



INVESTIGATION OF CONSUMERS 'ORGANIC FOOD PURCHASES IN THE CONTEXT
OF THE RELATIONSHIP OF PERSONAL VALUES AND INDIVIDUAL FACTORS*

TÜKETİCİLERİN ORGANİK GIDA SATIN ALMA NİYETLERİNİN KİŞİSEL DEĞERLER
İLE BİREYSEL FAKTÖRLER İLİŞKİSİ BAĞLAMINDA ARAŞTIRILMASI**

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Abstract

In this study, it was aimed to determine the factors affecting consumers organic food purchase intention. In this direction; individual factors of personal values, attitude towards purchasing organic food of individual factors, and the effect of this variable on the organic food purchase intention was investigated. The role of moderator in the relationship between subjective norms' organic food purchasing attitude and organic food purchase intention is discussed. According to the results of the research, while personal values affect individual factors; while health and environmental consciousness have an impact on the attitude towards purchasing organic food, price consciousness has no effect. In addition, the findings show that the attitude towards purchasing organic food has an impact on the purchase intention. Finally, the subjective norm has a moderator effect between the organic food purchase intention and the attitude towards purchasing organic food.

Keywords: *Organic Product, Personal Values, Individual Factors, Subjective Norm, Attitude towards Purchasing Organic Product, Organic Product Purchase Intention,*

Öz

Bu çalışmada tüketicilerin organik gıda satın alma niyeti üzerinde etkili olan faktörlerin belirlenmesi amaçlanmıştır. Bu doğrultuda kişisel değerlerin bireysel faktörler, bireysel faktörlerin organik gıda satın almaya yönelik tutum ve bu değişkenin ise organik gıda satın alma niyeti üzerindeki etkisi araştırılmıştır. Özel normların organik gıda satın almaya yönelik tutum ve niyet arasındaki ilişkide moderatör rolü de tartışılmıştır. Araştırma sonuçlarına göre kişisel değerler bireysel faktörler üzerinde etkili iken; organik gıda satın almaya yönelik tutum üzerinde bireysel faktörlerden sağlık ve çevre bilincinin etkisi varken fiyat bilincinin ise etkisi bulunmamaktadır. Ek olarak bulgular organik gıda satın almaya yönelik tutumun satın alma niyeti üzerinde etkisi olduğunu göstermiştir. Son olarak organik gıda satın alma niyeti ve organik gıda satın almaya yönelik tutum arasında özel normun moderatör etkisi bulunmaktadır.

Anahtar Kelimeler: *Organik Gıda, Kişisel Değerler, Bireysel Faktörler, Özel Norm, Organik Gıda Satın Almaya Yönelik Tutum, Organik Gıda Satın Alma Niyeti,*

GENİŞLETİLMİŞ ÖZET

Çalışmanın Amacı

Bu çalışmada bireylerin sahip olduğu değerlerin, bireysel faktörler olan çevre, fiyat ve sağlık bilinci, söz konusu değişkenin ise organik gıda satın almaya yönelik tutum üzerindeki etkisine bakılarak, bu değişkenlerin çıktı değişken olan organik gıda satın alma niyeti üzerindeki etkisi ortaya konulmaya çalışılmıştır. Ayrıca çalışmada organik gıda satın almaya yönelik tutumun organik gıda satın alma niyeti üzerindeki etkisi ve öznel normun moderatör etkisi de ele alınmıştır.

Araştırma Soruları

Çalışmanın amacı doğrultusunda ele alınan sorular şu şekildedir: Kişisel değerler bireysel faktörler üzerinde etkili mi? Bireysel faktörler organik gıda satın almaya yönelik tutum üzerinde etkili mi? Organik gıda satın almaya yönelik tutum organik gıda satın alma niyeti üzerinde etkili mi? Öznel normların organik gıda satın almaya yönelik tutum ve organik gıda satın alma niyeti arasında moderatör etkisi var mı?.

Literatür Araştırması

İlgili literatür incelendiğinde, özellikle organik ürün pazarını tanımlayarak ve belirginleştirerek doğru stratejilerin geliştirilmesini amaçlayan kişisel değerleri ve çevreye, sağlığına ve fiyata olan duyarlılığı araştıran çalışmalara rastlamak mümkündür (Worsley ve Lea, 2008; Hedlund, 2011; Lee, 2011; Magnusson vd., 2011). Ayrıca organik ürünlere yönelik tutum üzerinde fiyat algısı, sağlık ve çevre endişesi (Michaelidou ve Hassan, 2008; Smith ve Paladino 2010; Lee ve Yun, 2015) organik ürün satın alma niyeti üzerinde ise tutumun (Tarkiainen ve Sundqvist, 2005) etkisini inceleyen çalışmalarda mevcuttur. Öte yandan organik pazarda öznel normların tutum ve niyet arasındaki moderatör etkisini tespit etmeye yönelik çalışmalar bulunmaktadır (Fu vd., 2010; Al-Swidi vd., 2014;). Ancak bireylerin sağlık, fiyat ve çevre bilincini bireysel faktör olarak ele alan ve bu değişkenler üzerinde kişisel değerlerin etkisini inceleyen sınırlı sayıda çalışma bulunmaktadır. Araştırma ile kişisel değerlerin, bireysel faktörler üzerindeki etkisi irdelenecek ve bireyin sahip olduğu kişisel değerler doğrultusunda hangi bireysel faktörü daha çok önemsendiği belirlenebilecektir. Bireysel özellikler üzerinde etkili olduğu düşünülen, değerlerin belirlenmesiyle birlikte organik gıda tüketicileri daha iyi anlaşılabilir ve bu doğrultuda literatüre katkı sağlanabilecektir. Araştırma modeli doğrultusunda bireysel faktörlerin organik gıda satın almaya yönelik tutum ve organik gıda satın alma niyeti üzerindeki etkinin tartışılacak olması ve bu yönde organik gıda pazarı literatürüne katkı sağlanabileceği çalışmanın çıktıları açısından önemli bir noktadır.

Yöntem

Örnekleme yöntemi olarak tesadüfi olmayan örnekleme yöntemlerinden kolayda örnekleme kullanılmıştır. Anket sürecinde yaşanabilecek aksaklıklar, anketin eksik doldurulması gibi sorunlar göz önünde bulundurularak toplamda 500 anket dağıtılmıştır. Hatalı ve eksik doldurulan anketler elendikten sonra 420 adet anket değerlendirmeye alınmıştır. 420 anket için verilerin standardizasyonu yapıldıktan

sonra 352 anket değerlendirilmeye tabi tutulmuştur. Çalışmanın uygulama kısmında yüz yüze anket uygulaması yöntemi kullanılmıştır. Anket çalışması Erzurum’ da 18 yaş ve üstü organik gıda satın alan tüketicilere uygulanmıştır. Çalışma örneklemini organik gıda tüketicileri oluşturmaktadır. Bununla birlikte çalışma sadece Erzurum ilini kapsamaktadır. Dolayısıyla araştırma organik ürün tercihinde bulunmayan tüketiciler, tüm ürün grupları ve Türkiye için genellenemez.

Çalışma kapsamında kullanılan ölçekler; kişisel değerlere yönelik ifadeler Yıldırım (2013), bireysel faktörlerin içinde yer alan çevre bilincine ilişkin ifadeler Huang vd., (2014), sağlık bilincine ilişkin ifadeler Cheung vd., (2015), fiyat bilincine ilişkin ifadeler Lichtenstein vd., (1988), organik gıda satın almaya yönelik tutum, organik gıda satın alma niyeti ve öznel norma ilişkin ifadeler Al-Swidi (2014)’den uyarlanarak Türkçeye çevrilmiş, daha sonra ters çeviri-backtranslation yöntemiyle ifadeler kontrol edilmiştir. Verilerin analizinde SPSS 20.0 ve AMOS 20 paket istatistik programlarından faydalanılmıştır. Verilere tanımlayıcı istatistikler, güvenilirlik analizi, doğrulayıcı faktör analizi, kanonik koreasyon ve regresyon analizleri uygulanmıştır.

Sonuç ve Değerlendirme

Araştırma sonuçlarına göre kişisel değerler bireysel faktörler üzerinde etkilidir. Bireysel faktörler arasında yer alan sağlık ve çevre bilinci ise organik gıda satın almaya yönelik tutum üzerinde etkilidir. Bununla birlikte, fiyat bilinci boyutunun organik gıda satın almaya yönelik tutumu etkilemediği görülmektedir. Ayrıca, bulgular organik gıda satın alma konusundaki tutumun organik gıda satın alma niyetini etkilediğini ortaya koymaktadır. Son olarak, öznel norm, organik gıda satın alma niyeti ile organik gıda satın almaya yönelik tutumu arasında moderatör bir etkiye sahiptir. Çalışma sonucunda organik gıda pazarı için önemli olan sağlık, çevre ve fiyat bilincinin oluşmasında bireyin hayatında yol gösteren ilkeler olarak da ifade edilebilen kişisel değerlerin önem kazandığı görülmüştür. Organik gıda satın alma niyetine giden süreçte anahtar rol oynayan tutuma etki edebilmek için hem bireylerin sağlığını hem de doğaya ilişkin bireysel faktörlerini göz önünde bulundurmaları gerekmektedir. Bu etkinin gücünü ve yönünü etkileyebilecek değişkenlerin belirlenmesi sektörün harekete geçirilmesi için önemli imkanlar sunacaktır. Organik gıda için ise bu etki toplumun düşünceleri yani öznel normun moderatör etkisinin araştırılmasından geçmektedir.

1. INTRODUCTION

Organic food market is significantly developing throughout the world. This results from the positive perceptions of consumers towards organic foods. Consumers consider organic products as environmentally and animal friendly products that are not produced with antibiotics or hormones (Hutchins and Greenhalgh, 1997; González et al., 2019; Popa et al., 2019). In the studies carried out on organic products, organic products of consumers are generally; see it as healthy, sensory appeal, food safety, taste, quality, proenvironment (Hill and Lynchehaun, 2012; Chekima et al., 2017; Golob et al., 2018; Curl, 2019; Pham et al., 2019). According to consumers, organic products are healthy in many aspects (Manzi and Duraz-zo, 2017; Hsu et al., 2016). In addition, the tendency of consuming organic products is widely adopted in many industrialized countries. Therefore, both producers and marketers attempt to learn the motivations affecting the consumption of these products (Janssen, 2018; Rock et al., 2017; Massey et al., 2018).

Today, consumers behave more consciously about nature. Therefore, they gravitate towards environmentally-friendly products and prefer the companies that are sensitive to the environment (Nasir and Karakaya, 2014: 295). It is observed that the production and consumption of organic foods significantly increase in the above-mentioned process. When organic products are approached from a marketing perspective, understanding the knowledge of consumers towards these products is crucial in terms of developing appropriate marketing strategies (Nasir and Karakaya, 2014). Organic agriculture, which attracts attention in the world substantially, is accepted as one of the sectors having a promising future (Eti, 2017). Organic production can be defined as an ecological production management system. The minimum use of non-agricultural inputs as well as ensuring, protecting and developing the ecological balance depend on the relevant managerial processes (Winter and Davis, 2006:117). Another factor directing the behaviors of consumers and playing a significant role in the decision-making process regarding organic foods is personal values (Winter, 2010:26). Also individuals who are worried that they will lose their health turn to organic foods because of this anxiety. Thus, knowing organic foods in a healthy way reduces the cognitive discrepancy experienced in individuals (Bilgen, 2017: 678-679). According to Wang et al., (2020) environmental consciousness enhances consumers' intention to purchase organic food. Also, attitude, subjective norm and environmental concern significant positive effect on organic food purchase intention (Saleki et al., 2019). With the consciousness of the society in recent years, the demand for organic products (Keskin et al., 2017) as well as awareness about the the harmful effects of chemicals in foods has been increasing. In this context, the tendency to purchase organic food also increases. The gradual development of attitudes towards the origin of consumed food and food purchasing behavior have not been adequately addressed in the marketing literature. At this point, the study to determine the motivations of consumers to purchase organic food becomes important. When the related literature is examined, personal values aiming to develop correct strategies by defining and defining the organic product market in particular; There are a limited number of studies dealing with

the impact on individual factors. With the research, the effect of personal values, which reveal what is important for the individual, on individual factors will be examined and which individual factor will be determined more in line with the personal values of the individual. The increasing environmental problems and the health problems of individuals have brought organic food to the fore. In this context, it is important to raise the consciousness of the consumer for the development of the organic food market. However, one of the issues that needs to be emphasized is what can be done in order to raise consciousness effectively. Organic food consumers will be more clearly understood with the determination of values, which can affect the individual characteristics of people. There are a limited number of studies on this variable group in the literature. Finally, it is important that the attitudes of potential buyers towards organic food become organic food purchase intentions in order to make the organic food market more vivid. Today, consumers no longer care about themselves, besides what you did for me, other individuals, society, environment, etc. What are they doing for? to the enterprises. In light of the explanations above and the findings obtained after the study, it is aimed to fill in the gaps in the related literature and contribute to the literature.

2. LITERATURE REVIEW

2.1. Personal Values

Schwartz (1994) defines values as the objectives with varying degrees of importance that act as guiding principles in the life of a human or an individual in a society. Values are the criteria used for choosing and legitimating actions as well as evaluating humans, events and personality (Grunert and Juhl, 1995). Personal values are the principles that guide how an individual should behave (Parks and Guay, 2009). Personal values affect the preferences of consumers in addition to guiding their behaviors (Candan and Yıldırım, 2013). Schwartz's system of personal values was developed by considering the physical, psychological and social needs of individuals. Therefore, it is frequently used for analyzing consumer behaviors since it offers a comprehensive evaluation (Ünal et.al., 2008). Schwartz discusses this system under two dimensions. The first dimension includes the approach of Openness to change/Conservation while the second dimension consists of Self-transcendence/Self-enhancement. In the dimension of Openness to Change, there is the self-direction and stimulation value types while security, conformity and tradition value types are included in the dimension of Conservation. The dimension of hedonism includes the elements of both Openness to Change and Self-Enhancement value groups among the ten value types in the system (Harcar, 2005:180). It is critical to understand the values lying behind the food purchase preferences in order to obtain more perceptible information regarding the individuals purchasing organic foods (Finch, 2006). The research examining the relationship between values and environmentalist behavior has primarily focused on two of the value categories of Schwarz. These value categories are self-transcendence and self-enhancement (Schultz et.al., 2005: 459). The values of power, achievement and hedonism are included in the dimension of self-enhancement while universalism and benevolence are included in the dimension of self-transcendence

(Schwartz, 1992). Moreover, the latter values were identified as the determinants of the general concern about the environment. The dimension of self-transcendence had a positive impact on the concern about the environment while the dimension of self-enhancement affected it negatively (Schultz et.al., 2005). In their study conducted on sustainability, Şener and Hazer (2007) focused on five value types (Universalism, Benevolence, Power, Achievement, Hedonism) that are included in Schwarz's self-transcendence and self-enhancement dimensions. In this female-focused study, the value of universalism had the highest mean score while hedonism had the lowest mean score. The value of power represents to be able to gain social status and prestige, control or dominate humans and resources. The value of achievement represents the success of the individuals demonstrating competence with respect to social standards. Hedonism, which is another value, refers to sensory fulfillment and personal pleasure received from life. Universalism reflects an appreciation of value, being tolerant and protecting the nature and welfare of all people. Benevolence is to focus on the welfare of others in daily interaction (Schwartz, 1992). Hence, the five dimensions of personal values, which are power, achievement, universalism, hedonism and benevolence, were discussed in this research.

2.2. Individual Factors (Environmental Consciousness, Price Consciousness, Health Consciousness)

In the study carried out on organic products, Lee (2016) examined three consciousness elements to measure individual factors. These elements are environmental, health and price consciousness. Lea and Worsley (2005) stated that organic products were more delicious and healthier compared to conventional foods. Gök (2008) also specified that the prices of organic products were higher compared to conventional products. Furthermore, the concern about the environment and health of consumers has increased in parallel with the attention paid on the consumption of organic foods. In this context, especially the marketing sector has been directed to analyzing the motivations behind the purchase of organic products by consumers (Smith and Paladino, 2010).

Environmental consciousness is to exhibit strong emotions for environmental responsibility. In other words, environmental consciousness is the protection of the environment as well as raising awareness about this issue (Alsmadi, 2007). In the organic food sector, consumers demand higher security and quality as well as the sustainability of the activities by showing sensitivity to the environment. This means that the logical use of natural resources and the concern about the environment are critical for this sector (Achilleas and Anastasios, 2008; Kusumaningsih et al., 2019). According to Ueasangkomsate and Santiteerakul (2016) environment and health are also correlated to buying intention organic foods. Health consciousness is regarding to what extent an individual adapts the concern about his own health to his daily activities (Jayanti and Burns, 1988). Consumers, which have health consciousness, increasingly prefer organic products rather than conventional foods. In other words, the increase in diseases like heart problems and depression is very effective on the preference of organic foods by consumers. In this context, the retail, distribution and marketing departments of enterprises will be effective at the point of meeting the needs of consumers preferring organic foods

with an aim to increase their standards of living (Rana and Paul, 2017). Prakas et al., (2018) stated that health and environmental consciousness significantly influence the consumer's intention to purchase organic food. If a consumer has sensitivity in terms of price such as low price sensitivity, etc., it is possible to specify that this consumer has price awareness for a specific product group (Lichtenstein et.al., 1988:244). In their study, Kranjac et al. (2017) stated that high price was an important obstacle to the purchase of organic products. Türk and Erciş (2017) emphasized that low reachability and high price issues should be discussed for the development of the organic market. Raising awareness in society is of significance for providing sustainability and increasing environmental consciousness. In addition, if the environmental consciousness gains importance in the value system of a society, certain positive steps can be taken regarding environmental consciousness (Kaya and Gündoğdu, 2007). Lee (2011) examined environmental knowledge, concern and behavior as environmental consciousness. In this study, a relationship between the value (value for fashion) and environmental consciousness was detected. In their study, Karalar and Kiracı (2010) concluded that there was a positive relationship between the frequency of exhibiting sustainable consumption behavior of the universalism and benevolence value types. Furthermore, they found a positive effect on the frequency of exhibiting sustainable consumption behavior of individuals with respect to the value of "universalism". In his study, Hedlund (2011) found that universalism had a positive effect on environmental concern. Worsley and Lea (2008) expressed that personal values were strong predictors for estimating the concerns of individuals about foods and health. Worsley et al. (2013) argued that there was a positive relationship between the concern about the security of foods and the values of conformity and universalism included in the value system of Schwartz. In their study, Potocan et al. (2016) concluded that there was a significant effect on managers' personal values on their attitudes towards the concern about the environment. Accordingly, the following hypotheses were developed;

H₁: Personal values have statistically significant effect on individual factors,

H₁₁: Personal values have statistically significant effect on health consciousness

H₁₂: Personal values have statistically significant effect on price consciousness

H₁₃: Personal values have statistically significant effect on environmental consciousness.

2.3. Attitude and Intention

In line with the concerns about the potential effects of intensive agricultural practices on human health and environment, the interest in organic products increases throughout the world (Yin et.al., 2010). The theory of planned behavior suggests that the intention of individuals to exhibit a certain behavior is affected by the attitude, perceived behavior control and subjective norm (Al-Swidi et.al., 2014:1563). In addition, the theory of value is one of the theories used for better understanding the organic food preferences of consumers like the theory of planned behavior (Aertsens et.al., 2009). Attitude towards behavior can be defined as the positive or negative evaluation of a certain behavior by an individual or the degree of evaluation. According to Michaelidou and Hassan (2008), health

consciousness can positively affect the attitude towards organic products. Besides Yadav ve Pathak (2016) health consciousness positively influences the consumer's intention to purchase organic food.

In the study conducted on organic products, Lee (2016) found out that health and environmental consciousness of individuals positively increased in line with the increase in their attitudes towards purchasing organic products. According to the opinion of Magnusson et al. (2011), high prices are important obstacles to the purchase of organic products. Because of many reasons, certified organic foods are generally more expensive than traditional products. Therefore, price gains importance in the marketing of organic food (Singh and Verma, 2017). According to the study conducted by Smith and Paladino (2010), the attitude towards organic foods is affected by knowledge, environmental concern and subjective norm while health consciousness, quality, subjective norm and familiarity affect organic food purchase intention. In addition, Tarkiainen and Sundqvist (2005) suggested in their study conducted on organic products that the positive attitude of consumers towards purchase positively affected their organic food purchase intentions. In line with the information given above, the following hypotheses were developed;

H2: Individual factors have statistically significant effect on the attitude towards purchasing organic food.

H2₁: Health consciousness has statistically significant effect on the attitude towards purchasing organic food.

H2₂: Price consciousness has statistically significant effect on the attitude towards purchasing organic food.

H2₃: Environmental consciousness has statistically significant effect on the attitude towards purchasing organic food.

H3: The attitude towards purchasing organic food has statistically significant effect on the organic food purchase intention.

2.4. Subjective Norm

The theory of reasoned action suggests that the attitude towards behavior and subjective norm reveals the intention towards behavior. Attitude reflects the subjective evaluation of an individual's behavior. Subjective norm is related to the social pressure perception created by the people that an individual attaches importance to (Wan et.al., 2017). Ajzen (1991) defines subjective norm as an individual's perception of social pressures to perform or not to perform the behavior. Kim et al. (2009) explain subjective norm as the effect of other individuals on the behaviors of an individual. In other words, subjective norms, which are premises of the behavioral intention, represent the individual motivations directing a person to behave according to the opinions of other people in the environment. If consumers believe that the attitudes and opinions of other people towards organic products are positive, their purchase intentions to purchase such products will increase in line with this positive effect (Teng and Wang, 2015:1069).

In their study, Han and Chung (2014) specified that subjective norm had a positive effect on the attitude towards purchasing organic cotton clothes. According to Asif et al., (2017) subjective norms have a positive impact on intention to purchase of organic food. In the study conducted by Al-Swidi et al (2014), it was stated that subjective norm had a positive effect on the attitude toward buying organic food and buying intention toward organic food. Moreover, this study also reveals that subjective norm has a moderator effect between the purchase intention and attitude towards buying organic foods. According to the study of Fu et al. (2010) which examined the moderator effect of subjective norm, the subjective norm has a negative moderator effect between attitude and intention. In line with this information, the following hypothesis was presented;

H4: Subjective norm has a moderation effect on the relationship between attitude towards purchasing organic food and organic food purchase intention.

3. RESEARCH METHODOLOGY

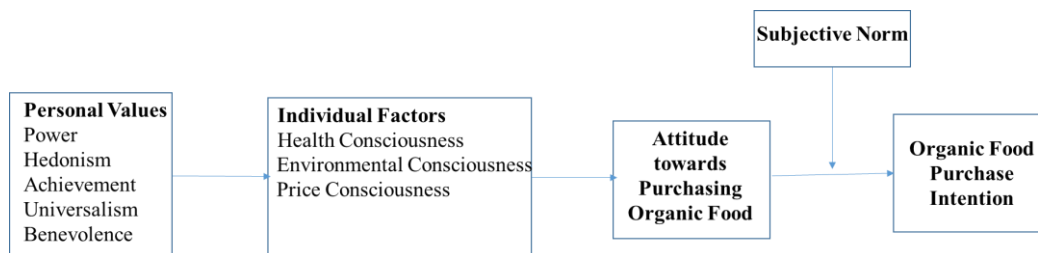
3.1. The Purpose, Scope and Limitations of the Research

The purposes of the research are as follows: Analyzing and revealing the important issues necessary for creating purchase intention towards purchasing organic foods, examining the multiple interactions between personal values and individual factors adopted by individuals, determining the effect of environmental, health and price consciousness on the attitude towards purchasing organic foods and putting forward the effect of the attitude towards purchase on organic product purchase intention. In addition, revealing the effect of the attitude towards a organic product purchase on organic product purchase intention and analyzing the moderator effect of the subjective norm is also among the purposes. In the implementation part of the research, face-to-face survey method was used. The survey was conducted on the consumers at the age of 18 and over in Erzurum and purchasing organic foods. Organic food consumers constitute the study sample. Consumers who do not prefer organic products are not included in the research. Besides, the study covers only the province of Erzurum. It can not be generalized for all product groups and Turkey.

3.2. Research Model

Research Model is as shown in figure 1.

Figure 1. Research Model



3.3. Sampling Process

As the sampling method, the convenience sampling method, which is one of the non-probability sampling methods, was used. In total, 500 surveys were conducted by considering the potential inconveniences that could occur during the survey process. 420 survey forms were obtained after the incorrect or missing answers of the conducted survey were eliminated. After performing the standardization of the data for 420 surveys, 352 surveys were subjected to evaluation. Data Standardization is to make the test or scale safe to be applied safely for "a certain period" and "in certain main masses or samples" So it is associated with reliability and validity. Standardization was applied in order to increase the reliability and validity of the study (Şencan, 2005).

3.4. Data Collection Method and Tool

Information on the research scales is presented below

Table1. Information of Research Scale

Scales	Quoted Articles	Variables Items
Personal Vales	Yıldırım (2013)	27 items
Individual Factors		
-Environmental Consciousness	Huang et al., (2014)	8 items
-Health Consciousness	Cheung et al., (2015)	5 items
-Price Consciousness	Lichtenstein et al., (1988)	3 items
Attitude towards Organic Purchasing	Al-Swidi (2014)	8 items
Food		
Subjective Norm	Al-Swidi (2014)	4 items
Organic Food Purchase Intention	Al-Swidi (2014)	4 items

So, sixty-seven questions about demographic, preliminary questions and research variables were asked to the participants. The scales were first translation into Turkish and then the expressions were checked with the back-translation method again. Individual factors (health, environment and price consciousness), attitude towards purchasing, purchase intent and subjective norm questions were measured with the 5-point Likert scale (5 = Totally Agree, 1 = Strongly Disagree). To measure personal values, a scale scored between the ranges of -1 and 7 (1: inverse to my values, 0: unimportant; 3: important, 6: very important and 7: absolute important) was used. As a preliminary question to the participants," Do you buy organic foods?" was asked. Thus, consumers who are knowledgeable about organic food are included in the study. The data were obtained by using the convenience sample method, which includes closed-ended questions as a first-hand data collection tool, and the questions were prepared in advance, and by making face-to-face interviews with individuals who purchase organic food living in Erzurum.

Analysis of the data, SPSS 20.0 and AMOS 20 package statistics programs were used. Descriptive statistics, reliability analysis, confirmatory factor analysis, canonical correlation and regression analysis were applied to the data.

4. ANALYSIS OF DATA

4.1. Demographics and Descriptive Statistics

Firstly, the respondents were asked whether you are buying organic food, and the participants who answered no to this question were asked to end the questionnaire. The majority of the participants are male (%47,7), between 29 and 39 (%50,3), married (% 56,3), bachelor degree (% 36,9), public servants (%36,4) and private sector employees (% 26,4) and 3000-4000 (%23,6) Turkish Liras. Besides this mean and standard deviation about the research scale are in Appendix.

4.2. Reliability and Model Fit Values

The confirmatory factor analysis was performed with an aim to test whether the scales used in the research show adaptation to the sampling. In addition, the reliability results were shown in Table 2.

Table 2. Acceptable Index Values in Model Compatibility

Fit Indices	Acceptable Compliance
X ² / sd	X ² / sd ≤ 5
NFI	0,90 ≤ NFI
CFI	0,95 ≤ CFI
RMSEA	RMSEA ≤ 0,08
GFI	0,85 ≤ GFI
AGFI	0,85 ≤ AGFI
RMR	0 < RMR ≤ 0,008

Reference: Karagöz (2016), SPSS ve AMOS 23 Uygulamalı İstatiksel Analizler

Table 3. Reliability Results, Model Adaptive Values, CR and AVE values of the scales*

	Cronbach Alpha (α)	X ² /sd	NFI	CFI	RMSEA	GFI	AGFI	RMR	CR	AVE
Personal Values	0.87	2.378	0.840	0.899	0.063	0.872	0.835	0.060	0,988	0,983
Individual Factors	0.82	2.806	0.875	0.915	0.072	0.911	0.877	0.052	0,992	0,989
Attitude towards Purchasing Organic Product	0.81	1.782	0.960	0.982	0.047	0.976	0.955	0.024	0,978	0,976
Subjective Norm	0.74	2.005	0.993	0.997	0.054	0.997	0.972	0.011	0,990	0,987
Organic Product Purchase Intention	0.77	0.489	0,997	1,000	0,000	0,999	0,993	0,006	0,994	0,994

*CR and AVE Scores formulation in Hair et al., 1998: 624

4.3. Canonical Anaysis

In line with the purpose of the research, whether there was a significant relationship between personal values and individual factors was analyzed. For this purpose, the Canonical Correlation Analysis was performed. The canonical correlation analysis is a type of analysis aiming at determining the correlation between two variable sets. In order to see the mutual and multiple relationships between variable sets, the canonical correlation analysis is performed (Karagöz, 2016:919). As a result of the canonical correlation analysis, three functions were obtained since the lowest variable number in the personal values and individual factors variables set. The research model is a cause-effect relationship model. Canonical correlation analysis is seen as a complement to “multiple regression analysis” (Shiker, 2012). In the analysis, it is thought that the change in dependent variables, which are assumed by

independent variables, is the square of the multiple regression coefficient (Alpert and Peterson, 1972). So it is very similar to multiple regression, which is an impact analysis. The point where the two analyzes differ from each other is that canonical correlation is performed between sets (Marcoulides and Hershberger, 2014). In this sense, canonical correlation analysis was preferred in order to analyze the effect of personal values on individual factors in order to adapt to the research objectives.

Table 4. The Functions Obtained with the Canonical Correlation Analysis between the Personal Values and the Individual Factors

Canonical Functional	Canonical Correlation Coefficient (Rc)	Canonical Roots	Wilk's Lambda	Chi-Square	df.	Sig.
1	0,522	0,272	0,561	200,389	15,000	0,000
2	0,456	0,208	0,771	90,028	8,000	0,000
3	0,162	0,026	0,974	9,181	3,000	0,027

It is seen when Table 4 is examined that there are three functions where the correlation coefficient is significant for the personal values and the individual factors. The significance level was found as “ $p=0,00$; $p<0,05$ ” for the 1st, 2nd and 3rd functions; thus, it can be put forward that the canonical correlation coefficients between the data sets in these functions are significant. The canonical correlation coefficient was determined as 0.522 for the variable pair “personal values and individual factors in the first function, and the canonical correlation coefficient was obtained as 0.456 for the variable pair “personal values and individual factors” in the second function. The canonical correlation coefficient is 0.162 for the variable pair “personal values and individual factors” in the third function. When the explained variance ratios of the variables set are examined it is observed that the first functions explain a greater part of the relationships set.

Table 5. The Correlation Matrix between the Dependent and Independent Variables

	Health Consciousness	Environmental Consciousness	PriceConsciousness
Power	0,3584	0,2222	0,4037
Universalism	-0,0117	0,3815	0,0661
Hedonism	0,1826	0,1907	0,3136
Achievement	0,1300	0,4033	0,1000
Benevolence	0,3623	0,3017	0,3565

In Table 5, the correlation values between the personal values data sets (independent variable) and the individual factors data sets (dependent) are shown. Accordingly, the strongest relationships can be mentioned as present between the data sets of “power-price consciousness (0.40)”, “achievement value and environmental consciousness (0.40)” and “universalism value and environmental consciousness (0.38)”.

Table 6. Canonical and Cross Loads belonging to Personal Value

Personal Values	Canonical Loads			Cross Loads		
	1. Function	2. Function	3. Function	1. Function	2. Function	3. Function
Power	0,917	-0,064	0,184	0,479	-0,029	0,030
Universalism	0,196	0,873	0,204	0,102	0,398	0,033
Hedonism	0,619	0,096	0,613	0,323	0,044	0,099
Achievement	0,390	0,754	-0,341	0,204	0,344	-0,055
Benevolence	0,894	0,140	-0,122	0,467	0,064	-0,020

As seen in Table 6, “power” (0.917) became the first, “benevolence” (0.894) the second, “hedonism” (0.619) the third, “achievement” (0.390) the fourth and “universalism” (0.196) the fifth in the canonical loads of the first function obtained. The value with the highest coefficient is “power” (0.479) when the cross-relationships between the variable sets are viewed. “Benevolence” (0.467) is the value with the second highest coefficient; “hedonism” (0.323) has the third highest coefficient and “achievement” (0.204) comes the fourth. Thus, the variable, which has the highest importance for the first function among the independent variables, is power. The value of power, which built the highest amount of relationships with its own set, also established the strongest relationship with the dependent variable. In the canonical loads of the second function, “universalism” (0.873) came the first, “achievement” (0.754) the second, “benevolence” (0.140), the third, “hedonism” (0.096) the fourth and “power” (0.064) the fifth. The value with the highest coefficient is “universalism” (0.398) when the cross-relationships between the variable sets are viewed. “Achievement” (0.344) is the value with the second highest coefficient; “benevolence” (0.064) has the third highest coefficient, “achievement” (0.044) comes the fourth and “power” (-0.029) follows it as the fifth. Therefore, the variable, which has the highest importance for the second function among the independent variables, is the universalism. The value of universalism, which built the highest amount of relationships with its own set, also established the strongest relation with the dependent variable. In the canonical loads of the third function, “hedonism” (0.613) came the first, “achievement” (-0.341) the second, “universalism” (0.204) the third, “power” (0.184) the fourth and “benevolence” (-0.122) the fifth. The value with the highest coefficient is “hedonism” (0.099) when the cross-relationships between the variable sets are viewed. “Achievement” (-0.055) is the value with the second highest coefficient; “universalism” (0.033) has the third highest coefficient, “power” (0.030) comes the fourth and “benevolence” (-0.020) follows it as the fifth. For this reason, the variable, which has the highest importance for the third function among the independent variables, is hedonism. The value of hedonism, which built the highest amount of relationships with its own set, also established the strongest relation with the dependent variable.

Table 7. Canonical and Cross Loads belonging to Individual Factors

Individual Factors	Canonical Loads			Cross Loads		
	1. Function	2. Function	3. Function	1. Function	2. Function	3. Function
Health Consciousness	0,775	-0,179	0,606	0,405	-0,082	-0,098
Environmental Consciousness	0,525	0,836	-0,159	0,274	0,381	-0,026
Price Consciousness	0,801	-0,089	0,592	0,418	-0,041	-0,096

In Table 7, canonical and cross loads belonging to individual factors are shown. The value, which has the highest canonical load among the individual factors, is “price consciousness” (0.801). Respectively, “health consciousness” (0.775) and “environmental consciousness” (0.525) follow the price consciousness. It is seen that the highest value is “price consciousness” (0.418) in terms of the cross loads. Health consciousness (0.405) was observed to have the second highest cross value. The value, which has the highest canonical load among the individual factors, is “price consciousness” (0.801). Respectively, “health consciousness” (0.775) and “environmental consciousness” (0.525) follow the price consciousness. It is seen that the highest value is “price consciousness” (0.418) in terms of the cross loads. Health consciousness (0.405) was observed to have the second highest cross value.

Table 8. The Relationship between the First Dependent Canonical Variable Set and the First Independent Canonical Set

First Dependent Canonical Variable	First Independent Canonical Variable
Power	Health Consciousness 0,775
Universalism	Environmental Consciousness 0,525
Hedonism	Price Consciousness 0,801
Achievement	0,390
Benevolence	0,894

It is possible to state in relation with the cross loads between the personal values and the individual factors in Table 8 that the participants with high price consciousness in the first function are the individuals who have a high perception of power (0.917) and benevolence (0.894) values and whose hedonism dimension (0.619) comes into prominence. In other words, there is a positive relationship between the dimensions of power, benevolence, hedonism and price consciousness. Hence, it was observed that the participants who had the desire of being a rich, socially strong and respected person with a position in the society had the price consciousness. Similarly, it was concluded that the individuals who returned the favors, worked for the benevolence of the others, acted to have real friendships, had the sense of responsibility, were sensitive to public issues, were moderate and honest acted with the price consciousness. Lastly, price consciousness also outweighs in the individuals who think that life has enjoyable aspects, want to enjoy their lives, try to have an entertaining life and are fond of their own desires.

Table 9. The Relationship between the Second Dependent Canonical Variable Set and the Second Independent Canonical Set

Second Dependent Canonical Variable		Second Independent Canonical Set	
Power	-0,064	Health Consciousness	-0,179
Universalism	0,873	Environmental Consciousness	0,836
Hedonism	0,096	Price Consciousness	-0,089
Achievement	0,754		
Benevolence	0,140		

As seen in Table 9, it is possible to express considering the second function that universalism (0.873) and achievement (0.754) dimensions have a positive relationship with the environmental consciousness in terms of the participants with high environmental consciousness, and it is very prominent. This can be interpreted as follows; the individuals who are inclined to protect the environment, live in peace with nature, desire a peaceful and serene world, aim at justice for everyone, want to live without damaging the environment and are open to new ideas have the environmental consciousness. In addition to the aforementioned universalism dimension, another dimension coming to the forefront in terms of the environmental consciousness is the achievement. At this point, it is possible to mention that the individuals who want to be the best in everything they do, aim at becoming an important person in their work life, want to be successful and are ambitious, have developed environmental consciousness as well.

Table 10. The Relationship between the Third Dependent Canonical Variable Set and the Third Independent Canonical Set

Third Dependent Canonical Variable		Third Independent Canonical Variable	
Power	0,184	Health Consciousness	0,606
Universalism	0,204	Environmental Consciousness	-0,159
Hedonism	0,613	Price Consciousness	0,592
Achievement	-0,341		
Benevolence	-0,122		

Lastly, hedonism (0.613) and achievement (-0.341) dimensions can be said to be prominent in the participants with high health consciousness. However, there is a negative relationship with the achievement value whereas a positive relationship is visible between the health consciousness and the hedonism value. Lastly, the individuals who think that life has enjoyable aspects, want to enjoy their lives, try to have a colorful life and are fond of their own desires, also have the health consciousness. In this case, the negative relationship of the achievement value can be interpreted as follows: the health consciousness stays in the background in the individuals who consider the achievement primary.

According to the results of the canonical correlation analysis, the hypotheses H₁, H₁₁, H₁₂ and H₁₃ were accepted.

4.4. The Effect of the Individual Factors on the Attitude towards Purchasing Organic Product

Table 11. The Effect of the Individual Factors on the Attitude towards Purchasing Organic Product

	R	R²	Adjusted R²	Std.Error of the Estimate	
	0,565	0,319	0,313	0,43966	
ANOVA Values	Sum of Squares	Sd	Mean Squares	F	Sig.
Regression	31,520	3	10,507	54,355	0,000
Residual	67,268	348	0,193		
Total	98,788	351			

As stated in Table 11, the dimensions expressing the individual factors explain 31.9% of the variable of the attitude towards purchasing organic product. The model is significant according to the ANOVA values.

Table 12. The Beta Values Related to the Effect of the Individual Factors on the Attitude towards Purchasing Organic Product

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	B		
Health Consciousness	0,112	0,037	0,147	3,045	0,003
Environmental Consciousness	0,464	0,045	0,500	10,416	0,000
Price Consciousness	-0,009	0,030	-0,015	-0,315	0,753

Pursuant to the result of the regression analysis, the dimensions of health consciousness and environmental consciousness are effective on the attitude whereas the dimension of price consciousness is not. Therefore, the hypothesis H2 was accepted partially. The effect of the health consciousness on the attitude towards purchase H2₁ and the effect of the environmental consciousness on the attitude towards purchase H2₃ were accepted. However, the hypothesis related to the effect of the price consciousness on the attitude towards the purchase (H2₂) was not accepted.

4.5. The Effect of the Attitude towards Purchasing Organic Product on the Organic Product Purchase Intention

Table 13. The Effect of the Attitude towards Purchasing Organic Product on the Organic Product Purchase Intention

	R	R²	Adjusted R²	Std. Error of the Estimated	
	0,616	0,379	0,377	0,48794	
ANOVA Values	Sum of Squares	Sd	Mean Squares	F	Sig.
Regression	50,889	1	50,889	213,744	0,000
Residual	83,329	350	0,238		
Total	134,217	351			

As stated in Table 13, attitude towards purchasing organic product explains 37.9% of the variable of the organic product purchase intention. The model is significant according to the ANOVA values.

Table 14. The Beta Values Related to the Effect of the Attitude towards Purchasing Organic Product on the Organic Product Purchase Intention

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	B		
Attitude towards Purchase	0,718	0,049	0,616	14,620	0,000

According to the result of the regression analysis, attitude towards purchasing organic product is effective on the organic product purchase intention. Therefore, the hypothesis H3 was accepted.

4.6. The Moderator Effect of the Subjective Norm between the Attitude towards Purchasing Organic Product and the Organic Product Purchase Intention

Table 15. The Moderator Effect of the Subjective Norm between the Attitude towards Purchasing Organic Product and Organic Product Purchase Intention

Model		B	Std. Error	β	t	Sig
1	Attitude towards Purchase					
		0,517	0,044	0,527	11,877	0,000
1	Subjective Norm					
		0,263	0,041	0,282	6,363	0,000
		R²=0,52		Adjusted. R²=0,52	F=190,701	p=0,000
2	Attitude towards Purchase	0,488	0,045	0,497	10,767	0,000
	Subjective Norm	0,261	0,041	0,279	6,328	0,000
	Attitude towards Purchase*Subjective Norm	-0,101	0,046	-0,087	-2,199	0,029
		R²=0,53		Adjusted. R²=0,53	F=130,143	p=0,000

According to the research, the subjective norm (moderator variable) is thought to be the variable which affects the direction and the power of the relationship between the organic product purchase intention (dependent variable) and the attitude towards purchasing organic product (independent variable). It is necessary to check the effect of the engaged effects of the attitude and the subjective norm on the organic product purchase intention in order to research whether the subject norm has an effect on the relationship between the attitude towards the organic product purchase and the organic product purchase intention. Moreover, no interaction must exist between the attitude towards the purchase and the subjective norm while discovering the moderator effect. The reason is that this leads to the problem of multicollinearity. In other words, if the moderator term that signifies the engaged effect of the attitude towards the purchase and the subjective norm (the attitude towards purchase*the subjective norm) has a significant effect on the organic product purchase intention, it shows that the relationship between the dependent and independent variables is set by the moderator (Baron and Kenny, 1986; Erciş and Türk, 2016). Although the effect is not that big, it caused a 1% increase in the R² value of the first model. Furthermore, it is seen that the model is generally significant. Therefore, the hypothesis H4 was accepted.

5.DISCUSSION AND SUGGESTIONS

It was discovered that the personal values had statistically significant effect on the individual factors. While the effect of the environmental and health consciousness on the attitude towards purchasing organic food was found, price appeared with no effect regarding the individual factors.

In terms of canonical correlation between personal values and individual factor participants with a high price consciousness in terms of first function were found to have price consciousness who were rich, socially powered, positioned and desire to be respected in the society. Similarly, it was seen that the individuals who returned the favors, worked for the benevolence of the others, acted to have real friendships, had the sense of responsibility, were sensitive to public issues, were moderate and honest acted with the price consciousness. Lastly, price consciousness also outweighs in the individuals who think that life has enjoyable aspects, want to enjoy their lives, try to have a colorful life and are fond of their own desires. A market-related approach can be imposed on the consumers who have the desire to be considered as a rich, socially strong and respected person with an important position in the society via the perception supporting that the organic products are a sign of social status and carry a symbolic value in addition to the price perception in purchasing these products. In terms of organic products, the perception of these products as expensive must be eliminated and the perception must be formed regarding that healthier organic consumptions and the resulting consumptions of different brands will differentiate them. At the same time, thinking that the consumers with high perception of power will affect their environment, different strategies must be developed to support that they will introduce new things to their environment, create a trend and might become leaders through their consumption of organic products. Besides, it was observed that the price consciousness came into prominence in terms of the consumers who were named as the benevolence. Positive from-mouth-to-mouth communication gains significance for the organic products. Thus, the elimination or at least the diminishment of the price perception or sensitivity can be ensured thanks to the benevolents who share their positive experiences with people in their environment. Awareness must be raised so that the consumers can focus on the beneficent aspects of the organic products that may directly affect their health rather than their price. Business can consider the expert recommendations to address the emotions of the consumers, gift them additional products to let them feel that they are more beneficent or concentrate on sample product distribution for them to test the product. Another dimension that appears for the price consciousness is the hedonism. It is believed that the hedonist individuals' perception of hedonic consumption is higher. Fairs and various familiarization days can be organized in relation with the organic products in order to eliminate the price sensitivity. And the localness of these products can be made attractive to increase the attention. Festivals can be arranged for the organic products which grow in a specific locality.

When the second function is considered that the dimensions of universalism and achievement come to prominence in terms of the participants with high environmental consciousness. Jaini et al., (2019) stated that altruistic and hedonic values have a positive effect on green cosmetics consumers'

proenvironmental beliefs. In addition, as stated in the literature section, Potocan et al. (2016) personal values significantly influence attitudes toward the concern for natural environment. This can be interpreted as follows; it can be said that the individuals who are inclined to protect the environment, live in peace with the nature, desire a peaceful and serene world, aim at justice for everyone, want to live without damaging the environment and are open to new ideas have the environmental consciousness. This consumer group can be interpreted as the potential buyer for the organic product market. Thus, it will be logical for the businesses to organize promotion activities which will reinforce the maximum benefit and the values owned in the messages that will be given by the businesses when it is thought that the convincing process of the aforementioned group will be easier. Hence, potential buyers can be transformed into continuous customers. In this sense, the value of lifelong customer can be formed in the long run via the relational marketing. Businesses can give importance to acting together in recycling activities to influence the consumers who have the value of universalism and become the sponsors of the programs explaining the significance of participating in environmental activities (planting trees, reducing the usage of plastic products and nylon bags). In addition to the aforementioned universalism dimension, another dimension that appears for the environmental consciousness is the achievement. At this point, it is possible to mention that the individuals who want to be the best in everything they do, aim at becoming an important person in their work life, want to be successful and are ambitious, have developed environmental consciousness as well. Businesses can help the individuals whose desires of achievement are prominent to be opinion leaders, send the prototypes of their products to these people and learn their opinions by introducing the new products that will be put on the market firstly to them. Meanwhile, these people can be encouraged to share videos reflecting their satisfaction regarding the products via the social media applications. With these applications, these people, who have the achievement tendency, can be supported and helped to share more. This will create an area that will expand the organic product market. Another result of the research conducted for environmental consciousness is the effect on the attitude towards purchase. To enliven the sector, the consumers need to be more interested in purchasing or approach the organic products with positive thoughts. Therefore, the positive effects of the organic production on the environment can be explained by the experts and the businesses can support their nature-friendly production sustainably.

Lastly, it can be said that the dimensions of hedonism and achievement are prominent in the participants with high health consciousness. According to Chang (2019) conservation values and self-transcendence values are positively associated with health consciousness. In addition, as stated in the literature section, Worsley and Lea (2008) expressed that personal values were strong predictors for estimating the health concern. According to the results, health consciousness increases as the hedonism level rises. For this reason, an individual's level of hedonism will increase when the businesses act in a way specially to lay emphasis on health while marketing the organic products and it is specified that the active substances, they contain are not unhealthy. In addition, it is possible to say that the health consciousness is not effective on the individuals who want to be the best in everything they do, aim at

becoming an important person in their work life, want to be successful and are ambitious. Instead of healthy living, different variable groups can be used to influence this group. The attitude towards purchase can be increased through product placement in health-related TV programs and commercials or various social media tools via the vloggers, who are the experts of the topic. Meanwhile, product placements can be supported with the expert recommendations or other consumers who use the product.

Considering the literature in the light of these results as stated in the literature section Lee (2016) found out that health and environmental consciousness of individuals positively increased in line with the increase in their attitudes towards purchasing organic products. Testa et al., (2018) stated that health belief has a positive effect on attitude towards buying organic food. According to Mesnage et al., 2019 consumers believe are healthier as they are less contaminated with pesticides. Nguyen et al., (2019) Consumers' environmental concern has a positive impact on their attitudes towards buying organic food. This aspect of the study has similar results with Lee (2016), Testa et al., (2018), Mesnage et al., (2019), Nguyen et al., (2019) research.

The effect of the attitude towards organic purchasing food on the organic food purchase intention is another result and the subjective norms were found to have a negative moderating effect in this relationship. Alswidi (2014) attitude has a positive effect on organic food buying intention. Similarly, Fu et al. (2010) which examined the moderator effect of subjective norm, the subjective norm has a negative moderator effect between attitude and intention. In order to influence the attitude that plays a key role in the process leading to purchasing intention, it is necessary to consider both the health of individuals and the individual factors related to nature. Determining the variables that may affect the power and direction of this impact will provide important opportunities for mobilizing the sector. Turning positive attitudes towards purchasing into intent will contribute to the growth of the market and thus to economic prosperity. Personal values of an individual may influence the individual factors; however, it becomes more important at this point to what extent the individual factors affect the attitude and whether this effect results in the purchase decision. The reason is that an individual may be affected by the value variables of power, universalism, hedonism, achievement and benevolence and reflect it on health, environmental and price consciousness, but these factors may not be given much importance while turning into the attitude, and therefore, the purchase decision may be postponed. For this reason, sustainability must be supported by developing active strategies during this process. This situation has great importance for not only today but also next generations. Consumption of the organic food must be adopted as a way of life, not temporarily. Its adoption is directly affected by the approach of the business to the organic food. It is believed that the businesses which support the organic production and agriculture with this viewpoint will be the winners of the future.

APPENDIX

Table 16. Mean and Standard Deviation Values for Personal Values Scale

	Mean	Std. Deviation
Being respected in the society	5,6905	1,60084
Being rich (possessing tangible assets and money)	4,9000	2,09318
Having image in the society	5,2857	1,92069
To be able to have social power (The power to manage others, the power to influence others)	5,0786	2,16084
Having a position	5,2571	2,00609
Protect the environment	6,0286	1,35356
Living in integrity with nature	5,9095	1,35259
Living in a peaceful world	6,3310	1,00476
Living in a tranquility world	6,4286	,91247
Providing justice for everyone in the community	6,4452	,94192
Living without harming the environment	6,2571	1,10567
Being open-minded (tolerant of diverse and beliefs)	5,8714	1,59134
Having fun things in life (Eating, drinking, having fun, music, etc.)	5,5905	1,68495
Enjoying life	5,5500	1,65810
Having a fun life	5,4262	1,81660
Being fond of their enthusiasm (doing things that give them pleasure)	5,0714	2,10911
To be the best in everything I do (at work, in sports, at school, etc.)	5,6190	1,68883
Have influence in business life	5,5952	1,57788
Being successful	5,9429	1,37540
Being ambitious (To be hardworking and eager)	5,6119	1,73806
Responding to goodness (avoiding being owed to someone else)	6,1881	1,16240
Being helpful (working for the good of others)	6,1190	1,16640
Being able to make true friendships	6,1810	1,22255
Living as a responsible	6,2310	1,14216
Being sensitive to social problems	6,2214	1,12299
Being Moderate	6,0929	1,26960
Being Honest	6,5333	,86366

Table 17. Mean and Standard Deviation Values for Individual Factors

	Mean	Std. Deviation
I consider myself very health-conscious.	3,9571	,87559
I think that I take health into account a lot in my life.	3,6429	,99693
My health is so valuable to me that I am prepared to sacrifice many things for it.	3,9238	,90288
I think that I pay more attention to health than other people.	3,6071	1,05931
I often think about whether everything I do is healthy.	3,7690	,97535
I hate firms that conduct business by polluting the environment.	4,3238	,79371
When two products are similar, I tend to select the one that harms the environment less, even though it is more expensive.	4,0262	,94061
If the products sold by the firms seriously damage the environment, I will refuse to purchase them.	4,0643	,93878
When purchasing products, I always select the ones with environmental certification, even though they are more expensive.	3,8952	,94401
I follow the key points of recycling and classify recycled waste at home.	3,6476	1,17841
Although the product harms the environment, I purchase it.	2,9476	1,32792
I am concerned about my actions to improve the environment.	4,2000	,83366
I am concerned about environmental programs information.	4,0214	,96824
I usually buy products when they are on sale.	3,9476	1,04875
When choosing products, I rely heavily on price.	4,0095	1,01770
I buy the products with the lowest price that suits my need .	3,9024	1,13209

Table 18. Mean and Standard Deviation Values Regarding Subjective Norms

	Mean	Std. Deviation
The trend of buying organic food among people around me is increasing.	4,0024	,92563
People around me generally believe that it is better for health to use organic food.	4,1333	,85811
My close friends and family members would appreciate if I buy organic food.	3,8024	1,00903
I would get all the required support (money, time, information related) from friends and family to.	4,0238	,91365

Table 19. Mean and Standard Deviation Values for Attitudes towards Purchasing Organic Food

	Mean	Std. Deviation
I prefer organic food because it is processed without any chemicals.	4,1333	,87464
I prefer organic food because it tastes better than non-organic food.	4,0738	,98280
I prefer organic food because it is more nutritious than conventional non-organic food.	4,1929	,91053
I prefer organic food as it causes less diseases than conventional food.	4,2095	,88418
I prefer organic food because it is environment friendly.	4,1071	,98942
I prefer organic food as no preservatives are used to enhance its shelf life.	4,0833	,95992
I believe that price of organic food is quite justified.	3,4524	1,35037
It is exciting for me to buy organic food.	3,7048	,96649

Table 20. Mean and Standard Deviation Values Regarding the Organic Food Purchase Intention

	Mean	Std. Deviation
I would look for specialty shops to buy organic food.	3,6333	1,12419
I am willing to buy organic food in future.	4,0571	,98513
I am willing to buy organic food on regular basis.	4,0476	,93850
I would also recommend others to buy organic food.	3,9857	1,02930

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