



# **Covid Stimulating Organic Food Consumption: Exploring Factors of Consumer Buying Behaviour**

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**Abstract:** The outburst of coronavirus pandemic has forced people to rethink about their eating habits, what do they eat, where they get their food from, and how the food is produced, stored, and prepared. Statistics confirms that there is a significant growth in awareness level for organic foods in the global market. The purpose this study is to explore the factors leading to the perception and attitude for the purchase of organic/healthy food in the immediate context of food crisis in India. The questionnaire was used to implement the study and data was gathered from 387 respondents from the Delhi NCR, India. Exploratory factor analysis and confirmatory factor analysis were used for the data analysis. The finding reveals eight factors named as natural content, nutritional content, sensory appeal, environmental concern, attitude, lifestyle, perceived value and purchase intentions, leading to consumption of organic food. These results reflect the shift in nutritional content and natural content are the two most important variable leading to organic food consumption

**Keywords:** Organic food, Healthy food, Nutritional content, Natural content, Environmental concern, Buying behaviour, Perceived value, Lifestyle, COVID-19, Coronavirus pandemic

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