

THESIS

Abstract

Field of Study <i>Business and Administration</i>			
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Title of Thesis <i>Consumer behavior towards organic foods</i>			
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Client Organisation/Partners			
Abstract <p>This thesis studies consumer behavior towards organic products. The goal was to reveal consumers' attitudes towards these kinds of product and the common motivations and barriers in purchasing organic products.</p> <p>The theoretical part consists of consumer behavior theories by many authors. Broader information about organic agriculture is also presented in the thesis. Furthermore, the current situation of the organic food market in Europe in general and in France in particular was researched in the thesis. An online questionnaire was developed to serve the purpose of the study. The questionnaire consisted of 15 questions, and it was published using Webropol. In total, 31 people took part in the survey.</p> <p>To sum up, the factor that drives people to purchase organic food is the concern about their health; the biggest barrier preventing them is the price of those products. The study also shows that female and young people with high education background are the main customers of this market.</p>			
Keywords Consumer Behavior, Buying Behavior, Organic Agriculture in EU, Organic Agriculture in France			