



An Exploratory Study on Consumer Buying Intention for Organic Farm Produce: The Case of Iloilo, Philippines

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Abstract

The increased attention given to “green” products due to consumers’ growing concern for health and environmental issues have driven marketers to identify factors that influence consumer buying behavior. Using Ajzen and Fishbein’s theory of reasoned action, this pioneering study aims to explore the influence of attitude and subjective norms on Ilonggo consumers buying intention for organic farm produce. Data were collected using structured questionnaire from 200 randomly selected respondents aging 18 years old and above and residing in Iloilo City, Philippines. Logistic regression analysis shows that attitude has a positive effect while subjective norms has a negative effect on the buying intention for organic farm produce. With both factors having significant influences, attitude and subjective norms explains 57% of the variability in the intention to buy organic farm produce. Test of differences indicate that consumer attitudes towards organic farm produce vary across age and sex. Older consumers have more positive attitude than younger ones, while females are more positive than males. However, there are no significant differences in the consumer attitude based on household income and educational attainment. In terms of subjective norms (i.e., the influence of other people), results show that there are no significant differences based on household income. Significant differences, however, are observed when respondents were classified according to age, sex, and level of education. Younger respondents have higher subjective norm scores than older ones; males had higher scores than females; and those who attained at least college had higher scores than those with at most a high school education. The findings of the study would be valuable inputs to the formulation of demand stimulation strategies for organic farm produce.