

Title: Barriers of organic food purchase: Segmentation of young consumers

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Introduction: The growth of organic food trend has increased and therefore had required the need to research more in depth consumers' segments, which do not purchase organic food or purchase them rarely. It has been found that there are several barriers that affect organic consumption such as: Limited availability, Shopping habits, Label confusing, Limited Knowledge, Poor presentation, Product appearance, High price, and Mistrust. Previous studies have shown that these barriers are the most important and commonly mentioned as reasons of organic non-consumption or low consumption among consumers.

Problem definition and research questions: Young consumers are the future generation of consumption. The environmental impact makes consumers to purchase more organic products however not all young consumers are into this trend. Therefore, the study was conducted to understand more in depth the main barriers of organic consumption among young consumers. The main research questions are: 1) How do young consumers differentiate between themselves based on the barriers they perceive in relation to organic products? 2) What is the profile of each segment of young less - frequent organic consumer? 3) What are the most important perceived barriers on organic purchase from a young consumer perspective?

Theoretical background: We discussed the main relevant theories related to young consumers such as decision making process, organic purchase barriers and segmentations. Furthermore the model of Chen (2012) focus in decision making was used to develop the theoretical framework model of this study.

Methodology: The study is based on results of a survey conducted in a retail store in Katrienelund part of Malmö Centrum district. It was collected a random sample of 270 occasional and non-organic young consumers aged 18-36 years.

Data and Analysis: The data collected was analyzed with SPSS 23.0 by carrying out hierarchical and non-hierarchical (K-means) cluster analysis to identify the young consumers segments according to perceived barriers. Our sample was formed of 125 young men and 145 young women, majority of them unmarried, without children and with a low monthly disposal income.

Discussion and findings: Four groups of consumers were found: unconvinced organic consumer, discount price hunters, unconscious habitual consumers, habitual consumers. The results of the study showed that Habit, Price, Limited Knowledge and Mistrust are the most perceived barriers among young segments and constitute the main reasons behind the low frequency of buying organic products.

Conclusion: A clear overview of the low frequent organic consumers' profile was drawn by making a connection to future development of organic consumption. Theoretical Contribution: analysis end up with four most important barriers from a young consumer perspective out of eight barriers. Moreover, the segments discovered presented distinct features compared with previous segments discovered which contribute to the existing theory in segmentation. Practical implications: the findings assist retailers with important insights for building a strategy to fight the barriers in the organic purchase and to gain more regular organic young consumers.

Originality/value: The research aimed to fill the knowledge gap regarding young profile segments within organic market and by using new variables for segmentation.