

Title: Customer behavior and Personal factors influencing buying organic food:Case study in Kunming City, Yunnan province of China

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## ABSTRACT

This study investigates customer behavior and personal factors influencing buying organic food in Kunming city, Yunnan province of China. There were 200 respondents from Kunming city, Yunnan province of China participated in this study. Simple random sampling was adopted in selected process.

The study highlights that 51.5% of the respondents believed at least in some information that was published about organic food advantages, but especially young people seem not to be easily convinced about the advantages of organic food. They do not trust given information as much as older people do (70%). Trust building is the key for growth in the organic food market. The current study points out that government regulations, official stamps, sustainable investments made by the producer and scientific evidence on packaging would help to increase the level of trust towards food products which claim to be organic.

Health, safety and nutrition are the main reasons to buy organic food products. In contrary, 'too expensive', 'low understanding about organic food' and 'not enough choices' are reasons for buying conventional food products instead of organic products.

The majority (63%) of the respondents felt that organic food products are too pricy. Therefore a more reasonable price compared with conventional food would also help to increase the organic food consumption.

An unexpected finding in this study wasthe gender buying behavior. In Kunming area, males and females have similar buying behaviors. It was thought that the percentage of females who bought organic food already would be higher than the percentage of males, but this study proofed that assumption wrong. Therefore males and females can and should be targeted by organic food companies in the same way and with the same intensity.

As mentioned before focus on trust building and trying to make organic food more affordable are to recommend for increasing the demand for organic food products.