Research Problem
Demand of organic vegetables is going up in the urban areas of Nepal. However, the questions to be addressed before making production and marketing decision are how consumers react with such newly introduced vegetables and what factors of the commodity make consumption appealing to consumers?

Objectives
• To find the attitude of the urbanites towards organic vegetables and factors affecting willingness to buy.
• To evaluate preferential difference of consumers to tomato attributes.

Research Methodology
• Purposive selection of 100 consumers, 50 each from organic and non-organic markets
• Standard questionnaire based on conjoint analysis (CA) for data collection
• Willingness to buy was dealt with logistic regression
• CA for preferential modeling
• Attributes of the tomatoes evaluated (2*2*3):
  - Types (organic and inorganic)
  - Quality (good and poor)
  - Price (40, 60 and 80 NRs/kg)
• An orthogonal design was generated with eight profiles using SPSS Conjoint 16.0

Results
• In general, consumers are willing to buy organic vegetables. Once certification is done, more consumers would be willing to buy them.
• Family income, family size, knowledge of health risk of inorganic vegetable consumption and education significantly affect willingness to buy organic vegetables.
• Price is the decisive factor followed by quality in the aggregate model while tomato type is a decisive factor followed by price at the specialized market.
• Relative important given to tomato types increases with increasing education.
• The most preferred combination of tomato would be organic with high quality and low price (NRs 40/kg).

Conclusions
• The positive utility to organic tomatoes shows better prospects of organic vegetables.
• Consumer positive attitude and willingness to organic vegetables also proves the same.
• The study highlights the need for niche organic markets and certification.
• There is a need to resort in depth study covering other vegetables and larger sample.

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