

Chapter 6

Consumer Behavior: Motivational Factors for the Decision to Purchase Organic Products in Mexico

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ABSTRACT

The objective of this chapter is to develop a model of the behavior of the ecological consumer in order to know the motivations that influence the decision to purchase organic products in citizens from 25 to 45 years of Mexico. The methodology used in the research is qualitative. It was carried out through the non-experimental design, and with respect to the data collection tool, in-depth interviews were carried out. The results obtained with respect to the factors that influence the purchase decision of the products are accepted the general hypothesis. One of the limitations that the study faced was a limited literature regarding studies related to it in the case of Mexico.

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INTRODUCTION

The society is currently aware and gives greater importance to the care of the environment; therefore the objective of this study is to develop a model of the behavior of the ecological consumer in order to know the motivations that influence the consumption of organic products.

The first part of this study focuses on the problem statement, the objectives, research questions are presented and hypotheses are proposed to continue with the second part of the study where the concepts related to the subject are concentrated. In this way, the concepts of ecological product will be revised so that the term used throughout the investigation is understood. Another concept that is necessary to explain is an ecological consumer that, like the previous one, is mentioned repeatedly throughout the study.

In the third part of the research, the motivational factors that influence the decision to purchase organic products are presented, which are concern for health and the environment, social influences, marketing mix (4 P's) and consumer knowledge about environmental problems. In the fourth part, the methodology used in the research is presented, followed by the results and analysis of the results obtained from the research. To conclude with the main limitations and guidelines for future research is given.

BACKGROUND

Statement of the Problem

In recent years, environmental problems have intensified, especially those related to non - pollution, climate change and ecological awareness in the consumption of products. Currently, at the national and international level, there are four large environmental groups founded in the 60s and 70s that are the current basis of the militant institutional environmental movement. These are basically Greenpeace, WWF - ADENA, Ecologists in Action, and Seo / Birdlife (Bravo, 2010).

Due to ecological and marketing research that took place at an early stage in the sixties, environmental movements emerged (Hendarwan, 2002). They sought a new lifestyle and global alternatives to the industrial and consumer society, thus seeking to achieve the transformation of ecology. And it is because of this social movement that materializes the new market segment constituted by ecological consumers, individuals more concerned about the environmental consequences of what they consume, and be sensitive to the negative effects that the impact of human activities have on the environment and the health of people (Santesmases, 2004).

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