

عنوان مقاله:

Comparison of Men and Women's Viewpoints about Barriers and Strategies for Developing Organic Animal food Consumption in Kermanshah City

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خلاصه مقاله:

Background: Considering the important role of women along men in consuming a food product, the aim of the current study was studying women's and men's insight about barriers and solutions to increase the consumption of livestock-originated organic products in Kermanshah city. Methods: Using the Delphi method, ۱۳ barriers and ۱۵ solutions were extracted from answers given by animal husbandry specialists and were used for preparing the questionnaire. A total of ۳۹۵ men and women in Kermanshah answered the questions and data were analyzed by Friedman's test using SPSS ۱۵ software. Results: The least frequently used sources of information for men and women were television and the most frequent was written media (books, newspapers, magazines, and the Internet). In both groups, the most important challenge facing the development of organic animal food consumption was the high cost of these products and the least important challenge was their inappropriate form. But men's and women's views on ways to develop organic products consumption were not the same. For men, the most and least important factors in using organic livestock products were the creation of confidence in the organicity of these products and their internal and external marketing, respectively. On the other hand, women believed that price adjustment was the most important strategy and brand and logo development was the least important in promoting the consumption of such products. Conclusion: From the consumers' point of view, considering the economic, infrastructural and cultural indices can .eliminate the barriers of consumption of organic products

کلمات کلیدی:

Barriers, Solutions, Economic index, Infrastructural index, Cultural index

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