



Using theory of consumption values to predict organic food purchase intention: Role of health consciousness and eco-friendly LOHAS tendency

Sirin G. Köse and Ibrahim Kircova

Yıldız Technical University, Business Administration Dept., Faculty of Economics and Administrative Sciences. Istanbul 34210, Turkey

Abstract

Aim of study: The objective of this study was to investigate the relationship between eco-friendly LOHAS (Lifestyle of Health and Sustainability) tendency, health consciousness, perceived value of organic food and organic food purchase intention in the framework of personality-perception-behavioral intention.

Area of study: Turkey.

Material and methods: Data were collected from consumers using structured questionnaires. The research model was analyzed with the Partial Least Square Structural Equation Modeling technique.

Main results: Results show that eco-friendly LOHAS tendency ($\beta=0.292, p<0.01$), health consciousness ($\beta=0.140, p<0.05$), emotional value ($\beta=0.282, p<0.01$), and social value ($\beta=0.099, p<0.05$) positively influence intention to purchase organic food, whereas financial value and functional value were not significantly related to intention to purchase organic food. Furthermore, eco-friendly LOHAS tendency and health consciousness are positively related to all dimensions of perceived value of organic food.

Research highlights: Findings point out that affective dimension of perceived value of organic food is more considerable than cognitive dimension in a developing country. Emotional value of organic food is more important for consumers who have high level of eco-friendly LOHAS tendency while functional value of organic food is more essential for consumers who have high level of health consciousness.

Additional key words: perceived value; consumer behavior; organic agriculture

Abbreviations used: AVE (Average Variance Extracted); LOHAS (Lifestyle of Health and Sustainability); VIF (Variance Inflation Factor)

Authors' contributions: Both authors designed the research and interpreted the results. Statistical analysis: ŞGK. Supervision: İK

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Correspondence should be addressed to Şirin Gizem Köse: siringizemkose@gmail.com

Introduction

Consumers' interest, knowledge, and concern on sustainability issues have tremendously risen in the last decade. The integration of sustainability to all facets of consumption has never been this vital in almost all industries. The increasing demand for clean and healthy nutrition together with the increasing concern towards the environment and sustainability also has a reflection in the food industry. Food industry is moving towards producing in sustainable ways in accordance with expectations and global challenges (Santeramo *et al.*, 2018; Cummins *et al.*, 2019); thus, organic food studies are gaining ground.

In the present research, since health and environment are the most common motivators of organic food consumption, health consciousness and eco-friendly LOHAS (life style of health and sustainability; which means having a lifestyle that focuses on living in a sustainable and healthy way) tendency were examined as personality characteristics. Yadav (2016) asserts that environmental concern is an altruistic value while health concern is an egoistic value, so this research captures both dimensions. The relationships between eco-friendly LOHAS tendency, health consciousness, and perceived value of organic food were investigated in the study. Furthermore, how eco-friendly LOHAS tendency and health consciousness affect organic food purchase intention was investigated.

Perceived value of organic food construct is measured multidimensionally in this research. The utilized dimensions are defined as follows:

— Financial value is "the utility derived from the product due to the reduction of its perceived short term and long-term costs" (Sweeney & Soutar, 2001). Price is an indicator of quality and reflects consumers' desire to buy something worthy (Seegebarth *et al.*, 2016).

— Functional value is "the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance" (Sheth *et al.*, 1991) and implies rational economic evaluations (Roig *et al.*, 2006). Functional value is related to the expectation of excellent quality (Vigneron & Johnson, 2004). In terms of food, perceived quality is customers' evaluation of the guarantee or supremacy of food products (Wang, 2013).

— Emotional value is "the utility derived from the feelings or affective states that a product generates" (Sweeney & Soutar, 2001). Emotions include the strongest psychological reactions (Aertsens *et al.*, 2009). In their study, Bauer *et al.* (2013) found that hedonism is one of the main reasons for purchasing organic food.

— Social value is "the utility derived from the product's ability to enhance social self-concept" (Sweeney & Soutar, 2001). Impression management theory indicates that consumers are motivated by the positive social image, which is an outcome of their purchases (Wiedmann *et al.*, 2007).

This study aims to frame consumers' value perception of organic food with antecedents based on personality characteristics and consequence of behavioral intention.

Material and methods

Organic food purchase intention

The concept of organic food arose at the end of the 19th century, but the concept drew the attention of the world of agriculture, society, and politics in the 1970s with the increasing awareness of environmental crisis (Vogt, 2007). Organic food is both a food production system and a philosophy (Stockdale & Watson, 2008). Organic food is defined as natural food that does not include chemicals and genetically modified organisms (Rana & Paul, 2017) whereas organic food production system is "agriculture which does not use artificial chemical fertilizers and pesticides, and animals reared in more natural conditions, without the routine use of drugs, antibiotics, and wormers" (Seyfang, 2006). Another distinctive feature of organic foods is that they provide both ecological and social benefits, together with added individual benefits. These benefits can be summarized as reducing soil, water, and air pollution, energy conservation, protecting the environment, biodiversity and animal welfare, as well as

increasing the employment rate in rural areas (Cerjak *et al.*, 2010).

Food-related learning can take many forms ranging from unconscious conditioning to cognitive learning. Since food choice is a learned behavior, it can change (Köster & Mojet, 2007). The primary aim of marketers is to increase the purchase intention of target consumers (Agarwal & Teas, 2001). This aim can be achieved by changing eating habits and purchase behavior respectively. The literature on organic food consumption emphasized certain factors that motivate consumers to buy organic food. The main reasons that motivate consumers to buy organic foods gathered around health and environment (Chen, 2009; Bryła, 2016; Singh & Verma, 2017; Hansen *et al.*, 2018). Some studies focused on values in order to study the motives for buying organic food (Thøgersen *et al.*, 2016; Yadav, 2016). Other studies tested organic food purchase intention and organic food purchase behavior based on the theory of planned behavior and theory of reasoned action (Arvola *et al.*, 2008; Yazdanpanah & Forouzani, 2015; Basha & Lal, 2019).

Köster (2009) argued that rational decision-making theories are sufficient for technical purposes but inadequate for hedonic researches. Traditionally, studies that focused on cognitive values were based on the assumption that consumers shop rationally came into prominence. However, today, consumers are not only motivated by rational reasons. Fifita *et al.* (2019) proposed that organic food resembles luxury products. Thus, perceived value of organic food should not be considered only from the cognitive perspective. Furthermore, affective side of organic food consumption is neglected in the literature. Therefore, this research uses theory of consumption values, which has both cognitive and affective dimensions to explain organic food purchase intention.

Theory of consumption values

Theory of consumption values has been developed to help to explain and predict consumer behavior by Sheth *et al.* (1991) by utilizing sociology, psychology, consumer behavior, and economy. They suggest that values affect consumers' choice behavior. One of the most widely accepted definitions of perceived value is Zeithalm's (1988): "perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given." Perceived value is reviewed as the result of the evaluation of the rewards from the offered product and sacrifices to get the offered product in this perspective (McDougall & Levesque, 2000; Yang & Peterson, 2004; Carlson *et al.*, 2015). This exchange explains why consumer value is traditionally considered as a function of quality and price (Gounaris *et al.*, 2007). This perspective can be defined as cognitive or rational

decision making (Sweeney *et al.*, 1999; Sánchez-Fernández & Iniesta-Bonillo, 2009) and belongs to the *uni-dimensional approach*. From this perspective, perceived value is a single concept and it can be measured based on quality-price relationship (Sánchez-Fernández *et al.*, 2009). However, consumer decision-making process is moving from cognitive aspects to more comprehensive researches that include intrinsic aspects (Sweeney & Soutar, 2001; Gounaris *et al.*, 2007). *Multidimensional approach* to consumer value explains value by considering both cognitive and affective aspects (Sánchez *et al.*, 2006).

On the other hand, perceived value of organic food is commonly measured with one dimension measures in the literature (*e.g.*, Lee & Hwang, 2016; De Toni *et al.*, 2018; Konuk, 2018). However, measuring organic food with one dimension is insufficient to reflect the perceived value of the organic food industry. By taking into account the features of organic food, the present study followed multidimensional approach and utilized financial value, functional value, social value and emotional value to explain perceived value of organic food. The cognitive dimension of perceived value is related to the comparison between "getting" (through perceived quality) and "giving" (through paying and making an effort). On the other hand, affective dimension of perceived value is related to feelings and the effects created on the social environment of consumers (Sánchez *et al.*, 2006; Koller *et al.*, 2011). Therefore, in our study, financial and functional value represent cognitive dimension while social and emotional value represent affective dimension.

Researchers suggest that perceived value in organic food industry affects consumer purchase intention (de Toni *et al.*, 2018; Konuk, 2018; Le-Anh & Nguyen-To, 2020). Lee & Hwang (2016) proved that this effect is valid for heavy and light buyers. Therefore,

H1: Perceived value of organic food is positively related to organic food purchase intention.

H1_a. Perceived financial value of organic food is positively related to organic food purchase intention.

H1_b. Perceived functional value of organic food is positively related to organic food purchase intention.

H1_c. Perceived emotional value of organic food is positively related to organic food purchase intention.

H1_d. Perceived social value of organic food is positively related to organic food purchase intention.

Eco-friendly LOHAS tendency

Environmental, social and economic sustainability are at the center of organic farming (Stockdale & Watson, 2008). There is a huge literature on the relationship between environment and organic food consumption. Organic food itself represents a transition towards a more sustainable production

(Seyfang, 2008). Environmentally and socially conscious consumers are assumed to buy more organic food because that is a sign of interest in natural farming procedures (Grunert & Juhl, 1995). Organic food consumption is considered as an environmentally friendly choice and included in green consumption (Gilg *et al.*, 2005; de Magistris & Gracia, 2016; Vega-Zamora *et al.*, 2019). Loureiro *et al.* (2001) proved that consumers who have strong environmental concerns prefer organic apples.

As the interest towards environmental and social consequences of consumption increases, LOHAS, which reflects a conscious lifestyle, emerges (Sung & Woo, 2019). In line with this lifestyle, eco-friendly LOHAS tendency comprises of being aware of the environment, living in an environmental friendly way and using environmental friendly products (In-Sil, 2007). LOHAS consumers are regular organic food consumers (Kim *et al.*, 2013; Higuchi & Dávalos, 2016) and they are interested in organic and local products that are produced sustainably (Bosona & Gebresenbet, 2018). Kristiansen *et al.* (2010) defined LOHAS consumers as the engine room of organic market.

Environmental consciousness positively affects perceived value of organic food (de Toni *et al.*, 2018). In addition, ecological value is associated with both cognitive and affective value dimensions (Koller *et al.*, 2011). Also, Lee & Yun (2015) found that the ecological welfare attribute of organic food is relevant for both cognitive and affective attitudes towards organic food.

H2: Eco-friendly LOHAS tendency is positively related to intention to purchase organic food.

H3: Eco-friendly LOHAS tendency is positively related to perceived value of organic food.

H3_a. Eco-friendly LOHAS tendency is positively related to perceived financial value of organic food.

H3_b. Eco-friendly LOHAS tendency is positively related to perceived functional value of organic food.

H3_c. Eco-friendly LOHAS tendency is positively related to perceived emotional value of organic food.

H3_d. Eco-friendly LOHAS tendency is positively related to perceived social value of organic food.

Health consciousness

Health is one of the significant motivating factors of organic food consumption (Oraman & Unakitan, 2010; Fandos-Herrera, 2016). Organic food has various advantages for human health, but the fact that organic food consumers tend to have healthier lifestyles in general hinders making strict judgments (Mie, 2017). Furthermore, studies point that there is no direct evidence that organic and conventional foods differ in terms of nutritional value (Bourn & Prescott, 2002; Forman & Silverstein, 2012). Although health benefits asserted to organic food are often difficult to quantify (Shafie & Rennie, 2012) and

there is no specific evidence that organic food is healthier than conventional foods, the fact that organic foods have fewer additives make consumers perceive organic foods to be healthier (Chen, 2007; Prada *et al.*, 2017). Organic food consumers take more responsibility for their health and are more likely to take preventive health action (Schifferstein & Ophuist, 1998).

Health consciousness is “the degree to which health concerns are integrated into a person’s daily activities” (Jayanti & Burns, 1998). Since health consciousness causes healthy nutrition (Oraman, 2014; Shin & Mattila, 2019), health consciousness affects organic food purchase intention (Smith & Paladino, 2010; Hsu *et al.*, 2016; Rong-Da Liang & Lim, 2020).

H4: Health consciousness is positively related to organic food purchase intention.

H5. Health consciousness is positively related to perceived value of organic food.

H5_a. Health consciousness is positively related to perceived financial value of organic food.

H5_b. Health consciousness is positively related to perceived functional value of organic food.

H5_c. Health consciousness is positively related to perceived emotional value of organic food.

H5_d. Health consciousness is positively related to perceived social value of organic food.

Based on the literature, Fig. 1 presents a proposed conceptual model of intention to purchase organic food.

Research method

The study uses a quantitative research design, and data were collected utilizing a structured questionnaire. There

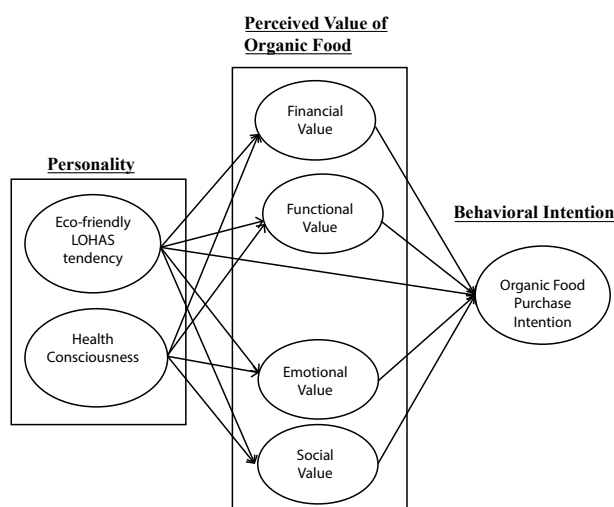


Figure 1. Conceptual model. *Source:* Authors’ elaboration

is an introduction to the questionnaire that defines organic food. Before conducting the field study, a pilot study was applied to consumers who answered the questions studiously and gave feedback. After that, some of the wordings were changed to make the questionnaire more coherent. The final questionnaire consists of two parts. The first part of the questionnaire includes questions to measure eco-friendly LOHAS tendency, health consciousness, perceived value of organic food, and organic food purchase intention variables. All items in the scales were measured using a 5-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree). Table 1 shows the sources of the measures. The second part of the questionnaire focused on questions related to the participants’ socio-demographic characteristics.

Data were collected from a non-student convenience sample of consumers in Istanbul, Turkey. According to FiBL survey (2019), Turkey is included in the top 20 list of the world’s organic agricultural land by country. In the data collection process, both online and physical channels were used. Four hundred fifty people answered the questionnaire. After eliminating the questionnaires with missing values, data from 443 questionnaires were used for further analysis. Table 2 shows the sociodemographic characteristics of participants. Male (45.8%) and female (54.2%) participants are equally distributed. According to the age, 38.6% of the participants are between the ages of 27-35 and 26.6% are between the ages of 18-26. In terms of education, 47.6% of the participants are graduated from university and 43.1% of the participants have post-graduate degree. In terms of marital status, 62.5% of the participants are married and 37.5% of the participants are single. Furthermore, 22.6% of the participants have a monthly household income above 10,000 TL¹. Most of the participants (58%) have 3-4 people in their household. In addition, 61.6% of the participants do not have children.

The research model was analyzed by using the partial least squares structural equation modeling (PLS-SEM) method. PLS-SEM is a components-based structural equation method which simultaneously models the structural paths and measurement paths (Chin *et al.*, 2003). This method is mostly useful for explaining the causal relationships in communication and behavioral studies and chosen for its superiority in complex models in those areas (Lowry & Gaskin, 2014). PLS-SEM is suitable and chosen for food studies that specifically examine healthy food (Kim *et al.*, 2013), agri-food markets (Salazar-Ordóñez *et al.*, 2018; Salazar-Ordóñez & Rodríguez-Entrena, 2019), and organic food (Bravo *et al.*, 2013; Chekima *et al.*, 2019). As suggested by Anderson & Gerbing (1988), this study follows two-stage analytical procedures, which

¹ 10 TL (Turkish lira)≈ 1 euro

Table 1. Sources of the measures used in the research

Name of the measure	Source
Health consciousness	Teng & Lu (2016); Hansen <i>et al.</i> (2018)
Eco-friendly LOHAS tendency	In-Sil (2017)
Perceived value of organic food	Seegebarth <i>et al.</i> (2016)
Organic food purchase intention	Nasir & Karakaya (2014)

Table 2. Socio-demographic profile of participants

Socio-demographic characteristics		Frequency N=443	Percentage (%)
Gender	Woman	240	54.2
	Man	203	45.8
Age	18-26	118	26.6
	27-35	171	38.6
	36-44	80	18.1
	45-53	36	8.1
	54 and above	38	8.6
Highest academic qualification	High school or lower	41	9.3
	Bachelor degree	211	47.6
	Postgraduate degree	191	43.1
Monthly income	2500 TL and below	34	7.7
	2501-4000 TL	72	16.3
	4001-5500 TL	66	14.9
	5501-7000 TL	79	17.8
	7001-8500 TL	45	10.2
	8501-10000	47	10.6
	10000 TL and below	100	22.6
Marital status	Married	277	62.5
	Single	166	37.5
Household size (number of people in the house)	1-2	141	31.8
	3-4	257	58
	5 and above	45	10.2
Child status	Participant has child/ children	170	38.4
	Participant does not have child/ children	273	61.6

TL: Turkish Lira (1 euro \approx 10 TL).

are assessing the measurement model and then assessing the structural model. To assess validity, Average Variance Extracted (AVE) and discriminant validity were checked. AVE should be greater than 0.50 (Hair *et al.*, 2016). In order to assess discriminant validity, Fornell-Larcher criterion (1981) and cross-loadings were used. All items' loadings should exceed 0.70 (Chin, 2010). Furthermore, VIF values should be below the suggested critical level of 5 (Hair *et al.*, 2011).

Results

Assessment of the measurement model

In order to test the measurement model; composite reliability, convergent validity, and discriminant validity were examined. Cronbach alpha, rho_A, and composite reliability were checked, and as seen in Table 3, they were all above 0.70. Therefore, all

Table 3. Scale properties

Constructs & Items	Loadings	AVE	Cronbach's α	rho_A	CR
Organic food purchase intention		0.623	0.866	0.873	0.868
I'll recommend organic foods to my friends and acquaintances.	0.834				
In the near future, I'll consume more organic foods.	0.849				
In the near future, I'll try other kinds of organic foods which I've not consumed yet.	0.761				
If the organic food that I look for is not available in the market that I usually go, then I can go to the other stores or markets which sell the product even if they are far away from my house.	0.705				
Eco-friendly LOHAS tendency		0.624	0.908	0.910	0.909
I prefer sustainable farming technique (organic farming, to keep the ecosystem).	0.759				
I spend less and use sustainable product (organic farming, nature conservation products).	0.845				
I prefer sustainably produced product (organic farming, nature conservation products).	0.821				
I am ready to pay more for sustainable products (organic farming, nature conservation products)	0.758				
I promote environmental friendly products.	0.765				
I choose environmental friendly products.	0.788				
Health consciousness		0.587	0.911	0.911	0.908
I reflect about my health a lot.	0.736				
I'm very self-conscious about my health.	0.797				
I'm alert to changes in my health.	0.708				
I take responsibility for the state of my health	0.733				
I'm aware of the state of my health as I go through the day	0.705				
I seek to choose food products that are good for my health.	0.842				
I prefer food products without additives.	0.831				
Perceived functional value		0.715	0.909	0.910	0.909
Organic food is of consistent quality.	0.812				
Organic food is well made.	0.851				
Organic food has an acceptable standard of quality.	0.851				
Organic food has consistent quality.	0.865				
Perceived social value		0.866	0.963	0.964	0.963
Organic food helps me to feel accepted by others.	0.914				
Organic food improves the way I am perceived.	0.944				
Organic food makes a good impression on other people.	0.968				
Organic food gives me social approval.	0.896				
Perceived emotional value		0.791	0.950	0.951	0.950
Organic food is something that I would enjoy.	0.908				
Organic food is enticing to me.	0.933				
Organic food is something that I would feel comfortable using.	0.872				
Organic food makes me feel good.	0.862				
Organic food gives me pleasure.	0.872				
Perceived financial value		0.717	0.832	0.839	0.835
Organic food offers good value for money.	0.893				
Organic food is a good product for the price.	0.798				

AVE: average variance extracted. CR: composite reliability.

measures of the research are deemed reliable. Table 3 also shows that AVE values were > 0.50 . Furthermore, Table 3 demonstrates that all items' loadings exceed 0.70. Table 4 shows correlation coefficients matrix and square roots of AVE's. As seen in Table 4, square root of the AVE for each construct is greater than all of the correlations among the construct and other constructs used in the research. Cross loadings criterion was also examined to assess discriminant validity (Table S1 [suppl]). Each indicator had the highest loadings on the construct they belong to, indicating that cross-loadings criterion was fulfilled.

Assessment of the structural model

The structural model for intention to purchase organic food was assessed in the second part of the analysis. Collinearity statistics (VIF) should be checked before path analysis. Since all VIF values were below the suggested critical level of 5, there was not a problem related to collinearity statistics (VIF) (Table S2 [suppl]). Table 5 demonstrates the results of the structural model analysis. Affective dimension of the perceived value, which consists of perceived emotional value ($\beta=0.282, p<0.01$), perceived social value ($\beta=0.099, p<0.05$), and characteristics that include eco-friendly LOHAS tendency ($\beta=0.292, p<0.01$), and health consciousness ($\beta=0.140, p<0.05$), were positively related to organic food purchase intention, supporting hypotheses H1_c, H1_d, H2 and H4. Nevertheless, financial value ($\beta=0.056, p>0.05$) and functional value ($\beta=0.052, p>0.05$) of organic food which belong to the cognitive dimension of perceived value, were not related to intention to purchase organic food. Therefore, H1_a and H1_b were not accepted.

In addition, eco-friendly LOHAS tendency was positively related to perceived financial value ($\beta=0.265, p<0.01$), perceived functional value ($\beta=0.175, p<0.05$), perceived emotional value ($\beta=0.427, p<0.01$), and perceived

social value ($\beta=0.159, p<0.05$). These results confirm H3_a, H3_b, H3_c and H3_d.

The findings revealed that, health consciousness was positively related to perceived financial value ($\beta=0.183, p<0.01$), perceived functional value ($\beta=0.313, p<0.01$), perceived emotional value ($\beta=0.278, p<0.01$), and perceived social value ($\beta=0.127, p<0.05$). Therefore H5_a, H5_b, H5_c, and H5_d were supported.

The model explained 51% of the variance in organic food purchase intention, which was the primary purpose. Furthermore, the model explained 41.2% of the variance in perceived emotional value, 19.7% of the variance in perceived functional value, 16.3% of the variance in perceived financial value, and 6.4% of the variance in perceived social value.

Discussion

This study presents several contributions to organic food literature and the organic food industry. First, it is one of the limited numbers of studies that measure perceived value of organic food multidimensionally. This study proposed a personality-perception-behavioral intention framework to explain organic food purchase intention in a developing country by utilizing the theory of perceived values. Second, this study also presented evidence that even the food category that may be primarily considered as a functional product can have affective side, which influences purchase intention. This study contributes to the literature by underlining the changing position of organic food, especially in developing countries.

This study showed that emotional value and social value, which are included in affective values, affect organic food purchase intention. On the other hand, financial value and functional value, which are classified as cognitive values, do not affect organic food purchase intention. This finding is noteworthy. Barauskaite *et al.* (2018) proved that hedonic and social motivation affect the purchase decision even for functional foods that

Table 4. Results of Fornell-Larecker Criterion

	HC	EV	ECOLOHAS	FINV	FUNCV	PI	SV
HC	0.766						
EV	0.558	0.890					
ECOLOHAS	0.653	0.607	0.790				
FINV	0.360	0.539	0.384	0.847			
FUNCV	0.429	0.644	0.379	0.625	0.845		
PI	0.552	0.627	0.617	0.445	0.479	0.789	
SV	0.230	0.284	0.240	0.429	0.424	0.328	0.931

HC: health consciousness. EV: emotional value. ECOLOHAS: eco-friendly LOHAS tendency. FINV: financial value. FUNCV: functional value. PI: purchase intention. SV: social value.

Table 5. Results of hypotheses testing

Predicted variables	Predictor variables	Hypotheses	β	t values	Result	R ²
Purchase intention	Perceived financial value	H1 _a	0.056	0.809	Rejected	0.510
	Perceived functional value	H1 _b	0.052	0.649	Rejected	
	Perceived emotional value	H1 _c	0.282	3.066**	Supported	
	Perceived social value	H1 _d	0.099	2.235*	Supported	
	Eco-friendly LOHAS	H2	0.292	3.406**	Supported	
	Health consciousness	H4	0.140	2.008*	Supported	
Perceived financial value	Eco-friendly LOHAS	H3 _a	0.265	4.242**	Supported	0.163
	Health consciousness	H5 _a	0.183	2.795**	Supported	
Perceived functional value	Eco-friendly LOHAS	H3 _b	0.175	2.414*	Supported	0.197
	Health consciousness	H5 _b	0.313	4.051**	Supported	
Perceived emotional value	Eco-friendly LOHAS	H3 _c	0.427	6.205**	Supported	0.412
	Health consciousness	H5 _c	0.278	4.377**	Supported	
Perceived social value	Eco-friendly LOHAS	H3 _d	0.159	2.547*	Supported	0.064
	Health consciousness	H5 _d	0.127	2.041*	Supported	

** $p < 0.01$, * $p < 0.05$.

offer specific health benefits beyond basic nutrition. Another study revealed that functional value of green products does not affect purchase intention in a developing country, Pakistan (Khan & Mohsin, 2017). Also, a study conducted in Taiwan points out that psychological benefits affect consumers' green product choice behavior, whereas functional benefits such as quality and price do not have any effect (Lin & Huang, 2012). That may be attributed to the fact that in case of green products, the desire to do something good for the environment dominates the price factor. The same principle applies to organic foods since organic food is included in green foods. Hence, these results are congruent with this research's findings. Furthermore, the finding that there is no significant relationship between functional value and organic food purchase intention can be attributed to the fact that quality attributes of organic food cannot be directly observed as organic food is classified as credence goods (McCluskey, 2000; Nuttavuthisit & Thøgersen, 2017).

The price of organic food is higher than conventional alternatives and accordingly, buying organic food may require paying a premium price. According to the commodity theory, if something is unavailable, it becomes more valuable; thus, scarcity increases value (Brock, 1968). Commodity theory is related to the psychological effects of scarcity (Lynn, 1991). The theory claims that the value of the commodity is not only dependent on internal and functional qualifications, but also supply and demand (Verhallen, 1982). Since the organic food market is still not matured in developing countries, the price premium is higher. Under these cir-

cumstances, organic food has become a premium product in the eye of consumers, especially in developing countries.

Another noteworthy finding of this study is that perceived social value of organic food positively influences organic food purchase intention because social value is often considered to be important for products that have high visibility. However, this study proves that even the products that are characterized as functional or utilitarian are often chosen for their social value as suggested by Sheth *et al.* (1991). Expressive value of food choice stems from the effect of food choice on group membership (Shin & Mattila, 2019).

Furthermore, the results of the study indicate that health consciousness and eco-friendly LOHAS tendency positively affect intention to purchase organic food. These findings are also supported by previous research (Gracia & de Magistris, 2007; de Magistris & Gracia, 2008; Ueasangkomsatea & Santiteerakul, 2016). Health-conscious and environmentally conscious consumers are both valuable segments for organic food marketers, but environmentally conscious consumers should be prioritized since eco-friendly LOHAS tendency has a bigger effect on purchase intention of organic food ($\beta = 0.292$, $p < 0.01$). The finding that eco-friendly LOHAS tendency significantly increases perceived functional, economic, emotional and social value is congruent with the study of Koller *et al.* (2011) which points that eco-friendly value affects functional, economic, emotional and social value. Based on the results, influencing environmentally conscious and health-conscious consumer segments can help expand the organic food market.

From a managerial perspective, this study consists of valuable insights for organic food marketers, retailers, and promoters. Lack of supply, limited distribution, and high prices have put organic food in a unique position in the market and organic food resembles luxury goods. The findings of this study point out that organic food retailers should place more emphasis on affective value creation. Also, organic food retailers should use affective messages that stimulate emotions in their strategies. Although emotional value and social value were positively related to organic food purchase intention, emotional value had a bigger effect on organic food purchase intention ($\beta=0.282$, $p<0.01$). Therefore emotional value should be the first element of value-creating process of organic food companies. Also, the marketers of organic food should include health and environmental benefits of organic food products in their marketing strategy. However, altruistic value of organic food consumption should be prioritized in the communication mix since eco-friendly LOHAS tendency has bigger effect on purchase intention ($\beta=0.292$, $p<0.01$) as also proved by Bravo *et al.* (2013). Also, companies should emphasize emotional value of organic food ($\beta=0.427$, $p<0.01$) for consumers who have a high level of eco-friendly LOHAS tendency and functional value of organic food ($\beta=0.313$, $p<0.01$), for consumers who have a high level of health consciousness.

In spite of making several contributions to the literature, this study has some limitations. Although Istanbul is a heterogeneous city with diverse population, collecting data from a single city in Turkey from a convenience sampling is a limitation. Rana & Paul (2017) state that there is a need to investigate developing countries where the market size is smaller since there might be different reasons that affect the consumption of food. Comparing different countries which are at different stages of organic food market development in future studies can provide fruitful results. Besides, explained variance of perceived social value of organic food is low in the study since the model only included characteristics that are related to organic food purchase intention. Future studies may focus on a single value at a time and include the most relevant personality traits regarding that value dimension. This study investigated intention to consume organic food in general; it is recommended that future studies test the proposed model on specific organic food categories.

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