

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor's Thesis

Organic Food in eyes of Young Customers

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BACHELOR THESIS ASSIGNMENT

Alua Zhaukenova

Economics Policy and Administration
Business Administration

Thesis title

Organic Food in Eyes of Young Customers

Objectives of thesis

The goal of the thesis is to find out what young customers think about organic food and organic agriculture. The knowledge about their ideas is important if the organic sector is to be developed also in the future.

Methodology

The thesis will start from literature review. It will outline the concept of organic agriculture and organic food. The review will also investigate the papers indicating the results indicating the ideas of the public about organic food. The empirical section of the work will use questionnaire survey among young generation (mostly students) to know what they think about organic agriculture and organic food.

The proposed extent of the thesis

40-50 pages

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organic food, customers, perception

Recommended information sources

- Jensen, J.D. et al. 2019. Heterogeneity in consumers' perceptions and demand for local (organic) food products. *Food Quality and Preference*, 73: 255-265
- Lang, M and Rodrigues, AC. 2022. A comparison of organic-certified versus non-certified natural foods: Perceptions and motives and their influence on purchase behaviors. *Appetite*. 168, Article Number105698
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- Zakowska-Biemans, S. 2011. Polish consumer food choices and beliefs about organic food. *British Food Journal* 113 (1): 122-137
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Declaration

I declare that I have worked on my diploma thesis titled "Organic Food in eyes of Young Customers" by myself, and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that it does not break the copyrights of any person.

In Prague on 15.03.2022

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Organic Food in eyes of Young Customers

Abstract

This thesis was written to summarize the research of younger generations' ideas about organic food. The main idea of the study was to know how much attention the little ones had people pay for organic food, their willingness to buy it and solve the question “Is money is the main reason why young people do not buy organic food?” To get an answer, the author of this thesis interviewed sixty young people from various age and domains with online and paper questionnaires.

The theoretical section provides students with general information on organic, related foods products and their benefits to human life in certain numbers and figures. The practical part is done in consultation with carefully selected youth with a constant online questionnaire and its paper versions.

As a result of this thesis, all research questions about the determination of young people buy organic food, the reasons for not buying organic food are answered. This the results of the research also provide recommendations to organic brands for further achievement future customers and encourage more young people to buy organic food in their home daily lives.

Keywords: Organic Food, Young Customer, Purchase Decision, Affecting Factors, Lifestyle Trends

Biopotraviny v očích mladých zákazníků

Abstraktní

Tato práce byla napsána s cílem shrnout výzkum představ mladších generací o biopotravinách. Hlavní myšlenkou studie bylo zjistit, jakou pozornost mají ti nejmenší lidé za biopotraviny, jejich ochotu je kupovat a vyřešit otázku „Jsou peníze hlavním důvodem, proč mladí lidé biopotraviny nekupují?“ Aby autor této práce získal odpověď, vyzpovídal šedesát mladých lidí různého věku a různých oblastí pomocí online a papírových dotazníků.

Teoretická část poskytuje studentům obecné informace o bio, příbuzných potravinách a jejich přínosech pro lidský život v určitých číslích a číslech. Praktická část probíhá po konzultaci s pečlivě vybranou mládeží s neustálým online dotazníkem a jeho papírovými verzemi.

Výsledkem této práce jsou odpovědi na všechny výzkumné otázky o determinaci mladých lidí kupovat biopotraviny, důvody proč biopotraviny nekupovat. Výsledky výzkumu také poskytují doporučení bioznačkám pro další úspěch budoucích zákazníků a povzbuzují více mladých lidí k nákupu biopotravin ve svém každodenním životě.

Klíčová slova: Biopotraviny, Mladý zákazník, Nákupní rozhodnutí, Ovlivňující faktory, Trendy životního stylu

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List of abbreviations

1 Introduction

The term “organic” can be broadly defined as food grown without the aid of man-made chemicals. The word "organic" farming "was invented by Lord Northbourne in 1940. The onset of natural movements can be traced back early 1800s. Environmental mobility refers to organizations and individuals affected around the world promotion of organic farming and other natural products. There is no doubt that organic farming is an old-fashioned concept but it is widely accepted more recently. Organic production and marketing have grown exponentially. Today, organic food stores have gained a tremendous amount of market share and grocery stores.

Over the past decade the market for organic food has grown exponentially but, the total share of organic food is still small, compared to the total food market. Even in countries with mature ecosystems such as Switzerland, Austria and Denmark, Consumption of organic food is not more than 5% of total food consumption. To encourage naturally produced products, an integrated marketing strategy is needed, based on better and fuller understanding food consumers and their shopping behavior. To achieve sustainable development, efforts must be made to produce cleaner to continued use. Continuous use only includes consumer green behavior products that bring less pollution during production. The market has grown significantly amongst young customers.

Organic food is produced by various methods of farming without the use of any preservatives or chemicals. The term organic farming refers to the use of organic farming. Organic farming involves the use of natural fertilizers as fertilizer to improve plant growth. In addition, living animals are not given hormones and they are raised to provide natural nutrients. Organic farming includes agroecological methods and production since then it is a system-based blockchain. Existing Organic Standards guided by environmental principles provides an organic signal to consumers There are several reasons for choosing organic farming instead of conventional farming. Both internal and external factors play a role in the decision-making process.

Use of chemical fertilizers as well pesticides, extinction of wildlife, harm to human health, and the environment make current agricultural practices questionable. Due to concerns about modern farming methods, organic farming have increased your prominence. Organic farming has a beneficial effect in both agro-biodiversity and biodiversity compared to conventional farming. As organic farming methods build on the welfare of the environment, its decline is worse the environmental impact of the food industry is one of its objectives.

Once to protect the natural environment, organic farming also retains soil and has an impact in the maintenance of non-renewable resources. Study suggests there is a relationship between environmental consciousness and organic eating. In order to make create more sustainable living, it is essential to increase the demand for organic products. Therefore, it is a vital issue to understand customers' perspectives and this research will focus on young customer's perspectives on such organic products. Interest in organic products is growing worldwide as a result of the reaction concerns about traditional agricultural practices, food security, health concerns, consideration of animal welfare and environmental concerns.

The need for biodiversity food production is growing at an alarming rate in Malaysia as the population grows richer again highly educated on health and wellness issues, which leads to a greater understanding of diet to choose. Increased demand for organic food are available in the Malaysian market. However, The Malaysian Agricultural Research and Development Institute leading efforts to modernize the country. The agricultural sector said the local organic food industry was still a very small resource. It is important to conduct research to understand consumer perception and to purchase organic food and behaviours used to help organic producers improve development of organic food in the market.

Usually, raw or organic foods refer to foods that are safe to eat, they are your own good quality, they are related to the handling of human animals, they are nutritious and they are produced under the principle of sustainable development. Green buyer described as conscious consumers and interested in environmental issues. They recognize and believe that all products and services have an impact on the environment and their action is to minimize damage as much as possible. They too were determined changing the way they buy and the way they use things in an environmentally friendly manner too they are willing to pay for additional products.

However, someone who is concerned about nature does not really mean behaving or buying in a crude way. While most consumers have a great idea for buying organic products, they are often blocked by other obstacles. There are a few factors that contribute to this shortage of organic food purchases; the main barriers to purchasing organic matter eating with high premium premiums, availability and low level, lack of information, lack reliance on organic certification systems and quality Therefore, it is necessary to check how consumers who see organic food products as well as their ethical purpose and reality buying behavior in a product.

Consumer goal of organic food is the first step in improving demand organic food products. In the fifth step of the consumer decision-making process, consumers go through all the stages when they think of buying a product, in this case, organic food products. In the second stage, i.e. Search information for decision-making process, their search for Information is linked to the idea because it is about presenting

information to the customer that will create awareness and attention to customers know and pay attention to what is available, where to buy, and why you have to buy it. Increased awareness among people about organic food is predicted to be a major driving force in the global market.

Organic food is prepared without the use of any chemicals. It means that organic foods prevent the use of chemical pesticides, preservatives or fertilizers and are raised using natural resources. Organic foods are widely accepted due to the existence of many benefits, which are predicted to be a major factor in the global organic food market in the short term. In addition, the development of the distribution channel and the increase in income levels among the people are predicted to be one of the major factors driving the global food market in the medium term.

Increased food awareness of people around the world, as well as rising income levels are expected to accelerate the growth of the food market. On the other hand, the high production and marketing costs of organic food products are factors that limit market growth. The high cost of organic food is predicted to be the biggest barrier to the food market amongst young customers. The cost of producing organic food is usually high due to the contribution of workers and the great diversity of businesses. This increases the selling price in the end, which is considered to be the biggest obstacle in the world market at the time of forecasting. In addition, the shelf life of organic food is very low, which is predicted to affect market growth in the short term. All the above aspects will be further discussed in this research.

2 Objectives and Methodology

2.1 Objectives

The goal of the thesis is to find out what young customers think about organic food and organic agriculture. The knowledge about their ideas is important if the organic sector is to be developed also in the future.

2.2 Research Questions

The survey included a total of twelve questions divided into three categories which were typical participants' participants, whether respondents bought organic food and their knowledge, and their views on the development or evolution of organic food.

2.3 Methodology

The thesis will start from literature review. It will outline the concept of organic agriculture and organic food. The review will also investigate the papers indicating the results indicating the ideas of the public about organic food. The empirical section of the work will use questionnaire survey among young generation (mostly students) to know what they think about organic agriculture and organic food. One part of the questionnaire will include questions that help find out young consumer beliefs towards organic food. Other part of the questionnaire will contain demographic questions such as gender, age, income, and occupation.

The research methodology is preferred to a small-scale survey with yes / no questions and multiple-choice answers as well as open-ended questions. The survey was published publicly on multiple social media groups to get as many responses as possible. It is a short online survey consisting of twelve questions divided into 3 sections. Participants are requested to provide information on three aspects: (1) basic information and social status such as age, nationality, current status, monthly income; (2) whether or not they buy organic food and what it was like; (3) ideas on organic food for development and transformation they can buy it in the future.

The first two sections of the survey are multiple choice questions and yes / no while only the last part contains open-ended questions. As open-ended questions are used to determine what changes and changes customers want to see (Brace 2008), the author is able to put open-ended questions in his survey

to get real ideas about why young people do not buy organic food and their own food suggestions for future development.

Despite the fact that the author does not have much experience in collecting survey, he still wants to try to do a survey with a small structure later posted to social groups on social media. Although considering this thesis is a broad topic, the combination of quantity and quality was a legitimate decision. The purpose of most research questions is to evaluate variance (Osborne 2008) while qualitative research methods focus on subjective hypotheses (Flick 2018). Therefore, in order to collect a large number of responses as in this thesis study, the combination of quantity and quality is the most appropriate method that provides systematic and open questions to large groups of more than 145 participants.

All results were collected and summarized in a comprehensive review series. The results are usually clear and done logically and carefully on the website. The writer will look at the results only and begin to analyse them in his own way. The research findings will be explained in more detail in the next chapter of the thesis.

2.4 Thesis Flow

The rest of the thesis work continues as follows. Continuing with literature reviews, it explains the latest health, fitness and organic food trends, considers the definition of organic food in general. At the end of the review, the concept and perspective of organic food in eyes of young customers is explained in detail. The methodology followed included a brief announcement of the research design selected for this paper, a construction rating, a description of the data collected, and data analysis. After that, the study's findings will be briefly summarized and discussed. Eventually, the paper will be closed with conclusions, limitations of the present research, and suggestions for future research.

3 Literature Review

3.1 Organic Food Meaning

According to (AW Browne & PJC Harris 2000) organic is known as the label attached to most foods that have been produced in certain ways and processes in accordance with US Department of Agriculture (USDA) regulations and its National Organics (NOP) program. Organic foods are proven to be environmentally friendly and of good quality due to the reduction in risks from food contamination while the use of chemical restrictions imposed by other hazardous methods of conventional agricultural practices.

According to Monger Gilbert, Saucier L & Vincent, A. T. (2021), organic products are made from natural fertilizers that include composting or composting. Farmers, instead of using herbicides and synthetic herbicides, use natural methods such as crop rotation, hand plowing, weed cover, and cultivation to control weeds; birds, insects, traps and naturally occurring pesticides. With live meat, eggs and milk, the animals are given all organic, hormone- and GMO-free feed. To protect livestock from disease, farmers regularly clean their houses, use changing pastures, and store healthy food for their animals. Instead of preventing livestock from entering outside such as on a normally grown farm, farm animals can come in contact outside.

Naturally grown, organic products contain a few chemicals and harmful pesticides. Several chemicals such as fungicides, herbicides and insecticides were added to the products in standard production. These chemicals are, at times, dangerous to human health. Fungicides can cause irritation to the skin and eyes, herbicides can cause vomiting, stomach upset, diarrhea, and muscle spasms. (Brandt K & Mølgaard, J. P. 2001) In general, these chemicals, when ingested after production, can cause many health effects in humans.

Organic foods are often burnt as they do not contain preservatives that make food last longer. Organic products are usually sold close to smallholder farmers where they are grown. Nowadays, although natural foods are available in almost every market, they still look fresh and beautiful except when compared to other commonly grown products (Walls D 2007). Organic farming is proved to be better for environment. It decreases pollution, preserves water, increases soil quality and prevents soil erosion as well as reduces human and other animals' health risks by not using pesticides. In organic farms, farmers do not feed animals with antibiotics, growth hormones or animal by-products. According to FDA, feeding cattle with animal by-products can cause BSE often called "mad cow disease". Organic foods do not contain GMOs. Genetically Modified Organisms (GMOs) or genetically modified organisms (GE) are planting whose

DNA has been modified in ways that would not have been possible in the natural environment or in combination, usually to counteract pesticides or produce pesticides.

The use of GMOs in the food and animal production system remains a controversial issue. In the mid-1990's, researchers set out tests on GM soybeans containing protein from Brazil nuts, a report in the *New England Journal of Medicine* showed that it caused allergies in people with Brazil nut allergies (Kramkowska, M. &Czyzewska, K. 2013). Benefits and risks associated with genetically modified food products.

In 2013, the journal *Food and Chemical Toxicology* published a paper that provided research results on the link between GM corn and cancer and premature death in mice (Kramkowska, M. &Czyzewska, and K. 2013). Although after that, they found that the number of rats tested was very small and could not give a clear conclusion, there were still people who wondered about the effects of GMO products on human health. Therefore, organic food is a better choice compared to GMO foods as it does not contain controversial ingredients and is grown naturally.

People who are mentally healthy often have more opportunities to buy organic food. Health reasons for buying organic foods usually include a standard "Healthy" statement from consumers, and many people in one survey said they wanted to avoid toxins in their foods that they considered unhealthy. Today in the modern era natural resilience is growing at a rapid pace. Where terms such as sustainability, organic, the green has created a buzz in the community. When society embraces these ideas and people are on their way to change their lifestyle, their diet. Still it is sad to know that when one group of people rushes to change their whole way of life to become organic then we can realize that there is no filtering of pint sizes in their eating habit in another group.

Rates are higher than others biological production is inaccessible to the average person. Small variations create dissatisfaction among the customer. Customer ignorance about its availability. Last but not least is the lack of knowledge about organic products. Therefore, it is a great time to flag and make everyone is aware of the impending danger of health issues and move forward to create a healthier future for one & all. (Thompson, A. 2012) In case of organic food to attract healthcare consumers, focus on retail outlets that offer health effects to consumers, such as how a healthy wine affects the heart, whether organic milk has a high concentration of desirable nutritional acids or whether berries are high in vitamins, fibre, and low fatty acids antioxidant content. Health-conscious people want this information. (Thompson A. 2012).

Negative policies can go a long way in addressing climate change problems and managing natural resources. The actual implementation of this policies is essential for maintaining environmental service for

the future and for control exploitation of large natural resources. The challenge for policy makers is how to change use patterns and increase the need for natural friendliness products, which start the market power to make the adoption sustainable economically attractive methods for suppliers. (Filatova, T. 2021).

Unexpected and unplanned purchases seem to disrupt the intended behavioural relationship. According to the consumer code of conduct, affective features and cognitive and common features, can cause behavioural changes. Non-psychological factors, such as emotions, intensity trends, and personal goals, may be less likely to fail to interpret for consumers intentions through actions. To our knowledge, however, they are not quantitative studies to date have investigated the related significance of this features as they relate to the purchase of live wine.

In addition, a lot of research predicts consumer intentions and behaviours the purchase of live wine, to date, has been dominated by mathematical models. While these models can effectively expose the relationship between the variables, their own the ability to predict and accuracy, as compared to machine learning algorithms, is present low, especially if you are dealing with a high number of observations and attributes. Indeed, they are powerful tools in identifying unexpected and emerging patterns the appropriateness of the basic events of interest (Im, S., Bhat, S., & Lee, Y. 2015).

Ecological awareness has multiple dimensional expression as well it is described in different ways in the literature. Different features deciding on environmental awareness among consumers is their various sources are described. It can be said that there are five aspects of understanding nature awareness; environmental knowledge, natural values, natural attitudes, willingness to do and actual action. By reading these features, the meaning of nature awareness means understanding related to nature problems. These factors have a profound effect on the behavior of people.

Their actions are motivated by understanding these factors. Environmental awareness is different among consumers and the level of environmental awareness in consumers help to diversify the market. Paul J (2017) identified five categories of consumers on the basis of their nature attitude like True-blue greens with strong concerns about nature, green vegetables they are committed to nature depends on their willingness to pay, shoots showing moderate levels of environmental concern as well moderate levels of behavioral reaction, grouse used to do correct their lack of natural and basic behavior browns believe that people cannot make a difference to solve environmental problems (Paul, J. 2017).

Organic food, once supplied by supply, is now in demand. In addition, organic food re-introduced as a "new product" under the raw, eco, sustainable, or ethical category. In addition to this, organic food is also called green innovation or behavior innovation in educational textbooks. Experts argue that organic

food provides natural and social benefits as well as additional individual benefits. Extended previous literature over the past decade has explored various issues related to organic food and consumers.

There is very little compelling evidence for the use of organic food in the context of emergence markets in Asia (Kushwah, S., Dhir, A., & Sagar, M. 2019). However, most of these studies focuses on the precursors of purpose and behavior of choice. This may be due to India a prominent position in the global food market in terms of organic food production and exports. However, in contrast to home consumption is still low indicating its presence resistance is something consumers are facing. However, there is a lack of comprehensive research a look at the barriers consumers faces in the Indian state.

The current investigation is helpful academics and stakeholders who are qualified to understand consumer resistance or barriers to organic food context (Kushwah, S., Dhir, A., & Sagar, M. 2019). The global demand for natural products remains strong, with sales rising more than \$ 5 billion year. Organic Monitor estimates exports to 46.1Billions of American dollars in 2007. Consumer demand for natural products is cantered in the North in America and Europe; according to Organic Monitor these two regions make up 97 percent of global revenue. Asia, Latin America and Australasia are important producers and exporters of organic food.

High growth rates have led to the provision being strengthened almost all sectors of the organic food industry: fruits, vegetables, beverages, cereals, grains, seeds, herbs and spices. With the financial crisis, Organic Monitor expects positive market growth prices will continue, albeit at lower prices than in previous years. Some researchers have found that consumers are less likely to adopt the same patents and imperfections that are common in living products. Such cosmetic defects often prevent consumers from purchasing a natural product (Stanton, J. 2007).

3.2 Organic Food Types

Basically, the word "organic" can be added to different types of products on the market. It can describe agricultural products such as vegetables, meat, poultry, eggs and other dairy products. (Harper, G. C. &Makatouni, A. 2002) In terms of organic food, there are seven types of organic food. First and foremost, live fruits and vegetables including mushrooms are often sold in the market. They are usually high quality and have an "organic" tag on the cover. In addition, there are grains, grains, nuts and seeds that follow the organic standard. (Harper, G. C. &Makatouni, A. 2002)

Dairy and egg products are also on the list of organic foods. According to the organic standard, recombinant bovine growth hormone, genetically modified ingredients, and antibiotics cannot be used in organic farming. Milk from all dairy animals such as cow, goat, and sheep can be organically approved if

the cows are not fed animal products, hormones or GMOs products. Certified dairy products include almost all dairy products such as milk, cheese, yogurt, butter, ice cream, etc.

The reason why synthetic hormones and chemicals cannot be used on live farms is that those hormones may influence the effectiveness of certain drugs in human treatment. If people take extra daily antibiotic milk, their bodies will gradually become resistant to the same types of drugs. Therefore, when they catch a cold or suffer from other illnesses, it will take longer for treatment as their bodies become accustomed to those drugs (Phillips, et al. 2004.) To date, live dairy products can prevent people from several related health risks hormones and antibiotics in the future.

Livestock feed can be produced organically with no herbicides and pesticides applied to grain crops. This is the “cleanest” animal feed in the market. Due to higher risks of grain losses by pests and weeds, organic livestock feed is considered the most expensive compared to other conventionally-produced feed (Horrigan, L., Lawrence, R. S. & Walker, P. 2002). Organic meat is produced in organic farms where animals are fed with organic feed, and treated humanely. No antibiotics or hormones are allowed to use in organic farm. If an animal is sick and has to be treated with antibiotics, it will be removed from the herd. Hence, if animals are treated well and happily, their meat quality will be higher. Consuming organic meats can help prevent human’s health from unexpected diseases created by sick animals.

There are three types of organic food labels that include 100% Organic, Organic and Made with natural ingredients. The “100% Organic” label is for agricultural products only 100% certified organic, excluding salt and water. An “Organic” label for end products containing at least 95% (by weight or volume of liquid) natural ingredients, excluding salt and water. All remaining ingredients must be approved in the national list and no ingredient can be radioactive, genetically engineered or grown using sewage sludge. Finally, the label “Made with natural ingredients” is about final products containing at least 70% of natural ingredients and the remaining 30% of agricultural ingredients can be produced naturally but cannot be irradiated, hereditary or grown using sewage. Therefore, depending on customer needs, they can select the products they want by looking at the label to see if the products are 100% certified organic or partially organic (Batte, MT, Hooker, NH, Haab, TC, &Beaverson, J. 2007)

Modern agriculture in industrialized lands is very efficient and plentiful. However, this efficiency comes at a cost of environmental degradation. In particular, environmental problems are caused by nitrates and pesticides in drinking water, pesticide residues and medicines in food, eutrophication of fresh and clean seawater, as well as eutrophication and earth acidification the principles of nature. Of these problems, agricultural production carries a major responsibility. Commitment and organic farming may provide a solution to some of these problems. However, a major shift from conventional agriculture to

organic farming it will depend on a number of factors - first and foremost the buyers who love organic food, and secondly that they should be willing to pay price premiums of these goods (Aide, M. 2008).

3.3 Organic Food Benefits

Organic food not only benefits human health but also is in harmony with nature. There are a number of studies on how organic farming methods and organic food help improve both the environment and human health. Organic farming protects the health and fertility of the soil (Sjoden, P. O. 2003). Through the use of organic farming, the soil is naturally developed for fertility, resulting in high quality plants without the need for chemicals and synthetic nutrients. Organic farming also protects the supply of water as it does not use harmful chemicals.

Thus, it prevents groundwater and surface water from becoming contaminated. In addition, organic farming enhances biodiversity as biodiversity farmers promote the diversity of all species, unlike the “factory farm”, focusing only on the mono-cropping method that grows one crop over several years, leading to depletion of vital soil nutrients. That is why on conventional farms, the soil is often weak and it is necessary to use chemicals and other harmful methods to protect weeds, pests, etc. Compared to an industrial farm, an organic farm helps to promote biodiversity leading to stronger and richer soils. with natural Insect controls. By improving eco-system harmony, organic farming produces healthy products that contain harmful or non-harmful chemicals.

Organic foods also bring freshness and a sense of great taste to consumers. Since organic food is mainly produced on a small farm, it is carefully planted daily with rich soil, clean water, exposed to the sun instead of using toxic chemicals. Therefore, organic food tends to taste better, especially fruits. During the summer in Finland, you can easily see what fruits come from a common farm and organic farm by their aroma and taste. For example, a live strawberry scent can be identified from a distance of 50 meters. Its appearance is always fresh with a bright red color. It tastes delicious and full of flavor, unlike the commonly produced strawberry that tastes sour with large sizes. Some may say that organic food does not taste better than usual. However, it may be the result of the fact that they have never tasted real natural food or because of their eating style that they are so accustomed to conventional food (Ophuis, & Van Trijp 1995).

In addition, organic farming helps save energy. There is more petroleum used to produce fertilizer made in the conventional farming industry than in any other industry. Although organic farming is based on performance such as crop cover instead of artificial fertilizer, it saves energy in the food production

system. Organic food is usually delivered a short distance from your farm to your plate, which requires less fuel than normal. (Lundie, S. 2006).

On a typical farm, pesticides, herbicides and other harmful chemicals are used to kill organisms including insects, weeds, etc. These chemicals may be harmful to human health. There is a strong link between the use of pesticides and cancer between farmers and the farm community. According to the United States Environmental Protection Agency (EPA), 60 percent of all pesticides, 90 percent of all pesticides, and 30 percent of all pesticides are cancerous. Pesticides are not only linked to cancer but also to birth defects, neurological damage, and genetic mutations. "Insecticides in children are a major factor," said Alan Greene, M.D., a pediatrician and associate member of Stanford University School of Medicine.

According to Greek, pesticides are a direct cause of premature birth, a leading cause of infant mortality, impaired brain development, and learning disabilities. He cites a CDC study analyzing the levels of DDT pesticides in blood samples taken from 44,000 pregnant women between 1959 and 1966. The study found a 50 percent increase in premature birth in women with low levels of DDT in their blood and a 300 percent increase in women who had high levels. Based on this study, Greene claims that DDT "was responsible for thousands of deaths." (Jeyaraj, R., Megha, P., & Sreedev, P. 2016). Therefore, using organic food can help people avoid a few health problems that are the result of using pesticides in conventional farming methods.

By eating organic food, customers can contribute to the care of small farms. As organic food is usually produced on small farms, the purchase of additional organic products can be a source of hope for organic farm farmers, especially when it is estimated that there were 650,000 small farm farms in the United States a decade ago. Although many people prefer to eat conventional food, organic farms cannot take care of their farms by selling organic food. As a result, too many farms cannot afford production costs and end up being closed. Supporting organic food can help create more jobs for small, subsistence farmers (Murphy, S., & Hansen-Kuhn, K. 2020)

Organic food prices seem to be more expensive than usual. However, the price of regular food does not reflect the hidden costs of your production process. For example, industrial farms have to pay for synthetic fertilizers, pesticides, and other hazardous chemicals. In addition, with the use of chemicals, soils and water supplies on farms as well as in the surrounding areas have been polluted, resulting in the loss of billions of dollars to address the damage done to the environment. Therefore, using organic food can help the world, solve pollution problems and increase quality of life. (Thøgersen, J. 2014).

In addition, organic foods are proven to be more antioxidant than regular foods. Antioxidants are low molecules from fruits and vegetables that help protect cells and their structures from oxidative

damage. Contains high amounts of alpha-tocopherol, ascorbic acid, β -carotene, which is a high antioxidant. Organic strawberries have a much higher antioxidant content (8.5% higher), ascorbic acid (more than 9.7%) and total phenolics (10.5% higher) than regular berries, but much less phosphorus (less than 13.6%) and potassium (less than 9.1%) (Harasym, J., & Oledzki, R. 2014).

Additionally, according to Forman J. and Silverstein J. in 2012, 21 out of 36 studies (58%) showed that higher levels of vitamin C are found in organic leaves such as spinach and lettuce than in common vegetables. Organic fruits and vegetables can, at times, prevent people from developing health problems such as cancer as they may provide antioxidants and more nutritious foods than usual. Like growing in rich soil without harmful chemicals, organic food is often cleaner and more likely to contain nutrients than regular foods. Therefore, it is better for a person's health to use organic food in daily life.

Organic farming is also less harmful to the environment than conventional methods. It does not release pesticides and other harmful chemicals in the environment, preventing neighbours from suffering from health problems such as respiratory problems and memory disturbances. In addition, they are harmless to the sea and wildlife. No animals and the environment are threatened by natural farming methods. In addition, organic farms produce less waste than normal. Therefore, it costs less money and community efforts to solve environmental problems (Conacher, J., & Conacher, A. 1998).

Overall, the available evidence suggested some obvious and potential benefits related to organic food. Benefits generally do not require the production of organic food as strictly defined in current law. Certain production methods, such as changes in the use of pesticides and antibiotics, can be used in normal production, for example to support advances in the continued use of pesticides. Thus, processes and developments in inanimate agriculture can have significant health benefits for the public and outside the ecosystem. (Grandjean, P. 2017). Dietary options and associated food production methods have significant implications for environmental sustainability.

Consumer consumption patterns of organic foods appear to be positively correlated with a balanced diet. Further testing is needed to assess the extent to which organic food systems can serve as an example of sustainable food systems. In order to promote healthy and environmentally sustainable food systems, production and consumption must be considered in an integrated manner. Although an examination of the overall impact of different food systems on environmental sustainability may be highly desirable, the current review sought to assess human health problems in terms of organic production methods and consumer preferences for organic food, both important aspects of sustainability (Grandjean, P. 2017).

3.4 Organic Food Prices

Price plays an important and complex role in consumer product evaluation. On the other hand, price is seen as a cost, which represents the value of money buyers you must provide a transaction. In the case of organic food products, prices are generally higher compared to conventional products and thus mean additional consumer costs. On the other hand, price is often seen as a quality signal. The maximum value can be clearly seen if consumers believe that the price of a product is closely related to its quality. Previous research has found that consumers are of high-quality expectations about organic food products compared to other conventional methods.

In the case of organic food, the topic of quantity is presented differently in a variety of ways scholars. Although all consumers associate high prices of natural products on the undesirable effects of the home budget, high prices cited more often as a problem in general than occasional biological consumers. Similarly, some researchers have found that the price is much lower when it comes to consumers start buying organic products regularly, their experience grows and organic food it becomes a way of life.

Some research even concluded that price has no significance effect on the organic food market. In contrast, others found that organic sales increased significantly at normal low prices, even part of the organic "core", that is, high consumer's internal number of organisms. The authors suggest that although important buyers of organic matter have it, the more experience you buy and use organic products, the greater the perceived benefits do not allow them to buy organic material at any cost. Therefore, reducing the normal price of organic matter the products will work not only for non-consumers or organic buyers with little experience, but for themselves it will also promote significant consumer purchases. (Marian, L., Chrysochou, P., Krystallis, A., & Thøgersen, J. 2014).

The price of organic food is usually higher than normal. There are several reasons why this happened. Organic food costs more than regular food. But if we look at all the indirect costs of both farming methods, the natural farming method may be less expensive than the other, according to a statement from the Organic Trade Association (OTA). All hidden costs including wastewater treatment costs, erosion replacement, farmer health care, etc. should be included in the loans for conventional farming. With organic farming, all of those problems are solved as the method itself is harmless to the environment, improves the ecosystem and soil fertility and does not use any harmful chemicals that are harmful to the health of farmers. In addition, organic food is very expensive because natural farms need to pay extra for labour as all actions are required by hand. Smaller farms do not have the same cost savings as conventional farms. They are not subsidized by the government to run farms while ordinary farms receive a large amount of government money to reduce prices. (Brandt, K., & Mølgaard, J. P. 2001).

The cost of producing organic food is usually high due to the contribution of workers and the great diversity of businesses. This increases the selling price in the end, which is considered to be the biggest obstacle in the world market at the time of forecasting. In addition, the shelf life of organic food is very low, which is predicted to affect market growth in the short term. Behavioural studies to buy organic food show that the regular consumer purchase of organic food products are relatively low non-organic. The reason behind this is that organic food is more expensive than non-organic because the price of organic food is so high regular premium price. This indicates the price of organic food it leads consumers to have a negative attitude to buy organic food. It happens because of the price organic food is considered the most expensive rather regular food.

The hypothetical price concept focuses primarily on the provision of benefits related to value enhancing factors, while the TCE concept focuses on the need for practical costs incurred in dangerous electrical environment. However, in searching the amount found from online shopping, some transaction costs go into mitigating transaction risks and opportunistic actions. Consumer re-decision decision it depends on both the estimated cost and the cost.

One test at two points the research framework is less likely to produce adequate evaluation of their relationship with other similar factors acquired value and purpose of repurchase. So, a closer look the importance and impact of costs on consumer repurchase purposes as well their online connection is required. This article attempts to explore related factors that influence online retail consumer intentions by proposing a supported framework in understanding how the estimated value and cost occurred in related exchange affects the purpose of the repurchase to the buyer vision.

This study has the following implications. First, this paper responds to changes from commercial focus to related, and provides a theoretical and practical extension to previous works understanding the purpose of repurchase. Second, this paper develops a consideration of three quarters of the cost of the transaction, and estimates their limitations related to consumer repurchase objectives and perceived value. The three-dimensional cost concept is focused on it theoretical framework helps to better understand them participate in repurchase objectives and value. So this study adds more a strong definition of cost-effectiveness-to-repurchase purpose communication books available (Yang, Z., & Peterson, R. T. 2004).

There is a need to look beyond those aspects of the transaction type, as well they include aspects of relationships in understanding consumer repurchase objectives. Some scholars are exploring the factors that contribute to online consumer surveys about re-purchasing in the e-store. Relationship features are turned on the basis of the theories of the two theatres: virtual value and transaction cost economics (TCE).

Although the importance is important about the purpose of ethical logic in previous studies, a powerful study to explore the link between the purposes of re-purchase in the online context shopping is scarce (Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. 2014).

Additionally, while previous studies emphasize the impact of costs on retailers' intentions online and consider different types of exchange costs, experts often estimate as an unusual structure argue, examining a one portion of replacement costs may not provide an accurate assessment of a property or its relationship to other factors. In fact, buyers incur various costs in the repurchase system. The process aspects of relationship development are fundamental to the theory of relational relationships. Previous research identified three costs associated with TCE (i.e., information search costs, moral risk costs, and investment in certain assets) to develop long-term corporate relationships. How different those costs are, though repurchase intentions receive very little attention to the context of B2C, especially in the context of online shopping (Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. 2014).

3.5 Customer Behavior Influence

There are a few factors that affect organic food choices. There are research statistics showing that gender is one of the most important factors in purchasing behavior. Women tend to buy more than men (Hjelmar, U. 2011). It is common in the Finnish biological store called "Ruohonjuuri" that more women come to buy organic products per day than men. As no organic food is usually more expensive than usual, only a group of people can afford to pay for it every day. (Atulkar, S., & Kesari, B. 2018) Marriage status also affects the willingness to buy organic food. It seems that families with children are likely to purchase healthy food instead of junk food. While numbers of single people do not really care about what they eat every day. Some of them even have habits of consuming unhealthy food.

About the social profile of consumers of organic products, all of the above studies agree that especially women, who buy at higher prices and more often than not men. The age factor does not seem to play an important role, with small consumers who seem less willing to buy (more and more expensive) because of their great environmental awareness. However, this determination does not work they translate into demand because of their low purchasing power. On the other hand, the presence of children in the family seems to play an important role, well influencing biodiversity. Although extra attention should be paid to children's age as an organic purchase item. The revenue generated seems to greatly affect the value of living things purchase and not the usual willingness to buy. However, despite the high organic price's premiums, high family incomes do not indicate high opportunities buying organic (Krystallis, A., & Chrysosoidis, G. 2005). All in all, despite the contradictory evidence, those more who may buy organic items for women with children, in small, high-income groups educational levels and income. Willingness

to pay for environmental protection and food and safety. Price premiums, overpayments are also paid in addition to the “correct” value based on the “true” value of the product, may be indicators of consumer demand that product. The purchase of organic food is mainly driven by consumers environmental concerns and food / safety quality.

However, consumers are very different in terms of their environmental level awareness and willingness to choose high value products that focus on the environment. On the other hand, maintaining that there is limited information on how committed consumers are "sacrifice" of such products. Studies are effective not taking into account economic factors such as prices and available income, which influences the need for environmentally friendly product (Krystallis, A., &Chrysohoidis, G. 2005).

In addition, financial status can determine whether a person will buy organic food or not. Since organic food is usually more expensive than usual, only a group of people can afford it in everyday life. Organic food prices are about 20-50% higher than regular diets. According to Lidl prices, organic food prices are usually two-thirds or twice the normal food prices. The marital situation also affects the willingness to buy organic food. It seems that families with children may be able to buy nutritious food instead of junk food. Although single people do not really care what they eat every day. Some of them have even become accustomed to eating junk food. (Atulkar, S., &Kesari, B. 2018)

A person's lifestyle is very important in choosing his daily diet. When a person follows a healthy diet, he is more likely to buy healthier products than others. If not, those who practice it choose to buy whatever they want, including unhealthy items and regular food. Current personal style or following is one of the reasons to buy organic food. In Vietnam, for example, young people tend to innovate and follow the lifestyle of celebrities or social activists. Encouraged by the world's trending lifestyles, Vietnamese people now focus more on organic food and products. It means that people can be influenced by the styles and lifestyles of other people. Therefore, they may follow a healthy diet and start eating organic foods. (Huynh, V. 2020). The marital situation also affects the willingness to buy organic food. It seems that families with children may be able to buy nutritious food instead of junk food. Although single people do not really care what they eat every day. Some of them have even become accustomed to eating junk food. A person's lifestyle is very important in choosing his daily diet. When a person follows a healthy diet, he is more likely to buy healthier products than others. If not, those who practice it choose to buy whatever they want, including unhealthy items and regular food.

Modern face of organic control, production, distribution and sales are changing dramatically in concert with the growing demand from consumers. In contrast to the early days of biological production — common saw organic producers unable to label and market their product as ‘organic’ due to scarcity of

well-known and trusted label systems, marketing channels and clients demand now exceeds the supply of household goods and exports markets.

The opportunities created by the growing demand have been recognized by dozens of farmers, processors and vendors have shown little by little until recently an interest in the commitment of the ideas of the original producers of living organisms or niche markets they have provided. The next entry for many of these players is organic industry leads to much debate about the meaning of the word 'organic' and standard environmental standards are endangered by massive growth and industry production methods, processing of highly processed and nutritious foods blame organic food, and the expensive transport of energy from natural products to foreign markets.

Although a few authors have explored the role of agribusiness and others new entrants have been instrumental in industrialization, institutionalization and 'contracting' of the manufacturing industry (Lockie, S., Lyons, K., Lawrence, G., & Mummery, K. 2002), and others examined the effects of government reform policy settings are clearly the future organic matter will also be heavily dependent on end consumer motivation.

This does not mean that consumers will say that tomorrow, but that the success of strategies to create and sustain live food networks will depend on the ability to unite people as 'consumers of living things' by providing tangible food and figuratively satisfy and / or influence the 'needs, desires, pleasures' of those people and 'terrors' more effective than any other available food. Our concern here is not just the chances, or otherwise, of commercial success with organic products, but the current growth rate in the use of organic products actually reflect the 'greening' of consumers' lifestyles. Environment anxiety is one of the few important factors that are often identified as influencing the decision to buy and eat organic food - other factors including health, animal welfare, safety, quality and claims for organic products (Lockie, S., Lyons, K., Lawrence, G., & Mummery, K. 2002).

Following from this, it is reasonable to expect that the extent to which consumers are encouraged by personal concerns about personal safety or entertainment, related to environmental or biological concerns about natural or social health, it may have a profound effect on how far organisms move in the direction of industrial development and integration into 'normal' food networks. US market the study identified groups of consumers who are concerned about the environment or offers little incentive to buy organic or just speculative if easy or convenient. In their efforts to do this or avoid food hazards or quality assurance, consumers may not expect it having only a few reservations about industrial organic products but also to embrace the luxury of large-scale food networks provide.

We can also expect such consumers to be attracted to the products are approved by the Quality Assurance and Integrated Pest Control list organic competing schemes as safety and quality indicators. In contrast, it can also be identified as two other groups for organic consumers; the first is to prioritize the purchase of 'world-friendly' products and is willing to pay the price; and the second environmentally friendly but recognizable barriers purchase of additional organic food in the form of price and availability.

This group which may grow suggests, with increasing availability and selection of organic and other 'raw' products. The growth of these latter groups is closely related to dissatisfaction with ways food is produced and sold; potential dissatisfaction produced by resistance to highly developed natural products.

The types of consumers mentioned by Lockie, S., Lyons, K., Lawrence, G., & Mummery, K. (2002). make it easier feeling and a small group of enthusiastic naturalists driven by enthusiasm environmental concerns; a rich, old group with a keen interest in theirs health; a small group that claims to care for the environment but is strongly influenced, in fact, freely; as well as many ordinary people with genuine interest in the area and be prepared to do more with it as the products become more plentiful accessible.

These categories reflect the popular view that premiums are prices in organic products restrict its use to 'yuppies', 'greenies' and 'health nuts'. Such categories, however, speak little of competing ambitions, concerns and opportunities regarding food consumption on a regular basis face and presentation, as a result, a set of one-sided customer profiles. The research on which this paper is based takes a multidimensional approach avoids the separation of motives after food choices and wants to explore the relationship between the environment and other concerns in motivation for people as organic consumers.

Current personal style or following is one of the reasons to buy organic food. In Vietnam, for example, young people tend to innovate and follow the lifestyle of celebrities or social activists. Encouraged by the world's trending lifestyles, Vietnamese people are now paying more attention to organic food and products (Huynh, V. 2020). It means that people can be influenced by the styles and lifestyles of other people. Therefore, they may follow a healthy diet and start eating organic foods. Food choice is a behavior that seems easy, but actually very complicated which is influenced by many connections' features. Moreover, these features each belong to the traditional backgrounds of the vast diversity of scientific disciplines.

3.6 Lifestyle Trends

Eating healthy foods has become a fashionable lifestyle that seems outdated in the future. More and more people are aware of the benefits of using organic food in their daily lives (Ponstein, HJ, Ghinoi,

S., & Steiner, B. 2019). Organic products gain 6th place in the Finnish shopping basket. By 2019. Eighteen Finnish shopping baskets are a natural, very remarkable food. The practice of promoting a healthy lifestyle is growing rapidly since 2017. Fine people now take better care of themselves than before. Forty-seven percent of respondents in the K market said they were investing in better daily diets. In 2019, Finnish people choose more Finnish vegetables, local foods and organic products, and gradually avoid using unhealthy products such as sugar, fats and additives. Thirty-three percent of respondents agree to buy only healthy foods that include natural products. o, which has grown 1.5 times compared to the 2018 figures. Healthy living habits (healthy eating, regular exercise, smoking cessation, restrictions on alcohol consumption, and stress management) can help prevent a large number of diseases.

There is a relationships between countries, institutions and authors through lifestyle studies, to find the latest research styles. Lifestyle research is a promising field of research worldwide and has great potential for improving human health, the environment, and quality of life. Consumer behavior is important in the transformation of organic products. A variety of things has an impact on consumer preferences, scheduled, impulsive, and random driving purchase decisions. The affected features and common symptoms may be speeding up random and automatic shopping behaviours, causing consumers to do something against their beliefs.

During this phase of their lives young customers develop a sense of self-awareness through exploration and exploration. Small customers to be able to influence the buying and decision-making of others through their growth independence and complexity (Loudon, Della Bitta 1993). In their time years in higher education, students will develop many of their ideas and passions that will last a lifetime.

Youth market is described in the literature as a 'future buyer', 'agents of change and as 'trend setting loyal'. Businesses that regulate the youth market need to understand these emerging behaviours ensure that they meet the needs of this highly aware and powerful team to ensure long-term relationship and loyalty. The economy relies heavily on providing services to university students and businesses compete for the largest share of this lucrative market with high quality and innovative services (Nadiri, H., &Gunay, G. N. 2013).

The value of organic food sales was 309 million Dollars in 2017, which was 13% more than in 2016. Sales of organic products have doubled during the period from 2011 to 2017. The top organic exporters were fruit, vegetables, milk and other dairy products in 2017 (Willer, H., Schaack, D., &Lernoud, J. 2019). In Yle News in 2018, they pointed out that organic food gains by 3 percent in grocery sales in Finland. Finnish customers spend a lot of money on organic fruit, milk, vegetables, eggs and coffee. Some of the most popular products by definition include bananas, low-fat milk, eggs and minced meat. The journal said

that live baby food, breakfast flakes and groats are receiving significant attention, which could account for up to 14% of the market share. “Young consumers are very interested in organic products, so we expect the demand to continue to grow. Young people buy organic food for environmental, animal and animal welfare reasons.

The younger generations are more aware of the use of organic food in their daily lives. It is also easy to encourage young people to start using organic products as they tend to be more open-minded and desire a fuller and healthier body. to choose organic food. According to the Vietnam Organic Agriculture Association (VOAA), Vietnamese people eat organic food worth 2-million- Dollars a year. Also, organic farming area has increased 3.6 times from 2010 to about 77,000 hectares. Popular organic food products used include rice, fruits, vegetables, fish, meat, and dairy products (Elias, S. J. 2010).

In fact, Vietnamese consumers feel that organic food products are safe to eat because they are produced in sustainable ways. They also believe that organic food is helping consumers to reduce their risk of infection.” Research shows that Vietnamese people also care about the use of healthy products and organic-based products in their daily lives. Significant statistics prove that Vietnam is a good place to expand the market for organic food.

Organic foods are growing in popularity both in the US and in Europe. Current research has identified some significant potential effects of organic food manufacturers and retailers. While the direct distribution of farm goods to the buyer was an orderly person behavior from ancient times, the educational community it is too late to see the market for this market again the importance of human society today.

However, foods, farms, and consumers have changed, and it is necessary to identify these methods and the product setting in order to maintain the competitiveness of products. Farm markets are very commercial business today, and not just local farmers with a date to meet with local people at an agreed time place of purchase. Social network analysis analyzes the most common hashtags used on Instagram for live food, found to be (1) healthy, (2) vegan, and (3) clean food.

There is a great customer demand for this option buying goods directly from manufacturers, because they choose quality foods with this feature (vegan organic food, etc.). Features of this product are useful for organic food producers, especially if they use it directly channels to sell organic food to customers, such as farmers in markets, where organic food is one of the most desirable products (Gresham, G. 2018).

Concerns about food safety have always been identified as the reason for the purchase of naturally produced foods. Some research suggested that consumers consider natural farming methods to be safer

than usual deep farming. Note, many studies did not explain it clearly building 'food security', which leaves the defendant to progress their own definitions. (Nasir, V. A., &Karakaya, F. 2014). The best animal welfare expectations in organic production systems are also encouraging organic buyers, albeit to a lesser degree cause health and environmental problems. Animal welfare is a multi-level structure contains both portions of nutritious and social foods; used by respondents as food quality indicator, food safety, and human resource management. Supports local economy and helps to promote traditional cooking. Some studies have found that people do favorable attitudes and / or biological purchases food because they believe it supports the environment economy. This probably reflects belief that organic food is grown locally, probably by small farms, owned by the family.

Consumers are powerful ethnocentric tendencies in food-related issues and use this as a condition of purchase. Food security is one of the most common problems. Therefore, organic food as it is proven to be free of pesticides, chemicals, and supplements. People suffer from environmental pollution such as air and water pollution. Previous research suggests that the founders are defined by their own personal factors, such as age, education, and income, are also closely related to the behavior of the acquisition of a new product.

Similarly, many studies have attempted to investigate the relationship between innovation for consumers and the behavior of accepting a new product. New consumer innovation is innovation predisposition, and widely accepted to identify human intelligence features (Nasir, V. A., &Karakaya, F. 2014).

Although many studies explain the behavior of small consumers of products exist, information gap remains in the understanding of certain consumer hedonic predictions or attitudes toward using cool products. At first, a big challenge retailers determine the youth market, be it hedonic or utilitarian, to be who will offer cool products.

Demographics of new buyers profiles, including revenue, and their creative ability factors in the success of cool clothing products; however, no studies have examined it the relationship between these important factors and the hedonic or utilitarian attitude by the clothes. Therefore, the objectives of this study are twofold: to investigate the relationship between the designations of new consumers and their hedonic / utilitarian attitudes about clothes and assessing the effect of income on this relationship (Steenkamp, J. B. E. 1997).

They are rich texts devoted to analysing the effectiveness of production management once distribution of organic food. In addition to the articles published on this subject in various scientific and professional journals, there are a number of specialized institutions for the most part, because of its

importance, it is very busy researching important issues in the production and distribution of organic food (Lukic, R. 2011). An analysis of the effectiveness of the organization and the effectiveness of many developers' world markets for organic food - using appropriate literature is a better consideration market efficiency in organic food development.

4 Practical Part

4.1 Descriptive Analysis

The survey included a total of twelve questions divided into three categories that were typical of participants' typical participants, whether respondents bought organic food and their knowledge, and their views on the development or evolution of organic food.

The main part of the survey consisting of four multiple-choice questionnaires was organized to obtain the background view of the participants. The purpose of this section is to collect basic respondent data and to gain an overview of participants' status. In addition, this section helps eliminate those under the age of 15 or older from participating in the study. As the purpose of the study was to study data from young people, children under 15 years of age and adults over 30 years of age were not allowed to conduct research.

The first part of the questionnaire is short enough not to go deep into personal information but still covers general participants' knowledge. There are four questions, "How old are you?", "What is your current status?", "Where is your nationality?" and "How much is your monthly income?"

For the first question about how old a participant is, there are three answers that include 15 to 18, 18 to 25 and 25 to 30 years old. As young people between the ages of 16 and 18, their relationships with their families are almost completely shut down in the courts, with people under the age of 18 still relying on their parents. That is why the author has selected people between the ages of 15 and 18 as boys or girls in their 15s who will soon reach the age of 16 who somehow have no access to all support services and those who have reached the age of 18 who will soon become adults. The distance between 18 and 25 years is because usually in these years, people are still learning. According to a 2007 study, the average age at graduation was 25.9 years. In addition, one study showed that young rural women from the age of 30 to 45 often buy organic food.

Therefore, the range from 25 to 30 years is included in the questionnaire as a barrier that prevents people over 30 from participating in the study. The second question is about the current status of the respondent. There are three answers to this question learning, working and more which can be both learning and working or not working. As a 15-year-old boy or girl they still have to go to school but are still able to do less work and the minimum wage usually starts at 20 or 21, young people from 15 to 30 years old age can be learning, working or doing both at the same time. The final question in the first section is

about the participant's monthly income. Income range is less than \$ 500, \$ 500 to \$ 1000, \$ 1000 to over \$ 2000. The reason for choosing this scope is entirely based on the author's point of view.

The second part is about whether or not young people buy organic food and their ideas about it. It consists mostly of yes / no questions with an open “no” answer. This section begins with the question yes / no “Have you heard of organic food?” The question plays a role as an introduction to the main purpose of research on organic food. The next question is “Have you ever bought organic food?” With this question, the participant can choose “yes” or “no” and must answer why not if they choose “no”.

The third question is, “What is the experience of a healthy diet?” There are three types of feedback, good or bad. Then, participants are asked how often they buy organic food. It is still the same as a yes / no question with a reason to answer “no”. The last question in this section is what kind of food the participants buy when they go to the grocery store. Responses include organic food, regular foods or depending on participants' feedback on the type of food they buy.

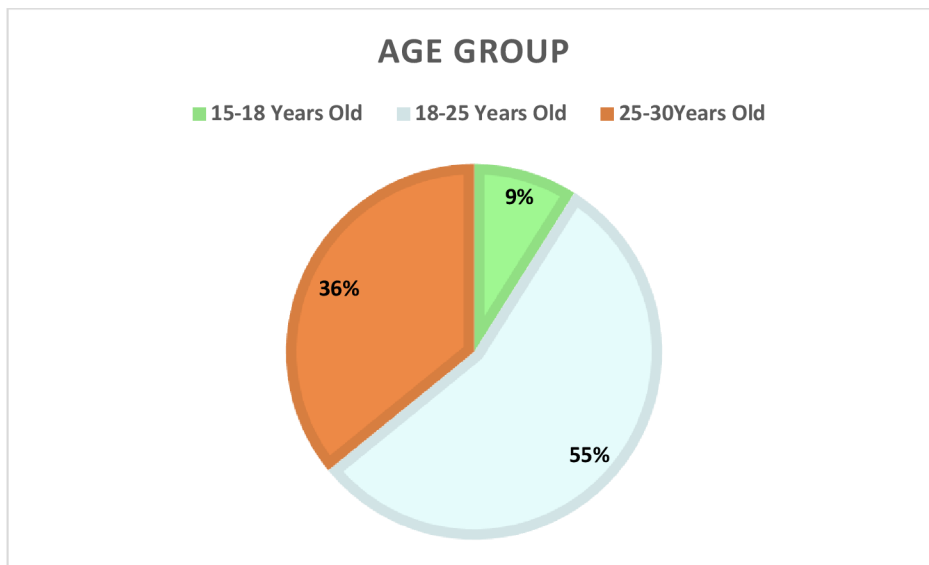
Since financial status is very important in consumer purchasing decisions, there is an additional question as to whether money is the main reason why participants do not buy organic food. It is also a question of yes / no with a comment space for respondents to give a reason when choosing “no”. The final section includes two open-ended questions for the purpose of obtaining participants' ideas on developing or modifying organic food for future purchase.

The questions are for people who answer “no” to questions (6) and (8) as they have chosen not to buy organic food. The author seeks to gather diverse ideas from participants about developments or changes they can suggest on a live farm or factory. With so few things preventing people from buying organic food, it would be better if new customers could offer their own ideas to promote organic food or organic related products in the future. In total, the study contained only twelve questions with short and direct answers. The survey was predicted to be completed in 2 to 5 minutes.

4.2 Demographic Analysis

According to the results of the 145 respondents who completed this part of the study, the 18- to 25-year-old group had the largest population of 80 out of 145 (55.17%) and the 15- to 18-year-olds the smallest 13 people out of the -145 (8.96%).

Figure 1: Age Group

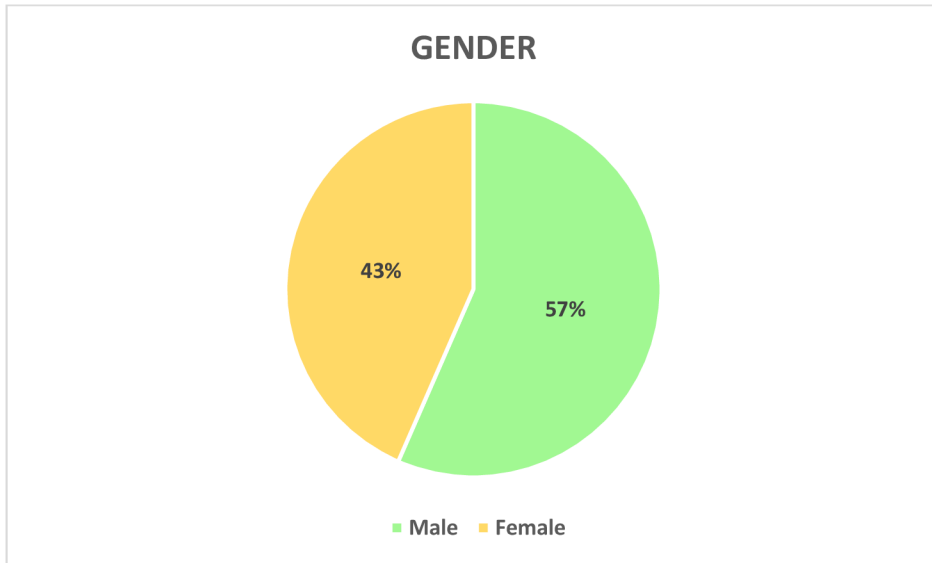


Reference: Analysis of Collected Data from Questionnaire

Therefore, it can be clearly seen in Figure 1 that people 18 to 25 years of age are more interested in organic food and in healthy clothing than people of different ages. In addition, people between the ages of 25 and 30 are also very interested in this topic with 52 out of 145 people (35.86%).

More than half of the participants are 95 students out of 145 (65.51%). With a working population of 61 at 145 people (42.07%), it seems that there are some people on the list who are learning and working at the same time. It is shown in Figure 2 that 4 of them responded as “full-time, part-time” or “study and work” or “part-time and part-time study”.

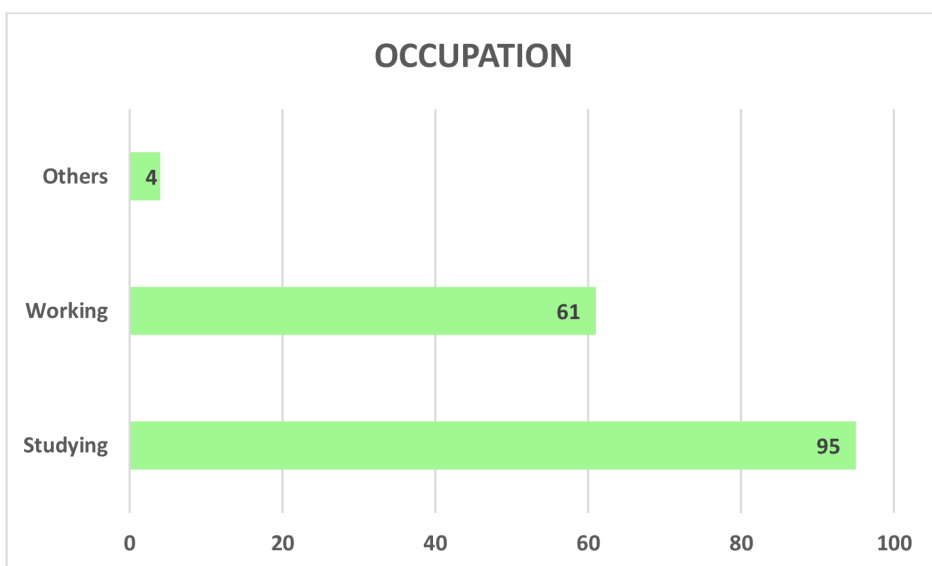
Figure 2: Gender



Reference: Analysis of Collected Data from Questionnaire

As shown in Figure 2, most of the responses come from male. From the total of 145 respondents 82 are males and remaining are female respondents. However, it is unknown whether more women or men are inclined towards purchase of organic food products.

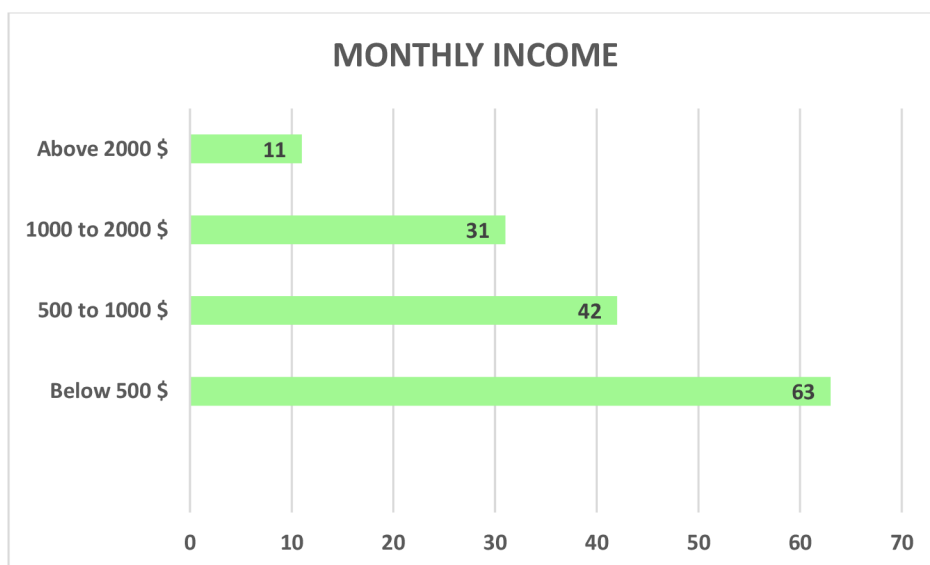
Figure 3: Occupation



Reference: Analysis of Collected Data from Questionnaire

Basically, it shows that the majority of respondents are currently studying while about half are working full-time or part-time. Thus, there are three groups of people with different common backgrounds.

Figure 4: Monthly Income



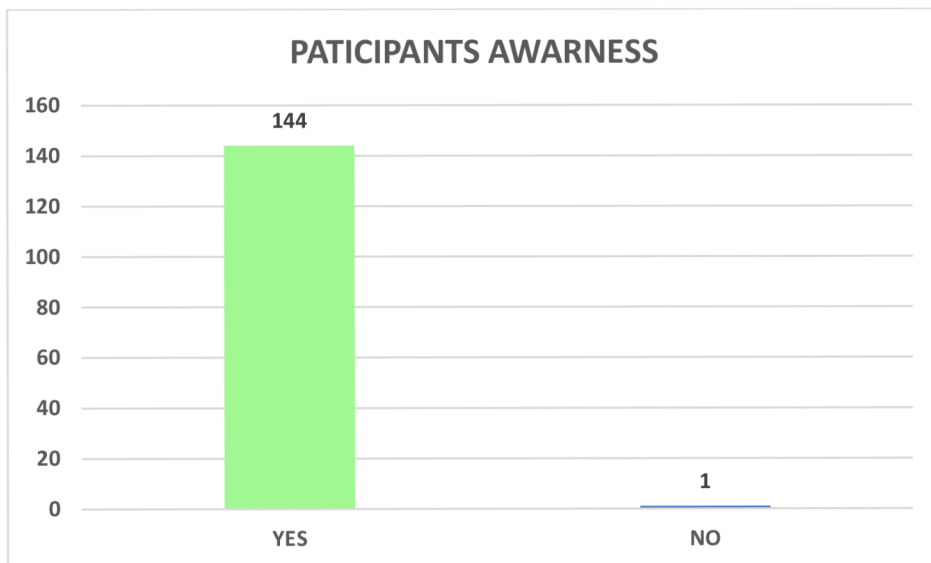
Reference: Analysis of Collected Data from Questionnaire

In the next question about the participants' monthly salary, 63 of them agreed that their income was less than 500 \$ per month (43.44%) while a small number of 11-year-olds out of 145 claimed that their monthly salary was more than 2000 \$ (7.59%). There are 42 people, of whom 28.97% are participants, who say their monthly income ranges from 500 to 1000 \$. Followed closely by a group of 31 people earning 1000 to 2000 \$. It seems that the majority of participants are students; therefore, more than 72% of participants ensure that their monthly income is less than 1000. In other words, people earning more than others are a small group of less than 10% of all participants.

The answer to this question may affect the results of other questions as the participants' financial situation has seen a big difference between who gets the least and who gets the most. The difference ranges from two to four times the additional revenue received by the last team making more than 2000 \$

per month compared to other teams. This is a starting point for learning more about the topic through participants' ideas. The answers to this section are excellent as 142 to 145 respondents answered all questions. In the first question "Have you heard of organic food?", only one respondent said "no" and 99% of participants had heard about natural foods.

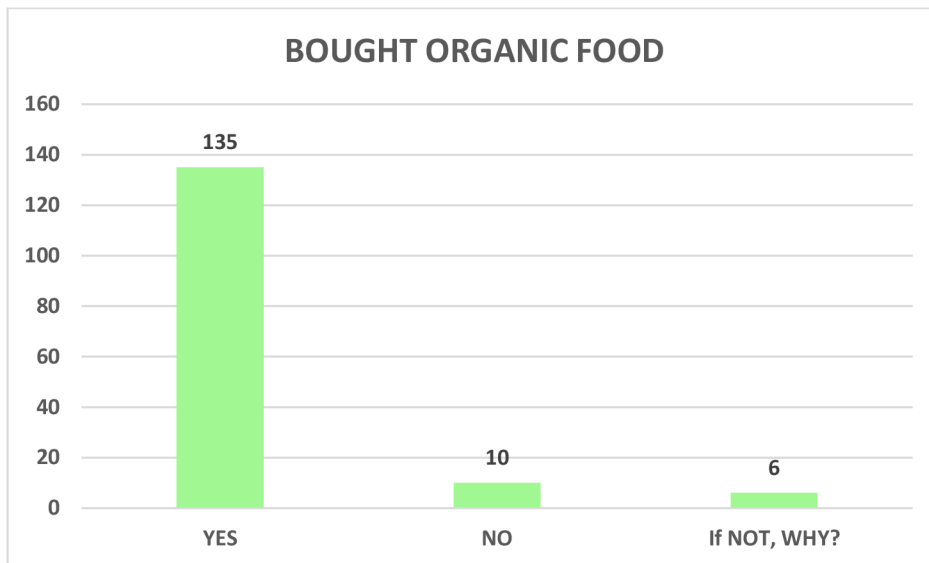
Figure 5: Participants Awareness



Reference: Analysis of Collected Data from Questionnaire

This reflects that organic food in current times is getting more popular. There is high level of awareness amongst young customers.

Figure 6: Bought Organic Food



Reference: Analysis of Collected Data from Questionnaire

In Figure 6, 135 out of 145 people bought organic food (93.1%) while only 10 people had never bought organic food before (6.9%). Of the 10 people who chose “no”, only 6 answered the question “why not?” “I don't think it's necessary for me,” he said. There are three people who say it is “expensive” as a reason not to buy organic food. Therefore, personal needs can be a reason not to choose organic food. There are also people who often think that grocery store food is healthy and good enough so they do not have to worry about organic food. In another context, the financial situation provides an important influence on spending money on food. In addition, people with savings tend to save on budget instead of buying the wrong thing in their view.

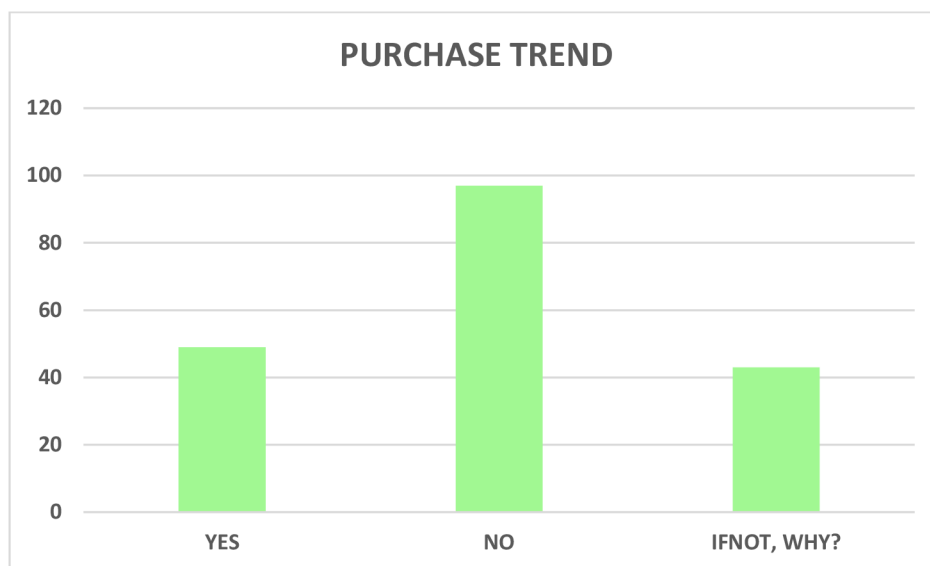
Figure 7: Experience with Organic Food



Reference: Analysis of Collected Data from Questionnaire

According to the results in Figure 7, there is no negative experience for respondents when buying organic food. The data for a good and normal experience is not so different that only 5 people had better experience buying organic food than those who had general experience. There were 76 out of 147 people (51.7%) who chose the “good” answer while 48.3% people thought they had a moderate experience when buying organic food. All in all, the participants' experience with organic food is really good with a high percentage of satisfied customers voting for a "good experience". This result proves that organic food is generally good, which meets the high expectations of customers.

Figure 8: Purchase Trend

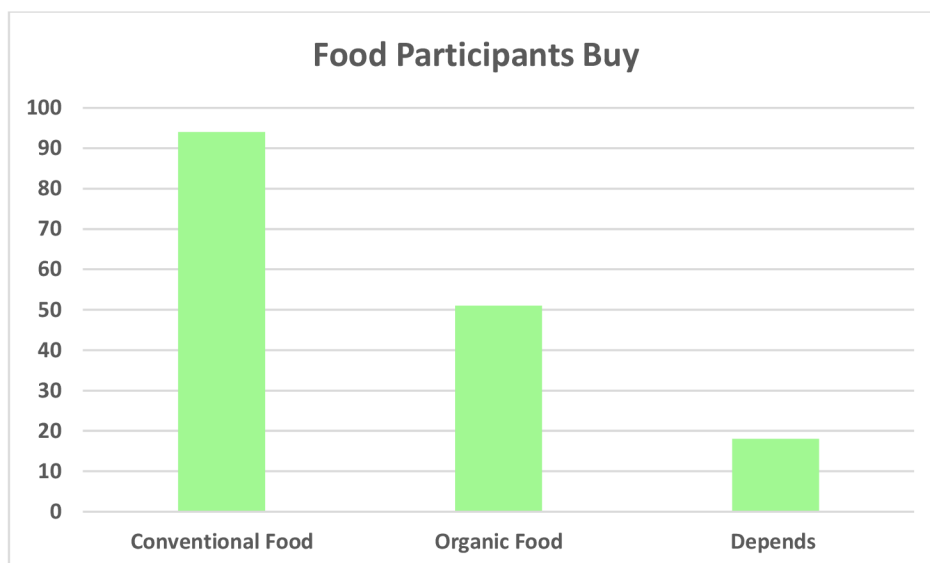


Reference: Analysis of Collected Data from Questionnaire

In the next question, although participants had a good knowledge of organic food, many of them chose to buy it in their daily lives. Of the 145 participants, only 49 volunteered to buy organic food daily, comprising only 33.79% of all respondents. Meanwhile, 66.89% of participants said they rarely buy organic food. It shows in Figure 25 that 97 people said "no" when asked to buy organic food regularly. To this end, only few people answered the question "why?" important and while analysing the reason for not buying organic food from the perspective of the new generation. There are 16 people who respond to the exact word "expensive" while others say "It's just a little more expensive than usual", "high price", "very expensive", "high price", "very expensive", "more expensive than regular food", "Expensive, small, dumb and broken", "more expensive than ordinary food", "Expensive and not easy to go to the farm and there are not many shows", "more expensive than others", "more expensive for students", "Unusual in my country and more expensive", "Very expensive", "Very expensive. There are not many options available in the market". Almost all of them cite expensive or expensive organic food as the reason why they do not buy it in their daily lives. Only 6 out of 43 people whose answers are not about the amount of organic food. "I don't know much about it, no I feel like I need you", "I have no problem with natural products, I am just interested in the taste of food", "It is not better than other foods as people make it", "Wide range and high availability of non-organic options", "Because I could not focus on daily diet", "I usually do not consider it natural" are the reasons given by those people in the comment box. It seems that young people these days do not really care what they eat in their daily diet, therefore, healthy or regular food does not matter to

them. Also, most people do not have enough information about organic food to choose not to buy it. There may also be people who care only about the taste of food, and who do not care about the food you eat. Additionally, as the availability and many of the common food options sold in the store, some people do not think about using organic foods as they are more expensive compared to regular foods. While collecting data, such as the "why" question did not block participants' responses, the author found humorous and detailed answers such as "Price tag", and as it is natural sometimes there are bugs and I am afraid of bugs." Or "Part of a value. Also, I doubt when it comes to the benefits of organic food. I also believe that certain pesticides and fertilizers help prevent diseases and increase crop quality". The result also shows that there are still many skeptics who do not believe in the benefits of organic food and who think that organic food is no better than usual. After reading these comments, the author hopes that those who do not yet believe in organic food should read this study immediately to find out more about its human and environmental health benefits.

Figure 9: Food Participants Buy

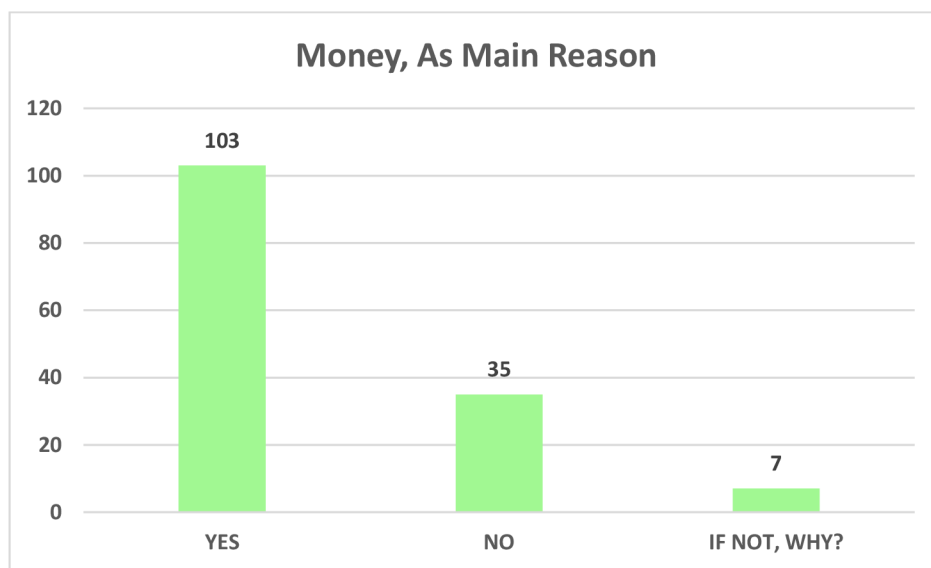


Reference: Analysis of Collected Data from Questionnaire

When asked what kind of food to buy when participants arrived at the grocery store, 76 out of 145 people (52.42%) chose to buy regular food. Meanwhile, about a third of respondents said they would like organic food, which includes a total of 51 people. Another 18 people say it depends. There are five common answers that "depend" on participants. It may depend on their feelings, prices, availability, for example.

Some say it depends on the amount and budget. “Depending on my mood, prices and what the stores have to offer”, “If organic food comes at a reasonable price”, “If prices are not very different, I go with organic”, “Anything that looks great and that price difference is acceptable”, “I prefer organic food if the price is reasonable”, in this statement, both have another reason for the answer “it depends” but the only thing that does not change the existence of the price at all. these are the answers. Those young people seemed to love organic food but still had to think about your value. In addition, "Both. I try to use as many organic products as I can," "Normal but organic food", "I like locally produced food", "It depends on my current needs. But I usually buy regular foods like chicken, beef, vegetables for home cooking", these people may buy food of their own free will. Some of them like to use organic matter while others are interested in organic matter but still have to think about their intentions before buying it.

Figure 10: Money as Main Reason



Reference: Analysis of Collected Data from Questionnaire

Consistent with the results of some of the above questions, one can demonstrate in some way and expect the outcome of this question. 103 out of 145 people (71.03%) agree that money is the main reason why we buy organic food. In comparison, only 42 respondents (28.97%) said that money was not a major issue in their decision to buy organic food. There are 7 answers to the “why” question. “Maybe”, “Money is just a small thing. The main reason is because I don't know much about it” are not the answers the author expected. There are still many people who are not educated enough about organic food. Therefore,

their background information on this subject is almost zero. They are confused when they decide to buy their daily food. "One of the reasons" and "Because organic food does not look better than usual (the way it is grown)" do not really exist. There are still a number of reasons why young people do not buy organic matter but it has just been highlighted in this thesis study. While there are still those who have doubts about the benefits of organic food, organic food is not yet a decision for everyone. However, there are those who say "health is cheap", "How do I answer this question when I buy organic food more often?", "I care more about my health" which reflects a positive attitude towards individual consumers who actually care about their health and the food they eat. For those people, money is no excuse for not buying something that benefits their health.

4.3 Hypothesis Analysis

Table 1 - Hypothesis 1

Age group and Money being the main reason for not buying organic food	15 - 18	18 - 25	25 - 30	Grand Total
No	00	0	42	42
Yes	13	80	10	103
Grand Total	13	80	52	145

Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between age group and how it affects respondents purchase of organic food keeping price point in mind. 80 respondents which fall in 18 to 25 age group and 13 respondents from 15 to 18 said that money is the main reason they do not buy organic food. 42 respondents from 25 to 30 age group said that money is not the main reason. Thus, we can observe that young population 's main reason to not buy organic food is its higher pricing as compared to conventional foods.

H0: There is significant relationship between age and money being the main reason for not buying organic food.

H1: There is no significant relationship between age and money being the main reason for not buying organic food.

Pearson's Chi-Square – The Pearson value is 0.22383 which is more than 0.05, accepting the null hypothesis. Money is the main reason why respondents do not buy organic food

Table 2 - Hypothesis 2

Age group and How often buy organic food	15 - 18	18 - 25	25 - 30	Grand Total
No	00	44	52	96
Yes	13	36	00	49
Grand Total	13	80	52	145

Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between age group and how often do respondents purchase organic food. 44 respondents which fall in 18 to 25 age group and 52 respondents from 15 to 18 said they don't often purchase organic food. Even though money is not the main concern, majority respondents in both t to his age group don't often purchase organic food. It can be observed that respondents falling in age groups are the ones that buy organic foods more often.

H0: There is significant relationship between age and how often people buy organic food.

H1: There is no significant relationship between age and how often people buy organic food.

Pearson's Chi-Square - The Pearson value is 0.87615 which is more than 0.05, accepting the null hypothesis. Age does affect the no of times respondents choose organic food over conventional food.

Table 3 - Hypothesis 3

Age group and Purchase of organic food	15 - 18	18 - 25	25 - 30	Grand Total
Conventional Food	13	63	00	76
Depends	00	00	18	18
Organic Food	00	17	34	51
Grand Total	13	80	52	145

Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between age group and which kind of food respondents buy. 63 respondents which fall in 18 to 25 age group said conventional food. It can be observed that respondents more often buy conventional foods irrespective of their age group.

H0: There is significant relationship between age and purchase of organic food.

H1: There is no significant relationship between age and purchase of organic food.

Pearson's Chi-Square - The Pearson value is 0.19093 which is more than 0.05, accepting the null hypothesis. Age does affect the purchase behavior of respondents when choosing organic food over conventional food.

Table 4 - Hypothesis 4

Gender and Awareness of organic food	Female	Male	Grand Total
No	10	00	10
Yes	52	83	135
Grand Total	62	83	145

Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between gender and organic food purchased before. All the male respondents said that they have purchased organic food before. It can be said that male respondents might be more aware about their food purchases.

H0: There is significant relationship between gender and awareness of organic food.

H1: There is no significant relationship between gender and awareness of organic food.

Pearson's Chi-Square - The Pearson value is 0.31845 which is more than 0.05, accepting the null hypothesis. Gender of the respondents does have effect on their purchase of organic food.

Table 5 - Hypothesis 5

Gender and Frequency of buying organic food	Female	Male	Grand Total
Conventional Food	00	76	76
Depends	18	00	18
Organic Food	44	07	51
Grand Total	62	83	145

Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between gender and kind of food purchased respondents buy. 18 females said that their choice depends on various factors. While no males said that their everyday purchase depends on certain factors. Thus, it can be observed that there is a significant difference in the ways male and female do grocery shopping.

H0: There is significant relationship between gender and frequency of buying organic food.

H1: There is no significant relationship between gender and frequency of buying organic food.

Pearson's Chi-Square - The Pearson value is 0.98539 which is more than 0.05, accepting the null hypothesis. Gender of the respondents significantly affects how frequently they purchase organic food.

Table 6 - Hypothesis 6

Gender and Organic Food Experience	Female	Male	Grand Total
Average	62	09	71
Good	00	74	74
Grand Total	62	83	145

Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between gender and kind of experience respondents had while purchasing organic food. All 62 female respondents said they had an average experience. Thus, female respondents are more critical while purchasing organic food. Majority of the male respondents had good experience.

H0: Gender has effect on purchase experience of organic food.

H1: Gender has no effect on purchase experience of organic food.

Pearson's Chi-Square - The Pearson value is 0.12045 which is more than 0.05, accepting the null hypothesis. Gender of the respondents plays a role with their experience with organic food.

Table 7 - Hypothesis 7

Reference: Analysis of Collected Data from Questionnaire

Income and Purchase Frequency	1000 - 2000 \$	500 - 1000 \$	Above 2000 \$	Below 500 \$	Grand Total
No	31	00	09	56	96
Yes	00	41	00	08	49
Grand Total	31	41	09	64	145

The above two variable analysis shows the relation between income and how often they purchase organic food. Respondents earning below 500\$, majority said they don't often purchase organic food. All the respondents earning above \$ 2000 also said no, they do not often purchase organic food. In total, 67.61% said they do not often purchase organic food.

H0: There is significant relationship between income and frequency of buying organic food.

H1: There is no significant relationship between income and frequency of buying organic food.

Pearson's Chi-Square - The Pearson value is 0.11513 which is more than 0.05, accepting the null hypothesis. Income does affect the no of times respondents choose organic food over conventional food.

Table 8 - Hypothesis 8

Income and Organic Food Preference	1000 - 2000 \$	500 - 1000 \$	Above 2000 \$	Below 500 \$	Grand Total
Conventional Food	00	41	00	35	76
Depends	09	00	09	00	18
Organic Food	22	00	00	29	51
Grand Total	31	41	09	64	145

Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between income and do respondents choose organic food. Respondents earning below 500\$, 35 said they prefer buying organic food. In total 52.41% respondents buy conventional food over organic food while grocery shopping.

H0: People choose conventional food over organic food, irrespective of their income.

H1: People choose organic food over conventional food, irrespective of their income.

Pearson's Chi-Square - The Pearson value is 0.92060 which is more than 0.05, accepting the null hypothesis. On daily basis people choose conventional food over organic food, irrespective of their income.

Table 9 - Hypothesis 9

Income and Organic Food Experience	1000 - 2000 \$	500 - 1000 \$	Above 2000 \$	Below 500 \$	Grand Total
Average	31	00	09	31	71
Good	00	41	00	33	74

Grand Total	31	41	09	64	145
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Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between respondent's income group and their experience when bought organic food. In total 48.96% respondents mentioned they had an average experience while rest 51.03% had good experience.

H0: People have good experience with organic food, irrespective of their income.

H1: People don't have good experience with organic food, irrespective of their income.

Pearson's Chi-Square - The Pearson value is 0.24036 which is more than 0.05, accepting the null hypothesis. Thus, all income group respondents can have good experience.

Table 10 - Hypothesis 10

Income and Money as reason	1000 - 2000 \$	500 - 1000 \$	Above 2000 \$	Below 500 \$	Grand Total
No	31	00	09	02	42
Yes	00	41	00	62	103
Grand Total	31	41	09	64	145

Reference: Analysis of Collected Data from Questionnaire

The above two variable analysis shows the relation between incomes and how it affects respondents purchase of organic food keeping price point in mind. 62 respondents earning less than \$ 500 and 41 respondents earning between 500 to 1000 \$ said that money is the main reason they do not buy organic food. Total 71% respondents said that money is the main reason they do not buy organic food.

H0: Money is the main reason why respondents do not buy organic food amongst all income group.

H1: Money is not the main reason why respondents do not buy organic food amongst all income group.

Pearson's Chi-Square – The Pearson value is 0.74483 which is more than 0.05, accepting the null hypothesis. Thus we can observe that money is the main reason why respondents do not buy organic food amongst all income group.

5 Results and Discussion

When we get to the last part of the study, this section is for those who do not buy organic food or do any reason not to buy organic food to express their views. In the first question "What do you want to improve organic food?" There are 86 answers to it. Some of the highlights are "To ensure food security, the government must take care of and implement the goal of protecting organic food", "Packaging issues must be improved", "Many types of food produced as natural foods. Organic food should be grown in the right ways (planning, harvesting, preserving, providing ...)", "At the moment, I have no suggestions. Perhaps, in the near future, organic food can be produced on a larger scale, then it can provide a reasonable price to consumers to encourage more people to buy organic food ", "

It may spread slightly and the price will be lower as it will improve its sales ", " It should be more attractive and attractive to consumers ". ", " Its declaration of a percentage of "organic matter", as some are not 100% organic and the note is less noticeable ", " Better information on sustainability ", " Less / less pesticide (I know organic food still has a limited amount of pesticides) ", " Affordable price. Very bright packaging so I can quickly identify whether the product is natural or not. Packing provides information on where natural products are grown / harvested / harvested", "Make it more popular and gradual instead of regular food, because that is good for the environment", "Higher targeted promotion for young people", "Price and taste because I think the price of food living is much higher than what I find it was not so good. It may be healthy for the people and safe for the environment but I do not really enjoy the taste, it is not special and sometimes even worse than regular food", "The pesticides they use when they grow up. Specific information on the package of how products are related to nature", "At the moment, I do not think organic food needs to be improved. The grocery stores I went to probably have a good live food supply", "Better clarity on farming techniques and procedures. Assurance of environmental sustainability, efficient transportation and waste minimization compared to conventional food.

Participants indicated that the media had increased awareness of food hazards food contaminated with chemicals and, as a result, expand their positive ideas about organic food. Some participants chose organic food based over the power of the product or the reputation of the business established by retailers, and others participants often relied on the mouth or relationships established with food co-ops. Participants were ready to go to get production they wanted and bought several shops for organic food. Social media (family and friends) also had a strong influence on consumer biological product information.

Participants reported that their mothers had an impact on their diet selection and values. They remember an experience like this garden and impact mothers' natural favourites, homemade food. Organic farming can be very effective if done successfully in cities (roofs, buildings, etc.), to increase the

independence of the urban food market”, “Organic food producers and producers can improve the ad for the better known. Also, it would be better if the prices were cheaper”. After saying the above comments from the respondents, most of them choose a cheaper price for organic food so they can pay you better. At the same time, few people really care about the taste of food and hope to enhance the quality of organic food in the future. There are also those who wish for more types of organic food sold in supermarkets; therefore, they can have as many choices as they want instead of having just a few options that fail to make a decision. Farming and service delivery systems must be developed to reduce production costs, labor costs, food and waste created throughout the system.

In addition, the label and packaging of organic food should be a clear and informative statement written on the label. More ads need to be planted in young people to provide them with adequate biological knowledge and to encourage people to buy organic food. In addition, organic food itself should be produced in an efficient manner that prevents all pesticides and other harmful chemicals from being produced. The government should provide support to natural farms instead of the traditional industry in order to reduce the cost of natural food production, reduce the negative effects of natural factories on the environment and protect human health.

In the second question, “What problem do you need to solve in order to survive?” There are 83 comments that come from those who do not buy organic food. "Have the tools to separate you from the general diet", "Attractive in times of need, reasonable price with low income", "I think that's the knowledge and origin of product distribution stores", "Very different, cheaper prices", "Expand the distribution system and provide tracking tools", " In Viet Nam, many of the foods that are marketed as organic food are not produced in a straightforward way”, I think the biggest problem is the high price and location of organic food. Ordinary food is more popular because traditional markets are cheaper, while organic food is still distributed in modern markets such as supermarket, retail mart.

In addition, organic food is really expensive. If we can solve that, more people can buy organic food in the future”, “Price and reliability”, “Especially in terms of price as mentioned earlier, and it decomposes very quickly compared to conventional food. I would suggest that organic food should be wrapped in paper or other non-plastic items for environmental awareness”, “Small plastic packaging, stop being too expensive”, “The price will go down and the package will be more attractive. Sometimes I cannot see that the products are alive just by moving quickly in the market”, “Personally, I do not have enough awareness about organic food and I need to find out more about that. Perhaps there are many marketing strategies for organic food to be promoted”, “The producer should be able to demonstrate how organic food is better than regular food”, “Complete information on how it is delivered to customers (e.g., and store,

transportation and carbon footprint) instead of causing panic”, “There is a limited amount of organic food that can be compared to a standard product.

So, it may be better in the near future, we can have more options”, “Nature-friendly packages. I have seen many organic products in plastic bags, which somehow reduce their “organic-ness”, “Be clear about the harvesting process to see what can really harm us, rather than simply clicking the “Organic” stamp on the product”, “(1) Cheap its good. But it is not something I am most worried about. (2) Most important, be careful about the quality of the product I buy. It may not be possible in Finland but in Vietnamese products, packaging may sometimes provide false information, i.e., what is classified as Organic may not be truly organic, they simply pack it so they can sell it at a higher price. (3) Most of the time organic products I find here in Vietnam do not have a Nutrition Facts statement on the packaging. So these extras can be great”, “Providers should give the consumer more options. Low tax from the government”, “It should stay longer without any chemicals”, “As I wrote above, there are two things about organic food that I hope producers will improve: price and taste. If they focus on product quality, make it taste better and more enjoyable and lower the price, I will consider buying it next time”, “Perhaps its contribution to global warming should be reduced, for example relocation process and plastic packaging. And its diversity. Because organic food as it is now, with its high value and distribution, it is only for the middle- and upper-class people.

Is organic food another way to separate the rich from the poor? Another way of blaming the responsibilities of causing global warming to man instead of big corporations?”, “More suppliers / suppliers so that organic food can be more accessible. Inexpensive production to reduce production costs, thus becoming more affordable. Does organic food really benefit human health? Is it really healthier than regular food? Are they made entirely of toxic substances?”, “Price, availability, variety, perceptions of people around me about organic products”, “Prices and imported taxes make organic food a big question whether to buy or not in Finnish supermarkets”.

The results seemed to focus more on the prices, flavours and variety of organic foods. In addition, there are really detailed ideas for people who are hungry for more information about organic food. They want to be provided with adequate information, to encourage the use of organic food through a variety of marketing strategies. There are sceptics who do not believe in the benefits of organic food; therefore, the problem of organic food in their opinion does not involve sufficient knowledge, using too many plastic bags or wrapping organic food. Some argue that natural food suppliers should pay more attention to packaging and travel as these practices also have environmental problems while organic food is encouraged to be environmentally friendly.

6 Conclusion

Organic food is proven to have few benefits not only for human health but also for the environment, there are still major problems in organic production and marketing of natural farms and suppliers should consider future improvements to gain more customers. The thesis is designed to provide general and in-depth information on organic food for students. The author also believes that it can help promote the use of organic food in a new generation that is open-minded and easily adheres to styles.

The main purpose of the thesis was achieved through research findings. After analysing the results of the questionnaire, the author receives additional comments and suggestions from various participants who have made a concerted effort to respond to the survey. The study consists of two distinct categories: literature or theory research that clearly explains the concept of organic food and its benefits while part of the evidence points to a research approach and responds to all issues by collecting data from online trials. The research methodology used in the thesis is a structured questionnaire, which is conducted online by different communication groups.

The data collected in the study answered questions on three main topics of this thesis which included (1) young people's willingness to buy organic food, and (2) whether money was a major factor preventing younger generations from buying organic food and the environment, (3) any nutritional problems that need to be addressed and any changes that are made in the future to reach more new customers.

The first issue was clearly stated in the study: that not many young people are willing to buy organic food. About 35% of participants say "yes" to organic food unconditionally and some are still afraid to spend their money on cheap and expensive foods, some of whom think it is a waste of money and some have no knowledge of organic food.

The second issue was to answer the question of whether money is the main reason why young people do not buy organic food. Surprisingly true of the large number of respondents, more than 70% said "yes" to the question. It seems that the financial situation and the price of organic food are major issues that prevent younger generations from buying organic food. Therefore, financial relationships (monthly income) can somehow link the decision to buy organic food for young people.

Additionally, the label and packaging of organic food should be a clear and informative statement written on the label. More ads need to be planted in young people to provide them with adequate biological knowledge and to encourage people to buy organic food. In addition, organic food must be produced in an efficient manner that prevents all pesticides and other harmful chemicals from being produced.

However, for many participants, positive and practical ideas are designed to address the whole problem of organic food. The author believes that his thesis research could be of benefit to anyone including people who struggle to find a healthy diet or who are confused with several sources of information about organic food and companies that produce and supply organic food in both retail and supermarket markets. The government should provide support to natural farms instead of the traditional industry in order to reduce the cost of natural food production, reduce the negative effects of natural resources on the environment and protect human health.

The final issue was for participants to express their views freely about how to develop or change environmental items for young people to purchase in the future. There are a few factors the author did not consider while conducting the survey.

Overall, this thesis plays a role as a reference source that provides organic food information from the general level to the deeper level to readers, analysing the reasons given to participants for not buying natural foods; therefore, to promote the objectives of buying organic food for young people, finding problems and solutions for organic food production. Organic food proves to be beneficial to human health in a number of ways.

Therefore, the consumption of organic food today is more important than ever. According to research findings, organic food is receiving more attention from younger generations. However, its suppliers must be able to improve or make certain changes to the thesis in order to reach more young customers. It shows that younger generations are willing to pay for organic food if some of the problems mentioned above are completely resolved. Therefore, a proper understanding and simple touch of biological providers can change the whole state of organic food in the minds of young people.

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8 Appendix

Google Form Attached