

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE EVALUATION OF ORGANIC FOOD PURCHASE
INTENTION IN TERMS OF CONSUMPTION VALUE THEORY
AND INVOLVEMENT: AN EMPIRICAL STUDY IN TURKEY**

MBA THESIS

Lojain AL WASETI

**Business Administration Department
Business Administration Program**

September, 2020

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE EVALUATION OF ORGANIC FOOD PURCHASE
INTENTION IN TERMS OF CONSUMPTION VALUE THEORY
AND INVOLVEMENT: AN EMPIRICAL STUDY IN TURKEY**

MBA THESIS

**Lojain AL WASETI
(Y1812.130122)**

**Business Administration Department
Business Administration Program**

Thesis Advisor: Assist. Prof. Dr. Müge İrfanoğlu

September, 2020

DECLARATION

I hereby declare with respect that all information in this document, which I submitted as a Master thesis, is written according to the scientific ethics throughout the whole process. I also declare that all information that I benefited from others work are cited and present in the bibliography.

Lojain AL WASETI

To my family and friends who supported me throughout this journey...

FOREWORD

I would like to thank my family for being supportive throughout this journey. I would like to express my sincere gratitude to my supervisor Assist. Prof. Dr. Müge İrfanoğlu at the Institute of Social Sciences at Istanbul Aydın University, for guiding me and supporting me in writing my thesis. I also thank my friends who supported me and helped me to accomplish my thesis.

September 2020

Lojain AL WASETI

TABLE OF CONTENT

	<u>Page</u>
FOREWORD	v
TABLE OF CONTENT	vii
ABBREVIATIONS	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xv
ABSTRACT	xvii
ÖZET	xix
1. INTRODUCTION:	1
1.1. Organic Food Market Condition	1
1.2. Aim and Objectives:	3
2. LITERATURE REVIEW	5
2.1. Defining Organic Food	5
2.2. World Organic Agriculture:	9
2.3. Organic Food in Turkey	14
2.4. Critical Aspects of Organic Food Consumption	21
2.5. Theory of Consumption Value TCV	22
2.5.1. Applications of TCV:.....	29
2.6. Purchase Intention	31
2.7. Involvement.....	34
2.7.1. Involvement Definition.....	34
2.7.2. Involvement Antecedents and Consequences:	36
2.7.3. Factors that affects involvement:.....	38
2.7.4. Organic food and involvement	40
3. METHODOLOGY	45
3.1. Introduction	45
3.2. Research Design	45

3.3.	Data Collection Method	46
3.4.	Sampling.....	46
3.4.1.	Sampling frame.....	46
3.4.2.	Sampling design.....	46
3.5.	Questionnaire Design	47
3.5.1.	Pre-testing.....	49
4.	RESEARCH MODEL AND HYPOTHESES	51
5.	ANALYSIS.....	53
5.1.	Respondents' Demographic Characteristics.....	53
5.1.1.	Respondents' gender	53
5.1.2.	Respondent's age	54
5.1.3.	Marital status	54
5.1.4.	Educational level of respondents	55
5.1.5.	Income per month of the respondents	55
5.1.6.	Organic food knowledge	56
5.1.7.	Organic food previous purchase	57
5.2.	Descriptive Statistics.....	57
5.2.1.	Descriptive analysis for functional value (quality and price).....	57
5.2.2.	Descriptive statistics for social value.....	59
5.2.3.	Descriptive statistics for emotional value	60
5.2.4.	Descriptive statistics for involvement.....	61
5.2.5.	Descriptive statistics for purchase intention.....	62
5.3.	Normality Assessment	63
5.4.	Factor Analysis	64
5.4.1.	Explanatory factor analysis (EFA)	65
5.4.2.	Confirmatory factor analysis (CFA)	69
5.5.	Multivariate Assumptions	75
5.6.	Testing the Hypothesis	76
6.	DISCUSSION AND CONCLUSION.....	81
6.1.	Introduction	81
6.2.	Findings and Conclusion	81
6.3.	Recommendations.....	83
6.4.	Limitation of the Research	84

6.5. Future researches	85
BIBLIOGRAPHY	87
APPENDICES	107
Appendix A: Survey Questionnaire (English Version)	109
Appendix B: Survey Questionnaire (Turkish Version).....	112
Appendix C: Ethics Committee Approval Form.....	115
RESUME	117

ABBREVIATIONS

FAO	: Food and Agriculture Organization
EU	: European Union
USDA	: United States Department of Agriculture
FiBL	: Research Institute of Organic Agriculture
GMO	: Genetically modified organisms
ETO	: Ecological Agricultural Organization
HACCP	: Critical Control Point
TCV	: Theory of Consumption Value
TPB	: Theory of Planned Behavior
BRT	: Behavioral reasoning theory
CSI	: Consumer style inventory
S-O-R	: Stimulus organism response

LIST OF TABLES

	<u>Page</u>
Table 2.1 Three different philosophies about organic food.....	7
Table 2.2 Organic area and operator's data in Turkey	16
Table 2.3 Organic products with the most export in 2018	18
Table 2.4 Countries with the best export in 2018	18
Table 2.5 Involvement Concepts	35
Table 3.1 Measurement Items.....	47
Table 5.1 Respondents' Gender.....	53
Table 5.2 Respondent's Age.....	54
Table 5.3 Marital Status	55
Table 5.4 Educational Level	55
Table 5.5 Income Per Month	56
Table 5.6 Organic Food Knowledge	56
Table 5.7 Previous Purchase of Organic Food	57
Table 5.8 Descriptive Statistics for Functional Value (Quality and Price).....	58
Table 5.9 Descriptive Statistics for Social Value	59
Table 5.10 Descriptive Statistics for Emotional Value	60
Table 5.11 Descriptive Statistics for Involvement.....	61
Table 5.12 Descriptive Statistics for Purchase Intention	62
Table 5.13 Skewness and Kurtosis.....	64
Table 5.14 KMO and Bartlett's Test.....	65
Table 5.15 Communalities.....	65
Table 5.16 Total Variance Explained.....	67
Table 5.17 Pattern Matrix	68
Table 5.18 Variables Reliability Results	69
Table 5.19 Validity and Reliability Results.....	70
Table 5.20 CFA Factor Loadings.....	71
Table 5.21 Model Fit Scores of the Analysis of CFA.....	74
Table 5.22 Collinearity Statistics	75
Table 5.23 Model Fit Scores of the Structural Model.....	77
Table 5.24 Meditation Results.....	78

LIST OF FIGURES

	<u>Page</u>
Figure 2.1 Countries with an organic share of at least 10% of the agricultural land 2018.....	11
Figure 2.2 Worldwide distribution of organic agriculture land according to regions, 2018	12
Figure 2.3 The Development of Turkish Organic Industry.....	15
Figure 2.4 Theory of Consumption Values	23
Figure 2.5 Schwartz Values.....	27
Figure 4.1 Model of Research	51
Figure 5.1 CFA Model	73
Figure 5.2 Structural Model	76

THE EVALUATION OF ORGANIC FOOD PURCHASE INTENTION IN TERMS OF CONSUMPTION VALUE THEORY AND INVOLVEMENT: AN EMPIRICAL STUDY IN TURKEY

ABSTRACT

Throughout the past years, worldwide interest in organic food has increased, as well as in Turkey. Several studies were done to understand what affects the organic food purchase intention. This study is done in Turkey to understand what affects the organic food purchase intention in terms of consumption values theory (functional value, emotional value, social value) with the mediation of involvement. The questionnaire was distributed and the responses of 386 respondents were analysed. The findings of this study showed that there is a positive direct significant relationship between functional value (quality + price), and emotional value with the organic food purchase intention, there is a negative direct relationship between social value and organic food purchase intention. Involvement fully mediates the relationship between functional value-price and purchase intention, whereas it partially mediates the relationship between emotional value and purchase intention. Involvement doesn't mediate the relationship between social value and functional value-quality with the purchase intention. Last thing, involvement positively affects the organic food purchase intention.

Keywords: *organic food, Turkey, consumption value theory, involvement, purchase intention*

ORGANİK GIDA SATIN ALMA NİYETİNİN TÜKETİM DEĞERİ TEORISI VE İLGİNLİK AÇISINDAN DEĞERLENDİRİLMESİ: TÜRKİYE’DE GERÇEKLEŞTİRİLEN AMPİRİK BİR ÇALIŞMA

ÖZET

Geçtiğimiz yıllarda, tüm dünyada olduğu gibi Türkiye’de de organik gıdaya olan ilgi artmıştır. Organik gıda satın alma niyetini neyin etkilediğini anlamak için bazı çalışmalar yapılmıştır. Bu çalışmada, ilginlik değerleri teorisi (fonksiyonel değer, duygusal değer, sosyal değer) çerçevesinde, Türkiye’de organik gıda satın alma niyetinin hangi faktörler tarafından etkilendiği, ilginlik faktörü aracılığı ile anlaşılmasına çalışılmıştır. Çalışma dahilinde 386 katılımcıdan hazırlanan anketlerin doldurulması istenmiş ve cevaplar analiz edilmiştir. Bu çalışmanın bulguları, organik gıda satın alma niyetiyle fonksiyonel değer (kalite + fiyat) ve duygusal değer arasında pozitif yönde doğrudan anlamlı bir ilişki olduğunu, sosyal değer ile organik gıda satın alma niyeti arasında negatif doğrudan bir ilişki olduğunu göstermiştir. İlginlik, işlevsel değer-fiyat ile satın alma niyeti arasındaki ilişkiye tam olarak aracılık ederken, duygusal değer ile satın alma niyeti arasındaki ilişkiye kısmen aracılık etmektedir. İlginlik, satın alma niyetiyle sosyal değer ve işlevsel değer-kalite arasındaki ilişkiye aracılık etmemektedir. Son olarak, ilginlik organik gıda satın alma niyetini pozitif yönde etkilemektedir.

Anahtar Kelimeler: *organik gıda, Türkiye, tüketim değeri teorisi, ilginlik, satın alma niyeti*

1. INTRODUCTION

1.1.Organic Food Market Condition

Organic agriculture is one of the markets that will lead to sustainable goals according to Food and Agriculture Organization (FAO) of the United nations (fao.org, 2020). Applications of the organic farming will contribute to the food system sustainability (Godfray et al., 2010: 817). Due to these research results, the European Union started applying all what is needed to reach more organic areas, which in turn impacted consumers too by letting them seek for more sustainable food consumption (Reisch, Eberle, & Lorek, 2013:13). Organic food is known by many people across the developed countries, moreover, organic market is growing over the years. Back in 2013 the organic market share did not exceed 10% in most countries (Aschemann-Witzel & Zielke, 2017:212). Later in 2018, we can see that in most countries that have large organic market, the organic market share is increasing with a minimum of 12% market share in certain countries such as in Czech Republic, reaching up to 38.5% market share in other countries such as in Liechtenstein (Willer, Schlatter, Trávníček, Kemper, & Lernoud, 2020:42).

In recent years, marketers are focusing on the trend of healthy food, which is why the sector of organic food is having more attention nowadays. Organic food is defined as the food that is processed without including any synthetic fertilizers or pesticides, and as the food that organic methods should be used while growing it. Demand for organic goods is increasing since 1990's, according to USDA it is estimated that the organic market has double-digit growth through the past years (ers.usda.gov, n.d.). In another words, according to Research Institute of Organic Agriculture "FiBL" it has increased up to 533 percent since 1999 till 2017 (Willer & Lernoud, 2019:39).

The consumers nowadays care about their health, that's why most people are looking for safe, healthy, and clean food which they believe that it is the organic food instead of the conventional food (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019:2). Seeking a sustainable diet is one of the reasons that people are consuming more organic food (Baudry, Allès, et al., 2017; Baudry, Péneau, et al., 2017; Seconda et al., 2017; Strassner et al., 2015). Another reason for the increased consumption of organic food is that people are also seeking a better sustainable food provisioning system (Mørk,

Bech-Larsen, Grunert, & Tsalis, 2017:407; Vittersø & Tangeland, 2015:97). Moreover, intention toward purchasing organic food has increased due to the food toxics that appeared in several reports throughout the past years (Barnes, Vergunst, & Topp, 2009) . The organic market started to expand because consumers started caring about the food safety, and the effect of pesticides and organisms that are genetically modified on their health (Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007:9). Organic farming's main target is to have food with no chemicals. Being exposed to the chemical substances during the farming process is associated with cancer in different body parts such as the brain, colon, stomach, pancreas, central nervous system, and kidneys (Reuben, 2010). In the previous literature it is mentioned that the conventional farming affects negatively the farmers, their spouses and children who live around the farms. Some of the diseases that were reported in children living in areas near the conventional farm where pesticides are used is leukaemia. Organic farming will protect the climate, will give the chance for diversifying the species, protect the water, as well as it will protect farmers and their families (Al-Janabi, 2018).

Policymakers are willing to expand the organic market as it will increase the country's sustainability in terms of more sustainable diet and food system. Unfortunately, the price is being a barrier to increase the organic food consumption. Organic food price has a contradictory issue, the reason is that consumers demand for low prices, but at the same time if they found that organic food's price is low, they might not trust it and think that it is not made according to the standards (Hughner et al., 2007). Although prices impact the consumer's decision to purchase organic food, the decision relies on many aspects like the willingness to pay, price sensitivity, the economy, the conscious degree of the consumer, and the value for the price (Aertsens, Verbeke, Mondelaers, & van Huylenbroeck, 2009:1145). If the price forms a constrain to people with low budget, these people will not be included in the group of people who will increase the food sustainability in the community. Thus, it is important to know more what factors are hindering people from purchasing organic food, for example it might be the lack of knowledge about the organic product and underestimation of the price assigned to it which will be addressed in the functional value-price. Moreover, it is important to know if other factors such as the emotional values or social values are affecting the purchase intention, which is what our study is focusing on.

Organic market in Turkey is one of the expanding markets, the National Committee for organic agriculture was established in 2002 and later, in 2004, the national organic

law was set. In 2018 the organic area reached 107.3 million hectares, organic farmland 71.5 million hectares, with 2.8 million organic producers (increased 55% since 2009). The share of the organic agriculture in Turkey is 1.7% in 2018, which is low compared to other countries, Liechtenstein has 38.5% of organic share, Samoa has 34.5%, Austria has 24.7%, Sao Tome and Principe 22.5%, and Estonia 21.6% (Willer et al., 2020:43). The organic agriculture industry is considered in the starting phase but is increasing because it is considered as an important exporting country for the EU (Rehber & Turhan, 2002; Polat & Sayan, 2004:153). Due to the demand of the EU countries through the past 10 years, the organic industry has increased rapidly (Oraman, 2014:1032).

The organic food net income ratio is 65% from the general markets, and 35% from markets specialized with organic food. More promotions, education about the importance of organic food would increase the purchase of organic food in Turkey (Olhan & Ataseven, 2019:202). Hence this study will contribute more to the factors affecting the purchase intention and help marketers to expand this industry by setting new marketing strategies that targets organic food in Turkey.

1.2.Aim and Objectives:

The consumer's behavior is a process that includes three factors which are mental, physical, and emotional factors, that affects the consumer's selection, and purchase intention of a certain product or service (Kotler & Armstrong, 1989). Consumers purchase organic food because they have a certain knowledge, beliefs, and attitudes (Schifferstein & Oude Ophuis, 1998:120). This research aims to study the consumer purchase intention toward organic food by predicting what are the factors that influence purchase intention according to the consumption value theory, and how involvement plays a role as a mediator between consumption value theory and purchase intention of organic food. Involvement influences purchase intention, this was seen when the consumer is looking for product's information while doing product evaluation (Richins & Bloch, 1986). If the involvement leads to association of the product with the values, need, or benefits, then the consumption values would affect the level of involvement. Hence, it is important to explore more about consumption values and how organic food involvement mediates the relationship and affects the purchase intention toward organic food. The objectives of this study are to:

- 1- Test the consumption value theory and how it affects the purchase intentions of Turkish consumers.
- 2- Understand the involvement factor and how it mediates the relationship between the three consumption values (functional, emotional, and social) and the purchase intention.
- 3- Provide new strategies that help in the expansion of the organic food market for both business and government organizations in Turkey.
- 4- Provide beneficial values for business managers, policy makers, market researchers, and consumers as they will understand how consumption values and involvement affects organic food market expansion.

This study will deliver a message to the policy makers about the importance of the organic food in the market and give them a reason to support this market. By understanding the consumer's consumption value and effect on the organic market they will be able to address strategies that assist the growth of the organic sector.

Consumers will be satisfied, because knowing their requirements, understanding their attitude, looking on what increases their intention to purchase organic food, allows retailers to develop an effective marketing program that will impact consumers positively.

Another reason that this study will add a value on the academic level, is that no previous similar studies were done in Turkey that shows the effect of consumption values with mediating the involvement factor on the purchase intention of organic food.

2. LITERATURE REVIEW

This section will define organic food including the organic food definition, organic products categories, the organic label effect on consumers believes. Then an explanation about the world organic market to understand better the organic agriculture worldwide and how it developed across the countries through the past years. Moving after that to the organic market in Turkey to know more why this study is focusing on this certain country with this certain topic. Critical aspects of organic food consumption are mentioned as well in order to clarify the misconceptions and false claims among people. After that the theory of consumption value is explained in detail with all its five values and how they affect the food purchase intention. Followed by the purchase intention, its definition, factors affecting it, and different theories done on purchase intention. Last thing will be an explanation about the mediator involvement, its definition, the involvement antecedents and consequences, factors affecting involvement, and the relation between organic food and involvement.

2.1. Defining Organic Food

According to United States Department of Agriculture (USDA), organic food is defined as the food that pass through a production process without including pesticides that are made from artificial ingredients, sewage sludge, ionizing radiation, or bioengineering. Also, in order to consider animal products as organic products, such as eggs, meat, milk, dairy products, and poultry, these animals should not be given any growth hormones or antibiotics. In another words, in order to consider the livestock is an organic livestock, it should be grown and fed only organic food (Oraman, 2014:1031).

According to the organic food legislation, the food that has more than one ingredient should have 95% of them organic, whereas the rest 5% of the ingredients can be from the list approved by the European Union. Genetically modified organisms (GMO) should not be included in the process of organic food. In addition to that it is permitted to add hydrogenated fats, non-organic sweeteners, artificial additives such as colorants and flavors (Oraman, 2014:1031-1032).

Organic farming is managed by certified system that ensures controlling and tracing the required technique. The techniques used are like soil conservation, the method of the rotation of crops, and the appliance of natural, biological, non-synthetic techniques. The main objective of the organic food is to produce environment friendly food by avoiding the use of synthetic fertilizers, herbicides, and pesticides. Organic farmers should raise the animals while feeding them organic food and give take them to outdoors as well (Oraman, 2014:1032). The organic farming will increase the fertility of the soil, this is because in the organic farming the organic material is added to the soil (Langmeier et al., 2002; Mäder et al., 2002). Organic farming will enhance the ecosystem services these services are divided into 4 categories which are provision (e.g. providing food and water), regulation (e.g. regulate the weather and diseases), support (e.g. nutrient cycle and producing O₂), and cultural (e.g. spiritual advantages). Besides, organic farming affects positively several things such as the landscape, and the biodiversity (Letourneau & Bothwell, 2008:430; Norton et al., 2008:224). It is considered that these positive impacts of organic farming are not always observed in all areas (Rigby & Cáceres, 2001:26; Letourneau & Bothwell, 2008:434).

Traditional Farming differ from the organic farming, traditional tools and natural sources are used based on farmers beliefs and traditions, all used inputs in this method are not bought from the outside. Conventional Farming method uses inputs from the outside, such as chemical fertilizers, pesticides, genetically modified organisms, intensive irrigation and other methods that lead to huge production, where the goal is profit maximization (Mukherjee, 2012:2).

Farmers are not allowed to label their products as an organic product except after getting a labelling approval, which is given after the application of the listed rules and regulations that are set by the USDA. After the USDA checks if the farmer is complying with the USDA organic standards, it decides whether to give the right to the farmer to put the label or not (nal.usda.gov, 2020).

Organic food industry includes several categories the category of fresh fruits and vegetables showed a larger amount of sales among other categories through the past three decades. In 2012, organic food sales for different categories was as follows; fruits and vegetables was 43 percent, dairy products was 15 percent, beverages and packaged food each one was 11 percent, breads and grains was 9 percent, snack foods 5 percent, meat fish poultry category was 3 percent, and condiments was 3 percent too (ers.usda.gov, n.d.). Organic farming enhances the quality of the soil by making it

more stable due to the increased organic matter in it and makes it more nutritious (Underwood, McCullum-Gomez, Harmon, & Roberts, 2011:405).

Organic food doesn't mean low calorie, or local food, however most people think that organic food is healthier than conventional food in terms of calories or that they are more natural, but in fact organic food is not lower in calories than conventional food. Organic label affects the consumer's evaluation for organic goods, most of the consumer's evaluated organic food that it is lower in calories, and that organic food is more nutritious because it is lower in fat and fibers (Lee, Shimizu, Kniffin, & Wansink, 2013:33). A study was done and asked participants to estimate the products' calories, participants estimated that organic cookies are lower in calories than conventional cookies, and that they assumed that they can eat more of the organic cookies because of its low calorie content (Besson, Lalot, Bochart, Flaudias, & Zerhouni, 2019:135). Local food is one of the terms that is mistaken to be considered as organic food too. Organic food is not natural food, because it is not necessary to follow the organic standards while growing natural food, unlike the production of organic food where standards are always followed during the growth, process, and storage (Ahmad, & Juhdi, 2010:105). Food is named by some researches as "organic lite", which is grown by at least not adding pesticides and growth hormone. The industry of organic products has many different forms that are differentiated to three philosophies (local food, organic lite, deep organic), the table 2.1 explains the difference between these three categories (Adams & Salois, 2010:333).

Table 2.1 Three different philosophies about organic food.

Source: (Adams & Salois, 2010)			
Characteristics	Local food	Deep organic food	Organic lite food
The method used during the production process	Not specified	No usage of any insecticides or GMO, eco-friendly and biodynamic	No usage of GMO and insecticide
Type of produce	Seasonal diverse products	Seasonal diverse products	Traditionally produced products
Accreditation	No standards followed	No standards followed	Strict standards according to rules and regulations

Table 2.1 Three different philosophies about organic food (Continued).

Labels	None	None	Labelled according to USDA
Scale of production	Few production	Few production	Production on a large scale through large retailers
Industry concentration	Not concentrated	Not concentrated	Highly concentrated
Distributing channels	Direct sale, from the producer to the consumer	Direct sale, from the producer to the consumer	Distribution through wholesaler, retailers, to consumer
Effect on the environment	Similar to the industrial agriculture	Eco-friendly	Lower pesticide pollution but similar to the industrial agriculture

There are many philosophies about organic food, some consider it as local food, some consider it as organic lite, but the proper definition for organic food is as defined previously according to the USDA, it is a product that does not include any pesticides, GMO, or synthetic fertilizers through the whole process, starting from the farm during the production process all the way through the packaging and selling at the market. The national organic regulations specify the procedure that should be applied while growing crops, or livestock. According to United States Department of Agriculture (USDA) the standards require the following:

Crops Standards:

- (1) The land should not have any forbidden materials for the past 3 years previous to the crop harvesting.
- (2) In order to manage the soil fertility, the cultivation, rotation of the produces, and cover to the produces will be performed. In addition to that, the crops/produces waste and other allowed substances will be used for the crops' supplementation.
- (3) To prevent any crops disease, pests, wild plants, it is allowed to use the mechanical, physical, biological prevention methods. In case of these methods

did not work, the biological, botanical, or artificial material that is allowed to be used will be used.

- (4) Only organic seeds and planting stock for planting crops should be used.
- (5) It is not allowed to use genetic engineering, ionizing radiation, and sewage sludge

Livestock and Poultry Standards:

- (1) Livestock for butchery should be grown with the supervision of the organic management starting from the third trimester of pregnancy, and according to the poultry should be maximum from the 2nd day they are born.
- (2) Vitamin/mineral supplementation is allowed for animals, but they should be fed 100% organic food
- (3) To consider the dairy products as organic products, they should come from animals that have been in the farm under the organic management supervision for minimum 12 months.
- (4) In case the animals get sick, they should be treated but their products will not be considered as organic products. Where the sick animals should be kept out of the grazing season and not fewer than 120 days.
- (5) The animals should be allowed to move in the outdoors unless there is a certain health issue that causes danger on them.
- (6) Hormones or growth hormones for animals are prohibited.

Also, USDA stated the standards for labelling the organic products, where it mentions that the organic product should have 95% of its product that are organically certified. However, products with a label that mentions that they are “made with organic products” should contain 70% of its product that are organically certified, and the USDA organic seal is allowed not to be placed on these items. If the product has less than 70% of its ingredients as organic, then these ingredients are only listed in the ingredients list that they are organic, but the product is not specified as organic product (ams.usda.gov, 2020).

2.2.World Organic Agriculture:

Switzerland 1940's is the place and time that organic farming had started by Hans Muller, Hans Peter Rusch, and Maria Biegker. After that, the organic farming started to reach higher demand by other countries. The European Union (EU) was interested

in organic farming due to three reasons which are to protect the environment, to develop rural areas, and to protect the animal welfare. All of these reasons have led the EU to place policies that support the organic farming in the 1990s. Moreover, organic farming is related to producing a trusted high quality of food, and to ensure a standard consistent quality among the market the policies were developed. The support of policy makers and consumers allowed the organic market to expand through the past decade, and the organic market is expected to increase more during the coming years (Darnhofer, Lindenthal, Bartel-Kratochvil, & Zollitsch, 2009:67-68).

After world war two, in the twentieth century most of the developed and some of the developing countries were using machinery and chemicals, which was affecting the safety of farmers and consumers, also affecting the environment negatively. For this reason, countries started to adapt different alternate agricultural practices such as the organic farming in order to create sustainable agriculture. Organic agriculture is one of the practices that several countries started to follow, such as in USA, Japan, and Canada (Rehber & Turhan, 2002).

The organic worldwide sales reached 97 billion euros in 2018, the largest industry is in United States of America followed by Germany, and France. The sales according to regions, North America (43 billion euros) has the largest sales, followed by Europe and Asia. When it comes to organic food, USA has the largest organic food market that worth 40.6 billion euros, followed by Germany with 10.9 billion euros, France with 9.1 euros, China with 8 billion euros, and Italy with 3.5 billion euros. In Switzerland and Denmark the spent per person of organic product is 312 euros, the highest per capita consumption in the world is in Switzerland and Denmark, followed by Sweden, Luxembourg, and Austria (Helga Willer et al., 2020:65).

The top five countries with organic share worldwide in 2018 as shown in Figure 2.1 below was the highest in Liechtenstein with 38.5% share, followed by Samoa 34.5% share, Austria 24.7%, Sao Tome and Principe 22.5%, and Estonia 21.6% share. The organic share is increasing through the years on a continuous basis, in 1999 the world organic share was only 0.3% (11 m ha) and has reached 1.5% share (71.5 m ha) in 2018. Organic share is growing on continual basis, it has increased in from year 2016 to 2017 20%, and 7.6% from year 2017 to 2018. In 2018, there was an increase of 1.25 million hectares since 2017 (2.9 %), and this also shows the rapid growth of organic market (Helga Willer et al., 2020:43-45).

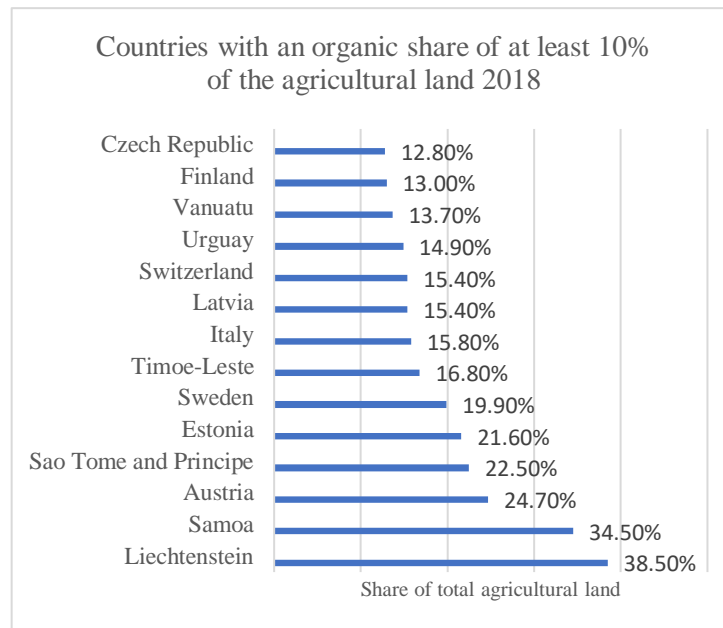


Figure 2.1 Countries with an organic share of at least 10% of the agricultural land 2018.

Source: Countries with highest organic agriculture share according to (Helga Willer et al., 2020).

The number of countries practicing organic agriculture has reached 186 countries, according to FiBL the organic agriculture managed 71.5 million hectares (m ha) over the world in 2018. Oceania was the region with the largest agriculture land among other regions as the Figure 2.2 shows, it accounts for 50 percent (36 m ha) of the worldwide organic agriculture land. Europe follows Oceania and as it is reported with 22 percent (15.6m ha), Latin America 11 percent (8.0 m ha), Asia 9 percent (6.5 m ha), North America 5 percent (3.3m ha), and in Africa 3 percent (2.0 m ha). Organic producers reached increased between year 2009 and 2018 by 55 percent, there were 2.8 million producers and the most producing country is India followed by Uganda, and Ethiopia (Helga Willer et al., 2020:20).

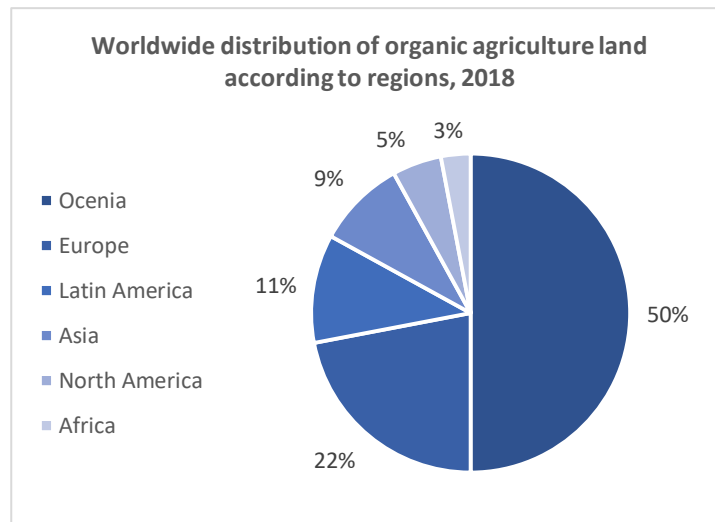


Figure 2.2 Worldwide distribution of organic agriculture land according to regions, 2018

Source: Distribution of organic farm land in 2018 according to (Helga Willer et al., 2020).

Developing countries are known to produce organic coffee, spices, cocoa, topical goods, and tee. That’s why developed countries such as Europe, America, and Japan are ready to purchase these products from the developing countries. In this case, developing countries must take the advantage as they are the ones who produce these products and enter the organic market. However, in developing countries certifying and producing organic food is not assured due to the insufficient information and knowledge about the standards. The demand on these products has led United States of America and the European Union to open organizations for certifying organic products in the developing countries. Having certification body costs too much, and it is expensive on the developing countries’ exporters to comply with all regulations set by the developed countries. In spite of this, to overcome these barriers, cooperation between countries will help in developing the organic market worldwide (Mutlu, 2007:4).

Producing and consuming organic food has increased dramatically throughout the past years worldwide and this is due to having more people supporting the organic farming because they care about their health, the environment, and animal welfare (Nikolova, 2013:193).

Growing organic crops might increase the yield of some plants as shown in several studies. A research done to differentiate the yield gained from farming organic versus non-organic crops of corn and soybean. The results showed same yield from both

organic and non-organic crops of corn. Another finding was that the organic crops have an increased production when compared with the non-organic ones in the period of dryness (that is caused due to lack of rain or any other reason) (Pimentel, Hepperly, Hanson, Douds, & Seidel, 2005). In the United States it was found that planting both crops soybean and corn organically will lead to increased yield per acre than non-organic crops (Chavas, Posner, & Hedtcke, 2009; Delate et al., 2003; Delbridge, Coulter, King, Sheaffer, & Wyse, 2011; Pimentel et al., 2005). Also another study showed consistent results in California, which is the beans and safflower crops that were organically grown showed higher yield than the conventionally grown crops (Poudel, Horwath, Lanini, Temple, & Van Bruggen, 2002:126-127). In Washington, US, a research was done over 5 years to study the difference between growing organic apples and non-organic apples, the result showed that the yield is similar for both (Reganold et al., 2011). Corn and soybean that were organically grown showed similar yields to the conventionally grown crops throughout the first three years, whereas after the third year yields of organically grown ones started to increase compared to the non-organic ones (Al-Janabi, 2018:29).

Organic farming has spread among a wide market. Producers, retailers, and wholesalers of organic food have gained a lot out of the organic food market, also this market gives the job opportunities to many other people. Organic food was first sold in small markets or bought directly from the farmer. Nowadays organic food is so trendy, and we can find it in well-known supermarkets such as Walmart, Costco, Kroger, and many other known markets. Also, some known supermarkets have developed their own organic brand. Organic market is getting abundant in some countries. In the US a study found that 75% of the people are still purchasing organic food items although there was an economic downturn at that time in 2010 (Al-Janabi, 2018:29).

The publicity of organic items has led the investors that are specialists at following the up to date trendy markets to invest more in this market. These investments are targeting the desire of the consumers to have healthy items. This was demonstrated in 2012, when Annie's Incorporation, which does 125 different organic items in US and Canada, had first entered the market and presented its items, there was an 89% success in its sales that is shown in Wall Street. The increased consumer's demand toward organic items has led many big known companies to do a specific organic line to cover the demand of the organic market. Other companies developed their organic products

by the collaboration with organic companies such as Kellogg, Nestle, Pepsi, General Mills, Kraft, and Dean Foods (Al-Janabi, 2018:29-30).

2.3.Organic Food in Turkey

The concept of producing organic products in Turkey started back in 1984 and 1985, mainly to support the need of the EU countries. In the early beginnings, Turkey was producing and exporting only the traditionally exported food such as dried figs and dried grapes. Later in the 1990's the export and production of organic food started to increase (Akgüngör, Miran, & Abay, 2010:299-300). Nowadays, the different types of organic food being produced is above 200 different type (Nguyen et al., 2019). According to research findings, it is shown that the organic food export from turkey to the European countries is growing. The main exported food items are dried figs, dried apricots, dried grapes, and hazelnuts. Eighty percent of the exported organic products where from these mentioned four food items in 1998. In 2004 the export of these product decreased to 60% due to the export of other different products (Akgüngör et al., 2007:481). Dried fruits, oil seeds, nuts, spices, fruits, veggies, cereals, pulses, are all organic food items that are produced in Turkey (Nguyen et al., 2019).

In 1992 the “Association for Ecological Agriculture Organizations” was established and the organic farming was following laws set by Turkey. Later in 1991 the regulations for producing plants and in 1999 the regulations for producing animals was set according to Council Regulation No 2029/91 of the EU. It was essential to implement the national legislation in 1990's, which regulates the whole steps of organic farming procedure starting from the farm procedures and ending in the market procedures. Currently “Organic Agriculture Law” and “Organic Farming Regulation on Principles and Implementation” is applied in match with the EU regulations (Başaran, Konyali, & Oraman, 2018:47). Figure 2.3 below shows in details the development of the organic industry in Turkey.

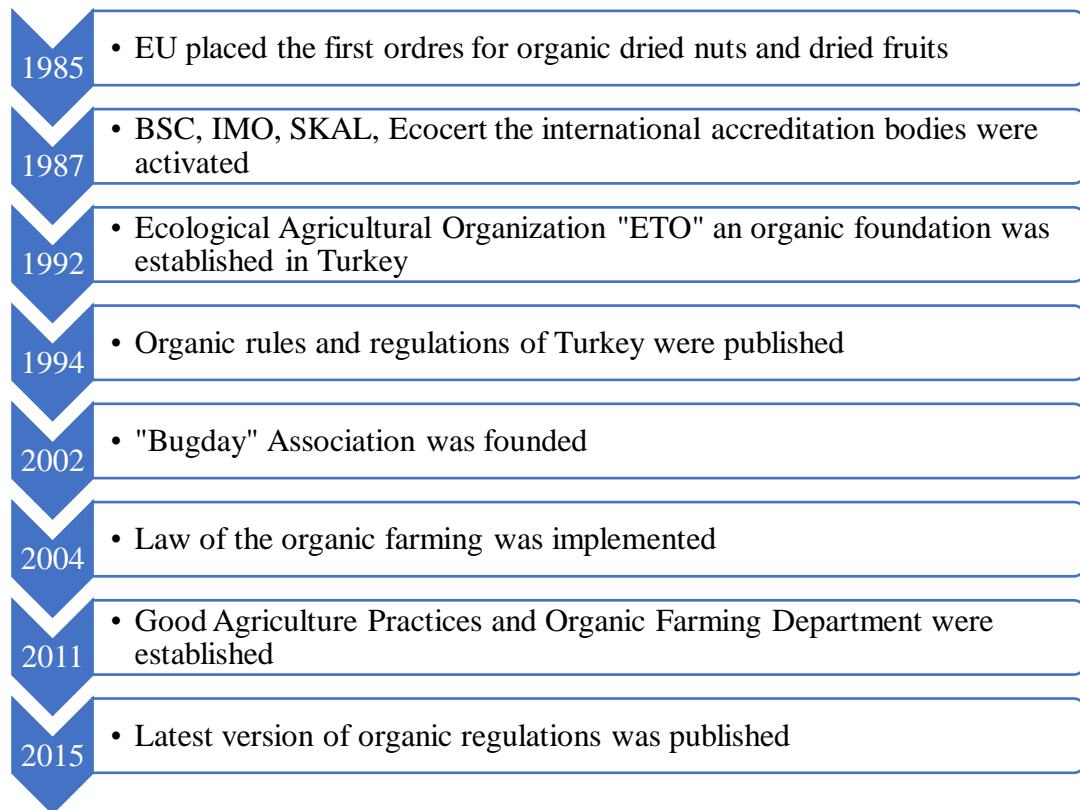


Figure 2.3 The Development of Turkish Organic Industry

Source: (Başaran et al., 2018:47)

In turkey, the issue of organic farming was raised due to the increased usage of chemicals and fertilizers, they were used to increase the production. However, this had led to bad quality of food, also exposed the people’s health to danger. For this reason, people started to care more about organic food, as the main aim is to produce food that is beneficial to human health, animal health, plants and environment safety as well.

In 2017, the export of organic food has increased, and it reached 87 million dollars. France, Germany, and United States of America where the major three countries that Turkey exports organic food to. The countries in EU have the biggest industry. Turkey exports to 68 countries in the world, it exports to them the four popular food items mentioned previously; raisins, dry fig and apricot, hazelnut (Başaran et al., 2018:48).

In turkey organic farming is applied by signing a farming agreement among the company and the organic producers. In the contract it is mentioned that producers should apply the instructions set by the manager of the project, the instructions include that the farmer should not use any type of pesticide or fertilizer. The contractors have many duties toward the organic farmers, which are to support the farmers, purchase their products, and purchase the products with a good price set for organic products.

The contract includes the agreement of the farmers to grow organic products according to the required quality and standards, and the contractor companies to ensure the specified and settled payment amount (Demiryürek, Stopes, & Güzel, 2008).

According to the table 2.2. it is noticed that organic farming in Turkey was weak before 2008, after 2008 organic farming started to prosper and became more popular. The organic area share in Turkey has increased from 0.15% in 2000, to 1.68% in 2018. The production also has increased strongly, organic producers were only 13,187 in 2000, and have reached 79,563 in 2018 according to the last statistics published by FiBL (statistics.fibl.org /world/operator, n.d.) (statistics.fibl.org/world/area, n.d.).

Table 2.2 Organic area and operator's data in Turkey.

Source:(statistics.fibl.org /world/operator, n.d.)(statistics.fibl.org/world/area, n.d.)

Year	Organic exporters	Organic importers	Organic processors	Organic producers	Organic area (farmland) [ha]	Organic area shares of total farmland [%]
2000				13,187.00	59,649.00	0.15
2001				15,795.00	111,324.00	0.27
2002				12,428.00	57,365.00	0.14
2003				14,798.00	73,368.00	0.18
2004				12,806.00	108,597.00	0.26
2005				14,401.00	93,133.00	0.23
2006				14,256.00	100,275.00	0.4
2007		12	86	16,276.00	124,263.15	0.49
2008		372	409	15,406.00	109,387.04	0.43
2009	104	33	130	35,565.00	325,830.98	1.29
2010	27	31	173	43,096.00	383,782.32	1.58
2011	39	37	169	43,716.00	442,581.70	1.82
2012	34	32	118	57,259.00	523,627.00	2.16
2013	39	35	118	65,042.00	461,396.00	1.9
2014	37	34	839	71,472.00	491,977.00	1.28
2015	42	44	1,064.00	69,967.00	486,069.00	1.26
2016	46	61	1,422.00	67,879.00	523,776.79	1.36
2017	69	44	1,142.00	75,067.00	520,885.76	1.35
2018	97	51	1,501.00	79,563.00	646,247.00	1.68

Providing support to the organic agriculture in Turkey is a matter that should be taken into consideration. The support for organic agriculture in turkey should be ensured due to several reasons. The support will lower the barriers related to financial and social issues in the organic market. This is supported by evidence from New Zealand, where the support toward increasing awareness about organic food was beneficial for the consumer's health and for the environment (Wallace, 2004). Limited support is given in turkey toward the organic farming, and support to organic farmers should be more emphasized (Ataseven, 2014:210). On the other hand, financial support is an important aspect to take into consideration as most of the issues are faced due to the high prices of organic products. In turkey, financial support toward organic agriculture is limited. Before 2004 there was no financial support at all, the support financially has started since 2004. The support was given mainly to the specific organic plants' areas, and specific organic animals such as beekeeping, fish, and livestock. The producers of organic products are supported by having the chance to benefit from an investment credit for seven years and business credit for two years with an interest that has rebate of 50%, this is offered for farmers that produce organic products according to a certification body and require financial aid to invest (Ataseven, 2014:204).

Later in 2017, it was noticed that the government in Turkey supports the organic industry. Organic food has a vital part in supporting the farmer's revenue. In 2017, the organic fruits and vegetables farmers were given by the organic agriculture 100 Turkish Liras per decare, 30 Turkish Liras per decare were given to other organic crops. Comparing these values to the year 2013, it is noticed that they have doubled for fruits and vegetables and tripled for other organic crops. With all this funding and all the importance given to organic farming, still the consciousness and usage of organic food is low (Nguyen et al., 2019).

Exporting organic products is one of the factors that led turkey to expand this market, hence increasing the exports is an important factor to be considered. The expansion process is the reason behind high prices of organic products in Turkey and the reason that motivates the farmers to transform their regular crops to organic ones. Europe has agreed with many farmers in Turkey to continuously get their supplies from, which enhanced the farmers and motivated them to produce more organic products and have more income. Table 2.3 shows that the organic products that were mostly exported in 2018 are wheat and wheats product, followed by figs, fruits, hazelnut, grapes, apricots, lentils, vegetables, spices, olives, chickpeas, and pistachios, which is

according to the last statistics produced by the Turkish Ministry of Agriculture and Forestry. In 2018, there were 111,690.68 tons of organic products that are produced to different countries across the globe, and the value has reached 361,128,943 Dollars. The most countries that the Turkish government has exported their organic products to are Italy, followed by Germany, Netherlands, USA, France, Belgium, Britain, Sweden, Swiss, Canada, South Korea, United Arab Emirates, Spain, and Japan as shown in table 2.4. (tarimorman.gov.tr., n.d.)

Table 2.3 Organic products with the most export in 2018.

Source: (tarimorman.gov.tr, n.d.)

Product name	Quantity (ton)	Values (\$)	% Ton	%%\$
Wheat and wheat products	41,633.90	131,146,772	37	36
Fig and fig products	7,996.93	51,980,044	7	14
Fruit and fruit products	25,964.37	48,293,736	23	13
Hazelnut and hazelnut products	5,356.76	40,015,020	5	11
Grape and grape products	10,572.35	26,430,886	9	7
Apricot and apricot products	4,773.70	22,627,358	4	6
Lentil types	5,229.36	16,054,144	5	4
Vegetable and vegetable products	5,407.06	5,947,769	5	2
Spices	1,027.74	4,470,685	1	1
Olive and olive products	707.71	4,097,634	1	1
Chickpea	1,360.47	2,340,002	1	1
Pistachio	26.76	795,976	0	0
Others	1,618.91	6,928,917	1	2
Total	111,690.68	361,128,943	100	100

Table 2.4 Countries with the best export in 2018.

Source: (tarimorman.gov.tr, n.d.)

Country	Quantity (Ton)	%Ton
Italy	26,045.27	23
Germany	18,000.34	16
Netherlands	16,039.40	14

Table 2.5 Countries with the best export in 2018 (Continued).

USA	13,091.67	12
France	8,761.39	8
Belgium	6,509.92	6
Britain	5,166.17	5
Sweden	2,869.43	3
Swiss	2,499.03	2
Canada	2,306.25	2
South Korea	2,165.22	2
United Arab Emirates	1,883.24	2
Spain	1,000.25	1
Japan	685.39	1
Others	4,667.70	4
The overall total	111,690.68	100

A recent study was done in Turkey to determine the opportunities to enhance organic farming in terms of legal construction, marketing, production of organic products. The results showed that production should rely on demand instead of relying on the supply, which will let the organic products to be sold at good prices. Although the organic market is increasing lately in Turkey, however extending the organic farming is still needed for other regions where organic production is not implemented yet. A cooperation between the farmers and the ministry of agriculture and forestry should occur to specify the important regions and crops that need to be emphasized more on them. Aids to farmers should be given in case the farmers lose their crops especially while initiating the organic farming process. Joint certification operations are difficult to do in Turkey because the organic farms are small and separated, which makes it hard to unify all farmers, hence organic farming plans should be applied across farmers establishments. There are a lot of Turkish consumers that do not mind paying extra fees for organic products but they do not purchase organic products because they are not available everywhere, which is why it is important to focus on the Turkish consumers demand not only on the export demand. Local organic bazars and online shops might be used to cover this domestic demand. Last thing, the storage is an important aspect to take into consideration, there should be enough storage areas that

comply with the qualifications required and should be licensed by the organic certification bodies. Whenever these storage areas have a lot of organic products to store, the cost per unit of the organic produce might decrease (Boz & Kaynakei, 2019:26).

Organic bazaars seems to be the demand of most consumers as mentioned by several studies, and this to increase the availability of organic foods, to encourage the consumers to participate in organic farming across many locations, hence have lower prices (Boz, Ayan, Ataseven, & Kaynakçı, 2019; Boz & Kaynakei, 2019: 2; Olhan & Ataseven, 2019). However, the barriers in developing organic foods bazaars in Turkey is the lack of legal regulations that manages Turkish bazaars. There are several factors that should be taken into consideration while establishing the organic food bazaars in Turkey which are, (1) increase the trust, (2) launching organic bazaars among every single province, (3) set a fair price plan, (4) test the efficacious organic bazaars, (5) spreading awareness and knowledge about organic food (Boz et al., 2019:2).

A case study in GAP-Şanlıurfa-Turkey was done to determine factors affecting the consumption of organic food among organic food consumers. It appeared that information about organic foods were not strong, and consumers have idea on the organic food mainly from the internet. The consumers like to purchase their organic foods from the producers that are found in the bazaar, that is why it is important to have more bazaars of organic food. Most organic food consumed where the fruits and vegetables (74.1%), then the milk and dairy products (56%). The reason that encouraged 93.7% of the consumers to buy organic foods is that it is free of hormones, then comes the smell and taste (92.7%), whereas they did not care much about the organic food packaging design. According to the demographics, the education level was the highest factor affecting the organic food consumption, followed by income, then comes the career, gender, marital status, age, location of the house and number of family members (Aydogdu & Kaya, 2020:347). Another study was done in another city in Turkey, Ankara, showed similar results, where the consumers choose organic food because they are healthy and free of pesticides and chemicals. They find organic foods expensive and that is why they avoid buying it. Also, the environmental wellbeing is a factor that organic food consumers in Turkey take into consideration (Olhan & Ataseven, 2019:196). In Hatay/Turkey, knowledge was also one of the factors affecting the purchase of organic food (Demirtas, 2019:881). Hence,

knowledge seems an important factor as well as the expansion in the production of more organic food in Turkey to meet the demand.

The production and consumption of organic food have increased considerably on a worldwide scale for the last 40 years. A growing number of people support organic agriculture for their health, the protection of the environment and the human treatment of animals (Nikolova, 2013:193).

2.4.Critical Aspects of Organic Food Consumption

There have been some argues about organic food that it is contaminated with bacteria, but studies showed that these argues are not proven yet. Organic food is grown according to strict food safety standards that are set by Codex according to the system of Hazard Analysis and Critical Control Point (HACCP), which is a system that ensures food safety from the farm to the fork, which means that this system ensures safety across the whole food chain.

One of the claims is that the organic food is microbiologically contaminated from the natural fertilizers that carry pathogens. However, the natural fertilizer is used in conventional food too, if the claim was true then conventional food should be considered contaminated too. The natural fertilizers that are used on conventional and organic foods are treated well, and it is safe to use it. The standards that are set by the certification bodies forces the farmer not to harvest the crops that are fertilized within less than 2 months.

At the end of the organic food supply chain where the packaging happens, and then products are transported, it is claimed that organic food gets contaminated. This is a possibility that is applicable on both the conventional and organic food. In the packaging process of organic food, the food is packaged in a way that is safe from microbiological contamination for specific period. Some methods are used such as the irradiation, which is not considered as an organic method, but that doesn't mean that organic food is contaminated during the packaging process.

Another claim is that E. coli, specifically the infectious strains, is found in the organic meat of cattle. But the studies showed that the E. coli comes from the digestive tract of cattle that are grain fed, on the other side, cattle fed with hay showed fewer than 1% of E. coli in their feces. Organic meat comes from cattle that are fed with hay, hence the possibility of having E.coli from organic meat is low (Mukherjee, 2012:32-34).

2.5.Theory of Consumption Value TCV

Through the past years there were many studies that showed the barriers and motives toward purchasing organic food (Pham, Nguyen, Phan, & Nguyen, 2019:545)(Ryan & Casidy, 2018). Motives to purchase organic food such as the taste of organic food, the effect of organic food on our health, the nutritional benefit of organic food, the impact on the environment, and the welfare of the farmers, all of these factors tested and showed the positive impact on the organic food consumption (Bryła, 2016; Wojciechowska-Solis & Soroka, 2017:737). These factors impacted the organic food consumption in different ways, for example, taste affects the purchase intention more than health, nutritional value, and moral value (Zakowska-Biemans, 2011:122). In other studies the health affects purchase intention more than the sense appeal and environmental concern (Lillywhite, Al-Oun, & Simonsen, 2013:115). On the other hand, barriers such as the little variety of organic food, the lack of organic food, the high price and cost, the short expiration date, the little information on organic food, and other barriers limited the consumption of organic food (González, 2009; Lillywhite et al., 2013). The previous literature about motives and barrier on the consumption of organic food is increasing. Previous literature done on consumption values done by scholars reviewed these barriers and motives (Hughner et al., 2007), others identified the consumption of organic food in terms of theory of planned behavior to determine the motives (Scalco, Noventa, Sartori, & Ceschi, 2017). There are limited studies in terms of other different theories on the consumption of organic food, such as the consumption value theory (Finch, 2006; Kushwah, Dhir, & Sagar, 2019; Rahnama, 2017). All the previously mentioned motivational factors toward the purchase intention of organic food are considered as factors that support the theory of consumption value (TCV).

The model of TCV in figure 2.4 below shows that the theory consists of five values identified by Sheth *et al.* which are the “functional value, conditional value, social value, emotional value, and epistemic value” (Sheth, Newman, & Gross, 1991). This theory was conducted among several different fields in order to know more about the drivers that lead to the choice toward a certain product or service. The theory of consumption value suggests that the consumers choose what they want to choose according to several consumption values. The consumption value has many aspects including the emotional value, social value, epistemic value, and the functional value

in terms of the quality and price. The customer value is a result of the customer experience with certain product, which many marketers are considering nowadays in their marketing programs (Turel, Serenko, & Bontis, 2010:54). Each of the five values influence the purchase decision in a different way. According to the Consumption Value Theory by Sheth et al., the functional and social value will affect the consumers in terms of whether to buy the filtered or non-filtered cigarettes, but the emotional value was the driver to whether the consumer will smoke or not. Hence, all values have a differentiated performance, values will show what impacts the person's decision to choose product A or product B, brand A or B, service A or B (Sweeney & Soutar, 2001: 205; Sheth et al., 1991)

Theory of consumption value has been tested among more than 200 applications and has showed valid results. The theory explains how consumers choose a specific service or product. Three fundamentals are proposed in TCV: (1) the choice of a consumer is a function of several consumption values, (2) consumption values contribute differently in each situation, (3) the values are independent (Sheth et al., 1991).

TCV proposes that the motivation to purchase a product or service is related to the customer experience by linking the different products to different values (Ramkissoon, Nunkoo, & Gursoy, 2009). For example, a motorcycle can be purchased by a customer because of its style (social value) and another customer might purchase it because it consumes less fuel than other motorcycles (functional value).

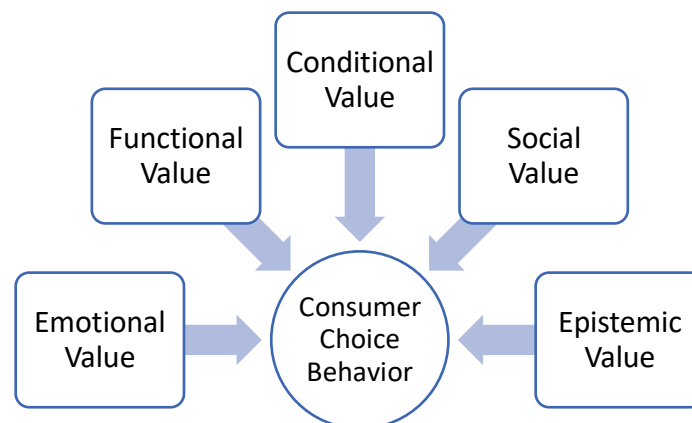


Figure 2.4 Theory of Consumption Values

Source: (Sheth et al., 1991)

Functional value

Functional value is explained as the benefit and advantage the consumer gets due to the functional attributes of the demanded product. Functional value determines the consumer's usage to certain product depending on the product's function, physical performance, utility, such as having a reliable product, durable, and with a suitable price. Functional value is considered as the most important factor that affects the consumer's choice (Sheth et al., 1991). For example, if the price of the product was high, then the customer evaluates other factors while doing the decision. According to previous literature about organic food products and functional value, the functional value was identified by mentioning the biological features of the organic foodstuffs (Finch, 2006; Rahnama, 2017). Building on this fact we can group the following motives to the functional value; quality of organic food, the absence of harmful materials, taste, food security, nutritional and natural content, freshly produced, impact on health. Functional value has one of the most factors that leads to the consumption of organic food which is the health attribute according to a systematic review that reviewed 89 papers between 2005 and 2018 (Kushwah, Dhir, Sagar, & Gupta, 2019:1). Hence this research is focusing on functional value too. It was mentioned that health matters this much to consumers because it refers to many characteristics in the organic product that protects consumer's health such as that it is free of chemicals and pesticides, it is completely natural, and better than the conventional food in terms of health (Kushwah, Dhir, Sagar, et al., 2019).

Price is another factor to consider in the functional value, in the organic market there were 16 studies about willingness to pay for organic products and all of the studies' results showed that the price is the major barrier, however there was a study done that showed that the price isn't the major barrier and other factors such as lack of knowledge and low availability of the organic products are the barriers (Aschemann-Witzel & Zielke, 2017). In Germany, a study was done on purchasing environment friendly beverages packages, it was shown that people are willing to use the eco-friendly packages and accepted all factors except for the price and taste factors. Consumers refused to use eco-friendly beverages if the taste or price of the beverages change (Birgelen, Semeijn, & Keicher, 2009:125). On the other hand, in Taiwan, consumers with high income were accepting to pay more for green products (Tsay, 2009: 2367). The functional value in terms of price differ from country to another

according to the literature, hence this study will investigate more about the price functional value in Turkey.

Emotional Value

Emotional value suggests that the product is able to impact the consumers feelings negatively or positively which in turn will affect the decision of purchasing the product (Sheth et al., 1991). The emotional experience will result in affecting the consumers mood in a way that leads to stronger feelings with a brand that the consumer will be attached to it (Yang & He, 2011: 6738). Furthermore, it was stated that it is not enough for a company to have only functional value, emotional value must always be considered (Chernatony, Harris, & Riley, 2000). The consumer will pass through different emotional consumption situations that can be positive or negative through their shopping experiences. When the consumers gain a positive emotional value their believes in the product will be enriched, and this is because they are enjoying while doing the decision of purchasing the product (Suki, 2016:206). Moreover, according to Sheth et al. (1991), the service is also considered in the consumption values theory, not only products, because consumer's gain specific feelings when they try that certain service.

Trust is a main factor that is considered while doing the purchase decision, and especially when it comes to organic food (Essoussi & Zahaf, 2008). Previous literature mentions that emotional response will be positive when the trust is existing (Lease, Hatton, & Cox, 2014:35). The emotions that are involved in the decision of the consumer according to the literature are joy, happiness, pleasure, enjoyment, and satisfaction (Janssen, 2018; Kushwah, Dhir, Sagar, et al., 2019). Emotions are feelings that are always connected to food, that's why emotional factors affect the food choice. Emotional value has a strong effect on purchasing organic food, (Finch, 2006; Rahnama, 2017). Consumers like to purchase organic food because they feel that they are contributing to the environment positively (Padel & Foster, 2005). Emotional value was studied in other researches related to recycled product, and it was shown that 89.1 percent of the consumers purchase recycled products because they feel that they are saving the environment (Bei & Simpson, 1995:259).

Social Value

Social value is defined when the product can provide the consumer an anticipated social status. The social value is also defined as the behavior that occur when the decision is connected with positive thoughts that comes from certain group or social

consequence (Sheth et al., 1991). The social value drives consumers in a way that make them choose a specific product because they are influenced by a certain social group believes like their peers, family, or colleagues believes. For example, people who consume organic food believe that people who purchase organic food are more educated and care about their health (Finch, 2006). Social values was tested among many different sectors, however, according to previous literature about organic food, the points to look at in the social value were; the product's recommendation, consumer's self-identity, the consumer's reputation in front of others, getting approval from the surrounding society (Puska, Kurki, Lähdesmäki, Siltaoja, & Luomala, 2018; Shin, Im, Jung, & Severt, 2018). Other scholars showed that attributes in the social value to look at are the environmental concern, the support to the small farmers and local producer, and the animal wellbeing (Ditlevsen, Sandøe, & Lassen, 2019; Nandi, Bokelmann, Gowdru, & Dias, 2016). Self-perception and utilitarian incentives are other factors to consider while studying the social value impact on the organic food (Sweeney & Soutar, 2001; Yoo, Divita, & Kim, 2013).

Social and personal values are covered in the Schwartz Value Inventory. The Schwartz Value Inventory includes 56 value types which are categorized into the following categories: self enhancement, conservatism, openness to change, self-transcendence (figure 2.5) (Schwartz, 1992).

- Self enhancement: it includes the power and achievements, which explains the social status, and the authority on individuals
- Conservatism: it includes items related to tradition, conformity, and security. It is defined as the ability or tendency of people to behave in a way that satisfy and stabilize the surrounding society.
- Openness to change: it includes items related to hedonism, stimulation, and self-direction. It is explained by the need of a person to have an exciting, pleasuring, and challenging situation in life.
- Self-transcendence: includes the items related to universalism and benevolence, universalism is explained by the aim of an individual to look after the people's welfare. Benevolence is when the individual look after the wellbeing of people who he/she cares about and has personal close relationship with.

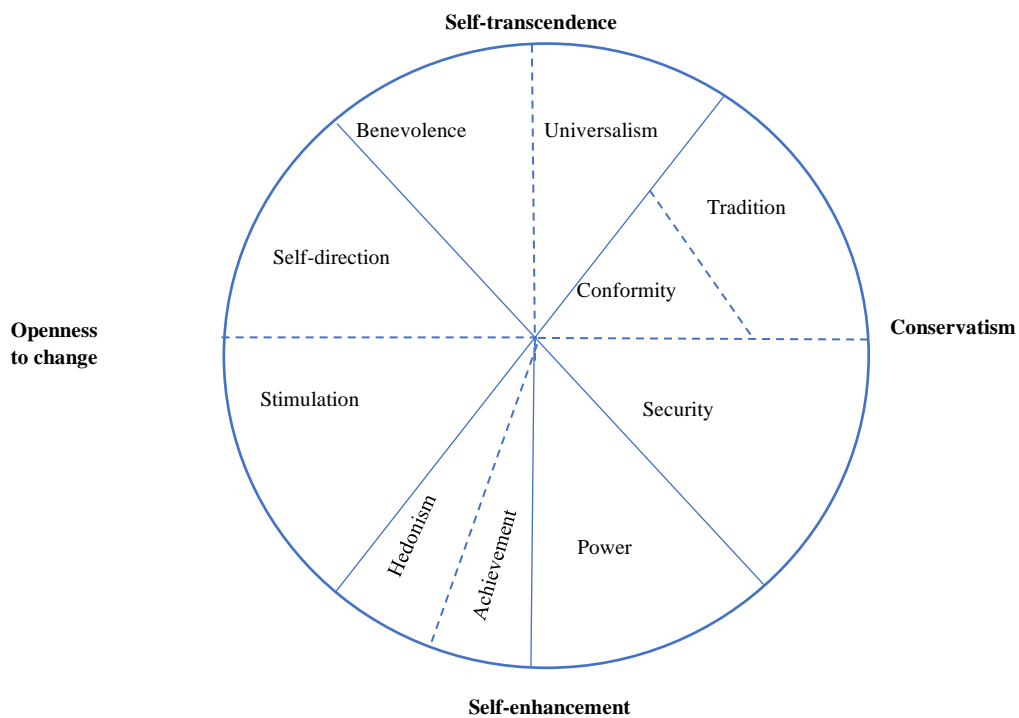


Figure 2.5 Schwartz Values

Source: (Schwartz, 1992)

Social value involves two scopes, the social norms and the social status (Sheth et al., 1991). Social norms are related to the category of conservatism, more specifically to the conformity item in the conservatism category (Costa, Zepeda, & Sirieix, 2014). To clarify it more, it is when the consumer cares too much about the opinion of the close friends, family, or colleagues, and by which this opinion will influence the consumer's behavior (Park, 2000). Whereas the social status is related to the self-enhancement category (Costa et al., 2014). In the meantime while studies about organic food are still limited, it might be thought that the self enhancement is the category that the organic food must be related to, but it was proven that there is insignificant relationship between self enhancement and organic food purchase intention (Dreezens, Martijn, Tenbült, Kok, & De Vries, 2005; Hoogland, de Boer, & Boersema, 2007; Vermeir & Verbeke, 2006), and few proved that there is a positive relationship between self enhancement and organic food purchase intention (Mueller, 2011).

Conditional Value

Conditional value occurs when consumer decides to purchase an alternative product due to a situation that happens during making the purchase decision, which means that

the consumer choose a certain product because of the confronted situation (Sheth et al., 1991). The purchase behavior is linked to conditional values (Rahnama, 2017). Conditional values either support the purchasing decision or prevent it (C. L. Hung & Hsieh, 2010). It is one of the values that has significant effect on organic products consumers (Finch, 2006). For example, in the green product market, the consumption value was tested, people were willing to choose the green products over the conventional products if they had specific benefits related to green product such as discounts or other situational variables. In this case, increasing the knowledge related to the environment will increase the possibility of buying the green product. Research showed that changing the situational variables will affect the behavioral intention (Biswas & Roy, 2015b).

Several factors affect the conditional value which are place, period, condition, and setting (Belk, 1974; M. Laaksonen, 1993). Any change in any of the mentioned factors will impact the purchasing decision (M. Laaksonen, 1993). The consumer might ignore their real needs due to the conditional value (Liu, 2016). In terms of organic food purchasing the identified conditional values where the suitability, health, response to messages through media, number of children and members at home, and presence of pollution hazard (Orlando, 2018; Aschemann-Witzel & Niebuhr Aagaard, 2014; Pham et al., 2019). Moreover, most of the factors related to health are related to the conditional value. Conditional value has a huge impact on the consumer decision, with having the two conditional value; the health and the increased pollution, as the main drivers to purchase organic food (Kushwah, Dhir, Sagar, et al., 2019).

Epistemic Value

Epistemic value occurs when the consumer chooses an alternative product due to curiosity, novelty, or to seek learning and adding to their own knowledge (Sheth et al., 1991). A consumer might choose a product due to boredom, or due to the need of trying something different and new. When consumers want to experience and try a new product, while they are doing their decision whether to purchase it or not, they will think about the product from two points of view, the first thing is the knowledge and information they get on the product, and the second thing is to what degree they are familiar with the product type of the new product (Wenben Lai, 1991).

According to previous literature about consumer behavior, the knowledge is an important factor that impact the decision of purchasing a specific product (P. C. Lin & Huang, 2012). Consumers look for products that have knowledge about how the

product is produced, how does it affect the environment positively or negatively (Mohd Suki, 2016). Organic food consumers are mostly caring about their family health and wellbeing (Chekima, Oswald, Wafa, & Chekima, 2017; Hansen, Sørensen, & Eriksen, 2018), and cares about the environment, the animal and farmers wellbeing (Hansen et al., 2018; Essoussi & Zahaf, 2008). The presence of retailers at the market and their ability to answer the consumer's questions face to face will satisfy the consumer's interest in knowing knowledge related to organic food production methods, how they are handled, stored, and transported (Kushwah, Dhir, & Sagar, 2019).

In the organic market curiosity was the main factor influencing the purchase of organic product among other epistemic values (Finch, 2006). Moreover, organic products consumers choose the products because of the increased desire to learn about the product, since it requires more knowledge to differentiate the organic from non-organic products, thus people may purchase it to gain this knowledge about organic food (Nie & Zepeda, 2011). Knowledge is a significant factors that affect consumer's purchase intention according to previously done researches (De Magistris & Gracia, 2008; S. W. Hung, Lin, & Chen, 2013; Rahnama, 2017). However it was also found that there is insignificant relationship between perceived organic knowledge and the attitude toward purchasing food, which shows us that the knowledge is not always important to encourage people to buy organic food (C. Teng & Wang, 2015).

2.5.1. Applications of TCV:

These five values are considered as a parameter that measures the consumer utility to certain product. Consumption value theory has been applied on different sectors through different studies.

Theory of consumption value was applied on green products in several studies to see if these values can affect the green purchase behavior. The functional value in terms of quality and price did not affect the green purchase behavior as much as the other values which are the looking for novelty, seeking knowledge, psychological and social values (P. C. Lin & Huang, 2012; Biswas & Roy, 2015b). In another study that studied the effect of TCV on green products purchase intention showed that the functional value in terms of price, and seeking knowledge affects the purchase intention compared to other values (Gonçalves, Lourenço, & Silva, 2016). Social value was

shown to have a great effect on green products purchase compared to the remaining values (Mohd Suki, 2016; Biswas & Roy, 2015a).

TCV was applied to other different sectors such as the ecotourism sector, where the emotional value was the value that showed a high impact on the purchase intention (Jamrozy & Lawonk, 2017). Consumption value theory affects the behavior intention of tourists when they want to consume local food (Choe & Kim, 2018).

Another sector where the theory of consumption value was applied in several studies is the mobile banking services, one study was done on adapting an Islamic mobile banking, where the conditional value affected the non-Muslims, whereas the emotional value was the value that affected the Muslims for adopting this type of mobile banking (Goh, Suki, & Fam, 2014). TCV showed that conditional value, emotional value, and epistemic value are the values that affects the online banking adoption, but the factors that affects the trust of consumers to online banking are the functional value, conditional and emotional values (Burucuoglu, & Erdogan, 2016). Social value was not one of the values that affects the adoption of mobile banking services (Omigie, Zo, Rho, & Ciganek, 2017).

Online purchasing and mobile apps are other industries where the TCV was applied through different studies. The two values emotional and social showed some effect on the intention of consumers to continue purchasing brands through online social media (Kaur, Dhir, Rajala, & Dwivedi, 2018). All values affect the behavior intention for using augmented reality makeup applications with having the strongest effect coming from conditional and epistemic values (Nafarani, 2018). Social and emotional values has a strong effect on purchasing cosmetic virtual items in Warcraft world (Järvinen, 2018). Online purchase was found to be affected by two values which are the functional and emotional more than the remaining values (Ramayah, Rahman, & Ling, 2018). Other studies were conducted among Halal cosmetics where they used the TCV model to determine the importance of Halal products (Yeo, Mohamed, & Muda, 2016). To know the reasons behind getting people their mobile phone changed TCV was applied and the results showed that epistemic, emotional, and social values have a strong positive effect toward the behavior of changing the personal mobile phone (Wei, 2018). To help the e-commerce managers in implementing effective strategies, to target the online gamers and increase their loyalty TCV showed that epistemic and social value affect the gamers positively (C. I. Teng, 2018).

As it is mentioned, a lot of recent studies used the model of consumption value theory to test the consumer's usage of a certain product or service. However, in the organic industry TCV was applied in few studies. The five values of TCV positively affects the purchase intention toward organic food with mediating the role of environmental self-identity(Qasim, Yan, Guo, Saeed, & Ashraf, 2019). However in a study that was done on purchase intention toward organic food with mediating the lifestyle factor, the functional value of quality, epistemic, and conditional values showed a positive effect on the consumers (Rexiti, 2017). Social value and emotional value from the TCV model showed a positive effect on purchase intention toward organic products through social commerce, with having more significant effect from the functional value(J. Lin, Guo, Turel, & Liu, 2019). In this study the three values of the TCV model which are the functional value, emotional value, and social value with the mediating role of involvement will be tested among the purchase intention toward organic food.

2.6.Purchase Intention

Purchase intention is the possibility that a customer will purchase a specific product or service (Dodds, Monroe, & Grewal, 1991). Purchase intention is also defined as the individual behavioral tendency toward a certain product (Bagozzi & Burnkrant, 1979). Purchase intention is a plan that is set by a consumer consciously in order to do an effort to buy a product (Spears & Singh, 2004). Purchase intention shows the consumer's reason for buying a specific product (Saad et al., 2012). Buyer's perceived value and perceived benefit are two determinants of purchasing intention (Xu, Summers, & Belleau, 2004)(Dodds et al., 1991). Purchase intention is not similar to attitude, attitude refers to evaluating the product, whereas the intention explains the motivation of the consumer to do a certain behavior. Some of the researchers defined the purchase intention as the object that we will purchase because we think that we will buy it (Rezvani et al., 2012). Purchase intention is considered as the choice to perform an action, which will make us understand the consumer's behavior to a specific product (X. Wang & Yang, 2008).

Purchase intention is affected by factors such as the price, value, quality, external and internal motivations (GOGOI, 2013). Other factors that affect the purchase intention are the age, gender, educational level, and knowledge (Rezvani et al., 2012). There are other specific factors that also contributes to the purchase intentions, like the country of origin of the product, the perception of the buyer(C. L. Wang, Li, Barnes, & Ahn,

2012). There are six phases prior to decision-making process, and they are: awareness, knowledge, interest, preference, persuasion and purchase (Kawa, Rahmadiani, & Kumar, 2013). Consumers think that low cost, low quality packaging, and unknown products have bad quality, and they don't trust such products, which why the purchase intention decrease in the presence of these characteristics (GOGOI, 2013). However in another study it the price and packaging did not affect the purchase intention as much as the products' quality, advertisements of the brand, and the name of the brand (Mirabi, Akbariyeh, & Tahmasebifard, 2015) (Giovanis, Tomaras, & Zondiros, 2013). The required basics for purchase intention are the products' value and brand image (Herrmann, Xia, Monroe, & Huber, 2007).

Several studies have been done lately on the purchase intention toward organic food to understand more the consumer behavior. The healthism, hedonism, and trust are three factors that affects organic food purchase intention (Anisimova, 2016). Awareness of organic food is an important factor that impact the intention to buy organic food (Asif, Xuhui, Nasiri, & Ayyub, 2018). Furthermore, quality and organic food attributes have positive impact on organic food purchase intention (Husic-Mehmedovic, Arslanagic-Kalajdzic, Kadic-Maglajlic, & Vajnberger, 2017).

Attitude of consumers toward purchasing organic food in Turkey is affected by their values, awareness to organic food, and price. The purchase intention toward organic food of Turkish consumers is affected by being conscious of health, perceived about organic food, also consumers' value and their care to the environment affect their purchase intention (Selin Yilmaz & Ilter, 2107). Also, there was no significant relationship between demographic variables of consumers in Turkey and purchase intention toward organic products, however, socially responsible consumers in Turkey have a high purchase intention toward organic products. Consumers in Turkey have low price sensitivity toward organic food, they do not often incorporate the price as a factor while purchasing the organic product (ÖRS, 2019).

There are different theoretical framework that were applied on organic food purchase intention, the most used one was the theory of planned behavior (TPB), which studies the effect of attitudes, subjective norms, and perceived behavior control on the purchase intention and in turn the purchase intention will affect the behavior (Ajzen, 1991). Most of the studies confirmed that there is a positive relationship between TPB and purchase intention, some of them included other variables in the model such as belief-based factors (Zagata, 2012), moral attitude (Arvola et al., 2008), self -identity

and moral norms (DEAN, RAATS, & SHEPHERD, 2012), consumer decision making model (Lobo & Chen, 2012), uniqueness seeking lifestyle (Ham, Pap, & Stanic, 2018), food related lifestyle (Fang & Levy, 2015)(Rexiti, 2017), and all of these variables showed a positive effect on the purchase intention along with the TPB. Attitude showed a more significant effect on organic food purchase intention than other variables in some studies (Yazdanpanah & Forouzani, 2015) (Zagata, 2012)(Lobo & Chen, 2012). And in others subjective norms had more effect than attitude and perceived behavior (Lodorfos & Dennis, 2008).

Behavioral reasoning theory (BRT) is another theoretical framework that was applied on organic food purchase intention. BRT proposes that the consumers are affected by their reasons, and this reason will impact their value, attitude, intention and behavior (Westaby, 2005), which was found to affect the organic food purchase intention (Ryan & Casidy, 2018).

Consumer style inventory (CSI) is a theory with eight styles which are perfectionism, brand consciousness, novelty consciousness, recreational, price consciousness, impulsiveness, confusion by over choice, and habitual, that are suggested to affect purchase intention. Only five styles showed significant effect on organic food purchase intention which are perfectionism, brand consciousness, recreational, price consciousness, and brand loyalty (Prakash, Singh, & Yadav, 2018).

Stimulus organism response (S-O-R) model suggests that emotional states which are the pleasure, arousal, and dominance, three states that demonstrates the organism. But it was found that these three states are not enough to know the whole emotional response of consumer (Richins, 1997), that's why several other variables are added to this model when tested among different studies. In the organic food purchase intention five more variables were added to the S-O-R model, which are the traits of organic food and how it affects the hedonic and utilitarian attitudes toward the purchase intention. Nutritional concern, environmental welfare, and the price, significantly affect the utilitarian and hedonic attitude toward organic food purchase intention, sensory appeal had an impact on hedonic attitude, whereas the trait of organic food being natural affected the attitude insignificantly (H. J. Lee & Yun, 2015).

Other different theories that were applied are Schwartz Values Scale theory, where positive impact where found on organic food (Mainardes, de Araujo, Lasso, & Andrade, 2017). Self-concept theory and means end theory is also another theory that affected organic food purchase intention (Husic-Mehmedovic et al., 2017). As we can

see all the studies done on organic food purchase intention studied the factors that influence negatively and positively the purchase intention toward purchasing organic food.

2.7. Involvement

2.7.1. Involvement Definition

Involvement concept is created by the social psychology, back in the 1940's. Zaichkowsky (1986) developed the concept of involvement, did an experimental and theoretical explanation that explained three main concepts that involvement relies on. These three main fields of involvement are: (1) advertisement; determining whether advertisements are related to the consumers, (2) the link between the consumer and the class of the product, (3) marketing and consumer behaviour (Judith L. Zaichkowsky, 1986).

Involvement is used by many scholars to investigate the reason behind the attachment of consumers to a certain product category (Judith Lynne Zaichkowsky, 1985; Richins & Bloch, 1986; Kapferer & Laurent, 1985; Slama & Tashchian, 1985), like vehicles, songs, marketing and advertising. Involvement identifies the importance of different matters to the person for example it identifies the importance of specific product, service, activity, or brand (H. S. Kim, 2005). According to the literature there are two views about involvement some scholars believe that involvement has several dimensions (Jean-Noel Kapferer & Laurent, 1985), and others believe that it only has one dimension (Judith Lynne Zaichkowsky, 1985).

Involvement is the perceived significance of the product by the consumer that is stimulated by a stimulant in certain environment or the extent to which the expected personal relevance for a product. The stimulant might be certain product, service, a specific category, brand, or advertisement (Beharrell & Denison, 1995; Juhl & Poulsen, 2000; Zaichkowsky, 1985). Involvement in general is defined as "The concept of felt involvement refers to a consumer's overall subjective feeling of personal relevance" (Celsi & Olson, 1988). In the attitude strength aspect, involvement is defined as the person's own logic about concern, care, and importance that he/she assign to a specific attitude (S. O. Olsen, 2001). Involvement is related to the person's goals as it is also positively correlated with frequently purchasing behaviour (Gainer, 1993; Mittal & Lee, 1989). Involvement is defined by many scholars according to

different concepts, table 1.5 shows the concepts of involvement in the consumer behaviour sector:

Table 2.6 Involvement Concepts.

Author	Definition
Mitchell (1979)	The degree to which a certain stimulus stimulates the consumer's degree of interest which will affect the consumer behaviour
Beatty and Smith (1983)	The extent to which a specific condition affects involvement
Rothschild (1984)	The certain product is affected by the consumer's motivation, interest, or arousal.
Park and Mittal (1985)	Involvement is affected by cognitive and affective motives
Celsi & Olson (1988)	"Subjective feelings of personal relevance"
Johnson & Eagly (1989)	It is when the motivation is stimulated by a combination of both attitude and self-concept
Dimanche, Havitz, & Howard (1993)	Extent to which consumers get involved in several issues related to the consumption procedure: produce, ads, search for info, process info, take choice and the performance of buying
Laaksonen (1994)	It depends on three items; cognitive, self-state, and response
Mowen and Minor (1998)	Perceived individual importance, and the significance that the consumer provides to the acquiring, consuming, and disposing the product, or service.

Table 2.7 Involvement Concepts (Continued).

Blackwell, Miniard and Engel (2001)	The connection within the consumer and the product
H. S. Kim (2005)	Multidimensional concept, it shows the individual's interest in items, brands, advertisements, products, services, and choices
Douglas (2006)	The attention given to the product by the consumer and how important is the purchase decision to the consumer
Michaelidou & Dibb (2008)	The factors affecting the person's choice and purchasing behaviour, the attachment between the consumer, the item/product, and a condition

As shown in the table 2.5, there is no specific definition for involvement and all definitions are based on variety of applications. However, in general the definitions have some overlapping in the overall concept, in another word, definitions share the same general idea about involvement. The definition of involvement categorized into conceptuality, groups, and type. Involvement is identified by three groups, it relies on cognitive decision, self-state, and on the response (Laaksonen,1994). Mainly, involvement concept differs according to the area it is applied on, such as advertisement (Andrews, Durvasula, & Akhter, 1990; Judith Lynne Zaichkowsky, 1994), class of the item (Jean-Noel Kapferer & Laurent, 1985; Jean-Noël Kapferer & Laurent, 1993; Michaelidou & Dibb, 2006), purchasing choice (Mittal & Lee, 1989; Slama & Tashchian, 1985; Huang, Chou, & Lin, 2010), and leisure (Gursoy & Gavcar, 2003; Havitz, Dimanche, & Bogle, 1994; Iwasaki & Havitz, 2004; Kyle & Mowen, 2005).

2.7.2. Involvement Antecedents and Consequences:

In the consumer behavior literature it is mentioned that involvement depends on the reasons and factors, which are explained as the antecedents and consequences (Judith Lynne Zaichkowsky, 1985; Bloch & Richins, 1983). According to scholars, there are three drivers that are able to form an impact on the person's involvement (a) variables

of the individual, (b) variables of the circumstances, (c) variables of the item. Variables of the individual are related to the features of the person that affect the involvement, the features of the person in term of choosing the product according to its importance, according to individual's interest, demand, values. Variables of circumstances are the variables that relies on the product's advantages, product's worth that is based on the importance of usage at the meantime. Finally, the variables of the item is related to the item's attributes that makes it different compared to other products (Judith Lynne Zaichkowsky, 1985; Bloch & Richins, 1983).

It is also proposed by other scholars that the antecedents of involvement are categorized in to two forms of features, first is the personal features (like values, attitudes, demand), second feature is the social (like factors related to a situation, rules related to culture and society) (Iwasaki & Havitz, 1998). Nevertheless, according to Laurent and Kapferer (1985), there are four antecedents for the consumer's involvement: (a) the apparent significance of the product, (b) the risk accompanied with buying the product, it might be either the significance of the risk or the possibility of the risk, (c) the value that the consumer relate to the product, (d) the hedonic value that the consumer relate to the product (Jean-Noel Kapferer & Laurent, 1985).

Antecedents of involvement are grouped differently by many scholars, other than the mentioned groupings, there was also a grouping done by another scholar. The researcher grouped the antecedents of involvement into two categories: (a) individual demand (individual aims and goals, social values, the extent to which the product is related to self-esteem, individual value of the product), (b) condition and choice factors (event of purchasing, usage of product, expected risk of the choice, the size of choice consequence, the extent of conclusiveness of the choice and the accountability of taking that specific choice) (Andrews et al., 1990).

The antecedents or the antecedents of involvement are classified differently according to scholars, and in addition to the antecedents, scholars also believe that there are consequences to the involvement that is also defined differently. Zaichkowsky (1986), mentioned that consequences of involvement are derived from: (a) involvement with ads (clarifying the degree of ads impact on purchase decision), (b) involvement with produce (the magnitude of produce class, attributes, and variation in produce brand), (c) involvement with buying decision (effect of price on choosing the product, on searching information about it, time consumed) (Judith L. Zaichkowsky, 1986). However, Andrews, Durvasula, & Akhter (1990), identified consequences of

involvement in another way, mentioning that the consequences are because of: (a) Research behavior: the increase in needs and purchasing behavior, the increased difficulty of decision, the time consumed to do a decision in purchasing the product after extensive research and comparison with other products, (b) processing info: the increased action and targeted response perception, (c) persuasion: which relies on undoubted debates. Laurent and Kapfere (1985), mentioned five consequences of involvements: (a) achieve the greatest satisfaction on chosen brand (buying several brands and do not care about taking time to compare products of desired brand with other products), (b) looking for info by using alternate sources, (c) consumer will be affected by a group of relatives or friends, (d) the possibility of consumers to reflect their characteristics and their living style on the brand they choose, (e) using cognitive process to communicate, this happens through awareness, comprehension, attitude, and manner. There are a lot of different consequences to involvements in the literature. The extensive research done in this area shows the importance of involvement on consumer behavior as well as in the marketing area (Santos, 2015).

2.7.3. Factors that affects involvement:

There are three factors that are considered the fundamentals of defining involvement which are the perceived personal relevance (Higie & Feick, 1989; Zaichkowsky, 1985), motivational condition that is triggered by a stimulant, and a certain condition or position (Mittal & Lee, 1989). Involvement is considered as a motivational factor which happens when consumers are triggered by a product, advertisement, brand, promotion, or special service that satisfy their desires and goals. The product or service is vital to the consumers because it provides significant values to the consumer's life (VERMEIR & WIM, 2006). Involvement affects the cognitive complexity, the frequency of using the product, the pleasure of shopping, social observation, and the quantity of brands the consumer thought about (Foxall & Bhate, 1993; Muncy, 1990; Mittal & Lee, 1989).

Involvement indicates the importance to the consumer, that is due to several things such as thoughts on self-image, risk and cost, or societal pressure to induce conformism. Consumers might be highly involved in products that have a high effect on self-image, that have high cost or risk, or with high societal pressure. The high involvement will let the consumer think more and learn more about the product, search more about information related to the product in order to weigh and evaluate the

product's features before deciding and having intention toward purchasing the product or not. On the other hand, when low involvement is present, the behaviour done while purchasing the product will be due to a specific habit not due to search done on the product (Beharrell & Denison, 1995; Verbeke & Vackier, 2004).

Involvement enhances people to search more for information, to take their time to do a certain decision to form their opinions (Cho, im, Fjermestad, & Roxanne Hiltz, 2003; Griffith, Krampf, & Palmer, 2001; Koufaris, 2002; Koufaris, Kambil, & LaBarbera, 2001). It also influences attitude and intention. Involvement affects the behaviour outcome, for example while doing a decision the consumer might look for variety, switch to another brand, be loyal to certain brand, use product several times, or enjoy the shopping due to the involvement factor (Beharrell & Denison, 1995; Verbeke & Vackier, 2004).

There are several types for involvement, which are the situational and the enduring involvement. Situational involvement is the emotions felt due to a specific experience, these emotions are felt temporarily. The enduring involvement is the thought about a product over a long period of time, and this relies on the product's strong relation with the person's desires and values (Judith Lynne Zaichkowsky, 1985). Enduring involvement shows a consistent level of interest and concern with a specific product or service (S. O. Olsen, 2001).

Products characterized with low involvement are not vital to the consumer's self-concept. Involvement relies on the degree to which the product values are relevant to the person, and on the strong relationship between the product's characteristics plus functional value and the self knowledge which is the product's psychological value. The relevance of product to the person is divided into two aspects, the intrinsic and the situational. The intrinsic aspect means the extent to which the product is related to the consumer due to knowledge learned from previous experience. Whereas, the situational aspect depends on the degree to which the product is related to the person in terms of the environment impact. Both aspects are significant to test the person's involvement (Lind, 2007).

Marketers have several ways to change low involvement items into high involvement items through, these ways are: (a) connect the item to a certain involving matter, (b) by connecting the item to a particular involving personal issue, (c) by doing the advertisements in a way that activate feelings relevant to personal values, (d) by the

addition of an important product attribute to a product with low involvement (Tarkiainen & Sundqvist, 2009).

According to previous scholar the involvement is identified as an intellectual behaviour that is done to face a specific mission that need to be completed. Involvement was suggested as a mediating variable that acts within both the stimulant and the respondent, which also relies on two things the stimulant and the consumers' traits. Involvement is also considered as a type of response pattern, in another words it is assumed to be a type of hierarchy that processes data (P. Laaksonen, 1994).

The involvement level is defined by the character of the consumer either the product itself or to a specific product category, it is related to three things; to the time consumed while doing the decision, the social risk that might result from the product usage, and the financial risk that is indicates whether the consumer is able to pay or not to purchase the product. Hence, the product that is believed to be a product with low involvement is the product that the consumer do not consume too much time while doing the decision to purchase it or not, that will not take from the consumer too much effort, and that is not important to think about it. For example, a product with low involvement is the product that we purchase it due to it is lower price compared with other products in the same category, and while doing the decision to purchase it we do not consider the brand (e.g. pen, papers, lighting lamp). On the contrary, a product that is believed to be with high involvement is the product that the consumer takes too much time and effort while doing the decision to purchase it, such as purchasing a car a house or planning for a vacation (Bell & Marshall, 2003).

2.7.4. Organic food and involvement

When it comes to food the involvement factor seems that there are different arguments about it. According to previous work done by scholars, it was seen that the consumer attitude and decision toward food is already formed due to the habits, previous experience, or routine, which means that there is low involvement in this case. Previous experience, routines, and habits affect the purchasing process (Acebrón, Mangin, & Dopico, 2001; Briz & Ward, 1998). Another factor is the low priced products, and products that are purchased on a daily basis, are products with low involvement (Beharrell & Denison, 1995). We can notice that food has low reflection on self-image, cost, societal pressure, however, the risk which is the real risk is not addressed when it come to the reasons behind low food involvement (e.g., health). It

was seen that food with low involvement are not considered in the same situation of food with an important perceived/real risk, which means food with high perceived risk might have high involvement (Acebrón et al., 2001). Besides, the increased attention and awareness of people about animal wellbeing, healthy food, ecology and environment, makes food exciting for researches of involvement (Juhl & Poulsen, 2000).

As we defined the food involvement earlier, it is important to the consumer's life, the extent to which the food is important to the consumer varies from a person to the another. People that are highly involved in food are involved more in all the stages of food. People with high involvement level do a lot of differentiation among food especially among food taste, food evaluation, and hedonic level (Bell & Marshall, 2003). People also care about food that brings them and lead them to more healthy actions like getting involved in food that provides them good nutrients such as fruits and vegetables, and will be less involved in food that affect their health negatively such as the high fat snacks and food (Marshall & Bell, 2004).

Food involvement has been studied in several studies related to food consumption (Bell & Marshall, 2003; Candel, 2001; Olsen, 2001; Rozin, Fischler, Sarubin, Wrzesniewski, & Rozin, 1999; Juhl & Poulsen, 2000). Olsen (2001) did a theoretical model that includes the involvement and expectancy value theory, he also included to the model negative emotional state, social norms and moral responsibilities. Juhl and Poulsen (2000) included in their model food related lifestyle, where they referred to it the involvement factor. Candel (2001) research results were that involvement does not have a significant relationship with the consumer's expected convenience. The emphasis given on involvement is because consumer should be involved with any certain thing, and that is why there is a lot of clarifications on the variety of choices to specific products or certain purchasing behaviour in terms of the involvement of the consumer.

Food involvement defines the degree to which to which the food is important to the consumers, also shows the extent to which people love talking about food, think about entertaining ideas about food throughout the day, and get involved in events and actions related to food with considering the five stages of the food life cycle which are acquisition, preparing, cooking, eating, and disposing (Chen, 2007).

Food health involvement is another term that is investigated in the context of food and involvement. Food health involvement is defined as the extent to which the healthy

food is important to the consumer (Zaichkowsky, 1985; Beatty, Homer, & Kahle, 1988). People that are involved will compare many products while choosing the product they want, which makes them take time while doing the decision to purchase the most suitable product (Franke, Keinz, & Steger, 2009). Hence, when consumers consider consuming healthy food because it is important to them, they will do that effort of comparing different products to find the best one that they want to incorporate in their healthy meal. According to literature food consumption is linked with health involvement (Svein Ottar Olsen, 2003).

Organic food involvement is the degree to which consumers are attracted and interested in all the different things about organic food (Hansen et al., 2018). Organic food is perceived as a healthy food to the consumer unlike the conventional food. People with high food involvement will have positive attitude toward organic food, in turn they will intend to purchase organic food more than people with low involvement (Chen, 2007). Consumers with high involvement of organic food try their best to keep informed about organic food and know more about it, also they will be more motivated to keep the positive behaviour toward organic food (Tarkiainen & Sundqvist, 2009). Organic food involvement has a significant effect on organic food purchasing intention (Hansen et al., 2018).

Involvement is the main influence to the buying behaviour (P. Laaksonen, 1994). Previous literature showed that consumers with high involvement are able and have intention to purchase the product (J. U. Kim, Kim, & Park, 2010). Higher involvement was found among consumers purchasing organic food instead of the conventional food especially because the organic food has special characteristics unlike the conventional food (Aragüés Lafarga, Medina Pueyo, & Clavería Laborda, 2014; Lind, 2007; Thøgersen, Jørgensen, & Sandager, 2012). Consumers involved in organic food have a significant positive attitude with higher intention toward purchasing organic food (Vermeir & Verbeke, 2006).

Health consciousness, food safety, ecological motives are three factors that affect the involvement with organic food (Hughner et al., 2007; Vermeir & Verbeke, 2006; Hemmerling, Hamm, & Spiller, 2015; Michaelidou & Hassan, 2010; Schleenbecker & Hamm, 2013; Yiridoe, Bonti-Ankomah, & Martin, 2005; C. C. Teng & Lu, 2016). Especially when it comes to food safety, it is highly related to involvement in organic food, this is because the organic food consumers purchase it due to the characteristic of organic food that is free of chemicals (Yin, Wu, Du, & Chen, 2010), natural (Lockie,

Lyons, Lawrence, & Mummery, 2002), and safe (Cerjak, Mesić, Kopic, Kovačić, & Markovina, 2010; Bezençon & Blili, 2010). Consumers who care about the environment and animal welfare are highly involved with organic food (Chen, 2007; Lockie et al., 2002; C. C. Teng & Lu, 2016). However few scholars contraindicate this finding (Zagata, 2012; Zakowska-Biemans, 2011), but this contraindication might be related to the cultural diversity in each country (Aertsens et al., 2009). In Greece, people concerned about environment are not involved with organic food (Chrysohoidis & Krystallis, 2005), but in another countries like Taiwan consumers who are involved on organic food are consumers that care about the environment(C. C. Teng & Lu, 2016) . Environmental concern and animal welfare are not consistent with the purchase decision but they are documented in extensively (Zakowska-Biemans, 2011). Environmentally friendly consumers are attached to the product ethically which will make their values and environmental concern connected to the organic products (Strong, 1996), this will make them involved while doing the purchase decision (Bezençon & Blili, 2010).

This study will help us understand more and add to the literature whether involvement affects the organic food purchase intention, and whether involvement is affected by the three tested consumption values or not.

3. METHODOLOGY

3.1.Introduction

Organic food has become a demand for many consumers nowadays, hence, researchers are studying what are the factors that contribute to the increased purchase intention of the organic food. In this research we will test three values from the consumption value theory which are the social value, functional value (quality and price), and environmental value, and how do they affect the purchase intention of organic food. As well as the mediation of the involvement factor which will determine if organic food consumers' involvement plays a role or not in the purchasing process. In this chapter, the population of the sample of the study, the type of the research, the measurement items, and the data analysis method will be explained.

3.2.Research Design

Research design is an important step to determine while doing the research. The structure of the research will be determined depending on the problem that will be studied. In this chapter, a discussion about the research design chosen will be mentioned. Krishnaswamy & Satyaprasad (2010) explained the research design by giving the procedure that need to be followed while collecting and analysing the data. There are three types of research design that exists: (a) exploratory research, (b) experimental research, and (c) descriptive research.

Exploratory research is a type of research that is done when the problem studied is not well known, or the problem studied is not supported by many previous theories in the literature review. Hence quantitative method will be used while collecting data in this type of research (Krishnaswamy & Satyaprasad, 2010).

Experimental research is the research that studies the impact of a specific variable on another controlled variable. The variables that impact the controlled variable are called independent variables, whereas the variable that is affected by the independent variables is called the dependent variable. The relationship between the variables is tested in this type of research (Krishnaswamy & Satyaprasad, 2010).

Descriptive research helps us in getting the data that explains the topic of research. This type helps us find fact findings that we can interpret. The descriptive research can be either qualitative or quantitative (Krishnaswamy & Satyaprasad, 2010). In this research the descriptive research method will be used using quantitative data collection method by using a questionnaire as a tool. The results will help in determining the impact of the consumption values and involvement on the purchase intention.

3.3.Data Collection Method

Data collection is done by five methods, these methods are: (a) observations, (b) content analysis, (c) surveys, (d) interviews, (e) focus groups (Bryman and Bell, 2011). Conducting a survey is the most convenient way among all other methods, it will allow the researcher to send the survey online and reach number of the sample of population required.

The survey in this study aims to determine the consumers' purchase intention toward organic food, and the data is collected by a questionnaire that is distributed both online and by hand. The questions are collected from several authors, and the questions are answered based on the five-point Likert scale from "strongly agree" to "strongly disagree". In addition to that the demographics were collected in the questionnaire.

3.4.Sampling

Sampling is the process of selecting from the population a representative number of respondents. The population states all the people or things that have common features, such as same country, city, company, or a specific group (Bryman & Bell, 2011).

According to Krejcie & Morgan (1970), for a population size that is 100000 and more, the sample size should be 384. The number of collected responses in this research is 392 which is considered as sufficient number to conduct the analysis.

3.4.1. Sampling frame

A sampling frame refers to all the elements that are in the population (Bryman & Bell, 2011). In this research, the population is the Turkish consumers living in Turkey.

3.4.2. Sampling design

Two types exist for the sampling design which are the probability sampling and non-probability sampling. In the probability sampling have known and equal probability of being selected for the sample subjects. Whereas in the non-probability sampling, the

elements chance is not known. In this study the non-probability sampling is used using the convenience method that is the quickest method to collect data and test the problem of interest (Bryman & Bell, 2011).

3.5. Questionnaire Design

The questionnaire design was based on previous literature from different authors who measured the consumption values. The social and functional values scale are adapted from Sweeney & Soutar (2001), with having four items to measure functional value (price), four items for functional value (quality), and four items to measure the social value. The emotional value scale is adapted from Ajzen & Fishbein (1980) by using five items to measure it. The involvement scale and the purchase intention scale is adapted from Teng & Lu (2016), four items are used to measure each of the involvement scale and the purchase intention scale.

The questionnaire is carried among Turkish consumers in Turkey. The questionnaire was sent online to consumers by using social media “WhatsApp”, also it was distributed manually in a convenient way. The questions are divided into seven parts, the first part about the demographics including gender, age, marital status, level of education, income per month. Second part about functional value (quality), third part functional value (price), fourth part about social value, fifth part emotional value, sixth part involvement, and last part about the purchase intention.

In all parts except the demographics, five-point Likert scale was used to know whether the consumers agree or disagree with the statements listed, the scale is from “strongly disagree” along to “strongly agree”. The measurement items are shown in detail in the Table 3.1.

Table 3.1 Measurement Items.

Variable	Type of scale	Items used on questionnaire	Adopted from
Functional Value Quality (FV-Quality)	Likert Scale from 1 to 5, 1= Strongly Disagree, 2= Disagree, 3= Neither Disagree nor Agree, 4= Agree, 5= Strongly Agree	<ul style="list-style-type: none"> • The organic food has consistent quality • The organic food is well made • The organic food product has an acceptable standard of quality • The organic food product would perform consistently 	Sweeney & Soutar (2001)

Table 3.2 Measurement Items (Continued)

Functional Value-Price (FV-Price)	Likert Scale from 1 to 5, 1= Strongly Disagree, 2= Disagree, 3= Neither Disagree nor Agree, 4= Agree, 5= Strongly Agree	<ul style="list-style-type: none"> • The organic food product is reasonably priced. • The organic food product offers value for money. • The organic food product is a good product for the price. • The organic food product would be economical. 	Sweeney & Soutar (2001)
Social Value	Likert Scale from 1 to 5, 1= Strongly Disagree, 2= Disagree, 3= Neither Disagree nor Agree, 4= Agree, 5= Strongly Agree	<ul style="list-style-type: none"> • Buying the organic food product would help me to feel acceptable. • Buying the organic food product would improve the way that I am perceived. • Buying the organic food product would make a good impression on other people. • Buying the organic food product would give its owner social approval 	Sweeney & Soutar (2001)
Emotional Value	Likert Scale from 1 to 5, 1= Strongly Disagree, 2= Disagree, 3= Neither Disagree nor Agree, 4= Agree, 5= Strongly Agree	<ul style="list-style-type: none"> • Buying the organic food products make me feel a better/responsible person. • Buying the organic food products makes me feel good about myself. • Buying the organic food products makes me feel that I am doing good for organic farming/environment/small farmers. • Buying the organic food products makes me feel more conscious person. • Buying the organic food products makes me feel that I am doing the right thing. 	Ajzen & Fishbein (1980)

Table 3.3 Measurement Items (Continued)

Involvement	Likert Scale from 1 to 5, 1= Strongly Disagree, 2= Disagree, 3= Neither Disagree nor Agree, 4= Agree, 5= Strongly Agree	<ul style="list-style-type: none">• Organic foods are very important to me.• Organic foods are continually of interest to me.• Organic issues have a great concern with me.• I'm highly involved in searching and reading information about organic food.	Teng & Lu (2016)
Purchase Intention (Purchase_Inten)	Likert Scale from 1 to 5, 1= Strongly Disagree, 2= Disagree, 3= Neither Disagree nor Agree, 4= Agree, 5= Strongly Agree	<ul style="list-style-type: none">• I expect myself to consume organic food.• I would buy organic food.• I plan to consume organic food• I intend to purchase organic food product within the near future.	Teng & Lu (2016)

3.5.1. Pre-testing

Pre-testing is a method that is used to check the questionnaire items whether they are suitable and understandable to the respondents or not (Malhotra, 2010). The pre-testing will let us know if it is necessary to remove or change one of the questions. The analysis to the answered questionnaires in the pre-testing phase should be done by a professional expert (Yin, 2009).

In this research the questionnaire is pre-tested by distributing it to 50 respondents. After that the analysis was done by the professor that is specialized in the marketing field. The results showed that there is no need to change or remove any of the questions and that all questions are understandable. The questionnaire is then translated to Turkish language using appropriate wordings to deliver the exact statement in Turkish language.

4. RESEARCH MODEL AND HYPOTHESES

The research will study the some of the values related to the personal consumption values theory which are the functional value (price), functional value (quality), emotional value, and social value, and how these values affects purchase intention toward organic food. Involvement will be the mediator linking the relationship between consumption values and organic purchase intention.

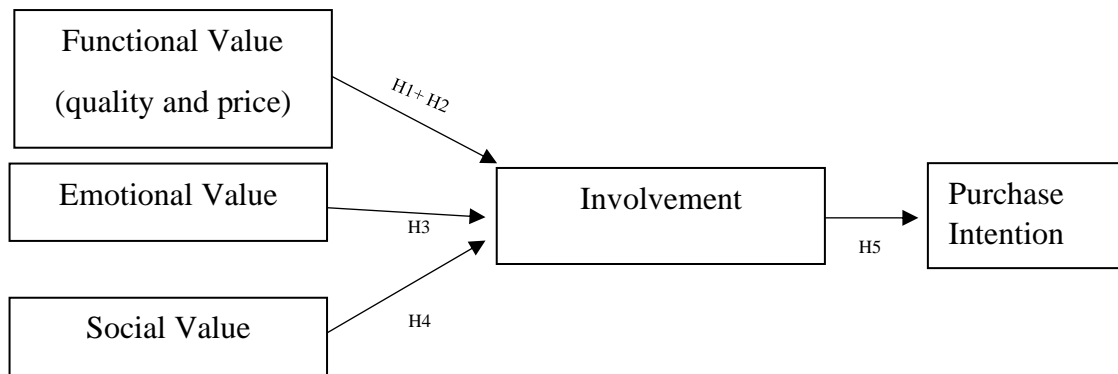


Figure 4.1 Model of Research

Hypotheses:

H1: There is a positive relationship between functional value-quality and organic food purchase intention in terms of mediating the effect of involvement

H2: There is a positive relationship between functional value-price and organic food purchase intention in terms of mediating the effect of involvement

H3: There is a positive relationship between emotional value and organic food purchase intention in terms of mediating the effect of involvement

H4: There is a positive relationship between social value and organic food purchase intention in terms of mediating the effect of involvement

H5: Involvement has positive effect on organic food purchase intention

5. ANALYSIS

The analysis in this study starts with the descriptive statistics that include details about the demographics of the respondents which will help in knowing the characteristics of the respondents. Later, the inferential statistics are analysed, and they include the Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) that help us understand the relationship between the variables and to know the variability and reliability of the dimensions. For a better reliability and validity an item from the involvement scale was removed (involvement 1). After that the multiple regression assumptions were done. Structural equation modelling (SEM) was used to test the hypotheses. SEM is a method designed to analyse the hypothesized model and it is done for complex models and other several types. Demographics are analysed by using the Statistical Package for Social Sciences (SPSS) version 22.00, while AMOS software version 22.00 will be used for the EFA and CFA. Before starting the analysis, the researcher removed the responses of 6 respondents due to the evidence of lack of engagement as evidenced by answering the exact same answer for all questions. The following analysis is done for 386 respondents out of 392.

5.1.Respondents' Demographic Characteristics

This section shows the demographics of the respondents in terms of their age, gender, level of education, income per month, marital status, whether they know organic food, and whether they purchased organic food previously or not.

5.1.1. Respondents' gender

In the table 5.1 we can see the respondent's gender of the participants of this research.

Table 5.1 Respondents' Gender.

Gender	Frequency	Percent
Male	139	36.0
Female	247	64.0
Total	386	100.0

This questionnaire included two subcategories of gender which are male and female, 64% (247 respondents) of respondents were female, and 36% (139 respondents) were male.

5.1.2. Respondent's age

The age of the respondents that participated in this research is represented in the table 5.2.

Table 5.2 Respondent's Age.

Age	Frequency	Percent
Less than 25	145	37.6
25-34	124	32.1
35-44	86	22.3
45-54	21	5.4
> or = to 55	10	2.6
Total	386	100.0

The age group in the questionnaire is presented across five age categories. The first category which is "Less than 25" has the greatest percentage which is 37.6% (145 respondents) of the respondents were from this age group. Followed by the second age group "25-34" which had 32.1% (124 respondents) of the respondents from this age group. We can notice that the first two groups have the highest percentage of response and this can be explained by the method of distributing the data which was mainly by using the online platform, and obviously the first two age groups have more access to online platforms than other age groups. Third category is the age of "35-44", and 22.3% (86 respondents) of the respondents who answered the questionnaire were from this category. The fourth category is the ages of "45-54", only 5.4% (21 respondents) of the respondents were in this group. Last and fifth group is the ages that are above 55, with only 2.6% of respondents (10 respondents) who responded were from this group.

5.1.3. Marital status

The marital status of the respondents in this research is explained in the table 5.3.

Table 5.3 Marital Status.

Marital Status	Frequency	Percent
Single	259	67.1
Married	127	32.9
Total	386	100.0

As we can see in table 5.3 that most of the respondents were single 67.1% (259 respondents), whereas the married respondents were only 32.9% (127 respondents).

5.1.4. Educational level of respondents

The educational level of the respondents in this research is explained in the table 5.4.

Table 5.4 Educational Level.

Educational Level	Frequency	Percent
Primary School	9	2.3
High School	65	16.8
Bachelor's Degree	186	48.2
Master's Degree	105	27.2
PHD Degree	21	5.4
Total	386	100.0

There are five educational levels in this research which are primary school, high school, bachelor's degree level, master's degree level, and PHD degree level. Most of the respondents have a bachelor's degree, 48.2% (186 respondents) of the respondents. Whereas 27.2% (105 respondents) of the respondents have a master's degree. 16.8% (65 respondents) of the respondents have a high school degree. Respondents with PHD degree were only 5.4% (21 respondents) of the respondents. And the fewest respondents with primary school degree 2.3% (9 respondents) are in the sample of this study.

5.1.5. Income per month of the respondents

The income per month of the respondents in this research is explained in the table 5.5.

Table 5.5 Income Per Month.

Income Per Month	Frequency	Percent
2020 TL and Below	137	35.5
2021-3500 TL	86	22.3
3501-5000 TL	75	19.4
5001-7000	54	14.0
7001 and more	34	8.8
Total	386	100.0

The table 5.5 shows us that the majority of the respondents has the lowest income level, which is 2020 Turkish Liras and below, they constitute of 35.5% (137 respondents) of the sample study. Whereas respondents with an income per month between 2021-3500 Turkish Liras were 22.3% (86 respondents). 19.4% (75 respondents) of the respondents have an income level of the 3501-5000 Turkish Liras. 14% (54 respondents) of the respondents have an income level between 5001 and 7000. Fewest category was the category whose income per month 7001 and more, which have only 8.8% (34 respondents) of the respondents.

5.1.6. Organic food knowledge

Respondents were asked by a yes/no question if they know what the organic food is: “Do you know what organic food is?”. Table 5.6 shows the respondents answers to this question.

Table 5.6 Organic Food Knowledge.

“Do you know what organic food is?”	Frequency	Percent
Yes	373	96.6
No	13	3.4
Total	386	100.0

According to the frequency table 5.6 it shows that 96.6% (373 respondents) of the respondents answered with “yes”, and that only 3.4% (13 respondents) of the respondents answered with “no”.

5.1.7. Organic food previous purchase

Respondents were asked another yes/no question which is to ensure that they know the definition of organic food, to make sure that what we are mentioning “organic food” is the same thing they claimed that they know about in the previous question. And then followed by a question about whether they previously purchased organic food or not. The definition and question were as following: “Organic food is the food that is processed without including any synthetic fertilizers, growth hormones or pesticides. Have you ever purchased it?”. The table 5.7 shows the results to the question asked.

Table 5.7 Previous Purchase of Organic Food.

“Have you ever purchased organic food?”	Frequency	Percent
Yes	333	86.3
No	53	13.7
Total	386	100.0

In table 5.7 we can see that 86.3% (333 respondents) said that they purchased organic food previously and 13.7% (53 respondents) answered that they did not. The percentage of people who answered “yes” in the previous question has decreased. Which indicates that not all people who know what organic food is have purchased it, or it might indicate that they thought that organic food was something else after seeing the definition.

5.2.Descriptive Statistics

Descriptive statistics is used to determine basic information regarding the variables and to check the relationship among these variables. There are different methods to do the descriptive analysis. In this research the mean and standard deviation are going to be examined among the variables.

5.2.1. Descriptive analysis for functional value (quality and price)

The table 5.8 include descriptive statistics about all the questions that are set to measure the functional value for both quality and price.

- FV_Quality1: The organic food has consistent quality

- FV_Quality2: The organic food is well made
- FV_Quality3: The organic food product has an acceptable standard of quality
- FV_Quality4: The organic food product would perform consistently
- FV_Price1: The organic food product is reasonably priced.
- FV_Price2: The organic food product offers value for money.
- FV_Price3: The organic food product is a good product for the price.
- FV_Price4: The organic food product would be economical.

Table 5.8 Descriptive Statistics for Functional Value (Quality and Price).

	FV_ Quality 1	FV_ Quality 2	FV_ Quality 3	FV_ Quality 4	FV_ Price 1	FV_ Price 2	FV_ Price 3	FV_ Price 4
Mean	3.42	3.56	3.43	3.42	2.10	2.79	2.78	2.04
Median	4.00	4.00	4.00	4.00	2.00	3.00	3.00	2.00
Mode	4	4	4	4	2	3	3	2
Std. Deviation	1.126	1.061	1.067	1.079	1.027	1.002	1.057	1.014
<u>Frequency</u>								
Strongly Disagree	28	22	29	27	122	43	51	134
Disagree	51	38	45	48	158	104	106	152
Neither Disagree nor Agree	98	94	83	94	57	141	114	61
Agree	147	167	189	169	42	88	107	30
Strongly Agree	62	65	40	48	7	10	8	9

We can notice in table 5.8 that most of the functional value (quality) items have high mean score compared with the functional value (price). The highest mean was for the sentence “the organic food is well made” (3.56) and it also has the lowest standard deviation (1.061) which indicated that most of the people agreed on this statement. The average mean of the variable functional value-quality is 3.457 which is considered

high and the median is 4 which indicates that most of people agree on the statements related to functional value-quality and it is seen also in the frequencies where most responses were in the agree category in all of the four statements.

However, when it comes to the functional value-price, we notice that the mean of most scale items is low, it is between 2.04 and 2.79, with an average of 2.427. the lowest mean was for the statement “the organic food product would be economical”. This shows us that most people do not agree that the price of organic food is economical nor reasonable. This is also proven in the frequencies, most of the respondents answered with “disagree” on most of the statements related to the functional value-price.

5.2.2. Descriptive statistics for social value

Table 5.9 include descriptive statistics about all the questions that are set to measure the social value. The statements of social value are as following:

Social_Value1: Buying the organic food product would help me to feel acceptable.

Social_Value2: Buying the organic food product would improve the way that I am perceived.

Social_Value3: Buying the organic food product would make a good impression on other people.

Social_Value4: Buying the organic food product would give its owner social approval

Table 5.9 Descriptive Statistics for Social Value.

	Social_Value1	Social_Value2	Social_Value3	Social_Value4
Mean	2.61	2.68	2.69	2.60
Median	3.00	3.00	3.00	3.00
Mode	2	4	4	2
Std. Deviation	1.159	1.182	1.204	1.133
<u>Frequency</u>				
Strongly Disagree	81	80	84	81
Disagree	106	89	89	103
Neither Disagree nor Agree	93	85	91	100
Agree	93	111	106	93
Strongly Agree	13	12	16	9

The average mean of the social value variable is 2.645, with slightly high standard deviation for almost all the items, and with a median of 3. The sentence with the lowest mean is “Buying the organic food product would give its owner social approval” with a mean of 2.60, which shows that most of the respondents did not agree on this statement. The standard deviation shows us that not all the respondents agreed on same thing, there is a difference in their opinion which is also shown in the frequencies of the statement. Respondents answered as an average of frequencies mostly as agree, followed by disagree, followed by neither agree nor disagree, with very close numbers of respondents for these three answers. This indicate that there are two types of people some who really consider social value affects their purchase intention toward organic food and the others don’t, there is no single opinion that is agreed on.

5.2.3. Descriptive statistics for emotional value

Table 5.10 include descriptive statistics about all the questions that are set to measure the emotional value. The statements of emotional value are as following:

- Emotional_Value1: Buying the organic food products make me feel a better/responsible person.
- Emotional_Value2: Buying the organic food products makes me feel good about myself.
- Emotional_Value3: Buying the organic food products makes me feel that I am doing good for organic farming/environment/small farmers.
- Emotional_Value4: Buying the organic food products makes me feel more conscious person.
- Emotional_Value5: Buying the organic food products makes me feel that I am doing the right thing.

Table 5.10 Descriptive Statistics for Emotional Value.

	Emotional _Value1	Emotional _Value2	Emotional _Value3	Emotional _Value4	Emotional _Value5
Mean	3.17	3.42	3.56	3.45	3.66
Median	3.00	4.00	4.00	4.00	4.00
Mode	4	4	4	4	4
Std. Deviation	1.196	1.182	1.148	1.137	1.065

Table 5.11 Descriptive Statistics for Emotional Value.

Frequency					
Strongly Disagree	46	39	30	30	25
Disagree	72	50	41	53	28
Neither Disagree nor Agree	76	62	73	73	73
Agree	154	180	167	172	188
Strongly Agree	38	55	75	58	72

In table 5.10 it is noticed that the mean for all the items is above 3, with the highest mean for Emotional Value 5 with the statement “Buying the organic food products makes me feel that I am doing the right thing”, and it shows the lowest standard deviation as well which indicates that most respondents agreed on this statement. However, standard deviation for the rest of the items indicates that not all of the respondents agree on these statements. In the frequency it is shown that a high number of respondents responded with “agree” in most of the statements, and the rest of the respondents are with different opinions, some disagree and some neither agree nor disagree.

5.2.4. Descriptive statistics for involvement

Table 5.11 include descriptive statistics about all the questions that are set to measure the involvement scale. The statements of involvement are as following:

- Involvement1: Organic foods are very important to me.
- Involvement2: Organic foods are continually of interest to me.
- Involvement3: Organic issues have a great concern with me.
- Involvement4: I’m highly involved in searching and reading information about organic food.

Table 5.12 Descriptive Statistics for Involvement.

	Involvement1	Involvement2	Involvement3	Involvement4
Mean	3.65	3.32	3.17	3.00
Median	4.00	4.00	3.00	3.00
Mode	4	4	3	4
Std. Deviation	1.116	1.090	1.088	1.159

Table 5.13 Descriptive Statistics for Involvement (Continued)

Frequency				
Strongly Disagree	29	26	25	44
Disagree	34	65	81	91
Neither Disagree nor Agree	55	100	129	106
Agree	193	151	106	110
Strongly Agree	75	44	45	35

Table 5.11 shows us descriptive analysis for the involvement variable, the mean for all of the items is 3 and above, with an average of 3.285 which is considered good, the mode is 4 for all items except for involvement 3. The mean of the statement “Organic foods are very important to me” is the highest mean (3.65) and with near to low standard deviation which means most respondents agree on this statement. According to the frequencies, few respondents disagree when compare with the respondents who agree on the involvement statements.

5.2.5. Descriptive statistics for purchase intention

Table 5.12 include descriptive statistics about all the questions that are set to measure the purchase intention scale. The statements of purchase intention are as following:

- Purchase_Inten1: I expect myself to consume organic food.
- Purchase_Inten2: I would buy organic food.
- Purchase_Inten3: I plan to consume organic food
- Purchase_Inten4: I intend to purchase organic food product within the near future.

Table 5.14 Descriptive Statistics for Purchase Intention.

	Purchase_ Inten1	Purchase_ Inten2	Purchase_ Inten3	Purchase_ Inten4
Mean	3.56	3.54	3.53	3.53
Median	4.00	4.00	4.00	4.00
Mode	4	4	4	4
Std. Deviation	1.122	1.034	1.052	1.121

Table 5.15 Descriptive Statistics for Purchase Intention (Continued).

Frequency				
Strongly Disagree	31	19	25	27
Disagree	35	48	43	49
Neither Disagree nor Agree	73	78	66	66
Agree	180	188	205	180
Strongly Agree	67	53	47	64

Table 5.12 shows us descriptive analysis for the purchase intention variable, the mean for all of the items is 3 and above, with an average of 3.54 which is considered good, the mode is 4 for all items. The mean of the statement “I expect myself to consume organic food” is the highest mean (3.56) and with near to low standard deviation which means most respondents agree on this statement. According to the frequencies, few respondents disagree when compare with the respondents who agree on the purchase intention statements.

5.3. Normality Assessment

Normality is done for parametric statistical analysis, and it is done by two ways, either by graphical way or a numerical way. The skewness and kurtosis are the numerical method. The skewness value indicates how symmetrical is the distribution, whereas the kurtosis indicates the peak of the distribution. Perfectly normal distribution has the value of zero for both kurtosis and skewness. Hence, having skewness and kurtosis values near to zero will indicate that the data distribution is normal and symmetric. Having skewness values that are different from zero indicates that the data is not normally distributed and not symmetric. High skewness is when the values are below -1 or more than 1, moderate skewness (almost symmetric) when values are between -1 and -0.5 or between 0.5 and 1. The height of the peak is determined by the kurtosis coefficient, and theoretically having this value significantly different from 3, it indicated a normal distribution, but if kurtosis coefficient is different, it indicated that the data is not normally distributed (Altman & Bland, 1996:1200). The values for both skewness and kurtosis must not be above 3 nor below -3 (Dorić et al., 2009). The table 5.13 shows us that both skewness and kurtosis values are not below -3 nor above 3 which indicates that the data is normally distributed.

Table 5.16 Skewness and Kurtosis.

Variables	Skewness	Kurtosis
FV-Quality1	-.519	-.434
FV-Quality2	-.695	.020
FV-Quality3	-.783	-.045
FV-Quality4	-.640	-.210
FV_Price1	.804	-.047
FV_Price2	-.078	-.645
FV_Price3	-.121	-.948
FV_Price4	.920	.346
Social_Value1	.108	-1.079
Social_Value2	-.007	-1.207
Social_Value3	.001	-1.174
Social_Value4	.055	-1.101
Emotional_Value1	-.407	-.889
Emotional_Value2	-.708	-.449
Emotional_Value3	-.748	-.185
Emotional_Value4	-.657	-.381
Emotional_Value5	-.943	.479
Involvement1	-.967	.280
Involvement2	-.435	-.536
Involvement3	-.096	-.653
Involvement4	-.096	-.879
Purchase_Inten1	-.838	.043
Purchase_Inten2	-.741	.008
Purchase_Inten3	-.903	.209
Purchase_Inten4	-.745	-.205

5.4.Factor Analysis

The factor analysis is done in two methods to determine the degree by which the responses are affected by the constructs. The two methods are the exploratory factor analysis (EFA) and confirmatory factor analysis (CFA).

5.4.1. Explanatory factor analysis (EFA)

EFA analysis determines the relationship between variables. EFA has an important role in the analysis by which the researcher relies on to determine the variables that will be in the model and whether items of variables need to be removed or not. EFA in this research is used for all of the variables. The analysis will group the items of the scales according to their correlation. This analysis is as a precursor for the next step, which is the CFA, because in this step the data will be cleaned and ready to be used in the CFA. While running the EFA a problem appeared in the involvement scale in the item involvement 1, it was showing scores below than 0.5 and cross loadings in the pattern matrix, in another words the item appeared below two factors. To solve the problem this item was removed and all readings where above 0.5 and there were no cross loadings appearing, which is what we need. The final results of the EFA are shown in detail below.

Table 5.17 KMO and Bartlett’s Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.915
Bartlett's Test of Sphericity	Approx. Chi-Square	7223.301
	df	276
	Sig.	.000

To test the adequacy of the sample we check the KMO value. In the analysis we can see that the KMO is 0.915 which is above 0.5, this is an indicator that the sample is adequate and have a superb score of adequacies. Values that range from 0.5 to 0.7 indicates a midcore value for adequacy, whereas values ranging from 0.7 to 0.8 are good, between 0.8 and 0.9 are considered as great values for adequacy. Bartlett test Sig value should be below 0.05 to indicate the sample’s multivariate normality. In the analysis it is shown that the Sig value is 0.000 which is acceptable (Pallant, 2013:148).

Table 5.18 Communalities.

Variables	Initial	Extraction
FV-Quality1	.699	.753
FV-Quality2	.720	.812
FV-Quality3	.617	.615

Table 5.19 Communalities (Continued)

FV-Quality4	.572	.545
FV_Price1	.508	.611
FV_Price2	.619	.681
FV_Price3	.576	.590
FV_Price4	.466	.556
Social_Value1	.668	.666
Social_Value2	.746	.792
Social_Value3	.739	.770
Social_Value4	.729	.785
Emotional_Value1	.665	.625
Emotional_Value2	.746	.730
Emotional_Value3	.692	.726
Emotional_Value4	.760	.855
Emotional_Value5	.731	.733
Involvement2	.695	.718
Involvement3	.713	.871
Involvement4	.592	.630
Purchase_Inten1	.719	.734
Purchase_Inten2	.736	.804
Purchase_Inten3	.750	.774
Purchase_Inten4	.745	.741

Extraction Method: Maximum Likelihood

Communalities indicates the proportion of variance in each variable accounted for by each factor. There are no values below 0.3 which is required to show that all items fitting appropriately. The lowest value was 0.466 of the functional value-price (item 4), which indicates that 46% of the variance of the functional value-price (item 4) are common.

Table 5.20 Total Variance Explained.

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	9.802	40.843	40.843	9.491	39.545	39.545	7.579
2	2.946	12.275	53.118	2.664	11.100	50.645	4.938
3	2.119	8.828	61.946	1.798	7.492	58.136	5.753
4	1.800	7.498	69.444	1.254	5.224	63.360	7.244
5	1.333	5.552	74.996	1.331	5.544	68.904	5.486
6	.813	3.389	78.385	.578	2.410	71.314	4.185
7	.558	2.325	80.711				
8	.484	2.019	82.730				
9	.449	1.873	84.602				
10	.408	1.700	86.303				
11	.376	1.567	87.870				
12	.359	1.496	89.366				
13	.313	1.304	90.670				
14	.293	1.220	91.890				
15	.277	1.155	93.045				
16	.247	1.028	94.073				
17	.222	.924	94.998				
18	.203	.847	95.845				
19	.193	.802	96.647				
20	.183	.760	97.408				
21	.175	.730	98.138				
22	.158	.658	98.796				
23	.152	.634	99.430				
24	.137	.570	100.000				

In table 5.16 the cumulative percentage of the variance is 71.314% for six factors. Usually it is accepted to be above 50%, so having it above 60% is considered very good.

The reproduced correlation was tested, and the residuals are computed between observed and reproduced correlations. There are 4 (1.0%) nonredundant residuals with

absolute values greater than 0.05, which is accepted as it is recommended to be less than 5%.

Table 5.21 Pattern Matrix.

Factor	1	2	3	4	5	6
FV_Quality1			.857			
FV_Quality2			.954			
FV_Quality3			.800			
FV_Quality4			.712			
FV_Price1						.817
FV_Price2						.671
FV_Price3						.579
FV_Price4						.793
Social_Value1		.787				
Social_Value2		.892				
Social_Value3		.864				
Social_Value4		.883				
Emotional_Value1	.628					
Emotional_Value2	.655					
Emotional_Value3	.857					
Emotional_Value4	1.077					
Emotional_Value5	.811					
Involvement2					.649	
Involvement3					.958	
Involvement4					.785	
Purchase_Inten1				.820		
Purchase_Inten2				.960		
Purchase_Inten3				.752		
Purchase_Inten4				.688		

In table 5.17 the pattern matrix is displayed; it shows that all 6 factors are perfectly loading (except for the item involvement 1 in the involvement factor was removed due to presence of cross loading). As an evidence of convergent validity, we have loadings of above 0.5, and as an evidence of discriminant validity we have no strong cross

loadings. The first factor is presented with four items that are related to the functional value-quality, the second factor is with four items also and that is related to the functional value- price factor. The third factor with four items of social value, the fourth value with five items of emotional value factor, the fifth item with three items of involvement factor, and the last factor with four items of purchase intention. In the EFA, six factors were found with 24 items.

Last thing to test in the EFA is the reliability of the factors by checking the Cronbach's alpha scores. The values should be above 0.70 to indicate a good internal consistency (Hair, 2013:33). In the table 5.18 all the of the Cronbach's alpha scores are above 0.70 which is required.

Table 5.22 Variables Reliability Results.

Variables	Total Items	Cronbach's alpha α
Functional Value- Quality	4	.892
Functional Value- Price	4	.825
Social Value	4	.920
Emotional Value	5	.922
Involvement	3	.883
Purchase Intention	4	.922

5.4.2. Confirmatory factor analysis (CFA)

CFA is the analysis that is done after having all the analysis done in EFA. CFA is done to confirm the theory behind the hypothesized model. The analysis is based on the theorized relationship between the observed and unobserved variables. The covariance matrix of population is assessed while doing the CFA by comparing it with the covariance matrix of the model hypothesized. The aim of the researcher from the CFA is to lower the differences that will appear between the theorized and the experimental model (Schreiber, Nora, Stage, Barlow, & King, 2006: 323).

5.4.2.1. Validity and reliability

First step that is done in the CFA is the measurement of validity and reliability. Validity is done to test the scales' accuracy and reliability is done to test the consistency (Smith and Albaum, 2005: 360-364). In order to make sure that the scale is reliable we should get a similar result twice. The reliability and validity measurement help in getting the data ready for next step and makes sure that there are

no mistakes in the data, and in case there is we should fix it before proceeding to the next step. Construct validity is done in this research which is consisted of convergent validity and discriminant validity. Convergent validity is done by having two supposedly correlated measures that are related to the same construct to make sure that they are correlated. In discriminant validity the opposite thing is done, which means that we take two supposedly uncorrelated measures to prove that they are uncorrelated (Smith and Albaum, 2005: 360-364). Reliability is made to test the quality of the scale, to check that the results do not have any error, because if an error appears this indicates a lack of significant relationship between variables (Muijs, 2010: 71). Different types of reliability that exists, however, in this study the composite reliability will be used (McDonald's coefficient) that is used to test the scale's internal consistency. The thresholds required to have a good validity and reliability are as following: for reliability: Composite Reliability (CR) >.7, for convergent validity: Average Variance Extracted (AVE)> .5. For discriminant validity: Maximum Shared Variance (MSV) < AVE square root, and AVE > inter construct correlations (Hair et al., 2010). In the table 5.19 it is indicated that we have convergent validity as evidenced by the AVE all above 0.5, we have reliability as evidenced by CR all above 0.7, we have discriminant validity based on the square root of the AVE being greater than any enter factor correlation on this matrix.

Table 5.23 Validity and Reliability Results.

	CR	AVE	MSV	MaxR(H)	Involvement	Emotional	Social	Quality	Intention	Price
Involvement	0.886	0.722	0.596	0.895	0.849					
Emotional	0.925	0.712	0.510	0.928	0.530	0.844				
Social	0.914	0.729	0.266	0.925	0.227	0.516	0.854			
Quality	0.886	0.662	0.286	0.908	0.349	0.512	0.278	0.814		
Intention	0.917	0.736	0.596	0.923	0.772	0.714	0.259	0.499	0.858	
Price	0.801	0.512	0.286	0.860	0.407	0.526	0.394	0.535	0.476	0.715

5.4.2.2. Factor loadings:

Factor loading is an important step in the factor analysis, it shows the relationship within the latent and observed variables. This is demonstrated in table 5.20 CFA factor loadings; the table indicates that there is a significant relationship between the latent and observed variables. As evidenced by p less than 0.001 in all the correlations, where p *** indicates that the value of p is less than 0.001. On the other hand, the estimates shown in the table indicates that an increase of the latent variable by 1 has an increase of the observed variable by the estimated number. To clarify more, when Emotional which is the emotional value, raise by 1, the emotional value 2 which is the second question (second item) of the emotional value scale, raise by 1.035. Moreover, the S.E shown in the table is the variable's standard error, to clarify it more, an example from the table 5.20 will be explained. An estimate of 1.035 has a S.E of 0.050, whereas an estimate of .947 has a S.E of 0.055. The results indicate that the variables' scales are appropriate to continue with next steps of testing the hypothesis.

Table 5.24 CFA Factor Loadings.

			Estimate	S.E.	P
Emotional_Value1	<---	Emotional	1.000		
Emotional_Value2	<---	Emotional	1.035	.050	***
Emotional_Value3	<---	Emotional	.919	.051	***
Emotional_Value4	<---	Emotional	.974	.049	***
Emotional_Value5	<---	Emotional	.947	.055	***
Social_Value1	<---	Social	1.000		
Social_Value2	<---	Social	1.146	.053	***
Social_Value3	<---	Social	1.222	.067	***
Social_Value4	<---	Social	1.157	.063	***
FV_Quality1	<---	Quality	1.000		
FV_Quality2	<---	Quality	.958	.043	***
FV_Quality3	<---	Quality	.812	.046	***
FV_Quality4	<---	Quality	.771	.048	***
Purchase_Inten1	<---	Intention	1.000		
Purchase_Inten2	<---	Intention	.956	.042	***
Purchase_Inten3	<---	Intention	1.042	.050	***

Table 5.25 CFA Factor Loadings (Continued)

Purchase_Inten4	<---	Intention	1.098	.054	***
Involvement2	<---	Involvement	1.000		
Involvement3	<---	Involvement	1.045	.048	***
Involvement4	<---	Involvement	.980	.053	***
FV_Price1	<---	Price	1.000		
FV_Price2	<---	Price	1.465	.127	***
FV_Price3	<---	Price	1.422	.126	***
FV_Price4	<---	Price	.894	.079	***

These outcomes are based on the CFA of the built CFA model in figure 5.1

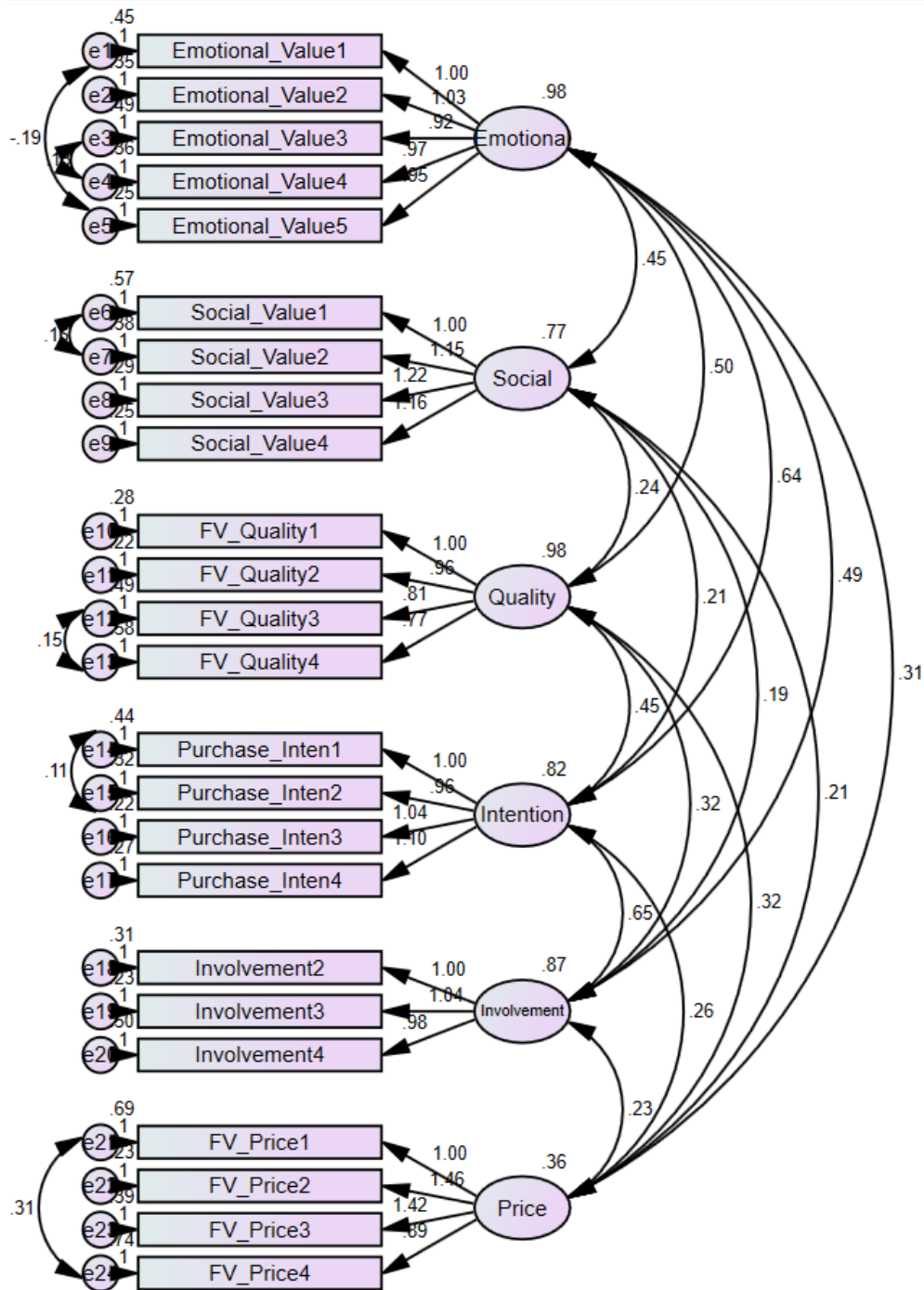


Figure 5.1 CFA Model

5.4.2.3.CFA Model fit

The model fit is developed to understand whether the hypothesized model has a good fit or not. The fit of the model is tested according to a specific criterion and then the researcher notices whether it is well fitted or not, this will help us understand the correlation between variables and to some modifications if needed while checking

modification indices. As shown in figure 5.1 some of the errors were covaried to get a better result of model fit. The table 5.21 shows results of model fit followed by an explanation for each score.

Table 5.26 Model Fit Scores of the Analysis of CFA.

Indices	Obtained Fit Indices	Threshold	Result
Chi-square/ df (CMIN/DF)	2.395	< 3	Acceptable Fit
Goodness-of-fit index (GFI)	0.890	> 0.90	Acceptable Fit
Adjusted goodness-of-fit index (AGFI)	0.857	> 0.80	Acceptable Fit
Comparative Fit Index (CFI)	0.955	≥ 0.95	Perfect Fit
Root Mean Square Error of Approximation (REMSA)	0.060	< 0.05	Acceptable Fit
Standardized Root Mean Square (SRMR)	0.0557	< 0.09	Acceptable Fit

In the table 5.21 we can notice that the CMIN/DF= 2.395 which is considered as acceptable fit according to the threshold that is more or equal to 2 and less or equal to 3. Whereas in order to consider it as a perfect fit it should be more or equal to 0 and less or equal to 2 (Dilek, Boyacı, Prof, & Atalay, 2016:141). The p-value showed a significant result where $p= 0.000$.

Adjusted goodness of fit (AGFI) and goodness of fit (GFI), it is good to get values that are near 1 (Hu & Bentler, 1999). In this study AGFI is equal to 0.857 which is considered as acceptable fit. Values for AGFI which are $.90 \leq AGFI \leq 1.00$ are considered as perfect fit, whereas values $.80 \leq AGFI \leq .90$ are considered as acceptable fit. GFI in this study is 0.890 which is considered as acceptable fit. Values of GFI $.90 \leq GFI \leq 1.00$ are considered as perfect fit and $.85 \leq GFI \leq .90$ are considered acceptable fit (Dilek, Boyacı, Prof, & Atalay, 2016:141).

Another indicator that we take into consideration while we are testing the model fit is the comparative fit index (CFI). CFI supposes that the latent variables are not correlated and then it contrasts the hypothesized and the null models (Byrne, 2012). In

this study the CFI value was 0.955 which is considered as perfect fit. Values of CFI $.95 \leq CFI \leq 1.00$ are considered as perfect fit whereas values $.90 \leq CFI \leq .95$ are considered as acceptable fit.

Root Mean Square Error of Approximation (RMSEA) is for the treatment of uncorrelated matters in the sample of the study (Byrne, 2012). The value of RMSEA in the study is 0.060 which results in acceptable fit model. The RMSEA values of $.00 \leq RMSEA \leq .05$ are considered as perfect fit and $.05 \leq RMSEA \leq .08$ as acceptable fit.

Standardized Root Mean Square (SRMR) obtained fit indices of this study is 0.0557 which is according to the criteria considered as acceptable fit. SRMR values of $.00 \leq SRMR \leq .05$ are considered as perfect fit and values of $.05 \leq SRMR \leq .10$ are considered as acceptable fit (Dilek, Boyacı, Prof, & Atalay, 2016:141).

Based on the values in table 5.21, the model has a good fit, and we can continue in the further steps of the analysis.

5.5. Multivariate Assumptions

Before moving to the mediation and hypothesis testing an important step to do is the multicollinearity test. It is a test that is done to check the correlation within the independent variables, if a correlation occurs this indicates that the hypothesized regression of the coefficients is unachievable (Sekaran & Bougie, 2016). The values that are needed in the multicollinearity test are a tolerance value that is >0.1 and $VIF < 3$ (statwiki.kolobkreatations.com, 2020). By having a value within the mentioned thresholds, we will make sure that we don't have a collinearity between the variables and the hypothesized multiple regression is attained. In the table 5.22 we can that the tolerance values are above 0.1 and the VIF values are below 3, which is what we need to prove that the independent variables are not correlated.

Table 5.27 Collinearity Statistics.

Variable	Tolerance	VIF
Functional Value- Price	.518	1.932
Involvement	.639	1.564
Functional Value-Quality	.579	1.727
Social Value	.663	1.508
Emotional Value	.419	2.385

Dependent variable: Purchase Intention

5.6. Testing the Hypothesis

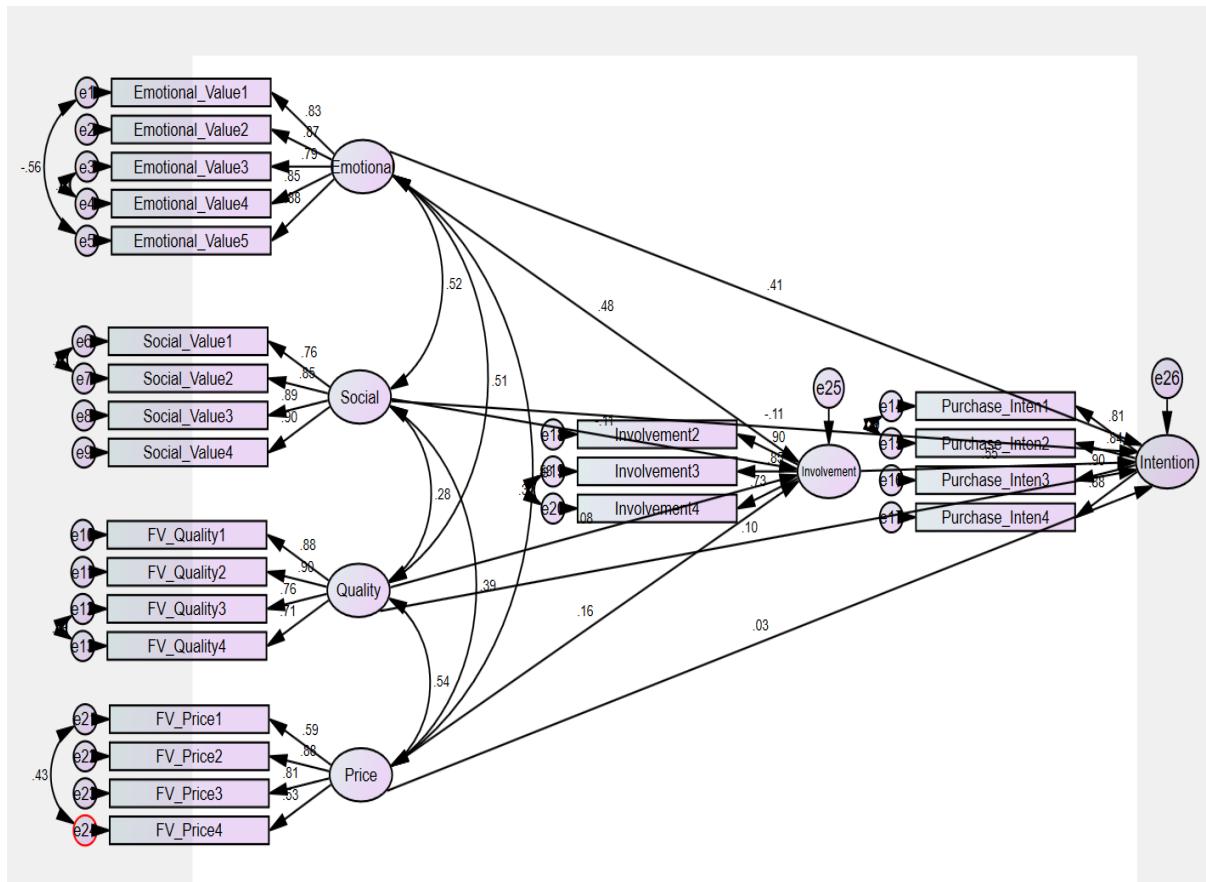


Figure 5.2 Structural Model

The next step that is done after checking the model fit and after analysing all the values that predicts whether it is has a good fit or not, we go further with the analysis of the structural model to check the relationship between the latent variables and observable variables. We also check whether there is a mediation or not by checking the direct and indirect effects. The indirect effects determines whether there is a mediation or not (Schreiber et al., 2006:328). The structural model in figure 5.2 is done with using the response of 386 respondents, and by using AMOS.22 on 24 items out of 25 which were assessed in the CFA step. After that the global test is examined which determines the significance of the hypothesis by checking the p-value, model fit, and R- square.

Table 5.28 Model Fit Scores of the Structural Model.

Indices	Obtained Fit Indices	Threshold	Result
Chi-square/ df (CMIN/DF)	2.687	< 3	Acceptable Fit
Goodness-of-fit index (GFI)	.877	> 0.90	Acceptable Fit
Adjusted goodness-of-fit index (AGFI)	.842	> 0.80	Acceptable Fit
Comparative Fit Index (CFI)	.945	≥ 0.95	Acceptable Fit
Root Mean Square Error of Approximation (REMSA)	.066	< 0.05	Acceptable Fit
Standardized Root Mean Square (SRMR)	.0706	< 0.09	Acceptable Fit

In the table 5.23 we can notice that the CMIN/DF= 2.687 which is considered as acceptable fit according to the threshold that is more or equal to 2 and less or equal to 3 (Dilek, Boyacı, Prof, & Atalay, 2016:141). The p-value showed a significant result where $p= 0.000$.

AGFI is equal to 0.842 which is considered as acceptable fit. Values for AGFI which are $.90 \leq AGFI \leq 1.00$ are considered as perfect fit, whereas values $.80 \leq AGFI \leq .90$ are considered as acceptable fit. GFI in this study is 0.877 which is considered as acceptable fit. Values of GFI $.90 \leq GFI \leq 1.00$ are considered as perfect fit and $.85 \leq GFI \leq .90$ are considered acceptable fit (Dilek, Boyacı, Prof, & Atalay, 2016:141).

CFI value is 0.945 which is considered as acceptable fit. Values of CFI $.95 \leq CFI \leq 1.00$ are considered as perfect fit whereas values $.90 \leq CFI \leq .95$ are considered as acceptable fit.

The value of RMSEA is 0.066 which results in acceptable fit model. The RMSEA values of $.00 \leq RMSEA \leq .05$ are considered as perfect fit and $.05 \leq RMSEA \leq .08$ as acceptable fit.

Standardized Root Mean Square (SRMR is 0.0706 which is according to the criteria considered as acceptable fit. SRMR values of $.00 \leq SRMR \leq .05$ are considered as

perfect fit and values of $.05 \leq \text{SRMR} \leq .10$ are considered as acceptable fit (Dilek, Boyacı, Prof, & Atalay, 2016:141).

Based on the values in table 5.22, the model has a good fit, and we can move to the hypothesis testing.

Meditation analysis allows us to test the mediator impact on the relationship between the independent and dependent variable. In order to check for the mediation, we should check if the mediator has an effect on the dependent variable, and if the independent variable has an effect on the dependent variable. To prove the mediation, we need a strong correlation between the independent variable, dependent variable, and mediation variable (Hair, 2013:33). In the table 5.24 we can see the results of the mediation.

Table 5.29 Meditation Results.

Hypothesis	Direct Beta without mediator	Direct with mediator	Standardized indirect effect (two tailed significance) (BC)	Result
Functional Value (quality) - Involvement-purchase intention	.142 (.007)	.103 (.020)	.041 (.366)	No mediation (indirect is not significant)
Functional Value (price) - Involvement-purchase intention	.117 (.040)	.028 (.559)	.089 (.018)	Full mediation (direct effect was significant prior to the addition of the mediator, insignificant after adding mediator, and indirect is significant)
Emotional Value- Involvement-purchase intention	.668 (***)	.407 (***)	.261 (.001)	Partially mediated (direct with mediator and indirect effect are significant)
Social Value- Involvement-purchase intention	-.170 (***)	-.113 (.006)	-.059 (.082)	No mediation (indirect is not significant)
Involvement-purchase intention	.547 (***)	-	-	Involvement significantly affects purchase intention

Table 5.24 shows us the direct relationship of independent variables with the dependent variable, where it indicates that there is a significant relationship between all of the three tested consumption values and purchase intention (the dependent variable). Both functional (quality and price) value, and emotional value has positive significant effect on purchase intention, whereas the social value has negative significant effect on purchase intention. With having the emotional value with the highest correlation with the purchase intention.

While by interpreting the direct relationship between the independent and dependent values with having the mediator we can see that all values have significant effects except for the functional value (price) has an insignificant effect after introduction of the mediator.

The standardized indirect effect shows significant values for emotional value and functional value (price), while for social and functional value (quality) it shows insignificant relationship.

While analysing the given data we can interpret the following:

- **H1:** There is a positive relationship between functional value-quality and organic food purchase intention in terms of mediating the effect of involvement

By looking at table 5.24, we can interpret that involvement doesn't mediate the relationship between functional value-quality and purchase intention, which means that our hypothesis (H1) is not accepted, and null hypothesis is accepted.

- **H2:** There is a positive relationship between functional value-price and organic food purchase intention in terms of mediating the effect of involvement.

According to table 5.24, involvement fully mediates the relationship between functional value-price and purchase intention, which means that our hypothesis (H2) is accepted.

- **H3:** There is a positive relationship between emotional value and organic food purchase intention in terms of mediating the effect of involvement.

From table 5.24 we can notice that involvement partially mediates the relationship between emotional value and purchase intention, which means that our hypothesis (H3) is accepted.

- **H4:** There is a positive relationship between social value and organic food purchase intention in terms of mediating the effect of involvement.

Involvement doesn't mediate the relationship between social value and purchase intention, which means that our hypothesis (H4) is not accepted, and null hypothesis is accepted.

- **H5:** Involvement has positive effect on organic food purchase intention

Involvement positively affects the purchase intention according to the direct effect result shown in table 5.24.

6. DISCUSSION AND CONCLUSION

6.1.Introduction

This chapter will provide further discussions of conclusion of the study, the limitations, and recommendations for the future. In the discussion of conclusion, the researcher will explain the research findings, and will conclude the hypotheses results. Then the limitations will be explained in detail for future studies as well as the recommendations for future researches.

6.2.Findings and Conclusion

This study allowed us to evaluate the consumer's purchase intention to organic food and how it is affected by two things, first thing is the consumption value theory, we tested three values out of five which are the functional value (price & quality), social value, and emotional value. The second thing is the involvement factor and how it plays its role as a mediator between the consumption values and purchase intention. The main aim is to assess the factors that influence the purchase intention toward organic food in Turkey, as well as to test the mediation effect of involvement as it plays a huge role in affecting the purchase intention as seen in the literature.

Organic market is expanding day after day, year after year in Turkey, hence knowing what affects the purchase intention will help marketers to find solutions that might increase the purchases of organic market furthermore.

The research hypotheses included the three consumption values (functional, emotional, and social) as the independent variable, the purchase intention as the dependent variable, and involvement as a mediator factor between the consumption values and purchase intention. The study tested four hypotheses related to the effect of consumption values on the purchase intention, and a fifth one to test the effect of involvement on purchase intention to detect the mediation relationship. According to the hypothesized model we can determine the following conclusions.

First, Turkish consumers when asked the following question: "Do you know what organic food is?", 96.6% (375 respondents) of the respondents answered with "yes", and 3.4% (13 respondents) of the respondents answered with "no". After that, a

question was asked with the definition of the organic food, the question was “Organic food is the food that is processed without including any synthetic fertilizers, growth hormones or pesticides. Have you ever purchased it?”. 86.3% of the respondents said that they purchased organic food previously and 13.7% respondents answered that they did not. This might indicate either that not all consumers who know what is organic food purchase it, or that after knowing the real meaning of the organic food the respondents realized that it is something else to what they had thought, or that people know what is organic food but do not purchase it due to several reasons, and these reasons are addressed in this study.

Second, the functional value is measured by two aspects, first one is the functional value in terms of quality, the second one in terms of price. To start first with the functional value-quality the results showed that there is a positive direct relationship between the functional value quality and purchase intention (without the mediator), however, the indirect effect is insignificant, hence, involvement does not mediate the relationship between functional value quality and purchase intention. In another words, consumers will buy the organic food for its quality, they don't need to be involved in the organic food to buy it, believing that the product is high quality is enough for them. However, when we come to the functional value- price, there is a positive direct relationship between the functional value-price and purchase intention, there is also significant indirect effect, and it is a full mediation. This indicates that people who purchase organic food are highly involved with it to pay the higher price for organic food compared with the conventional food. This finding will help marketers to target consumers who are highly involved with organic food.

Third, results for emotional value showed that there is a direct positive relationship between emotional value and purchase intention without the mediator, and there is also a partial mediation, where involvement partially mediates the relationship between emotional value and organic food purchase intention. This shows us that people who are involved with organic food and concerned about the emotional value toward organic food (in terms of consumers respecting farmers wellbeing, feeling better about their selves, feeling that they are responsible, conscious, care about the environment), are more likely to purchase organic food.

Fourth, results for social value showed us that involvement does not mediate the relationship between the social value and purchase intention of organic food. However, there is a significant negative relationship between the social value organic food

purchase intention without the mediation of involvement. This means that consumers do not purchase organic food because they feel that they are more acceptable, or that the organic food gives them social approval or good impression on other people when they purchase organic food, they purchase it due to reasons other than the social value. Last thing is the involvement, the results of the direct relationship between involvement and purchase intention showed us a significant positive relationship and this indicates that consumers who are highly involved in a certain product are more likely to purchase that product compared with consumers who have low involvement. Hence involvement is a factor that plays a good role in affecting the purchase intention. To conclude, functional value and emotional value has a positive significant relationship with the purchase intention of organic food without including the mediator, and there is a negative significant relationship between the social value and organic food purchase intention without the inclusion of the mediator (involvement). However, after the addition of involvement as a mediator, it resulted with a full mediation between the functional value- price, partial mediation with the emotional value and the organic food purchase intention. Whereas it shows no mediation between functional value-quality and social value with the organic food purchase intention. Hence, Turkish consumers who are highly involved in the organic food buy the product no matter how high the price is. Emotionally involved Turkish consumers purchase organic food. As a result, the marketers may target these two groups when they need to increase the purchases of organic market.

6.3.Recommendations

According to the conclusion and discussion in the previous section, we can notice that there is a correlation between the three studied consumption values and purchase intention of Turkish consumers toward organic food. Involvement plays role in some values as a mediator such as the functional value-price and emotional value, whereas it did not mediate the relation between consumption values (functional value-quality, social value). Hereafter, we can recommend the following:

- We recommend marketers to target Turkish consumers with high involvement in the organic food. As it appears that involvement has a positive effect on the purchase intention of organic food. Especially that it mediates the relationship between both the functional value-price and emotional value with the purchase intention. Hence marketers will benefit a lot from targeting these groups.

- Also, we advise marketers to take into consideration the consumption values tested in this study (functional value, emotional value, social value) and notice that they all have significant effect on the purchase intention of organic food, knowing that emotional and functional value has positive significant direct effect whereas social value has negative direct effect on the organic food purchase intention.
- It appears that consumers who are highly involved with organic food buys it although it has a high price, therefore, government might take into consideration to support furthermore the organic market to help all Turkish consumers, the non-involved ones in purchasing organic food.
- Promote organic food by targeting consumers who care about the emotional value which includes that buying an organic food will help them feel good about themselves, about the farmers and environment, will help them feel more conscious as responsible. By looking at these consumers and targeting them the organic market might expand further.
- Another recommendation is to find a strategy that targets the non-involved Turkish consumers by finding specific advertisements, by this way we can assure that all involved and non-involved Turkish consumers are targeted.

6.4.Limitation of the Research

The study has few limitations which are as following:

- The sampling design have a limitation in which we used the non-probability sampling, the convenience method, which might cause a limitation because respondents does not represent the population as it is presented if compared with probability sampling. This is noticed because most of the respondents' age is within the categories "less than 25" up to 44 years. Also, the females represent 64% of the respondents, which is not representative for the population as if it will be if a probability sampling was chosen.
- The survey was collected by distributing the survey online, which might be a limitation because maybe some consumers of organic food do not have access to the internet, so using focus groups, or interviews might be better for future studies (for example, focus groups can include both young and old consumers who care about their health and that are highly involved in organic food, especially that our sample is few in people who aged above 45 years old).

- Another limitation is not having two groups (organic consumers and non-organic consumers). Having two groups helps us understand the difference between both groups which allows marketers to understand more why non-organic consumers do not purchase organic food for example.

6.5.Future researches

The study shows that it is beneficial to do further studies in the same area to determine furthermore the needed marketing strategy, especially that in Turkey there is no previous study that had both consumption value theory and involvement as a mediator, hence studies to confirm the results is needed with the following suggestions:

- Implement the same research but add the other two remaining consumption values which are the epistemic value and conditional value
- Implement the same study but with having two groups (organic and non-organic consumers)
- Future studies might include a mediator other than the mediator used (involvement) to the research model.
- Future studies might add involvement as a moderator instead of mediator.

BIBLIOGRAPHY

- Acebrón, L. B., Mangin, J. P. L., & Dopico, D. C.** (2001). A proposal of the buying model for fresh food products: The case of fresh mussels. *Journal of International Food and Agribusiness Marketing*, 11(3), 75–96. https://doi.org/10.1300/J047v11n03_04
- Adams, D. C., & Salois, M. J.** (2010, December). Local versus organic: A turn in consumer preferences and willingness-to-pay. *Renewable Agriculture and Food Systems*, Vol. 25, pp. 331–341. <https://doi.org/10.1017/S1742170510000219>
- Aertsens, J., Verbeke, W., Mondelaers, K., & van Huylenbroeck, G.** (2009). Personal determinants of organic food consumption: A review. *British Food Journal*, 111(10), 1140–1167. <https://doi.org/10.1108/00070700910992961>
- Ahmad, B., & Juhdi, N.** (2010). Organic Food: A Study on Demographic Characteristics and Factors Influencing Purchase Intentions among Consumers in Klang Valley, Malaysia. *International Journal of Business and Management*, 5(2), 105-118
- Ajzen, I.** (1991). The Theory of Planned Behavior. In *Organizational Behavior And Human Decision Processes*, 50, 179-211
- Ajzen, I., Fishbein, M.** (1980). Understanding Attitudes and Predicting Social Behavior. Nwe Jersey: Prentice Hall.
- Akgüngör, S., Miran, B., Abay, C.** (March 8-10, 2007). Consumer Willingness to pay for Organic Food in Urban Turkey. *International Marketing and International Trade of Quality Food Products. 105th Seminar of the European Association of Agricultural Economists Seminar*, Department Of Agricultural Economics And Engineering Alma Mater Studiorum Università Di Bologna, , Italy. http://www.bean-quorum.net/EAAE/pdf/EAAE105_Proceedings.pdf
- Akgüngör, S., Miran, B., & Abay, C.** (2010). Consumer Willingness to Pay for Organic Food in Urban Turkey. *Journal of International Food & Agribusiness Marketing*, 22(3–4), 299–313. <https://doi.org/10.1080/08974431003641455>
- Al-Janabi, T.** (2018). *Perception and training needs of Mississippi State University Extension agents and the level of demand they receive for information in organic agriculture.* (Publication No. 10978407) [Doctoral Dissertation, College of Agriculture and Life Sciences]. ProQuest Diseerattion & Theses Global
- Altman, D. g., & Bland, j. M.** (1996). Detecting skewness from summary information. *BMJ*, 313(7066), 1200. <https://doi.org/10.1136/bmj.313.7066.1200>
- Andrews, J. C., Durvasula, S., & Akhter, S. H.** (1990). A framework for conceptualizing and measuring the involvement construct in advertising research. *Journal of Advertising*, 19(4), 27–40. <https://doi.org/10.1080/00913367.1990.10673198>

- Anisimova, T.** (2016). Integrating Multiple Factors Affecting Consumer Behavior Toward Organic Foods: The Role of Healthism, Hedonism, and Trust in Consumer Purchase Intentions of Organic Foods. *Journal of Food Products Marketing*, 22(7), 809–823. <https://doi.org/10.1080/10454446.2015.1121429>
- Aragüés Lafarga, R., Medina Pueyo, E., & Clavería Laborda, I.** (2014). Effectiveness of inorganic and organic mulching for soil salinity and sodicity control in a grapevine orchard drip-irrigated with moderately saline waters. *Spanish Journal of Agricultural Research*, 8(2), 251–272. <https://doi.org/10.5424/sjar>
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähteenmäki, L., & Shepherd, R.** (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2–3), 443–454. <https://doi.org/10.1016/j.appet.2007.09.010>
- Aschemann-Witzel, J., & Niebuhr Aagaard, E. M.** (2014). Elaborating on the attitude-behaviour gap regarding organic products: Young Danish consumers and in-store food choice. *International Journal of Consumer Studies*, 38(5), 550–558. <https://doi.org/10.1111/ijcs.12115>
- Aschemann-Witzel, J., & Zielke, S.** (2017, March 1). Can't Buy Me Green? A Review of Consumer Perceptions of and Behavior Toward the Price of Organic Food. *Journal of Consumer Affairs*, Vol. 51, pp. 211–251. <https://doi.org/10.1111/joca.12092>
- Asif, M., Xuhui, W., Nasiri, A., & Ayyub, S.** (2018). Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis. *Food Quality and Preference*, 63, 144–150. <https://doi.org/10.1016/j.foodqual.2017.08.006>
- Ataseven, Y.** (2014). A Comparison Of Organic Farming Support Policies In Turkey And The Eu. *Scholarly Journals*, 44, 199–211. Retrieved from www.rcis.ro, www.doaj.org and www.scopus.com
- Aydogdu, M. H., & Kaya, F.** (2020). Factors Affecting Consumers' Consumption of Organic Foods: A Case Study in GAP-Şanlıurfa in Turkey. In *J. Agr. Sci. Tech*, 22(2), 347-359
- Barnes, A. P., Vergunst, P., & Topp, K.** (2009). Assessing the consumer perception of the term “organic”: A citizens' jury approach. *British Food Journal*, 111(2), 155–164. <https://doi.org/10.1108/00070700910931977>
- Bagozzi, R. P. & Burnkrant, R. E.** (1979) “Attitude Organization and Attitude-Behavior Relationship,” *Journal of Personality and Social Psychology*, vol. 37(1), p. 913-929.
- Başaran, B., Konyali, S., & Oraman, Y.** (2018). An Overview Of Organic Producer Organizations In Turkey. *New Knowledge Journal of Science*, 7(2), 45-54. Retrieved from <http://www.science.uard.bg/index.php/newknowledge/article/view/360>
- Baudry, J., Allès, B., Péneau, S., Touvier, M., Méjean, C., Hercberg, S., ... Kesse-Guyot, E.** (2017). Dietary intakes and diet quality according to levels of organic food consumption by French adults: Cross-sectional findings from the NutriNet-

Santé Cohort Study. *Public Health Nutrition*, 20(4), 638–648. <https://doi.org/10.1017/S1368980016002718>

- Baudry, J., Péneau, S., Allès, B., Touvier, M., Hercberg, S., Galan, P., ... Kesse-Guyot, E.** (2017). Food Choice Motives When Purchasing in Organic and Conventional Consumer Clusters: Focus on Sustainable Concerns (The NutriNet-Santé Cohort Study). *Nutrients*, 9(2), 88. <https://doi.org/10.3390/nu9020088>
- Beatty, S. B., & Smith, S. M.** (1983). Involvement, search and satisfaction: a path analytic model. In Darden, W. R., Monroe, K. B., Dillon, W. R. (Eds.), *Proceedings of the AMA Winter Educators' Conference: Research Methods and Causal Modeling in Marketing*, pp. 44–47. American Marketing Association.
- Beatty, S. E., Homer, P., & Kahle, L. R.** (1988). The involvement-commitment model: Theory and implications. *Journal of Business Research*, 16(2), 149–167. [https://doi.org/10.1016/0148-2963\(88\)90039-2](https://doi.org/10.1016/0148-2963(88)90039-2)
- Beharrell, B., & Denison, T. J.** (1995). Involvement in a Routine Food Shopping Context. *British Food Journal*, 97(4), 24–29. <https://doi.org/10.1108/00070709510085648>
- Bei, L.-T., & Simpson, E. M.** (1995). The Determinants of Consumers' Purchase Decisions For Recycled Products: an Application of Acquisition-Transaction Utility Theory. *ACR North American Advances*, 22, 257-261.
- Belk, R. W.** (1974). An Exploratory Assessment of Situational Effects in Buyer Behavior. *Journal of Marketing Research*, 11(2), 156–163. <https://doi.org/10.1177/002224377401100206>
- Bell, R., & Marshall, D. W.** (2003, June 1). The construct of food involvement in behavioral research: Scale development and validation. *Appetite*, Vol. 40, pp. 235–244. [https://doi.org/10.1016/S0195-6663\(03\)00009-6](https://doi.org/10.1016/S0195-6663(03)00009-6)
- Besson, T., Lalot, F., Bochart, N., Flaudias, V., & Zerhouni, O.** (2019). The calories underestimation of “organic” food: Exploring the impact of implicit evaluations. *Appetite*, 137, 134–144. <https://doi.org/10.1016/j.appet.2019.02.019>
- Bezençon, V., & Blili, S.** (2010). Ethical products and consumer involvement: What's new? *European Journal of Marketing*, 44(9), 1305–1321. <https://doi.org/10.1108/03090561011062853>
- Birgelen, M., Semeijn, J., & Keicher, M.** (2009). Packaging and proenvironmental consumption Behavior: Investigating purchase and disposal decisions for beverages. *Environment and Behavior*, 41(1), 125–146. <https://doi.org/10.1177/0013916507311140>
- Biswas, A., & Roy, M.** (2015a). Green products: An exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87(1), 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Biswas, A., & Roy, M.** (2015b). Leveraging factors for sustained green consumption behavior based on consumption value perceptions: Testing the structural model. *Journal of Cleaner Production*, 95, 332–340. <https://doi.org/10.1016/j.jclepro.2015.02.042>
- Bloch, P. H., & Richins, M. L.** (1983). A Theoretical Model for the Study of Product

- Importance Perceptions. In *Source: Journal of Marketing* (Vol. 47).
- Blackwell, R. D., Miniard, P. W., & Engel, F. J.** (2001). *Consumer behavior* (9th Ed.). London : Harcourt College Publishers.
- Boz, I., Ayan, A. K., Ataseven, Y., & Kaynakçı, C.** (2019). Experts' Points of View on Developing Local Organic Bazaars in Turkey. *Asian Journal of Agricultural Extension, Economics & Sociology*, 1–9.
- Boz, I., & Kaynakei, C.** (2019). *Proceedings: 3rd International Conference on Food and Agricultural Economics: POSSIBILITIES OF IMPROVING ORGANIC FARMING IN TURKEY*. <https://doi.org/10.22004/AG.ECON.296769>
- Briz, J., & Ward, R.** (1998). Habit Formation and Demand System Estimates for Fluid Milk in Spain. *International Food and Agribusiness Management Review*, 1 (4), 1998, 477-493.
- Bryła, P.** (2016). Organic food consumption in Poland: Motives and barriers. *Appetite*, 105, 737–746. <https://doi.org/10.1016/j.appet.2016.07.012>
- Bryman, and Bell.** (2011). *Business Research Methods*. New York: Oxford University Press
- Byrne, B.M.** (2012). *Structural equation modeling with Mplus: Basic concepts, applications, and programming*. s.l.: Routledge
- Burucuoglu, M. & Erdogan, E.** (2016). An Empirical Examination of the Relation between Consumption Values, Mobil Trust and Mobile Banking Adoption. *International Business Research*, 9(12). <https://doi.org/10.5539/ibr.v9n12p131>
- Candel, M. J. J. M.** (2001). Consumer's convenience orientation towards meal preparation: Conceptualization and measurement. *Appetite*, 36(1), 15–28. <https://doi.org/10.1006/appe.2000.0364>
- Celsi, R. L., & Olson, J. C.** (1988). The Role of Involvement in Attention and Comprehension Processes. *Journal of Consumer Research*, 15(2), 210. <https://doi.org/10.1086/209158>
- Cerjak, M., Mesić, Ž., Kopic, M., Kovačić, D., & Markovina, J.** (2010). What Motivates Consumers to Buy Organic Food: Comparison of Croatia, Bosnia Herzegovina, and Slovenia. *Journal of Food Products Marketing*, 16(3), 278–292. <https://doi.org/10.1080/10454446.2010.484745>
- Chavas, J.-P., Posner, J. L., & Hedtcke, J. L.** (2009). Organic and Conventional Production Systems in the Wisconsin Integrated Cropping Systems Trial: II. Economic and Risk Analysis 1993-2006. *Agronomy Journal*, 101(2), 288–295. <https://doi.org/10.2134/agronj2008.0055x>
- Chernatony, L., Harris, F., & Dall'Olmo Riley, F.** (2000). Added value: its nature, roles and sustainability. *European Journal of Marketing*, 34(1/2), 39–56. <https://doi.org/10.1108/03090560010306197>
- Chekima, B., Oswald, A. I., Wafa, S. A. W. S. K., & Chekima, K.** (2017). Narrowing the gap: Factors driving organic food consumption. *Journal of Cleaner Production*, 166, 1438–1447. <https://doi.org/10.1016/j.jclepro.2017.08.086>

- Chen, M. F.** (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, *18*(7), 1008–1021. <https://doi.org/10.1016/j.foodqual.2007.04.004>
- Cho, Y., im, I., Fjermestad, J., & Roxanne Hiltz, S.** (2003). The impact of product category on customer dissatisfaction in cyberspace. *Business Process Management Journal*, *9*(5), 635–651. <https://doi.org/10.1108/14637150310496730>
- Choe, J. Y. (Jacey), & Kim, S. (Sam).** (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, *71*, 1–10. <https://doi.org/10.1016/j.ijhm.2017.11.007>
- Chrysosoidis, G. M., & Krystallis, A.** (2005). Organic consumers' personal values research: Testing and validating the list of values (LOV) scale and implementing a value-based segmentation task. *Food Quality and Preference*, *16*(7), 585–599. <https://doi.org/10.1016/j.foodqual.2005.01.003>
- Cone, M.** (2010). President's Cancer Panel Report (National Cancer Institute) links environmental toxics to cancer; strongly endorses Green Chemistry | Advancing Green Chemistry. Retrieved May 9, 2020, from <http://advancinggreenchemistry.org/presidents-cancer-panel-report-national-cancer-institute-critical-of-us-regulations-strongly-endorses-green-chemistry/>
- Costa, S., Zepeda, L., & Sirieix, L.** (2014). Exploring the social value of organic food: A qualitative study in France. *International Journal of Consumer Studies*, *38*(3), 228–237. <https://doi.org/10.1111/ijcs.12100>
- Darnhofer, I., Lindenthal, T., Bartel-Kratochvil, R., & Zollitsch, W.** (2010). Conventionalisation of organic farming practices: from structural criteria towards an assessment based on organic principles. A review. *Agron. Sustain. Dev*, *30*, 67–81. <https://doi.org/10.1051/agro/2009011>
- De Magistris, T., & Gracia, A.** (2008). The decision to buy organic food products in Southern Italy. *British Food Journal*, *110*(9), 929–947. <https://doi.org/10.1108/00070700810900620>
- DEAN, M., RAATS, M. M., & SHEPHERD, R.** (2012). The Role of Self-Identity, Past Behavior, and Their Interaction in Predicting Intention to Purchase Fresh and Processed Organic Food1. *Journal of Applied Social Psychology*, *42*(3), 669–688. <https://doi.org/10.1111/j.1559-1816.2011.00796.x>
- Degré, A., Debouche, C., & Verhève, D.** (2007). Conventional versus alternative pig production assessed by multicriteria decision analysis. *Agronomy for Sustainable Development*, *27*(3), 185–195. <https://doi.org/10.1051/agro:2007004>
- Delate, K., Duffy, M., Chase, C., Holste, A., Friedrich, H., & Wantate, N.** (2003). An economic comparison of organic and conventional grain crops in a long-term agroecological research (LTAR) site in Iowa. *American Journal of Alternative Agriculture*, *18*(2), 59–69. <https://doi.org/10.1079/AJAA200235>
- Delbridge, T. A., Coulter, J. A., King, R. P., Sheaffer, C. C., & Wyse, D. L.** (2011). Economic Performance of Long-Term Organic and Conventional Cropping

- Systems in Minnesota. *Agronomy Journal*, 103(5), 1372–1382. <https://doi.org/10.2134/agronj2011.0371>
- Demirtas, B.** (2019). Assessment of the impacts of the consumers' awareness of organic food on consumption behavior. *Food Science and Technology*, 39(4), 881–888. <https://doi.org/10.1590/fst.10518>
- Demiryürek, K., Stopes, C., & Güzel, A.** (2008). Organic Agriculture: The Case of Turkey. *Outlook on Agriculture*, 37(4), 261–267. <https://doi.org/10.5367/000000008787167754>
- Dilek, Ş., Boyacı, B., Prof, A., & Atalay, N.** (2016). A Scale Development for 21st Century Skills of Primary School Students: A Validity and Reliability Study 1. In *International Journal* (Vol. 9). Retrieved from www.e-iji.net
- Dimanche, F., Havitz, M. E., & Howard, D. R.** (1993). Consumer involvement profiles as a tourism segmentation tool. *Journal of Travel and Tourism Marketing*, 1(4), 33–52. https://doi.org/10.1300/J073v01n04_03
- Ditlevsen, K., Sandøe, P., & Lassen, J.** (2019). Healthy food is nutritious, but organic food is healthy because it is pure: The negotiation of healthy food choices by Danish consumers of organic food. *Food Quality and Preference*, 71, 46–53. <https://doi.org/10.1016/j.foodqual.2018.06.001>
- Dodds, W. B., Monroe, K. B., & Grewal, D.** (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307–319. <https://doi.org/10.1177/002224379102800305>
- Dorić, D.-D., Nikolić, E., Dorić, N.--D., Vesna, ., Jevremović, J., & Mališić, J. M.** (2009). On measuring skewness and kurtosis. *Qual Quant*, 43, 481–493. <https://doi.org/10.1007/s11135-007-9128-9>
- Douglas, N.** (2006). *An Examination Of How Product Involvement Affects Brand Loyalty*. [Master Thesis, Auckland University of Technology]
- Dreezens, E., Martijn, C., Tenbült, P., Kok, G., & De Vries, N. K.** (2005). Food and values: An examination of values underlying attitudes toward genetically modified- and organically grown food products. *Appetite*, 44(1), 115–122. <https://doi.org/10.1016/j.appet.2004.07.003>
- Essoussi, L. H., & Zahaf, M.** (2008). Decision making process of community organic food consumers: An exploratory study. *Journal of Consumer Marketing*, 25(2), 95–104. <https://doi.org/10.1108/07363760810858837>
- Fang, Z., & Levy, E.** (2015). An Analysis of Consumption and Purchasing toward Organic Fruits. *Journal of Food Products Marketing*, 11 (4), 63-76. Retrieved from <https://www.diva-portal.org/smash/get/diva2:821952/FULLTEXT01.pdf>
- FAO - COMMITTEE ON AGRICULTURE.** (1998). Retrieved March 10, 2020, from <http://www.fao.org/3/X0075e/X0075e.htm>
- FIBL Statistics - Area .** (n.d.). Retrieved April 23, 2020, from https://statistics.fibl.org/world/area-world.html?tx_statisticdata_pi1%5Bcontroller%5D=Element2Item&cHash=f367262839ab9ca2e7ac1f333fbb1ca2

- FiBL Statistics - Operators** . (n.d.). Retrieved April 23, 2020, from https://statistics.fibl.org/world/operator-world.html?tx_statisticdata_pi1%5Bcontroller%5D=Element2Item&cHash=935c97b37cdd0875056cdac4686d0079
- Finch, J. E.** (2006). The Impact of Personal Consumption Values and Beliefs on Organic Food Purchase Behavior. *Journal of Food Products Marketing*, *11* (4), 63-76. https://doi.org/10.1300/J038v11n04_05
- Foxall, G. R., & Bhate, S.** (1993). Cognitive Style and Personal Involvement as Explicators of Innovative Purchasing of "Healthy" Food Brands. *European Journal of Marketing*, *27*(2), 5–16. <https://doi.org/10.1108/03090569310026376>
- Franke, N., Keinz, P., & Steger, C. J.** (2009). Testing the value of customization: When do customers really prefer products tailored to their preferences? *Journal of Marketing*, *73*(5), 103–121. <https://doi.org/10.1509/jmkg.73.5.103>
- Gainer, B.** (1993). An empirical investigation of the role of involvement with a gendered product. *Psychology and Marketing*, *10*(4), 265–283. <https://doi.org/10.1002/mar.4220100403>
- Gaskin, J.** (2016). Structural Equation Modeling - StatWiki. Retrieved June 29, 2020, from http://statwiki.kolobkreations.com/index.php?title=Structural_Equation_Modeling
- Giovanis, A. N., Tomaras, P., & Zondiros, D.** (2013). The 2nd International Conference on Integrated Information Suppliers Logistics Service Quality Performance and its Effect on Retailers' Behavioral Intentions. *Procedia-Social and Behavioral Sciences*, *73*, 302–309. <https://doi.org/10.1016/j.sbspro.2013.02.056>
- Godfray, H. C. J., Beddington, J. R., Crute, I. R., Haddad, L., Lawrence, D., Muir, J. F., ... Toulmin, C.** (2010, February 12). Food security: The challenge of feeding 9 billion people. *Science*, Vol. 327, pp. 812–818. <https://doi.org/10.1126/science.1185383>
- GOGOI, B. J.** (2013). Study Of Antecedents Of Purchase Intention And Its Effect On Brand Loyalty Of Private Label Brand Of Apparel. In *International Journal of Sales & Marketing Management Research and Development* , *3* (2), 73-86.
- Goh, T. T., Suki, N. M., & Fam, K.** (2014). Exploring a consumption value model for Islamic mobile banking adoption. *Journal of Islamic Marketing*, *5*(3), 344–365. <https://doi.org/10.1108/JIMA-08-2013-0056>
- Gonçalves, H. M., Lourenço, T. F., & Silva, G. M.** (2016). Green buying behavior and the theory of consumption values: A fuzzy-set approach. *Journal of Business Research*, *69*(4), 1484–1491. <https://doi.org/10.1016/j.jbusres.2015.10.129>
- González, J. A. A.** (2009). Market trends and consumer profile at the organic farmers market in Costa Rica. *British Food Journal*, *111*(5), 498–510. <https://doi.org/10.1108/00070700910957320>
- Griffith, D. A., Krampf, R. F., & Palmer, J. W.** (2001). The role of interface in electronic commerce: Consumer involvement with print versus on-line catalogs.

- International Journal of Electronic Commerce*, 5(4), 135–153.
<https://doi.org/10.1080/10864415.2001.11044219>
- Gursoy, D., & Gavcar, E.** (2003). Profil de la participation des touristes internationaux de loisirs. *Annals of Tourism Research*, 30(4), 906–926.
[https://doi.org/10.1016/S0160-7383\(03\)00059-8](https://doi.org/10.1016/S0160-7383(03)00059-8)
- Hair, J., Black, W., Babin, B., and Anderson, R.** (2010). *Multivariate data analysis*. 7th ed. NJ, USA: Prentice-Hall, Inc. Upper Saddle River
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E.** (2013). *Multivariate data analysis: Pearson new international edition*. Pearson Higher Ed.
- Ham, M., Pap, A., & Stanic, M.** (2018). What drives organic food purchasing? – evidence from Croatia. *British Food Journal*, 120(4), 734–748.
<https://doi.org/10.1108/BFJ-02-2017-0090>
- Hansen, T., Sørensen, M. I., & Eriksen, M. L. R.** (2018). How the interplay between consumer motivations and values influences organic food identity and behavior. *Food Policy*, 74, 39–52. <https://doi.org/10.1016/j.foodpol.2017.11.003>
- Havitz, M. E., Dimanche, F., & Bogle, T.** (1994). Segmenting the Adult Fitness Market Using Involvement Profiles. *Journal of Park and Recreation Administration*, 12(3). Retrieved from <https://js.sagamorepub.com/jpra/article/view/1754>
- Hemmerling, S., Hamm, U., & Spiller, A.** (2015, December 1). Consumption behaviour regarding organic food from a marketing perspective—a literature review. *Organic Agriculture*, Vol. 5, pp. 277–313.
<https://doi.org/10.1007/s13165-015-0109-3>
- Herrmann, A., Xia, L., Monroe, K. B., & Huber, F.** (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management*, 16(1), 49–58.
<https://doi.org/10.1108/10610420710731151>
- Higie, R. A., & Feick, L. F.** (1989). Enduring Involvement: Conceptual and Measurement Issues. *ACR North American Advances*, 16.
- Hoogland, C. T., de Boer, J., & Boersema, J. J.** (2007). Food and sustainability: Do consumers recognize, understand and value on-package information on production standards? *Appetite*, 49(1), 47–57.
<https://doi.org/10.1016/j.appet.2006.11.009>
- Hu, L. T., & Bentler, P. M.** (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Huang, C. Y., Chou, C. J., & Lin, P. C.** (2010). Involvement theory in constructing bloggers' intention to purchase travel products. *Tourism Management*, 31(4), 513–526. <https://doi.org/10.1016/j.tourman.2009.06.003>
- Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J.** (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour*, 6(2–3), 94–110.
<https://doi.org/10.1002/cb.210>

- Hung, C. L., & Hsieh, C. Y.** (2010). Searching the fit pattern between cultural dimensions and consumption values of mobile commerce in Taiwan. *Asia Pacific Management Review*, 15(2), 147–165. <https://doi.org/10.6126/APMR.2010.15.2.01>
- Hung, S. W., Lin, J. Z., & Chen, P. C.** (2013). How social capital influences health community members' adoption of organic foods. *British Food Journal*, Vol. 115, pp. 1564–1582. <https://doi.org/10.1108/BFJ-12-2011-0303>
- Husic-Mehmedovic, M., Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S., & Vajnberger, Z.** (2017). Live, Eat, Love: life equilibrium as a driver of organic food purchase. *British Food Journal*, 119(7), 1410–1422. <https://doi.org/10.1108/BFJ-07-2016-0343>
- Iwasaki, Y., & Havitz, M. E.** (1998). A path analytic model of the relationships between involvement, psychological commitment, and loyalty. *Journal of Leisure Research*, 30(2), 256–280. <https://doi.org/10.1080/00222216.1998.11949829>
- Iwasaki, Y., & Havitz, M. E.** (2004). Examining relationships between leisure involvement, psychological commitment and loyalty to a recreation agency. *Journal of Leisure Research*, 36(1), 45–72. <https://doi.org/10.1080/00222216.2004.11950010>
- Jamrozy, U., & Lawonk, K.** (2017). The multiple dimensions of consumption values in ecotourism. *International Journal of Culture, Tourism, and Hospitality Research*, 11(1), 18–34. <https://doi.org/10.1108/IJCTHR-09-2015-0114>
- Janssen, M.** (2018). Determinants of organic food purchases: Evidence from household panel data. *Food Quality and Preference*, 68, 19–28. <https://doi.org/10.1016/j.foodqual.2018.02.002>
- Järvinen, T.** (2018). Examining Cosmetic Virtual Item Purchase In World Of Warcraft: A theory of consumption values perspective. [Master Thesis, Aalto University].
- Johnson, B. T., & Eagly, A. H.** (1989). Effects of Involvement on Persuasion: A Meta-Analysis. *Psychological Bulletin*, Vol. 106, pp. 290–314. <https://doi.org/10.1037/0033-2909.106.2.290>
- Juhl, H. J., & Poulsen, C. S.** (2000). Antecedents and effects of consumer involvement in fish as a product group. *Appetite*, 34(3), 261–267. <https://doi.org/10.1006/appe.2000.0318>
- Kapferer, Jean-Noel, & Laurent, G.** (1985). Consumers' Involvement Profile: New Empirical Results. *ACR North American Advances*, 12.
- Kapferer, Jean-Noël, & Laurent, G.** (1993). Further evidence on the consumer involvement profile: Five antecedents of involvement. *Psychology and Marketing*, 10(4), 347–355. <https://doi.org/10.1002/mar.4220100408>
- Kaur, P., Dhir, A., Rajala, R., & Dwivedi, Y.** (2018). Why people use online social media brand communities :A consumption value theory perspective. *Online Information Review*, 42(2), 205–221. <https://doi.org/10.1108/OIR-12-2015-0383>
- Kawa, L. W., Rahmadiani, S. F., & Kumar, S.** (2013). *Factors Affecting Consumer*

DecisionMaking: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia.

- Kim, H. S.** (2005). Consumer profiles of apparel product involvement and values. *Journal of Fashion Marketing and Management*, 9(2), 207–220. <https://doi.org/10.1108/13612020510599358>
- Kim, J. U., Kim, W. J., & Park, S. C.** (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26(5), 1208–1222. <https://doi.org/10.1016/j.chb.2010.03.032>
- Kotler, P., & Armstrong, G.** (1989). *Principles of marketing*. (4th ed.). Retrieved from <https://trove.nla.gov.au/work/4058898?q&versionId=49153425>
- Koufaris, M.** (2002). Applying the Technology Acceptance Model and flow theory to online Consumer Behavior. *Information Systems Research*, 13(2), 205–223. <https://doi.org/10.1287/isre.13.2.205.83>
- Koufaris, M., Kambil, A., & LaBarbera, P. A.** (2001). Consumer behavior in Web-based commerce: An empirical study. *International Journal of Electronic Commerce*, 6(2), 115–138. <https://doi.org/10.1080/10864415.2001.11044233>
- Krejcie, R. V., & Morgan, D. W.** (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30(3), 607–610. <https://doi.org/10.1177/001316447003000308>
- Krishnaswami, D. O., & Satyaprasad, D. B.** (2010). *Business Research Methods*, 2010 ed.
- Kushwah, S., Dhir, A., & Sagar, M.** (2019). Ethical consumption intentions and choice behavior towards organic food. Moderation role of buying and environmental concerns. *Journal of Cleaner Production*, 236, 117519. <https://doi.org/10.1016/j.jclepro.2019.06.350>
- Kushwah, S., Dhir, A., Sagar, M., & Gupta, B.** (2019, December 1). Determinants of organic food consumption. A systematic literature review on motives and barriers. *Appetite*, Vol. 143, p. 104402. <https://doi.org/10.1016/j.appet.2019.104402>
- Kyle, G. T., & Mowen, A. J.** (2005). An examination of the leisure involvement-agency commitment relationship. *Journal of Leisure Research*, 37(3), 342–363. <https://doi.org/10.1080/00222216.2005.11950057>
- Laaksonen, M.** (1993). Retail patronage dynamics: Learning about daily shopping behavior in contexts of changing retail structures. *Journal of Business Research*, 28(1–2), 3–174. [https://doi.org/10.1016/0148-2963\(93\)90024-J](https://doi.org/10.1016/0148-2963(93)90024-J)
- Laaksonen, P.** (1994). *Consumer involvement: Concepts and research*. Routledge. Retrieved from [https://scholar.google.com/scholar_lookup?title=Consumer involvement%3A Concepts and research&publication_year=1994&author=P. Laaksonen](https://scholar.google.com/scholar_lookup?title=Consumer+involvement%3A+Concepts+and+research&publication_year=1994&author=P.+Laaksonen)
- Langmeier, M., Frossard, E., Kreuzer, M., Mäder, P., Dubois, D., & Oberson, A.** (2002). Nitrogen fertilizer value of cattle manure applied on soils originating from organic and conventional farming systems. *Agronomie*, 22(7–8), 789–800.

<https://doi.org/10.1051/agro:2002044>

- Lease, H. J., Hatton MacDonald, D., & Cox, D. N.** (2014). Consumers' acceptance of recycled water in meat products: The influence of tasting, attitudes and values on hedonic and emotional reactions. *Food Quality and Preference*, 37, 35–44. <https://doi.org/10.1016/j.foodqual.2014.04.002>
- Lee, H. J., & Yun, Z. S.** (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food Quality and Preference*, 39, 259–267. <https://doi.org/10.1016/j.foodqual.2014.06.002>
- Lee, W. chen J., Shimizu, M., Kniffin, K. M., & Wansink, B.** (2013). You taste what you see: Do organic labels bias taste perceptions? *Food Quality and Preference*, 29(1), 33–39. <https://doi.org/10.1016/j.foodqual.2013.01.010>
- Letourneau, D. K., & Bothwell, S. G.** (2008, October 1). Comparison of organic and conventional farms: Challenging ecologists to make biodiversity functional. *Frontiers in Ecology and the Environment*, Vol. 6, pp. 430–438. <https://doi.org/10.1890/070081>
- Lillywhite, J. M., Al-Oun, M., & Simonsen, J. E.** (2013). Examining Organic Food Purchases and Preferences Within Jordan. *Journal of International Food & Agribusiness Marketing*, 25(2), 103–121. <https://doi.org/10.1080/08974438.2013.724000>
- Lin, J., Guo, J., Turel, O., & Liu, S.** (2019). Purchasing organic food with social commerce: An integrated food-technology consumption values perspective. *International Journal of Information Management*. <https://doi.org/10.1016/j.ijinfomgt.2019.11.001>
- Lin, P. C., & Huang, Y. H.** (2012). The influence factors on choice behavior regarding green products based on the theory of consumption values. *Journal of Cleaner Production*, 22(1), 11–18. <https://doi.org/10.1016/j.jclepro.2011.10.002>
- Lind, L. W.** (2007). Consumer involvement and perceived differentiation of different kinds of pork - a Means-End Chain analysis. *Food Quality and Preference*, 18(4), 690–700. <https://doi.org/10.1016/j.foodqual.2006.10.004>
- Liu, Z.** (2016). Predicting The Chinese Consumer's Consumption Value Of Using Mobile Apps To Shop Fashion Products.[Master Thesis, Kent State University].
- Lobo, A., & Chen, J.** (2012). Marketing of Organic Food in Urban China: An Analysis of Consumers' Lifestyle Segments, *Journal Of International Marketing And Exporting*, 17 (1), pp.13-26
- Lockie, S., Lyons, K., Lawrence, G., & Mummery, K.** (2002). Eating “Green”: Motivations behind organic food consumption in Australia. *Sociologia Ruralis*, 42(1), 23–40. <https://doi.org/10.1111/1467-9523.00200>
- Lodorfos, G. N., & Dennis, J.** (2008). Consumers' Intent: In the Organic Food Market. *Journal of Food Products Marketing*, 14(2), 17–38. <https://doi.org/10.1080/10454440801918218>
- Mäder, P., Fließbach, A., Dubois, D., Gunst, L., Fried, P., & Niggli, U.** (2002). Soil fertility and biodiversity in organic farming. *Science*, 296(5573), 1694–1697.

<https://doi.org/10.1126/science.1071148>

- Mainardes, E. W., de Araujo, D. V. B., Lasso, S., & Andrade, D. M.** (2017). Influences on the intention to buy organic food in an emerging market. *Marketing Intelligence and Planning*, 35(7), 858–876. <https://doi.org/10.1108/MIP-04-2017-0067>
- Malhotra, N. K. (Ed.)**. (2010). *Review of Marketing Research*. (7th ed.). [https://doi.org/10.1108/S1548-6435\(2010\)7](https://doi.org/10.1108/S1548-6435(2010)7)
- Marshall, D., & Bell, R.** (2004). Relating the food involvement scale to demographic variables, food choice and other constructs. *Food Quality and Preference*, 15(7-8 SPEC.ISS.), 871–879. <https://doi.org/10.1016/j.foodqual.2004.06.003>
- Michaelidou, N., & Dibb, S.** (2006). Product involvement: an application in clothing. *Journal of Consumer Behaviour*, 5(5), 442–453. <https://doi.org/10.1002/cb.192>
- Michaelidou, N., & Dibb, S.** (2008). Consumer involvement: a new perspective. *The Marketing Review*, 8(1), 83–99. <https://doi.org/10.1362/146934708x290403>
- Michaelidou, N., & Hassan, L. M.** (2010). Modeling the factors affecting rural consumers' purchase of organic and free-range produce: A case study of consumers' from the Island of Arran in Scotland, UK. *Food Policy*, 35(2), 130–139. <https://doi.org/10.1016/j.foodpol.2009.10.001>
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H.** (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. In *Journal of Multidisciplinary Engineering Science and Technology (JMEST)* (Vol. 2). Retrieved from www.jmest.org
- Mitchell, A. A.** (1979). *INVOLVEMENT: A POTENTIALLY IMPORTANT MEDIATOR OF CONSUMER BEHAVIOR*. Retrieved from <http://eds.b.ebscohost.com/eds/pdfviewer/pdfviewer?vid=0&sid=63cf777f-da58-48b4-a9e6-1632e6f6202f%40pdc-v-sessmgr01>
- Mittal, B., & Lee, M. S.** (1989). A causal model of consumer involvement. *Journal of Economic Psychology*, 10(3), 363–389. [https://doi.org/10.1016/0167-4870\(89\)90030-5](https://doi.org/10.1016/0167-4870(89)90030-5)
- Mørk, T., Bech-Larsen, T., Grunert, K. G., & Tsalis, G.** (2017). Determinants of citizen acceptance of environmental policy regulating consumption in public settings: Organic food in public institutions. *Journal of Cleaner Production*, 148, 407–414. <https://doi.org/10.1016/j.jclepro.2017.01.139>
- Mowen, J. C., & Minor, M. S.** (1998). *Consumer Behavior* (5th Ed.). New Jersey: Prentice-Hall.
- Mueller, S.** (2011). Are Personal Values Related to Sustainable Attribute Choice?, *6th AWBR International Conference, Bordeaux Management School – BEM – France*. Retrieved from <https://www.researchgate.net/publication/260301364>
- Muijs, D.** (2010). *Doing quantitative research in education with SPSS*. s.l.: Sage.
- Nadine, H. et al., 2012. "What is the Value of Luxury? A CrossCultural Consumer Perspective". *Psychology and Marketing*, 29(12), pp.71
- Mukherjee, D.** (2012). Impact of Consumer Behaviour on Organic Food

Consumption in Select Cities in Maharashtra [Doctor Of Philosophy In Business Management Thesis, Patil University]

- Muncy, J. A.** (1990). Involvement and Perceived Brand Similarities/Differences: the Need For Process Oriented Models. *ACR North American Advances*, 17.
- MUTLU, N.** (2007). Consumer Attitude and Behaviour towards Organic Food: Cross-cultural study of Turkey and Germany.[Master Thesis, Hohenheim University]. Retrieved from <http://orgprints.org/13727/1/MasterThesis-ConsumerStudy-TR-DE.pdf>
- Nafarani, S. I.** (2018). The Roles Of Consumption Values In The Behavioral Intention To Use Ar Makeup Apps Among Millennial Generation.[Bachelor Degree Thesis, President University].
- Nandi, R., Bokelmann, W., Gowdru, N. V., & Dias, G.** (2016). Consumer Motives and Purchase Preferences for Organic Food Products: Empirical Evidence From a Consumer Survey in Bangalore, South India. *Journal of International Food & Agribusiness Marketing*, 28(1), 74–99. <https://doi.org/10.1080/08974438.2015.1035470>
- Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A.** (2019). Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores. *International Journal of Environmental Research and Public Health*, 16(6). <https://doi.org/10.3390/ijerph16061037>
- Nie, C., & Zepeda, L.** (2011). Lifestyle segmentation of US food shoppers to examine organic and local food consumption. *Appetite*, 57(1), 28–37. <https://doi.org/10.1016/j.appet.2011.03.012>
- Nikolova, M.** (2013). Challenges To Organic Agriculture In Bulgaria. *EKONOMSKE TEME*, 51(1), 191–208. Retrieved from https://www.researchgate.net/profile/Marina_Nikolova3/publication/331566028_CHALLENGES_TO_ORGANIC_AGRICULTURE_IN_BULGARIA/links/5c811a3e458515831f8bf43a/CHALLENGES-TO-ORGANIC-AGRICULTURE-IN-BULGARIA.pdf
- Norton, L., Johnson, P., Joys, A., Stuart, R., Chamberlain, D., Feber, R., ... Fuller, R. J.** (2009). Consequences of organic and non-organic farming practices for field, farm and landscape complexity. *Agriculture, Ecosystems and Environment*, 129(1–3), 221–227. <https://doi.org/10.1016/j.agee.2008.09.002>
- Olhan, E., & Ataseven, Y.** (2019). Factors Affecting Organic Food Consumption: A Case Study of Ankara”, *Journal of Environmental Protection and Ecology*, 20(1),196-205. Retrieved from <https://www.researchgate.net/publication/332710001>
- Olsen, S. O.** (2001). Consumer involvement in seafood as family meals in Norway: An application of the expectancy-value approach. *Appetite*, 36(2), 173–186. <https://doi.org/10.1006/appe.2001.0393>
- Olsen, Svein Ottar.** (2003). Understanding the relationship between age and seafood consumption: The mediating role of attitude, health and involvement and convenience. *Food Quality and Preference*, 14(3), 199–209.

[https://doi.org/10.1016/S0950-3293\(02\)00055-1](https://doi.org/10.1016/S0950-3293(02)00055-1)

- Omigie, N. O., Zo, H., Rho, J. J., & Ciganek, A. P.** (2017). Customer pre-Adoption choice behavior for M-PESA mobile financial services: Extending the theory of consumption values. *Industrial Management and Data Systems*, 117(5), 910–926. <https://doi.org/10.1108/IMDS-06-2016-0228>
- Oraman, Y.** (2014). An Analytic Study of Organic Food Industry as Part of Healthy Eating Habit in Turkey: Market Growth, Challenges and Prospects. *Procedia - Social and Behavioral Sciences*, 150, 1030–1039. <https://doi.org/10.1016/j.sbspro.2014.09.115>
- Orlando, G.** (2018). Offsetting Risk: Organic Food, Pollution, and the Transgression of Spatial Boundaries. *Culture, Agriculture, Food and Environment*, 40(1), 45–54. <https://doi.org/10.1111/cuag.12105>
- ÖRS, M.** (2019). ORGANİK ÜRÜN SATINALMA NİYETİNE ETKİ EDEN FAKTÖRLERDE FİYAT ALGISININ DÜZENLEYİCİ ROLÜ. *Business & Management Studies: An International Journal*, 7(2), 891–925. <https://doi.org/10.15295/bmij.v7i2.1102>
- Padel, S., & Foster, C.** (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107(8), 606–625. <https://doi.org/10.1108/00070700510611002>
- Pallant, J.** (2013). SPSS survival manual. 3 ed. McGraw-Hill Education (UK), pp.148
- Park, C. W., & Mittal, B.** (1985). A theory of involvement in consumer behavior: problems and issues, In Sheth, J.N. (Ed.), *Research in Consumer Behavior*, 1, pp. 201–231. Greenwich, CT: JAI Press.
- Park, H. S.** (2000). Relationships among attitudes and subjective norms: Testing the theory of reasoned action across cultures. *Communication Studies*, 51(2), 162–175. <https://doi.org/10.1080/10510970009388516>
- Pham, T. H., Nguyen, T. N., Phan, T. T. H., & Nguyen, N. T.** (2019). Evaluating the purchase behaviour of organic food by young consumers in an emerging market economy. *Journal of Strategic Marketing*, 27(6), 540–556. <https://doi.org/10.1080/0965254X.2018.1447984>
- Pimentel, D., Hepperly, P., Hanson, J., Douds, D., & Seidel, R.** (2005). Environmental, Energetic, and Economic Comparisons of Organic and Conventional Farming Systems. *BioScience*, 55(7), 573–582. [https://doi.org/10.1641/0006-3568\(2005\)055\[0573:eeaeco\]2.0.co;2](https://doi.org/10.1641/0006-3568(2005)055[0573:eeaeco]2.0.co;2)
- Polat, M., & Sayan, Y.** (2004). Development of organic animal production in Turkey. *3rd SAFO workshop, Falenty, Poland*
- Poudel, D. D., Horwath, W. R., Lanini, W. T., Temple, S. R., & Van Bruggen, A. H. C.** (2002). Comparison of soil N availability and leaching potential, crop yields and weeds in organic, low-input and conventional farming systems in northern California. *Agriculture, Ecosystems and Environment*, 90(2), 125–137. [https://doi.org/10.1016/S0167-8809\(01\)00196-7](https://doi.org/10.1016/S0167-8809(01)00196-7)
- Prakash, G., Singh, P. K., & Yadav, R.** (2018). Application of consumer style inventory (CSI) to predict young Indian consumer's intention to purchase organic

food products. *Food Quality and Preference*, 68, 90–97. <https://doi.org/10.1016/j.foodqual.2018.01.015>

- Puska, P., Kurki, S., Lähdesmäki, M., Siltaoja, M., & Luomala, H.** (2018). Sweet taste of prosocial status signaling: When eating organic foods makes you happy and hopeful. *Appetite*, 121, 348–359. <https://doi.org/10.1016/j.appet.2017.11.102>
- Qasim, H., Yan, L., Guo, R., Saeed, A., & Ashraf, B.** (2019). The Defining Role of Environmental Self-Identity among Consumption Values and Behavioral Intention to Consume Organic Food. *International Journal of Environmental Research and Public Health*, 16(7), 1106. <https://doi.org/10.3390/ijerph16071106>
- Rahnama, H.** (2017). Effect of Consumption Values on Women's Choice Behavior Toward Organic Foods: The Case of Organic Yogurt in Iran. *Journal of Food Products Marketing*, 23(2), 144–166. <https://doi.org/10.1080/10454446.2017.1244790>
- Ramayah, T., Rahman, S. A., & Ling, N. C.** (2018). How do consumption values influence online purchase intention among school leavers in Malaysia? *Revista Brasileira de Gestao de Negocios*, 20(4), 638–654. <https://doi.org/10.7819/rbgn.v0i0.3139>
- Ramkissoon, H., Nunkoo, R., & Gursoy, D.** (2009). How consumption values affect destination image formation. *Advances in Culture, Tourism and Hospitality Research*, 3, 143–168. [https://doi.org/10.1108/S1871-3173\(2009\)0000003008](https://doi.org/10.1108/S1871-3173(2009)0000003008)
- Reganold, J. P., Jackson-Smith, D., Batie, S. S., Harwood, R. R., Kornegay, J. L., Bucks, D., ... Willis, P.** (2011). Transforming U.S. Agriculture. *Science*, 323(5911), 240–244. <https://doi.org/10.1126/science.1164363>
- Rehber, E., & Turhan, S.** (2002). Prospects and challenges for developing countries in trade and production of organic food and fibers: The case of Turkey. *British Food Journal*, 104, 371–390. <https://doi.org/10.1108/00070700210435380>
- Reisch, L., Eberle, U., & Lorek, S.** (2013). Sustainable food consumption: An overview of contemporary issues and policies. *Sustainability: Science, Practice, and Policy*, 9(2), 7–25. <https://doi.org/10.1080/15487733.2013.11908111>
- Republic Of Turkey Ministry Of Agriculture And Forestry.** (n.d.). Retrieved April 25, 2020, from <https://www.tarimorman.gov.tr/Sayfalar/EN/AnaSayfa.aspx>
- Reuben, S. H.** (2010). *Reducing Environmental Cancer Risk: What We Can Do Now*, National Institute of Health
- Rexiti, N.** (2017). The impact of personal consumption values and food-related lifestyle on organic food purchase behavior in Turkey. [Master Thesis, Marmara University]
- Rezvani, S., Javadian Dehkordi, G., Sabbir Rahman, M., Fouladivanda, F., Habibi, M., & Eghtebasi, S.** (2012). A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention. *Asian Social Science*, 8(12). <https://doi.org/10.5539/ass.v8n12p205>
- Richins, M. L.** (1997). Measuring Emotions in the Consumption Experience. *Journal of Consumer Research*, 24(2), 127–146. <https://doi.org/10.1086/209499>

- Richins, M. L., & Bloch, P. H.** (1986). After the New Wears off: The Temporal Context of Product Involvement. *Journal of Consumer Research*, 13(2), 280. <https://doi.org/10.1086/209067>
- Rigby, D., & Cáceres, D.** (2001). Organic farming and the sustainability of agricultural systems. *Agricultural Systems*, 68(1), 21–40. [https://doi.org/10.1016/S0308-521X\(00\)00060-3](https://doi.org/10.1016/S0308-521X(00)00060-3)
- Rothschild, M. L.** (1984). Perspectives on Involvement: Current Problems and Future Directions. *ACR North American Advances, NA-11*, 216–217. Retrieved from <https://www.acrwebsite.org/volumes/6245/volumes/v11/NA-11>
- Rozin, P., Fischler, C., Sarubin, A., Wrzesniewski, A., & Rozin, P.** (1999). Attitudes to Food and the Role of Food in Life in the U.S.A., Japan, Flemish Belgium and France: Possible Implications for the Diet-Health Debate. In *Appetite* (Vol. 33). Retrieved from <http://www.idealibrary.comon>
- Ryan, J., & Casidy, R.** (2018). The role of brand reputation in organic food consumption: A behavioral reasoning perspective. *Journal of Retailing and Consumer Services*, 41, 239–247. <https://doi.org/10.1016/j.jretconser.2018.01.002>
- Saad, S., Shah, H., Aziz, J., Raza Jaffari, A., Waris, S., Ejaz, W., ... Sherazi, S. K.** (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105–110.
- Santos, V. R. dos.** (2015). Consumer Behaviour in Wine Tourism: Involvement, Destination Emotions and Place Attachment in the Wine Tourist Behaviour during the Porto Wine Cellars Visits Context. [PHD Thesis, Fernando Pessoa University]. Retrieved from <https://search.proquest.com/pqdtglobal/docview/2371121147/abstract/17C93439F1594086PQ/1?accountid=163008>
- Sekaran, U. & Bougie, R.** (2016). "Research Methods for Business: a skill building approach". 7th ed. United Kingdom: John Wiley & Sons Ltd
- Scalco, A., Noventa, S., Sartori, R., & Ceschi, A.** (2017). Predicting organic food consumption: A meta-analytic structural equation model based on the theory of planned behavior. *Appetite*, Vol. 112, pp. 235–248. <https://doi.org/10.1016/j.appet.2017.02.007>
- Schifferstein, H. N. J., & Oude Ophuis, P. A. M.** (1998). Health-related determinants of organic food consumption in the Netherlands. *Food Quality and Preference*. [https://doi.org/10.1016/S0950-3293\(97\)00044-X](https://doi.org/10.1016/S0950-3293(97)00044-X)
- Schleenbecker, R., & Hamm, U.** (2013). Consumers' perception of organic product characteristics. A review. *Appetite*, 71, 420–429. <https://doi.org/10.1016/j.appet.2013.08.020>
- Schreiber, J. B., Nora, A., Stage, F. K., Barlow, E. A., & King, J.** (2006). Reporting Structural Equation Modeling and Confirmatory Factor Analysis Results: A Review. *The Journal of Educational Research*, 99(6), 323–338. <https://doi.org/10.3200/JOER.99.6.323-338>
- Schwartz, S. H.** (1992). Universals in the content and structure of values: Theoretical

advances and empirical tests in 20 countries. *Advances in Experimental Social Psychology*, 25(C), 1–65. [https://doi.org/10.1016/S0065-2601\(08\)60281-6](https://doi.org/10.1016/S0065-2601(08)60281-6)

- Seconda, L., Baudry, J., Allès, B., Hamza, O., Boizot-Szantai, C., Soler, L.-G., ... Kesse-Guyot, E.** (2017). Assessment of the Sustainability of the Mediterranean Diet Combined with Organic Food Consumption: An Individual Behaviour Approach. *Nutrients*, 9(1), 61. <https://doi.org/10.3390/nu9010061>
- Selin Yilmaz, B., & Ilter, B.** (2017). Motives Underlying Organic Food Consumption in Turkey: Impact of Health, Environment, and Consumer Values on Purchase Intentions. *Economics World*, 5(4), 333–345. <https://doi.org/10.17265/2328-7144/2017.04.006>
- Sheth, J. N., Newman, B. I., & Gross, B. L.** (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Shin, Y. H., Im, J., Jung, S. E., & Severt, K.** (2018). Motivations behind Consumers' Organic Menu Choices: The Role of Environmental Concern, Social Value, and Health Consciousness. *Journal of Quality Assurance in Hospitality & Tourism*, 20(1), 107–122. <https://doi.org/10.1080/1528008X.2018.1483288>
- Slama, M. E., & Tashchian, A.** (1985). Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement. *Journal of Marketing*, 49(1), 72–82. <https://doi.org/10.1177/002224298504900107>
- Smith, S.M. & Albaum, G.S.** (2005). *Fundamentals of Marketing Research*. s.l.: Sage. (pages 360-364)
- Spears, N., & Singh, S. N.** (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Strassner, C., Cavoski, I., Di Cagno, R., Kahl, J., Kesse-Guyot, E., Lairon, D., ... Stolze, M.** (2015). How the Organic Food System Supports Sustainable Diets and Translates These into Practice. *Frontiers in Nutrition*, 2, 19. <https://doi.org/10.3389/fnut.2015.00019>
- Strong, C.** (1996). Features contributing to the growth of ethical consumerism - a preliminary investigation. *Marketing Intelligence & Planning*, 14(5), 5–13. <https://doi.org/10.1108/02634509610127518>
- Suki, N.** (2016). Consumer environmental concern and green product purchase in Malaysia: structural effects of consumption values. *Journal of Cleaner Production*, 132, 204–214. <https://doi.org/10.1016/j.jclepro.2015.09.087>
- Sweeney, J. C., & Soutar, G. N.** (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tarkiainen, A., & Sundqvist, S.** (2009). Product involvement in organic food consumption: Does ideology meet practice? *Psychology & Marketing*, 26(9), 844–863. <https://doi.org/10.1002/mar.20302>
- Teng, C. C., & Lu, C. H.** (2016). Organic food consumption in Taiwan: Motives, involvement, and purchase intention under the moderating role of uncertainty.

- Appetite*, 105, 95–105. <https://doi.org/10.1016/j.appet.2016.05.006>
- Teng, C. I.** (2018). Look to the future: Enhancing online gamer loyalty from the perspective of the theory of consumption values. *Decision Support Systems*, 114, 49–60. <https://doi.org/10.1016/j.dss.2018.08.007>
- Teng, C., & Wang, Y.** (2015). Decisional factors driving organic food consumption: Generation of consumer purchase intentions. *British Food Journal*, 117(3), 1066–1081. <https://doi.org/10.1108/BFJ-12-2013-0361>
- Thøgersen, J., Jørgensen, A.-K., & Sandager, S.** (2012). Consumer Decision Making Regarding a “Green” Everyday Product. *Psychology and Marketing*, 29(4), 187–197. <https://doi.org/10.1002/mar.20514>
- Tsay, Y. Y.** (2009). The impacts of economic crisis on green consumption in Taiwan. *PICMET: Portland International Center for Management of Engineering and Technology, Proceedings*, 2367–2374. <https://doi.org/10.1109/PICMET.2009.5261827>
- Turel, O., Serenko, A., & Bontis, N.** (2010). User acceptance of hedonic digital artifacts: A theory of consumption values perspective. *Information and Management*, 47(1), 53–59. <https://doi.org/10.1016/j.im.2009.10.002>
- Underwood, T., McCullum-Gomez, C., Harmon, A., & Roberts, S.** (2011). Organic Agriculture Supports Biodiversity and Sustainable Food Production. *Journal of Hunger & Environmental Nutrition*, 6(4), 398–423. <https://doi.org/10.1080/19320248.2011.627301>
- United States Department of Agriculture.** Organic Production/Organic Food: Information Access Tools | Alternative Farming Systems Information Center| NAL | USDA. Retrieved October 29, 2019, from <https://www.nal.usda.gov/afsic/organic-productionorganic-food-information-access-tools>
- United States Department of Agriculture.** USDA ERS - Organic Agriculture. Retrieved November 1, 2019, from <https://www.ers.usda.gov/topics/natural-resources-environment/organic-agriculture/>
- USDA.** Organic Production & Handling Standards | Agricultural Marketing Service. Retrieved May 8, 2020, from <https://www.ams.usda.gov/publications/content/organic-production-handling-standards>
- Verbeke, W., & Vackier, I.** (2004). Profile and effects of consumer involvement in fresh meat. *Meat Science*, 67(1), 159–168. <https://doi.org/10.1016/j.meatsci.2003.09.017>
- Vermeir, I., & Verbeke, W.** (2006). Sustainable food consumption: Exploring the consumer “attitude - Behavioral intention” gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169–194. <https://doi.org/10.1007/s10806-005-5485-3>
- VERMEIR, I., & WIM, V.** (2006). SUSTAINABLE FOOD CONSUMPTION: EXPLORING THE CONSUMER “ATTITUDE-BEHAVIORAL INTENTION” GAP. *Journal of Agricultural and Environmental Ethics*, 19,

169–194. <https://doi.org/10.1007/s10806-005-5485-3>

- Vittersø, G., & Tangeland, T.** (2015). The role of consumers in transitions towards sustainable food consumption. the case of organic food in Norway. *Journal of Cleaner Production*, 92, 91–99. <https://doi.org/10.1016/j.jclepro.2014.12.055>
- Wallace, P.** (2004). DOES NEW ZEALAND LAW PROTECT ORGANIC PRODUCTION?.[Master Thesis, University of Waikato], Retrieved from The University of Waikato website: <http://waikato.researchgateway.ac.nz/>
- Wang, C. L., Li, D., Barnes, B. R., & Ahn, J.** (2012). Country image, product image and consumer purchase intention: Evidence from an emerging economy. *International Business Review*, 21(6), 1041–1051. <https://doi.org/10.1016/j.ibusrev.2011.11.010>
- Wang, X., & Yang, Z.** (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International Marketing Review*, 25(4), 458–474. <https://doi.org/10.1108/02651330810887495>
- Wei, Y. H.** (2018). Universiti Putra Malaysia Consumption Values, Attitudes Towards Technology And Moderating Effects Of Cultural Perspective On Mobile Phone Replacement Behaviour Among Y Generation.[PHD Thesis, Universiti Putra Malaysia].
- Wenben Lai, A.** (1991). Consumption Situation and Product Knowledge in the Adoption of a New Product. *European Journal of Marketing*, 25(10), 55–67. <https://doi.org/10.1108/03090569110000718>
- Westaby, J. D.** (2005). Behavioral reasoning theory: Identifying new linkages underlying intentions and behavior. *Organizational Behavior and Human Decision Processes*, 98(2), 97–120. <https://doi.org/10.1016/j.obhdp.2005.07.003>
- Willer, Hegla, & Lernoud, J.** (2019). The World of Organic Agriculture. In Hegla Willer & J. Lernoud (Eds.), *The World of Organic Agriculture* (20th ed.). <https://doi.org/10.4324/9781849775991>
- Willer, Helga, Schlatter, B., Trávníček, J., Kemper, L., & Lernoud, J.** (2020). *The World Organic Agriculture Statistics and Emerging Trends 2020* (2020 editi; Helga Willer, B. Schlatter, J. Travnicek, L. Kemper, & J. Lernoud, Eds.) (21st ed.). Retrieved from <https://shop.fibl.org/CHde/mwdownloads/download/link/id/1294/?ref=1>
- Wojciechowska-Solis, J., & Soroka, A.** (2017). Motives and barriers of organic food demand among Polish consumers: A profile of the purchasers. *British Food Journal*, 119(9), 2040–2048. <https://doi.org/10.1108/BFJ-09-2016-0439>
- Xu, Y., Summers, T. A., & Belleau, B. D.** (2004). Who buys American alligator? Predicting purchase intention of a controversial product. *Journal of Business Research*, 57(10), 1189–1198. [https://doi.org/10.1016/S0148-2963\(02\)00327-2](https://doi.org/10.1016/S0148-2963(02)00327-2)
- Yang, Z.-Y., & He, L.-Y.** (2011). Goal, customer experience and purchase intention in a retail context in China: An empirical study. *African Journal of Business Management*, 5(16), 6738–6746. <https://doi.org/10.5897/AJBM10.1287>
- Yazdanpanah, M., & Forouzani, M.** (2015). Application of the Theory of Planned

- Behaviour to predict Iranian students' intention to purchase organic food. *Journal of Cleaner Production*, 107, 342–352. <https://doi.org/10.1016/j.jclepro.2015.02.071>
- Yeo, B. L., Mohamed, R. H. N., & Muda, M. (2016).** A Study of Malaysian Customers Purchase Motivation of Halal Cosmetics Retail Products: Examining Theory of Consumption Value and Customer Satisfaction. *Procedia Economics and Finance*, 37, 176–182. [https://doi.org/10.1016/s2212-5671\(16\)30110-1](https://doi.org/10.1016/s2212-5671(16)30110-1)
- Yin, S., Wu, L., Du, L., & Chen, M. (2010).** Consumers' purchase intention of organic food in China. *Journal of the Science of Food and Agriculture*, 90(8), 1361–1367. <https://doi.org/10.1002/jsfa.3936>
- Yiridoe, E. K., Bonti-Ankomah, S., & Martin, R. C. (2005).** Comparison of consumer perceptions and preference toward organic versus conventionally produced foods: A review and update of the literature. *Renewable Agriculture and Food Systems*, 20(4), 193–205. <https://doi.org/10.1079/raf2005113>
- Yoo, J.-J., Divita, L., & Kim, H.-Y. (2013).** Environmental awareness on bamboo product purchase intentions: do consumption values impact green consumption? *International Journal of Fashion Design, Technology and Education*, 6(1), 27–34. <https://doi.org/10.1080/17543266.2012.758318>
- Zagata, L. (2012).** Consumers' beliefs and behavioural intentions towards organic food. Evidence from the Czech Republic. *Appetite*, 59(1), 81–89. <https://doi.org/10.1016/j.appet.2012.03.023>
- Zaichkowsky, Judith L. (1986).** Conceptualizing involvement. *Journal of Advertising*, 15(2), 4–34. <https://doi.org/10.1080/00913367.1986.10672999>
- Zaichkowsky, Judith Lynne. (1985).** Measuring the Involvement Construct. *Journal of Consumer Research*, 12(3), 341. <https://doi.org/10.1086/208520>
- Zaichkowsky, Judith Lynne. (1994).** Research notes: The personal involvement inventory: Reduction, revision, and application to advertising. *Journal of Advertising*, 23(4), 59–70. <https://doi.org/10.1080/00913367.1943.10673459>
- Zakowska-Biemans, S. (2011).** Polish consumer food choices and beliefs about organic food. *British Food Journal*, 113(1), 122–137. <https://doi.org/10.1108/00070701111097385>

APPENDICES

Appendix A: Survey Questionnaire (English Version)

Appendix B: Survey Questionnaire (Turkish Version)

Appendix C: Ethics Committee Approval Form

Appendix A: Survey Questionnaire (English Version)

Demographics:

1- Gender:

- Male
- Female

2- Age:

- Less than 25 years
- 25-34
- 35-44
- 45-54
- More than 55

3- Marital Status:

- Single
- Married

4- Level of education:

- Primary School
- High School
- Bachelor's degree
- Master's Degree
- PHD Degree

5- Income per month:

- 2020 TL and below
- 2021-3500 TL
- 3501- 5000 TL
- 5001-7000 TL
- 7001 TL and above

Questions:

- Do you know what organic food is?
 - Yes

- No
- Organic food is the food that is processed without including any synthetic fertilizers, growth hormones or pesticides. Have you ever purchased organic food?
- Yes
- No

Answer the following questions from 1 to 5, 1= Strongly Disagree, 2= Disagree, 3= Neither Disagree nor Agree, 4= Agree, 5= Strongly Agree

	1=	2=	3=	4=	5=
	Strongly	Disagree	Neither	Agree	Strongly
	Disagree		Disagree		Agree
			nor		
			Agree		

Functional Value Quality:

- The organic food has consistent quality
- The organic food is well made
- The organic food product has an acceptable standard of quality
- The organic food product would perform consistently

Functional Value Price:

- The organic food product is reasonably priced.
- The organic food product offers value for money.
- The organic food product is a good product for the price.
- The organic food product would be economical.

Continued questionnaire questions.

Social value:

- Buying the organic food product would help me to feel acceptable.
- Buying the organic food product would improve the way that I am perceived.
- Buying the organic food product would make a good impression on other people.
- Buying the organic food product would give its owner social approval

Emotional Value:

- Buying the organic food products make me feel a better/responsible person.
- Buying the organic food products makes me feel good about myself.
- Buying the organic food products makes me feel that I am doing good for organic farming/environment/small farmers.
- Buying the organic food products makes me feel more conscious person.
- Buying the organic food products makes me feel that I am doing the right thing.

Involvement:

- Organic foods are very important to me.
- Organic foods are continually of interest to me.
- Organic issues have a great concern with me.
- I'm highly involved in searching and reading information about organic food.

Purchase Intention:

- I expect myself to consume organic food.
 - I would buy organic food.
 - I plan to consume organic food
 - I intend to purchase organic food product within the near future.
-

Appendix B: Survey Questionnaire (Turkish Version)

Demografik Sorular:

1- Cinsiyet:

- Erkek
- Kadın

2- Yas:

- 25 yaş ve altı
- 25-34
- 35-44
- 45-54
- 55 yaş ve üstü

3- Medeni durumu:

- Bekar
- Evli

4- Eğitim durumu:

- İlkokul
- Lise
- Üniversite
- Yüksek Lisans
- Doktora

5- Aylık gelir durumu:

- 2020 TL ve altı
- 2021-3500 TL
- 3501- 5000 TL
- 5001-7000 TL
- 7001 TL ve üstü

Sorular:

Organik gıdanın ne olduğunu biliyor musunuz?

- Evet
- Hayır

Organik gıdalar, doğal ürün kuşatması altındaki gübre, ot öldürücü, zirai ilaçlar, antibiyotikler ve genetiği değiştirilmiş organizamalar (GDO) içermeyen, kimsayal katkısız ürünlerdir. Hiç organik gıda satınaldınız mı?

- Evet

- Hayır

Aşağıdaki Soruları Yanıtlayın: 1=Kesinlikle Katılmıyorum, 2= Katılmıyorum, 3= Ne Katılmıyorum Ne Katılıyorum, 4=Katılıyorum, 5= Kesinlikle Katılıyorum

1=Kesinlikle Katılmıyorum	2= Katılmıyorum	3= Ne Katılmıyorum Ne Katılıyorum	4= Katılıyorum	5= Kesinlikle Katılıyorum
---------------------------	-----------------	-----------------------------------	----------------	---------------------------

Fonksiyonel Değer- Kalite

- Organik gıdalar uygun kaliteye sahiptir.
- Organik ürünler kalitelidir.
- Organik gıdaların kabul edilir kalite standartları söz konusudur.
- Organik gıdaların ürün performansı yüksektir.

Fonksiyonel Değer-Fiyat

- Organik gıdalar makul fiyatlandırılmıştır.
- Organik gıdalar kendileri için ödenen fiyatın hakkını verir.
- Organik gıdalar ödenen fiyata göre iyi ürünlerdir.
- Organik gıdalar ekonomiktir.

Sosyal Değer

- Organik gıda satınalmak kendimi kabul görür hissetmeme yardımcı olur.
- Organik gıda satınalmak diğerleri tarafından daha olumlu algılanmama yol açar.
- Organik gıda satınalmak diğer insanlar üzerinde iyi bir etki yaratmamı sağlar.
- Organik gıda satınalmak tüketicisine sosyal kabuledilebilirlik sağlar.

Devam eden anket soruları.

Duygusal Değer

- Organik gıda satınalmak daha iyi / sorumlu bir kiři olarak hissettemi saęlar.
- Organik gıda satınalmak kendimi daha iyi hissetmemi saęlar.
- Organik gıda satınalmak organik tarım/çevre/çiftçiler için iyi bir şey yaptığımı hissettirir.
- Organik gıda satınalmak kendimi daha duyarlı bir insan olarak hissettirir.
- Organik gıda satınalmak doğru bir şey yaptığımı hissettirir.

İlginlik Düzeyi

- Organik gıdalar benim için önemlidir.
- Organik gıdalarla sıklıkla ilgilenirim.
- Organik konulara fazlaca ilgim var.
- Organik gıdalar hakkında araştırma ve okuma yapmaya fazlaca ilgim var.

Satınalma Niyeti

- **Organik gıda tüketme eğilimim var.**
 - **Organik gıda satınalıırım.**
 - **Organik gıda satınalmayı planlarıım.**
 - **Yakın zamanda organik gıda satınalmayı düşünüyorum.**
-

Appendix C: Ethics Committee Approval Form

Evrak Tarih ve Sayısı: 15/04/2020-1487



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : 88083623-020
Konu : Etik Onay Hk.

Sayın Lojain AL WASETI

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 27.03.2020 tarihli ve 2020/03 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

e-imzalıdır
Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Evrakı Doğrulamak İçin : <https://evrakdogrula.aydin.edu.tr/en/Vision/Dogrula/BelgeDogrulama.aspx?V=BEKR3ZH98>

Adres:Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Küçükçekmece / İSTANBUL
Telefon:444 1 428
Elektronik Ağ:<http://www.aydin.edu.tr/>

Bilgi için: Tuğba SUNNETCI
Unvanı: Enstitü Sekreteri



RESUME

Lojain Al Waseti, born April 22, 1995, in Damascus, Syria.

Education

- 2018 - 2020 **Istanbul Aydin University / Turkey - Istanbul**
Master's degree in Business Administration
- 2014 – 2017 **Beirut Arab University / Lebanon– Beirut**
Bachelor's degree of Nutrition and Dietetics

Professional Experience

- 2017 – Present **My own business**
Online Consultations in Nutrition and Dietetics
- 2019 – 2020 **AG Investments**
Property Management Supervisor
- Aug 2017- May 2018 **Al Makassed General Hospital/ Lebanon-Beirut**
Dietetic Intern
- Jan – March 2017 **Lancaster Plaza Hotel/Lebanon-Beirut**
Trainee- Food Safety Auditor
- July – Aug 2016 **Ministry of Economy and Trade/Lebanon-Beirut**
Trainee- Food Safety Auditor