

Consumer acceptance of genetically modified Bt brinjal: A study in Coimbatore district of Tamil Nadu

■ P. BALAJI, K.R. ASHOK, C. VELAVAN AND K.C. PRAKASH

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ABSTRACT

This study applies on ordered probit model to estimate the relationship between consumer's personal attributes and their acceptance of Bt brinjal. The analysis would facilitate better understanding of consumers' attitudes towards genetically modified crops in general and Bt brinjal in particular and their willingness to accept these crops. It will also help companies involved in the production of these crops to understand the profile of consumers who are more likely to accept Bt brinjal. The main objective is to study the consumer behaviour in relation to recent trends in vegetable retail with regards to consumer acceptance of genetically modified vegetables. The co-efficient of all the independent variables specified in the model like education, income, awareness on genetically modified crops, awareness on pesticide reduction and trust in scientist are significant and positively related to acceptance of Bt brinjal.

KEY WORDS : Consumer Acceptance, Ordered Probit and Bt Brinjal

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MEMBERS OF THE RESEARCH FORUM

Correspondence to:

P. BALAJI, Centre for Agriculture and Rural Development Studies, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA

Authors' affiliations:

K.R. ASHOK, C.VELAVAN AND K.C.PRAKASH, Centre for Agriculture and Rural Development Studies, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA