



RESEARCH PAPER

An economic analysis of consumers' preference for organic vegetables

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Abstract : The consumer awareness has been increasing on the healthy diet and hence the demand towards organically produced vegetables has been increasing at a faster rate. This study focuses on consumers' caution on food safety and willingness to pay (WTP) for organically produced vegetables in Coimbatore city of Tamil Nadu, India. The data is collected from 120 consumers to assess the WTP and awareness on organically produced brinjal. The result revealed that the awareness among the consumers is low but the consumers were WTP more for the organically produced vegetable. Logit model was used to assess the impact of the selected explanatory variables that determine WTP for organically produced brinjal. Age, education, income, knowledge, accessibility and experience are the major factors which influence the consumers' WTP.

Key Words : Food safety, Organic vegetables, Willingness to pay, Logit model

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