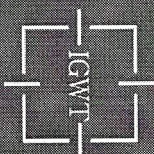


**Achieving Commodity & Service Excellence
in the Age of Digital Convergence**

**Proceedings
Volume I**

The 16th Symposium of IGWT



**Achieving Commodity
& Service Excellence
in the Age of Digital Convergence**

Proceedings Volume I



**International Society of
Commodity Science and Technology**



**Korean Academy of
Commodity Science and Technology**



**THE UNIVERSITY
OF SUWON**

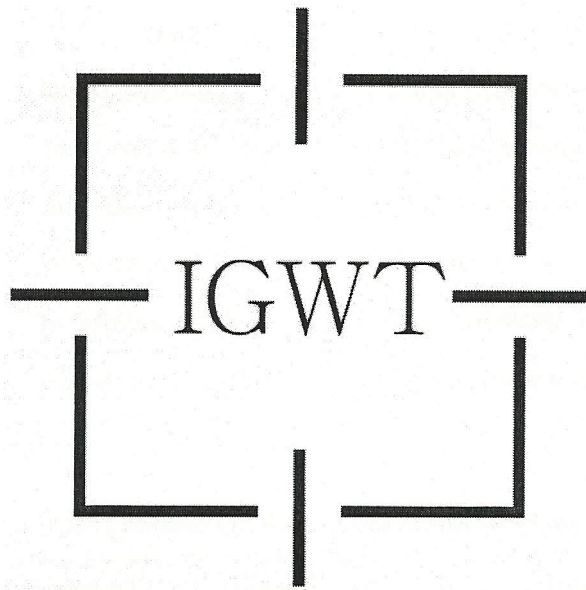
August 18 - 22, 2008, Suwon, Korea

The 16th IGWT Symposium

**Achieving Commodity & Service Excellence
in the Age of Digital Convergence**

Proceedings

VOLUME I



August 18 - 22, 2008
Suwon, Korea

The Editorial Board

Co-Editors in Chief

Professor	Yong-Hak Lee, Ph.D.	The University of Suwon
Professor	Hojung Shin, Ph.D.	Korea University

Associate Editors

Professor	Byeong-Yong Kim, Ph.D.	The University of Suwon
Professor	Daeki Kim, Ph.D.	Korea University
Professor	Sun-Chul Kim, Ph.D.	The Suwon Science College
Professor	June-Hee Na, Ph.D.	Chungju National University
Professor	Hyoung-Soon Kim, Ph.D.	Pai Chai University
Professor	In-Sun Yoo, Ph.D.	The University of Suwon
Professor	Hae-Kyung Yu, Ph.D.	University of Incheon

All articles published in these Proceedings were selected by the Editorial Board after reviewing by the specialists in the field. The articles are published in the authors' version without editors' proofreading.

ORGANIC PRODUCTS - THE CHOICE OF BULGARIAN MOTHERS

Ivanova D., Vassileva E.,
Stefanov S., Tipova N.

University of National and World Economy - Sofia,
Department of Commodity Science, Studentski grad "Hristo Botev", 1700 Sofia, Bulgaria,
danielai@unwe.acad.bg; elkav@unwe.acad.bg; stilians@unwe.acad.bg, n_tipova@abv.bg,

The goal of the presented survey is to analyse the perceptions and attitudes of the group of mothers with small children as consumers of organic products. The self-administered questionnaire survey method in the form of anonymous interviews following a standardised questionnaire was used for the purposes of the survey. Within the course of this research their knowledge and understanding of organic foods and foods' attributes as a motive for purchase were examined. Complete analysis of data is done on the basis of purchase of organic foods: frequency of purchase of organic foods specially marked as such; buying as result of special demand for organic products; willingness of consumers to pay a higher price for organic foods.

Keywords: organic foods, survey, mothers, perceptions and adjustments

Introduction

Organic agricultural products do not have a significant presence on Bulgarian market. Trade with them is at a *very initial stage* [1]. According to the data of the Ministry of Agriculture and Food Supply (MAFS) the share of the realised Bulgarian organic products is below 1 % of the overall market of food staff in the country [2]. Over 90 % of the certified *organic products made in Bulgaria are exported* mainly to West European countries (herbs, spices, essential oils, vegetables, honey) [2]. *The country imports* a small number of certified organic products which enjoy considerable sales and advertising. Such are the baby foods of the Austrian company "Hipp" and the coffees of "Green Mountain Coffee Roasters" and "Pellini" [3, 4].

Consumers of children's and baby organic foods represent a considerable share of organic market worldwide.

In connection with this the goal of the presented paper is to analyse the perceptions and attitudes of the group of mothers with small children as consumers of organic products.

Methodology

The self-administered questionnaire survey method in the form of anonymous interviews following a standardised questionnaire was used for the purposes of the survey. During the survey the respondents had to answer several introductory questions as well as basic problem questions relating to organic products. The questionnaire drawn for the first stage of the project was posted on the Internet forums of "BG-MAMMA" site, which deals with the issues of children's foods and eating. The forum members were informed about the purposes of the survey and were invited to participate in the survey by filling in the questionnaire. The survey was done during the period from 1 to 15 May 2007. Thirty-six mothers - visitors of the site, who answered the questionnaire voluntarily, formed the "Mothers" group.

Description of Participants

Thirty-six women participated in the "Mothers" group and 91.67 % of them were between 25 and 35 years old, 5.56 % - were between 36 and 45 years old and mere 2.77 % were under 25 years. A big part of the respondents have university education (83.33 %), 11.11 % have college education and only 5.56 % of them have secondary education. More than half of the participants (63.89 %) live in Sofia, one quarter (25.00 %) - in a district city and 11.11 % - in other cities. Almost all of them are married (89.89

