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The Consumer Purchase Motivation of Organic Food in Online Retail

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Abstract— Organic food relies on consumer confidence as the driver of its buying process. Generally, consumers purchase it directly to ensure its organic guarantee. The increasing purchase of agricultural products and organic food online in Indonesia shows consumer confidence in organic products sold in e-commerce. These studies aimed to determine the driving factors of purchasing organic food through online retailing, the types of organic food purchased, and the relationship between consumer motivation and purchasing decisions. This study uses a cross-sectional method with a purposive sampling technique, and the data is processed using SPSS with General Linear Model analysis. The results from 102 respondents in Indonesia showed that convenience, practicality, and time efficiency as the biggest motivation of consumers (85.30%). On the other hand, pleasure is the slightest consumer motivation (1.0%). Vegetables and processed seeds/nuts are widely purchased as fresh and processed organic foods. The relationship between consumer motivation and online purchasing decisions is that both variables affect one another. The consumer motivation driving factors are diverse product variants, attractive packaging, organic labels, nutritional value, discounts, time efficiency in purchasing, easy-to-find online stores, and advertising. Affordable prices do not motivate consumers to purchase organic food online. Therefore, organic food consumers in Indonesia purchase products through online retailing for convenience.

Keywords— **consumer motivation, online retailing, organic food.**

INTRODUCTION

Consumption of organic food products in Indonesia has recently become increasingly widespread, along with the increasing public understanding of organic food. Consumer perception shows that conventional food has very high levels of chemical residues (Annunziata and Vecchio, 2016; Ibitoye *et al*., 2014; Malik *et al*., 2013). According to Waskito *et al*., (2014), organic food products are produced without synthetic fertilizers, genetic engineering, antibiotics, growth hormones, and other chemicals. This is an incentive for consumers to consume organic food. Especially during a pandemic, healthy food lifestyle trends are starting to emerge. Research by Alamsyah (2016) shows that continuous organic food consumption can be felt in the long term, 10 to 30 years later.

According to a survey by FiBL (2021), the total organic food sales in 2019 reached more than 106 billion euros. The country with the largest organic food market is the United States (44.7 billion euros), followed by Germany (12.0 billion euros), France (11.3 billion euros), and China (8.5 billion euros). Organic food in Indonesia has been consumed quite a lot. Organic food consumers in Indonesia include household groups with upper secondary education levels (Suharjo, 2013). Organic food products consumed in Indonesia are dominated by vegetables (23%), rice (21%), and fruits (18%) (AOI, 2019).

Organic food relies on consumer trust as a driver of the buying process. This belief is influenced by the subjective perception of consumers, which can affect health, have a more delicious taste, or overall safety in consuming organic food (David & Ardiansyah, 2017). According to Tung (2011), consumer confidence determines interest in buying organic products. Trust does not come from the consumer itself; many factors form the trust of consumers in the products and services it faces. Starting from quality to trust because of the image of a good company (Lassoued & Hobbs (2015).

One form of organic quality is a label to distinguish organic and non-organic products, issued by the Ministry of Agriculture and certified by the Organic Food Certification Institute. This organic logo is the basis of consumer confidence in the products sold. The validity and assurance of organic labelling affects consumer confidence factors (Rousseau and Vranken, 2013). All organic products sold in the Indonesian market today have definite labels, although other labels are added by producers or products sourced from abroad (Alamsyah, 2016).

The increase in online purchases of agricultural products and organic food shows consumer confidence in organic products sold in e-commerce. Consumers purchase organic food directly (offline) to ensure its organic guarantee. The identity of the authenticity of organic food is indicated by the guarantee of an organic logo on the packaging, which

guarantees that the product is free of residue and comes from seeds without genetic engineering.

Exploring consumer motivations behind purchasing organic food online remains a crucial research area to uncover the key driving forces. To date, there exists a gap in understanding consumer motivations and driving factors specifically related to online purchases of organic food, with previous studies focusing on offline organic food purchases and online purchases of non-food items. Gaining insights into this area can serve as valuable reference points for marketing organic food products effectively in the online marketplace in the future.

MATERIALS AND METHODS

A. *Methods*

The research encompasses several stages, including the selection of respondents, the preparation of the questionnaire, the trial of the questionnaire, and the collection and analysis of data (Figure 1).

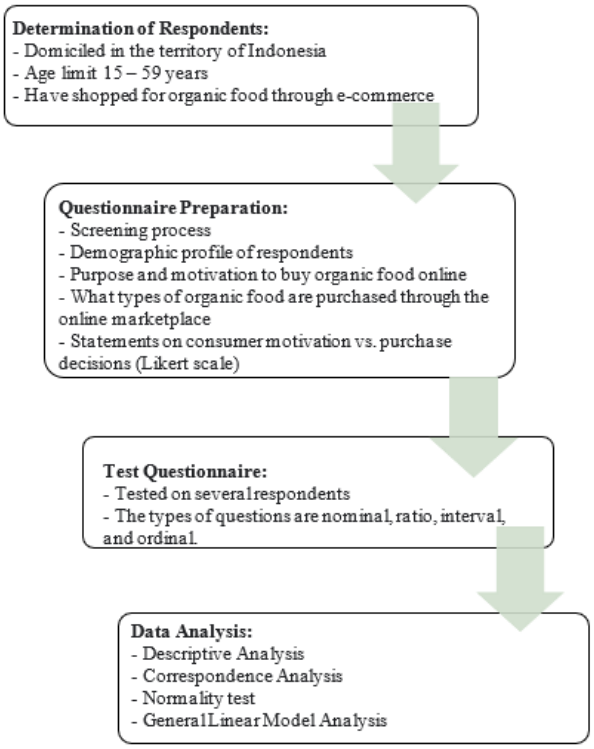

Figure 1. Stages of the research activity

The research is a cross-sectional study, with data collected through online questionnaires via Google Forms. It involved respondents aged 15 to 59 years, covering Generations X, Y, and Millennials. This age range was chosen because it encompasses individuals who can make purchasing decisions. Preference was given to respondents who have purchased organic food through e-commerce, as their experience is valuable for completing the questionnaires. Participants were located across Indonesia to ensure a diverse dataset, accounting for factors such as region, age, income, and expenses. The research was conducted from July to September 2021.

B. Statistical Analyses

Primary data was collected from respondents through completed questionnaires, while secondary data was sourced from literature reviews, including books, internet resources, journals, and previous research. The data were processed using SPSS version 16 (2008) and Microsoft Excel 2019.

RESULTS AND DISCUSSIONS

Respondent Profile

Out of the respondents, 102 were female (80.4%) and male (19.6%) (Table 1). These data align with the findings of Rana and Paul (2017), which suggest that women are more likely to be consumers of organic food than men, as they are typically more responsible for food purchases.

Table 1. Frequency of respondent gender

No	Gender	Person	Percentage (%)
1	Male	20	19.6
2	Female	82	80.4
Total		102	100

Most respondents were aged 21-30 years (67.6%) (Table 2). This data is representative of organic food consumers due to its normal distribution. It indicates that most respondents are Millennials and Gen Z, who are more active on social media. According to Kastenholz (2021), about 97% of Gen Z consumers use social media for shopping inspiration. Additionally, a survey by Katadata (2021) found that Millennials prefer WhatsApp over other social media platforms, using these channels to communicate and support daily needs, such as buying food.

Table 2. Frequency of respondent age group

No	Age group (years old)	Person	Percentage (%)
1	≤ 20	4	3.9
2	21 – 30	69	67.6
3	31- 40	19	18.6
4	41-50	6	5.9
5	≥ 50	4	3.9
Total		102	100

Table 3. Frequency of respondent domicile

No	Domicile	Person	Percentage (%)
1	Jabodetabek*	68	66.7
2	Sumatera	2	2
3	West Java	7	6.9
4	Central Java, East Java, Yogyakarta	13	12.7
5	Southeast Nusa and Bali	4	3.9
6	Kalimantan	4	3.9
7	Sulawesi	3	2.9
8	Papua	1	1.0
Total		102	100

*Jakarta, Bogor, Tangerang, Bekasi - suburb of Jakarta

The respondents' domiciles are distributed across various regions in Indonesia. A total of 68 respondents resides in Jakarta area, while 34 live outside this region. The areas outside of Jakarta are Sumatera, West Java, Central Java, East Java, D.I. Yogyakarta, Nusa Tenggara, Bali, Kalimantan, Sulawesi, and Papua (Table 3). Organic food sales have spread across multiple regions in Indonesia. Although many organic food enthusiasts are from outside of Jakarta, most respondents (66.7%) still reside in the Jakarta area.

The results of this study are supported by a survey from Statistics Indonesia for Organic Agriculture by AOI (2019), indicating that organic food consumers are primarily located in Jakarta area (32%), followed by West Java (21%), and Yogyakarta (11%). These data demonstrates that the Jakarta area continues to dominate in terms of organic food consumers. Additionally, West Java and Yogyakarta have significant areas of organic farmland, serving as key sources of organic food.

The respondents in this study had various educational backgrounds, including junior high school, senior high school, Diploma, Bachelor's (S1), Master's (S2), Doctor (S3), and others such as D1, D4, and Certificates (Table 4). The majority, 40.2%, held a bachelor's degree (S1). This data suggests that organic food is widely consumed by individuals across different educational levels. Supporting this, research by Kranjac et al. (2017) involving 398 respondents in Serbia found that most organic food consumers had education levels equivalent to a university degree.

Table 4. Frequency of respondent education

No	Domicile	Person	Percentage (%)
1	Junior High School	1	1
2	Senior High School	28	27.5
3	Vocational School	16	15.7
4	Bachelor's degree	41	40.2
5	Master's degree	11	10.8
6	Doctorate Degree	2	2.0
7	Others: certificate, course	3	2.9
Total		102	100

In a study conducted by Thio (2008), it was found that 56.3% of organic food consumers in Surabaya possessed a college-level education out of a total of 400 respondents. This indicates that the consumption of organic food is primarily among consumers with a bachelor's degree or equivalent education. Similarly, research conducted by Husaini (2020) reveals that most organic rice consumers in Kalimantan also have a college education. A person's level of education influences their perception and understanding of organic food, serving as a significant factor driving consumer decisions to purchase organic products.

The occupation of respondents from diverse occupational backgrounds, including 31 students, 6 civil servants, 11 entrepreneurs, 42 private employees, and 12 individuals engaged in other types of work (Table 5). Most respondents are employed in the private sector. Occupation is a characteristic closely linked to age and educational attainment. Consumers who are students are likely to have different motivations for purchasing organic food compared to those working as private employees or entrepreneurs.

Table 5. Frequency of respondent occupation

No	Occupation	Person	Percentage (%)
1	Student	31	30
2	Government Employee	6	5.90
3	Businessman	11	10.80
4	Private Employee	42	41.20
5	Others: Teacher, Housewives, Lecturer, etc.	12	12
Total		102	100

In this study, most respondents' incomes fell within the range of 408 USD, comprising 24 individuals (Table 6). A survey by Suharjo (2013), higher household or individual incomes are associated with higher expenditure levels. Therefore, consumers with incomes in the range of ≥ 34 – 68 USD are likely to spend less compared to those with incomes in the range of ≥ 272 – 340 USD.

Table 6. Frequency of respondent monthly income

No	Monthly Income (USD)	Person	Percentage (%)
1	≤ 34	11	10.8
2	≥34-68	10	9.8
3	≥ 68-136	7	6.9
4	≥ 136-204	12	11.8
5	≥ 204-272	15	14.7
6	≥ 272-340	16	15.7
7	≥ 340-408	7	6.9
8	≥ 408	24	23.5
Total		102	100

Table 7. Frequency of monthly expenses of organic food

No	Monthly Expenses of Organic Food (USD)	Total (person)	Percentage (%)
1	≤ 34	72	70.6
2	34-68	21	20.6
3	68-136	9	8.8
Total		102	100

Monthly organic food expenditure is divided into 3 categories, namely ≤ 34 USD, 34 – 68 USD, and 68 – 136 USD (Table 7). According to Sulaeman (2006), the average consumer food expenditure in Indonesia amounts to USD 47.90, with approximately 45% allocated to fresh food, equivalent to USD 21.55. This category encompasses organic food products as well. It is anticipated that organic food expenditure will rise in 2021, accompanied by a wider array of organic food products becoming available. Most respondents are still in the process of exploring and trying out organic products offered through e-commerce channels. A survey conducted among 200 respondents in the Jakarta

and Bogor areas revealed that households or individuals with higher expenditures tend to consume organic food products more consistently (Suharjo, 2013). This trend is attributed to the relatively higher prices of organic food compared to conventional products. Consequently, many consumers, especially those with lower levels of organic food expenditure, have not fully transitioned to organic food products yet.

Consumer Motivation in Purchasing Organic Food by Online Marketplace

There are five biggest consumer motivations in purchasing organic food online from 102 respondents. The motivations include convenience, practicality, and time efficiency (convenience) 85.3%; affordable prices, easy payments, lots of promos (price) 60.8%; more varied products (variety seeking) 44.1%; maintain healthy 40.2%; and limited offline organic products (choice limitation) (28.4%) (Table 8).

Table 8. Frequency of consumer motivation in purchasing organic food by online marketplace

No	Consumer Motivation in Purchasing Organic Food by Online Marketplace	Total (person)	Percentage (%)
1	Ease, practicality, and time efficiency (convenience)	87	85.3
2	Affordable prices, easy payments, lots of promos (price)	62	60.80
3	More varied products (variety seeking)	45	44.10
4	Maintain health (health)	41	40.20
5	Limited organic products offline (choice limitation)	29	28.40
6	Like shopping online (liking)	23	22.50
7	Already used to buying online (habit)	23	22.50
8	Organic food in the marketplace is more visually appealing, and packaging (visual appeal)	20	19.60
9	To maintain weight (weight control)	14	13.70
10	Very needed (need and hunger)	13	12.70
11	Participate in preserving the environment (environmental concerns)	12	11.80
12	The product supports social norms (social norms)	7	6.90
13	Follow the lifestyle (social image)	7	6.90
14	Influenced by social strata (sociability)	3	2.90
15	Food consumed from generation to generation. (Traditional eating)	3 2	2.90 2.00
16	Required by local government regulations. (Affect regulation)	2 1	2.00 1.00

As urban mobility increases, purchasing organic food through online marketplaces becomes a viable option. Consumers who choose this method are highly motivated by convenience, practicality, and time efficiency (85.3%) compared to the influence of social status (2.9%). This indicates that online platforms significantly facilitate the procurement of organic food as a daily necessity.

Additionally, consumers are attracted by the benefits offered by online marketplaces, such as promotions including free shipping and cashback, which 62% of survey respondents found appealing. Online shopping also allows consumers to explore a wide variety of organic food products, a factor important to 45% of respondents. According to Windani's 2020 research, the trend of consuming healthy food is especially prevalent among Millennials. However, the repeated purchase of organic food suggests motivations beyond merely following a lifestyle trend (social image) (6.9%) or for pleasure (1.0%).

The profile of organic food consumers based on the highest data obtained shows that those who purchase through online marketplaces are predominantly women aged 21-30, residing in Jakarta area, with a bachelor's degree, and working as private employees. These consumers typically have an income of USD 250.54-313.19, spend around USD 31.31 monthly on organic food, and usually make online purchases 2-4 times a month.

Relationship Between Age and Consumer Motivation in Purchasing Organic Food by Online Marketplace

There is a notable correlation between consumer motivation and various age groups. By dividing the graph into quadrants with horizontal and vertical zero lines, we can observe clusters of dots that highlight the relative proximity between specific motivations and age group attributes. Figure 2 illustrates the distribution of these five age groups alongside their corresponding consumer motivations.

There are motivations closely associated with the 51-year age range, including maintaining health, supporting social norms, controlling body weight, and other motivations. These motivations are in quadrant I (top left). For the 41-50-year age group, motivations fall into quadrant II (top right), with urgent needs (need and hunger) and visually appealing packaging of organic food being most prominent.

The 31-40-year age group is positioned in quadrant III (bottom left), with motivations such as following lifestyle trends (social image) and complying with local government

regulations (affect regulation). The 21-30-year age group is in quadrant IV (bottom right), near the zero point. This age group is associated with motivations like convenience, practicality, and time efficiency; limited offline organic product options; pleasure; social influences; and traditional eating habits.

The 20-year age group is close to the zero point of the graph, nearly in quadrant IV (bottom right). Their motivations include affordable prices, easy payments, frequent promotions; habitual online shopping; product variety; and environmental concerns.The study reveals that the 20-year age group and the 21-30-year age group share similar motivations for buying organic food online. Figure 2 illustrates these closely aligned motivational points, which include convenience, affordable prices, habitual online shopping, and product variety. According to Kastenholz (2021), younger generations are more receptive to new products and media influences, facilitating their use of media to meet their needs.

Understanding these age-specific motivations can guide marketing strategies for food products. The approach for marketing to the 21-30-year age group will differ from that for the 41-50-year age group. Knowing the motivations of different age groups can simplify the process of reaching diverse consumer segments, as each group has distinct motivations.

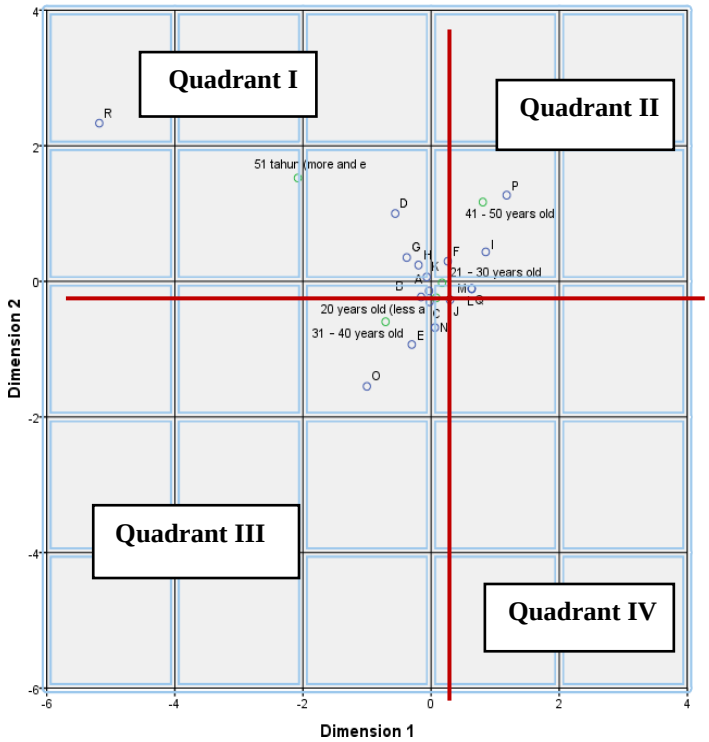

Figure 2. Consumer motivation distribution between 5 different age groups.

A. Ease, practicality, and time efficiency (convenience)
B. Affordable prices, easy payments, lots of promos (price)
C. More varied products (variety seeking)
D. The product supports social norms (social norms)
E. Follow the lifestyle (social image)
F. Limited organic products offline (choice limitation)
G. Maintain health (health)
H. To maintain weight (weight control)
I. Organic food in the marketplace is more visually appealing and packaging (visual appeal)
J. Like shopping online (liking)
K. Already used to buy online (habit)
L. Just for fun (pleasure)
M. Influenced by social strata (sociability)
N. Participate in preserving the environment (environmental concerns)
O. Required by local government regulations (affect regulation)
P. Very needed (need and hunger)
Q. food consumed from generation to generation (traditional eating)
R. Other

Relationship between Consumer Motivation and Purchasing Decision

The general linear model analysis seeks to ascertain whether there is an effect on the relationship between variables. This study compares two types of variables: variable x (consumer motivation) and variable y (purchase decision). Variable x encompasses a range of factors, including various product variants, guaranteed organic labels, attractive organic product packaging, the nutritional value of organic products, availability of discounted prices, affordable product prices, time efficiency in purchasing, easy-to-find online stores, and promotional advertisements. The results of the General Linear Model analysis, detailing the significance value, are presented in Table 9.

Table 9. Significance Value on Parameter Variable X (Purchasing Decision) - General Linear Model Analysis

No	Variable X	Significant Value	Result
1	Variety of organic food products	0.01	Significant
2	Guaranteed organic label	0.000	Significant
3	Guaranteed organic food product packaging	0.000	Significant
4	Good nutritional value of organic food products	0.000	Significant
5	Affordable prices for organic food products	0.063	Not Significant
6	Discounts available	0.006	Significant
7	Time efficiency in purchasing	0.000	Significant
8	Easy to find the online shop	0.000	Significant
9	Promotional ad	0.007	Significant

Note: the test criteria, if the P-value (Sig.) > a (0.05), then Ho is accepted. Conversely, if the P-value (Sig.) < a (0.05), then Ho is rejected.

An increasing number of organic food products are available online compared to offline. Organic food products sold online offer various options that influence the decision to purchase through online marketplaces. Therefore, the variety of product options is a key factor driving food purchases via online marketplaces. The products available online are more diverse because a single marketplace hosts many different online stores.

Organic food products sold online are backed by the presence of an organic label on the packaging, influencing the decision to purchase through the online marketplace. These findings suggest that the presence of an organic label is a significant factor in purchasing organic food online. Organic labels enhance consumer confidence in an organic product.

Attractive packaging can motivate consumers to purchase a product. This implies a significant impact on the statement, "The attractive packaging of organic food products sold online influences the decision to purchase through the online marketplace. This demonstrates that the variable of appealing organic product packaging is a key factor in purchasing organic food through online marketplaces.

Organic food products available in the online marketplace provide detailed nutritional value information and are safer from pesticide residues, influencing the decision to purchase organic food through these platforms. Therefore, the nutritional value of organic products is a significant factor in the decision to purchase organic food online. Organic food products are recognized for their high nutritional value due to their lack of pesticide residues.

The price variable of affordable organic products sold online does not impact purchasing decisions. This indicates that online organic products do not motivate consumers to buy. Both offline and online organic products tend to be slightly more expensive than conventional food products. Research by Soroka & Wojciechowska-Solis (2019) shows that consumers find it challenging to purchase organic food due to high prices. These prices are not generally seen as affordable by consumers, which leads them to use online marketplaces to seek discounted prices.

Purchasing organic food products online is influenced by the discounted prices offered, impacting the decision to buy through online marketplaces." These results suggest that discounts available in online marketplaces significantly affect the purchasing decisions for organic food. The higher cost of organic food products compared to conventional ones motivates consumers to seek marketplaces offering discounts. Additionally, online shops often provide cashback or free shipping, further encouraging consumers to purchase organic food online.

There is a significant impact on the statement, "I easily purchase organic food products online, making my decision to buy through the online marketplace more time efficient." Therefore, time efficiency in buying organic food online is a key factor driving consumer purchasing decisions. During the current pandemic, time efficiency in obtaining organic food can greatly benefit consumers. By shopping online, organic food products from outside the city can be delivered quickly, eliminating the need to buy locally.

There is a significant impact on the statement, "I easily find online stores that sell organic food products, influencing my decision to buy through the online marketplace." These results indicate that the ease of finding online stores selling organic food products is a key factor driving consumers to make purchases online. The abundance of online stores across various marketplaces attracts consumers to shop online. Through these online stores, consumers can compare prices of different products. Many organic products are specifically sold online without official offline outlets, making it easier for consumers to obtain the organic food products they need.

Promotional advertisements on social media can influence consumers to buy organic food online. This aligns with the relatively lower price of organic food compared to conventional food products, making these ads effective in encouraging purchases. The results show that consumers frequently encounter promotional advertisements on online marketplaces and are tempted to buy organic food after seeing them.

Promotional advertising is a key factor driving consumers' online purchasing decisions. Additionally, since organic products are not always affordable, consumers rely on promotional advertisements to make organic food purchases more feasible. The organic food products are generally more expensive than conventional food, which can be a barrier for regular consumption. According to Palupi *et al* (2012), 5% price difference between organic and conventional food is acceptable to most consumers. Even with a 10% difference, about 80% of consumers are still willing to buy. However, if organic food is 20% more expensive than conventional food, only 50% of consumers are still willing to make the purchase.

CONCLUSIONS

Consumers purchasing organic food through online marketplaces have diverse motivations. Convenience, practicality, and time efficiency are the primary motivations for consumers (85.30%), while enjoyment is the least significant motivation (1.0%). There is also a notable relationship between age groups and consumer motivations, indicating that motivations for purchasing organic food online vary across different age groups.

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