, environmental sensitivity and also external factors and the study concluded a favourable connection

between awareness of the environment and the purpose of purchasing green food products (P. Wang et al., 2014). This study is based on the consumer's purchase intention toward organic food.

The theory of Planned Behavior (TPB) is the base theory of this study, this theory is presented by Ajzen (1991). TPB explained the individual's Behavioural intention, which can be anticipated by personal individual values, social values and perceived values control Behavioural intentions.

"Theory of Planned Behavior" (TPB) is one foremost critical social mental speculation that foreseeing person's behaviour, according to Ajzen & forms (1991), TPB claimed the individual's behaviour intention can be anticipated by an individual's state of mind towards behaviour, social values and perceived values control Behavioural intention are forecasted by individual's state of mind. According to Dignitary (2012) theory of planned behaviour (TPB) explain the customer's purchase (buying) intention. The theory of planned Behavior (TPB) depicts that the (purchase) buying behaviour is directly related to the purchase (buying) intention (Ajzen, 1991).

The theory of planned Behavior (TPB) has been connected in numerous past studies in several settings of green food consumption to clarify consumer's state of mind (behaviour) and demonstrated that it is profoundly dependable and personal state of mind (behaviour) for occurrences, this show has connected in a research that explored buyers in intention to buy organic food production in Pakistan. Consumers personal values (health consciousness), environmental knowledge, perceived values, cost of the food and Covid-19 have positive impacts on organic food consumption TBP model (Kashif, Hong, Naseem, Khan, & Akram, 2020).

3. Methodology

3.1. Conceptual Framework

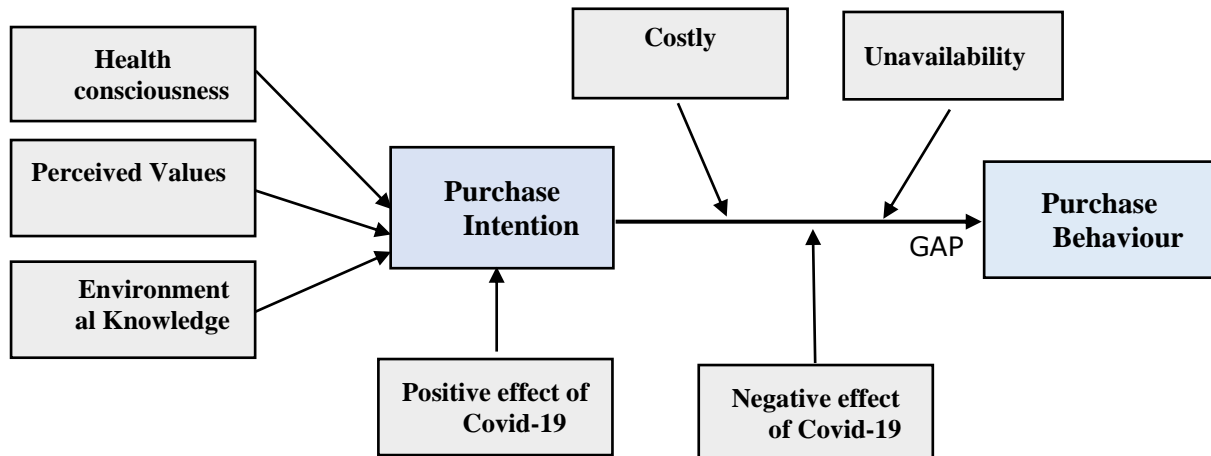


Figure 1: Framework

I used the qualitative method for analysis. Data was collected from Islamabad and for analysis eighteen consumers of organic food, were using mall intercept techniques.

Eighteen respondents gave their responses via interview. According to rules for the metical analysis categories proposals by the type and size of the projects (Small, medium, and large), for small projects 6-10 respondents for the metical analysis, for medium 10-100 respondents and for large projects 400+ are required (Braun & Clarke, 2013; Fugard & Potts, 2015).

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

the whole population for research, it is the main reason to use convenience sampling (Etikan, Musa, & Alkassim, 2016).

I developed an interview sheet (attached as an annexure) that includes open and close-ended questions. The purpose of this study was to identify broad factors that may affect organic food purchase intentions. The design of interview questions was based on previous studies conducted in other countries. These studies helped me identify the possible factors that could affect the target variable i.e. purchase intention. Thus enabling the closed-ended questions. To into tap other possible factors, in the context of Pakistan, I asked different open-end questions. The interview with each participant lasted about 15-20 minutes, and all questions and asked in the Urdu language for a better understanding of the consumers. (See Annexure for details).

4. Data Analyzing

In this exploratory method the data were thematically analyzed, by reading and re-reading over and over, in the first phase, got responses and note down in detail them read them again and make some points that what respondents want to say, highlighting 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 affect their purchasing power in favour to purchase green food or the main problem which create hurdle to purchase than natural food.

Additionally, in the 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 analysis's themes in a well-mannered way.

4.1. Descriptive Analysis

Section A consists of Demographic information, which consists seven questions (Gender, Marital Status, Age, Education, Occupation, Monthly Total income (PKR), and other family members living with you).

Table 1
Exploratory Method Results

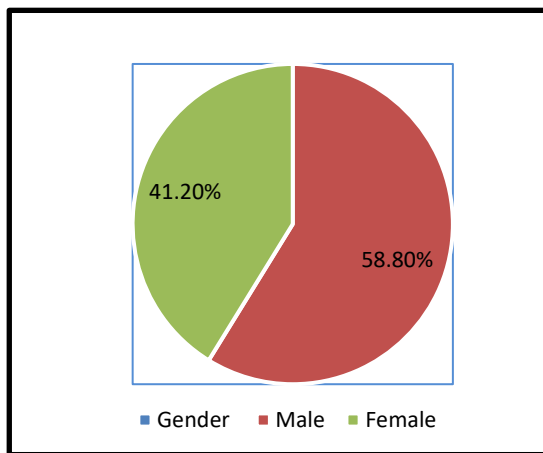
<i>Demographic Profile</i>		Percentage
<i>Gender</i>	Male	58.80%
	Female	41.20%
<i>Marital status</i>	Married	64.70%
	Unmarried	11.80%
<i>Education</i>	Master	37.50%
	M.Phil.	25.00%
	Ph.D.	31.30%
<i>Age</i>	21-31	5.90%
	31-40	5.30%
	41-50	47.10%
	51 above	90.00%
<i>Occupations</i>	Gov employee	75.00%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

Table 1, demonstrates 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 the sample in terms of marital status, in which Married men and women who participated in the survey were 64.70% and Single were 11.80%, Furthermore, in terms of Education men and women who were completed Master's

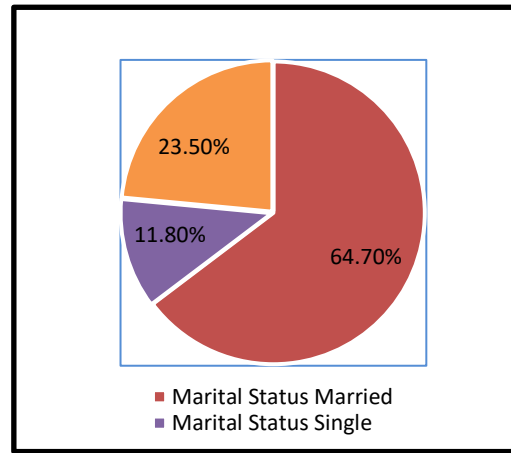
degree were 37.50% and 25.00% men and women were complete their M.Phil. Degree, and 31.30% were in PhD.

Additionally, the above table explains that respondents have a place in diverse age group, for instance, 5.90% of respondents were in the age group of 21-30 and 5.30% were in the age group of 31-40, respondent was in the age between 41-50 were 47.10% and 51 and above were 90%. Respondents the demographic profile in terms of Occupations, Government employees were 75.00% Private employees were 6.30% and 6.30% of men and women respondents were Self- employed and students. When asking respondents 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 rented houses or hostels for their employment or education.

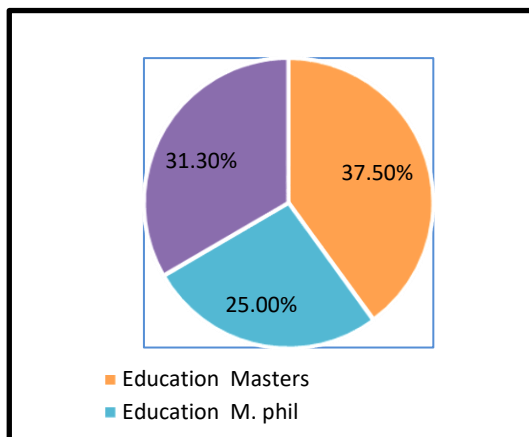
4.2. Demographic Profile (Graphical Explanation)



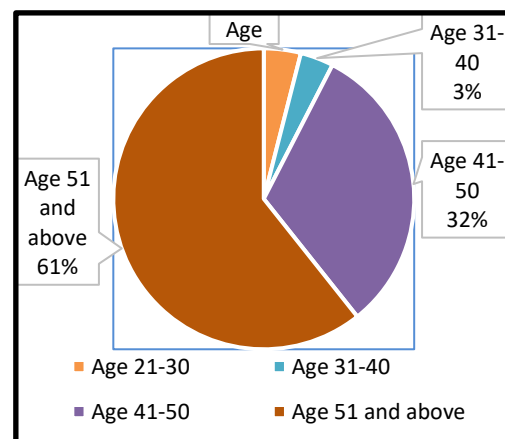
Gender



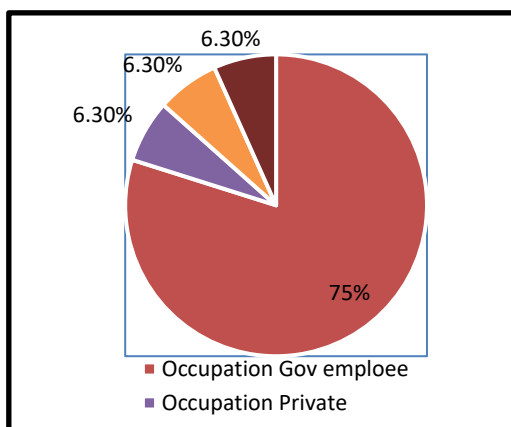
Marital Status



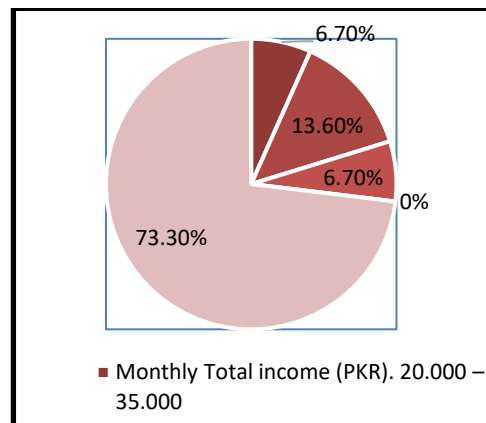
Education



Age



Occupation



Monthly Income

4.3. Factors Effect the Green or Organic Food

4.3.1. Health Consciousness

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

All the respondents said that health is the foremost vital reason for purchasing organic food purchase intention, and most of the consumers felt the use of organic food would increase to more (Respondent 11). Advantages whereas eating organic food is better for their health and old people. (Respondent 12).

Less Use of Pesticide and Chemical

Few consumer’s thoughts that organic food could be beneficial choice norm normally 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.

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

Perceived Values

Advantages of food, such as appearances, taste and nutritional value, are too considered as vital determinants buyers making food for making valuable food (Lee & Yun, 2015), customers have seen both useful and moral properties to satisfy their individual needs and wants, so that they in favor to select organic food items (Cerjak, Mesić, Kopic, Kovačić, & Markovina, 2010).

Superior Quality

Most of the respondents accepted that organic food has a super quality as compare with other conventional food items, Furthermore, they prefer high-quality items instead pf compromising of 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 13).

Recycle Packaging

Packaging of organic food is very attractive and environmentally 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).

4.3.2.Social Value (Knowledge)

Although purchasing food is everybody's 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 & Onwezen, 2014; Y.-F. Wang & Wang, 2016). Customers take after social standard to get social acceptance in their bunches and to maintain a strategic distance from misfortune from mixed up choices (Y.-F. Wang & Wang, 2016).

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).

4.3.3.Family Composition

Family measure and composition are vital socio cultural components affecting consumer's intentions and practices. Different families with newborn children, children, elders are more slanted to purchase green or organic food items (Liu, Pieniak, & Verbeke, 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 well-being concerns for their family, he responses still reflected that their early are propelled by their concern for their family members and structure.*

Purchase for Off Springs

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).

Purchase for Elders

Some consumers are those who regularly visits the 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 17).

4.3.4.Higher Price Level

Higher costs of items are reported to be one major hurdle for customers to purchase organic food. According to Chekima, Igau, Wafa, and Chekima (2017) buyers are more sensitive to 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).

4.3.5.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 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 & Karakaya, 2014), there are different issues are seen which are as follows:

Lack of Trust

For purchasing 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).

4.3.6.Covid-19 Affect Organic Food Purchase Intention

The effect of Covid-19 on organic food purchase intentions was also investigated in this study, when respondents were asked about the effect of Covid-19, on their purchase intention.

Especially, Organic food purchase intentions, highlight different issues which they face in Covid-19. Which are as follows:

4.3.7.Unavailability Issue

"Covid-19 effect my organizing food items purchasing. During lockdown situation. it's very difficult for me to research that food, I'm in doubtful that food items which are provided that situation is fresh and pure like before, so I preferred to buy any normal food in this situation" (Respondent 4).

4.3.8.Costly

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

"pandemic affect organic food prices and 50-60% higher than normal days. (Respondent 10).

4.4. Discussion on Results

In the interview phase, when asked the question to respondents what they thought about organic food what were the first three words that came to your mind. According to the results, the most common word by customers was "health" (Ismael & Ploeger, 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 (Gillani, Shafiq, Ahmad, & Zaheer, 2021; Ismael & Ploeger, 2020; Rizzo, Borrello, Dara Guccione, Schifani, & Cembalo, 2020). Participants also agreed on other dimensions, such as "intrinsic qualities" (e.g. Healthy, full of nutrition, without chemicals), "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 organic food play major roles in

consumers' purchase intention towards organic food, these results are also highlights in prior studies results like Yu, Gao, and Zeng (2014) and Chekima et al. (2017).

Furthermore, customers stated that they associated towards 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 pick organic food rose as a result of these favorable perceived qualities of green food products. Most research' assertions are supported by these findings Liu et al. (2013) that customers' intentions and behavior toward ecologically friendly food items are highly connected to consumers' perceptions of product-specific qualities.

Additionally, social impact was discovered to have another common role in affecting the formation of consumers' organic 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, Pucci, Aquilani, & Zanni, 2017). Thus, marketers should pay greater attention to celebrity and social media platform endorsements in order to favourable influence in organic food consumption (Qi & Ploeger, 2019).

As a result, marketers should stress the significance of human connections in future marketing tactics and represent organic 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 (Liu et al., 2013).

Positive shopping experiences, according to some participants, prompted them to develop organic food purchase intention. As a result, organic food marketers should enhance training for their salespeople. Furthermore, organic food stores or organic 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), which experienced a negative impact while consuming ecologically friendly food. One probable explanation is that most customers are aware of the superior qualities of organic food product's quality and are willing to buy 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 increased their green food purchase intention, as a result of their rising health worries. This is consistent with the findings of Ben Hassen, El Bilali, and Allahyari (2020). The Covid-19 issue impacted respondents' views of health and danger, which changed consumers' sensitivities and attitudes, leading to a rise in organic food consumption. However, these increasing intentions did not translate into increased green organic food purchases. Despite having strong purchase intentions, organic food purchasing has 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. Conclusion

The present study highlights those factors in which consumers show their preferences for Organic food and highlight the major huddle in the way of purchasing green food in Pakistan. This study was conducted on a Qualitative method which included 18 respondents to highlight factors which affect consumers' organic food. The results are found to be similar or similar with different previous studies due to a different culture to other reasons. For instance, consumer health consciousness, their

knowledge, perceived values, cost of Organic food, high light the consumers major huddle, lack of trust, lack of availability, and limited knowledge as salient components of preventing organic food buyers and their intention toward Organic food purchase behavior.

This study is one of the first studies in Pakistan to investigate the Covid-19 effect on consumers' purchase intention of organic food through in-depth interviews, the results showed that in Covid -19 the organic food purchasing increased although prices were high and availability issue was common, people continuously increase their purchase intension, this study mapped a positive future of the Organic food in Pakistan. The above finding and discussion of qualitative methods can improve stakeholders' understanding of the fundamental realities and issues of consuming organic food consumption his way, the above finding can play a vital role to the plan of future policies and mechanical activities to way better advance organic food consumption in the Pakistani context.

5.1. General Suggestions

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

To improve consumer trust in organic food items, the 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' organic food purchase intention. Educate and inform customers about the features of organic food products, the certification process, and the distinctions between 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 by food brands to strengthen the trust of different consumers.

If the Covid-19 fifth wave occurs, adjusting to the first demand-supply shock, increase supply chain resilience against potential supply-side shocks, and stable price for organic food to maintain availability and affordability for its consumer to buy food.

Online shopping and grocery store 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 and minimize organic disruption caused by Covid-19 in Pakistan.

The government and private sector internet services providers should ensure internet delivery services become cheaper to customers.

Authors Contribution

Zafia Bibi: Introduction, Research design, Data collection, Formal analysis and interpretation and conclusion.

Ahsan ul Haq Satti: Supervision, Conceptualization, Final proofreading.

Conflict of Interests/Disclosures

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QUESTIONNAIRE

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 did you buy organic food last time?

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

Q20: If you think it's 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 do 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: What kind of food do you buy online?
