

ORGANIC PRODUCT LABELING: CONSUMER ATTITUDES AND IMPACT ON PURCHASING DECISIONS

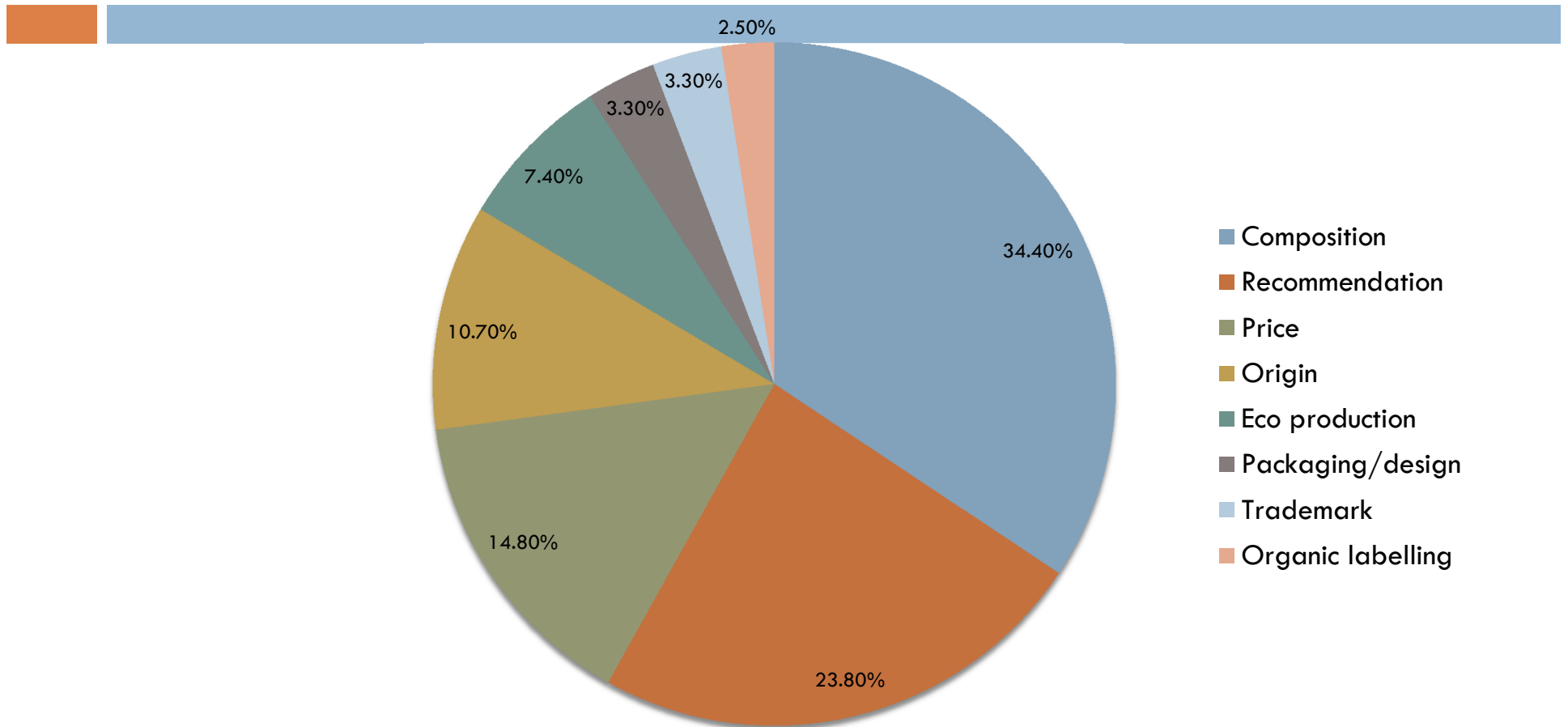
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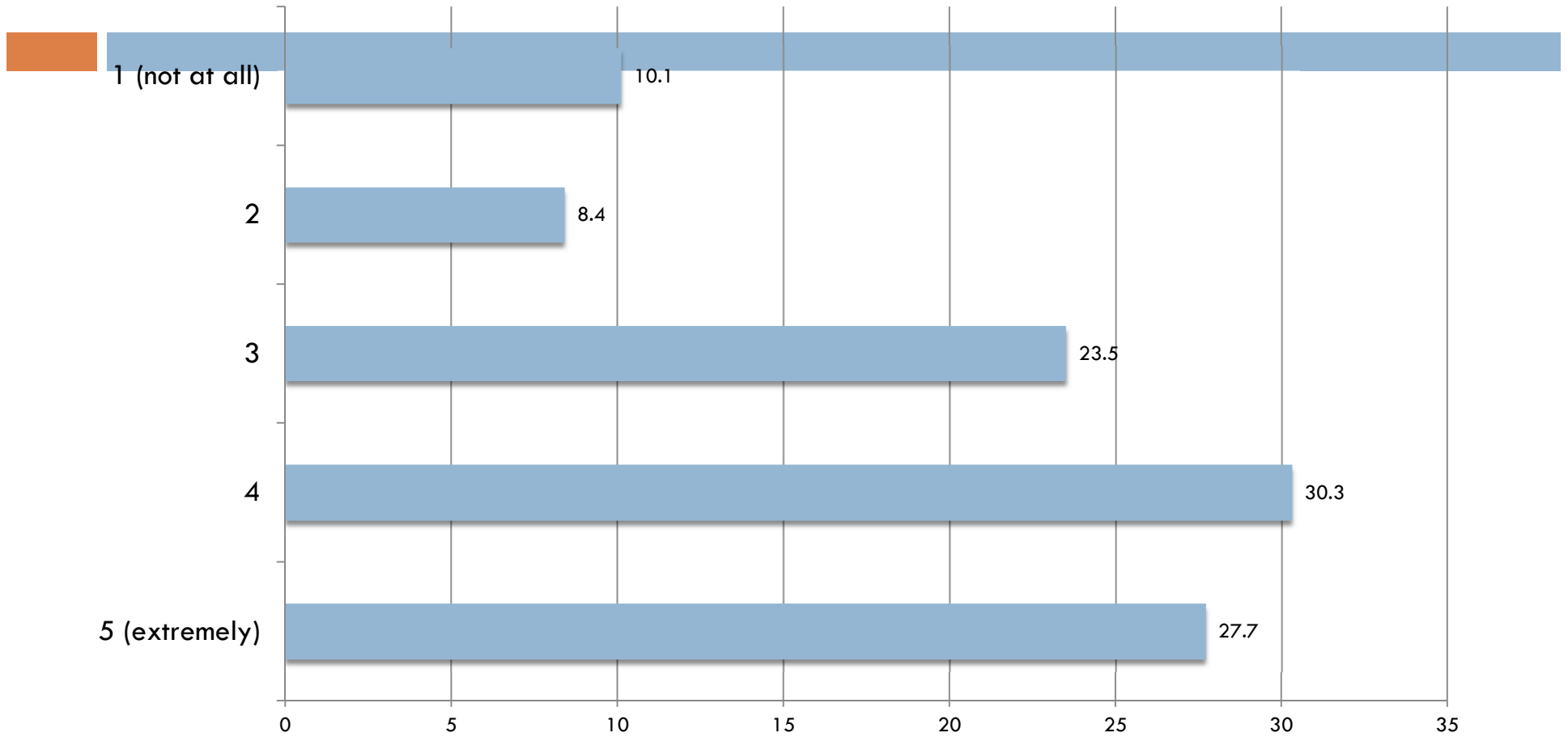
- Serbia:
 - 2,000 organic producers
 - 15,000 ha under organic crops with a tendency of growth due to the increasing demand
- National organic label (right) and label for the products from the conversion period (left)



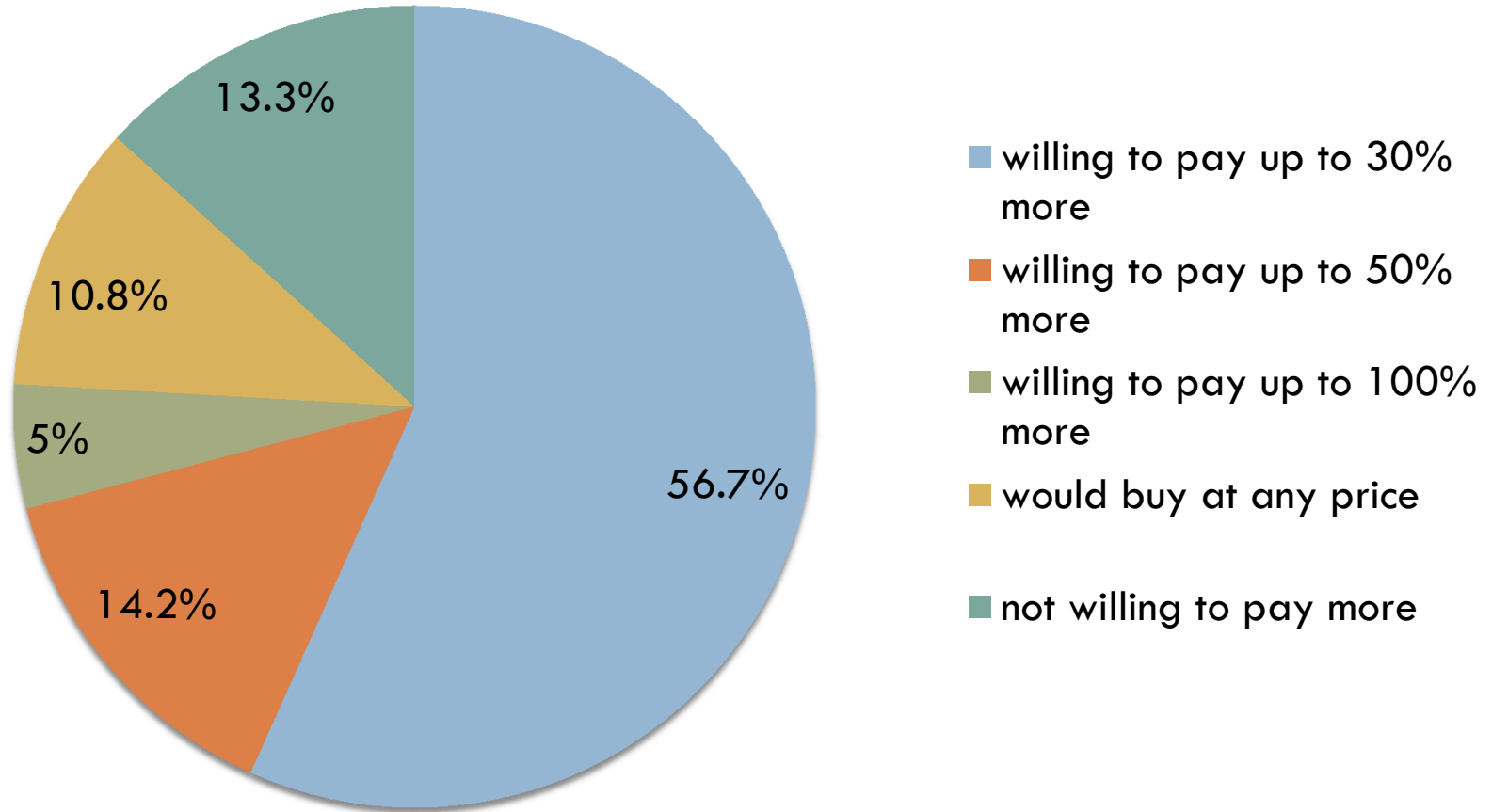
The basic criteria for consumers in Serbia when opting for groceries



Confidence that organic label brings to consumers in Serbia in groceries purchasing



Consumers willingness to pay more for organic products due to their quality, safety and nutrition



Conclusion



- A large number of consumers (85.4%) think that the food is not safe for the consumption and they are ready to allocate more money to buy organic products
- Only 2.5% of respondents value products based on trademark and organic labelling – this indicates a relatively small significance of organic labelling for consumers in the Republic of Serbia
- There are a lot of unfair competition and misuse of certain expressions in the products that are offered as healthy and organic which can mislead buyers in terms of quality and safety
- Important role of state in the process of promoting organic products and raising awareness about it