

How Important is Immunity? Using Goal Directed Behaviour in understanding Healthy Food Consumption

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Abstract

Introduction

The food cultivated without using chemical pesticides, herbicides or synthetic fertilizers and using renewable resources in order to conserve the soil and water quality for future generations are generally referred to as organic foods (Sobhanifard, 2018; Rahman & Noor, 2016). Despite increased awareness of the benefits of healthy eating, the proportion of inorganic or conventional food in global food consumption basket is very high (Gupta and Ogden, 2009). Despite producing and exporting organic foods, the internal consumption of organic food in Asian countries has been reported to be extremely low as compared to the global trends (Mottalib et al., 2018; Hasimu et al., 2017). However, the ill effects and diseases caused by pesticides, non-organic fertilizers have prompted the consumers to look for safer and healthier food options (de Oliveira et al., 2014). Owing to their health-related claims, the superfoods (both organic and functional foods) are much emphasized and talked about in the food industry (Hosni et al., 2017). Based on their nutritional characteristics, food products characterized as 'light food' (low in salt, sugar and fat), 'enriched food' (Omega -3, -6, fiber), preservative free food and food supplements have caught the attention of consumers (Hosni et al., 2017).

Literature Review

Attitude and Desire

Cognition i.e. thoughts, values or beliefs and affections (emotions) shape the attitude towards products or brands (Hoyer and MacInnis, 2004). Various green marketing initiatives are increasingly making the consumers aware of the benefits associated with consumption of healthy food for their well-being (Rahman and Noor, 2016; Krishnakumarea and Niranjana, 2017; Ham et al., 2018). Desire to follow a healthy lifestyle has led to an increased consciousness and motivation towards purchasing and consuming organic food (de Oliveira et al., 2014). Having little time for physical activities and an increasingly stressful lifestyle have also been reported to lead to an increased inclination