ORGANIC DINING: EXPLORING STUDENT ACCEPTANCE OF ORGANIC FOODS IN UNIVERSITY FACILITIES

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ABSTRACT

Based on the understanding of the organic market, the use of organics in foodservice operations and college student’s increasing demand for organic products, the main purpose of this study is to examine which factors (i.e. beliefs, referent others, subjective norms) influence college students’ perception of and intention to consume organic foods in university dining facilities. An online survey questionnaire was sent to a sample of students at a major Midwest university and 80 useable responses were received. The results reveal that students are favorable of the use organic foods in university facilities, however, do not want to pay a higher price for them. It is also observed that knowledge and acceptability have a significant effect on intention to consume organic foods. The results of this study are anticipated to provide the university with valuable information regarding their student consumers and possibly implicate the use of organic foods in their dining facilities.