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## Explain the Intention to Buy Organic Foods with Emphasis on the Consumer's Quality of Life in Tabriz, Iran

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### Abstract

Many studies have attempted to measure the relative importance of environmental concerns and economic situation on increasing consumption of organic products; however, there exist some concerns that the factors which motivate consumers to purchase organic foods are not fairly understood. The present study sought to examine the effects of the quality of life on the purchase intention of consumers in the city of Tabriz. A statistical sample of 224 individuals were chosen based on stratified random sampling and Cochran's formula. Data and information required, were gathered through field study and completing World Health Organisation Quality of Life questionnaire (WHOQOL-BREF) in 2017. In order to understand the consumer's preference for purchasing organic or conventional cucumbers, Selected Experimental method was used and to examine the relationships between variables, the structural equation modelling was applied. Results indicate that physical, mental and environmental health variables are able to explain 52 % of the variation in the behavioural intentions with regard to purchasing organic food. Also social relations variable had no significant effects on predicting the purchase intention of consumers. Consumer's preferences showed 77.2 % selected the organic cucumbers and 22.8 % selected the conventional cucumbers as their first choice. Based on the t-test results, in the individuals that have selected the organic cucumbers as their first choice, the total average of quality of life is much more than those who selected the conventional cucumbers. Therefore, designing intervention programs, especially in the health sector to improve the consumer's quality of life, through encouraging them to buy organic foods is recommended.

**Keywords:** Experimental Selection., organic, Purchase Intention, Quality of Life, Structural Equation Modelling