

Intention to buy organic products with additional sustainable attributes



Data of Your Paper

**Topic**

- Resilience
- Lifestyle
- Building
- Resources
- Tourism
- Energy

Title of the Paper[Intention to buy organic products with additional sustainable attributes](#)**Form of Presentation**

- Poster
- Presentation

Short Description (maximum 2500 characters)

Current debate on organic agriculture is dominated by the fact that organic becomes "conventionalized" in some extent, expressed e.g. by industrialization processes in production. In contrast some organic farmers implementing sustainable activities in their production methods that go beyond the EU regulation for organic agri-culture. All of these additional activities are summerised under the term "OrganicPlus" (OP). They are individually defined and are related to highest animal welfare, regional production, protection of biodiversity, preservation of cultural features, fair prices for farmer´s, protection of natural resources, added value and any social activity in the region. But little is known how consumers respond to these additional activities.

This study examines which, out of eight, OP attributes are preferred most by consumers and what factors influence the intention to buy OP products.

To understand consumers decision making process towards OP products an extended version of the theory of planned behavior of Ajzen (1991) was applied. Data from 196 participants from Austria (67% f, mean age=34 years) were collected with an online questionnaire in June 2011. Questions concerned intention to buy OP products, self reported buying behavior of OP products, attitudes and social norms towards eight OP attributes, self-efficacy towards sustainability, shopping frequency of organic products, willingness to pay for OP and socio demographics.

Participants have the highest intention to buy towards the attributes regional production (M = 4.94, SD = 1.04, range = 1 to 6), animal welfare (M = 4.84, SD = 1.08) and preservation of natural resources (M = 4.73, SD = 1.04) and show a high willingness to pay for those attributes. A regression analysis showed that 56% of the variance of the intention to buy OP products can be explained by attitudes towards OP, self-efficacy towards sustainability, social norms and the shopping frequency of organic products. Intentions to buy OP products depend on age, but not on education, household income or gender.

Since consumers show a high intention to buy and a high willingness to pay towards the attributes regional production, animal welfare and preservation of natural resources, communication of these activities can be a promising strategy to strengthen the market

position and differentiate one's products in the organic market. To examine how these activities should be communicated further research is necessary.

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