Modeling attitude towards organic foods: A research on adolescents

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Abstract
The demand of organic products as well as trade volume is increasing. The most important factor on the increased production and consumption of organic products is the change in consumer preferences. Because today’s teenagers will become buyers of organic foods in a near future, their perception is important for marketers. The purpose of this study is to model the factors affecting consumer attitudes and behaviors towards organic products. In this context, the attitudes of age group of 12-19 is modeled through Structural Equation Modeling with using self-identity, health consciousness and food safety concern measurements. A self-managed survey implemented at region of Turkey to 845 adolescents. According to the results of the study, health consciousness has the highest impact on the attitude towards organic products among examined variables.

Key words: Organic Product, Consumer, Consumption of Organic Products, Attitude, Behavior, Structural Equation Modeling

INTRODUCTION
In parallel with developing technology different manufacturing techniques are used in agricultural products and products that are carried out by using chemical additives to obtain further growth. Therefore, the demand for organic agricultural products is increasing with each passing day. Today’s consumer prefers products which are unadulterated, with no chemical additives, genetically unmodified, natural and has better quality (Tetik, 2012: 37).

Organic foods are foodstuffs which are produced without genetic engineering, artificial fertilizers and the like, preservatives, colorants, additives, chemical plating and polishing materials food packaging materials and chemical agents in cultivation and processing. Organic foods involve herbal and animal foods. A rising trend towards organic food all over the world can be observed. The shares of organic food of agricultural production areas and sales figures show a rapid development in Turkey as well as all over the world (İnal et al., 2008).

Organic foods are one of the elements that contribute to sustainable consumption by changing consumption behavior of customers and traditional production systems. Consumer behavior is a process, not only affected by macro-environmental factors, but also one of the key elements that affect the environment. Consumers affect primarily the natural environment directly or indirectly, with the products that they prefer and with the style of living (Ulubaşoğlu and Urai, 2007). Therefore, this study examines the factors affecting consumers’ attitudes and behavior towards organic products.

Organic products in the world and in Turkey
After the 1940s to the present day food sector maintained their importance. Beginning from the early 1990s, the food industry started to move the state of a system which have industrial characteristics. Studies from the past to the present are therefore essential. In parallel with increased demand of food and the development of industry, food production techniques have changed. A number of methods have been developed to obtain more products by using chemicals. But, this situation has caused damage to mainly human health and many living organisms. Eco balance has become corrupted and environmental health

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is threatened. Because of using pesticides and synthetic fertilizers in food production, several health problems appeared and in this regard the significant ecological problems occurred (Lea and Worsley, 2005: 855-856).

According to "Organic Agriculture Sector Report" that published in 2009, the demand of organic products by consumers is important to the health of the individual and especially their children in the first place. In a survey conducted in Germany and United Kingdom, health takes the first place by 70% in Germany and by 46% in UK. Environment and flavor takes second and third places by 30% and 24% respectively. On the other hand flavor and the animal rights are take the second and the third places by 40% and 36% respectively.

Today, the orientation to organic agricultural products has a very serious size in Turkey and in the world. Organic agricultural production is carried out by more than 130 countries around the world. Plant diversity is protected with natural methods by this kind of production. Damage to the environment is also minimized. In parallel, environmental pollution is reduced, human and animal health is protected. Considering diversity of products for the production of organic agriculture in Turkey, nearly 100 organic agricultural products are produced. Survey conducted by the Ministry of Agriculture and Forestry is revealed that organic products cover the 20% of overall agricultural consumption. That means production of organic products is approximately $ 8 million (Tetik, 2012: 43-44).

Consumers’ Reasons to Buy Organic Food
Consumers are more and more concerned with the environmental and health issues at the moment. They show an increasing attention toward the health, nutrition and safety issues. The choice of food nutrition and the importance of hygiene are observed from many studies (Jolly et al., 1989; Baker and Crosbie, 1993; Grunert and Juhl, 1995; Karaer and Gürlük, 2003; Azqueta and Delecamara, 2005). With bringing health of people into the forefront and pushing materiality into the background increased demand for organic products. One of the biggest factors of increased demand is the increased health problems and death rates (Tetik, 2012: 48).

Consumer behavior studies on organic food products has been conducted in many countries. In these studies, items such as consumer perception of the organic concept, consumer attitudes and issues that affects demand and factors that impede or facilitate the spread of organic products are examined. Many researches which are directed on consumers who buy organic food, show that the most important reason of preferring organic food is the perceived health and nutrition and benefits of organic food products. According to the results of the American organic food retailer named "Whole Foods Market", the most important reason to prefer organic food is to avoid the harmful effects of agricultural chemicals, freshness, healthy eating and avoidance the consumption of food products of genetically modified organism (Winter and Davis, 2006:121).

Onyango et al. (2007) who investigate consumers opinions about effects of specific food attributes and personal traits on organic food, show that the regularity of purchases of organic products are critical elements to determine the identity such as natural feature of food, vegetarian issues, and place of manufacture (Onyango et al., 2007).

As long as consumers have more confidence in labeling of organic products and quite knowledgeable about these products, their attitudes are more positive about these products. Consumers' attitudes towards organic products, buying behaviors and word of mouth marketing are effective purchasing intentions about organic products. Additionally as consumers' intentions about purchasing organic products are also must be examined and the attitudes of non-organic products must also be taken into account (Çakıcı, 2009: 135).

In their study, Mohammed et al. (2012) investigated the determinants of the consumption of organic products in Egypt. According to the results, the determinants of consumption of organic food is ranked as follow; health problems, the safety of organic foods and the belief that organic foods contribute to the ecological system.

THE IMPORTANCE AND OBJECTIVES OF THE RESEARCH
Despite the significantly increase in the consumption of organic foods, the growth rates now slowing down. Organic food producers must reach new consumers. These consumers are traditionally among
consumers in 12-19 age groups that called “adolescent”. These consumers are potential buyers of the future. This age group effect their parents’ preferring (Stobbeelaar et al., 2006). 12-19 age group, "teenager" (teen-age group), and the consumption of young people has become the most important dynamics of the market. In order to become a leading brand in the global arena the market has become the most important target of marketers over the last period (Odabaşi and Barış, 2007). The younger (12-19 age group) market segment in the world and in Turkey offers many great opportunities for business organizations therefore managers (Rice, 2001; Marangoz, 2007). Young people have a significant share in the market as consumers. Because young people are already in market and because of they form adult market of the future, they are one of the groups to be dealt with sensitively. (Ünal and Ercis, 2007:321).According to Zollo (1995) in terms of marketers, this market segment is very important for the following reasons (Marangoz, 2007:467); their influence over parent’s spending, their potential amount of future expenditures and their characteristics as fashion launchers.

Availability of satisfactory information almost in all new consumer products increases the acceptability of the new product. It is difficult for consumers to accept new products or changes in the product – if these changes cannot be predicted from the image of the product (Michaut, 2004). But, more information about the product does not mean easier acceptance (Gaskell et al., 1998a, b). There is a relation between level of education, knowledge and consumption of organic products (Geen and Firth, 2006). Health and environmental issues in obtaining consumers are also known to be the most important factors on preferring organic products (TNS, 2003; Zanoli, 2004; Biologica, 2005; Padel and Foster, 2005; Stobbeelaar et al., 2006).

According to the census of 2012, Turkey's young population in the age group 12-19 is approximately 12.5 million (www.tuik.gov.tr). Given that Turkey's population is about 75 million (according to the data of 2012), this represents about 17% of the total population. This ratio seems rather high when compared with many countries. These young people are potential consumers of the future. To learn their attitudes and behavior towards organic products from today could enable producers to make more efficient marketing activities.

**RESEARCH METHODOLOGY**

In this study, ethical self-identity, food safety concern and health consciousness which are contained in the main determinants of consumers of organic food are identified as the core values on the attitudes of consumers towards organic foods.

Data were collected from a convenience sample of teenagers (adolescents) from Çanakkale, İstanbul, İzmir and Ankara regions of Turkey. The self-completion questionnaire was administrated during second half of the year 2011. At the end of the study 845 useable surveys obtained.

Survey instrument is based on prior literature with attitude measure developed by (Chen, MF 2007), while ethical self-identity was adapted from (İnal E. et al,2008). The measure of food safety concern was adapted from measures contained in (Michaelidou N. and Hassan L.M., 2008) and health consciousness was measured using the scale developed by (Michaelidou N.and Hassan L.M., 2008). Table 1 contains the scales and items in these scales.

**Table 1. Scales and items used in this study.**

<table>
<thead>
<tr>
<th>Attitude towards organic products</th>
<th>Ethical Self-Identity</th>
</tr>
</thead>
<tbody>
<tr>
<td>atop_01  Organic food products are healthier.</td>
<td>esi_13  Fidelity (sustaining love, love, loyalty)</td>
</tr>
<tr>
<td>atop_02  Organic food products are more quality.</td>
<td>esi_09  To be honest (Sincerity, being sincere)</td>
</tr>
<tr>
<td>atop_03  Organic foods contain more vitamins and minerals than conventional foods.</td>
<td>esi_11  To be responsible</td>
</tr>
<tr>
<td>atop_04  Taste of organic foods is better than taste of conventional foods.</td>
<td>esi_12  good fellowship</td>
</tr>
<tr>
<td>atop_05  In terms of environmental protection, organic foods are better than conventional foods.</td>
<td>esi_06  To be tolerant (respect for other beliefs and ideas)</td>
</tr>
<tr>
<td>atop_06  If I can find, I prefer to buy organic</td>
<td>esi_08  Being helpful (To struggle for the</td>
</tr>
</tbody>
</table>
Organic foods are healthier than as we know foods (traditional) because they don’t contain pesticide residues.

Organic food products are more expensive.

There is no harmful effects of organic foods.

Unless it is too expensive, I prefer to buy organic foods.

### Health Consciousness

- **hc_03** I reflect about my health a lot.
- **hc_02** I’m very self-conscious about my health.
- **hc_01** I’m alert to changes in my health.
- **hc_04** I take responsibility for the state of my health.
- **hc_05** I’m aware of the state of my health as I go through the day

### Food safety concern

- **fsc_02** I’m very concerned about the amount of artificial additives and preservatives in food.
- **fsc_03** The quality and safety of meat nowadays concerns me.
- **fsc_01** Nowadays most foods contain residues from chemical sprays and fertilizers.

The scale of health consciousness is designed to assess the willingness to undertake health actions (Michaelidou and Hassan, 2008). Health conscious consumers are aware and concerned about their style of well-being and are motivated to improve and / or maintain their health and quality of life, in addition to preventing ill health by engaging in healthy behaviors and being self-conscious about health (Michaelidou and Hassan, 2008).

Attitude towards organic food depends on the expectation of and beliefs in the personal impacts on the outcome resulting from that behavior. Organic foods are perceived as much more healthy, natural, nutritious, and sustainable than conventional foods. Thus, the consumer’s attitude to organic foods purchase is naturally believed to be positively related to the attitude to organic foods (Chen, 2007).

An ethical consumer is ecologically consciousness and lean towards to buy products that are environmentally friendly and not harmful to the environment or society (Michaelidou and Hassan, 2008). Ethical motives have been found to affect demand for organic foods such motives include concerns over the environment, the threat to animals, the threat to human life and the publicity over the intensified use of genetically modified crops fed to animals (Michaelidou and Hassan, 2008).

Customers of organic produce are equally worried about the physical risks involved in the consumption of foods. Food safety represents consumer’s concern on the subject of residues in food resulting from chemical sprays, fertilizers, artificial additives and preservatives which are often related to farming methods (Michaelidou and Hassan, 2008).

All of the survey items consisted from observed variables on a 1-5 Likert scale where 5 indicates the highest level of agreement.

In this study the data analysis procedure consists of a confirmatory factor analysis to assess the measurement model, and the SEM analysis to examine the overall relationships among these constructs.

### Structural Equation Modeling

Structural Equation Modeling has been described as a combination of exploratory factor analysis and multiple regression (Ullman, 2001). There are two type of variables in SEM terminology. Observed
variables can be measured directly and the response to a Likert-scaled item, ranging from 5 (strongly agree) to 1 (strongly disagree) is an example of an observed variable.

Unobserved variables cannot be directly measured directly (sometimes termed as latent factors, factors, or constructs) and are depicted graphically with circles or ovals in graphical demonstration of SEM models.

The model part connecting the endogenous and exogenous variables is called the structural model. In structural equation modeling some of the factors influencing the explanatory variable cannot be directly observed, but can be considered latent variables measured by one or more items (Magistris and Gracia, 2008). SEM also capable of analyzing simultaneously the relationships between dependent and independent variables.

The overall objective of structural equation modeling is to establish that a model derived from theory has a close fit to the sample data in terms of the difference between the sample and model-predicted covariance matrices (Dion, 2008). Amos software has ability to test that the collected data has a covariance matrix that is not significantly different from what would be predicted if the proposed model were valid (Dion, 2008). In other statistical applications, we attempt to prove findings by rejecting a null hypothesis. However in SEM all of the relationships in the model are evaluated at one time. Thus if the model is correct, we will not reject the hypothesis that the model and observed covariance matrices are equal. This point separates classical statistical applications and SEM (Dion, 2008). Multi – colinearity which refers to correlation between independent variables can be a problem in multiple regression. In SEM the interactions between independent variables are assessed through modeling.

RESULTS

Descriptive Statistics

Overall 845 complete and usable questionnaires were obtained. The sample comprises 453 (53.6%) girls and 392 (46.4%) boys. (48.4%) participants are on 500-1500 TL income level (monthly) and also (33.4%) participants are on 1500-2500 TL income level.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boy</td>
<td>392</td>
<td>46.4</td>
<td>12</td>
<td>19</td>
<td>15.987</td>
<td>2.093</td>
</tr>
<tr>
<td>Girl</td>
<td>453</td>
<td>53.6</td>
<td>12</td>
<td>19</td>
<td>15.956</td>
<td>2.028</td>
</tr>
</tbody>
</table>

The age distribution across gender is in Table 2. This table reveals that the age range is almost same for both of the genders. Also mean and standard deviation of age is almost the same across categories.

Reliability and Validity

The first step in the SEM process is to validate the measurement model, applying a CFA where the factors are the latent variables (Magistris and Gracia, 2008). All of the items are used as inputs in confirmatory factor analysis which is forced to extract four factors. The results of confirmatory factor analysis indicates that 50,53% variance explained with four components (Table 3).

<table>
<thead>
<tr>
<th>Table 3. Confirmatory factor analysis results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component 1</td>
</tr>
<tr>
<td>es1_13</td>
</tr>
<tr>
<td>es1_09</td>
</tr>
<tr>
<td>es1_11</td>
</tr>
<tr>
<td>es1_12</td>
</tr>
<tr>
<td>es1_06</td>
</tr>
<tr>
<td>es1_08</td>
</tr>
<tr>
<td>es1_05</td>
</tr>
<tr>
<td>es1_07</td>
</tr>
</tbody>
</table>
Reliability refers to the consistency of the measurement and measured by Cronbach alpha value. Table 3 provides Cronbach alpha values measuring scale reliability for variables as well as confirmatory factor analysis results. The alpha values are all above the recommended level of 0.7 (Hair et al. 18) except for one component. Due to the complex nature of some constructs, alpha value below 0.7 is also acceptable (Kline, 1998). For this study we accept alpha value of 0.611 as reliable for food safety concern measure.

Table 4 includes means and standard deviations of the scales used in this study, as well as correlations between the constructs.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean (SD)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attitude towards organic food</td>
<td>31.8154 (5.726)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Ethical self-identity</td>
<td>59.9373 (6.270)</td>
<td>0.248**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Health consciousness</td>
<td>20.1183 (3.507)</td>
<td>0.346**</td>
<td>0.250**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>4. Food safety concern</td>
<td>59.9373 (12.110)</td>
<td>0.311**</td>
<td>0.216**</td>
<td>0.314**</td>
<td>1</td>
</tr>
</tbody>
</table>

** Significant at 1% level

SEM Results
The structural coefficients in the model have been estimated using the maximum likelihood estimation procedure with the AMOS 21 computer software. Table presents the standardized parameter estimates for the structural model. The overall goodness-of-fit (GFI) indices for the measurement model are RMSE = 0.066 (acceptable between 0.05-0.08), TLI = 0.839, CFI = 0.851, NFI = 0.818, PRATIO = 0.923 (acceptable if close to 1), P = 0.000 (acceptable if <0.05), $\chi^2 / df = 4.648$ (acceptable if between 1-5). Acceptable norms are gathered from (Arbuckle and Wothke 2004). Also Byrne (2001) has detailed explanation about the goodness-of-fit tests. Results of the final model can be seen in Table 5.
### Table 5. Results for the structural model

<table>
<thead>
<tr>
<th>Regression Path</th>
<th>B</th>
<th>β</th>
<th>SE</th>
<th>CR.</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude – self-identity</td>
<td>0.177</td>
<td>0.149</td>
<td>0.048</td>
<td>3.702</td>
<td>***</td>
</tr>
<tr>
<td>Attitude – health consciousness</td>
<td>0.190</td>
<td>0.251</td>
<td>0.037</td>
<td>5.156</td>
<td>***</td>
</tr>
<tr>
<td>Attitude – food safety concern</td>
<td>0.161</td>
<td>0.234</td>
<td>0.037</td>
<td>4.339</td>
<td>***</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Covariances</th>
<th></th>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-identity – health consciousness</td>
<td>0.052</td>
<td>0.270</td>
<td>0.009</td>
<td>6.078</td>
<td>***</td>
</tr>
<tr>
<td>Self-identity – food safety concern</td>
<td>0.136</td>
<td>0.269</td>
<td>0.019</td>
<td>7.173</td>
<td>***</td>
</tr>
<tr>
<td>Health consciousness – food safety concern</td>
<td>0.057</td>
<td>0.411</td>
<td>0.011</td>
<td>5.331</td>
<td>***</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goodness-of-fit statistics</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2$</td>
<td>2128.579</td>
<td>0.000</td>
<td>4.648</td>
<td>0.851</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$P$</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$\chi^2$/d.f</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CFI</td>
<td>0.839</td>
<td>0.066</td>
<td>0.923</td>
<td>0.818</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TLI</td>
<td>0.851</td>
<td>0.839</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RMSE</td>
<td>0.066</td>
<td>0.085</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRATIO</td>
<td>0.923</td>
<td>0.851</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NFI</td>
<td>0.818</td>
<td>0.729</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AIC</td>
<td>2323.579</td>
<td>0.000</td>
<td>4.648</td>
<td>0.851</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*** Significant at 1% level.

d.f, Degree of Freedom; CFI, Comperative Fit Index; TLI, Tucker Lewis Index; RMSEA, Root mean square error of approximation; PRATIO, Parsimony Ratio; NFI, Normed Fit Index; AIC, Akaike Information Criterion.

This study tries to model the attitude towards organic produce with ethical self-identity, health consciousness and food safety concern. Proposed model is depicted in Figure 1 below.

![Figure 1. Model with hypothesis.](image-url)

We conducted following hypothesis between attitude towards organic food (exogenous variable) and ethical self-identity, health consciousness and food safety concern (endogenous variables) as follow;

- $H_a$ = Ethical self-identity will positively affect attitude towards organic food
- $H_b$ = Health consciousness will positively affect attitude towards organic food
- $H_c$ = Food safety concern will positively affect attitude towards organic food
The path diagram of the structural model for the attitude towards organic food is shown in Figure 2. This figure represents the latent variables as rounded rectangles; the single-headed arrows are the casual relations; double-headed arrows are covariance relations. This figure also represents estimated coefficients for each indicator and for each latent variable.

### Table 6. Summary of hypothesis

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Predicted Effect</th>
<th>Retained/Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_a$</td>
<td>Ethical self-identity will positively affect attitude towards organic food</td>
<td>Retained</td>
</tr>
<tr>
<td>$H_b$</td>
<td>Health consciousness will positively affect attitude towards organic food</td>
<td>Retained</td>
</tr>
<tr>
<td>$H_c$</td>
<td>Food safety concern will positively affect attitude towards organic food</td>
<td>Retained</td>
</tr>
</tbody>
</table>

The results of the final model can be seen in table 5. The model fit is excellent with all paths between the indicators and their respective construct significant ($p<0.01$). According to table 5, 22.7% of the variance in attitude is explained by the three factors; consequently, respondents may perceive organic foods as no better than conventional foods with regard to other purchasing criteria (Michaelidou N. and Hassan L.M., 2008).

From Table 6 it is revealed that all the hypotheses accepted at 0.05 level of significance. From the statistical results, it is inferred that health consciousness is the most important factor which affects attitude toward organic food among our respondents followed with food safety concern and ethical self-identity.

In Figure 2, standardized estimated coefficients can be seen. The positive estimate coefficient (0.15) between the attitude towards organic food and ethical self-identity indicate that the first hypothesis stated in the model is retained. Adolescents who have positive self-identity presents positive attitude towards organic foods. This finding is in agreement with Michaelidou N. and Hassan L.M., (2008).

The positive estimate coefficient (0.25) for health consciousness towards attitude indicates that those adolescents more careful about their health will have more positive attitudes towards the organic food. Finally the positive estimate coefficient (0.23) for food safety concern towards attitude indicates that those adolescents who are more concerned about the safety of foods will have more positive attitudes towards the organic food.

### CONCLUSION AND DISCUSSION

The research reported in this paper contributes to literature by trying to model the attitude towards organic food of adolescents who will decide buying or not buying organic foods in near future. Our
findings indicate that health consciousness is the most important predictor of attitude towards organic produce. This finding has important implications for organic producers. They try to raise awareness about the importance of individual health and how suitable organic foods for health in order to change the attitude towards organic foods of adolescents.

According to the results, it is understood that customers pay more attention to their health, worry about food safety, aware about organic food and being sensitive to the environmental protection. Susceptibility about environmental and health of Consumers in 12-19 age group, reflects to their shopping behavior in the future when they are mature and also will be important effecting their environment (family, friends, their children, etc...)

We found in the study that as long as organic consciousness increases, the positive attitudes towards organic foods would increase. To raise awareness towards organic foods causes that consumers will lead to more positive perceptions toward organic foods. Also the food security concerns will impact positively on the attitude towards organic foods is among the findings of the study. To operate of Organic food producers increasingly organic awareness may cause customers to prefer more organic foods.

Our findings are limited insofar as the data were collected from Turkey. The measures we used could be further refined and developed and additional measures such as locus of control, intention to purchase, environmental awareness could be used for detail analysis of attitude towards organic food.

REFERENCES


