Abstract

The purpose of this research is to examine the relationship between selected factors namely environmental attitudes, health consciousness, attitudes towards organic food, organic knowledge, motivation, perceived value, and government policy and purchase intention of Myanmar consumers for organic food.

The survey was conducted with 420 respondents, above 18 years old and living in Yangon, Myanmar. The questionnaires comprised of topics on environmental attitudes, health consciousness, attitudes towards organic food, organic knowledge, motivation, perceived value, government policy (independent variables) and purchase intention (dependent variable). Statistical analyses include descriptive analyses of demographic factors and single and multiple linear regression were applied to check the relationship between all the potential factors (independent variables) and the core factor (dependent variable).

The findings from this study suggested that, the results obtained are consistent with the results from previous studies showing a positive influence on each other among all the selected factors and purchase intention. The results showed that most of the consumers have a positive attitude towards organic food which can ultimately lead to a positive buying intention. Organic knowledge and motivation came out as a very strong variable in influencing Myanmar consumers’ attitude toward organic food. The findings from the research also proved that consumers are not so concerned about government policy as much as they care about their health and environment.

Organic farming is new in Myanmar and with that there are a lot of constraints overcoming its progress. Therefore, as much as there is a huge potential for its growth in Yangon, there is still a need to create more awareness and understanding among the general public so that it can boost its sale and gaining the confidence of organic consumers.