

TURKISH CONSUMERS' PURCHASE INTENTIONS TOWARDS ORGANIC
FOOD: A COMPARISON BETWEEN STUDENTS AND PROFESSIONALS



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FOOD: A COMPARISON BETWEEN STUDENTS AND PROFESSIONALS

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A Comparison between Students and Professionals

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DECLARATION OF ORIGINALITY

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ABSTRACT

Turkish Consumers' Purchase Intentions Towards Organic Food: A Comparison Between Students and Professionals

This thesis investigates the purchasing intentions of Turkish consumers towards organic food, focusing on a comparative analysis between student and professional demographic segments. Utilizing the Theory of Planned Behavior (TPB) as a foundational framework, this research has been extended beyond traditional predictors of consumer behavior—attitude, subjective norms, and perceived behavioral control—by incorporating environmental concern, food safety concern, health consciousness, product knowledge, and willingness to pay as additional factors. Through an online survey (N=154), this study provides a comprehensive understanding of the driving forces behind the increasing consumer shift towards organic food. This research identifies key factors related to organic food purchase intentions and highlights significant differences between students and professionals. This differentiation allows for the development of targeted marketing strategies and policy recommendations aimed at promoting organic food consumption across diverse consumer groups. The findings contribute to the broader literature on consumer behavior towards organic food and offer practical insights for producers, marketers, and policymakers aiming to foster healthier and more sustainable consumption patterns. This study not only fills a gap in existing research by integrating extended factors within the TPB framework but also provides a novel comparative analysis between two distinct consumer segments within the Turkish context.

ÖZET

Türk Tüketicilerinin Organik Gıdaya Yönelik Satın Alma Niyetleri: Öğrenciler ile Profesyoneller Arasında Bir Karşılaştırma

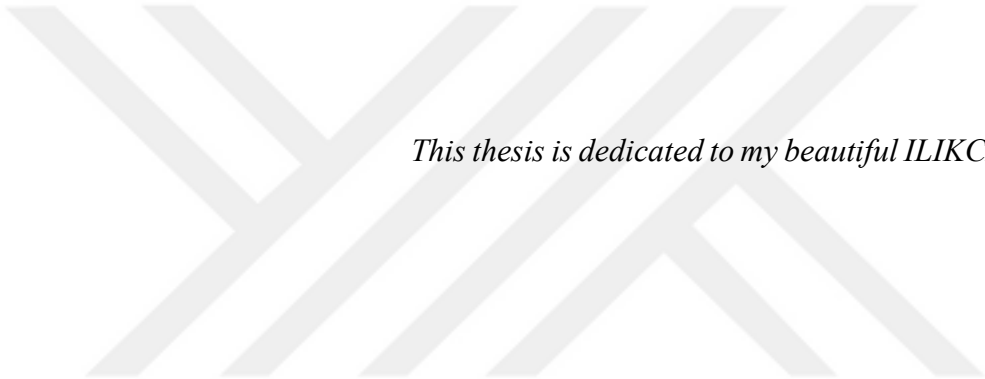
Bu çalışma, Türk tüketicilerinin organik gıdalara olan satın alma niyetlerini, öğrenci ve profesyonel demografik segmentler arasında karşılaştırmalı bir analiz yaparak araştırmaktadır. Planlanmış Davranış Teorisi'ni (TPB) temel bir çerçeve olarak kullanan bu araştırma, tüketici davranışını tahmin eden geleneksel faktörler — tutum, öznel normlar ve algılanan davranış kontrolü — dışında çevresel endişe, gıda güvenliği endişesi, sağlık bilinci, ürün bilgisi ve ödeme istekliliği gibi ek faktörleri de dâhil ederek geniş bir açıdan konuyu ele almaktadır. Çevrimiçi yapılan bir anket aracılığıyla (N=154), organik gıdaya olan artan tüketici eğiliminin ardındaki itici güçler hakkında kapsamlı bir anlayış sunulmaktadır. Bu araştırma, organik gıda satın alma niyetleri ile ilgili ana faktörleri belirlemekte ve öğrenciler ile profesyoneller arasında önemli farklılıkları vurgulamaktadır. Bu ayrım, çeşitli tüketici grupları arasında organik gıda tüketimini teşvik etmeye yönelik hedeflenmiş pazarlama stratejileri ve politika önerileri geliştirilmesine olanak tanımaktadır. Bulgular, organik gıdaya yönelik tüketici davranışları ile ilgili geniş literatüre katkıda bulunmakta ve üreticilere, pazarlamacılara ve politika yapıcılara daha sağlıklı ve sürdürülebilir tüketim modellerini teşvik etmek için pratik içgörüler sunmaktadır. Bu çalışma, TPB çerçevesi içinde genişletilmiş faktörleri entegre ederek mevcut araştırmalardaki bir boşluğu doldurmanın yanı sıra, Türkiye bağlamında iki farklı tüketici segmenti arasında yeni bir karşılaştırmalı analiz sağlamaktadır.

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ABBREVIATIONS

TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior
ATT	Attitude
SN	Subjective Norm
PBC	Perceived Behavioral Control
EC	Environmental Concern
FSC	Food Safety Concern
HC	Health Consciousness
PK	Product Knowledge
WTP	Willingness to Pay
PI	Purchase Intention

CHAPTER 1

INTRODUCTION

In recent years, the increasing global focus on environmental protection and food safety incidents has notably increased consumer awareness about health, leading to a substantial interest in organic food. Nowadays, the organic food market is rapidly expanding, and consumer behavior in this market has become a popular area for many scholars to conduct research (Hsu, Chang, & Lin, 2016). The statistics also support the fact that the organic food sector has grown dramatically in recent years. The projected growth rate is 14 %, with an increase from \$244.82 billion in 2023 to \$279.19 billion in 2024. In the upcoming years, it is anticipated that the market for organic food will expand rapidly. At a 15.1% compound annual growth rate, it will reach \$489.75 billion in 2028 (Research and Market, 2024).

Rana and Paul (2017) stated that a preference for organic food resulted from a substantial change in education and people's perspectives regarding life in the late 20th century. In the past, many farmers avoided using artificial chemicals and were ignorant of contemporary methods of producing food. They exclusively produced pesticide-free food for themselves. Despite the established advantages of organic food, farmers started implementing more intensive and efficient food production techniques later, from the 1940s to the 1960s. The need for increased food production, driven by an expanding global population and terrible famines, led to this transformation. Farmers switched to these production techniques because of industrialization and improvements in agricultural chemicals. Thus, this led to less focus on organic farming, causing consumers to choose conventionally grown food

due to its greater availability and lower prices (Mutlu, 2007). However, this brought up several concerns regarding environmental and safety issues.

Previous studies have shown that the growing demand for eco-friendly or green products is often a result of pollution and environmental issues, which are linked to economic growth (Narula & Desore, 2016). Without a doubt, the widespread use of chemicals degraded the environment and led to nutritionally poor food due to hazardous agricultural practices. This contributed to a surge in lifestyle diseases like diabetes and heart disorders, highlighting the vital need for food quality and safety awareness (Menrad, 2003). Therefore, nowadays, according to Norman et al. (as cited in Rana and Paul, 2017), many consumers adhere to the idea that "You are what you eat," which has led to a significant increase in the demand for organic food. Customers and farmers alike are thinking about switching to more sustainably farmed and organic products. Consequently, organic food is becoming more and more popular in emerging nations like China and India, as well as in industrialized nations like Europe and North America (Paul, Modi, & Patel, 2016).

In literature, many terms are used to define organic foods. Terms such as "natural", "pure", "fresh", and "local" are used to refer to organic food. As noted by Rana and Paul (2017), eating organic food means avoiding artificial agents such as genetically modified organisms, artificial fertilizers, and pesticides. Because organic food is produced without the use of artificial chemicals, it is therefore regarded as healthful (Suprpto & Wijaya, 2012). Previous studies in literature highlighted that consumers are drawn to organic food due to its reputation for being safe, nutritious, and eco-friendly (Tran, 2017; Janssen, 2018; Dangi, Narula, & Gupta, 2020). Thus, it can be concluded that the popularity of organic foods has increased due to growing

awareness of environmental issues and personal health concerns, considering the attributes of organic foods (Tandon, Jabeen, Talwar, Sakashita, & Dhir, 2021).

1.1 Gap analyses

1.1.1 Psychological determinants

Despite the increase in the sale trend of organic foods, some argue that more research is needed, particularly in understanding the driving forces behind the market in developing regions and new economic markets (Le-Anh & Nguyen-To, 2020; Tandon et al., 2021). It has also been suggested that there is a lack of consistency in research about how people view organic foods and the factors that influence their purchasing decisions (Feil, Cyrne, Sindelar, Barden, & Dalmoro, 2020). Although the Theory of Planned Behavior has been widely used to understand consumer behavior towards organic food, there is a need for more research on the psychological determinants of organic food purchase intentions, such as mindfulness and environmental concern (Park-Poaps, 2015). Exploring these factors could provide deeper insights into the motivations behind organic food consumption.

1.1.2 Geographical focus

The majority of research on organic food consumption has focused on developed nations while developing nations have received less attention. This gap matters because the factors influencing organic food consumption in developing countries, such as cultural, economic, and social elements, can be quite different (Asif, Xuhui, Nasiri, & Ayyub, 2018; Willer & Lernoud, 2019).

The global organic food market has experienced steady growth, with sales surpassing USD 90 billion over the past two decades (Sultan, Tarafder, Pearson, &

Henryks, 2020). The existing literature indicates that most previous research on organic food has focused on developed economies such as the United States and Western Europe (Bullock, Johnson, & Southwell, 2017). However, in emerging economies, the organic food market is growing at a relatively slow pace, and the industry is still in its early stages of development (Nguyen, Phan, Nguyen, Dang, & Nguyen, 2019; Yadav & Pathak, 2016).

1.1.3 Socio-demographic variables

While some studies have examined the influence of socio-demographic variables on organic food consumption, there is still a lack of comprehensive understanding of how factors such as age, gender, income, and education level affect consumers' attitudes and behaviors towards organic food (Molinillo, Vidal-Branco, & Japutra, 2020). Further research in this area could help segment the market more effectively and develop targeted strategies to promote organic food.

1.1.4 Low purchase interest

In addition, although there is a high demand for organic food, this interest frequently does not lead to actual buying (Sultan, Tarafder, Pearson, & Henryks, 2020). Due to this reason, this topic presents a fascinating research prospect due to the rising awareness of organic food and its notably low purchase rates in comparison (Dangi, Gupta, & Narula, 2020).

Therefore, in the context of the Turkish market, the organic food industry in Turkey, as a developing country, is at a critical juncture and has the potential for significant growth. As an emerging economy, the Turkish market is selected for this study as it is distinctive due to its rich agricultural heritage and the increasing

consumer focus on health and sustainability. However, a comprehensive understanding of the factors related to Turkish consumers' purchase intentions towards organic food, particularly among different demographic segments such as students and professionals, remains a gap in the literature.

1.2 Objective of the study

To fill the gap in the literature mentioned in the previous section, this thesis aims to explore Turkish consumers' purchase intentions towards organic food by conducting a comparative analysis between students and professionals. Utilizing the Theory of Planned Behavior (TPB) as a foundational framework, this research seeks to extend beyond traditional predictors of consumer behavior by incorporating additional factors such as environmental concern, food safety concern, health consciousness, product knowledge, and willingness to pay. By leveraging online survey methodologies to gather data from a diverse respondent pool, the study aims to uncover the multifaceted motivations behind organic food purchase intentions. In line with the aim of the study, the research is guided by the following questions:

1. What are the key factors related to Turkish consumers' purchase intentions towards organic food?
2. How do these factors vary between students and professionals?
3. Can targeted marketing strategies be developed based on these variations?

This research significantly contributes to the literature on consumer behavior towards organic food by providing a comprehensive understanding of the factors related to purchase intentions in the Turkish context. Firstly, although there are

studies in the current literature that extend the Theory of Planned Behavior (TPB) to understand the motivational factors behind consumers' intentions to purchase organic food, there is a lack of comprehensive testing for the key factors mentioned in the literature that affect consumers' preferences for organic food. However, this study incorporates and tests additional five factors that have been highly discussed in the literature. Secondly, this study offers valuable insights for producers, marketers, and policymakers aiming to promote organic food consumption among diverse segments, such as students and professionals, fostering healthier and more sustainable consumption patterns. All these insights are expected to contribute significantly to the broader literature on consumer behavior towards organic food.

CHAPTER 2

LITERATURE REVIEW

2.1 Sustainable consumption and organic food

2.1.1 Shift towards sustainable consumption

The emphasis on sustainable consumption has grown in recent years, highlighting its crucial role in ensuring a viable future for future generations. Previous studies in the literature highlighted that sustainable consumption involves not only using goods and services in environmentally friendly ways but also committing to social and economic sustainability on a broader scale. Quoquab, Mohammad, and Sukari (2019) emphasized the importance of sustainable consumption practices in ensuring that the needs of the present do not compromise the ability of future generations to meet their own needs. The degradation of the environment, primarily driven by industrialization and economic expansion, has precipitated ecological crises and health hazards. This degradation includes climate change, air pollution, natural resource depletion, and ozone layer depletion, and its adverse effects are significant and widespread (Khan & Mohsin, 2017). This movement towards sustainability is deeply intertwined with broader socio-economic shifts, global events, and evolving consumer attitudes.

For instance, the COVID-19 pandemic has heightened consumer awareness about the crucial role of food in maintaining health and resilience during crises (WHO, 2022). This has brought to the forefront the vulnerability of global supply chains and the importance of sustainable and local food systems in promoting health and environmental stewardship. Today, consumers have become increasingly aware of the impacts of their consumption choices, prompting a reconsideration of personal and collective consumption habits in favor of sustainability. The growing

environmental consciousness and the associated demand for healthy and sustainable nutrition are reshaping the food industry. Producers are increasingly pressured to adopt sustainable practices in response to the expectations of conscious consumers. A study conducted by Forbes (2021) revealed significant consumer concern for environmental issues, with plastic pollution, biodiversity loss, and climate change being the top concerns, indicating a profound change in consumer behavior towards environmental and health sustainability.

2.1.2 Organic food as a sustainable choice

Due to the serious environmental imbalances, consumers are now much more conscious of the effects their actions have on the environment and their health (Qasim, Yan, Guo, Saeed, & Ashraf, 2019). This growing awareness has resulted in a noticeable shift in consumer behavior, particularly regarding food consumption, with organic food emerging as a key focus area of this shift. The organic food industry, although still in its early stages and relatively disorganized, is undergoing rapid growth. According to Forbes (2021), organic food sales have doubled in the past decade, reaching \$50.1 billion in 2019. Molinillo, et al. (2020) observed that the demand for organic food has surpassed that of conventional food markets, indicating a significant shift in consumer preferences toward organically produced goods. This is reflected in the increasing demand for organic food, which has seen dramatic increases in consumption over recent decades.

The inclination towards environmentally friendly behaviors, such as the consumption of organic food, has emerged as a crucial step towards ensuring environmental sustainability. Organic products, defined by their environmentally friendly production methods, are seen as integral to the sustainability movement. The

shift to organic food consumption reflects broader values of health, sustainability, and environmental responsibility. This movement is not merely a trend but a profound change in consumer behavior, reflecting an increasing awareness of the interconnectedness of diet, health, and the environment. Van Doorn and Verhoef (2015) highlight the significant impact of consuming eco-friendly products, like organic food, on enhancing environmental quality, suggesting a paradigm shift in consumer preferences towards more sustainable and health-conscious choices. Lockie, Lyons, Lawrence, and Mummery (2002) also argue that natural product consumption is essential for promoting environmentally sustainable lifestyles.

Organic foods, cultivated without synthetic pesticides, fertilizers, bioengineered genes, or ionizing radiation, are acclaimed for their numerous perceived benefits. These foods are frequently chosen for their health advantages, as they are associated with reduced exposure to harmful chemicals that can accumulate in the body and cause health problems (Mahrinasari, 2021). The superior taste and freshness of organic products, often credited with having better nutritional value, are believed to result from healthier, more mineral-rich soil (Mahrinasari, 2021; Bostan, Onofrei, Gavriluta, Toderăşcu, & Lazar, 2019). Organic farming is recognized for its environmentally friendly methods that have a minimal impact on ecosystems. These methods include needing less energy, enhancing soil health, preserving water quality, and promoting biodiversity (Bostan et al., 2019). These methods not only reduce pollution and are less harmful to wildlife but are also critical for sustainable agriculture. They contribute to mitigating climate change and reducing the ecological footprint of the agriculture sector, aligning with global efforts aimed at environmental sustainability (Bostan et al., 2019).

2.1.3 Global and regional dynamics of organic food production and consumption

The global landscape of organic food production and consumption is characterized by significant disparities and a complex supply chain. This scenario creates a global organic market where products are frequently produced in one region and consumed in another, highlighting the international nature of organic food supply chains. The continued expansion of the organic food market is indicative of a broader movement towards sustainable living, supported by increasing consumer awareness and a commitment to environmental stewardship.

Developed countries primarily drive the consumption of organic products, while a considerable volume of production is situated in developing regions, especially in South Asia (Asif et al., 2018). The rapid growth of organic food producers in Asia, with projections indicating a 37% increase over the next decade, emphasizes Asia's escalating role in the global organic market (Willer & Lernoud, 2019). The dynamics of this market are influenced by various factors, including economic incentives, cultural preferences, and regulatory frameworks that differ across regions. Challenges persist in scaling organic farming practices and ensuring that the benefits are equitably distributed along the supply chain. To address these challenges and enhance sustainability, there is a need for nuanced insights into consumer behavior, market forces, and the regulatory landscape that governs organic production and trade. Additionally, international standards for organic production and trade policies are pivotal in shaping the market, which underscores the necessity for coordinated global efforts to foster sustainable consumption and production patterns.

2.2 Theory of planned behavior (TPB)

The Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) are foundational models in social psychology for predicting human behavior, particularly in contexts requiring behavioral change, such as health and consumer purchasing decisions. TRA posits that behavioral intentions, which directly dictate the performance of behavior, are determined by two key factors: attitudes and subjective norms (Fishbein & Ajzen, 1975). Attitudes refer to the individual's positive or negative evaluations of performing the behavior, suggesting that the more favorable the attitude towards a behavior, such as purchasing organic food, the stronger the intention to engage in that behavior (Ajzen, 1991). On the other hand, subjective norms are the expectations of an influential individual or group of individuals that a specific behavior will be accepted and encouraged. Subjective norms are shaped by people's desire to align with the opinions of others and their perception of social pressure from others to engage in a particular way (Ajzen, 1991).

Extending the TRA, the TPB incorporates Perceived Behavioral Control (PBC), which accounts for factors that may facilitate or impede the execution of behavior (Ajzen, 1991). PBC reflects an individual's perceived ease or difficulty in performing a behavior influenced by past experiences and anticipated obstacles. This concept is crucial in scenarios where individuals do not have complete control over their behavior. Within TPB, the intention to perform a behavior is considered the most immediate and important predictor of that behavior. It is shaped not only by attitudes and subjective norms but also by PBC, which has the ability to directly affect behavior if the behavior is not entirely controlled by choice (Ajzen, 1991). The predictive power of the TPB is supported by substantial empirical evidence. For instance, an analysis by Armitage and Conner of 185 studies demonstrated that the

TPB accounts for 27% and 39% of the variation in intention and actual behavior, respectively (Arvola et al., 2008). Thus, TPB provides a more comprehensive framework for understanding how behavioral intentions are formed and the role of individual agency in behavioral execution. Consequently, the TPB is chosen as a driving concept in this study.

2.2.1 Consumer behavior towards organic food within the theory of planned behavior

The Theory of Planned Behavior (TPB) has been recognized as a valuable tool by researchers for explaining consumer behavior related to organic food. Past studies have highlighted the TPB's adeptness in forecasting consumer intentions and behaviors across a spectrum of industries, particularly emphasizing its application to food choice dynamics and behaviors associated with organic foods (Arvola et al. 2008). Supporting this, in the context of organic food, the TPB has been effectively used to predict consumer purchase intentions and behaviors, acknowledging the role of environmental awareness, health consciousness, and ethical concerns as significant predictors (Armitage & Conner, 2001; Yadav & Pathak, 2016).

2.2.2.1 Attitude (ATT)

The attitude element is a person's overall feelings about their actions, which are influenced by their prominent beliefs regarding the expected outcomes or characteristics of their behavior (Kaur & Kaur, 2023). Current academic literature generally suggests that attitudes are important in influencing consumer choices, especially when it comes to buying organic food. Ajzen's (1991) foundational concept posits that an individual's attitude towards a particular behavior is a

determinant of whether they perceive it positively or negatively, impacting their purchase intentions. The research substantiates that the cognitive components of a consumer's attitude, encompassing their emotional and rational responses to a product, are critical in influencing their behavioral inclinations (Chen & Tung, 2014). When consumers have a positive evaluation of a product, they are more likely to intend to purchase it.

Extensive research across diverse cultures supported the assertion that there exists a positive correlation between eco-conscious attitudes and the intention to purchase green products, including organic foods (Mostafa, 2007). Specific sectors such as wine tourism and sustainable hospitality further illustrate the trend where environmental stewardship in attitude is a significant predictor of purchase intentions (Barber, Taylor, & Deale, 2010; Han, Hsu, & Lee, 2009; Han, Hsu, Lee, & Sheu, 2011; Han & Kim, 2010; Han & Yoon, 2015). Focusing on organic food selection, numerous academic studies have consistently confirmed a positive relationship between attitude and purchase intention. Previous studies (Dean, Raats, & Shepherd, 2012; Zhou, Thøgersen, Ruan, & Huang, 2013) emphasize the prevailing role of attitude within the sphere of green consumption behavior. Following the existing literature:

Attitude toward organic food is positively related to purchase intention.

2.2.2.2 Subjective norms (SN)

Subjective norms are fundamentally about the perceived social pressure or expectations that individuals feel regarding whether to perform or avoid a certain action. This pressure stems from the individual's beliefs about how their actions are

viewed by their reference groups, including family, friends, and influential figures within their social circle (Ajzen, 1991). These beliefs are manifested as subjective norms and play a crucial role in shaping intentions, particularly in the context of purchasing organic food (Fishbein & Ajzen, 1975).

The literature indicates that subjective norms are significantly linked with the intention to buy organic food. Many studies have demonstrated that the impact of subjective norms on purchasing intention is profound, suggesting that people are influenced by their perceptions of what influential others think they should do.

Accordingly, it was found that subjective norms significantly influence the intentions to purchase organic food (Saleki, Quoquab, & Mohammad, 2020; Pacho, 2020; Sulaiman, Prommanop Eh Kan, & Gbadebo Salimon, 2020). The relationship between subjective norms and purchase intentions is seen across various demographics and cultural contexts, emphasizing the role of social influence in consumer behavior towards organic food (Smith & Paladino, 2010). Therefore:

Subjective norm is positively related to purchase intention.

2.2.2.3 Perceived behavioral control (PBC)

Perceived Behavioral Control (PBC) is a concept central to the Theory of Planned Behavior, which assesses an individual's perception of their ability to perform a given behavior. This concept focuses on the perceived ease or difficulty of engaging in the behavior, considering the range of factors that may facilitate or hinder one's actions (Ajzen, 1991). When it comes to buying organic food, an individual's belief in their ability to purchase it is influenced by their access to resources and perceived control over those resources (Conner & Armitage, 1998). Literature in this field

indicates that PBC can have a significant influence on the intention to purchase organic food. The presence of barriers such as high costs and limited availability may impede organic food purchases. Consumers who feel financially and accessibly empowered are more likely to intend to purchase organic food. The reason behind this is that they believe they have enough control over their behavior to overcome the obstacles of cost and availability (Ajzen, 1991). Moreover, it is posited that those with the ability to purchase organic food may experience more social pressure to do so, adding another layer of influence to the intention to purchase (Ajzen, 1991).

On the other hand, when consumers perceive obstacles such as excessive pricing or lack of access, their PBC is diminished, which in turn weakens their intention to purchase (Pang, Tan, & Lau, 2021). Previous studies have found a direct correlation between PBC and purchasing intentions for organic food (Aitken, Watkins, Williams, & Kean, 2020; Boobalan & Nachimuthu, 2020). According to the literature, people who have a stronger belief in their ability to control their behavior (PBC) in relation to organic food are more likely to intend to buy it. This highlights the importance of addressing both internal perceptions of control and external barriers to encourage the intention to purchase organic food. Based on previous studies:

Perceived behavioral control is positively related to purchase intention.

2.3 Extension of TPB

2.3.1 Environmental concern (EC)

Consumers have become increasingly ethically concerned about the environment, leading to a positive attitude towards green products and practices. Studies indicate

that social norms and environmental concerns foster moral obligations and create a favorable attitude among consumers towards the environment, which encourages the purchase of eco-friendly products (McEachern & McClean, 2002; Seyfang, 2006). Research has shown that consumers' attitude towards organic food is influenced by their environmental concerns, with a belief that organic food is more environmentally friendly and sustainable. Those with greater knowledge and concern for environmental issues are more likely to consume organic food (Yadav & Pathak, 2016; Kusumaningsih, Irianto, & Antriandarti, 2019). The environment is a crucial factor that drives consumers to purchase organic products. Consumers with greater environmental concern tend to avoid ecological harm and are more health-conscious, reflecting on their purchasing choices of organic foods. There is evidence that environmentally conscious consumers are more likely to buy organic products due to ethical considerations and social consciousness (Aman, Harun, & Hussein, 2012; Prentice, Chen, & Wang, 2019; Pino, Peluso, & Guido, 2012; Hwang, 2016; Molinillo et al., 2020). Hence, based on the previous studies:

Environmental concern is positively related to purchase intention.

2.3.2 Food safety concern (FSC)

Food safety concern refers to consumers' anxiety regarding the quality of food, including concerns about additives, pesticide residues, and the presence of harmful chemicals that could jeopardize health. Consumers are increasingly seeking information about food quality and safety, driven by an awareness of food-borne diseases and the impact of harmful substances on health (Ureña, Bernabeu, & Olmeda, 2008; Crutchfield & Roberts, 2000)

Research shows that consumers who are more concerned about food safety tend to seek out safe, pure, and natural food options, including organic foods. This behavior is linked to a willingness to purchase organic products due to perceived lower health risks and a positive attitude toward these products (Hay, 1989; Demeritt, 2002; Kumar & Ali, 2011; Thomas & Gunden, 2012; Van Loo, Diem, Pieniak, & Verbeke, 2013; Hsu, Chang, & Lin, 2019). Food safety concerns have been identified as a key motivator for increasing the consumption of organic food, as these products are produced without harmful pesticides and chemicals, thereby reducing the risk of food-related diseases (Bartholomew, Ntoumanis, Ryan, Bosch, & Thogersen-Ntoumani, 2011; Çabuk, Eratak, Alçicek, & Bozkurt, 2014). Accordingly:

Food safety concern is positively related to purchase intention.

2.3.3 Health consciousness (HC)

Health consciousness is intricately linked to the purchase intentions of individuals, particularly through the lens of nutritional value, as a significant determinant in choosing healthier food options. According to the research, health consciousness is defined as the degree of consumer awareness and prioritization of health, which substantially influences their dietary choices and preferences for organic foods. This concept has emerged as a critical driver for the consumption of organic food, believed to offer higher nutritional value, including greater levels of vitamin C, iron, magnesium, and phosphorus while containing fewer nitrates and pesticide residues compared to non-organic alternatives (Hill & Lynchehaun, 2002; Crinnion, 2010). This preference is supported by a broad consensus that organic foods contribute

positively to health management and are perceived as safer and more beneficial options compared to non-organic foods (Van Loo et al., 2010; Sirieix, Kledal, & Sulitang, 2011; Huber, Rembiałkowska, Średnicka, Bügel, & van de Vijver, 2011).

Furthermore, the literature indicates that health consciousness not only affects the choice of foods but also reinforces the purchase intentions toward these healthier options. Consumers' increasing awareness of the health impacts of their food choices leads them to prioritize products that align with their health and well-being goals. This behavioral trend is evidenced by the growing market demand for organic foods, driven by consumers' desires to improve or maintain their health through diet. Studies highlight that health-conscious consumers are more likely to purchase organic products because they associate these products with health preservation and disease prevention, thereby confirming the positive correlation between health consciousness and purchase intention (Kushwah, Dhir, & Sagar, 2019; Raza, Shah, & Nisar, 2019). This relationship underscores the critical role of health consciousness in guiding consumer behavior toward making healthier purchasing decisions. Consistent with this:

Health consciousness is positively related to purchase intention.

2.3.4 Product knowledge (PK)

Product knowledge, particularly in the context of organic food, plays a critical role in influencing consumer purchasing decisions. According to Philippe and Ngobo (1999), this knowledge comprises the sum of information and rules about product categories that consumers store in their memory. This repository of information guides consumers in their pro-environmental purchasing behavior, as outlined by

McEachern and Warnaby (2008) and Cho, Thyroff, Rapert, Park, & Lee (2013).

With a deeper understanding of organic products, consumers can appreciate the environmental benefits such products offer, including the conservation of resources and energy, compared to traditional products of the same quality (Lin, 2009; Wikoff, Rainbolt, & Wakeland, 2012). The literature suggests that a sufficient grasp of product knowledge, especially regarding green products, is crucial for shaping consumer attitudes toward sustainable consumption (Kang, Liu, & Kim, 2013; Sun & Wang, 2020).

Furthermore, subjective knowledge of organic food, defined as the consumer's awareness of the quality of organic food and related knowledge, has been shown to influence consumer attitudes and purchasing intentions significantly (Allen & Albala, 2007). Studies have found that increased consumer knowledge about organic foods positively impacts their perception and frequency of consumption (Aertsens, Mondelaers, Verbeke, Buysse, & Van Huylenbroeck, 2011; Pieniak, Aertsens, & Verbeke, 2010). Moreover, the depth of consumers' subjective knowledge about organic food quality is directly related to their attitudes toward these products and their willingness to purchase them, as evidenced in research comparing Taiwanese and Indonesian consumers' attitudes toward organic rice (Moslehpour, Van Kien, & Danyfisla, 2014). Consequently, the existing literature strongly supports:

Product knowledge is positively related to purchase intention.

2.3.5 Willingness to pay (WTP)

The concept of willingness to pay (WTP) is a significant factor in understanding consumer behavior towards organic food, with numerous surveys from the United States, China, Japan, and India indicating that consumers are prepared to pay higher prices for products deemed socially responsible (Makatouni, 2002; Pino et al., 2012; Canavari, Centonze, & Nigro, 2007). This willingness is often motivated by concerns over the environment and quality of life, as identified by Inglehart and Welzel (2005). Moreover, a heightened awareness of environmental issues and the desire to avoid health risks associated with conventional foods have led consumers to be more mindful of their lifestyle choices, favoring healthy and environmentally friendly food options (Hoffmann & Schlicht, 2013).

Additionally, WTP has been integrated into models like the Theory of Planned Behavior (TPB) as an essential component that reflects consumers' readiness to pay a premium for green products (Hsu, Chang, & Yansritakul, 2017). The literature reveals a consistent positive correlation between consumers' WTP and their behavioral intentions, particularly in relation to purchasing green and organic products (Moser, 2015; Yadav & Pathak, 2017; Smith & Paladino, 2010; Van Doorn & Verhoef, 2011). Despite the price being one of the most substantial factors—and barriers—influencing green product consumption, studies have found that a higher WTP often translates into a greater likelihood of purchasing such products. As a result:

Willingness to pay is positively related to purchase intention.

2.4 Demographic implication

The dynamics of organic food consumption among Turkish consumers reveal a multidimensional interplay of socio-demographic factors that merit closer examination, particularly when comparing students and professionals. Income has been a critical factor globally, with studies indicating a decline in organic food consumption among those with less disposable income (Willer, 2010; Gao, Sing Wong, A. House, & H. Spreen, 2014). The influence of income could be pivotal in Turkey as well, offering an opportunity to investigate how this variable differentially affects students, typically with limited financial resources, against professionals who may have a higher purchasing power.

The role of education and knowledge in shaping consumer behavior towards organic food is another significant aspect. Consumers who are educated tend to be more informed about nutrition and are more likely to support organic products (Krystallis, Fotopoulos, & Zotos, 2006). While higher education levels are linked to an increased likelihood of purchasing organic food (Tsakiridou, Boutsouki, Zotos, & Mattas, 2008), the gap in understanding how this plays out between students who are actively acquiring education and professionals who might apply their education differently is evident. Tsakiridou et al. (2008) also suggest that higher income and education levels have a strong positive association with food safety and environmental concerns and emphasize that most organic food consumers are higher income earners, often professionals with good educational levels.

Previous studies conducted in different regions supported the idea that females have positive attitudes and are more likely to purchase organic food than males. Such gender-related tendencies in organic food purchases, with women more inclined towards such choices (Aslihan Nasir & Karakaya, 2014; Lea & Worsley,

2005), might manifest distinctively within Turkish student and professional cohorts. However, the gender aspect is not of interest to this study.

Age and family structure, particularly the presence of children, have been highlighted as influential in determining purchase intentions towards organic food (Kim, Lee, Gon Kim, & Kim, 2013; Singh & Verma, 2017; Grubor & Djokic, 2016). This research presents an opportunity to analyze how being a student or a professional, which are stages in life often associated with different family structures, might impact organic food purchasing patterns in Turkey. Personal values and cultural backgrounds further modulate food consumption behaviors (Lea & Worsley, 2005; Zhou et al., 2013). A comparative study of students and professionals in Turkey could uncover how these factors specifically influence organic food purchase intentions across these demographic segments.

Lastly, there is a lack of comparative research among different consumer groups within the same cultural context, particularly in the Turkish market, despite numerous studies examining North American or European consumers. Therefore, this thesis could address these gaps by exploring how income levels, education and knowledge, age, and personal values shape the organic food purchasing intentions of Turkish students compared to professionals. This comparative approach could reveal nuanced motivations and barriers within these groups, contributing to a deeper understanding of the organic food market in Turkey.

CHAPTER 3

HYPOTHESES & METHODOLOGY

3.1 Hypotheses

Based on the literature and the theoretical background discussed in the previous section, the following hypotheses have been proposed:

H1: Attitude toward organic food is positively related to purchase intention for both students and professionals.

H2: Subjective Norm is positively related to organic food purchase intention for both students and professionals.

H3: Perceived Behavioral Control is positively related to organic food purchase intention for both students and professionals.

H4: Environmental Concern is positively related to organic food purchase intention for both students and professionals.

H5: Food Safety Concern is positively related to organic food purchase intention for both students and professionals.

H6: Health Consciousness is positively related to organic food purchase intention for both students and professionals.

H7: Product Knowledge is positively related to organic food purchase intention for both students and professionals.

H8: Willingness to Pay is positively related to organic food purchase intention for both students and professionals.

3.2 Research approach

This research employs a quantitative strategy due to its ability to gather substantial data quickly and effectively, yielding statistically significant findings. Quantitative studies focus on the measurement and analysis of variables to create conclusions, utilizing numerical data and statistical methods to address research questions. In addition, this technique also characterizes phenomena by quantifying data.

Quantitative research methodologies encompass surveys, correlation studies, experimental research, and causal-comparative studies (Apuke, 2017). For this study, a survey approach was chosen to collect data from Turkish participants, including both students and professionals.

Furthermore, quantitative research studies often employ either inductive reasoning or deductive reasoning. In this study, a deductive reasoning approach was adopted to frame the research questions. This was chosen because the domain of the research already had well-established theories that could serve as a foundational structure. Consequently, the research was grounded on a theoretical framework, outlining the basic premises and hypotheses derived from these pre-existing theories prior to the gathering of primary data.

The research constructed its hypotheses by drawing from the theory of planned behavior (TPB) and additional elements identified in the current body of knowledge that augments the TPB framework. The verification and examination of these hypotheses were carried out through the application of the primary data gathered. This data was then transformed into measurable variables, establishing statistical connections and associating them with theoretical concepts to assess quantifiable outcomes. Employing a deductive strategy grounded on established theories allowed the study to form a hypothesis-testing framework based on existing

scholarly knowledge, enabling the systematic examination and validation of the formulated hypotheses.

3.3 Data collection

First, a literature review was conducted to address the research questions. Databases, including ABI/INFORM Global, Business Source Premier, Emerald Journals, and Proquest Business Collection, were used to conduct a comprehensive literature search. Additionally, Google Scholar was utilized to expand this research.

To collect data, a questionnaire was created using Google Forms and utilized for primary data collection. The prepared questionnaire was then shared with the participants through online channels via e-mails and messages. This method was selected because it efficiently collects responses from numerous participants with fewer resources in terms of time and materials while providing easy access to participants.

3.4 Sampling

This study targeted the participation of undergraduate and graduate university students, as well as professionals who are full-time employed. At the beginning of this research, the goal was to have a response count of 200 or more. In line with this target, data was collected from 207 participants, which is a sample size large enough to provide statistical significance. What is more, this number aligns with the rule of having five respondents for every statement, which determines the minimum number of respondents required for a study to be valid (Pallant, 2020). For the designed survey, the targeted age range was over 18. Also, there was no gender requirement

for participation in the survey. Anyone who wanted to volunteer could have participated in this survey.

Furthermore, the questionnaire sample was collected using convenience sampling due to its ease and speed of implementation. An online English questionnaire (refer to Appendix A) was distributed using Google Forms, and participants were contacted via emails and messages. The survey was prepared in English. Before starting the survey, participants were asked about their English proficiency level to ensure reliable and accurate results. Hence, a question about English proficiency level was prepared at the beginning of the survey. Accordingly, participants had to have at least an intermediate level of English proficiency to be included in the analysis.

The data collection period was from March 29 to April 12, 2024. The research sample consisted of 207 voluntary participants who were not given any rewards for their participation. As mentioned above, participants were initially asked about their English proficiency levels. Accordingly, participants who reported a "Beginner" proficiency level in English were excluded from further questioning. Therefore, 13 participants were excluded from the sample due to this reason. Additionally, following the refining process, a further 40 respondents were eliminated, and all in all, 154 respondents (66 students, 88 professionals) were included in the study. The details of the sample characteristics are provided in Chapter 4.

3.5 Questionnaire design

At the beginning of the questionnaire, participants were informed about the purpose of the study, confidentiality, and anonymity of their answers. Then, they were asked about their English proficiency level. If the participants had an intermediate or higher

level of proficiency in English, they were asked to respond to a set of questions. These questions aimed to measure various aspects related to consumers' attitudes, subjective norms, perceived behavior control, environmental concerns, food safety concerns, health consciousness, product knowledge, willingness to pay, and purchase intentions towards organic food. These constructs have been measured using widely used scales from the literature. Also, the scales have been validated through previous research. All the scales except “Willingness to Pay” and “Purchase Intention” were adapted from Gordon C. Bruner’s Marketing Scales Handbook, which was heavily used in this study to design a questionnaire. The questionnaire then continued with demographic questions. The below sub-section explains how each of the constructs is measured. Table 1 provides all scale items, and the complete questionnaire can be found in Appendix A.

3.5.1 Attitude

A four-item scale adapted from Gordon C. Bruner II. (2017) was used to evaluate attitude. Since organic foods are known as green products, the items adopted in this study were taken from the scale of “Attitude Toward Green Products”. Accordingly, four, seven-point Likert-type items are used to evaluate an individual's opinion about green products. Matthes and Wonneberger (2014) utilized the scale in two separate studies. The findings from both studies substantiated the proposed model of "green consumerism". The Cronbach’s alphas for the scale were .90 and .84 in Studies 1 and 2, respectively, by Matthes and Wonneberger (2014).

3.5.2 Subjective norms

A three-item scale adapted from Gordon C. Bruner II. (2009) was used to assess subjective norms. Accordingly, for the scale “Normative Compliance (Usage of Product)”, three, seven-point Likert-type items are used to measure the extent to which a person believes important people expect him/her to use a product. Taking inspiration for the development of the scale from work by Bhattacharjee (2000), Nysveen, Pederson, and Thorbjørnsen (2005) utilized the "Normative Compliance (Usage of Product)" scale. Cronbach's alpha for that scale was .87. Thus, the items adopted in this study were taken from the scale of “Normative Compliance (Usage of Product)”.

3.5.3 Perceived behavioral control

A three-item scale adapted from Gordon C. Bruner II. (2009) was used to evaluate perceived behavioral control. Three, seven-point Likert-type items are used to measure a person's subjective degree of control over the performance of a particular behavior under the scale "Behavioral Control". As defined by Ajzen (2002), perceived behavioral control encompasses self-efficacy and controllability. Cronbach's alpha for the scale was .77 in the study by Nysveen, Pederson, and Thorbjørnsen (2005). Therefore, the items adopted in this study were taken from the scale of “Behavioral Control”.

3.5.4 Environmental concern

A six-item scale adapted from Gordon C. Bruner II. (2019) was used to evaluate environmental concerns. The items adopted in this study were taken from the scale of “Environmentalism (Purchasing Behavior)”. Accordingly, six items using a seven-

point Likert scale are used to measure the extent to which an individual shows support for environmental protection through their purchasing and consumption habits. Summers, Smith, and Reczek (2016) used this scale developed by Haws, Winterich, and Naylor (2014). Also, Cronbach's alpha for the scale was .92 in their study. Therefore, the items adopted in this study were taken from the scale of "Environmentalism (Purchasing Behavior)".

3.5.5 Food safety concern

A three-item scale adapted from Gordon C. Bruner II. (2017) was used to evaluate food safety concerns in the context of organic foods. Since, in the scope of this study, food safety was associated with characteristics of organic food being free from harmful ingredients and chemicals, the items adopted in this study were taken from the scale of "Organic Food's Natural Content". Accordingly, three items using a seven-point Likert scale are used to measure the belief that organic foods do not contain unnatural ingredients and chemicals. Kareklas, Carlson, and Muehling (2014) used the scale, and they reported Cronbach's alpha for the scale was .92. Therefore, the items adopted in this study were taken from the scale of "Organic Food's Natural Content".

3.5.6 Health consciousness

A three-item scale adapted from Gordon C. Bruner II. (2017) was used in the context of evaluating health consciousness through organic food consumption. Since, in the scope of this study, organic foods were defined as healthier than conventional foods due to their nutritional value and consumers choose organic food consumption due to the belief that they are good for their health, the items adopted in this study were

taken from the scale of “Organic Food’s Nutritional Value”. Accordingly, three items using a seven-point Likert scale are used to measure a person’s belief that organic food is more nutritious than conventional food. Kareklas, Carlson, and Muehling (2014) used the scale, and they reported Cronbach’s alpha for the scale was .93. Therefore, the items adopted in this study were taken from the scale of “Organic Food’s Nutritional Value”.

3.5.7 Product knowledge

A five-item scale adapted from Gordon C. Bruner II. (2009) was used to evaluate product knowledge. In this study, the product was associated with organic foods. The items adopted in this study were taken from the “Knowledge of the Product Class” scale. Accordingly, five items using a seven-point Likert scale are used to measure consumers’ level of familiarity with a product. It has been noted by Bruner (2009) while drawing inspiration from previous research, specifically Srinivasan and Ratchford (1991), the scale appears to be original to Roehm, Pullins, and Roehm (2002). In their study, Roehm, Pullins, and Roehm (2002) reported that the scale had a Cronbach's alpha of 0.86. Therefore, the items adopted in this study were taken from the scale of “Knowledge of the Product Class”.

3.5.8 Willingness to pay

A three-item, seven-point Likert scale adapted from Laroche et al. (2001) was used to measure consumers’ willingness to pay more for environmentally friendly products. In their study, Laroche et al. (2001) reported that the scale had a Cronbach's alpha of 0.86. Therefore, the items adopted in this study were taken from

the study of Laroche et al. (2001) since organic foods are related to environmentally friendly products.

3.5.9 Purchase intention

A three-item, seven-point Likert scale adapted from Han et al. (2010) was used to measure consumers' purchase intentions towards organic food. In their study, Han et al. (2010) adopted existing validated items from Ajzen & Fishbein (1980). They also reported that they assessed reliability and construct validity and indicated the internal consistency of multiple indicators for each construct exceeded the recommended threshold suggested by Bagozzi and Yi (1988). Therefore, the items adopted in this study were taken from the study of Han et al. (2010).

All nine constructs in this study were assessed using multi-item scales and evaluated with previously established scales.

3.6 Pretest

The survey was pre-tested with the participation of ten respondents between the ages of 18 and 64 who completed it. The survey's final design took their suggestions for clarity and comprehensibility into account. As a result of the pre-test, brief explanations were added to each part of the survey to reduce any confusion and minimize potential biases resulting from open interpretations. Without a doubt, this pre-test had benefits as it improved the survey, making it more grammatically correct, comprehensible, and clear to potential participants.

Table 1. The Adapted Scale Items

Item	Statement	Reference	Source
ATT1	I like organic foods.	Matthes & Wonneberger, 2014, as cited in Bruner, 2017.	Marketing Handbook
ATT2	I feel positive toward organic foods.		
ATT3	Organic foods are good for the environment.		
ATT4	I feel proud when I buy/use organic foods.		
SN1	People important to me think I should use organic food.	Nysveen, Pederson, & Thorbjomsen, 2005, as cited in Bruner, 2009.	Marketing Handbook
SN2	It is expected that people like me use organic food.		
SN3	People I look up to expect me to use organic food.		
PBC1	I feel free to use the kind of organic food I like to.	Nysveen, Pederson, & Thorbjomsen, 2005, as cited in Bruner, 2009.	Marketing Handbook
PBC2	Using organic food is entirely within my control.		
PBC3	I have necessary means and resources to use organic food.		
EC1	It is important to me that the products I use do not harm the environment.	Summers, Smith, & Reczek, 2016, as cited in Bruner, 2019.	Marketing Handbook
EC2	I consider the potential environmental impact of my actions when making many of my decisions.		
EC3	My purchase habits are affected by my concern for our environment.		
EC4	I am concerned about wasting the resources of our planet.		
EC5	I would describe myself as environmentally responsible.		
EC6	I am willing to be inconvenienced in order to take actions that are more environmentally friendly.		
FSC1	I believe that organic food does not contain any additives.	Kareklas, Carlson, & Muehling, 2014, as cited in Bruner, 2017.	Marketing Handbook
FSC2	I believe that organic food does not contain any artificial ingredients.		
FSC3	I believe that organic food does not contain any chemical and hormone residues.		
HC1	I believe that organic food contains more vitamins and minerals than conventional food.	Kareklas, Carlson, & Muehling, 2014, as cited in Bruner, 2017.	Marketing Handbook
HC2	I believe that organic food is more nutritious than conventional food.		
HC3	I believe that organic food is higher in protein than conventional food.		
PK1	Please rate your knowledge of organic food as compared to the average person's knowledge of organic food.	Roehm, Pullins, & Roehm, 2002, as cited in Bruner, 2009.	Marketing Handbook
PK2	Please circle the number that described your familiarity with organic food.		
PK3	In general, I know a lot about organic food.		
PK4	Please rate your level of knowledge about organic food.		
PK5	I feel very knowledgeable about organic food.		
WTP1	I would pay more for organic food.	Laroche et al. (2001)	"Targeting consumers who are willing to pay more for environmentally friendly products"
WTP2	I would pay 10% more for organic food than for conventional food.		
WTP3	It is acceptable to pay over %10 for organic food than for conventional food.		
PI1	I am willing to buy organic food in the future.	Han et al. (2010)	"Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities"
PI2	I plan to buy organic food in the future.		
PI3	I will make an effort to buy organic food in the future.		

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Sample characteristics

In the last section of the questionnaire, respondents were asked to provide information about demographic questions in a categorical format. Accordingly, respondents were requested to provide data such as their age group, gender, monthly household income, highest education level, student status, employment status, work experience, and industry of work. In total, 207 responses were received. However, firstly, respondents who have a beginner proficiency level of English were excluded from the sample since only respondents who have at least an intermediate level of English were included in this research. Therefore, 13 respondents were excluded from the sample due to their insufficient English level.

Furthermore, in this study, respondents were classified as “Students” if they defined themselves as either Undergraduate, Master’s, or Doctoral students and indicated that they are not full-time employed. Also, respondents who are full-time employed and non-students were classified as "Professionals". Therefore, since only distinct groups of students and professionals were targeted in this research based on this logic, 39 respondents were also excluded from the sample. All in all, after the reductions, the total number of 155 respondents, which consisted of 88 professionals and 67 students, were analyzed.

The survey results indicate that the majority of participating students are aged between 18 and 24, with 66% falling within this range. This age category is minimally represented by professional participants at about 1%. The largest age group among professional respondents is 25-34, comprising approximately 45% of

the total. Also, the data shows a trend where the number of student participants diminishes as age increases, leading to a complete absence of student respondents over 64 years old. However, the professional demographic continues to be represented across all age brackets.

Furthermore, the questionnaire exhibits variations regarding gender representation. Male participants constitute approximately 30% of the student sample, while in the professional group, they represent about 52%. In contrast, about 67% of student respondents were female, while the professional sample had approximately 48% female representation. Table 2 provides sample characteristics of this study.

Table 2. Sample Characteristics

		Students	Professionals	Total
Age	Under 18	4		4
	18-24	44	1	45
	25-34	12	40	52
	35-44	6	33	39
	45-54	1	11	12
	55-64		2	2
	Above 64		1	1
		67	88	155
Gender	Male	20	46	66
	Female	45	42	87
	Other	2		2
		67	88	155
Monthly Household Income	<17.000 TL	20		20
	17000 TL – 30000 TL	12	3	15
	30001 TL – 50000 TL	11	11	22
	50001 TL – 70000 TL	8	18	26
	More than 70000TL	16	56	72
		67	88	155
Highest Education Level	High School Degree	36	2	38
	Bachelor's Degree	18	45	63
	Master's Degree	11	34	45
	Ph.D. Degree	2	7	9
		67	88	155
Student Status	No		88	88
	Yes, Undergraduate student	46		46
	Yes, Master's student	12		12
	Yes, Doctoral student	9		9
		67	88	155
Employment Status	Unemployed	33		33
	Part-time Employed	26		26
	Full-time Employed		88	88
	Other	8		8
		67	88	155
Work Experience	Less than 3 years	24	5	29
	3-5 years	6	2	8
	6-9 years	1	24	25
	10-14 years	2	24	26
	15-19 years	1	19	20
	20 or more years		14	14
	Employment Status: Unemployed	33		33
		67	88	155
Industry of Work	Technology & IT	7	24	31
	Healthcare	1	2	3
	Finance & Banking	8	7	15
	Education	8	6	14
	Manufacturing		13	13
	Retail		6	6
	Construction		9	9
	Hospitality		2	2
	Transportation		5	5
	Other	10	14	24
	Employment Status: Unemployed	33		33
		67	88	155

4.2 Data cleaning: missing values and outliers

As a first refining process, the total number of participants to be analyzed in the study dropped from 207 to 155, as discussed in the previous section. Afterward, data cleaning was required for data preparation before starting the analysis. Firstly, there were no missing values in the data due to constraints in online surveys, which require respondents to answer all questions. This is because each item in the questionnaire was designed as mandatory to prevent any missing values. After checking the missing value issue, further analysis was required to check outliers.

As a next step, the initial sample data (n=155: students: 67, professionals: 88) was examined for univariate and multivariate outliers. The process of checking outliers was conducted separately for two distinct groups. To conduct univariate outlier analysis, the data for both students and professionals were transformed into standard scores (z-scores). A standard threshold of ± 3.29 was used to identify univariate outliers. This threshold is commonly used, meaning that any z-score exceeding +3.29 or falling below -3.29 is considered an outlier case (Tabachnick & Fidell, 2013). The observations falling outside the minimum and maximum z scores for each variable were reviewed in detail. As a result, one observation was identified as a univariate outlier in students' data. Therefore, this data (respondent no:36) was removed from the student sample. For professional data, the same analysis was employed, and no univariate outlier was detected.

Mahalanobis distance was used in SPSS to analyze multivariate outliers. The Mahalanobis values were calculated for each item, and the p-value was determined using the degree of freedom value. A threshold value of 0.001 was proposed for the Mahalanobis Distance, which represents a highly conservative probability estimate for identifying outliers (Tabachnick & Fidell, 2007). After thoroughly examining the

data, no observation was identified as a multivariate outlier in either students' or professionals' data.

4.3 Reliability and validity

4.3.1 Reliability

Cronbach's alpha was used to assess the reliability of each construct in this study.

Assessing the degree to which items in a questionnaire are measuring the same construct is a commonly used method to estimate the reliability of a measurement scale. Nine constructs were employed to understand Turkish consumers' purchase intentions toward organic food by using the theory of planned behavior and its extensions in the literature. Items taken from the literature were explained under the "Questionnaire Design" section, which were then adapted into the questionnaire for the purpose of this study. Cronbach's alpha was used to evaluate the reliability levels of the constructs. The alpha coefficient ranges from 0 to 1.00. It is generally accepted in the literature that constructs with an alpha value greater than .70 are reliable.

Each construct was evaluated separately, and their alpha values were controlled for both students and professionals. For students, all the constructs except Attitude (ATT) showed reliable alpha figures higher than .70. For professionals, all the constructs except Perceived Behavioral Control (PBC) showed reliable alpha figures higher than .70. Table 3 provides initial results of Cronbach's Alpha Test for both students and professionals.

Table 3. Cronbach's Alpha Test Initial Results

	Students	Professionals
ATT	0.689	0.845
SN	0.805	0.902
PBC	0.721	0.688
EC	0.879	0.914
FSC	0.941	0.917
HC	0.860	0.925
PK	0.903	0.950
WTP	0.802	0.789
PI	0.917	0.940

Accordingly, based on the reliability analysis in SPSS, items ATT4 from students' data and PBC1 from professionals' data were removed. After the adjustments, Table 4 provides the final results of Cronbach's Alpha Test for both students and professionals. Accordingly, after removing item ATT4 from the students' data, the alpha value of Attitude (ATT) increased from .689 to .711. Also, after removing item PBC1 from the professionals' data, the alpha value of Perceived Behavioral Control (PBC) increased from .688 to .705.

Furthermore, Food Safety Concern (FSC) had the highest alpha value of .941 for students. On the other hand, Product Knowledge (PK) had the highest alpha value of .950 for professionals. All in all, the results indicated that the alpha coefficients of constructs for students and professionals ranged from .705 to .950. So, it can be stated that the reliability of the questionnaire was tested using Cronbach's alpha coefficient (Cronbach, 1951), and all constructs demonstrated a Cronbach's α greater than .70, indicating adequate internal reliability required for this questionnaire (Nunnally, 1978).

Table 4. Cronbach's Alpha Test Final Results

	Students	Professionals
ATT	0.711	0.845
SN	0.805	0.902
PBC	0.721	0.705
EC	0.879	0.914
FSC	0.941	0.917
HC	0.860	0.925
PK	0.903	0.950
WTP	0.802	0.789
PI	0.917	0.940

4.3.2 Validity

4.3.2.1 Testing pre-assumptions

The Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were applied to determine if the data were appropriate for factor analysis. The KMO test assesses if a dataset is suitable for factor analysis, while Bartlett's test checks if the variables in the dataset are sufficiently related to each other to justify the use of factor analysis by looking at the independence of variables in the correlation matrix.

KMO scores can range between 0 and 1. Scores closer to 1 indicate suitability for factor analysis. As can be seen in Table 5, the KMO values were 0.725 for Students and 0.836 for Professionals, which reveals substantial sampling adequacy of all the items chosen in the factor analysis. In addition, Bartlett's test generated significant results for both Students (approx. chi-square = 1299.407, df=406, $p < 0.001$) and Professionals (approx. chi-square = 2363.118, df=406, $p < 0.001$). These results indicate that factor analysis is suitable.

Table 5. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity Results

		Students	Professionals
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.725	0.836
Bartlett's Test of Sphericity	Approx. Chi-Square	1299.407	2363.118
	df	406	406
	Sig.	<0.001	<0.001

4.3.2.2 Factor analysis

Factor analysis is a statistical technique often used to reduce the complexity of data by finding underlying factors or dimensions that account for the observed variations in data. In this research, two separate factor analyses were performed—one with student data and another with professional data. Factors with eigenvalues above one were deemed significant. For both groups, seven factors accounted for 70% of the total variance, a result deemed satisfactory in social science research as it exceeds the 60% threshold. Each item demonstrated significant factor loadings above .50, suggesting a robust association with the corresponding construct. Tables 6 and 7 detail these factor loadings and the percentage of variance each construct explains in the student and professional groups, respectively.

Table 6. Factor Analysis Results for Students

Construct	Items	Factor Loadings	Variance Explained (%)
Attitude	ATT1	0.844	64.45%
	ATT2	0.883	
	ATT3	0.664	
Subjective Norms	SN1	0.723	72.88%
	SN2	0.921	
	SN3	0.903	
Perceived Behavioral Control	PBC1	0.805	64.74%
	PBC2	0.855	
	PBC3	0.751	
Environmental Concern	EC1	0.701	62.85%
	EC2	0.836	
	EC3	0.848	
	EC4	0.831	
	EC5	0.811	
	EC6	0.717	
Food Safety Concern	FSC1	0.936	89.79%
	FSC2	0.959	
	FSC3	0.947	
Health Consciousness	HC1	0.863	78.17%
	HC2	0.880	
	HC3	0.908	
Product Knowledge	PK1	0.783	72.34%
	PK2	0.785	
	PK3	0.874	
	PK4	0.918	
	PK5	0.884	
Willingness to Pay	WTP1	0.847	72.21%
	WTP2	0.856	
	WTP3	0.845	
Purchase Intention	PI1	0.878	86.02%
	PI2	0.960	
	PI3	0.942	

Table 7. Factor Analysis Results for Professionals

Construct	Items	Factor Loadings	Variance Explained (%)
Attitude	ATT1	0.894	71.46%
	ATT2	0.919	
	ATT3	0.734	
	ATT4	0.821	
Subjective Norms	SN1	0.905	83.59%
	SN2	0.916	
	SN3	0.921	
Perceived Behavioral Control	PBC2	0.879	77.24%
	PBC3	0.879	
Environmental Concern	EC1	0.802	70.40%
	EC2	0.877	
	EC3	0.822	
	EC4	0.818	
	EC5	0.839	
	EC6	0.873	
Food Safety Concern	FSC1	0.902	85.86%
	FSC2	0.965	
	FSC3	0.912	
Health Consciousness	HC1	0.938	87.67%
	HC2	0.974	
	HC3	0.896	
Product Knowledge	PK1	0.889	83.47%
	PK2	0.873	
	PK3	0.941	
	PK4	0.916	
	PK5	0.946	
Willingness to Pay	WTP1	0.851	70.57%
	WTP2	0.857	
	WTP3	0.812	
Purchase Intention	PI1	0.931	89.28%
	PI2	0.943	
	PI3	0.961	

4.4 Testing hypotheses

Before testing the hypotheses, the distribution of the data among students and professionals was checked for normality. The data for both groups, however, did not meet the required conditions for parametric analysis, as indicated by Shapiro-Wilk and Kolmogorov-Smirnov test results (refer to Appendix B). Visual examinations, including histograms and Q-Q plots, supported the results. Therefore, a non-parametric approach was essential for subsequent analysis.

Within this framework, Spearman's rank correlation was chosen for its ability to handle non-normal data and measure associations based on ranked data. This method has the advantage of not assuming a linear relationship and being less influenced by outliers or a distribution of data. Therefore, for this study, Spearman's rank correlation emerged as the most appropriate tool to explore potential relationships between constructs.

Before implementing Spearman's rank correlation, the pre-assumptions of this non-parametric test were examined. Accordingly, the constructs were measured on an ordinal scale, the data demonstrated monotonic relationships, the observations were independent, and there were few tied ranks within the data set. By meeting the necessary requirements, Spearman's rank correlation proved to be a useful tool for investigating hypotheses and efficiently handling data that was not normally distributed.

4.4.1 Hypothesis regarding attitude (H1)

Hypothesis 1 posited that attitude toward organic food is positively related to purchase intention for both students and professionals.

For students, attitude toward organic food (ATT) showed a significant positive correlation with purchase intention (PI) ($\rho = .401$, $p < .001$), supporting the hypothesis that a favorable attitude is associated with higher purchase intentions. For professionals, attitude (ATT) showed a strong positive correlation with purchase intention (PI) ($\rho = .669$, $p < .001$), indicating that as professionals' positive attitudes toward organic food increase, so does their intention to purchase it. Therefore, these findings strongly support Hypothesis 1.

Table 8. Spearman's Rho Correlation Coefficients between Attitude (ATT) and Purchase Intention (PI) Among Students

			ATT	PI
Spearman's rho	ATT	Correlation Coefficient	1.000	0.401
		Sig. (2-Tailed)	.	<0.001
		N	66	66
	PI	Correlation Coefficient	0.401	1.000
		Sig. (2-Tailed)	<0.001	.
		N	66	66

Table 9. Spearman's Rho Correlation Coefficients between Attitude (ATT) and Purchase Intention (PI) Among Professionals

			ATT	PI
Spearman's rho	ATT	Correlation Coefficient	1.000	0.669
		Sig. (2-Tailed)	.	<0.001
		N	88	88
	PI	Correlation Coefficient	0.669	1.000
		Sig. (2-Tailed)	<0.001	.
		N	88	88

4.4.2 Hypothesis regarding subjective norms (H2)

Hypothesis 2 suggested that subjective norm is positively related to organic food purchase intention for both students and professionals.

For students, subjective norm (SN) was positively correlated with purchase intention (PI) ($\rho = .478$, $p < .001$), thus endorsing the hypothesis that the perceived

social pressure to buy organic food is linked to organic food purchase intentions. For professionals, the subjective norm (SN) was also significantly correlated with PI ($\rho = .523, p < .001$), suggesting that social influences and perceptions are positively related to professionals' intentions to purchase organic food. Hence, these findings support Hypothesis 2.

Table 10. Spearman's Rho Correlation Coefficients between Subjective Norm (SN) and Purchase Intention (PI) Among Students

			SN	PI
Spearman's rho	SN	Correlation Coefficient	1.000	0.478
		Sig. (2-Tailed)	.	<0.001
		N	66	66
	PI	Correlation Coefficient	0.478	1.000
		Sig. (2-Tailed)	<0.001	.
		N	66	66

Table 11. Spearman's Rho Correlation Coefficients between Subjective Norm (SN) and Purchase Intention (PI) Among Professionals

			SN	PI
Spearman's rho	SN	Correlation Coefficient	1.000	0.523
		Sig. (2-Tailed)	.	<0.001
		N	88	88
	PI	Correlation Coefficient	0.523	1.000
		Sig. (2-Tailed)	<0.001	.
		N	88	88

4.4.3 Hypothesis regarding perceived behavioral control (H3)

Hypothesis 3 posited that perceived behavioral control is positively related to organic food purchase intention for both students and professionals.

For students, perceived behavioral control (PBC) did not exhibit a significant correlation with purchase intention (PI) ($\rho = .238, p = .054$), which suggests that the feeling of control over purchasing organic food may not play a decisive role in shaping purchase intentions within students. However, for professionals, a positive

correlation was observed ($\rho = .229$, $p = .032$) between perceived behavioral control (PBC) and purchase intention (PI), indicating that professionals' perceptions of their control over purchasing organic food are positively associated with their purchase intentions. However, the relationship was found to be weak. All in all, the findings demonstrate that Hypothesis 3 is not supported since perceived behavioral control is positively related to organic food purchase intention for only professionals, not for both students and professionals.

Table 12. Spearman's Rho Correlation Coefficients between Perceived Behavioral Control (PBC) and Purchase Intention (PI) Among Students

			PBC	PI
Spearman's rho	PBC	Correlation Coefficient	1.000	0.238
		Sig. (2-Tailed)	.	0.054
		N	66	66
	PI	Correlation Coefficient	0.238	1.000
		Sig. (2-Tailed)	0.054	.
		N	66	66

Table 13. Spearman's Rho Correlation Coefficients between Perceived Behavioral Control (PBC) and Purchase Intention (PI) Among Professionals

			PBC	PI
Spearman's rho	PBC	Correlation Coefficient	1.000	0.229
		Sig. (2-Tailed)	.	0.032
		N	88	88
	PI	Correlation Coefficient	0.229	1.000
		Sig. (2-Tailed)	0.032	.
		N	88	88

4.4.4 Hypothesis regarding environmental concern (H4)

Hypothesis 4 suggested that environmental concern is positively related to organic food purchase intention for both students and professionals.

For students, environmental concern (EC) showed a significant positive correlation with purchase intention (PI) ($\rho = .419$, $p < .001$), indicating that

individuals who are more environmentally conscious are likely to have a stronger intention to purchase organic food. For professionals, environmental concern (EC) showed a moderate positive correlation with PI ($\rho = .386$, $p < .001$), indicating that professionals who have higher levels of environmental concern also tend to have higher intentions to purchase organic food. Hence, these findings support Hypothesis 4.

Table 14. Spearman's Rho Correlation Coefficients between Environmental Concern (EC) and Purchase Intention (PI) Among Students

		EC	PI
Spearman's rho	EC	Correlation Coefficient	1.000
		Sig. (2-Tailed)	.
		N	66
	PI	Correlation Coefficient	0.419
		Sig. (2-Tailed)	<0.001
		N	66

Table 15. Spearman's Rho Correlation Coefficients between Environmental Concern (EC) and Purchase Intention (PI) Among Professionals

		EC	PI
Spearman's rho	EC	Correlation Coefficient	1.000
		Sig. (2-Tailed)	.
		N	88
	PI	Correlation Coefficient	0.386
		Sig. (2-Tailed)	<0.001
		N	88

4.4.5 Hypothesis regarding food safety concern (H5)

Hypothesis 5 posited that food safety concern is positively related to organic food purchase intention for both students and professionals.

For students, food safety concern (FSC) did not present a significant relationship with purchase intention (PI) ($\rho = .052$, $p = .680$), suggesting that concerns about food safety may not be correlated with organic food purchase

intention. On the other hand, a moderate positive correlation was found ($\rho = .359$, $p < .001$) between food safety concern (FSC) and purchase intention (PI) in professionals' data, revealing that safety concerns about food are positively associated with the intention to purchase organic food among professionals. All in all, the findings demonstrate that Hypothesis 5 is not supported since the food safety concern is positively related to organic food purchase intention for only professionals, not for students.

Table 16. Spearman's Rho Correlation Coefficients between Food Safety Concern (FSC) and Purchase Intention (PI) Among Students

			FSC	PI
Spearman's rho	FSC	Correlation Coefficient	1.000	0.052
		Sig. (2-Tailed)	.	0.68
		N	66	66
	PI	Correlation Coefficient	0.052	1.000
		Sig. (2-Tailed)	0.68	.
		N	66	66

Table 17. Spearman's Rho Correlation Coefficients between Food Safety Concern (FSC) and Purchase Intention (PI) Among Professionals

			FSC	PI
Spearman's rho	FSC	Correlation Coefficient	1.000	0.359
		Sig. (2-Tailed)	.	<0.001
		N	88	88
	PI	Correlation Coefficient	0.359	1.000
		Sig. (2-Tailed)	<0.001	.
		N	88	88

4.4.6 Hypothesis regarding health consciousness (H6)

Hypothesis 6 suggested that health consciousness is positively related to organic food purchase intention for both students and professionals.

For students, health consciousness (HC) was positively and significantly related to purchase intention (PI) ($\rho = .337$, $p = .006$), confirming that more health-

conscious individuals tend to have higher intentions to purchase organic food. Similarly, for professionals, health consciousness (HC) had a strong positive correlation with purchase intention (PI) ($\rho = .452$, $p < .001$), indicating a significant positive association where more health-conscious professionals are likely to have stronger intentions to purchase organic food. Therefore, the findings demonstrate that Hypothesis 6 is supported.

Table 18. Spearman's Rho Correlation Coefficients between Health Consciousness (HC) and Purchase Intention (PI) Among Students

			HC	PI
Spearman's rho	HC	Correlation Coefficient	1.000	0.337
		Sig. (2-Tailed)	.	0.006
		N	66	66
	PI	Correlation Coefficient	0.337	1.000
		Sig. (2-Tailed)	0.006	.
		N	66	66

Table 19. Spearman's Rho Correlation Coefficients between Health Consciousness (HC) and Purchase Intention (PI) Among Professionals

			HC	PI
Spearman's rho	HC	Correlation Coefficient	1.000	0.452
		Sig. (2-Tailed)	.	<0.001
		N	88	88
	PI	Correlation Coefficient	0.452	1.000
		Sig. (2-Tailed)	<0.001	.
		N	88	88

4.4.7 Hypothesis regarding product knowledge (H7)

Hypothesis 7 posited that organic food knowledge is positively related to organic food purchase intention for both students and professionals.

For students, organic food knowledge (PK) exhibited a strong positive correlation with purchase intention (PI) ($\rho = .488$, $p < .001$), supporting the hypothesis that increased knowledge about organic food is associated with a greater

intention to purchase it. For professionals, organic food knowledge (PK) was strongly correlated with purchase intention (PI) ($\rho = .605$, $p < .001$), suggesting that professionals with greater knowledge about organic food tend to have a higher intention to purchase it. Thus, the findings demonstrate that Hypothesis 7 is supported.

Table 20. Spearman's Rho Correlation Coefficients between Product Knowledge (PK) and Purchase Intention (PI) Among Students

			PK	PI
Spearman's rho	PK	Correlation Coefficient	1.000	0.488
		Sig. (2-Tailed)	.	<0.001
		N	66	66
	PI	Correlation Coefficient	0.488	1.000
		Sig. (2-Tailed)	<0.001	.
		N	66	66

Table 21. Spearman's Rho Correlation Coefficients between Product Knowledge (PK) and Purchase Intention (PI) Among Professionals

			PK	PI
Spearman's rho	PK	Correlation Coefficient	1.000	0.605
		Sig. (2-Tailed)	.	<0.001
		N	88	88
	PI	Correlation Coefficient	0.605	1.000
		Sig. (2-Tailed)	<0.001	.
		N	88	88

4.4.8 Hypothesis regarding willingness to pay (H8)

Hypothesis 8 suggested that willingness to pay is positively related to organic food purchase intention for both students and professionals.

For students, willingness to pay (WTP) was significantly correlated with purchase intention (PI) ($\rho = .657$, $p < .001$), which is the strongest correlation observed, affirming that the readiness to spend more is closely linked to the intention to buy organic food. For professionals, willingness to pay (WTP) was very strongly

correlated with purchase intention (PI) ($\rho = .709$, $p < .001$), indicating that professionals' readiness to spend more on organic products is strongly associated with their intention to purchase them. Therefore, the findings demonstrate that Hypothesis 8 is supported.

Table 22. Spearman's Rho Correlation Coefficients between Willingness to Pay (WTP) and Purchase Intention (PI) Among Students

			WTP	PI
Spearman's rho	WTP	Correlation Coefficient	1.000	0.657
		Sig. (2-Tailed)	.	<0.001
		N	66	66
	PI	Correlation Coefficient	0.657	1.000
		Sig. (2-Tailed)	<0.001	.
		N	66	66

Table 23. Spearman's Rho Correlation Coefficients between Willingness to Pay (WTP) and Purchase Intention (PI) Among Professionals

			WTP	PI
Spearman's rho	WTP	Correlation Coefficient	1.000	0.709
		Sig. (2-Tailed)	.	<0.001
		N	88	88
	PI	Correlation Coefficient	0.709	1.000
		Sig. (2-Tailed)	<0.001	.
		N	88	88

4.4.9 Summary of the results of the hypotheses

Spearman's rank correlation coefficients for students and professionals can be found in Appendix C and Appendix D, respectively. In addition, based on the previous analysis, the results of the hypotheses are summarized in Table 24.

Table 24. Summary of the Results of the Hypotheses

HYPOTHESES		RESULTS
H1	Attitude toward organic food is positively related to purchase intention for both students and professionals.	Supported
H2	Subjective Norm is positively related to organic food purchase intentions for both students and professionals.	Supported
H3	Perceived Behavioral Control is positively related to organic food purchase intention for both students and professionals.	Not Supported
H4	Environmental Concern is positively related to organic food purchase intention for both students and professionals.	Supported
H5	Food Safety Concern is positively related to organic food purchase intention for both students and professionals.	Not Supported
H6	Health Consciousness is positively related to organic food purchase intention for both students and professionals.	Supported
H7	Organic food knowledge is positively related to organic food purchase intention for both students and professionals.	Supported
H8	Willingness to pay is positively related to organic food purchase intention for both students and professionals.	Supported

4.5 Comparison of students and professionals

The data was first checked for normality to address the research question of whether factors related to organic food purchase intention significantly differ between students and professionals. If the data had been found to be normally distributed, an independent samples T-test would have been used to compare the results of the two groups. However, since the results of normality tests Kolmogorov-Smirnov and Shapiro-Wilk indicate that data for both students and professionals indicate non-normality, the non-parametric method, independent-samples Mann-Whitney U test was applied to compare two independent groups (refer to Appendix E).

4.5.1 Attitude (ATT)

The Mann-Whitney U test results for the construct of Attitude (ATT) towards organic food indicated no statistically significant difference in attitude between students and professionals. With a Mann-Whitney U value of 2399 and a p-value of 0.063, the difference in ATT scores between the two groups was not statistically significant, with a 95% confidence level ($p < 0.05$). Although the mean rank of

students (85.15) was higher than that of professionals (71.76), which indicated a more positive attitude on average, this difference was not significant enough to definitively conclude a divergence in attitudes between the two groups based on the given sample.

Table 25. Independent-Samples Mann-Whitney U Test Summary: ATT Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	2399.000
Wilcoxon W	6315.000
Test Statistic	2399.000
Standard Error	272.027
Standardized Test Statistic	-1.856
Asymptotic Sig.(2-sided test)	0.063

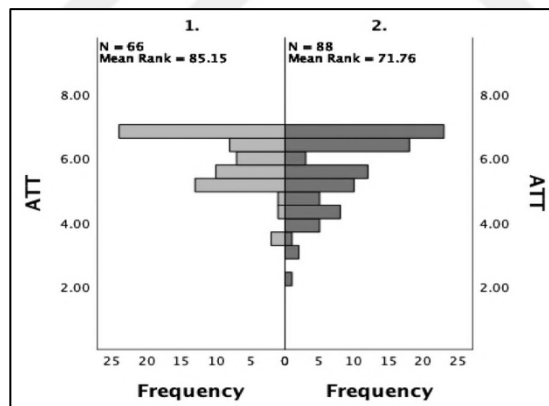


Figure 1. Independent-samples Mann-Whitney U test - Attitude (ATT)

4.5.2 Subjective norm (SN)

The Mann-Whitney U test was conducted to compare the Subjective Norm (SN) scores, which reflect the perceived social pressure to buy organic food, between two independent groups: students and professionals. The test results indicated a Mann-

Whitney U statistic of 2794 and a p-value of 0.687. With the p-value being significantly higher than the commonly accepted alpha level of 0.05, the conclusion is that there was no statistically significant difference in the subjective norms between the two groups. The lack of a significant difference suggested that both students and professionals perceive similar levels of social pressure regarding the purchase of organic food. The mean ranks—79.17 for students and 76.25 for professionals—supported this finding, showing only a marginal difference between the two groups.

Table 26. Independent-Samples Mann-Whitney U Test Summary: SN Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	2794.000
Wilcoxon W	6710.000
Test Statistic	2794.000
Standard Error	272.909
Standardized Test Statistic	-0.403
Asymptotic Sig.(2-sided test)	0.687

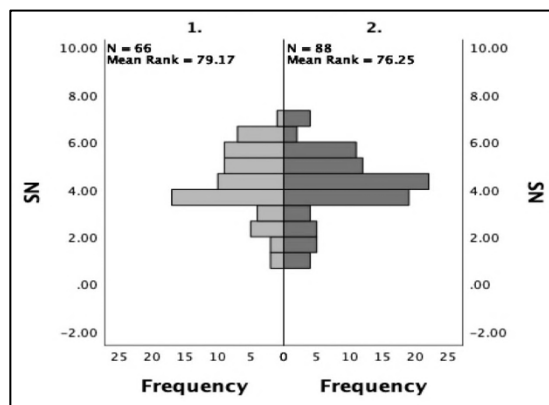


Figure 2. Independent-samples Mann-Whitney U test – Subjective norm (SN)

4.5.3 Perceived behavioral control (PBC)

The Mann-Whitney U test was applied to assess the Perceived Behavioral Control (PBC) across two distinct groups, students and professionals, in the context of purchasing organic food. The test yielded a Mann-Whitney U value of 3317.5 and a p-value of 0.130. With the p-value exceeding the alpha level of 0.05, there is no statistically significant difference in PBC between the two groups. This finding suggests that the degree to which individuals feel capable of purchasing organic food does not differ meaningfully between students and professionals within the sample size of 154 participants. The mean rank for students is 71.23, while for professionals, it's slightly higher at 82.20, indicating a marginal tendency for professionals to perceive themselves as having more control over purchasing organic food, but this difference is not statistically substantial.

Table 27. Independent-Samples Mann-Whitney U Test Summary: PBC Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	3317.500
Wilcoxon W	7233.500
Test Statistic	3317.500
Standard Error	272.987
Standardized Test Statistic	1.515
Asymptotic Sig.(2-sided test)	0.130

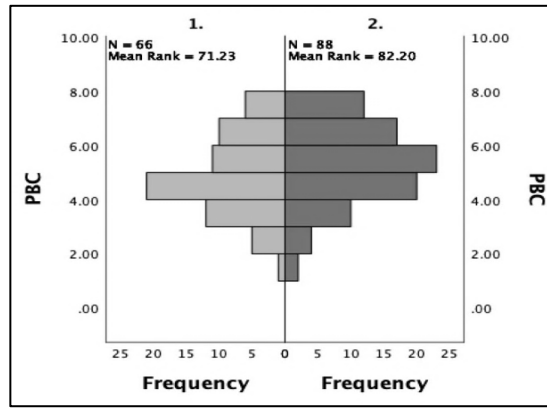


Figure 3. Independent-samples Mann-Whitney U test – Perceived behavioral control (PBC)

4.5.4 Environmental concern (EC)

The Mann-Whitney U test has been conducted to compare Environmental Concern (EC) between students and professionals within the context of purchasing organic food. The resulting Mann-Whitney U statistic is 3559.0, with a p-value of 0.017. This p-value is below the conventional significance level of 0.05, indicating that there is a statistically significant difference between students and professionals concerning EC. Specifically, professionals (with a mean rank of 84.94) appear to have a higher level of environmental concern than students (with a mean rank of 67.58) when it comes to purchasing organic food. The sample comprises 154 individuals, and the significant p-value suggests that professionals may place a greater emphasis on environmental considerations in their purchasing decisions than students.

Table 28. Independent-Samples Mann-Whitney U Test Summary: EC Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	3559.000
Wilcoxon W	7475.000
Test Statistic	3559.000
Standard Error	273.53
Standardized Test Statistic	2.395
Asymptotic Sig.(2-sided test)	0.017

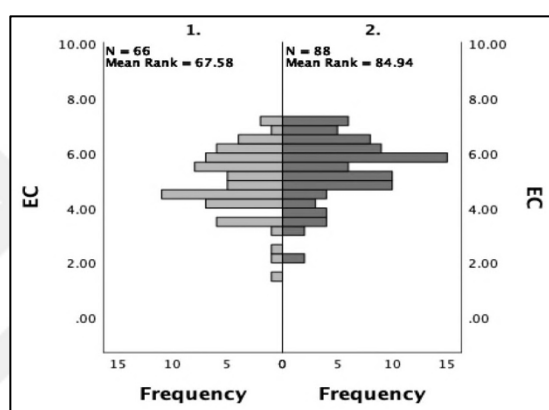


Figure 4. Independent-samples Mann-Whitney U test - Environmental concern (EC)

4.5.5 Food safety concern (FSC)

The Mann-Whitney U test was conducted to assess the Food Safety Concern (FSC) of students versus professionals, which is crucial for understanding their organic food purchase intentions. The test reports a Mann-Whitney U value of 3584.00 and a p-value of 0.013. Given that the p-value is below the standard significance level of 0.05, the result is statistically significant, indicating a difference in food safety concerns between students and professionals. With a mean rank of 67.20 for students and 85.23 for professionals, the data suggest that professionals have a higher level of

concern regarding food safety in the context of organic food purchasing compared to students within the sample of 154 participants.

Table 29. Independent-Samples Mann-Whitney U Test Summary: FSC Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	3584.000
Wilcoxon W	7500.000
Test Statistic	3584.000
Standard Error	272.755
Standardized Test Statistic	2.493
Asymptotic Sig.(2-sided test)	0.013

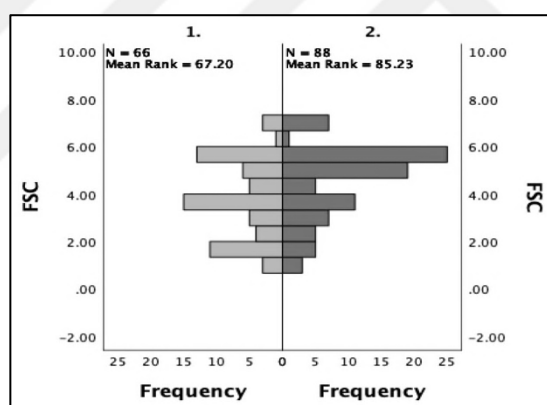


Figure 5. Independent-samples Mann-Whitney U test - Food safety concern (FSC)

4.5.6 Health consciousness (HC)

The Mann-Whitney U test was conducted to compare Health Consciousness (HC) between students and professionals regarding their organic food purchasing behaviors. The results show a Mann-Whitney U value of 2844.00 and a notably high p-value of 0.826, suggesting no statistically significant difference in health consciousness between students and professionals in the context of purchasing

organic food. In terms of mean ranks, students have a mean rank of 78.41, and professionals have a mean rank of 76.82, which are quite close, reflecting a nearly identical ranking of health consciousness between the groups within the combined sample of 154 respondents. The Mann-Whitney U test, in this case, indicates that both students and professionals exhibit similar levels of health consciousness when it comes to purchasing organic food.

Table 30. Independent-Samples Mann-Whitney U Test Summary: HC Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	2844.000
Wilcoxon W	6760.000
Test Statistic	2844.000
Standard Error	272.683
Standardized Test Statistic	-0.220
Asymptotic Sig.(2-sided test)	0.826

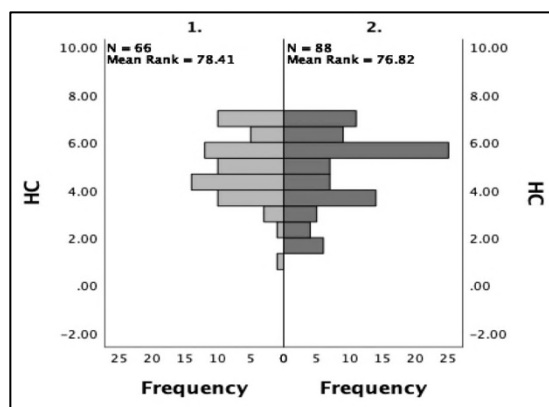


Figure 6. Independent-samples Mann-Whitney U test - Health consciousness (HC)

4.5.7 Product knowledge (PK)

The Mann-Whitney U test was performed to compare the Product Knowledge (PK) related to organic food between students and professionals. The test results indicate a Mann-Whitney U value of 3316.00 and a p-value of 0.131. The p-value exceeds the standard threshold for statistical significance (0.05), which suggests there is no significant difference in the level of product knowledge about organic food between the two groups. The total number of participants involved in the test is 154, with the mean rank for students at 71.26 and for professionals at 82.18. Although professionals have a slightly higher mean rank, indicating marginally greater self-assessed knowledge of organic products, the difference is not statistically substantial according to the test results.

Table 31. Independent-Samples Mann-Whitney U Test Summary: PK Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	3316.000
Wilcoxon W	7232.000
Test Statistic	3316.000
Standard Error	272.83
Standardized Test Statistic	1.510
Asymptotic Sig.(2-sided test)	0.131

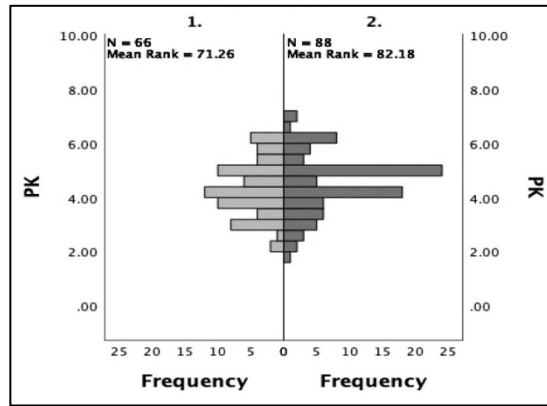


Figure 7. Independent-samples Mann-Whitney U test - Product knowledge (PK)

4.5.8 Willingness to pay (WTP)

The Mann-Whitney U test was utilized to compare the Willingness to Pay (WTP) for organic food between students and professionals. According to the test results, the Mann-Whitney U value is 3244.00, and the p-value is 0.212. Since the p-value is greater than the conventional alpha level of 0.05, the test indicates no statistically significant difference in WTP between students and professionals. The test involved a total of 154 respondents, with students having a mean rank of 72.35 and professionals having a mean rank of 81.36. Despite professionals having a slightly higher mean rank, this does not reflect a statistically significant difference in their willingness to pay a premium for organic food compared to students.

Table 32. Independent-Samples Mann-Whitney U Test Summary: WTP Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	3244.000
Wilcoxon W	7160.000
Test Statistic	3244.000
Standard Error	272.502
Standardized Test Statistic	1.248
Asymptotic Sig.(2-sided test)	0.212

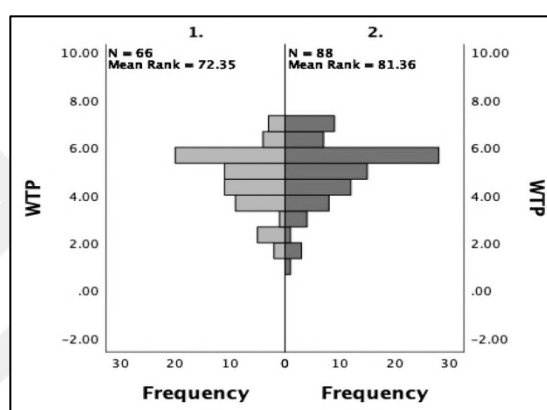


Figure 8. Independent-samples Mann-Whitney U test - Willingness to pay (WTP)

4.5.9 Purchase intention (PI)

The Mann-Whitney U test was utilized to compare the Purchase Intention (PI) for organic food between students and professionals. The results show a Mann-Whitney U statistic of 3085.5 and a p-value of 0.503. Given that the p-value is substantially higher than the conventional alpha level of 0.05, there is no statistically significant difference in purchase intentions between the two groups. The sample consisted of 154 respondents in total, with the mean rank for students at 74.75 and for professionals at 79.56. Although there's a slight difference in mean ranks, with

professionals having a marginally higher mean rank, this difference is not statistically significant.

Table 33. Independent-Samples Mann-Whitney U Test Summary: PI Across Respondent No

Independent-Samples Mann-Whitney U Test Summary	
Total N	154
Mann-Whitney U	3085.500
Wilcoxon W	7001.500
Test Statistic	3085.500
Standard Error	270.709
Standardized Test Statistic	0.670
Asymptotic Sig.(2-sided test)	0.503

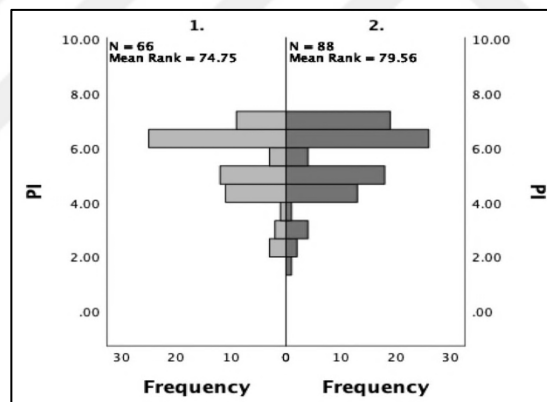


Figure 9. Independent-samples Mann-Whitney U test - Purchase intention (PI)

4.5.10 Summary of the results

The summary of the hypothesis test using the Independent-Samples Mann-Whitney U Test can be found in Appendix F. Accordingly, the summary of the results can be seen in Table 34.

Table 34. Independent-Samples Mann-Whitney U Test: Summary of the Results

Independent-Samples Mann-Whitney U Test - Results	
1	There is no significant difference in the ATT levels of students and professionals.
2	There is no significant difference in the SN levels of students and professionals.
3	There is no significant difference in the PBC levels of students and professionals.
4	There is significant difference in the EC levels of students and professionals. Professionals have higher level of EC.
5	There is significant difference in the FSC levels of students and professionals. Professionals have higher level of FSC.
6	There is no significant difference in the HC levels of students and professionals.
7	There is no significant difference in the PK levels of students and professionals.
8	There is no significant difference in the WTP levels of students and professionals.
9	There is no significant difference in the PI levels of students and professionals.

CHAPTER 5

DISCUSSION AND CONCLUSIONS

As a result of analyzing the hypotheses, it was found that all factors related to organic food purchase intention were significantly correlated for both students and professionals, except perceived behavioral control and food safety concerns. According to the results, perceived behavioral control and food safety concerns were found to be positively related to organic food purchase intention for only professionals, not students. In line with the previous studies in the literature, the results of this study indicate that attitude toward organic food is positively related to purchase intention for both students and professionals. Accordingly, the results suggest that individuals who hold favorable attitudes towards organic food are more inclined to translate those attitudes into actual purchase behavior. Thus, it can be concluded that the adherence to TPB principles validates the theory's relevance in the context of Turkish consumers' consumption of organic food.

Furthermore, regarding subjective norms, the findings indicate that both students and professionals are influenced by the perceived expectations and approval of significant others in their social circle when making decisions about organic food purchases. Thus, this result supports that subjective norms are positively related to purchase intention for both students and professionals, which emphasizes the role of interpersonal relationships and societal norms in shaping consumption choices, aligning with the social aspect of TPB. On the other hand, the result for perceived behavioral control was found to be interesting. The analysis's results showed a weak but significant correlation between professionals' perceived behavioral control and purchase intention, which reveals that professionals feel some degree of control over

their purchases. However, students may not find this control to be as significant. Thus, it can be concluded that it is essential to consider demographic variables, such as income, access, and resources, to understand how consumers perceive control over their purchases of organic food. This distinction highlights the need to investigate the factors that may hinder or facilitate perceived control among various demographic groups.

The relationship between environmental concern and organic food purchase intention was positive among both students and professionals, highlighting a shared value placed on environmental concern. This shared concern reflects a broader trend toward eco-friendly consumption habits, indicating that Turkish consumers across these segments recognize the ecological benefits of organic foods. Despite the commonality, professionals demonstrated a higher level of environmental concern, potentially due to greater life experience or increased exposure to environmental information within their professional lives. Students, while also concerned about the environment, may be influenced more by current educational experiences and social movements. For both samples, environmental concern appears to be a significant driver in the decision to purchase organic food, which could reflect an overall societal movement towards more sustainable lifestyles in Turkey.

For professionals, a positive correlation between food safety concerns and purchase intentions suggests that professionals are driven by the perceived health and safety benefits of organic food. This alignment might be attributed to their life stage, where health and safety become more pronounced concerns due to family responsibilities or personal health awareness. On the other hand, the lack of a significant relationship for students indicates that safety concerns may not be as

pressing or that other factors, such as price sensitivity or environmental awareness, overshadow safety concerns.

The relationship between health consciousness and purchase intentions for organic food among both students and professionals highlights the importance of health in shaping consumer choices. Preference for organic food is driven by a health-conscious lifestyle for both segments as it is considered a healthier option. This suggests that health consciousness is a universal motivator across different consumer groups and underlines the significance of marketing the health benefits of organic foods to both students and professionals.

The findings indicate that product knowledge positively correlates with purchase intentions among both students and professionals. A well-informed consumer base is more likely to purchase organic food, implying the importance of consumer education in promoting organic food consumption. This suggests that both groups value information and that knowledge empowers them to make informed decisions that align with their personal beliefs and preferences toward organic food.

Willingness to pay showed a strong correlation with purchase intentions for organic food in both groups, reflecting the perceived value and quality of organic food over cost considerations. This supports the notion that Turkish consumers, regardless of being students or professionals, are willing to invest more in food choices that align with their values of health, safety, and environmental sustainability. The higher correlation among professionals could be due to a greater financial capacity, which lessens the impact of the price premium associated with organic food.

CHAPTER 6

IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH

6.1 Theoretical and managerial implications

The findings of this study offer several implications for theory and practice.

Theoretically, the study reinforces the applicability of the Theory of Planned Behavior (TPB) in the context of organic food consumption, expanding its boundaries by integrating factors such as environmental concern, food safety concern, health consciousness, product knowledge, and willingness to pay. It suggests that these additional factors are critical in understanding consumer intentions, providing a more nuanced framework that can predict organic food purchase intentions among different demographic segments.

For managers and marketers, the study highlights the necessity of tailoring marketing strategies to address the specific concerns and preferences of different consumer groups. Professionals exhibit higher environmental and food safety concerns, suggesting that marketing communications should emphasize the environmental and health benefits of organic foods to appeal to this segment. For students, marketing strategies might focus more on affordability and accessibility alongside the promotion of health and environmental benefits. The strong correlation between product knowledge and purchase intentions also implies that educational marketing could be an effective tool for both groups. Managers in the organic food sector could focus on consumer education initiatives to enhance understanding and appreciation of organic food benefits, potentially leading to increased consumption.

6.2 Limitations and future research

This paper also has some limitations. The first limitation is related to gender and sample size disparity. In this study, there were more female participants than males in the student sample, which created a gender imbalance. To ensure more accurate and reliable results, future studies should strive for equal representation of both genders. Also, a convenience sampling method was used, which may have affected the generalizability of the results to broader customer segments. If there was no time constraint, a quota sampling technique would have been used to set quotas for various demographic characteristics (age, gender, income level, education level, etc.) to ensure the sample mirrored these proportions in the population of Turkish students and professionals. As an alternative, using a stratified sampling technique would have improved the quality and accuracy of the study on Turkish consumers' purchase intentions towards organic food by ensuring a more representative sample.

Future research could also explore the impact of other variables not included in this study, such as cultural influences, ethical considerations, gender aspects, and the role of digital media in shaping consumer perceptions and intentions. Also, previous studies in the literature highlight that stages in the family life cycle process are an important factor in shopping attitudes. Examination of this from a marketing perspective can be beneficial. Further, continuous research is necessary to keep up with evolving organic food market trends and marketing strategies. There is also an opportunity to explore the influence of the current economic climate on consumer willingness to pay a premium for organic products.

Finally, comparative studies in other emerging economies would be beneficial in understanding whether the findings from this study are unique to Turkey or if they can be generalized to similar markets. This can contribute to a

broader understanding of global consumer behavior towards organic food and inform international marketing strategies.



APPENDIX A

QUESTIONNAIRE IN ENGLISH

Turkish Consumers' Purchase Intentions Towards Organic Food: A Comparison Between Students and Professionals

What is your level of English proficiency?

Beginner_____

Intermediate_____

Advanced_____

Part 1: Please indicate your level of agreement with the following statements about organic foods.

(1: Strongly Disagree / 7: Strongly Agree)

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
1. I like organic foods.							
2. I feel positive toward organic foods.							
3. Organic foods are good for the environment.							
4. I feel proud when I buy/use organic foods.							

Part 2: This section aims to understand how the opinions of others influence your decisions about organic foods.

Please indicate how much you agree with the statements below by selecting the number that best represents your view.

(1: Strongly Disagree / 7: Strongly Agree)

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
5. People important to me think I should use organic food.							
6. It is expected that people like me use organic food.							
7. People I look up to expect me to use organic food.							

Part 3: This section aims to assess how much control you feel you have over purchasing and using organic food, considering the resources you have and any potential obstacles.

Please respond to each statement by selecting how much you agree or disagree based on your own experiences.

(1: Strongly Disagree / 7: Strongly Agree)

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
8. I feel free to use the kind of organic food I like to.							
9. Using organic food is entirely within my control.							
10. I have necessary means and resources to use organic food.							

Part 4: This section aims to understand your level of concern regarding environmental issues and how these concerns influence your daily choices and actions.

Please express your level of agreement with the statements below, reflecting on your commitment to environmental responsibility and the actions you take to minimize your environmental impact.

(1: Strongly Disagree / 7: Strongly Agree)

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
11. It is important to me that the products I use do not harm the environment.							
12. I consider the potential environmental impact of my actions when making many of my decisions.							
13. My purchase habits are affected by my concern for our environment.							
14. I am concerned about wasting the resources of our planet.							
15. I would describe myself as environmentally responsible.							
16. I am willing to be inconvenienced in order to take actions that are more environmentally friendly.							

Part 5: This section aims to capture your views on the safety attributes commonly associated with organic foods. The statements provided are centered around the absence of additives, artificial ingredients, and chemical or hormone residues in organic food.

Your level of agreement with these statements will contribute to understanding your perspective on the safety and purity of organic food products.

(1: Strongly Disagree / 7: Strongly Agree)

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
17. I believe that organic food does not contain any additives.							
18. I believe that organic food does not contain any artificial ingredients.							
19. I believe that organic food does not contain any chemical and hormone residues.							

Part 6: This section aims to assess your beliefs about the nutritional value of organic food in comparison to conventional food, including its vitamin, mineral, and protein content.

Please indicate your level of agreement with each statement.
(1: Strongly Disagree / 7: Strongly Agree)

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
20. I believe that organic food contains more vitamins and minerals than conventional food.							
21. I believe that organic food is more nutritious than conventional food.							
22. I believe that organic food is higher in protein than conventional food.							

Part 7: This section aims to assess your knowledge and familiarity with organic food.

Please indicate your level of agreement with each statement.

	1. One of the least knowledgeable	2	3	4	5	6	7. One of the most knowledgeable
23. Please rate your knowledge of organic food as compared to the average person's knowledge of organic food.							

	1. Not at all familiar	2	3	4	5	6	7. Extremely familiar
24. Please select the number that describes your familiarity with organic food.							

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
25. In general, I know a lot about organic food.							

	1. Not knowledgeable	2	3	4	5	6	7. Very knowledgeable
26. Please rate your level of knowledge about organic food.							

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
27. I feel very knowledgeable about organic food.							

Part 8: This section aims to assess your willingness to pay extra for organic foods. You will encounter statements regarding paying a premium over conventional food options.

Please indicate your level of agreement with each statement.

(1: Strongly Disagree / 7: Strongly Agree)

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
28. I would pay more for organic food.							
29. I would to pay 10% more for organic food than for conventional food.							
30. It is acceptable to pay over %10 for organic food than for conventional food.							

Part 9: This section aims to understand your intentions regarding the purchase of organic food. It presents statements that relate to your future buying behavior.

Please indicate your level of agreement with each statement.

(1: Strongly Disagree / 7: Strongly Agree)

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
31. I am willing to buy organic food in the future.							
32. I plan to buy organic food in the future.							
33. I will make an effort to buy organic food in the future.							

Part 10 (1/2): This section contains demographic questions in categorical format.

34. Which of the following age groups do you belong to?

Under 18 ___ 18-24 ___ 25-34 ___ 35-44 ___ 45-54 ___ 55-64 ___ Above 64

35. What is your gender?

Male ___ Female ___ Other ___

36. What is your monthly household income?

<17.000 TL ___

17000TL – 30000TL ___

30001TL – 50000TL ___

50001TL – 70000TL ___

More than 70000TL ___

37. What is the highest education level you have completed?

High school degree ___ Bachelor's degree ___ Master's degree ___ Ph.D. degree ___

38. Are you a student?

No ___

Yes, Undergraduate student ___

Yes, Master's student ___

Yes, Doctoral student ___

39. What is your current employment status?

Unemployed ___ Part-time Employed ___ Full-time Employed ___ Other ___

Part 10 (2/2): This section contains demographic questions in categorical format.

40. How many years have you been working?

Less than 3 years _____

3-5 years _____

6-9 years _____

10-14 years _____

15-19 years _____

20 or more years _____

41. Which industry are you working?

Technology & IT _____

Healthcare _____

Finance & Banking _____

Education _____

Manufacturing _____

Retail _____

Construction _____

Hospitality _____

Transportation _____

Other _____

APPENDIX B

NORMALITY TEST RESULTS FOR STUDENTS AND PROFESSIONALS

Tests of Normality							
	Respondent No	Kolmogorov–Smirnov ^a			Shapiro–Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
ATT	1	.139	66	.003	.895	66	<.001
	2	.153	88	<.001	.921	88	<.001
SN	1	.069	66	.200*	.977	66	.267
	2	.130	88	<.001	.965	88	.017
PBC	1	.114	66	.033	.966	66	.067
	2	.143	88	<.001	.948	88	.002
EC	1	.107	66	.058	.974	66	.188
	2	.109	88	.012	.957	88	.005
FSC	1	.096	66	.200*	.968	66	.084
	2	.199	88	<.001	.941	88	<.001
HC	1	.111	66	.044	.951	66	.011
	2	.128	88	.001	.938	88	<.001
PK	1	.076	66	.200*	.972	66	.141
	2	.128	88	.001	.976	88	.097
WTP	1	.132	66	.006	.960	66	.034
	2	.153	88	<.001	.944	88	<.001
PI	1	.203	66	<.001	.912	66	<.001
	2	.160	88	<.001	.909	88	<.001

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Respondent 1: Students

Respondent 2: Professionals

APPENDIX C

SPEARMAN'S RHO CORRELATION COEFFICIENTS FOR STUDENTS

			Correlations								
			ATT	SN	PBC	EC	FSC	HC	PK	WTP	PI
Spearman's rho	ATT	Correlation Coefficient	1.000	.273*	.036	.273*	.198	.254*	.299*	.085	.401**
		Sig. (2-tailed)	.	.027	.776	.027	.111	.040	.015	.497	<.001
		N	66	66	66	66	66	66	66	66	66
	SN	Correlation Coefficient	.273*	1.000	.382**	.437**	.133	.324**	.428**	.422**	.478**
		Sig. (2-tailed)	.027	.	.002	<.001	.289	.008	<.001	<.001	<.001
		N	66	66	66	66	66	66	66	66	66
	PBC	Correlation Coefficient	.036	.382**	1.000	.307*	.058	.065	.171	.311*	.238
		Sig. (2-tailed)	.776	.002	.	.012	.644	.602	.171	.011	.054
		N	66	66	66	66	66	66	66	66	66
	EC	Correlation Coefficient	.273*	.437**	.307*	1.000	.196	.278*	.431**	.209	.419**
		Sig. (2-tailed)	.027	<.001	.012	.	.114	.024	<.001	.092	<.001
		N	66	66	66	66	66	66	66	66	66
	FSC	Correlation Coefficient	.198	.133	.058	.196	1.000	.411**	.300*	.192	.052
		Sig. (2-tailed)	.111	.289	.644	.114	.	<.001	.014	.123	.680
		N	66	66	66	66	66	66	66	66	66
	HC	Correlation Coefficient	.254*	.324**	.065	.278*	.411**	1.000	.317**	.302*	.337**
		Sig. (2-tailed)	.040	.008	.602	.024	<.001	.	.010	.014	.006
		N	66	66	66	66	66	66	66	66	66
	PK	Correlation Coefficient	.299*	.428**	.171	.431**	.300*	.317**	1.000	.469**	.488**
		Sig. (2-tailed)	.015	<.001	.171	<.001	.014	.010	.	<.001	<.001
		N	66	66	66	66	66	66	66	66	66
	WTP	Correlation Coefficient	.085	.422**	.311*	.209	.192	.302*	.469**	1.000	.657**
		Sig. (2-tailed)	.497	<.001	.011	.092	.123	.014	<.001	.	<.001
		N	66	66	66	66	66	66	66	66	66
	PI	Correlation Coefficient	.401**	.478**	.238	.419**	.052	.337**	.488**	.657**	1.000
		Sig. (2-tailed)	<.001	<.001	.054	<.001	.680	.006	<.001	<.001	.
		N	66	66	66	66	66	66	66	66	66

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

APPENDIX D

SPEARMAN'S RHO CORRELATION COEFFICIENTS FOR PROFESSIONALS

			Correlations								
			ATT	SN	PBC	EC	FSC	HC	PK	WTP	PI
Spearman's rho	ATT	Correlation Coefficient	1.000	.504**	.007	.480**	.403**	.654**	.597**	.552**	.669**
		Sig. (2-tailed)	.	<.001	.947	<.001	<.001	<.001	<.001	<.001	<.001
		N	88	88	88	88	88	88	88	88	88
	SN	Correlation Coefficient	.504**	1.000	-.053	.348**	.189	.409**	.431**	.528**	.523**
		Sig. (2-tailed)	<.001	.	.627	<.001	.077	<.001	<.001	<.001	<.001
		N	88	88	88	88	88	88	88	88	88
	PBC	Correlation Coefficient	.007	-.053	1.000	.022	-.004	-.041	.220*	.279**	.229*
		Sig. (2-tailed)	.947	.627	.	.839	.969	.703	.039	.009	.032
		N	88	88	88	88	88	88	88	88	88
	EC	Correlation Coefficient	.480**	.348**	.022	1.000	.237*	.409**	.452**	.419**	.386**
		Sig. (2-tailed)	<.001	<.001	.839	.	.026	<.001	<.001	<.001	<.001
		N	88	88	88	88	88	88	88	88	88
	FSC	Correlation Coefficient	.403**	.189	-.004	.237*	1.000	.429**	.519**	.323**	.359**
		Sig. (2-tailed)	<.001	.077	.969	.026	.	<.001	<.001	.002	<.001
		N	88	88	88	88	88	88	88	88	88
	HC	Correlation Coefficient	.654**	.409**	-.041	.409**	.429**	1.000	.533**	.430**	.452**
		Sig. (2-tailed)	<.001	<.001	.703	<.001	<.001	.	<.001	<.001	<.001
		N	88	88	88	88	88	88	88	88	88
	PK	Correlation Coefficient	.597**	.431**	.220*	.452**	.519**	.533**	1.000	.615**	.605**
		Sig. (2-tailed)	<.001	<.001	.039	<.001	<.001	<.001	.	<.001	<.001
		N	88	88	88	88	88	88	88	88	88
	WTP	Correlation Coefficient	.552**	.528**	.279**	.419**	.323**	.430**	.615**	1.000	.709**
		Sig. (2-tailed)	<.001	<.001	.009	<.001	.002	<.001	<.001	.	<.001
		N	88	88	88	88	88	88	88	88	88
	PI	Correlation Coefficient	.669**	.523**	.229*	.386**	.359**	.452**	.605**	.709**	1.000
		Sig. (2-tailed)	<.001	<.001	.032	<.001	<.001	<.001	<.001	<.001	.
		N	88	88	88	88	88	88	88	88	88

**. Correlation is significant at the 0.01 level (2-tailed).
 *. Correlation is significant at the 0.05 level (2-tailed).

APPENDIX E

INDEPENDENT-SAMPLES MANN-WHITNEY U TEST – TEST STATISTICS

Test Statistics ^a									
	ATT	SN	PBC	EC	FSC	HC	PK	WTP	PI
Mann-Whitney U	2399.000	2794.000	2490.500	2249.000	2224.000	2844.000	2492.000	2564.000	2722.500
Wilcoxon W	6315.000	6710.000	4701.500	4460.000	4435.000	6760.000	4703.000	4775.000	4933.500
Z	-1.856	-.403	-1.515	-2.395	-2.493	-.220	-1.510	-1.248	-.670
Asymp. Sig. (2-tailed)	.063	.687	.130	.017	.013	.826	.131	.212	.503
a. Grouping Variable: Respondent No									

APPENDIX F

INDEPENDENT-SAMPLES MANN-WHITNEY U TEST – HYPOTHESIS

TEST SUMMARY

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig. ^{a,b}	Decision
1	The distribution of ATT is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.063	Retain the null hypothesis.
2	The distribution of SN is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.687	Retain the null hypothesis.
3	The distribution of PBC is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.130	Retain the null hypothesis.
4	The distribution of EC is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.017	Reject the null hypothesis.
5	The distribution of FSC is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.013	Reject the null hypothesis.
6	The distribution of HC is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.826	Retain the null hypothesis.
7	The distribution of PK is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.131	Retain the null hypothesis.
8	The distribution of WTP is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.212	Retain the null hypothesis.
9	The distribution of PI is the same across categories of Respondent No.	Independent-Samples Mann-Whitney U Test	.503	Retain the null hypothesis.
a. The significance level is .050.				
b. Asymptotic significance is displayed.				

APPENDIX G

ETHICAL APPROVAL



T.C.
BOĞAZİÇİ ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (Sbinarek)



Sayı : E-84391427-050.01.04-173738

Konu : 2024-26T Kayıt Numaralı Başvurunuz
Hakkında

26.03.2024

Sayın Dr. Öğr. Üyesi Belgin ARISAN

Tez danışmanlığımı yürüttüğünüz öğrenciniz Selen İlikcik Umut'un "Turkish Consumers' Purchase Intentions towards Organic Food: A Comparison between Students and Professionals" başlıklı projesi ile Boğaziçi Üniversitesi Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (SBİNAREK)'ye yaptığımız 2024-26T kayıt numaralı başvuru 14.03.2024 tarih ve 2024/02 sayılı kurul toplantısında incelenmiş ve projeye etik onay verilmesi uygun bulunmuştur.

Bu karar tüm üyelerin toplantıya on-line olarak katılımıyla ve oybirliği ile alınmıştır. Onay mektubu tüm üyeler adına Komisyon Başkanı tarafından e-imzalanmıştır. Bilgilerinizi rica ederiz.

Saygılarımızla,

Dr. Öğr. Üyesi Işıl ERDUYAN
Kurul Başkanı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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