

Appendices

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1. Research questionnaire

Appendix 1: Research questionnaire

CONSUMERS' ATTITUDE AND PERCEPTION OF MORINGA OLEIFERA PRODUCTS IN NASARAWA STATE NIGERIA

Dear Sir/Ma,

I would like to ask you to fill out a short questionnaire focused on Consumers' Attitude and Perception of Moringa oleifera products in Nasarawa state Nigeria. This research is conducted under Czech University of Life Science, Prague and is intended for scientific purpose only. You can be rest assured that all information provided will be treated unanimously in accordance with EU GDPR regulations. It will take you a maximum of 10 minutes to complete the questionnaire. Thank you

1. Socio-economic characteristics

State of origin _____

Gender: male () female ()

Age _____

Educational level: (Years of schooling) _____

Family size (number of household members) _____

Marital status: single () married () divorced ()

Area of residence: Rural () Urban ()

Occupation/status: farming () civil servant () maternity leave () pensioner () unemployed ()

Income per month (in Naira) _____

Have you at any time attended training on food dietary and consumption? (a) Yes (b) No

Do you have access to Moringa products? (a) Yes (b) No

Is the price of moringa products affordable? (a) Yes (b) No

How do you perceive the price of its close substitute (a) Higher (b) Lower

Have you previously purchased any moringa product? (a) Yes (b) No

2. In what form do you use moringa products?

	I use it regularly	I use it occasionally	I know it, but I do not use it	I do not use it
Tea				
Leaf powder				
Boiled fresh leaf/ vegetable				
Soap, perfume and other cosmetic purposes				
Seed and pods				
Capsule				

3. What factors influence your decision to consume Moringa Oleifera?

	Strongly agree	Agree	Neither agree nor disagree	disagree	Strongly disagree
Price					
Taste					
Safety					
Social influence					
Branding and packaging					
Convenience(accessibility)					

Impact on health					
Nutrition preference					
Information source					
Area of residence					
Doctor's prescription					

4. What are the main reasons why you use Moringa oleifera?

	Strongly agree	Agree	Neither agree nor disagree	disagree	Strongly disagree
Energy intake					
Immune boosting					
Antidiabetic					
Arthritis					
Antiaging					
Antihypertensive					
Minerals and protein supplement					
Quality of protein level in breastmilk					
Child nutrition during pregnancy and prevention of stunted growth in children after birth					
Fever treatment					

5. Are you willing to pay for Moringa tea product? (a) Yes (b) No

6. Based on your previous experience what determined/ would determine your willingness to pay for moringa product?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I bought it because I consider the price in each fair offer					
The percentage discount was the decisive factor for the purchase					
I thought of the product to be of high quality considering the price placed on it					
The products meets the expectation					
I will pay less for same product or rather not buy again subsequently					
I am willing to pay more to purchase same product again					

7. Identify your perceived health risk to moringa consumption based on the questions below.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I don't trust Moringa due to high amount of pesticides used for their growth					
I believe synthetic drugs are safer for use than Moringa because they are designed in the laboratory					
Consumption of Moringa may be risky because they may be contaminated by bacteria or other micro-organism					
Dosage of synthetic drugs are safer than Moringa because the former are prescribed by doctors who are qualified					
Moringa are not effective in severe treatment					
Action of Moringa on health are not immediate					