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Motives Underlying Organic Food Consumption in Turkey: Impact of Health, Environment, and Consumer Values on Purchase Intentions

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Raising ecological awareness and health concerns create question marks about healthiness and sustainability of conventional foods in customers' minds. Due to augmented mass media coverage of environmental problems, health concerns related to consumption of genetically modified food and/or chemical contaminants in food, and consumers' increasing interest in healthy nutrition and environmental protection, there is a growing interest for organic foods in all over the world. Growing interest for organic foods, and increasing production and demand in organic food market has made organic food consumption a significant topic of research. Although organic food market and demand for organic foods have also been growing in Turkey, literature regarding organic food consumption is not very extensive. Therefore, this study aims to understand the underlying motives for organic food consumption in Turkey, and to explore the factors affecting Turkish consumers' attitudes towards organic foods and the behavioral intention of Turkish consumers to purchase organic food by the help of the theory of reasoned action (TRA). The results of 622 successful surveys used for this empirical research indicate that Turkish consumers' attitudes towards organic foods are determined by perception of organic foods, consumer values, and price perception, while their purchase intention is determined by health consciousness, perception of organic foods, consumer values, price perception, and environmental concerns.

Keywords: organic foods, consumer behavior, theory of reasoned action, food purchase motivations, food purchase intentions, Turkey, health consciousness, environmental concern, consumer values

Introduction

Organic foods have gained importance due to health and environmental concerns related to conventional foods, so the demand for organic foods has risen during the last decades and made organic food consumption a topic of research. Organic agriculture can be defined as the application of environmentally and animal friendly farming methods to produce food. The General Assembly of IFOAM—Organics International defines organic agriculture as follows:

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Organic agriculture is a production system that sustains the health of soils, ecosystems, and people. It relies on ecological processes, biodiversity, and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation, and science to benefit the shared environment and promote fair relationships and a good quality of lifefor all involved (IFOAM, 2016).

Organic agricultural production uses the methods in which the usage of chemical inputs or pesticides is avoided, and inputs used in the production process are permitted by the regulations. In organic farming, supervised and certified stages of the whole production and consumption process, provide the highest level of protection for the environment, plants, animals, and human health without polluting the soil and water resources or the quality of air (Kirazlar, 2001). Organic agriculture seeks to provide consumers, with fresh, tasty, healthy, and reliable food while respecting nature and animal welfare, and creating new opportunities for local people in rural areas.

Consumers' perceptions towards organic food products (Beaudreault, 2009) and environmentally sustainable products (Pickett, Baker, & Ozaki, 2008) have been popular topics of research. Moreover, standards of living, education level, and age can be considered as factors which may have impact on consumers' awareness and knowledge about organic production and consumption (Pellegrini & Farinello, 2009). Consumers may have different motivations for consumption of organic food such as health considerations, and environmental concerns (Pellegrini & Farinello, 2009; Lockie, Lyons, Lawrence, & Mummery, 2002; Magnusson, Arvola, Koivisto Hursti, Aberg, & Sjödén, 2003; Chryssohoidis & Krystallis, 2005; Gracia & Magistris, 2008; Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007; Li, Zepeda, & Gould, 2007; Wier, O'Doherty Jensen, Andersen, Millock, & Rosenkvist, 2008; Zepeda & Deal, 2009; Bellows, Alcaraz, & Hallman, 2010; Cerjak, Mesić, Kopić, Kovačić, & Markovina, 2010; Hasançebi, 2010; Ergin & Ozsacmaci, 2011; Çabuk, Tanrikulu, & Gelibolu, 2014). Smith and Paladino (2010) suggested that personal health can be seen as the strongest motivator for purchasing organic food when compared to family health.

Although organic food market in Turkey is small, it is growing and has a potential for growth in future (Sayin, Brumfield, Mencet, & Ozkan, 2005; Surett, 2016), so consumer interest towards organic foods is a significant topic of research. However, literature regarding this topic in Turkey is rather limited (Özfer Özçelik & Uçar, 2008; Oraman & Unakitan, 2010; Nasir & Karakaya, 2014a, 2014b; Günden, Türkekul, Miran, Abay, & Akgüngör, 2010; Çabuk et al., 2014). Large amount of Turkey's organic food production is exported to the U.S. and E.U. The demand for organic food in domestic market has been slightly rising; therefore understanding consumption motives for organic food may provide valuable information to producers and marketers. The aim of this study is to determine motivations behind Turkish consumers' organic food purchase decisions by using of Theory of Reasoned Action as a base for structuring the research model.

Organic Food Consumption Motives

There might be many factors that influence organic food consumption, however, organic food consumption intentions are mainly associated with egoistic purchase considerations (e.g., health and safety concerns) (Michaelidou & Hassan, 2008); and altruistic purchase considerations (e.g., concern for the environment) (Padel & Foster, 2005).

Previous research suggests that personal health concerns may drive consumers' attitudes toward organic food (Botonaki, Polymeros, Tsakiridou, & Mattas, 2006; Chryssohoidis & Krystallis, 2005; Harper & Makatouni, 2002; Kareklas, Carlson, & Muehling, 2014; Magnusson et al., 2003; Makatouni, 2002; Padel & Foster, 2005)

and intention to purchase organic food (Kareklas et al., 2014; Schifferstein & Oude Ophuis, 1998; Soler, Gil, & Sanchez, 2002). Individuals' perception that organic food is healthier with greater nutritional value compared to conventional food, and produced naturally without using harmful chemicals results in positive attitudes towards organic food (Kareklas et al., 2014; Ott, 1990; Pino, Peluso, & Guido, 2012; Squires, Juric, & Cornwell, 2001; Wandel & Bugge, 1997; Wilkins & Hillers, 1994). Moreover, organic farming is perceived safer as compared to conventional or industrial farming (Kareklas et al., 2014; Lacey, 1992; Kouba, 2003; Sangkumchaliang & Huang, 2012).

Environmental concerns as altruistic purchase considerations also affect consumers' attitudes toward organic food (Ahmad, Shah, & Ahmad, 2010; Honkanen, Verplanken, & Olsen, 2006; Michaelidou & Hassan, 2008; Squires et al., 2001; Wandel & Bugge, 1997) and purchase intentions (Ahmad & Juhdi, 2010). Animal welfare is considered to be another factor influencing consumer's intention to purchase organic food (Harper & Makatouni, 2002). However, research shows that animal welfare is a less influential concern in purchasing organic food as compared to environmental concerns (Hughner et al., 2007).

Previous studies highlight the importance of price perception in determining consumers' attitudes towards organic foods and their organic food purchase intentions (Magnusson, Arvola, Koivisto Hursti, Aberg, & Sjödén, 2001; Fotopoulos & Krystallis, 2002; Vindigni, Janssen, & Jager, 2002; Lea & Worsley, 2005; Padel & Foster, 2005; Krystallis, Vassallo, Chryssohoidis, & Perrea, 2008).

Product attributes such as quality (Lockie et al., 2002; Smith & Paladino, 2010; Hamzaoui-Essoussi & Zahaf, 2012; Ergin & Ozsacmaci, 2011), better taste (Lockie et al., 2002; Dahm, Samonte, & Shows, 2009; Hasançebi, 2010; Hughner et al., 2007; Stolz, Stolze, Hamm, Janssen, & Ruto, 2010; Hamzaoui-Essoussi & Zahaf, 2012; Ergin & Ozsacmaci, 2011), nutrition value, and freshness (Fotopoulos & Chryssochoidis, 2000) have also found to be influential in organic food consumption.

The family life cycle could be considered as another factor that is known to affect organic food consumption patterns of consumers. Organic food consumption is thought to be an alternative lifestyle beginning with pregnancy (Pino et al., 2012), the arrival of a baby (Hamzaoui-Essoussi & Zahaf, 2012), and having children in the family (Hamzaoui-Essoussi & Zahaf, 2012). However, motivations for organic food consumption and importance attached to different organic food consumption motives vary across countries (Cerjak et al., 2010; Quah & Tan, 2010) which make it difficult to generalize the findings.

The Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a model that finds its origins in the field of social psychology. The Theory of Reasoned Action was developed by Martin Fishbein and Icek Ajzen as an improvement over Information Integration theory (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and this theory added another element in the process of persuasion, behavioral intention to define the links among beliefs, attitudes, norms, intentions, and behaviors of individuals. The Theory of Reasoned Action is concerned with behavior; however, it also recognizes that there are situations (or factors) that limit the influence of attitude on behavior. Because it separates behavioral intention from behavior, the theory also discusses the factors that limit the influence of attitudes (or behavioral intention) on behavior.

The Theory of Reasoned Action uses two elements: attitudes and norms (or the expectations of other people), to predict behavioral intent. Attitudes have two components: the evaluation and strength of a belief. The second component influencing behavioral intent, subjective norms, also have two components: normative

beliefs (an individual's thoughts about what others would want or expect him/her to do) and motivation to comply (how important it is to an individual to do what he/she thinks others expect). According to this model, an individual's behavior is determined by his/her behavioral intention to perform it. This intention is determined by the individual's attitudes and his subjective norms towards the behavior. Fishbein and Ajzen (1975, p. 302) defined the subjective norms as "the person's perception that most people who are important to him think he should or should not perform the behavior in question".

According to this theory, behavioral intention is determined by attitude and subjective norms (Behavioral Intention = Attitude + Subjective norms). The attitude of an individual towards a behavior is determined by his/her beliefs on the consequences of this behavior, multiplied by his/her evaluation of these consequences (Davis et al., 1989). Beliefs are defined by the person's subjective probability that performing a particular behavior will produce specific results (Al-Lozi & Papazafeiropoulou, 2012). This model therefore suggests that external stimuli influence attitudes by modifying the structure of the person's beliefs. Moreover, behavioral intention is also determined by the subjective norms that they themselves are determined by the normative beliefs of an individual and by his motivation to comply to the norms. This theory is designed to make statistical generalizations predicting people's behavior (Feng, 2012). People make conscious choices based on two factors: (1) how strongly they perceive the benefits to lead to a positive outcome, and (2) the social norms, risks, and rewards they associate with that choice. This theory predicts the attitudes and behaviors of large groups of people.

Attempts to understanding determinants of attitude and behavior yielded the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975), which suggests that behavioral intentions as the antecedents of behavior are determined by attitude and subjective norms (Fishbein & Ajzen, 1975; Madden, Ellen, & Ajzen, 1992; Truong, 2009). The main idea in the TRA is that an individual's behavioral intention in a specific context depends on attitude towards performing the target behavior and on subjective norm, which refers to "the person's perception that most people who are important to him or her think s/he should or should not perform the behavior in question" (Fishbein & Ajzen, 1975, p. 302; Truong, 2009). This theory's explanation of buying behavior is criticized, since some external factors could influence the buying behavior of consumers (De Cannière, De Pelsmacker, & Geuens, 2009; Foxall, 2005; Infosino, 1986; Morrison, 1979; Sun & Morwitz, 2010). Despite the critiques, this theory has still been widely used to explain food consumption patterns of consumer. Because of this limitation of the theory, in this research, which is designed to understand the influence of health-related factors, green consumer values, and concern for environment, in addition to perception of organic foods and price of organic foods, on Turkish consumers' attitudes towards organic foods and their organic food purchase intentions, consumers' organic food purchase behavior is not explored.

Research

Design and Methodology

The aim of this research is to explore Turkish consumers' attitudes towards organic foods and motives affecting their organic food purchase intentions. The growth potential of domestic market suggests that Turkish consumers' awareness of organic foods has been rising. Therefore, exploring motives underlying Turkish consumers' organic food consumption would provide an understanding of growing organic food market in Turkey to researchers, organic food producers, and marketers.

The survey consisted of six scales. The scale related with health consciousness and food relations was taken from Chen (2009). The scale of Chen (2009) was adapted from Oude Ophuis (1989). The original health

consciousness scale is an 11-item scale which can be applied to assess the degree of readiness to undertake health actions (Oude Ophuis, 1989). The original scale consists of 11 items and only the first four items of the scale was used after evaluation of pilot study results based on their appropriateness for this study. In order to determine Turkish consumers' organic food purchase motivations, a 16-item scale covering organic food related motivations, environmental concerns, subjective norm, price perception, and consumer values was adapted from Voon, Ngui, and Agrawal (2011). The Turkish translation of the scales was rated on a five-point Likert scale (ranging from "1 = totally agree" to "5 = totally disagree").

Data for the study were collected during February and March 2016 via online questionnaire and by distributing questionnaires to customers at markets where organic food was sold. A total of 729 questionnaires were completed; however, 40 of the questionnaires were omitted, since respondents have stated that they did not do any grocery shopping for their houses, and another 67 questionnaires were omitted because of missing data. At the end, 622 usable questionnaires have left.

Hypotheses and Research Model

In order to examine motivations determining Turkish consumers' attitudes towards organic foods and their organic food purchase intentions, following hypotheses related to factors of survey are proposed:

H_{1a}: An individual's health consciousness level will positively affect his/her attitudes towards organic foods.

H_{1b}: An individual's health consciousness level will positively affect his/her organic food purchase intention.

H_{2a}: The organic food features will positively affect an individual's attitudes towards organic foods.

H_{2b}: The organic food features will positively affect an individual's organic food purchase intention.

H_{3a}: Consumer values will positively affect an individual's attitudes towards organic foods.

H_{3b}: Consumer values will positively affect an individual's organic food purchase intention.

H_{4a}: An individual's price perception of organic foods will positively affect his/her attitudes towards organic foods.

H_{4b}: An individual's price perception of organic foods will positively affect his/her organic food purchase intention.

H_{5a}: An individual's concern for environment will positively affect his/her attitudes towards organic foods.

H_{5b}: An individual's concern for environment will positively affect his/her organic food purchase intention.

H_{6a}: Subjective norm will positively affect an individual's attitudes towards organic foods.

H_{6b}: Subjective norm will positively affect an individual's organic food purchase intention.

H_7: An individual's attitudes towards organic foods will positively affect his/her organic food purchase intention.

The research model proposed is given in Figure 1. Theory of Reasoned Action was used to structure the research model. Turkish consumers' attitudes towards organic foods and their organic food purchase intentions were explored based on their beliefs and evaluations related to organic foods by scales covering health consciousness, organic food related motivations, environmental concerns, subjective norm (impact of people cared on individual's behavior), price perception, and consumer values. In the study, Turkish consumers' organic food purchase behavior was not taken into consideration.

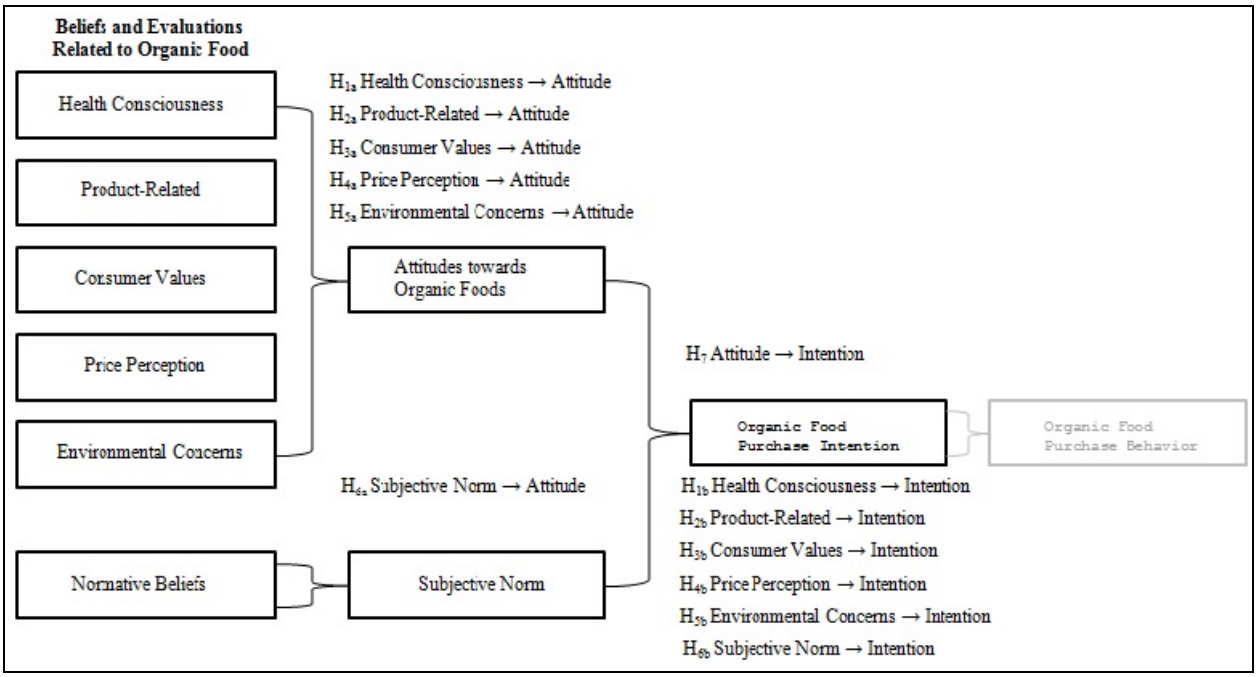

Figure 1. The research model.

Research Findings

The majority of respondents were females that account for 70.7%. A large percentage of the respondents (78.8%) are in the age group of 25 to 45 years old. In terms of educational level, the highest percentage was bachelor's degree with 46.5%. All demographic findings, the respondents' income levels and perception of income are given in Table 1 and Table 2.

Table 1

Demographic Findings

Gender (N = 622)			Number of people living in the same house (N = 622)			Education (N = 622)		
	n	%		n	%		n	%
Female	440	70.7	1	121	19.5	Primary school	0	0.0
Male	182	29.3	2	201	32.3	High school	39	6.3
AGE	622		3	172	27.7	2-year college	25	4.0
18-24	64	10.3	4	115	18.5	Bachelor's degree	289	46.5
25-35	234	37.6	5	13	2.1	Master's degree	151	24.3
36-45	256	41.2				Ph.D.	118	19.0
46-55	44	7.1						
56-65	12	1.9						
66-75	12	1.9						
Health situation (N = 622)			Children under school age (N = 622)			Marital status (N = 622)		
Completely Healthy	186	29.9	Yes	96	15.4	Single living alone	177	28.5
Almost Healthy	406	65.3	No	526	84.6	Single living with family	134	21.5
Not healthy	30	4.8				Married without children	95	15.3
						Married with children	158	25.4
						Empty nest	18	2.9
						Divorced living with children	40	6.4

Table 2

Monthly Household Income and Perception of Income

Perception of income (N = 622)			Monthly household income (TRY) (N = 622)		
	n	%		n	%
Very low	0	0.0	Between 0-1000 TL	27	4.3
Low 1	7	1.1	Between 1001-2000	47	7.6
Low 2	39	6.3	Between 2001-3000	137	22.0
Low 3	90	14.5	Between 3001-4000	71	11.4
Middle	220	35.4	Between 4001-5000	119	19.1
High 1	179	28.8	Between 5001-6000	75	12.1
High 2	87	14.0	6001+	146	23.5
High 3	0	0.0			
Very high	0	0.0			

Note. *3.3100 TRY = 1 EUR/2.9340 TRY = 1 USD (08.09.2016).

In order to examine factors influencing the organic foods purchase of the respondents, the exploratory factor analysis was applied to the survey data, and KMO and Barlett's Test was conducted. KMO coefficient is 0.814 and the significance level of Barlett's Test is 0.000. Items of the scale were grouped using principal component factor analysis with Varimax rotation with Kaiser Normalization, and 20 of the items were loaded under six factors explaining 70.644% of the total variance. The results of the factor analysis are shown in Table 3. The first factor containing four items is named as "Health Consciousness". This factor explains 16.269% of the variance. This finding is also supporting the existing literature as health is the main motivator of consuming organic food (Pellegrini & Farinello, 2009; Lockie et al., 2002; Magnusson et al., 2003; Chryssohoidis & Krystallis, 2005; Gracia & Magistris, 2008; Hughner et al., 2007; Li et al., 2007; Wier et al., 2008; Zepeda & Deal, 2009; Bellows et al., 2010; Cerjak et al., 2010; Hasançebi, 2010; Ergin & Ozsacmaci, 2011; Çabuk et al. 2014). The second factor contains three items and it is named as "Product Related" factor which is related to perceived characteristics of organic foods by consumers. This factor explains 16.133% of the variance.

The third factor, called as "Consumer Values", explains 11.850% of total variance. This factor contains items which examine the respondents' attitudes towards responsible consumption and ethical consumer values. The fourth factor, "Price Perception", contains three items related to price perception of consumers and explains 9.502% of total variance. The two items of the fifth factor, named as "Environmental Concerns", cover environment friendliness perception of organic foods and explain 8.981% of total variance. The last factor, "Subjective Norm", contains two items related to the influence of people cared by consumers on consumers' organic food consumption. This factor explains 7.909% of total variance.

Table 4 presents the results of regression analysis with attitudes towards organic foods and intention to purchase organic foods as dependent variables to predict consumers' motivators for organic food consumption. In order to assess the effect of factors consumers' attitudes towards organic foods and their organic food purchase intentions, regression analysis was conducted. With the hypotheses H_{1a}, H_{2a}, H_{3a}, H_{4a}, H_{5a}, and H_{6a}, the effects of six factors (health consciousness, organic food related motivations, consumer values, the organic food price perception, environmental concerns, and subjective norm/impact of people cared on individual's behavior) on consumers' attitudes towards organic foods were examined. The results of the regression analysis

revealed that the effects of three factors (organic food related motivations, consumer values, and the organic food price perception) on consumers' attitudes towards organic foods were statistically significant ($p < 0.05$). Therefore, hypotheses H_{2a}, H_{3a}, and H_{4a} were accepted. According to standardized beta coefficients, these factors could be listed as consumer values ($\beta = 0.702$), organic food related motivations ($\beta = 0.241$), and the organic food price perception ($\beta = 0.092$).

Table 3

Factor Analysis Results

Reasons for buying organic food products (α = 0.813)	**F1**	**F2**	**F3**	**F4**	**F5**	**F6**
Health Consciousness (α = 0.896) Mean = 2.4518; SD = 0.89948						
I have the impression that I sacrifice a lot for my health.	0.823					
I am prepared to leave a lot, to eat as healthy as possible.	0.844					
I think that I take health into account a lot in my life.	0.830					
I think it is important to know well how to eat healthy.	0.829					
Product-related (α = 0.840) Mean = 1.3945; SD = 0.43904						
Organic foods are better for my health.		0.772				
Organic foods contain no harmful chemicals (such as additives, pesticides etc.) and GMOs.		0.698				
Organic foods' production process is healthier.		0.645				
Organic foods are better than conventional foods.		0.720				
Organic foods do not make any harm to my health.		0.761				
Consumer Values (α = 0.801) Mean = 1.6793; SD = 0.60628						
Sustainability considerations affect my food purchase.			0.763			
I consider myself as a responsible consumer.			0.656			
I consider myself as an environmentally conscious person.			0.816			
I consider myself as an ethical consumer.			0.531			
Price Perception (α = 0.751) Mean = 2.0477; SD = 0.75339						
Organic foods are expensive.				0.810		
I think organic foods are more suitable for high income group.				0.693		
I am not sure that I am ready to pay premium for organic foods.				0.762		
Environmental Concerns (α = 0.800) Mean = 2.4076; SD = 0.98616						
Organic foods do less harm to the environment.					0.844	
Organic foods' production process is environmentally friendly.					0.836	
Subjective Norm (α = 0.702) Mean = 1.8915; SD = 0.82476						
The people I care think that consuming organic foods is a better choice.						0.811
My family and friends suggest me to consume organic foods.						0.733
Explained Variance	70.644					

With the hypotheses H_{1b}, H_{2b}, H_{3b}, H_{4b}, H_{5b}, and H_{6b}, the effects of six factors (health consciousness, organic food related motivations, consumer values, the organic food price perception, environmental concerns, and subjective norm/impact of people cared on individual's behavior) on consumers' organic food purchase intentions were examined. The results of the regression analysis showed that the effects of five factors (health consciousness, organic food related motivations, consumer values, the organic food price perception, and environmental concerns) health consciousness, organic food related motivations, consumer values, the organic food price perception, environmental concerns were statistically significant ($p < 0.05$). Therefore, hypotheses H_{1b}, H_{2b}, H_{3b}, H_{4b}, and H_{5b} were accepted. According to standardized beta coefficients, these factors could be listed as consumer values ($\beta = 0.562$), the organic food price perception ($\beta = 0.214$), health consciousness ($\beta =$

0.138), organic food related motivations (β = 0.135), and environmental concerns (β = -0.122). Hypothesis H_7, the effect of consumers' attitudes towards organic foods on their organic food purchase intentions was accepted ($p < 0.05$; β = 0.599).

Table 4

Regression Analysis

Variable	B	SE	b	t	Significance
$R^2 = 0.359$					
Attitude → Intention	0.708	0.038	0.599	18.650	0.000
R^2 (Attitude) = 0.719					
Health consciousness → attitude	-0.028	0.015	-0.048	-1.810	0.071
Product-related → attitude	0.286	0.035	0.241	8.158	0.000
Consumer values → attitude	0.604	0.026	0.702	23.702	0.000
Price perception → attitude	0.064	0.015	0.092	4.214	0.000
Environmental concerns → attitude	0.007	0.013	0.013	0.549	0.583
Subjective norm → attitude	-0.019	0.015	-0.030	-1.256	0.210
R^2 (Intention) = 0.536					
Health consciousness → intention	0.095	0.023	0.138	4.089	0.000
Product-related → intention	0.190	0.053	0.135	3.561	0.000
Consumer values → intention	0.571	0.039	0.562	14.747	0.000
Price perception → intention	0.175	0.023	0.214	7.613	0.000
Environmental concerns → intention	-0.076	0.019	-0.122	-4.003	0.000
Subjective norm → intention	0.007	0.023	0.009	0.294	0.769

Table 5

Hypotheses

Hypotheses	Standardized coefficient	*t*-value	Result
H_{1a}: Health consciousness → attitude	-0.048	-1.810	Rejected
H_{1b}: Health consciousness → intention	0.138	4.089	Supported
H_{2a}: Product-related → attitude	0.241	8.158	Supported
H_{2b}: Product-related → intention	0.135	3.561	Supported
H_{3a}: Consumer values → attitude	0.702	23.702	Supported
H_{3b}: Consumer values → intention	0.562	14.747	Supported
H_{4a}: Price perception → attitude	0.092	4.214	Supported
H_{4b}: Price perception → intention	0.214	7.613	Supported
H_{5a}: Environmental concerns → attitude	0.013	0.549	Rejected
H_{5b}: Environmental concerns → intention	-0.122	-4.003	Supported
H_{6a}: Subjective norm → attitude	-0.030	-1.256	Rejected
H_{6b}: Subjective norm → intention	0.009	0.294	Rejected
H_7: Attitude → intention	0.599	18.650	Supported

Based on the evaluation of the regression analysis results, supported and rejected hypotheses are shown in Table 5. Therefore, it is observed that attitudes towards organic foods are affected by perception of organic foods, consumer values, and price perception. However, consumers' purchase intention of organic foods is influenced by health consciousness, perception of organic foods, consumer values, price perception, and environmental concerns. According to the study results, nine of the 13 proposed hypotheses were supported.

Conclusions

Theory of Reasoned Action, which aims to explain the reasons behind one's intention to perform a behavior which depends on the attitude towards performing the behavior and subjective norm, is used as a tool for structuring the research to understand roles of different factors in determining Turkish consumers' attitudes towards organic foods and organic food purchase intentions. The results of this study indicate that Turkish consumers' attitudes towards organic foods are determined by perception of organic foods, consumer values, and price perception, while their purchase intention is determined by health consciousness, perception of organic foods, consumer values, price perception, and environmental concerns. Consumers' health consciousness has a stronger relation to consumers' organic food purchase intention than environmental concerns. The others' opinions and suggestions concerning organic food consumption have no affect on attitudes towards organic foods and organic food purchase intention of consumers. The model of the study which summarizes the research findings is given in figure below (Figure 2).

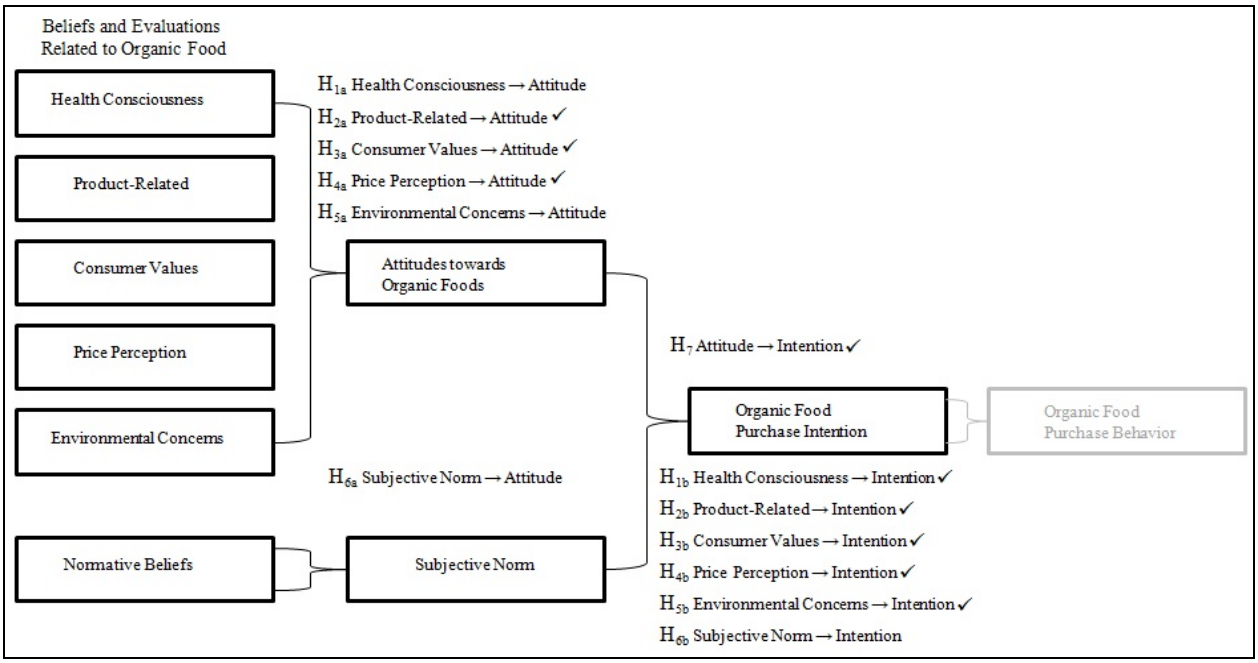

Figure 2. Summary of findings.

Based on the research results, organic food producers and marketers could be suggested to communicate about the organic food features, contribution of organic food consumption to ethical and sustainable consumption, health related benefits of organic products, and organic food consumption's benefits to protection of environment to their potential customers in order to stimulate primary demand.

The results of the survey are mostly in accordance with the results of the limited research on Turkish consumers' organic food consumption behavior. The awareness of organic food is rather limited in the large percentage of population, mainly because of lack of knowledge on organic foods and premium prices of organic foods. Organic foods are preferred by well-educated consumers in urban areas whose income, environmental and health consciousness levels are high (Akgüngör, Miran, & Abay, 2010; Surrett, 2016).

Food consumption patterns vary in different countries based on culture, living standards, and development levels. Since organic food market is a small but growing market in Turkey, exploring motivations for organic

food consumption will provide valuable information on consumption patterns of consumers. In this research, Turkish consumers' attitudes towards organic foods and their purchase intentions were examined. However, since purchase intentions may or may not result in purchase action, motives organic food purchase behavior should be explored in order to understand consumer behavior in organic food market.

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