

Survey

Objective

Consumer Education and Research Centre has taken a study in 2014 to understand the behaviour of consumers and their intention to purchase organic food. The aim is to determine the factors influencing consumer behaviour towards organic food. This study will provide valuable insight into consumer behavior regarding organic food by examining the factors that influence consumers' intention to purchase organic food, within the Indian context.

Q1. Are you familiar with the term “organic food”?

Yes No

Q.2 What do you understand by the term ‘organic food’?

- Natural foods
- Foods without chemicals
- Foods not sprayed with pesticides
- Traditional / indigenous foods
- Foods grown with manure /without chemical fertilizer
- Herbal foods
- Healthy / nutritious foods
- Environment friendly foods
- Foods without antibiotics
- Don't know / not sure

Q.3 Do you purchase organic food?

Yes No

If yes, please continue

If no, why?

- No difference between organic and conventional food
- Costly/not affordable
- No variety of products to select from
- Less availability/supply of products
- Origin/source of product is not credible/ trustworthy
- They are not available/don't know where to get them
- No specific reason/indifferent

Q4. Do you visit these places regularly, occasionally or never to buy organic products?

- Regularly
- Occasionally
- Never

Supermarket

Local shop / convenience store

Greengrocers

Local Market

Farmers market

Farm shop

Organic Shops

Direct from the producer 'mail order' including over the internet

Q5. How often do you buy organic products?

- Once in a week
- Once in a month
- Not at all
- Since when are you buying organic food?

Q6. Which organic products do you buy? Mark all that apply.

- Produce (vegetables, fruits)
- Spices (turmeric powder, chili powder, coriander powder, etc.)
- Dairy Products (cheese, yogurt, milk)
- Beverages (Tea, Coffee)
- Other products, please specify

Q7. I buy organic products, because....

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't Know
Healthy for me and my family						
Safe to consume						
Environment is less polluted/Environment Friendly						
Free from chemical pesticides and fertilizers						
Taste better than conventional food						
High quality						
Free from genetically modified organisms (GMOs)						
All organic products are certified						

Support local/ small farmers/ Not willing to support big multinational companies						
Support organic movement/ sustainability						
Organic Food standards include farm labour/practices/human health						
Organic food standards regulate Carbon Emissions/Footprint						
Organic food standards consider soil quality and management.						
Saving resources for next generation						
It has positive image and a fashion to consume						

Additional remarks:

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Q8. I would like to buy more organic products if...

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't Know
More affordable						
Easily available						
More variety						
Better appearance and taste						
More recognizable label and products						
More trust about methods						
More seasonal products						
More products from local region						
Longer shelf life						
More information in the media						

Additional remarks:

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Q9. Please select the product group(s) you would consume daily if they are organic.

	Regular consumption
Fresh vegetables	
Fresh fruits	
Meat and meat products	
Milk and milk products	
Cereals	
Bread and bakery products	
Pulses	
Baby products	
Dried fruits and nuts	
Beverages- Tea, Coffee...	
Oil	
Sugar products	
Herbs	
Spices-Turmeric powder, Chilli Powder, Cumin Powder...	

Q.10 Please mention some of the brands/products and place of procurement/purchase i.e., name of shops, online portals etc.

Q.11 Are you aware of the Organic Standards and Organic Labels? Yes No

Q.12 Are these food labels important to you? Yes No

Q.13 If you were choosing between two similar products would you choose:

- Organic product
- Locally produced product
- Make no difference to me

Q.14 Do you have any other suggestions or comments that you would like to share?

General Information for statistical use

Q1. Age?

Q2. Sex

Q3. Qualification

Q4. Occupation

Q5. Annual income

Q6. Where do you stay