

## **Study on Consumption of Organic Agricultural Products<sup>1</sup>**

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### **Summary**

Through sorting, analyzing and ascertaining the information acquired from visiting 404 consumers, 74 producers and 25 sellers in addition to the researchers' personal observation of and visit to the three "Organic Agricultural Products Fairs" held in north, central and south Taiwan, this study finds the following:

Most of the visited consumers occupy a higher social and economic status but 27% of them are in short of the knowledge of organic agricultural products, 82% of them express support to purchase these products, and 66% of them indicate emphasis on positive purchasing behavior. As for their motivation of purchasing the organic agricultural products, 88% of them aim at "health" and 32% of them aim at "environmental protection"; but 46% producers' production is aimed at "health" and 29% of it is aimed at "environmental protection"; the sellers' primary managerial idea is "environmental protection" and next comes "health". The primary factors of effect on such differences as the knowledge, attitude, behavior, frequency and demanding extent of purchasing the organic agricultural products consists in the health status of consumers and their family members and next comes their educational degree and economic status. The primary items of organic agricultural products purchased by the consumers are vegetable, fruit and rice. 54% producers' sales channel is direct sale to the consumers and over 80% sellers feel that the goods are directly delivered to them. For the extension of organic agriculture, both consumers and sellers do indicate optimistic but the producers feel not too optimistic. Nevertheless, the producers maintain that the "attestation system", "increasing selling points", "integration of production and marketing" and "stepping up educational and propaganda orientation" should be actuated as soon as possible and that the activities of sales promotion should be sponsored frequently.

(Key words: organic farming, organic products, Consumption behavior)

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