INVESTIGATION OF ORGANIC FOOD CONSUMPTION BEHAVIOR IN THE CONTEXT OF S-O-R THEORY: THE CASE OF ANTAKYA-HATAY

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ABSTRACT

In recent years, the degradation of the natural environment and the misused of resources have led to the conclusion that the environment must be protected. In this context, consumers have started to attach more importance to organic farming practices and organic foods than ever before. However, although organic farming practices have increased significantly, the rate of purchasing organic foods by consumers is still low. In this study, the hypothesis that environmental image creates environmental trust and satisfaction and this positively affects the environmental word-of-mouth intention is discussed based on organic foods. The first study of this hypothesis based on organic foods constitutes the original value of this study. A field study was conducted on households living in Antakya-Hatay to test the relationships in the conceptual model adapted by Mehriban and Russell. By using a field sampling method, research data were collected with a face-to-face survey. Confirmatory factor analysis (CFA) and structural equation modeling were applied in the analysis of the data. The findings show that the environmental image of organic foods (stimuli) leads to positive effect on the environmental word-of-mouth intention for organic foods (response), if it creates environmental trust on organic foods and environmental satisfaction with organic foods (organism).

Keywords: Environmental image, Environmental trust, Environmental satisfaction, Environmental word-of-mouth intention, Organic foods.

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ORGANİK GIDA TÜKETİMİ DAVRANIŞININ S-O-R TEORİSİ BAĞLAMINDA İNCELENMESİ: ANTAKYA-HATAY ÖRNEĞİ

ÖZ

Son yıllarda doğal çevrenin bozulması ve kaynakların kötüye kullanımı çevrenin korunması gerektiği sonucunu doğurmuştur. Bu bağlamda tüketiciler, organik tarım uygulamalarına ve organik gıdalara her zamankinden daha fazla önem vermeye başlamışlardır. Ancak organik tarım uygulamaları önemli ölçüde artmış olsa da tüketicilerin organik gıda satın alma oranı halen düşüktür. Bu çalışmada, çevreci imajın çevresel güven ve memnuniyet yarattığı ve bunun da ağızdan ağıza iletişimi olumlu yönde etkilediği hipotezi organik gıdalar temel alınarak tartışılmıştır. Bu hipotezin ilk kez organik gıdalara dayalı olarak incelenmesi, bu çalışmanın orijinal değerini oluşturmaktadır. Mehriban ve Russell tarafından uyarlanan kavramsal modeldeki ilişkileri test etmek için Antakya-Hatay'da yaşayan hane halkları üzerinde bir saha çalışması yapılmıştır. Veriler anket yöntemi ile toplanmış ve alan örneklemesi yöntemi uygulanmıştır. Verilerin analizinde doğrulayıcı faktör analizi (DFA) ve yapısal eşitlik modeli uygulanmıştır. Bulgular, organik gıdaların çevresel imajının (uyarıcılar), tüketici (organizma) için organik gıdalara karşı çevresel güven ve çevresel memnuniyet yaratması halinde organik gıdalar için çevresel ağızdan ağza iletişim niyetini (tepkiyi) olumlu yönde etkilediğini göstermektedir.

Anahtar Kavramlar: Çevreci İmaj, Çevresel Güven, Çevresel Tatmin, Çevresel Ağızdan Ağza İletişim Niyeti, Organik Gıdalar.

INTRODUCTION

In recent years, some customer consumption habits which are environmentally irresponsible may cause the overuse, misuse, or degradation of the natural resources. Most of international organizations have announced that the environment should be protected and a cleaner world should be left for the future generations. This requirement has been encouraging consumers to consume by taking the environment into consideration. In the last decade, organic agriculture practices and organic foods have been substantially attracted attention of consumers. Organic food is defined as “foods (fruits and vegetables have been taken into account in this study) which naturally produce without using artificial chemicals such as pesticide, genetically modified seeds, artificial fertilizer, etc.” (Scott, 2013, p.7). Those are known as more healthy and feeder foods. Organic agriculture provides a healthier living for humans, soil, and ecosystem. The growth rate of organic agriculture is estimated at 16 percent until 2020. Although organic agriculture has been substantially growing, it’s seen that the rate of organic food purchasing is still remaining low (IFOM, 2016). There are not only promoting factors that influence to purchase of organic foods but disincentive factors are, also. Previous researches have showed that organic foods are healthier and more reliable than traditional foods cultivated by modern

agricultural methods. Health is the most important factor that motivates consumers to purchase organic foods (Hsu et al., 2014). Other factors determining the organic foods preferences of consumers toward environmental protection are related to the features and benefits of organic foods such as; being tastier, animal and human well-being, biodiversity, and various benefits for ecosystems (Puska et al., 2018). According to the other study's results, the more consumers have health-conscious, environmental, and social consciousness, the more they prefer organic foods (Hansen et al., 2018). However, the high prices of organic foods have been seen as the main factor that prevents to be purchased the organic foods. Other prohibitive factors have been found such as; bad appearance, not always available, and lack of the green label. Consumers don't trust in the organic foods as well as in doubt about them (Puska et al., 2018). Furthermore, it hasn't been found sufficient and significant evidence about the fact that the effects of organic foods on individual health and their nutritive value are better than traditional foods (Zelecka et al., 2014). While some consumers agree with the idea that environmental consumption is one of the effective ways to protect the environment, some of them refer to the fact that they don't actually know of what environmental consumption is and, they only heard this concept (Choi et al., 2015). This phenomenon shows that switching the consumers toward environmental consumption and developing new strategies that are crucial for both marketing managers and policymakers.

Therefore, here, the important question is to how to increase organic food consumption. This is still a poorly understood topic. This study attempts to identify the motivation factors toward environmental consumption. It emphasizes on the factors that influence to the positive word-of-mouth of consumers. Particularly, the study aims to examine the effect of the environmental image, environmental trust, and environmental satisfaction on environmental word-of-mouth intention based on Stimulus-Organism-Response (S-O-R) theory developed by Mehriban and Russell (1974). In the literature, although there are many researches explaining consumer behavior based on this theory, there is still a gap in the understanding the role of these variables, particularly in terms of the environmental purchasing behavior. According to this theory, product image affects to the consumer purchasing behavior via consumer's trust and satisfaction (Martinez, 2015). Environmental image concept refers to the perception of the consumer about a product produced without harming the environment. Consumers relying on environmental products are pleased to consume these products. The theory explains the emotional states felt towards others such as relatives, friends, family members, also. (Yusaf et al., 2012). In this context, this study can contribute to better understanding of consumer's environmental purchasing decision-making process because there is still a gap in the literature in the understanding the drivers of consumption behavior towards environment protection. As thus, it may benefit for both marketing managers and producers of organic foods in long term. It may also

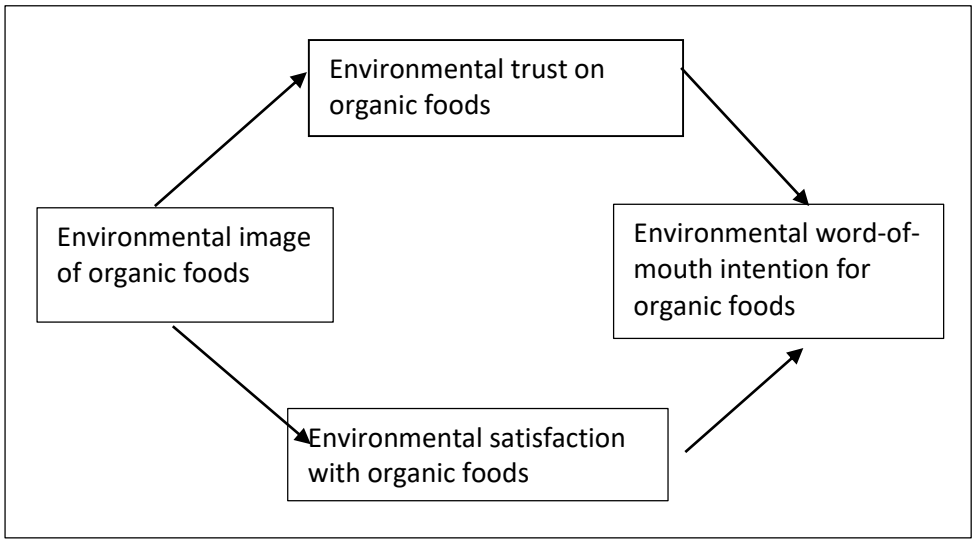
drive the marketers to use the awareness-raising campaigns to encourage consumers in order to purchase organic foods. On the other hand, the environmental identity of firm has been seen as an important competitive advantage in marketing context, recently. Better understanding of environmental consumer behavior may also assist policymakers to formulate the actionable environment protection strategies. Actually, the original value of the study is that it is one of the rare studies that applied this model to investigate organic foods. Its findings will shed light on how marketing strategies promoting consumer behavior toward environmental protection would be developed by policymakers and marketers.

I. CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

Stimulus-Organism-Response Theory developed by Mehriban and Russell has been largely used by previous researchers in order to examine the relationships between (among) the antecedents and outcomes of consumer behavior (Kaur et.al., 2017; Chen and Yao, 2018; Kamboj et al., 2018). S-O-R theory assumes that stimuli (as the antecedent) influences the emotions of consumers and these raised emotions lead consumers to behave parallel with the stimuli. The stimuli sent by the firm consists of a set of attributes affecting consumers' perceptions (Mehriban and Russell, 1974). The organism means a mechanism that mediates between stimuli and consumers' response. Basically, it consists of perceptual, emotional and cognitive activities. The response is the final action including physiological reactions such as the intention to purchase a product. (Jeong et al., 2017).

"The S-O-R framework describes that a person reacts to the environment by three steps: when an individual is exposed to an environmental stimulus (S), he/she generates internal states/evaluations (O), which then initiate responses (R). Internal states/evaluations (O) can mediate the relationship between stimuli (S) to individuals and the responses (R)". Furthermore, "satisfaction and trust have been accepted in the S-O-R framework by many scholars and practitioners and regarded as consumer emotional state variables" (Chang, 2017, p. 60). In this study, the environmental trust on organic foods and the environmental satisfaction with organic foods were selected as consumer internal states variables. Considering that environmental trust variable and environmental satisfaction variable affect to consumer response also, this study was examined the effects of both factors on the environmental word-of-mouth intention of consumers (Jeong et al. 2017). Figure 1 shows the conceptual model developed based on the S-O-R framework.

Figure 1. Conceptual Model



Environmental image concept refers to "a series of perceptions existing in consumer's mind regarding what extent to a product is environment friendly" (Keller, 1993, p.2). An image of environmental friendly may cause positive attitudes and behaviors associated with a product (Jeong et al. (2014). Satisfaction and pleasure concepts have been usually used in consumer behavior literature (Woodside et al., 1990; Meesala and Paul, 2018). Increasing consumer satisfaction is accepted as one of the key factors for firm success. Satisfaction is the emotional change that results from the used a product/service by individual in meeting his/her desires, needs, and wants. (Westbrook and Reilly, 1983). With the same mind, environmental satisfaction can be identified as a "delightful level of feeling resulting from the ability of a product or service to satisfy needs, wants, and desires in a manner that is environmentally sound, sustainable, and eco-friendly" (Martinez, 2015, p.896). The argument that the green image of organic food significantly influences to the satisfaction level of consumers has been found acceptable by researchers (Prayag et al., 2017). Acting in these views, a hypothesis shown below is developed:

H_1: *The (perceived) environmental image of organic foods positively influences to the environmental satisfaction with organic foods.*

Trust is a sentimental variable defined as "the willingness of an individual to rely on acquaintances that he or she is confident in" (Moorman et al., 1993, p.82). Based on this definition, the environmental trust refers to the willingness to rely on a product or service due to its environmental performance (Chen 2010; Martinez 2015). The environmental trust factor has become one of

the important factors that are frequently discussed by researchers in recent years. Consumers think that the green claims of the environmental products are exaggerated, misleading, and confusing (Aarset et al, 2004). Therefore, many consumers have a low sense of trust environmentally friendly products (Vermeir and Verbeke, 2006). However, previous studies have shown that the environmental image has a positive impact on consumer environmental trust level because the environmental image can reduce the perceived risk of the product (Sallam, 2016). Thus, we propose the following hypothesis:

H_2: *The (perceived) environmental image of organic foods positively influences to the environmental trust on organic foods.*

Reliability and integrity are the important conditions of confident in a product. The knowledge that organic foods are produced more reliable manner without damaging the environment would generate consumer's willingness to disseminate this knowledge. However, doubts about the firm's environmental concerns negatively affect environmental consumer behavior (Albayrak et al., 2011). In the same vein, it can be expected that trusting on organic foods may lead to the environmental word-of-mouth intention. Hence, a hypothesis is developed as shown below:

H_3: *The environmental trust on organic foods positively influences to the environmental word-of-mouth of intention.*

"Environmental word-of-mouth intention" concept refers to "the willingness of a person to disseminate positive or negative environmental messages regarding products and services to his or her friends, family members, colleagues etc" (Anderson and Gerbing, 1988, p. 411). Pleased with an experience leads to repeat behavior and positive word-of-mouth (Lankton et al., 2010). An individual wants to consume again a product if he/she has positive experiences about it, then he or she starts to talk positively about the product. Previous studies revealed that consumer satisfaction positively affects to the word of mouth communicate intention. (Laroche et al., 2005; Ladhari, 2007; Ha and Im, 2012). Therefore, an individual who consumes organic foods is likely to talk positive things about organic products to other people around them, because of their health and environmental benefits. Therefore, the following hypothesis is suggested:

H_4: *The environmental satisfaction with organic foods positively influences to the environmental word-of-mouth of intention.*

The indirect effect of environmental image on environmental word-of-mouth intention can be possible. Put differently, environmental trust and environmental satisfaction may play a mediating role in the relationship between environmental image and environmental word-of-mouth intention. Past researchers stated that trust and satisfaction are antecedents of word-of-mouth

(Ranaweera and Prabhu, 2003; Chen et al., 2010; Konuk et al., 2015). Based on this logic, the following hypotheses are suggested:

H_5: *The environmental trust on organic foods mediates the relationship between environmental image and environmental word-of-mouth intention.*

H_6: *The environmental satisfaction with organic foods mediates the relationship between environmental image and environmental word-of-mouth intention.*

II. METHOD

To test hypothetical associations, the survey was conducted on consumers who live in the Hatay-a province of Turkey. This geographical area was selected because these consumers were likely to also represent all routine consumers. Area sampling with two-stages which is one of the random sampling methods was used. Area sampling is a special form of cluster sampling in which the sample units are clustered on a geographic area basis. We had selected three city blocks firstly, and then we received all of the households that were living in the three roads were randomly selected. Data was collected by personal interview survey method. “Have you ever bought organic food? a questionnaire was applied to the participants who said yes to the question. The sample consisted of 150 consumers because being volunteer to respond of the questions in the questionnaire was embraced as the ethics code in data collection. Under conditions of time and cost restrictions, although this sample size may be considered as a small one, it is enough for the purpose of our study.

Sample size was determined by following formula:

n = p*q / (e/z)2 = 0.50*0.50 /(0.08/1.96)2 = 125 consumers.

(Confidence level: 0.95, tolerance level: 0.08, max.variance p=q: 0.50).

The descriptive statistics of the sample are presented in Appendix 2.

Firstly, validated instruments in existing literature were adapted to measure the variables in the research model. Four items were adapted from Cretu and Brodie (2007) to measure environmental image. A three-item scale was adapted from Oliver (2004) for measuring environmental satisfaction. Four-item scale was adapted from Chen (2010) for measuring environmental trust and, four-item scale was adapted from Zeithaml et al. (1996) and Lee et al. (2010) for measuring environmental word-of-mouth intention. All items of scales were adapted for organic foods (in the basis of fruits and vegetables) by the researchers. Then, a pre-test with 20 consumers was performed. There were not criticism regarding the understanding of the questions of the survey. The constructs were measured by a five-point Likert-type scale (1= strongly disagree; 5= strongly agree) was applied. The constructs and measurement items are presented in Appendix 1.

III. ANALYSES RESULTS

Following Anderson and Gerbing (1988), two steps method was used to analyze data (with Amos 21.0). In the first step, CFA was applied. With this analysis, the validity and reliability of the measurement model were examined. The next step was to apply SEM path analysis to test the relationships among variables in the model, namely, the environmental image, environmental satisfaction, environmental trust and environmental word-of-mouth intention. The reliability of constructs was tested by internal reliability.

Cronbach's alpha, composite reliability (CR) and average variance extracted (AVE) values are evidence for internal reliability. Cronbach's alpha, CR and AVE values are shown that in Table 2. AVE and CR were calculated by using the given formula.

Formula:

"AVE= $\sum$ K2 / n

CR = ($\sum$K)2 / [($\sum$K)2 + ($\sum$1- K2)]

(K = Factor loading of every item;

n = Number of items in a model)"

Therefore, all these findings provide evidence to construct reliability of the measurement model (Hair et al., 2012).

Table 1. Construct Reliability- Cronbach's Alpha, Composite Reliability and AVE

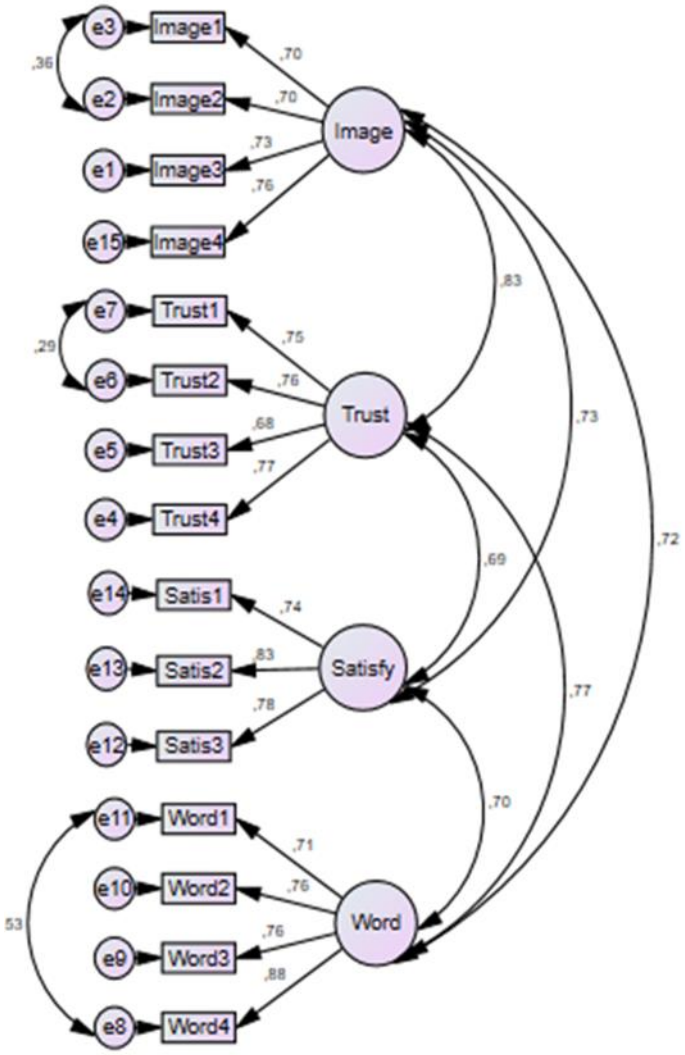
	Cronbach's alpha (Above 0,70)	***Composite reliability (Above 0,60)***	***AVE (Above 0,50)***
Environmental Image	0.83	0.81	0.52
Environmental Trust	0.84	0.82	0.55
Environmental Satisfaction	0.82	0.83	0.62
Environmental Word-of-Mouth	0.85	0.86	0.61

*above than recommended cut-off value of 0,70 (Nunually, 1978), 0,60 and 0.50 (Fornell and Larcker, 1981)

Construct validity was tested by factor loadings and AVE. As shown in Figure 2, all factor loadings in the measurement model ranged between 0.68-0.88. According to this result, all factor loadings were found significant. Thus, given that factor loadings together with AVE values, the measurement model had convergent validity because the results were found required level (Hair et.al. 2012). Discriminant validity is achieved when the measurement model is free

from redundant items. We observed that there weren't redundant items by checking Modification Indices. Also, the correlation between exogenous constructs was found to be less than 0.85. The results showed that discriminate validity exists in the model.

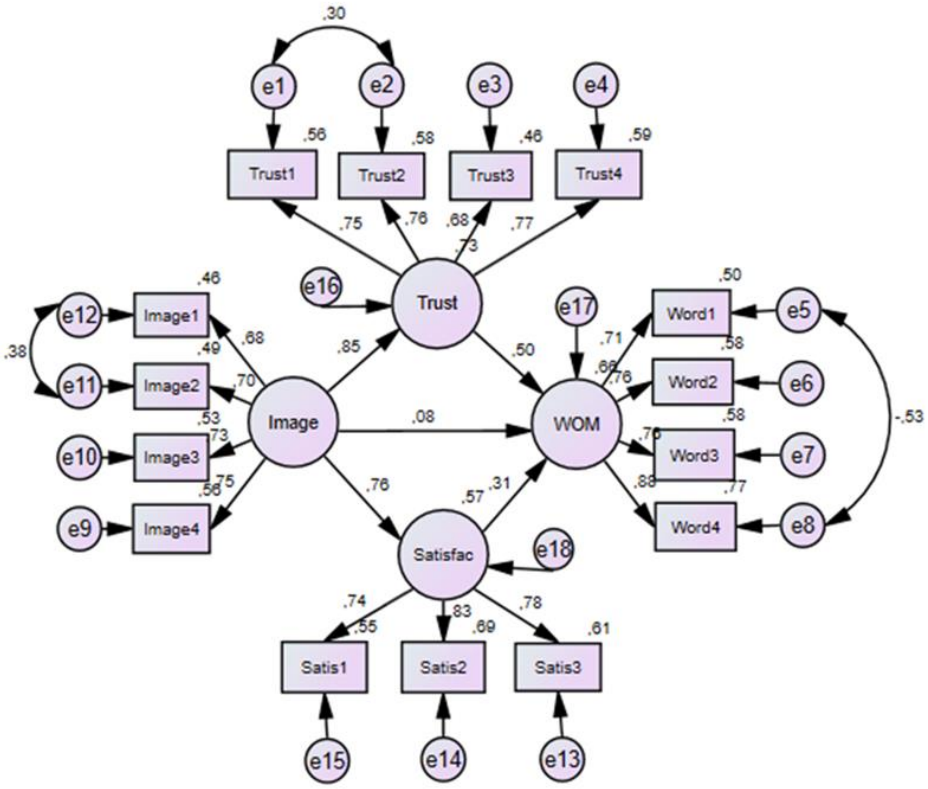
Figure 2. Results of the Measurement Model Analysis.



Goodness of fit values were found as $\chi 2$ /df = 131.31/ 81 = 1.61; RMSEA = 0.06; NFI= 0.90; CFI= 0.95; IFI=0.95; GFI= 0.90. The level of fitness indexes were required level. Construct validity is provided, and structural

model is fit. According to these figures, measurement model can be accepted (Hu and Bentler, 1999).

Figure 3. Results of Structural Model Analysis-Standardized Regression Weights.



Structural model was tested by Maximum Likelihood-MI estimation method, and number of bootstrap samples were 2000. The proposed model was found that it had goodness of fit. The fit indexes of the model were found as $\chi 2$ /df = 132.789/83 = 1.61; RMSEA = 0.06; NFI= 0.90; CFI= 0.96; IFI=0.96; GFI= 0.90. According to the results, the coefficient of path from environmental image to environmental trust (*β=0.85, p< 0.01*), and the coefficient of path from environmental image to environmental satisfaction (*β=0.76, p< 0.01*) are statistically significant (Figure 3). Additionally, environmental trust (*β=0.50, p< 0.01*) and environmental satisfaction (*β=0.31, p< 0.01*) variables positively affect to the environmental word-of-mouth intention (Table 2). However, the direct effect of environmental image to environmental word of mouth is insignificant (*β=0.08, p= 0.71*). Consequently, H_1, H_2, H_3, H_4 hypotheses are supported.

Table 2. Standardized Path Coefficients of the Model

PATHS	***Std. coef. β***	***Std. error***	***Significant***
Environmental Image → Environmental Trust	.85	.109	Significant
Environmental Image → Environmental Satisfaction	.76	.110	Significant
Environmental Image → Environmental Word-of- Mouth Intention	.08	.214	Insignificant
Environmental Trust → Environmental Word-of-Mouth Intention	.50	.190	Significant
Environmental Satisfaction → Environmental Word-of-Mouth Intention	.31	.114	Significant

To test the mediating effect of both environmental satisfaction variable and environmental trust variable in the relationship between environmental image and environmental word-of-mouth intention, their specific indirect effects were calculated (Table 3).

Table 3. Specific Indirect Effects

PATHS	***Std. coef. β***	***Std. error***	***Significant***
Specific Indirect Effects			
Environmental Image → Environmental Trust→ Environmental Word-of-Mouth Intention	0.40	0.50	Significant
Environmental Image → Environmental Satisfaction→ Environmental Word-of-Mouth Intention	0.22	0.17	Significant
Direct Effect			
Environmental Image → Environmental Word-of- Mouth Intention	0.08	0.54	Insignificant
Indirect effect	0.62	0.54	Significant
Total effect	0.70	0.12	Significant

Because AMOS software computes only total indirect effect rather than two indirect effects, “User-defined estimands” option was used to determine each regression weight of indirect effect, namely, specific effects, separately. Moreover, we used Bootstrap estimates (2000 samples) and Bias-corrected percentile method to understand whether specific indirect effects are significant

or not. Results show that the indirect effect of environmental image on environmental word-of-mouth intention through environmental trust is positive and significant (*β=0.40, p=0.01*). The indirect effect of environmental image on environmental word-of-mouth intention through environmental satisfaction is positive and significant, also (*β=0.22, p=0.03*). Both environmental trust and environmental satisfaction positively influence to environmental word-of-mouth intention (*β=0.62, p=0.01*). The direct effect of environmental image on environmental word-of-mouth intention is insignificant (*β=0.08, p=0.67*). Total effect is significant (*β=0.70, p=0.01*). Based on these results and Baron-Kenny procedure, it can be said that environmental trust and environmental satisfaction variables full mediate the relationship between environmental image and environmental word-of-mouth intention (Baron and Kenny, 1986). Therefore, H_5 and H_6 hypotheses are supported. The results indicate that environmental trust and environmental satisfaction play a mediating role separately in the relationship between environmental image and environmental word-of-mouth intention.

DISCUSSION AND CONCLUSION

This study examines the effects of environmental image, environmental trust, and environmental satisfaction on environmental word-of-mouth intention in the basis of the Stimuli-Organism-Response (S-O-R) approach and for organic foods case. The study shows that environmental trust and environmental satisfaction significant effect environmental word-of-mouth intention. According to these results, consumers who have a high level of trust and satisfaction towards organic foods have a high intention to give advice to others about organic products. There are similar studies in the literature that support the results of the study (Ranaweera and Prabhu, 2003; Chen et al., 2013). Also the study reveals that the environmental image directly influences to the environmental trust and the environmental satisfaction but indirectly to the environmental word-of-mouth intention. In another saying, the environmental image has a positive indirect effect on environmental word-of-mouth intention through the environmental trust and the environmental satisfaction. This result supports to the findings of Jeon et al.'s (2017) and Wang et al.'s (2018) studies. In line with this, we can make some theoretical and practical suggestions for researchers and practitioners.

When the studies in the literature are examined, most of the research in the field of organic consumption behavior is based on theory of planned behavior (TPB) (Al-Swidi et.al, 2014; Yazdanpanah and Forouzani, 2015; Scalco et.al, 2017; Asif et.al, 2018). However, consumer behavior can be considered from perspective of different theories instead of TPB in order to make more theoretical contributions. There are only a few studies in the literature examining organic consumption behaviors on the framework of the S-

O-R theory (Vergura et al., 2020). Therefore, the results of this study can help to look from different perspectives to the environmental word-of-mouth intention of consumers in organic consumption behavior. On the other hand, the research results provide important theoretical contributions in terms of cultural differences. The study was conducted in the sample of Turkey, in which the culture of collectivism is dominant. This finding has been supported by the results of the study conducted in China, where a collectivist culture is dominant (Wang et al., 2018). Also, it provides important theoretical contributions as it is the first study to examine organic consumption behaviors in developing markets within the framework of S-O-R theory.

The research results may provide a lot of practical information for the organic food industry. Improving environmental image is likely to lead to more positive word-of-mouth of consumers. Producers should send messages to consumers that organic foods are healthier and make a contribution to sustainable development. These messages can be sent via social media as well as health organizations. They can organize many small stories that emphasize feeder features of organic foods and disseminate them by Facebook or Twitter. Also, the new results of the studies in the literature have been proven that social media influencers have great effects on consumer behavior (Lim et al., 2017; Corrêa et al., 2020). In this respect, organic product advertisements can be made through social media influencers. Trusting on organic foods is another important factor to improve positive environmental word-of-mouth. Marketing managers should build confidence in consumer's minds and hearts. They can also attach a green label on the product. If they attach the green label which explains that organic foods have been produced by harmless methods, they are more likely to build more confidence in consumers. The appearance of organic foods may be worse than traditional foods are. However, marketing managers should emphasize on that organic foods are more feeder. Consumers may feel more positive emotions by consuming organic foods due to more protection of their health and the environment. The satisfaction arising from the consumption of organic foods might lead to positive environmental word-of-mouth to their friends and acquaintances.

Briefly, if the environmental image (stimuli) creates more confidence in consumers' minds and hearts and arouses more customer satisfaction (evaluation), this sense is more likely to lead the positive environmental word-of-mouth (response). The study will contribute to researchers and practitioners due to demonstrating antecedents of environmental word-of-mouth in the context of organic food.

Future researches can go ahead one more step by studying on different and specific new consumer groups based on demographic characteristics. The reliability and validity of this study will be increased if future researchers repeat it in different cultures and times. It is important to carry out new studies on the

subject, especially in developing and undeveloped markets. Also, the effects of variables such as perceived risk and perceived consumer effectiveness on environmental word-of-mouth intention can be investigated.

There are some limitations of the study similar to other studies' limitations. Although the sample size was enough for this research under cost and time limitations, it can be repeated by using a larger sample size. Second, our data were cross-sectional, and it would be more instructive to examine these relationships in a longitudinal way.

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APPENDIX 1

Environmental Image

Image1. I think organic foods support sustainable development.

Image2. I think the image of organic foods is superior.

Image3. I think organic foods are great.

Image4. I will give positive feedback on organic foods.

Environmental Satisfaction

Satis1. Overall, I am glad about the decision to select organic foods because of their environmental image.

Satis2. Overall, I am happy to eat organic foods because they are environmentally friendly.

Satis3. Overall, I am satisfied with organic foods because of their environmental performance.

Environmental trust

Trust1. I feel that organic foods' environmental functions are generally reliable.

Trust2. I feel that organic foods' environmental performance is generally dependable.

Trust3. I feel that environmental argument of organic foods' producers is generally trustworthy.

Trust4. I feel that organic foods' producers keep promises and commitments for environmental protection.

Environmental word-of-mouth intention

Word1. I will encourage my friends and relatives to eat organic foods.

Word2. I will say positive things about organic foods.

Word3. I will speak favorable about organic foods to others.

Word4. I am glad to recommend organic foods to others.

APPENDIX 2

Descriptive statistics

The demographic characteristics of the sample can be summarized as thus. Among the 150 participants, nearly 49% of them are female. Majority of respondents have bachelor degree (29.3 %) and university degree (43.3 %). Nearly 67% of participants have monthly income between 1.188 TL ($200) and 3.564 TL ($600). Of the total participants, 21.3% of them live in rural area and, 74.7 % of them live in urban area.