



DOI: 10.18427/iri-2018-0064

A Typical Organic Consumer by a Survey

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7.3 billion people living on the Earth. More and more illnesses and cataclysms are. A part of the world is starving and other part is wasting. The average life period increased but the average health condition decreased. One reason for this is the worse quality food. Organic farming wants to go back to the origins and fits the modern life's requirements. Different ways, regulations helped the organic farming growing and spreading. The main important rules are lack of using of chemicals and artificial fertilizers. Biodynamic methods have other plus rules for example using preparations to cure the condition of soil and Earth. The strict rules mean market advantages for the producers and retailers.

The growth of organic farming has been almost significant for decades in the world. It seemed significant turnover growth and production growth, this alternative farming method has taken a significant part in the agri-food trade and its related food trade. But it did not happen. More to say, it only took place in a few countries. From the side of production, in the countries with large free pastures (Argentina, China, Australia). There were countries whose had great developing in sales and lands. For example Germany, Austria, USA.

Literature review and conceptualization

We can speak about organic farming and agriculture as a method to help to achieve sustainable food system. According to facts the organic methods need more land than conventional one and can reduce N-surplus and pesticide use. This method can reduce the food wastage and production and consumption of animal products. The output of greenhouse gas emission is reduced with organic agriculture. The need of food in the world had increased for centuries. The intensification of agriculture has increased food availability but this caused some environmental effects. There was an increase in reactive nitrogen over supply and eutrophication of land and water, biodiversity losses and increase of greenhouse gas emission. In the future the production will increase by 50% to fulfill the requirement of 9 billion people by 2050. We can see the change of customs of eating. We have to

solve the problem of negative environmental impact. What is the solution of this question? We have to look at other solutions such as holistic methods. The conclusion is that organic agriculture can only contribute to world's food supply if there will be some conditions realized. It is necessary a well designed food system in which reducing the number of animals and using feed and food wastage. In global level reducing animal product consumption in human diet is a strategy for more sustainable food systems to help the strengthen of natural resource use, human health and environment protection. livestock product quantities and food wastage. But changes in the side of consumption are important because these changes can help to reduce the important of the need for yield increases. It can help to provide an optimal food system. The main tasks are increasing yields, organic production and reducing watage and animal numbers and product consumption. And we need these to combine to reach these goals (Muller at al., 2017).

For the purpose to analyse the changes and results of organic farming we have to look at the statistics about organic agriculture and markets. 2015 figures are the most fresh data available in the world. According to these, 50.9 million hectares of organic farming were cultivated worldwide. This means 6.5 million hectares increase compared to 2014 and 20.7 million hectares compared to 2005 figures. Poorer countries and regions can involve territories to organic farming. Australia and Oceania has almost half of the world's organic rated areas, while Europe is one quarter and Latin America with 13%. There is a new cathegory. The size of the wilderness areas is 39.7 million hectares. This means that these areas may not be owned by the farmer, but are typically in the hands of a forestry, and the collection and collection of crops (eg. mushrooms, forest berries, raisins, etc.) sell or process. This activity is typically a way of earning income for the poorer countries and societies. For these people, having own land is impossible in many cases, but owners of large land or forest areas contribute to the exercise of this activity, they can offer herbs and forest crops.

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The crisis appeared in 2008 had a great impact onto the food consumption, especially the organic farming products, which was mostly negative (Csiszárík-Kocsir & Medve, 2014; Csiszárík-Kocsir, Fodor & Medve, 2014). But there is an increase from 2013, therefore the number of producers was 2.4 million in 2015. Producers typically come from Asia, Africa and South America. This also means that two continents, Africa and Asia have smaller plant typically, and South American producers do not have large farms in average, apart from livestock farming. This is the reason for growing. Not surprisingly, most organic farmers came from these continents. India (585,000), Ethiopia (203,000), Mexico (200,000) are counted as leaders. Compared to the previous year, there was a 7% increase in the number of growers, who are more than 160,000. It is typical that only a quarter of growth is territorial growth, but 89% of the producer increase is affected by the developing countries and their own markets. These producers can sell their products in an export market and the developed markets and their consumers can buy them (Willer & Lernoud, 2017).

In 2015, organic food and beverage sales amounted to \$ 81.6 billion in the world's global markets. North America and Europe accounted for 90% of this. Production is scattered across the globe, while consumption is concentrated on two continents. The strongest market are in these continents. If we look at the country's turnover, we can see that the United States has a turnover of 35.8 billion euros, followed by Germany (8.6 billion euros) and France (5.5 billion euros). The European Union's turnover is below the US's total turnover, but it is still significant, as it accounts for 35.1% of the world's total organic turnover by EUR 27.1 billion. China is next with its 4.7 billion euros turnover. We have more than € 170 average personal consumption per year in Switzerland, Denmark, Luxembourg and Sweden. In these countries, the market share of organic products is well above the 7% in the world. 8.4% in Denmark and 7.7% in Switzerland, for example (Willer & Lernoud, 2017).

It can be seen that the markets of organic products are developing very dynamically, and we can see that this development seems to be unbroken. Both product range and demand are expanding from year to year. According to some visions, by 2030, 50% of the European land will be guided by the principles of health, environmental protection, care and integrity (Willer & Lernoud, 2017).

The markets of organic products in the developed parts of the world are constantly growing and developing in Europe. To what extent is variable. For example, retail sales grew twice in Sweden (45%) or France (10%); but in Belgium (3.8%) or in the UK (4%), growth was below the average in 2014. There is also a large spread among EU Member States as regards per capita consumption. Slovakia and Bulgaria have the worst ratios but Denmark and Luxembourg are leading (Meredith & Willer, 2016).

Table 1. Organic production and market according to country groups

Country group	Retail turnover (billion euro)	consumption per person (euro)	The number of producers	Area (million ha)	% of whole area
EU-28	24	47,4	257 525	10,3	5,70%
Europe	26,2	35,5	339 824	11,6	2,40%
World	62,6	8,3	2 260 361	43,7	1%
EU-15	23,5	58	194 979	7,8	6,10%
EU-13	0,5	4	62 546	2,4	4,70%
CPC	0,005	0,1	73 375	0,5	1,50%
EFTA	2,1	154	8 500	0,2	4,40%
Other european countries	0,1	1	424	0,7	0,20%

Source: Meredit & Willer, 2016.

If we would like to analyse the consumption of organic food, we have to consider different factors which can explain the causes of the consumption. First, we have to analyse the question of the trust of consumers. According to organic food's rules there are a lot of standards, regulations kept by producers and retailers. There are some feedback and control to the keeping the rules but in many cases only administrative rules have been kept. Because the food sample control is very expensive. Therefore administration control used by controllers. It is much more cheaper way but easier to delude. In Hungary we could hear some legends about it. So I suppose the trust is essential question of organic food consumption. There were some scandals and illness in the short past years which destroyed the trust in food safety. But at the same time, It drawned attention to the importance of food security. Therefore some alternative food system which can fulfill the requirement of food safety, increased in turnover and quantity.

In general lot of consumers are skeptical towards organic food. They do not have possibility to control the compliance of regulations for example the using of chemicals, artificial fertilisers. Organic means a special quaility threfore the trust in the product and producer is essential to buy the product (Daugbjerg et al., 2014). Trust in social relationships is a psychological phenomenon (cognitive, behavioral, and emotional) that is the subject of the individual, whose belief is that the other will manifest itself (behave, feel, think) against us as we expect him or her to do. So the trust is an attitude, expectation in the other direction, with respect to the other's behavior (Budavári-Takács, 2011).

Channels in different countries differ from country to country. France, Italy and Germany have achieved strong market growth in recent years. Typically, specialized retailers perform a larger sales slice. Expertise and the size of sales space play an important role in sales. Almost half of retailers engaged in the trade in mass products increased the turnover and supply of natural products. The most successful merchants have developed

their own labeling product line to designate and differentiate their natural products (Richman, 1999).

Material and methodology

The literature reserach consisted of domestic and international literature of recent years, and there was also own research. In addition to a questionnaire survey by consumers, deep interviews with producers were also given. Based on these lessons learned, analyzing the changes in recent years to find the underlying causes.

A survey was made with 102 students about organic habits and willingness. They are daily students of University of Óbuda. There are 20 questions. Some questions about demography, some about purchasing, motivation, habits and about marketings. My hypotheses are the following:

H1. A major obstacle to the procurement of domestic organic products is the scarcity, time and distance of purchasing opportunities, especially in rural areas.

H2 Another important cause of low consumption is mistrust and related ignorance. Awareness could improve the consumption of this product range.

Results

In some countries the food safety is low therefore the asio of organic food is higher than in normal case. But more consumers do no know what organic labeling and rules means, so what are the characteristics of organic food. Xie found that consumers knew very little about the organic food in the aspect of knowledge of concept, law and brand (Xie & Cao, 2013). More writers (Ellen et al., 2011; Haghjou et al., 2013) studied that the consumers are willing to pay more for organic food but not more than 30-40%. The attitude of consumers can be affacted by the place of the purchase, the education, age, religion of consumers, the quality of organic food and their emitional factors (Lockie et al., 2004). According to Wang and Liu (2014) some factors can affact about the consumer behaviour. 1. Demographic characteristics, recognition of organic food (it could improve their willingness to buy this kind of food.), value driving factors (the awareness of food safety, health, environmental protection, animal protection), related factors about the theory of planned behaviour (the attitude about purchase, subjective norms, perceived behaviour control), factors of consuming motivation. The last one includes for example health motivation, mood, convenience, sensory appeal motivation, natural contents, price, weight controlling, familiar, political value and religion motivation. There are the most typical factors which can affect to the consumer behaviour of organic food (Wang & Liu, 2014).

By repeating a 2006 research, I compared what happened and what has happened in the past 11 years. In addition to the demographic data, the questionnaires examined household income and the typical consumer and consumption habits. The questionnaire asked about the qualification of organic products, such as their beneficial and disadvantageous properties. She has been researching what kind of foods typically are placed in the basket of consumers and what are the main purchasing locations. He also looked at the motivations of consumption, and sought out the possible even more acceptable surcharges.

According to Hofer, the consumption of organic products also plays an important role in the health and environmental aspects of economic competitiveness (Hofer, 2009).

The survey consisted of a questionnaire of 20 questions, both on the one hand and on the other by selected consumers. Over time, this number will increase and reach the hundreds of magnitude. The survey is true that it can not be considered representative at this time, but its results are similar to those of Hofer's research conducted 11 years ago.

The respondents are typically university students with average 23 years old living with parents without having children. 23.5% is working somewhere and studying at the university. The income of the household has 125 thousand HUF deviation which means medium value because the average is 326,5 thousand HUF. A household pay 16.5 % of income for food which means the Hungarian average. Its deviation is high with 43,8 thousand HUF.

Conclusion

The most important are the price and the foreign origin for the young consumers. The less important thing is reliability. As I mentioned most people do not know exactly what organic farming mean. Young students think the advantage of organic is lack of chemicals and good quality. The main problem of organic products was the higher consumer price of the respondents. He followed the question of reliability and non-domestic affiliation. Among its benefits, it is clear that its chemical non-chemical properties and its environmental impact are considered. So the positive effect on health has come out in this case. Reliability and quality are also important for consumers. So, an important aspect of the consumption of organic products is how far the producer and the goods are trusted. So there is not enough certification here, credibility and confidence in the qualification process and in the qualifiers are important for the consumer.

The health factor of domestic organic-products is the great importance, but the consumer price of the product range is one of the biggest obstacles to widespread use of these products. The role of mistrust is significant. The surveyed consumers are skeptical as to whether the product is truly organic or not reliable. This fits in with the fact that consumers do not have reliable and thorough knowledge of organic production, its rules and procedures.

Developing awareness should definitely be given more emphasis if we want to exploit the market potential of this segment in our country. Indeed, over the past decade, consumption of organic food has not increased in terms of quantity and turnover in HUF, in proportion to domestic food consumption. This was also confirmed by the questionnaire results. Another major obstacle to the procurement of domestic organic-products is the scarcity, time and distance of purchasing opportunities, especially in rural areas. This is true in the region, the capital is becoming less and less. Hyper- and Supermarkets are becoming increasingly popular in these products.

H1, H2 became true because in the last 10 years, consumption of organic food in the domestic food consumption has not increased significantly in quantity or turnover. The reason for this was a crisis in 2008-2009. and the mistrust of consumers, and higher price of these products and the lack of distribution channels. Last one is develop the trust and decrease the price and awareness the important of health in youngers' mind.

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