



Situation factors in purchasing organic food

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ABSTRACT

Despite the lack of information and the insufficient level of consumer knowledge, the organic food market has recorded constant growth in the last twenty years and has an increasing share in the total food and beverage market. The most common motives of consumers for buying organic food are concern for health, absence of pesticides and chemical agents, concern for animal welfare and environmental protection, better quality of organic food and backup to the local economy. The main goal of this paper is to examine the relationship between certain situational motives and the incidence of buying organic food. The research was conducted in the form of a questionnaire filled out by 400 respondents. The SPSS program version 26 was used to process the collected data. In addition to descriptive statistics, which was used to better represent the sample in the research, non-parametric techniques of the Mann-Whitney U test and the Kruskal-Wallis one-way analysis of variance test were also used. The results showed that factors such as proximity to organic food stores, consumer car ownership and constant internet connection were associated with the frequency of organic food purchases, while factors such as type of working hours and length of employment contract were not. Also, employees in healthcare and education buy organic food products more often than employees in other sectors.

Keywords: Organic food, purchase factors, consumers, store, internet connection, professional orientation

ИЗВОД

Упркос недостатку информација и недовољног нивоа знања потрошача, тржиште органске хране бележи константан раст у последње две деценије и има све већи удео у укупном тржишту хране и пића. Најчешћи мотиви потрошача за куповину органске хране су брига за здравље, одсуство пестицида и хемијских агенаса, брига за добробит животиња и заштиту животне средине, бољи квалитет органске хране и подршка локалној привреди. Основни циљ овог рада је да се испита однос између појединих ситуационих фактора и учесталости куповине органске хране. Истраживање је спроведено у форми упитника који је попунило 400 испитаника. Прикупљени подаци обрађени су уз помоћ програма СПСС верзија 26. Поред дескриптивне статистике, која је коришћена за боље представљање узорка у истраживању, коришћене су и непараметарске технике Ман-Витни У теста и Крускал-Волисове једносмерне анализе теста варијансе. Резултати су показали да су фактори као што су близина продавница органске хране, власништво потрошача аутомобила и стална интернет конекција повезани са учесталошћу куповине органске хране, док фактори као што су врста радног времена и дужина уговора о раду нису. Такође, запослени у здравству и образовању чешће купују органску храну од запослених у другим секторима.

Кључне речи: Органска храна, мотиви куповине, потрошачи, продавнице, интернет веза, професионална оријентација

1. Introduction

Due to the growing pollution of the planet and the accelerated and often uncontrolled consumption of resources that are almost impossible to renew in full, the importance of sustainable production is increasingly emphasized. Namely, sustainable production is based on the concept of obtaining goods while preserving natural resources for future generations. In this way, the human environment and the natural ecosystems found in it are protected while obtaining an adequate amount of goods to meet the needs of the human population. Therefore, it should not be surprising that a large number of countries have developed long-term strategies for the development and increase of organic production, as well as

established agencies that deal with this topic and the development of long-term strategies for the development of this industry. However, progress has not been achieved to the extent expected, despite the efforts of the states to develop the organic food market due to insufficient consumer information and insufficient knowledge of the benefits brought by the concept of organic production.

Despite the lack of information and the insufficient level of consumer knowledge, the organic food market has recorded constant growth in the last twenty years and has an ever-increasing share in the overall food and beverage market. In general, the food industry has always been one of the most productive and profitable industries with a tendency of constant growth since its inception (Mitić et al., 2018). According to the data of

the relevant world organizations (IFOAM, 2024), the organic food market had a value of 47.6 billion dollars in 2012, its value more than doubled in a period of ten years, and in 2022 the value of this market was 127.7 billion dollars. Accordingly, the average growth rate of the organic food market was around 10% per year in this period. The growth of the organic food market was also contributed to by the Covid-19 pandemic; in 2020, the organic food market experienced the highest growth in the previous period (IFOAM, 2022). The main reason for this is the effort of consumers to improve their immunity by consuming organic food. This is also indicated by the fact that consumers mostly buy fruits and vegetables of organic origin (Čolović and Mitić, 2023a; Čolović and Mitić, 2024). Besides the traditional places that customers visit to buy organic food, such as markets, health food stores, specialized stores, hypermarkets, and supermarkets, the Internet is increasingly used as a channel for buying organic products, which further increases the value of the organic food market (Mitić and Čolović, 2023).

One of the major motivations for purchasing organic food is concern for own health (Čolović and Mitić, 2023b). In addition to concern for own health and the health of own members of the family, there are a large number of factors that positively influence consumers to make a decision to buy organic food and increase the frequency of its purchase. Factors such as concern for one's own health (Ditlevsen et al., 2019; Shin et al., 2018), absence of pesticides and chemical agents in organic food (Fleseriu et al., 2020; Pedersen et al., 2022), environmental protection (Escobar-López et al., 2017; Janssen, 2018), animal welfare concerns (Moser, 2016; Van Doorn and Verhoef, 2015), helping the local economy (Hashem et al., 2018; Schrank and Running, 2018), better quality (Becker et al., 2016; Vukasovic, 2016) and taste of organic food (Chekima et al., 2017; Petrescu et al., 2016) are the most common consumer motives for buying organic food. On the other hand, factors such as the high price of organic food (Čolović and Mitić, 2021; Hansmann et al., 2020), the unavailability and scarce supply of organic food (Nguyen et al., 2017; Brył, 2018), distrust in certification (McCarthy et al., 2016; Torres-Ruiz et al., 2018), the inability to distinguish organic from conventional food (Misra and Singh, 2016; Wojciechowska-Solis and Soroka, 2017), unattractive packaging design used for organic food packaging (Henryks et al., 2014; Nandi et al., 2017), subjective norms (Van Doorn and Verhoef, 2015; Von Meyer-Höfer et al., 2015) and insufficient consumer information (Hansmann et al., 2020; Vukasović, 2016) are obstacles for consumers to buy organic food and increase the volume of its purchase.

Apart from the above-mentioned factors, there are still a large number of situational factors that can have a positive or negative impact on consumers' decisions to buy organic food, which have not been sufficiently investigated. Therefore, the aim of this paper is to examine whether these factors are positively or negatively related to consumers in making a decision to buy organic food and how significant they really are in that decision-making process. In this paper, the following situational factors will be examined: proximity to organic food stores, car ownership by consumers, flexible or traditional working hours, type of profession, length of employment contract, and internet use by consumers.

The paper is structured as follows. The introductory part is followed by a literature review with current research and results obtained in this area. Then, in the next part, the methodology of the research will be presented, where the objectives and subject of the research will be presented, as well as the methods used in the current research. Also in this part, the hypotheses that will be tested in the current research will be stated. In the fourth part, the results of the current research will be presented with an explanation and discussion regarding the obtained results. The final part will contain the conclusions obtained on the basis of this research, along with the limitations of the research as well as potential future research on this topic.

1.1. Literature review

The results of research conducted in the capital of Vietnam indicate that consumer awareness is not related to the purchase of organic food (Tran and Nguyen, 2021). Completely opposite results were obtained in a sample of 609 organic food buyers from Hanoi, for which information about organic food with food safety concerns contributes to positive attitudes about organic food and positively affects the frequency of its purchase (Nguyen et al., 2019). Being well-informed along with taking care of one's own health are the main motives for organic food buyers in Bangladesh according to the results of a survey of 483 female participants (Rahman et al., 2023). In the most developed countries, such as the USA, well-informed consumers, health awareness and subjective norms turned out to be the most influential factors for consumers when making a decision to buy organic food (Gundala and Singh, 2021). This is also confirmed by research conducted in Sweden, where insufficient information was identified as one of the biggest obstacles faced by buyers of organic food (Hansmann et al., 2020).

That high health awareness is associated with a higher frequency of buying organic food was also confirmed by a survey in Denmark in which 1,176 respondents participated (Hansen et al., 2018). In general, concern for one's own health is the most common motive for buying organic food, which is confirmed by a study conducted in India on a sample of 200 participants (Nandi et al., 2016). Also, research conducted in China in which 1,067 consumers participated indicates that self-centered and altruistic motives are the most influential when making a decision to buy organic food (Wei et al., 2022). For Chinese consumers, self-centered motives are in the first place in terms of influence on consumers in deciding and buying organic food, and concern for health is their biggest motivation for buying organic food.

The health benefits of consuming organic food are the main motivation for consumers to buy organic food in Europe, Australia, Asia and the USA, according to a number of studies (Schleenbecker and Hamm, 2013; Rizzo et al., 2020; Nafees et al., 2022).

The main motive for buying organic food for consumers in Mexico is concern for the preservation of the environment, while concern for the local economy had the least influence on consumers to buy organic food according to the results of a survey involving 656 respondents (Escobar-López et al.,

2017). Also among younger consumers in Malaysia, concern for the preservation of the environment is the main factor for making the decision to buy organic food (Yeo et al., 2022). According to the results of research conducted in Taiwan in which 457 respondents participated, environmental motives, i.e., concern for the environment, are the main motive for buying organic food (Teng and Lu, 2016). A study conducted in Turkey on a sample of 382 respondents showed that the main motives of consumers in this country for buying organic food are the absence of hormones in food, along with its high nutritional value, as well as better taste and smell (Aydogdu and Kaya, 2016). On the other hand, factors such as a less attractive and striking appearance, as well as the packaging of organic food compared to conventional food, have a negative effect on the purchase of organic food among Turkish consumers. Similar results were obtained in a study in Nepal, according to which buyers of organic food in this country believe that organic fruits and vegetables are tastier, fresher, more beautiful in color and smell compared to conventional ones, which contributes to their perception that it has a higher nutritional value and promotes the frequency of buying organic food (Shrestha and Baral, 2019).

Consumer preference for natural food is the main motive for its purchase, followed by health awareness and health benefits from its consumption, is the conclusion of a survey that includes 592 respondents (Liang and Lim, 2021). According to consumers in South Africa, organic food tastes better compared to conventional food, while at the same time being more environmentally friendly, safer to consume and of high quality (Wekeza and Sibanda, 2019). Therefore, consumers increasingly consume organic food compared to industrially produced food because they consider it more environmentally friendly and healthier (Tandon et al., 2020).

Desire to emphasize own social position and status in relation to others can also positively influence consumers to buy organic food, especially if they participate in events where they have to share experiences about food consumption with others (Puska et al., 2018). The lifestyle itself influences consumers to buy organic food. Thus, consumers in Slovakia who have a healthy way of nutrition tend to buy organic food more often than other consumers (Jánská et al., 2023). This research was conducted in Slovakia in the first half of 2019 and involved 1,373 organic food buyers of different genders, ages, incomes and education levels. Similar results were obtained in another survey of organic food buyers in Slovakia, according to which the main motives for buying organic food are its quality and origin, while the inability to distinguish organic from conventional food is the main obstacle to its purchase (Predanociová et al., 2018). Also, the results of a survey conducted in China, which included 454 consumers who use the Internet to buy organic food, indicate that the nutritional value and natural content, as well as the ecological origin of organic food contribute to the fact that consumers perceive organic food as very valuable and therefore choose to purchase it (Lin et al., 2021). The higher nutritional value and quality of organic food compared to conventional food implies higher costs, given that organic food is in some cases several times more expensive than its alternatives (Gschwandtner, 2018).

The high price of organic food is one of the biggest barriers when making a decision about its purchase and the main brake on the faster growth of the organic market. Thus, a survey conducted in Germany in 2008, which included 9,470 households, indicates that the high price and low availability of organic products is the biggest obstacle for the purchase of organic food by consumers (Jansen, 2018). Also, research conducted among 566 students in Ecuador indicates that the high price of organic food is negatively correlated with the purchase of organic food, while its availability has no effect on consumers when making purchasing decisions (Bósquez et al., 2023). Therefore, it is not surprising that organic food is most often purchased by consumers with higher incomes (Mitić and Čolović 2022a; Mitić and Čolović 2022b).

In addition to the high price, the biggest obstacles to buying organic food are its low availability, narrow range and irregular supply, according to a survey of 250 consumers in India (Nandi et al., 2017). As many as 87% of respondents cite these factors as the main barriers to buying organic food. When it comes to Jordan, the factors that have the greatest influence on consumers not to buy organic food are the low availability of organic food and the high price, while on the other hand, factors such as concern for health, safety of organic food and taste are the main motivations for buying organic food (Lillywhite et al., 2013). However, the higher price of organic food has a significant impact on the decision of consumers in Spain to buy organic food at the very bottom and does not have a great impact on the decision (Madureira, 2021). Namely, for consumers in Spain, the health benefits of consuming organic food, environmental protection, the absence of GMOs in organic food and its nutritional value are much more important than its price.

When it comes to the profession, the most common buyers of organic food are public servants, who express increased knowledge about organic food; they hold views that organic food is healthier than conventional food and have bought and consumed it several times in the past (Malissiova et al., 2022).

2. Materials and Methods

The main aim of this paper is to examine the relationship between certain situational factors and the frequency of buying organic food. The following factors will be examined: proximity to an organic food store, ownership of a car by the consumer, profession and type of working hours, type of contract with the employer and possession of the consumer's internet connection. Based on that, the following research hypotheses were developed:

1. Proximity to an organic food store is assumed to play an important role in buying organic food;
2. It is assumed that consumers who own cars are more likely to buy organic food;
3. It is assumed that people who have flexible working hours buy organic food more often;
4. It is assumed that people who have a permanent contract buy organic food more often;
5. It is assumed that people who regularly use the Internet are more likely to buy organic food;
6. It is assumed that people who are employed in different areas buy organic food to a different extent.

The research was conducted through an online questionnaire that was distributed to consumers at email addresses and consists of 20 questions that are answered using a five-point Likert scale. This questionnaire was previously used in a large number of studies to examine the frequency of buying organic food and the factors that positively or negatively affect it and was constructed by the authors of this paper (Čolović and Mitić, 2021). The reliability of this questionnaire ranged from 0.71 to 0.85 of Cronbach's alpha in various studies, and currently it is 0.82.

In the current research, 400 respondents participated in the year 2023 from June to November, who completely filled out the questionnaire, while incomplete questionnaires filled in by consumers were excluded from the research. Before starting to fill out the questionnaire, its purpose was explained to the respondents, terms and concepts related to organic food were explained, and they were asked to be completely honest in their answers, so that after that

they could start filling out the questionnaire only after giving consent for the use of data from research. The collected data were processed with the help of the SPSS program version 26. In addition to the descriptive statistics that was used to better represent the sample in the research, the non-parametric techniques of the Mann-Whitney U test and the Kruskal-Wallis one-way analysis of variance test were also used.

3. Results and Discussion

Based on the frequency of buying organic food, the respondents in the current research were divided into five categories from those who regularly buy organic food to those who never buy it. A high frequency of buying organic food is reported by respondents who buy organic food every day, while a moderate frequency of buying organic food is recorded among consumers who buy organic food up to several times a week. The frequency of organic food purchases by consumers is shown in the following table (Table 1).

Table 1.
Frequency of buying organic food

	Frequency	%
Never	87	21.75
Once a month	104	26
Once a week	113	28.25
2-3 times a week	50	12.5
Daily	46	11.5
Total	400	100

The largest number of consumers buy organic food once a week (28.25%), or once a month 26%. Nevertheless, a significant number of consumers declare that they never buy organic food, as many as 87 of them, which makes up 21.75% of the total sample, while 96 consumers regularly buy organic food, i.e., 2 to 3 times a week, 12.5%, and 11.5% every day.

Hypothesis 1 that the proximity of a store where organic food is available has an important role for consumers in making a decision about its purchase was tested using the Kruskal-Wallis test, which is used to examine scores between multiple groups of respondents. The respondents were divided into 6 different groups according to the distance of the shop from home. The mentioned groups of respondents can be seen more precisely in Table 3. The results of the Kruskal-Wallis test show that the obtained differences

in scores are at a statistically significant level ($\chi^2 = 13.110$; $p < 0.01$) (Table 2).

Table 2.
The result of the Kruskal-Wallis test – the significance of the obtained score differences

Frequency of buying organic food	
χ^2	13110
df	4
Sig.	0.000

Group variable: proximity to the store

The magnitude of the obtained differences is shown more precisely in the following table (Table 3).

Table 3.
Differences in the relationship between frequency of organic food purchases and proximity to the organic food store

Frequency of buying organic food	Proximity to the organic food store from the home	N	MR
	Within a range of up to 50 meters	167	330.27
	In the range of 100 to 500 meters	124	287.43
	In the range of 500 to 1000 meters	51	130.46
	From 1000 to 3000 meters	24	102.67
	Over 3000 meters	34	118.84
	Total	400	

Table 3. shows that the frequency of buying organic food is highest when the shop with organic food is located within 50 meters of the consumer's apartment (MR=330.27), followed by the

proximity between 100 and 500 meters (MR=287.43). After that, the frequency of buying decreases significantly with the increase in the distance of the store with available organic food; when the store with

organic food is 500 to 1,000 meters away from the consumer's apartment, the frequency of shopping is significantly lower ($MR=130.46$). It is interesting that the frequency of buying organic food by consumers is higher when the organic food store is more than 3 km away from the consumer's place of residence ($MR=118.84$) than when it is located in the range of 1 to 3 kilometers away ($MR=102.67$). One of the potential reasons for this exception to the previous trend could be the ownership and use of a car by consumers, which greatly facilitates going to buy organic food when it is at a considerable distance from the consumer's place of residence. In order to verify this, it will be tested whether the ownership of a car by the consumer is relevant to the purchase of organic food, which is also the second hypothesis of this research (H2).

For this purpose, the Mann-Whitney U test will be used to test the differences in scores between the two groups of respondents (Table 4).

The results indicate that there are statistically significant differences in the scores between people who own a car and those who do not when it comes to

the frequency of buying organic food ($U= 2378,500$; $p<0.01$).

Table 4.

Mann-Whitney U test (MWU) results – Statistical significance of the obtained differences

Frequency of buying organic food	
MWU	32378.500
Sig.	0.000

The results from the previous table (Table 5) indicate that people who own a car ($MR=350.45$) buy organic food to a significant extent, that is, almost twice as often as people who do not own a car ($MR=180.84$). This is not surprising, considering that organic food stores are not always close to where potential customers live or work, especially in rural areas, and therefore owning a car makes it easier to go to organic food stores and make purchases.

Table 5.

Differences between groups of respondents in purchasing organic food depending on whether they own or do not own a car

	Car ownership	N	MR	ΣR
Frequency of buying organic food	Owning a car	247	350.45	164649.500
	Not owning a car	153	180.84	89895.500
	Total	400		

The third hypothesis that people with flexible working hours buy organic food more often will be tested using the Mann-Whitney U test (Table 6). The assumption is that people with flexible working hours can more easily organize their time and visit stores where organic food is sold both during and outside working hours.

The results show that no statistically significant differences were obtained when it comes to the frequency of buying organic food in relation to working hours of consumers ($U = 10538,000$; $p > 0.05$) (Table 6).

The obtained results indicate that people with flexible working hours ($MR=223.73$) buy organic food almost as much as people with fixed working hours ($MR=209.65$) (Table 7). Therefore, the 3rd hypothesis, that the frequency of buying organic food is higher

among people who have flexible working hours, was not confirmed.

Table 6.

Mann-Whitney U test (MWU) results – Type of working hours of respondents

Frequency of buying organic food	
MWU	10538.000
Sig.	0.451

The obtained results indicate that people with flexible working hours ($MR=223.73$) buy organic food almost as much as people with fixed working hours ($MR=209.65$) (Table 7). Therefore, the 3rd hypothesis, that the frequency of buying organic food is higher among people who have flexible working hours, was not confirmed.

Table 7.

The magnitude of the obtained differences in scores

	Type of working hours	N	MR	ΣR
Frequency of buying organic food	Flexible working hours	121	223.73	76397.500
	Fixed working hours	279	209.65	72863.500
	Total	400		

The fourth hypothesis is that people who have a permanent contract with an employer are more frequent buyers of organic food, will be checked using the Mann-Whitney U test (Table 8).

The results obtained using the Mann-Whitney U test showed that there are no statistically significant differences between persons who are employed

permanently and persons who work under a contract for a certain period of time ($U=13583.500$; $p>0.05$).

Table 8.

Mann-Whitney U test (MWU) results – statistical significance of the obtained differences

Frequency of buying organic food	
MWU	13583.500
Sig.	0.253

The obtained results indicate that the height of the difference in scores between persons who have an indefinite-term contract and those who have a fixed-term contract is not at a statistically significant level. Somewhat lower scores were recorded for persons employed on fixed working hours ($MR=241.73$) than those who were engaged on indefinite working hours ($MR=254.68$), but still the obtained difference is not so great that it could be seen as the real situation in the population (Table 9). Therefore, the 4th hypothesis in the current research was also not confirmed.

Table 9.

The magnitude of the obtained differences in scores

	Type of employment	N	MR	ΣR
Frequency of buying organic food	Contract for an indefinite period	175	254.68	90764.500
	Fixed-term contract	225	241.73	82351.500
	Total	400		

The fifth hypothesis tests the assumption that people who have a constant internet connection and regularly use the internet, due to better information and availability of information, among others, about the benefits of organic production and food, buy organic food more often. The Mann-Whitney U test was used for this purpose.

The registered size of the obtained differences in the respondents' scores (Table 10) confirms that people who have constant access to the Internet do indeed buy organic food more often ($MR=323.69$) compared to people who do not have regular access to the Internet connection ($MR=243.41$) and that this difference is at a statistically significant level ($U=24436.000$; $p<0.05$) (Table 11).

Table 10.

The magnitude of obtained differences – Mann-Whitney U test results

	Having an internet connection	N	MR	ΣR
Frequency of buying organic food	Active internet connection	339	323.69	140532.500
	No internet connection	61	243.41	94639.500
	Total	400		

In the 6th hypothesis, we tested the assumption that depending on the scope of work and professional commitment, there is a difference in the frequency of buying organic food, that is, that people employed in different spheres differ when it comes to the frequency of purchasing organic food. More precisely, people employed in healthcare buy organic products more often, including food, due to increased awareness of their positive effect on health.

Table 11.

Mann-Whitney U test (MWU) results – Existence of internet connection

Frequency of buying organic food	
MWU	24436.000
Sig.	0.041

employed in healthcare are really leading the way ($MR=263.53$). However, right behind them are people from the educational sphere ($MR=202.74$). By far the most organic food is bought by employees in these sectors. In third place are people employed in the field of IT ($MR=176.79$), while in fourth place are people from the industry sector ($MR=130.59$). When it comes to professions in which the least percentage of employees buy organic food, the last place is convincingly people from the field of art ($MR=80.76$), while slightly above them are people from the field of agricultural production ($MR=100.72$) and various crafts ($MR=103.83$) (Table 12).

A potential explanation for why farmers rarely buy organic food may be that they already produce food for their own needs, and that they are more familiar with the actual state of soil pollution and the time required to clean that soil of pesticides. As for the employees in the fields of culture and crafts, it is possible that they have other interests, so they are not sufficiently informed about the importance of sustainable

In the following table, we can see that as far as the frequency of purchases is concerned, people who are

production and the benefits of consuming organic food for people's health.

Table 12.

Differences in the relationship between frequency of organic food purchases in relation to the professional orientation

	Professional orientation	N	MR
Frequency of buying organic food	Health care	117	263.53
	Education	82	202.74
	Crafts	16	103.83
	Agriculture	14	100.72
	Art	6	80.76
	Industry	39	130.59
	Catering industry (Hospitality)	31	121.32
	Administration	23	112.94
	Management	11	95.08
	IT	61	176.79
	Total	400	

All registered differences are at a statistically significant level, which can be seen according to the results of the Kruskal-Wallis test, which are presented in the following table (Table 13).

Table 13.

The result of the Kruskal-Wallis test – the significance of the score differences obtained

	Frequency of buying organic food
χ^2	19110
df	8
Sig.	0.000

4. Conclusions

Given the fact that the organic food market is one of the most attractive for companies, as testified by its growth in the last twenty years at a rate that many times surpasses many industries, it has been an interesting research focus of many studies. A large number of stakeholders such as producers and sellers of organic food, investors, government agencies and a large number of organizations related to the organic food market are interested in information about organic food buyers. Better acquaintance and systematically building fundamental knowledge base of organic food buyers enables the design of a better offer for them and contributes to sales growth and thus to higher earnings of both producers and sellers of organic food. Also, better knowledge of the factors that can positively or negatively affect consumers when making decisions about buying organic food and therefore reflect on the level of sales of organic food is also important in order to influence them.

The current research examined the significance of certain factors, such as proximity to organic food stores, ownership of a car by the consumer, flexible or fixed working hours, type of profession, duration of the employment contract, and the use of the Internet by the consumer, in making decisions about purchasing

organic food. The results of the research showed that the proximity of the store and the ownership of a car by consumers are positively related to the purchase of organic food. Also, among consumers who regularly use the Internet, it was observed that the frequency of purchases is higher than those who do not use it regularly or at all. The most common buyers of organic food are employed in healthcare and education, while the least common buyers of organic food are from the fields of art, agriculture and crafts. When it comes to the type of working hours of employees as well as the duration of their employment contract with employers, no connection was observed with the purchase of organic food.

A potential limitation of the research may be that not all regions in Serbia are equally represented in the research, as well as that the sample is not completely uniform in terms of gender, age, level of education, profession and work status. Future research may include other factors that may be related to the decision to purchase organic food, such as the level of physical activity of consumers, type of hobbies, ownership of cottages in rural areas, type of nutrition they prefer, and the like. Also, a comparison can be made with consumers in neighboring countries in order to examine whether the same factors are dominant for them in making decisions about buying organic food.

Declaration of competing interests

The authors declare that they have no conflict of interest.

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