

Consumers perceptions towards organic food in Yogyakarta, Indonesia

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Abstract

Consumer behaviour in purchasing organic food products in Muslim countries has rarely been studied. This paper explores consumers understanding, perceptions and purchasing behaviour of organic foods in three regions of Yogyakarta, Indonesia. It was found that consumers had limited knowledge of organic food. In comparison with conventionally produced food, consumers held positive attitudes towards organic food. Statistical analysis revealed that age, income and level of education influenced consumers perceptions. However, perceptions were not affected by gender. The major obstacles preventing people from purchasing organic foods was the high price, non availability, the lack of credentials and poor appearance. The implications of these findings for supply chain management are discussed.