

Report on
Understanding the Consumer Behavior
towards Organic Food



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LETTER OF TRANSMITTAL

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Subject: Submission of project report.

Dear Sir,

Here is the report that i assigned on the topic as per your request. The report has been completed but the knowledge that i have gathered from you and through internet.

I am thankful to all those persons who provided me important information and gave me their valuable advices. I would be happy if you read the report and I will try to answer all the questions about the assignment.

I tried my level best to complete this report meaningfully and correctly as much as possible. I believe that my effort will help you to get ahead with this sort of venture.

Yours Obediently

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Executive Summary

How organic food is perceived is recognized as another determinant of purchase behavior. In spite of evidence to the contrary, many advocates of organic products regard such food as healthier and more environmentally friendly. A desire to act in ways which benefit society and the environment provides an additional motive for consuming organic food. Perceived superior taste and concern for animal welfare are other reasons commonly cited.

Studies have also revealed that consumers who purchase organic food are typically more anxious about safety and health issues than non-buyers. Such factors influence consumer attitudes toward organic food, while the relevance of consumer values has also been noted by several analysts. Values like “enjoyment of life” and “self-respect” are among those found to positively impact on attitude, along with others such as “security”, “stimulation” and “self-direction”. Particularly influential for those who consume organic food on a frequent basis are the values “benevolence” and “universalism”.

The focus of certain scholars has been on defining barriers to organic food consumption. A common finding in most studies is that consumers find such products too expensive. Others complain about poor availability and time needed to locate products. Lack of trust in food labeling and the certification process is likewise apparent. In these cases, many complaints refer to the quality of information provided and how it is presented. Some consumers believe that their own consumption habits act as a barrier too.

Table Of Content

<u>Topics</u>	<u>Page No</u>
1.1 INTRODUCTION	05
1.2 Background of the Study.....	05
1.3 Objectives of the Report.....	05
2.1 DISCUSSION	06
2.2 Meaning of the Organic.....	06
3.1 METHODOLOGY	06
3.2 HYPOTHESIS.....	06
3.3 Area and Sampling Plan.....	07
3.4 Method of Sampling.....	07
3.5 Respondent of the Age.....	07
3.6 Distribution of the respondents following to their education.....	07
3.7 Demographic tests of the Respondents Rotation Table.....	08
3.8 Distribution of the respondents following to their Family volume.....	08
3.9 Food Security.....	08
4.1 LITERATURE REVIWE	08-09
5.1 Understanding the Consumer Behavior towards Organic Food.....	09-10
5.1(a) Attitude and Behavior of Consumer.....	10
5.3 Attitude of Customer.....	10-11
5.4 External elements that influencing consumer behavior.....	11-12
5.5 Factors relating Consumers' decision about Organic Food and Their Prevalence in Bangladeshi Organic Favor.....	12
5.6 Public Understanding.....	13

5.7 Organic Food Demand.....	13-14
5.8 Why Do People Purchase Organic Food?.....	15
5.9 Why Organic Food Is Good For Health.....	15-16
6.1 Consumer Eating Better For a Better World.....	16
6.2 Customer Needs & Demand.....	17
6.3 Elements That Influencing Buying Behavior towards Organic Food.....	17-18
6.4 Positive & Negative Consumer Perception toward Organic Food.....	19
6.5 Attitude or Personality towards Organic Food.....	19-20
6.6 Factors That Influences Consumer Organic Food Choices.....	20-21
6.7 CONCLUSION.....	22
6.8 RECOMMENDATION.....	22
6.9 REFERENCES.....	23

Understanding the Consumer Behavior towards Organic Food.

1.1 INTRODUCTION:

First of all organic food is a food which is very good for health. There is no harmful chemical in organic food. Now a day's organic food is very popular because people are now so much health concern. The consumer of organic food behave in different way but most of the consumer of the organic food are satisfy to consume such a kind of organic food like organic vegetable, organic food, organic meat, organic egg etc. Organic food is a food which now produces every country of the world. Organic food is a environmental friendly and it is good for health that is why most of the people of the world try to eat organic fresh food for better life and better world.

1.2 Background Of The Study:

The study is focused on mostly on an article on various sources. This report is limited is only by its health behavior and environmental activities towards organic food and not related with any other activities. It is not subjected to any personal clarification and confidentially some information is strict requirement.

1.3 Objectives Of The Report:

The main objectives of this report are to understanding the consumer behavior towards the organic food. Identify the attitude and personalities of consumer how they are react about the organic food, how they consume, their preference, what they want, their demand all of this is the objectives. Another objective is given below:

- Find the relationship between the variable that affecting the consumer behavior towards the organic food.
- Identify or examine the factors that affect the buying decision of the consumer.

2.1 DISCUSSION:

2.2 Meaning Of The Organic:

Organic means the chemical free food and fruit which are very good and healthier for health. No harmful chemical is added in organic food. Organic food cultivate in natural way. It is very environment friendly it reduces the green house effect. Organic is something which is grown in natural way. For better life and better health we must eat the organic food because organic food reduce the chance of diseases like cancer, diabetic, diseases of kidney etc.

3.1 METHODOLOGY:

I choice respondents indiscriminately from each factor on the basis of education, family size, age, public understanding.

Quantitative research was applied in this research. In our study quantitative method refers to the survey.

I accomplished in the form of questionnaires, which are conducted to ultimate consumers.

3.2 HYPOTHESIS:

Null Hypothesis: There is no relationship between Consumers buying behavior and purchase decisions of organic food products.

Alternate Hypothesis: There is a relationship between Consumers buying behavior and purchase decisions of organic food products.

3.3 Area and Sampling Plan:

This is all about how handle the sample. Here, at the time of taking sample plan we have spent some days. We collect data from the following locations in Dhaka city: Meena Bazar, Shopno, Mohammadpur krishi market . It takes time because customers are not always in mood to talk and sometimes different types of situation have arisen so that we have to wait to make a favorable situation.

3.4 Method of Sampling:

In case of choosing the sampling method here the first priority is random sampling method. Considering this method in mind here, we have tried to focus on those samples which are easy to get access.

3.5 Respondent of the Age:

Age	Number	Percentage (%)
18-24 Years	16	16
25-54 Years	62	62
55 And Older	22	22
Total	100	100

3.6 Distribution of the respondents following to their education:

Categories of Education	Number	Percentage (%)
Illiterate	20	20
Primary	15	15
Secondary	25	25
Higher Secondary & Others	40	40
Total	100	100

3.7 Demographic tests of the Respondents Rotation Table:

Respondent of the Gender

Gender	Number	Percentage (%)
Male	60	60
Female	40	40
Total	100	100

3.8 Distribution of the respondents following to their Family volume:

Size of family	Number	Percentage (%)
Small (1-3)	27	27
Medium (4-6)	25	25
Large (Above 6)	48	48
Total	100	100

3.9 Food Security:

Perception statements in the Food Security dimension	Number of the respondent	Minimum	Maximum	Mean	SD
Organic food is safe	100	3	5	4.62	.59933
Containing less pesticides	100	1	5	4.02	.99473
Valid Number of the respondent (list wise)	100				
Average mean					

4.1 LITERATURE REVIWE:

In this first review of comprehensive of the scientific literature is compare with the nutrient levels of the organic and non-organic food completed since 2004, a factor of scientists include that the organically grown plant-based foods are 28% more healthier dense, on average, and hence deliver much more important nutrients per serving or calorie perceived. Nutrient levels were studied in 236 fully matched pairs of foods with scientifically valid results on the levels of 15 nutrients, plus

Each and every matched pair contains, for example, an apple crop grown organically and another apple crop are grown by non-organic farm with similar soils, waters, plant genetics, irrigation systems, and harvest tests. The update report is accomplished as a “State of Science Review” by The Organic Center and is entitled “New Evidence ensures that the Nutritional Superiority of Plant-based Organic food.

Choosing Scientifically Valid Studies:

The team considers the study art and analytical process are used in 97 published, peer reviewed studies appearing since 1980. Earlier study shows that the organic farming, changes in analytical process, and the most recent recognition of the importance of antioxidant plant phytonutrients. Studies are showed that there are lots of important elements are shown in this report research including the valid studies.

5.1 Understanding the Consumer Behavior towards Organic Food:

A Study of the Bangladesh Market:

5.1(a) Attitude and Behavior of Consumer:

Elements of consumer analysis

Analyzed the customers/consumers and stated that there are three main points through which such analysis can be carried out. The main 3 categories are:

- Customers intellectual level
- Their performance, and
- Their surroundings

Another fact that should also be given importance is their relationship with each other. All these factors can have an impact on other areas of their life. The factors

should always be taken into account when advertising tactics are designed. Customers intellectual level is a primary basis for the way they act and the way they think assess and understand certain things. An individual has their own way of dealing with matters or situations they are exposed to. All individuals are of similar to a certain extend but emotional impact and intellect are interlinked Peter and Olson, 2008; Chrismal, 1995). Since there are different ways of interpreting the behavior of the customers, Peter and Olson (2008) has summarized all the interpretations and has identified the interpretations with a specific term. The term is known as the „overt consumer behavior“. This means that the customers“ actions or accomplishments can be scrutinized by measurable techniques.

5.2 Internal elements influencing consumer behavior

Demographics and Individual likes:

Demographic and individual likes also influence the consumer behavior towards the organic food. Demographic refers climate, state, region etc. In every country there are some demographic differences which affect the consumer behavior. Personal or individual likes are other factors which are strongly influence the consumer behavior. Every people have different likes and choices. Some people like to eat vegetables some are likes to eat meat, beef, and chicken. This is why i easily say that the demographic and individual likes are influence the consumer behavior. In some part of the country the organic food grow well the climate is suitable to cultivate the organic food which has positive impact on the mind of the target customer and the customer behavior are influence towards the organic food.

5.3 Attitude Of Customer:

Personality have many different word to define, the word attitude can also have many different explanation. Chasmal (1995) has given a explanation to the word „attitude“. He has defined it as “a mental and neural state of readiness organized through experience and knowledge, exerting a directive or dynamic influence upon the individual’s reaction to all purpose and conditions with which is related”. Easily define that attitude is the way a person thinks or acts. A person’s attitude can change or differ in a positive way or in a negative way depending on the

situation he is put in. following to Chasmal (1995), a person's approach/attitude towards a certain elements can also change if he earns more knowledge on the subject matter. A person's outlook on a specific subject can sometimes play a vital role in describing whether that person would buy the object or where he would like to buy it from. Following to Blackwell et al. (2001) it is important to assess a person's approach or attitude to determine how their attitude is being manipulated by the present market.

5.4 External elements that influencing consumer behavior:

There are many elements or factors which are influencing or affecting the consumer behavior. Customers are different in city to city, country to country, state to state, and religion to religion, their lifestyle, need. Choices are also different. Culture tradition is playing a vital role to influence the consumer behavior. Different country has different culture which is strongly influence the consumer behavior towards the organic food. Some people are health concern and some are not. Education is also play important role to influence the consumer behavior. If people are educated then they are concern about their health, their environment. So, it is easy to say that the external elements are also influences the consumer behavior.

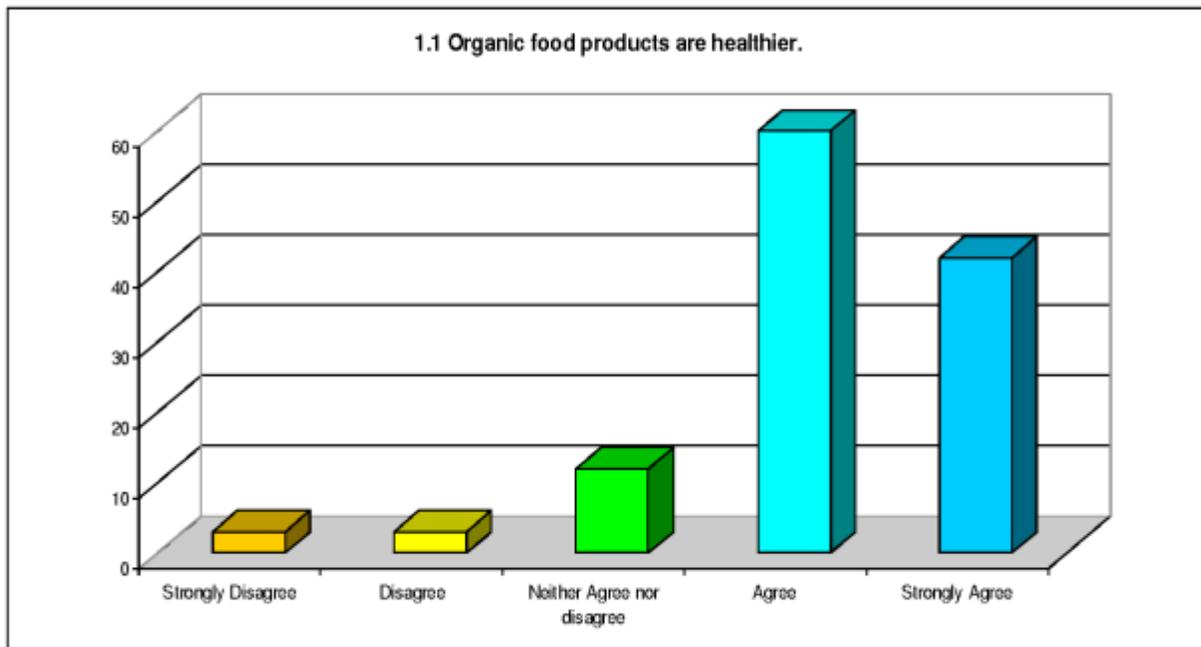


Figure: 4.1

5.5 Factors relating Consumers' decision about Organic Food and Their Prevalence in Bangladeshi Organic Favor:

In Bangladesh Agriculture is the indispensable culture. In Gross Domestic Product (GDP) of the country Agriculture has a enceinte contribution. Earlier higher than 50% of GDP came from this division. Organic foods are foods that are produced using methods of organic farming – that not to related modern synthetic inputs such as synthetic pesticides and chemical fertilizers. Organic foods are also not using irradiation, industrial solvents, or chemical food additives. The industry of organic food is heavily strong, distinct from private gardening. The street of food consumption is not only body nourishment but also heath development over lifetime.

5.6 Public Understanding:

It is a very positive perception of the public about the organic food. Organic food is very friendly for environment and it's not done any harmful effect in atmosphere or human body, that is why people are prefer more to eat organic food. Organic food is very good for health. People buy and eat organic food without any doubt. So easily the perception of organic food in public mind is very good and public are feeling safely to consume this food.

Psychological effects such as the “halo” effect, which are related to the choice and consumption of organic food, are also important motivating factors in the purchase of organic food. The perception that organic food is low-calorie food or health food appears to be common.

The demand of organic food is increased day by day because people are now very much health concern .People are now always purchase those products which are good for their health and which are environment friendly. Halo effect play an important role because it is related to the choice and consumption of organic food which is influence the consumer to consume and buy the organic food.

5.7 Organic Food Demand:

International Organic Food Market 2017-2021, has been made based on an in-depth and wide market analysis with the favor of industry experts. The report also includes a deliberation of the main vendors operating in this market.

Following to the report, one of the major operators for this market is Increasing knowledge about benefits of organic food and beverages. There has been an enhancing knowledge of the health opportunity among people owing to the consumption of organic food and beverages. The growing health-related puzzle across the world have prepared the consumer be aware of the elements that they consume and, hence, they are more akin to the consumption of organic food and beverages.

The use of excessive pesticides, compost, and ionizing diffusion may make things easier for the generators of inorganic food and beverages, but it also enhance health-related matters among the general populace in direct proportion. Now-a-days consumer, becoming sensible of such rampant usage of fulsome chemicals, has been hugely dissuaded from the consumption of inorganic products, directly leading to the growth in demand for organic food and beverages.

The latest trend gaining momentum in the market is Innovation in products and new product launches. Organic food market is growing slowly but strongly all over the world. Yet, this market needs product innovations and dynamism to be able to remain lucrative. Generators of the organic food products innovate greatly in terms of alimentation and health.

The populace is becoming gradually sensible of the bad -effects associated with the consumption of inorganic products; inorganic food led the organic products manufacturers to develop greater varieties and newer products only to be able to gain a greater market share. Some of the well-admired creation in the organic food and beverages market are organic bamboo tea, organic soy sauce, and biological milk.

Further, the report states that one of the main elements hindering the growth of this market is High prices of organic products. The retail prices of conventional product are less than the organic food products. The elements causing high prices are limited farming, time-consuming production, and greater labor input. As chemicals, pesticides, artificial fertilizers, and growth hormones are not used to produce organic food products; they consume greater time and effort. High prices often restrict the purchases by affluent classes of the society residing in developed European countries.

Other matters such as economic uncertainties also get affected by purchasing power of consumers. Sales of the organic food products in the market are affected for this. However, with developments in technology and emergence of private label brands, this worry will go down to some extent.

5.8 Why Do People Purchase Organic Food?

People should think that eating organic food is important in order to be environmental friendly individual? People became more concern of the atmosphere problems, and many people choose to stand and even to change their lifestyle if they have to in order to help the sustainability of Earth and health of people. People prepared environmental friendly actions such as purchasing organic food. Purchasing organic food is considered as a important and sensitive action to support organic farming and organic products.

Organic foods are completely made without involving chemicals or fertilizers or antibiotics or growth hormones; therefore, organic foods are to be 100% natural. On the other hand, inorganic foods are most of time used with chemicals or antibiotics. Organic livestock are fed organically and given an organically lifestyle including the independency of movement outside and the fresh air under the sunlight.“ The term ‘organic’ means to the use of fresh able resources, land management including maintenance of water and soil systems, Restricted synthetic chemical application and not the present of certain prohibited substances such as hormones, sewer sludge or bioengineered goods.

5.9 Why Organic Food Is Good For Health:

Organic food is food which is good for health and it is environmental friendly. Organic food not causes any harmful damages of the human body. It is very good for human body. In organic food no chemical is uses that is why organic food is good for health. Everyone tries to eat organic food because people are now very much health concern.

There are also many reasons why organic food is good for health’s which are given below:

I. Organic food is very good for health.

A.) It is grown in normal soil or in any garden like homemade garden.

1.) Regular farmers use viscose that vanish the entire natural organism that help the soil release the soils nutrients into the plants.

2.) Farmers that use viscose make animals that burrow the world not do their part in nature, which will effect root improvement and drainage.

1.) The risk of food poisoning here is very little or have no chance of food poisoning for consume organic food.

a.) if a distributor is not remember to wash regular food off pesticides the consumer could be affected by food poisoning.

II.) Organic food is better for the world.

A.) There are no chemicals that can adulterer the world or the ozone lair.

B.) There is balance in nature.

1.) Farmers get advantage from nature to make their food.

III. Organic food is better and higher quality food.

A.) The Organic farmers must follow rigid laws and rules then regular farmers.

1.) Rules and laws for organic farmers must make sure that any soil, keeping center, or packing utensils must not have any trace of chemicals to make sure it is attested organic.

6.1 Consumer Eating Better For A Better World:

Consumer is eating better for a better life. Organic food is the food which is healthier and safe for human body it is also friendly for environment no chemicals are used of the growing of organic food. Peoples now a day's eating organic food or they attract by the organic food because they know that if they eating better the world is also better for live. That is why organic food plays a very important role for balance the earth and crate the weather of the earth affordable for the people. Organic food also reduces the greenhouse effect of the atmosphere of world. Organic food have no food chemicals that is why there is very little or no chance to be effected by the food poisoning. This is cause that the consumer eating organic based food for better life and better world. Most people don't see that the start of it all is as simple as changing our daily routines. Just a simple alternative of our diets can good for our health and the state of our planet.

6.2 Customer Needs & Demand:

Customers are now a day's very much their health concern. They want to buy or purchase the products which are very good for their health. That is why their needs and demands are depends mostly for good and healthy products. Customer choice organic food to eat because organic food is food which is chemical free and is not causes any harm for the person body. For better and healthier life we must eat organic food. Although the price of organic food is much more expensive than the ordinary food but people always demand for organic food because organic food is good for health on the other hand ordinary food are not free from chemical and other drugs which causes the damage of human body and create different type of diseases which are very much dangerous for the health and which causes the dead. So that is why customer always has a demand and need for organic food.

6.3 Elements That Influencing Buying Behavior Towards Organic Food:

There are many factors or elements which are influencing the buying power of the consumer toward organic food. The elements are such as environmental, social, political, cultural, regional, safety awareness and so on which are very much influencing the buying behavior toward organic food. Those elements or factors are described briefly in below:

6.3(a) Environmental awareness:

Consumer who is more aware about the atmosphere is a conscious consumer. The conscious consumers who are know that the distribution, adjustment, production, and use of the products are environment friendly. The product that is environmentally friendly has created with chemical free which is using the system that does not harm the atmosphere. Hence, this is also one of the main elements that influence the consumer behavior towards buying organic foods. The enhancement of an organic food spending that is depends to the enhancement of environmental awareness in the public. Number of people who buy the organic food usually are for environmental motive due to organic farming generators are improved to help environment, defend the quality and decrease the contaminated of water and world based on the knowledge of this study.

6.3(b) Safety awareness:

Other elements are safety concern which is very important. People are aware of their health safety they try eat organic food which are chemical free and which has no risk of diseases that is safety concern is another main issue. Now a day's most of the food is in risk to eat to build diseases in the body because most of the food there are use toxic chemical which causes very dangerous diseases like cancer, Alma, brain disorder etc. That is why people are avoid this type of unhealthy food and try to eat organic fresh food which is good for the health.

6.3(c) Relational awareness:

Different religion people have different norms and ethics some food are harm and some are hall is Islam that is why this is the other elements which is influencing the buying behaviors. In Islam pig meat is harm on the other hand christen religion people are eating pig very much. In Islam religion cow meat is halal on the other hand in Hindu people cow are not allow to eat because they consider cow as their god. That is why religion awareness is another main element. Food must be serving or growths in organic way first of all know the religion of the people and then produce Halal food in organic way.

6.3 (d) Cultural awareness:

Different country or different region people have different culture which is influence the buying behavior of the people towards the organic food. Culture plays a important role to influence the buying behavior. There many people in the society most of them are buying the harmful food or goods because of the cheap price of the food which is very dangerous for their health.

6.3 (e) Financial awareness:

As we know that most of the people of our country are poor they cannot bear the cost of organic food because organic food are much more expensive that is why they are purchase the non-organic food which are not good for health and are include chemical that cause many diseases in the human body. So we should make sure that the price of the organic food is reasonable for everyone not only the rich people but also the poor and middle class people who are not purchase the organic food for the cost. So, financial awareness is one of the most important point or elements or factors of buying behaviors of the consumer towards the organic food.

6.4 Positive & Negative Consumer Perception toward Organic Food:

Understanding consumer behavior is important. The behavior of consumer may be positive or may be negative. Most of the time, the behavior of the consumer towards organic food is positive because organic food is food which is fresh and good for health. Organic food is the food which is also good for the environment. For better health and better world customer prefer the organic food very much. Consumer always health concern that is why most of the people have positive mind set about the organic food, but there are some negative point of view about the organic food mostly in the price of organic food. The price of organic food is little or more higher that is why many people buy non organic food which are contaminated by different type of dangerous poison or chemicals which is very dangerous for the human body and mind it causes different type of diseases like cancer, brain disorder, the problem of kidney, damages libber etc or many more. This is some positive and negative perception toward the organic food. Most people have positive perception but some are negative perception also.

6.5 Attitude or Personality towards Organic Food:

Organic food is good for health. Everyone try to eat organic food for better health and better life. Different people have different attitude towards the organic food. Most of the people have positive thinking about the organic food. Therefore, it is difference attitude and self-report behavior. The first point may help to define that the distinguish in behavior between the attitudes are a standard relative fundamental "organic" when assimilated to the other buying values. Long life and health was also thought to be mandatory or very important majority of defendants. Secondly, another applicant interprets the difference is consumers do not worry organic food would be better than non-organic food. The most ordinary belief about organic food is their "more costly" and "health" than consecutive food. The third influence elements may help to interpret the differences in behavior between the attitude is about half (49%) of respondents said they often or always ignore purchase organic food, because they think they are highly costly. Further, most (63%) report says, it is mandatory or is much more very important, organic food is not good enough than the traditional higher food expense.

For this we easily say that organic food price is one of the most important factors that influence the attitude of the people towards the organic food. The organic food price is little higher than the non-organic food and it is very often because organic

food is better than the non-organic food but some people are not like to purchase the same food in higher price when they get the same food in lower price that is why they buy the non-organic food. So we easily say that the pricing strategy should follow in organic food distribution so satisfy their customer and attract customer to buy the organic food and change their customer behavior or made positive customer attitude towards the organic food.

6.6 Factors That Influences Consumer Organic Food Choices:

There are many factors that influence the consumer organic food choices. Some of the factors are given below which are influences the consumer choices for organic food.

Price

Environmental concerns

Quality

Brand name

Convenience

Durability

Packaging

Now those factors are described shortly below:

6.6 (a) Price:

Price is one of important elements or factors which influence consumer to choice the organic food. As we know that organic food is healthier and it is very good for health so that the people want to buy the organic food to eat better and live better that is why pricing is the sensitive elements here. The price of the organic food must be reasonable so that every people can easily purchase organic food and lead happier and healthier life.

6.6 (b) Environmental Concern:

As we already know that organic food is environment friendly. Organic food not harm the overall environment. It is very environment friendly. People are so much aware about the environment pollution now a days so they are not consume any type of food which are polluted the environment or atmosphere that is why people try to consume those food which are very environment friendly and which are not harm the overall environment.

6.6 (c) Brand Name:

Brand name is another factor that influences people to choice the organic food. There are so many brands almost every country whose are sell organic food but some of the brand create the unique image for the mind of target customer through their positioning. Distributing system, knowing the customer demand give superior customer value and so on which are create the positive mind set of the customer? Customer always tries to purchase product in well brand like agora, shop no in our country because they have well brand name for organic food.

6.6 (d) Durability:

Durability is another important factor. Durability means how long the product will be long lasting or how much time the food is fresh and have the condition to eat. Most of the foods are not eating for a long time but organic food must be concern about this because consumers want the durable food which is fresh and good for health.

6.6(e) Packaging:

Packaging is another important element that influences the consumer buying decision of organic food. Organic food item must be packaged well. Every important detail are available in package body so that it is easy for the people at know about the food advantage the amount of nutrients and the other important things. The packaging must attract for the people. The packaging can easily bear by the consumer or the package protects the food or product very well. If the packaging of the product is not well than consumer not attract the product. That is why packaging is important elements.

6.7 CONCLUSION:

When the fruit is seasoned, it will send certain smell to fascinate birds, bees, and humans. This is how seeds are proclaimed. If we do not select them, they will definitely fall on the ground. So eating fruits and vegetables is general sense. On the other hand, animals and livestock are moved by humans. They have the ability to live.

Actually they have long lived on the earth and become the right to live. Having vegan repasts can help save the animals and also decrease global warming. With organic agriculture, the water can be well guarded.

During our meetings, we identify that most vegan restaurants run their business for the advantages of health and the earth. In addition, visiting organic farms makes us concern of the benefits and process of organic agriculture.

6.8 RECOMMENDATION:

1. To develop sustainable foods outturn, the government should extent the spending of meat products.
2. We should buy the topical agriculture goods, particularly fruits, vegetables, and crops.
3. Research on agriculture should take climate and the nutrition plants have into estimation.
4. More adjutant and research funding should be take measure for organic and eco-friendly agriculture.

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