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ARAŞTIRMA MAKALESİ **RESEARCH ARTICLE**

An Investigation on Organic Food Purchase Intention on E-Commerce Platforms

E-Ticaret Platformlarında Organik Gıda Satın Alma Niyeti Üzerine Bir İnceleme

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Abstract

This study aimed to examine the effects of health consciousness, environmental consciousness, perceived trust, perceived value, and perceived risk on organic food purchase intention on e-commerce platforms. Additionally, it aimed to investigate the mediating role of attitude in these relationships. The research, designed in the relational screening model, was conducted with a total of 400 participants selected through convenience sampling among organic food consumers. The data collected through an online survey method were analyzed using SPSS v26 software. Validity and reliability analyses of the scales used in the research were conducted, the normality of data distribution was tested, and relationships between variables were examined using Pearson correlation analysis. Three-stage multivariate regression analyses were performed to examine the mediating effect. The research findings revealed that health consciousness, environmental consciousness, perceived trust, and perceived value had significant positive effects on both attitude and purchase intention, while perceived risk had significant negative effects on both variables. Additionally, attitude was found to have a significant positive effect on purchase intention. Mediation analyses demonstrated that attitude played a partial mediating role in the relationships between health consciousness and environmental consciousness with purchase intention, while it had a full mediating role in the relationships between perceived trust, perceived value, and perceived risk with purchase intention. In light of these findings, it is recommended that businesses selling organic food on e-commerce platforms should develop marketing strategies emphasizing consumers' health and environmental consciousness, and adopt attitude-focused approaches towards building trust, enhancing value perception, and reducing risk perception. Furthermore, it is advised that they should consider both rational and emotional aspects of consumer decision-making in website design and communication strategies, and develop specific strategies for first-time shoppers.

Keywords: Organic food, E-commerce, Consumer behavior, Purchase intention, Attitude

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Öz

Bu araştırmada sağlık bilinci, çevre bilinci, algılanan güven, algılanan değer ve algılanan riskin, e-ticaret platformlarında organik gıda satın alma niyeti üzerindeki etkilerinin incelenmesi amaçlanmıştır. Bunun yanında, söz konusu ilişkilerde tutumun aracılık rolünün incelenmesi de hedeflenmiştir. İlişkisel tarama modelinde tasarlanan araştırma, organik gıda tüketicileri arasından kolayda örnekleme yöntemi ile seçilen toplam 400 katılımcıyla yürütülmüştür. Çevrimiçi anket yöntemiyle toplanan veriler, SPSS v26 yazılımı kullanılarak analiz edilmiştir. Araştırmada kullanılan ölçeklerin geçerlik ve güvenirlik analizleri yapılmış, verilerin normal dağılıma uygunluğu test edilmiş ve değişkenler arasındaki ilişkiler Pearson korelasyon analizi ile incelenmiştir. Aracılık etkisinin incelenmesinde ise üç aşamalı çok değişkenli regresyon analizleri gerçekleştirilmiştir. Araştırma sonucunda sağlık bilinci, çevre bilinci, algılanan güven ve algılanan değerin hem tutum hem de satın alma niyeti üzerinde pozitif yönde anlamlı etkileri tespit edilirken, algılanan riskin her iki değişken üzerinde negatif yönde anlamlı etkileri belirlenmiştir. Ayrıca tutumun, satın alma niyeti üzerinde pozitif yönde anlamlı bir etkiye sahip olduğu görülmüştür. Aracılık analizleri sonucunda, tutumun sağlık bilinci ve çevre bilinci ile satın alma niyeti arasındaki ilişkilerde kısmi aracılık rolü üstlendiği; algılanan güven, algılanan değer ve algılanan risk ile satın alma niyeti arasındaki ilişkilerde ise tam aracılık rolü oynadığı tespit edilmiştir. Bu bulgular ışığında, e-ticaret platformlarında organik gıda satışı yapan işletmelere, tüketicilerin sağlık ve çevre bilincini vurgulayan pazarlama stratejileri geliştirmeleri, güven oluşturma, değer algısını artırma ve risk algısını azaltma yönünde tutum odaklı yaklaşımlar benimsemeleri önerilmektedir. Ayrıca, web sitesi tasarımı ve iletişim stratejilerinde tüketici karar verme sürecinin hem rasyonel hem de duygusal yönlerini dikkate almaları ve özellikle ilk kez alışveriş yapacak tüketicilere yönelik özel stratejiler geliştirmeleri tavsiye edilmektedir.

Anahtar Kelimeler: Organik gıda, E-ticaret, Tüketici davranışı, Satın alma niyeti, Tutum

1. Introduction

In today's food industry, organic products represent a category of foods produced without harmful industrial compounds and chemical additives that could potentially impact environmental and human wellbeing (Gür and Erdem, 2023). The fundamental characteristic of these products lies in their natural production methods, specifically avoiding synthetic substances including chemical fertilizers, pesticides, antibiotics, and genetically modified components (Gad Mohsen and Dacko, 2013). These products have established themselves in the marketplace as environmentally conscious options, cultivated through natural processes that exclude harmful synthetic substances (Bhardwaj et al, 2024). The regulatory framework established by the USDA specifically outlines organic certification requirements, prohibiting conventional pesticides, synthetic fertilizers, sewage sludge applications, and radiation treatments. Additionally, these standards extend to animal products, mandating the absence of routine antibiotic treatments and growth hormones, while ensuring no genetic modification occurs throughout the production chain (Morath, 2023). Studies suggest that consumers generally view organically produced foods as offering enhanced safety, health benefits, nutritional content, and flavor profiles compared to conventional alternatives (Eyinade et al., 2021). This positive perception has contributed to expanding market demand, fostering significant development in the organic food sector (Rana and Paul, 2017; Gür and Erdem, 2023). Industry analyses indicate sustained expansion in global organic markets, with positive growth trajectories anticipated for the future (Hamzaoui-Essoussi and Zahaf, 2012). This market evolution has captured widespread attention across various stakeholder groups. Consequently, understanding consumer behavior and motivations in organic food purchases has emerged as a crucial area of marketing research (Rahmawati et al., 2018; Kushwah et al., 2019; Pahari et al., 2023).

On the other hand, the digital revolution has fundamentally transformed consumer behavior patterns, with internet adoption rates showing remarkable growth and reshaping traditional purchasing habits (Şahin, 2020). Recent statistics from the Turkish Statistical Institute (TurkStat) demonstrate this transformation, revealing that internet penetration in Turkey reached 87.1% by 2023. The data further indicates that 49.5% of individuals engaged in online purchasing activities, with 37.1% specifically acquiring food products through digital channels (TurkStat, 2023). While traditional organic food distribution primarily relies on specialized stores and organic markets, the digital transformation has prompted many organic food retailers to establish online presence through e-commerce platforms (Liang, 2014; Wang and Somogyi, 2018). The transition to digital marketplaces has introduced new dynamics in organic food consumer behavior. Research has identified several key factors influencing online organic food purchasing decisions, encompassing various psychological and practical considerations. These determinants include consumers' health awareness, environmental consciousness, trust perceptions, value assessments, risk evaluations, and general attitudes toward organic products in the digital marketplace (Yin et al., 2010; Irianto, 2015; Hsu et al., 2016; Yadav and Pathak, 2016; Rahmawati et al., 2018; Nguyen et al., 2019; Pham et al., 2019; Kusno et al., 2022; Zayed et al., 2022; Pahari et al., 2023; Tao and Chao, 2024).

In this context, the present research aims to explore how multiple consumer-centric factors - specifically health consciousness, environmental consciousness, perceived trust, perceived value, and perceived risk - influence consumers' intentions to purchase organic food products through digital commerce channels. Furthermore, this study aims to elucidate the mediating role of attitudinal disposition in the relationship between these determinant factors and organic food purchase intentions in the e-commerce context.

2. Literature Review

Health consciousness is a concept that expresses individuals' awareness of their own health and their tendency to adopt a healthy lifestyle (Pahari et al., 2023). This concept is considered an important factor shaping consumers' food choices and dietary habits. Consumers with high health consciousness tend to gravitate towards foods that are high in nutritional value, free from additives, and produced by natural methods (Paul and Rana, 2012; Basha et al., 2015; Çakmakçı et al., 2024). In this context, organic foods stand out as an attractive option for health-conscious consumers. Research shows that health consciousness has a positive effect on organic food purchase intention (Yin et al., 2010; Hsu et al., 2016; Yadav and Pathak, 2016; Nguyen et al., 2019; Pahari et al., 2023).

Environmental consciousness represents an individual's ecological awareness and commitment, encompassing their sensitivity to environmental challenges and inclination towards eco-friendly product choices (Yadav and Pathak, 2016; Zayed et al., 2022). This mindset has emerged as a crucial determinant in shaping consumer purchasing decisions and serves as a cornerstone for sustainable consumption patterns (Joshi and Rahman, 2015; Çakmakçı et al., 2024).

Individuals exhibiting strong environmental consciousness demonstrate a marked preference for products that minimize ecological impact. The organic food sector aligns particularly well with these environmental values, offering production methodologies that present significantly reduced environmental impacts compared to traditional agricultural practices. Empirical studies consistently demonstrate a robust positive correlation between environmental consciousness and organic food purchasing intentions (Yin et al., 2010; Irianto, 2015; Yadav and Pathak, 2016; Nguyen et al., 2019; Pham et al., 2019; Zayed et al., 2022; Pahari et al., 2023).

Perceived trust stands within the digital marketplace as a fundamental psychological component that shapes consumers' evaluation of online platform credibility and authenticity (Kim and Peterson, 2017). This multifaceted construct encompasses several key elements, including data security protocols, product authenticity assurance, and fulfillment reliability (Ling et al., 2011). The absence of trust creates an insurmountable barrier to e-commerce engagement, effectively preventing meaningful transaction relationships from developing (Avcı, 2024). This trust factor becomes particularly crucial in the context of specialty products like organic foods, where quality assurance holds paramount importance. Empirical investigations have consistently demonstrated that trust perceptions regarding e-commerce platforms significantly influence consumers' willingness to purchase organic products through digital channels (Sukrat et al., 2015; Sohn et al., 2020).

Perceived value encompasses a complex evaluation framework where consumers weigh product or service benefits against acquisition costs. This assessment incorporates multiple value dimensions, spanning functional utility, emotional satisfaction, social impact, and knowledge enhancement (Kushwah et al., 2019). When applied to organic food products, this value perception represents consumers' comprehensive assessment balancing health benefits, environmental sustainability, and societal impact against premium pricing considerations. Empirical evidence consistently demonstrates that these value perceptions play a significant role in driving organic food purchase intentions (Konuk, 2018; Kushwah et al., 2019; Pahari et al., 2023).

Perceived risk encompasses consumers' subjective assessment of uncertainties and potential adverse outcomes associated with product or service acquisition. In digital commerce environments, this risk perception takes on multiple dimensions, reflecting consumers' evaluation of possible negative consequences inherent in online transactions (Varghese et al., 2022). The absence of physical interaction in digital marketplaces introduces additional risk elements beyond traditional retail channels, potentially influencing consumer decision-making patterns (Li, 2013; Yılmaz, 2018). Studies examining online organic food purchasing behavior have identified an inverse relationship between perceived risk and purchase intention, suggesting that heightened risk perception acts as a deterrent to organic food acquisition through digital platforms (Rahmawati et al., 2018; Kushwah et al., 2019).

Attitude represents an individual's evaluative predisposition, manifesting as positive or negative assessments toward specific objects, behaviors, or concepts (Ajzen, 1991). In the context of online organic food purchasing, these attitudinal orientations reflect consumers' overall evaluation of digital platforms as a medium for organic food acquisition (Şahin, 2020). This multifaceted construct integrates cognitive elements (including utility perceptions and usability assessments), affective components (encompassing trust and satisfaction), and behavioral aspects (drawing from previous experiences) (Ajzen, 1991; Davis, 1989). Extensive empirical research has consistently demonstrated a robust positive correlation between attitudinal dispositions and organic food purchase intentions in digital environments (Irianto, 2015; Teng and Wang, 2015; Hsu et al., 2016; Yadav and Pathak, 2016; Rahmawati et al., 2018; Zayed et al., 2022; Pahari et al., 2023).

3. Materials and Methods

This study was prepared under the permission numbered T2024-2170, dated 07/10/2024, from the Ethics Committee of Tekirdag Namik Kemal University Social Sciences and Humanities Scientific Research and Publication.

3.1. Research Model

The methodological framework of this research employs quantitative analytical techniques to explore consumer behavior patterns regarding organic food acquisition through digital platforms. Following a correlational research design, this research investigates the strength and nature of relationships among multiple variables (Karasar, 2022). The analytical framework incorporates five predictor variables: health consciousness, environmental consciousness, perceived trust, perceived value, and perceived risk, with purchase intention serving as the outcome variable.

Additionally, the research examines consumer attitude as a mediating variable in these relationships. The conceptual framework illustrating these relationships is depicted in *Figure 1*.

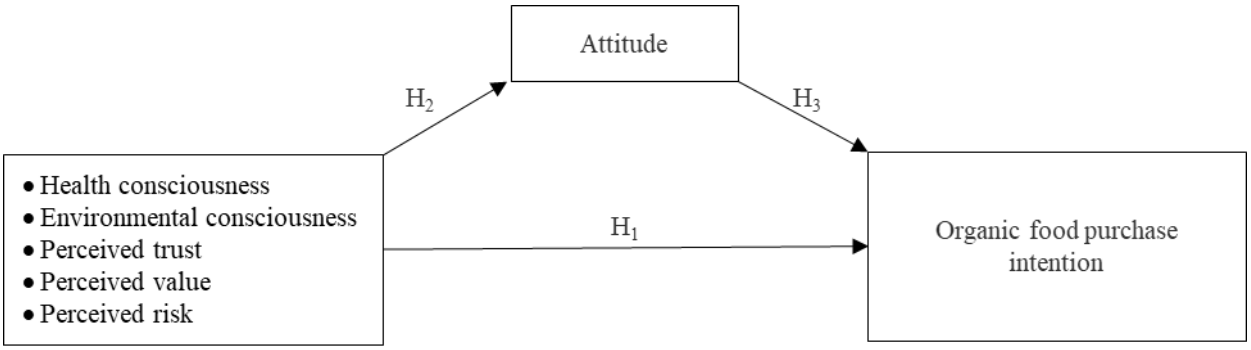

Figure 1. Research model

Based on the theoretical framework and literature review discussed above, the following hypotheses were developed:

H_1: Health consciousness, environmental consciousness, perceived trust, perceived value, and perceived risk have significant effects on purchase intention for organic food on e-commerce platforms.

H_2: Health consciousness, environmental consciousness, perceived trust, perceived value, and perceived risk have significant effects on attitude toward purchasing organic food on e-commerce platforms.

H_3: Attitude has a positive effect on purchase intention for organic food on e-commerce platforms.

H_4: Attitude mediates the relationship between independent variables (health consciousness, environmental consciousness, perceived trust, perceived value, perceived risk) and purchase intention for organic food on e-commerce platforms.

3.2. Sample

The study population encompasses Turkish residents aged 18 and above who have engaged in organic food purchases through digital platforms within the previous twelve months. The sampling methodology employed a non-probabilistic convenience sampling approach, which facilitates participant recruitment based on accessibility and willingness to participate (Etikan et al., 2016). This sampling strategy was selected for its practical advantages in terms of resource efficiency and time management.

Recent statistical data from TurkStat (2023) indicates that internet penetration in Turkey has reached 87.1% of the population. Within this digital landscape, 49.5% of individuals engage in online purchasing activities, with 37.1% specifically acquiring food products through digital channels. These figures suggest an approximate potential population of 13.5 million individuals who utilize e-commerce platforms for organic food purchases, though precise figures for this specific consumer segment remain unavailable.

Following the statistical guidelines proposed by Yazıcıoğlu and Erdoğan (2014), a sample size of 384 participants is deemed sufficient for populations exceeding one million, assuming a 95% confidence level and 5% margin of error. The current study successfully recruited 400 participants, exceeding the minimum threshold for statistical validity. All study participants received comprehensive information regarding the research objectives and data confidentiality protocols, and provided voluntary consent for participation.

3.3. Measures

Data collection was implemented through digital survey methodology, with questionnaire distribution occurring via various online channels including social networking platforms, electronic mail, and messaging applications. The demographic questions in the questionnaire form were prepared by the researcher. The research utilized several validated measurement scales. Health Consciousness Scale contains 5 items (α=0.865) measuring participants' health awareness and concerns (Gül and Erdem, 2023). Environmental Consciousness Scale contains 4 items (α=0.804) measuring environmental awareness and concerns (Gül and Erdem, 2023). Perceived Trust Scale contains 3 items (α=0.868) measuring participants' trust in e-commerce platforms (Avcı, 2004). Perceived Value Scale contains 3 items (α=0.747) measuring value perceptions of organic food purchases through e-commerce (Avcı, 2004). Perceived Risk

Scale contains 3 items (α=0.780) measuring risk perceptions related to online organic food shopping (Yılmaz, 2018). Attitude Scale contains 4 items (α=0.941) measuring attitudes toward purchasing organic food through e-commerce platforms (Şahin, 2020). Purchase Intention Scale contains 4 items (α=0.925) measuring intentions to purchase organic food through e-commerce platforms (Şahin, 2020). All scales employed five-point Likert-type response formats, ranging from strong disagreement (1) to strong agreement (5).

3.4. Procedure

Statistical analyses were performed utilizing SPSS v26 statistical software package. Frequency analysis was used to analyze the distribution of participants according to their demographic characteristics. Exploratory factor analysis was conducted to examine the validity of the scales used in the study. In addition, Cronbach alpha coefficients were calculated to examine the reliability of the scales. To evaluate the normality distribution characteristics of the dataset, distribution parameters were examined through skewness and kurtosis metrics. Pearson correlation analysis was conducted to examine the interrelationships among study variables. Finally, this study employed the mediation analysis framework developed by Baron and Kenny (1986) to examine how health consciousness, environmental consciousness, perceived trust, perceived value, and perceived risk influence organic food purchase intentions in e-commerce contexts, with particular attention to attitude's mediating function. The analytical procedure follows a three-stage regression sequence. The initial stage evaluates the independent variable's impact on the proposed mediator. The second stage assesses the direct relationship between the independent and dependent variables. The final stage examines the concurrent effects of both independent and mediating variables on the outcome variable. For establishing mediation, three essential criteria must be satisfied:

- The independent variable should demonstrate a significant effect on the mediator in the first regression equation
- The independent variable should significantly influence the dependent variable in the second equation
- The mediator should maintain significant influence on the dependent variable when both predictors are simultaneously considered

When these conditions are met, the independent variable's effect magnitude in the third equation should be diminished compared to its second-equation effect. Baron and Kenny (1986) distinguish between two mediation types: partial mediation, where the independent variable retains a reduced but significant effect, and complete mediation, where the independent variable's effect becomes non-significant in the presence of the mediator.

4. Results

4.1. Demographic Statistics of the Participants

A total of 400 people who had purchased organic food through digital platforms in the last twelve months participated in the research. The demographic composition of the participants is detailed in *Table 1*.

Table 1. Demographic statistics of the participants

Variable	Category	f	%	Variable	Category	f	%
Gender	Female	212	53.0	Marital Status	Single	138	34.5
	Male	188	47.0		Married	262	65.5
Age	20-29	88	22.0	Occupation	Private sector employee	142	35.5
	30-39	183	45.8		Public sector employee	123	30.8
	40-49	73	18.3		Self-employed	57	14.2
	50 and above	56	14.0		Student	34	8.5
Education	High school and below	82	20.5		Retired	22	5.5
	University	202	50.5		Unemployed	22	5.5
	Graduate	116	29.0	Annual Organic Food Purchase Frequency	1-10 times	224	56.0
Income	Below 50.000 TL	103	25.8		11-20 times	114	28.5
	50.000-100.000 TL	180	45.0		21-30 times	48	12.0
	Over 100.000 TL	117	29.3		Over 30 times	14	3.5

Source: Author calculation.

As seen in *Table 1*, the majority of participants were female (53.0%, n = 212) and married (65.5%, n = 262). The age distribution showed that nearly half of the participants were between 30-39 years old (45.8%, n = 183), followed by those aged 20-29 (22.0%, n = 88). Regarding education level, half of the participants had a university degree (50.5%, n = 202), while 29.0% (n = 116) held graduate degrees. In terms of occupation, private sector employees constituted the largest group (35.5%, n = 142), followed by public sector employees (30.8%, n = 123). Most participants had moderate income level (45.0%, n = 180). The majority of participants purchased organic food 1-10 times annually through e-commerce platforms (56.0%, n = 224), while a small portion made more than 30 purchases per year (3.5%, n = 14).

4.2. Validity and Reliability Analysis

Exploratory factor analysis was conducted to examine the validity of the scales used in the study. In addition, Cronbach alpha coefficients were calculated to examine the reliability of the scales. The results of the analysis are presented in *Table 2*.

Table 2. Validity and Reliability Analysis Results

Scale	Item	Factor Loadings							Variance Explained	Cronbach Alpha
		(1)	(2)	(3)	(4)	(5)	(6)	(7)		
Health consciousness	Item1	.750							12.824	.865
	Item2	.704								
	Item3	.765								
	Item4	.781								
	Item5	.767								
Environmental consciousness	Item1				.669				9.982	.811
	Item2				.812					
	Item3				.817					
	Item4				.814					
Perceived trust	Item1						.910		8.987	.842
	Item2						.892			
	Item3						.590			
Perceived value	Item1					.830			9.387	.869
	Item2					.838				
	Item3					.887				
Perceived risk	Item1							.760	7.608	.815
	Item2							.704		
	Item3							.776		
Attitude	Item1			.756					11.401	.871
	Item2			.825						
	Item3			.825						
	Item4			.729						
Purchase intention	Item1		.927						11.606	.871
	Item2		.711							
	Item3		.745							
	Item4		.812							
KMO = .830, Barlett's Test: $\chi^2(325) = 6065.806$, p = .000										
Total Variance Explained = 71.795										

Source: Author calculation.

It is indicated that for factor analysis to be conducted, the Kaiser-Meyer-Olkin (KMO) coefficient should exceed the threshold value of 0.5, and Bartlett's test of sphericity should yield significant results (Kline, 2008). Statistical assessment revealed favorable conditions for factor analysis, with the KMO coefficient exceeding the threshold value of 0.5 (KMO = .830), and Bartlett's sphericity test yielding significant results ($\chi2(325) = 6065.806$, p = .000), meeting established criteria. The analysis identified a seven-factor solution, with all items demonstrating robust factor loadings surpassing 0.50, collectively accounting for 71.795% of the total variance. Internal consistency reliability was

demonstrated through Cronbach's Alpha coefficients, with all subscales exceeding 0.80, indicating strong measurement reliability (Kline, 2008). Within this framework, it was concluded that the scale used in the research was both a valid and reliable measurement tool.

4.3. Normality Analysis

To evaluate the normality distribution characteristics of the dataset, distribution parameters were examined through skewness and kurtosis metrics. Analysis results are presented in *Table 3*.

Table 3. Normality analysis results

Variable	Skewness	Kurtosis
Health consciousness	-.413	-.079
Environmental consciousness	-.289	-.675
Perceived trust	-.877	.222
Perceived value	.132	-.796
Perceived risk	.597	-.148
Attitude	-.863	.232
Purchase intention	-.362	-.244

Source: Author calculation.

The analysis revealed that skewness and kurtosis indicators fell within the acceptable range of -3 to +3 for all study variables, satisfying established criteria for normal distribution (Kline, 2008). This confirmation of normality provided justification for the subsequent application of parametric statistical procedures in the analysis framework.

4.4. Correlation Analysis

Pearson correlation analysis was conducted to examine the interrelationships among study variables. Analysis results are presented in *Table 4*.

Table 4. Pearson correlation analysis results

Variable	(1)	(2)	(3)	(4)	(5)	(6)	(7)
(1) Health consciousness	1						
(2) Environmental consciousness	.314**	1					
(3) Perceived trust	.411**	.191**	1				
(4) Perceived value	.346**	.190**	.233**	1			
(5) Perceived risk	-.322**	-.094*	-.452**	-.262**	1		
(6) Attitude	.426**	.249**	.364**	.348**	-.371**	1	
(7) Purchase intention	.445**	.264**	.347**	.278**	-.312**	.473**	1

* p < .05, ** p < .01
Source: Author calculation.

The analytical results demonstrate a consistent pattern wherein perceived risk exhibits negative associations with all other constructs, while the remaining variables show positive intercorrelations. Statistical significance ($p < .05$) was observed across all variable relationships. These correlation patterns confirm the presence of linear relationships among the variables, thereby satisfying a fundamental requirement for subsequent parametric statistical analyses.

4.5. Mediation Analysis

The study aimed to examine the effects of health consciousness, environmental consciousness, perceived trust, perceived value and perceived risk on organic food purchase intention on e-commerce platforms and the mediating role of attitude in these relationships. In this regard, three-step multivariate regression analyses were conducted by following the mediation analysis process proposed by Baron and Kenny (1986). *Table 5* presents the combined analysis results.

The mediation analysis proceeded through three distinct phases. The initial phase examined how the independent variables influenced the mediator (attitude). The findings revealed significant effects from health consciousness ($\beta = .220$, $p < .01$), environmental consciousness ($\beta = .105$, $p < .05$), perceived trust ($\beta = .129$, $p < .01$), perceived value

(β = .173, p < .01), and perceived risk (β = -.187, p < .01). This model demonstrated statistical significance (F = 33.183, p < .01), accounting for 28.7% of the variance (R^2 = .287).

Table 5. Mediation analysis results

Independent Variables	Step 1 DV = Attitude		Step 2 DV = Purchase Intention		Step 3 DV = Purchase Intention	
	β	p	β	p	β	p
Health consciousness	.220	.000**	.280	.000**	.219	.000**
Environmental consciousness	.105	.020*	.122	.008**	.093	.038*
Perceived trust	.129	.009**	.130	.012*	.094	.060
Perceived value	.173	.000**	.094	.046*	.045	.323
Perceived risk	-.187	.000**	-.128	.010*	-.075	.122
Attitude	-	-	-	-	.279	.000**
Model	F = 33.183 R^2 = .287		F = 28.812 R^2 = .258		F = 31.202 R^2 = .312	

* p < .05, ** p < .01
Source: Author calculation.

The second phase investigated the direct relationships between independent variables and purchase intention. The analysis uncovered significant influences from health consciousness (β = .280, p < .01), environmental consciousness (β = .122, p < .01), perceived trust (β = .130, p < .05), perceived value (β = .094, p < .05), and perceived risk (β = -.128, p < .05). This model achieved significance (F = 28.812, p < .01), explaining 25.8% of the variance (R^2 = .258).

The concluding phase assessed the simultaneous effects of both independent variables and attitude on purchase intention. Upon incorporating attitude (β = .279, p < .01), the analysis revealed distinctive patterns: health consciousness (β = .219, p < .01) and environmental consciousness (β = .093, p < .05) maintained significance despite reduced effects, while perceived trust (β = .094, p > .05), perceived value (β = .045, p > .05), and perceived risk (β = -.075, p > .05) lost their significant direct effects. This final model demonstrated enhanced explanatory power (F = 31.202, p < .01; R^2 = .312).

These results indicate that attitude serves as a partial mediator in the relationships linking health and environmental consciousness to purchase intention, while functioning as a full mediator for the effects of perceived trust, value, and risk on purchase intention. According to the results, all hypotheses of the study were supported.

5. Discussion

The study aimed to examine the effects of health consciousness, environmental consciousness, perceived trust, perceived value and perceived risk on organic food purchase intention on e-commerce platforms and the mediating role of attitude in these relationships. The research findings revealed that health consciousness and environmental consciousness had both direct and indirect effects through attitude (partial mediation) on purchase intention, while the effects of perceived trust, perceived value, and perceived risk on purchase intention were explained through attitude (full mediation).

A key observation from this study is the persistence of both health and environmental consciousness effects on purchase intention, even when accounting for attitudinal mediation. This dual influence pathway suggests these factors shape consumer behavior through both direct and indirect mechanisms. Such findings extend the current understanding of consumer decision-making in organic food purchases, aligning with multiple research outcomes across various cultural settings (Yin et al., 2010; Irianto, 2015; Hsu et al., 2016; Yadav and Pathak, 2016; Nguyen et al., 2019; Pham et al., 2019; Zayed et al., 2022; Pahari et al., 2023). For instance, environmental consciousness was found to directly impact green purchase intentions by Yadav and Pathak (2016), while Nguyen et al. (2019) documented direct health consciousness effects on organic food consumption patterns.

This study also revealed that attitude completely mediates the relationship between purchase intention and three key factors: perceived trust, value, and risk in e-commerce contexts. This suggests these elements primarily influence purchasing decisions by first shaping consumer attitudes toward organic food products on digital platforms. These

observations complement existing research findings (Konuk, 2018; Kushwah et al., 2019; Sohn et al., 2020). As demonstrated by Konuk (2018), attitude mediates perceived value's impact on organic food purchase intentions, while Sohn et al. (2020) established attitude's mediating role in trust-related purchase decisions on e-commerce platforms.

The complex interplay of factors influencing organic food purchase intentions in e-commerce, particularly the significant mediating function of attitude, strongly validates the theoretical framework proposed by the Theory of Planned Behavior (Ajzen, 1991). The theory's central premise regarding attitude's role in behavioral intention formation is well-supported by findings of this study, especially within the specific context of online organic food consumption. This validation enhances our understanding of consumer behavior in digital marketplaces while reinforcing the theory's explanatory capabilities.

6. Conclusion

This research investigated how various factors influence consumers' intention to purchase organic food through e-commerce platforms, with a particular focus on the mediating function of attitude. The investigation yielded several significant insights with both theoretical and practical relevance.

The analysis revealed a distinctive pattern regarding health and environmental consciousness, demonstrating their influence through both direct and indirect pathways via attitudinal mediation. This dual-path influence underscores how deeply these considerations are embedded in consumer decision-making processes for organic food purchases. The persistence of direct effects, even when accounting for attitudinal factors, emphasizes the fundamental importance of these awareness factors in driving purchase decisions.

The findings also demonstrated that attitude fully mediates the relationship between purchase intention and three key e-commerce factors: perceived trust, value, and risk. This suggests that these elements primarily shape purchasing decisions by first influencing consumer attitudes, rather than directly affecting behavioral intentions. Such insights highlight the crucial role of attitude formation in digital marketplace dynamics.

Finally, demographic findings indicate that the research sample predominantly consists of individuals with high education levels, middle age group, and moderate-income level. This profile is significant as it reflects the general characteristics of consumers who purchase organic food through e-commerce platforms in Turkey. However, the fact that the vast majority of participants only purchase organic food 1-10 times per year (56.0%) suggests that this channel has not yet been widely adopted as a common shopping method.

From a practical perspective, these findings offer several implications for e-commerce platforms and organic food retailers:

- Marketing strategies should emphasize both environmental and health benefits of organic foods, as these factors have direct influences on purchase intention.
- E-commerce platforms should focus on building trust, enhancing value perception, and reducing perceived risk through measures that positively influence consumer attitudes.
- Website design and communication strategies should address both rational and emotional aspects of consumer decision-making, given the significant mediating role of attitudes.
- Special attention should be paid to first-time buyers, as the majority of participants (56.0%) only purchased organic food 1-10 times annually through e-commerce platforms.

Several limitations should be noted when interpreting the research outcomes. The geographical scope, being limited to Turkey, may restrict the broader applicability of these findings across different cultural settings. Furthermore, the reliance on convenience sampling techniques potentially affects the sample's representativeness of the wider population. To address these methodological constraints, future studies should implement probability-based sampling approaches and explore cross-cultural comparative analyses to validate the conclusions across diverse contexts. Notwithstanding these methodological boundaries, this investigation advances the current understanding of e-commerce organic food consumption patterns by illuminating the intricate interplay between multiple factors affecting purchase intentions, with particular emphasis on attitude's pivotal mediating function in these relationships.

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Ethical Statement

This study was prepared under the permission numbered T2024-2170, dated 07/10/2024 from the Ethics Committee of Tekirdag Namik Kemal University Social Sciences and Humanities Scientific Research and Publication.

Conflicts of Interest

We declare that there is no conflict of interest between us as the article authors.

Authorship Contribution Statement

The contribution is made by the only one author.

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