ABSTRACT

The purpose of this research is to examine the relationship between selected factors namely organic knowledge, attitude towards organic food, motivation, health consciousness, subjective norms, price and purchase intention of Bhutanese consumers for organic food.

The survey was conducted with 400 respondents in Thimphu district, Bhutan. The questionnaires comprised of topics on organic knowledge, attitude towards organic food, motivation, health consciousness, subjective norms, price (independent variables) and purchase intention (dependent variable). Statistical analyses included descriptive analyses of demographic factors and Pearson Correlation Coefficient was 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 correlation between 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. The findings from the research also proved that Bhutanese consumers are not so concerned about the price of the food as much as they are about their health and the environment. Organic knowledge's role came out as a strong variable in influencing Bhutanese consumers' attitude towards organic food.

Organic farming is new in Bhutan 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 Thimphu district, there is still a need to create more awareness and understanding among the general public thus, increasing its sale and gaining the confidence of organic consumers. In addition, going organic is keeping in track with the concept of Gross National Happiness (GNH) and strengthening its four pillars.