

# Attitude and Behaviour of Youth toward Organic Food

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## ABSTRACT

*This survey conducted on the attitude and behaviour of youth toward organic food, data used for this survey was collected through a structured questionnaire, which was designed on the basis of the objectives of this paper. A total of 100 questionnaires were administered within the campus of Lovely professional University, Punjab. And non-probabilistic sampling method was used in distribution of questionnaires. The data were entered in Statistical Package for Social Sciences Version 14. Various statistical tools and techniques were used to analyse the data. Demographical part of questionnaire was tested using the chi square. The survey finds out that the perception of the people concerning organic food is high toward healthy with means of 4.69. It followed by high nutritional value with mean 4.39, the last on the bottom is all product coming from organic agriculture are certified, means people not consider certification in term of organic product. In terms of behaviour of people in respond to changes in organic product, People would like to buy more organic food if it is more cheap and more accessible in the market, both with mean of 4.41, and then followed by more income with mean of 4.21 the last on the ranking are less packing material and longer shelf life with mean 3.83 and 3.81 respectively.*

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## 1. Introduction

Since past few decades, level of technological development give mankind opportunities to modified the method used for growing food. Such method includes use of modern

Synthetic inputs such as pesticides and chemical fertilizers, and also contain genetically modified organisms which are not environmental friendly and not safe for health. Interest in organically produced food is increasing throughout the world in response to concerns about these conventional agricultural practices.

There is no single definition of organic food among the scholars, while some definitions give more emphasis on issues such as 'biological' or 'natural' method of production, others emphasize on the limited use of artificial chemicals in the process of its production. According to Hansen, consumers are looking at two grouped characteristics in identifying organic foods that is general and commodity-specific attributes. General attributes relate to safety of the food, health, environmental effects and farm animal concern, while commodity specific attributes include variables such as visual appeal, nutritional value, taste, freshness, etc.

Interest in organic food has grown remarkably as consumers and marketers react to popular media programmes about the important and safety of organic food, This gradually change the attitudes toward consumption as well as purchasing behaviour. Research on consumer preferences and demand for organics is increasingly attracting academic interest.

### Organic vs conventionally food

Although the attributes associated with organic foods may be difficult to identify by visual inspection alone, most consumers purchase organic products because of a perception that organic food have superior features compared

to conventionally grown alternatives (Vindigni, G. et al, 2002). However debate is continue taking place about whether or not organically grown products are superior to conventionally produced once, and, if so, in terms of what characteristics.

This increase the number of studies that attempt to assessed whether there are differences between organic and conventional foods from the perspective of both the producer and the consumer. From producers perspective investigations focus on yield, producer price and profitability comparisons. While from consumers perspectives studies focus the differences in terms of biophysical and chemical characteristics, as well as consumer satisfaction in terms of taste, retail prices and availability. Lea Emma et al, 2005 find out that most of the participants believed organic food to be healthier, tastier and better for the environment than conventional food.

### Attitude and behaviour toward organic food

Consumer decision towards buying organic food largely depends on attitudes and behaviour of consumers toward it. But there are also many factor that influenced attitudes and behaviour, these factors ranges from a complex set of ideas, motivations and experiences. A number of researches revealed different reason for consumer's decision to buy organic food. Susanne Padel et al (2005) found that health regards as the key factor that guide the attitude of organic food consumers and two different reasons for buying organic could be identified as personal illness and food allergies. And high price, accessibility and availability are the constraint to consumers of organic food. J M Gil et al (2000) also Find out that consumers concerned about healthy diet and environmental degradation are the most likely to buy organic food. Emmanuel K. Yiridoe et al (2005) revealed that fresh fruits and vegetables tend to dominate the current market food basket of the organic consumer. Even though many researches find gender is not significantly impact attitude of

organic food consumers, but Alan Beardsworth et al (2002) find out that women were more inclined actively to regulate food intake with health concerns in mind. Elisabeth Gotschi et al. (2007) also found absence of significant relationship between knowledge on organic good and the consumption of it, but cultural orientations was found as good predictors for attitude and behavior toward organic product

## 2. Review of literature

Justin Paul and JyotiRana (2012) in their paper entitle Consumer behavior and purchase intention for organic food analyzed the factors that influencing the consumer behavior towards organic food, Survey of 463 respondents were conducted using face-to-face interview with closed ended questionnaire. The result shows that varieties of factors were found to be responsible for consumer's decision toward organic food, Healthy content came first in the rank followed by taste and quality of the product. Consumers believed that the organic food is costly but at the same time the enjoyed healthy and eco-friendly product.

Anna Saba and Federico Messina (2002) conduct a research on Attitudes towards organic foods and risk/benefit perception associated with pesticides, a sample of 947 completed questionnaire that aim to assesses the attitude and belief towards eating organic fruit and vegetable provided by Italian market research were administered. The result of the analyses shows that the component attitude was found to be a significant predictor of to eat organic fruit and vegetable, trust has a positive influence of the perceived benefit and negative influence on the perceived risk.

Susanne Padel et al(2005) Exploring the gap between attitudes and behavior Understanding why consumers buy or do not buy organic food, the paper attempt to explore the consumers buying decision toward organic food, data used for this research was drawn from focus group with 181 regular and occasional consumers of organic good. The finding show that most consumers associate organic at first with vegetables and fruit and a healthy diet with organic products, but in relation to health, two different reasons for buying organic could be identified; personal illness and food allergies. Some of the consumer constraint to buying organic food include the issue of price, access and availability, visual product quality and presentation, mistrust of organic food in supermarkets, eating habits and lack of cooking skills.

Emmanuel K. Yiridoe et al (2005) in the paper entitle "Comparison of consumer perceptions and preference toward organic versus conventionally produced foods: A review and update of the literature" explain the emphasis is on key organic consumer demand and marketing issues, such as profile of organic consumers, level and characteristics of consumer knowledge and awareness about organic food, size of price premium and characteristics of consumers' willingness-to-pay for organic products. The finding of the paper revealed that fresh fruits and vegetables tend to dominate the current market food basket of the organic consumer. Another finding also pointed out that, it is not clear whether frequent buyers consider organic products (such as organic meat) as normal goods, or if buyers consider such food products as luxury goods.

Renee Shaw Hughner et al. (2007) in their paper "Who are organic food consumers? A compilation and review of why

people purchase organic food" explain the various rationales used by consumers when deciding to purchase organic food. These include health, better taste, environmental concern. The study shows that the global production of organic food is expected to grow substantially, but what appears clear from this research is that marketing academics have an important role to play in generating further insights into understanding the organic consumer and the marketing system in which they must make purchase decisions and consume organic products.

Elisabeth Gotschi et al. (2007) "High school students' attitude and behavior toward organic products: survey result from Vienna" the survey conducted on high school student aged between 14 and 20 in Vienna, total 340 student, 58% girls and 41.2 % boys have been interviewed, and the paper aims to determines social norms and attitudes that influence the consumption of organic product. The result show absence of significant relationship between knowledge on organic good and the consumption of it, but cultural orientations was found as good predictors for attitude and behavior toward organic product.

Rong duo liu et al. (2012) "Consumers'attitudes and behavior towards safe food in China: A review" this paper attempt to evaluates the Chinese consumers decision, attitudes and behavior toward safe food. The result show that Chinese consumers have awareness about safe food but they have limited knowledge about the concept of organic food, but still there exist some segment in the market that are unaware about the safe food. The high price of safe food and skepticism about it quality are two reason that hindered many consumes from buying organic food.

Salvador Ruiz de maya et al. (2011) " Organic food consumption in Europe;international segmentation based on valued system differences" this study covers eight European countries, i.e Denmark, Finland, Germany, Italy, Spain, Sweden and United Kingdom, based on the value system in market for organic product, the sample of 8014 consumers were used. The paper managed to identify four major segments of European countries whose citizen's antecedents of purchase for organic food indicates the differences related to cultural values between countries. The result for raw and processed product reveals that the main factor causing differences among segments is subjective norms, with the exception of Spain. And for this consumer may likely to be effected by other people's thinking. Therefore there is still need for social awareness concerning the purchasing of organic product.

J M Gil et al (2000) " Market segmentation and willingness to pay for organic products in Spain" data used for this study was source from two Spanish regions; Navarra and Madrid, 400 respondents were randomly selected and personal interview at home was conducted, the study segment the consumers based on their life style. Finding from this study indicate that consumers concerned about healthy diet and environmental degradation are the most likely to buy organic food. Consumers in Madrid were willing to pay a smaller premium for an organic product, however it found that all segments are willing to pay a higher premium for fruit and vegetables than other product.

Lea Emma and Worsley Anthony (2005) "Australians organic food beliefs, demographic and values" examined the

consumers belief concerning organic food and their relationship with socio-demographics and social values. A random questionnaire-based mail survey of 500 Australian adult was used. And statistical analyses of cross-tabulations and multiple regression analyses were conducted. The paper find out that most of the participants believed organic food to be healthier, tastier and better for the environment than conventional food, and also women were more positive about organic food than men, it also found that the high price of organic food was the main constraint to consumers.

Gary D Thompson (1998) "Consumer demand for organic food; what we know and what we need to know" the study found that gender contributes very little differences in purchase behavior, but women are more likely to organic food even in more cost, in relation to education, the study found positive correlation between education and organic food purchases, at Alaskan direct market, buyers of organic product are likely to be educated but in California there was no statistical difference in educational level between buyers of organic product. He concluded that demographic variables such as age, marital status, number and age of children, and education might be important variables in explaining demand for organic product.

Jabir Ali and Sanjeev Kapoor (2010) "Buying behavior of consumers for food products in emerging economy" the paper aims in developing marketing strategy for food market based on consumer preferences. A survey of 101 households was carried out using structured questionnaire. Statistical analyses of frequency distribution, ANOVA and Factor analyses was used to access the consumers' preferences for food and grocery products, the study find out that cleanliness of food product was the priority of the consumers, then followed by price, quality, packaging and non-seasonal availability.

JorisAertsens et al ( ) "Personal determinants of organic food consumption; A review" this paper aimsto provide a framework linking schwartz' values theory and the theory of planned behavior, the paper also focus on important of effective attitude, emotions, personal norms, as well as involvement and uncertainty related to organic food consumption. The study finds out some values like security, self-direction, universalism, stimulation, benevolence and conformity to be positively influencing attitude toward organic food consumption.

Alan Beardsworth et al (2002) "women, men and food: the significance of gender for nutritional attitudes and choices." The paper analyses the quantitative data relating to food beliefs with special reference to gender contrast. The finding shows that in some respects men and women are clearly in agreement, for example both men and women hold the view that in most cases individuals' health is not determined by factors beyond his or her control, but still women were more inclined actively to regulate food intake with health concerns in mind.

JorisAertsens et al (2000) "The influence of subjective and objective knowledge on attitude motivations and consumption of organic food" this paper focus on the factor influencing objective and subjective knowledge regarding organic food consumption and production. The result shows the objective and subjective with regards to organic food to be positively correlated, and high level of objective and

subjective knowledge regarding organic food are positively related to attitude toward organic food.

Iris Vermeir and WimVerbeka (2006) "sustainable food consumption: Exploring the consumer attitude-Behavioral intention gap" this study investigates the gap between favourable attitude towards sustainable behavior and behavioral intention to purchase sustainable food product, survey of 456 young consumers was conducted using questionnaire, ANOVA and correlation was used to analyses the data, the research finding indicates that sustainable product can be promoted to the broader public through specific communication effort that lower perceived barrier to consumption.

EfthimiaTsakiridou et al (2006) "attitude and behavior toward organic product: an exploratory study" the paper adopt sample of 660 respondents, statistical analyses of cross-tabulations and non-parametric test of Mann-Whitney and Kruskal-Whalis are used in order to find out both attitude and behavior toward organic product. The research found that majority of Greek have positive attitude toward organic products but only a small proportion of Greek consumers buy organic product regularly, it also found that level of education and income are positively related toward buying organic food, health and environmental factors are the driving forces behind organic food consumption.

Richard Sheperd et al (2005) "determinants of consumer behavior related to organic foods" this paper explain that consumers do not perceived to consider organic food to surpass conventional ones in taste and shelf life, but due to the perceived premium price of organic foods. It also found that health benefit were more related to behavior and attitude toward organic food than environmental benefit. However the environmental friendly of organic food contributed toward its purchased.

Jan Urban et al (2012) "what motivates Czech consumers to buy organic food?" the paper attempts to analyses the factors that determine consumers purchase of organic food in Czech Republic. Data used for this research source from consumer survey conducted in 2010, the study employed the extended TPB model and structural equation model. The study found that the consumer attitude and their subjective norms have a strong effect on behavioral intention, it also indicate that attitude and subjective norms have been shown to effect the intention of consumers in Czech.

### 3. Methodology

The research methods employed in this study can be divided as follows.

#### Data Collection

The data has been collected through a structured questionnaire, which was designed on the basis of the objectives of this paper. A total of 100 questionnaires were administered within the campus of Lovely professional University, Punjab. And non-probabilistic sampling method was used in distribution of questionnaires.

#### Data Analysis

The questionnaires were thoroughly checked and edited. The data were entered in Statistical Package for Social Sciences Version 20. Various statistical tools and techniques

were used to analyse the data. Demographical part of questionnaire was tested using the chi-square test. Other test like factor analysis was also conducted.

**Objective of the study**

The main objective of this study is to know the attitude and the behaviour of youth toward organic food

Other objectives include

1. Accessing whether consumers of different demographic factor are differed in their attitude and behaviour toward organic food
2. To find out what motivate or restrict consumption of organic food

**Scope of the study**

This study target the youth particularly student of Lovely Professional University on issues concerning attitude and behaviour toward organic food

**Limitation**

On the process of conducting this survey, a number of difficulties were encountered, some of them includes;

- Lack of enough time
- Financial problem
- Language barrier

But despite the above mention problems, the research was able to collect and analysed the data sufficiently, therefore it is reliable for users.

**4. Data Presentation**

The data collected for this survey are presented in the tables below in order to make it simple for understanding and analyses.

TABLE 1: SOCIO-DEMOGRAPHIC ANALYSIS OF THE RESPONDENT

ITEMS	FREQUENCY	PERCENTAGE
AGE		
BELOW 20	12	12.0
20-25	66	66.0
25-30	9	9.0
30-35	10	10.0
35-40	3	3.0
Total	100	100.0
GENDER		
FEMALE	48	48.0
MALE	52	52.0
Total	100	100.0
MARITAL STATUS		
SINGLE	84	84.0
MARRIED	13	13.0
DIVORCE	3	3.0
Total	100	100.0
EDUCATION		
ILLITERATE	1	1.0
SECONDARY	15	15.0
GRADUATE	40	40.0
POST GRADUATE	44	44.0
Total	100	100.0
OCCUPATION		
HOUSE WIFE	2	2.0
BUSSINESS	4	4.0

SELF-EMPLOYED	4	4.0
SERVICE	5	5.0
STUDENT	85	85.0
Total	100	100.0
MONTHLY INCOME		
BELOW 10,000	53	53.0
10,000-30,000	12	12.0
10,000-30,000	12	12.0
ABOVE 50,000	10	10.0
Not identified	14	14.0
Total	100	100.0
RELIGION		
OTHERS...	2	2.0
CHRISTIANITY	9	9.0
SIKH	16	16.0
ISLAM	33	33.0
HINDU	40	40.0
Total	100	100.0

Source: author's calculation from the questionnaire

The above table shows the demographic information of the respondents; the total 100 questionnaire was administered, based on age wise majority are between 20 to 25 years i.e. 66%, and based on education graduate and post graduate dominated with 40% and 44% respectively. in term of gender male lead by 52% and female 48%, majority of the respondent are student with 85% and lower level of income are high with 53%

TABLE 2: AWARENESS AND PERCEPTION OF THE RESPONDENT ABOUT ORGANIC FOOD

	FREQUENCY	PERCENTAGE
ARE YOU AWARE ABOUT ORGANIC FOOD?		
NO	2	2.0
YES	98	98.0
Total	100	100.0
IF YES, WHAT TYPE OF ORGANIC FOOD YOU KNOW?		
VEGETABLES	27	27.0
FRUIT	25	25.0
MEAT AND FISH	15	15.0
DAIRY PRODUCT	8	8.0
OTHERS	8	8.0
Total	100	100.0
HOW WOULD YOU DESCRIBE ORGANIC FOOD		
HEALTHY		
STRONGLY DISAGREE	1	1.0
NEUTRAL	3	3.0
AGREE	21	21.0
STRONGLY AGREE	75	75.0
Total	100	100.0
HIGH NUTRITIONAL VALUE		
DISAGREE	1	1.0
STRONGLY DISAGREE	2	2.0
NEUTRAL	8	8.0
AGREE	34	34.0
STRONGLY AGREE	55	55.0
Total	100	100.0

PRODUCT ARE GROWN IN HARMONY WITH NATURE		
STRONGLY DISAGREE	1	1.0
DISAGREE	3	3.0
NEUTRAL	14	14.0
AGREE	39	39.0
STRONGLY AGREE	43	43.0
Total	100	100.0
FREE FROM CHEMICAL PESTICIDES AND FERTILIZERS		
STRONGLY DISAGREE	1	1.0
DISAGREE	7	7.0
NEUTRAL	21	21.0
AGREE	28	28.0
STRONGLY AGREE	43	43.0
Total	100	100.0
PRODUCED WITH ENVIRONMENTALLY/ANIMAL FRIENDLY TECHNIQUES		
STRONGLY DISAGREE	1	1.0
DISAGREE	6	6.0
NEUTRAL	20	20.0
AGREE	36	36.0
STRONGLY AGREE	37	37.0
Total	100	100.0
FREE FROM GENETICAL MODIFIED ORGANISM [GMO]		
STRONGLY DISAGREE	1	1.0
DISAGREE	6	6.0
NEUTRAL	28	28.0
STRONGLY AGREE	28	28.0
AGREE	37	37.0
Total	100	100.0
ALL PRODUCTS COMING FROM ORGANIC AGRICULTURE ARE CERTIFIED		
STRONGLY DISAGREE	5	5.0
DISAGREE	6	6.0
STRONGLY AGREE	21	21.0
AGREE	31	31.0
NEUTRAL	36	36.0
Total	100	100.0

Source: author's calculation from the questionnaire

Table 2 give information about the awareness of the respondents about organic food. 98 per cent are aware of organic product and vegetable and fruits dominated the list with 27 per cent and 25 per cent respectively. This shows that the youth are much aware about the organic product and the consider vegetable and fruit as organic food than the meat and dairy product. Most of the respondent considered organic food more healthy with 75 per cent strongly agree and 21 agree, it then followed by high nutritional value with 55 per cent strongly agree and 34 per cent agree.

TABLE 3 SOURCE OF INFORMATION AND AVAILABILITY OF ORGANIC FOOD

	FREQUENCY	PERCENTAGE
THROUGH WHICH SOURCE YOU GOT		

INFORMATION ABOUT THE BENEFIT OF ORGANIC FOOD?		
HOSPITAL	1	1.0
MAGAZINES	5	5.0
ALL OF THE ABOVE	10	10.0
FAMILY AND FRIENDS	16	16.0
OTHERS..	16	16.0
TELEVISION PROGRAMMES	22	22.0
SCHOOL	30	30.0
Total	100	100.0
IS ORGANIC FOOD AVAILABLE IN YOUR MARKET?		
TOTALLY NOT AVAILABLE	5	5.0
MOSTLY NOT AVAILABLE	11	11.0
SOMETIMES AVAILABLE	31	31.0
ALWAYS AVAILABLE	53	53.0
Total	100	100.0
HOW IS THE PRICE OF ORGANIC FOOD IN YOUR MARKET?		
VERY CHEAP	4	4.0
VERY EXPENSIVE	6	6.0
CHEAP	8	8.0
EXPENSIVE	22	22.0
MODERATE	60	60.0
Total	100	100.0
HOW FREQUENTLY YOU BUY ORGANIC FOOD?		
NOT BUY AT ALL	7	7.0
OCCATIONALLY BUY	24	24.0
ALWAYS BUY	28	28.0
SOMETIMES BUY	41	41.0
Total	100	100.0
ARE YOU PURCHASING ORGANIC FOOD FOR...		
OTHERS...	5	5.0
YOUR FAMILY	29	29.0
OWN CONSUMPTION	33	33.0
BOTH	33	33.0
Total	100	100.0
IF YOU ARE NOT BUYING, WHAT STOP YOU FROM BUYING?		
NOT GOOD TASTE	1	1.0
OTHERS...	9	9.0
SATISFACTION WITH CONVENTIONAL FOOD	16	16.0
HIGH PRICE	27	27.0
NOT AVAILABLE	47	47.0
Total	100	100.0
HOW MUCH MONEY YOU SPEND ON ORGANIC FOOD MONTHLY?		
ABOVE 1500	13	13.0
1000-1500	15	15.0
500-1000	32	32.0
BELOW 500	40	40.0
Total	100	100.0

Source: author's calculation from the questionnaire

The above table give detail about the source of information to

consumers about the benefit of organic product and the availability of the product in the market. Most of the respondents got the information about organic product from school and television programme, respondents described organic food as available and moderate in price. The barrier to buying organic food described by the respondent as not availability in the market, and most of the respondent spend less than 1000 rupees monthly on organic food.

TABLE 4 BEHAVIOUR OF CONSUMERS TOWARD ORGANIC FOOD

I WOULD LIKE TO BUY MORE ORGANIC PRODUCTS IF:		
MORE CHEAP PRICE		
DISAGREE	4	4.0
NEUTRAL	10	10.0
AGREE	27	27.0
STRONGLY AGREE	59	59.0
Total	100	100.0
MORE ACCESSIBILITY IN THE MARKET		
DISAGREE	1	1.0
NEUTRAL	7	7.0
AGREE	42	42.0
STRONGLY AGREE	50	50.0
Total	100	100.0
BETTER APPEARANCE AND TASTE		
STRONGLY DISAGREE	2	2.0
DISAGREE	2	2.0
NEUTRAL	14	14.0
STRONGLY AGREE	40	40.0
AGREE	42	42.0
Total	100	100.0
MORE TIME TO LOOK FOR ORGANIC FOOD		
STRONGLY DISAGREE	2	2.0
DISAGREE	6	6.0
NEUTRAL	25	25.0
STRONGLY AGREE	26	26.0
AGREE	41	41.0
Total	100	100.0
MORE RECOGNIZABLE LABEL AND PRODUCTS		
STRONGLY DISAGREE	1	1.0
DISAGREE	3	3.0
NEUTRAL	20	20.0
STRONGLY AGREE	28	28.0
AGREE	48	48.0

Total	100	100.0
MORE TRUST TO ORIGIN/PRODUCTION		
DISAGREE	2	2.0
STRONGLY DISAGREE	3	3.0
NEUTRAL	17	17.0
AGREE	39	39.0
STRONGLY AGREE	39	39.0
Total	100	100.0
MORE SEASONAL PRODUCTS		
STRONGLY DISAGREE	1	1.0
DISAGREE	4	4.0
NEUTRAL	22	22.0
STRONGLY AGREE	29	29.0
AGREE	44	44.0
Total	100	100.0
MORE PRODUCTS FROM MY LOCAL REGION		
STRONGLY DISAGREE	1	1.0
DISAGREE	5	5.0
NEUTRAL	19	19.0
AGREE	34	34.0
STRONGLY AGREE	41	41.0
Total	100	100.0
MORE INFORMATION IN THE MEDIA		
STRONGLY DISAGREE	3	3.0
DISAGREE	4	4.0
NEUTRAL	20	20.0
STRONGLY AGREE	27	27.0
AGREE	46	46.0
Total	100	100.0
BETTER/SHORTER COOKING CONDITIONS		
DISAGREE	6	6.0
NEUTRAL	24	24.0
STRONGLY AGREE	25	25.0
AGREE	45	45.0
Total	100	100.0

Source: author's calculation from the questionnaire

The table above explain the behaviour of the consumers of organic food, respondents are more likely to buy more organic product if the price is cheaper, more accessible and more recognisable. More information on the media and more seasonal product mainly from local region are likely to influences consumers decision toward organic food.

TABLE 5: CHI SQUARE TEST ON ASSOCIATION BETWEEN INCOME AND BUYING ORGANIC FOOD

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.804 <sup>a</sup>	12	.633
Likelihood Ratio	10.481	12	.574
Linear-by-Linear Association	.139	1	.710
N of Valid Cases	100		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .70.

Source: author's calculation on SPSS

To know whether the income level influences the decision to buy organic food, Chi square test conducted between income levels and buying organic food.

Ho: there is no association between income level and buying organic food

H1: there is association between income level and buying organic food

Decision rule: if  $P > 0.05$  then we reject Ho

From the value we obtained in the above table Chi square value is 9.804, with degree of freedom 12, the P value is 0.633, because the P value is higher than 0.05 then we reject Ho and conclude that there is statistical association between income level and buying organic product.

TABLE 6: CHI SQUARE TEST ON ASSOCIATION BETWEEN GENDER AND BUYING ORGANIC FOOD

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.834 <sup>a</sup>	3	.608
Likelihood Ratio	1.838	3	.607
Linear-by-Linear Association	.394	1	.530
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.36.

Source: author's calculation on SPSS

Ho: there is no association between gender and buying organic food

H1: there is association between gender and buying organic food

Decision rule: if  $P > 0.05$  then we reject Ho

Chi square test conducted to explore whether gender influence the decision to buy organic food. And we obtain Chi square value of 1.834 with degree of freedom 3, and the P value 0.608. Since the P value is greater than 0.05, we reject Ho and we conclude that there is statistical association between gender and decision to buy organic food.

TABLE 7: CHI SQUARE TEST ON ASSOCIATION BETWEEN MARITAL STATUS AND INCOME SPEND ON ORGANIC FOOD

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.410 <sup>a</sup>	6	.492
Likelihood Ratio	4.888	6	.558
Linear-by-Linear Association	1.001	1	.317
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .39.

Source: author's calculation on SPSS

Ho: there is no association between marital status and income spend on buying organic food

H1: there is association between marital status and income spend on buying organic food

Decision rule: if  $P > 0.05$  then we reject Ho

Chi square test was conducted on the association between marital status and the amount of money spends on buying organic food. The Chi square value is 5.410 with degree of freedom 6, and P value is 0.492. but because the P value is high we reject the Ho and conclude that there is statistical association between marital status and income spend on organic food,

TABLE 8: RANKING OF PERCEPTION OF PEOPLE ABOUT ORGANIC FOOD

S/N	STATUS	WAS	RANK
1	HEALTHY	4.6900	1
2	HIGH NUTRITIONAL VALUE	4.3900	2
3	PRODUCT ARE GROWN IN HARMONY WITH NATURE	4.2000	3
4	FREE FROM CHEMICAL PESTICIDES AND FERTILIZERS	4.0500	4
5	PRODUCED WITH ENVIRONMENTALLY/ANIMAL FRIENDLY TECHNIQUES	4.0200	5
6	FREE FROM GENETICAL MODIFIED ORGANISM [GMO]	3.8500	6
7	ALL PRODUCTS COMING FROM ORGANIC AGRICULTURE ARE CERTIFIED	3.5800	7

Source: author's calculation on SPSS

The above table shows the respondent's perception toward organic food, healthy rank on top, means people considered organic food to be healthier with means of 4.69. It followed by high nutritional value with mean 4.39, the last on

the bottom is all product coming from organic agriculture are certified, means people not consider certification in term of organic product.

TABLE 9: RANKING OF BEHAVIOUR OF PEOPLE TOWARDS ORGANIC FOOD

S/N	STATUS	WAS	RANK
1	MORE CHEAP PRICE	4.4100	1
2	MORE ACCESSIBILTY IN THE MARKET	4.4100	1
3	MORE INCOME	4.2100	2
4	BETTER APPEARANCE AND TASTE	4.1600	3
5	MORE TRUST TO ORIGIN/PRODUCTION	4.0900	4
6	MORE PRODUCTS FROM MY LOCAL REGION	4.0900	4
7	MORE RECOGNIZABLE LABEL AND PRODUCTS	3.9900	5
8	MORE SEASONAL PRODUCTS	3.9600	6
9	MORE INFORMATION IN THE MEDIA	3.9000	6
10	BETTER/SHORTER COOKING CONDITIONS	3.8900	7
11	MORE TIME TO LOOK FOR ORGANIC FOOD	3.8300	8
12	LESS PACKING MATERIAL	3.8300	8
13	LONGER SHELF LIFE	3.8100	9

Source: author's calculation on SPSS

In order to know how people respond to organic product, the above table give us ranking behaviour in respond to changes in organic product. People would like to buy more organic food it is more cheap and more accessible in the

market, both with mean of 4.41, and then followed by more income with mean of 4.21 the last on the ranking are less packing material and longer shelf life with mean 3.83 and 3.81 respectively.

TABLE 10: KMO RESULT

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.799
Approx. Chi-Square		382.494
Bartlett's Test of Sphericity	df	78
	Sig.	.000

Source: author's calculation on SPSS

The above table shows the result of KMO test and the value is 0.799 which is high, therefore we can go ahead to conduct factor analysis test.

TABLE 11: FACTOR ANALYSIS OUTPUT

Rotated Component Matrix <sup>a</sup>	Component		
	1	2	3
MORE CHEAP PRICE	.698		
MORE INCOME	.764		
MORE ACCESSIBILTY IN THE MARKET	.641		
BETTER APPEARANCE AND TASTE	.580		
MORE TIME TO LOOK FOR ORGANIC FOOD	.657		
MORE RECOGNIZABLE LABEL AND PRODUCTS			.598
MORE TRUST TO ORIGIN/PRODUCTION			
MORE SEASONAL PRODUCTS			.819
MORE PRODUCTS FROM MY LOCAL REGION			.689
LONGER SHELF LIFE		.594	
LESS PACKING MATERIAL		.788	
MORE INFORMATION IN THE MEDIA		.675	
BETTER/SHORTER COOKING CONDITIONS		.555	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Source: author's calculation on SPSS

Table 11 above shows the result of factor analysis test in which the variables were reduced from thirteen variables to three variables. This will give us simple understanding of major variables. The first group of variable can be seen as the

convenience of consumer, the second group can be seen as ease of utilisation, and the last would be seen as production quality.



## 5. Policy Implication

This survey was conducted to find out the attitude and behaviour of youth toward organic food, and the following are some policy implications

- Youth have better understanding about the benefit of organic food, and mostly got aware of it through television programme and in schools. Therefore there is need for more such programmes in order to keep people aware.
- This survey also finds out high price of organic food and not availability of it in the market is the barrier to consumers, therefore there is need of providing such product in the local markets.

## 6. Conclusion

This survey conducted on the attitude and behaviour of youth toward organic food, a total of 100 questionnaires was administered with the campus Lovely Professional University. Table1 shows the socio-demographic characteristics of the respondents, where 66% are between 20-25 years, while the proportion of male and female distribution are 52% and 48% respectively and also 85 of the respondent are student. Table2 give information about the awareness and perception about the organic food, 98% of the respondent are aware of organic food and their perception toward organic product rank with healthy on top of the list which followed by high nutritional value. Table3 shows the source of information about the organic food and its availability in the market. Most of the respondent got information about organic food from either school or television programme, and organic food are available in the local market according to the respondent. And if there is any barrier to purchasing organic food it will be that of not availability. Table4 give information about the behaviour of respondent toward organic product, most of the respondent would like to buy more of the product if it's cheap and accessible in the market. Table5 shows the result of Chi

square test between income level and purchasing of organic food. Chi square value is 9.804, with degree of freedom 12, the P value is 0.633 and null hypothesis was rejected and conclude that there is statistical association between income level and buying organic product. Table6 also show the result Chi square test conducted to explore whether gender influence the decision to buy organic food. And we obtain Chi square value of 1.834 with degree of freedom 3, and the P value 0.608. Since the P value is greater than 0.05, we reject Ho and we conclude that there is statistical association between gender and decision to buy organic food. Table7 shows the result of Chi square test conducted on the association between marital status and the amount of money spend on buying organic food. We found Chi square value 5.410 with degree of freedom 6, and P value is 0.492 But because the P value is high we reject the Ho and conclude that there is statistical association between marital status and income spend on organic food.

The Table8 shows the respondent's perception toward organic food, healthy rank on top, means people considered organic food to be healthier with means of 4.69. It followed by high nutritional value with mean 4.39, the last on the bottom is all product coming from organic agriculture are certified, means people not consider certification in term of organic product. While Table9 give us ranking behaviour in respond to changes in organic product. People would like to buy more organic food it is more cheap and more accessible in the market, both with mean of 4.41, and then followed by more income with mean of 4.21 the last on the ranking are less packing material and longer shelf life with mean 3.83 and 3.81 respectively. Table 10 and 11 give information about factor analysis test, 13 variables about the behaviour of consumers towards organic product was test and reduced into 3 component i.e. convenience of consumers, ease of utilisation and product quality. Therefore consumer are behave accordance with these 3 factors.

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