

THE VALUES AND ATTITUDES AS DRIVERS OF ORGANIC FOOD PURCHASE

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ABSTRACT

Values are one of the fundamental concepts that explain the human behavior, both individually and socially (Slijepčević & Matanović, 2015). Attitudes and values can greatly influence and guide our decisions and behavior. The aim of this research was to determine how attitudes and values about organic food can influence the decision to purchase it. Basis for this research was The Schwartz Theory of Basic Values and The Theory of Planned Behavior. In the first part, the questionnaire comprises 20 variables (Krystallis et al., 2008). It is divided into the three sections: the list of 17 Portrait Value Questionnaire (PVQ), organic food shopping behavior, and list of nine organic food-related consumer beliefs. For the second part of this research the questionnaire is used to determine attitude, subjective norm, perceived behavioral control, perceived barriers, self-efficacy, past behavior and intention (Chan et al., 2016). The research involved 352 respondents, of whom 232 were women and 120 were men. The results showed a large number of statistically significant correlations between the variables used. The most significant correlation is related to the decision to buy organic food, which is more likely for respondents with higher scores on the Benevolence, Universalism, Self-direction and Security subscales.

Keywords: organic food, values, attitudes, the Schwartz theory.

INTRODUCTION

Values are one of the fundamental concepts that explain the human behavior, both individually and socially (Slijepčević & Matanović, 2015). They are generally understood as extremely stable constructs that are not easily changed, even if considerable effort is invested. As a result, values can serve as better predictors of behaviour over extended periods of time (Krystallis et al., 2008) and can provide guidelines to organic food producers and traders by predicting consumer behaviour.

Based on several decades of psychology research Schwartz proposed 10 basic motivational values that incorporate virtually all specific values from different cultures around the world: benevolence, universalism, self-direction, stimulation, hedonism, achievement, power, security, conformity and tradition (Schwartz, 2004). Benevolence refers to the preserving and enhancing the welfare of those with whom the person is in frequent contact; Universalism implies understanding, appreciation, tolerance and protection for the well-being of all; Self-direction refers to independency; Stimulation to excitement, novelty and challenges in life; Hedonism is defined as personal pleasure; Achievement refers to a personal success through the demonstration of competence; Power refers to the social status and prestige, control or dominance over people and resources; Security is identified as safety, harmony and stability; Conformity is defined as restraint of actions that may upset or harm others and Tradition refers to the respect, devotion and acceptance of customs and ideas that are part of an individual's cultural or religious heritage (Aertsens et al., 2009; Krystallis et al., 2008). These values are organized onto a motivational continuum that reflects the dynamic interplay between self-enhancement and self-transcendence, as

well as openness to change versus conversations. Each of them may have influence on consumer decisions.

Recent research proposes that the relations of personal values to behaviour are stronger at higher value importance and weaker at lower levels (J. A. Lee et al., 2021). The Theory of planned behaviour has been widely applied in research with aim to understand individual behaviour, including organic consumers (Zagata, 2012).

Organic food consumption has been steadily increasing over past two decades, largely driven by rising consumer concerns about health, environmental sustainability and food safety (van den Berge et al., 2025). Consequently, understanding the structure and influence of personal values becomes a crucial aspect of exploring consumer behaviour in the organic food sector.

MATERIAL AND METHODS OF WORK

The aim of this research was to determine how the attitudes and values as the basis of human behavior can influence their decision to buy organic food. The research is based on The Schwartz Theory of Basic Values and The Theory of Planned Behavior. For that purpose, the questionnaire was designed (Chan et al., 2016; Krystallis et al., 2008). It consists from four parts where first part examines values, second attitudes, beliefs, subjective norms, behavioral control, perceived barriers and self-efficacy, third part investigates organic food purchase frequencies and intentions and fourth part is giving socio-demographic profile of respondents.

Table 1. Descriptive statistics in percentages.

Gender	Household				5 y kids				6-12 y kids				13-18 y kids				Residence	Salary	Edu.				Years
M	65,9	0	5,1	0	94,0	0	92,9	0	90,6	Up to 10,000	13,9	< avg.	11,4	P	2,8	<18	2,0						
F	34,1	1	18,8	1	4,5	1	0,5	1	8,2	10.001-50.000	59,7	Avg.	71,6	H	53,7	19-25	21,3						
		2	21,3	2	0,6	2	0,3	2	0,6	50.001-100K	14,8	^ avg.	17,0	U	42,0	26-35	21,6						
		3	33,5	3	0,9	3	,3	3	0,6	100K +	11,6			hD	1,4	36-45	26,4						
		4	21,3													46-55	19,0						
																>56	9,7						

The resreach involved 352 respondents, of whom 232 were women (65,9 %) and 120 were men (34,1%). The majority of respodents 95,5% are from Republika Srpska, 59,7% of them live in small towns with 10.000 to 50.000 people and 71,6% states their monthly income is average. The age groups are scattered, but 48% of respodents belongs to age gruops between 36-45 years (26,3%) and 26-35 years (26,3%). The majority of respodents 95,7% have finished secondary school (42%) and university degree (53,7%).

The Schwartz Theory of Basic Values

Until recently, all studies that support The Values theory employed a single measurement instrument, the Schwartz Value Survey (SVS). A more concrete typology, however, the Portrait Value Questionnaire (PVQ) is designed to measure the same 10 value constructs, and the questions are adapted to the aim of this research (Krystallis et al., 2008). In this research PVQ will be used as a more suitable instrument because the SVS demands a high level of abstract thought and presents value concepts outside any specific context (Schwartz, 2004).

The first section contains adapted 17-item PVQ based inventory that includes consumer values related to organic food, according to the survey done using a nationally representative sample of 1043 Greek consumers (Krystallis et al., 2008). The questionnaire will cover 7 out of 10 domains: benevolence, universalism, self-direction, stimulation, hedonism, achievement and security. These values domain cover completely the self-transcendence and openness to change and partially the self-enhancement and conservation value dimensions. From the three domains not covered, tradition and power are found the least important in most PVQ applications around the world. A respondent may score the answers on 6-points Likert scale from 1 (very much like me) to 6 (not like me at all).

For research based on The Schwartz Theory of Basic Values, following hypothesis are set:

- H1) There is a positive relationship between benevolence value and the intention to purchase organic food;
- H2) There is a positive relationship between universalism value and the intention to purchase organic food;
- H3) There is a positive relationship between self-direction value and the intention to purchase organic food;
- H4) There is a positive relationship between stimulation value and the intention to purchase organic food;
- H5) There is a positive relationship between hedonism value and the intention to purchase organic food;
- H6) There is a positive relationship between achievement value and the intention to purchase organic food;
- H7) There is a positive relationship between security value and the intention to purchase organic food.

The Theory of Planned Behavior

The second part of this research will examine relations between attitude, subjective norm, perceived behavioral control, perceived barriers, self-efficacy, and past behavior on one side and intention to organic food purchase and consumption on the other side (Chan et al., 2016). Each construct is operationalized using items adapted from validated instruments, as described below:

Attitude towards healthy eating was measured by asking participants to rate on a 5-point semantic differential scale for six pairs of evaluative adjectives to describe attitudes to organic food from 1 (very) to 5 (not at all) – question 20,

Beliefs towards organic food benefits was measured by asking participants to rate on a 7-point semantic differential scale from 1 (I strongly believe) to 7 (I strongly do not believe). The list includes five positive beliefs (organics are free from chemicals, have better taste, are better for the environment, are healthier and are more natural) and four negative beliefs (organics are more expensive, keep fresh less, are less attractive and are not really organics) (Krystallis et al., 2008). – question 21,

Subjective norms, defined as suggestion for healthy diet, was measured by asking participants to indicate how often they receive such suggestions from six different sources, using a 5-point scale ranging from 1 (very often) to 5 (never): The sources included: friends, family, TV programs, magazines and newspaper, the internet, and government promotional messages - question 22,

For perceived behavioural control, participants were asked to rate three statements to what extent they have control on healthy eating by rating the truth to statements on 5-point scale

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(1=definitely yes, 5=definitely no). The statements are: I will try very hard to eat healthier, I am disciplined enough to eat healthier, I have enough time to eat healthier – question 23,

Perceived barriers – reasons for unhealthy diet were rated on 5-point scale where 1 (strongly agree) and 5 (strongly no) – question 24,

Self-efficacy in context of decisions for future organic food consumption was measured by asking participants to rate four statements on a 5-point scale where 1 (strongly yes) and 5 (strongly no) – question 25,

The following questions were designed to directly examine the previously defined hypotheses are:

- past eating behaviour was measured by asking participants how often they consumed organic food in the previous month, using a 5-point scale ranging from 1 (very often) to 5 (never) – question 26.

Healthy eating intention was measured with two questions:

- Do you intend to consume organic food next week?
- How likely is it that you will consume organic food next week?

Both questions were rated on 5-point scale where 1 (definitely yes) and 5 (definitely no) - question 27 and 28.

Before applying statistical techniques, the normality of data distribution was tested using Kolmogorov-Smirnova and Shapiro-Wilk tests. As both tests indicated significant deviations from normality ($p < 0,05$), non-parametric methods were applied in further analysis. To examine the relations between the variables, the Spearman's rank correlation coefficient was used, while Kruskal-Wallis's test was applied to assess group differences. In addition to the research, the correlations between socio-demographic variables and value/attitudes are examined.

RESULTS AND DISCUSSION

Kolmogorov-Smirnova and Shapiro-Wilk tests for checking the distribution of data show that the data are unevenly distributed, and for this reason non-parametric tests are used in further processing (Table 1).

To determine whether there is a correlation between the scales used, as well as which type of correlation is dominant, the Spearman rho correlation coefficient was used (Tables 2 and 3).

In Table 2, we can see a larger measurement of the association between the sociodemographic variables and the scales used in the research. The coefficients that show statistical significance is the positive correlation coefficient between gender and benevolence, which indicates that male respondents as organic-related consumers show a higher score than female respondents on this subscale ($Rho = 0,14$, $p = 0,01$). The male gender also has higher scores on subjective norms, meaning they tend to be more influenced by people and the environment suggesting them they should have healthier diet ($Rho = 0,16$, $p = 0,00$).

Significant negative correlations were obtained between the benevolence and achievement subscales compared to the variable on the number of children under 5 years old ($Rho = -0,19$, $p = 0,00$; $Rho = -0,20$, $p = 0,00$) and between the benevolence and beliefs subscale compared to the variable on the size of the place of residence ($Rho = -0,15$, $p = 0,01$; $Rho = -0,18$, $p = 0,00$) This leads to conclusion that the respondents with children under 5 years old and those who live in a smaller cities have a lower score on the benevolence subscale ($Rho = -0,19$, $p = 0,00$; $Rho = -0,15$, $p = 0,01$). Previous research showed that consumers from rural areas have less interest in buying organic milk and milk products than consumers from urban area (Čolović & Mitić, 2023). Families with more children under 5 years of age also tend to have lower scores on the achievement scale ($Rho = -0,204$, $p = 0,00$), and those with children between 6 and 12 years have more negative beliefs towards organic food ($Rho = -0,176$, $p = 0,00$).

Table 1. Tests of normality.

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PVQ Benevolence	,165	352	,000	,846	352	,000
PVQ Universalism	,213	352	,000	,773	352	,000
PVQ Self direction	,243	352	,000	,714	352	,000
PVQ Stimulation	,113	352	,000	,954	352	,000
PVQ Hedonism	,151	352	,000	,885	352	,000
PVQ Achievement	,150	352	,000	,921	352	,000
PVQ Security	,272	352	,000	,704	352	,000
Attitude total	,178	352	,000	,848	352	,000
Beliefs total	,106	352	,000	,858	352	,000
Suggestion total	,087	352	,000	,979	352	,000
Truth fo statements total	,102	352	,000	,943	352	,000
Reasons for unhealthy diet total	,067	352	,001	,986	352	,002
Food decision total	,071	352	,000	,967	352	,000

The results showed negative and significant relation between education and total suggestion ($Rho=-0,149$, $p=0,00$) meaning that these respondents are less likely to be influenced by the environment suggesting to them to eat healthier.

Older respondents have significant and positive higher scores on the stimulation, hedonism and achievement subscales ($Rho=0,29$, $p=0,00$; $Rho=0,24$, $p=0,00$; $Rho=0,18$, $p=0,00$) meaning that older consumers (age between 36-45 years and more) are more prone to challenges, personal pleasure and achievements. Younger respondents have more negative beliefs about the quality of organic food what is in the line with previous research (Sudarević & Radojević, 2018), but they are also less susceptible to being influenced by suggestions from media, family and friends ($Rho=-0,26$, $p=0,00$; $Rho=-0,20$, $p=0,00$). The importance of trust as the most crucial factor affecting the purchase behaviour of young people is investigated in Vietnam (Nguyen & D. Vo, 2023). Younger respondents are less inclined to determine the reason for not eating healthy ($Rho=-0,20$, $p=0,00$).

Other socio-demographic variables like salary/income and size of household did not show significancy.

The correlation coefficients between the PVQ scales and the scales on the overall attitude, beliefs, suggestibility, truth of the proposed statements, reasons for unhealthy eating and the final decision to buy organic food are shown in Table 3.

Overall attitude towards organic food is significantly and positively correlated with benevolence and universalism, meaning that respondents with higher scores on these two PVQ subscales who care for welfare of close people and environment, have positive attitude towards organic food ($Rho=0,23$, $p=0,00$; $Rho=0,32$, $p=0,00$). These respondents find organic food interesting, useful, pleasant, good and valuable. Their perceived behavioral control is also positive and significant ($Rho=0,15$, $p=0,01$; $Rho=0,14$, $p=0,01$) indicating their will and discipline towards the healthy diet and they have positive intentions to buy and consume organic food in the near future ($Rho=0,22$, $p=0,00$; $Rho=0,27$ $p=0,00$). These findings are in the line with previous research papers that confirms that consumers with mentioned values and attitude towards organic food are engaged in organic food consumption (Chan et al., 2016; Galić, 2022; Grubor & Djokic, 2016; Valero-Gil et al., 2023). While some research shows a general lack of concern about food production effects on the environment and animal welfare (Ali, 2021; Shashi et al., 2016), many surveys put positively related attitudes towards environment care (Kushwah et al., 2019; Santiago et al., 2025) and food safety (Fleseriu et al., 2020) as a significant motivator behind organic food purchase.

Higher scores on the self-direction subscale indicate significant and positive intention to buy and consume organic food in the near future ($Rho=0,12$, $p=0,02$). These respondents highly value independency in setting their goals and making decisions.

Table 2. Correlations.

		Gender	Household	5 y kids	6-12 y kids	13-18 y kids	residence	RS	Salary	Education	Age
PVQ_ Benevolence	Rho	,144**	-,025	-,194**	-,006	-,028	-,150**	,009	-,028	-,041	,054
	<i>p</i>	,007	,635	,000	,908	,600	,005	,860	,600	,445	,312
PVQ_ Universalism	Rho	,123*	,070	-,092	,051	,015	-,133*	-,014	-,035	-,025	-,019
	<i>p</i>	,021	,190	,084	,340	,785	,013	,788	,518	,637	,728
PVQ_ Self direction	Rho	,028	,110*	-,053	-,008	-,026	-,091	,002	-,056	,011	,029
	<i>p</i>	,598	,039	,323	,886	,625	,088	,976	,293	,840	,587
PVQ_ Stimulation	Rho	-,005	-,009	-,080	,015	-,089	-,102	,012	-,116*	,009	,289**
	<i>p</i>	,925	,872	,136	,780	,097	,057	,815	,029	,868	,000
PVQ_ Hedonism	Rho	,024	-,036	-,065	-,022	-,117*	-,061	,085	-,078	,083	,235**
	<i>p</i>	,659	,497	,223	,685	,029	,256	,111	,145	,122	,000
PVQ_ Achievement	Rho	,063	-,005	-,204**	-,025	-,010	-,092	,070	-,122*	-,037	,176**
	<i>p</i>	,238	,921	,000	,643	,853	,086	,189	,022	,491	,001
PVQ_ Security	Rho	,070	,097	-,004	,094	-,034	-,026	,054	,006	,058	-,017
	<i>p</i>	,191	,068	,937	,077	,530	,632	,311	,910	,277	,745
Attitude total	Rho	,112*	-,032	-,112*	,003	-,015	-,116*	-,018	-,041	-,060	-,080
	<i>p</i>	,036	,546	,035	,960	,773	,030	,734	,443	,258	,134
Beliefs total	Rho	-,010	-,051	-,096	-,176**	,036	-,178**	-,022	-,075	-,131*	-,256**
	<i>p</i>	,848	,341	,071	,001	,498	,001	,686	,162	,014	,000
Suggestion total	Rho	,165**	-,062	-,020	-,091	,021	-,098	-,079	-,019	-,149**	-,197**
	<i>p</i>	,002	,245	,705	,087	,697	,066	,137	,724	,005	,000
Truth fo statements total	Rho	-,017	-,038	,031	,016	-,038	-,127*	-,093	-,051	-,096	,040
	<i>p</i>	,748	,473	,562	,762	,473	,018	,081	,341	,073	,455
Reasons for unhealthy diet total	Rho	,029	,101	-,046	,002	,048	-,045	,033	,100	,035	-,198**
	<i>p</i>	,583	,057	,393	,964	,372	,401	,543	,062	,509	,000
Food decision total	Rho	,027	-,013	-,053	-,024	-,101	-,136*	-,069	-,057	-,052	-,018
	<i>p</i>	,611	,815	,321	,651	,059	,011	,196	,287	,327	,741

Table 3. Correlations.

		PVQ_ Benevolence	PVQ_ Universalism	PVQ_ Self_direction	PVQ_ Stimulation	PVQ_ Hedonism	PVQ_ Achievement	PVQ_ Security
Attitude total	Rho	,235	,318	,120	,018	,063	,124	,108
	<i>p</i>	,000	,000	,024	,732	,242	,020	,042
Beliefs total	Rho	,062	,017	-,035	-,057	-,043	,062	-,035
	<i>p</i>	,242	,755	,513	,288	,425	,249	,517
Suggestion total	Rho	-,064	-,015	-,098	-,192	-,135	-,050	-,052
	<i>p</i>	,228	,784	,065	,000	,011	,349	,329
Truth fo statements total	Rho	,146	,143	,046	,129	,072	,100	,181
	<i>p</i>	,006	,007	,385	,015	,178	,060	,001
Reasons for unhealthy diet total	Rho	-,088	-,109	-,079	-,067	-,040	,022	-,020
	<i>p</i>	,100	,041	,139	,208	,450	,682	,704
Food decision total	Rho	,220	,274	,124	,109	,113	,100	,200
	<i>p</i>	,000	,000	,020	,040	,034	,062	,000

Respondents with a higher score on the stimulation subscale are less likely to be influenced by suggestions ($Rho=-0,19$, $p=0,00$). These consumers value excitement, novelty and challenges in life, but the results showed they are not inclined to listen an advice from others.

Respondents with higher scores on the Security subscale rate claims about organic food as accurate and they showed intention to purchase organic food in near future ($Rho=0,18$, $p=0,00$; $Rho=0,200$, $p=0,00$).

Higher scores on the Benevolence, Universalism, Self-direction and Security subscales indicate positive intention to buy and consume organic food in the near future ($Rho=0,22$, $p=0,00$; $Rho=0,27$, $p=0,00$; $Rho=0,12$, $p=0,02$; $Rho=0,20$, $p=0,00$). The hypothesis H1, H2, H3 and H7 are confirmed:

Hypothesis H1: There is a positive relationship between benevolence value and the intention to purchase organic food is confirmed;

Hypothesis H2: There is a positive relationship between universalism value and the intention to purchase organic food is confirmed;

Hypothesis H3: There is a positive relationship between self-direction value and the intention to purchase organic food is confirmed;

Hypothesis H7: There is a positive relationship between security value and the intention to purchase organic food is confirmed.

The values benevolence and universalism are very often related with intention to purchase and consume organic food (Krystallis et al., 2008; H. J. Lee, 2019; Leyva-hernández et al., 2025)

The results showed that other values did not show significance, therefor the hypothesis H4, H5 and H6 are rejected:

Hypothesis H4: There is a positive relationship between stimulation value and the intention to purchase organic food is rejected;

Hypothesis H5: There is a positive relationship between hedonism value and the intention to purchase organic food is rejected;

Hypothesis H6: There is a positive relationship between achievement value and the intention to purchase organic food is rejected.

In following research, the non-parametric Kruskal-Wallis test was used to compare differences between groups. The test revealed statistically significant differences in the level of overall attitude towards organic food in relation to the representation of the benevolence and universalism subscales (c^2 (5, $n=352$) = 25,45, $p=0,00$; c^2 (5, $n=352$) = 38,93, $p=0,00$). The parameter values show that the highest values on the attitude total variable have those respondents who are in response group number 2 (agree) on the benevolence subscale, as well as those respondents who are in response group number 3 (more agree than disagree) on the universalism subscale (Table 4).

Table 4. Kruskal-Wallis test for Attitude total and PVQ subscales Benevolence and Universalism.

	PVQ_Benevolence				PVQ_Universalism			
	Mean Rank	Median	Chi-square	p	Mean Rank	Median	Chi-square	p
Attitude total	1 150,63	7	25,448	0,000	153,56	8	26,234	0,000
	2 206,28	10			208,66	10		
	3 198,75	9			252,73	15		
	4 200,21	9			192,58	8		
	5 195,75	8			136,28	3		
	6 135,00	7			202,88	5		

Kruskal-Wallis test also revealed statistically significant differences in the level of overall Suggestion in relation to the PVQ Stimulation subscale (c^2 (5, $n=352$) = 26,39, $p=0,00$). The parameter values show that the highest values on the suggestion total variable have those

respondents who are in response group number 1 (completely agree) on the Stimulation subscale (Table 5).

There is also one statistically significant difference in the level of overall Truth for statements in relation to the PVQ stimulation subscale benevolence (c^2 (5, $n=352$) = 11,73, $p=0,04$), while no statistically significant difference was found for the subscales universalism and security (Table 6a, 6b). The parameter values show that the highest values on the truth for statements variable have those respondents who are in response group number 3 (more agree than disagree) on the benevolence subscale (Table 6a).

Table 5. Kruskal-Wallis test for Suggestion total and PVQ subscale Stimulation.

		PVQ_ Stimulation			
		Mean Rank	Median	Chi-square	p
Suggestion total	1	212,66	19	26,388	0,000
	2	189,19	18		
	3	148,70	16		
	4	145,24	15		
	5	202,93	17		
	6	188,50	18		

Table 6a. Kruskal-Wallis test for Truth for statements and PVQ subscales Benevolence, Universalism and Security.

		PVQ_ Benevolence			PVQ_ Universalism			
		Mean Rank	Median	Chi-square	Mean Rank	Median	Chi-square	p
Truth for statements	1	161,33	6	11,731	166,69	7	9,720	0,084
	2	189,41	7		200,73	7		
	3	207,79	8		198,10	7		
	4	189,29	6		178,08	7		
	5	170,88	6		133,28	5		
	6	162,60	6		163,63	6		

Table 6b. Kruskal-Wallis test for Truth for statements and PVQ subscales Benevolence, Universalism and Security.

		PVQ_ Security			
		Mean Rank	Median	Chi-square	p
Truth for statements	1	165,66	6	9,749	,083
	2	196,32	7		
	3	230,76	8		
	4	223,89	7		
	5	119,39	6		
	6	199,21	6		

Kruskal-Wallis test also revealed statistically significant differences in the level of variable food decision total in relation to the PVQ subscales stimulation subscale benevolence, universalism and security (c^2 (5, $n=352$) = 27,54, $p=0,00$; c^2 (5, $n=352$) = 21,41, $p=0,00$; c^2 (5, $n=352$) = 14,95, $p=0,01$), while no statistically significant difference was found for the subscale self-direction (Table 7a, 7b).

The parameter values show that the highest values on the food decision total variable have those respondents who are in response group number 4 (disagree more than agree) on the benevolence and universalism subscales (Table 7a). In Table 7b, it is shown that respondents who are in response group number 3 (more agree than disagree) on the security subscale also have highest values on the food decision total variable.

Table 7a. Kruskal-Wallis test for Food decision total and PVQ subscales Benevolence, Universalism, Self – direction and Security.

		PVQ_Benevolence				PVQ_Universalism			
		Mean Rank	Median	Chi-square	p	Mean Rank	Median	Chi-square	p
Food decision total	1	151,72	15	27,543	0,000	156,88	16	21,412	0,001
	2	202,34	18			200,79	18		
	3	185,68	18			207,93	18		
	4	226,00	19			230,23	19		
	5	223,00	17			224,78	18		
	6	144,60	16			199,63	17		

Table 7b. Kruskal-Wallis test for Food decision total and PVQ subscales Benevolence, Universalism, Self – direction and Security.

		PVQ_Self-direction				PVQ_Security			
		Mean Rank	Median	Chi-square	p	Mean Rank	Median	Chi-square	p
Food decision total	1	169,05	16	8,205	0,145	166,40	16	14,980	0,010
	2	190,01	18			189,63	17		
	3	177,66	15			202,68	18		
	4	192,38	18			195,78	16		
	5	154,83	15			229,36	19		
	6	203,00	17			167,43	17		

CONCLUSIONS

The results of this study provide valuable insights into the role of personal values and socio-demographic factors in shaping consumer attitudes and intentions toward organic food consumption. The Spearman's Rho correlation analysis revealed significant relation between specific value orientation (measured by PVQ subscales) and attitudes, beliefs and intentions regarding organic food.

The values benevolence, universalism, self-direction and security were positively and significantly associated with intention to purchase and consume organic food. Respondents who highly value welfare of others, environmental protection, independent thinking and safety show stronger positive attitudes and intentions. These findings support Hypothesis H1, H2, H3 and H7. Kruskal-Wallis test confirmed significant differences in attitude and decision making toward organic food across different levels of value subscales, especially benevolence, universalism and security.

The values stimulation, hedonism and achievement did not show a significant effect on the intention to purchase organic food leading to rejection of Hypothesis H4, H5 and H6.

Socio-demographic variables gender, age, education, presence of children in household and place of residence also have impact on organic food related consumer behavior.

Organic food consumers with strong environmental and security – oriented values tend to form favorable attitudes toward organic food; they perceive fewer barriers to consumption and are more likely to be regular organic food consumers. This research has limitation reflected in the sample size and the fact that data were collected via an online questionnaire, which may have introduced a sampling toward more educated respondents who regularly use computers and the internet.

These findings can guide marketers, managers and policy maker in designing targeted campaigns for organic food consumers. As no similar research has been conducted in the territory of Republika Srpska, this study may serve as a basis for all future research. Following research should be structured in the form that can deepen the understanding of tested relations and investigate casual links between attitudes and consumer behavior.

DECLARATIONS OF INTEREST STATEMENT

The authors affirm that there are no conflicts of interest to declare in relation to the research presented in this paper.

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