

To Purchase or Not? Consumers' Organic Food Purchase Intentions in Selangor During Post Covid-19 Pandemic

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Abstract

This study investigates customers' intentions to purchase organic food for the new normal life post-COVID-19 pandemic. The TPB has been employed as an underlying theory for the study. A purposive sampling approach was used, and 320 valid responses were collected from individuals residing in Selangor. Statistical Package for the Social Sciences (IBM SPSS) was applied in the data analysis for this study. The results illustrated that there is a significant relationship between consumer intention to purchase organic food with food safety knowledge, perceived attitude, perceived social pressure, and perceived autonomy. The research provided benefits to both organic food marketers and manufacturers by enhancing their understanding of the market and the sustainability of the organic food industry, particularly in the context of a new normal post-pandemic. The results could be used for benchmarking in future research on organic food because a new research framework was designed and validated regarding individual buying behaviour in global health issues, which is limited in current literature. As a result, the research provides a better understanding of consumers' intention to purchase organic food.

Keywords:

Organic Food, COVID-19, Consumer Intention, Theory of Planned Behaviour, Food Safety Knowledge

1 Introduction

The coronavirus disease or COVID-19 is characterised by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The World Health Organisation (WHO) declared the virus a pandemic in March 2020 as it has spread throughout the world (Laguna et al., 2020). Many countries, including Malaysia, have enforced Movement Control Orders (MCO) to minimise the spread of the virus (Shah et al., 2020) as the improper handling of the pandemic can lead to suffering among citizens and death (Sharma & Akhoury, 2020). Correspondingly, the Italian Government took stringent containment measures such as a ban on events or gatherings, and a ban on meeting up without any important reasons was issued on all national territories (Di Renzo et al., 2020). Besides that, many precautionary measures were adopted daily, for instance, physical distancing and self-isolation at home. Hence, the COVID-19 outbreak has become a global concern (Lambert et al., 2020) as the pandemic has affected citizens' lives, such as sudden lifestyle changes and social and economic consequences, especially in eating patterns (Di Renzo et al., 2020).

Due to the COVID-19 pandemic, heightened health consciousness has led many individuals to prioritise their well-being, prompting a shift towards healthier dietary habits incorporating fruits and vegetables (Borsellino et al., 2020). COVID-19 disease raised public awareness of nutrition and health, leading to a surge in popularity for organic food. Organic food is produced from natural substances, while the use of fertilisers and synthetic chemicals in farming methods is restricted. Consuming organic food can preserve the health of consumers, farmers and workers involved in its production. Apart from this, organic farming practices involve recycling resources, helping promote the ecological balance and the conservation of biodiversity. Organic food brings many advantages to consumers and the environment (Cachero-Martinez, 2020).

Numerous studies have predicted and analysed consumer behaviour and preferences changes during the COVID-19 pandemic. The studies have focused on behaviours that benefit consumers' health and preferences (Bree, 2020). Naja & Hamadeh (2020) stated that the COVID-19 pandemic imposes new challenges for individuals to eat a healthy diet such as fruit and vegetables. A previous study highlighted by Wang et al., (2019) investigated the demand for organic food in Kenya and Tanzania. They found out that there is an increase in demand for organic food as Tanzania's organic food effort began in the 1990s. Meanwhile, Kenya's organic food industry began in 1986 (X. Wang et al., 2019). Other than that, in European and North American regions, organic food reached popularity in their sale, accounting for up to 90% of the total consumption of the products (Willer & Lernoud, 2019). Askew (2020) stated that in the United Kingdom, organic food became a "coronavirus boost" due to

a 25 percent increase in sales orders while the delivery of organic foods also received a demand surge.

Meanwhile, Malaysia's organic food supply is struggling to sustain local market demand, resulting in a nationwide shortage of products (Latip et al, 2021) and continuous import of organic food from Europe and North America (Somasundram et al., 2016). Hence, it is necessary to study consumers' buying behaviour with an emphasis on buying intentions to respond adequately to the growth of the green food market (Ajzen, 1991). Furthermore, this study will be useful to the Federal state of Selangor, like marketers and manufacturers of organic food, in understanding the factors that motivate consumers to engage in sustainable behaviour practices. However, most of the study focuses broadly on an entire Malaysia rather than on specific region (Hassan et al., 2015; Shaharudin et al., 2010; See & Shaheen Mansori, 2012). Therefore, this study investigates the consumers' purchase intention towards organic food in Selangor.

2 Literature Review

2.1 Theory of Planned Behaviour

The TPB was proposed by Ajzen (2002) to support the research framework for this study. The TPB was extended from the Theory of Reasoned Action (Fishbein & Ajzen, 1975). The model assumes that the behaviour is planned in which it predicts purposeful behaviour and explains human behaviour in a specific context (Ajzen, 1991). The TPB was applied in the context of this study to understand consumer behaviour involving four variables: intention, attitude, subjective norm, and perceived behaviour control.

The predictive strength of TPB in understanding consumer behaviour has been proven by several studies, including those conducted by Latip et al. (2020); Latip et al (2021), as well as Lim and Hossain (2016). A study by Latip et al. (2020) shows that the TPB model is reliable for predicting organic food purchase behaviour by focusing on the relationship between intentions to purchase during the COVID-19 pandemic. At the same time, a study by Hossain and Lim (2016) demonstrates the strength of this model while focusing on the factors affecting the consumers' purchase intentions towards organic food. Many organic food studies have used the TPB model in their research (Aertsens et al., 2009). Also, this theory has proven its relevance, strength, and validity by providing an excellent framework for measuring, conceptualising, and identifying factors that influence behaviour and behavioural intentions (Glanz et al., 2002).

2.1 Purchase Intention

Individual purchase intention was measured by attitude, subjective norms, and perceived behaviour control, according to the TPB (Ajzen, 1985, 1991). Studies by Kaur et al. (2014) confirm the strength of The TPB in enabling the prediction of Malaysian-

made halal cosmetics products. According to the study's findings, the TPB model could explain 64.9 percent of the variance in purchasing behaviour (Kaur et al., 2014).

Whereas the study by X. Wang et al., (2019) found that personal attitude, perceived behaviour control, and SNs are deemed to influence consumer purchasing intention for organic foods. The studies are supported by Latip et al. (2020), who claimed attitude, social pressure, and autonomy were valid predictors of consumer intention to purchase organic foods. This study demonstrates that attitudes are easily influenced when subjected to minor pressure, such as the COVID-19 pandemic or the need to adapt to a 'new normal life', which indirectly alters people's perceptions of purchasing organic food. In psychology, attitude is a collection of emotions, beliefs, and behaviour towards a specific object, person, or event that affects consumer feelings. Therefore, individual attitudes and judgments contribute to a product's favourable or unfavourable evaluation (Ajzen, 1985, 1991, & Yzer, 2017).

2.2 Food Safety Knowledge

The issues of food safety have affected the lack of consumer trust and have resulted in demand for safe food supplies, including organic food (J. Wang et al., 2018). Consumer knowledge is an important factor to explain consumer decision-making, information searching, and processing (Carlson et al., 2009). Therefore, consumer decisions in the "new norms" of the COVID-19 pandemic may be influenced by food safety knowledge. Moreover, food safety issues significantly influence consumer purchase decisions, especially in countries concerned about food safety and health (Prentice et al., 2019). Also, the logo, packaging, and labelling of the product must be considered by the marketers to gain customers' trust towards consuming organic food (Prentice et al., 2019). Among Asian consumers, food safety has emerged as a major concern, as highlighted by (Latip et al., 2020).

2.3 Perceived Attitude

In past studies of consumer purchase intention on organic food in developing countries, attitude was a major factor that influenced individuals' purchasing behaviour (X. Wang et al., 2019). The relationship between attitude and behaviour is driven by consumer evaluation or judgment of results, which is then connected with certain behaviours (Latip et al., 2020). Likewise, the latest research regarding organic foods by Latip et al. (2020) during the COVID-19 pandemic found that consumers' attitudes affected individual purchase intention. Here, Periyayya et al. (2016) stated that consumer positive belief has the potential to alter attitudes and is significant in terms of intention. Another study by Paço et al. (2019) also shared that the attitude may influence consumers' purchase intention and consumption value towards green products. Therefore, an individual must examine attitude in the context of this study.

2.4 Perceived Social Pressure

Besides, perceived social pressure reflects an individual's social influence, which governs the intentions, wherein social responsibilities will influence them to perform a specific behaviour in mind or otherwise (Ajzen, 1985, 1991). The results from Wang et al. (2019) show that subjective norm is the most important factor that influences consumer purchase intention towards organic foods. This is supported by a study from Ngyuyen and Truong (2021), in which family, friends, social media, and other environmental factors have influenced organic buying intention. In addition, perceived social pressure significantly influences an individual's organic food buying intentions during the COVID-19 pandemic (Latip et al., 2020). Also, the emergence of COVID-19 is likely to have influenced organic food purchasing intentions in terms of food safety and health (Latip et al., 2020; Latip et al., 2021). Thus, the impact of the COVID-19 pandemic and new norms in the community is reviewed.

2.5 Perceived Autonomy

In the meantime, perceived autonomy can be defined as an individual who believes they can control themselves and perform a particular behaviour (Latip et al., 2020). Perceived autonomy represents one's ability to act according to interest, value, and capacity to perform a particular behaviour (Latip et al., 2021). Latip et al. (2020), discovered that high autonomy in decision-making contributed to high buying intention for organic food. Moreover, past researchers like Yogananda and Nair (2019), Maichum et al. (2017) and Yzer (2017) reveal that perceived behaviour control affects individual organic food consumption and intention in a positive way. Even so, a Yingqi Zhu (2018) study found no link between perceived behavioural control and organic food buying intentions. In the context of this study, perceived autonomy will be examined in this current study. Thus, the following hypotheses are developed:

- H1: There is a relationship between food safety knowledge with consumer intention to purchase organic foods.
- H2: There is a relationship between personal attitude with consumer intention to purchase organic foods.
- H3: There is a relationship between perceived social pressure with consumer intention to purchase organic foods.
- H4: There is a relationship between perceived autonomy with consumer intention to purchase organic foods.

3 Methodology

3.1 Research Design

A causal study was adopted in this research to investigate the cause-and-effect relationship between food safety knowledge, personal attitude, perceived social pressure and perceived autonomy, and intention towards organic food due to the outbreaks of COVID-19 post-pandemic. This quantitative study collects primary data through an administered questionnaire due to the large population of a particular place of research. Study setting, namely a non-contrived approach and cross-sectional method, was applied in this research.

3.2 Research Sampling and Design

Individuals aged 18 and above have been selected as the sample for this study. The reason for selecting this specific age is because those who are 18 years old and above are the legal working age, and they can earn their income based on the Children and Young Persons (Employment) Act 1966. All respondents willingly participated in the survey without any coercion.

Purposive sampling was used to collect data through an online survey using a Google Form. The data were collected during post-endemic COVID-19's new normal life. As a result, direct contact should be avoided. According to Latip et al. (2020), an online survey was the most feasible approach for data collection as physical distance and MCO were issued due to the COVID-19 pandemic. Evans and Mathur (2005) said that an online survey is a credible method and Sahu (2020) adds that this method is well-accepted to collect data on the respondents' perception and intention to purchase organic food.

According to the official portal of the Department of Statistics Malaysia, the population of Selangor is estimated to be approximately 3.557 million. At first, this research aimed to survey 384 respondents, following Krejcie and Morgan's table (1970) as referenced by (McNaughton & Cowell, 2018). However, only 320 out of 340 respondents were successfully collected and validated during the data screening process. While the minimum sample size suggested by McNaughton and Cowell (2018) was not achieved, Fincham (2008) notes that reaching a response rate of 60 percent or more is considered valid for this study. He also adds that a higher response rate corresponds to lower bias in the collected responses.

3.3 Research Instrument

The questionnaire, including the independent variables and dependent variable, was designed and adapted from the previous empirical study (Latip et al., 2020). The questionnaire was designed as a 5-point Likert Scale ranging from 1=strongly disagree to 5=strongly agree also on a category scale. All items are formed concisely with simple wording choices to reduce any vagueness and were used in both versions of language which is Malay and English to distribute among respondents.

4 Findings

4.1 Data Screening

In order to mitigate potential bias during data collection, thorough data screening was conducted in the survey, ensuring accurate data entry and coding. This measure aimed to verify that respondents met the study's criteria before participating in the survey.

4.2 Pilot Test

The pilot test was run to test the credibility and reliability of the questions before the survey was distributed. Cronbach's alpha was used to estimate internal consistency for reliability. Table 1 indicates that all measured variables of the pilot test exceeded 0.8, ranging from 0.836 – 0.936, indicating that the range is excellent results.

Table 1: Cronbach's Alpha

Questionnaire	No. of Items	Cronbach's Alpha (α)
Section B		
Antecedents that influence consumers' purchase intention towards organic food		
Food safety knowledge	5	0.883
Perceived attitude	6	0.926
Perceived social pressure	5	0.910
Perceived autonomy	5	0.836
Section C		
Purchase intention	5	0.936

N=50

4.3 Demographic Profile of Respondent

Based on the descriptive analysis, the majority of the respondents are female, 56.6% (n=181), while male respondents collected about 43.4% (n=139). Following this, 58% (n=186) of the respondents are between 18 to 29 years old, 20% (n=64) of them are between 50 to 59 years old, 9.4% (n=30) are respondents between 40 to 49 years old, 8.8% (n=28) respondents age between 30 to 39 years old and the remaining 3.8% (n=12) is 60 to 72 years old.

Next, 60.6% (n=194) of the respondents are single, 37.2% (n=119) of them are married, and 2.2% (n=7) are divorced. In terms of education level, 41% (n=131) most of

the respondents obtained a Bachelor of Science (BSc), 39.4% (n=126) of the respondents acquired a Diploma, 15.3% (n=49) of respondents had Sijil Pelajaran Malaysia (SPM), 4% (n=13) attained a Master of Science (MSc) and 0.3% (n=1) one respondent holds Doctor of Philosophy (PhD).

Ultimately for monthly income, 45% (n=144) of the respondents are below <RM1, 500, 21% (n=67) of the respondents earned RM1, 501-RM2, 500, 13.4% (n=43) of them earned more than RM4, 501, 10.6% (n=34) of the respondents earned about RM2, 501-RM3, 500, remaining 10% (n=32) earned RM3 501- RM4, 500.

4.4 Descriptive Analysis

This section was conducted on four dimensions of independent variables, which are food safety knowledge, perceived attitude, perceived social pressure, and perceived autonomy. Meanwhile, the dependent variable is the intention to purchase organic foods. Respondents answer the questions according to a 5-point Likert Scale, which ranges from 1=strongly disagree to 5=strongly agree.

4.4.1 Food Safety Knowledge

Most of the residents in Selangor stated that they try to purchase food that is from natural substances only (M = 4.09, FSK4). They added that they know how to choose food products to minimise the risk of foodborne illness (M = 3.92, FSK3). The respondents also believed that they knew about food safety (M = 3.73, FSK1). However, they are lacking knowledge in terms of certificates that are related to food safety (M = 3.37, FSK2). Overall, they affirmed that they have good food safety knowledge (M = 3.64, FSK5).

4.4.2 Perceived Attitude

After that, many of the residents in Selangor strongly agreed that consuming organic food during the COVID-19 pandemic is important for everyone (M = 4.14, PA4). Meanwhile, some of the residents added that purchasing organic food is also important (M = 4.10, PA1). Besides, they also agreed that purchasing organic food is beneficial and a wise decision, especially during COVID-19 outbreaks (M = 4.11, PA2, and PA3). The Selangor residents think that they can reduce the COVID-19 infection by consuming organic food (M = 3.63, PA4). Generally, purchasing organic food might be a better choice during the spread of COVID-19 (M = 3.99, PA4).

4.4.3 Perceived Social Pressure

The residents of Selangor mostly agreed that their families are the ones who influenced them to purchase organic food rather than conventional products during the COVID-19 pandemic (M = 3.71, PSP1). Friends and most importantly people are the next lines in influencing purchasing organic food rather than conventional products (M

= 3.47, PSP2 and PSP3) and following acquaintances on social media who influence them to purchase organic food (M = 3.13, PSP4). Overall, they believed that people around them played an important role in influencing them to purchase organic food (M = 3.37, PSP5).

4.4.4 *Perceived Autonomy*

Most of the residents in Selangor agreed that organic food can be acquired expediently at supermarkets, hypermarkets, organic food markets, and others during the COVID-19 pandemic (M = 4.00, PAU4). Hence, they have the willingness to purchase organic food (M = 3.76, PAU2). Thus, during the COVID-19 pandemic, they agreed that they had time to purchase organic food (M = 3.67, PAU1). They also agreed that price is not the main factor when purchasing organic food (M = 3.28, PSP3). Therefore, they believed that they are capable to purchase organic food during the COVID-19 pandemic (M = 3.63, PAU5).

4.4.5 *Consumer Purchase Intention*

Regarding consumer purchase intention, most of the Selangor respondents stated that they would purchase organic food for their family's safety during the COVID-19 pandemic. (M = 3.96, PI4). The respondents added that they intended to purchase organic during the COVID-19 outbreaks and would purchase organic food for their safety (M = 3.89, PI5 and PI3). They also intend to purchase organic food instead of conventional food (M = 3.76, PI2). Organic food might be purchased even though it is more pricey than conventional food (M = 3.54, PI1).

5 **Hypotheses testing**

Regression analysis was applied to adapt to the objectives and test the research hypotheses. The relationship between variables is evaluated and patterned using regression analysis. It is assumed that a linear relationship (or linear association) exists between a dependent or Y response variable of interest and one or more independent, predictor, or regressor variables. Hence, Table 2 below shows the regression analysis output.

The result (Model 1) implied in Table 2 reveals food safety knowledge of 26.4% ($R^2 = .264$) as one of the antecedents that influenced consumer intention towards organic food. The beta value ($\beta = .514$, $p < .001$) indicates that food safety knowledge is significant and positively influences the consumer intention towards organic food. When the component increased by one standard deviation, food safety knowledge also increased by .514. Hence, H1 was supported. Meanwhile, the regression analysis (Model 2) shows that perceived attitude 47.2% ($R^2 = .472$) is one of the antecedents that influenced consumer intention towards organic food. The beta value ($\beta = .687$, $p < .001$) demonstrated that perceived attitude has a significant and positive relationship with consumer intention towards organic food. When the component increased by

one standard deviation, perceived attitude also increased by .687. Thus, H2 was supported.

Referring to the result (Model 3), perceived social pressure of 38.9% ($R^2 = .389$) is one of the antecedents that influenced consumer intention towards organic food. The beta value ($\beta = .624$, $p < .001$) indicates that perceived social pressure significantly influences consumer intention towards organic food. When its component increased by one standard deviation, the perceived social pressure also increased by .624. Thus, H3 was supported. Lastly, the result (Model 4) illustrated that perceived autonomy 51.1% ($R^2 = .511$) as one of the antecedents that influenced consumer intention towards organic food. The beta value ($\beta = .715$, $p < .001$) showed that perceived autonomy has a significant and favourable effect on consumer intention towards organic food. When consumer purchase intention increased by one standard deviation, perceived autonomy also showed an increase of .715, which means H4 is supported. The most significant and noteworthy finding from this study is antecedents like food safety knowledge, perceived attitude, perceived social pressure, and perceived autonomy to have the ability to influence consumer intention to purchase organic food, especially during the COVID-19 pandemic.

The result of this study helps to provide a better understanding of consumer intention towards organic food and the antecedents that drive them to purchase organic food. In this context, organic food purchase behaviour was influenced by food safety knowledge, perceived attitude, perceived social pressure, and perceived autonomy as predictors for consumer purchase intention towards organic food. Consequently, this study's objectives had been achieved. It is also important to keep in mind that the results of this study have supported other researchers' claims that independent variables (food safety knowledge, perceived attitude, perceived social pressure, and perceived autonomy) have a positive relationship with consumer intention to purchase organic food.

Table 2: Regression Analysis

Predictor	Model 1	Model 2	Model 3	Model 4
Dependent variable	Consumer purchase intention	Consumer purchase intention	Consumer purchase intention	Consumer purchase intention
Independent variables	Food safety knowledge	Perceived attitude	Perceived social pressure	Perceived autonomy
Std. β	.514***	.687***	.624***	.715***
R^2	.264	.472	.389	.511
Adjusted R^2	.262	.470	.387	.509
F- Change	144.218	283.725	202.374	331.730

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

6 Discussion

Based on the analyses performed, consumer purchase intention towards organic food was found to be statistically significant towards all four independent variables, such as food safety knowledge, perceived attitude, perceived social pressure and perceived autonomy in a new normal life of COVID-19 pandemic. Overall, all the variables were found to be significant, supporting the findings of previous studies (Latip et al., 2020; Prentice et al., 2019; Nguyen & Truong, 2021; Maichum et al., 2017).

Food safety knowledge has a positive effect on consumer purchase intention, which answered the H1, this shows that knowledge on the subject can increase an individual's confidence and perception towards a particular product. Hence, when people are aware of their surroundings, this will contribute to their intention to purchase organic food especially during the COVID-19 pandemic in Selangor. The finding agrees with previous studies that demonstrate the significant relationship between food safety knowledge and intention to purchase organic food (Latip et al., 2020; Prentice et al., 2019).

Additionally, there is a positive relationship between perceived attitude and consumer purchase intention (H2). It explains how, when there is a critical situation such as the outbreak of COVID-19, it is able to influence consumer attitudes to either perform or not perform a certain behaviour. The relationship becomes much stronger due to the internal and external factors are both positive towards the particular subject. The finding is consistent with the previous study detailing the significant relationship between perceived attitude and consumer purchase intention towards organic food (X. Wang et al., 2019; Periyayya et al., 2016).

Furthermore, the perceived social pressure was found to be significant towards organic food purchase intention during the COVID-19 pandemic (H3). The COVID-19 outbreaks have affected all global citizens and it is theoretically stronger than in a normal setting since everyone has their own invested concerns in a certain situation. Primarily, an individual will perceive social pressure to engage in the specific behaviour (Ajzen, 1985, 1991). The finding is parallel with a previous study that somewhat found a significant relationship between perceived social pressure and intention to purchase organic food (X. Wang et al., 2019; Nguyen & Truog, 2021).

Moreover, there is a cause-and-effect between perceived autonomy and intention to purchase organic food which explained the H4, this indicates that when one has a high autonomy in decision making, it can contribute to high buying intention on organic food (Latip et al., 2020). This is in line with the findings of a previous study on the relationship between perceived autonomy and intention to purchase organic food (Maichum et al., 2017). However, this study contradicts with the previous study in China from Yingqi Zhu (2018) due to the nature of the study such as the differences in culture and geographical area.

7 Conclusion

This research investigates the antecedents that mostly influence consumer intention to purchase organic food during the COVID-19 pandemic. The conclusion is clearly presented and follows logically from the study's findings. We can infer that the most dominant variable is perceived autonomy with a beta value of .715, wherein the majority of the respondents in Selangor consented that organic food can be purchased conveniently in-store (PAU4). The next variable is perceived attitude, and its beta value is .687 because they think consuming organic food is vital for everyone, especially during the COVID-19 pandemic (PA4). This was followed by perceived social pressure that with a beta value of .624, in which they believed that they had time to purchase organic food (PA1). Lastly, the least dominant variable is food safety knowledge with beta value .514, whereby the respondents try to purchase food that is free from pesticides, fertilisers, and genetic modifications (PAU4).

7.1 Limitation and Future Research

The conducted study faced several limitations. Considering that the entire world was dealing with the pandemic situation, this study utilised an online survey to generate the samples to comply with social distancing. The first limitation is that the study was limited to a specific area intended to be measured which is an urban area. Future researchers could conduct the study in rural areas to investigate the residents' intention to purchase organic food. Besides that, this study applied a quantitative approach, which means that information gathering must be based on answers and questions developed by previous researchers. Therefore, future researchers need to test different constructs to broaden the findings of the study on organic food consumption behaviours, especially in a new normal life. Other than that, future studies can consider using a mixed-method approach to provide more detailed information on the construct examination.

7.2 Recommendation and Implication

The study is expected to add an advanced dimension to organic food research as it is investigated in a new normal life of the COVID-19 endemic. Furthermore, this study needs to be expedited, particularly in Malaysia, where the organic food industry is still in its early phases due to a lack of information on green food purchase behaviour and consumer perception, which leads to market interruptions in terms of business risk, profitability, and sustainability (Latip et al., 2020). Accordingly, this study highlighted a few critical findings that may differ from previous research because construction is also the opposite.

From an academic viewpoint, it is necessary to study consumers' buying behaviour, while emphasis on buying intentions to respond adequately to the growth of the green food market (Ajzen, 1991). There is a number of researchers who reported the increase in buying organic food after varying various factors like health (Newsom et al., 2005), the environment (Saleki & Seyedsaleki, 2012), and more. Practically, this study will be useful to marketers and manufacturers of organic food to

understand the changes that the new normal life has brought to this industry. Also, they could implement an adequate strategy to align with the current market situation.

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