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Rim El Khoury *Editor*

Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations

Volume 2

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Rim El Khoury
Editor

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Editor

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Farm to Fork: Pioneering a Sustainable Supply Chain Revolution



R. Sangeetha , E. Dhanasekar, P. Annamuthu, G. Dinesh Kumar, and Raja Krishnan Manivel 

Abstract This research article focuses on the transformative effect of the supply chain revolution prevailing in the food industry, with explicit attention to the consumption of the short food supply chain in the city of Coimbatore. Recognizing Coimbatore as a significant revenue-generating city, the study utilizes a structured survey instrument distributed randomly among 150 consumers. The research employs Structured Equation Modeling to quantitatively assess the relationships between various factors. Coimbatore, chosen for its economic importance, serves as the primary location for this study. A structured survey is administered to 150 consumers chosen randomly. The research employs Structured Equation Modeling to analyze the quantitative relationships between key factors influencing the supply chain in the food industry. The current research paper reveals a robust model fit between consumer intention, attitude, and satisfaction. Notably, consumers with high intentions demonstrate a higher level of satisfaction in their purchase experiences within the short food supply chain in Coimbatore. These findings suggest that the consumer's intention plays a more significant role in shaping their attitudes and overall satisfaction towards the supply chain in the food industry. This research contributes valuable insights into the dynamics of the evolving supply chain in the food sector, specifically in the context of a city with economic significance like Coimbatore.

Keywords Short food supply Chain · Consumer · Sustainable development

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1 Introduction

1.1 Short Food Supply Chain

Short food supply chains are vital in the edifice of strong relationships between regional producers and customers, endorsing sustainability, backing up local economies, and guaranteeing calm access to premium, fresh goods. However, the mismatch between producer supply and consumer demand presents difficulties for this vital industry, preventing it from reaching its full potential for development [3]. Increased focus on sustainability in food chains has come from a wide range of stakeholders, including suppliers, policy officials, researchers, consumers, and food producers. The fact that short food supply chain (SFSC) efforts have grown significantly and provide an alternative to the globalized food chains that are now common in the food business is further proof of this growing interest [8].

In the midst of the EU's economic crisis, member states are stressing their own national identities more and more. Interestingly, in order to strengthen their national economy, a number of EU members, like France, Germany, Italy, Spain, and Poland, are aggressively encouraging the consumption of goods made in their own countries (Tanasa, n.d.). Short food supply chains have a long history in India, an agricultural country with a rich legacy of traditional food processing methods (SFSC) [13]. The advent of globalization has made a wide range of food products available everywhere. The food industry, food producers, and consumers have all seen significant increases in their financial returns as a result of this opportunity [2]. It is indisputable that this shift has affected consumers' dietary and shopping choices, often prompting them to substitute supermarkets and discount stores for local and retail markets, where they can easily obtain a variety of food products [9].

The recent COVID-19 outbreak has highlighted many problems and exposed the need for a more balanced approach by exposing flaws in the current production and supply chain systems [13]. Several critical factors have contributed to the growth and success of these shorter supply chains. Today, the world faces an abundance of challenges related to food, including the loss of biodiversity, wasteful consumption, health issues resulting from overconsumption, and widespread food insecurity [1]. Organic farmers face difficulties in finding appropriate purchasers, which increases the cost of transactions [7].

Slack resources, anticipation of occupational and process health and safety hazards, natural resource management, information exchange, clean technologies, inner variability, food price, external variability, diversity of consumer profiles, uncertainty in judgment due to the assortment of criteria for waste and pollution assessment, and climate change are the factors that managers should develop in order to reduce system complexity, said [11]. The systems for food quality that are currently in place, the added value found throughout the food supply chains, the demands and characteristics of consumer choices, the difficulties involved in implementing the impression of sustainable development, and the degree of cooperation and teamwork among supply chain participants are the other factors concentrated by [17].

Farmers believe that the product itself—its quality, freshness, and location—as well as client referrals and loyalty, are the most crucial factors in selling their products locally [5]. In real terms, it became evident that producers needed to put in every effort to develop their marketing and communication plans. From a political perspective, it was acknowledged that local governments should offer the support required to put training programs into place and create marketing and communication strategies that work [10].

The growth and development of cross-border agronomic product supply chains via broadcast in e-commerce is facilitated by digital platforms, which also contribute to the increasing organization and coordination of cross-border e-commerce platforms in agricultural product transactions [16]. This has led to a greater degree of ecosystem integration [12] for producers, sellers, and professional service providers.

1.2 Strategies for Improving Customer Engagement and Fulfilment

The COVID-19 pandemic had no appreciable impact on consumer spending or the frequency of shopping at SFSCs. This lack of change could hinder SFSCs' capacity to grow beyond their current capacities and suggests that SFSCs and LFSCs work well together to promote more environmentally friendly consumption habits [6]. Short food supply chains benefit from a competitive advantage provided by sales and producers, who are recognized as essential components of the marketing mix and exhibit definite indications of customer satisfaction [14]. From the point of view of producers as well as consumers, the direct purchasing network demonstrated its adaptability as a short, flexible food chain in times of crisis [15].

Short food chain producers can take advantage of specific market niches and provide consumers with useful information about food, including its health benefits. The primary obstacles that have been identified should be addressed by policies to support SFSCs, as should the development of stronger ties between the person who produces and the person who consumes [4]. Short food supply chains, or SFSCs, present a viable way for producers to reach specific market segments, give consumers useful food information, and respond quickly to emergencies. Encouraging policies, the elimination of obstacles, and improved producer–consumer relationships are critical for the prosperous expansion of SFSCs.

In today's ever-changing food environment, the sustained success of SFSCs depends on an open approach to creative distribution systems, cooperation, and collaboration with researchers.

2 Objectives, Data, and Methodology

2.1 Statement of the Problem

A short food supply chain denotes the system in which construction, dispensation, distribution, and consumption of food involve fewer intermediaries and are more localized. This approach aims to minimize the distance between the person who produces and the person who consumes, nurturing direct relationships and promoting sustainability. This article focuses more towards analyzing the satisfaction of consumers in the purchase of short foods and their perception in the short food supply chain.

2.2 Objective of the Study

The objective of this study is to analyze the satisfaction of consumers in connection with the short food supply chain.

2.3 Research Design

This research paper employs a Simple Random Sampling (SRS) method to analyze consumer satisfaction inside the framework of the short food supply chain. This approach involves randomly selecting a sample of consumers from the population of interest in Coimbatore. By utilizing SRS, every consumer in the study has an equal chance of being encompassed in the study, ensuring a representative and unbiased sample. The structured survey instrument is distributed among 150 randomly chosen consumers, allowing for a comprehensive understanding of their satisfaction levels with the short food supply chain in Coimbatore.

2.4 Data Collection

The data were poised from 150 respondents of Coimbatore city through a structured questionnaire. The collected data from the consumers were analyzed through Structured Equation Modeling (SEM) through AMOS.

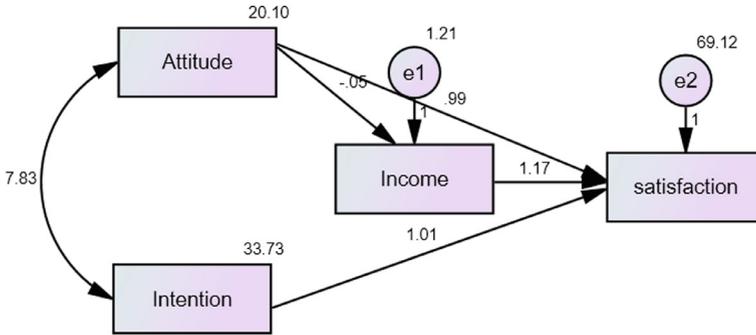


Fig. 1 Structural Equation Model (SEM) grounded on standardized co-efficient on consumer satisfaction

2.5 Structural Equation Model Analysis

SEM includes the subsequent variables:

1. The Observed/endogenous variables: Income and Satisfaction
2. The Observed/exogenous variables: Attitude and Intention
3. The Unobserved/exogenous variables: e1—Error term for Income and e2—Error term for Satisfaction

Hence the number of variables used in Structural Equation Modeling is, as shown in Fig. 1:

- No. of variables in the model: 6
- No. of observed variables used: 4
- No. of unobserved variables used: 2
- No. of exogenous variables used: 4
- No. of endogenous variables used: 2

3 Findings

Using the other path variables held constant, Table 1’s unstandardized coefficient of attitude on income (-0.048) can be used to estimate the partial influence of attitude on income. The coefficient value is significant at the 1% level, and the estimated negative sign suggests that the effect is negative, with Expectation decreasing by -0.048 for each unit fall in Attitude. The partial impact of intention on satisfaction, while all other path variables are held constant, is represented by the unstandardized coefficient of intention on satisfaction, which is 1.007. According to the anticipated positive sign, there would be a positive effect and a 1.007 rise in satisfaction for every unit increase in intention. This coefficient value is significant at the 1% level.

Table 1 Standardised and unstandardised Co-efficient values

Variables			Unstandardised Coefficient (B)	S.E	Standardised Co-efficient (Beta)	t value	P Value
Income	<--	Attitude	-0.048	0.020	-0.190	-2.362	< 0.001**
Satisfaction	<--	Intention	1.007	0.123	0.499	8.185	< 0.001**
Satisfaction	<--	Attitude	0.987	0.162	0.378	6.095	< 0.001**
Satisfaction	<--	Income	1.174	0.619	0.112	1.898	< 0.001**

Note: ** represents significance at 1% level

Keeping the other path factors constant, the unstandardized coefficient of attitude on satisfaction, which stands at 0.987, indicates the partial impact of attitude on satisfaction. With every unit rise in attitude, satisfaction is predicted to improve by 0.987, according to the anticipated positive sign. This coefficient value is significant at the 1% level.

The partial impact of income on satisfaction, when all other path variables are held constant, is represented by the unstandardized coefficient of income on satisfaction, which is 1.174. With every unit increase in income, satisfaction is expected to improve by 1.174, according to the expected positive sign. This coefficient value is significant at the 1% level.

The most influential path in this SEM model is intention on satisfaction (0.499), which is followed by attitude on satisfaction (0.378), income on satisfaction (0.112), and so forth, according to the Standardized Coefficient.

The null hypothesis and alternative hypothesis are formulated with the intention of testing the model fit (Table 2).

- Null hypothesis: There is a good fit with the proposed model.
- Alternate Hypothesis: There is inadequate fit to the proposed model.

Table 2 Model fit summary

Model fit summary of structural equation model indices	Value
Chi-square value	2.228
DF	1
P value	0.136
Chi-square value/DF	2.228
GFI	0.993
AGFI	0.926
NFI	0.982
CFI	0.989
RMR	0.070
RMSEA	0.079

A calculated P value of 0.136, which is greater than 0.05, suggests a good fit with the proposed model. Currently, both the Adjusted Goodness of Fit Index (AGFI) score (0.926) and the Goodness of Fit Index (GFI) value (0.993) are greater than 0.9, indicating an excellent fit. The Root Mean Square Residuals (RMR) and Root Mean Square Error of Approximation (RMSEA) value is 0.079, which is less than 0.08, indicating a perfect fit. The computed Normed Fit Index (NFI) value (0.982) and Comparative Fit Index (CFI) value (0.989) also demonstrate that it is a perfect fit.

4 Conclusion

The analysis shows that there is a strong model fit between customer satisfaction, attitude, and intention. Interestingly, buyers with good intents express greater happiness with their purchases made in Coimbatore's short food supply chain. These results imply that customer intentions are a major determinant of how consumers feel about the food industry's supply chain generally and in terms of their sentiments. In the setting of a major metropolis like Coimbatore, this study offers insightful information about the dynamics of the changing food industry supply chain.

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