

Ngan Vu Kim

Business idea: an organic food ecommerce mobile application and website

Thesis
Spring 2021
SeAMK Business and Culture
International Business

SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Thesis abstract

Faculty: Business and Culture

Degree Programme: International Business

Author: Ngan Vu Kim

Title of thesis: Business idea: an organic food ecommerce mobile application and website

Supervisor: Osmo Mäkinieni

Year: 2021 Number of pages: 65 Number of appendices: 2

The objective of this study was to find out whether the business idea of making a mobile ecommerce application and an ecommerce website for organic foods would be possible and meet consumers' needs.

The thesis is composed of two main parts. The theoretical section consists of an overview of organic foods and ecommerce, as well as their advantages and the tendency of the Vietnamese market towards these fields. The second part consists of a survey on the grocery shopping habit in Vietnam, including interviews with the owners of two organic food businesses for obtaining insights from both consumers and the main partners (a local organic business).

In the end, the theoretical framework not only concreted the foundation of the whole study but also provided key information about the organic industry and digitalization. Thanks to this, the application of technology on an organic business was successfully validated.

The proposed solution, an organic food ecommerce website and a mobile application, called GREEN, was found to be totally applicable in the future, because it was updated and can address the problems of both customers and sellers. Eventually, there was a mutual interest among consumers and organic business in this topic: 92% of the participants in the survey considered using this platform, while on the sellers' side, both interviewed businesses were willing to join GREEN.

In the study, the potential aspects of the project were exposed, and some challenges were identified. Some answers, indeed, exceeded the expectations and could provide an insider's point of view and invaluable suggestions. As a result of the evaluations, the value proposition canvas and the business model canvas of GREEN were successfully established.

Keywords: organic food, consumer behavior, digitalization, application, ecommerce

TABLE OF CONTENTS

Thesis abstract	2
TABLE OF CONTENTS	3
Tables, Figures and Pictures.....	6
Terms and Abbreviations	8
1 INTRODUCTION	9
1.1 Research question	10
1.2 Research boundaries	10
1.3 Research method	11
1.3.1 Survey about grocery shopping habit in Vietnam.....	11
1.3.2 Interview with organic business's owner	13
2 THEORETICAL FRAMEWORK.....	15
2.1 Overview of organic food	15
2.1.1 Definition and history.....	15
2.1.2 Principle of organic agriculture	15
2.1.3 Organic farming practices	16
2.1.4 Health benefits of organic foods	18
2.1.5 Environmental benefits of organic farming.....	19
2.1.6 The organic trends	20
2.2 Ecommerce overview.....	20
2.2.1 Ecommerce definition.....	20
2.2.2 Advantages of Ecommerce.....	21
2.2.3 Mobile ecommerce application	22
2.2.4 Ecommerce website.....	23
2.2.5 Types of commerce models.....	24
3 EMPRICAL RESEARCH: CUSTOMER BEHAVIOR AND CASE	
STUDY	26
3.1 Survey about grocery shopping habit in Vietnam.....	26
3.1.1 Demographic data	26
3.1.2 Behavior.....	31
3.1.3 Encouragement/ Discouragement	33

3.2 Interview with owners of organic food business	36
4 PROBLEM AND POSSIBLE SOLUTION: VALUE PROPOSITON	
CANVAS OF AN APPLICATION AND ECOMMERCE WEBSITE	
FOR ORGANIC FOODS	39
4.1 The need of an application and ecommerce website for organic foods	39
4.1 What is “GREEN”	39
4.3 How does “GREEN” work?	40
4.3.1 Automatic update of product availability	41
4.3.2 Selected food of the day	41
4.3.3 Setting up the menu / shopping cart of the day.....	41
4.3.4 Suggestions on suitable organic shops	41
4.3.5 Choosing payment method and delivery time	42
4.3.6 GREEN packaging process	42
4.3.7 Delivery	42
4.3.8 Aftersales service	43
4.3.9 Educating customers and labeling system	43
4.4 Consumer’s pain point	43
4.5 Consumers’ pain relievers.....	44
4.6 Customers’ gains and GREEN’s gain creators	46
4.7 Local organic businesses’ pains and pain relievers from GREEN	47
4.8 Organic business’s gains and GREEN’s gain creators	48
5 BUSINESS MODEL OF GREEN	49
5.1 Customer persona.....	49
5.1.1 Upper middle class & middle high class.....	49
5.1.2 Pregnant women or family has pregnant women.....	50
5.2 Customer relationships	51
5.3 Channels – Marketing and Sales funnel.....	52
5.3.1 Exposure.....	52
5.3.2 Discovery	53
5.3.3 Consideration	53
5.3.4 Conversion	53
5.3.5 Customer relationship	53
5.3.6 Retention	54

5.4 Key partners	54
5.5 Key resources.....	55
5.6 Cost structure	56
5.7 Revenue streams	57
6 CONCLUSION	58
6.1 Research result	58
6.2 Reliability	58
6.3 Validity	59
6.4 Reflection of the study.....	59
6.5 Possibility of future research.....	60
BIBLIOGRAPHY	61
APPENDICES.....	65

Tables, Figures and Pictures

Table 1. A checklist of questions for designing a survey study plan (Creswell & Creswell 2018, 208–209).....	12
Table 2. Comparison of “Shark Farm” and “79 Mart”	38
Table 3. Consumers’ gains and GREEN’s gain creators	46
Table 4. Local organic businesses’ pains and pain relievers from GREEN	47
Table 5. Organic business’s gains and GREEN’s gain creators	48
Table 6. List of partners.....	54
Table 7. Key resources.....	55
Table 8. Monthly expenditure of GREEN.....	56
Table 9. Earning distribution.....	57
Figure 1. Principle of organic farming	16
Figure 2. Age.	26
Figure 3. Relationship status.....	27
Figure 4. Occupation.	27
Figure 5. Number of family members.....	28
Figure 6. Number of children in the family.	28
Figure 7. Special member of the family.	29
Figure 8. Personal monthly income.....	30
Figure 9. Total monthly income in the family.	30

Figure 10. Monthly budget on food/grocery shopping.....	31
Figure 11. Online food purchase.....	31
Figure 12. Monthly budget on online food shopping.	32
Figure 13. Heard of organic foods.....	32
Figure 14. Consumption of organic foods.....	33
Figure 15. Organic food purchase frequency.	33
Figure 16. Important factors when buying foods.	34
Figure 17. Encouragement/ Discouragement when buying foods online.	34
Figure 18. Reasons to buy organic foods.	35
Figure 19. Reasons not to buy organic foods.....	36
Figure 20. Possibility of organic food purchase from the internet in the future	36
Figure 21. GREEN ordering process	40
Figure 22. Example of labeling system (Organica, [ref. 26 February 2021])......	43
Figure 23. Preference for Online & Digital channels by age group. (Delloitte 2019)	50
Figure 24. Customer trust in food shopping places by demographics. (Q&Me 2018)	51

Terms and Abbreviations

IASE	International Association for Statistical Education
GMOs	genetically modified organisms.
IFOAM	The International Federation of Organic Agriculture Movements
Ecommerce	Electronic commerce
VND	Vietnamese Dong (Việt Nam Đồng) – the Vietnam’s national currency
QR code	Quick response code
EU	European Union
Website	A website contains shopping options category in which information and picture of the products will be displayed. Other function may be included such as shopping cart, payment method and so on.
App	Usually an application on smart devices like smart phones and smart tablets. This application is designed by developers for specific use of the customers. For instance: shopping, playing games, et al.
GREEN	Name of the application and ecommerce website for organic foods that is originated and built by the author of this thesis.
Eco	Combining form (eco-) that represents “ecology”
KOL	Key opinion leader

1 INTRODUCTION

Nowadays, along with the phenomenal of the development of technology and the internet, ecommerce businesses are becoming predominant of the market. Even though the business models may vary, game changers like Amazon, Ebay, Alibaba, Uber setting the whole new consumer habits and facilitate online shopping activities.

There is no doubt that Vietnam, one of top three countries with most remarkable internet growth (Ang 2020), is strongly affected by this trend. Tran Trong Tuyen, the General Secretary of the Vietnam Ecommerce Association, indicated that the ecommerce market in Vietnam is growing rapidly, with the performance twice as good after each year and may worth \$ 10 billion in 2022 (Tran 2019, 45–46).

Most traditional business are thriving for the way to digitalize their business, including food retailers and food providers. The Vietnamese food industry has kick-off its first digital movement around few years ago with the introduction of Now – an online platform for restaurant-to-home services. Since then, Vietnam has showed limitless potential in online food ordering services with the entering of many other types of social shopping and ecommerce platform, for example, Grab food, Baemin, Gofood.vn, among others.

Vietnamese organic food sellers tend to be unfamiliar with this game. The noticeable expansion of organic food market, however, is undeniable and yet, most traditional organic food providers found difficult to bring their shops online. In this study, we will dig into the potential of organic products, giving local organic vendors a bigger presence (especially online), build a business model of an application and ecommerce website for organic foods.

1.1 Research question

The purpose of this study is to estimate the potential of the organic food markets in Vietnam and to seek the answer to the question of whether digitalization in traditional stores is an essential and benefit both local organic food sellers and consumers' shopping process. Also, in this study, the author will indicate her business idea about an application and ecommerce website for organic foods as an example of digital movements in organic food industry and use the collected data and research to develop needed actions for the business.

1.2 Research boundaries

On the one hand, the boundaries of this thesis topic would be:

- Overview of organic foods
- Impact of organic foods in the environment and health
- Organic foods industry in Vietnam. The organic trend of the Vietnamese market.
- Overview of digitalization.
- Definition and the trend / advantages of mobile commerce application and ecommerce website.
- Digitalization in organic-food related business and how technology affects both consumers and insiders.
- Specify customer's habit and demand by analyzing survey about grocery shopping habit in Vietnam.
- Case study of "79 mart" and "Shark Farm" How do they draw attention from customer and how do they improve their services?
- Defining the problem and explaining why and how the author's business can solve the problem.
- Value proposition canvas and business model canvas of the suggested business.
- Summary.

On the other hand, the challenges may occur during the research process could be:

- The incompatibility of the two sellers in the way of business models, customer target and scale
- Even though organic food is a niche topic, the huge market await could redirect the purpose of the thesis during the process
- Time limitation.

1.3 Research method

To define qualitative and quantitative research, Dawson (2009, 14–15) pointed out:

On the one hand, qualitative research is conducted within a small group in order to get in-depth opinion from the participants by exploring their attitudes, behavior and experience. This research usually last longer than quantitative research.

On the other hands, quantitative research targets large-scale group using methods like questionnaire. This research is much easier than qualitative research and can be easily recognized when a research marketer stops you on the street to have you filled his/her questionnaire sheet. The contact with researcher and participant is much quicker than qualitative research.

In order to conduct study for the proposed topic effectively, the author has come to a decision to apply both qualitative research method and quantitative research method because of reasons that are stated in respective chapters below.

1.3.1 Survey about grocery shopping habit in Vietnam

The author will gather information for the survey about grocery shopping habit in Vietnam. The respondents are those who are going shopping or are participated in home grocery shopping since they play an important role to measure the possibility of this project. Changing customer's behaviour is the process that involves having comprehensive picture of the changing consumers decision journey. As for emerging a new habit means engaging the more prospect with a new belief. Hence,

quantitative method is the optimal choice when it comes to reaching out the most consumers as possible.

Questionnaires are well-tailored with the aim of segmenting customers and determining which group has the most possibility to become a prospect. To design a proper questionnaire for this research, following the check list in table 1:

Table 1. A checklist of questions for designing a survey study plan (Creswell & Creswell 2018, 208–209)

Table 8.1 A Checklist of Questions for Designing a Survey Study Plan	
_____	Is the purpose of a survey design stated?
_____	What type of design will be used and what are the reasons for choosing the design mentioned?
_____	Is the nature of the survey (cross-sectional vs. longitudinal) identified?
_____	Is the population and its size mentioned?
_____	Will the population be stratified? If so, how?
_____	How many people will be in the sample? On what basis was this size chosen?
_____	What will be the procedure for sampling these individuals (e.g., random, nonrandom)?
_____	What instrument will be used in the survey? For each instrument, who developed it, how many items does it contain, does it have acceptable reliability and validity, and what are the scale anchors?
_____	What procedure will be used to pilot or field-test the survey?
_____	What is the timeline for administering the survey?
_____	How will the measures be scored and converted into variables?
_____	How will the variables be used to test your research questions?
	What specific steps will be taken in data analysis to do the following:
(a) _____	Analyze returns?
(b) _____	Check for response bias?
(c) _____	Conduct a descriptive analysis?
(d) _____	Combine items into scales?
(e) _____	Check for reliability of scales?
(f) _____	Run inferential statistics to answer the research questions or assess practical implications of the results?
_____	How will the results be interpreted?

The questions in the survey relate to:

- Basic information of respondents (age, relationship status)
- Background (Country, monthly income, income of the family)
- Surroundings (Are they living and taking care of someone? Do they have children?)
- Budget (Budget on grocery shopping in general shopping/online shopping/organic food shopping)
- Habit (How do they purchase food online? Do they have tendency to do so? Why do they choose shopping online? Reasons for choosing organic foods)
- Others

The chosen tool for this survey is Microsoft forms, to maximize the reachability of the research thanks to the friendliness of the interface. Besides, it might be easier to share the file within Microsoft Office account – the main used tools at Seamk.

1.3.2 Interview with organic business's owner

In addition, the author approach organic-industry related businesses as they are decision makers of the projects. The first selected business “79 mart” (79 Mart. [Ref. 7 October 2020]) who is struggling with their organic sectors and aim to expand its sales channels especially online ones. Second chosen party is “Shark Farm” (Shark Farm. [Ref. 7 October 2020]) – a local clean and organic food vendor.

To fully understand the insider' concept, opinions and experiences, the author designed an open-ended question package for the interview with them that work as an interview guide, consisting of a list of topics or questions that are expected to be covered during the course of an interview. According to Blackstone (Blackstone 2012, 233) “the researcher usually develops a guide in advance that he or she then refers to during the interview (or memorizes in advance of the interview)”. The agenda of the interview includes:

- Topic of the thesis and overview of the new application
- Result from survey consumers' shopping habit
- Basic information of the business
- Habit of the shop's consumer
- Current logistic system of the business
- Growth in terms of traditional and online sales

2 THEORETICAL FRAMEWORK

2.1 Overview of organic food

2.1.1 Definition and history

As regards organic food, it is stated that (Lewin 2020):

“Organic food is the product of a farming system which avoids the use of man-made fertilizers, pesticides, growth regulators and livestock feed additives. Irradiation and the use of genetically modified organisms (GMOs) or products produced from or by GMOs are generally prohibited by organic legislation.

Organic agriculture is a systems approach to production that is working towards environmentally, socially, and economically sustainable production. Instead, the agricultural systems rely on crop rotation, animal and plant manures, some hand weeding and biological pest control.”

The organic movement was originated from Europe by two German scientists as they came to a realization that ammonia can be captured in different ways. This discovery then set a fundamental vision for many researchers who believe that living plants and animal can be nurtured by other living objectives such as animal manure and other kind of plants. (Paarlberg 2013, 167-168)

2.1.2 Principle of organic agriculture

The International Federation of Organic Agriculture Movements (IFOAM 2020) stated that an organic farm should developed to enhance Health, Ecology, Fairness and Care.



Figure 1. Principle of organic farming

- **The principle of health:** Going organic is the process of remaining good condition of the ecosystem from field to plate. Healthy yield with healthy soil will eventually contribute to better quality products that are nutritious and artificial chemical free.
- **The principle of ecology:** Any organic foods seller should harmonize their production with surrounded environment which will not imbalance the ecological system like climate, water, habitats, landscape, biodiversity and so on.
- **The principle of fairness:** Organic farming should maintain equality and good relationship between any parties that are involved in like harvester, seller, buyer and so on. In another words, biological foods are responsible for social and environmental justice.
- **The principle of care:** Every seed needs to be taken care and nurtured with good manners for the living of next generation in particular and earth in general.

2.1.3 Organic farming practices

Organic farmers must avoid using man-made fertilizers, pesticides or growth regulators and livestock feed additives. In other words, building a systemic farming that results in better life quality is the ultimate goal. Below are some conventional methods in organic farming (Rodale Institute, [ref. 4 December 2020]):

- **Health of soil:** Qualified soil must have a good level of PH, microorganisms, and nitrogen, well moistened and nutritive. As the result, plants can extract more minerals and nutrients from healthy soil. Researchers also indicate that quality soil holds water better than common method which may prevent depletion and erosion.
- **Cover crops:** Cover crops are different from cash crops which are made for commercial purpose. Cover crops are plants that can help soil to capture nitrogen from atmosphere and keep nutrient. Examples of cover crops are annual ryegrass, crimson clover, oats, oil-seed radishes, and cereal rye
- **Crop rotation:** Crop rotation is the method that different crops are planted on the same land after a harvest. These crops are usually helpful with capturing nitrogen back to soil
- **Compost:** Unlike synthetic fertilizers which are usually constructed from fossil fuel-intensive petroleum, compost is made from aerobic decomposition of waste materials such as food scraps, animal manures, leaves, straw. The process of making and using it reduces harmful chemicals usage as well as recycle farm materials.
- **Organic no-till:** In preparation for the next planting, organic no-till farmers make use of light equipment like hoes and rakes and some special kinds of tractor implements instead of chemical herbicides or tillage in order not to damage soil ecosystem
- **Pest management:** Some particular pest management strategies are adopted by organic farmers in alternative to applying hazardous pesticides. These strategies include raising natural predators and beneficial insects, practicing crop rotation, and selecting pest-resistant varieties of crops.
- **Livestock management:** Animals that are raised organically and well managed without the use of antibiotics and hormones yield better products for farmers and can enhance soil health. Organic livestock management is also pasture-based, which wipe out potential threats to environment and animal cruelty problems.

- **Rotational grazing:** Rotational grazing is the management of livestock to benefit soil, plant, and animal health. By moving animals to a fresh pasture, old area is given time to recover and develop better soil biomass and fertility whilst prevent erosion and agriculture runoff.

2.1.4 Health benefits of organic foods

Studies support that the nutritional value organic foods supply is better for human health than one conventionally produced foods supply. Pesticides used in conventional foods may involve genotoxic, carcinogenic, neurorestorative, endocrine and allergenic effects, thus it is remarkably convincing that the consumption of these foods can possibly in one way, or another threaten our wellness.

In comparison to conventional food products, organic foods:

- Have lower levels of nitrates – of which consumption in a large amount may result in developing gastrointestinal cancer and methemoglobinemia in children (Feldcher & Grandjean 2017).
- Provide higher level of vitamin C (in organic fruits and leafy vegetables) which is beneficial for cells.
- Provide higher level of catenoids, which function is to prevent disease and sustain the immune system.
- Contains more phenolic compounds which are responsible for helping to lessen risks of coronary heart disease and reduce oxidative stress (Zoppi 2019).
- Hold no pesticide and antibiotic exposure; the effect of being increasingly exposed to pesticides includes high risk of ADHD and autism, as well as reduced cognitive skills, ability to learn and memory in children. Moreover, women's exposure to pesticides during pregnancy also induces harmful effects on their children's IQ and neurobehavioral development, not to mention that gray matter was also thinner in children the higher amount

their mothers consume pesticides according to studies. (Good food is good medicine 2019).

2.1.5 Environmental benefits of organic farming

- **Sustainability over the long term:** Organic farming concentrates on long-term influence of agriculture on the agro-ecosystem. That is to say, the practice of organic farming is to maintain and improve productivity whilst cultivate ecological balance to yield healthy and fertile soil or restrain pest problems.
- **Soil:** Practicing organic farming methods supports a thriving ecosystem, which as a result enriches the quality of soil.
- **Water:** Unlike synthetic fertilizers and pesticides, Organic fertilizer such as compost used in organic agriculture does not cause pollution to groundwater and other water sources. The cleaner water system thereby fosters better farmland condition.
- **Air and climate change:** Organic farming diminishes the demand for agrochemical, whereas takes advantage of renewable energy resource. Accordingly, it helps to mitigate the greenhouse effect and global warming by building up more soil carbon.
- **Biodiversity:** As reported by recent study, organic farming generates more biodiversity than other farming systems. The process provides a suitable habitat for wild flora and fauna to prosper and encourages the growth of various organisms that contribute to the well-being of the system.
- **Genetically modified organisms:** Since the effect of genetically modified organism (GMOs) on the environment and health is yet to be thoroughly determined, organic farming therefore prohibit to adopt GMOs to any stages of food production, processing, or handling.
- **Ecological services:** Consumers choosing organic products over conventional ones help support the practice of organic farming, thus reduce the environmental pollution caused.

(Food and Agriculture Organization of the United Nations, [ref. 10 January 2021]).

2.1.6 The organic trends

Some of the major reasons that are believed (Việt Nam News 2018) to result in the expansion of organic market are:

- **Rising concern about health, especially during the pandemic:** As living standards and community awareness constantly grow, consumers start to recognize the health benefits of organic foods as well as potential health threats of conventional foods consumption. In addition, increasing internet access contributes to the spread of health-conscious, thus accelerates the demand for organic products.
- **Rising concern about global warming:** Nowadays, more and more people, including firms and organizations, take into account environmental issues, therefore switching to organic to reduce global warming becomes trendy.
- **The joining of famous brands:** The organic food market offers new opportunities for businesses to explore. Since it is a young and promising industry, many brands begin to invest a lot in organic products supply chains and distributions, and thus broaden the organic market size.

2.2 Ecommerce overview

2.2.1 Ecommerce definition

Ecommerce is an abbreviation for the term “electronic commerce” which refers to a business model where individuals and firms conduct transactions (or the buying and selling of goods) via the internet (Cyberchimps 2020). A broader meaning of

ecommerce also covers activities like online auctions, internet banking, payment gateways, online ticketing, etc.

2.2.2 Advantages of Ecommerce

- **Faster and more flexible:** Rather than drive to a physical store to get items which would take up a lot of time, customers can simply go online to buy what they want and get the item delivered in just a few clicks. Besides, online shopping offers an easier way to search for products while requires less steps than in-store shopping.

Ecommerce is also more optimal for business in terms of flexibility. In other words, sellers can provide their products and services for customers anytime, from anywhere, through the Internet.

- **Cost reduction:** Ecommerce platform benefits businesses, especially for small businesses and startups, by giving them a virtual marketplace. Sellers now do not have to invest large amount of money in physical store construction, store maintenance, or even workforce; overall cost will reduce significantly accordingly. In addition, individuals who wish to earn money without investment and small-scale sellers can also make use of this platform for its affordability.
- **Affordable advertising and marketing:** A substantial advantage of ecommerce business includes its economical advertising and marketing. Sellers are granted various ways to promote their products, most of which don't require a large sum of money while can be optimized to reach potential clients.
- **No reach limitations:** Ecommerce business model generates countless marketing strategies and tactics to help businesses enlarge their popularity and influence. Normally, a physical store can only be known and visited by a certain number of consumers, online store, on the other hand, has the

ability to approach unlimited number of people as long as they have access to the internet.

- **Faster response to buyer/market demands:** Digital platforms serve diverse buyer and seller purposes, as they provide a modernized logistics and delivery system. If buyers want their product delivered or returned, they simply have their digital platforms handle the job instead of dealing with cluttered paperwork. Moreover, ecommerce supports a quicker response to market demands. Through their websites or emails, vendors can notify customers about their products when they are available, or immediately take action on products that need to be restocked.

(Amazon 2020).

2.2.3 Mobile ecommerce application

Mobile commerce is defined as the buying and selling of goods and services via mobile devices (TechTarget 2019). In mobile ecommerce, customers and sellers use smartphones or tablets for in-app purchasing, mobile banking, internet-based marketplace apps, and e-wallet services instead of desktop computer. Throughout its development, its applications are known to continuously influence different industries such as financial services, telecommunications, service and retail, and information services.

Nowadays, mobile ecommerce is becoming more widely used thanks to the convenience and efficiency it grants. Some of the notable benefits of mobile ecommerce considers (Buildfire, [ref. 20 February 2021]):

- Mobile commerce is trending up in the ecommerce industry
- Users prefer mobile apps for various payment modes
- Individuals and firms with mobile app have a competitive advantage over others without one
- Offers better and affordable marketing campaigns
- Improves customers' shopping experience by personalization

- Increases customer loyalty through loyalty program and different types of promotion
- Provides better customer service which facilitates customers shopping and tracking delivery experience

2.2.4 Ecommerce website

Ecommerce website is defined (Cyberchimps 2020) as a website at which the buying and selling of goods and products take place. This website allows customers and sellers to perform online transactions, bring out the demand for goods and services, etc.

Ecommerce is widely used these days because of the main following reasons (Holgaard 2020; Seethrough web 2017):

- Increases Customer Reach - Easy access to new customers: Because of the convenience and flexibility, customers prefer to find products and services they need on an online store. As a result, businesses with online website can reach out to a remarkably larger amount of customers comparing to ones without.
- Customer education: Thanks to several digital marketing strategies provided by the ecommerce model, firms can now present their products and services better to potential customers via their websites.
- A website enables vendors to build reputation: Websites allow customers to send their feedbacks and reviews about companies' products or services. In view of the fact that consumers usually consider reviews before visiting a business, sellers can publish them to gain reliability and boost their standing in the market.
- Improves productivity: By owning a website, companies do not have to spend a lot of time introducing and explaining products to customers as the

important information is already available to view. On that account, more time and effort are used to increase company's productivity and eventually improve the output.

- Measurement, reporting, and responding to opportunities: Online sellers are able to determine their customers critical information such as what they're buying, what they're not buying and what they're looking at, as website provides reporting and measuring tools to do so. Put differently, website helps businesses to progressively update and optimize their products and services.

2.2.5 Types of commerce models

Ecommerce models can be categorized based on the products or services they sell, the parties they do business with or the platforms they run the business.

Ecommerce model classified by what they sell:

- Stores that sell physical products like clothes, accessories, tools and equipment, etc.
- Businesses that offer services for online purchase, or service-based e-tailers; these services are, for example, hiring freelancers, tutors, consultants.
- Digital products such as apps, software, video games, e-books, etc.

Ecommerce model classified by parties involved

- Business to consumer (B2C) – transaction conducted between businesses and individuals. For example: Amazon, Walmart, Target, Nike, ...
- Business to business (B2B) – transaction conducted between two businesses. For example: Kickstarter, Alibaba, eWorldTrade, ...
- Consumer to business (C2B) – transaction conducted between consumer and business where customers offer products or services to company. For example: Freelancer.com, upwork.com, ...
- Consumer to consumer (C2C) – transaction conducted amongst consumers. For example: eBay, PayPal, Craigslist, ...

- Government to business (G2B) – transaction conducted between the government and companies. For examples: goods and services tax, e-tax, government e-marketplace,
- Business to government (B2G) – transaction in which businesses provide goods and services to the government. For example: OpenGov.com, E-procurement services, virtual workspace, ...
- Consumer to government (C2G) – paying taxes, health insurance, electronic bills, and more services provided by the government are considered C2G as consumers do business with the government

(Cyberchimps 2020)

3 EMPIRICAL RESEARCH: CUSTOMER BEHAVIOR AND CASE STUDY

3.1 Survey about grocery shopping habit in Vietnam.

The research has been released online with the total participation of 162 people who are living in Vietnam and going shopping or taking part in grocery shopping for the family on the daily basis. It is indicated that Vietnamese (75%) and foreigners (25%) who live in big cities like Hanoi and Ho Chi Minh city are major groups in the survey.

3.1.1 Demographic data

- **Age:** The selected age range was from 18– above 55 years old. The number of middle age respondents is overwhelming, followed by youngest group (18–25 years old). Number of respondents from 25 – 40 years old are almost equivalent (22–25 people). The minorities are over 55 years old.

Age (Tuổi của bạn)

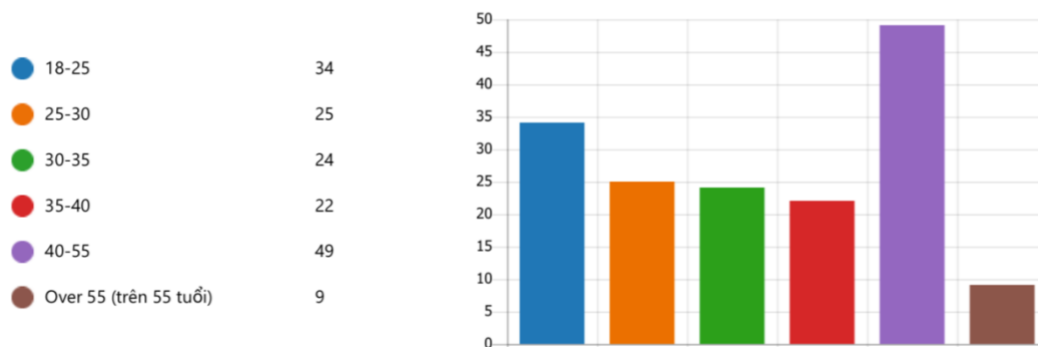


Figure 2. Age.

- **Relationship status:** The largest group who answered the survey are married (84 people). Following is single group with 66 people. Only small number of respondents are divorced or originated from other groups.

Relationship status (Tình trạng quan hệ)

● Single (Độc thân)	66
● Married (Đã cưới)	84
● Divorced (Đã li dị)	7
● Other	6



Figure 3. Relationship status.

- **Occupational group:** Education group is mass shown in the chart of Occupation of informant with number of 54 people. The second biggest group is businessmen/ investors (31 people), which is followed by services group (accounts for 25 respondents). Over 20 informants are students/ interns/ trainees whereas the number of participants from group like government, banking, healthcare, entertainment, retired, unemployed, house wife/husband or other are insignificant.

Which occupation group are you belong to? (Bạn đang thuộc nhóm nghề nghiệp nào?)

● Student / intern/ trainee (Học ...	23
● Government administration/ ...	8
● Banking/ Accounting (Ngân h...	4
● Business/ Invest (Nhà đầu tư, ...	31
● Services (Dịch vụ/ chăm sóc)	25
● Health care/ Environment (Sức...	7
● Entertainment/ Media (Giải trí)	8
● Education (Giáo dục)	54
● House wife/husband (Nội trợ)	4
● Retired (Đã nghỉ hưu)	5
● Unemployment (Thất nghiệp)	3
● Other	9

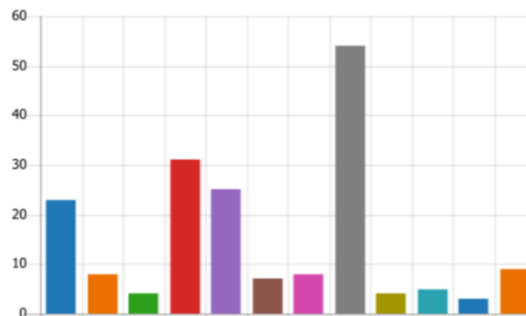


Figure 4. Occupation.

- **Family structure:** Commonly, there are 3–5 people are living in a family in Vietnam (accounted for 56.5% of the survey participants). The second most common group is living alone (24 people) and 16% of the total informants are living with 1 another person in the house. There are only 11 extended families with over 5 members.

How many people are living in your house? (Có bao nhiêu người đang sống chung trong nhà với bạn?)



Figure 5. Number of family members.

The overwhelming number of childless families and singles leads to 64% of attendees haven't had children. Meanwhile, the percentage of families that have 2 kids and 1 kid is 36% and 15% in subsequence. Only small number of families with 3 or over 3 children took part in this survey.

How many children do you have? (Bạn có bao nhiêu con?)



Figure 6. Number of children in the family.

Over half of the respondents are not currently living with someone that needs to be taken care of. Whereas there are 64 informants (about 28%) are living with children/ infants and 15% of the total family has old people.

Among the participants, only 6% is following a special diet and slight portion of them are taking care of patient, pregnant women or other.

Are you or are you currently living with ...? - Multiple answers allowed. (Bạn có phải là đối tượng dưới đây / có ai sống cùng bạn là đối tượng dưới đây không? - Được phép có trên 1 câu trả lời)

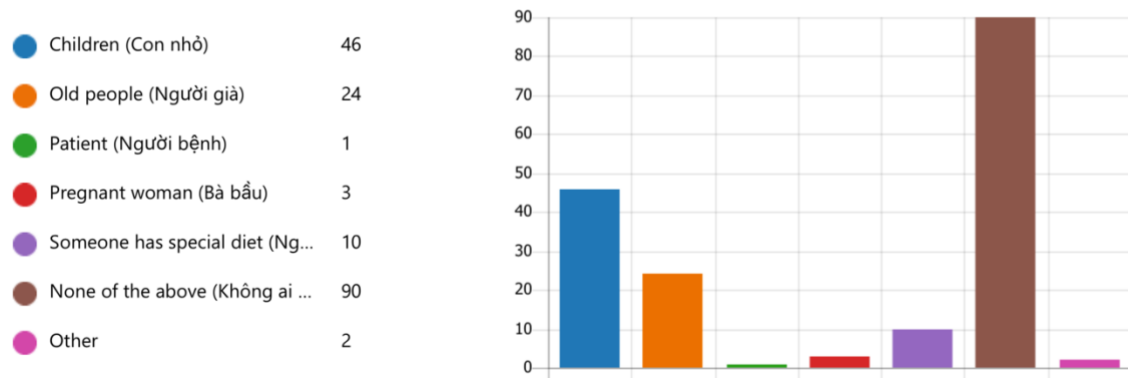


Figure 7. Special member of the family.

- **Income:** In order to make the income measurement more precise, both questions about personal income and total income of the family were asked. This is by the reason of Vietnamese tradition where collectivism is strongly emphasized. A breadwinner of the family (usually men) in some families, is a person whose highest income and main source of family's financially support. According to the survey, approximately 15% of attendees' income are under 10,000,000 VND (~ 360€), however, the total of their families' income is from 20,000,000 VND (~ 720€) to over 100,000,000 VND (~ 3600€) per month. As the result, most of their budget on food shopping every month are even higher than their salary.

As the indication of the individual salary per month chart, the highest amount of respondents are paid from 5,000,000 VND (~ 180€) to 10,000,000 VND (~ 360€) every month. Whereas there is only a slight difference between the two second highest number of informants whose salary are from 10,000,000 VND (~ 360€) to 20,000,000 VND (~ 720€) and from 20,000,000 VND (~ 720€) to 40,000,000 VND (~ 1440€). 22 people can reach the salary range from 40,000,000 VND (~ 1440€) to 60,000,000 VND (~ 2154€) and only small

group earn over 60,000,000 VND (~ 2154€) or over 80,000,000 VND (~ 2872€).

Personal monthly income (Thu nhập hàng tháng cá nhân)

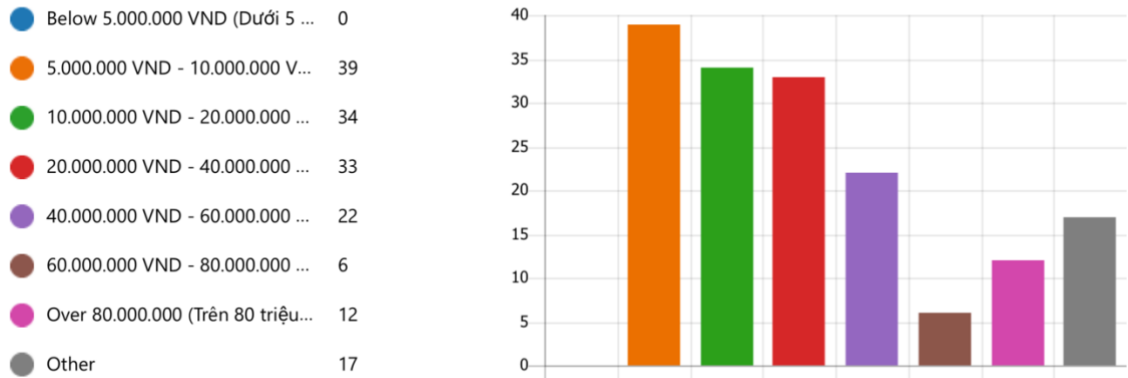


Figure 8. Personal monthly income.

Meanwhile, the wages of the three largest groups of total monthly income in the family chart who earn from 10,000,000 VND (~ 360€) to 60,000,000 VND (~ 2154€) are rather identical (about 25 - 26 respondents). The second largest groups earn from 60,000,000 VND (~ 2154€) to 80,000,000 VND (~ 2872€) or over 100,000,000 VND (~ 3600€) per month. There is only insignificant number of families are paid from 80,000,000 VND (~ 2872€) to 100,000,000 VND (~ 3600€) or under 10,000,000 VND (~ 360).

Total monthly income of you and your spouse/partner if you are living with her/him? (Nếu đang sống cùng vợ/chồng, tổng thu nhập hàng tháng của 2 vợ chồng là bao nhiêu?)

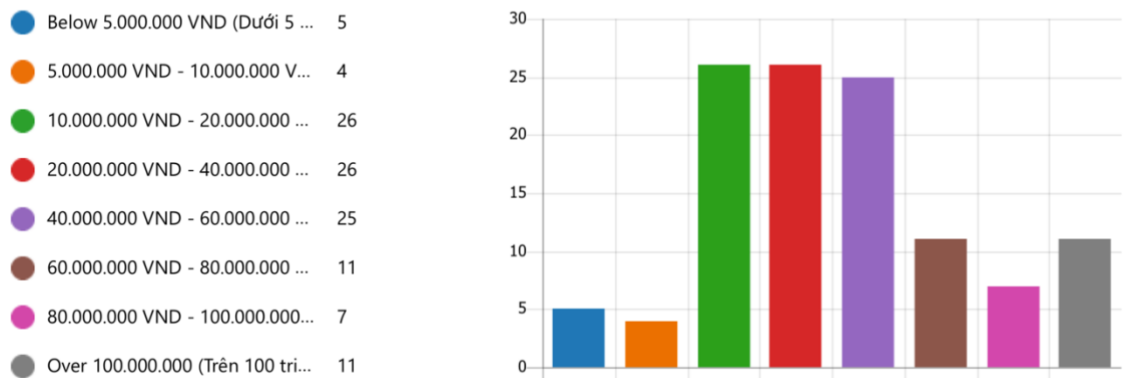


Figure 9. Total monthly income in the family.

3.1.2 Behavior

- **Monthly budget on food/grocery shopping in the family:** There are approximately 64% of the informants spend 2,000,000 VND (~ 72€) to 10,000,000 VND (~ 360€) on foods for the family every month. About 20% of them have 10,000,000 VND (~ 360€) 15,000,000 VND (~ 540€) as the monthly budget for grocery shopping. The minors are people whose budget is over 15,000,000 VND (~ 540€) or under 2,000,000 VND (~ 72€).

Monthly budget on food/grocery shopping of you or your family if you are living with them?
(Giới hạn chi tiêu trung bình đi chợ hàng tháng của bạn hoặc gia đình nếu đang sống cùng với họ?)

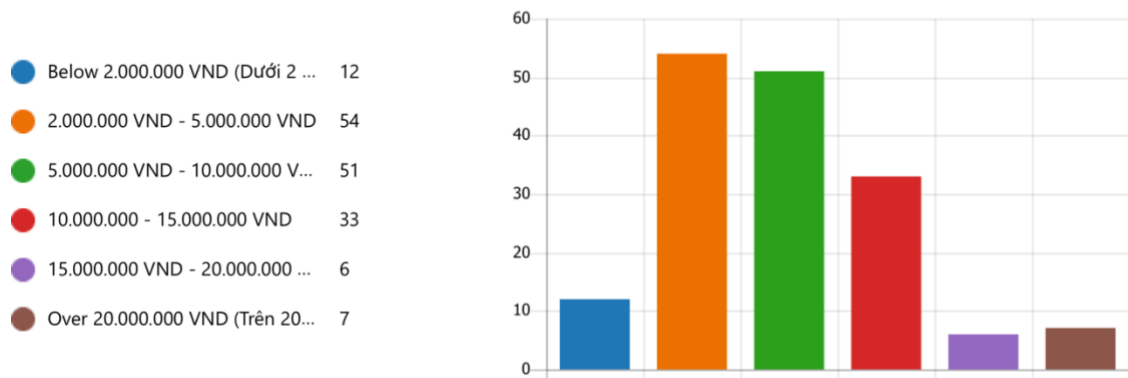


Figure 10. Monthly budget on food/grocery shopping.

- **Online food purchase:** The number of people who have bought food online accounts for nearly three-fourths of the respondents, whereas a quarter of them have never made an online food order.

Have you ever bought food online? (Bạn đã bao giờ mua thực phẩm trên mạng chưa?)

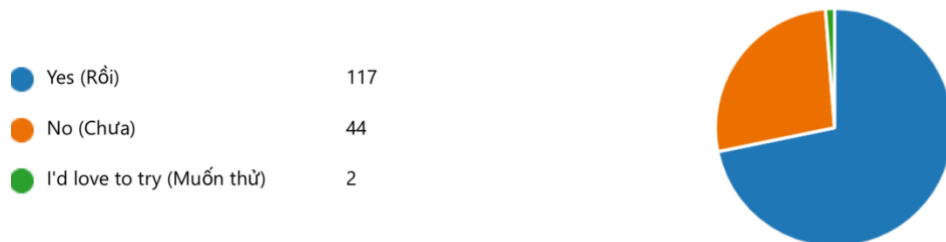


Figure 11. Online food purchase.

- **Monthly budget on online food shopping:** There is a wide range of informants use under 1,000,000 VND (~ 36€) for purchasing foods online. The number of people who do not spend money on online food shopping, however, is slightly narrowed to 53 people. 34 participants pay from 3,000,000 VND (~ 108€) to 5,000,000 VND (~ 180€) and only 6 people are willing to pay over 5,000,000 VND (~ 180€) for their online food orders.

Monthly spending on online food shopping? (Bạn một tháng tiêu bao nhiêu tiền để mua thức ăn trên mạng?)

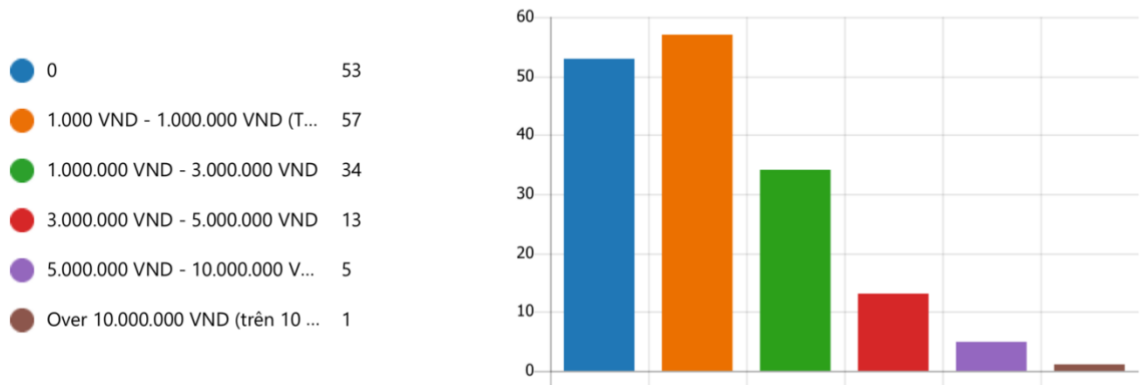


Figure 12. Monthly budget on online food shopping.

- **Have consumed/ heard of organic foods:** According to Figure 13 and Figure 14, most of the participants have heard and consumed organic foods. However, among 155 people who have heard of organic foods, 140 of them have tried it. 5 respondents have never heard of organic term and 11 of them would love to try it out.

. Have you ever heard about organic foods? (Bạn đã bao giờ nghe tới thực phẩm hữu cơ chưa?)



Figure 13. Heard of organic foods

Have you ever consumed any organic food? (Bạn đã bao giờ ăn thực phẩm hữu cơ chưa?)

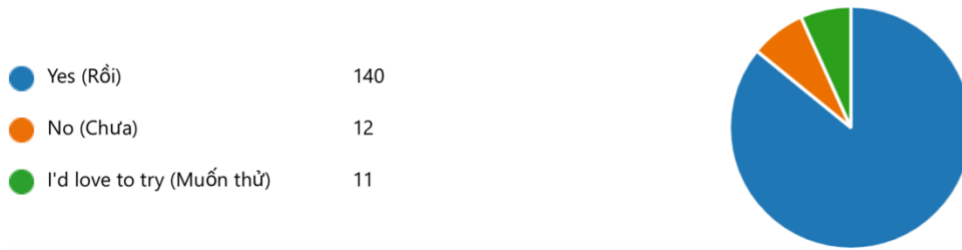


Figure 14. Consumption of organic foods.

- **Organic food purchase frequency:** 31% of the respondents buy organic foods over thrice a month is meanwhile a quarter do not make frequent organic food purchase every month (figure 15). The portion of people who buy ecological supplies once, twice and thrice are 23%, 17% and 6% respectively.

How many time do you buy organic food per month? (Bạn mua thực phẩm hữu cơ bao nhiêu lần trong 1 tháng?)



Figure 15. Organic food purchase frequency.

3.1.3 Encouragement/ Discouragement

- **Important factors when buying foods:** most informants stated that the three key factors to choose foods are affordability, nutrition, pesticide-free and non-GMOs. Convenience is the fourth most important consideration, followed by origin and environmentally friendliness. Cruelty-free, fairness and other factor seemed to be the least influencing aspects.

Important factors when buying foods? - Multiple answers allowed. (Những yếu tố quan trọng nhất khi mua đồ ăn là? - Được phép có trên 1 câu trả lời)

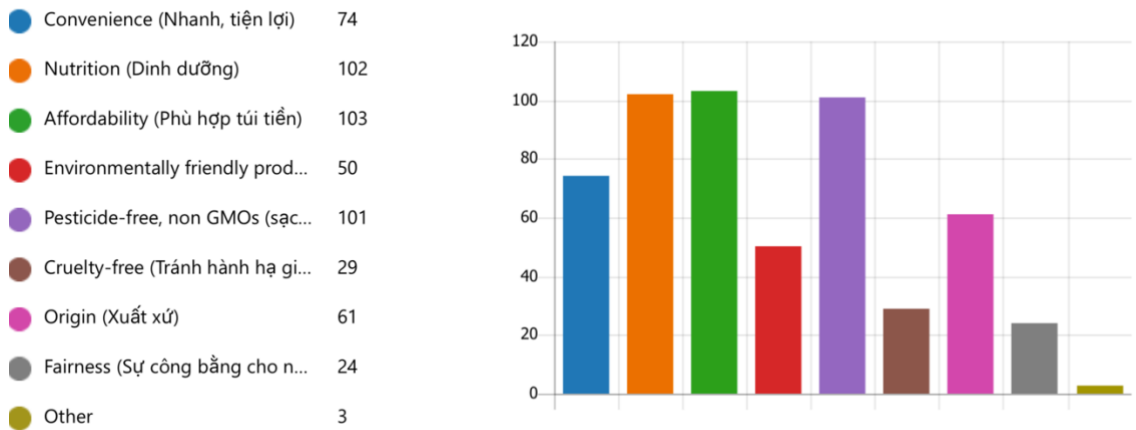


Figure 16. Important factors when buying foods.

- **Encouragement/ Discouragement when buying foods online:** When it comes to online food purchase, most people feel encouraged by the quality of the products and how much time they could save by doing so. Next, product and delivery are equally well considered with about 70-76 votes. The less people concern price, reviews and availability meanwhile there are not so many take mobile phone friendliness, easier interaction with shop owner or other factors into consideration.

What encourages/discourage you to buy food online? - Multiple answers allowed (Điều gì thúc đẩy/ làm bạn chần chừ mua thực phẩm trên mạng? - Được phép có trên 1 câu trả lời)

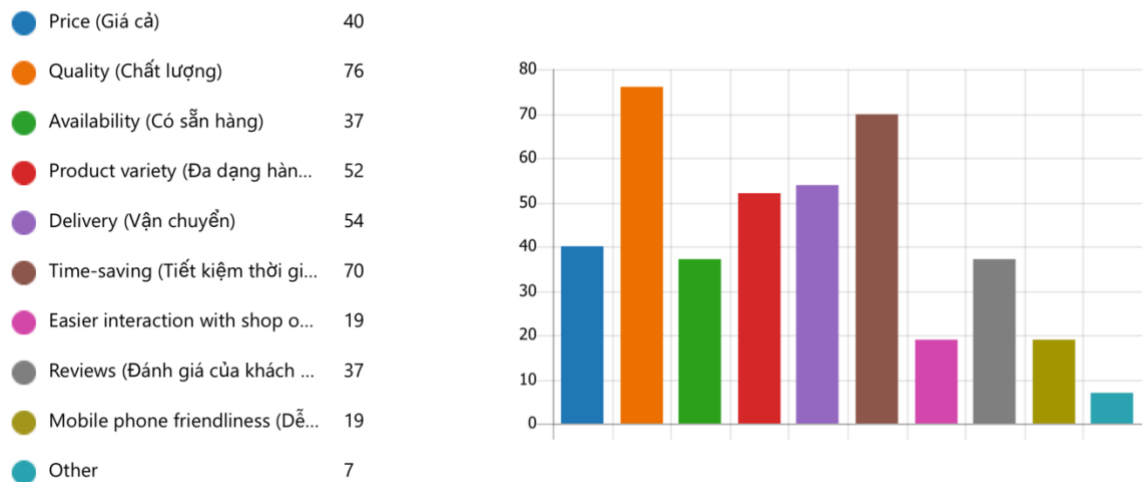


Figure 17. Encouragement/ Discouragement when buying foods online.

- **Reasons to buy organic foods:** Health benefits of organic foods is the most rising concern among the informants. The second and third most important factors are whether the product is ecological and quality. Others interested in the fact that buying organic products may increase the chances for organic farmers. Some choose organic food because it is outstanding flavored, cruelty-free, new in the market or simply because they are recommended by someone else. Only few don't want to try organic foods or have other reasons.

What would be the reasons if you were consuming/ wanted to try organic food? - Multiple answers allowed. (Nếu có, lí do tại sao bạn đang dùng hoặc muốn dùng thử thực phẩm hữu cơ? - Được phép có trên 1 câu trả lời)

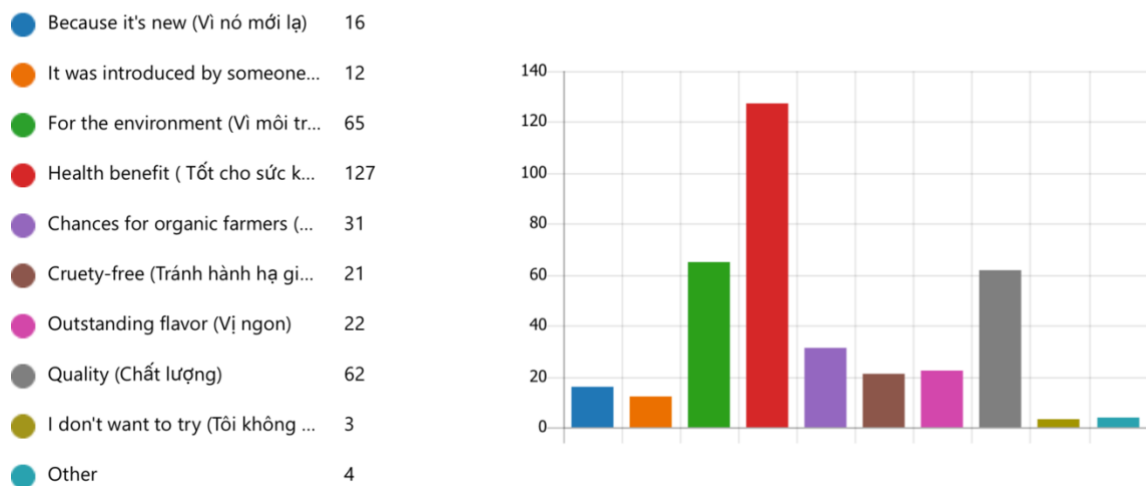


Figure 18. Reasons to buy organic foods.

- **Reasons not to buy organic foods:** According to the statistic, a large number of respondents found the high price of organic supplies unreasonable. Many also doubt on the process and the origin of the products while some of them concern organic food as of its less durable, favorable and fresh compared to conventional foods. There are only 6 people think organic food is unable to bring more nutrients and 28 people have other reasons.

What would be your concern/ reason not to buy organic food? - Multiple answers allowed.
(Điều gì làm bạn lặn tẩn khi mua hoặc không mua thực phẩm hữu cơ? - Được phép có trên 1 câu trả lời)

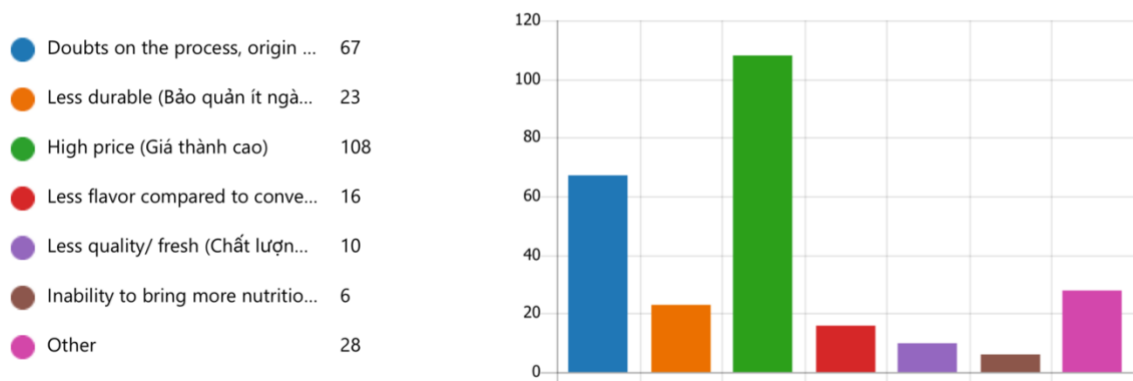


Figure 19. Reasons not to buy organic foods.

- **Possibility of organic food purchase from the internet in the future:** The portion of participants chose to buy organic foods from the internet more frequently in the future is tremendous (59%). Whereas 33% are concerning and only 8% are not willing to make any organic food purchase online.

Would you love to buy organic foods from the internet more frequently in the future? (Nếu có cơ hội, bạn sẽ muốn mua thực phẩm hữu cơ trên mạng nhiều hơn trong tương lai chứ?)



Figure 20. Possibility of organic food purchase from the internet in the future

3.2 Interview with owners of organic food business

Both vendors are small-sized and particularly established for residential whose main product lines are clean foods and organic foods. However, the collected data are concentrated in organic food sections of the business only.

Moreover, both shops attract customers by giving clear information about the products and giving further advice about how to use or cook them at home. Cross-selling and upselling technique are also strongly applied. Every customer is well-assisted by at least one worker since they walk into the shop until they make payments. Besides, as organic is a new term for a wide range of consumers, they also try to sell the products and educate the customers simultaneously. For instances: the concept “consume less but quality” has successfully delivered to “Shark farm” customers, which leads to the increase in regular consumers.

Furthermore, online shop is available for customers of both shops. Both saw a growing demand in ordering foods online and are looking for solutions to manage and expand their online stores. They are both willing to join an organic ecommerce website in order to broaden their appearance online.

Nevertheless, there are significant differences between the nature of the two businesses that are listed in the table 2:

Table 2. Comparison of “Shark Farm” and “79 Mart”

	Shark Farm	79 Mart
Business type	Individual business household	Joint-stock company
Target customer	<p>Middle age from 35 to 50 years old whose income is rather stable and from middle to high</p> <p>Youngsters who understand the organic concept and have limited time for food preparation.</p>	<p>The young who understand the organic concept. They have had their own research before reaching the vendor.</p> <p>Organic trend followers regardless of age.</p>
Purchasing power	<p>A new customer usually started with 100,000 VND (~ 3.6€) as a budget for their purchase. This number increased when he/she become a regular customer of the shop. A normal family as the shop’s regular consumers are usually willing to spend 300,000 VND (~ 12€) to 400,000 VND (~ 14.4€) per day on buying organic foods.</p> <p>Consumers seemed have tendency to eat less but quality. Thank to this, organic foods are gradually more valued these days especially during the pandemic.</p>	<p>Due to the pandemic, the more quality home-made meals are significantly encouraged. Food and other needs are much more well-considered. This leads to the increase in the buying power of organic foods.</p> <p>Another acceleration for the purchasing power is the fact that a greater number of consumers have access to information about the benefits of organic foods. As a result, there is a rising concern about health, environment, etc.</p>
Storage management tool	KiotViet	Cybershop

4 PROBLEM AND POSSIBLE SOLUTION: VALUE PROPOSITION CANVAS OF AN APPLICATION AND ECOMMERCE WEBSITE FOR ORGANIC FOODS

4.1 The need of an application and ecommerce website for organic foods

The combination of the development of technology and the rising of organic trend is certainly potential.

Ho Chi Minh city and Hanoi in particular and Vietnam in general is among the most vivid market for organic food consuming sections. Regardless of the growing demand, most the organic movements, yet are individual and immature to some extends.

Hence, smart devices application/ ecommerce website that is able to unite the movements and in combine with is the key open the door for the incoming age – an “Uber” solution for organic food industry.

4.1 What is “GREEN”

GREEN is a smart mobile devices application and Ecommerce website which connects consumers and local organic businesses.

As for local organic vendors, GREEN offers an outstanding tool to expand the presence the business by creating the opportunities display and sell their products with full description and illustration for a larger number of potential customers.

Regarding consumers, GREEN provides an optimal platform to facilitate the organic food shopping procedure, give them wide and borderless accessibilities to organic buying.

The chosen name for the business is “GREEN” with the vision of making the daily life greener. Moreover, the name is easy spelling understandable for most Vietnamese which results in more deliverable messages of the brand.

At first, GREEN is ideally licensed as a limited liability company for easier to raise capital via angel investors, venture capitalists or other financial institutions in the near future.

Within the first phase, GREEN's market is limited to two big cities which are Hanoi and Ho Chi Minh City where the highest demand of organic foods is found.

4.3 How does “GREEN” work?

GREEN ORDERING PROCESS

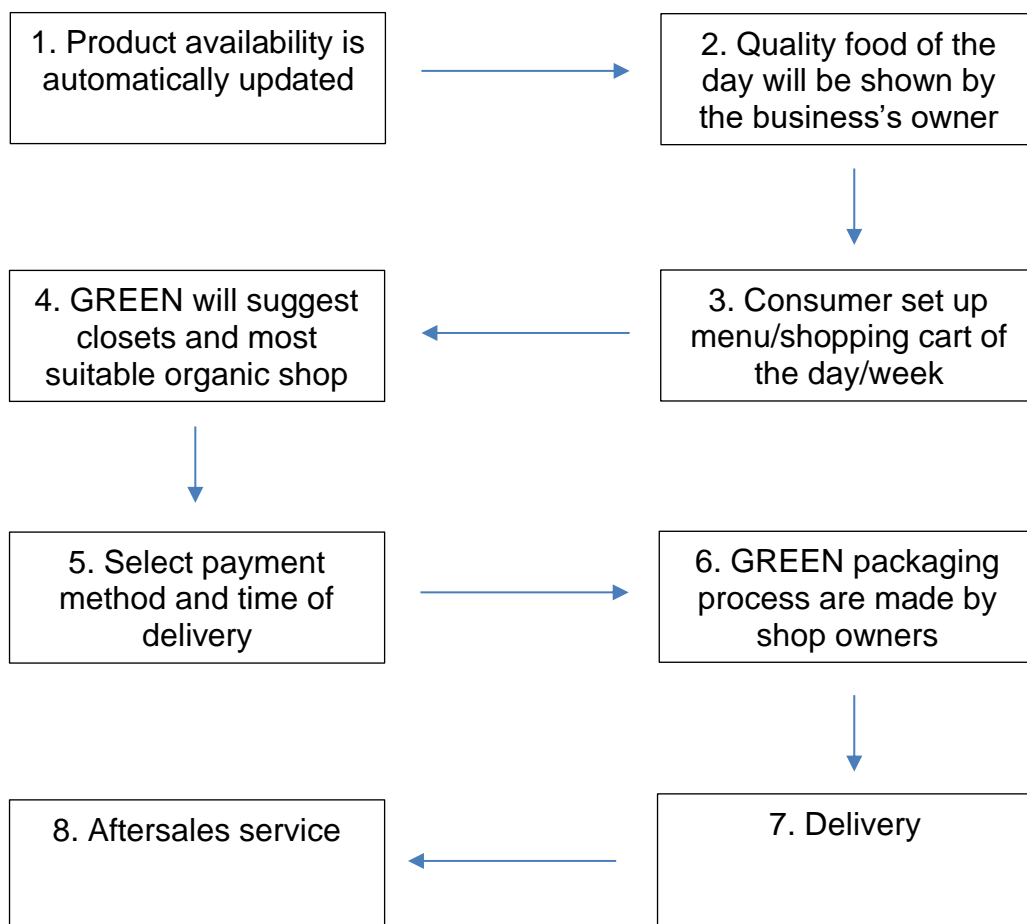


Figure 21. GREEN ordering process

4.3.1 Automatic update of product availability

The app will connect with retailers' storage management system such as cybershop, kiotviet to automatically update the availability of the products. This could minimize manual steps for the owners.

4.3.2 Selected food of the day

To guarantee the quality of the foods, sellers are requested to mark "food of the day" for about 10 freshest foods of the day. Fresh foods are qualified when the food is newly stock with no sign of decomposing. Picture displayed on the platforms are usually the best condition of the products. However, the freshness of the food may varier every day. This process will help the customers adjust their goal and expectation when deciding what to buy base on the mark of the products.

4.3.3 Setting up the menu / shopping cart of the day

The customers can design the menu of the day or the whole week. They can either manually set the menu up or choose suggested dishes that are designed by GREEN with the needed ingredients and modify it. The platform will also ask for the number of consumers of the dish and make recommendation for the suitable amount of ordered ingredients. Alternative foods with same level of nutrition will be suggested in case of modification of order. The app can also count the intake calories of the day.

4.3.4 Suggestions on suitable organic shops

There is a tool that functioned as an intelligent map to search for the availability of the products within a close distance from delivery address. Shops from afar is strongly not recommended since distancing in delivery may affect the quality of organic foods.

4.3.5 Choosing payment method and delivery time

Payment methods are freely chosen by users. Available methods are cash on delivery, online banking and e-wallet such as AirPay (AirPay, [ref. 26 February 2021]) and Momo (Momo, [ref. 26 February 2021]). Extra discount can be applied on e-wallet or online banking users in accordance with the possible contract between GREEN and these parties.

The app will also remind the essential of choosing suitable time for delivery to avoid redelivery since the foods may not be kept in the best condition between the first and the second delivery.

As for the menu of the week, the users can also made pre orders of the week and set different days for delivery to assure the freshness of the product. However, 2 to 3-day menu is highly recommended instead of the whole menu for the week.

4.3.6 GREEN packaging process

Business owners will be given clear instruction of GREEN packaging process and GREEN packaging equipment. All packages will be synchronized between shop under GREEN qualification to guarantee that the food is well preserved, and the packages are ecologically friendly.

4.3.7 Delivery

The shipment will be made for orders from residential area only to avoid long-distance delivery. This can minimize the effect of normal outside conditions on ordered foods.

4.3.8 Aftersales service

After successfully receive the parcel, customers will be asked for rate and give feedback on the shops and the platform. These feedbacks can be seen by other users on the main page of the shop.

GREEN will also help to calculate how much the customer have spent on organic foods weekly and monthly to give full assistance on budget managing when shifting the habit from conventional food shopping to organic food shopping.

4.3.9 Educating customers and labeling system

Case study about suppliers of the product will be provided. Each origin will have its own label and each product will be labeled to emphasis for better recognition of its origin (Figure 21). This information can also be found on the code (usually QR code) printed on the package of the foods. In addition, other case studies and campaign about related topic will be available for customers to research anywhere and anytime.

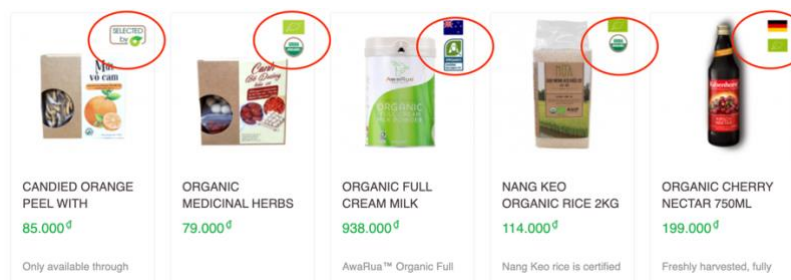


Figure 22. Example of labeling system (Organica, [ref. 26 February 2021]).

4.4 Consumer's pain point

According to research, the author has come to a recognition of consumers are:

- **Affordability:** Price is the most common concern when it comes to grocery shopping. According to Q&Me's survey (Q&Me 2018), one of top three organic food's image, however, is priciness.
- **Healthiness:** The growing demand on healthy foods is notable. Nutrient meals that keep the family – including children and old people healthy is among top priorities especially during the pandemic. Besides, the number of health-concerns is rapidly rising due to aware of the importance of self-care and body shape improvement. Thank to this, healthy supplies like organic foods are becoming more preferred nowadays.
- **Food safety:** The blooming of underqualified and unidentical food supplies consequences in consumer's cautiousness about their daily intakes. Pesticide-free and non-GMO food is highly demanded. Yet, people are still confused and mistrust the process of organic farming weather it is actually safe and well originated.
- **Convenience:** Most customers prefer choosing shops or supermarkets that are in the residential area to save time. As the consequence, the availability and diversity of organic food is very limited.
- **Freshness:** Buying organic foods online is challenging since chemicals preservation is totally forbidden. Firstly, delivering organic foods strongly depend on the conditions such as weather. Secondly, organic foods cannot be redelivered in case the receiver is absent.

4.5 Consumers' pain relievers

- **Food cost control:** Buying organic foods is only overpriced with poor financial management. In fact, changing consuming and shopping habits to essential buying is the key. As it was mentioned in the study case of "Shark Farm", the change of customers' habit to buy less amount but better-quality foods help them to successfully manage their daily budget within 300,000 VND (~ 12€) to 400,000 VND (~ 14.4€). The change of the money spent on

grocery may increase but this number is incomparable with the received benefits especially on health.

Users can also modify the shopping cart with more affordable alternatives that have the same level of nutrients.

- **Quality control:** The quality of the products is highly concentrated from shop to table. Shop owners are required to label the food of the day online. Plus, any owner that is overloaded with negative feedbacks will be examined and considered, even banned from the platform.
- **Clarification of origins:** The origin of the products is visible when ordering the foods. Case study about specific origin will be provided and updated frequently. The customers can also scan QR code on the product for better clarification of the product's information.
- **Timesaving:** Ecommerce website and application shortens the time for grocery shopping with diversified shopping objects. Customers can now order anywhere and anytime without concerning of product availability. What is more, consumers can save a lot of time by setting up the daily and weekly menu and delivery time to avoid uncertainty.
- **Optimal solutions for delivery:** The freshness of the foods will be secured by the optimal solution for delivery. First, shipment route is made for residential area, which means one shipper deliver order from one zone at one time only to avoid long-distance travel. Secondly, option for pre-order allow automatic daily delivery to make sure the foods are always newly stock. Third, packaging is under strict qualification for better preservation and causes no harm to the environment.

4.6 Customers' gains and GREEN's gain creators

Table 3. Consumers' gains and GREEN's gain creators

	Customers' gain	GREEN's gain creators
1.	Healthy daily meal with nutrient ingredients.	The packaging and delivery process that can keep highest level of contained nutrition of the foods.
2.	Affordable organic shopping cart.	Full assistance on creating meal plan of the day or week
3.	Safe food intakes.	Certainty food process and origins that secures non-chemicalized daily meals.
4.	Time-saving and convenient shopping process.	Superior time-saving grocery shopping procedure allows customers to make orders anytime and anywhere. Pre-order of the next days are also possible for busy consumers that have limited time for shopping and yet, expect the foods are fresh and newly stock.
5.	Environmentally friendliness.	First, the rising consumption of organic food can benefit the ecological system as the characteristic of special process. Second, the shipment that combines several orders at one time can also diminish the moving of personal vehicles to reduce emission which directly worsen greenhouse effect. Thirdly, used packages from GREEN is more ecologically friendly compare to packages from normal shopping.

4.7 Local organic businesses' pains and pain relievers from GREEN

Table 4. Local organic businesses' pains and pain relievers from GREEN

	Local organic businesses' pains	Pain relievers from GREEN
1.	The customer segment is niche and requires heavy presales and after sales services. However, the training process for workers is usually poor designed so the services are mainly practiced by the bosses. This problem causes overloading of owners' task and is even more exaggerated when the owners are absent.	Full support on systemic presales and aftersales services. The customers will be automatically suggested the ingredients that suitable portions for the house instead of manual assistance from the workers. In addition, budget and calories counting system give users all-rounding experiences.
2.	Difficulty in educating customers	GREEN offers enormous information of the origin and case study to widely mainstream knowledge.
3.	Logistic: Delivery of online orders are challenging because as the characteristic of organic foods, most of them cannot be stored and preserved for long or under disqualified condition.	The optimal solutions for logistic is offered by GREEN where shippers can avoid long – travel. Moreover, the packaging will improve the preservation of the foods during delivery.
4.	Instability of suppliers that is deepened on the weather and other conditions	The shop owners are free to pick the foods of the days to guarantee the best experiences of the customers. This list will be suggested to customers while choosing products.

4.8 Organic business's gains and GREEN's gain creators

Table 5. Organic business's gains and GREEN's gain creators

	Organic business's gains	GREEN's gain creators
1.	Customers' trust	The labeling systems can also help customers to keep track on the information of the origin.
2.	Larger presence (especially online)	New customers can reach them base on the maps function.
3.	Online marketing support	GREEN takes responsibility for digital marketing campaign in order to traffic more users to the app. By this, the boss does not need to overly advertised their business online.
4.	Unburden shipping fee and process	The shipment procedure is well-designed. Thank to this, the owners have extra concerns about the shipping fees and manage shipping flows.
5.	Less manual tasks for online shop	GREEN will cooperate with other vendor storage systems to automatically update about product's availability. This can minimize the unnecessary tasks compared to traditional social selling on Facebook.

5 BUSINESS MODEL OF GREEN

5.1 Customer persona

5.1.1 Upper middle class & middle high class

The conclusion of target customer resulted from the recognition of the group that has highest intension of online organic shopping must:

- Go organic shopping from 3 to over 3 times/ month.
- Spend over 0 VND monthly on online shopping.
- Answer “yes” for the question “Would you love to buy organic foods from the internet more frequently in the future?”

Demographic of sorted data in accordance with listed conditions above:

- Age: from 35 – 50
- Gender: 65% female 45% male
- Place of living: Hanoi and Ho Chi Minh city
- Income: Personal monthly income is over 20,000,000 VND (~ 722€). or total family income is over 40,000,000 VND (~ 1444€).

5.1.2 Pregnant women or family has pregnant women

Demographic:

- Age: Female from 25 – 30 Male from 30 – 35
- Gender: 70% female 30% male
- Place of living: Hanoi and Ho Chi Minh city
- Income: Personal monthly income over 10,000,000 VND (~ 361€). or total family income is over 40,000,000 VND (~ 1444€).

Characteristic:

- Limited time on grocery shopping
- Limited access and condition for scouting multiple stores at once.
- High health conscious and willing to pay extra expenditure on healthy and safe products.
- Belong to the age group that have second highest online purchasing power in Vietnam

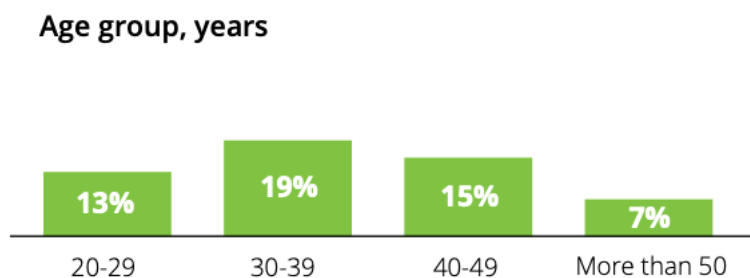
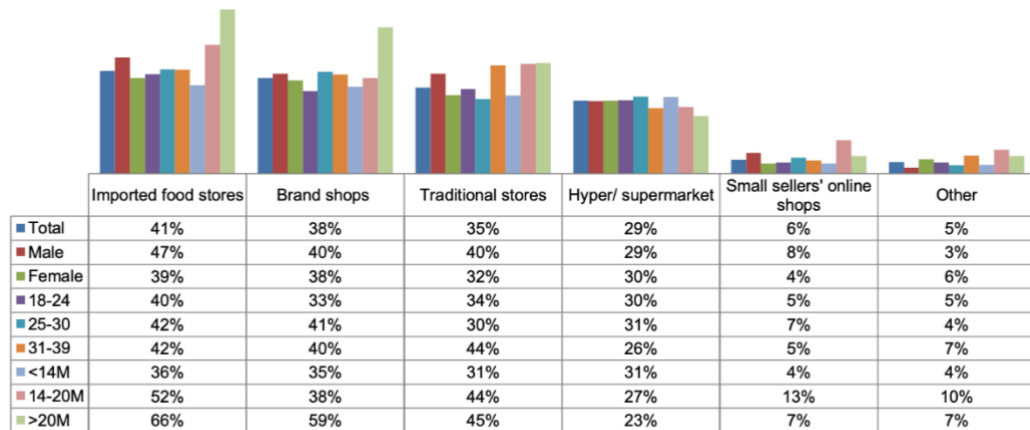


Figure 23. Preference for Online & Digital channels by age group. (Delloitte 2019)

- Belong to the age group that trust small organic sellers' online shop the most

Customer trust in food shopping places by demographics



Imported food stores & brand shops are most popular among >20M income people.
Traditional stores are favored among 31-39 year-olds.



Figure 24. Customer trust in food shopping places by demographics. (Q&Me 2018)

5.2 Customer relationships

As for customers, there are two types of loyalty cards:

- Basic GREEN card:
 - 10 GREEN coins = 1,000 VND (0.036 €)
 - Customer receives 5 GREEN coins for each purchase of 100,000 VND (3.6 €)
 - Customer will be given 5 GREEN coins for every feedback with photos
 - If the customers share their organic dish recipe, he/she will earn 20 green coins
- VIP GREEN card: the card will be unlocked as soon as the customers spend over 10,000,000 VND (360 €) in total. The value of 1 GREEN coin will then be increased by 10%.

Loyalty programme is applied for organic businesses based on the activeness of the shops.

- Silver GREEN badge: If the amount of GREEN coin earned from customers is over 10,000 GREEN coins
- Golden GREEN badge: If the amount of GREEN coin earned from customers is over 40,000 GREEN coins
- Platinum GREEN badge: If the amount of GREEN coin earned from customers is over 100,000 GREEN coins

5.3 Channels – Marketing and Sales funnel

5.3.1 Exposure

According to statistic (Kemp 2021), the number of social media users in Vietnam equivalent to 73.7% of the total population, which makes the market just waiting to earn affiliate marketers billion dollars. In exchange, businesses enormously benefit from staying in partnership with KOLs (key opinion leaders), especially ecommerce businesses. Top companies that deeply involved in the game are Shopee, Lazada, Tiki, etc.

As a response to the market situation, affiliate marketing programme will be included in GREEN's marketing strategy.

Initially, GREEN build the pattens for two KOLs that is in the section of lifestyle on YouTube and web-blog. Contents for these platforms should fit objectives, for examples: Top 10 best organic store can be found in Hanoi; How to start organic lifestyle in Vietnam for busy people.

These KOLs, later, will drive traffic to their own social media account and a Facebook community that is led by these KOLs where people can find more tips and review about their own organic lifestyle. As soon as the relationship with the community is successfully built and the community is well educated, GREEN team

will seed information about the company to attract application download and website visit. At this point, promotional campaign will be widely presented with the help of advertising on social media and TV commercials.

5.3.2 Discovery

Website and application and other social accounts are ready to be visited for extra information. For a first comer of the website and application, users will go through quick a how-to-use tutorial. After that, customers will have a chance to create their menu of the day with the help of GREEN tools.

5.3.3 Consideration

Now when the food is added to the cart, the customers can check their budget of the day and other promotional campaign. This will help customers to see how much they would save by ordering organic foods on GREEN. Besides, statistic of calories and nutrients level will be indicated for possible modification of the shopping cart and other suggestions on alternatives are available if they do so.

5.3.4 Conversion

Users can choose the day they want to ship the products and GREEN can guarantee the shipment will be on time. Payment methods are diversified, and extra promotion may be applied at this step based on the co-operation of GREEN and the bank or e-wallet companies.

5.3.5 Customer relationship

To fulfil the post-conversion experience, delivery should be on time and packaging should be impressive for better user experience. They can also stay in contact with the owners and GREEN for further assistance.

5.3.6 Retention

After the shipment is made, customers will be requested for feedbacks and use their GREEN coins for the next purchase.

5.4 Key partners

Main partners of GREEN are mentioned in the table 6:

Table 6. List of partners

Category/ Purpose	Partners
Labelling systems	Organic suppliers & third-party organic certification providers such as Control Union and NHO QScert (Ratcliff 2020)
Purchasing and trading activity	Local organic business (Shark Farm, 79 Mart, etc.)
Payment	Banks & E-wallets companies like AirPay or Momo
Shipment	Giao Hang Nhanh, Grabexpress. (Vietnam Briefing 2019)
Storage management system	KiotViet, Cybershop

5.5 Key resources

Key resources of GREEN are:

Table 7. Key resources

Category	Resource
Tangible	Office furniture and supplies.
Intangible	A smart device application and an Ecommerce website.
Intellectual	GREEN brand, business plan and business model, partnerships with “Shark Farm”, “79 Mart”.
Human	A team that consists of 5 members that respectively is experienced in business development, marketing, logistic, finance, organic vendor management.
Financial	Financially support and invested by company (For example: Nisco)

5.6 Cost structure

Monthly expenditures of GREEN are listed in the table 8:

Table 8. Monthly expenditure of GREEN

Fixed cost	VND (€)
Rent	11,100,000 VND (396€) (Espace, [ref. 12 May 2021])
Office supplies	100,000 VND (3.6€)
Tax	20% (if the business is profitable) (Trading economics 2021)
Website and application maintenance	40,000,000 VND (1444€) (Vu 2020)
Business development	5,000,000 VND (182€)
Total	25,100,000 VND (906€)
Variable cost	
	VND (€)
Marketing	20,000,000 (722€)
Human resources (in case of outsourcing)	10,000,000 (361€)
Banking	2,000,000 VND (72€)
Total	63,100,000 VND (2273€) (before tax)

5.7 Revenue streams

Sales commision: for each order from GREEN, the organic business will be charge 30% as compulsory commission including 5% - 10% for shipper, 9% for delivery discount, loyalty programme or other campaign, 1% for packaging and 10% - 15% for management cost.

For instance: Customer named Jane has an order for 3grams of pork from “Shark Farm”. The total bill is 100,000 VND (3,6 €). The distribution of the earnings is in the table 9:

Table 9. Earning distribution

Party/ Section	Earning
Shark Farm	70,000 VND (2.53 €)
Shipper	10,000 VND (0.36 €)
GREEN’s management team	10,000 VND (0.36 €)
Packaging	1,000 VND (0.036 €)
Delivery discount loyalty card for customer	9,000VND (0.32 €)

Organic food suppliers labeling: the food suppliers are charged for the labelling system as a method to promote their brands.

6 CONCLUSION

6.1 Research result

The thesis has successfully answered the question that is stated in the beginning of the process which is weather digitalization in traditional stores is an essential and benefit both local organic food sellers and consumers' shopping process. In the end, GREEN, an ecommerce website, and mobile application for organic food is welcomed by both customers and sellers. On the one hand, both sellers (79 Mart and SharkFarm) were happy that they could have a chance to broaden their image to the more consumers. On the other hand, only 8% of the respondents are not willing to buy organic foods online meanwhile the rest thought that it is totally worth a try. This, in another words, concrete the fact that there is a growing demand in digitalization in organic business as well as a great potential of GREEN. The survey and the interview also generate idea of the market demand which leads to a development of product that is in capable of bring value to consumers.

Moreover, the thesis has developed a business model canvas and a value proposition canvas based on researched area. For the specification, the theoretical part has concreted the foundation of knowledge about the field of organic industry and digitalization. This validates the combination of organic foods and technology and its potential and measures the possibility of the project.

6.2 Reliability

As for the survey, the number of respondents which surpassed the requirement of 100 people has contributed to the trustworthiness of the outcome. The questionnaire was well designed that all the collected information was applicable for the thesis topic.

Regarding the interview, both interviewees were the CEO of related business who have the highest ability to hand over businesses' insight. Moreover, given opinions were priceless since they will be in close partnership with GREEN.

6.3 Validity

As the demographic of the survey's respondents were unevenly distributed among age group and income group, the doubts were casted are:

- Whether if the joining of more people from other group changes the result of the research and redirect the business goal and target customer.
- The variation of lifestyle from different cities in Vietnam may not on target when deciding on penetration tactic for specific area.

Besides, the interview was conducted towards 2 business in Hanoi may arise confusion of:

- Whether the same result shows when it comes to other businesses?
- Whether the business nature remain the same in other markets rather than Hanoi?

Nevertheless, the correctness of the answers is undeniable which satisfies most research area and can be used for numerous plans in the future.

6.4 Reflection of the study

Working and carrying out numerous research is beneficial in different ways. The author was given chances to understand the terms and concept of organic industry and digitalization and interpreted them within the development of business plan for a mobile application and an ecommerce website. The knowledge gained from this research is invaluable and may be applied to the author's possible business.

While implementing the survey to a group of 163 people, the author learnt how to build questioners that serve specific purposes and not every question is necessary. The interview with the first organic owners exceeded the prior agreed time due to the unfocused discussion. However, this process was improved notably within the interview with the second informant.

During the writing process, the researcher could apply and practice the knowledge acquired from both home university and exchanged university. For instance: value proposition canvas and business model canvas.

6.5 Possibility of future research

Since the research is highly concentrated in understanding the market and designing business model canvas and value proposition canvas, further possible research can be business plan, application and website development or Further plan on expansion of the market.

BIBLIOGRAPHY

- 79 Mart. Introduction. [Online article]. [Ref. 7 October 2020]. Available at: <https://79marthn.com/>
- AirPay. About. [Ref. 26 February 2021]. Available at: <https://airpay.vn/gioi-thieu/>
- Amazon. 2020. A complete guide on advantages of ecommerce to business. [Online article]. [Ref. 20 February 2021]. Available at: <https://sell.amazon.in/seller-blog/advantages-of-ecommerce.html>
- Ang, C. 2020. Which countries have the most internet users? [Online publication]. [Ref. 2 November 2020]. Available at: <https://www.visualcapitalist.com/countries-with-most-internet-users/>
- Blackstone, A. 2012. Sociological Inquiry Principles: Qualitative and Quantitative Methods (v. 1.0). [Ebook]. [Ref. 11 May 2021]. Available at: <https://2012books.lardbucket.org>
- Buildfire. 11 reasons why you need an ecommerce mobile app. [Online article]. [Ref. 20 February 2021]. Available at: <https://buildfire.com/11-reasonsowning-ecommerce-mobile-app/>
- Charm, T. 2020. Understanding and shaping consumer behavior in the next normal. [Online article]. [Ref. 2 November 2020]. Available at: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/understanding-and-shaping-consumer-behavior-in-the-next-normal#>
- Creswell, J. D & Creswell, J. W. 2018. Research design Qualitative, quantitative and mixed method approaches California: Sage
- Cyberchimps. 2020. What is an e-commerce website & how to build one. [Online article]. [Ref. 25 February 2021]. Available at: <https://cyberchimps.com/e-commerce-websites/>
- Dawson, C. 2009. Introduction to research methods. [Ebook]. [Ref. 11 May 2021]. Available at: www.howtobooks.co.uk
- Deloitte. 2019. The Vietnam consumer survey. [Online publication]. [Ref. 5 March 2021]. Available at: <https://www2.deloitte.com/gu/en/pages/consumer-business/articles/vietnam-consumer-survey-2020.html>
- Ecommerce guides. What is ecommerce? [Online article]. [Ref. 20 February 2021]. Available at: <https://ecommerceguide.com/guides/what-is-ecommerce/#types-of-ecommerce-businesses>

- Espace. 2021. Private office. [Online article]. [Ref. 12 May 2021]. Available at: <http://espacework.com/private-office.html>
- Feldcher, K & Grandjean, P. 2017. Health benefits of organic food, farming outlined in new report. [Online article]. [Ref. 10 December 2020]. Available at: <https://www.hsph.harvard.edu/news/features/health-benefits-organic-food-farming-report/>
- Food and Agriculture Organization of the United Nations. What are the environmental benefits of organic agriculture? [Online article]. [Ref. 10 January 2021]. Available at: <http://www.fao.org/organicag/oa-faq/oa-faq6/en/#:~:text=Organic%20agriculture%20reduces%20non%2Drenewable,sequester%20carbon%20in%20the%20soil.>
- Global organic trade guide. Vietnam qualitative analysis. [Online article]. [Ref. 18 January 2021]. Available at: <https://globalorganictrade.com/country/vietnam>
- Good food is good medicine. 2019. Are organic foods really healthier? Two pedestrians break it down. [Online article]. [Ref. 10 December 2020]. Available at: <https://health.ucdavis.edu/good-food/blog/are-organic-foods-really-healthier.html>
- Holgaard, B. 2020. Top 30 benefits of ecommerce website for your business. [Online article]. [Ref. 25 February 2021]. Available at: <https://shoptech.media/top-30-benefits-of-ecommerce-website-for-your-business/>
- IFOAM Organics international. 2020. The Four Principle of Organic Agriculture. [Online article]. [Ref. 6 November 2020] Available at: <https://www.ifoam.bio/why-organic/shaping-agriculture/four-principles-organic>
- Kemp, S. 2021. Digital Vietnam: 2021. [Online publication]. [Ref. 26 April 2021]. Available at: <https://datareportal.com/reports/digital-2021-vietnam#:~:text=Social%20media%20statistics%20for%20Vietnam,total%20population%20in%20January%202021.>
- Lewin, J. 2020. What does organic mean? [Ref. 4 December 2020]. Available at: <https://www.bbcgoodfood.com/howto/guide/organic#:~:text=Organic%20%E2%80%93%20a%20definition,regulators%20and%20livestock%20feed%20additives.>
- Momo. About. [Ref. 26 February 2021]. Available at: <https://momo.vn/gioi-thieu/gioi-thieu-chung#menutop>
- Organica. Homepage. [Ref. 26 February 2021]. Available at: <https://www.organica.vn/en/>

Paarlberg, R. 2013. Food politics what everyone needs to know. New York: Oxford University Press

Q&me. 2018. Organic food consumption among Vietnamese 2018. [Online publication]. [Ref. 27 February 2021]. Available at: <https://qandme.net/en/report/organic-food-consumption-among-vietnamese-2018.html#:~:text=Organic%20food%20consumption%20among%20Vietnamese%202018,-Food%20safety%20is&text=39%25%20consume%20organic%20food%20more,be%20only%2020%25%20or%20less.>

Ratcliff, M. 2020. Organic farming, certification & enabling smallholders in Vietnam. [Online article]. [Ref. 11 May 2021]. Available at: <http://sustainablevietnam.com/2020/07/20/organic-farming-certification-and-enabling-smallholders-in-vietnam/#:~:text=There%20are%20currently%20two%20registered,visible%20organic%20certifier%20in%20Vietnam.>

Rodale Institute. Organic farming practices. [Online article]. [Ref. 4 December 2020] Available at: <https://rodaleinstitute.org/why-organic/organic-farming-practices/>

Seethrough web. 2017. Selling online: 5 benefits of ecommerce website. [Online article]. [Ref. 25 February 2021]. Available at: <https://seethroughweb.com/5-benefits-of-ecommerce-websites/>

Shark Farm. About. [Online article]. [Ref. 7 October 2020]. Available at: https://www.facebook.com/Shark-Farm-Th%E1%BB%B1c-ph%E1%BA%A9m-s%E1%BA%A1ch-111167194068874/about/?ref=page_internal

TechTarget. 2019. M commerce (mobile commerce). [Online article]. [Ref. 20 February 2021]. Available at: [https://searchmobilecomputing.techtarget.com/definition/m-commerce#:~:text=M%2Dcommerce%20\(mobile%20commerce\)%20is%20the%20buying%20and%20selling,to%20use%20a%20desktop%20computer.](https://searchmobilecomputing.techtarget.com/definition/m-commerce#:~:text=M%2Dcommerce%20(mobile%20commerce)%20is%20the%20buying%20and%20selling,to%20use%20a%20desktop%20computer.)

Trading Economics. 2021. Vietnam Corporate tax rate. [Online article]. [Ref. 12 May 2021]. Available at: <https://tradingeconomics.com/vietnam/corporate-tax-rate>

Tran, T. 2019. On the factors affecting the development of e-commerce in Vietnam: Case study of Lazada, Shopee, and Tiki. [Online publication]. [Ref. 2 November 2020]. Dong Nai: International Journal of Advanced and Applied Sciences.

Việt Nam News. 2018. The organic market is getting more and more vibrant. [Online article]. [Ref. 15 January 2021]. Available at:

<https://vietnamnews.vn/brand-info/482472/the-organic-food-market-is-getting-more-and-more-vibrant.html>

Vietnam Briefing. 2019. Ecommerce logistics: Emerging opportunities in Vietnam. [Online article]. [Ref. 12 May 2021]. Available at: <https://www.vietnam-briefing.com/news/e-commerce-logistics-emerging-opportunities-vietnam.html/>

Vu, M. 2020. How much does a website cost? (The full price guide). [Online article]. [Ref. 12 May 2021]. Available at: <https://agiletech.vn/how-much-does-website-cost-guide-2020/>

Zoppi, L. 2019. Organic food health benefits. [Online article]. [Ref. 10 December 2020]. Available at: <https://www.news-medical.net/health/Organic-Food-Health-Benefits.aspx>

APPENDICES

APPENDIX 1. Survey about grocery shopping habit in Vietnam.

APPENDIX 2. Interview with owners of organic food business.

APPENDIX 1. Survey about grocery shopping habit in Vietnam.

Khảo sát về thói quen đi chợ ở Việt Nam. (Survey about grocery shopping habit in Vietnam)

English below

(*) là câu hỏi bắt buộc.

Một số câu hỏi có thể có nhiều hơn 1 câu trả lời.

Định nghĩa thực phẩm hữu cơ:

Thực phẩm hữu cơ là sản phẩm của quy trình nông sản mà ở đó tránh các loại phân bón nhân tạo, thuốc trừ sâu, hormone kích thích tăng trưởng và kháng sinh. Việc xử lý bằng phóng xạ và phương pháp biến đổi gen là hoàn toàn bị nghiêm cấm trong quá trình sản xuất thực phẩm hữu cơ.

Ngành nông nghiệp hữu cơ hướng tới quy trình thân thiện với môi trường, có trách nhiệm với cộng đồng và nền kinh tế.

(Theo DEFRA)

(*) is required.

Some questions allow multiple answers.

Organic food definition:

"Organic food is the product of a farming system which avoids the use of man-made fertilisers, pesticides; growth regulators and livestock feed additives. Irradiation and the use of genetically modified organisms (GMOs) or products produced from or by GMOs are generally prohibited by organic legislation.

Organic agriculture is a systems approach to production that is working towards environmentally, socially and economically sustainable production."

(DEFRA)

* Required

* This form will record your name, please fill your name.

1. Age (Tuổi của bạn) *

- 18-25
- 25-30
- 30-35
- 35-40
- 40-55
- Over 55 (trên 55 tuổi)

2. Nationality (Quốc tịch) *

3. Place of living (Nơi sống) *

- Hanoi
- Ho Chi Minh City
- Da Nang
- Hai Phong
- Da Lat
- Can Tho

Other

4. Gender (Giới tính) *

- Male (Nam)
- Female (Nữ)
- Non-binary (Không thuộc giới tính nam/nữ)
- Prefer not to say (Không muốn tiết lộ)
-
- Other

5. Relationship status (Tình trạng quan hệ) *

- Single (Độc thân)
- Married (Đã cưới)
- Divorced (Đã li dị)
-
- Other

6. Which occupation group are you belong to? (Bạn đang thuộc nhóm nghề nghiệp nào?)

*

- Student / intern/ trainee (Học sinh, sinh viên/ thực tập sinh)
- Government administration/ Quản lý nhà nước
- Banking/ Accounting (Ngân hàng, kiểm toán)
- Business/ Invest (Nhà đầu tư, kinh doanh)
- Services (Dịch vụ/ chăm sóc)
- Health care/ Environment (Sức khỏe, môi trường)
- Entertainment/ Media (Giải trí)
- Education (Giáo dục)
- House wife/husband (Nội trợ)
- Retired (Đã nghỉ hưu)
- Unemployment (Thất nghiệp)

Other

7. Personal monthly income (Thu nhập hàng tháng cá nhân) *

- Below 5.000.000 VND (Dưới 5 triệu)
- 5.000.000 VND - 10.000.000 VND
- 10.000.000 VND - 20.000.000 VND
- 20.000.000 VND - 40.000.000 VND
- 40.000.000 VND - 60.000.000 VND
- 60.000.000 VND - 80.000.000 VND
- Over 80.000.000 (Trên 80 triệu đồng)

8. Total monthly income of you and your spouse/partner if you are living with her/him?
(Nếu đang sống cùng vợ/chồng, tổng thu nhập hàng tháng của 2 vợ chồng là bao nhiêu?)

- Below 5.000.000 VND (Dưới 5 triệu đồng)
- 5.000.000 VND - 10.000.000 VND
- 10.000.000 VND - 20.000.000 VND
- 20.000.000 VND - 40.000.000 VND
- 40.000.000 VND - 60.000.000 VND
- 60.000.000 VND - 80.000.000 VND
- 80.000.000 VND - 100.000.000 VND
- Over 100.000.000 (Trên 100 triệu đồng)

9. How many children do you have? (Bạn có bao nhiêu con?) *

- 0
- 1
- 2
- 3
- Over 3 (Trên 3)

10. How old are your children? - Multiple answers allowed
(Con/ các con bạn thuộc độ tuổi nào? - Được phép có trên 1 câu trả lời) *

- 0-5
- 5-10
- 10-18
- Over 18 (Trên 18)
- I have none (Tôi không có con)

11. How many people are living in your house? (Có bao nhiêu người đang sống chung trong nhà với bạn?) *

- I'm living alone (Tôi sống một mình)
- 1
- 2
- 3-5
- Over 5 (Trên 5)

12. Are you or are you currently living with ...? - Multiple answers allowed.
(Bạn có phải là đối tượng dưới đây / có ai sống cùng bạn là đối tượng dưới đây không? - Được phép có trên 1 câu trả lời) *

- Children (Con nhỏ)
- Old people (Người già)
- Patient (Người bệnh)
- Pregnant woman (Bà bầu)
- Someone has special diet (Người có chế độ ăn đặc biệt/ ăn kiêng)
- None of the above (Không ai được nhắc tới bên trên)
-
- Other

13. Monthly budget on food/grocery shopping of you or your family if you are living with them? (Giới hạn chi tiêu trung bình đi chợ hàng tháng của bạn hoặc gia đình nếu đang sống cùng với họ?) *

- Below 2.000.000 VND (Dưới 2 triệu đồng)
- 2.000.000 VND - 5.000.000 VND
- 5.000.000 VND - 10.000.000 VND
- 10.000.000 - 15.000.000 VND
- 15.000.000 VND - 20.000.000 VND
- Over 20.000.000 VND (Trên 20 triệu đồng)

14. Have you ever heard about organic foods? (Bạn đã bao giờ nghe tới thực phẩm hữu cơ chưa?) *

- Yes (Rồi)
- No (Chưa)
- Maybe (Có)

15. Have you ever consumed any organic food? (Bạn đã bao giờ ăn thực phẩm hữu cơ chưa?) *

- Yes (Rồi)
- No (Chưa)
- I'd love to try (Muốn thử)

16. What would be the reasons if you were consuming/ wanted to try organic food? - Multiple answers allowed.

(Nếu có, lí do tại sao bạn đang dùng hoặc muốn dùng thử thực phẩm hữu cơ? - Được phép có trên 1 câu trả lời)

- Because it's new (Vì nó mới lạ)
 - It was introduced by someone (Ai đó giới thiệu tôi)
 - For the environment (Vì môi trường)
 - Health benefit (Tốt cho sức khỏe)
 - Chances for organic farmers (Cơ hội việc làm cho nông dân chế biến đồ hữu cơ)
 - Cruety-free (Tránh hành hạ gia súc, động vật nuôi)
 - Outstanding flavor (Vị ngon)
 - Quality (Chất lượng)
 - I don't want to try (Tôi không có nhu cầu thử)
 -
- Other

17. What would be your concern/ reason not to buy organic food? - Multiple answers allowed.

(Điều gì làm bạn lưỡng lự khi mua hoặc không mua thực phẩm hữu cơ? - Được phép có trên 1 câu trả lời) *

- Doubts on the process, origin (Nghi ngờ quy trình, xuất xứ không thực sự sạch và xanh)
- Less durable (Bảo quản ít ngày hơn)
- High price (Giá thành cao)
- Less flavor compared to conventional foods (Vị không ngon bằng đồ ăn bình thường)
- Less quality/ fresh (Chất lượng kém hơn, ít tươi ngon,..)
- Inability to bring more nutrition/ health benefit (Không mang lại hiệu quả dinh dưỡng/sức khỏe)
-

Other

18. How many time do you buy organic food per month? (Bạn mua thực phẩm hữu cơ bao nhiêu lần trong 1 tháng?) *

- 0
- 1
- 2
- 3
- Over 3 (Trên 3 lần)

19. Important factors when buying foods? - Multiple answers allowed.
(Những yếu tố quan trọng nhất khi mua đồ ăn là? - Được phép có trên 1 câu trả lời) *

- Convenience (Nhanh, tiện lợi)
 - Nutrition (Dinh dưỡng)
 - Affordability (Phù hợp túi tiền)
 - Environmentally friendly products (sản phẩm thân thiện môi trường)
 - Pesticide-free, non GMOs (sạch, không thuốc trừ sâu, tăng trọng)
 - Cruelty-free (Tránh hành hạ gia súc, động vật nuôi)
 - Origin (Xuất xứ)
 - Fairness (Sự công bằng cho nông dân trong quy trình sản xuất)
 -
- Other

20. Have you ever bought food online? (Bạn đã bao giờ mua thực phẩm trên mạng chưa?)
*

- Yes (Rồi)
- No (Chưa)
- I'd love to try (Muốn thử)

21. Monthly spending on online food shopping? (Bạn một tháng tiêu bao nhiêu tiền để mua thức ăn trên mạng?) *

- 0
- 1.000 VND - 1.000.000 VND (Trên 0 dưới 1 triệu đồng)
- 1.000.000 VND - 3.000.000 VND
- 3.000.000 VND - 5.000.000 VND
- 5.000.000 VND - 10.000.000 VND
- Over 10.000.000 VND (trên 10 triệu đồng)

22. What encourages/discourages you to buy food online? - Multiple answers allowed
(Điều gì thúc đẩy/ làm bạn chần chừ mua thực phẩm trên mạng? - Được phép có trên 1 câu trả lời) *

- Price (Giá cả)
- Quality (Chất lượng)
- Availability (Có sẵn hàng)
- Product variety (Đa dạng hàng hoá)
- Delivery (Vận chuyển)
- Time-saving (Tiết kiệm thời gian)
- Easier interaction with shop owner/ other shoppers (Dễ tương tác với chủ shop và người mua khác)
- Reviews (Đánh giá của khách hàng trước về sản phẩm)
- Mobile phone friendliness (Dễ dùng trên điện thoại)
-
- Other

23. Would you love to buy organic foods from the internet more frequently in the future?
(Nếu có cơ hội, bạn sẽ muốn mua thực phẩm hữu cơ trên mạng nhiều hơn trong tương lai chứ?) *

- Yes (Có)
- No (Không)
- Maybe (Có thể)

24. Other idea/ recommendation about how to change customers' behaviour toward organic food in general and online organic food shopping in particular or anything you want to share if there's any? (Bạn có ý tưởng gì về phát triển thói quen mua thực phẩm hữu cơ nói chung và mua thực phẩm hữu cơ trên mạng nói riêng hay điều gì muốn nhắn nhủ cho người tạo câu hỏi không nếu có?)

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

 Microsoft Forms

APPENDIX 2. Interview with owners of organic food business.

Interview with owners of organic food business

* This form will record your name, please fill your name.

1. How long has your company been in business?

2. What is the biggest challenge your business face in selling your product?

3. What is your business average annual growth rate?

4. Has your business ever made mistakes? What did you learn from them?

5. Who is your target customer?

6. Do you sell your products online?

- Yes, I do
- No, I don't
- Not yet,

7. How many online orders does your company receive per week?

- Less than 5
- 5 - 10
- 10 - 20
- 20 - 30
- more than 30

Other

8. Is there a growing demand on online orders in your business?

- The demand is growing rapidly
- The demand is growing gradually
- No

Other

9. How long does your company take to ship?

within 2 hours

within a day

1-2 days

2 - 4 days

4 - 7 days

Other

10. What is your current digital storage management tool?

11. What is the current process for an online order?

12. How did your business respond to Covid-19?

13. If there is an organic ecommerce app and website, would you be willing to use them?