MASTER OF BUSINESS ADMINISTRATION

Attitude toward organic food

"An Empirical Study on Egyptian Consumers"

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Under supervision of

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Abstract

Green marketing and environmental issues are emerging in Egypt and increasing through governmental programs and policies. The aim of this paper is to enable better understanding of some factors which affect Egyptian consumer attitude towards organic food, Egyptian consumers' awareness and perception of these factors like (price, packaging, brand, label and the quality of organic food) and Egyptian consumer demographic affected in the Egyptian consumers' attitude towards organic food, and investigating their willingness to demand and buy environmentally friendly products. This study used a quantitative research because the research used the survey to measure the hypotheses and the relation between the variables.

After analysing the data obtained from a questionnaire using a chi-square test, spearman rank correlation, multiple regression and measuring the frequencies of the questions; it was found that all of the above variables affect consumers' attitude towards organic food.

Finally, the study has led to some recommendations that can help organic food producers to revise their marketing activities to achieve their expected goals.
References


ATTITUDE TOWARD ORGANIC FOOD: AN EMPIRICAL STUDY ON EGYPTIAN CONSUMERS