

## **Determinants of organic food consumption in Egypt**

**Mohamed A. Mohamed, Athanasios Chymis, Ayman A. Shelaby**

International Journal of Economics and Business Modeling, Volume 3, Issue \*\*, 2012

### **English Summary:**

The objective of this paper is to explore consumers' attitudes towards organic food in the capital of Egypt; moreover, there is a need to identify the motivations and barriers towards organic food consumption, as well as the willingness to pay for these products. To achieve the purpose of this study, a field research - interview approach was selected. Data was collected through a questionnaire that targeted three groups of people in Cairo city: students at the Faculty of Agriculture at Cairo University, staff of the Faculty of Agriculture at Cairo University, and consumers of Carrefour hypermarket. Respondents were asked to fill in the questionnaire during a face-to-face interview.

Health concern is the first motivation of organic food consumers in Egypt; moreover, it is the first motivation for which consumers are willing to pay an extra premium for organic food over the price of conventional food. High prices of organic products and distrust of organic products' genuineness are the major barriers towards organic food consumption. Future studies in the field of organic food consumption will be more valuable if a broader survey takes place taking into consideration the population from all over the country. More places in Egypt need to be chosen, with other cities and people from all levels included (high class areas, people in popular areas, farmers in rural areas), in order to generalize the results.