

Quantitative ABCD Analysis of Organic Food Product and its Impact on Purchase Intention

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ABSTRACT

Purpose: *The ABCD (Advantages, Benefits, Constraints, and Disadvantages) analysis framework examines the effectiveness of a concept, or idea in a given environment. It studies the individual characteristics, system characteristics, efficiency of the concept or a strategy. It was also analyzed to identify the constitutional critical elements. In the quantitative analysis using ABCD appropriate score/weightage can be given to each constituent critical element of organic food products and its impact on purchase intention.*

Design: *ABCD analysis framework identifies the relevant score weightage which is assigned to all the critical constituents under each variable, which analysis the effectiveness of organic food products and its impact on purchase intention, through empirical data analysis and the total score of each construct is measured by evaluating the score through a focus group.*

Findings: *The result exhibits that under ABCD analysis framework, the analysis has identified 98 key critical constituent elements under the constructs which satisfy the effectiveness of organic food products and its impact on purchase intention. Finally, the weightage ranking of 98 key critical constituent elements under the study determines a high satisfactory level with benefits gaining the highest score followed by advantages and disadvantages with neutral weightage and constraints with no satisfactory level.*

Originality/Value: *This paper begins with a review of previous research analysis using ABCD analysis framework and moves to what is being implemented on determinant issues, key attributes, factor analysis, elementary analysis based on critical constituent elements of organic food product and their impact on purchase intention.*

Paper Type: *Empirical analysis.*

Keywords: ABCD analysis, Factor Analysis, Elementary analysis, Organic food product, Purchase intention, Quantitative analysis.

1. INTRODUCTION :

Analyzing the organic food product of customers is associated with their behaviour and belief, which shows a drastic effect on their intentions to purchase. Studies result portrays a highlight how customers are involved in purchasing organic food products due to their organic attributes. Studies delineate about customers' increased intentions towards these chemical-free products are due to the knowledge and information about the product. A growing body of research examines health concern and environmental concern as the major players to lure the intentions. The research study provides a fascinating insight into how these encounters shaped paving the way to organic food consumption [1]. A stream of literature analysis that customers focus on organic food products is due to their personal factors that urge the inner drive leading to intentions and also it includes nutrition level and also their taste. Furthermore, studies witnessed about the organic market in India, from the nascent stage to the present era is a booming industry with an increase in the export figure ranging from 300 products to 20 countries with different category products and also the organic practices in the country have led to a substantial increase in the purchase intention [2]. Under the ABCD analysis framework, it examines the effectiveness of a concept or idea in a given environment. This analysis framework is recently introduced in the business analysis framework, etc [3]. Furthermore, the ABCD analysis framework can

be also used to identify the resources such as material, machines, information, and human resource for a purpose of social benefits. Under ABCD framework, the concept/system/strategy/resource is also analyzed to identify the constitutional critical elements. In the quantitative analysis using ABCD appropriate score/weightage can be given to each constituent critical element. Under empirical research, the total score is calculated for the constructs by evaluating the scores which may be further accepted or rejected. Furthermore, the ABCD analysis framework is used to analyze various concepts, and materials like the Working from home-an e-business model [4], Black Ocean strategy [5], Higher Education Stage Model [6], Private University system in India [7], National Assessment and Accreditation Council (NAAC) [8], The analysis of Elemental and factor of dye-doped polymer films for photonic applications [9], 'Six thinking hats model for lateral thinking [10], etc. Studies helps in identifying the major issues related to organization, operation and administration when applying ABCD framework. Once the determinant issues are identified, it is necessary that the issues need to be discovered through focus group under the constructs, advantages, benefits, constraints and disadvantages of the ABCD' framework. However, the organic food product and its impact on purchase intention importance can be discussed based on constituent critical elements.

2. REVIEW OF LITERATURE TO KNOW CURRENT STATUS :

ABCD analysis framework consists of individual and system characteristics, efficiency of a concept or a strategy can also be studied using other analysis along with ABCD analysis [3]. The ABCD analysis has gone further to make it quantitative. In the current status of ABCD analysis framework, exploratory research' can be done to explore the research design, the selection of subjects and also data collection method. Furthermore, exploratory research depends on reviewing available literature and even qualitative approaches and also in-depth interviews or pilot studies. However, ABCD analysis framework also identifies empirical framework by developing a methodology to analyze the hypothesis testing through experimental and observational studies [11].

3. OBJECTIVES OF THE STUDY :

- (1) To discuss the suitability of ABCD analysis on the organic food product and its impact on purchase intention based on a general review of literature of ABCD qualitative listing and ABCD quantitative analysis.
- (2) To list the advantages, benefits, constraints, and disadvantages of organic food product and their impact on purchase intention.
- (3) To identify the effecting factors under each key attribute based on various issues/stakeholders.
- (4) To analyze the factors affecting factors of organic food product and their impact on purchase intention.
- (5) To evaluate the critical constituent elements based on ABCD analysis of organic food product and their impact on purchase intention.
- (6) To investigate the critical constituent elements of ABCD analysis and ranking them based on the four ABCD constructs.

4. ABCD LISTING FOR QUALITATIVE ANALYSIS OF USE OF ORGANIC FOOD PRODUCT AND ITS IMPACT ON PURCHASE INTENTION :

A consistent method is used to identify the behaviour, dynamics and structure of the business and assess the innovative changes and its impact, by using the framework, after analysing qualitative analysis one can list important advantages, benefits, constraints, and disadvantages of every identified determinant issues. It also presents the idea of ABCD listing, which can be designated as a predetermined requirement for ABCD analysis [8].

4.1 Review on ABCD listing in different scholarly publication:

After selecting numerous issues to analyze, a qualitative analysis can be used to create a list of important advantages benefits constraints and dis-advantages for each identified determinant issues. This will also provide a fundamental understanding and can be used as a predefined condition for ABCD analysis, which is referred to as ABCD listing. Table 1 depicts some of the scholarly articles which have used only listing of advantages, benefits, constraints, and disadvantages from general/ authors point of view:

Table 1: Review on Scholarly publications on ABCD Listing

S. No.	Title of the scholarly article that used ABCD Listing	Issue	References
1	Six Thinking Hats Based Analysis.	Six hats thinking as tool for risk Decisions.	Rangi & Aithal, P. S. (2020). [12]
2	International Business and its Environments' study on Various Frameworks used to analyse.	Firm's internal performance and external opportunity analysis.	P. S. Aithal et al., (2017). [13]
3	Digital Transformation in 'Indian Banking' System.	Digital Transformation in Indian Banking System.	Vidya M. & Shailashri V. T. (2021). [14]
4	'b.com model' in corporate auditing.	B.Com. course study model.	Noronha & Aithal, P. S. (2016). [15]
5	Communication technologies of mobile information towards customized services.	5G information communication technology.	Krishna Prasad & Aithal, P. S. (2016). [16]
6	Innovation in B.Tech. Curriculum as B.Tech. (Hons).	STEAM & ESEP based B.Tech. (Hons) Model.	Aithal, P. S. & Shubhrajyotsna Aithal (2019). [17]
7	Social Engagement: A Brand Building Concept.	Companies contributing to CSR.	Shailashri V.T. & Anumesh Kariappa (2020). [18]
8	Nanotechnology innovations in renewable energy sector.	Nanotechnology Business Opportunities in Energy Sector.	Aithal, P. S. & Shubhrajyotsna Aithal (2019). [19]
9	'Theory A' for managing people for performance.	Theory of Accountability.	Aithal, P. S. & Kumar, P. M. (2016). [20]
10	Diversity and Inclusion: A Case Study on WIPRO.	Diversity and inclusion of Wipro company ltd.	Krithi & Pai, R. (2020). [21]
11	Student Centric Curriculum Design.	Curriculum Updating.	Aithal, P. S. et al., (2016). [22]
12	Higher Educational Institutions–SIMS Model: Research productivity.	Super Productivity in HE Institutions.	Aithal, P. S. et al. (2016). [23]
13	Smart Library Model for Future Generations.	Institutional research centres.	Aithal, P. S. et al. (2016). [24]
14	Student Centric Learning of planned hard work.	Student Centric Learning.	Shubhrajyotsna Aithal, Aithal, P. S. (2016). [25]
15	Organizing the Unorganized Lifestyle Retailers.	Comparison between organized and unorganized lifestyle.	Ganesh, H. R. & Aithal, P. S. (2020). [26].
16	Concepts & strategies of green education.	Green model analysis.	Aithal, P. S. & Rao, P. (2016). [27].
17	E-Campus Recruitment Process of paints.	Berger paint e-campus recruitment.	Shenoy, V., Aithal, P. S. & Pai, R. (2018). [28]
18	Literature of Research Agenda in Indian Equities and Machine Learning.	Investors, practitioners and future researchers.	Rangi, & Aithal, P. S. (2021). [29]

19	Online E-Campus Recruitment Process of Muthoot Finance Ltd.	Muthoot finance recruitment.	Shenoy, V., Aithal, P. S. & Pai, R. (2021). [30]
20	Private University System in Indian framework.	Private university.	Muduli, A. K., Pati, P. K., & Patnaik, M. (2019). [31]
21	Artificial Intelligence: Review of literature.	Analysis of chosen research proposal.	Krishna Prakash & Kalyanathaya, (2022). [32]
22	Analysis of Indian pharmaceutical industry.	Indian pharmaceutical industry.	Shenoy, & Shailashri V. T. (2022). [33]
23	Financial Transaction of Major Nationalized Banks in India.	Mobile banking financial transaction.	Krishna Prasad, K., & Ushadevi, P. (2018). [34]
24	Data Analytics in Smart Agricultural System.	Research proposal.	Vikranth, K., & K., Krishna Prasad, (2021). [35]
25	Sustainable Finance on MSMEs.	Sustainable finance on MSME.	Mahesh, K. M., et al., (2022). [36]
26	COVID-19: Innovative Marketing.	Innovative marketing medium.	Rajasekar, D., & Aithal, P. S. (2022). [37]
27	Leadership Theories.	'AB' theory of leadership.	Aithal, P. S. & Shubhrajyotsna Aithal. (2019). [38]
28	Perspectives on Online Pharmacy Model.	Online pharmacy.	Architha Aithal., Shabaraya, A. R. (2018). [39]
29	Application of ABCD Analysis.	Private university.	Abani Kumar Muduliet al., (2019). [31]

Under ABCD framework, the concept/system/strategy/technology/idea/model/resource is also analyzed to identify the constitutional critical elements. The review of ABCD framework is used to identify the area of research paper along with their focus/outcome and the author's references. The table 2 depicts the article area, focus and their references.

Table 2: Review of ABCDFramework used in different scholarly articles along with their area, focus/outcome and references

S. No.	Area	Focus/ Outcome of the study	References
1	Online services of food delivery.	Online services of food delivery services analyzed advantageous factors were major contributors of online food delivery system.	Dsouza & Bhat, S. (2021). [40]
2	New research indices.	Identifies the research performance of the stakeholders.	Aithal, P. S. et al., (2017). [41]
3	Research methodology in company case studies.	Considered as a powerful tool in developing research case studies	Aithal, P. S. et al., (2017). [3]

4	Optimum alternate solution in the healthcare system.	Identifies solution in the healthcare professional for acute shortage.	Architha Aithal, & P. S. Aithal (2017). [42]
5	The choice-based credit system.	Option for students have a choice to choose the courses.	Aithal & P. S. Suresh Kumar, P. M. (2016). [43]
6	Placement determination with IEDRA model.	Study analyzed the Performances' of high satisfactory levels of the IEDRA Model.	Shenoy & P. S. Aithal (2017). [44]
7	Measuring research quality through research indices.	Calculation based on number of citations.	Aithal, P. S. et al., (2017). [45]
8	Six thinking hats technique.	It is considered as an effective tool for solving organizational problem.	Aithal, P. S. et al. (2016). [10]
9	The annual research productivity with ABC model.	It calculates the research performance with annual research output.	Aithal, P. S. et al. (2016). [46]
10	Analysis of business model and concepts through new ABCD technique.	Helpful in business for enhancing customer value and generating revenue.	Aithal, P. S. et al. (2015). [3]
11	Working from home.	Reduces the expenditure for travelling, homely food, office space and maintenance.	Reshma et al., (2015). [4]
12	Theory 'A'.	Identifies the approaches of positive and negative to human nature.	Aithal, P. S. & Suresh Kumar, P. M. (2016). [19]
13	Dye-doped Polymers.	Integrate scientific research and a new attempt.	Aithal, S., & Aithal, P. S. (2016). [9]
14	Theory 'a' on organizational Performance.	'Theory A' for performance is relevant to the present day work force.	Aithal, P. S. & Suresh Kumar, P. M. (2016). [20]
15	Green education concepts.	Expected to transform education sector.	Rao & P. S. Aithal (2016). [27]
16	Working from home.	Improves work environment and reduces the pollution level.	Reshma et al. (2015). [4]
17	Ideal computing system and opportunity.	Improve efficiency, scalability, multitasking.	Aithal, P. S., & Pai T, V. (2016). [47]
18	Enhancement of Graduate attributes.	Competitive exams for jobs which may lead to best performance.	Aithal, P. S. & Suresh Kumar, P. M. (2015). [48]

19	Smart library models.	A new opportunity for innovation.	Aithal, P. S. et al. (2016). [24]
20	NAAC Accreditation System.	NAAC serves as the basis for assessment of HEIs.	Aithal P. S., et al. (2016). [8]
21	Digital Banking.	In the current scenario digital E-Payments were considered fruitful.	Vidya M. & Shailashri V. T. (2021). [14]
22	Autonomous Cars race.	Innovative self-driving concept.	Divya Kumari & Bhat (2021). [49]
23	Workforce diversity.	Diversity improves Productivity.	Krithi & Pai (2020). [21]
24	Private University System.	Supports the student's progress.	Abani Kumar Muduli et al., (2019). [31]
25	Brand Building	Enhances internal and external stakeholders.	Shailashri V.T. & Anumesh Kariappa (2020). [50]

4.2 ABCD Listing of Use of Organic food product and its Impact on Purchase Intention:

The advantages, benefits, constraints, and disadvantages of use of organic products and its impact on the purchase intention of consumers are listed below:

(1) Advantages:

- (1) The environmental concern along with changing trends, eco-friendly behaviour of consumers has captured a significant share of organic vegetables.
- (2) The consumers discerning towards organic products is basically towards healthy, safety, nutritional level and environmental concern leading to purchase intention.
- (3) Studies show that organic vegetables seep into the mainstream of the malls and supermarkets, have caught the attention of the consumers eventually due to their organic attributes.
- (4) The disposable income of customers captured increased market share for organic products.
- (5) The consumer's holistic approaches towards environmental concern have increased the impact of sustainability and a robust move towards new emerging trends.
- (6) The younger generation along with high-income groups opined their views by choosing organic products between conventional products.
- (7) Brand loyalty towards the brand enhances the repetition of purchase and also the satisfaction inculcates with a positive vibe towards purchase intention.
- (8) When compared to the past situation an organic product was an untapped market within the nascent stage is now gaining overwhelming response with numerous customers purchase intentions.
- (9) In western countries, some of the organic vegetables are grown in greenhouses or open fields and sold to customers.
- (10) The growing demand for these products is the food safety concern of the individuals along with health concerns and environmental concerns play a crucial role in enrolling purchase intention of consumers.

(2) Benefits:

- (1) The perceptible behavioural tendencies of the consumer concerning their lifestyle and health concerns are motivational factors that lead to the purchase of organic products and to endeavour a better lifestyle.
- (2) Customers emphasize organic product purchases are due to nutrition level, taste, and health issues which are the major concern for organic product purchases.
- (3) Environmental degradation has emasculated sustainability by affecting the food chain process, which has eventually led to a green movement among customers who focus their attention on organic purchases especially fruits and vegetables.

- (4) The growing demand for organic products is the food safety concern of the individuals along with health concerns and environmental concerns playing a crucial role.
- (5) The product also carries a government quality assurance mark and a new Jaivik Bharat logo, which differentiates an organic product from a non-organic one.
- (6) The consumer's concern towards health regenerates the product potential embarks an organic realm.
- (7) Health concern undertakes ready action for consumer behaviour and as a result, organic food consumption is an investment for a healthier life.
- (8) A healthier lifestyle is based on the attitude of consumers towards a healthy pattern of life.
- (9) When compared to conventional products, organic food products have an increased level of nutrition with vitamin C, iron, prosperous and magnesium.
- (10) The target customers' brand repositioning and communication with customers embark on a new era of convincing consumers' for further purchase intention.

(3) Constraints:

- (1) The sceptic nature of the consumer about organic purchases is a barrier to purchase intention.
- (2) The main constraint of organic product consumption is the lack of purchase intention due to increasing prices.
- (3) The studies show about 67 percent of consumers' show a positive attitude while only 4 percent are the actual buyers.
- (4) The customers' paucity towards organic product labels demonstrates the customer's lack of confidence towards organic product purchases and the most fraudulent actions include mislabelling products as organic.
- (5) Perceived obstacles such as premium price, availability, and labelling standard always create unintentional purchasing tendencies of consumers.
- (6) Research studies also discuss consumer's lack of knowledge as the major constrains for attitudinal tendencies.
- (7) The customers' ambiguities and impulsive action impede the progress in behavioural actions.

(4) Disadvantages:

- (1) The negative behaviour of consumers impedes the situation affecting the decision-making coupled with dwindling intention to purchase.
- (2) Prior research endeavours the consumers behaviour is incoherent and uncontrollable based on the situational urge.
- (3) Farmers use more of chemicals to prevent the worm infection leading to unproductive land area.
- (4) The producers are embattled with higher prices of organic food along with the shortage of supply chain integration and certification from a government authority.
- (5) The customers' paucity towards organic product labels demonstrates the customer's lack of confidence towards organic product purchases and the most fraudulent actions include mislabelling products as organic.
- (6) The eco-systems are embattled with various environmental issues due to an increase in consumption and population.

5. ABCD FRAMEWORKS USED FOR ORGANIC FOOD PRODUCT AND CUSTOMER PURCHASE INTENTION :

5.1 Literature Review on ABCD Framework :

The ABCD analysis was developed by Aithal, P. S. et al. (2015) [4] to identify the business model/strategy/concept/system and to analyze its effectiveness towards providing value to the stakeholders. The Application of these analyses results in an organized list of business advantages, benefits, constraints and disadvantages. Moreover, it identifies suitable critical effective elements within the framework. This technique provides guidelines to analyze and identify the business strategy, and business system with better efficiency. Studies also analyzed the characteristics of the "Working from Home" e-business model using the `ABCD analysis technique`. Nevertheless, studies also show the various factors which decide the working from home system, which is a model of various constituent critical elements, have effects on organizational objectives, employer's point of view, employee's point of view, customer's point of view environmental/societal point of view, which are derived by qualitative

data collection instrument called as focus group method [5] for business, employee`s, administrative, environmental and operational issues which is furthermore analyzed by the affecting factors and their constituent critical elements [6]. However, with the help of the ABCD framework NAAC Accreditation system on faculty, student development, social issues, environmental issues, community engagement, infrastructure, and strategic issues like innovation and creativity are being identified. The ABCD analysis framework has been used for the ‘Higher educational stage model’. The characteristics of this concept are identified and evaluated through ABCD framework. Underperformance evaluation ABCD analysis technique is supported by the result derived from total scores. Studies also portray on contrary other analytical techniques such as porter`s (1985) value chain analysis facilitates the process within the company, but never provide an easy mechanism to connect these business objectives [3]. Table 3 depicts Frameworks of table along with their area, determinant issues and references.

Table 3: Frameworks of table along with their area, determinant issues and references

S. No.	Area	Determinant issues	References
1	Business model and systems	Organizational issues, Business operation issues, Stake holders issues, Environment/society issues, Technology issues.	Aithal P. S. et al. (2016). [3]
2	NAAC Accreditation in higher education	Organizational issues, Faculty Performance issues, Student Development Progression issues, Social with Environmental issues, Infrastructure issues, Learning resources issues, and Innovations Creativity issues.	Aithal P. S. et al. (2016). [8]
3	Global warming	Renewable energy issues, Pollution issues, Conventional energy issues, Environmental issues.	Aithal, Sreeramana & Acharya, (2016). [51]
4	Black ocean strategy	Organizational issues, Administrative issues, Employee issues, Business issues, External issues, Operational issues.	Aithal P. S. & Suresh Kumar (2016). [5]
5	Nanotechnology	Organizational issue, Business issues, Customer issues, Technological issues, Governmental issue, Environmental issues, and Societal issues.	Aithal P.S. & Shubhrajyotsna Aithal (2018). [52]
6.	Six Thinking Hat Technique	Organizational issues, Conceptual issues, Operational issues, Managerial issues, and Societal & stakeholders issues.	Aithal P. S. et al. (2016). [10]
7	Working from Home	Organizational issues, Employers and Employees issues, Customer/Student issues Environmental & Social issues.	Aithal P. S. et al. (2015). [4]
8	Theory ‘A’	Organizational issues Employees issues, Managers issues, Ideological issues, Societal and Stake Holder issues.	Aithal, P. S. et al., (2016). [53]

9.	Block chain technology	Financial issues, Health care system issues, Education issues and Supply chain issues.	Aithal, P. S. & Shubhrajyotsna Aithal, (2016). [54]
10.	National Institutional Ranking System	Academics issues, student, faculty issues, administration issues, infrastructure issues. Learning resources, issues, and stake holder's issues.	Aithal. P. S. (2016). [55]
11.	Annual Research Productivity	Organizational issues, Administrative issues, Employee issues, Operational issues, Business issues, and External issues.	Aithal. P. S. et al., (2016). [38]
12.	Professional and Personal Health care	Organizational issues, Alternative Acceptors issues, Donor Physicians issues, Patients and Relatives issues, Societal issues, and Country issues.	Architha. Aithal & Aithal. P.S (2017). [34]
13.	At the Base of the Pyramid: Generating wealth	Operational issues, Stakeholders issues, Business issues, Users/customer issues.	Keerthan Raj & Aithal (2018). [56]
14	On-line Campus Placement	Organizational issues, Administrative issues, Employee issues, Operational issues, Business issues, and External issues.	Shenoy & Aithal, P. S. (2016). [57]

6. STRUCTURE OF ABCD ANALYSIS FRAMEWORK :

Under the structure of ABCD analysis framework the variables of ABCD can be identified in an effective way and the technique can be understood with ABCD analysis which further effects the determinant issues as shown in the figure 1.

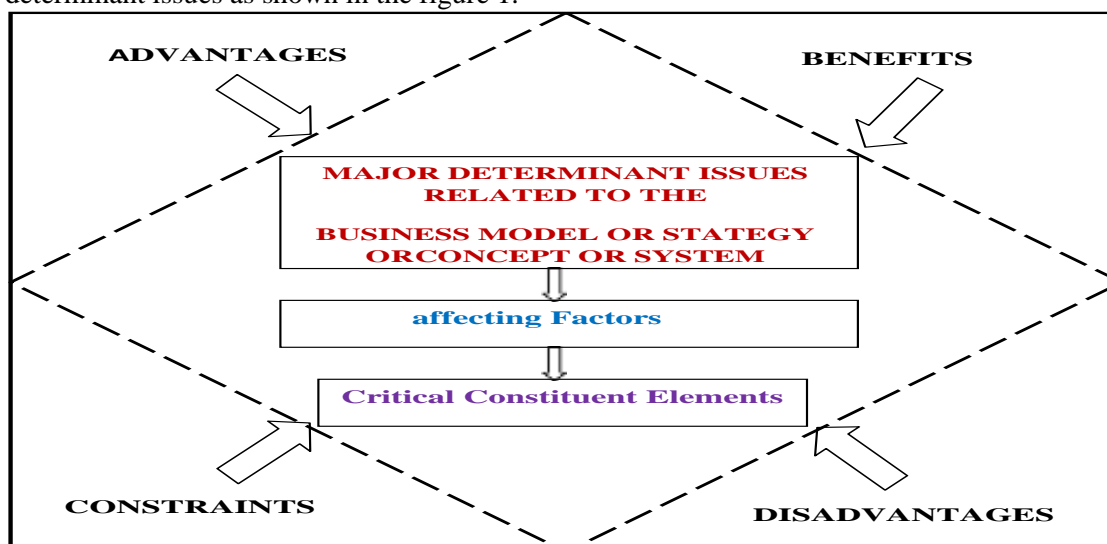


Fig. 1: Block diagram of issues affecting the Business model, or Concept or System as per ABCD framework [3].

7. KEY ATTRIBUTES AFFECTING ORGANIC FOOD PRODUCTS AND ITS IMPACT ON PURCHASE INTENTION :

The company issues are discussed and analyzed based on identifying some key attributes of each determining issues. The key attributes are important attributes of the determinant issues for deciding the affecting factors of each constructs Advantages, Benefits, Constraints and Disadvantages. The significant attributes of the determinant issues are considered to reduce the length of the analysis. Table 4 depicts the list of determinant issues and their possible key attributes.

Table 4: List of determinant issues and their possible key attributes

S. No.	Determinant Issues	Key Attributes
1	Consumers issues	Trust, Awareness, Attitude, Health,
2	Company issues	Environment, Competition, Organic realm, Non-conventional.
3	Society issues	Purchase intention, Behaviour Knowledge, Subjective norms.
4	Farmers issues	Organic practices, Fertilizer usage, Soil degradation, Crop rotation.
5	Co-operative society issues	Interest rate, Government intervention, Financial resources, Payment of dues.
6	Suppliers issues	Supply chain, Transportation cost, Pricing.

8. FACTOR ANALYSIS FOR AFFECTING FACTORS OF ORGANIC FOOD PRODUCT AND ITS IMPACT ON PURCHASE INTENTION USING ABCD FRAMEWORK :

The factor analysis for affecting factors of organic food product and its impact on purchase intention can be used to analyse many issues/problems which identify the problems/issues by factor analysis of ABCD framework. Table 5 depicts factor analysis for affecting factors of organic food product and its impact on purchase intention.

Table 5: Exhibits factor analysis for affecting factors of organic food product and its impact on purchase intention

Determinant Issues	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Consumer issues	Trust	Increase Demand	Increased Consumption	Notion about labels	Poorly understood
	Awareness	Encourage Sales	Create Intention	Lack of Knowledge	Lack of Information
	Attitude	Positive	Buying Motives	Negative Intentions	Effect on sales
	Health	No Artificial Fertilizer	More Health-Conscious People	Ambiguity about product	Price Conscious
Company issues	Environment	Sustainability	High intention to Buy	Use high Fertilizers	Toxic Products
	Competition	Stimulates Growth	Better Quality	Effect Sales	High investment on advertisements
	Organic realm	Preservation of Organic Compost	Improve Soil Fertility	Non-Availability	Less Lands Utilized for Cultivation
	Non-Conventional	More Sales	Low Price	Soil Degradation	High Usage of Chemicals in the Product

Society issues	Purchase Intention	High	Health concern	High price	Lack of Interest
	Behaviour	Positive Attitude	Environmental Concern	Ignoring Chemical Intake	Negative Repercussion
	Knowledge	Organic Standard	High Literacy Level	Lack Awareness	Low literacy
	Subjective Norms	Influence of Family	Encompass Belief	Psychological Barriers	Social Burden
Farmers issues	Organic Practices	Reduces Soil Erosion	Reduces Pollution	Not Followed by Non-Organic Producers	Lack of knowledge
	Fertilizer Usage	Not used in Organic Compost	No usage in Production	Use of Synthetic Fertilizer	Soil Degradation
	Soil Degradation	Very low	Control Soil Fertility	Devastating effect	Unfit For Further Cultivation
	Crop Rotation	Increases the Nutrients	Prevents Toxic Accumulation	Need more Knowledge	More Risk
Co-operative society issues	Interest Rate	Lower	Increases Cultivation	Higher Rate	Risk of non-Payment
	Government Intervention	More	Government Seal	Fluctuation in Bank Rate	High Tax Rate
	Financial Resources	Availability	More Schemes	Less Incentives	Increase in Debt Rate
	Payment of Dues	Heavy Subsidy	Timely paid	Increase in Dues	Dues Unpaid
Suppliers issues	Supply Chain	Smaller Chain	More Profits	Long Channels	High Advertisement Cost
	Transportation Cost	Low Due to Nearness of Market	Cheaper in Roadways	Higher Cost	Higher Due to Rise in Fuel Price
	Pricing	Not Constrain for High Income	Quality Conscious People	High price Premium	Emasculate Purchase

9. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENT ELEMENTS :

For further analysis, the critical constituent elements for each variable use the elemental analysis technique. Under ABCD analysis, the ‘CCE’ need to be identified and listed with four additional tables (table 6 – 9) with critical elements. Furthermore, these elements can be ranked on the basis of their score/weightage. In quantitative analysis, each ABCD construct need to get results for the importance of all the constructs. Table 6 depicts elementary analysis based on Advantages of organic food product and its impact on purchase intention.

Table 6: Elementary analysis based on Advantages of organic food product and its impact on purchase intention

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements
1	Consumers issues	Trust	Increase Demand	Consumption Factor
		Awareness	Encourage Sales	Consumer Satisfaction
		Attitude	Positive	Loyalty
		Health	No Artificial Fertilizer	Organic Compost
2	Company issues	Environment	Sustainability	Pro-Environment
		Competition	Stimulates Growth	Business Sustainability
		Organic realm	Preservation of Organic Compost	Organic Farming
		Non-Conventional	More Sales	Profit-Making
3	Society issues	Purchase Intention	High	Business Growth
		Behaviour	Positive Attitude	High Buying Intentions
		Knowledge	Organic Standard	Power Policies
		Subjective Norms	Influence of Family	Social Pressure
3	Farmers issues	Organic Practices	Reduces Soil Erosion	Soil Conservation
		Fertilizer Usage	Not used in Organic Compost	Non-Conventional
		Soil Degradation	Very low	Fertility
		Crop Rotation	Increases the Nutrients	Crop Cultivation
4	Co-operative society issues	Interest Rate	Lower	Financial Stability
		Government Intervention	More	Policy and Procedure
		Financial Resources	Availability	Financial Accommodation
		Payment of Dues	Heavy Subsidy	Incentives
5	Suppliers issues	Supply Chain	Smaller Chain	Channels of Distribution
		Transportation Cost	Low Due to Nearness of Market	Low Cost Production
		Pricing	Not Constrain for High Income	Disposable Income

Various issues/problems are identified through factor analysis through elementary based analysis. Table 7 depicts elementary analysis based on benefits of organic food product and its impact on purchase intention.

Table 7: Elementary analysis based on Benefits of organic food product and its impact on purchase intention

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements
1	Consumers issues	Trust	Increased Consumption	Belief
		Awareness	Create Intention	Advertisement
		Attitude	Buying Motives	Purchase Intention

		Health	More Health-Conscious People	Health Concern
2	Company issues	Environment	High intention to Buy	High Income
		Competition	Better Quality	Quality Management
		Organic realm	Improve Soil Fertility	High Yield
		Non-Conventional	Low Price	Low Cost
3	Society issues	Purchase Intention	Health concern	Healthy Living Concepts
		Behaviour	Environmental Concern	Sustainability
		Knowledge	High Literacy Level	Education
		Subjective Norms	Encompass Belief	Trust
4	Farmers issues	Organic Practices	Reduces Pollution	Management Technique
		Fertilizer Usage	No usage in Production	Organic Farming
		Soil Degradation	Control Soil Fertility	Plant Nutrients
		Crop Rotation	Prevents Toxic Accumulation	Improves Soil Health
5	Co-operative society issues	Interest Rate	Increases Cultivation	Higher Productivity
		Government Intervention	Government Seal	Stimulates Growth
		Financial Resources	More Schemes	High Borrowings
		Payment of Dues	Timely paid	Less loan Burden
6	Suppliers issues	Supply Chain	More Profits	Company Success
		Transportation Cost	Cheaper in Roadways	Cost-benefits
		Pricing	Quality Conscious People	Ready to Pay Premium

The elementary analysis is identified though analysing several issues and problems. Table 8 depicts elementary analysis based on constraints of organic food product and its impact on purchase intention.

Table 8: Elementary analysis based on Constraints of organic food product and its impact on purchase intention

S. No.	Issues	Key attributes	Factors Affecting	Critical Constituent Elements
1	Consumers issues	Trust	Notion about labels	Negative Repercussion
		Awareness	Lack of Knowledge	Low Consumption
		Attitude	Negative Intentions	Behavioural Intention
		Health	Ambiguity about product	Distrust
2	Company issues	Environment	Use high Fertilizers	Dismantle Environment
		Competition	Effect Sales	Low Productivity
		Organic realm	Non-Availability	Lack of Channels

		Non-Conventional	Soil Degradation	Loss of Fertile Lands
3	Society issues	Purchase Intention	High price	Dwindling Demand
		Behaviour	Ignoring Chemical Intake	Non-Healthy Life style
		Knowledge	Lack Awareness	Inaccuracy Information
		Subjective Norms	Psychological Barriers	Impede Progress
4	Farmers issues	Organic Practices	Not Followed by Non-Organic Producers	Grey Areas
		Fertilizer Usage	Use of Synthetic Fertilizer	Detriment Effect
		Soil Degradation	Devastating Effect	Diminishes Eco-system Capacity
		Crop Rotation	Need More knowledge	More Risk
5	Co-operative society issues	Interest Rate	Higher Rate	Reduce Borrowing
		Government Intervention	Fluctuation in Bank Rate	Demand and Supply Factor
		Financial Resources	Less Incentives	Lower Performance
		Payment of Dues	Increase in Dues	Bank Closure
6	Suppliers issues	Supply Chain	Long Channels	Higher Price
		Transportation Cost	Higher Cost	Increased Cost of Production
		Pricing	High Price Premium	Less Demand

It is understood that the critical elements for each construct can be determined using its elemental analysis technique. Table 9 depicts the disadvantages of organic food product and its impact on purchase intention.

Table 9: Elementary analysis based on Disadvantages of organic food product and its impact on purchase intention

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements
1	Consumers issues	Trust	Poorly understood	Distrust
		Awareness	Lack of Information	Information Flow
		Attitude	Effect on sales	Challenging Environment
		Health	Price Conscious	Price Sensitivity
2	Company issues	Environment	Toxic Products	Exposure to Chemicals
		Competition	High investment on advertisements	Low Profit Margin
		Organic realm	Less Lands Utilized for Cultivation	Low Productivity
		Non Conventional	High Usage of Chemicals	Land Degradation
3	Society issues	Purchase Intention	Lack of Interest	Low Purchasing Power

		Behaviour	Negative Repercussion	Buying Behaviour
		Knowledge	Low literacy	Lack of education
		Subjective Norms	Social Burden	Normative Belief
4	Farmers issues	Organic Practices	Lack of knowledge	Ignorance of Policies
		Fertilizer Usage	Soil Degradation	Increased Pollution
		Soil Degradation	Unfit For Further Cultivation	Loss of Soil Fertility
		Crop Rotation	More Risk	More Investment
5	Co-operative society issues	Interest Rate	Risk of non-Payment	More Debt Burden
		Government Intervention	High Tax Rate	Dues Remain Pending
		Financial Resources	Increase in Debt Rate	Farmers Suicide
		Payment of Dues	Dues Unpaid	Bank Closure
6	Suppliers issues	Supply Chain	High Advertisement Cost	Leads to High Price
		Transportation Cost	Higher Due to Rise in Fuel Price	High Production Cost
		Pricing	Emasculate Purchase	Low Demand

10. QUANTITATIVE CRITICAL CONSTITUENT ELEMENT OF ORGANIC FOOD PRODUCT AND ITS IMPACT ON PURCHASE INTENTION AS PER ABCD ANALYSIS :

In the quantitative analysis the ABCD analysis framework identifies the relevant score weightage which is assigned to all the CCE under each variable, through empirical data analysis the overall total is measured by evaluating the score, the concepts, ideas, system, strategy which thereby can be accepted or rejected.

Critical constituent elements for organic food products and impact on purchase intention as per ABCD analysis: Under the quantitative ABCD analysis detailed study is made in various critical constituent elements for each of the key attributes and the application of weights is done accordingly by focus group. The weightage ranking is denoted as follows: Satisfactory-3, Neutral -2, Not Satisfactory-1. The following tables depict the Advantages, Benefits, Constraints and Advantages of organic products and their impact on purchase intention and their critical constituent elements which are identified by focus groups [36]. From the below Critical Constituent Elements (CCE) determine the factors affecting key attributes of Determinant issues. Table 10 depicts Elementary analysis based on advantages of organic food product and its impact on purchase intention.

Table 10: Elementary analysis based on Advantages of organic food product and its impact on purchase intention

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Consumers issues	Trust	Increase Demand	Consumption Factor	26	103.0	168.80
		Awareness	Encourage Sales	Consumer Satisfaction	28		
		Attitude	Positive	Loyalty	24		

		Health	No Artificial Fertilizer	Organic Compost	25		
2	Company issues	Environment	Sustainability	Pro-Environment	23	96.0	
		Competition	Stimulates Growth	Business Sustainability	25		
		Organic realm	Preservation of Organic Compost	Organic Farming	24		
		Non Conventional	More Sales	Profit-Making	24		
3	Society issues	Purchase Intention	High	Business Growth	24	97.0	
		Behaviour	Positive Attitude	High Buying Intentions	21		
		Knowledge	Organic Standard	Power Policies	24		
		Subjective Norms	Influence of Family	Social Pressure	24		
4	Farmers issues	Organic Practices	Reduces Soil Erosion	Soil Conservation	22	84.0	
		Fertilizer Usage	Not used in Organic Compost	Non-Conventional	19		
		Soil Degradation	Very low	Fertility	20		
		Crop Rotation	Increases the Nutrients	Crop Cultivation	23		
5	Co-operative society issues	Interest Rate	Lower	Financial Stability	24	95.0	
		Government Intervention	More	Policy and Procedure	22		
		Financial Resources	Availability	Financial Accommodation	26		
		Payment of Dues	Heavy Subsidy	Incentives	23		
6	Suppliers issues	Supply Chain	Smaller Chain	Channels of Distribution	23	71.0	
		Transportation Cost	Low Due to Nearness of Market	Low-Cost Production	26		
		Pricing	Not Constrain for High Income	Disposable Income	22		

Table 11: Elementary analysis based on Benefits of organic food product and its impact on purchase intention

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements	Key	Issues Total Score	Total Score
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					Attributes Total Score		(Mean Value)
1	Consumer issues	Trust	Increased Consumption	Belief	27	106.0	177.10
		Awareness	Create Intention	Advertisement	25		
		Attitude	Buying Motives	Purchase Intention	25		
		Health	More Health Conscious People	Health Concern	29		
2	Company issues	Environment	High intention to Buy	High Income	25	102.0	
		Competition	Better Quality	Quality Management	25		
		Organic realm	Improve Soil Fertility	High Yield	25		
		Non Conventional	Low Price	Low Cost Healthy	27		
3	Society issues	Purchase Intention	Health concern	Living Concepts	24	94.0	
		Behaviour	Environmental Concern	Sustainability	25		
		Knowledge	High Literacy Level	Education	23		
		Subjective Norms	Encompass Belief	Trust	22		
4	Farmers issues	Organic Practices	Reduces Pollution	Management Technique	24	94.0	
		Fertilizer Usage	No usage in Production	Organic Farming	24		
		Soil Degradation	Control Soil Fertility	Plant Nutrients	26		
		Crop Rotation	Prevents Toxic Accumulation	Improves Soil Health	20		
5	Co-operative society issues	Interest Rate	Increases Cultivation	Higher Productivity	25	96.0	
		Government Intervention	Government Seal	Stimulates Growth	22		
		Financial Resources	More Schemes	High Borrowings	26		
		Payment of Dues	Timely paid	Less loan Burden	23		
6	Suppliers issues	Supply Chain	More Profits	Company Success	26	73.0	
		Transportation Cost	Cheaper in Roadways	Cost-benefits	21		

		Pricing	Quality Conscious People	Ready to Pay Premium	26		
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Table 12: Elementary analysis based on Constraints of organic food product and its impact on purchase intention

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Consumers issues	Trust	Notion about labels	Negative Repercussion	21	82	156.50
		Awareness	Lack of Knowledge	Low Consumption	22		
		Attitude	Negative Intentions	Behavioural Intention	19		
		Health	Ambiguity about product	Distrust	20		
2	Company issues	Environment	Use high Fertilizers	Dismantle Environment	18	75	
		Competition	Effect Sales	Low Productivity	17		
		Organic realm	Non Availability	Lack of Channels	18		
		Non Conventional	Soil Degradation	Loss of Fertile Lands	22		
3	Society issues	Purchase Intention	High price	Dwindling Demand	16	64	
		Behaviour	Ignoring Chemical Intake	Non-Healthy Life style	12		
		Knowledge	Lack Awareness	Inaccuracy Information	16		
		Subjective Norms	Psychological Barriers	Impede Progress	20		
4	Farmers issues	Organic Practices	Not Followed by Non-Organic Producers	Grey Areas	23	82	
		Fertilizer Usage	Use of Synthetic Fertilizer	Detriment Effect	20		
		Soil Degradation	Devastating Effect	Diminishes Eco-system Capacity	21		
		Crop Rotation	Need More knowledge	More Risk	18		
5	Co-operative	Interest Rate	Higher Rate	Reduce Borrowing	20	78	

	society issues	Government Intervention	Fluctuation in Bank Rate	Demand and Supply Factor	19	
		Financial Resources	Less Incentives	Lower Performance	18	
		Payment of Dues	Increase in Dues	Bank Closure	21	
6	Suppliers issues	Supply Chain	Long Channels	Higher Price	20	50
		Transportation Cost	Higher Cost	Increased Cost of Production	16	
		Pricing	High Price Premium	Less Demand	14	

Table 13: Elementary analysis based on Disadvantages of organic food product and its impact on purchase intention

S. No.	Issues	Key Attributes	Factors Affecting	Critical Constituent Elements	Key Attributes Total Score	Issues Total Score	Total Score (Mean Value)
1	Consumers issues	Trust	Poorly understood	Distrust	23	95.0	163.20
		Awareness	Lack of Information	Information Flow	24		
		Attitude	Effect on sales	Challenging Environment	28		
		Health	Price Conscious	Price Sensitivity	20		
2	Company issues	Environment	Toxic Products	Exposure to Chemicals	23	88.0	
		Competition	High investment on advertisements	Low Profit Margin	20		
		Organic Realm	Less Lands Utilized for Cultivation	Low Productivity	25		
		Non Conventional	High Usage of Chemicals	Land Degradation	20		
3	Society issues	Purchase Intention	Lack of Interest	Low Purchasing Power	22	94.0	
		Behaviour	Negative Repercussion	Buying Behaviour	24		
		Knowledge	Low literacy	Lack of education	26		
		Subjective Norms	Social Burden	Normative Belief	22		

4	Farmers issues	Organic Practices	Lack of knowledge	Ignorance of Policies	26	88.0
		Fertilizer Usage	Soil Degradation	Increased Pollution	18	
		Soil Degradation	Unfit For Further Cultivation	Loss of Soil Fertility	22	
		Crop Rotation	More Risk	More Investment	20	
5	Co-operative society issues	Interest Rate	Risk of non-Payment	More Debt Burden	25	89.0
		Government Intervention	High Tax Rate	Dues Remain Pending	26	
		Financial Resources	Increase in Debt Rate	Farmers Suicide	20	
		Payment of Dues	Dues Unpaid	Bank Closure	18	
6	Suppliers issues	Supply Chain	High Advertisement Cost	Leads to High Price	20	72.0
		Transportation Cost	Higher Due to Rise in Fuel Price	High Production Cost	28	
		Pricing	Emasculate Purchase	Low Demand	24	

11. GRAPHICAL REPRESENTATION OF EFFECTING FACTORS FOR ORGANIC FOOD PRODUCT AND ITS IMPACT ON PURCHASE INTENTION AS PER ABCD ANALYSIS FRAMEWORK :

In the above tabular analysis, the critical constituent elements of all the analysis criteria under the determinant issues and key attributes are ranked by the focus group by assigning the numerical weights. These rankings are denoted as satisfactory with 3 points followed by neutral and not satisfactory with 2 and 1 points respectively.

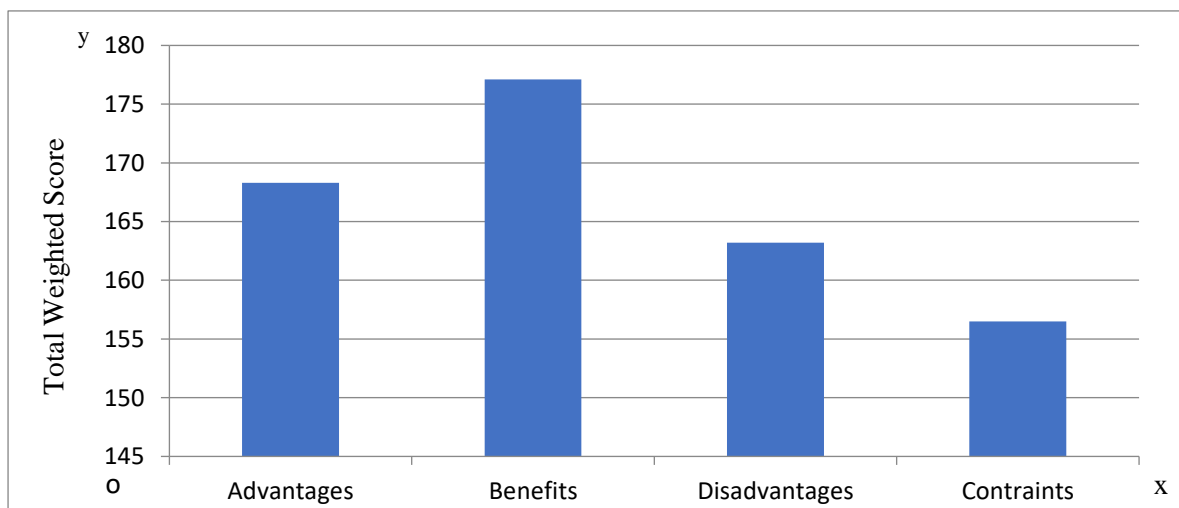


Fig. 2: Exhibits of weighted mean score of organic food products and its impact on purchase intention. The bar diagram (figure 2) shows focus group interviews revealed that benefits gained more score of with higher satisfactory level followed by advantages and dis-advantages with score with neutral weightage and constraints with no satisfactory level.

12. FINDINGS :

Under ABCD framework, the concept is also analyzed to identify the constitutional critical elements. In the quantitative analysis using ABCD appropriate score/weightage can be given to each constituent critical element. The analysis has identified four constructs such as advantages, benefits, constraints, and disadvantages. The analysis has identified 98 key critical constituent elements under the constructs which satisfy the effectiveness of organic food products and its impact on purchase intention. Finally, the weightage ranking of 98 key critical constituent elements under the study determine high satisfactory level with benefits gained more score of 177.10 with higher satisfactory level followed by advantages 168.30 and dis-advantages with 163.20 score with neutral weightage and constraints with 156.50 with no satisfactory level.

13. CONCLUSION :

As concluding remarks, ABCD analysis framework is used to identify the resources such as material, machine, information and human resource for a purpose of society benefit. The key attributes are important attributes of the determinant issues for deciding the affecting factors of each constructs Advantages, Benefits, Constraints and Disadvantages. In the quantitative analysis the appreciated score is used for CCE. The total score is calculated for the constructs by evaluating the scores under empirical research, which may be further accepted or rejected.

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