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A Survey on Factors Affecting on Consumer's Potential Willingness to Pay for Organic Products in Iran (A Case Study)

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Abstract: This study determined factors influencing on consumer's potential willingness to pay for organic products in Iran. Data collected with filling 240 questionnaires in 2006 from Mashhad's households and analyzed using Tobit model. Results showed that product appearance and measure of consumer's information is effective on willingness to pay for organic products. In addition, consumer's anxieties from chemical residue in nutrition have positive effect on willingness to pay for these products. Also, results showed that household's education level has negative effect on willingness to pay for organic products. encourage of consumers to organic products consumption, encourage farmers to produce organic products and without any chemical material and make sustainable marketing for organic products, increasing the households awareness about organic products, expansion of organic product cultivation, government payment for supporting of producers suggested.

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