Is All Natural Equivalent to Organic in the Minds of Consumers?

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Abstract
This study investigates consumers’ perceptions of all natural versus organic labeling. Amos et al. (2014) found that all natural labeling led to erroneous perceptions of instrumental product attributes in the form of health and safety attributes. This study extends this research by examining the effects of all natural versus organic labeling on perceptions of health, safety, and efficacy instrumental attributes. Results from three experiments show that despite a lack of regulatory oversight, consumers still perceive products bearing all natural labeling to possess many of the same instrumental attributes associated with organic products.