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## Consumers' Perception of Organic Foods

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### Key words

Marketing, Consumer Purchase Decision, Organic Foods

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### Abstract

*Consumers' demand for organic foods grows rapidly (Zepeda & Deal, 2009). Many publications have revealed that consumers' trust in the organic food certification. Labelling is one of major factors that influence consumers' willingness to buy organic products. Once they trust on a particular brand, they will blindly place their faith on the products (Bellows & Onyango, 2008). Sangkumchaliang and Huang (2012) confirmed similar results in their research. Various publications have demonstrated that the price of organic food is playing a major role in organic food purchases. Meanwhile, price seems to be the main barrier to purchase organic food (Padel & Foster, 2005; Hughner et al., 2007; Zanolli & Naspetti, 2002).*

*The aim of this research is to study consumers' perception and associated consumption patterns of organic foods. It also explores consumers' intention for future organic food consumption. It is important for marketers to develop a sustainable strategy to meet the consumers' demand for organic foods. The reasons why consumers buy organic foods will be discussed in this study. Data from a survey project will be presented. Product positioning, consumer decision making, and related ethical issues are discussed in this study as well. Several key observations should be noted in the study. The respondents observe that organic food is healthier than conventional food. Another significant finding is that most consumers deem that organic foods have higher nutritional value, higher safety standards, and are more environmental friendly. Most respondents purchase organic foods because of health, quality, safety, value, trust, and environmental consciousness. Moreover, they believe eating organic food can help them keep healthy and maintain their moral standards. Another important finding here is that some of the respondents are restrained from buying more organic food because of the price. Ethical consumers normally translate their concerns or attitudes toward society and environment into actual purchase and consumption behavior (De Pelsmacker, Driesen, & Rayp, 2005). Consumers who purchase organic food actually have put this into practice, as evidenced in this research. Many respondents of this research prefer to buy organic food products because of their ethical beliefs. Hence, marketers need to deliver positive information about their products through their corporate social responsibility to consumers.*

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