

# ORGANIC VEGETABLE PURCHASE BEHAVIOUR

A Survey based study on Dhaka city

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*Submitted To*  
*Sarker Rafij Ahmed Ratan*  
*Assistant Professor*

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*Submitted By*  
*Maliha Ahmed*  
*ID: 111 131 115*

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**United International University**  
07-July-2018

## **Letter of Transmittal**

07 July, 2018

Sarker Rafij Ahmed Ratan  
Assistant Professor  
School of Business & Economics  
United International University

Subject: Letter of transmittal for the Project.

Sir,

With due respect, I willing to inform you that it was matter of magnificent pleasure for me to prepare the project on “Organic Vegetable Purchase Behaviour” under the project/internship period. To prepare the project, I have collected and studied materials in due time and analysed these eventually to finalize the project.

I have enjoyed more in preparing this report. I have worked hard to prepare this project. So, I would highly be obliged if the content of the project has been acceptable to you.

Though I have put my best efforts, yet it is very likely that the project may have some mistakes and omissions that are unintentional. Any shortcomings are expected to have a kind view for my encouragement. So, I hope that the report will worthy of my consideration.

Sincerely,

Maliha Ahmed

ID: 111 131 115

## **Acknowledgement**

All praise to Almighty

First of all, I would like to convey my thanks to a person who helped me in completing this project. I immensely grateful to my respective project Teacher Sarker Rafij Ahmed Ratan, Assistant Professor, School of Business & Economics, United International University, for his guidance, valuable & thoughtful comments and suggestions. I am very grateful to him for giving me inspiration and encouragement throughout my study. His untiring patience & attention to detail enable me to complete this project & get it into present form. However, all its limitations are considered.

Secondly, I would like to convey my thanks google for valuable information that was very much needed for the completion of this project.

Finally, my sincere gratitude goes to my friends, classmates and my family members for helping me to giving their valuable responses and attention to complete my project survey.

Despite my sincere efforts, there may appear some shortfalls in the project. I apologize for any such unintentional errors.

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Maliha Ahmed

## **Executive Summary**

Eating unhealthy food can cause serious problem. Human wellbeing, sustenance security and natural stewardship, alongside a few other item attributes, for example, nutritive esteem, taste, freshness, appearance, and other tactile qualities impact purchaser inclinations. With the developing number of broadened and complex merchandise, it has turned out to be troublesome for customary and singular purchasers to survey the nature of the items and get the most astounding an incentive for the cash spent. Customers frequently feel baffled and befuddled in picking a thing that would guarantee the sensible incentive for cash. Frequently, they are bamboozled and misled in quality, weight and cost by the untrustworthy vender. Shopper security is no more a motto today and it's the worry of everybody as all residents are buyers. Keeping that matter into consideration I have done my project report on Organic Food Purchase behaviour of consumers. The report contains serious interpretation of a research that is done with a sample size of 30. The report starts with a brief discussion about the Organic Food, continue with interpretation of the research and finally sums up with a recommendation and conclusion that has come up after the research.

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# Chapter - 1

## 1.1 Introduction

In Bangladesh agriculture is the indispensable culture. Agriculture has an immense input to the Gross Domestic Product (GDP) of the country. In this sector more than 50% of GDP came from. Food is usually derived from animal and plant resources. With greater respect for the environmental safety and the consumers are increasingly looking for quality in food products with rising awareness and consciousness on environmental, ethical and welfare issues. Organic practices are the right option to fulfil the demand of the consumers.

**Organic Vegetable:** The term "organic" indicates to the way farming items are developed and prepared. Natural vegetables are those created and handled through a framework that motivates organic regular procedures on the farm, concurs farm plants to show normal conduct and rejects the utilization of manufactured pesticides, synthetic manure, anti-toxins and hereditarily altered plants.

Organic vegetable production is a heavily controlled industry, distinct from private gardening. There is incredible scope to grow vegetables organically and quality of vegetable can be secure through technological encroachment. The goal of vegetable consumption is not only body nourishment but also improvement over lifetime. The safe vegetables can play vital role for nutritional, food security and financial of peoples of Bangladesh.

## 1.2 Background & Benefits About Organic Vegetable

**Background:** The regulations vary from country to country while organic harvests must be grown without the use of synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, and dirt sludge-based fertilizers.

**Benefits:** Organic vegetable is grown and raised up can have a main impact on our mental and emotional health as well as the environment. Organic vegetables often have more beneficial nutrients, such as antioxidants, than their conventionally-grow equals and people with allergies to vegetables, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic vegetables.

There are some benefits of Organic Vegetables -

1. **Organic produce covers fewer insecticides:** The vegetable we eat remain on chemicals such as fungicides, herbicides, and insecticides are widely used in conventional agriculture and residues.
2. **Organic vegetable farming is better for the environment:** Organic vegetable farming practices decrease pollution, conserve water, reduce soil erosion, increase soil fertility, and use less energy. Farming without pesticides is also better for nearby birds and animals as well as people who live close to farms.
3. **Organic nutrition is often fresher:** Organic vegetable endure last longer because it doesn't contain preservative. It is wholesaled where organic vegetable produced on smaller farms near.
4. **Organic vegetable is GMO-free:** Whose DNA has been changed in ways that cannot occur in nature or in traditional crossbreeding Genetically Modified Organisms (GMOs) or genetically engineered (GE) vegetables are plants, most commonly to be unaffected to pesticides or produce an insecticide.

### 1.3 Literature Review

Lord North Bourne (1939) coined the term Organic Farming In his book "Look to the Land" out of his conception of "the firm as organism", to describe a holistic, ecologically-balanced approach to farming in contrast to what he called chemical farming, which replied

The guideline of item quality confirmation at all phases of generation – from maker to buyer. Makers are in charge of item quality and security.

Groff (1993) specified some key factors that influencing purchaser inclinations were freshness, wellbeing, enhance, sustenance, appearance, cost, ecological impacts, accreditations, where it is developed, and mark.

Hysen (1994) older buyers, female and married consumers were more likely to choose stores offering pesticide free products.

Omri Ben-Sahar (2009) the "Myths of Consumer Protection" why he trusts the cutting-edge purchaser security development is to a great extent confused. Customer advocates three things that purchasers require: (1) data about items, (2) access to courts, and (3) solutions for

wrongs done to them. According to the customer advocate, a buyer can't finish with substantial companies without these three things.

In Bangladesh, an ongoing exploration on natural vegetable purchasers was exhibited by Hossain, Sugimoto, Ueno and Rafiul (2007) and they watched that the majority of the shoppers knew about the 'unsafe impacts of pesticides or concoction manure on human body and condition'. Because of the absence of information about natural vegetable, they have no alternative to ordinary vegetable.

#### **1.4 The Objectives of the Study**

The partners of natural vegetable inside the purchaser assurance laws system guaranteed by the general goal of this exploration is to research quality. The Government and the common society are viable to what the examination will analyse to guarantee the nature of Organic vegetable in Bangladesh

The purpose of the investigation may be specified as follows:

- To analyse the current scenario of organic vegetables consumption and application inside the consumer protection Laws for quality guarantee.
- To recognize the factors that the consumer in Dhaka city will affect Organic Vegetables consumption.
- To evaluate organic vegetable purchaser in Bangladesh.
- To estimation the consumer protection Laws in Bangladesh applying the role of stakeholders.

#### **1.5 Product Packaging & Marking**

- The cleaved vegetable should be stuffed in appropriate all around shut boxes. The containers should be legitimately set apart with the accompanying guideline:
  - Name of Manufacture's
  - Standard Trade mark
  - Batch number in code
  - Net contented 'g' or 'kg' of the material
  - Name and type of material
  - Expiry Date



The provision of the BSTI Ordinance 1985 is governed using BSTI Certification, and the rules and regulations.

### Consumers Association of Bangladesh (CAB)

Voluntary association established on February 28, 1978, a consumer Agency is non-government. The government recognized in 1983. In 1960 the International Organization of Consumer Association (IOCU) established and it works with (IOCU). The reason for the association is to secure the privilege of the shopper, advance and create mindfulness among purchasers.

ISO 1400 family address “Eco-friendly Management”

The organization does to:

- ✓ The environment minimized harmful effects by its activities and
- ✓ Achieve enhancement of its environmental performance.

## 1.6 Methodology

The learning period is March 2018-May2018. The learning period is success because of the responses of honourable teacher, my classmates, my family member. It will have enabled when they responses and help to prepare the project. The illustration of the project given an idea of the learning of the objectives. This is an investigative, which is subjective in nature and the principle motivation behind this learning is guaranteed the buyer of natural vegetable and their conclusion about natural vegetable.

The learning will find out the success of survey data analysis and try to find out the strengths and weaknesses of this survey analysis. It will have done through collection and analysis of sample survey data.

### 1.7 Limitation of Study

- ✓ In Bangladesh there are no strong and active national organic vegetable movement.
- ✓ For the success of the survey students and family members had to play a vital role in carrying out the survey.
- ✓ This study focuses on the consumers who lives in Dhaka city, metropolitan area. So, the finding of the study may not reflect the overall status of organic vegetable consumer in Bangladesh.
- ✓ The sample size was very selective and focus only customer behaviour in purchases organic vegetables.
- ✓ Some information could not be collected properly for partially answered and skipped by the respondents.

### 1.8 Sample Size

The choice of test estimate was made in view of the distinctive section of the buyer natural vegetables. The whole respondents in the Dhaka city 30 consumers. Selective location, gender, age, occupation data are given bellow:

Table: Data Selection

SL	Categories of Respondents	Gender	Age	Spots to collect data	Sample Size
1.	Students	Male-13 Female-14	(20-29)	Class room, Canteen, University	27
2.	Family Member	Male- 1 Female-2	(30-39)- male (1), Female (2) (40-49) Female (1)	Home	3
—	Total	————	————	————	30

## **Chapter - 2**

### **2.1 Quantitative Analysis & Finding**

To gauge the mindfulness, demeanours and view of shoppers in natural vegetables in advertise. It is indispensable to think about the profile of the buyers. As customers acquiring conduct is affected by the social, social and individual factor

Consumer Age Groups by Gender:

Most of the respondents were young adult age in between (20-29) years, and others are (30-39) and (40-49) Years. Among Young adult and older respectively male are 48% and young adult and older respectively female are 52%.

Marital Status of Consumers:

The percentage of married consumers are 16.66% and single consumers are 83.34%. The married respondents are concerned enough about the organic vegetables. But young adult respondents also concern about the organic vegetables.

Consumers in educational status:

Most respondents are graduate and less are post graduate, and few are HSC passed. This segment of the consumers is more aware about the organic vegetables quality and variability of choices.

Family Size of Consumers:

Most consumers have (4-6) member in their family. And less have Below member in family. 88% respondents have (4-6) member in their family. And rest 12% have bellow 4 member in their family.

### **2.2 Consumers Awareness & Usage of Organic Vegetable**

In order to the level of awareness of organic vegetable of consumers, they were significantly more awareness as 82%, and another 18% consumer didn't know about what the organic vegetable means. In our survey there are most of the consumer were graduated and post graduated. So, their understanding and awareness about the food or vegetable will be different from others. They said that organic vegetable is natural and without chemical vegetable. And this is safe and nutrition for people's good health.

### 2.3 Finding & Analysis of Consumer Survey

**Demographic Aspects of Consumers:** It is vital to know Socio-Economic profile of shoppers to understand the mindfulness, observation and states of mind of purchasers in natural nourishment showcase. Since parts of society, culture and individual conduct exceedingly influence obtaining conduct of customers.

The findings of the study shown below with the chart and interpretation of each of them:

**Figure 01: Responses of consumers on “Organic Foods” by educational status**

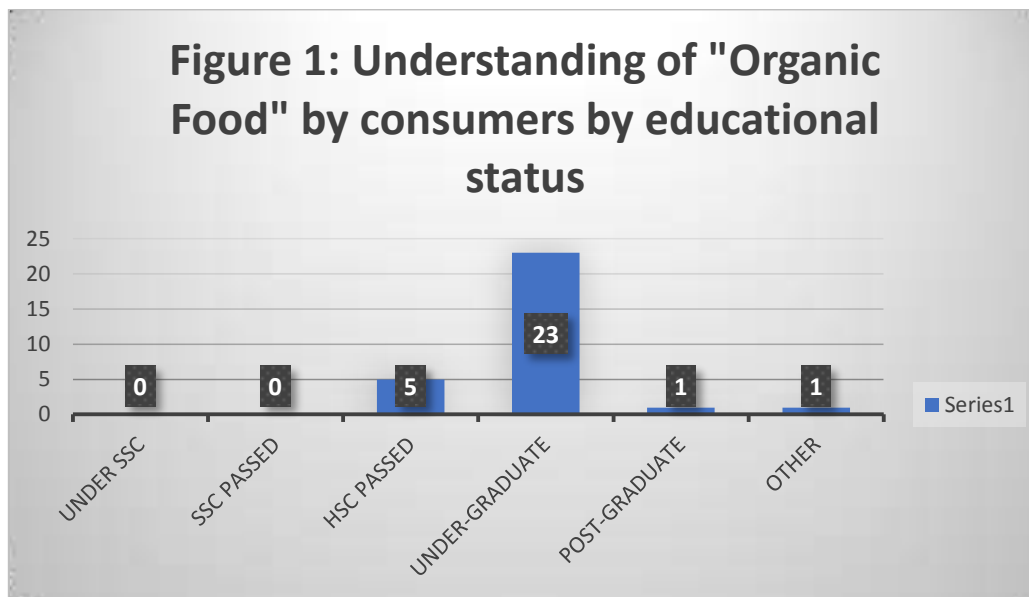


Figure 1 shows that most of our target consumers of Organic Food is in the level of under graduate study in term of their educational level. As the study was conducted in the university premises that also impacted the result of this response.

**Figure 02: Source of information to consumers about “Organic Foods”**

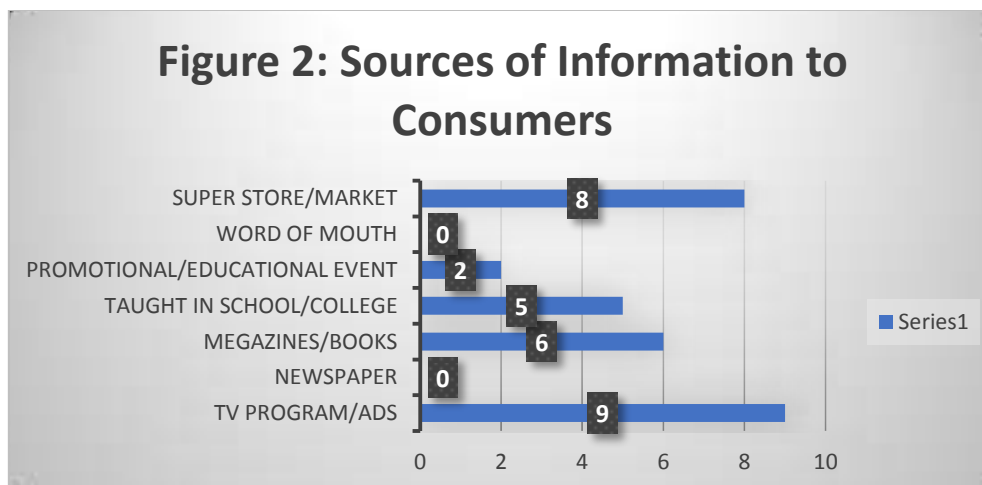


Figure 02 shows the sources of information that consumers get to know about the “Organic Foods”. Out of 7 sources we can see 30% of our total respondents responded that they got to know about “Organic Foods” from TV program/ads, 27% from super store/markets, 20% from magazines/books. Whereas 17% are taught in school and 6% are got idea from promotional events.

**Figure 03: Whether consumers have ever consumed or considered consuming “Organic Food”**

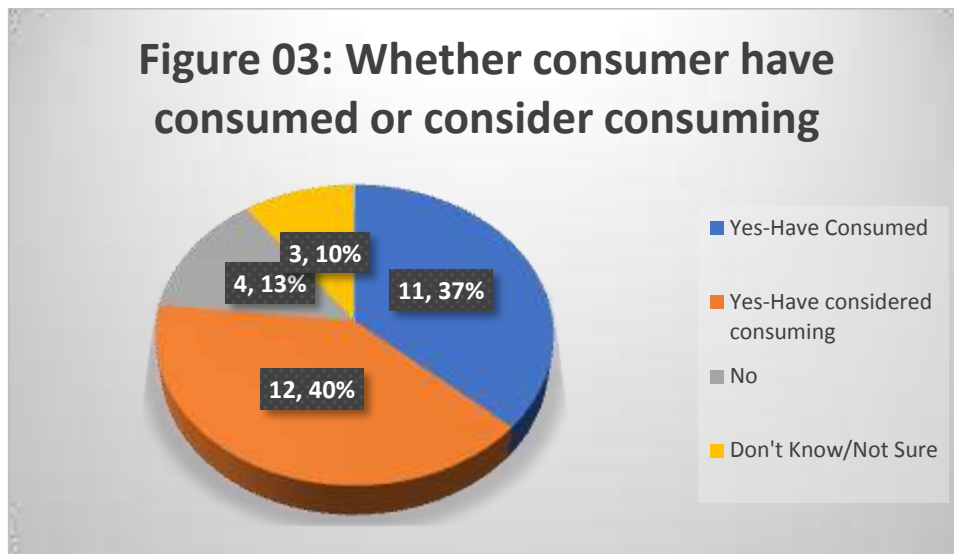


Figure 03 shows that 40% of the consumers have considered consuming “Organic Foods” where 37% have consumed. On the other hand, 13% have never consumed and 10% are not sure about the issue.

**Figure 04: Period of purchasing “Organic Foods” by consumers**

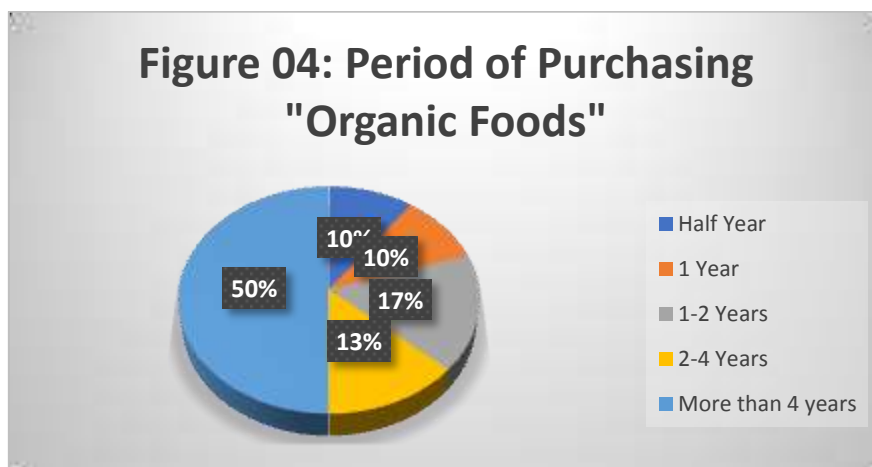


Figure 04 shows that the length of period of purchasing organic foods by consumers. From the study we have come up with that 50% of consumers are using “Organic Foods” for more than 4 years. 17% are using for 1-2 years, 13% are using for 2-4 years and only 10% are using for less than a year.

**Figure 05: Preferred place for buying “Organic Foods” by consumers**

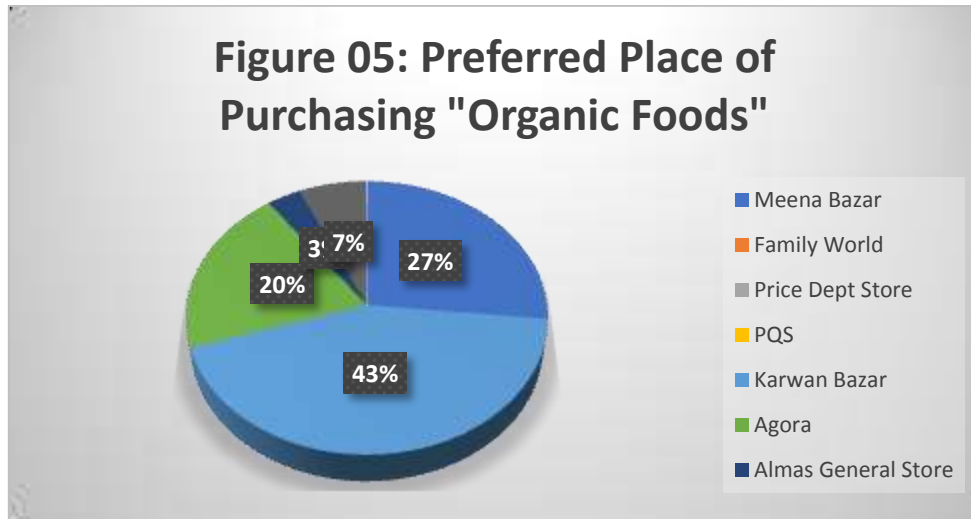


Figure 05 shows the preferred place of buying “Organic Foods” by consumers. 43% of consumers purchase from local market like “Karwan Bazar” whereas 27% are from Meena Bazar and others are from rest of the places.

**Figure 06: Verifying process of “Organic Foods” by consumers**

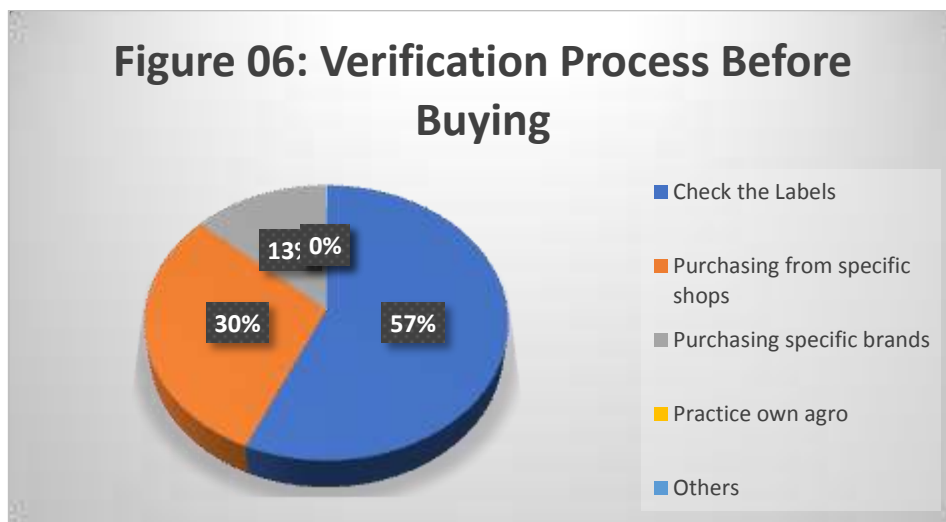


Figure 06 shows the verification system that consumers follows before purchasing “Organic Foods”. Here we can see that 57% of the consumers verify the “Organic Foods” by checking

the labels, 30% purchases from specific shops of their known and 13% purchases of specific brands product.

**Figure 07: Reason behind consuming “Organic Foods” by consumers**

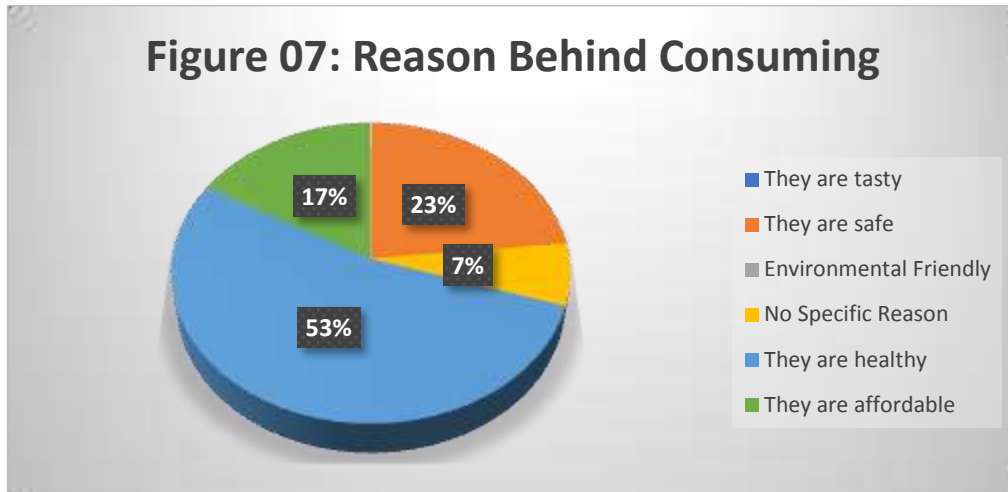


Figure 07 shows some main reasons that consumers think are responsible behind their consuming of “Organic Food”. The figure shows that almost 53% of our consumer consume organic food thinking that they are healthy, 23% think they are safe from any harm or chemical, 17% find those affordable food than others.

**Figure 08&09: Frequency of checking the label on the product**

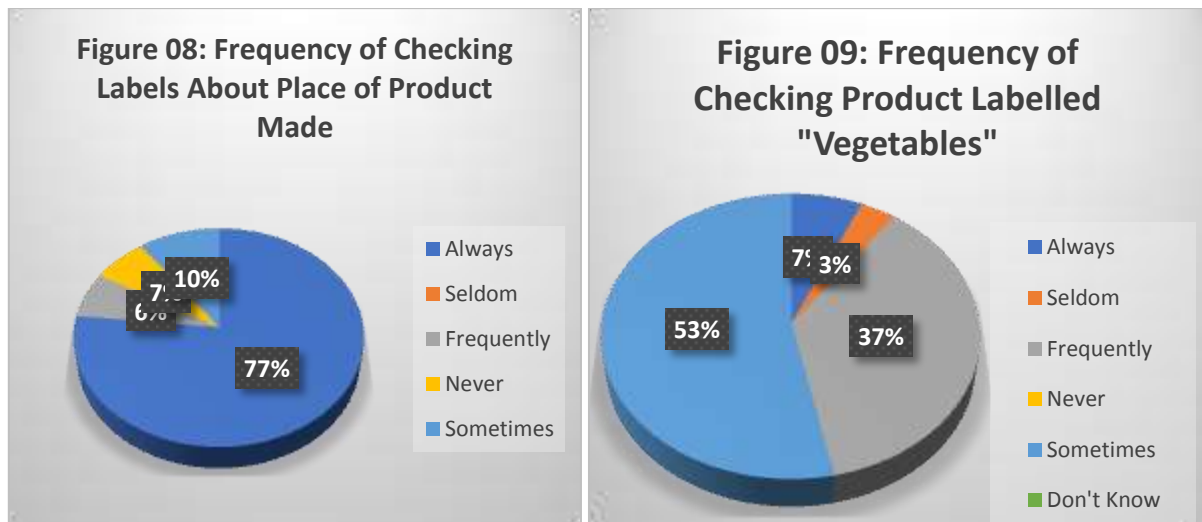


Figure 08 and 09 shows that respondents who said that they have ever devoured or considered expending natural sustenance’s items were likewise asked how regularly they check marks to see where an item is made or developed. Here, very nearly 77% check the name constantly, 10% check them here and there though 7% never check the marks.

Respondents were additionally asked how regularly they buy items named 'Natural' and 53% reacted that they generally check, 37% check them every now and again and 7% some of the time look for "vegetables".

**Figure 10: Responsible party for the verification according to consumer**

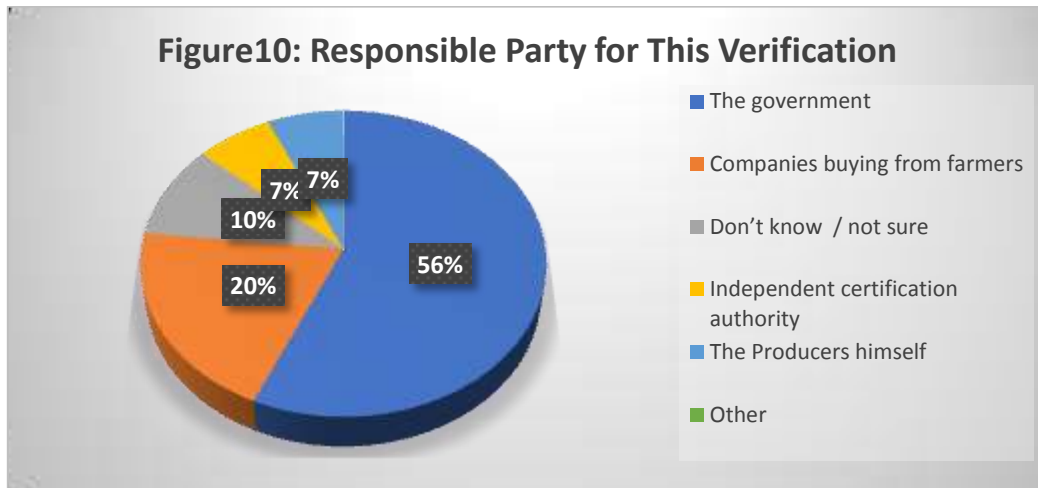


Figure 10 shows the consumer opinion about the responsible party who are responsible about the verification of these food. Among the all option 53% consumer think that the government is responsible for the proper verification of “Organic Foods”, 20% think that companies those are buying from farmers are responsible and 10% not sure about this issue.

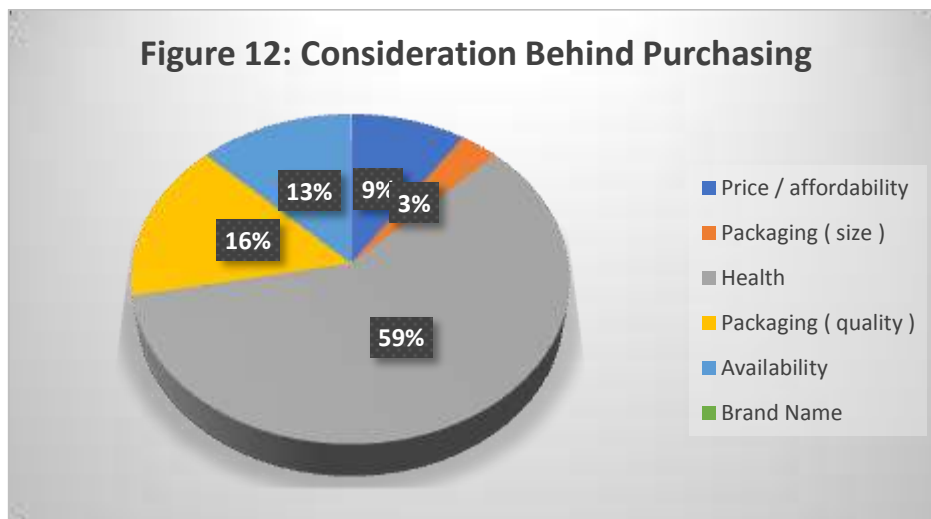
**Figure 11: Price premium consumers agreed to pay for “Organic Foods”**



Figure 11 shows the scenario where respondents were asked about the price premium consumers would agree to pay for “Organic Foods”. Almost 40% are agreed to pay between 10 to 19% where 23% are agreed to pay 20-29% price premium and 10% are agreed to pay more than 50% price premium.

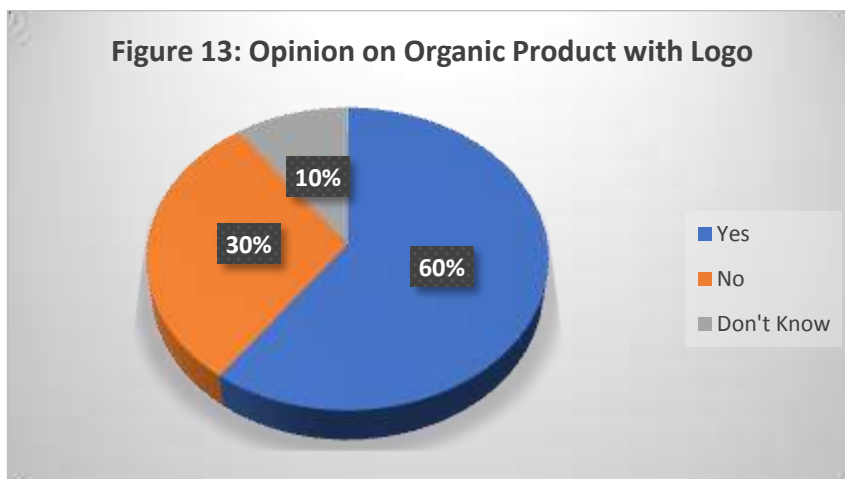


**Figure 12: Consideration behind purchasing**



The above figure shows the responses of the respondents about what they consider when they purchase “Organic Foods”. Almost 59% answered that they consider health over all other option before purchasing. On the other hand, 16% care about quality, 13% is about availability and 9% consider the price before purchasing.

**Figure 13: Opinion on “Organic Foods” with logo**



This figure shows the opinion of consumers on whether they think Organic Product should be identified with logo or not. Here, almost 60% agreed that there should have specific logo for the organic food on the market and 30% respondents are disagreed with the issue.

**Figure 14: Opinion on organic business will rise or not**

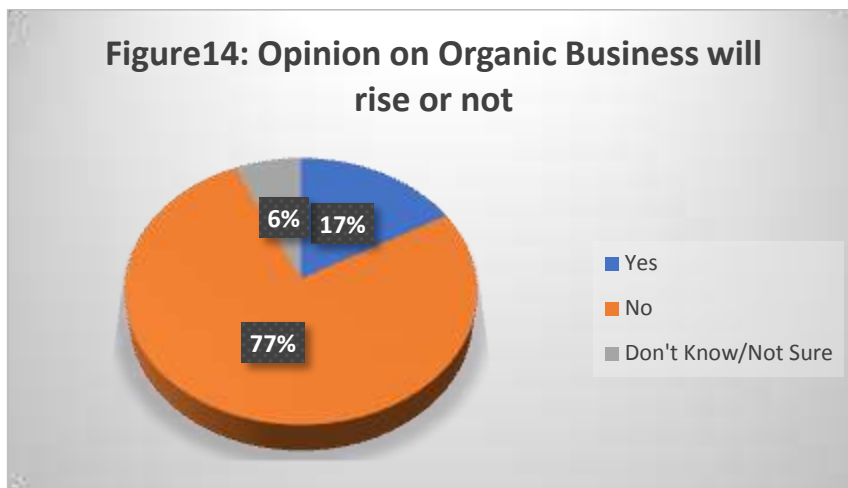
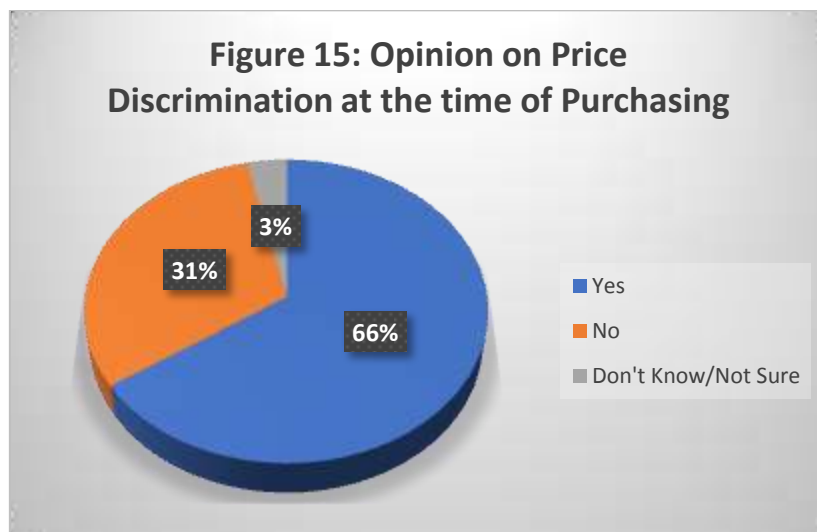


Figure 14 shows the people responses about the question whether organic business will rise in near future or not. Almost 77% thinks that it will not rise in future due to government incapability's, political condition, inconsistence pricing and people having less knowledge about the product. Though 17% think that it will rise in future and 6% are not sure.

**Figure 15: Opinion on facing price discrimination while purchasing**



Those of our respondent who said they have consumed organic food and frequently consume were also asked whether they have faced price discrimination while purchasing or not. Almost 66% said that they have price discrimination at the time of purchasing. On the other hand, 31% haven't faced any price discrimination and 3% are not sure.

## **Chapter - 3**

### **3.1 Recommendation**

Human being eating behaviour can be one of the major issue of their life span. Eating healthy should be main goal to live healthy. In Bangladesh the life expectancy of people is very low. But we can change this by eating healthy. Here “Organic Food” clearly defines what we meant by eating healthy. After completing all the research and analysis we can sum up with the recommendation that here consumers are very much likely to consider organic eating on top of anything. But we have seen that those who have consumed organic food or consider consuming have faced lots of difficulties. Our government should become more careful about this issue. Government should make sure that consumers are not facing any discrimination while they are buying organic foods. Government should introduce specific logo for the organic food and impose law for those farmers and companies to use that logo while producing organic food. Our supermarkets should make more space for organic food and encourage their customers to buy more organic food. And last but not the least more TV ads and promotional activities should be shown to encourage consumers to eat organic foods.

### **3.2 Conclusion**

Presently multi day's recognitions and states of mind towards natural vegetables gives off an impression of being very positive and mindfulness levels being high. The respondents are presented to this, the larger part said natural vegetables are biologically adjusted vegetables and high score of significance scale said that it would be vital to them if the quality is guaranteed and all phases of creation like freshness, sustenance, season, wellbeing, constitution, value, condition from maker to purchaser. The agriculturists are very dull about the quality vegetable conveyance and they utilization of compound pesticides no limits and without the best possible correspondence. The unscrupulous compound providers are making the vegetable generation in more serious hazard for the long run. Most feels that there ought to be confirmation framework for natural vegetable. Also, this is an issue that ought to be taken after and spoken to. This is conceivable when the administration of Bangladesh will set a normal of natural cultivating to take after all in stages fundamental by the cognizant purchasers in Bangladesh. The providers ought to accomplish the declarations and licenses for participating in development quality vegetables and sustenances for the human lives. Other the wreckage media can step up steps that it can influence a base strides for impact to increment to the impression of natural vegetables utilization in Bangladesh.

### 3.3 References

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### 3.4 Appendices

Quality Assurance and shopper mindfulness in Green Vegetables Purchasing in Bangladesh

What is the situation of customer mindfulness in Green Vegetable obtaining in Bangladesh?

What are the difficulties and possibilities?

As a shopper, please enable us to see how you feel about Green Vegetable obtaining issues by and large and particulars.

Respondent's Name: \_\_\_\_\_

Address/Phone Number/s: \_\_\_\_\_

\_\_\_\_\_

Questioner's Name: \_\_\_\_\_

Address/Phone Number/s: \_\_\_\_\_

\_\_\_\_\_

I announce that this meeting has been done entirely as per the preparation/

Guideline I got in each regard, with a legitimately chose respondent.

Interviewer's Signature:

\_\_\_\_\_

Date: \_\_\_\_\_

Respondent's Details:

01. Gender

Male

Female

## Organic Vegetable Purchase Behaviour

02. Marital Status

Married                       Single                       Other

03. Age Groups

Under 20                       20-29                       30-39

40-49                       50+

04. Education

Under 20                       SSC passed                       HSC passed

Undergraduate                       Postgraduate                       other \_\_\_\_\_

05. Family Size

Below 4                       4-6                       6-8

8-10                       10+

06. Regarding purchasing 'Green Vegetable', you are -

Regular                       Frequent                       Seldom

Never purchase

Details of Survey Response:

01. What do you understand by term "Organic Vegetable Purchasing"?

Natural foods                       Herbal Products                       Products without chemicals / Pesticides

Traditional / Indigenous foods

## Organic Vegetable Purchase Behaviour

02. What was your source of information / get to learn about Organic Vegetables?
- TV Programs / ads       News papers       Magazines
- Taught in School / College    At a promotional / Educational event
- Word of Mouth       Superstores / Market
03. Have you ever consumed or considered consuming 'Organic Vegetable'?
- Yes – have consumed       Yes – have considered consuming
- No       Don't know / not sure
04. Which price premium (how much more than the regular price) would you agree to pay for Organic Vegetables by comparison with Non-Organic Vegetables?
- 0 < 10%       10 – 19%       20 – 29%
- 30 – 39%       40 – 49%       50 > 100%
05. What would persuade you buy more Organic Vegetable?
- Price       Packaging       Environment Friendly
- Availability       Appearance       Quality
- Nutrition       Safety       Display in supermarkets
- Stringent regulations
06. The length of period of Organic Vegetable purchasing-
- Half a year       1 year       1-2 years
- 2-4 years       More than 4 years
07. When purchasing Organic Vegetable, it is important to know who produces it.
- Strongly agree       Agree       Neutral
- Disagree       Strongly disagree
08. Where do you buy your Organic Vegetables most often?
- Meena Bazar       Agora       Family world
- Almas General Store       Prince Dept. Store       Nandan

## Organic Vegetable Purchase Behaviour

New Market

Karwan Bazar

09. Which type of organic products have you ever consumed / used or considered to do so?

Dairy Products

Fruits

Vegetables

Fishes

Meat

Rice

Breads

Processed foods

10. Why do you / do you consumer or why have you ever considered consuming –

They are tasty

They are healthy / nutritious

They are safe (not contaminated)

They are affordable

Environmental friendly

Good for management of illness

No specific reason / indifferent

11. Purchasing Organic Vegetable, what you take into consideration?

Price / Affordability

Packaging (Quality)

Packaging (size)

Availability

Health

Brand Name

12. Where do you / would you prefer to purchase your Organic Vegetable from?

Supermarkets / Stores

Organic grocers

Open air markets

Farms

kiosks

Don't know / not sure

13. How do you / would you verify or know that the foods you are buying / consuming are Organic Vegetable?

Check the labels

Only

purchase from specific shops that I know sells Organic products

Only purchase specific brands which I know to be Organic

Practice my own Organic farming



## Organic Vegetable Purchase Behaviour

14. Who will be responsible for providing this verification?
- The government  Independent certification authority
- Companies buying from farmers  The producers himself
- Don't know / not sure
15. How after do you look at labels see where a product is made or grown?
- Always  Frequently  Sometimes
- Seldom  Never
16. How after do you purchase products labelled 'vegetable' (Organic / Herbal)?
- Always  Frequently  Sometimes
- Seldom  Never  Don't know what is 'Organic'
17. Organic products should be identified by a logo –
- Yes  No  Don't know / not sure
18. Organic business will rise due to vegetable insecurity –
- Yes  No  Don't know / not sure
19. Consumer rights in Bangladesh has been established –
- Yes  No  Don't know / not sure
20. Price discrimination at the time of purchasing of the agricultural products –
- Yes  No  Don't know / not sure