



# 7<sup>th</sup> INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION Academic

“CLEANER PRODUCTION FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS”

---

## Factors that Influence the Consumption of Organic Foods

TRENTO L. <sup>a\*</sup>, GOECKS L.S. <sup>a,b</sup>, SOUZA, M <sup>a.</sup>, DAUER, M <sup>a.</sup>

*a. Universidade do Vale do Rio dos Sinos (UNISINOS University), São Leopoldo, Brazil.*

*b. Universidade Federal do Pampa (UNIPAMPA), Bagé, Brazil*

*\*Corresponding author, luiz.trento1963@gmail.com*

---

### Abstract

The purpose of this research is to identify the factors that contribute to the consumption of organic foods in the southern region of Brazil. To identify the factors that influence the consumption of organic foods, a questionnaire was applied, resulting in 312 respondents. Where the method used to analyze the responses was the Analytic Hierarchy Process (AHP). The research showed that the main factors that influence consumption are: health, price, knowledge about organic foods. Producers are encouraged to invest in increasing knowledge diffusion; the benefits provided by organic food and work to reduce costs to match prices to conventional products. Future studies may review the question of the influence of relationships, family, and partners, on organic consumption. Also, the deepening of the factors that would influence nonconsumers because it is the largest existing market. Finally, we believe that increasing organic consumption will enable cleaner food production.

*Keywords: organic food; consumption of organic foods; consumer behavior; incentive factors; influencers.*

---