

An Eperimental Design for investigating consumer perception of organic juices

Elmira Amini*,

Abstract The purpose of this research is to investigate the consumer's perception of organic juices. This paper is a practical research, in a cause and effect experimental way and field studies, which done by using questionnaires. The statistical population of this research includes all students of Azad University of Rasht, which, in this research we ed 66 students as the statistical society and a non-probable sampling method was used for responsiveness. We asked respondents to answer to questionnaires by testing ordinary juices and organic juices. The dear supervisor obtained the content and appearance instructions of this research. To ensure of the questionnaires result, we used the Cronbach's alpha coefficient, which was obtained at 0/917. Data were analyzed using SPSS 20.0 software and T statistical indices with two correlated samples. The results of this research indicate that, consumers prefer organic products more than ordinary products. Therefore based on the results, consumers gave a better rating to the “ordinary juices” that was introduced as organic. Generally, regardless of their knowledge and attitudes towards organic products, in any case, beverages that labeled as “organic” were preferred, it was better to understand its taste, the desire to advise others are high and they are willing to pay more for it.

Keywords : Keywords: Organic food, experimental research, fruit juices, consumer perception.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)