UNIVERSITY OF LJUBLJANA
SCHOOL OF ECONOMICS AND BUSINESS

MASTER'S THESIS

THE INFLUENCE OF CONSUMER TRUST AND ENVIRONMENTAL CONCERN ON PURCHASE DECISIONS REGARDING ORGANIC FOOD

Ljubljana, January 2024 ŠPELA GABRIJELČIČ

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LIST OF ABBREVIATIONS

sl. – Slovene

angl. – angleško

i.e. – That is

et al. – And others

e.g. – For example

etc. – Et cetera

EU – European Union

COO – Country-of-origin

CHG – Greenhouse gas

SDT – Self-determination theory

EEC – European Economic Community

EC – European Community

IFOAM – The International Federation of Organic Agriculture Movements

PPP – Plant protection products

GMOs – Genetically modified organisms

CET – The cognitive evaluation theory

OIT – The organismic integration theory

1 INTRODUCTION

Consumer interest in organic food has increased over the last couple of years. However, there is still a comparatively low volume of organic food consumption in the market. To understand customers' behaviour, it is essential to investigate the motives that consumers have for purchasing organic food (Tandon et al., 2020a).

In the last couple of years, new concerns about sustainability and health issues have been circling the world. In this context, as Baudry et al. (2017) highlight, we must also include the organic food market, which accounts for an important part of the growing and dynamic sustainable market. We can confirm the growth of the organic food market by analysing the organic retail sales, which in the European Union (hereinafter EU) came to approximately 44.8 billion euros in 2020. The EU's average per capita spending on organic food reached 84 euros per person (Statista, n.d. b).

Consumers have become increasingly distanced from the food producers and production areas due to the globalisation of the entire food production. However, Autio et al. (2013) suggest that because of the growing awareness of existing health and environmental issues, in the past twenty years, consumers have been gaining interest in the origins of the consumed food and the transparency of the existing global food chain. Consumers have been mostly concerned about the negative environmental impact of the existing global food systems, health and sustainability and issues regarding food safety (Birch et al., 2018). Additionally, due to the high-profile food safety crisis in the past two decades, consumers have started to doubt the ability of food providers to deliver the promised product attributes (Tandon et al., 2020a).

Furthermore, all these events and the lack of trust in agro-industrial food have led consumers to choose locally-produced food (Birch et al., 2018). In order for food products to be considered organic, they must meet certain national standards. This primarily means that organic food is grown and processed without the use of any fertilizers, pesticides, antibiotics, or food additives (Statista, n.d. c). Additionally, Autio et al. (2013) emphasize that consumers have started to consider locally-produced food as a more sustainable choice than conventional food products due to the assistance offered to the local economies and the reduced transport distances involved with the consumption of local food. The European Union published common rules for the production and labelling of organic food in 2018 since organic farming standards used to vary significantly from country to country (Statista, n.d. a).

Even though the organic market in the EU has been experiencing constant growth in the last couple of years, Slovenia is still lagging behind based on per capita spending on organic food. Since 2005, there has been an increase of almost 80 euros in per capita consumption of organic food (Statista, n.d. d). In 2020, the EU average was 101.80 euros per person,

whereas the Slovenian average was 26.60 euros (Statista, n.d. c). In 2021, the number of organic farms in Slovenia came to 3.358, and the area of organic agricultural land in use accounted for 44.761 hectares (SURS, n.d. a; SURS, n.d. b). This might be the consequence of Slovenian consumers not distinguishing organic from conventional food. Also, the consumers' lack of knowledge regarding the organic food sector has resulted in the development of consumers' scepticism and lack of trust towards organic food (Tandon et al., 2020a). Hughner et al. (2007) affirm that this might be a sign for marketers, retailers, and producers to convey the relevant information to consumers better, especially the reason for organic food consumption.

Nowadays, consumers play a crucial role in achieving a sustainable food system and healthy diets, even though sustainability is not only a matter of consumers' choices. The demand for organic food and market-available products can be changed if consumers shift their eating practices towards more environmentally friendly and healthier eating habits (Lazzarini et al., 2018). Many researchers have tried to identify the reasons and food choice motives behind organic food consumption. However, consumers' choices might derive from intrinsic or extrinsic motives. Extrinsic motivation is defined as the motivational spectre of activities that might result in responsibility, duty, or obligation in the eyes of consumers. Thus, consumers chasing extrinsic life goals (feeling appreciated, empowered, successful, etc.) give higher importance to the perception that others have about them. On the other hand, intrinsic motivation is considered to be the consumer's desire to engage in a certain behaviour for its own sake. This means that consumers pursue intrinsic goals to achieve internal satisfaction or pleasure, together with the fulfilment of autonomy and relatedness needs (Gilal et al., 2019). Furthermore, both ethical and environmental motives exist for purchasing organic food. Results of some studies suggest that health-related reasons mostly motivate occasional buyers. Ethical reasons mostly motivate regular consumers to purchase organic food. Food choice motives might also vary across food categories. One of the most frequent reasons stated by consumers for purchasing fruit and vegetables were health, taste, or provenance. On the other hand, when purchasing pork meat, the most important factors besides origin were price and sales promotions (Baudry et al., 2017).

Purpose and goals

The purpose of this master's thesis was to gain a deeper insight into the consumption and buying behaviour of organic food in the Slovenian market. We wanted to understand better the consumers' motives, reasons, and attitudes towards organic food consumption. In this master's thesis, we have relied on and leaned on previously done studies in this field by trying to repeat them to the appropriate extent on the Slovenian market. We investigated the motives that influence Slovenian consumers' decision to buy organic food. We have mainly focused on two motives: trust in marketers and producers of organic food and environmental concerns. We were also interested in whether the consumers' motives for buying organic food vary across food categories (i.e., fruit and vegetables, dairy products, etc.).

The goal of this master's thesis is to present the motives that influence the buying behaviour of Slovenian consumers when deciding on organic food by analysing the primary data that we have obtained in the empirical research of this master's thesis. With the help of the gathered data, we have presented guidelines and findings that will be helpful in further research of this thesis topic. At the same time, we hope that these findings will be of great help to various stakeholders of the food supply chain, especially traders, when planning various marketing activities for organically produced food. To achieve the set goal, we have proposed the following research questions:

- What intrinsic and extrinsic motives do Slovenian consumers have for using and purchasing organic food?
- To what extent do Slovenian consumers' motives for purchasing organic food differ between different food categories?
- To what extent does the motive of trust in organic food providers influence the formation of Slovenian consumers' purchasing decisions?
- To what extent does the motive of environmental concerns influence the formation of Slovenian consumers' purchasing decisions?

Research methods

The research methods of this master's thesis were split into two parts: theoretical and empirical. In the theoretical part, we analysed secondary data from reliable and scientific literature, which is meaningfully related to the topic of this master's thesis. Scientific articles, books, and online sources represent the basis for the theoretical part of the master's thesis. This section also describes all related concepts and theories from the studied field.

For the empirical part, we used a quantitative approach to collect primary data. The research method used was a survey. The research instrument to gather quantitative primary data was a questionnaire. The questionnaire was self-administered and distributed via different social media accounts, such as Facebook, Messenger, and Instagram. The questions in the questionnaire were developed based on the above research questions and the existing literature overview on the topic. The objective of this research was to gather a minimum of 100 respondents. There were a total of 838 valid responses, which indicates that the goal has been successfully surpassed. The target audience consisted of Slovenian consumers. The collected data was analysed based on the predetermined research questions.

Thesis overview

This master's thesis consists of seven major chapters. The first is the introduction of the thesis, followed by two chapters consisting of different scientific fields related to the main topic of the master's thesis. The fourth chapter presents the research framework and methodology, which is followed by the analysis and the results. The thesis's main findings

are presented in the sixth chapter, together with the scientific contributions' and limitations of the master's thesis. The thesis is summarized in the conclusion.

2 THE CONCEPT OF ORGANIC FOOD

In the next chapter, we will present the previous research and information regarding the main topic of this master's thesis. Specifically, the first chapter will present the definition and meaning of the term organic agriculture, followed by the presentation of current legislation and production practices in the field of organic produce.

2.1 Organic agriculture

Seufert et al. (2017) in their paper state that organic farming represents one of the fastest-growing food sectors of world agriculture, and is often defined as a solution for producing food with reduced environmental impact. Although organic food constitutes only 1% of global agricultural land and less than 5% of retail sales in most high-income countries, it is one of the most recognised food labels in the food sector. Different actors in the sector, such as consumers, producers, theoreticians, and regulations, interpret the meaning of organic food differently. One of the main drivers of organic farming is consumer demand. The producers of organic food determine the way that organic agriculture reveals itself in practice. Organic theoreticians have shaped the ideas of organic farming. Lastly, regulations and legislation are responsible for defining organic practices and rules to protect consumers from being misguided.

The beginnings of the original concept of organic agriculture date back to the 1920s and 1950s as a response to the critiques of the emerging food systems. However, the surge in the popularity of organic agriculture could be noticed later on, in the 1980s, when several environmental and health-related concerns were made regarding the use of pesticides, antibiotics and hormones in the food industry (Seufert et al., 2017). The first hint of scientific evidence that an organic food diet reduces exposure to pesticides was confirmed when the researcher Chensheng Lu found out that only one child out of a hundred included in the study did not have any sign of pesticides in its metabolism, due to the child's family exclusive use of organic food (Fromartz, 2007).

The European Regulation 834/2007 (Council regulation (EC) No. 834/2007 of the Council of the European Union of 28 June 2007 on organic production and labelling of organic products and repealing regulation (EEC) No. 2092/91 (Council Regulation), UL EU L 189/1.) has defined organic food production and agriculture as a farm management system that respects nature's systems and cycles, by combining the best environmental practices, maintaining a high level of biodiversity, and preserving natural resources. The General Assembly of the International Federation of Organic Agriculture Movements (hereinafter IFOAM) added that traditions, innovations, and scientific findings are combined into the

term organic agriculture, which stands for the desire to help the environment and promotion of healthier life habits, together with more just relationships towards food producers (IFOAM, 2021f). Thus, the products produced in such a way (i.e., organically) are considered higher quality. Genetically modified organisms (hereinafter GMOs) and products are incompatible with the perception and concept of organic products. This is why organic farmers should avoid using them in organic farming and the processing of organic products. Organic farming should mostly rely on the use of renewable resources. To avoid using artificial fertilizers, waste and by-products should return nutrients to the land by being recycled. In organic farming, the producers should only employ those processing methods that uphold the vital qualities and the organic integrity of the products throughout all stages of the production chain (Council regulation; Kahl et al., 2012).

2.1.1 Organic food legislation

When the sales of organic food began to rise, different organic food organizations and consumer groups started to lobby for the legal regulation of organic food labelling to protect consumers from being misled, which resulted in the development of organic standards (Seufert et al., 2017). Furthermore, in 1991 they established a legally enforceable and officially recognizable standard for organic production, certification and labelling in the European Union, the first European-wide organic Regulation (EEC) 2092/91. The regulation was established to ensure transparency at each stage of production and processing (Council Regulation (EEC) No. 2092/91 of the Council of the European communities of 24 June 1991 on organic production of agricultural products and indications referring thereto on agricultural products and foodstuffs to include livestock production (Council Regulation), UL EU L 198.). This regulation replaced the national regulations that individual European countries, such as Denmark, Austria, France, etc., had established in the 1980s. The rules for labelling a food product as “organic” were set by presenting the equivalent terms in foreign languages that can be used, such as “biological” and “ecological” (Padel et al., 2009; Seufert et al., 2017).

To reflect the history of the organic movement worldwide, five organic agriculture organizations from the USA, Europe and South Africa founded an umbrella organization called the IFOAM in 1972. Nowadays, the organisation consists of 780 member organizations from different agricultural sectors in more than 100 countries worldwide. Furthermore, the organisation is responsible for implementing the private Organic Guarantee System by initiating the articulation of private (i.e., worldwide) standards in the 1980s. At first, the main interest was not the establishment of organic values but the removal of any barriers to free trade (Luttikholt, 2007). Moreover, Luttikholt (2007) highlights that IFOAM is also responsible for influencing governmental and intergovernmental standard-setting processes, such as the EU regulation on organic agriculture.

Additionally, IFOAM and its members actively engaged in the articulation of the principles of organic agriculture, which were established to clarify the aims of organic agriculture and to address the globalisation challenges. The main idea was to transfer the values from the organic agriculture pioneers to the present time of globalization by extending the growth of the entire organic food sector (Luttikholt, 2007; Padel et al., 2009). The first of the four principles of organic agriculture is the principle of health, which states that the health of the soil, plants, animals and humans should be sustained and enhanced as united and inseparable by organic agriculture (IFOAM, 2021a). This principle suggests that organic agriculture should focus on producing high-quality and nutritious food that contributes to the well-being and preventive health care of its consumers. Thus, organic food production should avoid using fertilizers, pesticides and other food additives that could harm consumers' health (IFOAM, 2021b). A description of sustainability is also included in the health principle, which is used to describe the motivation to produce organic food. The health of soils, ecosystems and people is referred to in the definition of sustainability (Kahl, 2012). The second principle of ecology states that working, emulating, and helping to sustain the living ecological systems and cycles is the base of organic agriculture (IFOAM, 2021a). To achieve the best results, adapting to local conditions, ecology and culture of organic management is crucial. To conserve resources and improve environmental quality, the inputs should be reduced by reusing, recycling, and efficiently managing materials and needed energy (IFOAM, 2021c). Thirdly, the principle of fairness states that ensuring the appeal of the common environment and life opportunities should be the base for all the relationships on which organic agriculture is built (IFOAM, 2021a). The focus of this principle is that everyone involved in organic agriculture should conduct human relationships that are fair to all supply chain stakeholders, such as farmers, workers, processors, distributors, traders, and end consumers (IFOAM, 2021d). Lastly, the principle of care states that organic agriculture should mainly focus on protecting current and future generations' health and well-being, as well as managing the precautionary manners to protect the environment (IFOAM, 2021a). Decision-makers must take a high level of precaution and responsibility regarding all the parties involved in organic agriculture. Organic agriculture should mitigate substantial risks by rejecting the use of unpredictable technologies, such as genetic engineering and embrace the suitable alternatives (IFOAM, 2021e).

The first Regulation (EEC) 2092/91 was repelled many times throughout the years. In 2007, a revision of the law was made, and additionally, it was split into three regulations (Schmidt, 2019). The newest EU organic food law was established in 2018 and was enacted in 2021, named Regulation (EU) 2018/848. This regulation required profound changes in the everyday practices of organic farmers to take precautionary measures against pollution from neighbour farmers still conducting conventional farming with pharmaceuticals and pesticides. Organic farmers are obliged to discuss preventive measures with their conventional neighbours to avoid contamination of organic production crops against spray drift with non-authorized products. Organic farmers are required to record the dialogue and submit the documentation of their organic certificate for their operation. This regulation

implies severe legal consequences in case of a lack of preventive measures. Moreover, plant protection products (hereinafter PPP) refers to all substances used in organic farming that would need special authorization. Regardless of the amount detected, all organic products that show any PPP trace of unauthorised agrochemicals will be decertified. However, the use of these substances, such as fertilizers and pesticides, is not legally authorized. This regulation also implies the right to stop marketing such products when they are already on the shop shelves in case the organic producer does not have instant proof of preventive practices at all stages of organic production. Products undergoing a legal investigation and the provisional marketing stop cannot be sold, which means that they must be stored. Since food has an expiration date, this means huge money losses for organic farmers. Such products cannot be sold as conventional since this would require numerous changes in the labelling of the product. Due to hygienic reasons and high labour and packaging costs, repacking these products is also prohibited. We can conclude that this regulation does not help persuade conventional farmers to convert to organic practices. However, it demands organic farmers to permanently engage in a conflict with their conventional neighbours, which often reflects in the farmers' decisions to stop with organic farming and return to conventional one (Regulation (EU) 2018/848 of the European Parliament and of the Council of 30 May 2018 on organic production and labelling of organic products and repealing Council Regulation (EC) No. 834/2007 (Regulation), UL EU L 150/1; Schmidt, 2019).

2.1.2 Labelling of organic products

Products that satisfied the requirements set in the Regulation of the European Union from 1991 could be voluntarily labelled with the Community organic production logo in the presentation and advertising (Council Regulation). This labelling helped the consumers clearly understand that the organic pre-packaged food was produced within the Community market. In order to confer specific value to the organic products, the prementioned regulation suggested that the minimal size of the community logo should be 20 mm in diameter. To ensure better identification and to increase the credibility of organic products among European consumers, the regulation implies that the most effective application of the logo that is presented in Figure 1 would be using the standard green and blue colours, which grant a greater presence and quicker recognizability by the consumers across all of European Union countries. The "organic farming" statement in the centre was presented in all the official languages of the EU member-states (Anastasiou et al., 2017; Commission Regulation (EC) No. 889/2008 of the Commission of the European Communities of 5 September 2008 laying down detailed rules for the implementation of Council Regulation (EC) No 834/2007 on organic production and labelling of organic products with regard to organic production, labelling and control (Commission regulation), UL EU L 250/1; Pivato et al., 2008).

Figure 1: Community logo in Slovenian

Source: Commission regulation (2008).

To give a coherent visual identity to the products produced in the European Union, the European Commission established the new European Union organic logo, "Euro-leaf," in 2010. The logo combines two well-known symbols: the European flag–an official symbol of the European Union since 1986–and a leaf, which symbolises nature and sustainability, presented in Figure 2. This logo unifies the products produced by organic farmers and helps them market across the entire EU. Additionally, the logo is significant for consumers, who can easily identify organic products. The logo must be at least 13,5 mm by 9 mm and contain the standard green and white colour scheme. An authorised control agency or body must certify the product as organic to be able to use the organic logo (Anastasiou et al., 2017; European Commission, n.d.).

Figure 2: EU organic logo

Source: European Commission, (n.d.).

According to the European Union Regulation of organic food, labelling of processed organic products can only be applied to products that contain all or at least most of the ingredients of organic agricultural origin. According to the regulation, processed food must include at least 95% of ingredients of agricultural origin to be labelled organic. Additionally, they must strictly respect the conditions that apply to the 5% of the remaining ingredients. This applies to both the Community logo and the EU logo. When processed products include agricultural ingredients that cannot be organically obtained, such as fishing and hunting products, a special labelling provision is set (Council Regulation).

2.2 Sustainable development in the field of organic nutrition as opposed to conventional farming

Growing concerns about one of the greatest threats to worldwide biodiversity have been rising. The expansion and intensification of modern agriculture in Europe have caused a decline in the number and range of many farmland species, which are of vital importance for the continuously stable supply of food. The ongoing debates for the last quarter of the century have mostly revolved around sustainability regarding intensive farming practices, which are causing water pollution, soil erosion, and concerns about food safety and landscape quality. Furthermore, introducing organic farming has been considered a potential solution for preventing continued loss of biodiversity. Thus, one of the steps towards the prevention of compromising biodiversity and stopping soil degradation was to ban the use of mineral fertilizers and pesticides and instead rely upon on-farm nutrient cycling and crop rotations. However, organic farming is less productive than traditional due to the enhanced focus on public goods. Thus, organic agriculture yields are estimated to be 16-72% lower than those of conventional agriculture (Hole et al., 2005; Leifeld, 2012; Niggli, 2015).

Furthermore, as reported by Niggli (2015), substantial evidence of environmental advantages caused by organic farming can be noticed. The ban on pesticides, fertilisers, and herbicides, together with crop rotation, is accountable for increased species diversity on organic farmlands. Organic farming has increased species richness in heavily cultivated areas by approximately 30%. Furthermore, the chemical ban has also contributed to lower environmental, soil and water pollution. One of the top priorities of organic farming is to ensure good soil fertility. Organic farmers are trying to face less predictable weather conditions due to climate change by educating themselves about the adaptive capabilities of production methods in organic agriculture.

3 BUYING BEHAVIOUR AND PURCHASE DECISION REGARDING ORGANIC FOOD

In the last ten years, the global organic production area experienced an increase of almost 40 million hectares, and in 2021 amounted to approximately 76.4 million hectares (Statista, n.d. e). Since consumers are opting for food produced through organic methods, which are seen

as a healthier and environmentally more sustainable alternative, a more in-depth insight into the consumer's reasoning process and values is needed. With the constant rise of consumers' interest in organic food and nutrition, researchers have identified the most frequent motives for purchasing organic food, such as taste, health, environment, nutritional value, trust, etc. Different empirical studies have indicated the variation in the relative importance of these motives (Kushwah et al., 2019a; Tandon et al., 2020a). In this chapter, we will present different motives that influence consumers' decision to purchase organically produced food.

3.1 Intrinsic and extrinsic motivation

In recent years, different typologies regarding motivation and self-determination have been applied to numerous food-related topics. Consumers tend to differ in their food consumption levels depending on different types of motivation. An empirically derived theory of human personality and motivation, called self-determination theory (hereinafter SDT), has been identified in the social context. It is considered a theory of human motivation that effectively identifies motives that affect consumers' motivation and behaviour. This theory implies that individual motivations exist in different degrees of self-determination, which reflect internally an external locus of control on a continuum representative. SDT comprises six mini-theories, two of which analyse intrinsic and extrinsic motivation. The cognitive evaluation theory (hereinafter CET) relates to intrinsic motivation. On the other hand, extrinsic motivation is addressed in the organismic integration theory (hereinafter OIT), which relates to human motivation. Both theories mentioned will be further discussed in the following chapter (Gilal et al., 2019; Shamsi et al., 2020; Tandon et al., 2020a).

3.1.1 Intrinsic motivation

Internal motivation can be defined as an urge to engage in predetermined behaviour for its own sake. Behaviour that results from internal motives is likely to be self-supported, which results in a sense of personal commitment towards some action. The effects that social contexts have on intrinsic motivation are addressed in the cognitive evaluation theory. (Shamsi et al., 2020; Tandon et al., 2020a). **Cognitive evaluation theory** addresses the extent to which intrinsic motivation is influenced by factors such as rewards, interpersonal controls, and ego involvement. Intrinsic motivation is expressed by an individual's nature, which results in seeking out optimal challenges, curiosity-based behaviour, and a desire for new perspectives. Consumers also decide on engaging in activities that ensure their satisfaction or are stimulated by the nature of the act. Furthermore, studies address the importance of pleasure and enjoyment arising from the consumption of organic food as a factor that causes consumers to become increasingly involved in organic produce. The good feeling regarding self-interest among consumers may derive from the enjoyment that reflects on the ecologically friendly attribute of organic food (Gilal, 2019; Tandon et al., 2020a).

Pro-environmental behaviour is connected to different aspects of intrinsic motivation. Given that organic food is a sustainable and safer alternative for people's consumption, it could be argued that consumers aim to promote self-interest by choosing organic food products. Thus, the consumers are self-motivated to buy organic produce to satisfy their intrinsic needs, motivating them to take extra care of their personal health. Intrinsic enjoyment of food is associated with deriving satisfaction and pleasure in preparing one's own food that is more or less premade as well as taking the necessary time to eat in peace and to savour its taste. Additionally, consumers' attitudes and intentions to buy organic food are significantly influenced by environmental and ecological concerns. A behavioural pattern was established by connecting factors such as the preservation of the environment and other concerns about ethics that trigger consumers' motivation to purchase organic produce. In the past, this movement was known as "green consumerism"; nowadays, consumers have adopted it as a "matter of lifestyle choice". Consumers who have a great sense of ethics and want to act on it possess a great sense of responsibility or ethical obligation and thus often consider the public consequences of their personal consumption acts. Therefore, we can argue that an extensive part of a person's self-identity is connected to the individual's internalized set of rules or norms. Studies have suggested a connection between consumers' self-identity worshipping ethics and the intention to buy organic produce. Thus, it is argued that the consumer's ethical dedication determines the preference for organic food and intention to purchaseorganic produce. Consumers are enabled to have a sense of self-actualization as ethically oriented individuals due to the act of purchasing organic food (Pino et al., 2012; Schösler et al., 2014).

3.1.2 Extrinsic motivation

However, consumers mostly spend their time fulfilling their responsibilities and duties, which means that they engage in less enjoyable activities and thus the intrinsic motivation is less applicable. On the other hand, behaviour that is driven by other people's expectations is usually induced by external motives. **Organismic integration theory** studies different motivational regulations which could influence human motivation towards a certain behaviour. On the organismic integration theory's motivation continuum, external motivation represents extrinsic motivation. Motivational aspects of activities undertaken by consumers' feeling of duty, obligation, or responsibility represent extrinsic motivation. Most of the consumers' activities are induced by external rewards, mostly concerning monetary benefits and enhanced social image. Furthermore, consumers often decide to engage in certain behaviour to avoid punishment or comply with social pressure (Gilal et al., 2022; Shamsi et al., 2020; Tandon et al., 2020a).

The consumption of certain foods, such as meat, is mostly encouraged by consumers' external motivation. However, extrinsically motivated consumers do not express lower food-related choices on sustainability. Due to external motivation, consumers often face expectations of their surroundings regarding their food choices. This could be the result of

decreased levels of consumers' perceived competence and decision-making autonomy. Furthermore, increased intentions to buy organic food and readiness to pay a price premium for organic food in restaurants can be explained by the influence of social value (Schösler et al., 2014; Tandon et al., 2020a). The results from a survey conducted in 2021 suggest that most European respondents were likely to pay 5% more for organic products. However, only 14% of the respondents would be willing to pay more than 10% premium for organically produced foods (Statista, n.d. h). Thus, Misra and Singh (2016) report that organic agriculture producers should try to develop mechanisms that would help them produce organic food while bringing down production costs through economies of scale, innovative farming mechanization and government policy support.

Consumers' self-identity is composed of self-presentation, which addresses the individual's representation depending on different social environments. Also, food consumption was proven to be a tool for self-presentation in different social settings, where members of society take on different meanings of products depending on the context. Nowadays, organic food consumption is perceived as being healthier, having a better taste, being more ethical and expensive, and having a more positive impact on the environment compared to conventional food. When a strong perception of social desirability of organic consumption is present, the individual's motivation to present the self-image in a positive organic food-buying behaviour increases (Hwang, 2016).

3.2 Reasons and motives for consumption of organic food

In the past, consumers started to pay significant attention to their self-identity, which is defined as a relevant part of an individual's self-expression that is related to a particular form of behaviour. Different studies suggest that ethical motives have been proven to affect the demand for organic food. Consumers who are guided by ethical consumption are ecologically conscious and tend to purchase products that do not harm the environment, and the usage of which is not harmful to the environment or society. The following motives, such as environmental and safety concerns, threats to animals and human health, etc., are explained in the following chapter (Michaelidou & Hassan, 2008).

3.2.1 Theory of consumption values

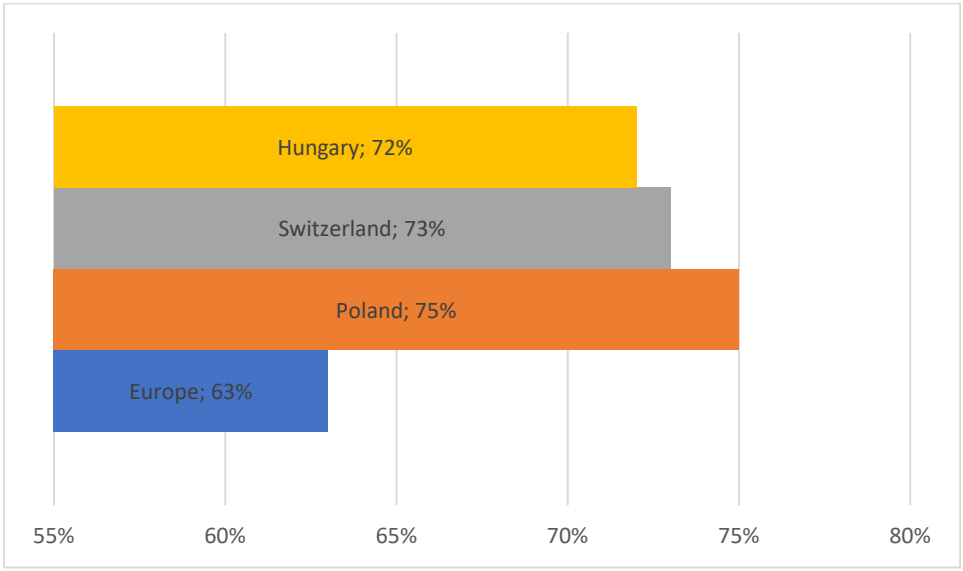
Because of inconsistent viewpoints on the identification of different motives regarding the purchase and consumption of organic food, one of the latest studies has used the theory of consumption values as a theoretical lens. Classification of the different identified motivating factors behind organic food consumption is done by five consumption values, named functional, social, emotional, epistemic, and conditional value (Kushwah et al., 2019a).

The functional value represents all the perceived benefits that come from the functional features of the underlying product. It is considered one of the main drivers for consumers'

choices of organic food. The functional value mostly consists of motives that refer to the biological characteristics of the organic food product and thus derive from the product-centric attributes, mainly quality, food safety, nutrition value, naturalness, and freshness and health attributes of organic food. Based on the literature review, the latter was identified as the primary motive for organic food consumption. However, the definition of health in functional value was used in two contexts since health has different meanings for different consumers. The first one refers to health as a product attribute, which refers to the product characteristics, such as being devoid of chemicals, natural and healthier than conventional products. On the other hand, health as a personal attribute refers to the consumers' proactive approach towards building personal health. However, two dimensions can be used to measure functional value: quality and price (Kushwah et al., 2019a; Kushwah, 2019b). Some studies suggest that the high quality of the product is the main reason why consumers decide to buy organic food. They are also prepared to pay a higher price for the benefits surrounding organic products and process quality (Kahl et al., 2012). The results from a study conducted by Whole Foods Market in 2005 indicate that consumers whose main reasons for purchasing organic food are avoidance of pesticides, freshness and health and nutrition would be willing to pay from 10% to 40% price premium for organic products (Winter & Davis, 2006).

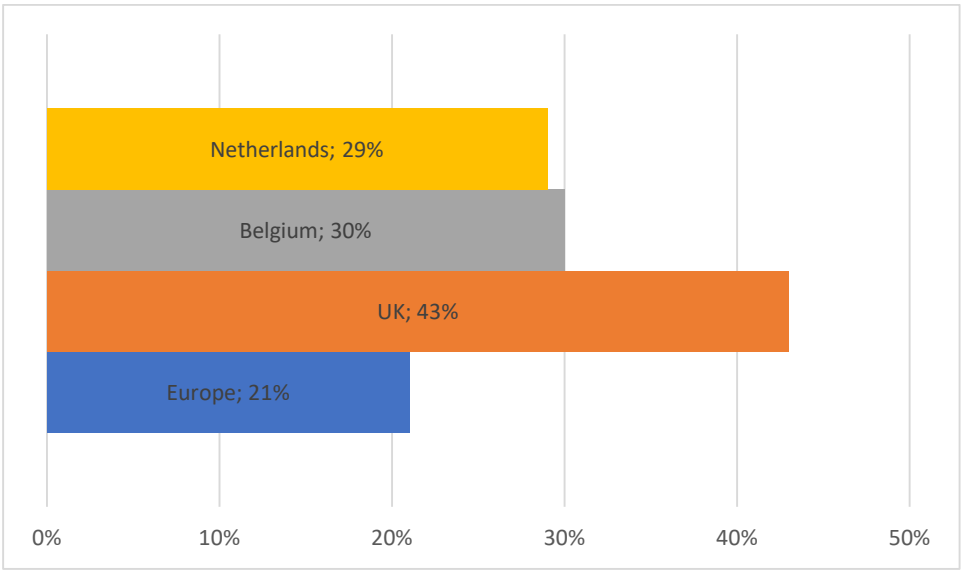
Furthermore, a worldwide survey conducted in 2018 indicated that approximately 48% of consumers in Europe expressed their **willingness to pay** more for organic food products if they were available. On the other hand, some 70% of consumers in China have stated the same thing. The concerning results indicate that only 14% of the respondents would be willing to pay 10% extra for organic products, which would probably suffice (Statista, n.d. h). In 2019, the PwC conducted its annual global consumer insight survey by interviewing 9700 consumers across 11 European countries. The findings from the survey confirmed the assumption that European consumers are becoming more focused on sustainability. This is also evident from the fact that they are willing to consider paying a price premium for sustainable food products. Most European consumers are willing to pay a price premium when it comes to locally produced food (63%) and organic food (48%). However, the willingness to pay a premium price for organic products varies substantially among European countries. On one hand, organic food is significant to Danish, Irish and Swiss consumers (all 55%). Then, a strong preference for local food products is shown in the purchase intentions of consumers from Poland (75%), Switzerland (73%) and Hungary (72%), as shown in Figure 3. As seen in Figure 4, British (43%), Belgian (30%) and Dutch (29%) consumers, on the other hand, are not willing to pay a premium price for sustainable attributes in their food (PwC, 2019).

Figure 3: Percentage of respondents willing to pay more for locally produced products



Source: own work based on PwC (2019).

Figure 4: Percentage of respondents not willing to pay more for locally or sustainability produced, organic, sustainable packaging, eco-friendly offering products



Source: own work based on PwC (2019).

Social value is perceived as the ability of the product to provide the desired social status to its buyer and be consistent with its reference group. Attributes used to study social value are recommendation, social approval, reputation concern and self-identity. Furthermore, practical products, such as the environment, and support to the local farmers and suppliers in the context of fair trade, local production, and animal welfare, have been studied. The ability of the product to evoke positive or negative feelings within the consumer refers to emotional value. The purchase decision is often influenced by consumers' emotions along

with their rational decisions. Individual experiences also play a crucial role in shaping **emotional value**. Thus, emotional states such as happiness, satisfaction, trust, joy, and pleasure are an important part of emotional value and influence the purchase decision. Trust was identified as one of the main drivers for stimulating the purchase decision towards organic food (Kushwah et al., 2019a; Kushwah et al., 2019b).

Conditional value refers to the choice of the product made by the choice maker depending on the situation and circumstances he is faced with. This value includes attributes such as place, time, personal situation, and context. In the context of organic food, conditional value also includes convenience, health as a personal attribute, number of members at home, and local pollution risk/carbon footprint. The conditional value is a compilation of current concerns regarding personal health due to ongoing health issues and the tendency to keep good health in the future. The main driver for the consumption of organic food, besides increasing pollution, environmental threats, and pressure to reduce the carbon footprint, is the concern for individuals' personal health. And lastly, the **epistemic value** defines the ability of the product to promote the desire to seek new knowledge and novelties. Consumers tend to search for information regarding production methods, environmental impact, and product credibility. However, many studies have not identified knowledge as the key motivator for purchasing organic food. Organic buyers are mostly motivated by concerns regarding their personal or family health, or by social concerns concerning farmers' welfare, environmental health, and animal wellbeing. The literature suggests that functional value, followed by social and conditional value, are the main motivators for purchasing organic food (Kushwah et al., 2019a; Kushwah et al., 2019b).

3.2.2 Identified motives for the purchase of organic products

This subchapter explains the main motives for purchasing organically produced food, starting with health consciousness, better taste, and natural and nutritional content. This is followed by the two main motives investigated in this thesis: trust in providers and marketers of organic products and consumers' environmental concerns when purchasing organic food.

Consumers consider health one of the most important parameters when purchasing food products. Furthermore, health concerns are the major factors that motivate consumers' attitudes and intentions for purchasing organic food. Even though multiple variability in the potential benefits of consuming organic food on people's health exists, we cannot claim that consuming organic food can directly contribute to better health. This could be misleading for the consumers (Wojciechowska-Solis & Soroka, 2017). **Health consciousness** is defined as the degree to which a person's daily activities have integrated health concerns. Thus, the results of different studies suggest that consumers who are more interested in their health and its related issues have expressed a higher desire to purchase organically produced food. Consumers are led by greater health consciousness towards buying organic foods more frequently since they are considered a health protection mechanism. In addition, consumers

are willing to pay a price premium if the purchased food is more nutritional and free of chemicals. Since health consciousness positively influences consumers' intention to buy organically produced food, marketers should include health-related benefits of organic food in their communications with consumers (Molinillo et al., 2020; Yadav et al., 2016).

In several studies, sensory characteristics were proven to be important in influencing the buying decisions of organic produce buyers. However, taste depends on a person's subjective opinion, together with expectations, intention to use and preparation process. If the consumer is strongly affected by the individual evaluation of product attributes, their perception of it might be affected. The importance of the **better taste** aspect also differs among product categories; taste was proven to be an important factor with cereal products, fruits, and vegetables. Less importance was given to taste regarding dairy products (Hoffmann & Wivstad, 2015; Żakowska-Biemans, 2011).

Chen (2007) underlines that organic food has a lot of terms attached, such as "natural" and "local." Consumers mostly perceive organic food as beneficial for health due to its "naturalness," which gives the impression of food being free of harmful health substances. One of the possible determinants for consumers to buy organic food is also **natural content**. Especially for consumers with higher neophobia personality traits (i.e., unwillingness to try new things or break from routine), nutritional content and food safety determine a consumer's positive attitude to organic foods. Since organic produce buyers are more aware of the fact that what they eat affects their health, they often decide on healthy and natural foods. The perception of a product being natural reinforces the consumers' feeling about organic food being better for their health. Natural content is associated both with health consciousness and social consciousness since the natural aspects of the product have a positive effect on health, family, and community environments. The latter is also reflected in the trust in local producers from consumers of organic products (Janssen, 2018; Michaelidou & Hassan, 2008; Molinillo et al., 2020).

Thøgersen et al. (2015) report that in a globalized market, the tendency towards higher importance of the product's origin has been more evident in recent years. The origin influences consumers' positive or negative value of the products and their ideas. Additionally, different studies have confirmed the importance of country-of-origin (i.e., COO) in the consumer's perceptions of the product, alongside their expectations regarding the functional qualities of the product.

Nutritional content combines the content of vitamins and minerals together with the importance of the food's nutritional value to consumers. With higher values, these products become considered healthier than conventional products. However, consumers must not be misled since the nutritional superiority of organic products is a matter of perception. Even though some nutritional value is higher, consumers must be informed about the decreased value of others. A study by Średnicka-Tober et al. (2016) gave an illustrative example of organic milk; in cases where organically produced milk contained 50% more omega-3,

vitamin E and linoleic acid compared to conventionally produced milk. However, this organic milk had less iodine content (Escobar-López, 2017).

Mayer et al. (1995) highlight that trust in food providers is a complex and multifaceted concept that plays a crucial role in consumer behavior and decision-making processes. The ability of a service provider to deliver promised product attributes and the dependability of consumers to do so are described with the **trust** attribute. In the context of food providers, trust refers to consumers' confidence in the safety, quality, and reliability of the food they produce and distribute. This trust is influenced by various factors, including food safety regulations, labeling and packaging, production methods, supply chain transparency, and the reputation of the food provider (Grunert & Harmsen, 2014). For example, consumers may trust organic food providers because of their perceived commitment to sustainable and environmentally friendly practices (Hughner et al., 2007). Similarly, trust in online food delivery services may be influenced by factors such as the ease of ordering, delivery speed, and the accuracy of order fulfillment (Hennig-Thurau et al., 2002). Overall, trust in food providers is a critical component of consumer confidence in the food supply chain and can significantly impact purchasing decisions and brand loyalty. Additionally, Nuttavuthisit and Thøgersen (2017) argue that consumers are willing to purchase organic food if they believe that their consumption will bring them important health benefits and they trust that the food comes from the organic supply chain. However, Tandon et al. (2020b) report that often, because of limited knowledge, consumers are not able to perceive the differences between organic and conventional food. Because consumers are not informed enough, they develop scepticism towards organic food.

Consumer **environmental concerns** have become increasingly prevalent in recent years, reflecting a growing awareness of environmental issues and the role of consumption in contributing to them. These concerns encompass various aspects, including the impact of production and consumption patterns on ecosystems, biodiversity, and climate change. As highlighted by Gifford and Nilsson (2014), consumers are increasingly aware of their environmental footprint and are seeking products and services that align with their values of sustainability and environmental responsibility. This is consistent with the findings of a study by Vermeir and Verbeke (2006), which found that consumers are willing to pay a premium for environmentally friendly products and are more likely to choose products that are perceived to have a lower environmental impact. Additionally, consumers are also concerned about the ethical and social implications of consumption, such as fair labor practices and the treatment of workers in the supply chain (Ellen et al., 1991). Overall, consumer environmental concerns are multifaceted and reflect a growing recognition of the interconnectedness of consumption, environmental sustainability, and social responsibility.

At the beginning of the 21st century, consumers started to question modern agricultural practices due to the growing concerns regarding environmental impact and food safety. Food safety, together with trust, are nowadays considered one of the leading reasons for purchasing organic food. That is why conventionally grown foods have started to be

bypassed by the increased demand for organically produced food that is considered healthier and less damaging to the environment. Because consumers have started to develop similar ethical thinking about organic food, they have connected and formed a consumer activism movement called **ethical consumerism**, the primary focus of which is to produce and consume products in harmony with environmental and social concerns. Consumers are most concerned about the presence of additives, chemical products and preservatives in products that are related to food safety. As a result of past food scandals, the public has also been stating some concerns regarding food safety issues. These concerns were most likely influenced by factors such as the decline of consumers' trust in the food supply regulation and the numerous well-publicised food scares in the past decade. The food industry was mostly affected by food hazards such as Salmonella in eggs, BSE (i.e., "mad cow diseas") and the emergence of *Escherichia coli* 0157:H7, genetic modification of food, high-fat diets, and pesticide residues in food. These kinds of scares greatly affect the perception, sale, and consumption of the food in question, alongside a wide effect on the food supply (Kushwah et al., 2019c; Miles & Frewer, 2001; Molinillo et al., 2020; Saba and Messina, 2003).

Hoffmann and Wivstad (2015) believe that due to growing ethical consumerism, organic agriculture is expected to provide higher **animal welfare**, which motivates consumers to purchase organic produce. The multi-level construct of animal welfare suggests better living conditions for animals provided by consumers and safer, high-quality food for the consumers. The regulations regarding organic farming include regulations regarding the housing and feeding of animals. Animals must have availability of outdoor access and larger space surfaces.

As mentioned, consumers are reported to have trouble differentiating organic from conventional products based on their appearance. Organic certification logos have been established to signal to consumers at the point-of-sale which products are certified as organic. However, consumers are experiencing trust issues due to the lack of knowledge regarding established organic food regulations, which could help them recognize organic products. Consumers mostly have trust issues with the certification, control process and organic labels when purchasing organic products from a retailer instead of directly from the producer. Results from a study conducted by Janssen and Hamm suggest that the consumer's willingness to pay for organic food products considerably differentiates between different logos used for product labelling. Consumers mostly decided on products based on their subjective norms and not objective facts, which was evident from the fact that they mostly decided on national logos. Only Italian consumers decided on the EU logo presented in *Figure 2.* Similarly, several studies confirmed that consumers know little about organic production standards and certification (Janssen & Hamm, 2012; Kushwah et al., 2019c).

Consumers often have little or irrelevant information about organic food, their attributes, and benefits. Without knowing the true value of organic food, they are not willing to pay a higher premium price. And since organic products are usually charged premium prices, consumers fear that they are being misled when they buy organic produce, especially

because they cannot verify green product attributes (i.e., credence attributes) even after purchase and consumption. Studies suggest that expectations about the potential benefits of purchasing organic food are extensively lower due to lack of trust in the food system and industry. Thus, consumers are less likely to buy organic produce because of mistrust of the food control system. When mistrust surfaces,the authenticity of organic food is also questioned, which negatively impacts the consumer's buying behaviour towards organic produce (Misra & Singh, 2016; Nuttavuthisit & Thøgersen, 2017).

Emotions, such as anger, joy, etc., significantly impact motivation regarding food choices and purchases, the amount consumed, and chewing and eating speed. Thus, measuring the range of emotions is important to fully understand the food experience. Furthermore, it is most important to measure emotions when food evokes safety and risk concerns (Lease et al., 2014).

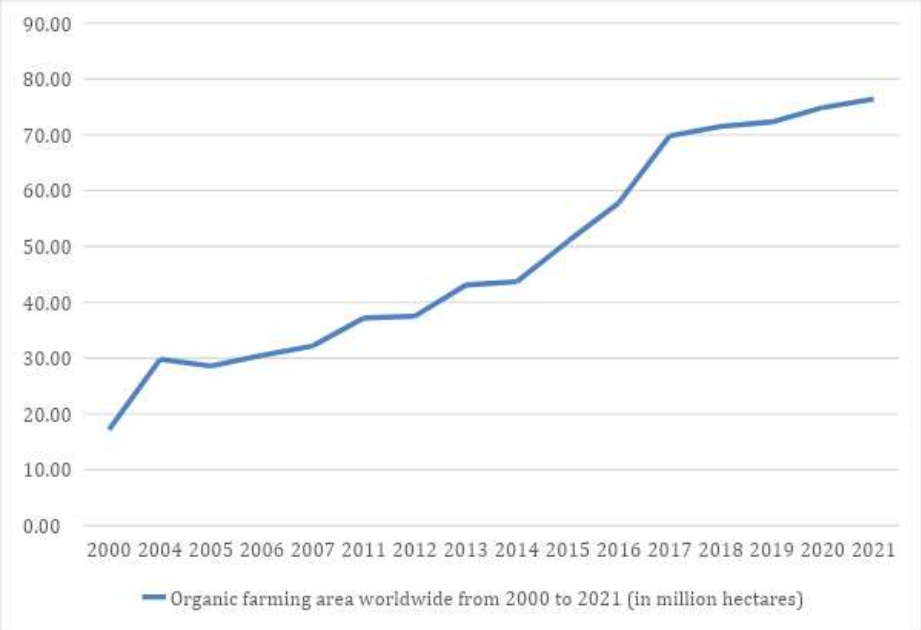
Consumer environmental concerns represent the degree to which people are aware of environmental problems and show extensive support efforts to solve them. Environmental damage prevention and its impact on life in the community are the core of environmental concern. Individuals that experience a deeper concern for the environment have usually established a direct relationship with environmentally friendly behaviour. These environmental concerns suggest a direct and positive impact on consumers' intention to buy eco-friendly products. The consumers who express such environmental concerns are most often responsible for the increased consumption of organically produced products (Molinillo et al., 2020; Yadav et al., 2016).

Food production and consumption are known for significantly impacting the environment. Farmland represents major land use throughout Europe. In 2020, the 9.1 million agricultural holdings used 157 million hectares of land for agricultural production, which accounts for 38% of the total land area of the EU. Although the number of farms in the EU (i.e., 63.8% of which are smaller than 5 ha in size) has been declining, the amount of land used for food production has remained unchanged (Eurostat, n.d.). Additionally, the projection statistics show that the European Union's total cropland area is expected to reach 70.77 million hectares (Statista, n.d. g). Consequently, Hole et al. (2005) report that the land dedicated to food production contains a high proportion of Europe's biodiversity. The main goal is to achieve the most intense proportion of primary production possible for human consumption. However, such intensity of production cannot be achieved in a natural environment, which is why constant human intervention is needed for internal function. Many pieces of evidence prove that in the past two decades, the intensification of agriculture has caused a reduction in the population of European farmland birds and other organisms.

Fear over water pollution, soil erosion, landscape quality and food safety, which result in extensive loss of biodiversity, have triggered an intense debate regarding the sustainability of current farming practices. In Europe, these fears provoked extensive public, governmental and European Union support for environmentally friendlier practices (Hole et al., 2005). Due

to the reduction in the greenhouse emissions needed to produce food, organically and locally grown products have a more positive environmental impact (De-Magistris & Gracia, 2016). As a result, the overall organic farming area worldwide has increased by almost 40 million hectares in the last ten years and amounted to approximately 76.4 million hectares in 2021, as shown in Figure 5 (Statista, n.d. e).

Figure 5: Area of organic farming worldwide 2000-2021



Source: adapted from Statista (n.d. e).

Farmland is known for generating larger amounts of nitrogen and phosphorus emissions, together with greenhouse gas emissions. Furthermore, approximately 25% of total greenhouse gas emissions are produced by food travelling thousands of kilometres from food production, processing and distribution for the final purchases of consumers and lastly to waste disposal. Thus, promoting a more sustainable consumption system has emerged from local food supply chains with fewer stages between the producer and end consumer due to the reduced environmental impacts, such as reduced greenhouse gas emissions (i.e., CHG emissions). That was also the reason for one of the metrics for sustainable labelling to become the distance claims, which represent the distance that the food must travel to reach the end consumer. Since the demand for food is projected to grow due to population growth, the environmental and climate impacts of food production are also expected to increase. However, in the consumer's behaviour, a sense of environmental protection is starting to reflect. The findings from a study conducted by De-Magistris and Gracia (2016) in Spain suggest that consumers were willing to pay a price premium for food that travelled shorter distances, so it was locally grown and has therefore generated less greenhouse gas emissions. They were also willing to pay a positive premium price for organically produced food. Thus, Spanish consumers were willing to pay a price premium for organically and locally produced almonds, which generated fewer greenhouse gas emissions during production. This also

relates to higher social and health consciousness, which is reflected in the fact that the price premium for natural products is more likely to be paid by a consumer who is more sensitive to problems that might affect the environment and community (Molinillo et al., 2020). Overall results from different studies conducted comparing organic and conventional farming suggest that locally and organically produced food products offer a significant reduction in greenhouse gas emissions, together with a lower quantity of CO_2 emissions. Thus, the policymakers should include the preferences for organic and distance labelling discovered in the study in their promotion of sustainable consumption. Consumers should be informed about the significant decrease in energy consumption when food is locally produced, thus closer to the end consumer. Additionally, consumers should be educated about the extensive reduction in GHG emissions due to organic farming methods (De-Magistris & Gracia, 2016; Hartikainen et al., 2014).

Different studies suggest that motives for purchasing organic food **differ across food categories**. Health, taste, and origin are the most frequent reasons for consuming and purchasing organic fruit and vegetables. This can be described because of growing concerns regarding food chemicals and pesticides. The results from a study conducted with NutriNet-Sante participants of a web-based cohort focused on nutrition-related issues suggest that motives for purchasing organic food differ in categories of fruit and vegetable, dietary products, and meat. Thus, the study indicates that the taste of food is an important motive across all types of foods. The motive regarding price resulted as a slightly more important when purchasing meat compared to fruits and vegetables or dietary products. Furthermore, when purchasing pork meat, prices and promotions, alongside the origin of production, resulted as the main drivers for purchasing pork meat. However, consumers are far more concerned about the use of chemicals in fruits and vegetable production than they are about the use of chemicals in the production of dairy products. This might be the consequence of the participants paying greater attention to the environmental aspect when purchasing fruits and vegetables. Additionally, participants refrain from consuming meat because of environmental motives. The motives related to health mattered the least to the participants purchasing dairy products (Baudry et al., 2017).

4 RESEARCH METHODOLOGY

As noted in the introduction, concerns about sustainability and health issues have been growing among the population in the past couple of years. Birch et al. (2018) highlight that consumers have mostly become concerned about the negative environmental impact caused by the existing global food systems. Additionally, due to the high-profile food safety crisis in the past two decades, consumers have doubts about food safety and the food providers' ability to deliver the promised product attributes. This has resulted in researchers' urgent need to study the consumers' motivations for purchasing organically produced food (Tandon et al., 2020a). Most of the studies regarding the consumer's motivation for purchasing organic produce are quantitative. A quantitative approach was also applied in this thesis

since this approach allowed me, as the researcher, to stay objectively separated from the subject matter (McCusker & Gunaydin, 2014).

In this chapter, the methodological considerations of this master's thesis are outlined, starting by outlining the research construct. This is followed by the presentation of the research approach with an emphasis on sampling, the design of the used questionnaire and the collection of data. In conclusion, the data analysis process is presented.

4.1 Research construct

The research questions of this master's thesis were developed based on the missing insight into the consumption and buying behaviour of organic food in the Slovenian market – more precisely, the consumers' motives, reasons, and attitudes towards organic food consumption. The research primarily focused on trust in marketers and producers of organic food and environmental concerns. Through the theoretical part of the thesis, by analysing related works, we have identified four research questions that are addressed in this research:

- What intrinsic and extrinsic motives do Slovenian consumers have for using and purchasing organic food?
- To what extent do Slovenian consumers' motives for purchasing organic food differ between different food categories?
- To what extent does the motive of trust in organic food providers influence the formation of Slovenian consumers' purchasing decisions?
- To what extent does the motive of environmental concerns influence the formation of Slovenian consumers' purchasing decisions?

Four main groups of hypotheses are proposed and presented in this research. These were developed based on the above-mentioned research questions and the secondary analysis of relevant scientific sources on the thesis's topic.

As Bentsen and Pedersen (2021) point out, an extensive increase in consumers' interest in food production has occurred in the past couple of years. However, even though consumer interest has risen, research suggests that there is still a comparatively low volume of organic food consumption on the market. The researchers have decided to investigate the motivations that encourage consumers to purchase organically produced products (Tandon et al., 2020a). Since no scientific research has been undertaken on this topic in the Slovenian market, we first wanted to understand the differences between the buyers and non-buyers of organic food. Consumers were asked about their previous purchase behaviour and frequency regarding organic products. The period of three months was chosen because it enabled us to adequately capture the purchase behaviour of organic buyers since the actual frequency of grocery shopping between consumers varies. Moreover, we did not want to cause additional work to our respondents by asking them to look far back into their past behaviour since this

usually reduces the response rate. Based on this theory, we have developed the following five hypotheses, which will be tested in the further analysis:

H1: The consumers who have purchased organic food in the last three months are more concerned about the environment than those who did not purchase organically produced food.
H2: The consumers that have purchased organic food in the last three months trust more the organic food providers **(H2a)**; trust more the EU labelling of organic products **(H2b)** compared to the consumers who have not purchased organically produced food.
H3: The consumers who have purchased organic food in the past three months have stronger intrinsic motivation for purchase than consumers who have not purchased organic food.
H4: The consumers who have purchased organic food in the last three months are more health conscious than those who have not purchased organically produced food.
H5: Organic food is a part of lifestyle of those consumers who have purchased organic food in the last three months, compared to those who have not purchased organically produced food in the last three months.

Studying the correlations between the purchase of organic food and motives could help us understand the associations between consumer motives and purchase behaviour towards organic products. These hypotheses were tested to uncover the relationship between these variables before identifying the possible influence on purchase behaviour. Therefore, the hypotheses used for testing the relationship between the variables are the following:

H6: There is a strong correlation between environmental concerns and consumers' choice to purchase organically produced vegetables.
H7: There is a strong correlation between trust in organic food providers **(H7a);** trust in EU labelling **(H7b);** and consumers' choice to purchase organically produced vegetables.
H8: There is a strong correlation between intrinsic motivation and consumers' choice to purchase organically produced – fruits **(H8a)** and vegetables **(H8b)**.
H9: There is a strong correlation between health consciousness and consumers' choice to purchase organically produced fruits.
H10: There is a strong correlation between organic food as a part of lifestyle and consumers'choice to purchase organically produced vegetables.

Previous studies suggest that different motives can strongly influence the actual consumption of organic food or the buying behaviour towards the purchase of organic food. Researchers state that consumers' attitudes are often influenced by a complex combination of multiple variables, consisting of personal, environmental, and product attributes (Tandon et al., 2020a). Previous studies suggest that consumers' organic food consumption is more likely to be influenced by more egoistic motivations (i.e., health consciousness, intrinsic

motivation, concerns about food safety, etc.) rather than altruistic ones, which relate to wider social concerns, such as environmental concerns (Birch et al., 2018). Because of interesting responses and statements, extrinsic motivation was not combined into a construct. The items that studied extrinsic motivation were instead tested as individual variables. Moreover, the following three hypotheses have been tested:

H11: Environmental concerns influence/impact the consumers' decision to purchase organically produced vegetables.
H12: Trust in organic food providers (H12a), and trust in EU labelling **(H12b)** influence the consumers' decision to purchase organically produced vegetables.
H13: Intrinsic motivation influences the consumers'decision to purchase organically produced vegetables.

Furthermore, previous research in the field of organic food has identified a stronger influence of some motives on the purchase of specific food categories (Baudry et al., 2017). To investigate if various motives influence the purchase of different food categories, we tested the following hypotheses:

H14: The purchase of organically produced potatoes is influenced by trust in organic food providers.
H15: The purchase of organically produced meat is influenced by intrinsic motivation.
H16: The purchase of organically produced apples is influenced by environmental concerns.

4.2 Research approach

As previously mentioned, a quantitative approach based on online surveys has been applied to this research. In the following chapter, the chosen sampling technique is presented, followed by an explanation of the questionnaire design. The data collection process is outlined, followed by the description of the data analysis process.

4.2.1 Sample

The total target population of this research were all Slovenian inhabitants who consume organically produced food. There are 2.117.674 inhabitants in Slovenia (SURS, n.d. c); however, there is no sampling frame of consumers of organically produced food. Bryman (2012) underlines that a sampling frame usually consists of all units in the population from which the sample will be selected. Thus, the inaccessibility of the list of all the population elements implies the use of non-probability sampling in this research, where the probability that a subject or unit is selected is unknown (Acharya, 2013).

The main sampling technique applied to this study was convenience sampling, which is based on choices resulting as the most convenient for the researcher. According to Acharya (2013), respondents are usually selected because of their convenient position at a certain moment. The questionnaire was published selectively in Facebook groups and online forums where people are concerned about the food they consume. Since 82% of all Slovenian inhabitants own at least one social media account, using these channels for data collection was practical. At the same time, this allowed us to reach a larger number of respondents, who were a part of our target population, in a reasonable time and with no costs (Meden, 2020).

Additionally, it is crucial to appreciate that the non-probability sampling is likely to lead to a sampling error. A sampling error is an error in the findings which occurs in the research due to the differences between the sample and the population from which the sample has been selected. The findings obtained from non-probability sampling cannot be generalized since we do not have information on what population this sample represents. The sample cannot be claimed to be representative since all the members of the population did not have the same chance to be selected in the sample (Bryman, 2012). Thus, the external validity of the research was compromised. Findley, Kikuta and Denly (2021) state that external validity applies to the extent to which the inferences drawn from the research's sample can be applied to the target population.

4.2.2 Questionnaire design

We have designed this thesis as a questionnaire-based survey, which is, at the same time, the chosen method for the thesis's research. The empirical instrument of choice for the data collection of the thesis was thus a questionnaire, which provides a set of objectives and formulated and structured questions used to gain information regarding the thesis topic from the target population respondents. Also, the questionnaire for this research was created in Slovenian since the target population of the research are Slovenian inhabitants. The use of a Slovenian questionnaire enabled us to reach a significant number of respondent, who probably would not want to participate if the questionnaire was in English.

The questionnaire used for this research, named "Nakupno odločanje glede ekološke prehrane," was adapted from and developed with respect to previous works related to the consumption of organically produced food and the motives regarding the purchase of it (Kushwah et al., 2019c; Magnusson et al., 2003; Nuttavuthisit & Thøgersen, 2017; Tandon et al., 2020a). The complete questionnaire can be seen in Appendix 1. The questionnaire consisted of 13 questions and was divided into three sections: introduction, main body, and conclusion. The introduction was composed with the questionnaire's opening page, where the purpose of the survey was explained, followed by information on the research topic and the use of collected data. The disclaimer regarding the confidentiality and insurance of anonymity was also presented. The respondents were not obligated to answer any of the

questions and could skip them, as they also had the possibility to exit the questionnaire at any stage.

The main body of the questionnaire includes the main questions related to consumers' purchase intentions regarding organic food, especially focusing on environmental concerns and trust in food providers. The first question (Q1) checks if the respondent's household has bought organically produced food in the last three months. The second question (Q2) investigated how often respondents decide to purchase organic food. The third question (Q3) stated five food categories, such as fruit, vegetables, meat, etc., and asked the respondents to choose which of these categories they usually purchase as organically produced. The respondents could choose multiple answers. The first set of questions (Q4) checks the respondent's buying behaviour towards organic food. This set of questions mostly referred to statements regarding the respondents' extrinsic motivation, which is expressed with statements about the reason for consumption of organic food (i.e., organic food being an integral part of the respondents' lifestyle, better taste of food, environmentally friendlier, etc.) (Tandon et al., 2020a). The following set of questions (Q5) referred to statements regarding the respondents' environmental concerns and their willingness to purchase organic food to protect or improve the quality of the environment. Also, statements regarding the respondents' pleasure to improve the environment by consuming organic food were asked to explore the respondents' intrinsic motivation. To explore the respondents' extrinsic motivation, statements regarding feelings of regret and shame in case of non-protection of the environment when purchasing organic food were asked (Tandon et al., 2020a). The third set of questions combines statements regarding the respondents' trust in the food producers and retailers (Kushwah et al., 2019c; Nuttavuthisit & Thøgersen, 2017). Since European legislation is the highest authority for organic food production in Slovenia, the questions regarding trust in the European food commission and the ecological logo were set in this part of the questionnaire (Q6) (Tandon et al., 2020a). In the last set of questions (Q7), the respondents were asked to evaluate how important it is for them that some food categories are organically produced (Baudry et al., 2017). The last part of the questionnaire consists of questions regarding the demographic characteristics of the respondents, such as age, gender, education, place of residence as well as income and whether they are personally involved or have a close relative who is involved in the production of organically produced food (Q8-Q13). Positioning the demographic data in the last part of the questionnaire is suggested by most scholars, especially because personal questions, such as income, often make respondents feel uncomfortable.

The percentage of people in the sample who agree to participate in the survey represents the so-called response rate. The formatting of the questions is crucial for the improvement of the response rate. The questionnaire was built from closed questions since, as already mentioned, the questions were adapted from and developed with respect to previous works concerning this topic. Furthermore, respondents usually answer closed questions more easily since the meaning of a question is clarified; however, the answer choices available are

restricted. The comparability of answers is enhanced by closed questions (Bryman, 2012). Adams et al. (2014) underline that the unambiguity and clarity of the questions of the questionnaire are crucial since the respondents cannot understand the researcher's intentions if the questions are unclear. Since a few terms in the questionnaire were not common knowledge, I added the term's definition/explanation to avoid asking questions that respondents had no knowledge about (Bryman, 2021).

For respondents to be guided through the whole questionnaire, an introduction was added at the beginning, alongside the instructions before each question. The format of the questions consisted of checklist questions, where the respondents were asked to check one or more appropriate answers, depending on the question, followed by the Likert scale, one of the most used techniques for measuring attitudes (Bryman, 2012). Likert scale consisted of statements/items which all related to the same object (i.e., environmental concerns, trust in food providers, etc.), where the respondents were asked to express their level of agreement on a scale from 1 to 5. To make it easier for the respondents to complete the questionnaire and avoid mistakes, a verbal rating scale was presented alongside the numbers, where 1 stands for "strongly disagree" and 5 for "strongly agree" (Adams et al., 2014).

Collecting data in a real-life situation presents an extensive threat to the reliability and validity of the research. Reliability refers to the degree to which an instrument consistently measures the same construct under the same conditions and with the same subjects. Thus, the measurement instrument can be claimed as reliable if a measurement repeated many times always gives the same results (Adams et al., 2014; Ekinci, 2015). To guarantee the reliability of this research, multiple indicators were used to measure the same underlying construct. As already mentioned, the five-point Likert scale was used to measure the variables in this research. Even though some researchers argue in favour of an even number scale, which forces the respondents to choose a negative or positive statement, we opted for an odd-number scale in our survey. We wanted to ensure that our respondents had a neutral position when completing this questionnaire since questions about feelings and motives can be hard to answer at a given time. On the other hand, validity involves the accuracy of the researcher's measurement, that is, if the chosen measuring instrument measures what it was intended to measure. An extensive review of the literature regarding the topic was made before the completion of the questionnaire. The variables were pre-tested in the previous studies done on this topic. However, selection problems can arise since "people factors" can cause a bias in the study, especially since the topic concerns health and environment-related questions, which are a part of the more sensitive group of questions. Since the conditions of completing the questionnaire were not monitored, social desirability responses could significantly influence the research results. Additionally, a significant threat to the external validity could be posed since the generalisation of the findings from the sample to the broader population might be difficult. Consequently, we cannot confirm that the sample used is representative of the broadest population of Slovenia inhabitants (Adams et al., 2014; Ekinci, 2015).

To ensure that the questionnaire was clear to the respondents and to assess its validity and reliability, it was pre-tested. Pilot testing helped us identify the difficulties that the respondents had when answering the questions, which allowed us to identify and correct the potential problems before moving to the main data collection stage. Pilot testing also helped us identify how long it will take for the respondents to complete the questionnaire and determine if the questions were put in the right order (Adams et al., 2014; Ekinci, 2015). Furthermore, as Ekinci (2015) highlights, to ensure comprehensibility, knowledge, and the respondents' willingness to respond, a pilot test has to be made. It was done with six members of the target population. Three respondents were given a self-administerd questionnaire, and we personally observed the other three respondents filling in the questionnaire to understand what questions or terms troubled them. After they finished the questionnaire, we also asked them what should be improved, which terms they did not understand, etc. The pilot survey indicated some small corrections and re-arrangements, mostly caused by the missing data when entering the survey in 1KA (i.e., two age groups were not entered in the online questionnaire due to a technical error).

4.2.3 Data collection

As previously mentioned, a self-administered questionnaire was used as a data collection instrument in this research. With a self-administered questionnaire, respondents can answer the questions by completing the questionnaire themselves without the presence of the researcher. The absence of the interviewer means that the questionnaire's design must be straightforward and easy to answer, which allows the respondents to answer the questions when they want and at their own speed. The respondents are assured of complete privacy when completing self-administered questionnaires, which is achieved by the absence of the interviewer (Bryman, 2012).

The questionnaire was run on 1KA-Arnes, an online platform that provides online survey services. As previously mentioned, the link to the questionnaire was distributed only online – through social media such as Facebook and Instagram. Together with various messenger applications such as Messenger and WhatsApp, this leads to personal contacts. The biggest advantage that online questionnaires offer is the possibility of reaching larger numbers of respondents faster and easier in terms of resources and time. Bryman (2012) highlights that online surveys enable to easily administer the questionnaire, as well as register the data.

The questionnaire was fully completed by 838 respondents, from a total of 1211 respondents who clicked on the questionnaire's link. The respondents who did not fully answer the questionnaire were excluded from further analysis. There are various reasons why respondents decided not to complete the questionnaire fully. Dillman (2000) highlights that choosing whether to respond is the respondent's conscious action.

The questionnaire was distributed online between 30th July and 3rd August 2023. On average, the respondents needed 7 minutes and 50 seconds to complete the questionnaire. The

questionnaire was distributed during vacation time, which could explain the high number of respondents. Even though the results from different studies suggest contradictory findings, in general, the consumers of organically produced food are mostly women (Hughner et al., 2007). As the aim of the research was to understand better the motives for purchasing organic food, the online distribution of the questionnaire via social media channels seemed the most appropriate way to reach the members of the target population. At the same time, it was also the fastest way to approach the respondents and obtain the needed number of respondents. To obtain a significant number of responses for the research but still avoid the saturation of the data, we checked the results collected daily. However, after publishing the questionnaire in a Facebook group called "Samooskrba za prehransko varnost in nacionalno suverenost," where people share a great sense for the food they are consuming, we obtained hundreds of answers in just a matter of hours. Thus, to avoid saturation of the data, we decided to end the data collection.

4.2.4 Data analysis process

After the collection of data was completed and the sample contained enough respondents, the collected data was examined. The questionnaires that were not fully completed have been excluded from further analysis. The survey was conducted via the online service 1KA, which allows a good overview of the collected data. The graphical representation of the data in this thesis was prepared with Microsoft Office Excel. For the analysis of collected data, the Statistical Package for the Social Science (hereinafter SPSS) version 29 was used.

For the investigation of consumers' motives for purchasing organically produced food, descriptive statistics were used first. The questionnaire consisted of different items, which were grouped into corresponding variables after Cronbach's alpha was used to test the internal consistency and reliability of the items. According to Bryman (2012), the result of Cronbach's alpha coefficient of 0.70 or higher is considered an indicator of acceptable reliability among corresponding sets of items. The items which indicated a good internal consistency were combined and computed into new variables by calculating the means of the statements posed to the respondents. The Cronbach's alpha was also used to test the internal consistency of all the items, which were computed into new variables and used in further analysis. The normality of the data distribution was controlled to provide the appropriate tests in the data analysis. The data's deviation from normal distribution was confirmed by both the Kolmogorov-Smirnov and Shapiro-Wilk tests. Thus, in the testing of the hypotheses, non-parametric tests were used. In the testing of the hypotheses, the same approach was used by establishing the null hypothesis, which in most cases implies equality or no relationship (Bryman, 2012). The acceptable level of risk was established at $p<0.05$, the maximum acceptable level of statistical significance. The null hypothesis was rejected when the p-value was lower than the significance level $\alpha=0.05$.

An independent-sample t-test was used to test hypothesis H1-H5, comparing the means between the two groups (buyers and non-buyers of organically produced food). The relationship between variables in hypotheses H6-H10 was tested with the Spearman correlation coefficient. Spearman's correlation coefficients vary between 0 and -/+1 (Bryman, 2012). The relationship between investigated variables was considered statistically significant at the level of p=0.01. Lastly, regression analysis was used to investigate the influence of independent variables on the dependent variables in hypotheses H11-H16.

5 ANALYSIS AND RESULTS OF THE IMPACT OF MOTIVES ON PURCHASE BEHAVIOUR OF ORGANIC PRODUCTS

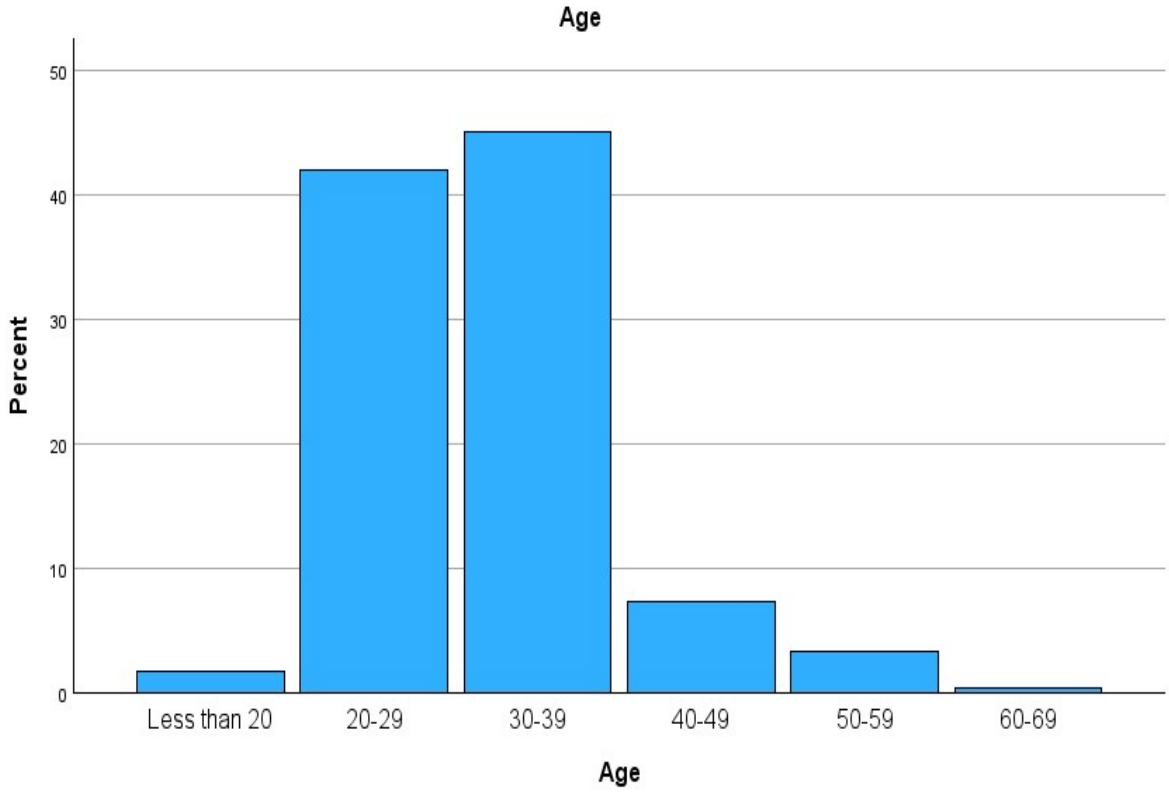
In this chapter, we present the analysis and results of data collected with the self-administered questionnaires. First, we present the general demographic data of the respondents in our sample. This is followed by the descriptive statistics data and the description of the groups of items which were combined into new variables. Finally, the testing of the thesis' hypotheses is presented.

5.1 Sample profile

The sample consisted of 838 respondents. Because the questionnaires that were not fully complete cannot represent a reliable source of information, we excluded them from further analysis. The sample consists of 812 (96.9%) women and 26 (3.1%) men. The data is shown in Appendix 3, Table 1. The balance between the genders could not be achieved due to the use of non-probability sampling. Furthermore, the sample cannot be referred to as representative of the whole population since the respondents were mostly women.

In Figure 6, the distribution of respondents among age groups is graphically presented. As shown in Table 1, most of the respondents are aged between 30 and 39 years old (45.1%), followed by respondents aged between 20 to 29 years old (42.0%). The other four age groups are all under 10%, which means that they are unrepresented. The youngest group under 20 years old consists of 1.8% of respondents, the oldest two groups aged between 50 and 59 years old consist of 3.3% of respondents and the age group 60-69 years old consists of 0.4% of respondents. There was also an older age group, for respondents aged above 70 years, who had no respondents. Lastly, 7.4% of respondents were between 40 and 49 years old. Since the questionnaire was only distributed online, the smaller representation of older age groups could be caused by the lack of computer knowledge and access of older respondents to the questionnaire. Furthermore, the studies suggest that younger consumers seem to express a more positive attitude towards organically produced food, which might have resulted in the higher representativeness of younger age groups (Hughner et al., 2007).

Figure 6: Bar chart for respondents' age groups



Source: own work.

Table 1: Frequencies and percentages by gender

Age	Frequency	Percent	Cumulative Percent
Less than 20	15	1.8	1.8
20-29	352	42.0	43.8
30-39	378	45.1	88.9
40-49	62	7.4	96.3
50-59	28	3.3	99.6
60-69	3	0.4	100.0
Total	838	100.0	

Source: own work.

The respondents were asked to state their level of completed education. As seen from the frequency table in Appendix 3, Table 2, most of the respondents (49.3%) have completed higher college or university. Completed vocational school or high school was the second most answered by 30.9% of respondents, followed by completed master's degree (17.9%), obtained PhD (1.3%), and lastly, completed primary school (0.6%).

Since income plays an important role in the solvency of respondents, they were asked about their net monthly income, which can be seen in Appendix 3, Table 3. Most of the respondents

(44.4%) net monthly income is between 1001€ and 1500€, followed by net monthly income between 1501€ and 2000€ (18%). Furthermore, 16.7% of respondents have a net monthly income under 1000€. Both ranges of net monthly income, 2501€ or more and no personal income were answered by 6.3% of respondents. The net monthly income between 2001€ and 2500€ was chosen by 8.2% of respondents.

To better understand the respondents' lifestyle, we wanted to investigate their current place of residence. Most of the respondents (41.4%) live in the countryside, followed by the city (34.4%). Lastly, 23.5% of respondents live in the suburbs. The respondents could state other answers; there were 5 respondents who stated other places of living. The frequency table of the respondents' place of residence can be seen in Appendix 3, Table 5.

Besides standard demographic data, we wanted to investigate if the respondents are personally involved with the production of organically produced food. The respondents were presented with a multiple-choice question that contained three statements. The first statement investigated if they were personally involved in the production of food at home. 43.3% of respondents chose this statement. Most of the respondents (69.8%) chose the second statement, which investigated if the respondents had parents or grandparents who were growing their own food at home. And lastly, 36.3% of respondents had friends or neighbours who were growing their own food at home. The respondents were given the possibility to add their answers. Approximately 10% of the respondents gave answers that indicated that they were living near a farm, thus purchasing their homegrown products weekly (i.e., eggs, milk, vegetables).

The purpose of this thesis is to investigate the consumer's motives for purchasing organically produced food. To understand if the consumers are purchasing organically produced food, the first question of the questionnaire investigated if the respondents have purchased organic food in the past three months. To avoid misunderstandings, a theoretical explanation of the term "organic food" was given to the respondents following the first question. Most of the respondents (83.5%) stated that they have purchased organic food in the past three months. Only 16.5% of respondents have not purchased organic food in the past three months.

Furthermore, the respondents were asked about the frequency of their purchases of organically produced food, as seen in Table 2. They were given five possible answers. Most respondents (30%) said they purchase organically produced food once a month, followed by 28.4% of respondents who purchase organic food many times a year and 25.5% of those respondents who purchase organic food once a week. There were 14.1% of respondents who purchase organic food many times a month and only 2% of those who never purchase organic food.

Table 2: Frequency table for frequency of purchasing organic food

How often do you purchase organically produced food?			
	Frequency	**Percent**	**Cumulative Percent**
Once a week	214	25.5	25.5
Once a month	251	30.0	69.6
Many times a month	118	14.1	39.6
Many times a year	238	28.4	98.0
Never	17	2.0	100.0
Total	838	100.0	

Source: own work.

We also wanted to investigate which organic food our respondents are purchasing. That is why we set a multiple-choice question stating the five most frequently purchased and studied categories of food and asked the respondents to choose those categories that they are purchasing. As seen from Table 3, most of the respondents (78%) stated that they purchase organically produced vegetables. Furthermore, 67% of the respondents answered that they purchase organically produced fruits. Additionally, 49% of the respondents purchase organic meat. However, the respondents mostly do not purchase organically produced milk (82%) and bread (90%).

Table 3: Frequency table for purchase of different organic food categories

Which organic products do you usually buy?										
	Meat		**Milk**		**Fruits**		**Vegetables**		**Bread**	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	412	49.2	154	18.4	564	67.3	80	9.6	651	77.7
No	426	50.8	274	81.6	274	32.7	758	90.4	187	22.3

Source: own work.

As previously mentioned, after the initial check-up of data, no significant outliers have been identified, as the questionnaire mainly consisted of close-ended questions. Where the possibility to freely answer the questions was given to the respondents, no significant answers were detected, so the answers were excluded from further analysis. As mentioned and explained in the next chapter, after conducting the reliability test, the corresponding set of items were computed into new variables to get better results from the study.

5.2 Description of the thesis variables

As previously mentioned, 6 main variables were used to test the motives of Slovenian consumers when purchasing organically produced food. Accordingly, certain items in the questionnaire were computed into separate variables. Other items remained unchanged and, as such, represent a variable.

The 6 variables were composed of 12 items, and Cronbach's alpha was used to assess the reliability and internal consistency of these items. A good internal consistency and reliability of the investigated variables was confirmed with Cronbach's alpha value of 0.806, seen in Appendix 8, Table 1. Furthermore, Cronbach's alpha was also used to test the reliability and internal consistency of each individual construct. Calculations of Cronbach's alpha for each construct can be seen in Appendix 8. Since Cronbach's alpha value for each construct was above 0.7, the items could be merged and computed into new variables. Only one construct did not have a value above 0.7 and was thus not computed into a new variable. Additionally, for a better understanding of consumers who have purchased organic products in the past three months and the ones who have not, alongside which motives encourage them, we conducted Independent-Samples t-Tests to compare the means between the two groups.

As the hypotheses H1, H2, H3, H4, and H5 refer to the differences between means of two groups, the tests of these hypotheses are presented alongside corresponding variables in the following subchapters.

H1: The consumers who have purchased organic food in the last three months are more concerned about the environment compared to the consumers who have not purchased organically produced food.
H2: The consumers that have purchased organic food in the last three months trust more the organic food providers **(H2a)**; trust more the EU labelling of organic products **(H2b)** compared to the consumers who have not purchased organically produced food.
H3: Consumers who have purchased organic food in the past three months have stronger intrinsic motivation for purchase compared to consumers have not purchased organic food.
H4: The consumers who have purchased organic food in the last three months are more health conscious compared to the consumers who have not purchased organically produced food.

H5: Organic food is a part of the lifestyle of those consumers who have purchased organic food in the last three months, compared to the consumers who have not purchased organically produced food in the last three months.

Descriptive statistics of the items used for each variable, the reliability tests, as well as the One-Sample T-Tests of hypotheses **H1, H2 (H2a, H2b), H3, H4, and H5** are presented in the following.

5.2.1 Environmental concerns

The environmental concerns of Slovenian consumers were measured with five items: the abuse of the environment, human interference with nature, the balance of nature, harmony between nature and humans, and concerns regarding the current state of the environment. The table below (Table 4) shows the five indicators of environmental concerns of Slovenian consumers. As it can be observed from Histogram 1 in Appendix 9, the results of this construct are not normally distributed.

Table 4: Descriptive statistics for variable environmental concerns

Item	N	Mean	Std. deviation
Mankind severely abuses the environment.	838	4.45	.722
Humans must live in harmony with nature to survive.	838	4.42	.673
When humans interfere with nature, this often produces disastrous consequences.	838	4.27	.817
I am extremely worried about the state of the world's environment and what this means for the future.	838	4.16	.850
The balance of nature is delicate and easily upset.	838	3.99	.887
Valid N (listwise)	838		

Source: own work.

The Cronbach's alpha coefficient for the five items related to environmental concerns shows good internal consistency of the construct (Cronbach $\alpha = 0.812$). This means that based on these results, these five items can be combined into a new variable called "environmental concerns" and will be treated as a whole in the further analysis and testing of the hypotheses. The new variable "environmental concerns" was computed by calculating the means of the corresponding set of items related to measuring of the consumers' environmental concerns when purchasing organically produced food. The mean value of the new variable "environmental concerns" is 4.258, with a standard deviation of 0.599.

The group statistics for the newly computed variable are seen in Table 5. The p-value of the Independent-Samples T-Tests for "environmental concerns", seen in Appendix 4, Table 1, is lower than the significance level alpha 0.05 (p=0.024). The t-value is 1.976. The null hypothesis is thus rejected. Hypothesis **H1,** stating that **"**The consumers that have purchased organic food in the last three months are more concerned about the environment compared to the consumers who have not purchased organically produced food," is accepted.

Table 5: Group statistics for environmental concerns

	Purchase of organic products in the past three months	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Environmental concerns	Yes	700	4.2769	.58662	.02217
	No	138	4.1667	.65628	.05587

Source: own work.

5.2.2 Trust in EU labelling and organic food providers

The trust in organic food providers was measured with two items: trust in providers rather than labelling, and trust in producers' words. In Table 6, we have presented the descriptive statistics for two items measuring trust in providers of organic products. As shown in Histograms 2 and 3 in Appendix 9, the results of the two items are not normally distributed.

However, Cronbach's alpha coefficient for the two items related to trust in providers did not show a good internal consistency of the construct (Cronbach $\alpha = 0.148$). This means that based on these results, these two items cannot be combined into a new variable. For further analysis, we have thus decided to use the first item (i.e., "I trust more organic products bought straight from the producer than the ones with European logos"), found in Table 6 below. The first item was combined into and addressed as a variable called "trust in providers," with a mean of 3.74 and a standard deviation of 1.010, as seen in Table 6.

Table 6: Descriptive statistics for trust in organic food providers

Item	**N**	**Mean**	**Std. deviation**
I trust more organic products bought straight from the producer than the ones with European logos.	838	3.74	1.010
I do not need a European logo; I rely on the producers' words.	838	2.3377	.68035
Valid N (listwise)	838		

Source: own work.

The group statistics for the variable "trust in providers" can be seen in Table 7. The p-value of the Independent-Samples T-Tests for the variable "trust in providers" is higher than the significance level alpha 0.05 (p=0.330). The t-value is 0.439, as seen in Appendix 4, Table 2. The null hypothesis thus cannot be rejected. Hypothesis **H2a,** stating that "The consumers that have purchased organic food in the last three months trust more the organic food providers compared to the consumers who have not purchased organically produced food," is rejected.

Table 7: Group statistics for trust in providers

	Purchase of organic products in the past three months	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Trust in providers	Yes	700	3.75	.998	.038
	No	138	3.71	1.068	.091

Source: own work.

However, the variable "trust in EU labelling" was measured with one item (i.e., "I trust in the organic products controlled by the European Union"). The mean of this item is 3,09. Table 8 shows the group's statistics for this variable. The p-value of the Independent-Samples T-Tests for the variable "trust in EU labelling" is lower than the significance level alpha 0.05 (p=0.002). The t-value is 2.914, as seen in Appendix 4, Table 3. The null hypothesis is thus rejected. Hypothesis **H2b,** stating that "The consumers that have purchased organic food in the last three months trust more the EU labelling of organic products compared to the consumers who have not purchased organically produced food," is accepted.

Table 8: Group statistics for trust in EU labelling

	Purchase of organic products in the past three months	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
Trust in EU labelling	Yes	700	3.13	.897	.034
	No	138	2.88	.921	.078

Source: own work.

5.2.3 Intrinsic motivation

As seen in Table 9, which shows the descriptive statistic of the newly computed variable, the intrinsic motivation was measured with two items, namely, the pleasure of protecting the environment by consuming organic food and the pleasure of improving the quality of the environment by consuming organic food.

The Cronbach's alpha coefficient for the two items related to intrinsic motivation shows good reliability and internal consistency of the construct (Cronbach α = 0,934). Based on these results (shown in Appendix 8), these two items can be combined into a new variable called "intrinsic motivation." These two items will be treated as a whole in the further steps of the analysis and testing of the hypotheses. The new variable "intrinsic motivation" was computed by calculating the means of the two items. The newly computed variable has a mean value of 3.9081, with a standard deviation of 0.84131.

Table 9: Descriptive statistics for intrinsic motivation

Item	N	Mean	Std. deviation
It is my pleasure to contribute to protecting the environment by using organic food.	838	3.92	.869
It is my pleasure to improve the quality of the environment by using organic food.	838	3.90	.869
Valid N (listwise)	838		

Source: own work.

Table 10 shows the group statistics for the variable "intrinsic motivation." The p-value of the Independent-Samples T-Tests for the variable "intrinsic motivation" is lower than the significance level alpha 0.05 ($p<0.001$). The t-value is 7.955 as seen in Appendix 4 Table 4. The null hypothesis is thus rejected. Hypothesis **H3,** stating that "Consumers that have purchased organic food in the past three months have stronger intrinsic motivation for purchase compared to consumers that have not purchased organic food," is accepted.

Table 10: Group statistics for intrinsic motivation

	Purchase of organic products in the past three months	N	Mean	Std. Deviation	Std. Error Mean
Intrinsic motivation	Yes	700	4.0071	.78155	.02954
	No	138	3.4058	.95051	.08091

Source: own work.

5.2.4 Health consciousness and part of lifestyle

Variable "health consciousness" was measured with one item. The mean of this item is 3,82. As seen from Appendix 4, Table 5, the p-value of the Independent-Samples T-Tests for the variable "health consciousness" is lower than the significance level alpha 0.05 ($p<0.001$). The t-value is 10.736. The group statistics for this variable are seen in Table 11. The null hypothesis is thus rejected. Hypothesis **H4,** stating that "The consumers that have purchased organic food in the last three months are more health conscious compared to the consumers who have not purchased organically produced food," is accepted.

Table 11: Group statistics for health consciousness

	Purchase of organic products in the past three months	N	Mean	Std. Deviation	Std. Error Mean
Health consciousness	Yes	700	3.97	.876	.033
	No	138	3.04	1.164	.099

Source: own work.

However, as seen in Table 12 below, which shows the descriptive statistic, the construct "part of lifestyle" was measured with two items, namely, the consumption of organic food as a part of lifestyle and the consumption of organic food as a way of living.

Table 12: Descriptive statistics for part of lifestyle

Item	N	Mean	Std. deviation
Consuming organic food is an integral part of my life.	838	3.32	1.053
Consuming organic food has been a part of the way I have chosen to live my life.	838	3.13	1.117
Valid N (listwise)	838		

Source: own work.

The results of these two items are not normally distributed, as can be observed from Histogram 4 in Appendix 9. The Cronbach's alpha coefficient for the two items related to the part of lifestyle shows good reliability and internal consistency of the construct (Cronbach $\alpha = 0{,}882$). Based on these results (shown in Appendix 8), these two items can be combined into a new variable called "part of lifestyle." These two items will be treated as a whole in the further steps of the analysis and testing of the hypotheses. The new variable "part of lifestyle" was computed by calculating the means of the two items. The newly computed variable has a mean value of 3.2273, with a standard deviation of 1.02679.

Group statistics for the variable "part of lifestyle" are shown in Table 13. As seen from Appendix 4 Table 6, the p-value of the Independent-Samples T-Tests for the variable "part of lifestyle" is lower than the significance level alpha 0.05 ($p<0.001$). The t-value is 11.613. The null hypothesis is thus rejected. Hypothesis **H5,** stating that "Organic food is a part of the lifestyle of those consumers who have purchased organic food in the last three months, compared to the consumers who have not purchased organically produced food in the last three months," is accepted.

Table 13: Group statistics for part of lifestyle

	Purchase of organic products in the past three months	N	Mean	Std. Deviation	Std. Error Mean
Part of lifestyle	Yes	700	3.3971	.94414	.03569
	No	138	2.3659	.99916	.08505

Source: own work.

5.3 Relationship between variables

As previously mentioned, the tests of normality for each of the existing and newly computed variables used in this research show that the distribution of the data deviates from the normal distribution. Furthermore, both Kolmogorov-Smirnov and Shapiro-Wilk tests of normality are not statistically significant ($p<0.05$), as seen in Appendix 7. Thus, we had to use the Spearman correlation coefficient, a non-parametric test, considered as a bivariate analysis that measures the strength of association between two variables. The Spearman correlation coefficient is used to measure the strength of a link between two sets of data (Bryman, 2012).

Spearman's correlation coefficient was used to investigate correlations between variables by testing the following hypotheses:

H6: There is a strong correlation between environmental concerns and consumers' choice to purchase organically produced vegetables.
H7: There is a strong correlation between trust in organic food providers **(H7a),** trust in EU labelling **(H7b)** and consumers' choice to purchase organically produced vegetables.
H8: There is a strong correlation between intrinsic motivation and consumers' choice to purchase organically produced fruits **(H8a)** and vegetables **(H8b)**.
H9: There is a strong correlation between health consciousness and consumers' choice to purchase organically produced fruits.
H10: There is a strong correlation between organic food as a part of lifestyle and consumers' choice to purchase organically produced vegetables.

5.3.1 Environmental concerns

Table 1 in Appendix 5 shows the correlation between environmental concerns and purchase of organic vegetables. The results show a statistically significant positive and weak correlation between environmental concerns and the purchase of organic food ($r=0.143$, $p<0.001$). Based on these results, hypothesis H6 is rejected.

5.3.2 Trust in providers and EU labelling

Table 2 in Appendix 5 shows the correlations between trust in organic food providers and trust in EU labelling of organic food. The calculation of the Spearman correlation coefficient shows a statistically significant weak positive correlation ($r=0.113$, $p=0.001$) between the purchase of organic vegetables and trust in EU labelling. However, the results indicate a statistically significant weak positive correlation ($r=0.068$, $p=0.048$) between the purchase of organic vegetables and trust in organic food providers. Therefore, both the hypotheses H7a and H7b are rejected.

5.3.3 Intrinsic motivation

The correlation between intrinsic motivation and purchase of organic vegetables and organic fruits is shown in Appendix 5, Table 3. The calculation of the Spearman correlation coefficient shows a statistically significant moderate positive correlation ($r=0.453$, $p<0.001$) between intrinsic motivation and the purchase of organically produced vegetables. Furthermore, the results indicate a statistically significant moderate positive correlation between intrinsic motivation and the purchase of organically produced fruits. Therefore, the hypotheses H8a and H8b can be accepted.

5.3.4 Health consciousness and part of lifestyle

Correlations between variables of health consciousness and part of the lifestyle with the purchase of organically produced vegetables are displayed in Appendix 5, Table 4. The correlation between the variable purchase of organic vegetables and health consciousness ($r=0.450$, $p<0.001$) is moderate and positive. Furthermore, the correlation between the variable purchase of organic vegetables and part of lifestyle is moderate and positive ($r=0.485$, $p<0.001$). Therefore, the hypotheses H9 and H10 can be accepted.

5.4 Regression analysis

To get a deeper understanding of the relationship between the variables used in this study, we decided to do a regression analysis. Regression analysis helped us discover how one or more independent variables (i.e., environmental concerns, trust in providers, trust in EU labelling, intrinsic motivation, part of lifestyle), also known as predictors, affect the dependent variable (i.e., purchase of organically produced vegetables, purchase of organically produced fruits). Additionally, regression analysis helped us determine what percentage of the dependent variable is explained by the predictors.

We also used control variables to eliminate their effects on the dependent variable. Control variables were mostly demographic data, such as gender, age, income and place of living.

We tested the following hypotheses using regression analysis:

H11: Environmental concerns influence/impact the consumers'decision to purchase organically produced vegetables.
H12: Trust in organic food providers **(H12a)** and trust in EU labelling **(H12b)** influence the consumers' decision to purchase organically produced vegetables.
H13: Intrinsic motivation influences the consumers' decision to purchase organically produced vegetables.
H14: The purchase of organically produced potatoes is influenced by trust in organic food providers.
H15: The purchase of organically produced meat is influenced by intrinsic motivation.
H16: The purchase of organically produced apples is influenced by environmental concerns.

5.4.1 Motives for purchasing organically produced food

The F-ratio in the ANOVA Table 2, Appendix 6 indicates that the independent variables statistically significantly predict the dependent variable. In other words, the regression model is a good fit for the data ($F=31.835$, $p<0.001$). Therefore, we can confirm the statistically significant influence of the independent variables on the dependent variable (purchase of organically produced vegetables). The independent variables can be used to explain 27,8% of the variability of the dependent variable (R square=0.278), as seen in Appendix 6 Table 1.

The independent variable (environmental concerns) is not statistically significantly different from 0 ($p=0.589$), as seen in Table 14. Therefore, the null hypothesis cannot be rejected. Based on these results, we can conclude that the independent variable (environmental concerns) does not influence or impact the purchase of organically produced fruits. Thus, hypothesis H11 is rejected.

Similar findings also apply to the independent variables connected to trust (trust in providers and trust in EU labelling). The independent variable (trust in providers) is not statistically significantly different from 0 ($p=0.657$). And the same applies to the independent variable (trust in EU labelling), which is not statistically significantly different from 0 ($p=0.183$). Therefore, we can conclude that both independent variables trust in providers and trust in EU labelling do not influence the purchase of organically produced fruits. Hypotheses H12a and H12b are rejected.

However, the independent variable (intrinsic motivation) has a statistically significant influence on the dependent variable ($p<0.001$), as seen in Table 14. The influence of intrinsic motivation to purchase organically produced fruits is positive and not strong since the beta coefficient is not that high (Standardized $\beta=0.175$). We can accept hypothesis H13.

Additionally, the independent variable (part of lifestyle) has a statistically significant influence on the dependent variable ($p<0.001$). The influence of organic food as a part of lifestyle on the purchase of organically produced fruits is positive and not strong since the beta coefficient is not that high (Standardized $\beta=0.311$). We can accept hypothesis H14.

Table 14: Regression coefficients for the dependent variable of frequent purchase of organically produced fruits

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-.594	.486		-1.223	.222
Environmental concerns	.042	.077	.019	.541	.589
Part of lifestyle	.408	.054	.311	7.573	<.001
Intrinsic motivation	.280	.066	.175	4.274	<.001
Trust in EU labelling	.063	.047	.042	1.332	.183
Trust in organic food providers	-.019	.042	-.014	-.444	.657
Health consciousness	.127	.055	.094	2.292	.022
Gender	.150	.234	.019	.641	.522
Age	.083	.054	.050	1.552	.121
Living	-.001	.047	-.001	-.027	.978
Neto monthly income	.102	.036	.091	2.856	.004

a. Dependent Variable: Q4g_During the last five times, I have bought organic fruits.

Source: own work.

5.4.2 Motives for purchasing specific organic food categories

The F-ratio in the ANOVA table in Appendix 6, Table 4 indicates that the independent variables statistically significantly predict the dependent variable. In other words, the regression model is a good fit for the data ($F=35.238$, $p<0.001$). Therefore, we can confirm the statistically significant influence of the independent variables on the dependent variable (purchase of organically produced potatoes). The independent variables can be used to explain 29,9% of the variability of the dependent variable (R Square=0.299), as seen in Table 3, Appendix 6.

Moreover, as seen in Table 15 below, the independent variable (trust in providers) is statistically significantly different from 0 ($p<0.001$). Therefore, the null hypothesis can be rejected. Based on these results, we can conclude that the independent variable (trust in

providers) influences the purchase of organically produced potatoes. The influence is positive and not that strong since the beta coefficient is not that high (Standardized β=0.127). Furthermore, we can accept hypothesis H14.

Table 15: Regression coefficients for the dependent variable the importance of purchase of organically produced potatoes

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.542	.337		1.556	.120
Environmental concerns	.118	.053	.075	2.211	.027
Part of lifestyle	.220	.037	.239	5.902	<.001
Intrinsic motivation	.300	.046	.266	6.588	<.001
Trust in EU labelling	-.024	.033	-.022	-.719	.472
Trust in organic food providers	.119	.029	.127	4.071	<.001
Health consciousness	.043	.038	.045	1.125	.261
Gender	.039	.162	.007	.240	.811
Age	.061	.037	.051	1.634	.103
Living	-.014	.025	-.018	-.572	.568
Neto monthly income	.037	.032	.034	1.138	.255

a. Dependent Variable: Q7d_It is important to me that the potatoes are organically produced.

Source: own work.

Additionally, the F-ratio in the ANOVA table in Appendix 6, Table 6 indicates that the independent variables statistically significantly predict the dependent variable. In other words, the regression model is a good fit for the data (F=27.849, p<0.001). There is a statistically significant influence of the independent variables on the dependent variable (purchase of organically produced meat). As seen from Table 5 in Appendix 6, the independent variables can be used to explain 25,2% of the variability of the dependent variable (R Square=0.252).

As indicated in Table 16 below, the independent variable (intrinsic motivation) is statistically significantly different from 0 (p<0.001). Therefore, the null hypothesis can be rejected. We can conclude that the independent variable (intrinsic motivation) significantly influences the purchase of organically produced meat. The influence is positive and not that strong since the beta coefficient is not that high (Standardized β=184). Hypothesis H15 can be accepted.

Table 16: Regression coefficients for the dependent variable the importance of purchase of organically produced meat

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.119	.360		3.109	.002
Environmental concerns	.025	.057	.015	.434	.665
Part of lifestyle	.134	.040	.140	3.361	<.001
Intrinsic motivation	.214	.049	.184	4.404	<.001
Trust in EU labelling	-.033	.035	-.030	-.930	.353
Trust in organic food providers	.167	.031	.172	5.325	<.001
Health consciousness	.182	.041	.183	4.416	<.001
Gender	.012	.173	.002	.071	.943
Age	.050	.040	.041	1.256	.209
Living	-.017	.027	-.020	-.630	.529
Neto monthly income	.047	.035	.042	1.351	.177

a. Dependent Variable: Q7b_It is important to me that the meat is organically produced.

Source: own work.

Table 8 in Appendix 6 indicates that the p-value is below 0.05 ($p<0.001$) and that the regression model is a good fit for the data ($F=37.564$). Thus, we can confirm the statistically significant influence of the independent variables on the dependent variable (purchase of organically produced apples). The independent variables can be used to explain 31,2% of the variability of the dependent variable (R Square=0.312), as seen in Appendix 6, Table 7.

The independent variable (environmental concerns) is not statistically significantly different from 0 ($p=0.177$), as seen in Table 17. Therefore, the null hypothesis cannot be rejected. Based on these results, we can conclude that the independent variable (environmental concerns) does not influence the purchase of organic apples. Thus, hypothesis H16 is rejected.

Table 17: Regression coefficients for the dependent variable the importance of purchase of organically produced apples

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.762	.324		2.353	.019
Environmental concerns	.069	.051	.045	1.351	.177
Part of lifestyle	.195	.036	.218	5.440	<.001
Intrinsic motivation	.317	.044	.290	7.255	<.001
Trust in EU labelling	.001	.032	.001	.032	.975
Trust in organic food providers	.087	.028	.096	3.097.	.002
Health consciousness	.094	.037	.101	2.530	.012
Gender	.189	.156	.036	1.211	.226
Age	.041	0.36	.036	1.156	.248
Neto monthly income	.005	.024	.007	.211	.833
Living	-.030	.031	-.029	-.955	.340

a. Dependent Variable: Q7b_It is important to me that the apples are organically produced.

Source: own work.

To enhance the clarity of result analysis, we compiled the conclusions regarding the hypotheses in Table 18 below.

Table 18: Hypothesis summary table

Hypothesis	Hypothesis conclusion
H1: The consumers who have purchased organic food in the last three months are more concerned about the environment compared to the consumers who have not purchased organically produced food.	Accepted
H2a: The consumers that have purchased organic food in the last three months trust more the organic food providers compared to the consumers who have not purchased organically produced food.	Rejected
H2b: The consumers that have purchased organic food in the last three months trust more the EU labelling of organic products compared to the consumers who have not purchased organically produced food.	Accepted

To be continued

Table 19: Hypothesis summary table (cont.)

Hypothesis	Hypothesis conclusion
H3: Consumers who have purchased organic food in the past three months have stronger intrinsic motivation for purchase compared to consumers have not purchased organic food.	Accepted
H4: The consumers who have purchased organic food in the last three months are more health conscious compared to the consumers who have not purchased organically produced food.	Accepted
H5: Organic food is a part of the lifestyle of those consumers who have purchased organic food in the last three months, compared to the consumers who have not purchased organically produced food in the last three months.	Accepted
H6: There is a strong correlation between environmental concerns and consumers' choice to purchase organically produced vegetables.	Rejected
H7a: There is a strong correlation between trust in organic food providers and consumers' choice to purchase organically produced vegetables.	Rejected
H7b: There is a strong correlation between trust in EU labelling and consumers' choice to purchase organically produced vegetables.	Rejected
H8a: There is a strong correlation between intrinsic motivation and consumers' choice to purchase organically produced fruits**.**	Accepted
H8b: There is a strong correlation between intrinsic motivation and consumers' choice to purchase organically produced vegetables.	Accepted
H9: There is a strong correlation between health consciousness and consumers' choice to purchase organically produced fruits.	Accepted
H10: There is a strong correlation between organic food as a part of lifestyle and consumers' choice to purchase organically produced vegetables.	Accepted
H11: Environmental concerns influence/impact the consumers'decision to purchase organically produced vegetables.	Rejected
H12a: Trust in organic food providers influence the consumers' decision to purchase organically produced vegetables.	Rejected
H12b: Trust in EU labelling influence the consumers' decision to purchase organically produced vegetables.	Rejected
H13: Intrinsic motivation influences the consumers' decision to purchase organically produced vegetables.	Accepted
H14: The purchase of organically produced potatoes is influenced by trust in organic food providers.	Accepted

To be continued

Table 20: Hypothesis summary table (cont.)

Hypothesis	Hypothesis conclusion
H15: The purchase of organically produced meat is influenced by intrinsic motivation.	Accepted
H16: The purchase of organically produced apples is influenced by environmental concerns.	Rejected

Source: own work.

6 DISCUSSION

The following chapter will present a detailed interpretation of the results and the main findings of this research. The chapter will also introduce the study's scientific contributions, limitations, and recommendations for future work.

The purpose of this master's thesis was to gain a deeper insight into the consumption and buying behaviour of organic food in the Slovenian market. We wanted to get a better understanding of the consumer's motives, reasons, and attitudes towards organic food consumption and purchase. The study attempted to find possible correlations between motives and purchase of organically produced products. Additionally, the influence of different motives on the purchase of organic products and food categories was analysed.

Overall findings of this study indicate that Slovenian organic food buyers within our sample, who are a part of an environmentally conscious group, are motivated to purchase organically produced food due to environmental concerns, trust in EU labelling and intrinsic motivation when compared to those consumers who have not purchased organically produced food in the past three months. The findings align with previous studies that reported these three motives as promoters of organic food sales (Gilal, 2019; Molinillo et al., 2020; Nuttavuthisit & Thøgersen, 2017; Tandon et al., 2020a; Yadav et al., 2016). Consumers are led by greater health consciousness towards buying organic foods since it is considered a health protection mechanism (Molinillo et al., 2020). Furthermore, the median values of variables nutritional content, better taste, natural content, and organic food containing less chemicals and pesticides are leaning towards the positive side of the scale (higher than the neutral point 3), implying that the motives indicated before are motivating the buyers to purchase organically produced food, as implied in the previous studies done on this topic (Hoffmann & Wivstad, 2015; Janssen, 2018; Michaelidou & Hassan, 2008; Średnicka-Tober et al., 2016; Żakowska-Biemans, 2011). Furthermore, we investigated the results of individual sets of hypotheses and tried to make suggestions for improvement of organic food consumption. However, the overall results of this study suggest that Slovenian consumers are not well informed about the benefits and positive social outcomes that derive from organic food consumption. We will further elaborate this statement in the following paragraphs of the thesis.

Hyotheses about the differences in consumers motives between the consumers who have purchased organic products and those who have not (i.e., H1-H5) investigated how different motives affect the purchase behaviour of those consumers who have purchased organically produced food in the past three months, compared to the consumers who have not purchased organically produced food in the past. Reported findings in the previous chapter of this thesis have managed to provide support for hypothess H1, H2b, H3, H4 and H5 but failed to provide support for the hypothesis H2a, which did not support the assumption of higher trust in organic food providers by consumers who have purchased organic products compared to those who have not. The testing of these hypotheses has confirmed that consumers who purchase organically produced food differ in motives from the consumers who do not purchase organically produced food. Even though the ratio between the buyers (83,53%) and non-buyers (16,47%) was not equal, the results indicate a significant difference between the two groups. The consumers who have purchased organically produced food in the past three months are more concerned about the environment and expressed higher trust in EU labelling and a stronger intrinsic motivation towards organic food purchases. Furthermore, we identified them as more health-conscious than non-buyers, which also reflects in their conception of organic food as a part of their lifestyle. These findings strongly indicate that marketers will be far more successful in persuasion for organic food purchase of those consumers who already purchase organic food and are interested in such products compared to those who do not.

All the motives have proven to have a stronger effect on the existing buyers of organic produce, except trust in organic food providers. To establish trust in organic food providers, higher authenticity and transparency should be used when communicating with consumers. Food packaging has become over-dressed in specific keywords and terms such as “no sugar added,” “natural,” “organic,” etc. However, consumers have exposed those words as overinflated and are starting to look at the ingredients list on the back of the packaging. Organic food providers should thus pay attention to providing accurate labelling of food to gain consumers’ trust. In addition to the European logo, the terms “clean label” and “ingredient transparency” should be introduced in the Slovenian market for all the products, which would help increase the trust in organic food providers. On the other hand, the “clean label” indicates the content of natural, recognizable, and better-for-health food or beverage products. The “ingredient transparency” focuses on the origin of the ingredients used in the product as well as the environmental impact of the provider’s company (Nielsen, 2021). The European Union has already established that the declaration of fruits and vegetables must include a mandatory mark of origin. However, to ensure a better transparency of the origin, this should apply to all categories of products. Even better, the labelling of products should include the transparency of the ingredients and not just the origin of the product, especially with processed products that contain different ingredients. The knowledge of the companies’ environmental impact would also benefit the current buyers of organic food who express greater environmental concerns and would appreciate if the food has not travelled longer

distances and that the companies have tried to reduce their environmental/ecological footprint during the production.

The hypotheses about the relationship between the investigated variables and the purchase of organic products (i.e., H8a, H8b, H9, H10) could be accepted since the results of the study indicate that there is a significant positive relationship between the three investigated variables and the purchase of organically produced vegetables or organically produced fruits. A positive correlation was identified between intrinsic motivation and the purchase of organically produced vegetables and fruits. Additionally, there is a positive relationship between health consciousness and the purchase of organically produced fruits, followed by a positive correlation between the purchase of organic vegetables and organic food as a part of lifestyle. The results align with previous studies, which confirmed that consumers are self-motivated to purchase organic products to satisfy their intrinsic needs, which motivate them to take care of their personal health (Pino et al., 2012; Schösler et al., 2014). On the other hand, no statistically significant correlation was identified between the purchase of organically produced vegetables and environmental concerns. Previous studies suggest that those consumers who experience a deeper concern about the environment are more often responsible for the increased consumption of organically produced products (Molinillo et al., 2020; Yadav et al., 2016). This indicates an inconsistency with the results of this study, where the results indicate that the environmental concerns do not have any significant impact on the purchase of organically produced food. However, the median values of variables measuring "I would regret it if I were not doing something for the environment and future generations" and "I would feel ashamed of myself if I was doing nothing to help the environment" are leaning towards the positive side of the scale (higher than the neutral point 3), which indicates that consumers have a sense of morality when it comes to protecting the environment. Thus, the results indicate that there is still room for improvement in the field of marketing organically produced products. Additionally, no relationship was identified between the purchase of organically produced vegetables and trust in organic food providers or EU labelling. The latter is consistent with the findings of previous studies, which indicate that consumers often have minor or irrelevant information about organic food, their attributes, and benefits, which reflects in consumers' lower expectations about the potential benefits of purchasing organically produced food, caused by the lack of trust in the food system (i.e., food industry and providers) and the certification, control process and organic labels (Janssen & Hamm, 2012; Kushwah et al., 2019c; Misra & Singh, 2016; Nuttavuthisit & Thøgersen, 2017).

Based on the investigated relationships among the variables, to increase the consumption of organic products, marketers and organic food providers should focus on educating consumers about organic products. Since no relationship has been identified between trust in organic food providers and EU labelling, Slovenian policymakers should focus on educating consumers about food certifications, European Union labelling and benefits deriving from them. As previously mentioned, with transparent communication about the

authenticity of labelling, a stronger trust of consumers of organic products could be built. Consequently, the demand for such products could increase overtime. Furthermore, since Slovenian consumers within our sample are not influenced by environmental concerns when purchasing products, the communication of marketing managers to consumers about the need for the preservation of the environment would not have any effect. Instead, they should focus on intrinsic and extrinsic motivation, which have proven to influence consumers' motives. Especially the Slovenian government could play a crucial role in creating consumer-oriented campaigns that would evoke the feeling of doing the right thing for everyone (i.e., environment, society, themselves, etc.) by consuming organically produced food.

The advertisers, with their communication message, could try to induce a sense of duty or obligation among consumers so that they would perceive the consumption of organic products as a greater contribution to the sustainability of the environment. Thus, the extrinsic motivation of consumers would be a guide for establishing an association between the consumption of organic products and the protection of the environment. Moreover, influencing the consumers' external motivation by presenting the consumption of organic products as a symbol of higher social status could lead to consumers' readiness to pay a price premium for such products. Furthermore, since a positive relationship was identified between intrinsic motivation and the purchase of organic products, designing marketing campaigns that would primarily focus on the intrinsic benefits of organic food consumption would probably lead to higher demand for organic products. By exposing the health-related benefits of organic food consumption in communication and on the packaging, the sales of organic food could increase. As the results indicate, Slovenian consumers in our sample are highly health-conscious and thus concerned about food safety and its contamination. Additionally, the consumers who usually identify and integrate different behaviours or motives as an integral part of their lifestyle frequently personify them, and they become a part of their personal values and goals. Such consumers later become messengers of certain beliefs. It would be useful to find such examples in Slovenia and try to include them in the communication with the public. Moreover, major retailers such as Mercator, Spar, etc., could create marketing campaigns which would reward the consumers who purchase organically produced food. For example, for each euro spent on organic food, they would earn a sticker. After collecting a certain number of stickers, they would get a smaller reward/gift (i.e., a recycled bottler or a bag). This would affect the consumers' intrinsic motivation that is connected to the rewards system. Thus, the consumers who contribute to their well-being and health by consuming organically produced food would be rewarded.

As previously mentioned, the influence of different motives on the purchase of organic products has been investigated. The results of the study suggest that the purchase of organic products is not influenced by environmental concerns and consumers' trust in the providers of organic products and EU labelling. However, the results show that the purchase of organic products is influenced by intrinsic motivation and consumers' perception of organic food as

a part of their lifestyle. Thus, we can state that intrinsic motivation is a stronger motive for purchasing organically produced fruits compared to environmental concerns. This also applies to trust in providers of organically produced food and EU labelling of the products. Furthermore, also the perception of organic food as a part of consumers' lifestyle was identified as a stronger motive for the purchase of organic products compared to environmental concerns and trust. These results are thus partially consistent with previous studies, which indicate that consumers who can identify with nature and perceive organic food as a part of their lifestyle (i.e., part of extrinsic motivation) often make more sustainable food choices (Schösler et al., 2014). Thus, for consumers to make more sustainable food choices and consider the environment when making purchase decisions, marketing managers should strive to strengthen consumers' identification with nature. For consumers to understand where the food comes from, ads should include scenes of nature and fields where food is grown, together with people who try to grow it. Judging by the legislation regarding organic products, the producers in Slovenia are experiencing a lot of obstacles and commandments. Their hard work and dedication could serve to send a message to consumers, who would appreciate the effort put into the production of organic food.

Moreover, the influence of different motives on the purchase of different food categories has also been investigated. Previous studies suggest that consumers are far more concerned with pesticide content in fruits and vegetables compared to dietary products. Price has also resulted in being the prevailing motive for purchasing meat, compared to taste and health concerns (Baudry et al., 2017). The results of the study indicate that environmental concerns do not influence the consumers' purchase of organically produced fruits. However, a statistically significant influence of intrinsic motivation was found on the purchase of organically produced meat. Additionally, a statistically significant influence of consumers' trust in organic food providers and organic food as a part of lifestyle was found on the purchase of organically produced vegetables. Thus, to achieve a higher demand for organically produced vegetables, companies should try to have transparent communication with the consumers. The packaging of vegetables should include as detailed information about the origin as possible. The vegetables that are not packaged should, in addition to the price tag, include information about ingredient transparency. The consumer could thus know if the ingredients were ethically sourced and what the company's environmental impact was when producing these vegetables.

Furthermore, since consumers are concerned about food safety and are starting to avoid food containing chemical modifiers, the food manufacturers in Slovenia should reduce the artificial ingredients used to reformulate the products and maintain their flavour and consistency for longer periods of time. Especially with dietary products, such as milk, yogurt, and butter, the manufacturers should consider returning to just the traditional ingredients and installing clean labels, where consumers could find recognizable, natural, simple, and familiar ingredients. Additionally, the influence of intrinsic motivation toward the purchase of organically produced meat could be ascribed to the past food safety issues

that were present regarding meat consumption (i.e., mad cow disease, swine, bird flu, etc.). The communication of marketing managers should include reassurance to customers that the meat on sale is produced in a health-friendly manner and the origin of the meat. For example, some Slovenian retailers have already started to present from which farms the meat sold originates. Also, smaller butchers should try with such communication.

It is important to note that the findings of this study should be interpreted in the context of the conducted study and within the given sample of the study's participants. Even though the sample of the study was quite big, and the questionnaire demonstrated good internal consistency, the results of the study should not be interpreted as a representative opinion of the whole population. Additionally, since the study was based on the sample, the research findings cannot be used to make broad generalizations about the whole population. To provide more general conclusions, the study should be repeated on a larger sample. The follow-up study should have a more equal representation of both genders. Furthermore, to achieve a better representation of the data collected, more ways of collecting data should have been used. In our study, the data collection was limited to using online-based questionnaires. To achieve more general findings in future studies, the online questionnaire should be combined with other types of questionnaires. The use of more traditional data collection tools would help us achieve and include older participants. To get a deeper understanding of consumers' motives, a qualitative method should have been used, which would allow us to get a deeper comprehensive understanding of consumers' motives.

A further limitation of this study is the fact that most of the questions were regarding the respondent's behaviour and actions, which means that this was a behavioural study. The social desirability effects usually take place in behavioural studies, where respondents tend to provide more socially desirable answers, which puts them in a favourable light with the interviewer, followed by the respondents' tendency to agree with the statements. We tried to prevent this measurement error by posing some negative statements. To understand if they purchase organically produced products, we needed to pose questions which demanded the respondents to cognitively recall their previous behaviour (Dillman, 2000). Furthermore, the quantitative approach used in this study does not allow for an extensive comprehension of perceptions of certain aspects of organic food consumption. The quantitative approach applied to this study prevents a deeper understanding of consumers' behaviour and motivations to purchase and consume organically produced food. Furthermore, the majority of the respondents were affiliated with a community that places significant emphasis on environmental and food production concerns. This observation suggests potential bias in the study's findings, indicating the need for further research involving a more extensive and diverse sample of participants.

The findings of this study, in combination with more extensive research on this topic, could serve as a basis for a deeper understanding of consumers' motives for purchasing organically produced food in the Slovenian market. The study reflects the areas that could be additionally improved, which offers marketers and advertisers an opportunity for future improvements

when preparing advertising and marketing campaigns for organically produced products. The findings of this study, as the previous research, recommend that producers and retailers of local food appeal to consumers who are more "mindful," with more focused communication strategies, clearer branding and labelling of organic products and training of service staff to correctly advise these customers (Birch et al., 2018). Furthermore, the results could help them include relevant motives in their communication with consumers to stimulate the purchase of organically produced food. Especially the findings regarding different food categories (i.e., vegetables, meat, etc.) could help identify the correct message for the advertisers.

Lastly, since consumer demand is the main driver of demand, it would be interesting to repeat the analysis in the future and observe the changes in the purchasing habits of Slovenian consumers. To get a deeper understanding of consumers' motives and behaviour, each variable should have been measured with at least five statements, which would have a good internal consistency and would enable them to group them into constructs. Additionally, the current study has only focused on a limited number of motives which influence the consumers' purchase decisions towards organic food. Nonetheless, future studies should include additional motives that could influence the purchase decision towards organic products.

The following chapter, named Conclusion, is the last chapter of this thesis. We have presented the key findings of the research and given final remarks.

7 CONCLUSION

This thesis aimed to analyse the motives of Slovenian consumers when purchasing organically produced food due to the consumer's growing interest in organic food in the past couple of years. The study explored the differences between the buyers and non-buyers of organic foods based on motives affecting their purchase behaviour. Additionally, the study investigated the relationship and influence between investigated variables to better understand consumer motives, which could help us identify the comparatively low volume of organic food consumption in the Slovenian market (Tandon et al., 2020a).

When approaching the topic of consumers' motivation for purchasing organic products, four research questions were placed at the centre of the research concerning the following motives: environmental concerns, trust in providers and marketers, intrinsic and extrinsic motivation, and motives for purchasing different food categories. A quantitative approach was used to gather primary data. The research method was a self-administered questionnaire, which was prepared based on existing literature and past research on this topic and distributed online. Based on the study of related secondary scientific sources and the above-mentioned research questions, four main groups of hypotheses have been presented and analysed accordingly.

The results of the study indicate that there are significant differences between the buyers and non-buyers of organically produced food in our sample. The buyers of organic food are influenced by the investigated motives, compared to non-buyers. The respondents who have stated they purchase organic products are more concerned about the environment and expressed higher trust towards the EU labelling organic products. It was also noted that buyers of organic food perceive organic food as a part of their lifestyle, are more health conscious and possess stronger intrinsic motivation to buy organically produced products. However, the buyers of organic food did not show greater trust in the organic food providers.

A positive relationship has been identified between the purchase of organic fruits or vegetables and variables that measure traits related to intrinsic motivation, organic food as part of lifestyle and health consciousness. However, no significant relationship was identified between the purchase of organic fruits or vegetables and variables investigating environmental concerns, trust in providers and EU labelling of organic products.

The analysis helped identify two factors that influence the purchase of organically produced fruits and vegetables – intrinsic motivation and organic food perceived as a part of lifestyle. Environmental concerns, together with trust in providers and EU labelling of organic food, have not been identified as factors that influence the purchase of organic food. When identifying the influence of environmental concerns on the purchase of specific food categories – fruits and vegetables, no significant influence was detected. However, the results indicate that the purchase of organic meat is influenced by consumer's intrinsic motivation.

Lastly, we tried to provide suggestions for future research on this topic. Research findings, together with recommendations, could be of great help to various stakeholders of the food supply chain, especially traders, when planning various marketing activities for organically produced food.

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APPENDICES

Appendix 1: Povzetek (Summary in Slovene language)

Glavni namen magistrske naloge je bil analizirati motive slovenskih potrošnikov pri nakupu ekološko pridelane hrane zaradi povečanega zanimanja ter povpraševanja potrošnikov po ekoloških pridelkih v zadnjih nekaj letih kot posledica številnih pomislekov glede trajnosti in varnosti hrane. Poudarek magistrske naloge je bil v raziskovanju razlik v motivih med kupci in nekupci ekološko pridelanih živil ter njihov vpliv na nakupno vedenje. Obenem smo raziskovali, kako so preučevane spremenljivke med seboj povezane, ter kako medsebojno vplivajo ena na drugo.

V središče raziskave smo postavili štiri raziskovalna vprašanja, ki se nanašajo na štiri najpogostejše motive: skrb za okolje (angl. environmental concerns), zaupanje v ponudnike in proizvajalce (angl. trust in providers and suppliers), notranja in zunanja motivacija ter motivi za nakup različnih kategorij živil. Za zbiranje primarnih podatkov je bil uporabljen kvantiativni pristop. Uporabljena raziskovalna metoda je bil vprašalnik, ki so ga respondenti sami izpolnjevali na spletu. Pripravljen je bil na podlagi obstoječe literature na to temo. Na podlagi raziskovalnih vprašanj so bile oblikovane štiri skupine hipotez.

Rezultati raziskave kažejo, da obstajajo pomembne razlike v motivih med kupci in nekupci ekološko pridelane hrane. Anketiranci, ki so navedli, da kupujejo ekološko pridelane izdelke, so bolj zaskrbljeni za okolje in bolj zaupajo v regulativo Evropske Unije, ki se nanaša na označevanje ekoloških izdelkov, v primerjavi s tistimi, ki tovrstne hrane ne kupujejo. Obenem so ugotovitve pokazale, da kupci ekološko pridelane izdelke dojemajo kot del svojega življenjskega sloga, so bolj zdravstveno ozaveščeni in notranje motivirani.

Odkrito je bilo pozitivno razmerje med nakupom ekološkega sadja ali zelenjave in spremenljivkami, ki merijo lastnosti, povezane z notranjo motivacijo, ekološko hrano kot delom življenjskega sloga in ozaveščenostjo o zdravju. Nasportno pa ni bila identificirana nobena pomembna povezava med nakupom ekološkega sadja ali zelenjave in spremenljivkami, ki preučujejo skrb za okolje, zaupanje v ponudnike in označevanje ekoloških proizvodov v EU.

Analiza je pomagala identificirati dva dejavnika, ki vplivata na nakup ekološko pridelanega sadja in zelenjave – notranjo motivacijo in ekološko hrano, ki jo dojemamo kot del življenjskega sloga. Skrb za okolje, zaupanje v ponudnike in označevanje ekoloških živil v EU niso bili identificirani kot dejavniki, ki bi vplivali na nakup ekoloških živil. Skrb za okolje ni bila identificirana kot dejavnik, ki bi vplival na nakup ekološko pridelanega sadja in zelenjave. Nasprotno pa rezultati kažejo, da na nakup ekološko pridelanega mesa vpliva potrošnikova notranja motivacija. Zgoraj navedene ugotovitve so lahko v veliko pomoč različnim deležnikom oskrbovalne verige s hrano, predvsem trgovcem in marketinškim oddelkom pri načrtovanju različnih tržnih aktivnostih za pospeševanje prodaje ekološko pridelane hrane.

Appendix 2: Questionnaire

Nakupno odločanje glede ekološko pridelane hrane

Pozdravljeni.

Sem Špela Gabrijelčič, študentka magistrskega programa Trženje na Ekonomski fakulteti v Ljubljani. V okviru svojega magistrskega dela opravljam raziskavo o vplivu zaupanja potrošnikov in skrbi za okolje na nakupno odločanje glede ekološko pridelane hrane. Anketa je popolnoma anonimna.

Prosim, da si vzamete nekaj manj kot 10 minut vašega časa za izpolnitev ankete in mi tako pomagate pri dokončanju magistrske naloge.

Za sodelovanje se vam iskreno zahvaljujem!

Q1 - Ste v vašem gospodinjstvu v zadnjih treh mesecih kupili ekološko pridelano hrano*?

◯ Da.
◯ Ne.

Q2 - Kako pogosto kupujete ekološko pridelane izdelke?

◯ Enkrat tedensko.
◯ Večkrat na mesec.
◯ Enkrat mesečno.
◯ Večkrat letno.
◯ Nikoli.

Q3 - Katere ekološko pridelane izdelke običajno kupujete?

Možnih je več odgovorov.

☐ Meso.
☐ Mleko.
☐ Sadje.
☐ Kruh.
☐ Zelenjavo.

Q4 - Naslednje trditve se navezujejo na vaše nakupne navade glede ekološko pridelane hrane, pri čemer uporabite lestvico od 1 (sploh se ne strinjam) do 5 (popolnoma se strinjam).

	1 (sploh se ne strinjam)	2 (se ne strinjam)	3 (niti se ne strinjam, niti se strinjam)	4 (se strinjam)	5 (popolnoma se strinjam)
Uživanje ekološke hrane je sestavni del mojega življenja.	◯	◯	◯	◯	◯

Uživanje ekološke hrane je del načina življenja, za katerega sem se odločil/la.	○	○	○	○	○
Kupujem ekološko pridelano hrano, ker je dobra za moje zdravje.	○	○	○	○	○
Kupujem ekološko pridelano hrano, ker je okolju prijazna.	○	○	○	○	○
Kupujem ekološko pridelano hrano, ker je boljšega okusa kot neekološko pridelana hrana.	○	○	○	○	○
Ekološko pridelano hrano kupujem, ker ima visoko hranilno vsebnost.	○	○	○	○	○
Pri zadnjih petih nakupih sem kupil ekološko pridelano sadje.	○	○	○	○	○
Zadnjih petkrat sem kupil ekološko pridelano zelenjavo.	○	○	○	○	○

Q5 - Naslednje trditve se navezujejo na vaš odnos do narave in skrb za okolje, pri čemer uporabite lestvico od 1 (sploh se ne strinjam) do 5 (popolnoma se strinjam).

	1 (sploh se ne strinjam)	2 (se ne strinjam)	3 (niti se ne strinjam, niti se strinjam)	4 (se strinjam)	5 (popolnoma se strinjam)
Človeštvo močno zlorablja okolje.	○	○	○	○	○
Ko človek posega v naravo, ima to pogosto katastrofalne posledice.	○	○	○	○	○
Ravnovesje v naravi je zelo občutljivo in se zlahka poruši.	○	○	○	○	○
Človeštvo mora živeti v sožitju z naravo, da lahko preživi.	○	○	○	○	○

Zelo sem zaskrbljen/na za stanje okolja in kaj bo to pomenilo za mojo prihodnost.	○	○	○	○	○
V veselje mi je prispevati k varovanju okolja z uporabo ekoloških živil.	○	○	○	○	○
V veselje mi je izboljšati kakovost okolja z uporabo ekološke hrane.	○	○	○	○	○
Žal bi mi bilo, če ne bi naredil/la nekaj za okolje in prihodnje generacije.	○	○	○	○	○
Sramoval/la bi se samega sebe, če ne bi naredil/la nič za pomoč okolju.	○	○	○	○	○
Kupujem lokalno pridelano hrano, ker naredi manj kilometrov in posledično manj škoduje okolju.	○	○	○	○	○

Q6 - Naslednje trditve se nanašajo na vaše zaupanje do pridelovalcev in prodajalcev ekološko pridelane hrane, pri čemer uporabite uporabite lestvico od 1 (sploh se ne strinjam) do 5 (popolnoma se strinjam).

	1 (sploh se ne strinjam)	2 (se ne strinjam)	3 (niti se ne strinjam, niti se strinjam)	4 (se strinjam)	5 (popolnoma se strinjam)
Kupujem ekološko pridelano hrano, ker vsebuje manj pesticidov in drugih kemikalij.	○	○	○	○	○
Ekološka hrana vsebuje naravne sestavine.	○	○	○	○	○
Dvomim v označevanje ekoloških živil.	○	○	○	○	○
Menim, da ekološka hrana, ki se trenutno prodaja na trgu, v resnici ni ekološka.	○	○	○	○	○
pan >Bolj zaupam ekološkim izdelkom, kupljenim neposredno od proizvajalca, kot tistim, ki imajo ekološki logotip*.					

*Ekološki logotip (na sliki spodaj) zagotavlja skladno vizualno podobo ekološkim proizvodom EU, ki se prodajajo v EU. Logotip omogoča, da evropski potrošniki lažje prepoznajo proizvode z ekološkim poreklom in pomaga kmetom, da jih tržijo v vseh državah EU (Evropska komisija, b.d). 	○	○	○	○	○
Ne potrebujem ekološkega logotipa, ker se zanašam na besede proizvajalca ekološke hrane.	○	○	○	○	○
Zaupam v organske izdelke, ki jih nadzoruje Evropska Unija.	○	○	○	○	○

Q7 - Kako pomemben vam je kriterij »ekološko pridelano« za spodaj našteta živila. Prosim vas, da spodnje trditve ocenite na lestvico od 1 (sploh ni pomembno) do 5 (zelo pomembno).

	1 (sploh ni pomembno)	2 (ni pomembno)	3 (niti ni pomembno, niti je pomembno)	4 (je pomembno)	5 (zelo pomembno)
Pomembno mi je, da je mleko ekološko pridelano.	○	○	○	○	○
Pomembno mi je, da je meso ekološko pridelano.	○	○	○	○	○
Ni mi pomembno, da je kruh ekološko pridelan.	○	○	○	○	○
Pomembno mi je, da je krompir ekološko pridelan.	○	○	○	○	○
Pomembno mi je, da so jabolka ekološko pridelana.	○	○	○	○	○

Q8 - Prosim, označite svoj spol.

◯ Ženski.
◯ Moški.

Q9 - Prosim, označite starostno skupino, v katero spadate.

◯ Manj kot 20
◯ 20 - 29
◯ 30 - 39
◯ 40 – 49
◯ 50 – 59
◯ 60-69
◯ 70 ali več

Q10 - Označite doseženo stopnjo izobrazbe.

◯ Končana osnovna šola,
◯ končana srednja poklicna šola ali gimnazija,
◯ končana višja, visoka ali univerzitetna izobrazba,
◯ končan magisterij stroke,
◯ končan doktorat.

Q11 - Kje živite?

◯ V mestu,
◯ v predmestju,
◯ na podeželju,
◯ drugo:

Q12 - Pridelujete prehrambene izdelke doma oz. imate neposredno dostop do njih (sadje, zelenjava, meso, mleko itd.)?

Možnih je več odgovorov.
☐ Sam pridelujem prehrambene izdelke (npr. imam vrt, sadje, kokoši itd.)
☐ Moji starši/stari starši pridelujejo prehrambene izdelke (npr. imajo vrt, sadje, kokoši itd.)
☐ Imam sosede/prijatelje, ki pridelujejo prehrambene izdelke.
☐ Drugo:

Q13 - Vaš povprečni neto mesečni dohodek:

◯ nimam svojega dohodka,
◯ manj kot 1000 €
◯ 1001 – 1500 €
◯ 1501 – 2000 €
◯ 2001 – 2500 €
◯ 2501 €ali več.

Appendix 2: Demographic data

Table 1: Frequencies and percentages by gender

Gender	Frequency	Percent	Cumulative Percent
Women	812	96.9	96.9
Men	26	3.1	100.0
Total	838	100.0	

Source: own work.

Table 2: Frequencies and percentages for respondents' education

Education	Frequency	Percent	Cumulative Percent
Completed primary school	5	0.6	0.6
Completed vocational school or high school	259	30.9	31.5
Completed higher college or university education	413	49.3	80.8
Completed master's degree	150	17.9	98.7
Completed Ph.D.	11	1.3	100.0
Total	838	100.0	

Source: own work.

Table 3: Frequencies and percentages for net monthly income

Net monthly income	Frequency	Percent	Cumulative Percent
No personal income	53	6.3	6.3
Less than 1000 €	140	16.7	23.0
1001-1500 €	372	44.4	67.4
1501-2000 €	151	18.0	85.4
2001-2500 €	69	8.2	93.7
2501 € or more	53	6.3	100.0
Total	838	100.0	

Source: own work.

Table 4: Frequencies and percentages for where the respondents are living

Living	Frequency	Percent	Cumulative Percent
City	288	34.4	34.4

Table continues

Table 4: Frequencies and percentages for where the respondents are living (cont.)

Continues

Living	Frequency	Percent	Cumulative Percent
Suburbs	197	23.5	57.9
Countryside	347	41.4	99.3
Other:	6	0.7	100.0
Total	838	100.0	

Source: own work.

Table 5: Frequency table for the statement "I grow my own food products (e.g., I have a garden, fruit, chickens, etc.)"

Item	Frequency	Percent	Cumulative Percent
No	475	56.7	56.7
Yes	363	43.3	100.0
Total	838	100.0	

Source: own work.

Table 6: Frequency table for the statement "My parents/grandparents grow food products"

Item	Frequency	Percent	Cumulative Percent
No	253	30.2	30.2
Yes	585	69.8	100.0
Total	838	100.0	

Source: own work.

Table 7: Frequency table for the statement "I have neighbours who grow food products"

Item	Frequency	Percent	Cumulative Percent
No	534	63.7	63.7
Yes	304	36.3	100.0
Total	838	100.0	

Source: own work.

Table 8: Frequency table for the purchase of organic food in the past three months

	Frequency	Percent	Cumulative Percent
Yes	700	83.5	83.5
No	138	16.5	100.0
Total	838	100.0	

Source: own work.

Appendix 4: Independent-samples tests

Table 1: Independent-sample test for environmental concerns

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Environmental concerns	Equal variances assumed	,393	,531	1,976	836	,024	,048	,11019	,05575	,00076	,21962
	Equal variances not assumed			1,833	182,670	,034	,068	,11019	,06011	-,00840	,22878

Source: own work.

Table 2: Independent-samples test for trust in providers

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Q6e_I trust more organic products bought straight from the producer than the ones with European logo.	Equal variances assumed	,978	,323	,439	836	,330	,661	,041	,094	-,143	,226
	Equal variances not assumed			,419	187,135	,338	,676	,041	,098	-,153	,236

Source: own work.

Table 3: Independent-samples test for trust in EU labelling

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Q6g_I trust in the organic products controlled by the European Union.	Equal variances assumed	,116	,734	2,914	836	,002	,004	,245	,084	,080	,409
	Equal variances not assumed			2,863	191,748	,002	,005	,245	,085	,076	,413

Source: own work.

Table 4: Independent-samples test for intrinsic motivation

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Instrinsic motivation	Equal variances assumed	13,724	<,001	7,955	836	<,001	<,001	,60135	,07560	,45296	,74973
	Equal variances not assumed			6,981	175,343	<,001	<,001	,60135	,08614	,43135	,77134

Source: own work.

Table 5: Independent-samples test for health consciousness

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Q4c_Health consciousness	Equal variances assumed	25,856	<,001	10,736	836	<,001	<,001	,929	,087	,759	1,099
	Equal variances not assumed			8,893	168,874	<,001	<,001	,929	,105	,723	1,136

Source: own work.

Table 6: Independent-samples test for part of lifestyle

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Part of lifestyle	Equal variances assumed	1,767	,184	11,613	836	<,001	<,001	1,03120	,08880	,85691	1,20549
	Equal variances not assumed			11,180	188,334	<,001	<,001	1,03120	,09224	,84925	1,21315

Source: own work.

Appendix 5: Spearman correlation coefficient

Table 1: Spearman correlation coefficient for environmental concerns and purchase of organically produced vegetables

			Q4h_During the last five times, I have bought organic vegetables.	Environmental concerns
Spearman's rho	Q4h_During the last five times, I have bought organic vegetables.	Correlation Coefficient	1,000	,143**
		Sig. (2-tailed)	.	<,001
		N	838	838
	Environmental concerns	Correlation Coefficient	,143**	1,000
		Sig. (2-tailed)	<,001	.
		N	838	838

**. Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

Table 2: Spearman correlation coefficient for the purchase of organic vegetables, trust in providers and trust in EU labelling

			Q4h_During the last five times, I have bought organic vegetables.	Q6e_I trust more organic products bought straight from the producer than the ones with European logo.	Q6g_I trust in the organic products controlled by the European Union.
Spearman's rho	Q4h_During the last five times, I have bought organic vegetables.	Correlation Coefficient	--		
		Sig. (2-tailed)	.		
		N	838		
	Q6e_I trust more organic products bought straight from the producer than the ones with European logo.	Correlation Coefficient	,068*	--	
		Sig. (2-tailed)	,048	.	
		N	838	838	
	Q6g_I trust in the organic products controlled by the European Union.	Correlation Coefficient	,113**	-,261**	--
		Sig. (2-tailed)	,001	<,001	.
		N	838	838	838

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

Table 3: Spearman correlation coefficient for the purchase of organic fruits/vegetables and intrinsic motivation

			Intrinsic motivation	Q4h_During the last five times, I have bought organic vegetables.	Q4g_During the last five times, I have bought organic fruits.
Spearman's rho	Intrinsic motivation	Correlation Coefficient	--		
		Sig. (2-tailed)	.		
		N	838		
	Q4h_During the last five times, I have bought organic vegetables.	Correlation Coefficient	,435**	--	
		Sig. (2-tailed)	<,001	.	
		N	838	838	
	Q4g_During the last five times, I have bought organic fruits.	Correlation Coefficient	,394**	,667**	--
		Sig. (2-tailed)	<,001	<,001	.
		N	838	838	838

**. Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

Table 4: Spearman correlation coefficient for the purchase of organic vegetables and variables health consciousness and part of lifestyle

			Q4h_During the last five times, I have bought organic vegetables.	Part of lifestyle	Q4c_Health consciousness
Spearman's rho	Q4h_During the last five times, I have bought organic vegetables.	Correlation Coefficient	--		
		Sig. (2-tailed)	.		
		N	838		
	Part of lifestyle	Correlation Coefficient	,485**	--	
		Sig. (2-tailed)	<,001	.	
		N	838	838	
	Q4c_Health consciousness	Correlation Coefficient	,450**	,608**	--
		Sig. (2-tailed)	<,001	<,001	.
		N	838	838	838

**. Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

Appendix 6: Regression analysis data

Table 1: Multiple correlations between dependent and independent variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,527[a]	,278	,269	1,151

a. Predictors: (Constant), Neto montly income , Instrinsic motivation, Gender, Q6e_I trust more organic products bought straight from the producer than the ones with European logo., Living, Q6g_I trust in the organic products controlled by the European Union., Age, Environmental concerns , Q4c_Health consciousness, Part of lifestyle

b. Dependent Variable: Q4g_During the last five times, I have bought organic fruits.

Source: own work.

Table 2: ANOVA test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	422,053	10	42,205	31,835	<,001[b]
	Residual	1096,406	827	1,326		
	Total	1518,459	837			

a. Dependent Variable: Q4g_During the last five times, I have bought organic fruits.

b. Predictors: (Constant), Neto montly income , Instrinsic motivation, Gender, Q6e_I trust more organic products bought straight from the producer than the ones with European logo., Living, Q6g_I trust in the organic products controlled by the European Union., Age, Environmental concerns , Q4c_Health consciousness, Part of lifestyle

Source: own work.

Table 3: Multiple correlations between dependent and independent variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,547[a]	,299	,290	,799

a. Predictors: (Constant), Living, Environmental concerns , Age, Q6g_I trust in the organic products controlled by the European Union., Gender, Part of lifestyle, Q6e_I trust more organic products bought straight from the producer than the ones with European logo., Neto montly income , Q4c_Health consciousness, Instrinsic motivation

b. Dependent Variable: Q7d_It is important to me that the potatoes are organically produced.

Source: own work.

Table 4: ANOVA test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	224,936	10	22,494	35,238	<,001[b]
	Residual	527,895	827	,638		
	Total	752,831	837			

a. Dependent Variable: Q7d_It is important to me that the potatoes are organically produced.

b. Predictors: (Constant), Living, Environmental concerns , Age, Q6g_I trust in the organic products controlled by the European Union., Gender, Part of lifestyle, Q6e_I trust more organic products bought straight from the producer than the ones with European logo., Neto montly income , Q4c_Health consciousness, Instrinsic motivation

Source: own work.

Table 5: Multiple correlations between dependent and independent variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,502[a]	,252	,243	,853

a. Predictors: (Constant), Living, Environmental concerns , Age, Q6g_I trust in the organic products controlled by the European Union., Gender, Part of lifestyle, Q6e_I trust more organic products bought straight from the producer than the ones with European logo., Neto montly income , Q4c_Health consciousness, Instrinsic motivation

b. Dependent Variable: Q7b_It is important to me that the meat is organically produced.

Source: own work.

Table 6: ANOVA test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	202,737	10	20,274	27,849	<,001[b]
	Residual	602,042	827	,728		
	Total	804,779	837			

a. Dependent Variable: Q7b_It is important to me that the meat is organically produced.

b. Predictors: (Constant), Living, Environmental concerns , Age, Q6g_I trust in the organic products controlled by the European Union., Gender, Part of lifestyle, Q6e_I trust more organic products bought straight from the producer than the ones with European logo., Neto montly income , Q4c_Health consciousness, Instrinsic motivation

Source: own work.

Table 7: Multiple correlations between dependent and independent variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,559[a]	,312	,304	,768

a. Predictors: (Constant), Living, Environmental concerns , Age, Q6g_I trust in the organic products controlled by the European Union., Gender, Part of lifestyle, Q6e_I trust more organic products bought straight from the producer than the ones with European logo., Neto montly income , Q4c_Health consciousness, Instrinsic motivation

b. Dependent Variable: Q7e_It is important to me that the apples are organically produced.

Source: own work.

Table 8: ANOVA test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	221,481	10	22,148	37,564	<,001[b]
	Residual	487,612	827	,590		
	Total	709,093	837			

a. Dependent Variable: Q7e_It is important to me that the apples are organically produced.

b. Predictors: (Constant), Living, Environmental concerns , Age, Q6g_I trust in the organic products controlled by the European Union., Gender, Part of lifestyle, Q6e_I trust more organic products bought straight from the producer than the ones with European logo., Neto montly income , Q4c_Health consciousness, Instrinsic motivation

Source: own work.

Appendix 7: Tests of normality

Table 1: Test of normality: Environmental concerns

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Environmental concerns	,113	838	<,001	,928	838	<,001

a. Lilliefors Significance Correction

Source: own work.

Table 2: Test of normality: Intrinsic motivation

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Instrinsic motivation	,208	838	<,001	,890	838	<,001

a. Lilliefors Significance Correction

Source: own work.

Table 3: Test of normality: Trust in providers

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Q6e_Trust in providers	,222	838	<,001	,879	838	<,001

a. Lilliefors Significance Correction

Source: own work.

Table 4: Test of normality: Trust in EU labelling

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Q6g_Trust in EU labelling	,252	838	<,001	,878	838	<,001

a. Lilliefors Significance Correction

Source: own work.

Table 5: Test of normality: Part of lifestyle

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Part of lifestyle	,137	838	<,001	,953	838	<,001

a. Lilliefors Significance Correction

Source: own work.

Table 6: Test of normality: Health consciousness

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Q4c_Health consciousness	,279	838	<,001	,841	838	<,001

a. Lilliefors Significance Correction

Source: own work.

Appendix 8: Calculations of Cronbach's alpha

Table 1: All variables used in hypothesis testing

Reliability Statistics

Cronbach's Alpha	N of Items
,806	12

Source: own work.

Table 2: Cronbach's alpha for environmental concerns

Reliability Statistics

Cronbach's Alpha	N of Items
,812	5

Source: own work.

Table 3: Cronbach's alpha for intrinsic motivation

Reliability Statistics

Cronbach's Alpha	N of Items
,934	2

Source: own work.

Table 4: Cronbach's alpha for part of lifestyle

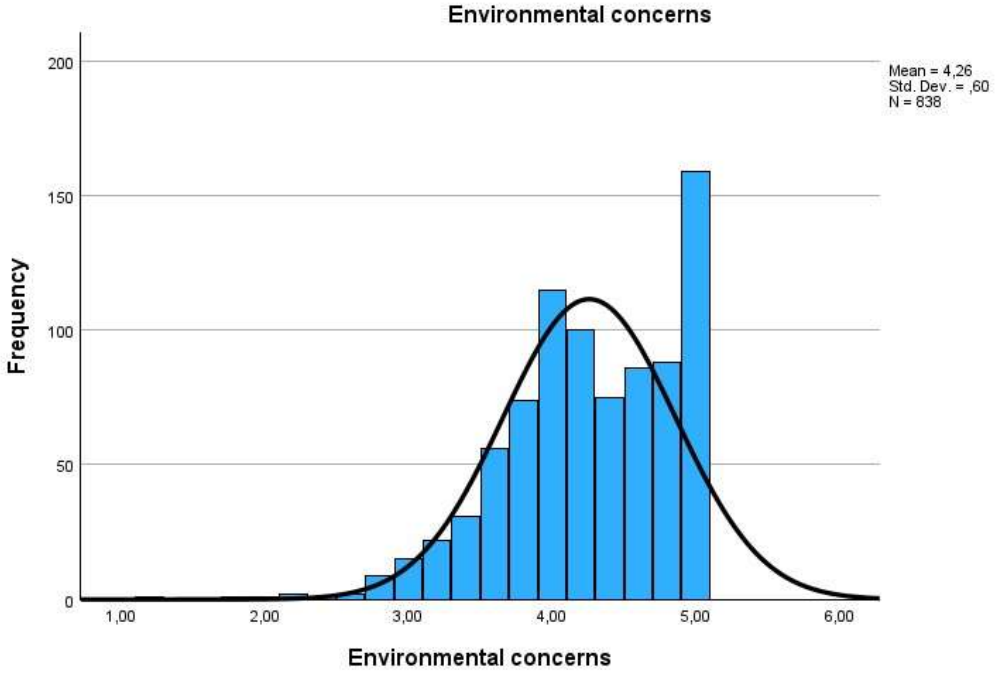
Reliability Statistics

Cronbach's Alpha	N of Items
,882	2

Source: own work.

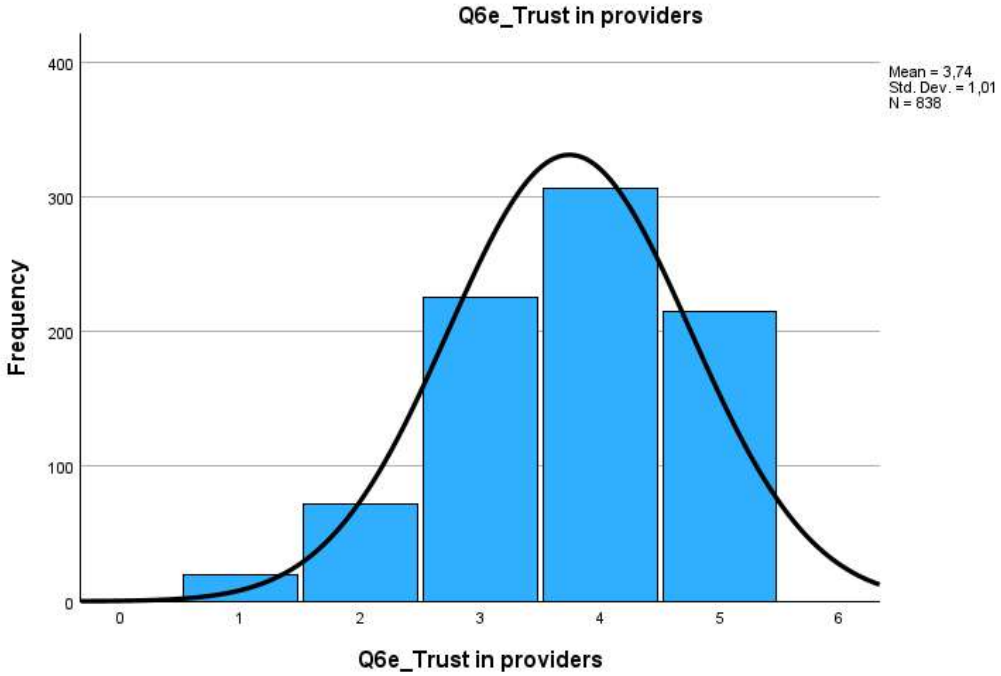
Appendix 9: Histograms

Histogram 1: Environmental concerns



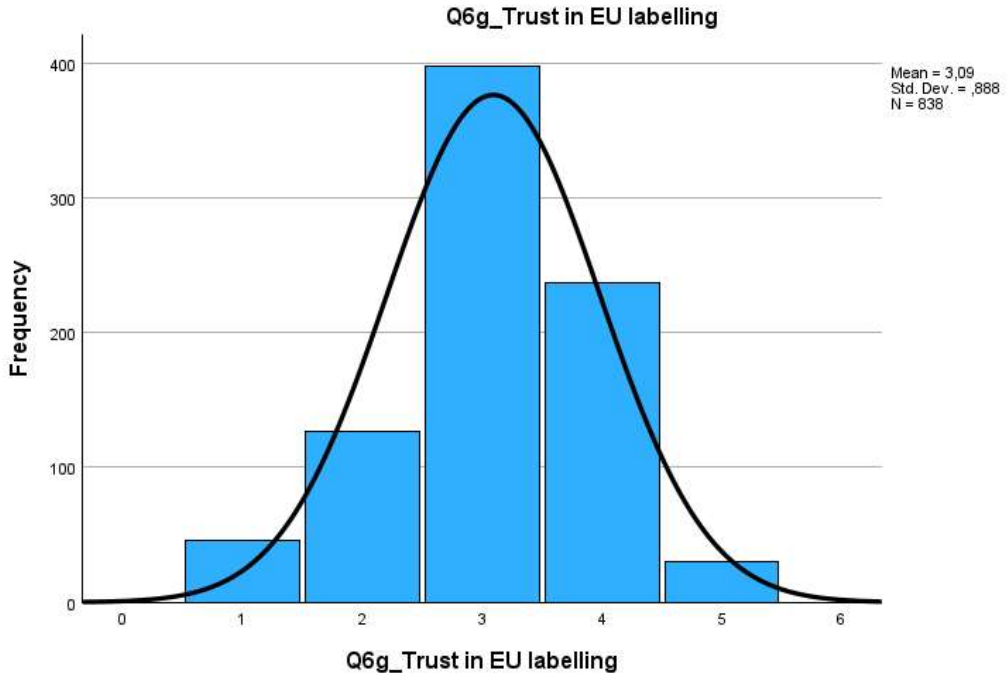
Source: own work.

Histogram 2: Trust in providers



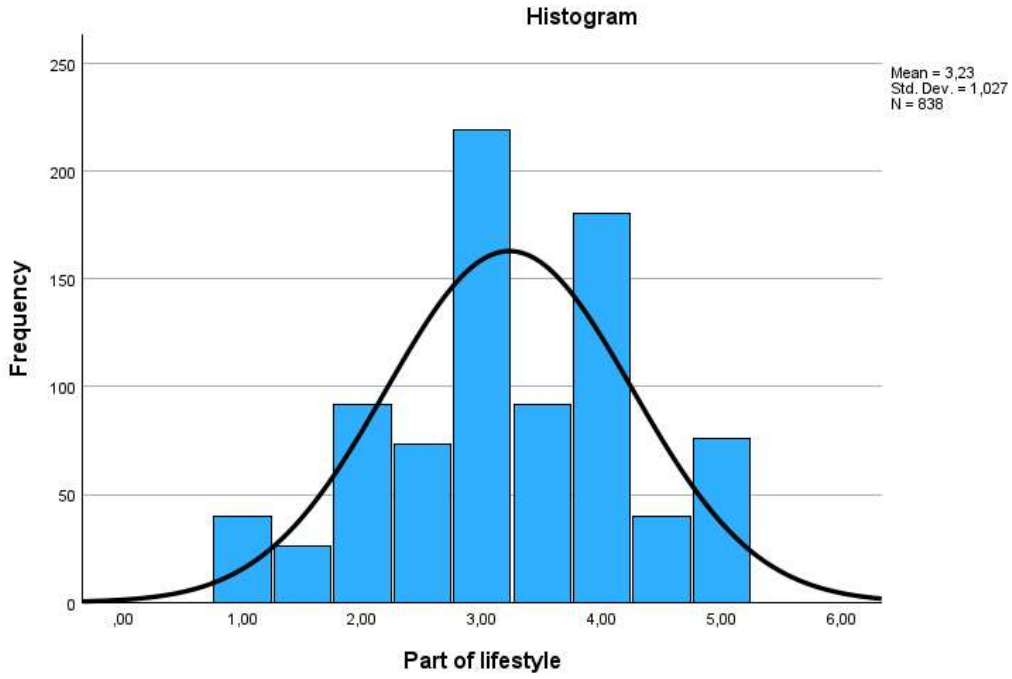
Source: own work.

Histogram 3: Trust in EU labelling



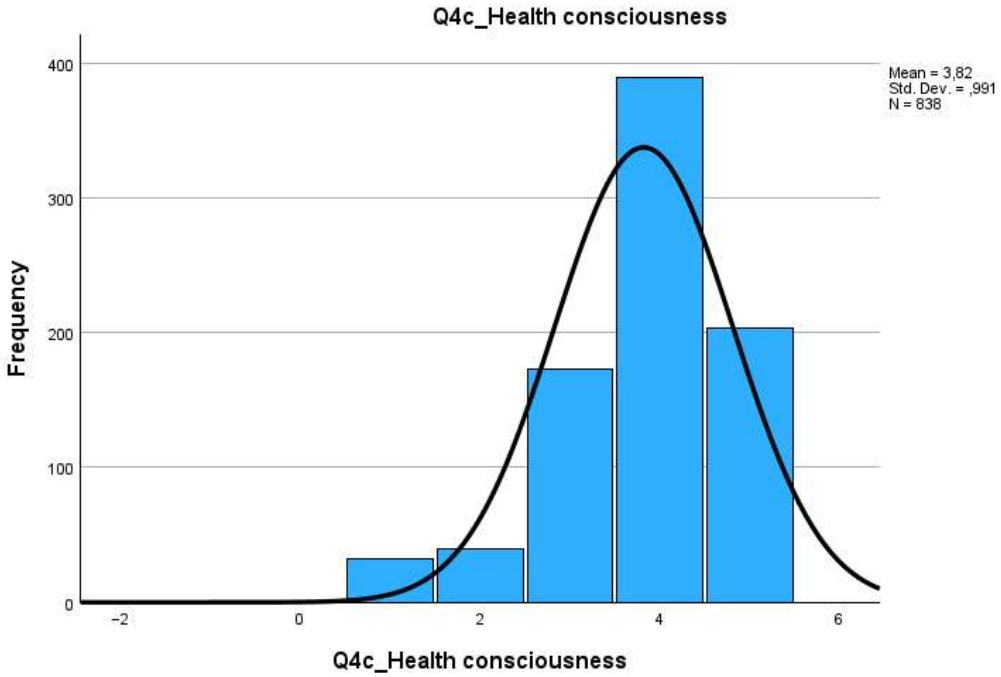
Source: own work.

Histogram 4: Part of lifestyle



Source: own work.

Histogram 5: Health consciousness



Source: own work.