

ORGANIC AGRICULTURAL MANAGEMENT DEPARTMENT STUDENTS PERSPECTIVE ON ORGANIC PRODUCT CONSUMPTION HABITS

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Abstract

In this study, it was aimed to determine the consumption habits of the students in the Organic Agriculture Management Department of Osmaniye Korkut Ata University Kadirli School of Applied Sciences. For this reason, a 24-question survey was conducted with a total of 36 students in September 2019. Data obtained from the surveys were evaluated using frequency distributions and proportional distributions.

In the study, 91.7% of the students interviewed stated that they had knowledge about organic products, and 8.3% did not. Factors affecting the consumption preference of organic products were price, nutritional value, being safe, not harmful to health, and natural. In the study, factors affecting the price of organic products are the low cost of production (41.7%), low amount of production (33.3%), and difficulty of production (25.0%). The majority of the Organic Agriculture students who participated in the survey (38.9%) consume organic fresh fruits and vegetables, 36.1% of those who consume organic tomato paste and olive oil, 13.9% of those who consume organic spices, dry foods, and organic drinks, and a small amount have been observed to consume organic soaps and beauty products (11.1%). In the study, it was determined that the logo (58.3%), label (22.2%), packaging (19.5%) were looked at when buying organic products. Also, the expiration date of products, information on the packaging, promotion, and discounts and advertisements played an active role when consuming organic products. In the study, organic fresh vegetables and fruits (38.9%), organic tomato paste, and olive oil (36.1%) were among the leading groups in consuming organic products.

Key words: Organic, Product, Consumption, Survey

INTRODUCTION

Organic agriculture is one of the most up-to-date topics of our day; Intensive studies are being conducted on this subject. İnci et al. (2017) stated that 54.5% of consumers consume organic products, while 45.5% do not consume organic products. In a study, it was stated that information about organic foods was obtained from the internet with 41% (Aydoğdu et al., 2018). Merdan (2018), in his/her studies investigating the factors affecting organic product consumption,

reported that consumers pay attention to the fact that they are first hormone-free when purchasing organic products, and then good taste-flavor. Bozyiğit and Kılınç (2019), when asked about what do you pay attention to when buying healthy food, they stated that consumers pay attention to being organic with 24%, they pay attention to the producer and production process at 22%, and that it is important to be without additives with 18%. In this study, it was aimed to determine the organic product consumption habits of the students in Osmaniye Korkut Ata University Kadirli School of Applied Sciences, Organic Agriculture Management.

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The manuscript was received: 19.10.2020

Accepted for publication: 15.01.2021

MATERIAL AND METHOD

This study's main material was the students of Osmaniye Korkut Ata University Kadirli School of Applied Sciences, Organic Agriculture Management. For this reason, a 24-question survey was conducted with a total of 36 students in September 2019. The data were obtained using a questionnaire prepared for the study.

After reviewing the data acquired via surveys, data were analyzed by using a suitable statistical packet program.

RESULTS AND DISCUSSION

In the study, it was observed that 69.4% of the 36 students interviewed were male, and 30.6% were female.

When we divide it into age groups, the proportion of those in the 15-25 age range is 88.9%; It was determined that the rate of those between the ages of 26-35 was 8.3%. The monthly income of 36 students who participated in the survey was asked, 38.9% of them stated that their monthly income was 500-1000 TL; 5.6% is 1001-1500 TL; 55.5% stated that they have an income of 1501-2000 TL and 2000 TL and above (Table 1).

Table 1 Interviewed Consumer Profile

	Definition	Rate (%)
Gender	Male	69.4
	Female	30.6
Age	15-25	88.9
	26-35	8.3
	36-45	2.8
	>=46	0.0
Marital status	Married	2.8
	Single	97.2
Education status	High school	2.8
	University	97.2
Monthly income (TL)	500-1000	38.9
	1001-1500	5.6
	1501-2000	36.1
	>=2000	19.4
Job	Artisan	2.8
	Student	97.2
Number of members living in the family	<4	25.0
	4	13.9
	>4	61.1

"Who is the person shopping for food in the family?" question was asked, and they were asked to rank in order of importance. The father ranked first with 33.3%, while the mother ranked second with 30.6%; The rate of those who shopped together was found to be 33.3%, the shopping rate of children alone was found to be 2.8%. (Table 2).

Table 2 Food Shopper in the Family

	Rate (%)
Mother	30.6
Father	33.3
Child	2.8
All together	33.3
Total	100.0

91.7% of the students interviewed stated that they had information about organic products, and 8.3% stated that they did not. Information sources about organic products were asked to students. While the majority of the students (69.4%) say the internet, 16.7% of them stated that they have information about organic products thanks to their friend's advice (Figure 1).

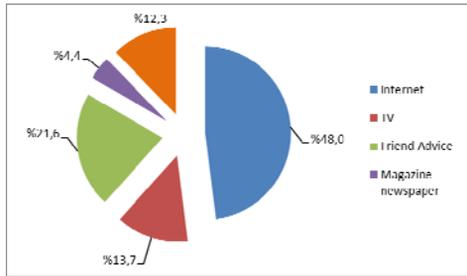


Fig. 1 Information Resources on Organic Products

91.7% of the interviewees stated that there is no promotion about organic products, and 8.3% of them promote promotion. 86.1% of the interviewees stated that organic products are found everywhere in their region, and 13.9% of them are not.

"What are the factors affecting the consumption of organic products?" The question was asked, and 22.2% said the price; 38.9% stated that they preferred these products because they are natural and ecological (Table 3). 91.7% of the respondents stated that organic products are expensive, and 8.3% are not (Figure 2).

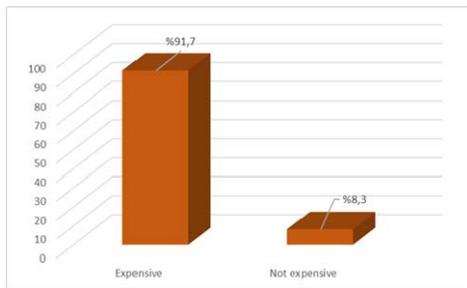


Fig. 2 Are Organic Products Expensive?

Table 3 Factors Affecting Organic Product Consumption Preferences

Factors	Rate (%)
Price	22.2
Nutritive value	8.3
Be safe	5.6
Not harmful to health	25.0
Natural and ecological	38.9
Total	100.0

The students participating in the questionnaire were also asked where to obtain organic products. The majority of the

participants stated that they bought the organic products from the villages (44.5%), while the rest bought organic products from shops and supermarkets (55.5%) (Figure 3).

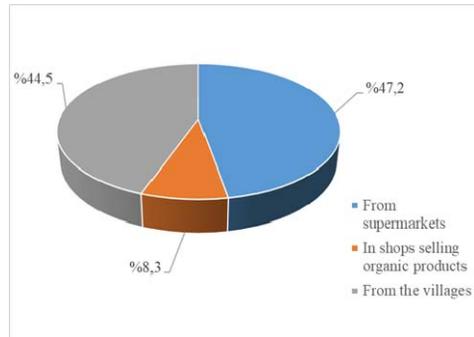


Fig. 3 Where to Supply Organic Products

In our study, it was observed that most of the factors (38.9%) affecting organic product sales points pay attention to cleanliness and hygiene. Apart from cleaning and hygiene, friend, friend advice, company reliability, price, and product variety are also factors affecting organic product sales. In the questionnaire, it was also asked what feature of the product is looked at while buying organic products. While most of the students look at the product's packaging and label (41.7%), some of them stated that they were looking at the product's logo (58.3%) (Figure 4).

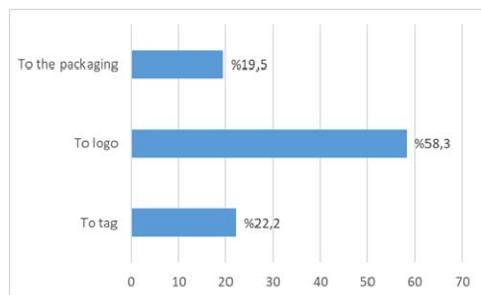


Fig. 4 Which Feature of the Product Is Considered While Buying Organic Products

The majority of the Organic Agriculture students who participated in the survey (38.9%) consume organic fresh fruits and vegetables, 36.1% of those who consume organic tomato paste and olive oil, 13.9% of those who consume organic spices, dry

foods, and organic drinks, and a small amount have been observed to consume organic soaps and beauty products (11.1%). When asked which season is the most organic product consumed, 58.3% of the students' summer; 27.8% said winter, 8.3% said spring, 5.6% said autumn (Figure 5).

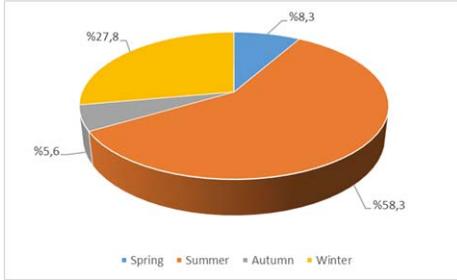


Fig. 5 In Which Season More Organic Products Are Consumed

CONCLUSION

As a result; in the present study, in which the opinions of students on organic product consumption habits were investigated, it was determined that the price of organic products is one of the factors affecting organic product consumption preferences; It was determined that the prices of organic products are expensive, they consume organic fresh vegetables and fruits more, and most of the organic products are bought online

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