

# Organic Food Consumption Patterns

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## **Abstract^:**

This research addresses two important issues for the future expansion of organic consumption in France. The first one is related to knowing whether the organic choice is a permanent feature of consumer's attitude or not: Do organic buyers occasionally pick one organic product or do they choose organic for "several" categories? The second issue concerns the impact of prices on buying organics which is revisited, distinguishing between capturing new consumers and increasing the demand coming from people already involved in organic markets.

These questions are examined using the market basket approach; the price issue requires further estimations of demand models. The study relies on two staple food products with important organic share, eggs and milk. So by crossing these two products with the organic label, we deal with 4 products (standard egg, organic egg, standard milk, organic milk). The household selects one of the 16 ( $2^4$ ) possible market bundles. The basket analysis allows taking into account marketing mix variables, household's characteristics and a measure of substitutability or complementarity between categories. The findings are:

- (i) choosing organic for one of the two items reinforces the probability of purchasing also the organic version of the second item;
- (ii) marginal reductions of the organic price have no impact on the decision of buying organic rather than conventional products;
- (iii) when people already purchase organic products, they may be price sensitive;
- (iv) Organic buyers' demographic profile is not related to income neither to age nor to family size, but to the educational level.