

# United International University



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Organic Food Development and Brand Communication influencing  
Consumer Conviction in Bangladesh

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Submitted To

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business and Economics

Submitted By

Mst. Sharmin Sultana

Id# 111 113 057

Date of submission

28-10-2018

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# Letter of Transmittal:

28<sup>th</sup> October, 2018

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Subject: A report on Organic Food Development and Brand Communication influencing Consumer Conviction in Bangladesh.

Dear Sir,

This is my humble attempt to inform you that here is the report you have estimated as to prepare research on the topic “Organic Food Development and Brand Communication influencing Consumer Conviction in Bangladesh.” I tried to give all the information what I actually gained by analyzing and based on the requirements about this topic.

I would like to thank you for allowing me with such an important topic. I am ready to provide any further information regarding the report, if necessary.

Sincerely Yours,

Mst. Sharmin Sultana

Id: 111113057

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## ACKNOWLEDGMENTS

I would like to thank United International University and all the people who are related for this project. This project is helpful for us to know how organic food in Bangladesh. We also know that Branding of organic food in our country. I also thank course instructor of UIU for giving us your valuable instruction and give us best opportunity. You can share organic Business knowledge with us which is really helpful for us to make this paper. I promise you this paper is very helpful for organic sector in our country.

I would like to thank Businessman and community who have real contribution to make this paper. Without them it's not possible to make this paper. I have taken huge organic knowledge from them. They giving us knowledge about organic market and distribution channel. They also help us to know about internal or external earning of organic sector.

I would like to thank all of my classmates, Representative, senior brother and sister who contribute their support for making me this project. You are providing valuable suggestion, thought and views. That's why I could not take credit alone for this product. I will give credit also you.

Finally, thank **mom and dad** aimed at supporting all the way. What would I do without your long chats and motivation?



## *Executive Summery*

This current study is concern for organic food of Bangladesh which is getting good locus now a day. Here I want to create Brand image of organic Food and succeeding to feel our target. Through this study researcher is showing some statistical date in this report which is very helpful to know about present situation and past.

Another focusing issue is marketing portion in this sector. Like as, promotion, Publication, motivation of consumer, Packaging etc. A good marketing can change its current situation. This sector will be great financial source. Young generation can earn money from this sector. They have changed their life. This sector possesses both advantages and disadvantages. The advantage is more than disadvantage. This sector is very helpful for health. We want to provide best service of organic food lovers because we want to huge number of organic food lovers. We want to export organic food and increase production. This study also highlights the government positives initiatives for this sector.



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# BRANDING OF ORGANIC FOOD

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# CHAPTER 1

## Introduction and Circumstantial

### 1.0 Introduction

The branding of organic food in Bangladesh is still growing phase. For this I have exerted my effort for shaping the current situation of Branding in Organic market. The organic food sector is expanding in our country that's why this research is very necessary. This paper is not only demanding for organic Businessman but also organic food lovers. Day by day organic food lover's percentage is increasing. Not only old age citizen but also younger generation is also highly affected in organic food. I am viewing organic food culture in our country and rest of the world. This also follows a valuable side of organic food and article of organic food in Bangladesh.

I am proudly says that organic food demand is swelling day by day. When we are in childhood then we never want to eat vegetable but the scenario has been changed. A public sounding on organic agriculture highlighted the public's concerns with environmental and quality issues. I am amplifying the value of organic food in our country because of health and other benefit. It will helpful for physical fitness. Organic food can improvise highly economic growth and upsurge job possibility for youth. We can achieve enormous foreign remittance for this product.

### 1.1 The meaning of organic food

Organic food is producing by rural area in our country which is totally cultivated by natural seeds. This food is distributing by whole country from village. We are not use hygienic chemical

and medicine for producing this product. Some dishonest businessman tries to use medicine but they are failure because government of Bangladesh can punished those dishonest businessman. The certifiable farm management with controls and traceability that is in agreement with the local environment using land husbandry techniques such as soil-conservation measures, crop rotation and the application of agronomic, biological and manual methods instead of synthetic inputs. Our Government should take step to save organic farmer. They have provide fertilizer, seed with free of cost. They also assemble training program for farmer.

## **1.2 Statement of the Purpose**

### **1.2.1 Problem Statement**

The purpose of this study is to go round how organic food brand utilize brand communications as a key tool for influencing perceptions and knowledge and ultimately relationships with customers.

### **1.2.2 Primary Research Question**

How organic food is branding in Bangladesh? And play a role in influencing consumer faith in Bangladesh.

## **1.3 Aim of the study**

- To amplify organic food product market in our country
- Upsurge organic food lovers
- Motivated people to invest in organic food sector.
- Deliver high quality and healthy organic food for consumer
- Buildup consumer trust, faith and pure image for organic food

### **1.3 Secondary research question**

What suggestions formed in the minds of organic Consumers?

What factors are influencing consumer trust towards organic food?

What type of organic food is using in Bangladesh?

How organic food is participating in Bangladeshi Market?

### **1.5 Research objectives**

- Inspect organic food is branding in Bangladesh.
- To determine the source about consumer
- To be distribute organic food as a right time and a right place.
- To determine subject factors that influence consumer faith
- Finding proper customer and give then proper information about Organic food.
- Practicing business policy and framework

### **1.6 Literature Review**

Literature review of this research demonstrations the suitable use or organic food. In this report we are promoting organic food and the brand image of organic food. We shows overall branding of organic food and also setup process of indicted those food. We are concentrating distribution channel, supply and market analysis of organic food. The consumer behavior of organic food is positive and market is fully competitive. Demand is cumulative but younger organic food lovers is not touch the expectation line.

## 1.7 Research Mythology

The strategy was exploratory and qualitative in nature. We are collective quality of data from common people. We are discussing about the distribution channel of organic product of Bangladesh. This research can find out original problem of organic food. We want to develop this sector. Without finding this problem it's not possible to develop this sector.

## 1.8 SOWT Analysis

SOWT Analysis is one of the most important for this research paper. We can show the four essential parts for using this analysis. It will helpful for everyone to understand this report. I focus the box of Sownt



**Figure 1.1: SOWT Analysis**

Strength: There are many strength of this report but the most important strength are

- To provide lots of information for local and international market
- To create customer value about this product
- To understand the Bangladesh organic Food market and so on
- Provide better service for consumer

Opportunity: The main opportunities are

- Be create new job opportunity for people
- Having chance to get healthy product
- To be change life style

Weakness:

- Don't collect huge data for time management
- Land crisis in our country
- No available report making by organic food
- Not available organic customer
- Trainer crisis

Threat:

- Don't maintain privacy
- Huge competitors
- Knowledge of farmers

## **1.9 Planned Arrangement**

Chapter 1: Introduction and Circumstantial

Chapter 2: Nonfiction Evaluation

Chapter 3: Investigation Procedure

Chapter4: Market Analysis

Chapter 5: Statistics Examination and Endorsements

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Bangladesh is thickly populated country in the world. The population has reached a confounding 160 million and amongst that more than 80% are living in the rural areas. The rural people just make enough to meets their ends and often live under extreme poverty. Seasonal drought, monsoon pouring and winter waves make it cruel reality of life that is built on poor infrastructure and centralized communication system. Bangladesh economic report 2015/16 illustrate that It subsidized around 25% of country GDP and create 50% of employment.

Organic farming in Bangladesh has steadily increased especially in recent years. The reason of increasing farming is demand of organic food and increasing knowhow of organic product. The Agriculture training center can train people for knowhow. The trained people can increase and know how to produce better organic product, seeds, fertilizer etc. They also take knowledge about market of organic food.

#### **2.2 Organic & Organic Agriculture**

##### **2.2.1 Organic**

Organic product is highly encouraging to use. In our country high level of person are using organic food. It's good for your health. Usually, organic product is producing in our rural area



but now a day's most of the younger can producing organic food onward house. People are also getting training for organic product. Training is very important because if you know the Production procedure of organic food then you will producing many healthy product.

### **2.2.2 Organic Agriculture**

You should produce high rate of food if you have knowledge about product. You can grow huge quantity and quality of product if you have provided proper fertilizer and take care of your land. In our country farmer has no knowledge about organic food landing. That's why we never achieve our expectation. We want to fulfill our goals and have to take proper training.

### **2.2.3 Imaginative Production procedure**

People of Bangladesh has used to creative idea for producing medically safe organic product. Likewise, some of people produce organic product not for sale, they innovate for him. They need safety food for livelihood. We know that, unhealthy product affect us medically injured. We are motivated our people to annoy organic food. We have shortage of land. That's why we are using roof, home garden to produce this. We have use top, drum and so on for producing this.

### **2.2.4 Advantage of organic food**

There are many advantage of organic food that's why we like this. Now, we are discussing this

- To remove financial crisis of people or family. For example, we produce organic food and sell it in our local market for decline financial crisis.

- To remove unemployment problem
- Making a healthy and intelligent nation
- To producing huge product and reduce export pressure
- We are increasing our economic growth for producing this product.

### **2.2.5 Why organic food**

Organic food are using for verity of reason. Now, I am discussing the reason of organic food uses below:

- Health is wealth. If you believe this concept then you are falling organic food
- We should change our financial condition
- We are leading a healthy nation from this organic food
- Organic Business can create job enrollment for our young generation
- It reduce foreign dependency and chances to export product

### **2.3 Organic Farming in Bangladesh**

Bangladesh has a human density of 1000 inhabitants per km<sup>2</sup>. About 70 % of the population lives in rural areas, agriculture contributes 33 % of the GDP. It is estimated that 48 % of the population live in poverty and 27 % in absolute poverty. The average farm size is 1.5 hectare and has to feed the farmers family of 5 to 7 people. Food security was and is still one of the major problems in the country. Therefore, nearly every square meter of land and natural resource are used for food production and other human needs, mainly on existence level. Crop production leads the farm activities; animal husbandry is done with cattle, small ruminants (goats, sheep), chicken and ducks. The need to increase food production with increasing population was reached by increasing farmland productivity.

This was done with the use of modern technology. But, increasing application of chemical fertilizers, pesticides in combination with irrigation, monocultures and high yielding varieties led to problems in degradation of soil fertility, water pollution and decreasing biodiversity. The conflict of food production and sustainable land use is obvious. Therefore, new means of farming need to meet the food needs of today and tomorrow as well as the ecological resources of biodiversity, climate and soil fertility.

## **2.4 Promoting organic farming in Bangladesh**

We need to increase organic food and farmer. We also want to increase production, consumer values and so on of organic food. We know that “Organic food is safe and good for health”. Every area of organic sector needs promotion. Organic farming is not different between them. Farmer can know about promotion package. For example, possibility to increase price, good price for product, receiving land with cheap cost. If you want to increase organic farming then you can upsurge investment.

Training of organic agriculture is very important. For instance, you should take knowledge about organic food and their production procedure. You can also getting knowledge about organic market, finance and values.

Promoting organic farming are discussing about

- To be organize organic land for landlord with cheep of cost
- Placing farming land in good place
- When you start organic farming then you have to know about the availability of organic materials.
- You are also learn about the labor ability and expense.
- Transportation and other facility

- Training facility

## **2.5 Organic Market**

The highly famous organic market is in the US and the European Union. It is also a cheap organic market. On the other hand, India and China are big exporters. They are earning huge amounts of foreign currency every year. Japan has a very small organic market. Next, South Africa and Brazil have been very developing organic markets. The European and US organic markets are rapidly growing. Australia and Canada also try to involve organic business. They are producing organic food.

However, the Bangladeshi organic market can indicate different signs. Yes, it can also be a growing chain but some of it has been damaged. We are exporting some products like tea and tropical fruits. But we are importing more. Our import is greater than export.

Training is highly important for growing an organic market. For instance, if you want to develop an organic food business, you must be developing your skills. A businessman can know about the organic market, consumer behavior, attitude, purchasing power, demand, supply, consumer needs, wants, and so on.

Moreover, import is greater than export can indicate a good sign. It indicates a company will earn more foreign remittance from other countries. We know that those countries have better exports; they are in a good position in the world. We are collecting international data on organic business. We can see that day by day organic food business can change their face. It will indicate a rocking position.

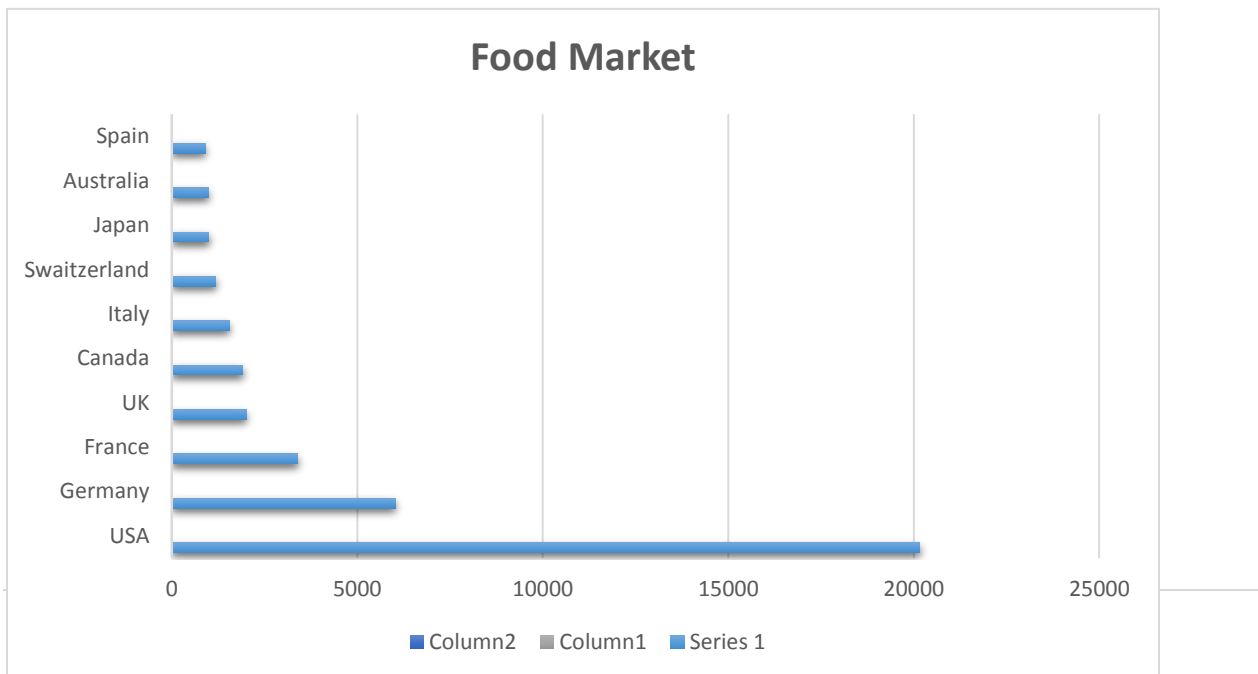
The available organic farms offer fruits and vegetables - banana, papaya, mango, jackfruit, litchi, etc. The vegetables include cucumber, cauliflower, potato, cabbage, radish, carrot etc. Companies like Bdfoods, Square consumer goods ltd, Pran Foods ltd, Ahmed food products private ltd, Aftab food ltd promote agro products. They also satisfy the consumers in a similar way that is they also offer healthy food products, at least they claim.

Now a day's organic market is very competitive and challenging. We know selling is not only dependent on market place but also consumer need, demand and want. We are also observing consumer needs and want.

## 2.6 Organic product convenience of Foreign Country

### 2.6.1 The Organic Market –Over-all Inclinations

Organic food market is increasing their field rapidly. They have no possibility to stand. More than 100 countries are doing organic food business. The main countries are USA, Germany, France, Canada, Italy, Japan, and Australia so on. The high share of organic market is USA and Lower share of Spain. USA has big share of organic food market.



## Figure 2.1: Countries with the largest organic markets

USA has largest organic market which is 22000 of market share. On the other hand, Germany and France has second and third position. They have 7000 and 3500 of market share. Another way UK, Canada and Italy has getting some of market share. Like as 2500, 2000 and 1500 e.t.c. Spain has very small market which is on 500 shares.

## 2.7 Inhabited realms and food security

We are discussing about global food Security Index and GFSI position in world. China has taken height position about GFSI. We have observed that top 10 GFSI country whereas 6 are ASIAN countries.

We show chart for top ten populated countries and their index below

Rank	Country	Global Food Security Index score/100	GFSI position in World
1	China	62.5	38
2	India	45.0	66
3	United States	89.5	1
4	Indonesia	46.8	64
5	Brazil	67.6	31
6	Pakistan	38.5	75
7	Nigeria	34.8	80

8	Bangladesh	34.6	81
9	Russia	68.3	29
10	Japan	80.7	16

Chart 2.1: Top 10 countries and their index

This chart shows that Bangladesh has no eight positions where as India and china has first and second position. At a time there food index is 34.6, 45, and 62.5 for Bangladesh, India and China. Day by day our demand of organic food is cumulative. People have effective the food and also show up the attractiveness of this food. This food is eco friend and environmentally well for everyone.

## 2.8 Bangladesh Organic product manufacturer

There are more than 100 organization are working for manufacturing organic product. They have produce variety of product.

<b>Name of the company</b>	<b>Contact Address</b>	<b>Products Name</b>
Organic Bangladesh Ltd.	<b>Plot# 6(4thfl), Road# 13, Nikunja-2,Dhaka 1229,Bangladesh, Phone- +8802-7911941, 8922112, 01198-132535, <a href="mailto:ufil@bopma.org">ufil@bopma.org</a></b>	Inspection, Verification, Testing and Certification body.
Uttarbanga Fertilizer Ind. Ltd.	Singerdabrihat, Rajarhat, Kurigram <b>Phone- +8802-</b>	Organic fertilizer & Organic

	<b>7911941, 8922112, 01198-132535, <a href="mailto:ufil@bopma.org">ufil@bopma.org</a></b>	pesticides
Global Green Energy Ltd.	<b>Plot# 6(4thfl), Road# 13, Nikunja-2, Dhaka-1229, Bangladesh, Phone-+8802-7911941, 8922112, 01198-132535, <a href="mailto:ufil@bopma.org">ufil@bopma.org</a></b>	Jatropha plantation & Biodiesel production. Solar energy production & supply
Kartoa Fertilizer & Co.	Vadra, Mirzapur, Sherpur, Bogra, Phone: 01711-452717	Organic fertilizer and Organic farming
Majumdar Agro Services Ltd Ibrahim Herbal & Company	Ratanpur, Bijoypurbar, Comilla, Phone: 01711 - 533174	Organic fertilizer & Organic pesticides
Lub Rref (bd) Ltd.	118, Shershah Road, Mohammadpur, Dhaka. Phone:01197342413, 01917714301,01727319408, Email: <a href="mailto:truetradebd@gmail.com">truetradebd@gmail.com</a>	Herbal medicine, dietary supplement.
Harvest Trading International	421B Indira Road, Dhaka	Organic farming and products
Jamuna Agro Services	10, Noorjahan Road, Mohammadpur, Dhaka	Organic farming and Outlets

Chart 2.2: Bangladesh organic food manufacturer



## **2.9 Organic food and agriculture**

Bangladesh has positive influence of organic product. The demand of organic food is increasing rapidly. Bangladesh has reputation to produce organic food. We have huge land and resource to produce it. Agriculturally we have strong position but now a days we are facing farmer shortage because most of the farmer has migrate their profession.

Organic food and agricultural sector is growing up in our country. But some moment we seen few managerial problem in this sector. We shout out problem in this sector. We have to change those problem as an own time. The major problem in this sector I can discuss below

- The major problem is transportation, safety of product
- We could not take Bank Loan own time
- Lowest foreign investor
- Security issue
- No enough investment during a year

## **2.10 Consumer Behavior in Bangladesh**

### **2.10.1 Motives to Purchasing**

Motivation is very important for both side. I mean it important for customer and Businessman. Customer motivation level is different than Businessman. If you want to upsurge sell volume of product then you should properly motivated to your customer. For example, you can ensure quality of product, cheap cost, safety of product, and good for health. Everything is use for motivation.

I think motivation is one kind of positive attitude. We are behaving positively with customer.

Now I show some of the motivational scheme below:

- Giving extra owner of customer
- Good price analysis and maintain quality of product
- Maintaining customer data base and giving services time to time
- Making huge quantity of product
- Making competitive market strategy
- Filling consumer wants, needs and demand so on

### **2.10.2 Consumer Attitude and Behavior**

In Bangladesh, Customers have three categories. Like as

- Customer's knowledgeable level
- Their recital, and
- Their environments

Consumer attitude and Behavior is playing important roles for growing organic Business. We are learning the consumer attitude and Behavior because we want to know about the proper flow of consumer market. Consumer of Bangladesh are huge informative. They need cheap cost product with best quality. In our country consumer also need variety of product.

In our countries have three categories of consumer attitude and Behavior which we discuss below:

Customer knowledge of product is very important for increasing selling. In our countries, more customers are getting information. Moreover, Businessman can make information desk, publication in TV, Newspaper, and Billboard so on for giving information for consumer. If consumer knowledge of product is increasing then they will give us evidence about product development.

Presentation of product is very important. Organic Businessman can represent their product elegantly. It can attract consumer for purchasing. When they present their product then they are following the consumer culture, need, wants, demand and religions. When we package a product then we are using name, key word and so on. When we use key word then we follow to use own language, because it's easy to understand consumer. If those countries majority are Muslim then we use Islamic word also.

Another category is Environment. Businessman knows the environment of their mother country where they are investing. Environment can effect consumer attitude and behave. For instance, Japanese people culture is not same as Bangladeshi and Arabian culture is not similar between Europe and Americans. Environment is not indicating culture it also indicates religion, consumer behavior, purchasing power and so on.

### **2.10.3 Apprehensions**

We are deeply concern about organic food in Bangladesh. We have changed demand on organic food. The needs, wants also increasing and purchasing power indicate upward movement for organic food. We also have seen that consumer of organic food need variety of product. But at the moment we are Apprehension about product. We need to increase production but we face

limited land issue. Some of our young youth can use roof, top for producing organic food. We have dream to export organic food but without organic land it's not possible.

We have no evaluable organic farmer because everyone need to lead better life. Most of the people of Bangladesh want to work industry, Factory and office. Only few of people are working organic land. They have also have knowledge and skill issue. Their knowledge level is very poor. They are getting knowledge to attend in training program.

We are also highly worried about the government of Bangladesh. Production is not only depend on farmers or land but also it depend on government procedure. For instance, if government should declare easy loan, installments, cheap rate fertilizer, seeds and so on.

#### **2.10.4 Planned Behavior**

Every Business has its own strategy organic business is not different like that. Their main strategy of increasing Branding, publication, knowhow demand, wants, needs of consumer, create work area, and change society health condition. We are also need to improve production and export our product. The organic food is good for health. We show some organic food strategy below:

- Government of Bangladesh gives us chance to take easy loan. They already start Krishi Bank
- Remove income tax for organic Businessman. We need huge organic Businessman and foreign investor also.
- Reduce fertilizer, seeds price with available for consumer

- Special package for foreign investor for increasing investor.
- Good transportation and communication system
- Fulfill consumer basic need, demand and wants
- To provide better service of consumer and so on

Next, if you want to fulfill your dream then you can make better strategically planning. A good strategy can help you to touch your target. When you make a strategy then you can think about investor, culture, environment, consumer purchasing power.

## **2.11 Brand Communication**

Every organization want to create brand image of product. Without Branding you can't increase sell volume of this product. Brand communication is playing major role of developing an organization. Communication can made Brand image. Like as you can communicate between supplier, Retailer, stakeholder and so on.

People want to know about the procedure of Business and need information. You can provide them on time. You are giving feedback via mail, phone or internet. If you communicate people on time then you should maintain good relationship with customer.

### **2.11.1 Brand Infrastructures of Organic Food in Bangladesh**

We are not only create brand image of organic product but also we are creating brand image of organic sector in Bangladesh. It can change our infrastructure. We are motivating consumer to purchases organic food. We also help organic businessman to create more valuable organic food. We hardly try for organization to maintain good communication with consumer.

Businessman can promote organic food in different ways. They offer buy 1 get 1, lottery, and cash back strategy. They also give discount for purchasing organic food. Organic food can taking huge financial benefit from our local market. If our production will increase then we are getting huge amount foreign currency from market.

## **2.12 Consumer behavior**

Consumer Behavior is very essential for understanding of market. If the consumer behavior indicate upward the market will go on but it indicate negative behavior then market will be downward portion. In most cases Demographics hold a special implication for the sellers. By using this sellers can actually keep an account of the changes that are occurring in the society or in a country as a whole. It helps to get the increase in the number of inhabitants, the monetary state, etc. A very good example was given by Blackwell in 2001. He stated that women are more inclined towards shopping or in other words, women spend more than men. Due to this reason many companies are updating their strategies and are keeping the women in their list of priorities. Another example was given by Solomon in 2006. He somewhat had a different perspective on the matter in question. He stated that the companies should keep an eye on how the capital is being allocated and to whom. The companies/sellers then can attract those who have got the most potential to invest or spend in the market.

People spend their money in various ways. Some spend their money on food, others on household or beauty products, others on gadgets etc. As stated by Solomon et al. (2002), it all comes down to one point and that is a person's personal life. Members of a family have different ways of spending their money compared to a person who's single. Parents who have got children tend to buy healthier foods and spend more money on household products. A completely

opposite example would be that of the spending tendency of a person who's single. Singles have a tendency to spend money by eating outside or by buying books or gadgets. On the other hand children sometimes tend to alter the decisions of their parents if they find any new toys when they go out for shopping with their parents.

A research was carried out to check how the customers' personality influences him/her to choose a particular product. In one case it was seen that customers who prefer to have more milk in their coffee are more likely to be calm and are less outgoing compared to those who prefer strong coffee. As stated by Solomon (2006), companies who sell or manufacture coffee had to this change in personalities had to set up their cafes in a different style. Solomon (2006) also stated that it is easy to predict a person's trading behavior and his principles if his personality can be predicted. Armstrong and kotler (2007) has a totally different view regarding this issue. According to them a person can adjust and change his way of life if there is a change in the situation but it's difficult for a person to change his personality to adapt to his surroundings. When a person takes up a new profession his income would have an impact on the way he would spend his money.

## **2.13 Consumer insolence**

Consumer attitude is changeable in our country. It depend of consumer income, lifestyle etc. It has to depend on consumer purchasing power and son on. Several corporations are resounding out examinations to make sure that that they have the up to date material about the changes in the method of the consumers and how they feel towards specific products or brands. Peter and Olson (2008) in one of their articles stated that there were many large corporations who failed to attract customers. As a result they unsuccessful to accomplish properly and failed to deliver products

according to the need of their customers. But that doesn't mean that a customer's attitude/approach is the only way by which the corporations would understand how much money the customers are ready to spend and when.

## **2.14 Consumer Incentives**

As the lifestyles of people change their necessities change as well. Time and needs/requirements are directly proportional to each other. It's impossible to hang onto the old requirements when a person's perspective of life changes. According to Solomon (2006), when a person wants something they tend to make sure that they get it in any possible way or they try to find a way to make sure that the reason overdue them wanting it is no longer there. As stated above peoples requirements and their eagerness to find a way to fulfill those requirements are interwoven. One can't function without the other. An excellent example was given by Abraham Maslow and Sigmund Freud. According to them a person starts to perform in a good manner if he is enthusiastic. And this enthusiasm guides his to proceed towards his aim. An enthusiastic person has a tendency to be more interested to act than that if a person who lacks that enthusiasm. As stated by experts, enthusiasm or in other words motivation plays a significant part in the way an individual acts. It is what makes a person prosper in life. Maslow on the other hand divided this into two parts. He has said that a person's personal requirements can be categorized in two parts. There are some requirements that a person can do without and there are certain requirements that need to be fulfilled to move forward. According to Maslow the mental desires should be put at the bottom of the list of priorities and the realistic thinking of the same person should be given the utmost priority. Moreover, Sigmund Freund stated that individual's don't actually know what drives them to purchase things. The whole thing happens in their subconscious mind and the way



they act is mainly influenced by their mental desires. In Armstrong and Kotler's (2007) opinion individuals have many wishes and those wishes are formed deep within themselves. For example, when a person buys an expensive car he/she might say that he likes the feel of the car but in his subconscious mind he might have a need to make an impression in front of others.

## **2.15 Education and Information**

Each and every person in their everyday life learns new things. They learn from their mistakes, they learn from others, from books etc. Knowledge plays one of the most important parts in our lives. Lack of knowledge may lead to mishaps. Whereas on the other hand a person who thinks he possess knowledge more than anyone else lacks an understanding of what knowledge actually means. Many experts have mentioned in their articles that human beings have learnt most of their behaviors. As stated by Solomon (2006), it's important for sellers to know how the customers might behave and they can then act accordingly. It is true that all customers don't possess equal standard of knowledge about a specific product. But even then corporations should make sure that they know how much knowledge the consumer has in regards to the product on question and how much more information they are looking for. According to Blackwell et al. (2001) corporations should also carry out surveys so that they know what sort of products the customers are more interested to buy, what shops them most likely visit and how much significance are being giving to the different sorts of products. The information obtained by the survey could further help the corporations to build a good rapport between themselves and their customers.

## **2.16 Exterior features upsetting consumer performance**

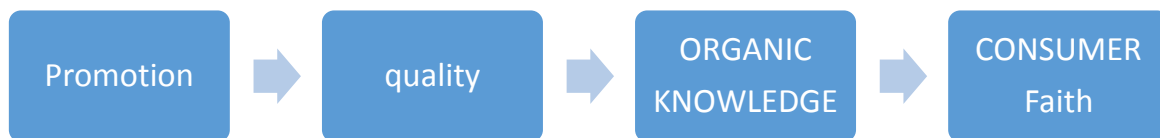
Consumer performance for organic food is very essential. We know that, consumer behavior is changing time to time. For example, income, taste, choice, social status etc. change consumer behavior of food. If you want to provide better consumer service then you must be verity of food.

## 2.17 The exploration Background

We want to create branding of organic food. If we want to do it then we need follow total research procedure. This paper are discussing about consumer behavior, attitude, Purchasing power and so on. We are also discussing about statistical data of our local and international market. This paper can increase your knowledge about organic food and their uses. If you want to increase sales of organic food then you must increase consumer faith.

### Figure 2.1 brand infrastructures in prompting consumer trust

Brand communication is prompting consumer trust for verity of reason. First of all, Promotion is one of major part of Branding. If you want to create a product Brand image then you must be promote those product. For example, you can provide free of some product, discount, Buy 1 get 1 opportunity and Lottery. It make more attractiveness of your product.



### Figure 2.2 brand communications in manipulating consumer Faith

Brand relation is influencing consumer faith for verity of ways. If the product has brand image then the consumer will purchase those product because they are getting more knowledge about those product. For Example, Pran RFL has brand image then the sells volume is high. The brand image is creating by promotion. After promotion it's very essential to improve quality.

- The research outline make for achieving our goal

- It's found the strong and weak sector of organic food
- It's may collected information about the product
- Research is important for maintain quality of product
- It has been create opportunity for know about organic product.
- To know how organic market
- To be getting knowledge about organic lovers in Bangladesh and rest of the world.

## **Chapter 3**

### **Market Analysis & Arithmetical data Investigation**

#### **3.0 Introduction**

Organic market is very popular all over the world where as European market is selfsame prevalent for organic food. In this research chapter, we are deliberating market and historical data about European and our local market. We should focus top countries of Europe who provide organic food. Organic food is very healthy and trustable for humanity. The organic foods have very positive future and a country can be self-sufficient for producing organic food. This chapter we comprise about European and Bangladeshi organic data statistical data.

##### **3.0.1 Data Collection**

We are collecting historical and market data via internet and we all so contract with essential person who is associated by organic product.

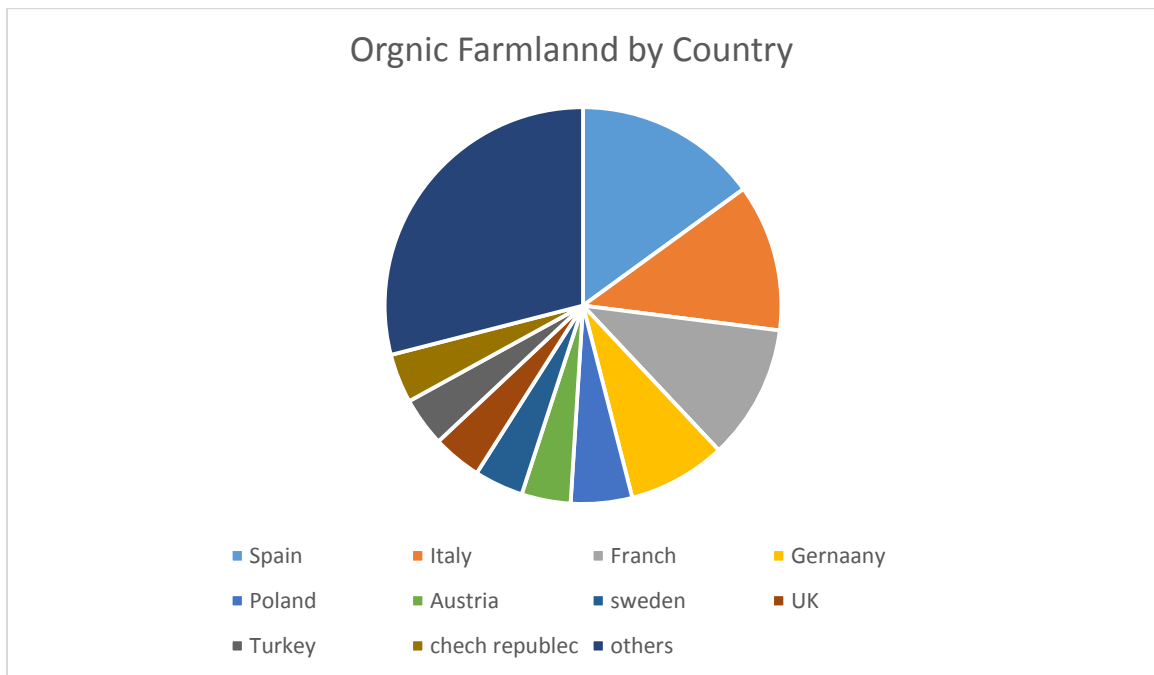
##### **3.0.2 Benefit of research**

- To be help learn about the market situation of whole world\
- Getting idea about the market of European and local country
- Help to get decision about market
- Help to create proper branding of organic product
- Maintain proper sales strategy and distribution channel

- To be help maintain new strategy

### 3.1 Circulation of organic farmland by country in Europe

(Total organic farmland: 12.7 million hectares)

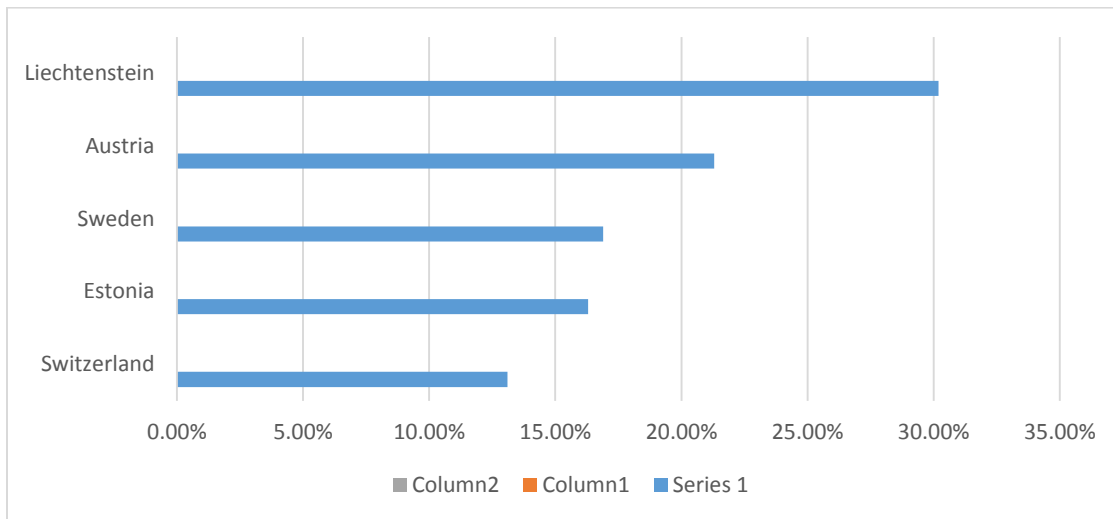


**Graph 3.1: Distribution of organic farmland by country in Europe**

The Pie chart can illustrate that, Spain has more farmland than other European countries which is 15% of land. On other hand, Austria and Us has demand of organic food is huge but there are only 4% of firm land. The second position has Italy.

### 3.2 Organic area shares: Top 5 countries

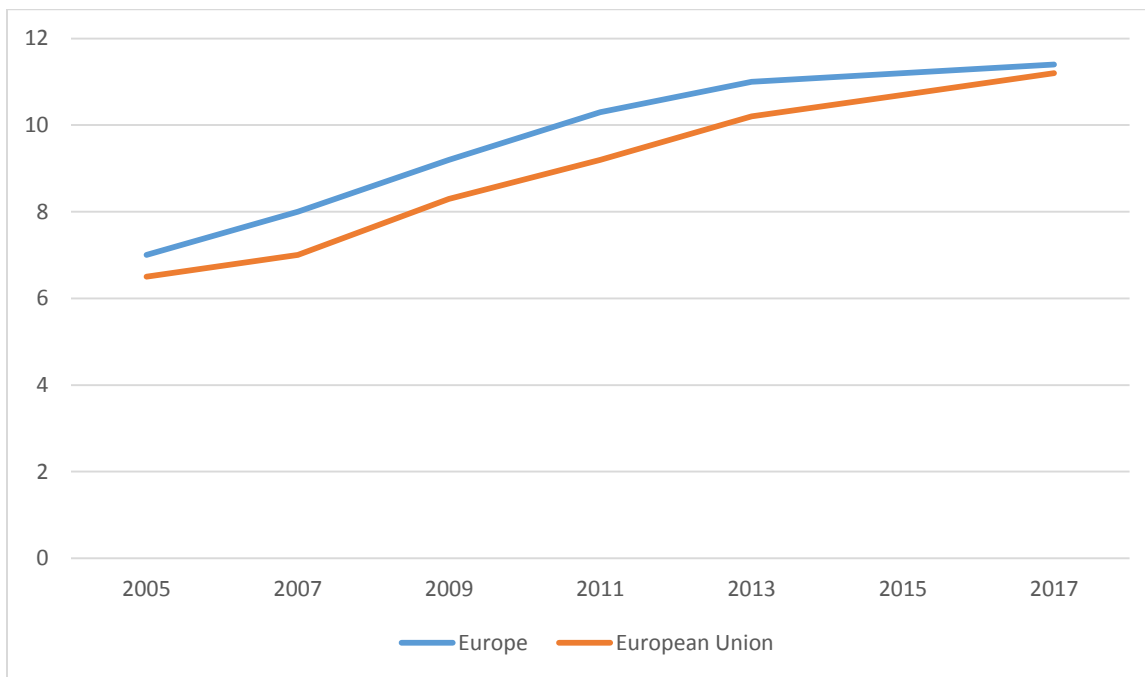
#### Shares of organic agricultural land by country 2017



Graph 3.2: **Shares of organic agricultural land by country 2017**

In this graph we can realize that, Liechtenstein total figure of agricultural land share is 30.2% which is sophisticated than whole European country. The number fifth position is Switzerland where as 13.1%.

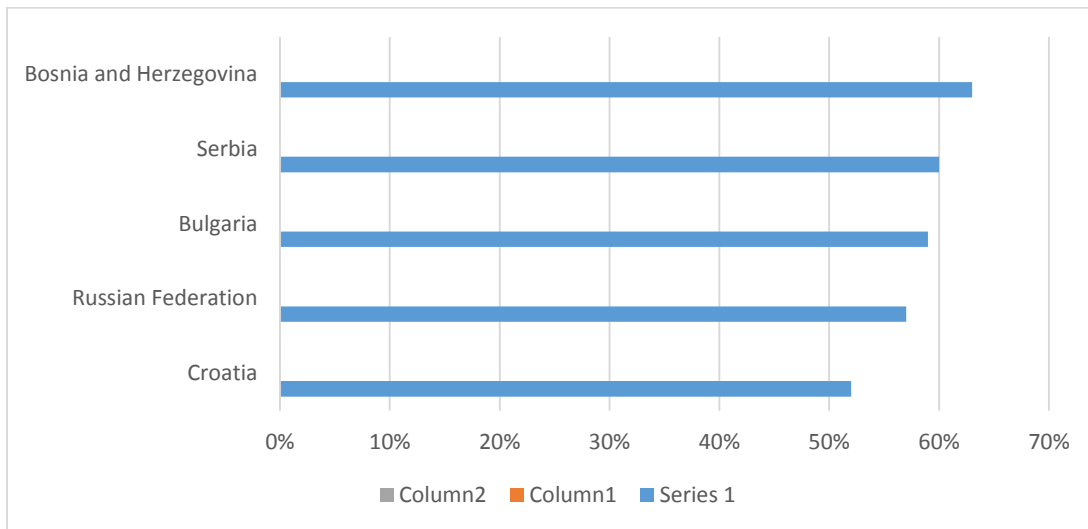
### 3.3 Development of organic farmland 1985 to 2015



**Graph 3.2: Development of organic farmland 1985 to 2015**

This Graph illustrate that organic land is developing European Union randomly wherever Europe agriculture land development is downside because of industrial development.

### 3.4 Agriculture Land



**Figure 3.3: the highest agricultural Land (percent)**

The highest growth of organic in 2017 (percent) Bosnia and Herzegovina which Percentage is 63%. On the other hand, Croatia has fifth position of agricultural land.



### 3.5 Distribution of organic producers and processors in Europe 2015

#### Distribution of organic producers 2017

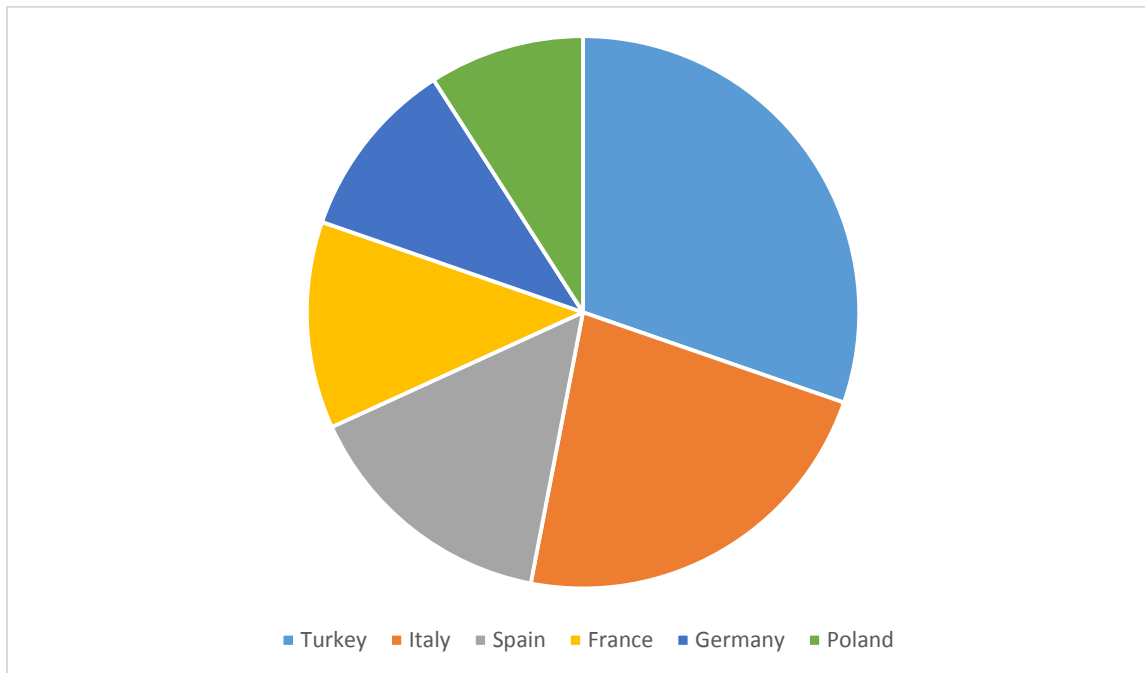
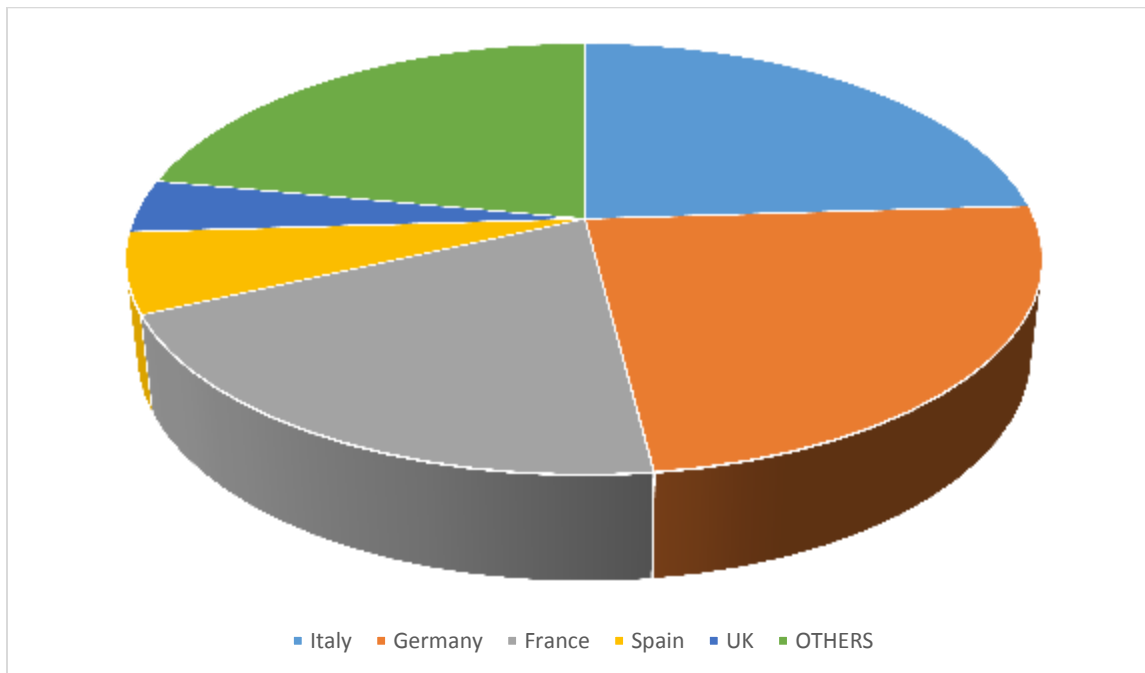


Figure 3.4: Distribution of organic producers 2017

In this pie chart we are focusing on the distribution of organic producers in 2017. The first position is Turkey, with a percentage of 20%. The 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> positions are Italy, Spain, and France, with percentages of 15%, 10%, and 8% respectively. Germany and Poland follow, each with a percentage of 6%.

### 3.6 Distribution of organic processors 2017



**Figure 3.5: Distribution of organic processors 2017**

The entire situation we are looking up Italy and Germany has the same rate of processors 24%. The other countries France, Spain, UK have 20%, 6% and 4% of processors Distribution.

### 3.7 Development of organic producers 2005 to 2017

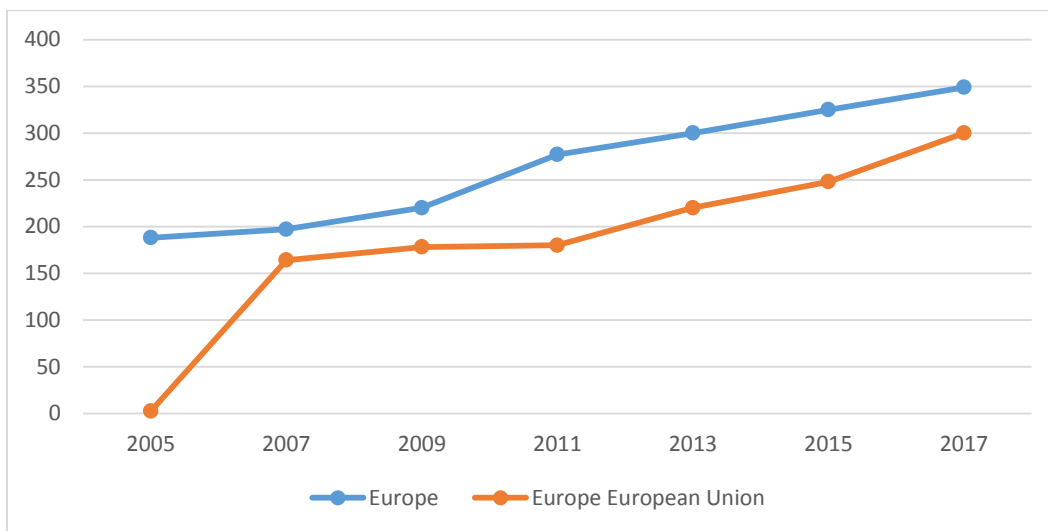
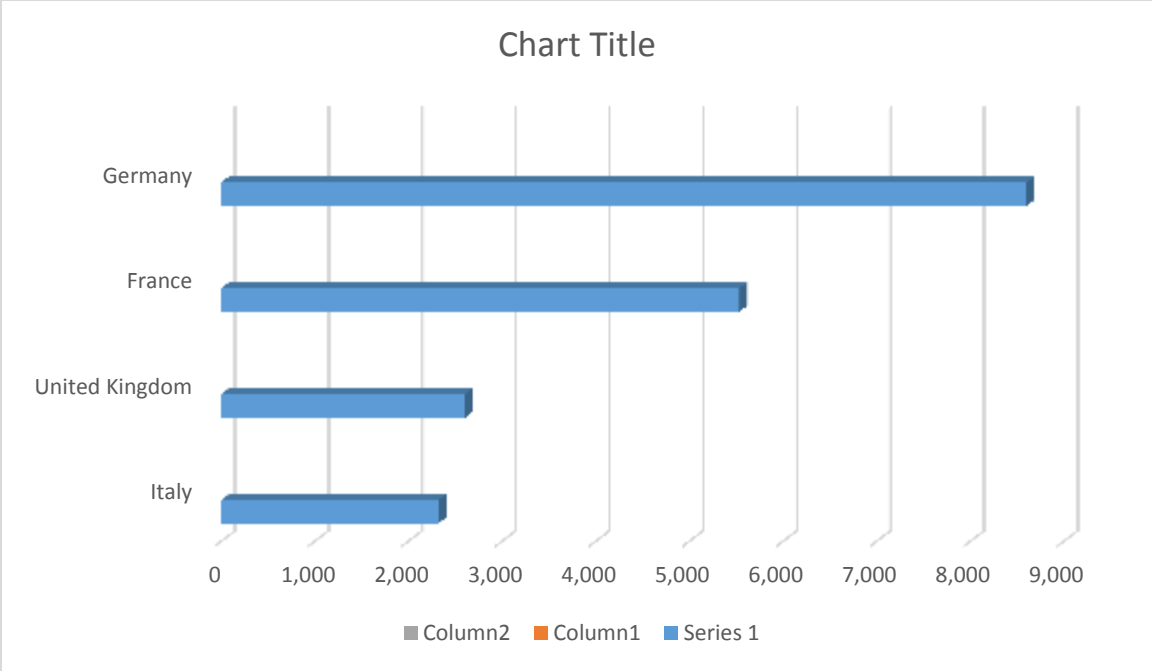


Figure 3.5: Development of organic producers 2005 to 2017

The historical graph is showing relationship between both Europe and European Union. The both graph are magically increasing year to year.

### 3.8 The countries with the highest retail sales value 2017



**Figure 3.6: The countries with the highest retail sales value 2017**  
 In this graph, Germany is getting height position of retail sales. They have above 8000 of sales volume. On the other side Italy is lowest one their sales retail is below 2500.

**3.9 Highlights of world organic food**

Indicator	World	Leading countries
Countries with data on certified organic agriculture	2015: 179 nations	New countries: Brunei Darussalam, Cape Verde, Hong Kong, Kuwait, Monaco, Sierra Leone, and Somalia
Organic farming land	2015: 50.9 million hectares (1999: 11 million hectares)	Australia (22.7 million hectares) Argentina (3.1 million hectares) United States (2 million hectares)
Agricultural Land	2015: 1.1 %	Liechtenstein (30.2 %) Austria (21.3 %) Sweden (16.9%)
Further, non- farming organic expanses (mainly wild)	2015: 39.7 million hectares	Finland (12.2 million hectares) Zambia (6.6 million hectares)

collection)		India (3.7 million hectares)
Producers	2015: 2.3 million producers (1999: 200'000 producers)	India (585'200) Ethiopia (203'602) Mexico (200'039)
Organic market size	2015: 81.6 billion US dollars (approx. 75 billion euros) (2000: 17.9 billion US dollars) Source: Organic Monitor	US (39.7 billion US dollars; 35.8 billion euros) Germany (9.5 billion US dollars; 8.6 billion euros) France (6.1 billion US dollars; 5.5 billion euros)
Per capita feeding	2015: 11.1 us dollar	Switzerland (291 US dollars; 262 euros) Denmark (212 US dollars; 191 euros) Sweden (196 US dollars; 177 euros)
Number of countries with organic guidelines 2015	2016: 87 countries	
Number of IFOAM affiliates	2016: 833 affiliates from 121 Countries	Germany - 91 affiliates; India - 73 affiliates; China - 55 affiliates; United States - 49 affiliates

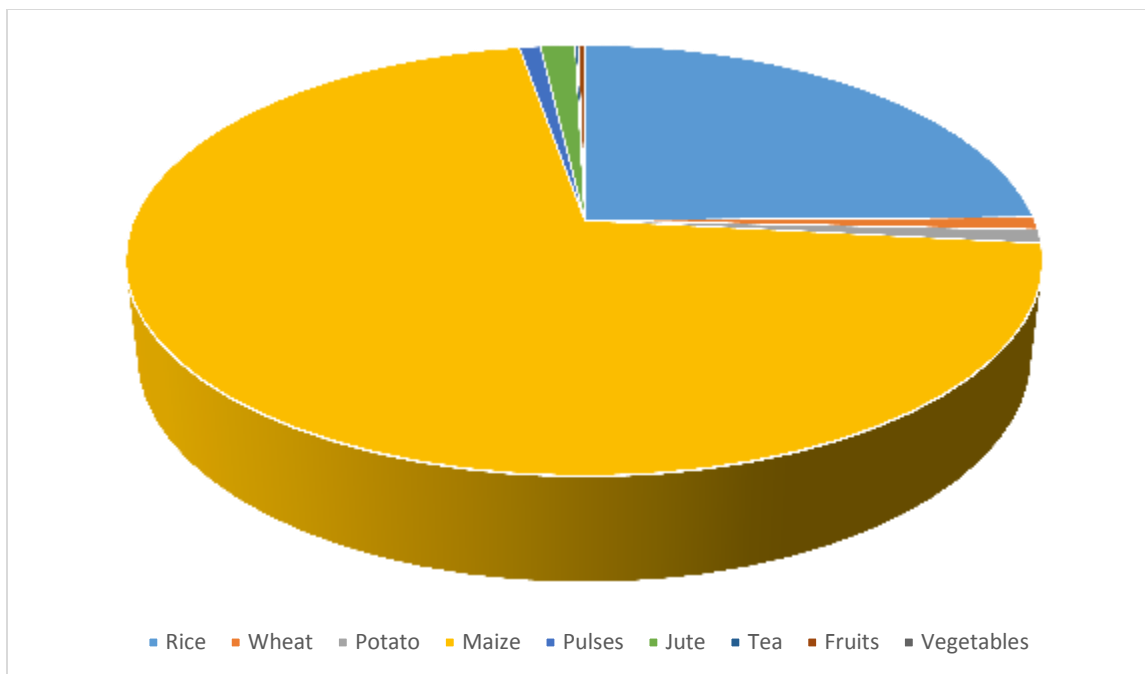
**Chart 3.1: Highlights of world organic food**

In this chart, we are highlighting the organic food uses of the world and also new users. Likewise, 179 nation are badly organic food lovers where as 50.9 million hectare are used for producing.

### **3.10 Statistical approach of organic food in Bangladesh**

In this Chapter, We are concentrating organic food historical data in our country. We are converging our country graph, chart and so on with elaboration. It will helpful for everyone to know about the Pleasant agriculture situation in this country.

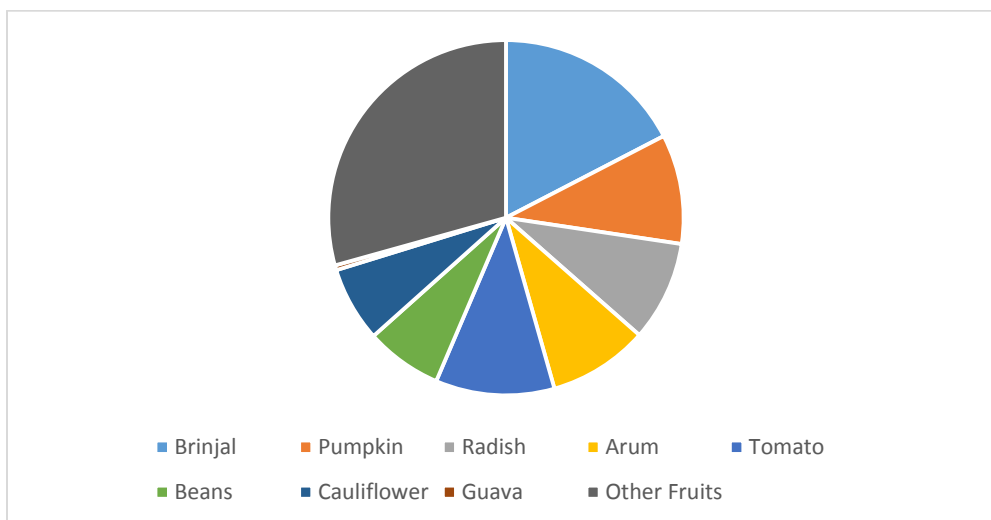
### **3.11 Area under Cultivation of different Crops in Bangladesh, 2014-2017**



**Figure: 3.7 Cultivation of different Crops in Bangladesh, 2014-2017**

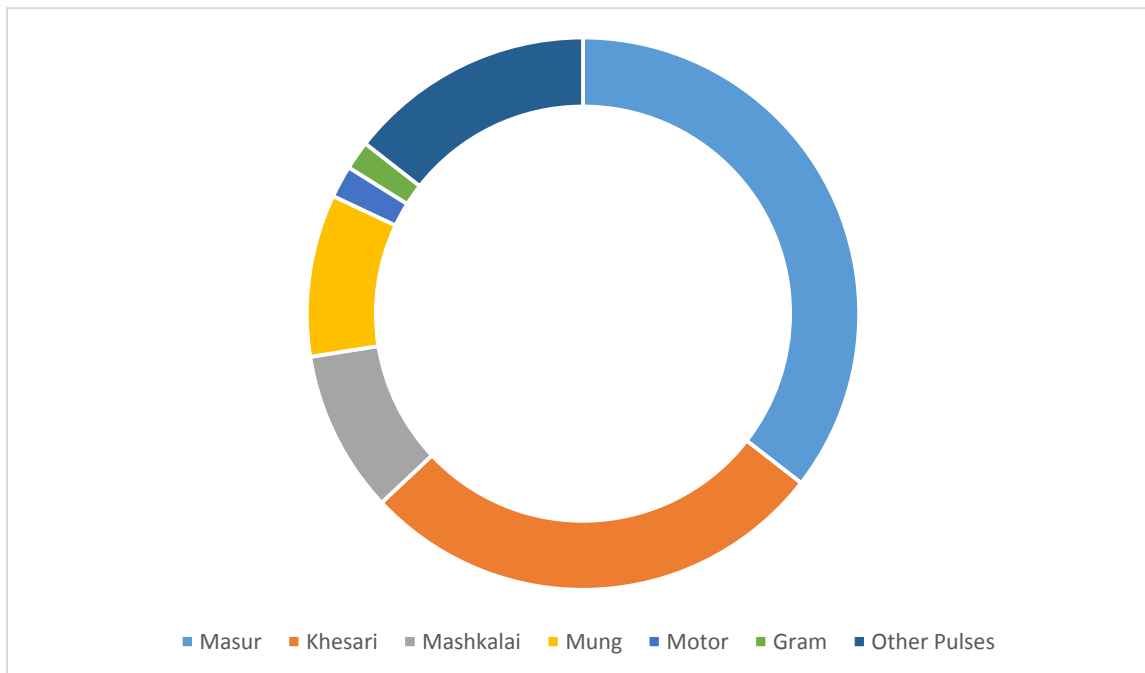
Rice Cultivation is getting high percentage 75.01%. And the other hand, all cultivation are indicate same percentage.

### 3.12 Area under Vegetable (winter & summer) in Bangladesh, 2014-2017



**Figure 3.8: Area under Vegetable (winter & summer) in Bangladesh, 2014-2017**

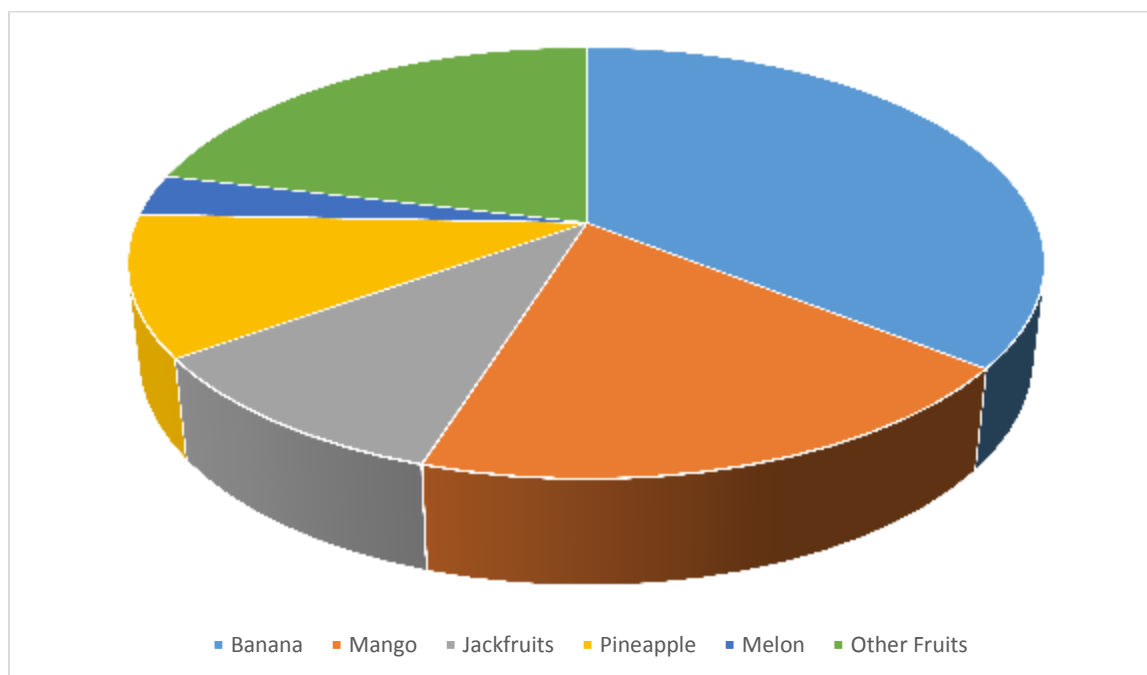
### 3.13 Area under Pulses in Bangladesh, 2014-2017



**Figure 3.9: Area under Pulses in Bangladesh, 2014-2017**

The pie chart has indicated that Motor area under pulse is indicating height rate which is 35%. Another, Khesari under pulse indicate 26% and Mashkalai indicate 13% area. Mung under pulses area was 4%. The very few under pulse area gram which was only 2%.

### 3.14 Garden Area under Fruits in Bangladesh, 2014-2015



**Figure 3.10: Garden Area under Fruits in Bangladesh, 2014-2015**



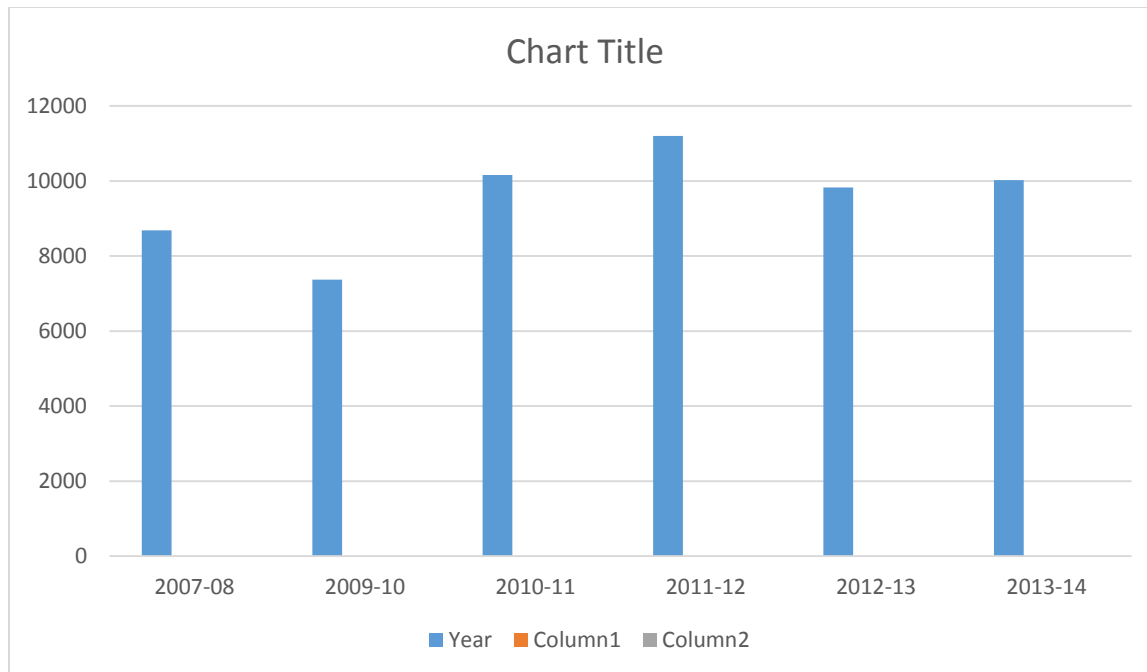
This pie chart indicated the garden area under fruits in Bangladesh. We saw the highest are banana where as 35.71%. Other hand, Mango has 19.25%, and other fruit garden area is 20.81%. Another jackfruits has 13% of garden area. But melon has indicate very poor sign which is probably 2%.

### **3.15 Export Enthusiasm**

Bangladesh has to work for changing their economic condition. Organic food has to change our present situation. We are dependent on import but if we produce well enough food and we are trying to export it. The export of vegetable is dramatically increasing day by day.

#### **3.15.1 Production performance and trend**

Production performance has to be change because of knowhow of organic food. The demand also be a good sign for increasing production performance. If we see the trend then production is really increase. We are using creative knowledge to produce this. People of Bangladesh are beneficiary for this product.



**Figure 3.11: Year-wise Total Production of Vegetables**

The graph illustrates that the highest production of vegetables was 11,000 in the year 2007-08. On the other side, vegetable production rate was 10,000 in the year 2010-11 and 2013-14. On the other hand, in the year 2012-13 the production of vegetables is 9,000. The fewest production of vegetables are from 2009 to 10, which was 6,800.

### 3.16 Poor transportation system

There are many disadvantages for a poor transportation system. We can disclose this below:

- Possibility to clash organic food in the road
- Not delivery food on time in the market
- Chances to increase price
- Distribution channel break-down

- Chances to decrease profit
- Do not achieve our goals

### **3.17 Conclusion**

Finally we can say that organic food is very useful for everyone and it's very helpful for health.

We beforehand are focusing on graph and chart of organic food in Bangladesh. The uses of organic food are increases day by day. The production, sales, distribution and produce country is increasing randomly.

## Chapter 4

### Research Design & Methodology

#### 4.0 Introduction

We are designing paper as a four chapter and every chapter we are discussing about the organic food. We have focused on branding, promotion, marketing, planning and so on for organic product. We are also discussing about the possibility of this sector. The organic food can revolution in our country as a short time. It can be making medically benefited with us.

In order to address the research questions and attain the outcomes of the research, the research involved the collection of information providing by organic food brands in Bangladesh, specifically Woolworths, and Think Organic.

#### 4.0.1 Qualitative Research

- Qualitative research are be contingent on the value of information
- The paper demand in the marker
- Their situation and collection of efficient information
- We have share the market demand and consumer behaviors in this report.
- Illustrate of favorable data and information of this report
- Discussion about past record of organic food
- We have showed consumer record, need, want in this research
- Organic food agricultural procedure and their training etc
- Agro product demand rest of the world and physical costiveness

## 4.1 Selection of Sample Size

In order to cover the agro-market as whole and 30 consumers are selective respondents (green-consumers) of agro products in Dhaka City (Metropolitan), selective locations. We are also using online and getting help previous paper to collect hypothesis data.

Table-01: Data Assortment at a Glance

SL	Categories of Respondents	Sample Size	Key Spots to Collect Data
1.	Wholesalers and Suppliers	30	Mohammadpur KrishiMarket, Karwan bazar, NewMarket
2.	Producers or Farmers	20	Savar and Gazipur
3.	Local Retailers and SuperStore Retailers	25	Gulshan, Banani, Baridhaara
4	Consumers and OtherStakeholders	25	Gulshan, Mirpur,Dhanmondi, Universitystudents, educators,researchers and other relatedpublics
	Total	100	-----

The Chart discuss about the sample size of respondents and key spots to collect data. We have seen that wholesaler and suppliers whereas sample size 30. The key spots to collect data are Mohammadpur Krishi Market, Karwan Bazar, and New Market. Another side producers or farmers sample size is 20 and the key spots to collect data Saver and Gazipur. On the other hand, we are collecting data from Gulshan, Banani and Baridhara whereas sample size is 25 for Local Retailers and Super Store Retailers. Next, Consumer and other stakeholders sample size is 25.

## 4.2 Quantitative Analysis and Findings

#### 4.2.1 Demographic features of consumers

Table-02: Demographic Feature of Consumers

Consumers' AgeGroups bygender	Under 20	20 – 29	30 – 39	40 – 49	50+	Total=25
Total	4.3%	42.9%	22.9%	22.9%	7%	100.00%

The table shows that consumer age group by gender and we have total sample size 25. We have seen that there are 42.9% consumer who has 20-29 age level. This is height age group for consumer. On the other hand, 30-39 and 40-49 age group consumer has maintain the same percentage which is 22.9%. Next, senior citizen consumer was only 7% which is 2<sup>nd</sup> lowest percentage. Another under 20 consumer has indicate very lowest rate which was 4.3%. We can see that younger are more attracted then older for organic food. So we have chances to increase organic food sells.

**Table 03: Gender Marital Status of Consumers**

Masculinity	Married	Single	Others	Total
Male	81%	16%	3%	100% ( 17)
Female	19%	35%	0	100% ( 8)

The table has demonstrated that consumer gender and their marital status as well as. We have 25 sample size. There are 17 are male and 8 are women. We have seen 81% male consumer are married out of 25 and only 16% are single who has loved organic food. On the other hand, female consumer percentage are lower than male consumer. There are only 19% married and 35% o single are consumer of female. The female consumer are 8 out of 15. We can see the chart married male percentage is higher than single male. On the other hand, as a female married consumer percentage is lower than single consumer. Others people percentage is only 3%.

**Table 04: Characteristics of Consumers**

Profession	Active to S.S.C	S.S.C Accepted	H.S.C Accepted	Under progress	Postgraduate
1.Nature-employed					12.4%(2.4)
2.Non-govt.service	2.9 %(0%)		12.5%(8.9%)	2.8%(0%)	14.4%(6.8
3. Govt. service		1.4 %(0%)		8.4 %(1.4%)	2.8 %(1.4%)
4. Business			8.5 %(1.4%)	5.8 %(6.4%)	1 %(0%)
5. Student		2.9 %(1.4%)			
6.Pensioner			1.8 %(1.4%)	14.4 %(2.8%)	
7. House wife					8.0 %(6%)
Total %	2.9%	4.3%	22.8%	31.4%	38.6%

The chart exemplify that, the 12.4% people are completed post-graduation who has being attend natural employment. On the other hand, Non-Government has shown different statistics. Only 2.9% people are doing non govt. service who has actively completed S.S.C. And 12.5% and 2.8% people who has completed S.S.C and H.S.C are doing Non Govt. Service. 14.4% postgraduate are doing non-Govt. service. Undergraduate pass people are highly response for doing Govt. service which is 8.4%. S.S.C and Postgraduate students are 1.4% and 2.8%. On the other hand, only 8.5% people are attended in Business who has completed H.S.C. Under progress has 5.8% and only 1% of postgraduate who is doing Business. Only 2.9 % are student who has completed S.S.C. There are 8% women has completed post-graduation who are not doing jobs. They are only House wife.

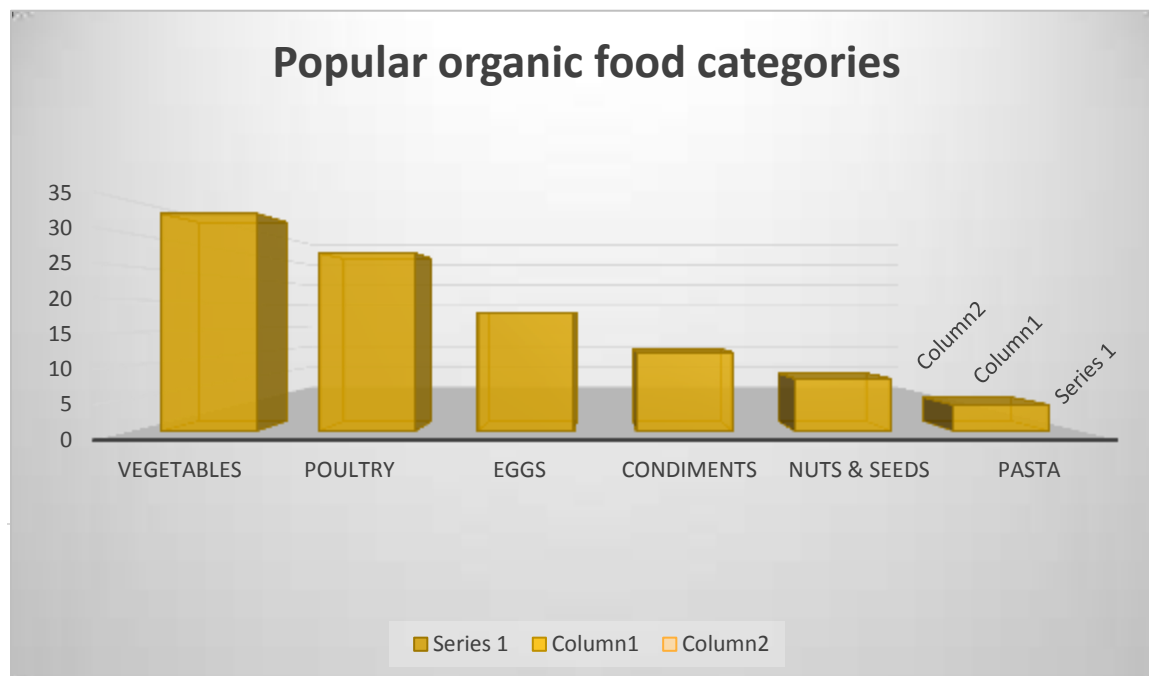
**Table 05: Consumers' Purchasing Expenses**

Regular expenses (Tk.)	i) Consistent	ii) Common	iii) Rarely	iv)Never acquisition
Below 10,000		2.9%		9.9%
10,000 to15,000		17.1%	7.1%	
15,000 to 20,000	21.4%	18.6%	1.4%	
20,000to25,000	8.6%	2.9%	5.7%	
25,000to30,000	1.4%	3.0%		
Total	31.4%	44.5%	14.2%	9.9 %= 100%

The Chart illustrates those regular expenses which is start from below 10,000 and finished 30000 tk. We can see that constant consumer purchasing expenses was 21.4% for 15,000 to 20,000 tk. Consumer constant spending 20,000 to 25,000 tk and 25000 to 30000 tk for 8.6% and 1.4%. Their total spending was 31.4% out of 100%. On the other side, common consumer purchasing expense below 10,000 tk are 2.9% and 10000 to 15000 tk are 17.1%. When regular expenses are 20,000 to 25,000 and 25000 to 30000, whereas common percentage are 2.9% and 3.0%. Next, rarely expense was 7.1%, 1.4% and 5.7% for 10,000 to 15000, 20000 to 25000 and 25000 to 30000 tk. And 9.9% never acquisition for below 10,000 tk.

### 4.3 Organic Purchasing

We are purchasing organic food from super market, Bazaar, Hut and local store. We need fresh and health product. The Businessman can organize product like this. They want to deliver best product of the consumer. Consumers are willing to pay for this product. Some of smart youth can purchase product from online. In our country serve online organic product like Caaldal.com, Online Hut.com, Akanei.com etc. It's make our life easy and interesting. The organic market is very competitive and challenging. So every organic Businessman can do better service and getting challenge positively.





### **Figure 4.1 General organic foods**

People would like to increase production of organic food. They have used many creative ideas when they produce. Firstly, we have land crisis, then many of people produce organic food in roof, Balcony also. They are using Top, Drums and so many things for producing this. They use fertilizer and natural seeds also for good product.

Organic foods are stored by supermarket, Bazar, Hut and local area also. You can purchase it easily from market. Finally, we want to deliver you this product easily for increase its value and uses.

### **4.4 Organic food purchases**

People are purchasing organic food from super market. People can buy food from nearest super shop like as Agora, Nandan, Price club, and Genius. Consumers also need banking service for billing. Consumer always wants to go nearest place for purchasing. That's why it's very important to make available store. We have a good warehouse for organic food whereas we stock those items. Some respondents of the question "I shop for groceries at Woolworths too, some weekends if I find myself at a market ill buy a few things"; "I find it much cheaper to buy my goods at the markets- I can spend less than Tk100 on my vegetables for the week" and "the market sells great organic stuff, from beauty products to honey."

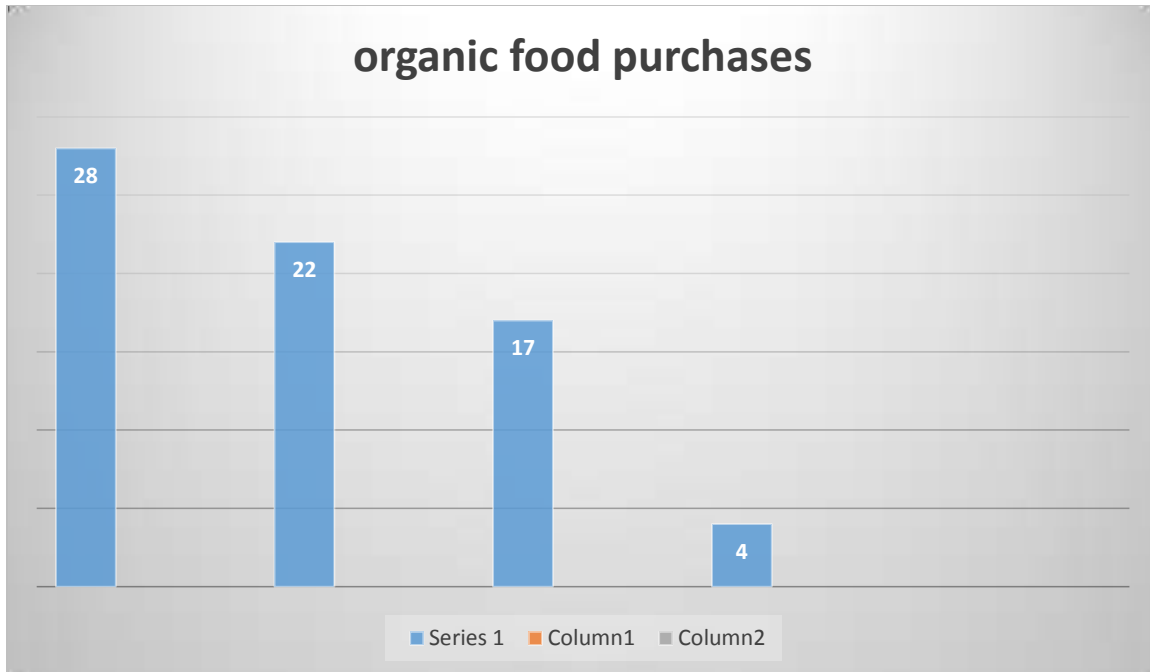


Figure 4.2 organic food purchases

The graph illustrates that there are more supermarket purchases which is 28, and the organic specialty and farmer market have 22 and 17. Box schemes are only 4.

#### 4.5 Bases of Material

Bases of material are very important for organic food Business. You must know where you collect organic food material, for instance, where you find seed, fertilizer and so on. How you get information about this? You get information from YouTube, Social Media, Training Institute, Media, and Blog, Organic food website also. You may make online group for discussing about organic food.

We can show point of Material

- We collected information from our agriculture ministry
- We have talked to agro farmers in our country

- To be talk about organic Businessman
- We are getting information about the agricultural specialist report
- We are communicate between food lovers in Bangladesh

## **4.6 Consumer Conviction**

In our country there is different consumer behavior. Consumer test will change day after day. They need Varity, testy and cheap cost. They have purchase those product which is good for health and reasonable price. For example, in our country has more demandable of Chinese product because of their price. We are leading a meager life and we have limitation of income.

## **4.7 Consumer Category**

We are divided people for their income status, for instance, upper class, Middle class and lower class. We are dividing consumer also those classes like as what type of consumer purchase more, what type of consumer purchase less and so on. If you have enough money then you will purchase more rather than not. Income can be changing your choice, life style and so on.

## **4.8 Standards of Consumers**

- Attractive consumer package of product and highly acuity
- Achieve consumer trust, faith and attraction
- Help consumer to take knowledge about product
- Making testy food and reform the quality of food
- Increasing Sales volume
- Upward producing of organic food

- Increase the training program for farmers
- We are providing health food with cheap of cost
- To be change consumer Life style

## **CHAPTER 5**

### **My Estimation & Recommendation**

We are trying to create a value of organic food. It's possible if we are proof trust, faith of consume. It's a pure natural and healthy product. Our dream is to export our organic product and getting lots of foreign currency.

If you want to achieve your goals then it's very necessary to create a brand image of organic food. Now a days organic food is not only use for eat but also it is a great source of financial achievement. Country will be self-sufficient for organic food.

#### **5.0 Advantage of this Research**

This research paper has lots of gain and you feel to learn this. We are deliberating not only organic food in Bangladesh but also we also emphasis that rest of world organic food. Their distribution channel, market policy, Agricultural movement, purchasing power of consumer and others are also big issue of thinking. We are preserve five part of this report. This report is very pragmatic and realistic. Now we indicate the advantage of this report

- To be understand about the organic food in Bangladesh
- Build up career with organic food in Bangladesh
- Organic food industry and the supplier
- To maintain the organic food quality and their production policy
- This production of organic food in Bangladesh
- Distribution channel of organic food in Bangladesh
- Budgeting of farming and produce lots of organic food.

- Useful tool of organic food and production policy.
- Local Government, taxation and corruption
- To trained organic farmer and make valuable food
- Change lifestyle
- To create innovative idea for producing valuable food
- Knowledge about local and international market behavior
- Consumer Behavior, Attitude, Purchasing Power and so on
- Statistical data about organic food

## **5.1 Confidence of this report**

Government of people republic Bangladesh should take step to progress this sector. They are helping organic farmer and eliminate taxation for grow up this sector. They also collaborate foreign investor for expanding fund. Government of Bangladesh can send fertilizer, training program with farmer, compensation, free seeds and so on.

After study this report, I fully recognized that this sector is very booming and rocking for investing. We are also exporting few of products. We have gotten lots of remittance from this sector. Nevertheless, if you want to do Business in this sector then you must meet local government administration as soon as possible, they will give train to do this sector business.

Our respective government have dream to build up as a development nation. If they want to fulfill their dream, it's necessary to build up good organic product strategy in our country.

## **5.2 Recommendation and conclusion**

Organic food can be a great financial source in our country. It can change our financial source. Younger generation can find new job source in this sector. We are creating branding value of organic food in our county. We are improving logistic support and distribution channel also. We can make virtual friend page whereas organic food lovers can discuss their opinion, suggestion and query so on.

If we want to brand organic food then we have work to published organic food. We will discuss organic food advantage, values, test, and benefit publicly. Government also helps us for branding of organic food. Likely, we cannot do anything alone, Government of Bangladesh also play their role. For example, they have to help about Bank Loan, Land, training and so on. In this way, customer satisfaction will be increase. We are not working to sell consumer product but also we are working to increase uses of organic food.

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