

ORGANIC FOOD PRODUCT MARKET RESEARCH

Respected,

The survey is conducted in order to research the market of organic food products, ie consumer information and opinions about organic food products, as well as the degree of their consumption.

The research is voluntary and anonymous.

Please answer the questions honestly.

Thank you for your cooperation!

1. On a scale of 1 to 5, evaluate how much these factors generally influence your decision when buying food:

(1-none ; 2-very little; 3-moderately; 4-much; 5-very much)

1	Product quality	1	2	3	4	5
2	Origin of products (imported or domestic)	1	2	3	4	5
3	Attractive packaging	1	2	3	4	5
4	The product does not contain additives and harmful substances ("healthy food")	1	2	3	4	5
5	Clearly stated expiration date	1	2	3	4	5
6	Good price	1	2	3	4	5
7	Recommendation (friends, experts, nutritionists, doctors)	1	2	3	4	5
8	The product is advertised	1	2	3	4	5
9	Well-known producer	1	2	3	4	5
10	Clearly written composition on the packaging	1	2	3	4	5
11	Pleasant ambience in which the product is sold (specially arranged corner)	1	2	3	4	5
12	The product looks nice	1	2	3	4	5
13	Ecological (bio) product (does not endanger the environment)	1	2	3	4	5
14	Best value for money	1	2	3	4	5

2. On the scale from 1 to 5, indicate to what extent you agree with the following statements:

(1-strongly disagree; 2-disagree; 3-I do not know; 4-agree; 5-strongly agree)

1	I consume healthy food products; I care about what gets into my body	1	2	3	4	5
2	Imported food products are of better quality	1	2	3	4	5
3	I am careful about the energy value (calories) and fat which I consume	1	2	3	4	5
4	I prefer buying food products produced in Serbia	1	2	3	4	5

5	Packaging plays a significant role when I buy food	1	2	3	4	5
6	My diet consists mainly of fresh produce	1	2	3	4	5
7	I try to be informed about healthy lifestyles	1	2	3	4	5
8	I habitually consume fast food	1	2	3	4	5
9	Conservation of nature and living in accordance with nature are important to me	1	2	3	4	5

3. Do you agree or disagree with the following statements:

- Every organic product has an effect on weight loss.
a) I agree b) I disagree c) I don't know, I'm not sure
- An organic product is any product that can be purchased at a health food store.
a) I agree b) I disagree c) I don't know, I'm not sure
- An organic product must be certified as "organic".
a) I agree b) I disagree c) I don't know, I'm not sure
- An organic product is a product that is produced in the same way as any other product.
a) I agree b) I disagree c) I don't know, I'm not sure

4. Can you list some of the organic food products you know on the domestic market?

1. _____
2. _____
3. _____
4. _____

5. How often do you use organic products in your diet?

1. Never
2. A couple of times a year
3. Once or twice a month
4. Once a week
5. Almost every day

6. I would use organic products more often:

It is possible to select (rank) 4 answers. Enter the numbers from 1 to 4 in the blank fields, where 1 refers to the most common reason.

- ___ that they are cheaper
- ___ if I earn more
- ___ if they were more available in the market
- ___ if there was a larger range of products

- ☐ if they were better looking and tastier
- ☐ if products and labels are more recognizable
- ☐ if I had more confidence in the production and origin of the products
- ☐ if more products are from my local environment
- ☐ if there was more information on the impact of organic products on the protection of the environment in which I live
- ☐ if there was better marketing activity
- ☐ if there were smaller product packaging

7. Where do you most often buy organic food products or would you buy them?

It is possible to circle a maximum of 2 answers

- 1. in specialty stores
- 2. in stores
- 3. on the markets
- 4. directly from the producer (on the farm or home delivery)
- 5. over the Internet
- 6. other _____
- 7. I do not buy and (or) do not plan to buy organic food products

8. In which of the following categories do you buy organic products or would you buy them?

It is possible to circle multiple answers

- 1. fresh fruit
- 2. fresh vegetables
- 3. milk and dairy products
- 4. meat and meat products
- 5. eggs
- 6. juices
- 7. jams and marmalades
- 8. oil, flour, vinegar
- 9. cereals
- 10. medicinal and spice herbs
- 11. frozen fruits and vegetables
- 12. canned fruits and vegetables
- 13. baby food
- 14. in none of the above categories
- 15. I don't buy organic food products

9. What are the main reasons why you buy organic food or would you buy it?

It is possible to circle 3 answers. If you don't buy them or wouldn't buy them at all, move on to the next question.

1. They generally have a positive effect on health (my / my family's).
2. Because of the diet
3. Due to illness and the need for such (healthy) food
4. There are no pesticide residues or very few
5. They do not have a negative impact on natural resources and the environment
6. They are fresher than other products
7. They are tastier
8. I want to try something new
9. Organic products are in trend
10. Something else: _____

10. List the main reasons why you do not buy organic food products:

It is possible to circle multiple answers

1. I do not believe that such a food product is really "organic"
2. I don't know enough about organic products
3. They are difficult to obtain
4. I do not recognize the logo that means organic product
5. They are expensive
6. I am not used to such products (their taste, appearance, etc.)
7. There is nothing in organic products that would justify a big difference in price
8. Other: _____

11. Please rate from 1 to 5 (1-worst, 5-best) to what extent are you satisfied with the offer of organic food products on our market?



12. On a scale of 1 to 5, express satisfaction with the characteristics of organic products:

(1-not at all satisfied; 2-mostly not satisfied; 3-don't know; 4-mostly satisfied; 5-completely satisfied)

1	Expiration date	1	2	3	4	5
2	Appearance	1	2	3	4	5
3	Taste	1	2	3	4	5
4	Price	1	2	3	4	5
5	Quality	1	2	3	4	5
6	Health security	1	2	3	4	5
7	So far I have not tried organic products					

13. How do you recognize whether a product is organic or not?

It is possible to circle multiple answers

1. mark
2. logo of the certification body
3. are prominent on the shelves
4. seek help from sales staff
5. other, state what _____

14. Where have you heard the most about organic products?

1. Print media (newspapers, magazines ...)
2. radio
3. TV
4. internet
5. promo leaflets
6. through a friend
7. other, state what _____

15. Please rate on a scale of 1 to 5 to what extent do you agree with the following statement:

I believe that food products marked with the logo for organic products in Serbia are really produced in the system of organic production



16. You would buy organic food products if they were more expensive than conventional:

1. up to 10%
2. 11-20%
3. 21-30%
4. 31-50%
5. 51-100%
6. I am not ready to buy organic food products
7. I already buy organic food products regardless of their price
8. I don't know, I don't have an attitude about it.

17. Do you intend to buy organic food products for the needs of your household in the future?

1. Yes, I am already doing that and I will continue to do so
2. Yes, I intend to
3. I'm not sure
4. No, I do not intend to buy them
5. I don't know

18. How do you think the consumption of organic food products in Serbia could be improved?

It is possible to circle three answers

1. By reducing the price of organic food products
2. Better general marketing and promotion
3. Greater emphasis on their health benefits
4. Greater emphasis on their benefits in terms of positive impact on the environment / natural resources
5. By raising trust in the production and certification system (in the sense that organic is truly organic)
6. Better supply on the market (quantity and range of organic food products)
7. By raising the standard of living
8. Something else,
what _____
_____?

Socio-demographic data:

1. Gender:

1. Male
2. Female

2. Age: _____

3. Marital status:

1. Unmarried
2. Married
3. Divorced
4. Widow / widower

4. Children (number): _____

5. Number of household members: _____

6. Education:

1. Elementary school
2. High school
3. High school
4. Faculty
5. Master's / PhD

7. What do you do (occupation): _____

8. Employment status:

1. Student
2. Unemployed
3. Employee
4. Retired

9. Please indicate the total monthly income of your household (Eur) on the following scale:

1. Up to EUR 300
2. EUR 300 - 599
3. 600 - 899 EUR
4. 900 - 1,199 EUR

5. 1200 - 1.499 EUR
6. 1500 - 1,799 EUR
7. 1800 - 2.100 EUR
8. More than 2100 EUR