



Turkish Consumers' Perceptions and Purchasing Behaviours Toward Organic Textile Products

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Abstract

This study examines Turkish consumers' perceptions and purchasing behaviours toward organic textile products, focusing on the influence of perceived product attributes on consumer attitudes and subsequent behavioural outcomes. Data were collected from 244 participants between April 29 and May 6, 2024, using an online survey. The analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the proposed hypotheses. The findings reveal that perceived quality, healthy product awareness, and perceived product price significantly influence consumer attitudes toward organic textile products. In turn, attitudes positively affect willingness to pay more and organic textile product purchasing behaviour. Contrary to expectations, perceived safety did not significantly impact consumer attitudes ($\beta = 0.031, p = 0.650$), suggesting that safety perceptions may not be a primary driver of organic textile consumption in Türkiye. These results underscore the importance of quality and health-related considerations, alongside price perceptions, over safety perceptions in shaping consumer attitudes and behaviours.

Keywords: Organic textile, Turkish consumers, PLS-SEM, sustainable consumption, perceived product quality, consumer behaviour

Jel Codes: M31, D12, Q56

Türk Tüketicilerin Organik Tekstil Ürünlerine Yönelik Alguları ve Satın Alma Davranışları Üzerine Bir Araştırma

Özet

Bu çalışma, Türk tüketicilerin organik tekstil ürünlerine yönelik algılarını ve satın alma davranışlarını inceleyerek, algılanan ürün özelliklerinin tüketici tutumları ve davranışsal çıktılar üzerindeki etkisine odaklanmaktadır. Veriler, 29 Nisan - 6 Mayıs 2024 tarihleri arasında çevrimiçi bir anket kullanılarak 244 katılımcıdan toplanmıştır. Analiz, önerilen hipotezleri test etmek için Kısmi En Küçük Kareler Yapısal Eşitlik Modellemesi (PLS-SEM) kullanmıştır. Bulgular, algılanan kalite, sağlıklı ürün farkındalığı ve algılanan ürün fiyatının tüketicilerin organik tekstil ürünlerine yönelik tutumlarını anlamlı düzeyde etkilediğini, tutumun da ödeme isteğini (daha fazla ödemeye gönüllülük) ve satın alma davranışını olumlu etkilediğini göstermektedir. Beklentilerin aksine, algılanan ürün güvenliği tutum üzerinde anlamlı bir etki göstermemiştir ($\beta = 0.031, p = 0.650$). Sonuçlar, tutum ve davranışların oluşumunda güvenlik algısından ziyade kalite, sağlık odaklı farkındalık ve fiyat algısının daha belirleyici olduğunu göstermektedir.

Anahtar kelimeler: Organik tekstil, Türk tüketiciler, PLS-SEM, sürdürülebilir tüketim, algılanan ürün kalitesi, tüketici davranışı

Jel Kodu: M31, D12, Q56

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1. INTRODUCTION

Consumers' attitudes and behaviours towards organic textile products — particularly in the context of climate, environmental, and health concerns — have increasingly attracted scholarly attention. Understanding the key factors influencing consumers' perceptions and purchasing behaviours towards organic textile products is crucial for businesses and policymakers aiming to promote sustainable consumption.

This study aims to examine the influence of healthy product awareness, perceived product safety, price and quality on attitudes towards organic textile products. Additionally, the study will examine how these perceptions influence consumers' willingness to pay more for organic textile products and their purchasing behaviour. Prior studies have illuminated the significant effects of consumers' product knowledge, perceived consumer efficacy and perceived personal relevance on their attitudes and purchase intentions towards environmentally sustainable products (Kang, Liu & Kim, 2013).

Previous studies have investigated consumers' willingness to pay (WTP) regarding organic textile products. Ellis, McCracken, and Skuza (2012) conducted a study to determine consumers' willingness to pay for conventionally produced cotton garments compared to organic cotton garments. The study highlighted purchasing behaviours, garment characteristics, and consumers' beliefs about organic products in influencing purchase decisions. In addition, other studies emphasize the importance of consumers' concerns about the environment, health, and food safety in shaping their attitudes toward organic products (Nguyen, Nguyen, Lobò & Vu, 2019).

The study investigated consumers' attitudes towards environmentally friendly textile products, focusing on their willingness to pay more for clothes made from organic cotton. It found that consumers are willing to pay 25% more for such products. (Zver & Vukasović, 2021). Moreover, consumers' perceptions of product safety influence their purchasing decisions.

The perceived quality of organic textile products is also an important factor affecting consumer behaviour. Studies on organic food products have shown that consumers' perceptions of product safety, health benefits, environmental friendliness, and animal welfare significantly affect their intention to purchase organic products (Nguyen, 2023). Moreover, the marketing of organic textile products plays a vital role in shaping consumer perceptions. Abrar, Safeer, Baig, and Ghafoor (2016) emphasized the importance of e-marketing in improving customers' social perceptions of organic textile products through a compelling marketing mix (Abrar et al., 2016).

Rathore (2023) discussed sustainable practices in the textile industry, highlighting the use of certified organic materials and new production processes to minimize environmental impact. In addition, store image, trust, and perceived quality have been identified as important factors affecting consumer habits in the textile industry. A study has analyzed the effects of store image, trust, and perceived quality on consumer habits, especially during the COVID-19 pandemic (Roldán, Roldán, Florencio & Cabeza-Ramírez, 2022). They identify consumers' attitudes towards health and environmental benefits as the main factors that drive the intention to purchase organic products. Consumers' attitudes towards health and environmental benefits have been identified as the main factors driving the intention to purchase organic products (Gracia & Magistris, 2013).

Research has shown that social norms and personal values influence consumers' attitudes toward green products (Risqiani & Maemunah, 2019). Understanding the gap between consumers' attitudes, intentions, and behaviours is essential for addressing greenwashing concerns and promoting sustainable purchasing decisions (Margariti, 2024). In addition, factors such as brand trust and health awareness have been found to influence consumers' behaviour toward environmentally sustainable products (Liu, 2023; Gam, Yu & Yang, 2020).

This research examines the factors affecting consumers' attitudes towards organic textile products, purchasing behaviour and willingness to pay in a comprehensive framework. Organic textiles are sustainable materials without synthetic chemicals, pesticides, or genetically modified organisms. They encourage sustainability in the textile industry through environmentally friendly production processes. The existing literature covers the innovation processes of organic textiles (Abrar et al., 2016), sustainable materials (Fadara & Wong, 2022), ecological certificates and sustainable cotton production (Diekel, Mikosch, Bach & Finkbeiner, 2021), textile waste recovery and organic recycling strategies (Wojnowska-Baryła, Bernat & Zaborowska, 2022), biodegradable textile fibres (Imtiazuddin & Malik, 2021), life cycle assessment of different natural fibres (Rosa & Grammatikos, 2019), environmental burden of textiles produced with various base materials (Velden, Patel & Vogtländer, 2013) and circular fashion approaches (Harmsen, Scheffer & Bos, 2021). However, no comprehensive study in the literature addresses consumers' level of knowledge about organic textile products, perceptions of trust, price, and quality, and their effects on purchasing behaviours within a holistic framework. While previous studies such as Zver & Vukasović (2021) have provided valuable insights into consumers' willingness to pay and attitudes towards organic textile products, these studies often focused on individual variables rather than a comprehensive model. The present study extends this literature by offering a more integrated model that simultaneously examines psychological (e.g., health awareness), perceptual (e.g., product quality and safety), and economic (e.g., price perception) drivers of consumer attitudes and behaviours. Furthermore, by focusing on Turkish consumers — a context underrepresented in existing research — this study offers culturally contextualized insights that enrich the existing body of knowledge. In this context, the present research aims to fill an important gap in the literature by presenting an original model that evaluates psychological, economic and perceptual factors together towards organic textile consumption.

In the light of the studies in the literature, product awareness (H_1), perceived product safety (H_2), perceived price (H_3) and perceived product quality (H_4) were determined as the main hypotheses and the main factors shaping consumer attitudes. In addition, it is assumed that attitude towards organic textile products significantly affects consumers' willingness to pay more (H_5) and purchase behaviour (H_6). Testing these hypotheses will contribute to a better understanding of consumer perceptions and behaviours towards organic textile products.

The research design is based on an explanatory quantitative research approach that aims to explain consumer behaviours and perceptions within the framework of causal relationships. The study collected data from consumers aged 18 years and over across Türkiye by convenience sampling method. Since the factors affecting consumer attitudes should be examined with multivariate analysis techniques, Structural Equation Modelling (SEM) was used. Due to its capability to model and validate complex relationships between variables, SEM makes it possible to evaluate consumers' perceptions and purchasing tendencies towards organic textile products in a multidimensional way.

The unique value of this research lies in analysing consumer attitudes and purchasing behaviours towards organic textile products with a holistic model. While studies generally focus on the supply side, such as sustainable textile production, ecological material use, and circular economy, this research systematically examines the factors affecting organic textile consumption by directly addressing the consumer perspective.

This study provides data to guide firms in the organic textile products sector, sustainable fashion initiatives and policymakers in understanding consumer preferences. The findings can guide the increase in the effectiveness of marketing strategies and awareness campaigns for organic textile products. In addition, in today's world, where sustainable consumption trends are gaining more and more importance globally, it offers valuable implications for expanding the organic textile sector and guiding consumers towards sustainable preferences.

Our study aims to contribute significantly to academic literature and sectoral practices in this context. A deeper understanding of the consumer perception of organic textile products will enable sector players to develop informed strategies. In particular, to encourage the spread of environmentally friendly and sustainable fashion trends, the findings obtained from this study aim to be an important resource in creating consumer awareness policies. In addition, in today's world, where sustainable consumption trends are increasingly important globally, this study offers valuable implications for expanding the organic textile sector and guiding consumers towards sustainable preferences (Sheoran & Kumar, 2022).

2. THEORETICAL BACKGROUND AND CONCEPTUAL FRAMEWORK

The textile industry is undergoing a significant transformation with growing interest in organic textiles produced from materials grown without synthetic chemicals, pesticides, or genetically modified organisms. This paradigm shift is more than a temporary trend towards fashion; it is a combination of dynamics such as environmental sustainability, reduction of ecological footprint and increased health and environmental awareness of consumers. Increasing consumer awareness has accelerated the search for alternatives to the environmental and health-related problems caused by conventional textile production. In this way, organic textiles have become one of the symbols of sustainable production.

The conceptual model of this study is indirectly grounded in the Theory of Planned Behaviour (TPB) (Ajzen, 1991) and the Value-Belief-Norm (VBN) theory (Stern et al., 1999). TPB postulates that behaviour is primarily driven by attitudes, subjective norms, and perceived behavioural control, which are reflected in this study's constructs, such as attitudes and willingness to pay. Similarly, VBN theory suggests that individual values and beliefs about the environment influence pro-environmental actions. Constructs such as health awareness and environmental concern reflect underlying value orientations. Thus, while not explicitly labelled under these theories, the current model incorporates their core premises in explaining sustainable consumption behaviour.

The conceptual framework of this study is guided by both the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) theory. According to TPB, behavior is primarily driven by three factors – attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In our structural model, key TPB constructs are explicitly reflected: for instance, the consumer's attitude toward organic textiles and their willingness to pay more can be seen as the attitudinal and intentional components influencing sustainable purchase behavior. Meanwhile, VBN theory posits that individuals' personal values and environmental beliefs activate personal norms, which in turn drive pro-environmental actions (Stern et al., 1999). This perspective is integrated into our model through variables such as health awareness and environmental concern, which mirror underlying value orientations toward health and sustainability. By incorporating TPB's rational predictive elements alongside VBN's moral/normative elements, the model aligns the study's constructs with established theoretical determinants of behavior. In practice, this means the model accounts for both the reasoned influences (e.g. a positive attitude leading to purchase intention, per TPB) and the value-driven influences (e.g. fundamental values and beliefs fostering norms to act, per VBN), offering a comprehensive explanation for consumers' organic textile purchasing decisions.

The circular economy (CE) concept is founded on sustainability principles, seeking to employ resource efficiency while minimizing environmental impact. It advocates for a paradigm shift from the traditional linear economy—which follows a "take, make, dispose of" model—to a more regenerative approach that emphasizes reuse, recycling, and sustainable consumption patterns (Geissdoerfer et al., 2017) (Shao, 2019; Jones & Bown, 2020). As Geissdoerfer et al. asserts, the CE aims to maintain the value of products, materials, and resources in the economy as long as possible, which requires innovation in business models and practices (Geissdoerfer et al., 2017). In the context

of organic textiles, applying circular economy principles can enhance the lifecycle management of products, promoting practices such as design for disassembly and the use of biodegradable materials (Alves et al., 2021).

Consumers play a pivotal role in the effective implementation of circular economy strategies. Research indicates that enhancing consumer awareness and understanding of circular economy concepts can significantly influence purchasing behaviours (Bucur, 2023). For instance, consumers must be informed about the product's environmental benefits and lifespan, repairability, and recyclability (Bucur, 2023; Bogusz et al., 2023). Studies have shown that consumer perceptions of brands aligning with circular economy ideals can increase trust and loyalty, which is critical in stimulating demand for organic textile products (Yang et al., 2024). Furthermore, the interconnectedness between sustainability, circularity, and consumer perception underscores the need for companies in the textile industry to be transparent about their practices and the values they embody (Ungerma et al., 2023; Huysentruyt et al., 2020).

Economic motivations and critical environmental considerations drive the transition to a circular economy. The current linear economy contributes significantly to environmental degradation through excessive waste generation and resource depletion (Shao, 2019; Kirchherr et al., 2017). For instance, the textile and clothing sector is among the highest polluters globally, responsible for water usage and waste production (Alves et al., 2021). By adopting circular economy practices, businesses can reduce their ecological footprints through material recovery processes and sustainable production techniques (Alves et al., 2021).

Moreover, the environmental impact of circular economy practices can be observed through reduced greenhouse gas emissions and lessened resource extraction (Salguero-Puerta et al., 2019). A significant aspect of the CE is its focus on waste reduction, which helps mitigate the impacts associated with waste management (Zielińska, 2019).

The relationship between consumer behaviour and environmental efficiency is crucial, as consumers who are more environmentally aware engage in sustainable practices that reinforce circular economy goals, such as recycling and sustainable purchasing (Mirzyńska et al., 2021; Calvo-Porrall & Lévy-Mangín, 2020). Promoting consumer education regarding the environmental benefits of organic textiles can catalyze shifts in the market, encouraging broader adoption of sustainable practices that align with circular economy principles (Bucur, 2023; Iorio et al., 2022).

Diekel, Mikosch, Bach, and Finkbeiner (2021) argue that innovation is important in the competitive advantage of firms operating in the organic textile sector. Product and process innovations increase the sustainability and marketability of organic textiles and thus align with consumer preferences for environmentally friendly products. Abrar et al. (2016) reveal that innovation is an important tool in providing competitive advantage to companies producing organic textile products, while Fadara and Wong (2022) elaborate on the transition to sustainable fashion in the textile industry through the use of sustainable materials (e.g. organic cotton and recycled polyester fibres). These studies theoretically and empirically show the strong relationship between innovation and sustainability.

Gam, Cao, Farr and Kang (2010) show that integrating sustainable materials such as organic cotton and recycled polyester fibres into the textile production process has created a demand driven by environmental concerns and consumers' growing awareness of the health impacts associated with conventional textile production methods. This transformation also reshapes the textile industry regarding production techniques, product marketability, and consumer confidence. Research conducted by Diekel et al. (2021) reveals that certification systems such as the Global Organic Textile Standard (GOTS) and the Better Cotton Initiative (BCI) play an important role in guiding consumers' purchasing decisions. Reliable eco-labels positively affect consumer perception and increase

willingness to pay more for organic textiles, which becomes a decisive factor in supporting sustainable production and consumption in the sector.

Textile waste reduction efforts are important for minimizing the industry's environmental burden. Eberle, Milan, Graciola, Borchardt and Pereira (2023) state that strategies developed for the recovery and organic recycling of textile waste are important in reducing the environmental burden. The biodegradability and compostability of biobased textile wastes allow waste reduction by extending the life cycle of products and materials. In addition, researchers such as Harmsen et al. (2021) and Mohiuddin, Mamun, Syed, Masud and Su (2018) show that the concept of circular economy and recycling options contribute to the establishment of a culture of sustainability in fashion by increasing consumer participation.

Kriwy and Mecking (2011) draw attention to the potential of biodegradable fibres derived from sustainable materials to alleviate the environmental challenges posed by conventional textile production. These innovative approaches help to reduce the ecological footprint of the textile industry through the development of environmentally friendly alternatives such as organic carbon fibres. Gam, Yu, and Yang (2020) discuss how the environmental impacts of traditional natural fibres such as cotton can be minimized with more sustainable alternatives by conducting life cycle assessments. Research by Hossen, Mridha, Rahman, Ouboucetta, and Amin (2024) reveals generally positive consumer perceptions of environmentally friendly textiles driven by environmental awareness, social responsibility and health factors. However, it was argued in this study that affordability and availability challenges persist, and these challenges limit widespread adoption.

Consumer behaviour plays a central role in the adoption of organic textiles. The study by Widyaningtyas, Untoro, Setiawan and Wahyudi (2023) shows that consumers' level of knowledge about organic textiles is directly related to their willingness to pay and purchase decisions. Rothenberg and Matthews (2017) reveal that consumers perceive certified products as more reliable and environmentally friendly, positively affecting their purchasing decisions. Zver and Vukasović (2021) state that consumers' increasing demand for organic textile products is reflected in their willingness to pay more in the market and their price and quality perceptions.

The environmental and economic aspects of organic textiles have been widely discussed. Studies such as Abrar et al. (2016) and Fadara and Wong (2022) show that innovation and using sustainable materials in organic textile products provide a competitive advantage for companies. Diekel et al. (2021) analyze the effects of certification systems such as GOTS and BCI on consumer trust by comparing eco-labels and initiatives. Wojnowska-Baryła, Bernat, and Zaborowska (2022) provide important findings on minimizing the environmental impact of biobased materials by investigating textile waste recovery and organic recycling strategies. Imtiazuddin and Malik (2021) examine the properties of sustainable, environmentally friendly organic carbon fibres, while Rosa and Grammatikos (2019) compare the ecological footprint of the textile industry through the life cycle assessment of different natural fibres. Velden, Patel, and Vogtländer (2013) provide the necessary information for consumers to make informed choices by comparatively analyzing the environmental burden of textiles produced from various base materials.

All these studies show that the organic textile sector is experiencing a multi-layered transformation in both production and consumption dimensions. While innovation, sustainable material use, reliable eco-labels, circular economy and waste management strengthen the position of organic textile products in the market, consumer knowledge level, health awareness and environmental sensitivity stand out as the main factors that guide purchasing behaviours. There are still significant gaps in the literature on a holistic evaluation of consumers' knowledge, willingness to pay and purchasing behaviours regarding organic textile products, and studies in this field need to be supported by multidisciplinary approaches. In this context, the research model in this study aims to fill an

important gap in the literature by examining the effects of variables such as healthy product awareness, perceived product safety, price and quality on consumer attitudes and the reflection of these attitudes on willingness to pay and purchase behaviours towards organic textile products.

3. LITERATURE REVIEW

In this section, the relationships between the variables of the research model will be explained, and the research will be conducted primarily in the context of organic textile products.

3.1 The Effect of Healthy Product Awareness and Attitude

Research shows that consumer attitudes towards organic products are influenced by health characteristics, environmental issues, and health awareness (Gam et al., 2020; Magistris & Gracia, 2008; Miguel, Coelho & Bairrada, 2020). It can be stated that health-conscious consumers tend to have more positive attitudes towards organic products due to the perceived health benefits of organic products (Gam et al., 2020).

According to the study by Miguel et al. (2020), health awareness affects positive attitudes and behaviours toward healthy products. In addition, it was found that consumers' knowledge about social and environmental issues positively affects their attitudes toward organic products and purchasing behaviours (Darsono et al., 2019). In addition, the decision-making process for organic textile products is also affected by consumers' health characteristics and attitudes towards the environment (Magistris & Gracia, 2008).

Studies provide evidence that healthy product awareness significantly and positively affects the attitude toward organic textile products. Accordingly, the first hypothesis of the research is formed as follows:

H₁: Healthy product awareness significantly and positively affects consumers' attitudes towards organic textile products.

3.2 The Effect of Perceived Product Safety on Attitude

Research shows that safety concerns positively affect attitudes toward organic products (Yazar & Burucuoğlu, 2019). This positive effect of safety concerns on attitudes towards organic foods continues to be valid in emerging markets (LeAnh & Nguyen, 2020). It can be stated that the effect of perceived safety on consumer behaviour significantly affects attitudes towards various products, including animal food products, except organic products (Piochi, Fontefrancesco & Torri, 2022). The effect of perceived safety on attitudes is not limited to organic textile or food products. Çakit et al. (2019) investigated how perceived safety culture affects attitudes in industries such as petrochemicals. This broader perspective shows the pervasive influence of perceived safety on consumer attitudes across different product categories and industries. Research findings indicate that perceived product safety is a determinant of consumer attitudes toward organic textiles and products.

Studies prove that perceived product safety significantly and positively affects attitudes toward organic textile products. Accordingly, the second hypothesis of the research is formed as follows:

H₂: Perceived product safety significantly and positively affects consumers' attitudes toward organic textile products.

3.3 The Effect of Perceived Product Price on Attitude

Luxury consumption theory suggests that a product's price plays a crucial role in shaping consumers' attitudes by conveying exclusivity and value. Luxury goods are inherently associated with high prices, which confer an image of prestige, exclusivity, and superior quality (Wiedmann, Hennigs, & Siebels, 2009). A higher perceived price can thus serve as a positive signal of status and excellence,

leading consumers to form more favorable attitudes toward the product (Khare, Ahtani, & Khattar, 2014). In other words, consumers often equate a steep price with desirability in the luxury context: an expensive price tag enhances a product's allure by implying premium quality and social status (Wiedmann et al., 2009).

Perceived product price is a factor affecting consumers' attitudes towards organic products. Research shows that consumer attitudes and purchase intentions toward sustainable and organic products are shaped by perceived price, product features, product availability, and consumer awareness (Gam et al., 2020; Zhao, Shahriar & Reakine 2019). Consumers generally perceive the price of environmentally friendly and sustainable textile products to be higher than conventional products, which affects consumers' purchasing decisions (Zver & Vukasović, 2021).

To increase consumer acceptance of organic products, improving the perceived price-performance ratio of organic products through targeted pricing and communication strategies should be prioritized (Stolz, Stolze, Hamm, Janssen & Ruto, 2011). In addition, the perceived benefits of price, convenience, and product variety positively affect consumers' attitudes and purchase intentions towards online shopping and conventional textile products (Adetayo & Kareem, 2019; Arora & Aggarwal, 2018).

Studies prove that perceived product price significantly and positively affects attitudes toward organic textile products. Accordingly, the third hypothesis of the research is formed as follows:

H₃: Perceived product price significantly and positively affects consumers' attitudes towards organic textile products.

3.4 The Effect of Perceived Product Quality on Attitude

Signaling theory explains how perceived product quality affects consumer attitude by focusing on information asymmetry and trust signals. In markets where product quality cannot be directly observed, companies send signals (e.g., brand reputation, warranties, certifications) to indicate high quality to consumers. A strong perceived quality thus serves as a credible signal that reduces consumer uncertainty, leading to greater confidence and a more positive attitude toward the product (Erdem & Swait, 1998). Empirical research supports this linkage, demonstrating that higher perceived quality is associated with more positive consumer attitudes in various contexts.

Research in the literature shows that consumers with sufficient knowledge and experience about sustainable textile products show behaviour towards developing positive perceptions and attitudes towards these products and that knowledge and experience lead to a stronger purchase intention (Nam, Dong & Lee, 2017). Helly, Haryanto & Didik (2022) revealed a positive relationship between perceived quality and consumer attitudes. Macias, Bayona, Montoya, and Hernandez (2023) found that perceived quality is the variable with the most potent effect on attitudes. Research also shows that attitudes toward visual packaging significantly affect product quality perceptions and brand preference, which in turn affect purchase behaviour (Khanal & Pokhrel, 2021).

It can be stated that the perceived quality of green and environmentally friendly products is linked to health benefits, which is the primary motivator of individual attitudes towards organic products and one of the dimensions of this study (Februadi, Nabilah & Najib 2022). Consumers tend to develop more positive attitudes towards products with higher perceived quality, which in turn affects consumers' purchase decisions and loyalty towards certain products.

Studies prove that perceived product quality significantly and positively affects attitudes toward organic textile products. Accordingly, the fourth hypothesis of the research is formed as follows:

H₄: Perceived product quality significantly and positively affects consumers' attitudes towards organic textile products.

3.5 The Effect of Attitude on Willingness to Pay More

As per the study conducted by Wang, Wang & Huo (2019), it was discovered that good attitudes towards organic labels and product attributes enhance the consumers' intention to pay the premium price for organic fruits. Similarly, Huda (2023) noticed that the consumers' green attitudes significantly influence their purchasing intentions and use of green products. For example, Mamun, Fazal, Ahmad, Yaacob, and Mohamad (2018) pointed out that eco-friendly product attitudes, normative beliefs, and perceived behavioural control effectively raise the willingness to pay for eco-friendly consumable products. Furthermore, the works of Maziriri (2023) and Khaliqi (2023) support the positive attitude-willingness correlation with green products, in this case, organic coffee. Zver and Vukasović (2021) noted that organic and similar certifications, characterized by consumer performative behaviour towards environmentally acceptable practices, also raise the consumers' willingness to pay for green textile products.

Studies provide evidence that attitude significantly and positively affects willingness to pay more. Accordingly, the fifth hypothesis of the study is formed as follows:

H₅: Attitude towards organic textile products has a significant and positive effect on willingness to pay more

3.6 The Effect of Attitude on Purchase Behaviour

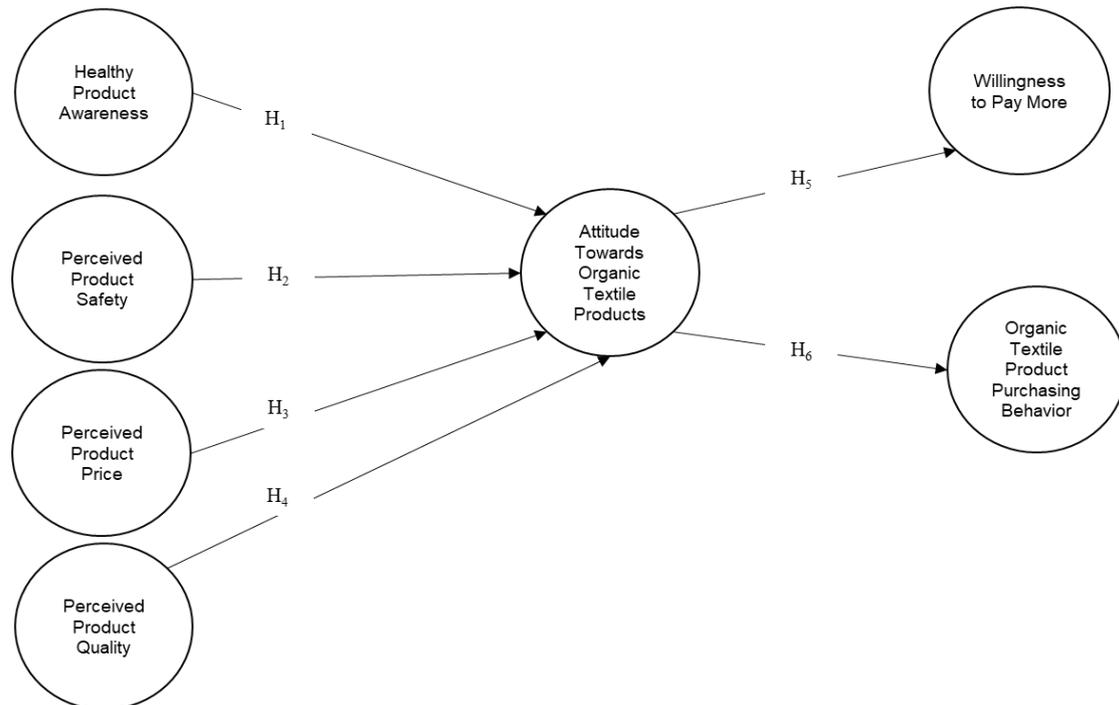
There are several studies using attitude to predict purchase behaviour in literature. The findings indicated that food-related personality traits could impact consumer attitudes and behaviour towards organic products. Bilici (2024) showed that attitude toward natural food products significantly influenced the consumer's purchase intention and the possibility of a willingness to pay premiums. Hidalgo-Baz, Martos-Partal, González-Benito (2017) analyzed the discrepancy in attitudes and actual purchase behaviours in the organic market. They claimed that consumer orientations and knowledge enhance good agreement between attitudes towards organic products and actual purchasing behaviour. Han and Chung (2014) investigated the motivations and perceived risks of organic cotton clothes by Korean consumers. These authors identified perceived benefits, risks, and subjective norms, which significantly influenced attitudes towards purchasing behaviour. Kim and Chung (2011) used the theory of planned behaviour to investigate consumer purchase intention of organic personal care products. They found that environmental awareness and concern for appearance positively influenced purchasing behaviour.

Studies provide evidence that attitude significantly and positively affects purchase intention. Accordingly, the sixth hypothesis of the research is formed as follows:

H₆: Attitude towards organic textile products has a significant and positive effect on organic textile product purchase behaviour

The model created according to the literature review is shown in Figure 1 below.

Figure 1: Research Model



4. DATASET and METHOD

This study examined how consumers' awareness of healthy products, perceived product safety, perceived price, and perceived quality influence their attitudes toward organic textile products. Additionally, the research explored the impact of attitudes toward organic textile products on consumers' purchasing behaviour and willingness to pay more. Six hypotheses were developed based on the research findings from the literature and the relationships among the dimensions identified in these studies. According to the results of previous studies, it can be stated that a positive attitude towards organic textile products increases as healthy product awareness, perceived product safety, perceived price, and perceived quality increase and attitude towards organic textile products has a significant and positive effect on willingness to pay more and organic textile product purchase behaviour.

The data for this study were collected from consumers aged 18 and above residing in Türkiye who shop for organic textile products based on their voluntary participation. The study employed convenience sampling, a non-probability sampling technique where participants are selected based on factors such as ease of access, geographical proximity, availability, or willingness to participate (Bilici, 2024; Etikan, Musa & Alkassim, 2016). This sampling approach is commonly utilized across various disciplines, including social sciences, medicine, and psychology (Zhao, 2021). It is a popular choice for researchers due to the many advantages offered by convenience sampling. One of the essential advantages of this method is that it allows fast and cost-effective data collection when resources are limited and offer ease of access to participants (Antoun, Zhang, Conrad & Schober, 2015; Penn, Petrolia & Fannin, 2023).

The questionnaire was distributed via social media platforms, including Facebook, LinkedIn, X, and WhatsApp, inviting participants to complete it voluntarily. The survey remained open on Microsoft Forms from April 29, 2024, to May 6, 2024, and was closed once the targeted number of responses was achieved. The survey form comprised two distinct sections: the first section focused on collecting demographic information about the participants, while the second section included questions designed to assess their perceptions, attitudes, and behaviours regarding organic textile products.

The statements belonging to the dimensions of healthy product awareness, perceived product safety, and attitude towards organic textile products in the scale questions were adapted from the questions of the study conducted by Gür and Erdem (2023). The statements about the perceived product quality dimension were adapted from the questions of the study conducted by Gür and Erdem (2023) and Swaen and Chumpitaz (2008). The statements about the perceived product price dimension were adapted from the questions of the study conducted by Gür and Erdem (2023) and Yaraş (2008). The statements regarding the dimension of organic textile product purchasing behaviour were adapted from the questions of the study conducted by Gür and Erdem (2023) and Onurlubaş (2018). The statements regarding the willingness to pay more dimension were adapted from the questions of the study conducted by Wieseke, Alavi & Habel (2014) and Zhao (2016). The scale items used in this study were taken from Gür and Erdem (2023). These scale items, originally written Turkish, were translated into English. In order to ensure the translation validity of the scale, the widely accepted "back-translation method" was used (Brislin, 1970). In this process, the scale items were first translated into English by two independent experts and then back-translated into Turkish by another expert. The expressions obtained from this back-translation were compared with the original Turkish items and analyzed in terms of meaning and conceptual consistency. As a result of the experts' evaluations, it was confirmed that the items were faithful to the original language in terms of content and meaning. Ethics committee approval was obtained for this research with decision number 41 at the meeting of Bursa Uludağ University Social and Human Sciences Research and Publication Ethics Committee dated March 22, 2024, and numbered 2024-03. The scale comprises 29 statements, each rated by participants on a 5-point Likert scale. The data were analyzed with Smart PLS 4.0 software, utilizing partial least squares structural equation modelling (PLS-SEM) to assess the scale questions.

The analysis began with a frequency analysis to examine the participants' demographic data. Next, a measurement model analysis was conducted to evaluate the reliability and validity of the scale questions and dimensions in the second part of the questionnaire. Finally, the research model was tested using structural equation modelling. Partial Least Squares Structural Equation Modelling (PLS-SEM), which is used as an analysis method in this study, is a type of SEM that provides advantages when working with small sample sizes and non-normal data distributions (Hair, Risher, Sarstedt & Ringle, 2019). PLS-SEM is known for its ability to estimate complex models with smaller sample sizes, making it a suitable method for studies with limited data (Kam, Mattson & Kim, 2020; Shiau, Sarstedt & Hair, 2019). PLS-SEM stands out as a method that offers flexibility in terms of data characteristics and model complexity and is suitable for various research areas such as human resources, information systems, marketing and tourism (Bilici, 2024; Legate, Hair Jr, Chretien & Risher, 2021).

Despite the need for larger sample sizes in traditional covariance-based structural equation modelling types, it can be stated that PLS-SEM gets closer to a solution with smaller samples, reducing statistical power but still providing reliable results (Budithajanto, 2022). The recommended sample size for SEM is over 200. In other words, any number above 200 provides sufficient data analysis for SEM use (Bilici, 2024; Siahaan & Theodore, 2022; Sivo, Saunders, Chang & Jiang, 2006). Some researchers suggest that a sample size of at least 200 to 500, including PLS-SEM, is sufficient for SEM (Russo & Stol, 2021). The sample size of this study is two hundred forty-four participants, which meets the sufficient sample size rule for PLS-SEM, and the number of participants can be described as a large sample group.

Factor loading value is a crucial Structural Equation Modelling (SEM) variable. Factor loading value represents the correlations between latent and observed variables in the model (Farah, Hasni & Abbas, 2018). In structural equation modelling, factor loading values are considered significant if they are above a certain threshold, such as 0.5 (Vakili et al., 2022). In the findings section, the factor

loading values of this study are analyzed. Internal consistency reliability was evaluated by calculating Cronbach's Alpha and Composite Reliability (CR) coefficients. Convergent validity was examined by analyzing factor loadings and Average Variance Extracted (AVE) values. Cronbach's Alpha is a statistical metric that measures the internal consistency of a scale, indicating how closely related the items on the scale are. A Cronbach's Alpha value between 0.7 and 0.8 is deemed acceptable, values between 0.8 and 0.9 are considered good, and values exceeding 0.9 indicate excellent internal consistency (Choi, Suh, Choi, Lee & Son, 2020). Composite Reliability, on the other hand, measures the reliability of constructs in a research model and is often compared to Cronbach's Alpha. A CR value of 0.7 or higher is considered the threshold for reliability (Bilici, 2024; Henseler, Hubona & Ray, 2016; Saeed, Rasheed, Waseem & Tabash, 2021). The Average Variance Extracted (AVE) is a critical criterion for assessing convergent validity within structural equation modelling. It reflects the proportion of variance captured by a construct's indicators. According to Bagozzi and Yi (1988), AVE is calculated by dividing the sum of squared factor loadings by the total of the squared loadings and error variances. AVE values exceeding 0.5 are considered sufficient for demonstrating convergent validity, a standard also supported by Cheung, Cooper-Thomas, Lau, and Wang (2023).

The criteria established by Fornell and Larcker (1981) are applied to assess the discriminant validity of the constructs in the model. According to their criterion, the square root of the Average Variance Extracted (AVE) values for each construct should exceed the correlations between that construct and the others (i.e., the square root of the AVE should be higher than the other values in the respective column). This criterion is based on the principle that a latent variable should account for more variance with its indicators than with indicators of other latent variables in the model (Henseler, Ringle & Sarstedt, 2014). However, there is an ongoing debate about the limitations of the Fornell and Larcker criterion, mainly when indicator loadings on a construct are very similar (Hair et al., 2019). Alternatively, some researchers recommend using the Heterotrait-Monotrait (HTMT) ratio to evaluate discriminant validity (Lasanthika, Wanigasuriya, Hettiaratchi, Amarasekara & Goonewardena, 2022). The HTMT criterion, introduced by Henseler (2017), measures the ratio of correlations between items of different constructs against the geometric mean of correlations within the same construct. An HTMT value approaching 1 raises concerns about discriminant validity, while a value below 0.90 indicates adequate validity (Haider, Zubair, Tehseen, Iqbal & Sohail 2021; Hussain, Shujahat, Malik, Iqbal & Nawaz 2017). The results related to the discriminant validity assessment in this study are discussed in the findings section.

The PLS algorithm was used to calculate R^2 and f^2 values, linearity and path coefficients, to demonstrate the effects within the research model. R^2 value varies between 0 and 1. Higher R^2 values indicate higher prediction accuracy. While an R^2 value of 0.20 is considered high in disciplines such as consumer behaviour, researchers expect much higher values, such as 0.75 and above, in studies that drive success (for example, studies aiming to explain customer satisfaction or customer loyalty). In studies focusing on marketing issues, R^2 values of 0.75, 0.50 or 0.25 for endogenous latent variables are defined as significant, moderate or weak, respectively, as a general rule (Bilici, 2024; Hair, Hult, Ringle & Sarstedt, 2017). The results regarding the prediction accuracy are evaluated in the findings section. In the structural equation model, the f^2 value represents the variance a latent or endogenous variable explains. This value measures the amount of variance in the observed variable explained by the latent variable in the model. According to Cohen (1988), if f^2 takes a value of 0.02 and above, it is considered in the small effect size class; if it takes a value of 0.15 and above, it is considered in the medium effect size class, and if it takes a value of 0.35 and above, it is considered in the large effect size class. The results regarding the variance explained ratio are evaluated in the findings section. The Q^2 value indicates how well the path model predicts the observed initial values, reflecting its ability to forecast new external data. A positive Q^2 value suggests the model has predictive power, while a negative value may signal poor predictive ability. It is generally expected

that the Q^2 value exceeds zero (Bilici, 2024; Hair et al., 2017). Bootstrapping analysis was employed to assess the significance of the PLS path coefficients, generating t-values specific to each dimension by extracting 5000 sub-samples. The findings section evaluates the effect sizes and the model's predictive power.

5. FINDINGS

5.1. Demographic Data

Table 1 contains the demographics of the survey participants. The personal characteristics of the individuals who participated in the survey are shown in detail in Table 1.

Table 1: Demographic Characteristics

Characteristics		N	%
Gender	Male	124	50.82%
	Female	120	49.18%
Age	18-20	24	9.84%
	21-25	55	22.54%
	26-30	14	5.74%
	31-35	28	11.48%
	36-40	29	11.89%
	41-45	24	9.84%
	≥45	70	28.69%
Job	Unemployed	74	30.33%
	The Public Sector	95	38.93%
	The Private Industry	75	30.74%
Education	High School and Below	26	10.25 %
	Associate degree	51	20.90%
	Bachelor's degree	97	39.75%
	Master's and Doctoral degree	71	29.10%
Income (Turkish Lira / TRY)	≤15.000	63	25.82%
	15.001 – 30.000	50	20.49%
	30.001 – 45.000	40	16.39%
	45.001 – 60.000	51	20.90%
	60.001 ve 75.000	24	9.84%
	≥75.001	16	6.56%
Marital Status	Single	121	49.59%
	Married	123	50.41%
Total		244	100

According to Table 1, males make up 50.82% of the participants, and females make up 49.18%. The largest age group is 45 years and above (28.69%), followed by 21-25 years (22.54%), while 26-30 (5.74%) and 36-40 (11.89%) age ranges are underrepresented. Public employees constitute the largest occupational group (38.93%), with private sector employees (30.74%) and the unemployed (30.33%) nearly equal. Undergraduate (39.75%) and postgraduate graduates (29.10%) dominate educational levels, while primary and secondary school graduates are minimal (0.41%). Most participants earn 15,000–45,000 TRY, with 15,000 TRY and below (25.82%) and 45,001–60,000 TRY (20.90%) also notable. Marital status is balanced, with 50.41% married and 49.59% single. These demographics reflect a diverse and representative participant profile.

5.2 Measurement Model Analysis Results

The dimensions, statements, factor loadings, reliability and validity of the measurement model analysis results of the research are explained in this section and the research results are shown in Table 2 below.

Table 2: Results of the Measurement Model Analysis

Dimensions and Expressions	Expression Abbreviation	Factor Loading	Cronbach's Alpha Value	Composite Reliability - CR	Average Variance Extracted - AVE
Healthy Product Awareness					
Organic products are healthier than other products.	SFRK3	0.923	0.848	0.857	0.868
Organic textile products are healthier than other textile products because they are produced with natural raw materials.	SFRK4	0.940			
Perceived Product Safety					
It is safer to use organic textiles.	ALGUV1	0.788	0.912	0.914	0.695
Organic textiles do not contain chemicals.	ALGUV2	0.776			
Organic textiles have safety standards.	ALGUV3	0.860			
I trust that a seller of certified organic textiles is selling a really healthy and high-quality textile.	ALGUV4	0.852			
I trust the seals and stamps on organic textiles.	ALGUV5	0.889			
I trust the institutions that certify organic products.	ALGUV6	0.833			
Perceived Product Quality					
Organic textiles have superior quality.	ALK1	0.902	0.877	0.879	0.730
Organic textile products have a stable (consistent, continuous) quality.	ALK2	0.858			
I have never had to complain about the quality of organic textiles	ALK3	0.822			
Compared to other textiles I have bought in the past, organic textiles are one of the best products I can buy.	ALK4	0.834			
Perceived Product Price					
Organic textiles provide benefits that are well worth the money paid for them.	ALF2	0.940	0.850	0.857	0.869
The price of an organic textile is an indicator of its quality.	ALF3	0.925			
Attitudes towards Organic Textile Products					
Organic textile products are healthy.	TUT1	0.922	0.948	0.950	0.830
Organic textile products are beneficial to the consumer.	TUT2	0.958			
Organic textile products are safe.	TUT3	0.868			
Organic textile products are of good quality.	TUT4	0.913			
I have a positive opinion about organic textile products	TUT5	0.890			
Organic Textile Product Purchasing Behaviour					
If I want to buy a textile or garment, I buy organic textiles.	SDAV1	0.905	0.943	0.943	0.853
I buy organic textiles because they are safe to wear.	SDAV2	0.937			
I buy organic textiles because they are of better quality.	SDAV3	0.932			
I buy organic textiles for their long-term health benefits.	SDAV4	0.920			
Willingness to Pay More					
Before I buy a textile product, I prefer to remain a customer of organic textiles, even if the price has increased.	DFAZ1	0.946	0.954	0.966	0.915
I would prefer to be a consumer of organic textiles, even if new organic textiles are more expensive.	DFAZ2	0.961			
I would remain a customer of organic textiles even if the prices of other textiles were slightly lower.	DFAZ3	0.962			

The SFRK1, SFRK2 and ALF1 items in the scale were removed from the scale because their factor loadings were below the 0.50 threshold value specified in the literature. After removing those with values below 0.50, the factor loadings of the remaining statements were significantly higher than 0.50. Table 2 shows that Cronbach's Alpha coefficients range from 0.848 to 0.954, Composite Reliability (CR) values range from 0.857 to 0.966, and Average Variance Extracted (AVE) values range from 0.695 to 0.915. These values exceed the established thresholds in the literature, confirming that the convergent validity criterion is fulfilled. The results for discriminant validity, based on the criteria set by Fornell and Larcker (1981), are detailed in Table 3.

Table 3: Fornell and Larcker Discriminant Validity Results

	Perceived Product Price	Perceived Product Safety	Perceived Product Quality	Willingness to Pay More	Attitudes towards Organic Textile Products	Organic Textile Product Purchasing Behaviour	Healthy Product Awareness
Perceived Product Price	0.932						
Perceived Product Safety	0.793	0.834					
Perceived Product Quality	0.769	0.825	0.855				
Willingness to Pay More	0.596	0.603	0.640	0.956			
Attitudes towards Organic Textile Products	0.816	0.822	0.847	0.643	0.911		
Organic Textile Product Purchasing Behaviour	0.654	0.677	0.697	0.829	0.732	0.924	
Healthy Product Awareness	0.618	0.783	0.731	0.573	0.778	0.626	0.932

According to the results presented in Table 3, the conditions of the Fornell and Larcker criterion have been met. The Fornell and Larcker criterion is a standard method for assessing discriminant validity used in structural equation modeling. This criterion helps determine whether indicators of a construct have a stronger relationship with its construct than with other constructs, especially in covariance-based structural equation modeling. This criterion, which emphasizes differences between the measured constructs, is necessary to verify that measures that do not measure the same underlying construct are used.

Table 4 shows that the requirements of the HTMT criterion, another criterion used in determining discriminant validity, have been met. The results suggest that the research dimensions are well-suited for structural equation modelling.

Table 4: HTMT Discriminant Validity Results

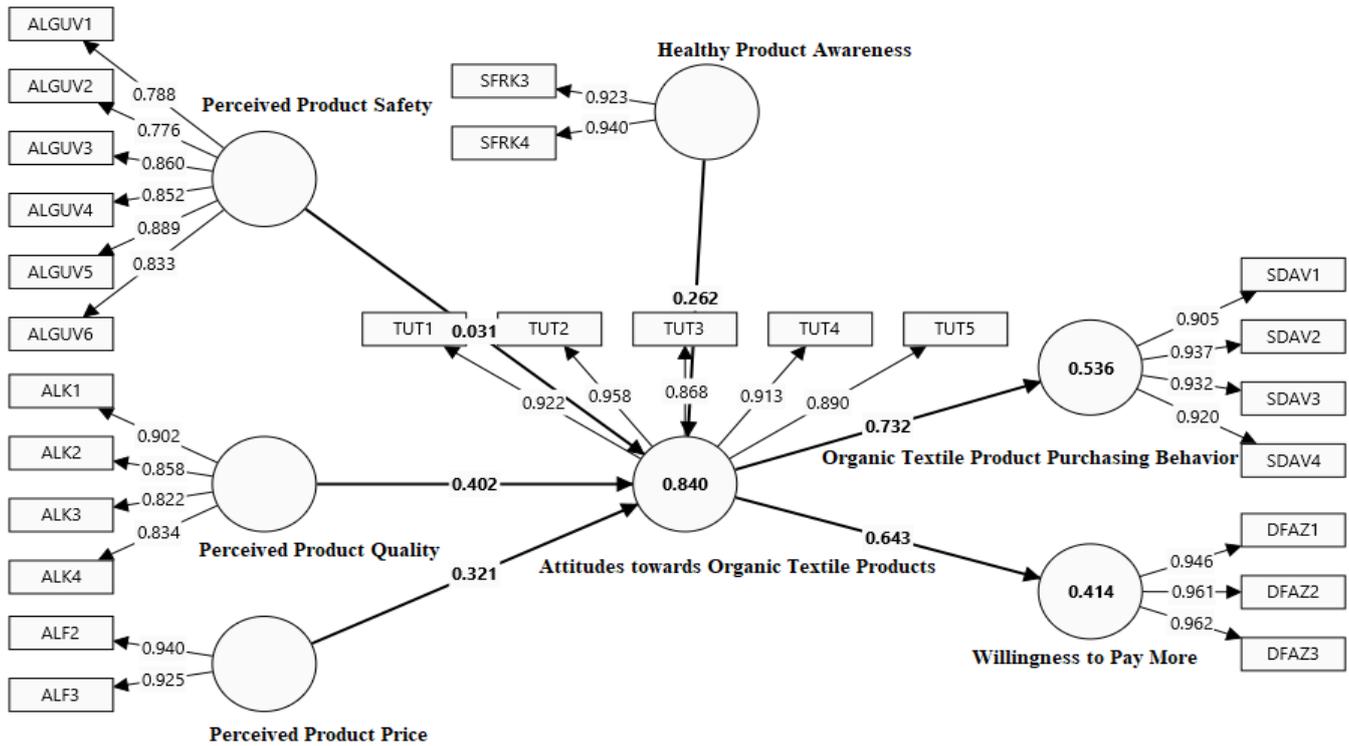
	Perceived Product Price	Perceived Product Safety	Perceived Product Quality	Willingness to Pay More	Attitudes towards Organic Textile Products	Organic Textile Product Purchasing Behaviour	Healthy Product Awareness
Perceived Product Price							
Perceived Product Safety	0.897						
Perceived Product Quality	0.884	0.877					
Willingness to Pay More	0.653	0.643	0.696				
Attitudes towards Organic Textile Products	0.896	0.806	0.849	0.670			
Organic Textile Product Purchasing Behaviour	0.728	0.729	0.764	0.874	0.774		
Healthy Product Awareness	0.722	0.887	0.843	0.630	0.865	0.693	

The measurement model analysis revealed HTMT rates above 0.850, indicating a borderline issue regarding discriminant validity. Although this value remains slightly below the conventional 0.90 threshold, it surpasses the stricter 0.85 criterion, suggesting a potential overlap between constructs. This implies caution in interpreting the distinctiveness of the constructs. Future research might consider additional tests or re-evaluation of items to strengthen discriminant validity.

5.3 Results of the Structural Equation Model

Figure 2 shows the calculated structural equation model.

Figure 2: Structural Model Results



The results of the research model are presented in detail in the structural equation modeling analysis table (Table 5).

Table 5: Results of the Structural Equation Modeling (PLS-SEM) Analysis

Hypothesis	Paths	Original sample (O)	Standard deviation (STDEV)	P values	Result
H ₁	Healthy Product Awareness -> Attitudes towards Organic Textile Products	0.262	0.048	0.000	Accept
H ₂	Perceived Product Safety -> Attitudes towards Organic Textile Products	0.031	0.068	0.650	Reject
H ₃	Perceived Product Price-> Attitudes towards Organic Textile Products	0.321	0.061	0.000	Accept
H ₄	Perceived Product Quality-> Attitudes towards Organic Textile Products	0.402	0.070	0.000	Accept
H ₅	Attitudes towards Organic Textile Products -> Willingness to Pay More	0.643	0.039	0.000	Accept
H ₆	Attitudes towards Organic Textile Products -> Organic Textile Product Purchasing Behaviour	0.732	0.035	0.000	Accept

The structural equation model results show that all hypotheses tested in the study except one (H₂) are supported. According to hypothesis H₁, healthy product awareness positively and significantly affects attitudes toward organic textile products (O =0.262, p<0.001). This result reveals that

consumers develop a more positive attitude towards organic textile products as they become more conscious of healthy products. However, within the scope of hypothesis H₂, perceived product safety has no significant effect on attitude ($O = 0.031, p = 0.650$), indicating that consumers' perceptions of safety do not affect their attitudes towards organic textile products. According to hypothesis H₃, perceived product price positively and significantly affects attitude ($O = 0.321, p < 0.005$). This indicates that consumers maintain a positive attitude towards organic textile products despite higher prices. Similarly, as stated in hypothesis H₄, perceived product quality also positively and significantly affects the attitude toward organic textile products ($O = 0.402, p < 0.005$). Organic textile products perceived as high quality enable consumers to develop a more positive attitude towards these products.

In hypothesis H₅, it is seen that a positive attitude towards organic textile products has a substantial and significant effect on consumers' willingness to pay more for these products ($O = 0.643, p < 0.005$). When consumers have a positive attitude towards organic textile products, they are willing to pay more for these products. Finally, in line with hypothesis H₆, it was determined that attitude toward organic textile products has a positive and significant effect on consumers' purchasing behaviour toward organic textile products ($O = 0.732, p < 0.005$). This finding shows that when consumers develop a positive attitude, their likelihood of purchasing such products increases.

Table 6 below shows the research model's R^2 , Q^2 , VIF, and f^2 values.

Table 6: R^2 , f^2 , Q^2 and VIF Values

Hypothesis	Paths	R^2	Q^2	VIF	f^2
H ₁	Healthy Product Awareness -> Attitudes towards Organic Textile Products	0.840	0.834	2.649	0.162
H ₂	Perceived Product Safety -> Attitudes towards Organic Textile Products			6.101	0.001
H ₃	Perceived Product Price -> Attitudes towards Organic Textile Products			2.882	0.225
H ₄	Perceived Product Quality -> Attitudes towards Organic Textile Products			4.682	0.216
H ₅	Attitudes towards Organic Textile Products -> Willingness to Pay More	0.414	0.440	1.000	0.706
H ₆	Attitudes towards Organic Textile Products -> Organic Textile Product Purchasing Behaviour	0.536	0.533	1.000	1.157

The VIF values in Table 6 indicate no multicollinearity issues among the dimensions ($VIF < 5$). Low VIF values enhance the reliability of the regression model's statistical analysis (Özdemir, Kılıç & Çakırer, 2019). The R^2 values in the table show the explanatory power of the model's independent variables on the dependent variables. In the model where the effects of healthy product awareness, perceived product safety, perceived product price, and perceived product quality on the attitude towards organic textile products are evaluated together in the H₁, H₂, H₃, and H₄ hypotheses, the R^2 value was calculated as 0.840. This shows that these four variables provide 84% explanatory power on the attitude towards organic textile products. Accordingly, these four variables explain a large part of the attitude towards organic textile products.

In the H₅ hypothesis, the explanatory power of the effect of the attitude towards organic textile products on the willingness to pay more was determined as 0.414 with the R^2 value. This result indicates that the attitude towards organic textile products explains the willingness to pay more variable by 41.4%. This rate shows that the effect of attitude on consumers' willingness to pay is moderately strong.

In hypothesis H₆, the effect of attitude towards organic textile products on organic textile product purchasing behaviour was calculated as R^2 value 0.536. According to this result, attitude explains

53.6% of purchasing behaviour. This rate indicates the significant effect of attitude on the purchasing behaviour of consumers. R^2 values show that the explanatory power of the model's independent variables on the dependent variables is high, and therefore, the model gives valid and reliable results.

Q^2 values in the table express the explanatory power of the model. Q^2 values greater than 0 indicate that the model has predictive ability. The Q^2 value of the effect of healthy product awareness, perceived product safety, perceived product price and perceived product quality on the attitude towards organic textile products in hypotheses H₁, H₂, H₃, and H₄ was calculated as 0.834. The Q^2 value calculated for the effect of attitude towards organic textile products on the willingness to pay more, which is included in hypothesis H₅, is 0.440. The Q^2 value for the effect of attitude towards organic textile products on organic textile product purchase behaviour in hypothesis H₆ is calculated as 0.533. In summary, Q^2 values reveal that the model has a solid predictive ability, and especially, the attitude towards organic textile products offers an adequate predictive power on both willingness to pay more and purchase behaviour.

The f^2 values in Table 6 show the magnitude of the effect of each independent variable on the dependent variable. Based on these values, the f^2 value of the effect of healthy product awareness on the attitude towards organic textile products in hypothesis H₁ was calculated as 0.162. This value indicates a moderate effect size and shows that the effect of this variable on attitude is significant.

In the H₂ hypothesis, the effect of perceived product safety on attitude towards organic textile products was found to be 0.001, a meagre f^2 value. In hypothesis H₃, the effect of perceived product price on attitude towards organic textile products was calculated with an f^2 value of 0.225. In hypothesis H₄, the effect of perceived product quality on the attitude towards organic textile products was determined as an f^2 value of 0.216. In hypothesis H₅, the effect of attitude towards organic textile products on willingness to pay more was calculated with a very high f^2 value of 0.706. In hypothesis H₆, the effect of attitude towards organic textile products on purchasing behaviour was quite high, with an f^2 value of 1.157. The f^2 values in Table 6 show that all independent variables except perceived product safety have medium and high-level effects on attitude towards organic textile products. The effect of attitude towards organic textile products on willingness to pay and purchase behaviour is powerful.

6. CONCLUSION

This study used a structural equation model to examine consumers' perceptions, attitudes and purchasing behaviour towards organic textile products. The study results reveal that healthy product awareness significantly and positively affects attitudes towards organic textile products. In contrast, perceived product safety does not affect the attitude towards organic textile products. This finding contradicts previous studies in the literature (Nguyen et al., 2019) that positive relationship between attitudes and safety perception of organic products. However, in the Turkish consumers' context, may not consider safety to be a distinguishing factor due to the widespread perception that textile products do not pose health risks compared to food products. Consumer attitudes are positively influenced by perceived product price and quality, leading to a willingness to pay more for organic textile products. In addition, a strong relationship was found between positive attitudes towards organic textile products and consumers' purchasing behaviour. According to these results, consumer attitudes are essential in purchasing decisions and willingness to pay for sustainable products. The relationship between healthy product awareness and attitudes towards organic textile products aligns with previous research by Maichum, Parichatnon, and Peng (2016), who used the Extended Theory of Planned Behaviour Model to examine green product purchase intentions among consumers.

In the context of the study's impact of perceived product price and quality on consumer attitudes, it overlaps with the findings of the study by Kang et al. (2013), who investigated consumer knowledge

and perceived consumer efficacy in the consumption of environmentally sustainable textiles and apparel. The research also addresses the relationship between consumer attitudes and purchase behaviour, showing that a positive attitude towards organic textile products increases consumers' likelihood of purchasing these products. This result is supported by the study of Zver & Vukasović (2021), which examines consumers' attitudes towards environmentally friendly textile products and emphasizes the role of consumer attitudes in guiding purchasing decisions. Understanding consumer attitudes towards sustainability and environmental friendliness is essential for the continuity of businesses that want to meet the increasing demand for responsible and environmentally friendly products. The finding that perceived product safety does not affect attitudes towards organic textile products emphasizes the nuanced nature of consumer perceptions. This study's finding is supported by the study conducted by Williams and Hammitt (2001). Williams and Hammitt (2001) examined the perceived risks of conventional and organic products and emphasized the inconsistencies between consumer beliefs and scientific evidence regarding organic products. The fact that the variable 'safety' does not show a significant effect on consumer attitude may be because consumers act with the assumption that organic textile products are already safe. This may be lower in textile products compared to the high safety sensitivity observed in organic food products. The inconsistency between consumer perceptions and scientific data underscores the complexity of consumer decision-making processes and the importance of accurate information dissemination regarding sustainable products.

Consumer awareness campaigns organized by businesses are of great importance, considering that healthy product awareness positively affects consumer attitudes. In this context, businesses organizing informative campaigns about organic textile products will contribute to them. These health-oriented campaigns explaining the added value of organic products will strengthen the competitive position of businesses producing organic products. In addition, the finding that product quality and price positively affect consumer attitudes creates the need for businesses to develop marketing strategies that emphasize their products' high quality and price-performance balance. Another finding is that product safety does not affect consumer attitudes. This result may require businesses to review their communication strategies regarding safety perception and communicate safety more effectively.

In addition, the development of policies that encourage the production and consumption of organic textile products by policymakers can support the growth in the sector. Future research can increase the generalizability of the results obtained by conducting similar studies on different demographic groups. In addition, longitudinal studies examining the long-term effects of consumer attitudes and behaviours will make important contributions to the literature. Cross-cultural studies will also reveal the effects of cultural differences on consumer decisions by comparing consumer attitudes and behaviours in different cultures. Since the sample of this study represents a specific demographic group and culture in a country, the results obtained may not be generalizable to the entire population. In addition, since the research was conducted over a certain period, attitudes and behaviours that may change over time were not considered.

This study has some limitations. The convenience sampling method used in the study may lead to digital bias due to the collection of participants through social media. It may exclude consumer groups that do not use digital platforms. There are also imbalances between age groups in the sample; in particular, the over-representation of the 45 and over age group (28.69%) and the under-representation of the 26-30 age group (5.74%) limit the generalizability of the results. Therefore, the study's findings may not fully reflect all consumer groups and caution should be exercised when interpreting them. In future research, using data collection methods that include non-digital consumer groups and provide a more balanced age distribution will increase the generalizability of the study. It is also recommended that additional analyses (e.g. multiple group analysis - MGA) be

conducted to identify differences in attitudes and behaviours between different demographic groups. The findings of this study are limited to the Turkish context. Since the sample only includes participants residing in Türkiye and was obtained through convenience sampling, the generalizability of the results may be limited. Future studies are encouraged to conduct cross-cultural comparisons and employ more diverse sampling methods to enhance the robustness and representativeness of the findings.

In this study, the perceived safety construct did not significantly influence attitudes toward organic textiles, which may differ from some prior studies. This may be due to the limitations of the scale used or the possibility that respondents assume safety as a given when it comes to textile products. Additionally, as all measures rely on self-report, bias may be caused by social desirability or unconscious respondent tendencies. Future research should integrate alternative data collection tools such as behavioural or eye-tracking methods.

An additional methodological consideration is the reliance on very recent academic studies from 2024, which introduces certain limitations regarding the validity and stability of those findings. While these up-to-date sources ensure that our literature review and theoretical arguments reflect the current state of research, their findings are *by nature* very recent and may not yet have been thoroughly replicated or widely scrutinized by the academic community. The recency of 2024 publications means there has been little time for their results to be confirmed by follow-up studies or longitudinal observation, so we must interpret some of their conclusions with caution. In rapidly evolving fields, scientific evidence can quickly become outdated or revised as new data emerge. This implies that insights drawn from 2024 studies could change in the near future if subsequent research either reinforces or challenges their results. Therefore, citing several 2024 studies is a double-edged sword: it adds contemporary relevance to our work, but we acknowledge that these sources have not yet stood the test of time. As a result, we have been careful to frame findings from 2024 literature as emerging evidence, and we advise readers that the long-term validity of some 2024 findings is still being established. This transparency about source recency is included among the study's limitations, ensuring that the discussion remains nuanced and mindful of the evolving nature of scholarly research.

DECLARATIONS

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CONFLICT OF INTEREST

The author declares that there is no conflict of interest.

ETHICAL STATEMENT

Ethics committee approval was obtained for this research with decision number 41 at the meeting of Bursa Uludağ University Social and Human Sciences Research and Publication Ethics Committee dated March 22, 2024, and numbered 2024-03.

ARTIFICIAL INTELLIGENCE (AI) USAGE STATEMENT

This study utilized artificial intelligence tools in accordance with the Ethical Guidelines for the Use of Generative Artificial Intelligence in Scientific Research and Publication Processes by Higher Education Institutions. These tools were used for language editing and grammar correction in collaboration with the author and linguists. Their use was limited to improving linguistic clarity and did not affect the scientific content or conclusions of the study.

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