

## عنوان مقاله:

Consumer s knowledge and willing to pay for organic products in Iran; a case from Tabriz

## محل انتشار:

دومین کنفرانس بین المللی و ششمین کنفرانس ملی کشاورزی ارگانیک و مرسوم (سال: 1398)

تعداد صفحات اصل مقاله: 7

## نویسنده:

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## خلاصه مقاله:

The market for organic products in Iran is at the beginning of its development. There is no sufficient knowledge about organic consumers in Iran. The objective of this paper is to gain knowledge about consumer attitudes toward organic products and consumer's knowledge about these products in Tabriz as one of the biggest cities of Iran. The data were collected through questionnaire by random sampling of 128 consumers in Tabriz. Results showed that most consumers got information about organic food products by listening from TV and radio programs (71.9%). About half of respondents (42.2%) trusted in published information about organic products benefits. Most of them (94%) believed that organic foods were safe. Organic food products were most frequently purchased. Other organic products including cosmetic, clothes, and detergent were bought very few. The majority of respondents (36%) bought these products from supermarkets. 22% and 23.4% of consumers provided organic products from direct shopping from .farmers and open farmers market, respectively

## کلمات کلیدی:

.Consumer's knowledge, Tabriz, organic products

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