WHY I BUY ORGANIC PRODUCTS – PERCEPTION OF MIDDLE INCOME COUNTRY CONSUMERS (REPUBLIC OF SERBIA)

Dragan Milić[1], Mirela Tomaš Simin[2], Danica Glavaš-Trbić[3], Vuk Radojević[4], Nataša Vukelić[5]

**Corresponding author E-mail: vuk.radojevic@polj.uns.ac.rs*

ARTICLE INFO

Review Article

Received: *01 March 2021*

Accepted: *20 February 2022*

doi:10.5937/ekoPolj2202497M

UDC 659.113.25:641.1(497.11)

Keywords:

organic consumption, organic system, market, organic consumers

***JEL**: D12, M31, Q00, Q02*

ABSTRACT

The research was conducted on consumers and potential consumers of organic products in Serbia. In countries with average low incomes, knowledge of the organic products market is important because one of the often singled out characteristics of organic products is their premium price. Knowing the motives of potential consumers of these products and the characteristics that they value more gives the opportunity to improve this production. The research involved 496 respondents, older than 18, with different levels of education, marital status and other socio-demographic characteristics. The results showed that a healthy, quality product, which has no additives and harmful substances and has the best price-quality ratio with a clearly defined shelf life, are the basic factors for buying food products, the factors that most influence a positive purchase decision. The authors conclude that highlighting these characteristics in organic products can lead to further development of this market.

1 Dragan Milić, PhD, Associate Professor, University of Novi Sad, Faculty of Agriculture, Trg Dositeja Obradovića 8, 21000 Novi Sad, Serbia, E-mail: dragan.milic@polj.edu.rs, ORCID ID (https://orcid.org/0000-0003-0377-1540)

2 Mirela Tomaš Simin, PhD, Assistant Professor, University of Novi Sad, Faculty of Agriculture, Trg Dositeja Obradovića 8, 21000 Novi Sad, Serbia, E-mail: mirela.tomas@polj.edu.rs, ORCID ID (https://orcid.org/0000-0003-1833-9857)

3 Danica Glavaš-Trbić, PhD, Assistant Professor, University of Novi Sad, Faculty of Agriculture, Trg Dositeja Obradovića 8, 21000 Novi Sad, Serbia, E-mail: danicagt@polj.uns.ac.rs, ORCID ID (https://orcid.org/0000-0002-5990-6558)

4 Vuk Radojević, PhD, Assistant Professor, University of Novi Sad, Faculty of Agriculture, Trg Dositeja Obradovića 8, 21000 Novi Sad, Serbia, Corresponding E-mail: vuk.radojevic@polj.uns.ac.rs, ORCID ID (http://orcid.org/0000-0002-3453-5236)

5 Nataša Vukelić, PhD, Associate Professor, University of Novi Sad, Faculty of Agriculture, Trg Dositeja Obradovića 8, 21000 Novi Sad, Serbia, E-mail: vukelin@polj.uns.ac.rs, ORCID ID (https://orcid.org/0000-0001-7516-9204)

Introduction

With the development of modern societies and markets, food consumption patterns are changing significantly primarily under the influence of environmental and health issues. Today's consumers largely pay attention to issues of food quality and safety, which also affects their behavior in the purchase or consumption of food products. In recent decades, more and more attention has been paid to the production and processing of "organic products", which, in terms of the market, leads to an increase in their economic importance. The reasons for that are numerous, but they mainly concern the processes that are used today (in the last decades of strong modernization of agriculture) in conventional production. Global interest in organic agriculture is growing, especially in areas where the conventional farming system has degraded resources essential to agricultural production (Šeremešić et al., 2021). The issue of sustainable development collides with the issues of intensive land cultivation, application of mineral fertilizers, chemical control of weeds, pests and diseases and GMO issues, animal welfare issues, health issues and the like (Tomaš Simin et al., 2019). Organic production as an alternative production system, categorizes as sustainable agriculture with different environmental approaches, could be useful in conservation of biodiversity (Jevtić et al., 2020). Also, organic farming represents a comprehensive system of farm management and food production that protects environment, preserves biodiversity and natural resources (Roljević et al., 2017). The sustainability of organic production is reflected in the rational use of natural resources, without exhausting, but rather through maintaining and increasing their diversity, leaving no negative impacts on the environment (Roljević et al., 2017). The best alternative for further expansion and development of organic agriculture is its integration into a global strategic framework such as the SDG as to connect various aspects of sustainable agriculture and stakeholders and to secure a pivotal position in healthy and safe food production while protecting the environment (Šeremešić et al., 2021). Consumers also play an important role in creating a sustainable food production system. Through demand, they send a strong message to manufacturers, sellers, and other supply chain actors about what is important to them (Stojić and Dimitrijević, 2020).

The market for organic products has grown significantly since 2008 when melamine was found in baby food and dairy products. According to Lernoud and Willer (2017), the five countries with the highest percentage of participation in the value of the organic market were singled out: Denmark with 8.4%, Switzerland with 7.7%, Luxembourg with 7.5% and Sweden with 7.3%. Since then, the demand for these products of organic origin has increased significantly (Sahota, 2017). Also, contemporary research has concluded that under certain conditions, especially in developing countries, organic agriculture can be more productive compared to conventional production and that it can respond to the challenge of malnutrition in developing countries (Issaka et al., 2016).

By considering the existing situation in the environment, the concern of modern consumers for their own health and quality of life was recognized, and an effort was made to adopt the appropriate product with environmental component. Over time, marketing

has developed around the world that aims to promote products and services whose production and use respects the concept of sustainable development and environmental protection. Today, the so-called environmental marketing can be defined as "a process that is responsible for identifying, anticipating and meeting the needs of consumers and society in a profitable and sustainable way". "Environmentally friendly", "green marketing", "eco marketing", "environmental marketing" or "sustainable marketing", are synonyms for marketing that refers to consumer satisfaction, their needs, desires, aspirations combined with care for the environment (Peattie and Crane, 2005, Shabbir et al., 2020). This definition contains the traditional components of the definition of marketing (consumer satisfaction), but it also includes environmental protection, in a way that minimizes the harmful impact on the environment. On the other hand, on the side of producers, the quality of products becomes the key factor of domestic and international competitiveness. Today, in the time of available information, developed financial market, widespread transfer of technology, labour mobility, sophisticated and spoiled customers, non-material components of competitive advantage sources become more important. In a globalized competitive environment quality is an essential element of business strategy, or even closer, product differentiation strategies (Glavaš-Trbić & Maksimović, 2013).

Consumption of organic agri-food products is based on public awareness of the growing pressures of environmental problems. It is believed that this fact, with the introduction of strategies to stimulate purchases, i.e. consumption of organic products in people's lifestyles will contribute to higher profits of economic entities. Eco marketing does not have the same impact on all consumers. Therefore, it is necessary to identify target markets and to focus the promotion on defined target groups that are "concerned" about their health and the environment (Chekima et al., 2019, Hansmann et al., 2020). Green marketing offers the opportunity for people to engage and promote "green" lifestyles. On the other hand, there is an opportunity to innovate in providing business solutions and make a profit and at the same time build consumer confidence in the company (or household) (Grant, 2007, Feila et al., 2020).

In the Federal Republic of Yugoslavia in 2000, the first law on organic agriculture was passed („Official Gazette of the FRY", No. 28/2000). In 2006, the Law on Organic Agriculture of the Republic of Serbia was passed, when the national sign for marking certified organic products was adopted. In accordance with the new EU regulations in this area, in 2010 the Law on Organic Agriculture was adopted in Serbia („Official Gazette of the RS", No. 30/2010) and this law was prepared in accordance with the new EU regulations in this area. This law regulates the production of agricultural and other products by organic production methods, goals and principles of organic production, control and certification in organic production, processing, labeling, storage, transport, trade, import and export of organic products, as well as other issues of importance for organic production.

Market research of organic products, especially in the context of consumer motives for buying both products is important because, among other things, understanding consumer

motives and acting on the market in that direction consistently leads to further development of the market and economic benefits associated with it. According to the findings of previous research (Vehapi, 2014; Vlahović and Šojić 2016, Radojević et al., 2020, Radojević et al., 2021), the basic characteristics of the domestic market of organic products are insufficiently aware and informed consumers, on the one hand, and insufficiently wide range, quantity of products and consistency in supply, on the other hand. The market of organic food products is characterized mainly by low purchasing power of the population, insufficient consumer information and low environmental awareness of Serbian population.

For the purposes of this paper goal, consumer habits, opinions, motives, experiences and attitudes regarding the consumption of organic agri-food products in the Republic of Serbia were investigated. The paper highlights some of the important characteristics that help consumers when making a decision to buy a food product, in order to highlight the characteristics that should be emphasized in organic products in order to improve their sales. The contribution of this paper is to understand the attitudes and habits of consumers of these food products in the Republic of Serbia in order to analyze the possibilities of improving this market of organic products as a whole. Only with an understanding of the most important factors for the improvement of production, marketing and consumption of organic products in the Republic of Serbia, it will be possible to get closer in practice to achieving this goal.

Materials and methods

Empirical research of the organic products market consisted of collecting data by means of a survey, through a questionnaire using the face-to-face technique, where the interviewers asked questions to the respondents. Most of the data was collected in person in conversations with respondents, partly in health food stores, markets, and partly in front of larger retail chains.

The research was conducted in 2016 in Novi Sad and Belgrade. The sample consisted of 496 respondents, older than 18 years, different levels of education, marital status and other socio-demographic characteristics.

The questionnaire created for this research largely used the experiences of researchers from other countries of Great Britain, Denmark, Germany, USA; Croatia, Italy, Switzerland, Sweden, Australia, but also others (Hendrik et al.,1998; Pinton, 1999; Carboni et al., 2000; Fotopoulos et al., 1999; Torjusen et al., 2001; Hallam, 2002; Magnussona et al., 2003; Lockie et al., 2004,; Wier et al., 2008; Tsakiridou et al., 2008; Ness et al., 2010; Stolz et al., 2011; Nie and Zepeda, 2011). Papers published in relevant world scientific journals were mostly used.

The general part of the questionnaire consists of questions related to the socio-demographic characteristics of respondents who participated in the survey, such as gender, age, marital status, number of children, number of household members, level of education, occupation, employment status and other characteristics that should give a closer picture of the respondents who make up the sample in this empirical study.

The obtained data were processed using descriptive statistics. Collected socio-demographic data on respondents from the sample (gender, age, education, marital and employment status, number of household members, occupation, and monthly household income) were crossed with all questions from the questionnaire. The paper presents and interprets statistically significant relationships that exist and are relevant to the goal of the research.

The questionnaire consisted of 18 (groups) of questions related to the attitudes of respondents regarding the factors that influence their decision when buying food products as well as the most important characteristics of food products.

The first group of questions in the questionnaire is related to general factors that influence the purchase of food products. The following is an excerpt from the questionnaire used. The paper presents an analysis of the first group of questions in order to answer the research question: what influences the consumer decision when buying food products.

Table 1. The first group of question in the questionnaire

Question: On a scale of 1 to 5, evaluate how much the following factors generally influence your decision when buying food						
1	Product quality.	1	2	3	4	5
2	Origin of produce (imported or domestic).	1	2	3	4	5
3	Attractive packaging.	1	2	3	4	5
4	The product does not contain additives and harmful substances ("healthy food").	1	2	3	4	5
5	Clearly stated expiration date.	1	2	3	4	5
6	Good price.	1	2	3	4	5
7	Recommendation (friends, experts, nutritionists, doctors).	1	2	3	4	5
8	The product is advertised.	1	2	3	4	5
9	Well-known manufacturer.	1	2	3	4	5
10	Clearly written composition on the packaging.	1	2	3	4	5
11	Pleasant ambience in which the product is sold (specially decorated corner).	1	2	3	4	5
12	The product looks nice.	1	2	3	4	5
13	Ecological (bio) product (does not endanger the environment).	1	2	3	4	5
14	Best value for money.	1	2	3	4	5

Source: author's research

Respondents assessed the degree of agreement with the statements on a five-point Likert scale, with number one expressing complete disagreement, and number five completely agreeing with the stated statement, i.e. attitude (1 - none; 2 - a bit; 3 - moderately; 4 – a lot; 5 - very much).

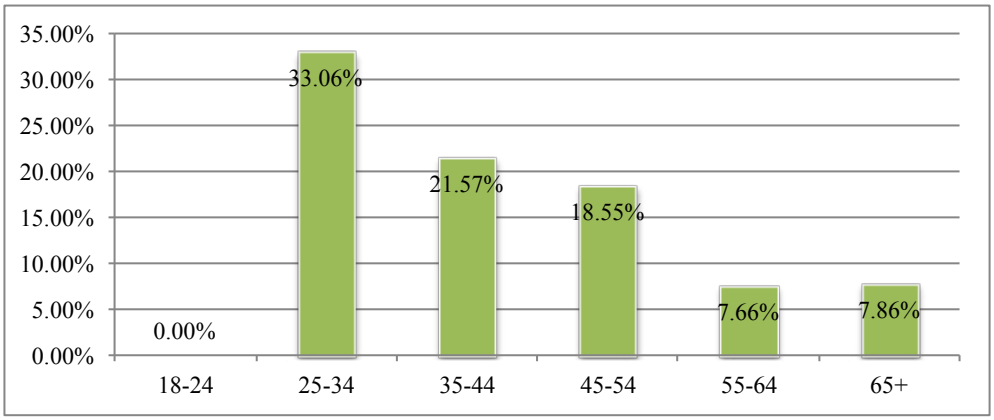
From the statistical methods of analysis of the data obtained through the questionnaire, descriptive statistics were use and the method of correlation analysis was applied in order to test the relationship between individual variables. The results of the analysis are presented in the form of graphs and tables. The SPSS 20 software package was used for statistical data processing.

Results and Discussions

A total of 496 respondents from Novi Sad and Belgrade participated in the empirical research of the organic food products market. According to the semi-analyzed data collected, it is indicated that an almost even distribution of male (50.51%) and female (49.4%) respondents was achieved in the sample.

According to the age, the respondents were divided into intervals (Figure 1) and a more significant participation of the respondents in the category 25 to 34 years (33.06%), i.e. in the category 35 to 44 years old (21.57%) can be seen.

Figure 1. Age structure of respondents



Source: author's research

In accordance with the basic characteristics, and of importance for purchasing power and decisions when buying, the marital status of the respondents who participated in the research was also examined (*Table 2*). The sample was dominated by married respondents (48%), i.e., unmarried (36.9%).

Table 2. Marital status of respondents

	Description	**Frequency**	**Percent %**
Valid	Unmarried	183	36.9
	Married	238	48.0
	Divorced	52	10.5
	Widow / widower	22	4.4
	Total	495	99.8
Not valid	Data is missing	1	0.2
Total		496	100.0

Source: author's research

Respondent education is one of the factors that has also been shown to be relevant in decisions regarding organic food products (*Table 3*). The same applies to the occupation of the respondents, although the typology of occupations is always a very complex and demanding research task due to the lack of a uniform typology of occupations in society as well as different approaches to this issue (*Table 4*).

Table 3. Education of respondents

	Description	Frequency	Percent %	Valid percent %
Valid	Primary school	12	2.4	2.5
	High School	263	53.0	54.2
	College	59	11.9	12.2
	Faculty	137	27.6	28.2
	Master's / PhD	14	2.8	2.9
	Total	485	97.8	100.0
Not valid	Data is missing	11	2.2	
Total		496	100.0	

Source: author's research

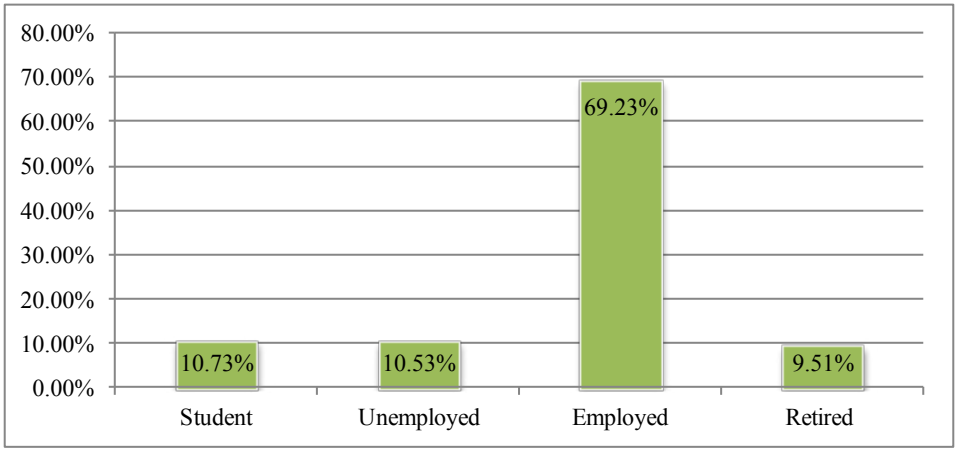
Table 4. Occupation of respondents

	Description	Frequency	Percent %	Valid percent %
Valid	Expert and artistic occupations	68	13.7	20.2
	Engineer, expert associate and technician	75	15.1	22.3
	Administrative officer	19	3.8	5.6
	Service and trade occupations	65	13.1	19.3
	Farmer	4	0.8	1.2
	Craftsmen and related occupations	34	6.9	10.1
	Driver	10	2.0	3.0
	Machine and plant operator	2	0.4	0.6
	Other occupations	60	12.1	17.8
	Total	337	67.9	100.0
Not valid	Data is missing	159	32.1	
Total		496	100.0	

Source: author's research

Considering the problems of research and the specifics of organic food products (where they are mainly aimed at their higher price and the possibility (mostly) of higher social strata to afford them), the working status of the respondents was of the greatest importance (Figure 2), but also their income (Figure 3).

Figure 2. Working status of respondents

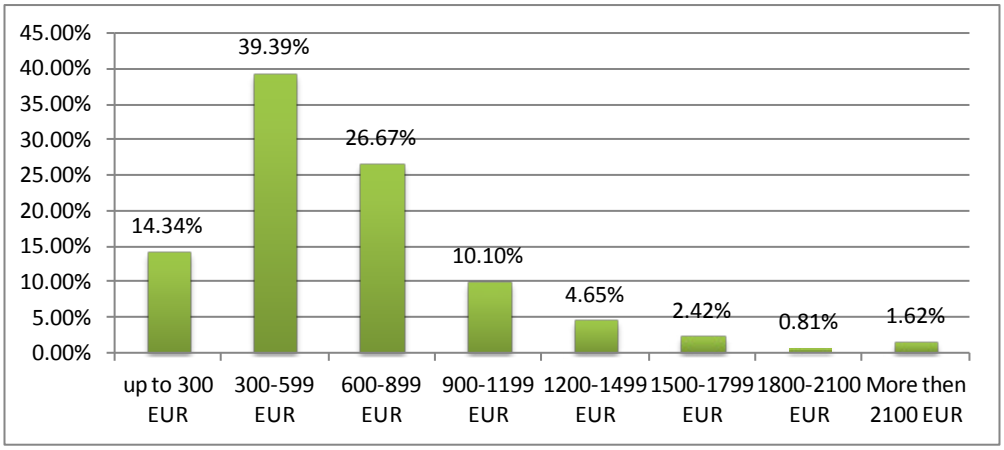


Source: author's research

The working status of the respondents in the sample showed the following: 10.7% of students, 10.5% of the unemployed, 69.2% of employees and 9.5% of pensioners.

The question regarding the income of the respondents (potential buyers and consumers of organic food products) is of great importance. Accordingly, the question of the total monthly income of the household in which the respondent lives was cautiously asked.

Figure 3. Total monthly household income of the respondents [6]



Source: author's research

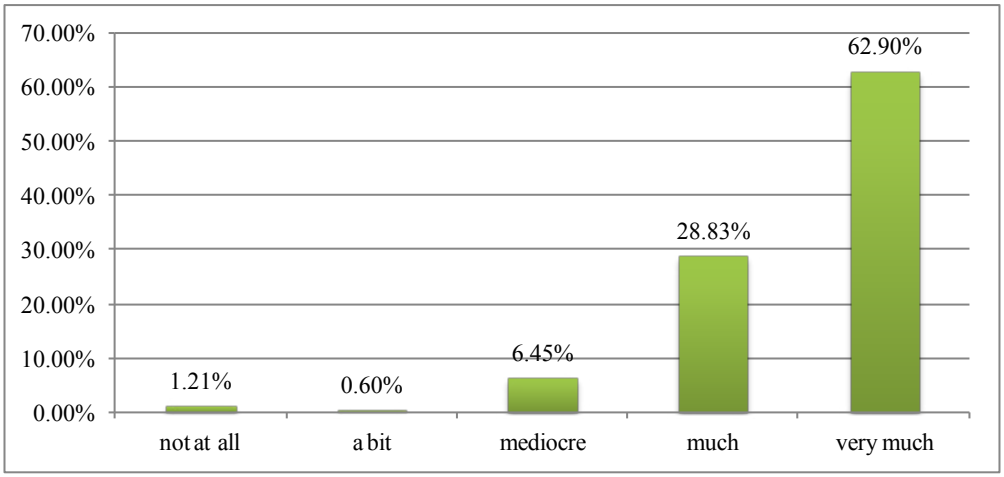
Relatively speaking, the largest share of respondents has a household income slightly higher than the minimum consumer basket, which at the beginning of 2016 (Feb. 2016), according to the competent Ministry of Trade, Tourism and Telecommunications,

6 Exchange rate 122.9333 dinars for 1 € (February 1, 2016)

amounted to about 35 thousand dinars. According to the same data, the value of average consumer basket for the same period is about 74 thousand dinars, which converted into EUR is slightly more than 600 EUR, which in the sample for household income corresponds to only 26.6% of respondents. If we look at all categories over the value of the consumer basket, we come to 46.1% of respondents in the sample, i.e., 53.6% of respondents below the income compared to the value of the average consumer basket.

After the basic indicators of the characteristics of the respondents that are important for drawing conclusions, the analysis of the first group of questions was approached. As expected, product quality is one of the most important factors when buying. As a factor that greatly influences the decision to purchase products (62.90%), it is significantly related to decisions to purchase organic food products because their quality is exactly what, as a rule, in the head of the average customer is a distinctive feature in relation to products from conventional production (Figure 4).

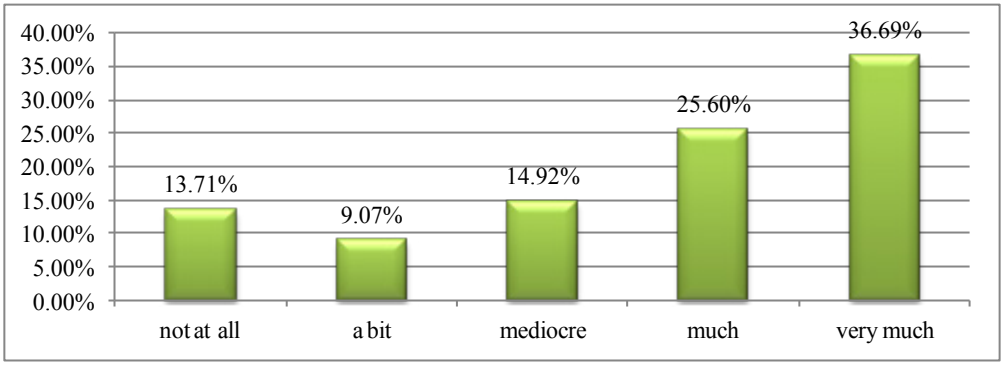
Figure 4. Influence of product quality when deciding to buy food products



Source: author's research

In addition to product quality, the assumption was that the origin of the product could also influence the purchase decision. The results of the research showed that the origin is important (Figure 5), but not as important in comparison with e.g. quality as a purchasing decision factor.

Figure 5. Influence of product origin when deciding to buy food products



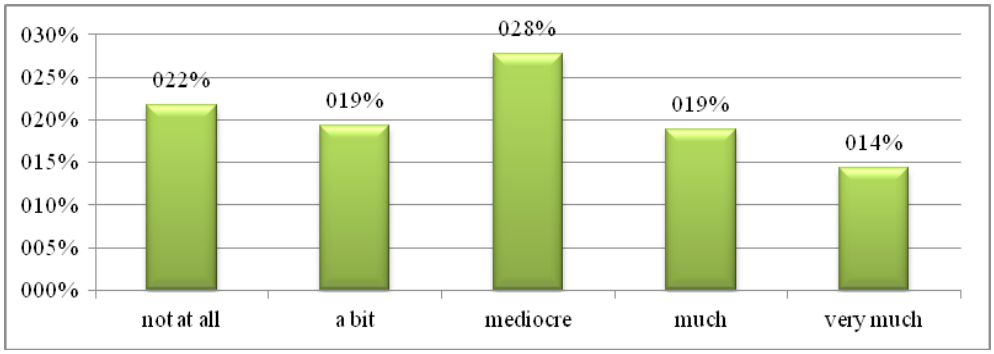
Source: author's research

The obtained results indicate that there is a statistically significant dependence of the marital status of the respondents and the attitude that foreign, imported food products are of better quality (p = 0.049). Unmarried respondents mostly agree that attractive product packaging influences the purchase decision (mean value 266.10), while widows and widowers least agree with this attitude (mean value 195.39).

Regarding the quality of food products, the analysis showed that the group of students from our sample mostly agrees with the attitude that foreign, imported food products are of better quality than domestic ones. Correlation analysis of the obtained answers showed that with increasing age, respondents less believe that foreign imported food products are of better quality (correlation coefficient r = - 0.144). At the same time, the correlation analysis showed that with the increase of monthly household income, the quality of the respondents plays a greater role in the purchase of products, although the correlation is of low intensity (correlation coefficient r = 0.082).

The assumption was also that attractive product packaging could attract customers. However, as Figure 6 shows for only about one third of the respondents, this is a factor that significantly influences the decision to purchase food products (Figure 6).

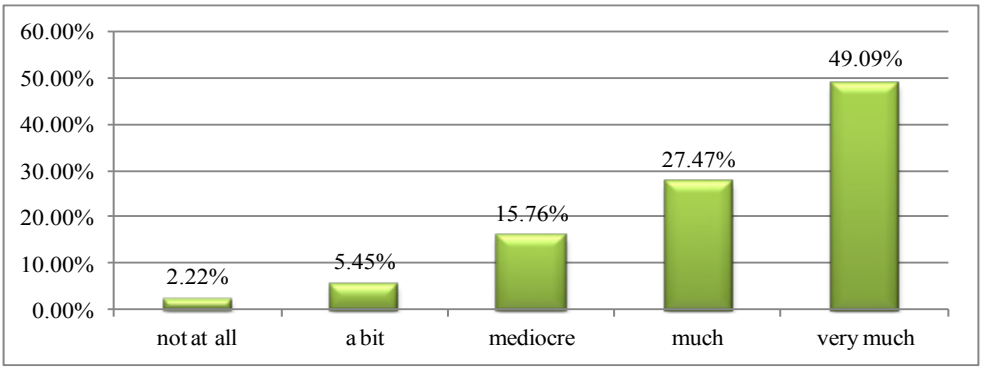
Figure 6. Influence of attractive product packaging when deciding on the purchase of food products



Source: author's research

Another factor whose impact was analyzed was the importance of knowing that the product does not contain additives and harmful substances ("healthy food"). As expected, this factor in a very high percentage influences the decision to buy a food product, in almost 50% of cases very much and almost 30% much (Figure 7).

Figure 7. The impact of the absence of additives and harmful substances in the product when deciding to purchase food products

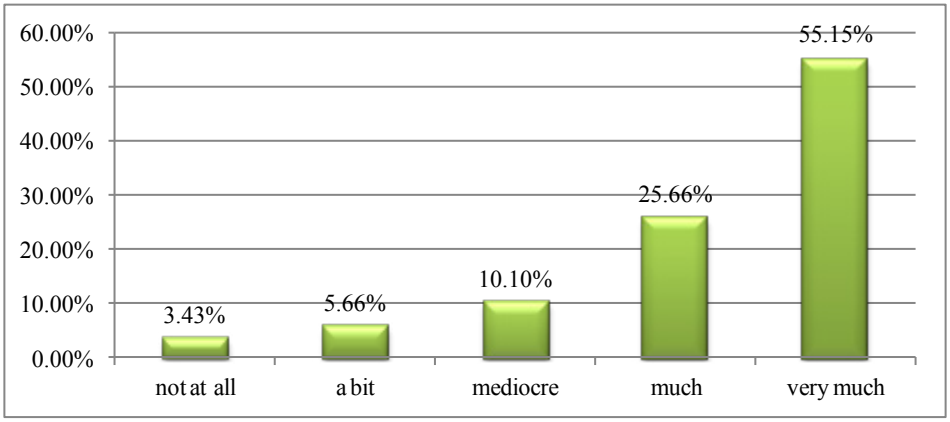


Source: author's research

Correlation analysis showed that with the increase in respondents earnings, the respondents efforts to be informed about healthy lifestyles increase, although the correlation is of low intensity (correlation coefficient r = 0.075), which is related to this question. The intersection of employment status and this question showed that pensioners are most affected by this factor when buying food, while students the least affected. Also, the analysis showed that there is a statistically significant dependence of the marital status of the respondents and the fact that the product does not contain additives and harmful substances as a factor influencing the decision when buying food products. Divorced respondents largely agree that the fact that the product does not contain additives and harmful substances influences the purchase decision, while unmarried respondents agree the least with this view.

The remaining shelf life of the product is also a factor that significantly affects the purchase because it is related to the price paid for the product and its use value, i.e. the period in which it can be consumed. Of course, this is related to health, but also to shopping habits (e.g. "large purchases" for a longer period of time, where the shelf life is, let's say, important). In this sense, almost 80% of respondents consider this factor very important (Figure 8). Correlation analysis showed that with the increase of respondents' earnings, the importance of this factor in the purchase of food products also increases, although the correlation is of low intensity (correlation coefficient r = 0.081). Also, the older the respondents, the greater the influence of this factor when buying food products (correlation coefficient r = 0.141). The analysis of the data showed that the shelf life of the product is a factor that is more important for women than men when buying food products.

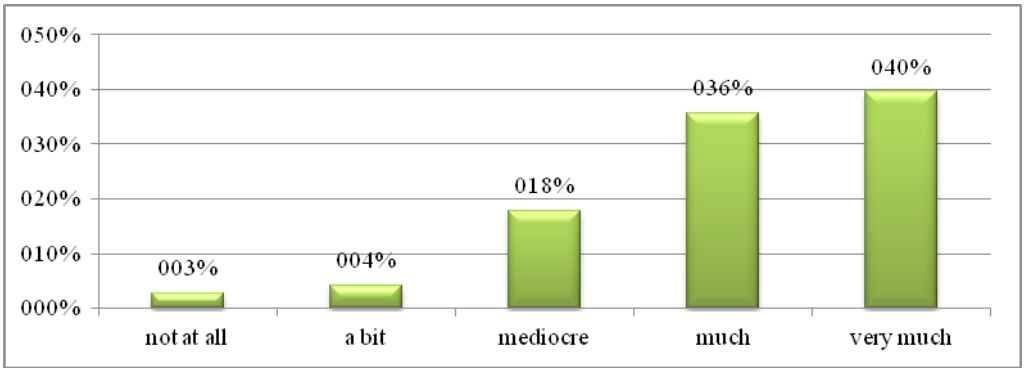
Figure 8. Influence of product shelf life when deciding to buy food products



Source: author's research

It is completely expected that the price at which a product is sold is one of the most important factors influencing the purchase of individual products (Figure 9). This is even more pronounced in an impoverished society like the Serbian one, in which many customers can hardly achieve an amount equivalent to the value of the consumer basket through household income. As expected, the impact of the price is very high (collectively much and very much at the level of about 75%). Correlation analysis showed that in respondents with higher incomes, prices have less influence when buying food products (correlation coefficient r = -0.197). The analysis showed that the price of food products has a greater impact on female respondents, as well as pensioners. Also, with a higher level of education, respondents are less and less affected by the price of the product. There was no statistically significant relationship between (favorable) product prices and the age of the respondents.

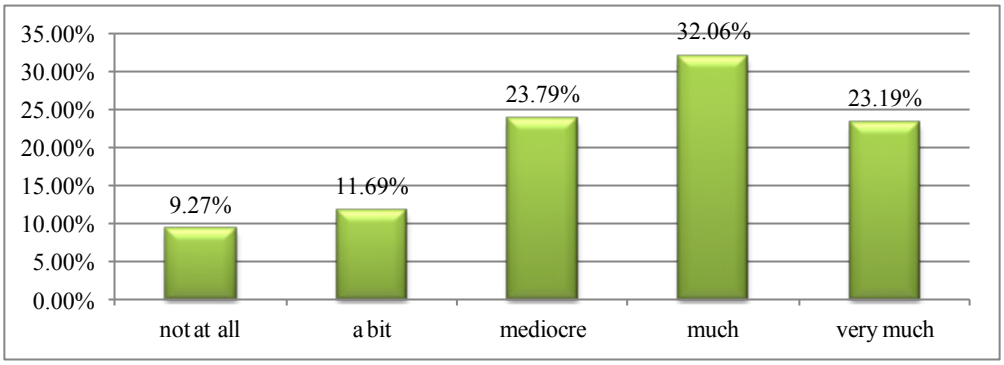
Figure 9. Influence of favorable product price when deciding on the purchase of food products



Source: author's research

In relation to the previous factor, the recommendations of friends, experts, nutritionists, doctors, etc. significantly less influence the purchase decision (Figure 10). Only 23% of respondents believe that such an impact in the domain is very much, a similar percentage that the impact is mediocre. 32% of respondents are in the category of "much influences". Correlation analysis showed that with increasing age, the influence of this factor increases when buying food products (correlation coefficient r = 0.145).

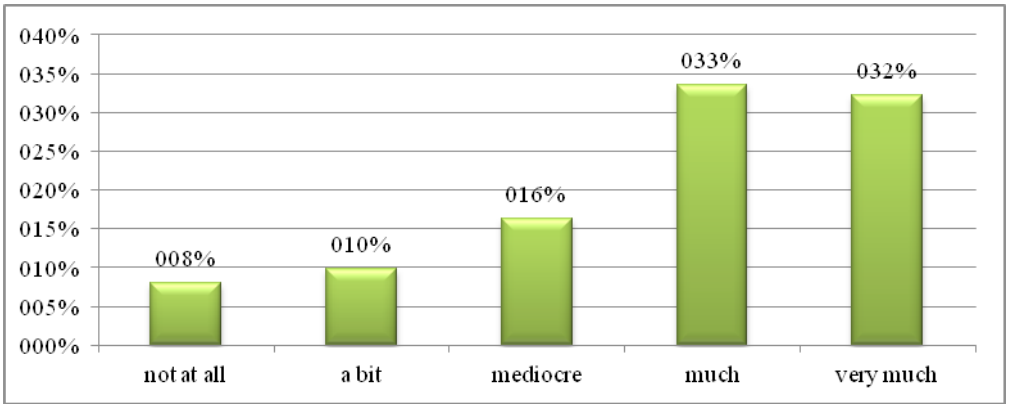
Figure 10. Influence of recommendations when deciding on the purchase of food products



Source: author's research

One of the isolated factors whose influence we wanted to investigate is the written composition of the product on the packaging. Although consumers often do not read the composition of the product written on the packaging, the respondents are of the opinion that this is also a significant factor when buying. A total of 65.73% of respondents from the analyzed sample thought that this was a very important factor influencing the purchase of food (Figure 11).

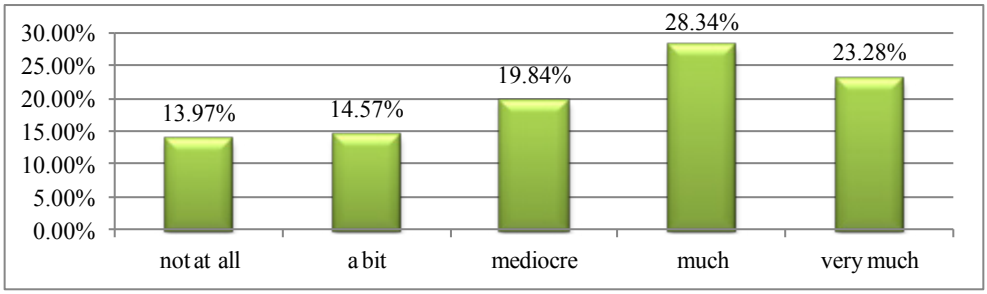
Figure 11. Influence of the factor "clearly written composition on the packaging" when deciding on the purchase of food products



Source: author's research

When selling food products, as well as organic ones, often, among other factors, the specific ambience, promotions, tastings for consumers, etc. are important. Usually such actions are taken within larger markets. For organic products, the so-called organic corner, which has a specific ambience and seeks to distinguish this segment of products and clearly indicate their distinctive characteristics in relation to other products from the shelves. The responses of about half of the respondents showed that this environment has an impact, although, relatively observed, not as much as other factors already mentioned (Figure 12).

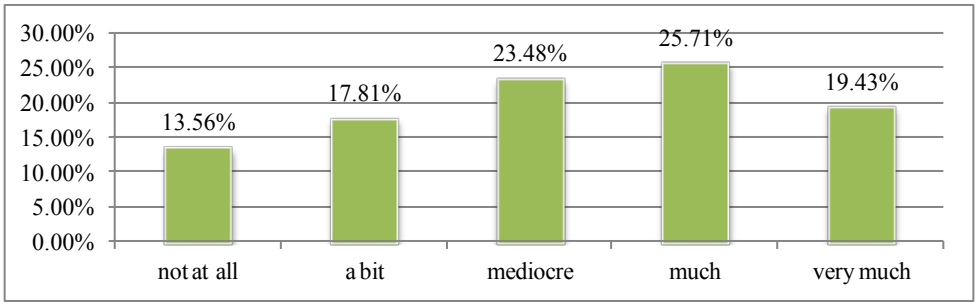
Figure 12. Influence of "pleasant ambience" when deciding on the purchase of food products



Source: author's research

The next factor that was researched is important because of the connection with the basic subject of research, and that is the organic food product. The assumption of consumer awareness is that the "ecological (bio)" product does not endanger the environment. Somehow, as expected (for our society and the consciousness of consumers and citizens as a whole), this factor did not prove (compared to others) to be of great importance. Less than half of the respondents (45%) rated this factor as much, that is, very much important when making a purchase decision (Figure 13). No statistically significant correlations were shown between this factor and other variables.

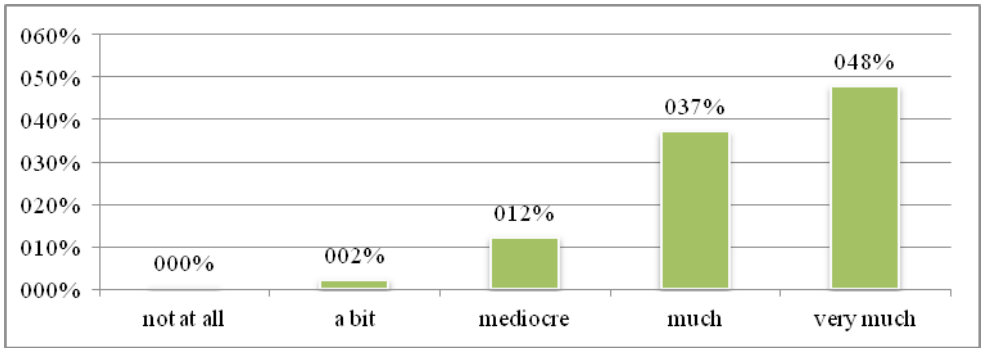
Figure 13. Impact of "ecological (bio) product" when deciding on the purchase of food products



Source: author's research

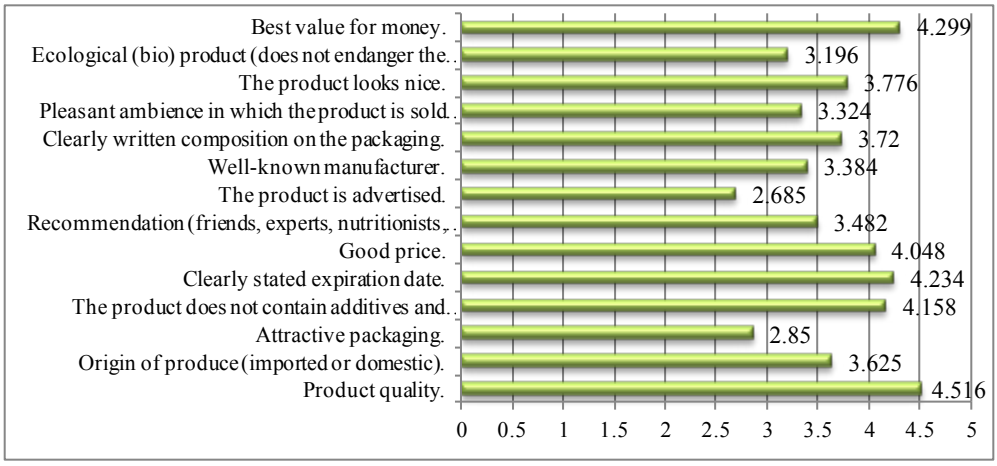
The last factor that was analyzed, as expected, turned out to have almost the most influence on the purchase decision. It is a factor of the mutual relationship between the price and the quality of the food product that is being bought. This factor is among the first three that have the greatest impact on the purchase of food (in addition to quality and shelf life) and, collectively, 85% of respondents from the analyzed sample rated it as much, that is, very much important (Figure 14). Correlation analysis showed that in subjects with higher incomes, the influence of this factor decreases, although the correlation is of low intensity (correlation coefficient r = -0.087).

Figure 14. Influence of "best value for money" when deciding on the purchase of food products



Source: author's research

Figure 15. Presentation of the mean values of the analyzed factors when deciding on the purchase of food products



Source: author's research

Since it was a scale from 1 to 5, average values were calculated for each of the presented factors and these average values perhaps best speak of the relationship and influence of the analyzed factors on the decision when buying food products Figure 15.

Conclusions

The organic system of agricultural production has become increasingly important in recent decades. One of the often cited reasons is the adverse impact of conventional production on the environment and consumer health. Among the motives for entering the organic system, economic reasons occupy a significant place. Knowledge of the market of organic products contributes to the achievement of positive financial results of agricultural producers, which in turn leads to the growth of this market with the entry of a larger number of producers in this system. Green or eco marketing is focused on researching sustainable and profitable production systems, which includes the system of organic agriculture.

The research was conducted on consumers of food products with the aim to determine the characteristics that can lead to higher consumption of organic products. The research showed that a healthy, quality product, which has no additives and harmful substances and has the best price-quality ratio with a clearly stated shelf life, are the basic factors for buying food products, i.e. the factors that most influence a positive purchase decision. The average values of these characteristics: quality, best price-quality ratio, clearly indicated shelf life, the product does not contain additives and harmful substances are respectively 4,516; 4,299; 4,234; 4,158 on a scale of 1 to 5 clearly indicate their importance when making a decision to purchase food products.

The limitation of this study is related to the convenient sample, which has its limitation and the limited geographical area. It is reflected in the fact that only the markets of Belgrade and Novi Sad are covered. Although these are currently the largest and most significant domestic markets for organic products, further research should go in the direction of determining the possibilities of developing this market in smaller urban and rural areas. This indicates importance of eco-marketing, which should emphasize these characteristics of products in order to increase their consumption, of course, having in mind the purchasing power of different segments of the population. The research showed that the quality of the product, the origin, the recommendation, the fact that the manufacturer is known and that the product is "environmentally friendly" mostly affect the respondents who have a predisposition to buy organic products. By understanding these most important factors for improving the production, marketing and consumption of organic products in the Republic of Serbia, it is possible to improve and further develop this market.

Acknowledgements

This research was funded by Provincial Secretariat for Education, Regulations, Administration and National Minorities—National Communities contract No. 142-451-3158/2020-02 and the Ministry for Education, Science and Technological Development of the Republic of Serbia, contract No. 451-03-68/2022-14/200117.

Conflict of interests

The authors declare no conflict of interest.

References

1. Carboni, R., Vassallo, M., Conforti, P. & D'Amicis, A. (2000). Indagine sulle abitudini di consumo – la disponibilita a pagare e la cerificazione dei prodotti biologici. Spunti di riflessione e commento dei resultati scaturiri, *Rivista di Scienza dell'Alimentazione*, 29(3), 299-312.
2. Chekima, B., Chekima, K. & Chekima, K. (2019). Understanding factors underlying actual consumption of organic food: The moderating effect of future orientation. *Food Qual. Prefer*. 74, 49–58. doi:10.1016/j.foodqual.2018.12.010
3. Feil, A.A., da Cyrne, C.C.S., Sindelar, F.C.W., Barden, J.E. & Dalmoro, M. (2020). Profiles of sustainable food consumption: Consumer behavior toward organic food in southern region of Brazil. *Journal of Cleaner Production*. 258, 120690. doi:10.1016/j.jclepro.2020.120690
4. Fotopoulos, C., Chryssochoidis, G., M. & Pantzios, C., J. (1999). Critical factors affecting the future of the Greek market of organic produce, *Rivista di Economia*, *Agricoltura e Ambiente*, 3, 30-35.
5. Glavaš – Trbić, D., Maksimović, G. (2013). Factors of agribusiness competitiveness of the Republic of Serbia, Thematic Proceedings, International Scientific Conference „Sustainable Agriculture and Rural Development in Terms of the Republic of Serbia Strategic Goals Realization within the Danube Region – achieving regional competitiveness", December 5-7 2013, Topola, Institute of Agricultural Economics, Belgrade, Serbia, 141-157.
6. Grant, J. (2007). *The Green Marketing Manifesto*, John Wiley & Sons Ltd, England.
7. Hallam, D. (2002). *The organic market in OECD Countries: Past Growth, current status and Future Potential*, OECD Workshop on Organic Agriculture, Washington D.C., USA.
8. Hansmann, R., Baur, I. & Binder, C.R. (2020). Increasing organic food consumption: An integrating model of drivers and barriers. *Journal of Cleaner Production*. 275, 123058. doi:10.1016/j.jclepro.2020.123058
9. Hendrik, N. J., Schifferstein, H.N.J. & Oude Ophuist, P.A.M. (1998). Health-related determinants of organic food consumption in the Netherlands. *Food Quality and Preference*. 9(3), 119-133. doi: 10.1016/S0950-3293(97)00044-X
10. Issaka, Y.B., Antwi, M. & Tawia, G. (2016): A Comparative Analysis of Productivity among Organic and Non-Organic farms in the West Mamprusi District of Ghana, *Agriculture*, 6(2), 13. doi:10.3390/agriculture6020013
11. Jevtić, M., Belić, B. & Glavaš-Trbić, D. (2020). One Health Approach in Traditional Milk Production as a Part of Steps Toward SDGs, *European Journal of Sustainable Development - EJSD*, 9(1), 263-271, doi:10.14207/ejsd.2020.v9n1p263

12. Lernoud, J. & Willer, H. (2017). Land use and commodities in organic agriculture, in Wiler, H., Lernoud, J. (eds) (2017). The World of Organic Agriculture, Statistics and Emerging Trends 2017, Research Institute of Organic Agriculture (FiBL), Frick, and IFOAM – Organics International, Bonn, 78-128.
13. Lockie, S., Lyonsb, K., Lawrence, J. & Grice, J. (2004). Choosing organics: a path analysis of factors underlying the selection of organic food among Australian consumers. *Appetite*. 43, 135–146, doi:10.1016/j.appet.2004.02.004
14. Magnussona, M.K., Arvolaa, A, Koivisto Hurstia, U. K., Abergb, L. & Per-Olow Sjöden, P.O. (2003). Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behavior. *Appetite.* 40, 109–117. doi: 10.1016/S0195-6663(03)00002-3
15. Ness, M.R, Ness, M., Brennan, M., Oughton, E., Ritson, C. & Ruto, E. (2010). Modelling consumer behavioural intentions towards food with implications for marketing quality low-input and organic food. *Food Quality and Preference.* 21, 100–111. doi: 10.1016/j.foodqual.2009.08.012
16. Nie, C., & Zepeda, L. (2011). Lifestyle segmentation of US food shoppers to examine organic and local food consumption. *Appetite*, 57, 28–37, doi:10.1016/j.appet.2011.03.012
17. Peattie, K. & Crane, A. (2005). Green marketing: Legends, myth, farce or prophesy? *Qualitative Market Research*, 8(4), 357-370. doi: 10.1108/13522750510619733
18. Pinton, R. (1999). Il mercato del biologico in Italia e nel mondo. *Informatore Agrario*. 55 (46), 26-28.
19. Radojević, V., Tomaš Simin, M., Glavaš-Trbić, D., Milić, D. (2020). Potrošnja prehrambenih proizvoda iz organskog sistema proizvodnje, *Letopis naučnih radova*, 44(2), 103-115. [*in English*: Radojević, V., Tomaš Simin, M., Glavaš-Trbić, D. & Milić, D. (2020). Consumption of food products from the organic production system. *Annals of Agronomy,* 44(2), 103-115.].
20. Radojević, V., Tomaš Simin, M., Glavaš-Trbić, D. & Milić, D. (2021). A Profile of Organic Food Consumers—Serbia Case-Study. *Sustainability*, 13(1), 131. https://doi.org/10.3390/su13010131
21. Roljević Nikolić, S., Vuković, P. & Grujić, B. (2017). Measures to Support the Development of Organic Farming in the EU and Serbia, *Economics of Agriculture*, 64(1), 323-337. doi: 10.5937/ekoPolj1701323R
22. Sahota A. (2017). The Global Market for Organic Food and Drink in Wiler H., Lernoud J. (eds) (2017). The World of Organic Agriculture, Statistics and Emerging Trends 2017, Research Institute of Organic Agriculture (FiBL), Frick, and IFOAM – Organics International, Bonn, 138-142.
23. Šeremešić, S., Dolijanović, Ž., Tomaš Simin, M., Vojnov, B. & Glavaš – Trbić, D. (2021). The Future We Want: Sustainable Development Goals Accomplishment with Organic Agriculture, *Problemy Ekorozwoju – Problems of Sustainable Development*, 16(2), 171-180. doi: 10.35784/pe.2021.2.18

24. Shabbir, M.S., Bait Ali Sulaiman, M.A., Hasan Al-Kumaim, N., Mahmood, A. & Abbas, M. (2020). Green Marketing Approaches and Their Impact on Consumer Behavior towards the Environment—A Study from the UAE. *Sustainability*, 12, 8977, doi: 10.3390/su12218977

25. Stojić, V. & Dimitrijević, M. (2020). Consumers' intentions to use of organically produced food in the Sumadija Region, *Economics of Agriculture*, 67(1), 253-267, doi: 10.5937/ekoPolj2001253S

26. Stolz, H., Stolze, M., Hammb, U., Janssenb, M. & Rutoc, E. (2011). Consumer attitudes towards organic versus conventional food with specific quality attributes. *NJAS - Wageningen Journal of Life Sciences*. 58, 67– 72. doi: 10.1016/j.njas.2010.10.002

27. Tomaš Simin, M., Rodić, V. & Glavaš-Trbić, D. (2019): Organic agriculture as an indicator of sustainable agricultural development: Serbia in focus, *Economics of Agriculture* 66(1): 265-281. doi: 10.5937/ekoPolj1901265T

28. Torjusen, H., Lieblein, G., Wandel, M. & Francis, C. (2001). Food orientation and quality perception among consumers and producers of organicfood in Hedmark County, Norway. *Food Quality and Preference* 12, 217-216, doi: 10.1016/S0950-3293(00)00047-1

29. Tsakiridou, E., Boutsouki, C., Zotos, Y. & Mattas, K. (2008). Attitudes and behavior towards organic products: an exploratory study. *International Journal of Retail & Distribution Management*. 36(2), 158-175. doi: 10.1108/09590550810853093

30. Vehapi, S. (2014). *Marketing strategija proizvođača organske hrane*. Doktorska disertacija. Univerzitet u Nišu. Ekonomski fakultet. [*in English*: Vehapi, S. (2014). *Marketing strategy of organic food producers*. Doctoral dissertation. University in Nis. Faculty of Economics.].

31. Vlahović, B. & Šojić, S. (2016). Istraživanje stavova potrošača o organskim poljoprivredno-prehrambenim proizvodima i njihovim brendovima. *Agroekonomika.* 45(70), 33-47. [*in English*: Vlahović, B. & Šojić, S. (2016). Research on consumers' attitudes towards organic agricultural-foodstuff products and their brands. *Agrieconomica.* 45(70), 33-47.].

32. Wier, M., O'Doherty Jensen, K., Mørch Andersen, L. & Millock, K. (2008).The character of demand in mature organic food markets: Great Britain and Denmark compared. *Food Policy*. 33, 406–421, doi:10.1016/j.foodpol.2008.01.002

33. Zakon o organskoj poljoprivredi, "Službeni glasnik RS", broj 30/2010 [*in English*: Law on Organic Agriculture, "Official Gazette of the RS", No. 30/2010].

34. Zakon o organskoj poljoprivredi, "Službeni list SRJ", broj 28/2000 [*in English*: Law on Organic Agriculture, "Official Gazette of the FRY", No. 28/2000].