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Consumers of organic products: understanding their behavior

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Abstract

The market for organic products is growing, it is necessary to deepen the studies on the behavior of the consumers, their real motivations of purchase as well as, the difficulties and limitations in the structures of production, supply and commercialization. The objective of this article was to perform an analysis of the literature on organic products and related topics, to elaborate a previous version of the research questionnaire that will applied, in a future survey, with current and potential consumers of organic products, their consumption motivations. This is a stage of the Work of Completion of Course of the main author of the article, which also intends to use social networks to promote organic products. Finally, we believe that this article contributed to new proposals with the organic food sector and, furthermore, we can do a broader reflection on the need for new consumption patterns.

Keywords: *Organic products; Consumer behavior; Social networks.*

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