

BIBLIOGRAPHY

SUBION, JORDAN B. 2013. Knowledge & Attitudes of Consumers/Buyers at the BSU Organic Market on BSU Organic Products. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to determine the profile of the consumers/buyers on BSU organic products; determine the reasons why buyers consumed BSU organic products; determine the attitudes and knowledge of buyers/consumers on organic products at BSU organic market; and to identify the factors considered in buying BSU organic products.

The study considered 40 respondents who consumed/buy BSU organic products at the BSU organic market. A survey questionnaire was the primary tool used to obtain data. And the data and information gathered were tabulated and analyzed using descriptive statistical tool such as frequency count and percentage.

The findings of the study showed that the respondents were at middle age, married, literate, Roman Catholic, had fewer children and with lower income.

Most of the respondents consumed/bought a variety of organically grown vegetables. The major reasons why respondents were determined to purchase BSU organic products was because they believed that BSU organic products are safe and has less contamination with pesticides and insecticides, BSU organic products are delicious and



taste better; organic products are healthier and with higher nutritional value compared to conventional food products.

Majority of the respondents would continue to purchase BSU organic products even if price increases. But most of the respondents will increase their level of trust towards organic products if it has an official organic stamp and if it has scientific bases attached to the package of the product.

The respondents' major reasons and motivations to purchase BSU organic products were because it is safe, it is healthy, taste good, it has a high quality, it is fresh and other reasons and motivations are to support the local or small farmers, protect animal welfare, support organic movement or sustainable organically grown vegetable, positive image, saving resources and fashion.

The factors influencing the respondents to purchase organic products were influenced primarily by health benefits, through the advertisement from media, news paper/ magazines about the good effects of consuming organic products, it was their lifestyle, and they were into vegetarian diet.

It is recommended that farmers should be encouraged to practice organic farming and that organic products should be affordable to everybody. Organic logo/stamp should be included in the organic product packaging. Continued massive information dissemination on benefits of organic products and sustainability of quality of organic products are encouraged.



RESULTS AND DISCUSSION

Socio-Economic Profile of the Respondents

Table 1 shows the profile of the respondents which include: gender, age, civil status, educational attainment, religion, number of children and monthly income.

Gender. As shown in Table 1, 63% of the respondents are females while 37% are males.

The findings indicates that more females are patronizing organically grown vegetables which confirm the findings of Misra *et al.*, (1991) as cited by Todiano (2010), that female consumers were more inclined to purchase organic food than males. Similarly with Huang *et al.*, (1990) and Huang (1993, 1996) as cited by Anderson (2004), reported that females were more willing to pay premium for pesticide free food.

Age. Table 1 shows that sixty five percent of the respondents belong to the age bracket of 21-40, the rest belong to the higher age brackets. This confirms the study of Todiano (2010) that most of the consumers of organically grown vegetables are the middle aged people.

Civil Status. Sixty three percent of the respondents were married while the rest were either single or widower. The findings confirm with the study of Todiano (2010) that most of the consumers of organic vegetables were married and few were single.

Educational Attainment. Table 1 further shows that all of the respondents are literate. Mostly have college education (55%).

The findings could be expounded from the study of Bugge *et al.*, (1995) as cited by Anderson (2004) that higher-educated consumers displayed more willingness to



purchase organic foods and (Dettmann, 2008) that household with some college education were more likely to purchased organic produce.

Number of children. As shown in Table 1, the average number of respondents with children from 1-4 is 26 or 65%. This was followed by without children while few have 5-8 children.

The findings negate the study of Govindasamy *et al.*,(2001) as cited by Dettmann (2008) that consumers with three or more children were less likely to buy organic produce but it also confirms the experiment of Wang and Sun (2003) that consumers with smaller households were most likely to purchase organic produce.

Religion. Table 1 shows that most of the respondents are from Christian Denominations.

Income per month. Table 1 shows that majority of the respondents have income below P10, 000 per month. Only 5% had an income of P16, 000 to P20, 000. The findings imply that consumers of organic vegetables sold at BSU organic market are affordable for average income earners.

Table 1. Socio-demographic profile of the respondents

PROFILE	FREQUENCY	PERCENTAGE (%)
Gender		
Female	25	38
Male	15	62
TOTAL	40	100
Age		
21 to 30	10	25
31 to 40	14	35
41 to 50	7	18
51 to 60	6	15
61 to 70	3	7
TOTAL	40	100



Table 1 continued...

Civil Status		
Single	14	35
Married	25	63
Widow	1	2
TOTAL	40	100
Educational Attainment		
College Graduate	22	55
College Level	6	15
High School	4	10
Graduate	3	8
High School Level	2	5
Elementary	2	5
Graduate	1	2
Elementary Level		
Vocational Course		
TOTAL	40	100
Religion		
Anglican	5	13
Assembly of God	6	15
Baptist	6	15
Jehovah Witnesses	2	5
Iglesia ni Cristo	3	7
Roman Catholic	14	35
UCCP	4	10
TOTAL	40	100
Number of Children		
0	9	23
1 to 2	12	30
3 to 4	14	35
5 to 6	3	7
7 to 8	2	5
TOTAL	40	100
Income per Month		
₱ 5,000 and below	15	38
₱ 6,000 to ₱ 10,000	12	30
₱ 11,000 to ₱ 15,000	5	12
₱ 16,000 to ₱ 20,000	2	5
₱ 21,000 and above	6	15
TOTAL	40	100

Frequency of Purchase of BSU Organic Products by the Respondents. Table 2

indicates that among 40 respondents, 16 respondents or 40% of them often purchase



Table 2. Frequency of purchased of BSU organic products by respondents

TIMES	FREQUENCY	PERCENTAGE (%)
Three times a week	16	40
Once a week	13	33
Once a month	6	15
Few times a year	5	12
TOTAL	40	100

organic vegetables three times a week; 33% purchased once a week; and the rest was either less than a month/year.

The results shows that more people are consuming organic products more often and this imply that organic foods are already a part of the food table of the respondents.

Organically Grown Vegetables Purchased. Table 3 shows that most of the leafy vegetables purchased by respondent includes lettuce (73), Cabbage (58%), Polonsia (45%) while the non-leafy vegetables mostly purchase were beans (63%), Broccoli (53%). The result indicates that the respondents purchase a variety of organically grown vegetables.

The finding indicates that more people are fond of consuming leafy and non-leafy vegetables. And basically as the study conducted by Padel and Foster (2005) the term "organic" have been associated with fresh fruit and vegetables and tended not to mention other products (meat, dairy products, etc.).



Table 3. Organically grown vegetables consumed/purchased by the respondents

ORGANIC VEGETABLE	FREQUENCY	PERCENTAGE (%)
Leafy Vegetables		
Lettuce	29	73
Cabbage	23	58
Polonsai	18	45
Spinach	17	43
Non Leafy Vegetables		
Carrot	8	20
Beans	25	63
Tomato	14	35
Garden Pea	13	33
Broccoli	21	53
Cauliflower	11	28
Potato	10	25

* Multiple Response

However, the study of (Chinnici *et al.*,2002) stated that the types of organic produce most frequently consumed were fresh fruit, fresh vegetables, cereals and cereal products, milk and dairy products and meat.

Reasons for Purchasing BSU Organic Products. Table 4 shows that the major reasons given by the respondents why they purchase organic products were because they are safe with less contamination from pesticides (88%); organic products are delicious and taste better (80%); organic products are healthier and with higher nutritional value compared to conventional food products (73%); higher quality (63%); higher level of guarantee and control (58%); and the other reasons are to support environmental friendly-agriculture and against pollution & damaged of environment; good packaging; and organic is cheaper than other organic market outlets.

The findings implies that the consumer's knowledge about organic products reflect a general concept of an organic food products which is first coined in the 1940's and is refer to food raised, grown and store and/or processed without the use of synthetically



produced chemicals or fertilizers, herbicides, pesticides, fungicides, growth hormones and regulators or generic modification, (Salleh 2010). The findings also is not far from the study of Batte, Beaverson and Hooker (2003) that the respondents primary reason of buying organic was nutrition and next prevalent reason was for pesticide-free food, a desire to support environmentally-friendly agriculture and finally a suggestion that organic food taste better. While Benbrooke (2003) on the other hand stated that food safety will continue to drive the demand for organic foods.

Table 4. Reasons why the respondents purchase BSU organic product

REASONS	FREQUENCY	PERCENTAGE (%)
Delicious and tastes better	32	80
Safe and less contamination with pesticides/insecticides	35	88
Healthier and with higher nutritional value compared to conventional food products	29	73
BSU organic product is cheaper than other organic market outlet	10	25
They are with higher quality	25	63
They have good packaging	15	38
They offer a higher level of guarantee and control	23	58
I'm supporting environmental friendly agriculture and against pollution and damaged of environment	18	45

* Multiple Response



Attitudes and Knowledge of Buyers
of BSU Organic Market Towards
Organic Products

Perceptions of buyers/consumers of organic products at BSU organic market.

Consumers' actions regarding organic food stem from attitudes that in turn, are linked to a complex set of ideas, motivations and experiences. Beliefs and perceptions are highly subjective notions because they reflect opinions about the objective state of the world (Fishbein and Ajzein, 1975 as cited by Saleki, 2012).

Table 5. Perceptions of the respondents about organic products

Ideas/Concepts	Strongly Agree		Agree		Disagree		Strongly Disagree	
	F	%	F	%	F	%	F	%
a. Produce without chemicals and pesticides	25	63	14	35	1	2		
b. Produce with environment-friendly techniques	18	45	22	55				
c. More natural foods	12	30	25	63	3	7		
d. Healthier foods	21	53	15	37	4	10		
e. They are fashion/new trends			15	18	28	70	5	12
f. They are more difficult to find			10	25	27	68	3	7
g. They have a better flavor/smell	7	17	27	68				
h. They produce less toxic and dangerous waste	11	28	20	50	9	22		
i. They are more expensive	5	13	9	22	24	60	2	5
j. They don't last long			7	18	28	70	5	12
k. They don't look as good			5	12	29	73	6	15
l. They are fraud			1	2	27	68	12	30
m. They are worse than conventional					27	68	13	32

* *Multiple Response*



Table 5 shows the concepts and ideas of consumers toward organic products from which majority of the respondents strongly agreed that organic products were produce without chemicals & pesticides (63%); strongly agreed (45%) and 55% agreed that it was produced with environment-friendly techniques; most of the respondent also agreed that is it more natural (63%); while 53% strongly agreed as healthier food; and most of them agreed that it has better flavor and smell and 50% agreed that they produce less toxic and dangerous waste while others strongly agreed on it and a few disagreed.

Generally, the finding shows a positive attitude of respondents about organic food products. It also implies an awareness of the respondents towards concepts and ideas about organic products. The results also confirms with the other Results of studies that consumers have positive attitudes towards organic products where one of the most common mentioned reason for purchasing organic products was it is perceived as healthier than conventional alternatives (Chinnici *et al.*,2002; Harper and Makatouni, 2002).

Methods to increase their level of trust towards products claim to be organic. Table 6 shows that 68 percent of the respondents would increase their level of trust if it has an official organic stamp and 32 percent said that if it has IGSS attached to the package of the product.

The finding implies that consumers rely on based facts and visual evidences to increase trust of products they are purchasing and consuming. Because according to Giannakas, 2002 as cited by Zepeda, 2006, organic products are credence goods, consumers (unlike producers who are aware that their products are organic) may not know whether a product is produced using organic or conventional methods, not even after repeated purchase and consumption, unless they are told so.



Table 6. Methods that would increase level of trust of respondents towards products claim to be organic

METHODS	FREQUENCY	PERCENTAGE (%)
If it has Organic Certification Standard attached to package of product	13	32
If it was endorsed by celebrity	0	0
If the brand is well known	0	0
If it has an official organic stamp	27	68
TOTAL	40	100

The result also confirms with the study of Todiano (2010) that brand names become the least concern of consumers. The result also implies that respondents are less likely to be influence by celebrity endorsement of organic products. On the other hand, Frederick and Salter (1995) explained that it can be ensured that a customer is satisfied by taking into importance the customer value package, which includes: price, product quality, service quality, innovation, and corporate image.

Factors influencing the respondents to purchase organic products. Table 7 shows that the major factors that influences the respondents to purchase organic products are health benefits (90%); advertisement from media, news paper, magazines about the good effects of consuming organic products (75%); lifestyle: they are into vegetarian diet (70%); while other factors includes: friends/colleagues, neighbors testify that BSU organic foods are likely good and healthy; BSU organic products taste better than conventional food products; family members are consuming BSU organic foods; and they have enough resources to buy organic foods.



The result shows that the major factor that influences the respondents to purchase organic products is because they are much concern on their health. Hence, this implies that people are becoming more health conscious which is now apparent trend due to the increase incidence of lifestyle diseases from which food is concern as it also influences them to go for vegetarian diet. Secondly, advertisements from media, newspaper and magazines about benefits and good effects of consuming organic products is still an important factor in influencing people to consume and purchase organic products. On the other hand, having enough or not enough resources to buy organic food is not a big issue or factor that could influence people to purchase organic products.

Kortbech-Olesen (2002) stated that one of the main factors behind the very positive growth expectations in organic foods is a strong and increasing consumer awareness of health and environmental issues.

According to Saleki, 2012, Cultural, social and personal factors are always considered to be the major forces influencing consumers' buying behavior. An individual's values, perceptions, preferences and behaviors in a direct or indirect way are significantly influenced by reference groups (family, friends, neighbors, and co-workers) to which they belong. Such reference groups expose an individual to new behaviors and lifestyles, and often have an effect on their attitudes, products or brand choices. Family is considered to be one of the most important consumer buying groups in the society. It is thus very important for the marketers to identify the roles and influence of the family members in the purchase of products. Marketers may accurately address their marketing messages, only if they fully understand who of the family members is a leader and has direct influence on the buying decisions.



Table 7. Factors influencing respondents to purchase organic products

FACTORS	FREQUENCY	PERCENTAGE (%)
Advertisement from media, newspaper, magazine about the benefits of consuming organic products	30	75
Family members are consuming BSU organic products	13	33
BSU organic products taste better than conventional food products	16	40
Health benefits	36	90
Friends/colleagues/neighbors testify that BSU organic food are likely good and healthy	25	63
Have enough resources to buy organic foods	7	18
Lifestyle: I'm into vegetarian diet	28	70

* *Multiple Response*



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study deals mainly on the knowledge and attitudes of consumers/buyers at the BSU organic market on BSU organic products. The study was conducted to determine the profile of the consumers/buyers of BSU organic products; why buyers consumed BSU organic products; to determine the attitudes and knowledge of consumers /buyers of organic products at BSU organic market; and to identify the factors considered in buying BSU organic products.

The consumers/buyers of the BSU organic products are mostly middle age, female, married, literates, Roman Catholic, fewer children (3 to 4) and lower average income of Php 10,000 & below.

Most of the respondents bought lettuce and beans and most of the consumers are willing to purchase organically grown vegetables even with an increase of price. And most of the respondents would buy organic products at BSU organic market several times a week.

Majority of the respondent's reasons why they purchased organic products at BSU organic market are because it is safe and less contamination with pesticides/insecticides (87.5%), it delicious and taste better (80%), healthier and with higher nutritional value compared to conventional food products (72.5%), with higher quality (62.5%), offer a higher level of guarantee and control (57.5%).

With regards to attitudes and knowledge of consumers to organic products, majority of them has a positive attitude towards organic products and most of them are aware of



what are organic produce. Most of them strongly agreed that organic products are produce without chemicals and pesticides (62.5%), they also agreed that it was produced with environmental-friendly techniques (55%), majority agreed that it is more natural (62.5%) and strongly agreed as healthier foods (52.5%), while they majority disagreed that it is a fashion/new trends(67.5%), more difficult to find(67.5%), more expensive(60%), don't last long (70%), don't look as good (72.5), a fraud (67.5%) and worse than conventional (67.5%).

Furthermore, the major factors that influences respondents to buy BSU organic products were health benefits (90%), advertisement from media, newspaper, magazine about the benefits & good effects of consuming organic products (75%), lifestyle: being into vegetarian diet (70%), friends/colleagues/neighbors testify that BSU organic foods are likely good and healthy (62.5%).

Conclusions

Based on the findings, the following conclusions were made:

1. The consumers of BSU organic market were mostly female, middle aged, married, higher education, Roman Catholic, fewer children, and have low income;
2. Consumers would prefer BSU organic products because it is safe, taste better, delicious, healthier and with higher nutritional value;
3. The consumers perception on BSU organic products were, they were produced without chemicals & pesticides; and agreed that it was produced with environmental friendly techniques, more natural, healthier, produce less toxic, better flavor/smell; and



they don't agree that it is a fashion or trend, difficult to find, more expensive, don't last long, don't look as good, fraud and worse than conventional; and,

4. Health benefits is the main factor/reason for people to buy/consume BSU organic products.

Recommendations

Based on the conclusions, the following recommendations were derived:

1. Farmers are more encouraged to practice organic farming and continue to produce quality organic vegetables. The price of organically grown vegetables and products should be affordable to everyone;

2. The use of organic stamp/logo is highly recommended to increase trust of consumers on BSU organic products;

3. Sustainability of quality of organic product is highly encouraged and improved techniques of organic farming to lessen .contamination or exposure of organic products to toxins and pesticides/insecticides; and,

4. Continues use of different mass communication tools such as media, radio, magazines and newspapers to encouraged consumption of organic products and its benefits and advantages is highly recommended.



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