

Opinions, knowledge and attitudes of Generation Z consumers towards organic food in Poland: student case study



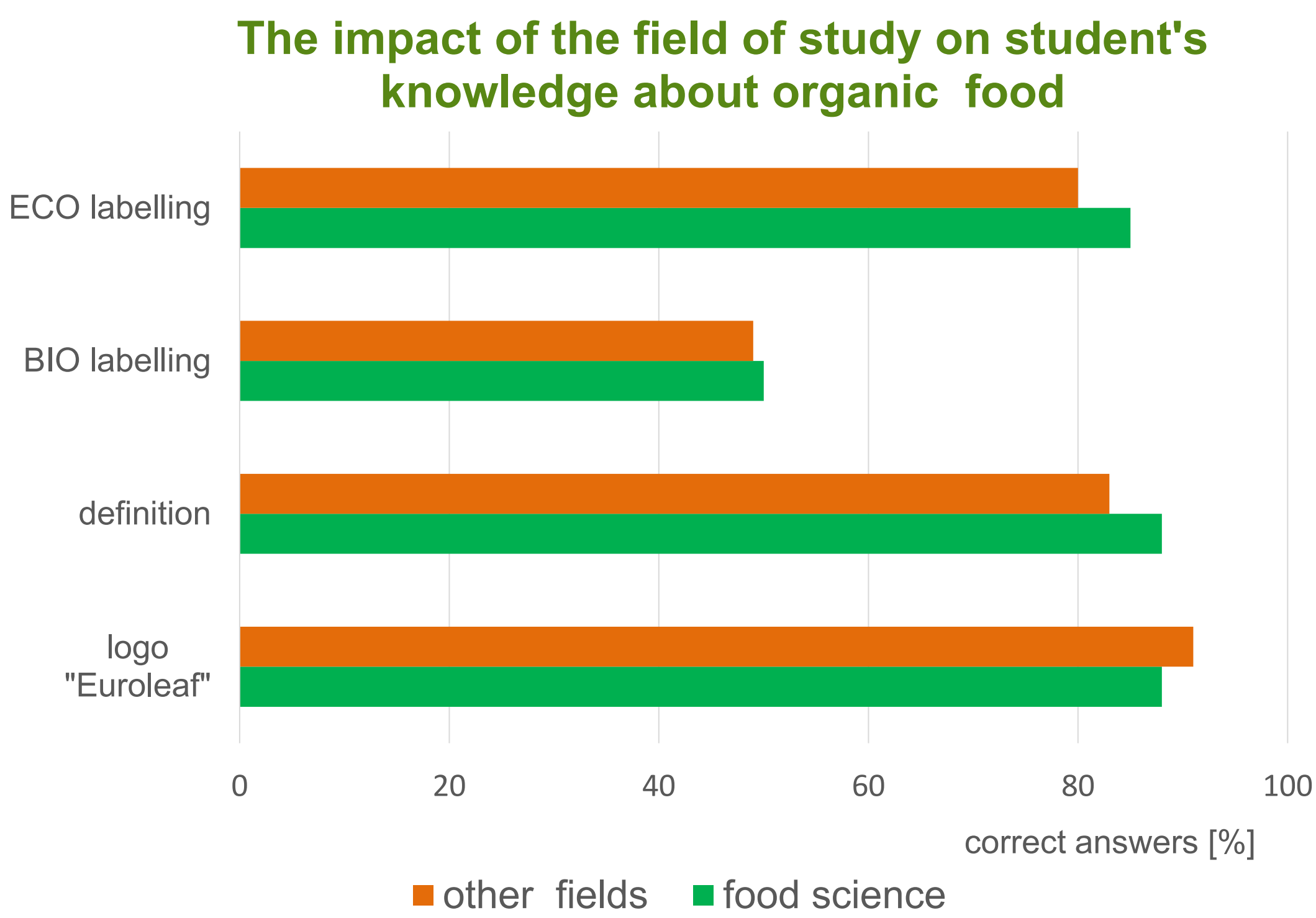
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Generation Z represents a growing group of consumers who are likely to significantly influence markets and consumption trends in the coming years. The aim of the study was to assess the knowledge and opinions this group of respondents regarding organic food. A CAWI survey method was used with a proprietary questionnaire. The research group consisted of 218 university students in Warsaw (Poland), 73% of the respondents were women. The surveyed students were divided into two groups: students of food science-related fields (54%) and students of other fields (46%). Nearly 86% of respondents were first- and second-year students.

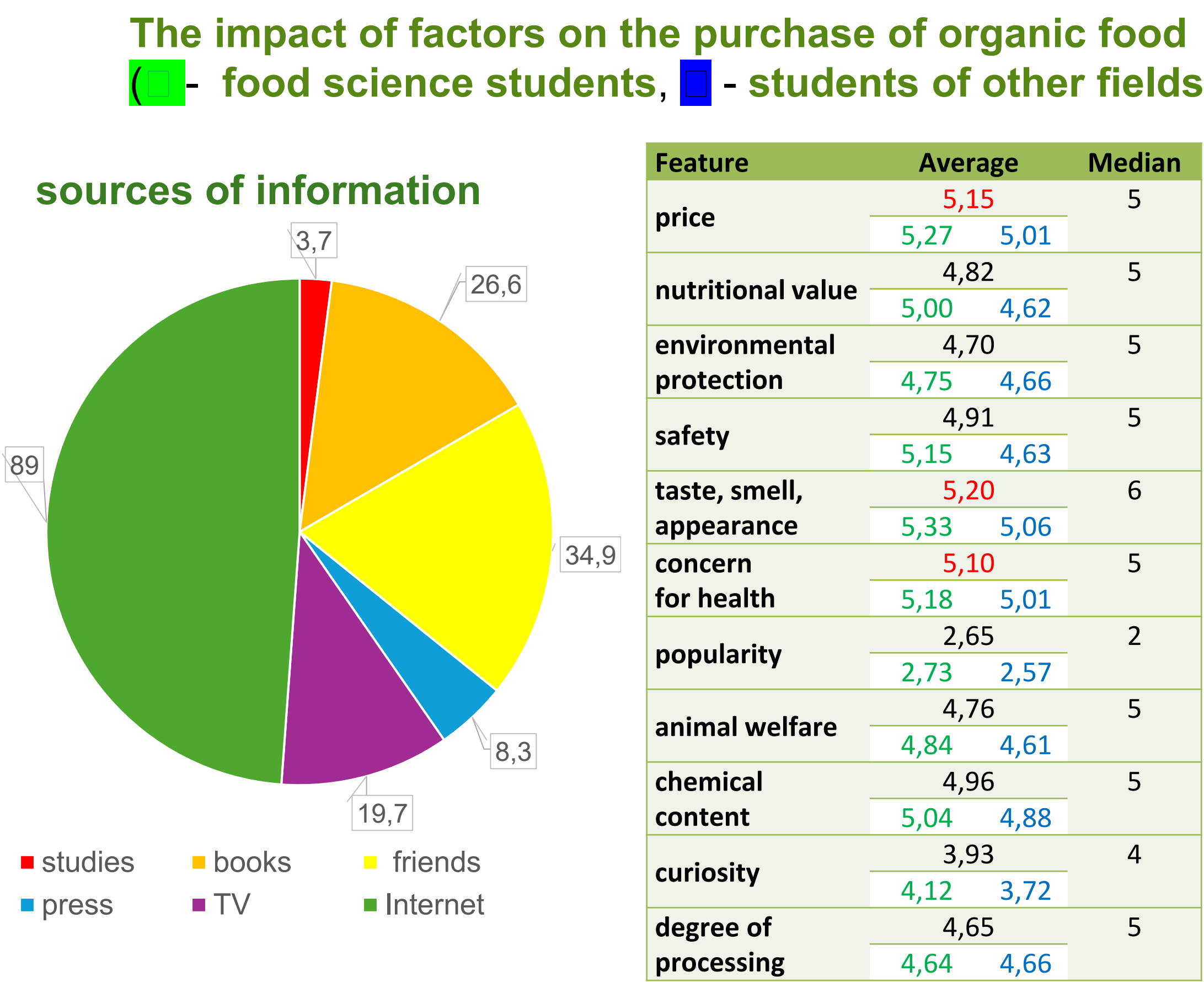
RESULTS & DISCUSSION

KNOWLEDGE

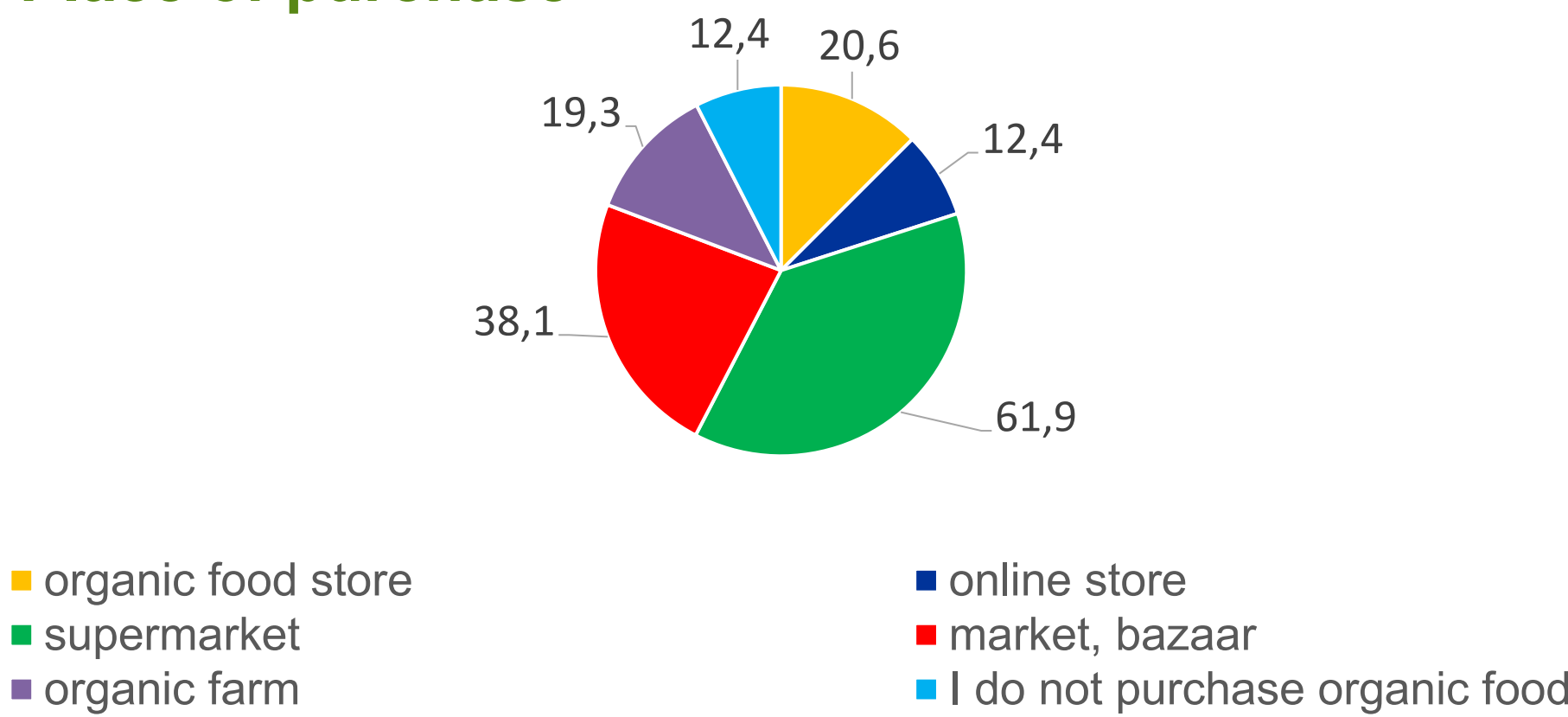


Barriers to purchasing organic food	Number of responses [%]
The price is too high	52.3
I don't believe that farmers and producers actually follow the principles of organic production 100%.	16.5
I don't trust the organizations that certify producers.	7.3
I don't see a difference in the quality and taste of such food compared to conventional food.	19.3
I have limited access to organic food.	8.3
I don't understand why organic food is more expensive than conventional food.	10.1
I cannot distinguish organic food from conventional food.	8.7
I don't know where I can buy it.	3.7
I am not interested in organic food.	9.2

PURCHASING PREFERENCES



Place of purchase



CONCLUSION / FUTURE WORK

People studying majors related to food science are more knowledgeable about organic food than those studying non-food fields, but the differences are not significant. The respondents are familiar with the labeling of organic food, but their awareness of certification should be increased. The key factors influencing the choice of organic food are taste, smell, appearance and health considerations. The primary barrier to purchasing organic food is its high price. It seems reasonable to undertake actions aimed at raising students' knowledge regarding organic food production. Additionally, marketing efforts should focus on clearly highlighting the distinguishing features of organic products compared to conventional ones, which would mitigate the perception of their high price.