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CONSUMER ATTITUDE TOWARDS ORGANIC FOOD: DETERMINANTS OF HEALTHY BEHAVIOUR

Abstract. *The study's main purpose is to determine the factors affecting individuals' attitudes towards organic products from the perspective of healthy behaviour. The population of the research is people purchasing organic products from sales points in Istanbul province. The data was gathered with a face-to-face questionnaire with 424 people shopping in organic product markets, one of the quantitative research patterns. The data were analysed and interpreted with SPSS and AMOS programs, frequency analysis, descriptive statistics, explanatory factor analysis, and confirmatory factor analysis techniques. The factors were determined by using explanatory factor analysis. The construct validity revealed by the explanatory factor analysis was also verified by the confirmatory factor analysis. Ensuring validity and reliability shows the existence of a structural relationship between the factors affecting the attitudes of consumers towards organic products. According to the explanatory factor analysis and confirmatory factor analysis results, the factors affecting consumers' attitudes towards organic products are gathered under 5 different dimensions. These dimensions are «consciousness», «price», «inaccessibility», «negative attitude» and «standardization». It is concluded that the Sisli Organic Market is the best-known point. Additionally, it was concluded that the most frequently used sources of information are friends' advice, and the most preferred organic products are organic vegetables and fruits. Finally, the majority stated that they had paid attention to the organic certificates. With the increasing awareness of healthy life in recent years, individuals have attached great importance to organic products. The study tries to fill the gap in the literature in terms of Turkish consumers' attitudes towards organic product consumption and their sales point preferences. Another originality of the study is that field research has been conducted at the points where organic products are sold.*

Keywords: healthy behaviour, organic product, attitude towards organic products.

Introduction. It has not been possible to agree on whether the term «organic» is used to promote a product in almost every part of modern society or whether it has a real benefit to the human diet. As organic products are increasingly appearing in local markets, it is increasingly debated whether organic foods are better than the foods grown with pesticides and biologically designed genes. The meaning of organic foods differs according to the different types of organic products available which have implications in terms of growing with organic methods. There has been no ground showing that eating organic foods is more beneficial and healthier compared to eating traditionally grown foods since no evidence directly supporting the health benefits and protection against diseases as a result of consuming organic products (Forman et al., 2012).

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Organic farming is expressed as an approach that prevents synthetic chemicals, hormones, antibiotic agents, genetic engineering, and irradiation in plant and animal husbandry. To qualify a product as organic, this product must be produced on farms that do not use mostly synthetic pesticides, herbicides – fertilizers, and have not enough buffer zones to reduce contamination in neighbouring lands for at least three years before harvesting. Pests, weeds, and diseases are primarily managed by physical, mechanical, and biological controls, rather than synthetic pesticides and herbicides. Organic farm animals should be raised without routinely using antibiotics or growth hormones and access to the outdoor area should be provided. Organic farming is an alternative production method that seeks to protect plant diversity, animal diversity, environment naturally and prevents agricultural environmental pollution, thereby making the environment sustainable and eliminating the negative effects of chemicals on people (Oztürk and Islam, 2014).

Organic production could be seen as a method aiming at the integration of sustainable agricultural production systems (Lampkin et al., 1999). It should be noted that sustainability here includes not only agricultural production, but also economic, environmental, and legal fields. The main purpose of organic farming is to produce food and nutrients, shelter, and clothing, not to harm or minimizing harm to the people's health (Gündüz and Kaya, 2007; Marangoz, 2008). The organic products in Turkey had been produced to meet the foreign demand until the 1990s, but since the 1990s, organic products have been sold in special organic shops, supermarkets, and some organic selling points available in metropolitan cities. Nowadays, the trend of organic agricultural products throughout the world and Turkey has reached a significant volume. In turn, production has been seen in most countries.

Organic food products require both different certifications and different distribution channels as they have their own characteristics. The key factor for organic farming is the perception of consumers' attitudes and preferences regarding organic products (Stoleru et al., 2019). The ratio of organic foods' net income in Turkey is derived 65% from supermarkets while 35% is from the special organic products markets' sales (Sabuncu, 2013). When analyzing the consumer, it is necessary to take into consideration the thoughts, perceptions, feelings, and changes in purchasing decisions and the factors affecting the purchasing decision of consumers (Bosona and Gebresenbet, 2018).

Factors determining consumer perceptions are not only food, protection of health, ethical consumption, physical needs such as the environment (Petrescu et al., 2017; Oroian et al., 2017; Popa and Dabija, 2019; Lehota et al., 2014; Van Boxstael et al., 2013; Tait and Bruce, 2011; Domingo and Bordonab, 2011; Huber et al., 2011), but also are related to education, income, social status, culture and other areas such as religious and socio-cultural components (Brown et al., 2009). In some studies, it was determined that organic product preferences may differ according to gender and consequently mostly female's preference towards organic products is seen to be high (Akin et al., 2010).

The non-organic foods contain hydrogenated oil, while organic processed foods do not contain hydrogenated oil. Choosing organic alternatives helps to protect the heart as hydrogenated fats also cause heart diseases. Since there are fewer chemicals in organic food production, accordingly there are fewer pesticide residues (Realbuzz Team, n.d.). The demand for organic products has been on the rise due to increasing consciousness on health that is the result of increasing education level and awareness. Consequently, the importance of conducting research in this field has emerged.

When the literature is examined, it is seen that there are many studies on organic product consumption, but on the contrary, field research is less. The main features that distinguish this study from the other studies are that the study is more comprehensive, and research is carried out on targeted organic markets from the marketing perspective. In this context, the main purpose of the research is to determine the factors that affect the attitude of individuals towards organic products from the healthy behaviour perspective in the main centres where products and services are offered.

Literature Review. Consumer behaviours depend on the determination of consumer demands and needs (Karabas and Gürler, 2012), the decision-making process on how and when people's individual

needs are met and the factors affecting decision making (Penpece, 2006). In many cases, consumer behaviour differs as many factors are involved to explain it. In particular, it could be stated that the marketing components of consumer behaviour are more affected by socio-economic and socio-cultural factors (Papatya, 2005). Food consumption may change in societies due to an increase in education level, mothers' participation in working life, communication opportunities, transportation, growing retail sales and protectionism in international trade for food products (Dolekoglu, 2003).

Due to unethical practices in the food industry, it has become difficult to access healthy foods, and accordingly, the consumers have focused on products and products derivatives that have not been genetically engineered (GMPs) and no chemical use. Environmental and health concerns which are the reflection of the environmental concerns of individuals named as green consumers are more sensitive than others in their preferences and consumption (Karabas and Gürler, 2012).

Consumer behaviour related to organic food products has been studied in many countries. In these studies, the concept of organic consumers in general, consumer attitudes, factors affecting the demand and factors that facilitate or prevent the spread of organic products are emphasized (Karabas and Gürler, 2012). For example, in a study conducted to determine the factors affecting the attitudes and preferences of consumers who use organic products in the marketing of organic products, based on the purchasing behaviour of organic products and attitudes of consumers; responsibility, trust, value and benefit were determined to be prominent four dimensions (Biyikoglu, 2010). Besides, organic food and agriculture principles are based on values such as health, ecology, justice and care (Popa et al., 2011). In studies on organic food consumption, health and nutrition came to the fore as the reason for choosing organic foods. For example, in a study by Winter and Davis (2006), it was stated that participants who avoided genetically engineered products and agricultural chemicals preferred fresh, healthy, nutritious and organic foods.

Excessive use of chemical fertilizer, synthetic medicine, hormone etc. to increase production in non-organic agriculture, negatively affect human life and the environment. Considering these negative effects, consumers demand more use of renewable resources in production, which pollute less, reduce waste, and provide more recycling (Onurlubas and Oztürk, 2015). The absence of the requested organic products in the desired place is another factor affecting organic product (Oraman and Inan, 2007; Petrescu-Mag et al., 2016). Demand for organic products has increased significantly in recent years. Consumers prefer organic products as reliable and certified products as well as for environmental concerns, animal welfare, food safety, taste and health reasons (Lea and Worsley, 2005; Arisoy et al., 2010; Atalay et al., 2019).

One of the most important factors affecting organic food consumption is the prices of foods. While the price largely affects the decision to purchase organic foods, but also attention is paid to individual taste, shelf life, availability of the product, how it could be cooked or how long it would take to prepare (Oraman and Inan, 2007; Stoica et al., 2015). The objective of this study is to investigate organic food consumption, the reasons behind organic food consumption and whether they are environmentally conscious while consuming these foods from the perspective of consumer health. In this context, demographic characteristics of consumers who consume organic products, awareness of organic product sales points, awareness of organic products, the importance of marketing communication elements that promotes organic products, examination of whether they have organic product certificate, most purchased organic product groups, healthy behaviour. Reasons for choosing organic products and attitudes towards organic products were studied in detail.

Methodology and research methods. It was decided to employ the quantitative research method as the research method since it is thought that the validity, reliability, and generalizability of the research results could be fully ensured when considering the purpose of the research, the problem of the research and the subject of the research. Within the conceptual model of the research, in the literature, it is emphasized that variables such as consumers' health anxiety, environmental anxiety, animal health, food safety, sensual variables, prestige, organic food information, ethical concerns, price premium and socio-

demographic factors are very important variables in measuring attitudes towards organic food products (Grankvist et al., 2004; Gil and Soler 2006; Briz and Ward 2009; Chen, 2007; Lea and Worsley, 2008; Padel and Foster, 2005; Lockie et al., 2004; Uçar and Ozcelik, 2012). The descriptive modelling approach was adopted in this study. Awareness, price, inaccessibility, negative attitude and standardization values were determined as research variables to classify the consumers who purchase organic products in Turkey. Besides, variables related to the socio-demographic characteristics of consumers and their attitudes towards organic product were also included in the research.

The population of the research is consumers who purchase organic products from organic product sales points (Sisli Organic Market, City Farm İstinye Park, Kirkambar, Ekoorganik, Aggroland, Ambar, Ecolife, Yesiloglu Organik, Macrocenter Kuruçesme, İpek Hanım's Farm) in Istanbul. Each consumer who purchases organic products from the specified organic product sales points is accepted as a research unit. The sample group consists of 424 people from 10 organic product sales points in Istanbul, as mentioned above. The data of the research were collected between May and July in 2019 by using the convenience sampling method, which is a purposeful and non-probability sampling method.

The questionnaire survey was implemented as the data collection tool. The study is a cross-sectional survey of consumers who purchase organic products from organic product sales points (Sisli Organic Market, City Farm İstinye Park, Kirkambar, Ekoorganik, Aggroland, Ambar, Ecolife, Yesiloglu Organic, Macrocenter Kuruçesme, İpek Hanım's Farm) located in Istanbul. The survey form was prepared by the literature review. While some part of the questionnaire form prepared was based on some studies directly related to the subject (McIver, 2004; Crucefix, 1998), other questions were developed by the researchers. The questionnaire consists of fifth sections in total. In the first part, there are questions to measure the socio-demographic characteristics of the participants. In the second part, there are statements to determine the awareness levels of organic product sales points (Sisli Organic Market, City Farm İstinye Park, Kirkambar, Ekoorganik, Aggroland, Ambar, Ecolife, Yesiloglu Organic, Macrocenter Kuruçesme, İpek Hanım's Farm). In the third section, there are statements to identify the most used sources of information (internet, magazine/newspaper, friend advice, salespeople, television, other) when purchasing organic products. In the fourth section, there are expressions to identify the most used marketing communication elements (advertising, sales development, personal sales, public relations, direct sales) when purchasing organic products. In the fifth section, there are expressions to identify the most purchased organic products (organic fresh vegetable fruits, organic drinks, organic tomato paste and oils, organic sugary products, organic meat and meat products, organic milk and dairy products, organic dried fruit and vegetables, organic cereals and legumes, organic spices, organic baby food and foods, organic nuts, organic health products, organic soap and beauty products, organic clothing). In the seventh part, there are expressions to determine attitudes towards organic products.

While the nominal and ordinal scales are used in the section containing the characteristics related to the participants of the research, the ratio scale is also used for the sections containing the variables that reveal the awareness levels of organic products and the reasons behind the preference for organic products. Besides, a 5-point Likert scale was employed to evaluate the propositions about the variables that serve the main purpose of the research. With the developed questionnaire, the participants were required to indicate their participation level by taking into account the statements the questionnaire form presented to them in regard to the participation in the factors that affect their attitudes towards the organic product is rated from 1 to 5 (1-Completely Agree, 2-Agree, 3- Neutral, 4-Disagree, 5 - Strongly Disagree).

Upon the literature survey, the studies that are thought to be directly or indirectly related to the subject and the purpose of the study were selected. Thus, the model scale was adapted based on these studies together with the expert academicians who had expertise on the subject. Attention is paid to ensure that the adapted scales, concept, and content integrity is not disturbed. While some of the survey questions adapted for the research are based on various research directly related to the subject (McIver, 2004;

Crucefix, 1998; Magnusson et al., 2003; Gifford and Bernard, 2006; İnci et al., 2014), other questions were developed by the researchers in consideration of the purpose of research and the general characteristics of the population. SPSS and AMOS package programs, which are among the multivariate statistical analysis techniques, were employed to analyse the data of the study.

Firstly, reliability analysis was performed on the research data, and then variance, mean, frequency, standard deviation, and percentage analyses, which represent descriptive statistics in terms of socio-demographic characteristics, were applied to the recorded data. Finally, explanatory factor analysis (EFA) was performed to obtain a few and identifiable significant variables, and confirmatory factor analysis (CFA) was tested to test the research model. The common factor variance was considered to analyse the factor load in extracting the variables that cannot measure the same structure, the lower limit of load values in the factor is accepted as 0.45. Items gathered under more than one factor and where the difference between factor loads was less than 0.10 were defined as an overlapping factor and completely removed from the scale. Factors with an original value above 1 were considered to be important. 30% limit value was accepted as the explained variance rate. The vertical rotation technique was implemented as the rotation technique. Among the rotating techniques, the most commonly used varimax rotating technique was preferred. Finally, to determine the suitability of the data for factor analysis, the lower limit value of the Kaiser-Meyer-Olkin (KMO) coefficient is 0.60 and above, and the results of the Barlett's Sphericity test to be statistically significant were accepted as a precondition.

Results. In the research, the Kolmogorov-Smirnov Normality Test was implemented to determine whether the data showed normal distribution. It had been seen that it did not normally distribute. The reliability of the research was provided by calculating the Cronbach's Alpha Reliability Coefficient for each structure. The factors that determine the attitudes towards the organic product, which are the variables of the research, were subjected to a reliability analysis with 16 questions. Cronbach's Alpha Coefficient for the variables was found to be 0.830. Therefore, the reliability of the research is very high. Table 1 presents the findings regarding the socio-demographic characteristics of the participants.

Table 1. Findings related to the basic features of participants/consumers

Gender	Frequency	Percent	Occupation	Frequency	Per cent
Male	187	44,1	Worker	39	9,2
Female	237	55,9	Officer	71	16,7
Age			Tradesmen	147	34,7
25 Years and under	44	10,4	Self-employment	36	8,5
26-35 Years	116	27,4	Student	45	10,6
36-45 Years	142	33,5	Housewife	50	11,8
46 years and above	122	28,7	Other	36	8,5
Education			Revenue		
High school	169	39,9	2020 ₺ and below	70	16,5
College	45	10,6	2021-5000 ₺	172	40,6
University-Master-Doctorate	210	49,5	5001-9000 ₺	114	26,9
Marital status			9001 and above	68	16,0
Single	174	41,0			
Married	250	59,0			

Sources: developed by the authors.

When Table 1 is analysed, it could be said that the majority of the individuals who participated in the study consisted of female consumers (60%). They are in the middle age group (between the ages of 26-45) with a rate of about 58%, and they are predominantly (55%) graduate of college and above. On the other hand, the participants of the study stated that they are mostly tradesmen (35%), 2,021-5,000 (42%)

middle income level and married (59%). The research participants listed the order of awareness of the organic product sales points, respectively as Sisli Organic Market with 26%, City Farm İstinye Park with 17%, Kirkambar Organic Market with 11%, Ambar and Ecolife Organic Market with 10%, Macrocenter Kuruçesme Organic Market with 9%, İpek Hanım's Farm Organic Market with 6% (Table 2).

Table 2. Awareness levels of organic product sales points (frequency analysis related to factors affecting attitude towards organic product)

Organic Markets	Frequency	Rate
Sisli Organic Market	194	25,9
City Farm İstinye Park	128	17,1
Kirkambar Organic Market	81	10,8
Ekooorganik Organic Market	43	5,7
Aggroland Organic Market	8	1,1
Ambar Organic Market	77	10,3
Ecolife Organic Market	79	10,6
Yesiloglu Organic Market	29	3,9
Macrocenter Kuruçesme Organic Market	67	9,0
İpek Hanım's Farm Market	42	5,6
Total	748	100.0

Note: The reason why the total number of consumers is 748 is that more than one option could be preferred.

Sources: developed by the authors.

Table 3 shows that the most frequently used sources of information when purchasing organic products are friend advice (41%), internet (37%), salespeople (11%), television (7%), magazines/newspapers (3%) and other sources of information (1%). Thus, it could be said that friend advice (influenced by experiences (Radman, 2005)) and internet information sources are more important in purchasing organic products.

Table 3. Marketing communication mix with the most used information sources when purchasing organic products

	Frequency	Rate		Frequency	Rate
Internet	285	36,8	Advertisement	248	31,8
Friend Advice	319	41,2	Sales development	85	10,9
Television	52	6,7	Personal Selling	130	16,7
Magazine/Newspaper	27	3,5	Public relations	142	18,2
Salespeople	83	10,7	Direct Sales	154	19,8
Other	9	1,2	Total	779	100.0
Total	775	100.0			

Notes: The total number of consumers is 775 because more than one option could be preferred. The total number of consumers is 779 because more than one option could be preferred.

Sources: developed by the authors.

According to the importance of the marketing communication mix of organic products, it is enumerated in order as advertising, direct sales, public relations, personal sales and sales promotion efforts. It is noteworthy that although advertising is in the first place, the importance of direct sales has been on increase. Table 4 demonstrates that more than half of the participants attach importance to the certificate while purchasing organic products and the rest is not interesting. The most important reason for this is the preference of places and markets selling organic products. In a sense, this movement shows that attention is paid to the certificate.

Table 4. To pay attention to whether the product purchased has an organic certificate

	Frequency	Rate
Yes	233	55.0
No	191	45.0
Total	424	100.0

Sources: developed by the authors.

Table 5 shows that organic products are generally purchased from organic markets, pharmacies, etc. and shops. Because the share of these three places in the total is 86.5%.

Table 5. Preferred organic product sales points

	Frequency	Rate
Organic Markets	96	22.6
Shops	174	41.0
Internet	57	13.4
Pharmacy etc. places	97	22, 9
Total	424	100.0

Sources: developed by the authors.

Table 6 demonstrates that the most preferred organic products are as follows: organic fresh vegetable and fruit (14%), organic milk and dairy products (12.9%), organic sugar products (honey, molasses, fruit pulp, etc.) (11%), organic tomato paste and oils (9.8%), organic drinks (8.8%), organic soap and beauty products (8.6%), organic meat and meat products (7.2%), organic dried fruits and vegetables 6.0%, organic nuts (5.2%), organic cereals grains and legumes (5.4%), organic spices (4.9%), organic health products (4.3%), organic baby foods (1.1%) and organic clothes (0.9%). Therefore, it could be stated that organic fresh vegetables, fruits, organic milk and dairy products and organic sugary products (honey, molasses, fruit pulp, etc.) come to the forefront.

Table 6. MostPurchased/Preferred organic products

Description of the products	Frequency	Rate
Organic fresh vegetable and fruits	276	14,0
Organic drinks (tea, milk, juice ...)	174	8,8
Organic tomato paste and oils	193	9,8
Organic sugary products (honey, molasses, fruit pulp, etc.)	216	11,0
Organic meat and meat products	142	7,2
Organic milk and dairy products	254	12,9
Organic dried fruits and vegetables	116	6,0
Organic cereals and legumes	106	5,4
Organic spices	96	4,9
Organic baby foods	22	1,1
Organic nuts	102	5,2
Organic health products	82	4,2
Organic soap and beauty products	170	8,6
Organic clothes	18	0,9
Total	1 967	100.0

Note: The reason for the total number of consumers to be 1967 is that more than one option could be preferred.

Sources: developed by the authors.

The statements of «not threatening human health», «being hormone-free», «not containing drugs and hormone additives», «reducing health problems» and «being quality» were determined to be high as per participation levels. These statements are the factors that affect the attitude of purchasing organic products the most (Table 7).

Table 7. The reasons for choosing organic products from the perspective of healthy behaviour

Explanation	Average	Std. Deviation	Participation Level
It does not contain drugs and hormone additives	1.2514	,56354	High
Be delicious	1.7095	,77022	High
Guaranteed	1.7905	,90329	High
Be of good quality	1.4050	,58043	High
Creating an increasing variety	2.2235	,92601	High
Protecting soil productivity in the long term	1.9022	,88811	High
High nutritional quality value	1.5475	,72702	High
Reducing plant pests and diseases	1.6397	,80356	High
Reduce pollution	1.6173	,78603	High
Less dependence on non-renewable resources	1.8296	,88023	High
Soil erosion reduction	1.8827	,88097	High
Ensuring the protection of wildlife	1.8994	,90807	High
Ensuring the compatibility of production with the environment	1.7793	,82599	High
Reducing health problems	1.3939	,64705	High
Reducing migration from village to city	2.0810	1,03800	High
Increasing employment	2.0223	,94353	High
Enabling recycling	1.7877	,84989	High
Reducing financial waste	1.8659	,84939	High
Lowering the risk	1.8520	,83876	High
Improving the training of farmers	1.9330	,98218	High
Culturally appropriate for consumption	1.8715	,95279	High
Reasonable price	2.0559	,97717	High
High nutritional value	1.4575	,77272	High
Beautiful packaging	2.6580	1,08440	Moderate
High food value	1.6108	,73222	High
Good taste and taste	1.4882	,59537	High
Having no hormones	1.2429	,55518	High
Not threatening human health	1.2247	,49580	High

Sources: developed by the authors.

The terms of «high nutritional value», «good taste-flavour», «high food quality value», «high food value», «reduction of pollution» and «reduction of plant pests and diseases» were also found to be high. These statements are other very important factors that affect the attitude of purchasing organic products. The statements of «to be delicious», «to ensure that the production is compatible with the environment», «to enable recycling», «to be guaranteed», «to be less dependent on non-renewable resources», «to reduce risk», «to reduce financial waste», «to be culturally appropriate for consumption», «reducing soil erosion» and «ensuring the protection of wildlife» were also found to be high. These statements also positively affect the attitude of purchasing organic products. The statements of «preserving the productivity of the soil in the long term», «increasing the education of farmers», «increasing employment», «being affordable», «decreasing immigration from village to city» and «creating an increased diversity» were also high. These statements also affect the attitude of purchasing organic products. The level of participation

of the expression «the packaging is beautiful» was moderate. These statements affect the attitude of purchasing organic products less.

Table 8. Average attitudes towards organic products

Statements	Average	Std. Deviation	Participation Level
I stop buying the product with a negative impact on the environment	1.5991	,75925	High
Non-organic products are harmful to health	2.5447	1,17549	High
It is normal for organic products to be expensive	2.6887	1,25375	Moderate
There is not enough promotion about organic products	1.6415	,78927	High
Organic products are expensive	1.6226	,68697	High
Organic products are not found everywhere	1.5708	,71107	High
Environmentally friendly products are important to me	1.6651	,75394	High
Organic products are not safe	3.4481	1,42658	Moderate
There is no difference between natural products and ecological products	3.2052	1,36067	Moderate
When purchasing a product, I pay attention to environmental warnings	1.7500	,74297	High
I warn those around me not to purchase products with hormone	1.6226	,76511	High
I have information about the control of organic products	2.3962	1,15002	Moderate
While growing organic products, control and supervision are given importance at every stage.	2.1675	1,12053	High
I pay more than an alternative to an organic product	2.1156	1,06006	High
The products I use are extremely beneficial for my health	2.0094	,96507	High
The health of my loved ones is important to me	1.3302	,56655	High
Paying attention that the product purchased has an organic certificate	1.4469	,49787	High

Sources: developed by the authors.

The statements of «My loved ones' health are important to me», «Paying attention to the fact that the purchased product has an organic certificate», «organic products are not found everywhere» and «I stop buying the product with a negative effect on the environment», «organic products are expensive» are found to be high as per the participation levels (Table 8). Therefore, these statements are the factors that affect the attitude of purchasing organic products the most.

The statements of «organic products are expensive», «I warn those around me not to purchase products with hormone», «There is not enough promotion about organic products», «It is important for me to be environmentally friendly», and «I am paying attention to environmental warnings when purchasing products» have high levels of participation. Therefore, these statements are important factors affecting organic product purchasing attitudes.

The statements «I have information about the control and inspection of organic products», «Non-organic products are harmful to health» and «It is normal that organic products are expensive» are also moderate. Therefore, these statements could be said to be the factors that affect the attitude of purchasing organic products least. The participation levels to the expressions of «there is no difference between natural products and ecological products» and «organic products are not safe» have been revealed. Therefore, these statements could be said to be the factors that affect the attitude of purchasing organic products least. An explanatory factor analysis was conducted on the factors affecting the attitudes of the participants towards the organic product. The analyses carried out in this context are given below (Table 9).

Table 9. Attitude towards organic product-explanatory factor analysis results

Factors	Variables	Factor Loads	Announced Variance	Core Value
Consciousness	CONSCIOUSNESS	0,826	30,425	6, 085
	CONSCIOUSNESS	0,784		
	CONSCIOUSNESS	0,782		
	CONSCIOUSNESS	0,581		
Price	PRICE	0,846	11,472	2, 294
	PRICE	0,787		
	PRICE	0,542		
	PRICE	0,506		
Inaccessibility	INACCESSIBILITY	0,810	9,542	1, 908
	INACCESSIBILITY	0,670		
	INACCESSIBILITY	0,654		
	INACCESSIBILITY	0,436		
Negative Attitude	NEGATTI.	0,821	6,431	1,286
	NEGATTI.	0,791		
Standardization	STDZATION	0,796	5,475	1,095
	STDZATION	0,587		
Evaluation Criteria	Kaiser-Meyer-Olkin Measure of Sampling Adequacy: 0.830 Approx. Chi-Square: 3691,494 Barlett's Test of Sphericity: 0,000 Extraction Method: Principal Components Rotation Method: Varimax Described Variance Total: 63.345			

Sources: developed by the authors.

Accordingly, it is seen that the KMO value of the data analyzed to determine the sub-variables of the attitude factors towards the organic product and the Bartlett test result are acceptable for factor analysis (KMO value 0.830. Bartlett Test result $p < 0.001$). On the other hand, principal components analysis and varimax rotation technique were implemented for factor analysis. As a result of the explanatory factor analysis, expressions with low equivalence and less than 0.45 were completely removed from the scale. The total variance explained by the first of these 5 factors, which is stated as important is 30.4%, the second – 11.4%, the third – 9.6%, the fourth – 6.4% and the fifth – 5.4%. The share of the five factors in the total is 63.345%. According to the results, the first factor consists of 4 items, while the second factor – 4, the third factor – 4, the fourth factor – 2 and the fifth factor – 2. Considering that the least difference between the items, between the item with the highest factor load and the item with the lowest factor load will increase the internal consistency of the factor, the internal consistency of the factors is very good. On the other hand, naming was done by taking into consideration the contents of the items, factor loads and the names in the literature. It has been determined that 5 factors affected the attitude towards organic product from the perspective of healthy behaviour. The variables of the 5 factors determined as a result of the analysis are explained as follows.

Factor (F1): Consciousness has been named Consciousness by taking into consideration the preference of environmentally friendly products, attention to warnings about the three stages, not purchasing products that affect the environment negatively and not using hormonal products. There are 4 items under the first factor.

Factor (F2): Expensiveness is named as Price considering the readiness to pay more than other products, positively affect health and negatively affect non-organic products. There are 4 items under the second factor.

Table 10. Factors and factor loads

Factor Names	Factor Loads
Factor 1: Consciousness	
Environmentally friendly products are important to me	0,826
When purchasing a product, I pay attention to environmental warnings	0,784
I stop buying the product with a negative impact on the environment	0,782
I warn those around me not to purchase products with hormone	0,581
Factor 2: Price	
It is normal for organic products to be expensive	0,846
I pay more than an alternative to an organic product	0,787
The products I use are extremely beneficial for my health	0,542
Non-organic products are harmful to health	0,506
Factor 3: Inaccessibility	
Organic products are not found everywhere	0,810
Organic products are expensive	0,670
There is not enough promotion about organic products	0,654
The health of my loved ones is important to me	0,436
Factor 4: Negative Attitude	
Organic products are not safe	0,821
There is no difference between natural products and ecological products	0,791
Factor 5: Standardization	
While growing organic products, control and supervision are given importance at every stage.	0,796
I have information about the control and control of organic products	0,587
Extraction Method: Principal Component Analysis.	
Rotation Method: Varimax with Kaiser Normalization.	
a. Rotation converged in 8 iterations.	

Sources: developed by the authors.

Factor (F3): It is named as Inaccessibility considering the not being everywhere, expensive, not being promoted enough and the health of the loved ones is important. The third factor has 4 items.

Factor (F4): It is named as a Negative Attitude considering the expressions that it is not safe and there is no difference between natural products and ecological products. There are 2 items under the fourth factor.

Factor (F5): It is named Standardization by taking into account the statements of subjecting the control-inspection process at every stage of the growing and having information about the control of organic products. There are 2 items under the fifth factor.

After the explanatory factor analysis (EFA) and frequency analysis, descriptive statistics related to the obtained variables were included. Information about the averages, standard deviations, reliability coefficients, question numbers and scale levels used for each variable are presented in Table 11.

Table 11. Descriptive statistics on factors

Factors	Average	Std. Deviation	No of questions	Reliability Coefficient	Scale Level	
Factors						
Affecting	Consciousness	1,6577	0,59215	4	0,870	5
Organic	Price	2,3396	0,83366	4	0,848	5
Product	Inaccessibility	1,5413	0,46954	4	0,806	5
Preference	Negative Attitude	3,3267	1,30799	2	0,823	5
	Standardization	2,2819	1,00958	2	0,839	5

Sources: developed by the authors.

When Table 11 is analyzed, it is seen that among the factors affecting attitudes towards the organic product, the highest average inaccessibility (since the scale shows a positive to negative sequence) (Avg: 1.5413). Besides, since the reliability coefficients are 0.80 and higher, it shows that the scales used in the research are reliable. The degree of compliance of the data to the assumed model was tested by conducting CFA on the factors affecting the attitude towards the organic product with the AMOS package program. It is assumed that the causal relationships between the factors (latent variables) in the research model, «consciousness», «price», «inaccessibility», «negative attitude» and «standardization» factors could be explained. CFA was performed to test the validity of the scales used and the structures of all scales were verified. Since the compliance values produced by the measurement models created for testing the validity of the scales are not within the acceptable limits, some modifications have been made as proposed by the program. Details about the developed measurement model are presented below. Figure 1 presents the CFA results and goodness of fit values related to attitude factors for the organic product.

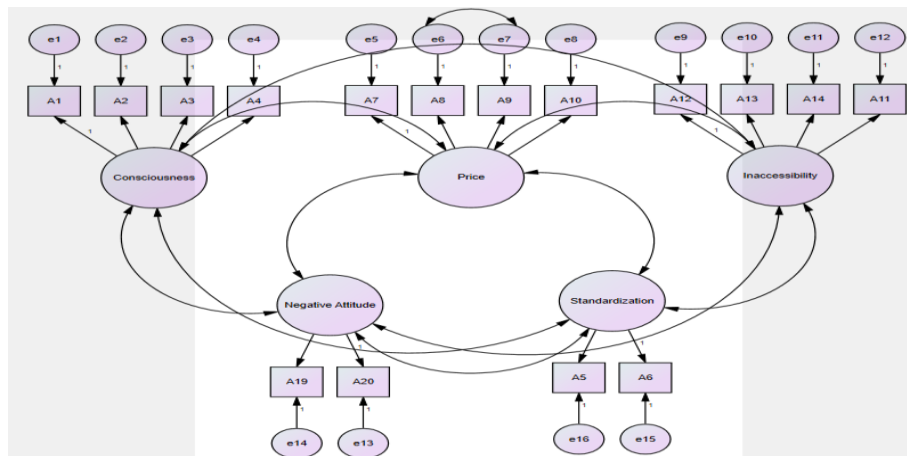


Figure 1. Attitude factors research model for the organic product (measurement model) and goodness of fit results

(X²/df: 3,160; GFI: 0,92; NFI: 0,89; CFU: 0,92; RMSEA: 0,071; Model AIC = 379,844; Independence AIC = 2603,329; Model Caicun = 596,983; Independence Caicun = 2684,125; ECVI: 0,898; ECVI Independence Model = 6,154)

Sources: developed by the authors.

CFA was applied to the corrected measurement model to reveal to what extent the latent variables could be explained by the observed variables. Besides, the explained variances and reliability of the calculated factors in determining the validity and reliability of the measurement model are given in Table 12. It shows the factor loads, standard errors, t values, explained variances and reliability levels of the variables in the measurement model.

Table 12. CFA results for the improved measurement model

Latent Variables	Observed Variables	Standardized Regression Coefficients	Standard Error	T Value	P
CONSCIOUSNESS	CONSCIOUSNESS	0,755			
	CONSCIOUSNESS	0,870	0,064	17,627	***
	CONSCIOUSNESS	0,837	0,063	17,101	***

Continued Table 12

	CONSCIOUSNESS	0,590	0,067	11,807	***
	PRICE	0,656			
PRICE	PRICE	0,605	0,112	9,867	***
	PRICE	0,581	0,091	9,546	***
	PRICE	0,721	0,088	11,197	***
	INACCESSIBILITY	0,461			
INACCESSIBILITY	INACCESSIBILITY	0,564	0,161	6,636	***
	INACCESSIBILITY	0,725	0,207	6,848	***
	INACCESSIBILITY	0,431	0,116	5,782	***
NEGATIVE ATTITUDE	NEGATTI	0,797			
	NEGATTI	0,828	0,122	8,938	***
STANDARDIZATION	STDZATION	0,697			
	STDZATION	0,913	0,108	12,407	***

*** p < 0.01

Sources: developed by the authors.

Table 13 presents the CFA results related to the improved measurement model. Therefore, the standardized regression coefficients, t values ($t > 1.96$), p values ($p < 0.01$) and model fit goodness indexes of the observed variables show that the model is at the acceptable fit level. The generally accepted goodness fit index values in the literature are shown after the analysis.

Table 13. Measurement model goodness of fit indices

General Model Fit	Good Fit	Acceptable Compliance	Compliance Values Obtained
χ^2 / sd	≤ 3	≤ 5	3.160
RMSEA	≤ 0.05	≤ 0.08	0.071
NFU	≥ 0.95	≥ 0.90	0.899
CFU	≥ 0.97	≥ 0.95	0.920
IFI	≥ 0.95	0.94-0.90	0.922
PGFI	Close to 1	The lower limit value is 0.50	0.630
GFI	≥ 0.90	0.89-0.85	0.923

Sources: developed by the authors.

As could be seen in Table 13, the results show that the fit indices of the proposed research model are at an acceptable fit level.

Conclusions. This research is related to the determination of factors that affect the attitudes towards organic product from the perspective of healthy behaviour. The study was conducted on the organic product sales points (Sisli Organic Market, City Farm İstinye Park, Kırkambar, Ekoorganik, Aggroland, Ambar, Ecolife, Yesiloglu Organic, Macrocenter Kuruçesme, İpek. Hanım's Farm). Moreover, it was implemented on people purchasing organic products. The obtained results in determining the factors affecting the organic product attitudes from the healthy behaviour perspective are stated below. The majority of the individuals who participated in the research were female consumers (56%). The participants presented the middle age group with a rate of approximately 61% (between the ages of 26 and 45). There are seen to be predominantly college and graduate (60%) in terms of education level. On the other hand, the participants of the study stated that they were mostly tradesmen (37%), 2021 - 5000 (40,6%) middle income level and married (59%). The EFA results based on the data forming the attitudes of the participants towards the organic product showed that perceptions about attitudes towards organic product were gathered under 5 different dimensions. These dimensions were «consciousness», «price», «inaccessibility», «negative attitude» and «standardization».

The order of awareness of the organic product sales points of the research participants was determined as follows: Sisli Organic Market with 25.9%, City Farm İstinye Park with 17.1%, Kırkambar Organic Market with 10.8%, Ambar and Ecolife Organic Market with 10.3%, Macrocenter Kuruçesme Organic Market with 9%, İpek Hanım's Farm Organic Market with 5.6%. Furthermore, it was concluded that the most frequently used information sources were friend advice while purchasing organic products. In turn, the most purchased/preferred organic products were organic fresh vegetables and fruits.

CFA results showed that the factors affecting individuals' attitude towards organic product had an acceptable fit index from the perspective of healthy behaviour. In the reliability analysis for all variables, it was determined that the reliability levels of the scales were high. According to the results of EFA and CFA, factors affecting the attitude towards the organic product were gathered under 5 dimensions as follows: «consciousness», «price», «inaccessibility», «negative attitude» and «standardization».

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Ставлення споживачів до органічної продукції: детермінанти здорового способу життя

Метою статті є аналіз впливу факторів здорового способу життя на ставлення споживачів до органічних продуктів. Підґрунтям дослідження стали результати анкетування 424 споживачів органічної продукції, на прикладі торгових точок органічної продукції в Стамбулі (Туреччина). Практичну реалізацію дослідження та їх інтерпретацію здійснено з використанням інструментарію частотного аналізу, описової статистики, факторного аналізу. Емпіричне дослідження проведено з використанням інструментарію програмного забезпечення SPSS та AMOS. Вибір контрольних змінних було проведено за допомогою факторного аналізу, тоді як перевірку конструктивної валідності – конфірматорного факторного аналізу. Забезпечення вірогідності та надійності результатів свідчить про наявність структурного взаємозв'язку між факторами, які впливають на ставлення споживачів до органічної продукції. За результатами пояснювального та конфірматорного факторних аналізів, досліджувані фактори було згруповано за 5 основними вимірами, а саме: «свідомість», «ціна», «недоступність», «негативне ставлення» та «стандартизація». Отримані результати засвідчили, що ринок органічної продукції Сіслі є найбільш популярним. У роботі встановлено, що споживачі органічної продукції найчастіше купують органічні овочі та фрукти. Авторами зазначено, що найбільш надійним та популярним джерелом інформації щодо органічної продукції є поради друзів, тоді як низка споживачів надає особливе значення наявності сертифікату на органічну продукцію. На основі отриманих результатів дослідження встановлено, що зростання рівня поінформованості про здоровий спосіб життя сприяє росту попиту на органічну продукцію. Теоретична цінність даного дослідження полягає у заповненні розриву у науковій літературі щодо аналізу ставлення споживачів до органічної продукції та преференцій у виборі торгових точок органічної продукції у Туреччині.

Ключові слова: здоровий спосіб життя, органічна продукція, ставлення до органічної продукції.