

IMPACT OF DETERMINANTS ON THE DIGITAL ACQUISITION TENDENCIES OF ORGANIC FOOD COMMODITIES

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Abstract

Introduction: This study investigates the variables influencing consumers' intents to buy organic food goods online, a market that is becoming more and more popular as consumers' knowledge of environmental sustainability and health issues grows. Understanding the factors that influence consumers' decisions to buy organic goods online is essential for marketers and retailers hoping to appeal to consumers who are concerned about their health and the environment as digital marketplaces grow. Important elements including price sensitivity, perceived quality, consumer trust, information accessibility, and environmental concerns are examined to see how they influence online purchasing habits.

Material and Methods: 400 questionnaires were initially distributed using a stratified random sample technique, and after removing 90 biased responses, 310 valid responses were used for analysis. A systematic questionnaire was used to gather the data, and a pilot study confirmed its high reliability with a Cronbach's alpha of more than 0.08. The main analytical method for locating and obtaining pertinent variables was factor analysis. The investigation evaluated the correlation matrix using Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) metric for sample adequacy. To make the factor structure more understandable, Varimax rotation was used.

Results: Subjective norms, online purchase intention, playfulness, behavioural intention, enjoyment, and perceived ease of use were among the six significant components identified by factor analysis, which accounted for 79.263% of the variance in online purchase intention. The data's eligibility for factor analysis is confirmed by the KMO value of 0.879 and the significant Bartlett's Test result ($p = 0.000$). With significant contributors like Subjective Norms and Online Purchase Intention emphasised as being essential for influencing online purchasing decisions, Varimax rotation successfully revealed the component structure. The results offer important information for improving internet marketing tactics for organic food items.

Keywords: Online Purchase Intention, Organic Food Products, Consumer Behaviour, Factor Analysis, Digital Marketplaces

Introduction

Growing awareness of health and environmental sustainability has greatly influenced how consumers behave, leading to increased interest in organic food products (Fornell and Larcker, 1981). This research explores the factors that influence people's intentions to buy organic food online, a topic that is becoming more important as digital marketplaces continue to grow (Alalwan & Dwivedi, 2018). Understanding these factors is essential for retailers and marketers who want to serve the expanding market of health-conscious and eco-aware consumers. Buying organic products online is seen as a convenient and efficient way to access

a wide range of options, making it a popular choice for many shoppers (Lin & Chen, 2022). However, the decision to purchase organic food online is affected by a complex mix of factors (Lu & Chen, 2020). This study aims to examine these factors in detail, focusing on how they influence consumers' intentions to buy. Key aspects such as trust in the seller, perceived quality, sensitivity to price, availability of information, and environmental concerns will be looked at to understand their role in shaping online purchasing behaviour (Zhao & Xu, 2022).

Consumer trust in online retailers is very important, especially when it comes to organic products where authenticity and quality are highly valued. This research will look into how trust, built through certifications, customer reviews, and clear information, influences purchasing choices (Liu & Wang, 2018). It will also consider how the perceived quality of organic food, often linked to health benefits and better taste, impacts online buying decisions. Price sensitivity is still a key factor since organic items usually cost more. Additionally, having detailed product information, such as sourcing and production processes, is likely to be a significant factor in how consumers decide to buy (Kumar & Sharma, 2018).

Additionally, the study will explore environmental concerns as a motivating factor, recognising that some consumers are motivated by the desire to make sustainable choices (Rafiq & Ahmed, 2020). By identifying and examining these factors, the research aims to offer useful insights for online retailers and marketers, helping them better understand and meet the needs of the organic food market. This understanding will support the development of strategies that not only improve consumer satisfaction but also encourage the growth of the organic food sector in the digital marketplace (Egger & Riedl, 2018).

Online Purchase Intention

The research titled "A Study on the Effect of Factors Inducing Online Purchase Intention of Organic Food Products" investigates the concept of online purchase intention within the context of consumer behaviour towards organic foods (Gupta & Kumar, 2018). Online purchase intention refers to the likelihood that consumers will buy products or services through the internet. The study looks at various factors that influence this intention, with a particular focus on organic food products, which have become increasingly popular due to their perceived health benefits and environmental sustainability (Kim & Han, 2022). Key drivers of online purchase intention include perceived value, trust, convenience, and consumer attitudes towards organic products (Nguyen & Simkin, 2019). Perceived value involves the benefits consumers believe they receive from buying organic food online, such as better quality and nutrition. Trust in online sellers and the quality of organic items is essential, as it helps reduce worries about authenticity and safety. Convenience, like easy website navigation and reliable delivery options, also plays a significant role in consumers' willingness to shop online (Wang & Zhang, 2019). The research further explores how social influence and access to information impact purchasing decisions. Positive reviews, recommendations from friends, and readily available product details can boost consumers' confidence in buying organic foods online (Zhang & Wang, 2020). Understanding these factors offers useful insights for online retailers and marketers who want to increase sales of organic food products by better meeting consumer needs and improving their shopping experience (Gao & Liu, 2017).

Organic Food Products

The study titled "A Study on the Effect of Factors Inducing Online Purchase Intention of Organic Food Products" investigates the different factors that influence consumers' decisions

to buy organic foods through online platforms (Goh & Lee, 2020). It seeks to identify and examine key elements such as health awareness, environmental concern, perceived quality, price sensitivity, and trust in online sellers, all of which significantly impact purchase intentions (Saleem & Rashid, 2018). Health awareness is a major motivator, as more consumers choose organic options for their perceived health benefits and the absence of harmful chemicals. Environmental concern also plays a role, with eco-minded buyers selecting organic foods to support sustainable farming practices (Kline, 2019). The perceived quality of organic products, including freshness, taste, and nutritional content, further encourages purchases. On the other hand, price sensitivity can be a hurdle since organic foods tend to be more expensive than conventional ones (Jeong & Fiore, 2019). Trust in online vendors, built through positive reviews, secure payment options, and dependable delivery, is crucial for consumers to feel confident about buying online (Xu & Zhang, 2022). By exploring these factors, the research aims to offer valuable insights for marketers and online retailers to craft effective strategies that can increase online sales of organic foods, aligning with the changing preferences of health-conscious and environmentally aware shoppers (Tsai & Chen, 2020).

Purchase Intention of Organic Food Products through Online

The study titled "A Study on the Effect of Factors Inducing Online Purchase Intention of Organic Food Products" investigates the different elements that influence consumers' choices to buy organic foods online (Dholakia & Dholakia, 2020). It looks into factors such as awareness of health benefits, concerns for the environment, trust in online sellers, perceptions of quality, and convenience (Tan & Liu, 2021). The research aims to identify which of these factors are the most important drivers for purchasing organic foods online, offering insights into consumer behaviour (Figueiredo & Oliveira, 2019). By understanding these influences, the study hopes to provide suggestions for online retailers to better promote organic products, improve customer engagement, and boost online sales of organic items (Jung & Kim, 2021).

Aim of the Study

This study aims to explore the factors that influence people's intention to buy organic food products online (Ajzen & Fishbein, 2017). Specifically, it focuses on identifying and analysing the main drivers that encourage consumers to purchase organic foods through online platforms (Li & Wang, 2021). By looking at aspects such as consumer attitudes, perceived benefits, trust in online sellers, and social influences, the research seeks to gain a well-rounded understanding of what motivates online purchases of organic foods (Fang & Jiang, 2021). The results are expected to provide useful insights for online retailers and marketers, helping them improve their strategies and better reach the increasing market for organic food products.

Statement of the Problem

The growing global awareness of health and environmental sustainability has increased the demand for organic food products (Reddy & Reddy, 2017). Despite this rising interest, there is still limited understanding of the factors that influence people's intentions to buy these products online. Organic foods, known for their eco-friendly production methods and health advantages, have become quite popular among consumers (Thøgersen et al., 2015). However, shifting from traditional shopping to online platforms brings its own set of challenges and opportunities that need careful exploration (Mohanty & Das, 2023). The main issue is to identify and examine the key factors that significantly affect consumers' willingness to purchase organic foods online. Although research into consumer behaviour in the organic food

industry is growing, there is a lack of detailed studies specifically focused on online purchasing intentions (Malhotra & Birks, 2020).

Factors such as perceived value, trust in online retailers, and the perceived quality of organic products are known to influence consumer behaviour, but how much they matter specifically in online shopping is still not entirely clear (Zheng & Xu, 2019). Additionally, the online marketplace for organic foods is characterised by a wide range of products, differing levels of information, and varying degrees of consumer trust. This diversity can impact purchase intentions and make decision-making more complex (Lee & Choi, 2023). Understanding these factors is essential for online retailers and producers alike, as it can help them develop better strategies and engage consumers more effectively. Furthermore, the fast-paced development of e-commerce platforms and the growing sophistication of online marketing add another layer of complexity (Yang & Li, 2018). The relationship between consumer attitudes towards organic products and their online shopping experiences needs careful exploration to identify what drives or hinders purchase intentions (Zhu & Zhang, 2023). Overall, this research aims to address this gap by systematically examining the factors that influence online purchasing decisions for organic foods (Wei & Li, 2023). The goal is to generate practical insights that can improve online marketing approaches, boost consumer satisfaction, and support the growth of organic food sales in the digital marketplace (Zhou & Zhang, 2021).

Objective of the Study

This study aims to explore what influences people's intention to buy organic food products online. By looking into consumer motivations, preferences, and obstacles, the research seeks to identify the main factors that impact purchasing choices. The goal is to gain insights that can help improve online marketing strategies for organic foods.

Review of Literature

Kim and Park (2024) examine how being aware of health influences people's online buying habits when it comes to organic foods. Their research shows that health consciousness is a significant factor driving the intention to purchase online, as more consumers are choosing organic options because they believe they are healthier. They conducted a detailed survey to explore the link between health awareness and online shopping behaviour, discovering that those with a stronger focus on health are more likely to buy organic foods via the internet. The study also finds that health-conscious shoppers pay close attention to product features like nutritional content, safety, and quality when deciding to buy online. Kim and Park suggest that online sellers should emphasise these health-related qualities to attract health-minded customers and boost their willingness to buy. Overall, the research offers useful insights into how marketers can target health-conscious audiences by highlighting the health benefits of organic products.

Lee and Kim (2023) This study explores how the perceived value of organic food influences consumers' intentions to buy online. It finds that perceived value—which includes functional, emotional, and economic factors—plays a key role in shaping consumer behaviour. The research shows that people are more inclined to purchase organic products online when they see high value in terms of health benefits, environmental impact, and cost savings. The researchers used a quantitative method, gathering data through surveys of organic food buyers, and analysed the results with structural equation modelling. Their findings indicate that

perceived value has a positive effect on both the intention to buy and actual purchasing behaviour. The study offers useful insights for marketers on how to improve perceived value by effectively communicating the advantages of organic foods, thereby encouraging more online sales. The authors suggest that online sellers should highlight the unique benefits of organic products to attract and keep customers.

Zhang and Wang (2023) Social influence and online reviews play a significant role in shaping consumers' intentions to purchase organic food online. The study highlights how social proof is becoming increasingly important in the digital marketplace, where people tend to rely heavily on recommendations and reviews from their peers. Using a combination of surveys and detailed interviews, the researchers explored how social influence and the content of online reviews impact consumers' decisions. They discovered that positive reviews and peer recommendations greatly boost trust and confidence in buying organic food online, while negative reviews can discourage potential buyers. The findings emphasize the importance for organic food sellers to actively manage their online reputation and utilise positive social influence to boost sales. Overall, the research sheds light on how social factors and online feedback influence consumer behaviour within the organic food industry.

Patel and Sharma (2023) Environmental concerns play a significant role in shaping people's intentions to buy organic food online. The study suggests that as awareness of environmental issues grows, consumers are more likely to choose organic options, which are seen as more environmentally friendly than traditional products. By surveying environmentally conscious individuals, the researchers explore how attitudes towards sustainability influence purchasing choices. Their results indicate that a strong concern for the environment is linked to a greater willingness to buy organic food online. The study also points out that marketing messages that highlight the environmental advantages of organic foods can boost consumers' motivation and their intention to make a purchase. Additionally, it suggests that incorporating environmental themes into online marketing efforts could be key to attracting and keeping customers who value sustainable consumption.

Research Methodology

This study explores the factors that influence people's intentions to buy organic food online, using a stratified random sampling approach to ensure the sample accurately represents the population. Starting with what was considered an infinite potential sample size, 400 questionnaires were distributed to gather sufficient data. After removing 90 biased responses, 310 valid responses remained for analysis. A structured questionnaire was used to collect primary data, which was carefully developed and tested through a pilot study. The questionnaire proved to be highly reliable, with a Cronbach's alpha above 0.8. Factor analysis served as the main method to identify and extract relevant variables. The analysis identified six key factors: subjective norms, online purchase intention, playfulness, behavioural intention, enjoyment, and perceived ease of use. These factors were incorporated into the questionnaire to examine their influence on online buying intentions for organic foods. Overall, the research employed a thorough process of sampling, questionnaire testing, and data analysis to ensure trustworthy results, offering a solid understanding of what drives online purchasing behaviour in this area.

Results

The findings provide a clear overview of the respondents' demographics and their engagement with digital platforms and online organic food shopping. The demographic profile shows some interesting points across various categories. Regarding gender, 41.9% of participants are male (130 people), while 58.1% are female (180 people). Monthly family incomes differ among the respondents, with 18.7% earning less than 10,000, 36.1% earning between 10,000 and 20,000, 18.1% earning from 21,000 to 30,000, and 27.1% earning above 30,000. When it comes to awareness of digital channels, most respondents, 81.9% (254 people), know about social media platforms. This is followed by websites or blogs with 7.1% awareness (22 people), multimedia advertising at 3.2% (10 people), and both email and other channels each at 3.9% (12 people). Concerning online organic food buyers, 31.6% (98 people) purchase organic food online, while 68.4% (212 people) do not. In terms of time spent on social media each week, 57.4% (178 people) spend less than 10 hours, 26.5% (82 people) spend between 10 and 20 hours, 7.7% (24 people) spend between 21 and 30 hours, and 8.4% (26 people) spend more than 30 hours.

Factor Analysis

Table 1. KMO and Bartlett's Test Summary for online purchase intention

Methods	Principle Component Analysis	
Number of variables selected	18	
Number of iteration/ Number of factors extracted	25	
Rotation/ Normalization	Varimax/ Kaiser	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.879	
Bartlett's Test of Sphericity	df	153
	Approx. Chi-Square	3654.701
	Sig.	0.000

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.879, which indicates that the sample is highly suitable for factor analysis. This suggests that the data are appropriate for such analysis, as values above 0.8 are considered excellent. Bartlett's Test of Sphericity produces an approximate Chi-Square value of 3654.701 with a significance level of 0.000. This shows that the correlation matrix is not an identity matrix, meaning there are meaningful relationships between the variables. Therefore, conducting factor analysis is justified. The process involved 18 variables and 25 iterations, ensuring a thorough extraction of factors. Using Varimax rotation, which aims to clarify the structure by maximising the variance of squared loadings, helps in obtaining a more distinct and interpretable factor pattern.

Table 2. Rotated Component Matrix for online purchase intention

Factors		Component						Rotation Sums of Squared Loadings		
		1	2	3	4	5	6	Total	% of Variance	Cumulative %
Subjective norms	SN1	.884	.098	.129	.091	.054	.158	2.764	15.356	15.356
	SN2	.835	.135	.166	.069	.194	.167			

	SN3	.715	.154	.112	.122	.057	.314			
Online Purchase Intention	OPI 1	.089	.865	.169	.134	.145	.030	2.669	14.830	30.186
	OPI 2	.145	.852	.204	.193	.082	.090			
	OPI 3	.166	.754	.292	.123	.279	.100			
Playfulness	PL1	.159	.234	.840	.107	.109	.192	2.354	13.079	43.264
	PL2	.285	.221	.783	.217	.122	-.067			
	PL3	.060	.228	.762	.148	.159	.355			
Behavioural Intention	BI1	.056	.167	.159	.827	.269	.048	2.239	12.439	55.704
	BI2	.197	.128	.257	.822	.194	.095			
	BI3	.086	.264	.023	.685	.173	.449			
Enjoyment	EN1	.195	.053	.197	.239	.820	.072	2.183	12.130	67.834
	EN2	.075	.295	.115	.228	.774	.243			
	EN3	.097	.430	.067	.249	.653	.342			
Perceived Ease of Use	PEU 1	.284	.063	.159	.177	.322	.705	2.057	11.429	79.263
	PEU 2	.421	.165	.222	.142	.086	.644			
	PEU 3	.499	-.014	.143	.096	.185	.643			

The factor analysis identifies six clear factors with distinct loadings. The first, "Subjective Norms," accounts for 15.356% of the variance, showing it has a strong impact. The second factor, "Online Purchase Intention," explains 14.830% of the variance. "Playfulness" (13.079%) and "Behavioural Intention" (12.439%) are also important, along with "Enjoyment" (12.130%) and "Perceived Ease of Use" (11.429%), which make notable contributions. Together, these six factors explain about 79.263% of the total variance, providing a well-rounded view of the variables. The Varimax rotation helps to make the factor structure clearer, with each factor clearly linked to its specific variables.

Suggestions

The suggestions below are drawn from the results of the factor analysis carried out. The high Kaiser-Meyer-Olkin (KMO) score shows that the data are appropriate for factor analysis, and

Bartlett's Test confirms there are significant relationships among the variables (Hsu & Chang, 2017). The process of extracting factors revealed six main factors that account for a large part of the variation, and the Varimax rotation has helped to clearly define the structure of these factors (Park & Kim, 2021). To improve the reliability and thoroughness of the analysis, it is advisable to continue working with the current dataset, carry on with the detailed interpretation of the factors, and stick to the careful, iterative approach that has been used so far (Sharma & Sharma, 2023).

The KMO value of 0.879 is excellent, indicating that the sample size is adequate for conducting factor analysis and that the data are suitable for this type of examination. It is advisable to continue using the current dataset for further analysis since it meets the necessary criteria for factor analysis.

Regarding the correlation matrix, Bartlett's Test of Sphericity yielded a significant result ($p = 0.000$), confirming that the correlation matrix is not an identity matrix and that meaningful relationships exist among the variables. Therefore, it is appropriate to proceed with extracting and interpreting factors, as the variable relationships are suitable for uncovering underlying factors.

The analysis identified six factors, which collectively account for 79.263% of the variance, demonstrating a strong and comprehensive factor structure. It is recommended to use all six factors in further analysis and to examine each one carefully to understand their influence on online purchase intentions.

In terms of variance explained, factors such as "Subjective Norms" and "Online Purchase Intention" contribute significantly to the variance, highlighting their strong impact on the model. When interpreting results and developing strategies, focus on the factors that explain the most variance.

The use of Varimax rotation has helped clarify the factor structure by maximising the variance of squared loadings, making the factors more distinct. It is suggested to continue using Varimax or similar orthogonal rotation methods in future analyses to maintain clarity and ease of interpretation.

The analysis involved 25 iterations, ensuring a thorough and reliable factor extraction process. Maintaining a rigorous iterative approach in future studies will help ensure the robustness and dependability of the findings.

Conclusion

Factor analysis offers valuable insights into the main factors that influence online purchasing intentions (Anderson & Srinivasan, 2019). The high level of sampling adequacy indicates that the data is appropriate for this type of analysis, which supports the reliability of the findings. Clear relationships among the variables have been identified, confirming that the factor extraction process is suitable (Arnold & Reynolds, 2018). The analysis revealed six key factors that together explain a significant amount of the variation, emphasising their important

role in shaping online purchase intentions (Baker et al., 2004). Notably, factors such as "Subjective Norms" and "Online Purchase Intention" are especially influential and should be given priority when interpreting results and developing strategies (Jansen & Spink, 2018).

The Varimax rotation technique has been successful in making the factor structure clearer and in distinguishing each factor more effectively (Banerjee & Verma, 2020). It is recommended to keep using this method or similar approaches in future studies to ensure that the factors remain easy to interpret (Bhatnagar & Reddy, 2019). The iterative process used during factor extraction has provided a thorough and detailed analysis. Continuing this careful approach in future research will help improve the reliability and accuracy of the findings. Overall, the dataset is suitable for factor analysis, with the identified factors being meaningful and comprehensive, and the methods employed have effectively clarified the underlying factor structure (Chen & Chang, 2018). Future research should build on these results, maintaining rigorous analytical practices to gain a deeper understanding of online purchase intentions (Choi & Park, 2021).

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