



## **SURVEY OF THAI NGUYEN CONSUMER NEEDS FOR ORGANIC AGRICULTURAL PRODUCTS**

Dr. Pham Thi Ngoc Van<sup>1</sup>, Dr Ta Thi Thanh Huyen<sup>2</sup>

University of Economics and Business Administration – Thai Nguyen University

Email: phamngocvan.kt@gmail.com

### **Abstract**

The study aims to identify shopping habits and behaviors of Thai Nguyen consumers as well as their interests and concerns about quality, price, distribution forms, and packaging designs. Identify Thai Nguyen consumers' understanding of organic agricultural products and their perceptions of the benefits of organic agricultural products. Understanding consumers' attitudes towards expanding consumption of these products in Thai Nguyen market and from which businesses and farmers, growing organic agricultural products have a response to behavior. Consumers, build strategies for themselves effectively and successfully.

**Keywords:** demand, consumption, agriculture, organic



## 1. Introduction

Currently, Vietnam has nearly 1,000 traditional market systems of type 1, more than 300 supermarkets, 1,096 chains, 1,426 products and 3,174 points of sale of controlled products according to safe and organic food agricultural product chains. If we do not choose smart consumption, it will not form a smart business culture. Smart consumers are the smart market, which will determine the smart producers. The market is a dictatorial order of production, which is throughout the supply chain, along with the strong entry of clean, organic product chains.

The system of retailing of clean agricultural products and organic agricultural products is still limited, if only concentrated in the downtown areas, many consumers still do not have access to this product despite high demand. The lives of the people are higher and higher, they tend to consume organic clean products and it is also related to human health. Therefore, the results of the survey partly give a picture of production and business enterprises in clean and organic agriculture.

## 2. Research method

Selection of survey subjects: consumers survey objects in Thai Nguyen province.

Location: Select 3 cities and towns representing the area where consumers participate in safe food consumption areas (Thai Nguyen City, Song Cong City and Pho Yen Town).

Method of sample selection: each locality selects 200 consumers and selects the specific suppliers and distributors of agricultural products as follows:

Consumer	Content			Supplier and Distributor		
	Thai Nguyen	Song Cong	Pho Yen	Thai Nguyen	Song Cong	Pho Yen
Supermarket	40	50	40	4	1	1
Large market	50	50	60	3	1	1
Custom agricultural products store	60	30	30	7	2	1
Toad markets and temporary markets	50	70	70	7	4	2
Total	200	200	200	21	8	5

The method of analyzing and processing data using 5-level Likert scale to evaluate. Then, "distance value = (Maximum - Minnimum) / n = (5-1) / 5 = 0.8". The significance of the Likert scale is as follows:



Scale			Limit	Meaning level
Very interested	Very often goes	5	4,21 - 5,0	Very good
Interested	Regularly go	4	3,41 - 4,2	Good
No comments	No comments Occasionally go	3	2,61 - 3,4	Fair
Not interested	Less often goes	2	1,81 - 2,6	Medium
Completely indifferent	Never go	1	1,0 - 1,8	Weak

### 3. Research results

#### 3.1. What is organic agriculture?

Organic agriculture is a form of agriculture that avoids or eliminates the majority of the use of synthetic fertilizers, pesticides, plant growth regulators, and feed additives.

Farmers practice organic agriculture based on crop rotation, post-harvest residues, animal manure, and mechanized farming to maintain soil productivity to provide nutrients. nourish the plants, and control grass, insects and other pests.

The primary purpose of organic agriculture is to maximize the health and productivity of independent communities in terms of land, crops, livestock and people.

According to the International Organization of Organic Agriculture IFOAM: "The role of organic agriculture, whether in farming, processing, distribution or consumption, is to maintain the health of the ecosystem and the from the smallest living creatures of the earth to humans. ".

Why do consumers choose organic agricultural products? Because organic products do not contain pesticide waste and organic product growth promoters. Organic vegetables taste better, are more nutritious and last longer.

Organic fruits and vegetables contain more antioxidants that are more effective against cancer than conventional foods.

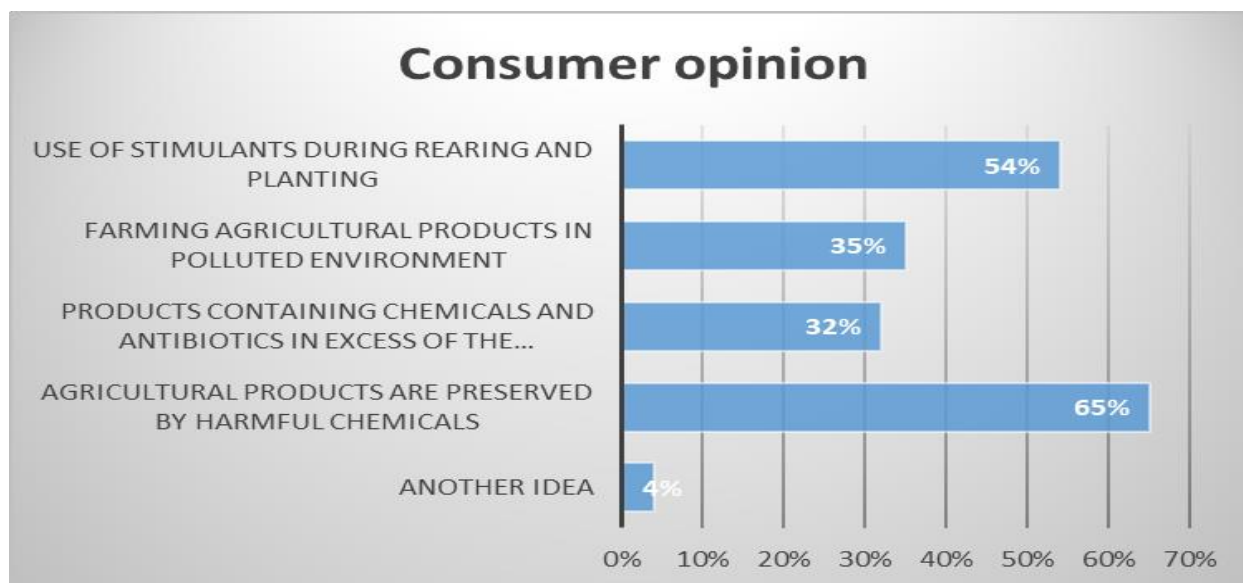
What is the difference between organic agricultural products and other safe, clean products? The most obvious difference between organic products and other safe and clean products is the production process: Production of organic products without pesticides and chemical fertilizers, food sources in animal husbandry is a natural food source. While safe and safe vegetable and agricultural production processes still use a certain amount of pesticides and chemical fertilizers, weight gain feed and stimulants in animal husbandry.

### ***3.2. The survey results of consumers on the demand of organic clean agriculture***

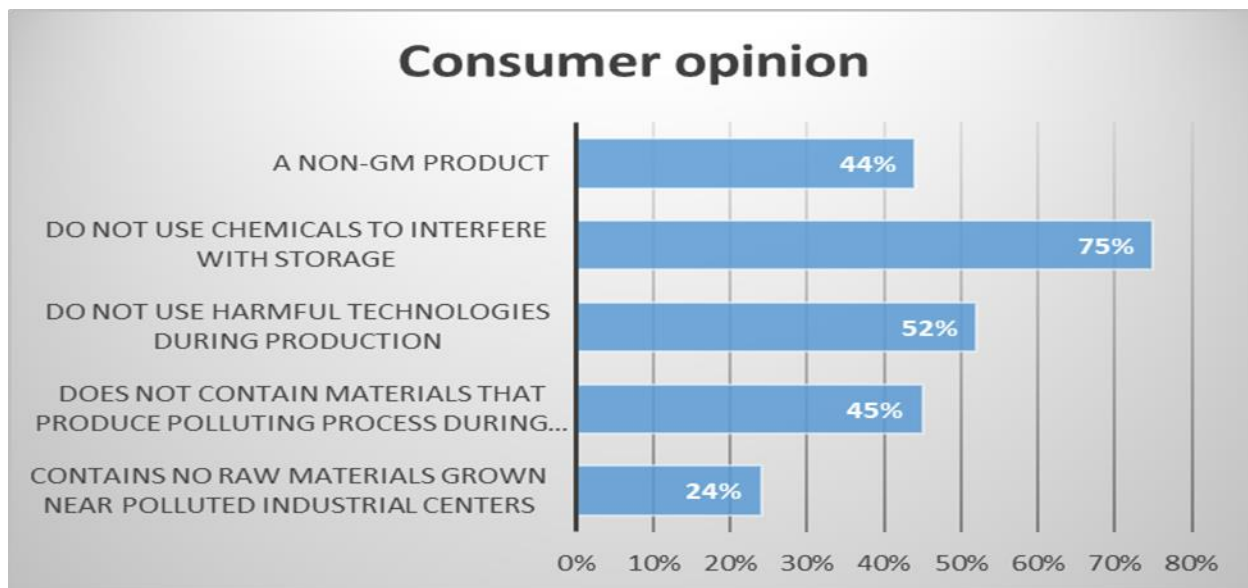
The consumer survey of demand for organic agricultural products produces the following findings:

#### ***3.2.1. Understanding of Thai Nguyen consumers about the quality and safety of organic agricultural products***

- What does Thai Nguyen consumers know about unsafe agricultural products mean? Through the results of the questionnaire survey, the majority of Thai Nguyen consumers believe that unsafe agricultural products are products that are preserved by toxic chemicals and stimulated by the use of acrid in the culture process. Some farmers believe that unsafe agricultural products contain impurities that exceed the regulations and are grown in polluted environments.



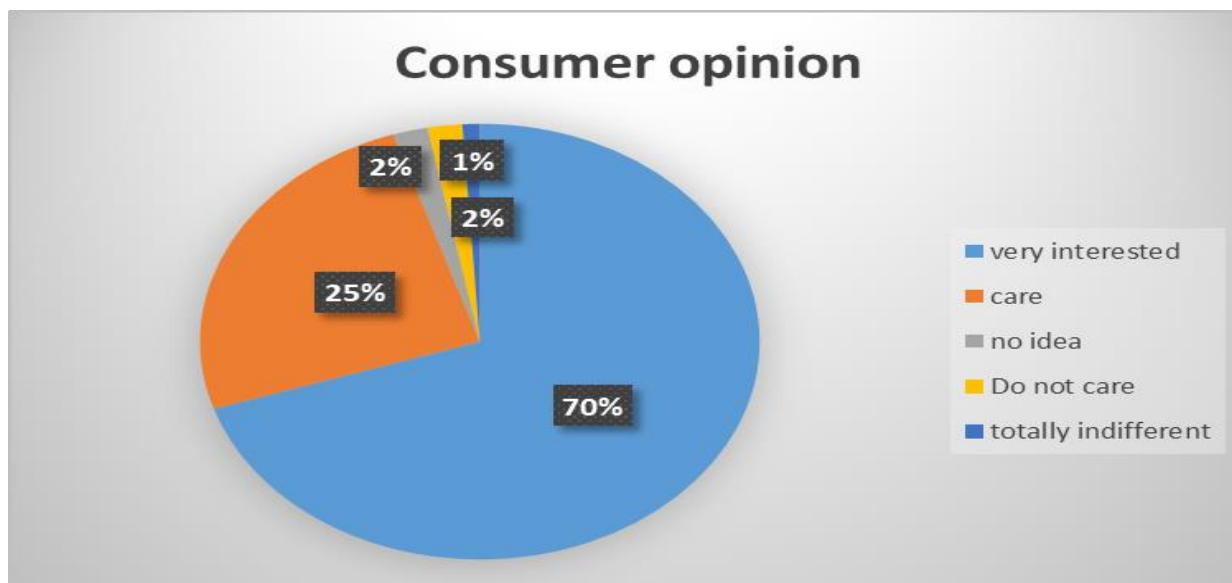
- What do Thai Nguyen consumers understand about organic agricultural products? Through the results of the questionnaire survey follows:



Most consumers believe that organic agricultural products do not use chemicals during storage and do not use toxic technologies in the farming process.

### 3.2.2. Consumer attitudes towards the quality and safety of organic agricultural products

Most consumers in Thai Nguyen market are mostly concerned about the safety of organic agricultural products



The table shows that most consumers are very interested in the quality and safety of organic SPNN for many reasons in which it is directly related to the health of consumers.

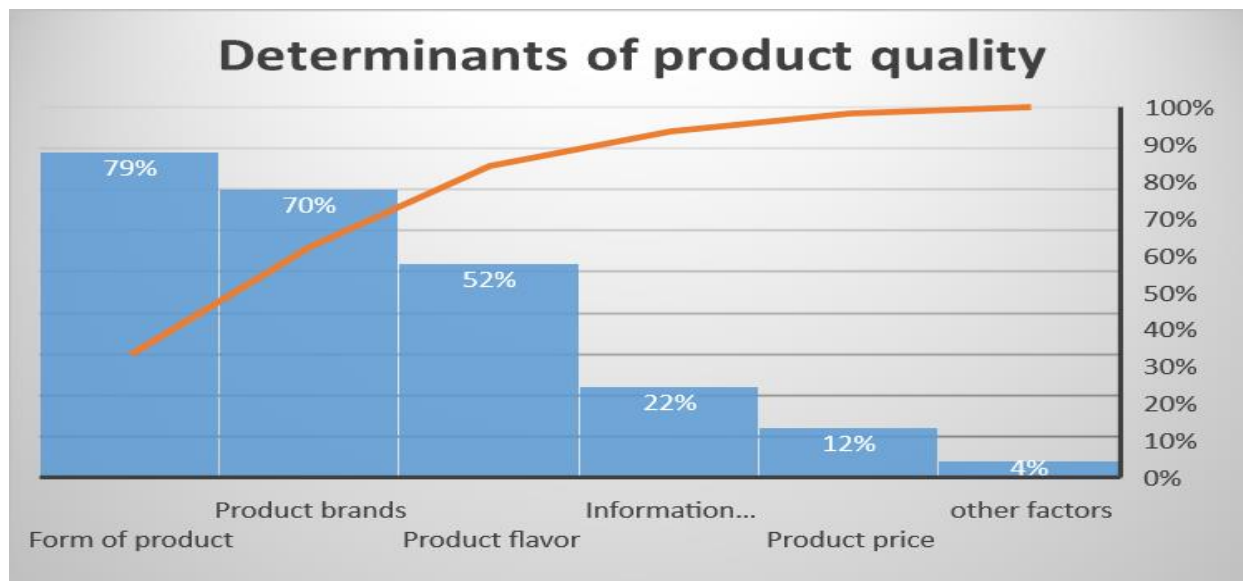
### The ability to pay is higher for organic agricultural products

Price	< 20%	20%-30%	30%-50%	50%-100%	>100%
Vegetable	17,2	23,1	25,2	31,1	3,4
Fruit	15,6	28,4	17,8	26,9	11,
Meat of cattle and poultry	13,1	21,5	26,4	28,8	10,2
Seafood	14,9	21,3	32,2	29,3	2,3
Cereals	14,5	28,9	30,2	15,2	11,2
Tea, coffee	17,3	36,7	23,5	16,2	6,3

Most consumers are willing to pay more when they consume organic agricultural products in which they are interested in seafood and fruit products and the willingness to pay may be larger than the price. Initial is 30-50%.

#### 3.2.3. Habits and behaviors of purchasing SPNN in Thai Nguyen consumers

The decisive factor to the quality of organic agricultural products of Thai Nguyen consumers.



The survey data shows that consumers assess the quality of products mainly through product forms and product brands, but in some developed countries, consumers base on some information. about the origin of the product.

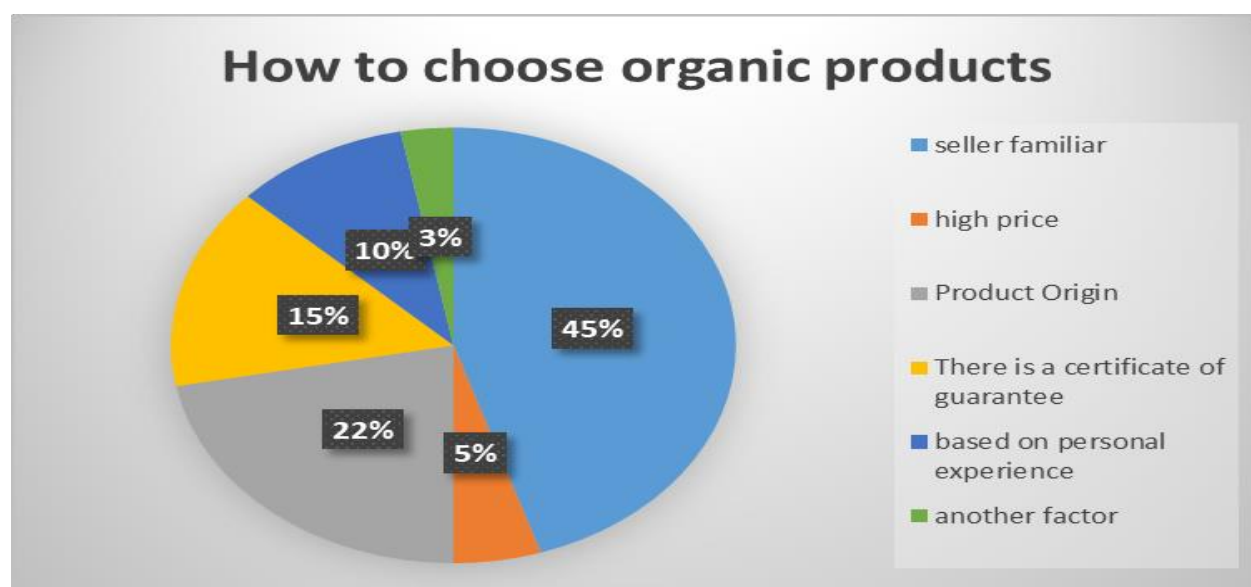
Some assess the quality of organic SPNN through its taste, very few rely on the reputation of the store (the seller) or their trust and acquaintance with the seller. goods to determine the quality of organic agricultural products.

A few very few think that price determines the quality of goods (the more expensive the price, the more guaranteed the quality is).

Criteria for selecting organic agricultural products of Thai Nguyen consumers through the following survey data:

	Price	Freshness	Nutritious	Food safety	Information about the origin of the product	Product brands
Vegetable	2,6	4,6	2,6	3,2	2,6	2,5
Fruit	2,7	4,6	2,8	4,1	2,6	3,1
Meat of cattle and poultry	2,8	4,8	3,2	4,3	2,8	3,6
Seafood	2,9	4,8	3,2	4,3	2,6	2,6
Cereals	3,1	2,6	2,9	3,1	2,1	4,2
Tea, coffee	2,6	2,8	2,8	3,1	2,1	4,3

How to choose organic agricultural products of Thai Nguyen consumers



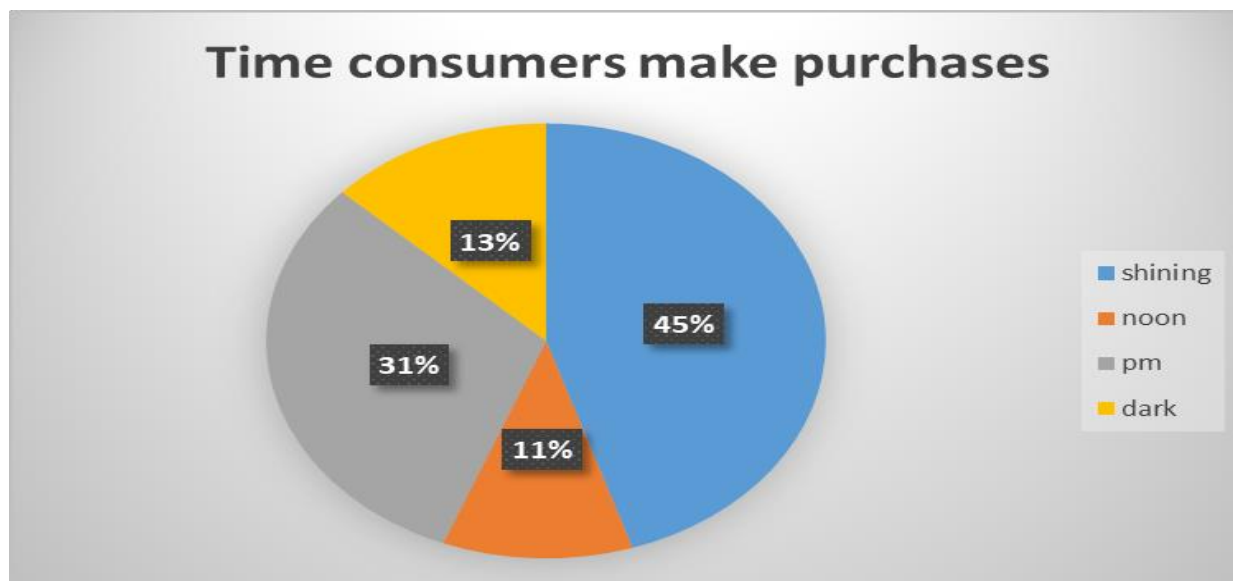
In fact, and through survey data, it is clear that consumers who buy organic agricultural products primarily through distribution channels are acquaintances and that they trust this supply group and that they also consider the source. of the product.



### Where to buy organic products of Thai Nguyen consumers

Mức độ	Never go to this type market way	Less often go to this type of market	Sometimes going to the market like this	This type of market often	Very often go to this type of market
Supermarket	5	12	45	15	22
Large market	0	12	80	27	31
Custom agricultural products store	7	5	29	38	2
Toad markets and temporary markets	0	7	12	147	75
Another type of market	0	4	20	5	7
Total	12	40	186	232	137

### Time at the market to buy organic agricultural products of Thai Nguyen consumers



Types of products that consumers regularly in each market vary:

Unit of love: %





Products	Supermarket	Large market	Custom agricultural products store	Toad markets and temporary markets	Another type of market
Vegetable	9	12	23	56	0
Fruit	24	17	38	19	2
Meat of cattle and poultry	24	19	11	39	7
Seafood	14	27	8	49	2
Cereals, rice, peanuts	16	20	24	32	8
Tea, coffee	27	21	29	18	5
Eat processed foods	38	25	23	7	7
Houseware	48	7	12	10	23

#### 4. Conclusion

From the survey data, the survey shows that the majority of Thai Nguyen consumers are very interested in food security and they have a good understanding of what is organic, clean agricultural products.

To assess the quality as well as the conviction of clean, organic produce, the vast majority of consumers believe that they all rely on their own experiences and senses, but the overwhelming majority think it is necessary. pay extra for real, organic organic products as prescribed

From the above figures, it can be seen that Vietnamese people are increasingly concerned with the quality and safety of using food for families. While the current supply is not enough, this is an opportunity for businesses to develop and expand, especially in organic agriculture and high-tech agriculture.

#### List of references

1. Philip Kotler (1997), Basic Marketing, Statistical Publishing House.
2. Philip Kotler (1997), Marketing Management, Statistical Publishing House.
3. Philip Kotler (2000), Marketing principles, Statistical Publishing House.
4. Dao Duy Huan (2010), Strategic management in economic globalization, Statistical Publishing House. Ho Chi Minh City.
5. Nguyen The Dang (2012), Organic Agriculture, Agriculture Publishing House, Hanoi.