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 though 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:

Sujaya H., et al. (2022); www.srinivaspublication.com
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. | Ganesha, 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] |
| S. No. | Area | Focus/ Outcome of the study | References |
|--------|------|-----------------------------|------------|
| 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 ABCD Framework used in different scholarly articles along with their area, focus/outcome and references
| No. | Title                                                                 | Description                                                                 | Authors                                                                 | Reference |
|-----|-----------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------|-----------|
| 4   | Optimum alternate solution in the healthcare system.                  | Identifies solution in the healthcare professional for acute shortage.       | Architha Aithal, P. S. Aithal                                          | [42]      |
| 5   | The choice-based credit system.                                       | Option for students have a choice to choose the courses.                     | Aithal & P. S. Suresh Kumar, P. M.                                     | [43]      |
| 6   | Placement determination with IEDRA model.                            | Study analyzed the Performances’ of high satisfactory levels of the IEDRA Model. | Shenoy & P. S. Aithal                                                   | [44]      |
| 7   | Measuring research quality through research indices.                  | Calculation based on number of citations.                                   | Aithal, P. S. et al.,                                                  | [45]      |
| 8   | Six thinking hats technique.                                          | It is considered as an effective tool for solving organizational problem.    | Aithal, P. S. et al.                                                   | [10]      |
| 9   | The annual research productivity with ABC model.                      | It calculates the research performance with annual research output.         | Aithal, P. S. et al.                                                  | [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.                                                  | [3]       |
| 11  | Working from home.                                                    | Reduces the expenditure for travelling, homely food, office space and         | Reshma et al.,                                                        | [4]       |
| 12  | Theory ‘A’.                                                           | Identifies the approaches of positive and negative to human nature.         | Aithal, P. S. & Suresh Kumar, P. M.                                    | [19]      |
| 13  | Dye-doped Polymers.                                                   | Integrate scientific research and a new attempt.                            | Aithal, S., & Aithal, P. S.                                            | [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.                                    | [20]      |
| 15  | Green education concepts.                                             | Expected to transform education sector.                                    | Rao & P. S. Aithal                                                      | [27]      |
| 16  | Working from home.                                                    | Improves work environment and reduces the pollution level.                  | Reshma et al.,                                                        | [4]       |
| 17  | Ideal computing system and opportunity.                              | Improve efficiency, scalability, multitasking.                              | Aithal, P. S., & Pai T, V.                                             | [47]      |
| 18  | Enhancement of Graduate attributes.                                  | Competitive exams for jobs which may lead to best performance.              | Aithal, P. S. & Suresh Kumar, P. M.                                    | [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.
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. 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. The consumer's concern towards health regenerates the product potential embarks an organic realm. Health concern undertakes ready action for consumer behaviour and as a result, organic food consumption is an investment for a healthier life. A healthier lifestyle is based on the attitude of consumers towards a healthy pattern of life. When compared to conventional products, organic food products have an increased level of nutrition with vitamin C, iron, prosperous and magnesium. The target customers’ brand repositioning and communication with customers embark on a new era of convincing consumers’ for further purchase intention.

**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.

**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]              |
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
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 | 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 |
The elementary analysis is identified through 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                       |
### 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
Knowledge
Subjective Norms

Negative Repercussion
Low literacy
Social Burden

Buying Behaviour
Lack of education
Normative Belief

Farmers issues
Organic Practices
Fertilizer Usage
Soil Degradation
Crop Rotation

Lack of knowledge
Soil Degradation
Unfit For Further Cultivation
More Risk

Ignorance of Policies
Increased Pollution
Loss of Soil Fertility
More Investment

Co-operative society issues
Interest Rate
Government Intervention
Financial Resources
Payment of Dues

Risk of non-Payment
High Tax Rate
Increase in Debt Rate
Dues Unpaid

More Debt Burden
Dues Remain Pending
Farmers Suicide
Bank Closure

Suppliers issues
Supply Chain
Transportation Cost
Pricing

High Advertisement Cost
Higher Due to Rise in Fuel Price
Emasculate Purchase

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

**Table 11:** Elementary analysis based on Benefits of organic food product and its impact on purchase intention
|   | Attributes | Total Score | (Mean Value) |
|---|------------|-------------|--------------|
| **1** | Consumer issues | Trust | Increased Consumption | Belief | 27 | 106.0 | 177.10 |
|   | Awareness | Create Intention | Advertisemen | 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 | Environmenta l 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 |
### 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 | |
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             |             |                   |                          |
|   | 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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