

Feasibility of Online Selling of Organic Produce

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Abstract

Purpose: The main objective of this study is to understand the buying behaviour of consumers towards organic food through online channel. The study aims to determine the factors influencing consumer behaviour towards organic food.

Design/methodology/approach: The method used for the data collection was the survey conducted among IT professionals, using a structured questionnaire, with close-ended questions. In total, 110 respondents participated in the survey. For data analysis it was decided to use multivariate analysis like logistic regressions and structural equation modelling.

Findings: The results indicate that health conscious, accessibility and time are the major factors that positively influence the consumer's attitude towards buying organic food online.

Practical implications: This study suggests that retailers can develop effective marketing programme and strategies to influence consumers positively. They can emphasize the health benefits and quality of organic food. They can make these products easily available online to attract consumers to buy organic food.

Originality/value: This study provides valuable insight into consumer behaviour regarding organic food through online by examining the factors that influence consumers' intention to purchase organic food, within the Indian context.

Keywords: Organic, Logistic Regression, Structural Equation Modeling

Introduction

According to Associated Chambers of Commerce and Industry of India, the organic farming industry is set to grow to Rs 10,000cr. Presently, Indian organic farming market is estimated at Rs 2,500 cr. But still there are very few players in the market who offer the organic products in India. If you don't live next to the stable organic food market or to a dedicated organic food shop, getting a continuous supply of diverse organic food products is quite a bit of a struggle. Because of the surge in online shopping among people, there is a huge depth into the market of home delivery of organic products, especially fruits and vegetables.

Traditionally Indian buyers have a tendency to 'touch n feel' before buying vegetable and farm produces. However, corporate employees especially working couples, because of their busy schedule and growing health problems, form the target segment for e-sellers of organic produces. Can we go along with this project of supplying organic products mainly fruits and vegetables just by enabling customers to order online? Will there be a decent demand? At present, we are having very few organic retail outlets in the cities across the nations.

Why Home Delivery?

The home delivery/takeaway market in India is expected to grow at a constant value CAGR of 12% in the coming period. At present India is facing slow economic growth, pressurizing on people's budget to spend on leisure. Even

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after the slowdown in the economic growth of country the category is expected to perform well because of the time pressure the consumers are handling today and the convenience of having the food delivered to the home. Caught in the city's fast pace, tedious commuting and long working hours, many consumers don't have the time to buy the vegetables or would like to avoid the chore. The spending on grocery and daily items is the largest and the most consistent share of wallet for any household. However, it is still out of the ambit of online shopping and, therefore, represents a huge opportunity. The large customer base and increased penetration of Internet connectivity (mainly through Smartphones) and growing popularity of online shopping, help in creating a huge potential for e-stores of organic food in India.

Considering all the above mentioned facts, we need to address the following questions:

1. Customer's inclination toward organic produces and factors driving the demand.
2. Customer's willingness to order it online and factors driving the same.
3. Are customer's willing to pay premium prices?

Literature Review

Around the globe consumers are increasingly becoming aware of organic foods and their perceived benefits. Studies have investigated consumer preferences towards organic food (e.g. Yiridoe, 2005). The trend is growing fast especially in the developed world vis-à-vis USA (Greene, 2000), Europe (Food and agriculture Organization, 1999). Even for the rest of the world the trend remains optimistic (Yussefi & Willer, 2002). Gil, Gracia & Sanchez (2000) have investigated that consumers are getting health conscious and are paying more attention to quality of food consumed. Two additional demand system studies investigate demand for organic and conventional beverage milk (Glaser & Thompson, 2000), baby food (Thompson & Glaser, 2001) and organic and conventional fresh fruits (Lin, 2009). During the last decade; concern towards the health, safety and nutrition has increased ever so sharply (Crutchfield & Roberts, 2000). Williams & Hammitt (2001) cited: Recent spread of E-Coli infections, issues with genetically modified organisms, salmonella case in Germany etc. have fuelled the growing worries about the conventionally grown produces. Makatouni (2002) also

attributed social, economic and ecological sustainability with this surge. Ebrahimi in 2007 estimated the market of organic food products in North America, Europe, Japan as one of the fastest growing with sales in the range \$114.5 billion. Organic food market in the South East Asian region constitutes average consumption of 20% per annum, while the organic industry is valued at US \$25 million. (; Organic Monitor),.

The age factor does not seem to play an important role, however, few studies have resulted that younger are more aware of organic food and seeming slightly more willing to pay for purchase the same (Stevens-Garmon *et al.*, 2007) Consumers with higher education are more likely to buy organic food products (Gracia & Magistris, 2007; Panagiotis Kasteridis and Steven T. Yen, n.d.). Gender and size of family are also critical to awareness and purchase of organic food. It is women who buy organic food in larger quantity and more frequently than men (Arvanitoyannis & Krystallis, 2004).

Importance of Organic Food

The "organic" refers to the way the organic food are grown and processed. Specific environment should be there in order to refer the produce as organic. Farmers are forbidden to use any sort of synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, and sewage sludge-based fertilizers.

- Organic produce contains fewer pesticides. The chemicals such as fungicides, herbicides are widely used in conventional agriculture and residuals remain in the food we eat.
- Organic food is fresher because it does not contain preservatives that make it last longer.
- Organic food suits the environment as it reduces pollution, conserve water, increase soil fertility and use less energy.

Organic Food in World

Different parts of the world have different reasons for popularity of organic products. The first pattern where the change in attitude towards consumption of organic food at political level is seen in Europe and then followed by North America and Japan, which came as a result of problems caused by methodology of technology such

as over production, environment pollution, food scarce and depopulation of rural areas (Lockeretz, 2007;). The developed and industrialised cities in Eastern and Southern Europe showed a remarkable growth in share of certified organic food products.

Organic Food in India

Among the developing nations, India is one of the most potential markets for marketing organic food. When it comes to health, most of the people know from centuries that organic food is much better than inorganic food. India is one of the main followers of organic food. In fact it had been fully dependent upon natural fertilizers. India can be the best potential market for the marketers of organic food and to add on they have the confidence of the consumers who from long believe in consumption of organic food (Chakrabarti, 2010).

Sushil Kumar & Jabir Ali (2011) conducted the study indicating that there is great market potential for organic food in the country. T. Bhama & VedhaBalaji (2012) concluded that there is significant relationship between various psychographic factors on the overall satisfaction of consumers towards organic food products. Somnath Chakrabarti (2010) concluded that health motivation has the highest average rating and one of the lowest standard deviations amongst the factors influencing the organic food purchase in India.

A. C. Neilsen in 2006 undertook a country specific research, the result of which showed that Indians are amongst top ten buyers of food with health but lack access to organic food products. This could be cited to high transportation cost or low volumes of operations, which make organic food products costly. However, India is emerging as one of the biggest exporter of organic food, expected to grow to about \$25-30 billion. Within India the availability of organic produce is restricted to few of the organised retail outlets, thus making it difficult for the consumers to purchase it on a daily basis.

People who believe in health benefits, taste and protection of environment and can believe that they can improve their living standards can be the potential customers of organic food. Consumers are willing to pay for the privilege of being green (Mintu-Wimstad & Bradford, 1995). According to Grant & Goleman a progressive

increase in environment consciousness has emerged as environment moved from a fringe, to a mainstream issue. Consumers buy organic food mainly because of health benefits (Shepherd *et al.*, 2005). Effective campaigns also play a vital role in increasing the awareness in the minds of consumers and they are ready to pay more for the green products (García-Gallego & Georgantzis, 2011).

Objectives of the Study/Research Question

The objective of the study is to find the consumer perception towards organic food products as follows:

- a. To find consumers acceptance of online selling of the organic food
- b. To study the relationship between perceived health benefits and buying behaviour.
- c. To study the price elasticity for the online model selling model of organic food.

In order to study the research question the authors have conducted an empirical analysis where a sample of size 108 was obtained and thereafter a logistic regression as well as structural equation modelling approach for data analysis implemented.

The research analysis has performed Binary Logistic Regression where the Binary Dichotomous variable is the intention of consumers buying the organic food online or not. The independent variables are Time, Price, Health Conscious and Accessibility.

Hypothesis

H1: Accessibility of the organic food plays an important role on influencing the intention to buy organic food.

Harper & Henson, in their paper in 2001, infer that there are a number of key barriers including lack of information, lack of availability, and lack of personal influence (Harper & Henson, 2001). Similarly Mintel as a result of various surveys cite the main reasons that prevent consumers from buying organic food are: high price, lack of availability, satisfaction with conventional food, lack of trust, the limited choice and lack of perceived value (Mintel, 1999, 2000). The consumer involvement is relatively higher for organic food, though the average level of expertise is

quite low due to the scarce availability of organic products and generalised lack of information about them (Pauri & Zanoli, 1996).

As online availability is poised to increase the accessibility of organic food, we will look at the impact of online availability on consumer's behaviour.

H2: Perceived price influences the willingness to buy organic food products.

In a paper to integrate and synthesize the findings of research on organic food consumption, Hughner *et al.* discuss various factors that may affect the buying behaviour of consumers towards organic food. Although initially they considered premium prices as an obstacle towards buying organic food later they discuss various papers that consider that high price premiums associated with organically produced food result in ambiguous consumer signals. Some of the customers use price to form opinions about the quality and taste of organic food items. (Rene *et al.*, 2007)

Price is not an absolute barrier but only one factor in the complex decision-making process that underlies purchasing decisions. Consumers consider price in the context of disposable income, but also "value for money" and need to feel in a position to justify a premium through other gains to be willing to pay a higher price for organic products (Susanne Padel & Carolyn Foster, 2005).

Consumers think that organic food is costly. But at the same time they believe that higher price can be paid for the healthy contents and eco-friendliness of the product.

With the increase in the general income of the target group, we will direct our study to find the impact of prices on buying of organic food online.

H3: Awareness of health benefits will positively influence the attitude of consumers towards buying organic food.

The overwhelming majority of studies find 'health' to be the primary reason consumers buy organic foods (Tregear *et al.*, 1994; Huang, 1996; Hutchins & Greenhalgh, 1997; Schifferstein & Ophuis, 1998; Chinnici *et al.*, 2002; Zanoli & Naspetti, 2002). Consumers buy organic food because of their desire to avoid the chemicals used in conventional food production (Ott, 1990; Jolly, 1991; Wilkins & Hillers, 1994). The use of pesticides is perceived to be associated with long-term and unknown effects on health (Hammit,

1990). Perceived healthiness of organic food is a parameter of quality for many consumers (Wandel & Bugge, 1997; Magnusson *et al.*, 2001). Some studies have found that consumers believe organic food to be more nutritious (Jolly, 1991; Hill & Lynchehaun, 2002). Noteworthy, to date there has not been conclusive evidence that organic food is more nutritious (Williams, 2002).

Hence, we have included health consciousness as one of the independent factor for our study.

H4: Scarcity of time will positively influence the attitude of consumers towards buying organic food online.

Consumers perceive online and catalogue shopping as a means to save time, but regard them as requiring too much effort to employ routinely (Dr. Pamela L. Alreck & Dr. Robert B. Settle, 2002). The attitudes towards online shopping and intention to shop online are not only affected by ease of use, usefulness and enjoyment, but also by exogenous factors like saving time, comparison shopping, product characteristics, previous online shopping experiences, easy to access and trust in online shopping (Magesh R., 2011).

Hence, we have tried to also measure the time saving part too in our study.

Proposed Method

We used both qualitative as well as quantitative research methodologies for the purpose of research. Qualitative analysis provided us clarity for creating the hypothesis and finalising the variables. So for qualitative analysis, in-depth interview method is being used. In-depth interviews for different groups of people were carried out to get insights from different perspective.

We have chosen in-depth interview method over focus group discussion method for qualitative sampling because organic products have not got sufficient awareness to invoke spontaneous views from common people. In addition to this, we find that focus group discussions may have dominance effect in the discussion which may lead to erroneous data. We have taken depth interviews of people, who form our target population i.e. MBA student in Chennai, who come from a corporate background and will shortly be going back again to be corporate employees/managers.

The quantitative method (survey) was used to further capture the data. Through survey we established the external validity of the variables chosen by qualitative analysis. The survey provided us with a better projection of the sample studied with the rest of the population.

We performed simple random sampling for the purpose of survey as it was most convenient in the given environment. The sample size of survey is 108 and the population was found to follow an approximate normal distribution. We calculate Cronbach's Alpha to measure the validity of our response and to access whether we need to remove any item out of the survey. For every construct, we found that, the Cronbach's Alpha was above 0.6 thereby meaning that our data was reliable and none of the items needed to be pruned.

Proposed Scale: Likert Scale

1. Strongly agree, 2- Agree, 3 – Neither agree nor disagree, 4- Disagree, 5- Strongly Disagree

Thus a reverse Likert scale was used in the data collection phase which was converted to regular forward scale while analyzing data in this empirical research.

Results

Logistic Regression

Block 0: Beginning Block (Please read this function keeping in mind that a reverse Likert scale was used

Table 1: Classification Table

| Observed | | Predicted | | | Percentage Correct |
|----------|---|----------------------------|---|----|--------------------|
| | | Satisfaction Binary Dichot | | 0 | |
| | | 0 | 1 | | |
| Step 0 | intentions of consumers buying the organic food online or not | 0 | 0 | 30 | .0 |
| | | 1 | 0 | 78 | 100.0 |
| | Overall Percentage | | | | 72.2 |

Table 2: Variables in the Equation

| Step | Constant | B | S.E. | Wald | df | Sig. | Exp(B) |
|--------|----------|------|------|--------|----|------|--------|
| Step 0 | Constant | .956 | .215 | 19.782 | 1 | .000 | 2.600 |

Block 1: Method = Forward Stepwise (Likelihood Ratio)

Table 3: Model Summary

| Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square |
|------|----------------------|----------------------|---------------------|
| 1 | 119.279 ^a | .074 | .107 |
| 2 | 114.115 ^a | .118 | .170 |

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Table 4: Classification Table

| Observed | | Predicted | | | Percentage Correct |
|----------|--|----------------------------|------|----|--------------------|
| | | Satisfaction Binary Dichot | | 0 | |
| | | 0 | 1 | | |
| Step 1 | intentions consumers buying the organic food online or not | 0 | 3 | 27 | 10.0 |
| | | 1 | 0 | 78 | 100.0 |
| | Overall Percentage | | 75.0 | | |
| Step 2 | Intention to buy online | 0 | 8 | 22 | 26.7 |
| | | 1 | 4 | 74 | 94.9 |
| | Overall Percentage | | 75.9 | | |

a. The cut value is .500

Table 5: Variables in the Equation

| | <i>B</i> | <i>S.E.</i> | <i>Wald</i> | <i>df</i> | <i>Sig.</i> | <i>Exp(B)</i> | |
|---------------------|----------|-------------|-------------|-----------|-------------|---------------|-------|
| Step 1 ^a | Price | 1.590 | .637 | 6.226 | 1 | .013 | 4.906 |
| | Constant | -4.012 | 1.965 | 4.168 | 1 | .041 | .018 |
| | Time | .786 | .356 | 4.890 | 1 | .027 | 2.196 |
| Step 2 ^b | Price | 1.758 | .671 | 6.865 | 1 | .009 | 5.801 |
| | Constant | -7.069 | 2.521 | 7.863 | 1 | .005 | .001 |

Thus the Logit function = $-7.069 + .786 * \text{Time Saving} + 1.758 * \text{Price affordability}$

originally in the data collection but while doing this empirical analysis, the scale was made forward again)

Conclusion: Probability of intentions of consumers buying the organic food online increases with higher preference/rating given to time saving and higher preference/rating given to lower price.

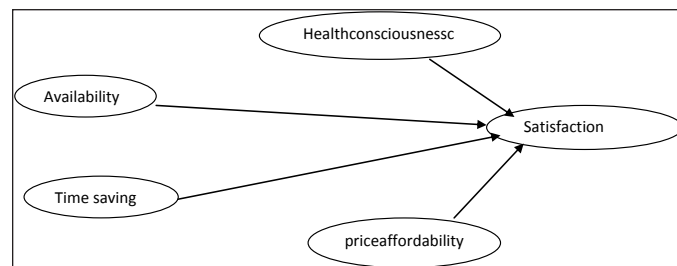
The outcome shows that the online buying behaviour of organic produce is a function of the time it saves as compared to buying through brick and mortar shops and the price benefits of online buying.

Confirmatory Factor Analysis/Structural Equation Modelling (SEM)

Structural Equation Modeling is an analytical method that provides parameter estimates of the direct and indirect links between observed and unobserved variables. This method is similar to regression in that there is a quantification of relationship between dependent and independent variables. One of the unique features of SEM is its ability to provide parameter estimates for relationships among unobserved variables or latent constructs (Sroufe *et al.*, 1999) which are measured using indicator or manifest variables. These variables are again obtained from respondents in response to questions in the questionnaire.

The convergence of the model is evaluated by Chi Square, associated degrees of freedom and the significance level, p-value, which should be greater than .05 for acceptance of the model.

The proposed model, which would be validated, has five latent constructs as shown in Fig. 1.

Fig.1: Structural Equation Model

The constructs considered are :

Health consciousness,

Time saving factor because of online purchase,

Availability of desired items,

Price affordability,

Satisfaction upon buying organic products online.

Upon running the structural equation modelling the following results were obtained.

Model Fit Summary

Analysing Result: ‘Chi-square per degree of freedom’ came out as 1.037 which indicates a good fit of model or less deviation of model from actual scenario. p-value of .37 indicates acceptability of hypothesis. Values of CFI, GFI, AGFI and NFI also indicate a good fit of proposed model.

From the estimates, it can be seen that out of four independent variables (i.e. price affordability, time saving, availability and health consciousness) three variables (i.e. all variables other than price) are significant for the model. There fore the final model is as shown in Fig. 2.

Table 6: Results of Structural Equation Model

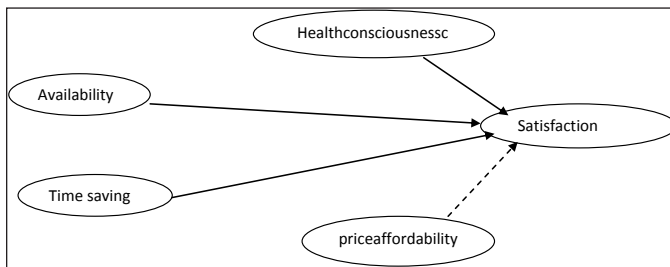
| <i>CMIN Model</i> | <i>NPAR</i> | <i>CMIN</i> | <i>DF</i> | <i>P</i> | <i>CMIN/DF</i> |
|--------------------|-------------|-------------|-----------|----------|----------------|
| Default model | 88 | 126.563 | 122 | 0.37 | 1.037 |
| Saturated model | 210 | 0 | 0 | | |
| Independence model | 20 | 1454.711 | 190 | 0 | 7.656 |

| <i>RMR, GFI Model</i> | <i>RMR</i> | <i>GFI</i> | <i>AGFI</i> | <i>PGFI</i> |
|-----------------------|------------|------------|-------------|-------------|
| Default model | 0.061 | 0.901 | 0.83 | 0.524 |
| Saturated model | 0 | 1 | | |
| Independence model | 0.201 | 0.396 | 0.332 | 0.358 |

| <i>Baseline Comparison Model</i> | <i>NFI</i> | <i>RFI</i> | <i>IFI</i> | <i>TLI</i> | <i>CFI</i> |
|----------------------------------|------------|------------|------------|------------|------------|
| Delta1 | rho1 | Delta2 | rho2 | | |
| Default model | 0.913 | 0.865 | 0.997 | 0.994 | 0.996 |
| Saturated model | 1 | 1 | 1 | | |
| Independence model | 0 | 0 | 0 | 0 | 0 |

| <i>Estimates</i> | | <i>Estimate</i> | <i>S.E.</i> | <i>C.R.</i> | <i>P</i> | <i>Label</i> | |
|---------------------|------|-----------------------|-------------|-------------|----------|--------------|--|
| Time Saving 4 | <--- | Time | 0.31 | 0.10 | 3.06 | 0.00 | |
| accessibility | <--- | Time Saving 4 | -0.12 | 0.05 | -2.56 | 0.01 | |
| Availability3 | <--- | Availability | 0.40 | 0.10 | 4.15 | <.001 | |
| Availability4 | <--- | availability | 0.62 | 0.09 | 7.31 | <.001 | |
| Availability5 | <--- | availability | 0.62 | 0.09 | 6.81 | <.001 | |
| Price 3 | <--- | Price | 0.91 | 0.10 | 9.57 | <.001 | |
| Time Saving 2 | <--- | Time | 1.17 | 0.10 | 12.28 | <.001 | |
| satisfaction | <--- | availability | 0.74 | 0.12 | 6.41 | <.001 | |
| satisfaction | <--- | healthconscious | 1.84 | 0.27 | 6.86 | <.001 | |
| satisfaction | <--- | Time saving | 0.80 | 0.14 | 5.72 | <.001 | |
| satisfaction | <--- | Price affordability | 0.05 | 0.06 | 0.77 | 0.44 | |
| Price 3 | <--- | Time Saving 4 | 0.28 | 0.07 | 4.30 | <.001 | |
| Satisfaction 1 | <--- | satisfaction | 1.00 | | | | |
| Satisfaction 2 | <--- | satisfaction | 0.88 | 0.06 | 14.23 | <.001 | |
| Satisfaction 3 | <--- | satisfaction | 1.09 | 0.13 | 8.60 | <.001 | |
| Satisfaction 4 | <--- | satisfaction | 0.68 | 0.14 | 4.77 | <.001 | |
| Availability1 | <--- | availability | 1.00 | | | | |
| Availability2 | <--- | availability | 0.32 | 0.08 | 3.83 | <.001 | |
| Availability6 | <--- | availability | 0.52 | 0.10 | 5.06 | <.001 | |
| Organic Conscious 1 | <--- | Health conscious | 1.00 | | | | |
| Organic Conscious 2 | <--- | Health conscious | 2.96 | 0.36 | 8.31 | <.001 | |
| Organic Conscious 3 | <--- | Health conscious | 1.06 | 0.19 | 5.59 | <.001 | |
| Price 1 | <--- | Price affordability | 1.00 | | | | |
| Price 2 | <--- | Price affordability | 0.86 | 0.10 | 8.75 | <.001 | |
| Time Saving 1 | <--- | timesaving | 1.00 | | | | |
| Time Saving 3 | <--- | timesaving | 0.53 | 0.09 | 6.01 | <.001 | |
| Price 1 | <--- | Availability4 | 0.25 | 0.06 | 4.34 | <.001 | |
| Organic Conscious 2 | <--- | Availability3 | -0.18 | 0.05 | -3.70 | <.001 | |
| Organic Conscious 3 | <--- | Time Saving 2 | -0.15 | 0.05 | -2.92 | 0.00 | |
| Satisfaction 3 | <--- | Availability 5 | -0.20 | 0.06 | -3.42 | <.001 | |
| Organic Conscious 2 | <--- | Price affordability | 0.28 | 0.08 | 3.50 | <.001 | |
| Time Saving 1 | <--- | Price affordability 3 | 0.13 | 0.05 | 2.55 | 0.01 | |
| Satisfaction 1 | <--- | Availability 3 | 0.07 | 0.03 | 2.21 | 0.03 | |

Fig. 2: Final model Obtained After Running Structural Equation Modelling Approach



Discussion

We have performed Binary Logistic Regression where our Binary Dichotomous variable is the intentions of consumers buying the organic food online or not. The independent variables are Time Saving, Price affordability, Health Conscious, and Availability. As evident from the findings from Logistic Regression, we are able to drive that the significant contributor to purchase of online organic food is highly dependent on Time Saving by having it at home and Price Availability while the other two factors Availability and Health Conscious turns out to be insignificant. The equation is

Consumption of Organic Food = $-7.069 + .786 * \text{Time saving} + 1.758 * \text{Price affordability}$, which completely depicts the importance of price affordability on buying behaviour of consumers through online.

Under model summary, we see that the Log Likelihood statistics is 114.115. This statistic measures how the model predicts the decisions-the smaller the statistic the better the model. The Cox & Snell R square comes out to be .118 which depicts our model to be in acceptable range.

To confirm our decision from Logistic Regression we also performed Structural Equation Modelling on the same data set and result that comes out doesn't support what we get from Logistic Regression. The GFI (Goodness of Fit Index) comes out to be .901 thus interpreted a good fit relative to Vaseline model. CFI(Comparative Fit

Index) comes out to be .996 which shows the model as a very good fit. Chi-Square/degree of Freedom ratio is 1.0375 and a ratio less than 2 indicates a "good fit".

For the link from availability to satisfaction, the critical ratio is 6.41 which indicates that the link is significant at 5% level of significance. The p-value for the link, individual p-value is $.001 < .05$ again indicating that the link is significant.

For the link from health conscious to satisfaction, the critical ratio is 6.86 which indicates that the link is significant at 5% level of significance. The p-value for the link, individual p-value is $.001 < .05$ again indicating that the link is significant.

For the link from time saving to satisfaction, the critical ratio is 5.72 which indicates that the link is significant at 5% level of significance. The p-value for the link, individual p-value is $.001 < .05$ again indicating that the link is significant.

For the link from price affordability to satisfaction, the critical ratio is .77 which indicates that the link is highly insignificant at 5% level of significance. The p-value for the link, individual p-value is $.44 > .05$ again indicating that the link is insignificant.

From the structural equation modeling price affordability emerges as insignificant, implying that there is no statistically valid lead from price affordability to overall satisfaction. However, from Logistic Regression one observes that price affordability is significantly impacting buying of organic food.

These two apparently diverse conclusions may be interpreted as:

Price affordability significantly impacts buying of organic food but it does not lead to overall satisfaction significantly. The factors which do lead to overall satisfaction are availability, time saving and health conscious factors.

While our work adds to the body of literature, it does not explain the complete buying behaviour of consumer because many other factors contribute to a consumer's decision to buy organic food from online. Some of the important factors are culture, habits, knowledge of the food system, and environmental awareness. We propose the direction for future research, which would further enhance our understanding of organic consumers. As a first step, the analysis would benefit from improving the measure of knowledge about organic food among targeted consumers. A next step would expand the analysis beyond

limited dependent models that study the buying behaviour of consumers through online portal in a well-defined system which includes the e-buying and education level of consumers.

From a practical perspective, since this research indicates that access, health conscious, and time are the important likelihood of consumers buying organic food through online portals, the industry in India can expand by increasing awareness.

The finding suggest that if we target customers who resides in metro cities or working class people with some combination of highly educated and high income households, we will be best able to take advantage of the opportunities to increase sales in organic foods.

Our present study is directed to consumers who work in IT industry, so it further can be explored while studying the buying behaviour of people working in different domain.

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6. I will recommend organic food to my friends and relatives
- Strongly Agree
 - Agree
 - Neither Agree nor disagree
 - disagree
 - Strongly disagree
7. I will keep on purchasing organic food? (Binary Dichotomous)
- Strongly Agree
 - Agree
 - Neither Agree nor disagree
 - Disagree
 - Strongly disagree
8. I find out organic food very satisfactory
- Strongly Agree
 - Agree
 - Neither Agree nor disagree
 - Disagree
 - Strongly disagree
9. I will serve organic food in house parties
- Strongly Agree
 - Agree
 - Neither Agree nor disagree
 - Disagree
 - Strongly disagree

Appendix I

Questionnaire

- Age
 - Sex
 - Male
 - Female
 - Marital status
 - Single
 - Married
 - Are you aware of organic foods?
 - Yes
 - No
 - What is your monthly income (If currently you are not earning what was your last monthly income)?
 - Less than 10,000
 - Between 10,000 to 25,000
 - Between 25,000 to 40,000
 - Between 40,000 to 55,000
 - More than 55,000
- On a five point scale rate the factors for which you might consider buying organic produces online.
- Time saving
- I would like to buy organic food online as it would be time saving
 - Strongly Agree
 - Agree
 - Neither Agree nor disagree
 - Disagree
 - Strongly disagree
 - I don't buy from retail stores as I perceive it to be time consuming*
 - Strongly Agree
 - Agree

- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

12. I would like to buy organic food online as it would enable me to order as per the convenience of my schedule

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

13. I am indifferent to time required to buy organic food*

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

Effort saving

14. I would like to buy organic food online as I find it more convenient to order from the comfort of my home/office.

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

15. I don't prefer to buy organic food from retail stores as I find it inconvenient

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

16. I am indifferent to effort required to buy organic food*

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree

- (d) Disagree
- (e) Strongly disagree

Availability

17. I would prefer to buy organic food if it is made available online

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

18. I will consume more of organic food if made available online

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

19. My consumption of organic food is indifferent to its availability at online or physical store*

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

Price affordability

20. I am willing to buying organic food online for its benefits at affordable price.

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree
- (d) Disagree
- (e) Strongly disagree

21. Increase in prices will affect my buying decision for organic food online

- (a) Strongly Agree
- (b) Agree
- (c) Neither Agree nor disagree

- (d) Disagree
(e) Strongly disagree
22. I am to buy organic food online if affordable*
- (a) Strongly Agree
(b) Agree
(c) Neither Agree nor disagree
(d) Disagree
(e) Strongly disagree
- (c) Neither Important nor unimportant
(d) Unimportant
(e) Highly Unimportant

25. I have always being organic conscious
- (a) Highly Important
(b) Important
(c) Neither Important nor unimportant
(d) Unimportant
(e) Highly Unimportant

Health Conscious

23. I buy organic food because I feel it is healthy
- (a) Highly Important
(b) Important
(c) Neither Important nor unimportant
(d) Unimportant
(e) Highly Unimportant
24. I buy organic food because I feel that non organic food is less healthy
- (a) Highly Important
(b) Important

Demographic Data: The survey questionnaire would be circulated amongst the sample consisting of around 250-300 respondents comprising of MBA student, studying at Chennai.

In the survey, the demographics captured would be:

- Age
- Gender
- Marital Status

Note: Item number 6, 8, 11, 14, 17 are reverse scoring items.