**Determining Intention to the Consumption of Organic Products to Achieve Food Security by BASNEF Model**

**Abstract**

Food security is important in terms of the quantity and quality. Quantity food security is looking for the elimination of the apparent hungry, but quality food security is aiming to reduce the level of malnutrition among consumers. Taking some conventional products lead to reduction or lack of absorption of them through the digestive system. Therefore, consumers' behavior will help to increase food security by selecting the appropriate consumption options. Recognizing consumer behavior is important due to regulating the marketing of organic products and increasing the efficiency of the production process to consumption and ultimately lead to increased consumption of these products and organic farming development. The aims of the present study is to investigate the students' intention to consume organic products. To achieve this goal, the BASNEF model has been used as a research framework. Using Cochran formula and stratified sampling method with proportional allocation, 241 students from the college of Agriculture at University of Tabriz were selected as the statistical sample. The data-gathering tool was a researcher-made questionnaire based on the BASNEF model. To investigate the causal relationships between the variables, structural equation modeling using AMOS23 and SPSS23 software were applied. Findings revealed that the attitudes and enabling factors variables are able to explain 62% of the changes in the intention to use organic products. In addition, the subjective norms variable had no significant effects on predicting consumer intent. Therefore, from a policy perspective, programs to improve the attitudes of consumers and enabling factors that can increase the consumption of organic products are recommended.

**Keywords**: BASNEF Model, Consumption, Determining Intention**,** Faculty of Agriculture, Food Security, Organic Products