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**United International University**

**Project Report**

**on**

**Consumer behavior on Organic Food in Bangladesh:**

**A Case Study on Dhaka City**

A project report presented in partial fulfillments of the requirement for the degree of Bachelor of Business Administration in United International University

**Prepared For**

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**Letter of Transmittal**

To

Mohammad Tariq Hasan

Assistant Professor

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**Subject: Submission of Project Report.**

Dear Sir,

I am delighted to inform you that I have successfully completed my Project report based on my research project “Consumer behavior on Organic Food in Bangladesh: A Case Study on Dhaka City” to fulfill my graduation requirement. During the report compilation period I have attained essential knowledge about the subject matter based on which I have successfully prepared this report.

Hence, as the mandatory aspect of completion of the Project, I am submitting my Project report on my experience gained. I am faithful that the prepared report would find itself to be appealing and satisfactory in your mind. I strongly feel that the experience I have gained have enhanced my skill set and persona to work as a professional entity. I am grateful for the immense level of support and suggestions that you have provided me with for the completion of this project.

I will be available for any clarification, justification and modification that may require.

Thank you

**…………………………….**

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**Abstract**

The market for organic food in Bangladesh is at a beginning period and has colossal chance of development. An examination to distinguish what really incites customers to turn towards organic food is important. A portion of the unmistakable rousing components to buy organic foods include environmental concern, wellbeing concern and way of life, item quality and abstract standards. This exact examination is gone for recognizing the buy expectation of consumers towards organic foods. The investigation predicts the buy aim of purchasers dependent on the impacts of elements like ecological concern, wellbeing concern and way of life, item quality and emotional standards on the frame of mind towards natural nourishments. There is quick development in the interest for solid just as scrumptious nourishment items, which are more secure than modernly created merchandise, pursue the guidelines with respect to creature and ecological welfare, have an economical methodology towards generation and are additionally high in sustenance esteems.

This paper presents aftereffects of an investigation led to distinguish and clarify the variables that impact consumer buying behavior of organic foods in Bangladeshi Supermarkets. The investigation pursues a subjective research approach with some covering of quantitative research techniques, so as to set up a hypothetical establishment on components that impact purchaser conduct and after that directing an essential research and defending the outcomes against the hypothetical discoveries. Larger part of the members of the study survey communicates that organic foods is more advantageous than modernly fabricated nourishment, they are high in sustenance, and sees the natural generation strategies with a positive methodology. The aftereffects of the investigation demonstrate that nature of items, ecological concern, wellbeing concern and way of life are the most regularly expressed thought processes in acquiring organic foods.

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**CHAPTER 1**

**INTRODUCTION**

**1.1 Background of the Study**

Last century observes the most radical technological change in agricultural field and those leaving remarks on rural landscape and its population. This technical unrest, which is continuing to be dominant method for food production, depends on on-farm and off-farm resource usage. Invention of machinery has put labor out of farm while variety of chemical fertilizers have increased yield without any concern of environmental measures for economic reasons. Nowadays consumers tend to purchase high quality food for their life. For quality foods, it consists of two important dimensions - food safety and sustainability respectively. The organic food market has become one of the most rapidly growing sectors in economies around the world. The growth in demand for organic food in the last two decades is partly due to food scandal sin cases of bird flu and mad-cow disease, and other factors such as genetically modified food have heightened consumer awareness about natural, healthy, safe, and quality food. The typical purchaser point of view on generation of sustenance can be adjusted if nourishment is created by natural cultivating. Shoppers have raised extraordinary enthusiasm to solid and scrumptious eating routine with high wholesome mixes, trust in nourishment wellbeing, natural and creature welfare concern and furthermore manageability.

The industry of organic-farming avoids the use of pesticides and fertilizers, and this is held to specific standards as the industry is regulated by a strict system of certification. While around the world, natural has turned into the trendy expression for living solid, and various logical examinations have affirmed the advantages of a natural eating regimen and all-encompassing wellbeing, the ideas likewise start genuine discussion over issues like the accessibility, possibility, validity and in particular maintainability of natural nourishment. Increasing demand for organic food and rising health consciousness among the people in the present scenario led me into the study about the behavior of consumer towards the organic products, its pricing, in a more intensive way.

**1.2 Rational of the Study**

The study principally focuses on the investigation and identification of factors that influence a consumers buying behavior towards organic food products and attempts to form a theoretical foundation through which the results can be related to a market that is yet to be exploited by large scale manufacturing and promoting of organic food products in Bangladesh. Attitude determines final decisions in the consumers buying behavior. The proposed framework believes that the consumer attitude towards purchasing organic food products is strongly influenced by these variables. It was a great opportunity to learn about the psychology of the consumers of organic foods during the research and understand its various perceptions and subtleties and gather valuable wealth in experience to further develop my own abilities. To have a clearer and explicit comprehension of what an organic food is we can look at the definition of organic food provided by the Green Earth Organics. It is expressed that organic foods are made without artificial preservatives or fixings and is imperceptibly processed.

**1.3 Objective of the Study**

**1.3.1 Broad Objectives**

The main objective of the study is Consumer behavior on Organic Food in Bangladesh: A Case Study on Dhaka City.

**1.3.2 Specific Objectives**

The specific objectives are as follows:

* To investigate and review the existing literature on consumer behavior in order to form the theoretical foundation behind the identification of the factors that impact on a consumers buying behavior towards organic food.
* To analyze the perception of Bangladesh consumers towards the organic food products of available in the market and to recommend necessary strategies.
* To understand the consumers perception toward organic food in Dhaka city.
* To know the skill development program for street organic vendors in Dhaka city.
* To find out the problem faced by consumer behavior on organic Food in Dhaka City.
* To suggest some recommendations in consumer behavior on organic Food in Dhaka City.

**1.4 Methodology of the Study**

This report has been prepared based on primary & secondary data.

**1.4.1 Data Design**

Questionnaire survey technique was used for primary data collection. Secondary data were compiled for the best result. The reason is to be providing adequate discussion for the readers that will help them understand more about the issue and the different variables that is involved with it. On the other hand, the literature reviews to be presented that will also represent the secondary data of the study. The secondary sources of data will come from published articles from business and advertising journals and theses and related studies on advertising. To set up this report the required data has been gathered from auxiliary source. To prepare this report the required information collected from both primary and secondary source.

1. **Primary Data**

Primary data is data that is gathered from first-hand sources, using methods like surveys, interviews, or experiments. It is gathered with the research project in mind, directly from primary sources. Questionnaire survey method was used for primary data collection. The sample is taken from the convenient location.

1. **Secondary Data**

The Secondary data has been collected from different national and international journals, articles, reports, statistics and surveys as well as from different governmental and non-governmental studies and local NGOs and organizations. The Daily News Papers are also used as a source of secondary information. At the same time, websites of different agencies and organizations were tracked and monitored regularly to gather information. Internet was also used a lot to collect secondary data.

**1.4.2 Sample design**

Sampling design is an unequivocal arrangement for acquiring an example from a given populace:

* Sample Procedure: Non-likelihood comfort testing system is utilized in the review.
* The sample size: The sample size is 60 respondents.
* Time period: Time period for data collection is after November 15, 2018 to December 20, 2018.

**1.4.3 Analytical tools**

Firstly, collected data were edited properly. Then these edited data were classified through proper tabulation according to their nature. After that, data were analyzed in the manner of quantitative data. To analyze data different statistical method (frequency distribution, percentage) were applied. Finally results of the study were presented both by tabular and graphical form. For preparing this report some graph, trend analysis is used. Different software for data analysis and reporting were used. Those are Microsoft word, Microsoft Excel etc.

**1.4.4 Variable Design**

This is a well structure type of questionnaire and used to conducting survey on consumer behavior on Organic Food in Dhaka City. Here average time was 10-15 minutes for every respondent. There are 16 questions in the questionnaire.

**CHAPTER 2**

**LITERATURE REVIEW**

**2.1 Literature Review**

Amid the only remaining century there have been major changes in the technological aspects of agriculture. The change has left a gigantic effect on the occupants and in addition on the field. The uprising of the new strategies is impacted by the utilization of the assets in the ranches which is likewise interlinked with the nourishment making procedures. The advancement of innovation has brought about a drop of work. Then again increment in the utilization synthetic manures have expanded the collect. Be that as it may, the impact this is having on the earth is being disregarded since it is practical. Viable sustenance creation has turned out to be increasingly vital because of the urbanization of the agronomic segment. Certain means have been taken by foundations and new procedures have been presented by the urbanized nations with respect to sustenance generation. Natural agronomy is another strategy which can be acquainted with understands challenges that are being looked by urbanized agronomy. It helps to make compassionate, practical, condition inviting and serviceable agronomic generation plans. It tends to be said that after the finish of World War II noteworthy changes in the agronomy was taken note. The utilization of compound manures and the thorough cultivating strategies adverse affected nature. Because of the issues that were emerging, new strategies for agronomy were being searched for by various nations.

As indicated by Rehber and Turhan (2002), the most difficult and powerful strategy that can be presented is Organic agronomy. The productiveness of Organic agronomy would help lessen a portion of the issues the clients have with respect to the creation of traditional nourishment. As expressed by Lampkin (1999), the industry of Organic agronomy has presented inventive strategies by which compost free pesticides can be created. Furthermore they take uncommon measures in ensuring that the creation procedure that is being done is of exact standard. Larkin has additionally found in his exploration that the Organic agronomy division is spreading out quickly, especially in USA and in Europe. This part is developing by very nearly 30 percent for every year. New inventive thoughts should be presented in the market which would be proper in dealing with new clients who are currently progressively slanted in purchasing natural sustenance things. As indicated by Baker (2003), the old-style advancement of items would not be appropriate to manage the present clients. To pull in new clients the items in the market ought to have an elevated requirement; it ought to contain details of what it contains and how it supportive. The writer likewise expresses that however the writings in regards to the natural items are eye catching, next to no data is incorporated with respect to the impact of the natural agronomy in the present economy and how it's spreading all through various nations.

**2.2 Environmental Care**

Environmental consideration is one of the principle inspirational components towards buying any item including natural items. A few examinations have appeared natural creation makes less damage the earth. Shopper are progressively getting ecological cognizant and willing to add to ensure the natural through any methods. Ling (2013) assessed shoppers' buy goal of green items with a mean to look at drivers and its directing variable that affecting buyers' buy expectation.

**2.3 Health Concern and Lifestyle**

Today’s life is getting very competitive and requesting. Shopper possesses scarcely energy for physical exercises yet exceptionally presented to the infections. Buyers are particularly worry about their wellbeing and their sustenance decision to remain sound. Wellbeing concern has impact over buyer mentality toward natural nourishment. Shoppers' mentality towards natural sustenance and their eagerness to pay premium cost by individuals in the capital of Egypt was investigated by Mohamed et al. (2012). Wellbeing cognizant way of life was observed to be the premier inspiring variable of natural nourishment buy, and in addition ability to pay. More expensive rate tag and uncertainty about the validity of natural confirmation were observed to be the prime boundaries of procurement conduct of natural nourishment purchasers.

**2.4 Product Quality**

Product quality alludes to the value for money. For the most part, natural customer is less value delicate and more worry over quality. Ozguven (2012) examined the inspiration components of shoppers to purchase natural nourishment items in Izmir. The greater part of the respondent buyers favored natural drain, foods grown from the ground. The outcomes showed that quality and cost were progressively logical components. Cost and quality were found to have more critical relationship than different components.

**2.5 Subjective norms**

One of the important factors which influence the consumer to purchase certain product is subjective norms. Particularly, in a nation where there is high social communication. Individuals will in general pursue the reference gathering, pioneer who thus impacts the gathering towards the specific conduct and activity. J. Thorgosen et al., (2015) analyzed the components impacting natural nourishment utilizations in China showcase. The paper provided details regarding the discoveries of the examination into customer observation toward meat and the impact of these discernments on utilization. The impact of dispositions and essential others (emotional standards) on expectation to customer were investigated. The discoveries uncovered that both frame of mind and the emotional standard impacted goal to devour, yet it was disposition that was observed to be of more noteworthy significance.

**2.6 Organic Food Products**

In order to take a gander at the foundation of organic food products we have to know precisely what natural nourishment is or how it is portrayed all in all sense. Numerous individuals feel that there is no distinction between the two and both mean the equivalent. In any case, this isn't valid. On the off chance that we analyze natural and normal from their definitions, the distinction will be clear. Natural nourishments are sustenance’s that are created utilizing strategies that don't include current manufactured sources of info, for example, engineered pesticides and substance composts. Natural sustenance’s are additionally not handled utilizing light, mechanical solvents, or concoction nourishment added substances. Natural nourishment alludes to sustenance things that are delivered, fabricated and dealt with utilizing natural methods characterized by confirming bodies, for example, the United States Department of Agriculture (USDA) under its Organic Food Products Act. Common sustenance, then again, for the most part alludes to nourishment things that are not modified synthetically or orchestrated in any shape. These are gotten from plants and creatures. Along these lines a characteristic sustenance thing isn't really natural and the other way around. To have an all the more clear and explicit comprehension of what natural nourishment is we can take a gander at the meaning of natural sustenance given by the Green Earth Organics. It is expressed that natural nourishments are made without fake additives or fixings and is hardly handled. As indicated by the Lifestyles of Health and Sustainability, it has been seen that individuals are progressively propelled to purchase natural items and common items since as they would see it encourages them to keep up a more advantageous way of life. And, after it’s all said and done an inquiry emerges about why a few people incline toward natural nourishment and then again others lean toward normal sustenance. This is on the grounds that a few people have the conviction that orchestrating a nourishment thing results in loss of its supplements and properties. Consequently they request normal nourishments. Natural nourishment fans, then again, need their sustenance to be free of compound composts, pesticides and additives. Evidently, the interest for natural nourishment is more than common sustenance since natural sustenance seals are allowed and observed by the legislature. A demonstration like the Organic Food Products Act is important for the common nourishment items too. Specialists have likewise been completed with respect to the items that are earth cordial. These items are normally known as Green Products. Green items may, commonly, be framed or part-shaped from reused segments, be fabricated in a more vitality moderate way, or be provided to the market with less bundling .The term is utilized to depict an item that meets one of these criteria:

* Comprises of characteristics that will ensure the earth.
* Has supplanted counterfeit fixings with characteristic fixings.

**2.7 The organic consumer**

From further investigation of the writing it has been seen that numerous audits were done to comprehend the psychological structure of clients to comprehend their perspectives on natural nourishment. The rule point of convergence of the reviews that were done twists around the issues, for instance, the auras of the customers when they are acquiring regular sustenance, what kind of normal sustenance they lean toward extra, the reasons for their energy for the characteristic sustenance and reasons why they are not enthused about getting them, etc. The reasons that were given by the customers had a lot of assortments. As shown by explicit scientists (Fotopoulos and Krystallis, 2002; Wier and Calverly, 2002; Larue et al., 2004) common sustenance are seen as more advantageous than the standard sustenance. They are also nutritious and have an unrivaled taste. What's more they are regular welcoming. Customers did not have quite recently positive points of view about the regular sustenance. As indicated by specific creators/researchers (Fotopoulos and Krystallis, 2002; Wier and Calverly, 2002; Larue et al., 2004; Verdurme et al., 2002; Worner and Meier-Ploeger, 1999), from a negative point of view, the reasons that keep the clients from purchasing natural sustenance are:

* The cost of the natural items are higher contrasted with others
* Small scope of items are accessible
* Qualities are not constantly tasteful
* Some clients can't comprehend the contrast between traditional nourishment and natural sustenance
* Lack of learning about the benefits of utilizing or devouring natural items (for example nourishment)

**2.8 The Bangladesh Market**

The economy of the United Kingdom has endured real reaction amid the most recent few years. The equivalent can be said with respect to the economy of different nations. All divisions, specifically exchange zone is still under a great deal of pressure. There is an expansion in the quantity of individuals who are jobless, have a cut-off in their pay and are living close by to mouth conditions. Because of these social and budgetary issues individuals are spending less measure of cash, which is specifically influencing the exchange segment. Regardless, it is extremely astounding this has not influenced the generation of natural sustenance by any stretch of the imagination. Or maybe, from an examination completed by Cottingham (2014), there has been an expansion in the offers of natural sustenance by 8 % in 2013. This advancement has preceded in the European and US markets. In china the market has increased amid the previous five years. Then again measurements indicate yearly development of 40% in Brazil. Proficient examiners predict that there would be an expansion in the yearly development of the natural items in Asia by 20%. The situation isn't as splendid in Bangladesh all things considered in some different areas. In spite of the fact that there is an expansion in exchanges in the natural child sustenance division by nearly 7% and moderate increment in the poultry and materials office, the natural part has had a fall in their market by nearly 4% in Bangladesh. Some new segments are creating and this may be the primary indication of progress in Bangladeshi clients spending designs. In spite of the fact that some significant retailers are not extremely cheerful about the natural item showcase, numerous little privately owned businesses and homesteads are as yet endeavoring to rise and stand firm in the natural item advertise.

**CHAPTER 3**

**DATA ANALYSIS**

**3.1 Location**

*Table 3.1*

*Location of survey*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Dhanmondi  | 19 | 31.7% |
| Gulshan | 21 | 35% |
| Uttara | 20 | 33.3% |
| Total | **60** | **100%** |

*Figure 3.1*

*Respondents of different location*

The figure and the table above show the geographic demographics of the survey. Out of 60 respondents, 32% respondents are from Dhanmondi, 35% from Gulshan and 33% respondents belong from Uttara. It can be said that the chosen respondents were nearly equally proportioned from the selected areas.

**3.2 Respondents of Gender**

*Table 3.2*

*Gender of survey*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Male | 23 | 38.3% |
| Female | 37 | 61.7% |
| Total | **60** | **100%** |

*Figure 3.2*

*Respondents of different Gender*

Majority of the respondents of the survey are women (37 out of 60) as the figure shows that 38.3% respondents are Male and Female feedback providers are 61.7% out of the total. This particular piece of statistics was really good to see as it could be figured that female involvement in the consumption of organic foods is pretty impressive.

**3.3 Respondents of Marital status**

*Table 3.3*

*Marital status of survey*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Married | 13 | 21.7% |
| Unmarried | 47 | 78.3% |
| Total | **60** | **100%** |

*Figure 3.3*

*Respondents of different Marital status*

78% of the respondents were unmarried as of the findings from my survey. Only 13 out of the 60 respondents (21.7%) tied the knot. From this particular stat, it can be stated that a small number of respondents might have been influenced or encouraged by their “better half” to consume organic foods rather than the rest as most were not married.

**3.4 Respondents of Religion**

*Table 3.4*

*Religion of survey*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Islam | 55 | 91.7% |
| Hindu | 1 | 1.7% |
| Christian | 3 | 5% |
| Buddhist | 1 | 1.7% |
| Others |  |  |
| Total | **60** | **100%** |

*Figure 3.4*

*Respondents of different Religion*

Approximately 91.7% of the respondents are Muslim which accounted up to 55 individuals. 3 out of the remaining 5 were Christians and two each representing from Hindu and Buddhist beliefs.

**3.5 Respondents of Occupation**

*Table 3.5*

*Occupation of survey*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Service Holder | 13 | 21.6% |
| Student | 39 | 65% |
| Business | 4 | 6.7% |
| Others | 4 | 6.7% |
| Total | **60** | **100%** |

*Figure 3.5*

*Respondents of different Occupation*

Among the overall participants, 65% of the respondents were students from various educational institutions. Next came in the service holders who were 13 in number. 4 respondents each owned and managed sole businesses and had ‘other’ occupational identities.

**3.6 Why do people choose organic food?**

*Table 3.6*

*Choose organic food*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Environmental Concern | 16 | 26.66% |
| Health Concern & Lifestyle | 22 | 36.66% |
| Product Quality | 9 | 15% |
| Subjective Norms | 13 | 21.66% |
| Total | **60** | **100%** |

*Figure 3.6*

*Choose organic food*

Among the 60 participants Health concern & lifestyle turned out to be a top priority and environmental concern and subjective norms were also preferred. It can be clearly seen that respondents are least bothered about product quality as the bigger picture related to society and livelihood seemed to dominate their choice of food.

**3.7 If you use green products, what is your motive?**

*Table 3.7*

*Uses green products*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Concern for Health | 25 | 41.66% |
| Concern for status | 8 | 13.33% |
| Concern for the environment | 16 | 26.66% |
| To use better quality products | 11 | 18.33% |
| Total | **60** | **100%** |

*Figure 3.7*

*Motive for using green products*

The figure shows that out of 60 respondents 41.66% respondents are Concern for Health, 13.33% respondents are Concern for status, 26.66% respondents are Concern for the environment and 18.33% respondents are to use better quality products. It can be said that most of the respondents are use green products for Concern Health.

**3.8 According to your knowledge, what is the health benefits of using Organic Food Products?**

*Table 3.8*

*Health benefits of using Organic Food Products*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| It prevents from various diseases like cancer etc. | 19 | 31.66% |
| Ensure safe and healthy generation | 22 | 36.66% |
| Promote animal welfare | 8 | 13.33% |
| Organic cosmetic prevents skin diseases | 11 | 18.33% |
| Total | **60** | **100%** |

*Figure 3.8*

*Health benefits of using Organic Food Products*

Behind the motive to use green products, almost half the respondents stated that their main motive is a concern for health while status was the least received vote by the respondents. Unlike the previous question, the motive to use better quality product stood at a higher percentage.

**3.9 Did you yourself observe and obtained benefits from using Organic Food Products?**

*Table 3.9*

*Obtained benefits from using Organic Food Products*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Yes | 32 | 53.3% |
| No | 5 | 8.3% |
| Maybe | 23 | 38.3% |
| Total | **60** | **100%** |

*Figure 3.9*

*Obtained benefits from using Organic Food Products*

The figure shows that out of 60 respondents, 31.66% respondents have said it prevents from various diseases like cancer, 36.66% respondents have said it will ensure safe and healthy generation, 13.33% respondents have said it will Promote animal welfare and 18.33% respondents have said Organic cosmetic prevents skin diseases. It can be said that most of the respondents want to ensure safe and healthy generation as a benefits of using Organic Food Products.

**3.10 From where do you prefer to buy green products to ensure quality purchase?**

*Table 3.10*

*Buy green products to ensure quality purchase*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Retail Malls | 11 | 18.33% |
| Local Shops | 9 | 15% |
| Internet | 16 | 26.66% |
| Teleshopping | 3 | 5% |
| Specialized shops/units | 8 | 13.33% |
| Factory Outlet | 13 | 21.66% |
| Total | **60** | **100%** |

*Figure 3.10*

*Buy green products to ensure quality purchase*

Out of 60 respondents 18.33% respondents prefers Retail Malls, 15% respondents shop from Local Shops, 26.66% respondents chose Internet, 5% respondents chose Teleshopping while 13.33% respondents go to specialized shops and 21.66% respondents go to factory outlet. It can be seen that there are many options to go to but neither one of the options were heavily relied on by the respondents.

**3.11 Could you please identify, what do you understand by the term organic foods?**

*Table 3.11*

*Understand by the term organic foods*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Natural foods | 33 | 55% |
| Herbal foods | 1 | 1.6% |
| Foods grown with manure | 3 | 5% |
| Foods without chemicals | 16 | 26.6% |
| Foods not sprayed with pesticides | 3 | 5% |
| Traditional /indigenous foods | - | - |
| Healthy / nutritious foods | 4 | 6.6% |
| Total | **60** | **100%** |

*Figure 3.11*

*Understand by the term organic foods*

The figure shows that out of 60 respondents 55% respondents are said Natural foods, 1.6% respondents are said Herbal foods, 5% respondents are said Foods grown with manure, 26.5% respondents are said Foods without chemicals, 5% respondents are said Foods not sprayed with pesticides and 6.6% respondents are said nutritious foods. It can be said that most of the respondents are said understand by the term organic foods of Natural foods.

**3.12 Awareness for their effectiveness in providing information regarding green products?**

*Table 3.12*

*Effectiveness in providing information regarding green products*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Television | 12 | 20% |
| Magazines/ Newspapers | 5 | 8.33% |
| Internet Ads | 18 | 30% |
| Friends/Relatives | 10 | 16.66% |
| Seminars/Conferences | 8 | 13.33% |
| Super Market staff | 7 | 11.66% |
| Total | **60** | **100%** |

*Figure 3.12*

*Effectiveness in providing information regarding green products*

The figure shows that out of 60 respondents 20% respondents are Television, 8.33% respondents are Magazines, 30% respondents are Internet, 16.66% respondents are Friends, 13.33% respondents are Seminars and 11.66% respondents are Super Market. It can be said that most of the respondents are said effectiveness in providing information regarding green products of Internet.

**3.13 Organic food production strictly adheres to environment friendly agriculture techniques**

*Table 3.13*

*Environment friendly agriculture techniques*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Strongly Disagree | 5 | 8.3% |
| Disagree | 2 | 3.3% |
| Neutral | 15 | 25% |
| Agree | 25 | 41.7% |
| Strongly Agree | 13 | 21.7% |
| Total | **60** | **100%** |

*Figure 3.13*

*Environment friendly agriculture techniques*

The figure shows that out of 60 respondents 21.7% respondents are strongly agree, 41.7% respondents are agree and 25% respondents are neutral but 3.3% respondents are disagree and 8.3% respondents are strongly disagree of the Organic food production strictly adheres to environment friendly agriculture techniques. So it can be said that most of the respondents are agreed about the Organic food production strictly adheres to environment friendly agriculture techniques.

**3.14 Organic food products are free from harmful chemicals, fertilizers and pesticides**

*Table 3.14*

*Harmful chemicals, fertilizers and pesticides*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Strongly Disagree | 1 | 1.7% |
| Disagree | 6 | 10% |
| Neutral | 13 | 21.7% |
| Agree | 20 | 33.3% |
| Strongly Agree | 20 | 33.3% |
| Total | **60** | **100%** |

*Figure 3.14*

*Harmful chemicals, fertilizers and pesticides*

The figure shows that out of 60 respondents 33.3% respondents are strongly agree, 33.3% respondents are agree and 21.7% respondents are neutral but 10% respondents are disagree and 1.7% respondents are strongly disagree of the Organic food products are free from harmful chemicals, fertilizers and pesticides. So it can be said that most of the respondents are agreed about the Organic food products are free from harmful chemicals, fertilizers and pesticides.

**3.15 Organic food products are free from Genetically Modified Organisms**

*Table 3.15*

*Genetically Modified Organisms*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Strongly Disagree |  |  |
| Disagree | 6 | 10% |
| Neutral | 26 | 43.3% |
| Agree | 15 | 25% |
| Strongly Agree | 13 | 21.7% |
| Total | **60** | **100%** |

*Figure 3.15*

*Genetically Modified Organisms*

The figure shows that out of 60 respondents 21.7% respondents are strongly agree, 25% respondents are agree and 43.3% respondents are neutral but 10% respondents are disagree of the Organic food products are free from Genetically Modified Organisms. So it can be said that most of the respondents are agreed about the Organic food products are free from Genetically Modified Organisms.

**3.16 Organic food products are safe and good for health**

*Table 3.16*

*Safe and good for health*

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Strongly Disagree | 3 | 5% |
| Disagree | 9 | 15% |
| Neutral | 5 | 8.3% |
| Agree | 13 | 21.7% |
| Strongly Agree | 30 | 50% |
| Total | **60** | **100%** |

*Figure 3.16*

*Safe and good for health*

The figure shows that out of 60 respondents 50% respondents are strongly agree, 21.7% respondents are agree and 8.3% respondents are neutral but 15% respondents are disagree and 5% respondents are strongly disagree of the Organic food products are safe and good for health. So it can be said that most of the respondents are agreed about the Organic food products are safe and good for health.

**CHAPTER 4**

**FINDINGS AND ANALYSIS OF THE STUDY**

**4.1 Findings of the Study**

The intention of this study is to know about the Consumer behavior on Organic Food in Bangladesh: A Case Study on Dhaka City. The major finding of overall of study is discussed below:

* Organic food consumers was delivered based on the coding scheme that was used in quantifying the survey responses and furthermore the through the discoveries from interviews with the random respondents.
* The responses from the survey questionnaire were utilized to arrangements the consumers according to their frequency of organic food buy.
* The typical responses were items that are free of compound manures, pesticides, hormones, hereditary changes, and anti-infection.
* The production technique used to create these foods is work concentrated that does not involve use of machinery that is harmful to the environment.
* These choices made by the respondents give another look towards the significance of common sustenance.
* This clearly parceled the hole of information between the ordinary and non-standard shoppers of natural sustenance.
* A few respondents indicated negative methodology towards natural nourishment because of their absence of learning about the item and arrangement of natural sustenance with normal sustenance.
* A few shoppers imagined that purchasing natural is another pattern and makers simply put a name on the item to all the more likely market it.

**CHAPTER 5**

**CONCLUSION & RECOMMENDATIONS**

**5.1 Conclusion**

This study focused on the consumer behavior of organic food in Bangladesh (Especially, Dhaka), which was carried out with the aid of well-structured questionnaires. In the discussion part, the resemblances and discrepancies are summarized by a method of comparison. Despite the fact a few people responded, the study is capable of providing a new dimension about the attitude of consumers and their behavior towards organic food. Analysis carried out on the socio-demographic scene of the country chosen for the research; show both young and senior age groups to be consumers for organic products. To spread the utilization of natural items to more extensive age gatherings and to change the general shopping pattern towards natural items, the natural business of Bangladesh needs to build up an increasingly strong system of data alongside enhanced foundation. Female customers are predominant in the market compare to their male partners and they are getting progressively inquisitive about natural nourishment. Added to that, it was seen amid the exploration that Internet and Factory outlets are famous when acquiring natural items as there is an absence of different sources to get the items. Buyers hope to discover more shops that move organic goods in their territory and furthermore more assortments in the organic products these stores stock. They would in like manner slant toward cutoff points and shops that are specific.

The general mindfulness on natural nourishment items among the general population is expanding and their mentality towards buy goal is certain. The consequences of the investigation further demonstrate that the reasons pushed by the buyers for purchasing natural sustenance items are differed and essentially the inspirations driving their choice to buy incorporate worries for condition, wellbeing concern and way of life, nourishment item quality and their abstract standards. Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs; collect and interprets information; make plans and implement these plans, making purchase decisions and post-purchase behavior. Consumer conduct is the way to the effect that society has on nature. Nowadays consumer behavior is changing towards purchase of many environmental-friendly and organic products, due to awareness of environmental degradation and the related issues.

**5.2 Recommendations**

This study will also provide the following recommendation can be added. The major recommended of overall study is discussed below:

* This research paper is principally founded on hypothetical and writing based discoveries about the impact of components that impact buyer purchasing conduct on account of organic food products.
* The paper additionally recognizes hole in writing about customer conduct of of organic food products, as there is little existing writing on reasonable research directed to check whether the components distinguished through the hypothetical examination assumes a critical job in instances of genuine organizations.
* Thus this bit of research adds to the current writing on the topic, essentially through giving a functional comprehension.
* The factors recognized through the writing survey are for the most part identifying with client mentality, information and persuasive characteristics of organic food products

***Recommended for Vendor***

* It has been uncovered that the learning about natural sustenance changes enormously from client to client and ordinary clients and non-normal clients have entirely unexpected ideas about the items characteristics.
* Thus their buy choices likewise rely upon different elements. For instance, cost is definitely not a major central factor for customary clients, while it exceptionally well the sole integral factor for non-regulars.

***Recommended for Customer***

* The factor of medical problems gets a similar dimension of consideration from both ordinary and non-customary clients, along these lines demonstrating to us that the trait of being a more advantageous decision of nourishment is one of the key factors that can be misused to showcase these items.

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**Questionnaire**

Dear Respondent,

As a student of United International University, I have been assigned to conduct a research program this report on **“Consumer behavior on Organic Food in Bangladesh: A Case Study on Dhaka City”**. To accomplish the goal of conducting the research I need your valuable participation and opinion on series of questionnaire listed below. Your response will be kept confidential and only be used for the academic purpose.

**1. Location**

a) Dhanmondi b) Gulshan c) Uttara

**2. Respondents of Gender**

a) Male b) Female

**3. Respondents of Marital status**

a) Married b) Unmarried

**4. Respondents of Religion**

a) Islam b) Hindu c) Christian d) Others

**5. Respondents of Occupation**

a) Service holder b) Student c) Business d) Others

**6. Why do people choose organic food?**

a) Environmental Concern b) Health Concern & Lifestyle

c) Product Quality d) Subjective Norms

**7. If you use green products, what is your motive?**

a) Concern for Health b) Concern for status

c) Concern for the environment d) To use better quality products

**8. According to your knowledge, what are the health benefits of using Organic Food Products?**

a) It prevents from various diseases like cancer etc.

b) Ensure safe and healthy generation

c) Promote animal welfare

d) Organic cosmetic prevents skin diseases

**9. Did you yourself observe and obtained benefits from using Organic Food Products?**

a) My health is improved and I am feeling healthy after taking itb) No Significant change in healthc) Other

**10. From where do you prefer to buy green products to ensure quality purchase?**

a) Retail Malls b) Local Shops c) Internet

d) Teleshopping e) Specialized shops/units f) Factory Outlet

**11. Could you please identify, what do you understand by the term ‘organic foods’?**

a) Natural foods

b) Herbal foods

c) Foods grown with manure

d) Foods without chemicals

f) Foods not sprayed with pesticides

g) Traditional /indigenous foods

h) Healthy / nutritious foods

**12. Please rank the following sources of awareness for their effectiveness in providing information regarding green products?**

a) T.V

b) Magazines/ Newspapers

c) Internet Ads

d) Friends/Relatives

e) Seminars/Conferences

f) Super Market staff

|  |
| --- |
|  *(SD: Strongly Disagree, D: Disagree, N: Neutral, A: Agree, SA: Strongly Agree)* |
| **SL** | **Particulars** | **SD** | **D** | **N** | **A** | **SA** |
| 13 | Organic food production strictly adheres to environment friendly agriculture techniques |  |  |  |  |  |
| 14 | Organic food products are free from harmful chemicals, fertilizers and pesticides |  |  |  |  |  |
| 15 | Organic food products are free from Genetically Modified Organisms |  |  |  |  |  |
| 16 | Organic food products are safe and good for health |  |  |  |  |  |