Revealing the organic food consumption intention in Afyonkarahisar: a study on the impact of health, safety, value and attributes

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Abstract
Purpose – This study examines the relationship between the emphasis on organic food in Afyonkarahisar’s cuisine and the growing demand for healthier and sustainable options. This study aimed to understand the factors influencing the intention to consume organic foods.

Design/methodology/approach – This study uses a quantitative research method. It uses scales adapted from previous research to assess the health and safety of organic food’s functional, hedonic, and social values. Data were collected using the purposive sampling method, and a sample size of 410 individuals was analyzed using the PLS-SEM method. Measurement and structural models were evaluated to assess validity, reliability, and model fit.

Findings – The results indicate that implementing health and safety practices significantly and positively affects perceptions of organic food’s functional, hedonic, altruistic, and social values. Additionally, consumers’ attitudes toward organic food are greatly influenced by their perceptions of functional and social value, whereas hedonic and altruistic values do not have a significant positive effect.

Practical implications – The results of this study have a beneficial impact on food industry practitioners and policymakers. Emphasizing health and safety practices in producing and promoting organic foods can improve consumer perceptions and attitudes toward organic products. Understanding the importance of practical benefits and social issues can help companies respond effectively to consumer preferences and market organic foods.

Originality/value – This study contributes significantly to the existing literature by investigating the relationship between organic food emphasis and consumer perceptions in the unique context of Afyonkarahisar, a city renowned for its gastronomy. While focusing on Afyonkarahisar provides valuable insights into the specific values that influence consumers’ attitudes toward organic food, it is essential to highlight that this research extends beyond the local context to offer broader implications and significance.

Keywords Health and safety, Perceived value, Organic food attributes, Organic food consumption intent

Paper type Research paper
1. Introduction

In today’s fast-paced lifestyle, people’s attention to their daily basic needs has decreased, leading to an increase in fast and junk food consumption. However, the negative health effects of processed and unhealthy foods have become apparent, resulting in various physical and mental disorders (Jia et al., 2022; Singh et al., 2021). Studies have linked obesity and diabetes to the high consumption of fast food, leading to increased liver fat levels (Kardashian et al., 2023). Alarming statistics from the World Obesity Federation indicate that the global obesity rate is rising, with 38% of the world’s population (or approximately 2.6 billion people) classified as obese. The rate is expected to reach 46% by 2030 (WOA, 2023). In response to these concerns, health-conscious individuals have begun to turn to what they perceive as trustworthy organic food (Goudie and Hughes, 2022). Global sales of organic foods are rising, reaching $132bn in 2021 and $52bn in the first half of 2023 (Food and Nutrition, 2023; TWC, 2023), indicating a significant consumer trend toward healthier food choices. The health and safety attributes of organic food are among the most important factors to consider when purchasing and consuming organic food products. Organic foods are considered healthier than conventional foods (Asif et al., 2018; Teng and Lu, 2016). However, the factors driving this behavior require further investigation.

Organic foods are grown naturally without harmful chemicals or additives (Williams and Hammitt, 2001). Consumers’ decisions to consume organic food are influenced by various factors such as their perceptions, knowledge, and experiences related to health and food safety. Previous research has shown that consumers’ knowledge, awareness, perceptions, and concerns about organic food are essential to their preference for organic products. In addition, internal and external motivations such as health orientation (Chekima et al., 2017), previous consumption experience (Koklic et al., 2019), trust (Watanabe et al., 2020), and barriers to organic food consumption (Kushwah et al., 2019a) have been explored to understand their impact on organic food consumption. Perceived value has also been studied in the context of organic food, and existing literature often focuses on dimensions such as price, benefits, enjoyment, and accessibility as motivators for consumption (Singh and Verma, 2017).

To address the existing gap in the literature, this study aims to deepen our understanding of consumer behavior by exploring how individuals perceive health and safety concerning organic food. Unlike most previous studies that have focused primarily on individual motivations for perceived value, this study emphasizes the dimensions of functional, hedonic, altruistic, and social value as part of perceived value to provide a comprehensive understanding of the factors that shape consumer attitudes and behaviors toward organic foods. Furthermore, the mediating role of organic food attributes shaped by consumers’ perceptions of the value of products was examined in the context of their intention to consume organic food. The unique aspect of this study is its location in Afyonkarahisar, which is designated a UNESCO Gastronomy City. Cities with such prestige and importance must fulfill their responsibilities and promote a culture that prioritizes health. In Afyonkarahisar, mostly fresh ingredients found in the surrounding area used in local dishes and essential traditional food products have been protected (Güner and Çilginoglu, 2023). This setting allows this study to raise awareness of such cities in promoting human health and sustainable food practices.

The primary focus of this study is to explore how consumers’ perceptions of health and safety influence their propensity to consume organic food. By examining the various dimensions of perceived value, such as functional, hedonic, altruistic, and social values, this study aims to uncover the factors that underlie consumer attitudes toward organic food. Through these investigations, we hope to gain valuable insights into the complex relationship between consumer behavior, health perceptions, and choices regarding organic food consumption. The study’s findings are expected to contribute significantly to understanding organic food consumption behavior in specific cultural contexts.
2. Theoretical background and hypothesis development

2.1 Health and safety

Eating habits change as life becomes more fast-paced. Many people choose fast and junk food for convenience and taste. However, these food choices can have adverse health effects, including aging, forgetfulness, obesity, cancer, and mental health issues. Studies such as that by Basha and Lal (2019) highlight adverse effects such as aging, forgetfulness, obesity, cancer, and mental health issues linked to such dietary habits. In response to these health concerns, more individuals embrace organic food. These products not only promise a higher quality of life but also offer potential health benefits, as suggested by research conducted by Escobar et al. (2017) and Shin and Mattila (2019). Health and safety perceptions are significant factors that influence consumer preferences for organic foods (Nagaraj, 2021). Regarding food, health and safety refers to the processes involved in production and consumption and whether consumers perceive these products as posing a risk to their health (Pham et al., 2018).

Lazaroiu et al.'s (2019) research shed light on consumer priorities, highlighting environmental concerns and the various qualities of organic food, such as human health and safety. Health-conscious consumers actively seek organic products and firmly believe in their safety and health benefits, as reflected in several studies (Basha and Lal, 2019; Bryla, 2016; Grzybowska-Brzezinska et al., 2017; Kushwah et al., 2019b; Lee and Yun, 2015; Pham et al., 2018). Similarly, in a study by Britwum et al. (2021), respondents rated no growth hormone or synthetic pesticide in organic food as the most important.

Numerous studies, including those by Nagaraj (2021), Testa et al. (2019), and Yadav and Pathak (2016), have found that consumers are willing to pay a premium for organic food because of health concerns and the perceived value of these products. The influence of health and safety awareness, health concerns, and food quality attitudes on organic food purchases was further highlighted by Husic-Mehmedovic et al. (2017). Perceived health benefits significantly influence attitudes toward the consumption of organic food (Dorce et al., 2021; Singh and Verma, 2017). Consumers' perceptions of food safety and health significantly affect the perceived value of food, particularly its hedonic value (Roh et al., 2022). Thus, perceptions of food safety play a crucial role in determining the perceived value of organic foods.

Considering the intention to consume organic food, it is vital to understand the link with products unique to Afyonkarahisar province. The region's distinctive organic products provide consumers with health and safety benefits associated with organic foods and a connection to the local environment and sustainable agricultural practices. Choosing organic products unique to Afyonkarahisar is not only about personal health but also about supporting local farmers and sustainable agricultural practices. By opting for these products, consumers actively contribute to preserving the region's environment and promoting a healthier and more sustainable food ecosystem.

2.2 Perceived value

To comprehend the significance of perceived value, we traverse back to the 1990s, when manufacturers and retailers foresaw its strategic importance extending into the 21st century (Woodruff, 1997). In the contemporary hypercompetitive business environment, perceived value is the cornerstone of organizational survival (Aulia et al., 2016). This is particularly evident in the organic food and gastronomy sector, where consumers increasingly prioritize healthier and sustainable lifestyles, influencing their choices in food experiences (Petrick, 2004). Zeithaml (1988, p. 14) defines perceived value as the customer’s holistic assessment of a product’s utility based on their perception of the benefits received versus the sacrifices made. This definition underscores the delicate balance that shapes consumer preferences and actions. Recognized as a potent tool for gaining competitive advantage (Parasuraman, 1997), perceived value is a pivotal predictor of repeat purchases (Oh, 2000).
In our exploration of perceived value, we focus on four subdimensions: functional value, hedonic value, altruistic value, and social value. Each dimension adds a unique layer to the overall consumer experience (Baker and Fulford, 2016, p. 76). Perceived value has been extensively studied in marketing literature over the past decades, focusing on various aspects such as destination resource combination (Zhang et al., 2021), tourist value co-creation (Yen et al., 2022), customer satisfaction and loyalty (Matsuoka, 2022), tourism purchase decisions, value co-creation (Solakis et al., 2022), online shopping behavior (Chang and Wang, 2011), online channels of multichannel retailers (Carlson et al., 2015), and banking services (Roig et al., 2006). However, there still needs to be a consensus on defining and conceptualizing perceived value (Sanchez-Fernandez and Iniesta-Bonillo, 2007; Yu et al., 2017).

Perceived value is a multidimensional concept; several dimensions have been identified in the literature. This study focuses on four sub-dimensions of perceived value: functional, hedonic, altruistic, and social. Functional value refers to the inherent qualities of a product, its ability to satisfy customer needs and desires, and durability. By improving service quality, offering unique features, enhancing product performance and quality, and minimizing sacrifices, companies can add value to their offerings and meet customer demands. Functional value is a primary factor influencing consumer choice (Sweeney and Soutar, 2001). However, other value dimensions can influence consumer decisions under certain circumstances (Sheth et al., 1991).

Hedonic value is based on pleasurable experiences and the enjoyment derived from product use. It emphasizes subjective individual experiences and emotions over utilitarian aspects. Customers may be more interested in a product’s emotional and symbolic value, such as brand, design, appearance, and packaging, contributing to their satisfaction and positive experiences (Chunmei and Weijun, 2017). Altruistic value reflects customers’ concerns about others and their willingness to act without expecting a return. It can manifest as environmentally friendly behaviors, support for local products and economies, and concern for the environment and animal welfare (Birch et al., 2018; Mesic et al., 2020; Wei et al., 2022; Yadav, 2016). Social value refers to the extent to which a product or service facilitates social interactions and benefits the consumer regarding social inclusion, improved health and safety, or enhanced social self-concept. This can strengthen customer and company bonds, increasing customer loyalty (Zeithaml, 1988).

Afyonkarahisar is renowned for its distinctive products that harmonize with the dimensions of perceived value. Afyonkarahisar boasts of organic products with inherent qualities that align with functional value, from the nutritional richness of local produce to the authenticity of traditional recipes (Baydeniz and Sandikci, 2024). By embracing these offerings, consumers satisfy their need for high-quality, locally sourced goods. The province’s organic offerings extend beyond functionality and provide a hedonic experience. The sensory pleasure derived from the exquisite taste of local delicacies and the aesthetic appeal of meticulously crafted food items contributes to a unique, emotionally resonant experience for consumers. Afyonkarahisar’s organic products reflect a commitment to altruistic values. By supporting local farmers and encouraging sustainable farming practices, consumers contribute to environmental conservation, aligning with the province’s ethos of responsible consumption. The social value embedded in Afyonkarahisar’s organic products lies in the sense of the community fostered through shared food experiences. Whether in local markets or communal dining spaces, these products facilitate social interactions, enhancing consumers’ sense of belonging.

Afyonkarahisar’s organic offerings cater to the growing trend towards healthier and sustainable lifestyles, aligning with consumers’ evolving preferences. Embracing local organic products contributes to preserving cultural and culinary heritage, ensuring the continuation of traditional practices. Supporting local farmers and producers bolsters the
regional economy and creates a sustainable cycle of growth and prosperity. Afyonkarahisar's unique, organic offerings have become a magnet for tourists seeking authentic and enriching culinary experiences, contributing to the local tourism industry.

2.3 Organic food attributes
Three product attribute categories have appeared in consumer economics literature: search, experience, and credence (Nelson, 1970). Search attributes can be evaluated before purchase by physically inspecting the product. Experience attributes can be determined after the purchase and consumption of the product. Lastly, credence attributes cannot be defined before or after purchase and consumption and must be taken on faith. In the case of organic food, search attributes include smell, appearance (color, size, freshness, etc.), and price. The experience attributes of organic food are taste and texture. Credence attributes are healthiness, environmental friendliness, and place of origin (Lee and Yun, 2015).

The study from Torjusen et al. (2001) stated two types of food attributes relevant to organic food: observation and reflection. Observation traits consist of the appearance, freshness, and taste aspects of organic food that are directly observable. The reflection aspect of organic food reflects consumers' concerns about how food is produced, processed, and stored and how this may affect people, the environment, animals, and so on.

Another classification divides organic food attributes into individual and social attributes (Grzybowska-Brzezinska et al., 2017). Organic food consumers perceive individual attributes such as taste, healthiness, and freshness. Social attributes include environmental protection, the well-being of animals in organic farming, and local producers’ support of organic products.

In their meta-analysis, Hughner et al. (2007) synthesized the findings of organic food studies and identified nine motives and six deterrents for organic food consumption. Organic food consumers’ purchasing motives are health and nutritional concerns, superior taste, concern for the environment, food safety, concern over animal welfare, and support of the local economy. It helps sustain traditional cooking, being wholesome, reminiscent of the past, and fashionable.

2.4 Organic food consumption intent
Food consumption satisfies a basic human need and is part of everyday life. People have different reasons to purchase and consume different kinds of foods. Organic food consumers also have their consumption intents. According to many studies, the main reasons that shape organic food consumers’ intent are healthiness, nutritious value, and food safety. Most people state that organic food is produced without chemical additives and in a clean environment. Thus, they think that organic food is safe (Bryla, 2015; Bryla, 2016; Gottschalk and Leistner, 2013; Grzybowska-Brzezinska et al., 2017; Hemmerling et al., 2015; Hsu and Chen, 2014; Kushwah et al., 2019a, b; Lee and Yun, 2015; Schleenbecker and Hamm, 2013; Teng and Lu, 2016). In the study by Britwum et al. (2021), respondents rated no growth hormones or synthetic pesticides in organic food as the most important. Health and safety attributes of organic food are considered to be one of the most important factors when purchasing organic food products. Organic foods are considered healthier than conventional foods (Asif et al., 2018; Teng and Lu, 2016). Yadav and Pathak (2016) also stated that health consciousness better motivates the intention to purchase organic food.

Ecological concerns constitute another organic food consumption intent. Consumers’ awareness of the harmful effects of chemicals used in food production to increase the yield is growing. As an alternative, more consumers are turning towards organic food not treated with chemicals (fertilizers, pesticides, herbicides) during the production, processing, or storage phases (Basha and Lal, 2019). As stated above, organic food is produced in a clean environment without using chemicals. Thus, the production process does not harm the natural
environment, and it is a significant motivator behind the purchase and consumption intention (Bryla, 2015; Gottschalk and Leistner, 2013; Grzybowska-Brzezinska et al., 2017; Hemmerling et al., 2015; Hsu and Chen, 2014; Pagiaslis and Krontalis, 2014; Schleenbecker and Hamm, 2013; Teng and Lu, 2016). Monier-Dilhan and Berges (2016) also stated that organic food consumers are motivated more by social and environmental attributes than health and quality attributes. Contrary to this, Asif et al. (2018) found that health consciousness was a more significant predictor of organic food consumption than environmental concern.

Taste also affects organic food consumers’ intent. Organic foods are often perceived as having better taste than conventional food (Bryla, 2015; Gottschalk and Leistner, 2013). Relevant studies have found that consumers associate taste with organic foods, an important characteristic when purchasing organic food (Schleenbecker and Hamm, 2013). Also, in Gottschalk and Leistner’s (2013) study, it was seen that most organic food consumers think organic food tastes better than conventional food.

Organic food tends to cost more than conventional food. This situation disadvantages organic food consumption (Bryla, 2016; Gottschalk and Leistner, 2013). However, according to some studies on organic food purchase intention, most organic consumers are willing to pay higher prices for organic food (Pino et al., 2012; Zander and Hamm, 2010). Moreover, in some countries, organic food consumption has become the latest trend in elite society due to the high prices (Rana and Paul, 2017). Other determinants of organic food consumers’ intention are authenticity (Bryla, 2015; Gottschalk and Leistner, 2013; Hsu and Chen, 2014), sensory (cosmetic) appeal (Lee and Yun, 2015), local economy support, sustainability of traditional cooking (Hughner et al., 2007). According to the study by Britwum et al. (2021), the support of small family farms and rural communities influences organic food consumers’ purchase decisions.

There are some disadvantages of organic food. The disadvantages are limited variety and availability, insufficient consumer knowledge, short expiry dates (Bryla, 2016; Kushwah et al., 2019b), low visibility in the shop, limited information about organic food, satisfaction with conventional food, lack of trust and doubt regarding certification (Britwum et al., 2021; Kushwah et al., 2019a, b). These disadvantages consist of the barriers to organic food consumption.

### 2.5 Hypothesis development

#### 2.5.1 Health and safety – perceived value

In addition to the utilitarian functions of food consumption activity, it can be preferred for the consumer to provide emotional satisfaction (Hirschman and Holbrook, 1982). This also applies to organic foods due to the physical, mental, and emotional effects they provide to consumers (Lee and Yun, 2015). This approach can be evaluated because organic foods can be more reliable, healthy, and environmentally friendly when doubts about the content and functioning of foods increase. The perception of health and safety refers to foods that have far from harmful effects on human health and have a health-protective and promoting impact. As contagious diseases, food-related obesity, and nerve and immune system problems increase, consumers tend to consume healthy, reliable foods. The health-safety aspect of organic foods may have a motivating effect on consumers with this perception and experience. Considering that foods that are perceived as healthy and safe will not have a negative effect on the body and mental health, society, environment, and other elements, consumers are expected to have a high functional, hedonic, altruistic, and social perception value for such foods. Indeed, Lin et al. (2020) revealed that healthy and reliable foods have functional and emotional value; in addition, Kushwah et al. (2019a) stated that they affect epistemic and conditional value. Curvelo et al. (2019) conducted a study in Brazil to investigate how health and safety, trust, and perceived value influence consumers’ intentions to purchase organic foods. The results showed that health and safety significantly
influenced consumers’ perceived value, affecting their emotional, functional, social, and economic perceptions. Similarly, Küst (2019) investigated the impact of organic labels on consumer perceptions of quality and found that health and safety played a significant role in shaping perceived value. Based on these findings, the following hypothesis was formulated:

\( H1. \) Health and safety have a significant positive effect on functional value.

\( H2. \) Health and safety have a significant positive effect on hedonic values.

\( H3. \) Health and safety have a significant positive effect on altruistic value.

\( H4. \) Health and safety have a significant positive effect on social value.

2.5.2 Perceived value – organic food attributes. The studies on the characteristics of organic food are concentrated on issues such as price (Tariq et al., 2019), accessibility (Vittersø and Tangeland, 2015), and environmentally friendly (Asif et al., 2018; Azzurra et al., 2019). However, to make such characteristics more acceptable, consumers must have a certain accumulation of motivation in advance. The characteristics of food can be the complement of the emotional and thought approaches of consumers with internal motivation. The perceptions of value created by organic food on the consumer are thought to ensure that organic food is more acceptable and desirable and that organic food characteristics can be met more positively. Based on these findings, the following hypothesis was formulated:

\( H5. \) Functional value has a significant positive effect on organic food attributes.

\( H6. \) Hedonic value has a significant positive effect on organic food attributes.

\( H7. \) Altruistic value has a significant positive effect on organic food attributes.

\( H8. \) Social value has a significant positive effect on organic food attributes.

2.5.3 Organic food consumption intent. It has been determined that people’s food concerns (Asif et al., 2018; Wang et al., 2019), the search for food and safety and perceptions of value (Kushwah et al., 2019a, b) have positive effects on the intention of consuming that food. Within the scope of the research, it is thought that organic food characteristics that express its structural characteristics, such as price, quality, smell, color, and nutritional value, have a decisive effect on consumer behaviors for the purchase/consumption of the product. Due to such characteristics, consumers looking for reliable and healthy food are expected to show various behaviors toward the food they attribute specific (functional, hedonic, altruistic, social) values (Kushwah et al., 2019b). It has been stated that organic food characteristics have effects on customer’s payment, increase in waiting time, going to distant places for organic food supply and consumption (Kwok et al., 2016), customer satisfaction, and customer loyalty (Kim et al., 2013) and behavioral intention (Namkung and Jang, 2007). Within the scope of this research, it is supposed that food characteristics such as the taste, shape, appearance, quality, and price of food can affect consumers’ internal evaluations as a stimulus and may increase the intent of repurchasing organic foods (Konuk, 2019). Based on these findings, the following hypothesis was formulated:

\( H9. \) Organic food attributes have a significant positive effect on the organic food consumption intent.

3. Methodology

3.1 Study site: Afyonkarahisar, the city of gastronomy
The culinary heritage of Afyonkarahisar makes it an ideal location for studying consumer behavior regarding organic food consumption. While previous research has examined organic food consumption in different settings, none has specifically examined the unique
gastronomic culture of this city and its potential influence on consumers’ attitudes and intentions toward organic food (Baydeniz et al., 2023; Gülen, 2017; Zengin and Gürkan, 2019).

This study aimed to understand the role of health and safety perceptions, perceived value dimensions (functional, hedonic, altruistic, and social), attitudes toward organic food, and intentions to consume organic food among Afyonkarahisar residents (Baydeniz and Sandıkçı, 2024). Afyonkarahisar in Turkey is a region rich in history, culture, and commitment to sustainable living. As the relationship between health, safety, and various values are explored, it becomes clear that these factors play a crucial role in shaping attitudes, behavior, and even consumption patterns. Afyonkarahisar is renowned for its cuisine and culinary culture and was designated as a UNESCO Creative City of Gastronomy in 2015 (Çelik et al., 2021). This gastronomic distinction provides a context for examining consumer perceptions and behaviors related to organic food (Lee and Yun, 2015). As a gastronomy city, Afyonkarahisar promotes sustainable food practices and human health. Studying organic food consumption can help fulfill this role.

With its emphasis on traditional farming and community-centric lifestyles, Afyonkarahisar embodies these values (Baydeniz and Sandıkçı, 2024). Locals prioritize fresh, organic produce, fostering functional health and a hedonic appreciation for natural flavors. Moreover, the strong sense of community reflects altruistic and social values, promoting collective well-being and safety (Chunmei and Weijun, 2017). The subsequent hypotheses suggested that functional, hedonic, altruistic, and social values collectively shape organic food attributes. Afyonkarahisar’s residents, who are deeply connected to their land and each other, exhibit positive attitudes rooted in these values (Mesic et al., 2020). The local emphasis on healthy and safe practices foster a shared attitude towards well-being and community welfare. With their positive attitudes towards healthy living and community welfare, Afyonkarahisar’s residents naturally intend to consume organic food. This inclination aligns with the region’s agricultural practices, contributing to Afyonkarahisar’s sustainable and eco-friendly ethos (Baydeniz et al., 2023).

In Afyonkarahisar, the assortment of healthy and safe practices with intrinsic values creates an original environment where sustainable living is not just a choice but also an integral part of the cultural pattern. The region serves as a testament to how lifestyle choices coexist harmoniously with cultural values, fostering a community that values well-being and prosperity. Therefore, Afyonkarahisar is deemed a suitable research location to investigate the factors influencing organic food consumption within the specialized context of a renowned gastronomic destination. It is essential to address this research gap by conducting more specific studies on how Afyonkarahisar’s culinary culture and gastronomy influence consumers’ attitudes and intentions toward organic food. Although broader studies have examined organic food consumption in different contexts, they have yet to delve into the unique characteristics of this gastronomic city and its potential impact on organic food choices. By focusing on this distinctive city, this study provides valuable insights into how local culinary traditions and cultural factors may shape consumer behavior toward organic food.

3.2 Research instrument
A structured questionnaire was designed to measure health and safety perceptions, perceived values (functional, hedonic, altruistic, and social), organic food attributes, and organic food consumption intentions per the research objectives and hypotheses. The team adapted and combined scales from previous studies to ensure a comprehensive research instrument. The questionnaire included scales adapted from previous research to guarantee reliability and validity. A 5-item scale from Renner et al. (2012) and Lockie et al. (2002) was used to measure participants’ perceptions of the health and safety associated with organic food. This helped shed light on how consumers view organic food’s safety and health aspects in the context of Afyonkarahisar’s distinctive cuisine.
To capture the various dimensions of perceived value associated with organic food, researchers created a scale based on the work of Sweeney and Soutar (2001). This scale includes functional, hedonic, altruistic, and social values to provide deeper insight into consumer motivations and preferences for organic food in this specific culinary setting. A 3-item scale from Sweeney et al. (1999) was adopted to measure the participants’ intention to consume organic food. To assess participants’ attitudes toward organic foods in the context of Afyonkarahisar’s culinary landscape, a 3-item scale inspired by Choe and Kim’s (2018) study was developed. This allowed researchers to capture general attitudes toward organic food and understand how the city’s unique gastronomic offerings might influence these organic food attributes.

3.3 Sampling and data collection
This study used a purposive sampling method to select participants from Afyonkarahisar, which is known for emphasizing organic food in its cuisine (Marshall and Rossman, 2014). The sample size consisted of 410 individuals to ensure diversity in demographics such as age, gender, and socioeconomic status. The participants were approached in public spaces, local markets, and online channels to account for the diverse nature of the population. Criterion sampling, a form of purposive sampling, allows for establishing conditions related to the study population rather than being limited to temporal variables (Grix, 2018). For this study, participants were required to be at least 18 years old and interested in consuming or repurchasing organic foods. Before collecting data, the authors sought approval and support from the official institutions of Afyonkarahisar. With their permission and assistance, the research team conducted a study by visiting organic food fields, village markets, and local bazaars. The city authorities helped by posting a QR code link to a face-to-face questionnaire in residents’ market areas, bus stops, and banner areas.

The authors ensured data quality through several measures. A cover sheet was provided to help respondents understand the assurance of confidentiality and survey procedures. Additionally, three screening questions were included to check the qualifications of respondents. Participants who failed any of the included attention control questions were filtered from the final dataset. Finally, responses with rushed work were removed from the dataset. With the help of city authorities, the research team distributed questionnaires inside and outside various local organic food selling areas in Afyonkarahisar, following consistent data collection procedures. The research objectives were explained to residents, who were invited to participate. After eliminating incomplete and unqualified responses, a total of 410 usable questionnaires were available for use in the study. The sample size for the study is acceptable as it meets the requirement to test the structural model (Hair et al., 2017).

The purpose of the study was not to generalize the findings to the entire population but rather to examine the average situation and gain insight into the topic (Yıldırım and Şimşek, 2005). Participants were adequately informed about the purpose of the study to ensure accurate responses to the survey. To collect the data, the participants were informed about the research objectives and the voluntary nature of their participation. Informed consent was obtained, and participants were assured of the confidentiality of their responses. The questionnaire was administered electronically and in hard copy, allowing participants to choose their preferred response mode. The authors translated the original English questionnaire into Turkish and back into English to ensure language equivalence.

The sample size was determined using G*POWER 3.1.9.4 software. Initially, a sample of 98 was considered sufficient (power = 0.80, $f^2 = 0.15$, $\alpha = 0.05$). However, this number was tripled to ensure a more robust model, resulting in a target sample size of at least 200 individuals. Between March 08 and June 25, 2022, 450 surveys were distributed to participants in a population greater than 100,000. Of these, 40 forms were excluded from the analysis due to incomplete responses, leaving a final dataset of 410 surveys for analysis.
3.4 Data analysis
The data collected for this study were coded using the SPSS statistical program. Then, a two-step approach was used to analyze the data using the Smart PLS statistical program. First, the measurement model and structural model were analyzed. The validity and reliability of the scales were assessed through the measurement model analysis. The structural model evaluation was then conducted. The analysis included examining the demographic results, conducting reliability analysis (using Cronbach’s Alpha), assessing integrated reliability (rho_C, rho_A), assessing convergent validity (Average Variance Extracted) (AVE), establishing discriminant validity (Fornell-Larcker criterion, heterotrait monotrait ratio (HTMT), cross-loadings), and examining the goodness of fit values of the model (SRMR, d_ULS, d_G, X^2, NFI, GoF). InnerVIF, f^2, R^2, Q^2, and analysis evaluated the structural model. The results of the structural equation model, along with the results of the analyses above, were presented in tabular form. The method of analysis used in this study was PLS-SEM structural equation modeling, as described by Wong (2013, p. 3). To determine whether the scales were formative or reflective, a confirmatory tetrad analysis (CTA) was conducted. The CTA analysis revealed that all variables had reflective properties, as the values between the low confidence interval (CL low adj) and the high confidence interval (CL up adj) were determined to be 0. Consequently, the analyses were conducted using the PLSc (Consistent PLS) tab within the Smart PLS statistical program, using the PLS-SEM method. The research model proposed in this study is shown in Figure 1.

According to the research results, it was found that 52.2% of the participants were male, and 47.8% of them were female. The participants’ age distribution found that the highest percentage of individuals (35.6%) were 36–45 years, while only 2.4% were 61 years and older. It was also found that 52.6% of the participants had a bachelor’s degree, while a small proportion (1.5%) had a doctorate.

4. Findings
A recent study by Anwar et al. (2022) examined the potential threat of bias from single-factor surveys. The researchers assessed whether common method bias posed a risk to interpreting the research results. To determine this, all survey items were subjected to principal component factor analysis, and Harman’s single factor test, as described by Fuller et al. (2016), was applied. The results showed that a single factor did not account for a significant proportion of the variance (43.5%), indicating the absence of common method bias in the study. Furthermore, the study’s results were consistent with the suggestions of Bagozzi and Yi (1988), as no significant correlations were observed between the variables, confirming the absence of common method bias. Tolerance values, Variance Inflation Factor (VIF), and correlations between variables were thoroughly examined to ensure the absence of multicollinearity. Following the guidelines of Hair

![Figure 1. Research model proposal](image-url)
et al. (2017), it was found that the bivariate correlation between variables remained below 0.70, and the VIF remained below 3.0, further confirming the absence of multicollinearity.

### 4.1 Outer model

The study explored various ways to assess the credibility and accuracy of its research findings. Several measures were used, including composite reliability (ρ_C) in internal consistency analysis, AVE, Cronbach’s Alpha (CA) reliability analysis, and Dijkstra’s PLSc reliability (ρ_A). In addition, the researchers considered convergent validity, which involves examining the correlation between multiple indicators of the same concept. Assessing convergent validity requires analyzing the factor loadings of these indicators (Hair et al., 2022).

Looking at the factor loadings of the relevant scales, it was found that they ranged from 0.765 to 0.945. According to the guidelines of Chin (1998) and Dijkstra and Henseler (2015), both Cronbach’s Alpha (CA) and Dijkstra’s PLSc reliability (ρ_A) should exceed the value of 0.70. In our study, Cronbach’s Alpha values ranged from 0.860 to 0.958, while Dijkstra’s PLSc reliability values ranged from 0.863 to 0.959. To assess the convergent validity of the scale, the researchers analyzed the AVE and ρ_C values. According to Fornell and Larcker (1981), an AVE value of 0.50 or higher is desirable, and Bagozzi and Yi (1988) recommended a CR value greater than 0.6. In our study, AVE values ranged from 0.674 to 0.852, and ρ_C values ranged from 0.861 to 0.958 (see Table 1).

Discriminant validity refers to the extent to which different structures are empirically dissimilar and measures the degree of dissimilarity between overlapping structures (Hair et al., 2022). Henseler et al. (2015) suggest that the HTMT value should be less than 0.90. According to the recommendations of Fornell and Larcker (1981), discriminant validity can be assured if the square root of the average variance extracted (AVE) is greater than the correlation loadings in its respective row. By examining the square root of the AVE and HTMT values for each scale, it is evident that the AVE values exceed the square root of the correlation values, and the HTMT values remain below 0.90, thus establishing discriminant validity (see Table 2).

### 4.2 Inner model

Before conducting the research model tests, assessing the goodness of fit values was essential. The Standard Root Mean Square (SRMR) was used to measure the discrepancy between the observed correlations, with an acceptable threshold of less than 0.08, as suggested by Hu and Bentler (1999). Another fit index, the Normal Fit Index (NFI), was used to evaluate the improved fit by the $X^2$ value of the proposed model. A value above 0.9 for the NFI indicates an acceptable fit, according to Lohmöller and Lohmöller (1989). Dijkstra and Henseler (2015) emphasized the need to consider two different approaches when evaluating this discrepancy: d_ULS (Euclidean distance) and d_G (geodesic distance). A model is considered good if the difference between the tested model and the empirical correlation matrix implied by the tested model is solely due to sampling error ($p > 0.05$). Henseler et al. (2015) suggested that d_ULS and d_G should be lower than the predetermined 95% threshold. When examining our study’s goodness of fit values, all values (SRMR = 0.217, d_ULS = 0.591, d_G = 1.065, $X^2 = 2.054,793$, NFI = 0.847) indicate a good fit.

### 4.3 Structural model analysis

The study used the PLSc algorithm to examine the impact of certain factors. This algorithm calculated path coefficients ($R^2$) and effect sizes ($f^2$) to analyze the research model. The statistical significance of the PLSc path coefficients was determined by bootstrapping 5,000 subsamples and obtaining t-values. To ensure no problems with multicollinearity, the InnerVIF values were
examined following the approach suggested by Hair et al. (2017). The predictive power of the model was assessed using $R^2$ values. According to Hair et al. (2017), an $R^2$ coefficient equal to or greater than 0.25 indicates weak predictive power, 0.50 and above indicates moderate predictive power, and 0.75 and above reflects strong predictive power. The effect size coefficients ($f^2$), which indicate the practical significance of the variables, showed high values (see Table 3). According to Cohen’s (1988) classification, values of 0.02 and above are considered low, 0.15 and above are considered medium, and 0.35 and above are considered high.

Based on the path analysis results presented in Table 3, it has been determined that health and safety significantly and positively influence the perception of functional, hedonic, altruistic, and social value. Therefore, hypotheses H1, H2, H3 and H4 are supported. The

<table>
<thead>
<tr>
<th>Item</th>
<th>$\lambda$</th>
<th>CA</th>
<th>rho_A</th>
<th>rho_C</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organic food consumption intent</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIOF1 I would consider consuming organic foods in the near future</td>
<td>0.765</td>
<td>0.860</td>
<td>0.863</td>
<td>0.861</td>
<td>0.674</td>
</tr>
<tr>
<td>CIOF2 I will consume organic foods in the near future</td>
<td>0.842</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIOF3 There is a strong likelihood that I will consume organic foods in the near future</td>
<td>0.853</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organic food attributes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATT1 Very unreliable-very reliable</td>
<td>0.847</td>
<td>0.921</td>
<td>0.923</td>
<td>0.922</td>
<td>0.747</td>
</tr>
<tr>
<td>ATT2 Very unpleasant-very pleasant</td>
<td>0.887</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATT3 Very negative-very positive</td>
<td>0.823</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATT4 Very unfavorable-very favorable</td>
<td>0.898</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Healthy and safety</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HS1 ... contains a lot of vitamins and minerals</td>
<td>0.824</td>
<td>0.930</td>
<td>0.931</td>
<td>0.930</td>
<td>0.726</td>
</tr>
<tr>
<td>HS2 ... contains no additives/artificial ingredients</td>
<td>0.843</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HS3 ... is healthy to eat</td>
<td>0.882</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HS4 ... is safe to consume</td>
<td>0.812</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HS5 ... is natural (e.g. not genetically modified)</td>
<td>0.896</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Functional value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FV1 Organic food is well produced</td>
<td>0.912</td>
<td>0.957</td>
<td>0.958</td>
<td>0.957</td>
<td>0.818</td>
</tr>
<tr>
<td>FV2 Organic food is reliable</td>
<td>0.890</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FV3 Organic food has an acceptable standard of safety</td>
<td>0.886</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FV4 Organic food has a consistent quality</td>
<td>0.906</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FV5 Organic food has an acceptable standard of quality</td>
<td>0.927</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Altruistic value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AV1 ... it feels like the morally right thing</td>
<td>0.945</td>
<td>0.958</td>
<td>0.959</td>
<td>0.958</td>
<td>0.852</td>
</tr>
<tr>
<td>AV2 ... I feel like a better person</td>
<td>0.883</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AV3 ... I contribute to environmental protection</td>
<td>0.942</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AV4 ... I reduce environmental pollution</td>
<td>0.920</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hedonic value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HV1 ... I enjoy</td>
<td>0.892</td>
<td>0.942</td>
<td>0.943</td>
<td>0.942</td>
<td>0.803</td>
</tr>
<tr>
<td>HV2 ... I feel relaxed about it</td>
<td>0.940</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HV3 ... It makes me feel good</td>
<td>0.871</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HV4 ... It gives me pleasure</td>
<td>0.880</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social value</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SV1 ... Improves the way I am perceived</td>
<td>0.897</td>
<td>0.920</td>
<td>0.920</td>
<td>0.920</td>
<td>0.793</td>
</tr>
<tr>
<td>SV2 ... would make a good impression on other people</td>
<td>0.872</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SV3 ... would give me social approval</td>
<td>0.903</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table 1.**
Research model validity and reliability analysis results

**Source(s):** Author’s own creation/work
perception of functional and social value also has a significant positive effect on organic food attributes. Therefore, hypotheses H5 and H8 are supported. However, the perception of hedonic and altruistic value does not have a significant positive effect on organic food attributes, so hypotheses H6 and H7 are not supported. Furthermore, organic food attributes significantly and positively influence the intent to consume organic food. Therefore, hypothesis H9 is supported (see Figure 2).

5. Conclusion and discussion

This study has been carried out in Afyonkarahisar, a city acclaimed for its culinary riches. Thus, the present study adds significance to the body of existing knowledge on organic food consumption, perceived value, and health and safety procedures in Afyonkarahisar, a UNESCO Gastronomy City. The significance and novelty of this research lies in its ability to enhance the understanding of the relationship between the importance of local cuisine for organic products and understanding of the perception of the consumers for healthier and safer food consumption.

The fundamental intention of this study is to add to the current knowledge on the perceived value and organic food consumption intent literature in numerous contexts since it is correlated with some of them. The current study explains how customers respond positively to the relationship between perceived value and organic food when performing health and safety procedures. For instance, the findings of this study illustrate that adopting health and safety procedures significantly and favorably affects how consumers interpret the functional, hedonic, altruistic, and social values of organic food. Similarly, the relationships

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>$\beta$</th>
<th>$\overline{X}$</th>
<th>S.d</th>
<th>$f^2$</th>
<th>VIF</th>
<th>$T$ Statistics</th>
<th>$P$ Values</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 HS $\rightarrow$ FV</td>
<td>0.393</td>
<td>0.397</td>
<td>0.057</td>
<td>0.182</td>
<td>1.00</td>
<td>6.935</td>
<td>0.000</td>
<td>√</td>
</tr>
<tr>
<td>H2 HS $\rightarrow$ HV</td>
<td>0.512</td>
<td>0.512</td>
<td>0.048</td>
<td>0.354</td>
<td>1.00</td>
<td>10.549</td>
<td>0.000</td>
<td>√</td>
</tr>
<tr>
<td>H3 HS $\rightarrow$ AV</td>
<td>0.678</td>
<td>0.681</td>
<td>0.041</td>
<td>0.849</td>
<td>1.00</td>
<td>16.424</td>
<td>0.000</td>
<td>√</td>
</tr>
<tr>
<td>H4 HS $\rightarrow$ SV</td>
<td>0.560</td>
<td>0.559</td>
<td>0.049</td>
<td>0.456</td>
<td>1.00</td>
<td>11.419</td>
<td>0.000</td>
<td>√</td>
</tr>
<tr>
<td>H5 FV $\rightarrow$ ATT</td>
<td>0.285</td>
<td>0.294</td>
<td>0.064</td>
<td>0.088</td>
<td>1.646</td>
<td>4.634</td>
<td>0.000</td>
<td>√</td>
</tr>
<tr>
<td>H6 HV $\rightarrow$ ATT</td>
<td>0.163</td>
<td>0.169</td>
<td>0.104</td>
<td>0.014</td>
<td>3.092</td>
<td>1.571</td>
<td>0.117</td>
<td>X</td>
</tr>
<tr>
<td>H7 AV $\rightarrow$ ATT</td>
<td>-0.021</td>
<td>-0.023</td>
<td>0.067</td>
<td>0.000</td>
<td>1.967</td>
<td>0.315</td>
<td>0.753</td>
<td>X</td>
</tr>
<tr>
<td>H8 SV $\rightarrow$ ATT</td>
<td>0.287</td>
<td>0.286</td>
<td>0.097</td>
<td>0.046</td>
<td>3.008</td>
<td>2.948</td>
<td>0.003</td>
<td>√</td>
</tr>
<tr>
<td>H9 ATT $\rightarrow$ CIOF</td>
<td>0.542</td>
<td>0.543</td>
<td>0.051</td>
<td>0.414</td>
<td>1.00</td>
<td>10.541</td>
<td>0.000</td>
<td>√</td>
</tr>
</tbody>
</table>

Source(s): Author’s own creation/work

Table 3. Results of structural equation model analysis

<table>
<thead>
<tr>
<th>Fornell Larcker</th>
<th>HTMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATT</td>
<td>AV</td>
</tr>
<tr>
<td>ATT</td>
<td>0.864</td>
</tr>
<tr>
<td>AV</td>
<td>0.423</td>
</tr>
<tr>
<td>CIOF</td>
<td>0.541</td>
</tr>
<tr>
<td>FV</td>
<td>0.537</td>
</tr>
<tr>
<td>HS</td>
<td>0.407</td>
</tr>
<tr>
<td>HV</td>
<td>0.534</td>
</tr>
<tr>
<td>SV</td>
<td>0.574</td>
</tr>
</tbody>
</table>

Note(s): $\sqrt{AVE} = \text{Mean Square Root of Variance (shown in italic)}, \text{HTMT} = \text{Correlation Geometric Means}$

Source(s): Author’s own creation/work

Table 2. Fornell Larcker criteria and HTMT ratio results
between perceived value, organic food attributes, and behavior toward organic food were investigated in a study by Ghali-Zinoubi (2021). The findings revealed that organic food attributes toward organic food were significantly influenced by perceived value, which encompassed functional value, individual worth, societal value, and financial value. Within this framework, the two studies highlighted similar conclusions.

Mahrinasari (2021) asserted that organic food consumption needs consumers to meet more consumer values in terms of functional values. This result is similar to our research findings, in which practical value is critical. Research findings show that customers' organic food attributes toward organic foods significantly impact their perceived social and functional value. The findings are valuable as they provide insight into the significance of the perceived value dimensions that Turkish organic food consumers care more about. The findings of this study are consistent with those of Azlie et al. (2023), which emphasize that customers are more likely to embrace the consumption of organic food if they consider it to be of higher quality. The findings of this study indicate the same. These results validate earlier studies on the positive influence of perceived value and organic food consumption intent in this context.

Furthermore, the results suggest that health and safety measures significantly influence customers’ positive perceptions of organic food. This observation is consistent with the conclusions of Küst (2019), who also emphasized the central role of health and safety in shaping perceived value. Thus, both studies focused on health and safety as critical factors influencing customers’ views. Briefly, the study intends to contribute to understanding how perceived value and organic food consumption intent are impacted by utilizing health and safety procedures.

Individuals who place a high value on the health benefits of specific behaviors may eventually be able to mitigate their health risks by establishing new, healthy behaviors according to the Health Belief Model (Green et al., 2020). Based on this theory, this study proposes that distinguishing segmentation may also be initiated in Afyonkarahisar, and a new marketing strategy may be applied by the businesses. On the other side, Iqbal et al. (2021) mention that consumers prefer organic products not only for their health and safety reasons
but also to preserve the environment for future generations. Similarly, customers become worried about their health and safety when they consider the deterioration of the environment (Kristanti and Jokom, 2017). To put it differently, customers who value their health are more inclined to take charge of their food (Homer and Kahle, 1988).

According to Hsu et al. (2019), organic foods tend to be considered completely safe for consumers. Likewise, Cabuk et al. (2014) accentuate that consumers’ positive perception of purchasing organic food results from their concern for food safety. In another study, Voss et al. (2003) aimed to develop measures of the utilitarian and hedonic aspects of total brand/product attitudes that were valid, consistent, generalizable, and helpful. In particular, the study’s conclusions indicate that organic food attributes about brands and products can be influenced by both utilitarian and hedonic constructions, which are distinct and significant aspects of personality. Besides, according to Lee and Yun (2015), there is a likelihood that the safety and health aspects of eating organic food may be connected to both utilitarian and hedonic attitudes. Moreover, Cerjak et al. (2010) found that safety and health are the respondents’ main reasons for purchasing organic foods. Finally, Lee and Yun (2015) proclaimed that respondents’ perceptions, such as that organic foods are nutritious and help them stay healthy, lead them to develop utilitarian and hedonic attitudes toward buying organic foods. As a result of the mentioned studies, it may be concluded that previous investigations demonstrated significant relationships. Similar findings have been reported in this study regarding health and safety’s significant and positive influences on (utilitarian) functional and hedonic perceptions.

5.1 Theoretical implications

This study unravels a rich tapestry of insights into consumers’ perceived value of organic food, with a particular focus on perceptions of health and safety. The study fills existing research gaps and provides a nuanced understanding of organic food consumption in a culturally diverse and gastronomically vibrant place like Afyonkarahisar.

In contrast to previous research (Curvelo et al., 2019; Ghali-Zinoubi, 2021; Küst, 2019; Singh and Verma, 2017), this study delves deeper into the multidimensional aspects of perceived value. The study aims to shed light on the complex web of factors that influence consumer attitudes toward organic food by dissecting functional, hedonic, altruistic, and social values. Understanding the interaction of health and safety perceptions with these dimensions offers a new perspective on why consumers in Afyonkarahisar prefer organic choices to conventional alternatives.

This study is unique because it focuses on the gastronomic city of Afyonkarahisar, where organic food is deeply integrated into the local culinary heritage and traditions. Unlike previous studies conducted in more generalized settings, this research delves into the unique context of a city known for its organic and healthy cooking practices. The fusion of different cultural influences in Afyonkarahisar’s cuisine provides valuable insights into consumer behavior in this specific setting. By addressing this research gap, the study contributes significantly to the broader body of knowledge on organic food consumption behavior. It paves the way for further research in similar specialized culinary contexts.

5.2 Practical implications

In the dynamic field of organic food, consumer perceptions are vital. This study underscores the critical role that health and safety perceptions play in influencing organic food purchase intentions. Marketers and producers must remember that emphasizing safety and health benefits could improve consumer perceptions. A positive emphasis can catalyze positive attitudes and a thriving organic market. Diving deeper into the customers’ psyche by understanding the dimensions of perceived value - functional, hedonic, altruistic, and social and
tailoring marketing messages based on these values is a game changer. Business can better connect with their target audience by tailoring messages to resonate with specific consumer segments based on their value preferences. Health enthusiasts lean toward functional and altruistic values, while hedonic appeals drive pleasure seekers. Businesses should embrace consumer perceptions, value dimensions, and culinary nuances to survive and thrive in the organic marketplace. A thriving industry should cater to diverse consumer preferences.

In addition to that, the study foresees that businesses may have to make an effort to study customer behavior to come up with appealing promotions for them. This study also shows that there may be changing eating habits in general. Therefore, authorities and food businesses must comprehend and investigate their consumers’ perceptions, motivations, and preferences. Consequently, the study invites customers to switch to an organic eating pattern because organic food has higher nutrient levels than regular food. Similar to the idea put forward by Anderson et al. (2005), the organic food-selling industry may start selling organic food to schools, hospitals, and other institutions in Afyonkarahisar, which puts health in the first place.

5.3 Limitations and future research
It is imperative to take into account the constraints of the research when evaluating the findings. First of all, it’s crucial to bear in mind that the data gathered is unique to Afyonkarahisar, and as a result, the findings could not be broadly applicable to other regions or cultures. Further investigations might look into comparable concerns in multiple circumstances to confirm and broaden the findings in order to achieve a more thorough understanding.

In addition, the sampling method used in this study may introduce bias, as participants were selected based on specific criteria and their interest in organic food consumption. This may limit the generalizability of the findings. To improve this aspect, future studies could consider using convenience sampling techniques to obtain a more diverse and representative sample of participants.

In addition, the data collected in this study was cross-sectional, making it difficult to establish causality between variables. Conducting future longitudinal studies would be beneficial to gaining a deeper understanding of organic food consumption dynamics. Such studies could track changes in consumer organic food attributes over time and shed light on how these attitudes evolve. To gain a broader perspective, conducting comparative studies across different cities, regions, or countries could provide valuable insights into the relationship between organic food emphasis and consumer perceptions. By considering cultural differences and culinary traditions, we can better understand how attitudes towards organic food vary in different contexts.

What is more, it would be worthwhile to investigate the impact of demographic factors on consumer attitudes towards organic food. Age, gender, education level, and socioeconomic status can influence consumer preferences, and understanding these influences can help identify different consumer segments. To enrich the analysis, using mixed methods approaches that combine qualitative and quantitative data could provide a more robust understanding of consumer behavior and attitudes toward organic food.

References


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