



UNITED INTERNATIONAL UNIVERSITY

Project Report on

"Organic Food Preferences in Bangladesh: A Concentrated study on University level Students"

Submitted To

Mr. Sarker Rafij Ahmed Ratan

Assistant professor

School of Business & Economics

United International University (UIU)

Submitted By

Tahmidur Rahman

ID: 111 141 248

Date of submission: 12.04.2019

"Organic Food Preferences in
Bangladesh: A Concentrated study on
University level Students"

Letter of Transmittal

Date: 08.04.2019

Mr. Sarkar Rafij Ahmed Ratan,
Assistant Professor,
School of Business and Economics,
United International University.

Subject: Submission of the project report on "**Organic Food Preferences in Bangladesh: A Concentrated Study on University Level of Students**"

Dear Sir,

With due respect, I would like to inform you that, it is a great pleasure for me to submit the project report on "Organic Food Preferences in Bangladesh" at the time its achievement as for qualified necessary ahead of reach Bachelor of Business Administration degree below the program of study United International University (UIU), Bangladesh.

I possess of exert oneself solid making the report too me hopefulness its determination achieve my gradation requirements. I determination always available for answering any question proceeding the report.

As a result, I personally fervent wishing and hope that you would be kind enough to accept my report and oblige thereby.

Sincerely yours,

TahmidurRahaman
ID: 111 141 248
BBA Program,
School of Business & Economics
United International University

Declaration of the Student

First of all, I personally correspond to announce that this report exist not a duplicate of any one report. The work stays unique in nature. This work I personally tried to my best made the report for useful and potential. I personally confirm that, this reports no one cannot submitted earlier and I also confirm that this reports not submitted to anyone in the futures.

Tahmidur Rahaman

ID: 111 141 248

BBA Program

School of Business & Economics

United International University

Certification

The stays to verify that Tahmidur Rahaman, a students of Bachelor of Business Administration, ID: 111 141248, under the schools of Business & Economic, United International University (UIU) has done the project report on “Organic Food Preferences in Bangladesh” as per a part of necessity for gaining BBA graduation. He has try to his best to finish the report.

I hope all the best in his future enthusiasm.

Supervisors

Mr. Sarkar Rafij Ahmed Ratan,
Assistant Professor
School of Business & Economics
United International University.

Acknowledgement

First of all, I clear my complied gratitude to the Almighty Allah who made and compliance us in this temporary world. I personally ensure to put my deepest honor and gratitude for his kind-heartedness or support that were providing me to finish my report project. This study is the outcome of the report-writing program undertaken by the course and instructed by Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, SOBE, and United International University for Fall 2018 student to supplement the experience and communication skills. I am indebted to them who have directly and indirectly assisted me in conducting the study. Specially, I am thankful to my honorable supervisor because of his assistance gives us the opportunity to start our report promptly.

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Executive Summary

This research paper deals with the marketing research on factors influencing the adoption of student preference about organic food in Bangladesh. Some key factors like convenience of low trust, hygienic, appearances, packaging and other relevant factors are associated. This paper also focuses on United International University student's preference about organic food. Although this concept is still new in our country but usage of this innovative concept is increasing. People of all age are concern this criteria and they are happily adapting it. This paper deals with primary data collected though the survey from respondents. Different statistical tools are used for analyzing the research work SPSS 17 is used for the analysis purpose.

According this research work, it has found that convenient student opinion and shopping cost have influence on the UIU students. On the other hand, factorial influences are more in the gender wise preference of organic foods.. During the analysis, it is also found that most the variables are perfect to predict and they have influence on our respondents mind for the adoption of social media sites. It is a unique paper because many researchers conducted many research on the marketing. But none of them specifically conducted any research on influencing factors of student's preferences. They only considered the overall influence on preference.

Chapter 1:

Introduction

1.1 Introduction:

Farming shows actual vital part now populous nations alike Bangladesh. Bangladesh is 8th in the World populated status and 5th in Asia. Its predictable farming of Bangladesh later fresh revolt deeply rely on biochemical composts and insecticides affecting some difficulties creating manly fitness to the environs. The outcomes, nutrition security needs currently developed a great concern. However, its fee to farming takes bigger various by decreasing harvest points or rising essential in the marketplace aimed at acquisition to biochemical composts or insecticides. This is greatest crucial period remains crops on the demanding certify improved or not dangerous situation deprived of some declining into harvest to produces. Foodstuff safety remains too stimulating in view of weather variation, property deprivation or usual calamities entering extremely population nations on the Asia alike Bangladesh. Minor agriculturalists on the Bangladesh are harassed toward contest by today or globalized marketplace then fix nope acquires reasonable value into produce. Plant food provides a significant issue to the people for gaining their nutrition gap.

Its daily spirit talks over creating significance on the plant food preference at the overview of student context, and opportunities of Bangladesh.

1.2 Background of the study:

Every BBA students from business study has to learn that, how to make a report, which gives knowledge to the students in corporate life to make a report of any organization. It is a great experience for every BBA student to get practical experiences of the theoretical knowledge that we have gathered in this course. It will be very useful for our workable life. I have done this report on the university student's preference about organic foods.

1.3 Problem Statement:

To make a report successful it is very important to have problem statement and it depends on which types of report it is. This report is based on student preference and problem statement is, *“Is there any preference gap between student perception about organic foods”?* Here we are trying to find out the factors, at where students will provide preference about organic foods.

1.4 Research Questions:

Question 1: Before you listen about organic food?

Question 2: Whatever prepares is you think nearby organic food?

Question 3: you take an organic food regularly?

Question 4: Would you mention organics foods toward friends?

Question 5: What type of organic food do you purchase?

Question 6: What is the primary factor that will demotivate you to buy organic food?

Question 7: What is the primary factor that will motivate you to buy organic food?

Question 8: From where do you purchase organic food?

Question 9: How long have you been interested in organic food?

1.5 Research Objectives:

The broad objective of this report is relied on student's preference about organic food. United International University is located as the source of primary data collection. So the main concern is to know about the student preference of organic food in Bangladesh.

The specific objectives are relays on various requirements, for preparing this report. At the bellow, those requirements are shown respectively:

- To know about the organic foods in Bangladesh.
- To know about student's preference to organic foods by depending on sample size.
- To develop hypothesis and identify independent and dependent factor/s.
- To analyze survey data and provide decision.
- To measure influence of the factors.
- To evaluate data based on research model.

1.6 Significance of the study:

This unique paper revolves around the organic food potential demand and key preferences in this sector. Besides that it considers the determining factors for utilizing and adopting these preference factors. This report is based on organic food and its preference by the students of United International University, so all the factors that are determined are evaluated in this report.

1.7 Scope and Limitation of the report:

The foremost purpose of doing this report depends on United International University students. It also experiences us about the practical knowledge, which will be very benefited in our corporate life. It also gives opportunity to gain some knowledge that, how to survey on a particular topic. We have completed our one month report on a particular reasons. In this particular reason there are many factors, which gives knowledge of student preference about organic foods of Bangladesh. By making this report we have communicate with 45 students. These 45 students are various departments for instance-BBA, CSE, EEE, MBA and we also communicate with the junior students. The respected course instructor Mr. Sarkar Rafij Ahmed Ratan also gives valuable information's about this course. In this report we have applied some techniques and methods by our course instructor, which will be very helpful for our future life. With due respect to our course instructor we have tried our best to fetch the maximum outcome of our research. Sample size was small because insufficient time and some of students don't show their interest to provide their information.

Chapter Two:

Literature Review

Foods safety stays too stimulating studying that weather variation, land-living squalor or an environmental tragedy into its extremely peopled nations in the Asia likes Bangladesh. A minor planter into the Bangladesh is worried in contest by today relaxed or globalized marketplace or fix cannot acquire reasonable value into the product. Organics food production it's measured toward proper farming manufacture extent in the confirm coordination among humanoid health or supportable growth. Its might to stand renowned the organics matters exist thus far into the emphasized to significant program of study institutes then that is strategy creators. Organics foods desires better futures used for exports, its local marketplace can be created major because more customers stand needs by nutrients value or foods security it's ready to buying by finest value through actual endorsement then classification. Toward grow in organics farming area into Bangladesh, management must progress proper step, manufactured goods systematize then care program.

2.1 Organics farming equipment and manufacture:

Organics farming as per more manufacture organization method, keep away from utilize of artificial inputs and inborn adapt organisms, reduce infection in-flight, dust then H₂O, besides improve into fit then efficiency in symbiotic societies to plants, fishier wildlife or publics. Now current ages certain organics farming equipment must prove in actual equipment then recognized through into agriculturalists to combined rice's bow agricultural performs, organics plant manufacture of pouch, pheromones trick aimed at creature regulator, fertilizer (kitchenette unused, vermin's fertilizer, quantity dung, bag fertilizer etc.) then thus arranged. Awake till currently, though, Bangladesh farming takes not stood capable of advantage after to making worldwide organics marketplace then it has level unsuccessful in make of decent national marketplace in organics food.

2.2 Opportunities of organics agriculture in Bangladesh:

Rice's is grown-up now 83% in full nurtured zone into Bangladesh. Its years 2010, that nation manufactured top score 35 million's tons to the rice's; 3.17 percent additional harvest than the former years,

Monitoring positive climate then continuous govt. plantation supports. Monitoring greater manufacture, values too ongoing toward weakening now that is nation affecting doubts aimed at too planters. its operative foods stowage taking specific 1.7 million tenors ability stay nowadays virtually complete now then here stays nope additional interplanetary toward supply afresh obtained foods ounces. Now that is condition to govt. stays currently expecting aimed at spreads in rice after ensuring emergency stocks, to meet accidental need in case of natural disasters and volatile market situation. Thailand and Philippines are two Asian countries create the most organic rice's used for spread base; Bangladesh might remain also uncultured that foreignness money exist creation then spreading organics rice's to organics rice's takes actual command now national then spread marketplaces. Additional probable organics foods remain distinguish now Bangladesh is dietary fiber beats ovaries: bananas, mangos caroty then pineapples, oil seeds and oil then other: sugars, teas. Jutes, cottons etc. it made the excellence rice's remains cash creation agricultural into dangerous aimed at agriculturalists then in decent foundation in alive. Thus, no counting latest difference, Bangladesh tin can food to normal acceptable then perfumed rice's. Bangladesh stands too satisfactory land-living in addition climate in years rounded crops. By way of previously 1961s of nation not ever skillful great biological mixes then great contributions then currently in front of drop to dirt fitness besides supplementary difficulties, thus its determination be situated considerable calmer in persuade agriculturalists into accept organics agricultural. Organics farming remains no fair to key aimed at ironic nations, however container likewise be situated valuable aimed at developed nations, wherever it can be give focused then maintainable social economical then environmental growth. Organics agriculture remains employment concentrated, then Bangladesh consumes to relative benefit owing into obtainability to adequate employment by rational pays.

2.3 Chemical used in food production and its disadvantage:

Soil fit stays now damage unpaid into cost to organics substance pleased then stable using to excessive biochemical composts to hose down rice's manufacture. Biochemical compost remained presented on farmhouse equal trendy 1960. Formerly, into 1966, in govt. surprises to growth Additional foods operation or source composts in addition slight

uphold forces in identical supported ratio by nuisance to deprived of custody in price rate into effortlessness this contributions amongst in agriculturalists then forgather in nation's foods scarcity. Therefore, compost ingesting instigated of growth fast through introduction in HYVS rice and LLPS usage. Fear finished sustainable in farming then foods safety of Bangladesh, its growing due to the deteriorating land quality, declining yield, and increasing population. To increase harvest crop after in rare arbalest land-living, agriculturalists stand increasing lands usage, growing in that usage to mineral composts, insecticides, irrigations gear's, then additional machineries. in newly increasing special effects in several top soil-relates manacles and useless dirt organics substance, unfair usage in composts, supporting removal, squalor in top soil bodily then biochemical assets, slight usage in bios then organics' composts then lowly administration process must decrease rapidity in rising to concede in main harvests. Insecticide usage produced speedily into initial 1971s, next introduction in recent rice's diversities. Auctions in insecticides developed dual of another partial in 1981s. Additional to 48% in agriculturalists to Bangladesh using additional insecticides and wanted in defend that harvests experiential into boor rice's vegetable, beans, eggplants, cabbages, sugarcane and mangos farmers. Throughout olive green revolutions of, 1.5 kg in ascribe nitrogen's compost should crop 21 kg in muesli and currently to one crops 9 to 11 kg. Dropping efficiency payable in dirt disgrace to currently into main control then certain dusts must smooth fewer thins 1.5% organics problem. Pending 1981, in agriculturalists in Bangladesh using into petition 3 nutrient into dust .Ingesting on dust organics problem, unfair usage composts, minor usage in dung, increasing collecting control usage in current difference augmented leakage then bright surface dusts need preferred on appearance to micronutrients lack into soil in Bangladesh.

2.4 Top 10 countries that provide global security context about organic foods:

Now china's in the greatest population's nation following by India. Into peopled nations elementary agrarian challenge remains locate to nutrition security, efficiency, weather changes and susceptibility then main basis on steamrolling. Its remained understands the Asia peopled nations Universal foods Security Index's its comparatively lesser than.

Tables one, its cans remain gotten the china gfsi score 63 place on 37 then Indian gfsi score 46, 67 places. Amongst in Asia nations leading then another place stay Japan gfsi score 81 in 17 positions) besides Korea gfsi 78, 22 places. Now Asia nation's individual 8% on world organics farming terrestrial in used.

Rank	Country Name:	GFSI score: 100	GFSI position
1	Chains	63	37
2	Indian	46.0	67
3	us	90	1
4	Indonesians	47	63
5	brazilin	68	30
6	Pakistani's	39	76
7	Nigerian	35	79
8	Bangladesh	35	80
9	Russian	69	28
10	Japanese	81	17

Table 2.4.1: Top 10 countries that provide global security context about organic foods

In view of overhead truths, in organics manufacture in Asian are no effective similar us besides Europe countries. Small holders of farmland characterize agriculture in Asia by consuming regular extent in a smaller amount than two hectare (78% in whole farmhouses).

Asia Minor containers stand opposite numerous encounters rising after in variety on financial, demographically physical, technical then official issues counting development then growth. Decrease dimensions on farmhouses, country city relocation, ecological squalor, development then acceptance to hereditarily adapted harvests, weather alteration besides the situation influence might arise in the coming danger on Asia nations.

2.5 Current market Scenario:

Toward confirm on superiority besides value organics crops then establish to organics cultivators, 3 organics agriculturalists' society remained shaped fashionable 2010 continuously in experimental foundation on SunamganjSadar, Biswavarpurupzilla, sunamgonj then Nasirnagarupazilla in BramonBaria regions. This public remains receiving collaboration after limited management then community legislatures. in local marketplace boards stay assumed dissimilar seats aimed at organics agriculturalists into retail in goods. Then, here remain little difficulties experiential. In distributors stand buying to goods now in wholesale capacity besides fix no salary particular finest into organics manufacturers then fraternization altogether in organics then none organics crops then sales for additional large marketplaces. By way of outcome, one minor native consumer is earning for organics goods. In view of this limits, currently that takes remained preparation on recover that advertising arrangement in organics farmers then tiresome for create connection in wonderful marketplaces besides additional large marketplace openings. in distinct besides single advertising plan stays immediately wanted in grow to organics planters. Now northern eastern Bangladesh, we stand generally employed by limited farmhouse families then that again shaped organics agriculturalists remain administrations by native minor agriculturalists. By way of we need not at all management receive elucidate figures; in organics agriculturalists stay administrations be situated sure to that the goods superiority local town. The OBL and set to apart corporation takes recently continuing gauging for organic's goods. Inappropriately to replies from different investors counting govt. rule neck and neck remain no inspiring that. Now overall, toward increase organics goods by way of each International measure, the fields normally to be keep to fellow for three years and a some part allowed after insecticide petition, it stands also problematic aimed at for farmers pending in marketplace, tin can be situated confirmed. Day by day organic food demand in Bangladesh is increasing and as a result in the near future many entrepreneurs will focus in this huge marketable area.

2.6 Chain of organic food market:

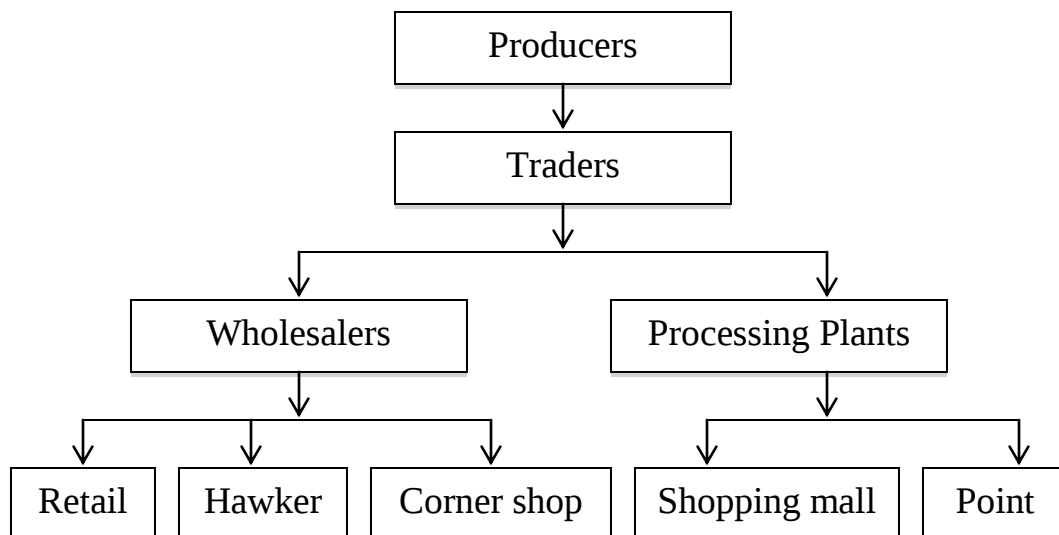
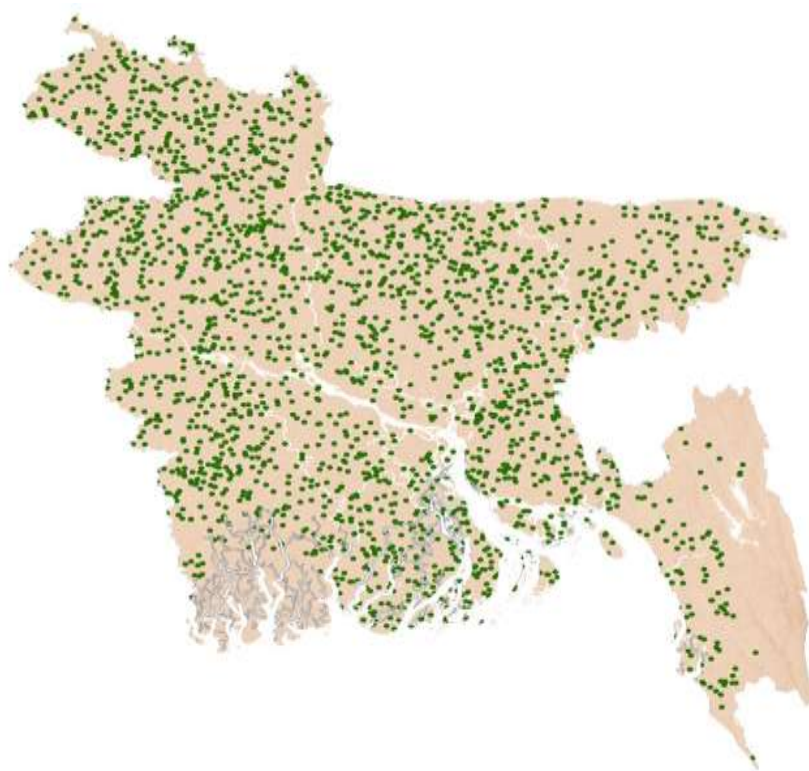
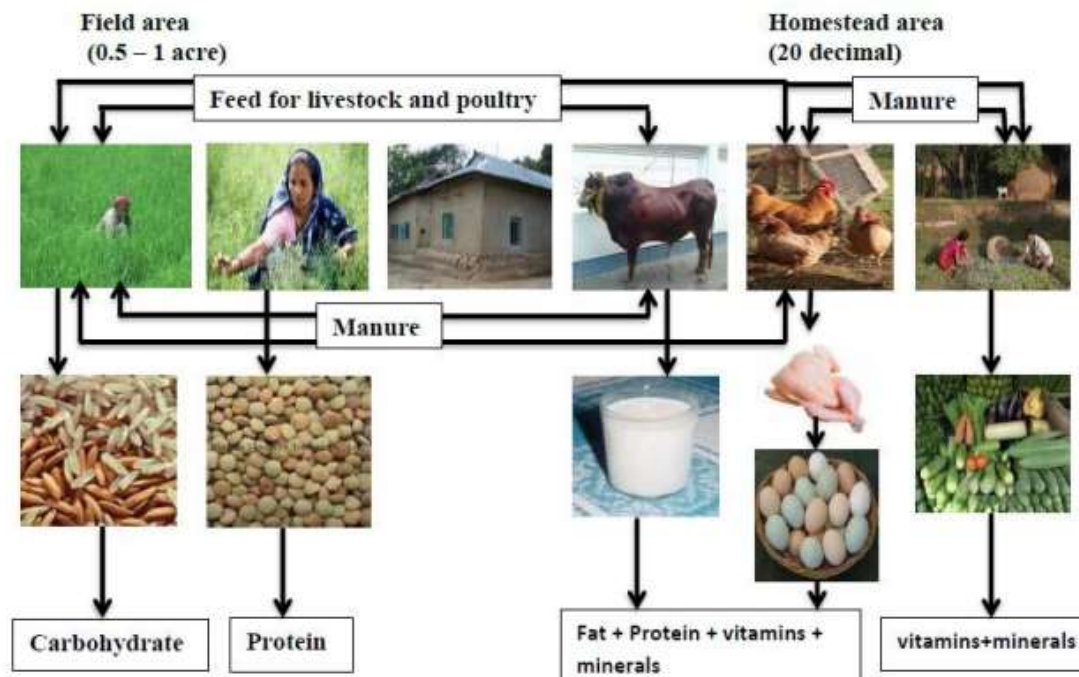


Chart 2.6.1: Chain of organic food market



Picture 2.6.2: Organic food's shop/market in Bangladesh



Picture 2.6.3: Organic food market process

The idea of organic farming is critical in Bangladesh because ecological farming varies place to place. Ecology includes surroundings, crops, animals, biosphere etc. Eco has very easy meaning. If I use fewer amount of fertilizer, less pesticide, compost and these are eco-friendly farming – that means to help the ecology. KaziShahid Foundation (KSF) developed as an independent Socio-economic scheme promoting aorganic food factory model that linked with commercial organic tea farming and livelihood improvement of the poor women and their family. That is agriculturalists for pairaandahas at Mithapukurupazila in ranpur usage fertilizer, harvest remainder, aquatic hyacinth then additional unpreserved six pieces in its place on artificial composts then insecticide into the arena. Some growers on Kauni remain creating vermin fertilizer (covers tall numbers or nitrogen's phosphorou potassium's) by humanizing ground larva in the household. At present investigation presented the Combined Bother Organization foods agricultural remains additional commercial than conservative mechanized foods agricultural. Farmers of Bangladesh use huge chemical inputs for getting the more production. Therefore,

government and 14 NGOs have been inspiring and training farmers to introduce organic farming.

2.7 Benefits of organic agriculture food in society:

Environmental Sustainable

- ✓ Reprocessing nutrient as an alternative in put on outdoor involvements.
- ✓ Stopping that biochemical contamination in dust, H₂O then airborne.
- ✓ Campaign in biotic variety.
- ✓ Refining dust fruitfulness then in accumulation to hummus
- ✓ Stopping dust corrosion then compactions
- ✓ Sponsoring in usage for renew power.

Social Sustainable

Supportive adequate manufacture of survival then revenue making to minor agriculturalists.

- ✓ Provided that not dangerous besides well nutrition.
- ✓ Supportive in acceptance for decent employed situations.
- ✓ Structure in native information then custom.

Economic Sustainable:

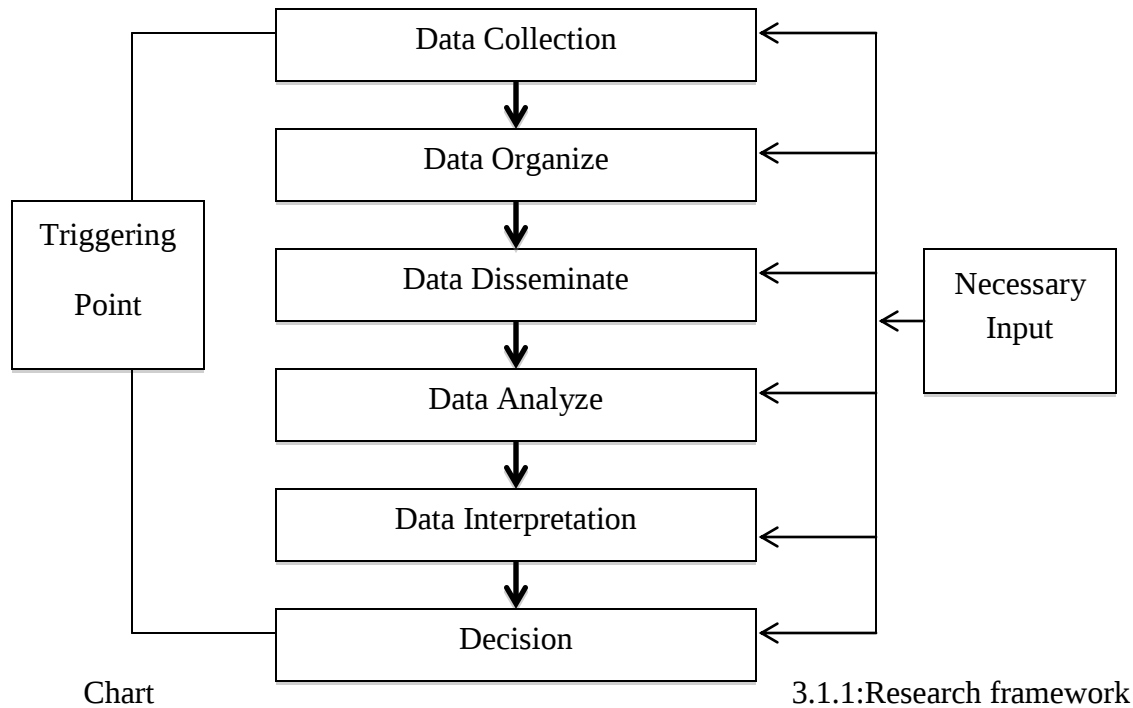
Serving agriculturalists attain acceptable besides dependable harvests.

- ✓ Provided that lesser dependence in in addition related fee of exterior efforts.
- ✓ Endorsing harvest change toward recover revenue safety.
- ✓ Encouraging produce worth adding finished excellence development then in farmhouse dispensation.
- ✓ Encouraging in acceptance for effective agricultural coordination for recover general success then attractiveness.

Chapter 3:

Methodology:

3.1 Research Framework:



In the research framework data is collected from the survey by providing questioner. Data is organized and disseminated by using different tools. Lastly data is interpreted and final decision is delivered.

3.2 Hypothesis Development:

The hypothesis development is development of this report is based on two types: Alternative hypothesis and null hypothesis. At the bellow hypothesis is developed:

H₁: There is no gap between student preference and it's variables of organic food.

H₀: There is gap between student preference and it's variables of organic food.

In the above, the first one is null hypothesis and last one is alternative hypothesis. Basically, null hypothesis refers there are no difference and alternative hypothesis refers there are gap.

3.3 Operational Definition:

Hypothesis: A hypothesis is offer clarification for a fact. For a hypothesis to be a technological hypothesis, the technological procedure need to that one can experiment it. Scientists normally basis scientific hypotheses on in past study that cannot all right be described with the obtainable scientific theories.

Null hypothesis: In inferable statistics, the null hypothesis is a normal described or not pay setting area that there is no relationship between 2 standard phenomena, or no guild amid groups.

Alternative Hypothesis: In statistical thesis checking, the other thesis and the null hypothesis are the 2 opponent thesis, which are contrast by a statistical hypothesis test. In the dominion of science 2 opponent hypotheses can be measure by descriptive strength and prophetic capacity.

Frequency Table: In statistics, a frequency round is a list, table or graphical present that show the frequency of variation results in a sample.

Descriptive Analysis: A explanation statistic is a synopsis statistic that numeric explain or synopsis features of a collecting of details, while explanation statistics in the various noun sense is the procedure of used to and studying those statistics.

Frequency: Frequency is the number of phenomenon of a do again happened per unit of time. It is also mention to as profane frequency, which increasing the compare to spatial frequency and pointed frequency. The period is the period of time of 1 round in a do again event, so the period is the given of the frequency.

3.4 Measurement of variables:

There are one dependent variable and three independent variables.

Dependent Variables:

- ✓ Student's preference according to gender.

Independent Variables:

- ✓ Appearance.
- ✓ Trust.
- ✓ Hygienic.

3.5 Data Collection:

In this report we have surveyed 45 students and as we applied the survey method in this report so we collect all the data in two ways:

Open-ended interview: By providing a question to all of the students to provide their own opinion sequentially.

Close-ended interview: By providing multiple choices to the students for identifying through their relevant or relevance thought.

In the survey the total sample are 45 students. From the 45 students 25 students are male and 20 students are female. In 45 students 15 students are graduate students and 25 students are undergraduate.

The probability sampling: In the survey we know all of the samples. In the probability sampling we follow the randomly probability sampling because we select randomly every sample. As we surveyed 160 students so 160 students are selected randomly selected.

Primary data collection:

- Surveying the students from inside the campuses.
- Some information of my report objectives has been collected through discussion with our course instructor. Evaluating factors from different students with informal talking.

3.6 Technique of data collection:

In this all the data that we have analyzed in the Microsoft excel. We also use some statistical tools from the Microsoft excel for instance: Average, mean, weighted mean, percentage, summation, and multiplication mean deviation. By the using of Microsoft excel we separate the male and female students, graduate and under graduate students.

We will submit the report by the hard copy by the Microsoft office. Some of the data analysis we have presented by pie chart, bar chart, and frequency polygon.

Chapter 4

Finding and analysis

4.1 Frequency table of respondent's answers:

Before you listen about organic food?

		Rate	Percentage	Usable Percentage	Collective Percentage
Valid	Eco-Friendly	10	18.6	19.0	19.0
	Costly	2	4.3	4.4	24.4
	Nutritious	20	43.5	44.4	68.9
	Full of comical	8	17.4	17.8	86.7
	Fresh	6	13.0	13.3	99.0
	totals	46	96.8	99.0	
Missin g	Structure	1	1.2		
	totals	47	98.0		

Tables 4.1.1: Thinking about organic food

The above table, all figures tell about the numbers of student's answers in every particular question. Most of the students think that organic foods are eco-friendly (9) and nutritious for human health.

Whatever prepares is you think nearby organic food?

		Rate	Percentage	Usable Percentage	Collective Percentage
Usable	Surely	45	97.8	100.0	100.0
Missin g	Syste m	1	2.2		
	Total	46	100.0		

Table 4.1.2: Thinking about of the organic food.

In the above table 97.8 percent students heard about organic food and 2.2 percent of students provide no answer in the question.

Do you take organic food regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	36	78.3	80.0	80.0
Valid No	9	19.6	20.0	100.0
Total	45	97.8	100.0	
Missing System	1	2.2		
Total	46	100.0		

Table 4.1.3: Consistency of organic food.

In the above table 78.3 percent of students are answered as yes in the questioner and 19.6 percent of students provided their answer as no.

Would you mention organics foods toward friends?

	Rate	Percentage	Usable Percentage	Collective Percentage
Usable Yes	45	97.8	100.0	100.0
Missing System	1	2.2		
Total	46	100.0		

Table 4.1.4: Recommendation for organic food

In the above table 97.8 percent of students are answered as yes in the questioner and only 1 percent of students provided their answer as no.

What type of organic food do you purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Meat, egg, poultry	33	71.7	73.3	73.3
	Vegetables	12	26.1	26.7	100.0
	Total	45	97.8	100.0	
Missing	System	1	2.2		
Total		46	100.0		

Table 4.1.5: Types of organic food.

In the above table 33 students are preferred meat, egg and poultry and 12 students are preferred vegetables as their preferable organic food.

What is the primary factor that will demotivate you to buy organic food?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chemical/ pesticide	45	97.8	100.0	100.0
Missing	System	1	2.2		
Total		46	100.0		

Table 4.1.6: Demotivate factor

The above table is showing about students' answers according to the question pattern.

They all are provided chemical and pesticide as their preferred answer.

What is the primary factor that will motivate you to buy organic food?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Health concern	45	97.8	100.0	100.0
Missing System	1	2.2		
Total	46	100.0		

Table 4.1.7: Motivate Factor

In the above table 97.8 students are motivated in health concern about organic food. They are showed that only health concern issue is more preferable for them.

From where do you purchase organics foods?

	Rate	Percentage	Usable Percentage	Collective Percentage
Usable Local area market	8	17.4	17.8	17.8
Super market	14	30.4	31.1	48.9
Daily shop	14	30.4	31.1	80.0
Road side shop	9	19.6	20.0	100.0
Total	45	97.8	100.0	
Missing System	1	2.2		
Total	46	100.0		

Table 4.1.8: Purchase location of organic food

In the above table 14 students purchase their organic food from daily shop, 14 students purchase organic food from super market and 8 from local area market and 9 from roadside shop.

How long have you been interested in organic food?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 5 years	45	97.8	100.0	100.0
Missing	System	1	2.2		
	Total	46	100.0		

Table 4.1.9: Interest in organic food.

The surveyed students are purchasing organic food for more than 5 years. There are no percent of students who don't purchase organic food for less than 5 years.

4.2 Gender of Students:

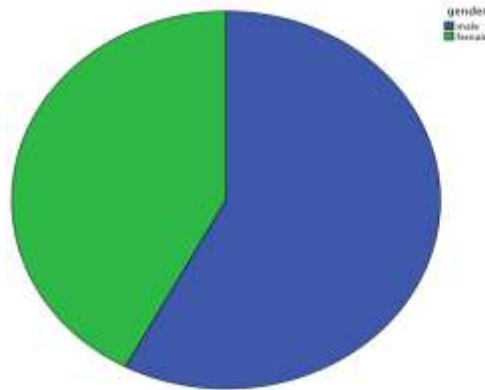


Chart 4.2.1: Gender of students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	26	56.5	57.8	57.8
Valid	Female	19	41.3	42.2	100.0
	Total	45	97.8	100.0	
Missing	System	1	2.2		
	Total	46	100.0		

Table 4.2.2: Frequency table of gender of students

Students who are surveyed in this report that, 56.5% male and 41 percent are female.

4.3 Importance of factors:

At the bellow all the factors are showed in the frequency table and the importance of each and individual factor are marked in the points.

Hygienic		Rate	Percentage	Usable Percentage	Collective Percentage
Usable	Less important	12	27.3	26.9	28.9
	Moderate important	7	15.2	15.6	44.4
	Neutral	3	6.5	6.7	51.1
	Important	9	19.6	20.0	71.1
	Most important	13	28.3	28.9	100.0
Missin g	totals	44	96.8	98.0	
	Structure	1	2.2		
	totals	45	99.0		

tables 4.3.1: Frequency table of hygienic factor

The hygienic factor is concerned with 13 numbers of responds of less important and 13 number of responds that provides more important in their answers.

Appearance		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less important	4	9.9	8.1	11.1
	Moderate important	8	17.4	17.8	28.9
	Neutral	9	19.6	20.0	48.9
	Important	7	15.2	15.6	64.4
	Most important	16	34.8	35.6	100.0
Missin g	totals	44	96.8	97.0	
	Structure	1	2.2		
	totals	45	99.0		

tables 4.3.2: Frequency of appearance

In the above table 16 students mean that, appearance of organic food is most important and 9 students remained as neutral.

Trust		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less important	6	13.0	13.3	13.3
	Moderate important	3	6.5	6.7	20.0
	Neutral	2	4.3	4.4	24.4
	Important	19	41.3	42.2	66.7
	Most vital	14	31.6	31.3	97.0
	totals	44	96.8	98.0	
Missing	System	1	2.2		
	totals	45	99.0		

Table 4.3.3: Frequency table of trust factor

In the above table 19 students mean that trust is important to them because they don't know about the cleanness of organic foods. 15 students have given their answers as most important in the question paper.

Packaging		Rate	Percent age	Usable Percentage	Collective Percentage
Valid	Less important	33	72.9	73.6	75.6
	Moderate important	7	15.2	15.6	91.1
	Neutral	4	8.7	8.9	100.0
	totals	44	96.8	98.0	
Missing	Structure	1	2.2		
	totals	45	99.0		

Tables 4.3.4: Frequency table of packaging

Normally most of the organic food is sold in the roadside as openly so that students have

some negative consideration about the organic food appearance.

Nutrition		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less important	13	28.3	28.9	28.9
	Moderate important	23	50.0	51.1	80.0
	Neutral	9	19.6	20.0	100.0
	Total	45	97.8	100.0	
Missing	System	1	2.2		
	Total	46	100.0		

Table 4.3.5: Frequency table of nutrition

Nutrition is the important factor to all over the Bangladesh. Students in the all over the world are more concern about nutrition of the organic foods. In the above table 23 students in the sample size mean that nutrition is moderate important for the organic food.

Price		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less important	36	78.3	79.0	80.0
	Moderate important	6	13.0	13.3	93.3
	Vital	4	4.5	6.7	100.0
	totals	46	95.8	99.0	
Missi ng	System	1	2.2		
	totals	47	98.0		

Table 4.3.6: Frequency table of price factor

The price factor in the organic food purchasing is less important according to 36 number of respondents and 6 student mean that price of organic food is moderate important.

Taste		Rate	Percent age	Usable Percenta ge	Collective Percentage
Usable	Less important	33	69.6	70.1	69.1
	Moderate important	8	17.4	17.8	88.9
	Neutral	4	8.7	8.9	97.8
	Most important	1	2.2	2.2	100.0
	Total	46	97.8	99.0	
Missin g	Structure	1	1.2		
	totals	47	99.0		

Tables 4.3.7: Frequency table of taste

In the above table 32 students mean that taste of organic food is less important to them because taking organic food meaningless without nutrition and hygienic factor.

4.4 Bar Chart of importance of factors at a look:

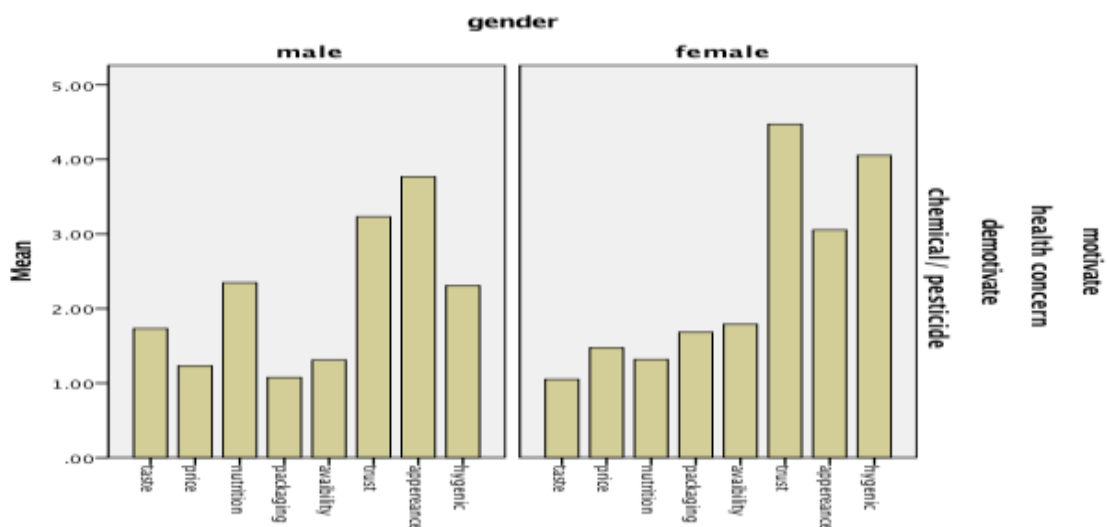


Chart 4.4.1: Bar chart of importance factors

In the above chart is divided into two groups, which are male and female. In the row there are eight different factors of organic food and their mean is organized the left of the chart. In the right side of the chart every factors are compared with 4 questions which are motivation of purchasing food, demotivation of purchasing food, health concern about organic food and it's chemical which is used in organic food production.

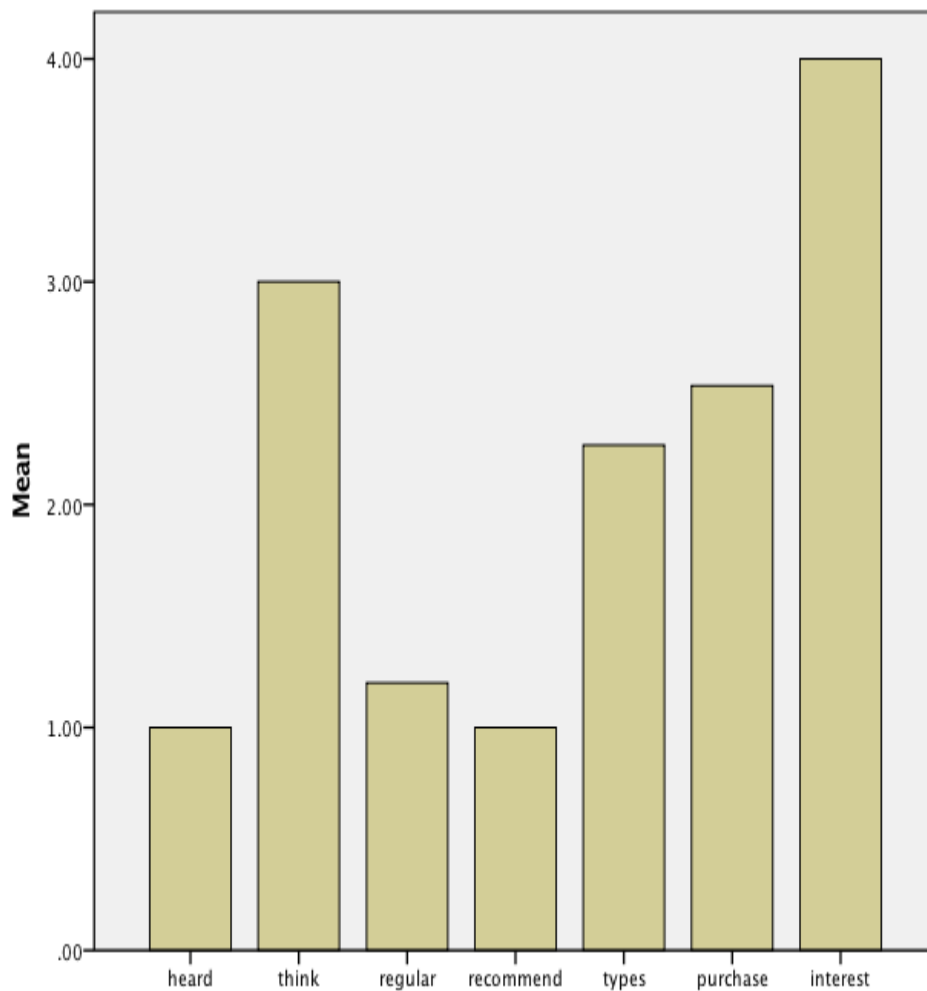


Chart 4.4.2: Bar chart of question answers

In the above chart all the students' answers for 8 particular questions are provided in the bar chart. Their average value of answers is organized according to their mean value.

4.5 Cross Tabulation:

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Availability * gender	45	97.8%	1	2.2%	46	100.0%
Trust * gender	45	97.8%	1	2.2%	46	100.0%
Hygienic * gender	45	97.8%	1	2.2%	46	100.0%

Table 4.5.0.1: valid percentage

4.5.1 Gender vs. Availability cross tabulation:

		Gender		Total
		Male	Female	
Availability	Less important	21	13	34
	Moderate important	2	5	7
	Neutral	3	0	3
	11.00	0	1	1
	Total	26	19	45

Table 4.5.1.1: Availability factor

Chi squares test

	Rate	DF	Asymptotes (2-sided)
Pearson's Chi-Squares	6.230 ^a	3	.101
Possibility Percentage	7.680	3	.053
Lineal-in-Liners Connotation	1.045	1	.307
N of Usable Bags	45		

Table 4.5.1.2: Chi square tables

Symmetric Measures

		Value	Asymptotic Standardized Error	Approximate T^b	Approximate Significance
Break in Break ordinals by ordinals N of Usable Bags	Pearson r	.155	.111	1.023	.312 ^c
	Spearman's Link	.118	.151	.776	.442 ^c
		46			

Table 4.5.1.3: Symmetric Measures

- a. No pretentious in Nulls Hypotheses.
- b. Utilize in asymptotical measure mistake suppose in Nulls Hypotheses..
- c. Built of standard estimate.

At the symmetric measure in value remains 0.154, which mean that there are no gap between the organic food preference, and its variables. The standardize error is 0.111 and it's refers that, we accept the null hypothesis.

4.5.2 Gender vs. Trust cross tabulation:

Crosstab

		Gender		Total
		Male	Female	
Trust	Less important	6	0	6
	Moderate important	3	0	3
	Neutral	2	0	2
	Important	9	10	19
	Most important	6	9	15
	Total	26	19	45

Table 4.5.2.1: Cross tabulation gender vs. trust

chi-squares test

	Rate	DF	asymptotes two-sided
Pearson's Chi-Squares	10.826 ^a	4	.029
Possibility Percentage	14.813	4	.005
Lineal-in-Liners	9.291	1	.002
Connotation n of Usable Bags	45		

Table 4.5.2.2: Chi-square test

Symmetrical Methods

		Rate	asymptotes Identical Fault	Estimated T ^b	Estimated Importance
Break in Break	Pearson r	.460	.088	3.393	.001 ^c
Ordinals with	Spearman's Link	.423	.118	3.065	.004 ^c
Ordinals					
N of Usable Bags		45			

Table 5.2.2.3: Symmetric Measures

- a. No pretentious in Nulls Hypotheses.
- b. Utilize in asymptotical measure mistake suppose in Nulls Hypotheses..
- c. Built of standard estimate.

At the symmetric measure in value remains 0.460, which mean that there are no gap between the organic food preference, and its variables. The standardize error is 0.88 and it's refers that, we accept the null hypothesis.

4.5.3 Gender vs. hygienic cross tabulation:

Crosstab

		Gender		Total
		Male	Female	
Hygienic	Less important	12	1	13
	Moderate important	5	2	7
	Neutral	3	0	3
	Important	1	8	9
	Most important	5	8	13
	Total	26	19	45

Table 4.5.3.1: Cross tabulation of hygienic vs. gender

Chi Squares test

	Rate	DF	asymptotes two sided
Pearson's chi Squares	19.104 ^a	4	.001
Possibility Percentage	22.261	4	.000
Liners with – liners Link n of Usable Bags	12.265	1	.000
	45		

Table 4.5.3.2: Chi square test

Symmetric Measures

	Rate	asymptotes Identical Fault	Estimated T ^b	Estimated Importance
Break in Break				
ordinals by				
ordinals				
N of Usable Bags				
Pearson r	.528	.118	4.077	.000 ^c
Spearman's	.500	.121	3.788	.000 ^c
Link				
	45			

Table 4.5.3.3: Symmetric measures of gender vs. hygienic factor.

- No pretentious in Nulls Hypotheses.
- Utilize in asymptotical measure mistake suppose in Nulls Hypotheses..
- Built of standard estimate.

At the symmetric measure in value remains 0.528, which mean that there are no gap between the organic food preference, and its variables. The standardize error is 0.118 and it's refers that, we accept the null hypothesis.

Chapter: 5

Conclusion

Conclusion

Confirming foods safety aimed at large number of populace in lieu of support organics agrarian manufacture inside for current plan on reduce soils fruitfulness, lessen submit, grow then variance usage for lifeless fertilizers then insecticides takes developed thoughtful contest the Bangladesh. It essential aimed at representatives on strategy actual, beset out reachable sequencers its determination statement insecticide danger, harmless treatment, besides defense. In spite of grand obtains trendy rise national nutrition growth manufacture, problematic on foods or nourishment security relics. Speculations for tolerable organics applies on farming manufacture then minimize balance agriculturalists for fresh greens revolution is provides maximum major unease of minimize-balance foods making built of environmental science practicable structures stay precise significant. In govt. must emergency set increase of organics farming creation payment in results on sunny, mud, nutrient then poles apart component on soils process towards confirm in nation's foodstuff security. Meager making could no resolve on difficulties; somewhat its generate multi-dimension indiscretions then therefore creation publics additional reliant on awake supposed in height effort built machinery.

Chapter: 6

Recommendation

Recommendation

Now instruction in statement that customs of organics foods product impact on food availability and safety for university students and it needs to be strengthened market levels as follows:

- Increasing awareness for students around for organics farming.
- Try to likely progress for equal then excellence on info over resources reaching after humble arena exercise, television platforms, flyers, mobiles awake toward Net places besides complete info operations.
- Try to set a the reasonable price of the organic products because students can purchasing easily
- Sellers must care for making inventiveness the produce then progress organics goods.
- All marketer try to better quality of organic food product to produce and ensure before the supply of product.
- Marketer should survey on university students before any innovative organic food product enter the market
- Marketer should creating consciousness of university students why they are purchasing organic food product and showing the advantage of organic food products.

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Appendix

Questioner

This is a survey questioner of organic food preference. Your valuable answer will be very helpful for my report analysis and findings. Please provide your answers at bellow:

Name:	Mobile (optional):
Email:	Age:
Department:	Others:

Question 1: Have you listen around organics foods?

- ☐ Sure
- ☐ Nope

Question 2: What do you think about organic food?

- ☐ Eco-friendly
- ☐ Costly
- ☐ Nutritious
- ☐ Full of comical
- ☐ Fresh

Question 3: Do you take organic food regularly?

- ☐ Yes
- ☐ No

Question 4: Would you recommend organic food to a friend?

- ☐ Yes

- No

Question 5: What type of organic food do you purchase?

- Processed food.
- Meat, egg, poultry
- Vegetables
- Produce

Question 6: What is the primary factor that will demotivate you to buy organic food?

- Low-taste
- Poor-Packaging
- Low availability
- Poor appearance
- Chemical/pesticide

Question 7: What is the primary factor that will motivate you to buy organic food?

- Health concern
- Low-Taste
- Reference
- Packaging
- Price
- Appearance

Question 8: From where do you purchase organic food?

- Local area market
- Super market
- Daily shop
- Road Side shop

Question9: How long have you been interested in organic food?

- Less than one year
- 1 to 2 years
- 2 to 5 years
- More than 5 years

Rate all of these factors in term of its importance:

Factor:	Less Important (1)	(2)	Neutral (3)	(4)	Most Important (5)
Taste					
Price					
Nutrition					
Packaging					
Availability					
Low trust					
Appearance					
Hygienic					

If there are any other factor the please write at bellow:

1)

2)

3)