

THE RELATIONSHIP BETWEEN CONSUMER'S ATTITUDES AND ACCEPTANCE OF ORGANIC PRODUCTS

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ABSTRACT

The increase level of the people awareness in this field has been caused of industrial owners thinks to meet of the consumer new demands, such as organic and naturalize of food. In this way a new wave that was at first very small, is increasing and this issue is in creating of the fundamental changes in the field of food production. In this way that every day to be added to the number of industrial units that are sought to verify of the relevant standards. This research is about of the relationship between consumers attitude and acceptance of organic products, so that 400 questionnaire among consumers organic products were distributed and gathered that the obtained data of Pierson correlation method with use of the spss software were analysed that will have the following results: In the first hypothesis was specified that there are the significant relationship between consumption of organic agriculture products and information and awareness factor. The second hypothesis result showed that there are the significant relationship between the organic products knowledge and its consumption. The third hypothesis results indicate that: there are the significant relationship between the places of organic agricultural products supply and their consumption. In fourth hypothesis showed that there are no the significant relationship between the age of consumers and organic agricultural products consumption and in continue the fifth hypothesis result indicate that there are no the significant relationship between consumers genders and organic agricultural products consumption and in the end, the obtained results of the sixth hypothesis test indicate that between consumers genders and organic agricultural products consumption. It is worth mentioning that the calculated Croanbach alpha for this research is 0.852 that indicates of its high stability.

KEY WORDS: Attitude- Consumption- Consumer behavior

Introduction

The increase level of the people awareness in this field has been caused of industrial owners thinks to meet of the consumer new demands, such as organic and naturalize of food. In this way a new wave that was at first very small, is increasing and this issue is in creating of the fundamental changes in the field of food production. In this way that every day to be added to the number of industrial units that are sought to verify of the relevant standards. In fact it can be said that this new wave still for Iran food industry is not involved and there is the standards that are considered yet for Iran food products which more includes of microbic pollution and chemical aspects of the products

in terms of naturalize and the remaining of food value of food products, it is hope that with socialist attitude, also to be realized the necessary reforms to achieve of such targets in Iran food industry. In fact the first step has been taken for turned into the food products to a healthy food and reliable among of products producers in Iran. At the next step, the practical methods must be developed in this field that using of the additives in products reaches to zero and production processes management was in such a way that the increasing of the society health to be considered as a principle and in this way the food products more reaches to natural patterns.

Moreover, this process to be in such a way that in parallel with the structure change, should be create by beneficiary authorities and also the industries owners with a suitable culture. In this way, the consumers also in return of healthy product supply, must be to show a good demand for finding of their chance. In this study, the marketers responsibility is the study of the consumers purchasing behavior and directing of it in line with knowledge and consumption of the organic products that this case was consistent with the principles of social marketing. The purpose of this research, is the investigation of the relationship between the consumers attitude and the acceptance of organic products in Tehran city, that according to performed studies in this case, a lot of commercial and academic attention has not been conducted on this issue, so that the necessity of this research to be expressed so well.

The Research Literature Review

Social marketing:

Although Cotler and Zaltman in 1960 decade had written the articles about using of marketing in social concepts (Hensel, Dubinsky, 1985), but they have implied to definition of social marketing for the first time in their famous article 1971 as follow:

The social marketing is designing, implementation and control of intended programs for the effectiveness on the acceptability of social ideas and involving of the product planning considerations, pricing, communication, distribution and marketing researches (Cotler and Zaltman, 1971). Then Richard Manaf (1985) argued that social marketing concept is beyond of a research, design and product distribution, innovation or create and implement a social strategy and can be involve of presenting a new product (Dewaterised salt), remodification of the product (Iodized salt), limiting the consumption of a product (Cigarette, abortion) and improving the structure changes of existing institutions (Hospitals performance). Thereafter Cotler in a article that with cooperation of Roberto (1989) wrote, its first definition had promote as follow as below: The social marketing is a tool for social change management, including of designing, implementation and control of programs, aimed at increasing the acceptability of a social idea or performance in a target group (Cotler and Roberto, 2002). One of the other definitions are often cited is definition of Andersen (1995) that social marketing is defined as: The application of commercial marketing technologies to the analysis, planning, implementation and evaluation of designed programs to the effectiveness on the audiences voluntary behavior aimed at improving of the personal and social welfare. Cotler & et al (2002) have defined the social marketing as using of the principles and techniques of marketing for the effectiveness on the target audiences to accept, reject, modify or abandon of a voluntarily behavior for achieving to individual, group or social benefit. The

definition of Donovan and Henley (2003) have defined the social marketing as follow as below: The application of marketing concept, commercial marketing techniques and other social change techniques for achieving to individual behavioral changes and social structural changes which is compatible with Declaration of Human Rights of United Nations. The last and most complete of definition of social marketing have been taken by Cotler and Lee: The social marketing is a process that the principles and techniques of principles are applied for creating, communicating and providing of value in order to the effectiveness on the target audiences behaviors that aimed at providing of society profit (public health, safety and environment).(Cotler & et al, 2008).

The prototype six concept of social marketing

Discription	Concept
The clear concentration on the behavior, based on the strong behaviorial analysis, the behaviorial special targets	Behavior Change
Based on the necessary researches to understand of experiences, values and the consumers needs or the target audience. The instruments in the target group are pre-test.	Consumers Researches
Using of division variables for the selection of the target group, The proportion of programs with the selected division	Division and targeting
Using of exchange analysis; understand that individual to get of proposed advantages what things should be to lose; Incentive, rewards, Disincentive	Exchange
Domestic competitive forces (Psychology factors, pleasure, desirability, riskability, addiction) and change foreign (other effective factors) for behavioral analysis; Using of the strategies for removing or to minimize of competition	Competition
Marketing mix (Product, distribution, prices, propaganda) and in case of necessity partnership and politic	Marketing Mix
Andreasen, 2002, Lucca and Sagsen, 2010	

Despite of this fact that the social marketing is not only is considered as a unique subject, but also focuses on the marketing principles, and two basic principles of marketing ,namely customer orientation and exchanges are the main axis. But on the whole, can be said that the commercial marketing is based on competition and individualism, while the social marketing is based on coordination and cooperation (Donovan, 2010). Social marketing has also another unique features that distinguishes it from commercial marketing. These characteristics are as follows:

The major benefits gaining: The social marketing issues are about individual behavior change, but its benefits are transferred to the family structure. Also these benefits are transferred to societies.

The time horizon of Benefits: The benefits in terms of the apparent times are different. For example, programs related to eliminate illiteracy in their communities indicate faster, while reducing of energy global consumption in longer time to reach resulting.

The relationship of benefits with behavior: The benefits of social marketing explicitly are in relation to the behavior and behavioral changes.

Sensitivity: The social marketing categories are different in terms of the sensitivity. For example, eating fresh food is good for you; in comparison with allowing of euthanasia is not a sensitivity issue.

Consensus: The amount of consensus and collective agreement and the expert in social marketing is high.

The amount of customization: The social marketing categories can also designed for the specific individuals needs, for example, sports programs or diet and can also be designed for mass groups, for example, campaign against racism (Peattie & Peattie, 2003).

The social marketing effectiveness levels framework

Measurement method	Results	Changes	Effectiveness Levels
Audience surveys	Personal awareness changes	Increase awareness about of topic	Awareness
Audience surveys, behavioral data	Behavior response to intervention	Attitude changes, thinking in behavioral change	Involvement
Audience surveys, behavioral data	Individual changes in terms of behavioral	Personal behavior change	Behavior
Media, tracing policy, observation	Norm changes in attitude and Individual behavior	Developing behavioral change, sustainability, political areas and (legislative)	Social Norm
Social reporting, environmental data and comprehensive	Variation in environment and society	Improvement of personal life quality and social	Well-being and Prosperity

Social Marketing Mix:

The marketing mix is the focus of marketing efforts. This mix is the representation of set of variables that the marketers could be used to control the effectiveness on the attitudes, knowledge and the target market behavior of them. Despite of criticism that were during four consecutive years

old, has also been used and have been transferred to the social marketing:

The elements of social marketing mix

Examples	Special idiom of social marketing	Definition	Elements of marketing mix
Washing hands with soap and water, blood dedication, infant feeding with breast milk fasten of seat belt	Social Proposals	Whatever is offered, including behavior and the benefits associated with it	Product
Effort and time of hand wash, cost of buying soap, Trying to change habits	Involvement costs	Whatever consumers must to pay in line with for achieving of the product, and its advantages and obstacles that must be overcome on the way to changing behavior	Price
medical offices and clinics, schools, sports club stores, mass media	Availability	Channels through of it which occur the behavior change and must be support and encouragement	Distribution
Leaflets, promotional videos, websites, magazines, free distribution of soap	Social communication	Marketing techniques and strategies used in communicating with the audience with target of behavior change	Advertisement

The research background:

During of the researches had performed by Lask 2004 and Christopher in 2005 year, it is expressed that healthy food products in addition to health food, have many advantages can be mentioned that are including of their better taste in terms of higher food values, protection of water resources, improvement of biodiversity, soil protection improvement of the rural economy and increasing of exports. With the increasing of the universal sensitivities, has been settled that by the end of 2015, only the organic agriculture and healthy products can to reach the global marketplace. (Lask and Hudson (2004) and Christopher 2005). In the field of the consumer's consent to pay more cost for organic products, have been done the many researches. Tarko researches results has been shown the increase of the price that they are willing to pay of it, in Australia (25-30 percent), Denmark (20-30 percent), France (25-30 percent), Italy (35-100 percent), Germany (25-50 percent), Netherlands (15-20 percent), America (10-30 percent) and Japan (10-20 percent). But some of researches have been shown that consumers only are willing to pay 5-10 percent more than the prices of other products. Angalo and et al (2003) in Spain also showed that although consumers not only were concerned about health of food products, but 72/5 percent are not willing to pay the extra price for organic products. In the field of the awareness practice and development of these products, the researches results of Zoo and Chen (2007) in China showed that 56 percent of consumers have obtained its information about organic products through television, 47 percent of newspapers and 23

percent of Internet, 16 percent of the shops, 10 percent of friends and families and 5 percent of other communication channels. Rudy and et al (1996) in Malaysian have obtained the used information sources of the farmers that are including of the workers promotion, the researchers and the mass media.

Methodology:

In this research, in order to test of the research assumptions, 400 questionnaires among consumers of organic products in Tehran city were distributed and gathered that the obtained data from this questionnaire with use of spss software were analysed. The calculated Cronbach alpha for this research is 0.852 that indicates of its high stability that this figure is reliable. The sampling adequacy in this research has been shown in the following table as below:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.869
Bartlett's Test of Sphericity	Approx. Chi-Square	3.297E3
	df	231
	Sig.	.000

The questionnaire questions classification:

Education	Gender	Age	Supply places	Organic products recognition	Information Consumption	Variable Type
22-21	19-20	18-17	13-16	9-12	5-8	1-4
2	2	2	4	4	4	4
						Questions No Number of Questions

The Data analysis:

(1) **First Hypothesis:** There is significant relationship between organic agriculture products

		MEAN1	MEAN2
MEAN1	Pearson Correlation	1	.719**
	Sig. (2-tailed)		.000
	N	400	400
MEAN2	Pearson Correlation	.719**	1
	Sig. (2-tailed)	.000	
	N	400	400

consumption and the informing factor.
Number of Questions

(2) Second hypothesis: There is significant relationship between organic products knowledge and its consumption.

Correlations

		MEAN3	MEAN1
MEAN3	Pearson Correlation	1	.683**
	Sig. (2-tailed)		.000
	N	400	400
MEAN1	Pearson Correlation	.683**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

(3) Third hypothesis: There is significant relationship between the supply places of organic products agriculture and their consumption.

Correlations

		MEAN4	MEAN1
MEAN4	Pearson Correlation	1	.561**
	Sig. (2-tailed)		.000
	N	400	400
MEAN1	Pearson Correlation	.561**	1
	Sig. (2-tailed)	.000	
	N	400	400

(4) Fourth hypothesis: There is significant relationship between consumer's age and consumption of organic agricultural products.

Correlations

		MEAN5	MEAN1
MEAN5	Pearson Correlation	1	-.052
	Sig. (2-tailed)		.298
	N	400	400
MEAN1	Pearson Correlation	-.052	1

	Sig. (2-tailed)	.298	
	N	400	400

(5)Fifth hypothesis: There is significant relationship between consumers gender and consumption of organic agricultural products.

Correlations

		MEAN6	MEAN1
MEAN6	Pearson Correlation	1	-.075
	Sig. (2-tailed)		.133
	N	400	400
MEAN1	Pearson Correlation	-.075	1
	Sig. (2-tailed)	.133	
	N	400	400

(6) Sixth hypothesis: There is significant relationship between consumers education level and consumption of organic agricultural products.

Correlations

		MEAN7	MEAN1
MEAN7	Pearson Correlation	1	-.069
	Sig. (2-tailed)		.167
	N	400	400
MEAN1	Pearson Correlation	-.069	1
	Sig. (2-tailed)	.167	
	N	400	400

Conclusion:

by considering of the obtained numbers and figures and the statistical analysis has been done of the results summary, can be explained with the study of customers behavior and focusing on perceptions and acceptance process of a product with regard to their decision making process, can be performed by the necessary long term planning for organic products consumption. The obtained results of the first hypothesis in accordance with the obtained results of Lucas in 2011 year, that once again the above hypothesis result is confirmed. The obtained figures indicate that there is the strong relationship between the above two components , according to this principle of the apparent of the hidden needs and response to them at this stage is colorful and based on it, the social marketing process takes forms. The organic products is for several years that is introduced to the consumers and is supplied, but it can be said that one of the reasons for not tendency toward many

of the consumers to these kind of products, is lack of knowledge and information that with regard to the discussion and interview with many of the consumers, still there are large number of potential customers that completely not realize to the nature of these kind of products that can be increased it with planning to introduce of these products to the public people, acceptance and its consumption. The second hypothesis test result in accordance with the obtained results of Lucas research in 2011 year that indicate the power and validity the result of this hypothesis. The summary of the third hypothesis test results indicate of validity of local position of a supplier in the market, with attention to the existing literature in the marketing academic environment and active experts experiences in any kind of facilitator feature, especially being suitable of the place supply and products supply process to the customers can be considered as an important factor in the increasing consumption and eventually the increasing of the market share. Zagata in 2011 year and many of the researchers also in this case reached to common result that indicates being honest of this discussion in the organic products market, despite of being useful of these products, again being suitable supply place and supply methods can be considered as a good stimulus for consumption. The obtained numbers and figures of fourth hypothesis test have been tendency us towards to the remarkable result in this research. In the previous researches that had done by different researchers as Lucas and others in the year of 2011, the relationship between the consumer age and acceptance component to be proved, but in this study this relationship was rejected which can be studied its reason as two points as follow: First reason can be related to features of a qualitative research, so that behavioral distribution in different societies is different statistically, therefore the above result is documentable. The second reason is considered as reason of more attractive and newer, can be regarded as ideas growth and all of consumers attitude in relation with organic products, so that the organic products in a way that cannot be considered as unique specific age rank and the age levels today is not considered as the other suitable reason for achieving to these products, so the organic products are considered as the concern for all of ages. With regard to the fifth hypothesis test results can be observed from this viewpoint to the test result of this hypothesis that despite of some of our differences between men and women gender in terms of decision making process, selection and the manner of products consumption, but in the discussion of organic products this difference, had no effect on the selection and with the increase of awareness and factor for maneuver the necessity of health of other gender is not considered as a good in marketing programs of this kind of products. The sixth hypothesis test results of the obtained results by many researchers including of Zagata is rejected and it is expressed that with time passage has been exist the action of purchase this kind of products in both groups. With regard to the obtained results in relation to this hypothesis can be admitted that according to the conducted awareness whether often inadequate, and view expansion of the consumer and real need feel of many number of the consumers towards of the organic products, the role of education level in tendency to this consumption model to be colorless(fade) and cannot remember it as an important factor. The obtained result compared to the achieved results in the previous years is conducted by many researchers like Lucas.

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