

Abstract

This study tried to get knowledge of consumer behavior from Moldova area, towards organic food products. It was performed on sample of 225 respondents and the data obtained from the survey were analyzed by SPSS version 20 program by chi-square test and correlation analysis. As a research method to quantitatively study used a questionnaire applied to their face to face by interviewers. The instrument used was a questionnaire consisting of 14 questions, including four sections: filter questions, consumer behavior, perception differences between organic and conventional foods (common) and demographic characteristics. The main points of purchase organic products are: domestic market, supermarket and health food stores. Of the following points of sale where the respondents consider that they can buy ECO food is 29.70% of domestic market responses, 24.90% of responses supermarket and health food store 21.40%. Based on the statistical analysis performed shows that 45.13% of respondents consume organic products several times a week. Regarding the recognition criteria of food ECO, 42.21% of the responses indicate label 33.17% believe organic products appearance and smell of 23.62% using the element of differentiation between organic and conventional products.

Key words: behavior, consumer, organic food