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“Global food security and food safety:
The role of universities”

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

HOSSEIN YADAVAR, SHAHRIR KHARRAZI

University of Tabriz, Agricultural Extension and Rural Development, Iran

Abstract

Food security is important in terms of the quantity and quality. Quantity food security is seeking the elimination of the apparent hungry, quality food security, however, aims to reduce the level of malnutrition among consumers. Taking some common 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 appropriate consumption patterns. Recognizing consumer behavior is important due to regulating marketing of organic products and increasing the efficiency of production to consumption processes and ultimately lead to increased consumption of these products and organic farming development. The aim 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 by optimisation, 241 college students from the college of Agriculture from University of Tabriz were selected as the 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 variables attitudes and enabling factors account for explaining 62% of the changes in the intention to use organic products. In addition, the subjective norms variable had no significant effects on predicting consumer intention. Therefore, from a policy making 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