

عنوان مقاله:

Prioritizing the factors affecting the promotion of customers' attitude towards organic food products by employing the technique of fuzzy AHP

محل انتشار:

مجله آنالیز غیر خطی و کاربردها، دوره 14، شماره 11 (سال: 1402)

تعداد صفحات اصل مقاله: 15

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خلاصه مقاله:

Considering the environmental problems and the increase in diseases resulting from consuming conventional and processed food, using organic food products is a suitable solution to get rid of problems and environmental damage and to increase the social responsibility of consumers, and it is a new thinking approach to food, health and nature. Organic products are produced without using chemicals, pesticides, additives and flavors. Therefore, it is very important and necessary to promote the attitude of consumers regarding organic products, so by using more organic products, organic agriculture expands more, too. The purpose of the current study is to define a method for prioritizing the factors affecting the promotion of the attitude of organic food products customers, under uncertain circumstances. The factors of the study include ten main criteria, namely, increasing the consumption of organic products, creating easy access, the support of the government, gaining the trust of consumers, increasing the health level of society, decreasing the price of organic products, supporting the environment, competent inspection, supervision and control systems, high agricultural potential in Iran and increasing the awareness of consumers. In order to prioritize the factors affecting the promotion of the attitude of organic food products customers under uncertain circumstances, the model of the Fuzzy Analytical Hierarchy Process (Fuzzy AHP) has been suggested. Accordingly, by using the descriptive-survey research method, a sample population of 50 relevant experts was examined and the factors were prioritized according to their importance by employing the method of Fuzzy AHP.

کلمات کلیدی:

Attitude, Consumer, organic food products

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