

An Analytical Study on Organic Food Products Purchasing Behavior in E-Commerce

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Abstract: Organic products are considered as healthy by most of the buyers as these are made up of natural substances. Organic products are grown up without the harmful substance and grown natural quality. The Indian organic food market although in its infant stage, has started growing faster. Consumers choose organic food in the interest of safety, human health, and environmental concern. The result also presented the factors that benefits organic food consumption and the barriers that limit the growth of organic profit. To achieve the research objectives, primary and secondary data collection methods used. The main sources of secondary data were collected from different online sources such as reports, surveys, and websites of Research Institutes, published books, online journals and papers. The primary data was gained by utilizing structured questionnaire that was collected from consumers.

Keywords: Substance, Infant, Harmful, barriers

1.Introduction

In current scenario, human activities, production and consumption of products and services cause a massive amount of negative environmental impacts. Organic agriculture is one of the working solutions to reduce the negative consequences cause by industrialized agriculture. Based on proper production management working systems, organic agriculture is an adaptable and extremely sustainable method; it supports numerous public benefits and ethical values and preservation of natural resources and internalizing environmental costs, etc. Consumers and vendors continued promoting organic agriculture as an environmentally friendly production technique, and consumer behavior towards organic food products has attracted and increase in research attention. Increase in earlier food scandals, people begin to be suspicious towards traditional food products which likely include the use of GMO, pesticides, additives, or fertilizers; a many number of consumers are willing to pay premium cost for organic food to support the benefits of natural production. At present consumers are more interested in knowing the source of the food they are consuming. Some key trends in world organic food consumerism include sustainable development, moral action, human welfare, environmental protection, and transparency of production. Organic food is food produced by methods that comply with the standards of organic farming. Standards of organic farming may vary worldwide, but organic farming in general features practices that strive to cycle resources, promote ecological balance, and conserve biodiversity. Now a days, most of the people not having sufficient

time to purchase grocery, fruits, vegetables and food products in traditional retail store. So maximum of people prefer online shopping. It is convenient at their home. As the technology was developed there is much better improvement in Organic food products business. There are many organic food products websites are available in internet. Consumers directly buy goods or services from a seller in real-time, without an intermediary service, through the Internet. It is a form of electronic commerce. An online shop, e-store, Internet shop, web-store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping center.

2.Literature Review

According to Geeroms et al., 2008¹, researchers pointed that consumer's lack of knowledge concerning organic food is one among the barriers to increasing the market share. In fact, consumers can decrease their influence on the global environment by changing their unhealthy behaviors. Thus, it is necessary to invest in organic agriculture research, to analyze and understand how consumer behaviors working and also the underlying factors that have an effect on people's intention to buying organic food in order to support and to develop further organic agriculture sector and the entire organic food chain. A good understanding of consumer's perception and its determinants are primary success factors for market orientation and development.

P.SanjanaVarma et al., (2016)² stated the creation of the organic farmer's web application has benefits and challenges too. Incorporating E-commerce is an important first step in organic farming. That will force the pace of the economic world, where equity of opportunities is undoubtedly a challenge. The modules established in this project are supported by considerations of organic techniques and strategies of collaboration cooperation and communication among key stakeholders for follow-up, implementations and success

3. Objectives of the Study

- To know the relationship between the factors of organic food products in E- Commerce
- To identify the rank of organic food products factors in E-Commerce
- To fit the model based on organic food products purchasing behavior in E-Commerce

4. Analysis and Interpretation

Table 4.1: Reliability and Validity:

Reliability and Validity		
Cronbach's Alpha	0.933	No's 25

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.888
Bartlett's Test of Sphericity	Approx. Chi-Square	1718.758
	df	300
	Sig.	.000

Inference:

The reliability for 25 items is 0.933. Even if one of the 25 items is deleted the Cronbach's Alpha value will be reduced. Therefore this indicates that the reliability for all items is higher. Kaiser-Meyer-Olkin measure of sampling adequacy is 0.888 and Bartlett's Test of Sphericity and approximate Chi-square value is 1718.758 which are statistically significant at 5% level. Therefore, it can be concluded that the sample size is adequate.

Table 4.2: Correlation between awareness, benefits, barriers, attitude and behavior of Organic food Products in E-Commerce:

Correlations Coefficient					
Correlation between awareness, benefits, barriers, attitude and behavior of Organic food Products in E-Commerce	Awareness	Benefits	Barriers	Attitude	Behavior
Awareness	1.000	-.100**	0.076**	0.032**	0.100**
Benefits		1.000	0.047**	0.135**	0.099**
Barriers			1.000	-0.104**	-0.040**
Attitude				1.000	0.170**
Behavior					1.000

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

The correlation table shows that the Pearson's coefficient of correlation value for the relationship between Awareness and Benefits is -0.100. This indicates that there is a negative relationship between these variables. The correlation table shows that the Pearson's coefficient of correlation value for the relationship between Awareness and Barriers is 0.076. This indicates that there is a low level of positive relationship between these variables. The correlation table shows that the Pearson's coefficient of correlation value for the relationship between Awareness and Attitude is 0.032. This indicates that there is a low level of positive relationship between these variables. The correlation table shows that the Pearson's coefficient of correlation value for the relationship between Awareness and Behavior is 0.100. This indicates that there is a low level of positive relationship between these variables and similarly the other factors have positive relationship with each other except Barriers and Attitude. It denotes respondents have low level of positive

behavioral relationship towards Awareness, Benefits and Attitude of Organic food products in E-Commerce and negative relationship towards Barriers.

Table 4.3: Kendall's W Test

Factors	Mean Rank	Chi Square	PValue
Awareness	2.06	48.389	0.001**
Benefits	3.35		
Barriers	3.40		
Attitude	3.17		
Behavior	3.03		

Inference:

Since the P value is less than 0.001 the null hypothesis is rejected at 1% level of significance hence concluded that there is a significant difference in mean rank of factors. Barriers of organic food products in E-Commerce (3.40) and Benefits of organic food products in E-Commerce (3.35). Respondents agreed organic food products in E-Commerce variables are restricting them to purchase and respondents also have positive opinion towards benefits of organic food products in E-Commerce.

Table 4.4: Structural Equation Model on Organic food products in E-Commerce

1. Observed, endogenous variables – Attitude, Behavior
2. Observed, exogenous variables – Benefits, Barriers, Awareness
3. Unobserved, exogenous variables - e1: Error term for Attitude, e2: Error term for Behavior

Hence number of variable in the SEM are

Number of variables in your model:	7
Number of observed variables:	5
Number of unobserved variables:	2
Number of exogenous variables:	5
Number of endogenous variables:	2

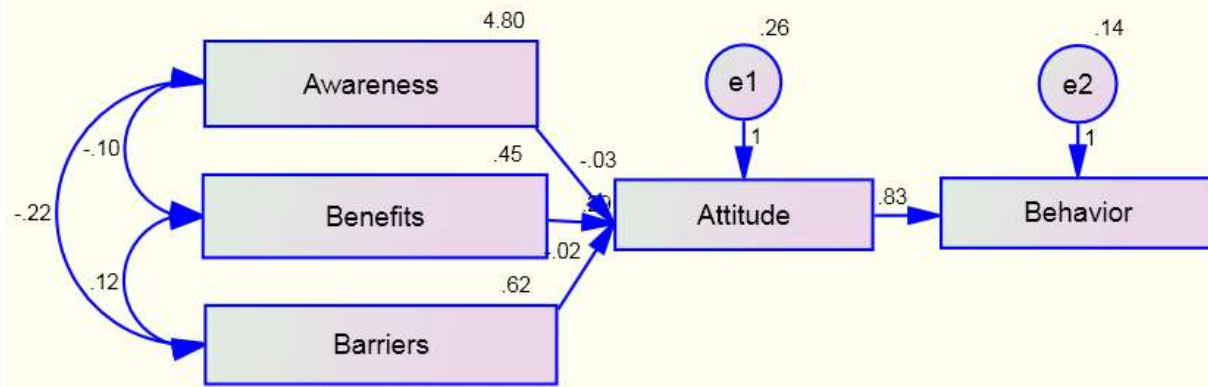


Fig: Structural Equation Model on Organic food products in E-Commerce

Hypothesis:

Null Hypothesis (H₀) – The hypothesized model has a good fit

Table 4.5 Model Fit Summary of Structural Equation Model

S.No	Indices	Value	Suggested Value
1	P value	0.418	<0.05
2	DF	3	-
3	Chi-square value	2.831	<5.00 (Hair et al., 1998)
4	GFI	0.995	>0.90 (Hu and Bentler, 1999)
5	AGFI	0.977	>0.90 (Hair et al. 2006)
6	NFI	0.990	>0.90 (Hu and Bentler 1999)
7	CFI	1.000	>0.90 (Daire et al., 2008)
8	RMR	0.007	<0.08 (Hair et al. 2006)
9	RMSEA	0.000	<0.08 (Hair et al. 2006)

Inference:

Hair et al. 1998, stated the value for the fit statistics minimum discrepancy/degrees of freedom (CMIN/DF), otherwise chi-square / degrees of freedom as ≤ 5 . As per the table 4.5 the value for the chi-square/ degrees of freedom is 2.831 which is less than the accepted cut of ≤ 5 which indicated perfectly fit. Gerbing and Anderson 1992, the criteria for an acceptable model are as follows: Root Mean Square Error of Approximation of 0.08 or lower; Comparative Fit Index of 0.90 or higher; and Normed Fit Index of 0.90 or higher. As per the above table 4.5 the RMSEA value is 0.000 which is less than 0.08; CFI is 1.000 which is greater than 0.90 and NFI is 0.990 which is greater than 0.90. According to Hu and Bentler 1999, Goodness

of Fit test where the probability is greater than or equal to 0.90 indicates a good fit; The GFI of this study was 0.995 more than recommended.

5. Suggestion and Conclusion

The result indicates that there is a Low level of positive opinion towards organic food products purchasing through online. Respondents have low level of awareness on benefits of organic food products. Barriers of organic food products have negative influence on Attitude and Behavior of Organic food products in E-Commerce. Hence it is concluded that the marketers need to understand the requirements of consumer's and barriers to improvise the online purchase towards Organic food Products.

References

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