

## Purchase Intention of Organic Grocery Online

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## Abstract

Organic grocery has seen a tremendous rise over the years across the world, this is due to the over use of pesticides and harmful chemicals that has caused over production due to the large population. As consumers are getting more aware, the need for organic grocery is on the rise. Governments are getting more aggressive in the transformation of the agricultural lands into organic lands with the use of natural pesticides and fertilizers. Consumers are now looking for the organic products. Online is a new channel of distribution for many organizations, this has got many organic growing and marketing organizations to start selling online. This has got a lot of organic marketers to come online. This research paper focuses on the purchase intentions of organic grocery, through the online medium of purchase. This is purely done on secondary sources of data.

Keywords : Online channel, organic grocery, consumer behaviour, purchase intention, consumer decision making.

## Introduction

Food constitutes the basic satisfaction and consumption of a basic need for human beings; this is a part of everyday life. Many industrial dominant countries are distinguished with over capacity of the accessibility of the products in various retailing options (Gottschalk, I., & Leistner, T. (2013). With the fair amount of income per capita, the buying of food, like that of daily requirements and similar finding brands of food, is basically a routine procedure and only needed in extraordinary situations (Hoyer, 1984; Betsch et al., 2002; Tarkiainen and Sundqvist, 2009; Welsch and Kühling, 2009). The high risk of human health and has risen doubts regarding the quality of food in the market has encouraged search by consumers for healthier and safer food option (Vindigni et al., 2002; Grunert, 2005; Hughner et al., 2007). Multiple examinations have revealed that organic products are looked at as being free from contamination and thus have many beneficial effects on the environment and health (Makatouni, 2002; Grazia and de Magistris, 2008; Welsch and Kühling, 2009; Zepeda and Deal, 2009; Zakowska-Biemans, 2011). Even though the evidence through science, on the superior quality of conventional viz a viz organic products are still unavailable [Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz (BMELV), 2005], food produced organically are mostly supposed as a probable solution to food quality related issues. Most consumers have qualms about organic food; this section is as of now the quickest

growing segments in the food markets globally (Datamonitor, 2010a). Therefore, the food sector in organic is looked at as a good opportunity by various organic food retailers, specifically online. Most of the retailers in the food market globally, have estimated the sales of organic food as their major concern and are moving their strategies towards focusing on organic foods, thus turning the markets to be highly competitive (Datamonitor, 2010a). Therefore, developing a competitive advantage in the market is crucial particularly for retailers. Based on reports the Indian organic food market is likely to record a growth rate of CAGR 25 per cent, (TechSci Research report, India Organic Food Market Forecast and Opportunities, 2020) continuing health conscious consumers is a major attribute that is increasing the demand for organic food in India. Various other attributes that are increasing the growth for the market are increasing income levels, higher living standards, government initiatives that are favourable which are targeted to develop the current level of organic farming by providing technical and financial help to the farmers (TechSci Research report, India Organic Food Market Forecast and Opportunities, 2020).

Consumers are moving to health conscious consumption of organic food and replacing the conventional food so as to keep away from hazardous health effects of chemical residues or preservatives, which are currently present in the non – organic foods. In addition, the increase in the popularity of the organic products has exponentially increased the availability of organic foods in retail outlets over the period of few years. Organic foods becoming assessable, the market is looking at an extraordinary growth (TechSci Research report, India Organic Food Market Forecast and Opportunities, 2020). However, developed countries are far ahead than India when it comes to organic foods. USA for example, accounts for approximately 48 percent of the global markets for organic food overall (Datamonitor, 2010b). There are many researcher that have examined the studies of organic food consumption outside India like that of UK (Padel and Foster, 2005), Greece (Fotopoulos and Krystallis, 2002), Australia (Lea and Worsley, 2005), Finland (Tarkiainen and Sundqvist, 2005), Italy (Magistris and Gracia, 2008), Canada, and Sweden (Magnusson et al., 2001). In US studies on organic foods and consumer behavior have been conducted (Adams and Salois, 2010; Batte et al., 2007; Dimitri and Dettmann, 2012), there still lies a lack of work done on the purchase intentions for organic food. The extent of literature towards organic food is still nascent and plenty of theories are used to explain and predict the consumer behaviour towards organic foods is plenty. Questions like who are the organic food consumers and what triggers consumers to purchase organic foods captured to a certain extent in the current literature (Dimitri and Dettmann, 2012; Lea and Worsley, 2005; Makatouni, 2002). There is very little research on the fact the online purchase intentions of consumers with regards to organic foods. This study focuses on the purchase intention of the consumers towards organic grocery online. The online medium of distribution need to be addressed as there is not much work that focuses on this.

#### Literature Review

Lesser examination investigates the real purchase behaviour using the behavioural data, in fact the dependency is more purchase intentions (e.g., Thøgersen 2011). Earlier

research studies, focuses on distinguishing factors like, pro environmental beliefs, health motivation, attitude and belief. Supply side attributed like category differences, availability, price etc in loneliness (Bezawada and Pauwels (2013) focuses on the attributes regarding the supply side, however does not focus on the effects of theoretically pertinent individual level attributes (Steg, Dreijerink, and Abrahamse (2005), only focuses on attributes of consumer level. But both the types of attributes may move towards conclusions that are bias (Steenkamp and Gielens 2003). Examining both the consumer and supply side offers a means to examine both interchangeably mentioning specific consumer factors could be pertinent in certain categories. The major researches that are currently studied gives only a few variables that are explanatory which relate closely to the purchase behavior of organic food, like that of beliefs, attitude, pro – environmental etc. Particularly the effect of supply side, attributes on the purchase behaviour of organic is because of the limits and unsure empirical proof still lacking clarity. Even though Ngobo (2011) gives a somewhat contradictory outcome, mentioning that customers are less likely to buy organic products are lower prices or if they figure out a wider channel for distribution of products, may be due to Ngobo (2011) model discounts values and attitudes and hence could be incomplete. Empirical results regarding the level of self motivations, like that of health, impede or drive organic consumption is inconclusive or mixed or vague. Some researchers claim that self motivations increase the consumption of organic (e.g., Schifferstein and Oude Ophuis 1998), others mention the opposite that purchasing organic food is only a motivation by other orientations like value and attitudes (Thøgersen 2011). Self – orientation which is general consumer psychographics or attitudes like quality consciousness and price are not investigated. Hence this research study will understand the purchase intentions of consumers towards organic grocery online.

The literature review gives a very good understanding of the various studies on organic products based on various attributes, however, the gap lies in the intention of purchase through online for organic products and hence this research paper focuses on the purchase intention of organic grocery online. This is an important gap since the purchase patterns with relation to grocery are totally different when done online and it is a category that is lacking the study.

### **Purpose of the Study**

There are numerous studies done on the consumers purchasing organic products, in general. All the literature available is excellent for further studies; however, there is a void in the study of purchase of organic products intentions online, hence this study becomes most important to understand consumer purchasing only organic grocery.

### **Objectives**

To understand the the purchase intention of organic grocery, online.

Research Methodology

This paper is an outcome of various research papers examined related to the study of organic grocery, this study was a secondary research approach carried out with the investigation of multiple work done by various researchers across the globe and thus finding a probable explanation for the work carried out by them. Finally adding the impetus required by the author of the current paper after investigating the other papers.

### Research Findings

Through the various papers examined, it clearly stated that there are important factors that could contribute to the purchase intention through online channels and how online channels should be able to market themselves to the consumers so as to increase consumption for the same. The following is the outcome of the studies.

The biggest reason for purchase of organic grocery is the easy accessibility online and does not have too many options that are available in the physical stores as compared to the online sites.

Consumers have become health conscious and hence purchase organic grocery.

Consumers are also worried about environmental issues that become one of the causes for purchase of organic grocery.

Purchase intention for organic grocery is not limited to price, as mentioned earlier the higher purchasing capacity has lead to an increase in the purchase of organic foods

Consumers are ready to purchase online as it is easily accessible and payments are made easier. The only factor deterring the purchase of organic grocery is trust issues related to the differentiating factor of organic versus non – organic grocery

### Scope for Future Research

The future of this research can be a tested empirically testing the various studies that are conducted and can help the stakeholders and the organizations that are focusing on the development of the organic grocery.

### Conclusion

This paper is only a conceptual study however; this is important study for the future of the study of organic grocery. This shows that consumers are taking health issues seriously and are now focusing on purchasing organically grown foods. This will give a better growth to all stakeholders.

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