



Websites as determinants of adolescents' attitudes towards organic food

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Abstract

The aim of this research is to identify the latent structure of the website quality construct in adolescents and its statistically significant predictive contribution to the variance in adolescent attitudes towards organic food. The research included a pertinent sample of high school students of both genders (N = 178). The average age of high school seniors was 18.04 ± 1.08 years. The Quality of Website and Attitudes towards Organic Food Scale (Kocić et al., 2022) was used in this research. Exploratory factor analysis – Principal Component Analysis (PCA), applied on the 12 manifest variables, was used to extract four hypothetical basic factors interpreted as: General external contributions (F₁), Irrigation (F₂), Finance (F₃), and Material and human resources (F₄). The research also discusses theoretical and practical implications of the empirical findings obtained for the operationalization of the isolated three-component model in the adolescent population. The results of the multiple regression analysis showed that attitudes towards organic food were explained by the selected predictors with statistical significance ($p \leq 0.05$) and more than half of the variance. It has also been determined that high school graduates who use the construct of a better designed, higher quality, and more informative website manifest more pronounced cognitive and affective attitudes towards organic food. This study provides more detailed explanations of these findings and implications for future research.

Key words: adolescent, latent dimensions, questionnaire validation, usability, design and quality of information.

Introduction

That there is no area in the economy where at least one segment of the business strategy of the current sale of organic food is not based on a quality website and the production of organic food (Sudirjo et al., 2024). Hence, due to the increasing amount of time adolescents spend on the Internet, researchers seek to examine the contribution of Internet use with regard to its commercial purpose (Nedeljković & Pavličić, 2023). The authors define the construct referred to as website in various ways (Sutresno et al., 2024). However, in this research, the definition provided by Hasibuan et al. (2024) will be used, who believe that this term entails text, images, videos, and other multimedia content composed into a single unit, and that it is located on a local computer or the Internet or a web page.

Observing the phase of the late adolescent period, where development is almost complete, greater emotional stability is observed as an important component of a fully matured individual. Physical growth continues for some time, but sexual identity and sensual love develop and progress more (Juraić, 2024). Young people usually return to their families realizing that their parents can be their best friends. They begin to comprehend mortality and begin to worry about the future. Adolescents engage in risky behaviours less. The peer group has less influence and the one-on-one relationships are more important. The aforementioned author believes that in the period of late adolescence adolescents are proud of their work, have self-confidence, and the ability to make independent decisions and compromises develop rapidly – but they also still have a long way to go.

The concept of ecological production of organic food has ancient roots and is the result of the need to assess the consequences of animal husbandry and agriculture on a large scale (Hartwell et al., 2024). The sale of organic food has been continuously increasing since the end of the XX century (Meznarić, 2024). The aforementioned author believes that greater environmental awareness, combined with concerns about the negative impact of pesticides on health and the consumption of genetically modified crops, is driving the growth of the ecological sector and healthy diet. That is why, during the search for healthier ecological products, consumers prefer organic products when choosing food. Buying organic products, given the limited supply and a lack of time, is usually done via the websites of specialized stores, where the consumer has more options to choose from (Casais & Faria, 2022). In this industry, the consumer has multiple options to choose from. In accordance with the method of online shopping, consumers of organic food need more detailed information, which includes users of ordinary products, and the creators of the website are to use this

communication model to end all doubts and ensure a pleasant shopping experience (Rojnić, 2024).

Despite the fact that a considerable number of empirical studies emphasize the function of the website in the formation of users' cognitive and affective attitudes of towards organic food, these constructs have been insufficiently examined, especially in Serbia (Kelly et al., 2023). Taking into account that psychological terms are often used in marketing research, it is not surprising that consumer behaviour with the introduction of the affective dimension of personality was taken from studies with a psychological design.

Compared to earlier research, which mainly highlights the motives for buying organic products whether online or offline, this study is characterized by the fact that it follows current consumer requests for purchases via the website. With all the aforementioned taken into account, the main goal of this research was twofold: 1) identifying the latent structure of predictive variables of website quality and 2) determining the statistically significant predictive influence of website quality variables – usability of the design and quality of website information on the variance of cognitive and affective attitudes towards organic food in a sample of high school seniors in late adolescence. In accordance with the results of previous research and the aim of this empirical study, two alternative hypotheses were tested: Defining a three-dimensional model of the website quality construct among adolescents is expected (H1), and a significant predictive influence of website quality variables on the cognitive and affective attitudes of adolescents towards organic food is assumed (H2).

In accordance with the defined subject and aims of the research, the appropriate methodology was applied in this work (qualitative and quantitative analysis, with exploratory factor analysis and multiple regression analysis, and content analysis of theoretical and empirical studies).

Material and Methods

Participants and procedure

The pertinent sample included participants (N = 146, 55.7% of which were female), high school seniors of the Agricultural and Economic School in Valjevo. The average age of high school seniors from Kolubara district was 18.04 years (SD = 1.08). Male and female adolescents were fairly equal in number by gender, i.e., with statistically insignificant differences [χ^2 (2, N = 130) = 6.94, p = 0.05]. Basic demographic data on the participants were also collected. The results showed that of the total number of adolescents, 24 lived in the city (19%), while 50 students were from suburban areas (40%), and 52 (41%) high school students lived in the countryside. Testing was conducted in groups, during regular classes at the beginning of the second semester.

Testing was conducted in groups, anonymously and voluntarily, with the consent of teachers and school principals during February 2024. Before the testing, the aim of the research was explained to the participants, they were asked to participate and it was explained to them that they could quit whenever they wanted. They were given precise instructions and explanations, and they started answering questions only when they were sure that they completely understood the task. Filling out the questionnaire took approximately 30 minutes. The principles of conducting scientific research and psychological ethics were fully respected. The research was approved by the ethics committee of the Serbian Academy of Innovation Sciences from Belgrade.

The Quality of Website and Attitudes towards Organic Food Scale (Kocić et al., 2022)

The quality of the website was examined using 11 items arranged in three subscales (four items – website usability), (four items – website design) and (three items – website information quality), and cognitive and affective attitudes towards organic food. The participants provided answers by selecting one of the offered answers on a Likert-type five-point scale, where 1 means completely disagree, and 5 completely agree (1 = completely disagree, 2 = partially disagree, 3 = maybe; both agree and disagree, 4 = partially agree, 5 = completely agree). A higher score on the scale indicates greater agreement with the item, i.e., a higher degree of expression of the measured construct. The total value of the reliability coefficient of the measuring instrument used on our sample was 0.76, while the values of the Cronbach's alpha obtained on individual latent dimensions were as follows: website usability subscale ($\alpha=0.79$), website design ($\alpha=0.76$), and website information quality subscale ($\alpha=0.80$). This indicates a stable structure, satisfactory homogeneity, and reliability of the internal consistency of the scale used.

Before conducting the multivariate analysis, the normality of the distributions of all manifest variables was checked. The reliability of the results was determined by the Chronbach's α coefficient of internal coexistence. The normality of the distribution of variables was tested by skewness, kurtosis, and the Kolmogorov-Smirnov test. Statistical procedures of descriptive statistics, exploratory factor analysis (EFA), and multiple linear regression analysis were used. Conclusions were drawn at the level of statistical error of 5% ($p \leq 0.05$). The data were analyzed in the SPSS computer program, version 26, an IBM statistical software package.

Methods of statistical data processing

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Results and Discussion

Descriptive parameters

Basic descriptive statistical parameters of 11 manifest variables of website quality are shown in Table 1.

Tab 1 Basic descriptive parameters of the analyzed variables (N = 146)

Items	M	SD	Sk	Ku	K-S
Organic food websites are easy to understand	5.96	0.69	0.84	0.03	$P \leq 0.03$
Organic food websites are easy to use, even the first time you use them	6.08	0.70	0.11	0.85	$P \leq 0.01$
It is easy to find the necessary information on organic food websites	6.05	0.63	0.76	0.22	$p \leq 0.02$
The content structure of organic food websites is easy to understand	5.94	0.59	0.23	0.10	$p \leq 0.03$
Organic food websites are visually appealing	4.97	0.68	0.64	0.73	$p \leq 0.01$
Organic food websites use colour effectively	4.86	0.60	0.37	0.28	$p \leq 0.03$
Websites with organic food use suitable font	4.77	0.72	0.58	0.66	$p \leq 0.02$
Organic food websites contain striking images and materials	5.01	0.58	0.46	0.35	$p \leq 0.01$
Organic food websites contain relevant information	6.12	.61	0.15	0.52	$p \leq 0.03$
Organic food websites contain a sufficient amount of information	6.20	0.57	0.73	0.47	$p \leq 0.02$
Organic food websites contain truthful information	6.07	0.73	0.45	0.05	$p \leq 0.01$

M = Mean; SD = Standard deviation; Sk = Skewness; Ku = Kurtosis; K-S = Statistical significance Kolmogorov-Smirnov test of normality of distribution; p – coefficient of significance of the K-S test. Value of standard error (SE) of Sk is 0.14, and of Ku is 0.21.

The measures of average and variability in the sample matrix do not indicate large deviations of the distributions from the normal distribution. The obtained statistically significant values of the Kolmogorov-Smirnov test of normality of the data distribution, as well as the coefficients of skewness and kurtosis, were within the limits of the allowed values, between $\leq +/- 1$ (Liang et al., 2019). This indicates relatively compact linear correlations and the homogeneity of the results, that is, there are no statistically significant variations

in the distribution of scores from the Gaussian probability curve, which is a prerequisite for conducting further parametric statistical analyses.

Latent structure of the website quality construct

Before conducting the exploratory factor analysis, the Keiser-Meyer-Olkin (KMO) sampling adequacy coefficient and Bartlett's sphericity tests were used. The calculated high values (KMO = 0.89) and Bartlett's sphericity test ($\chi^2 = 503.048$) at a statistically significant level ($p \leq 0.05$) suggest that the sampling was adequate, the representativeness of the questionnaire on the mentioned variables was high, and the correlation matrix adequate for factorization (Field, 2013). In order to determine the latent structure of website quality, a multivariate exploratory factor analysis was conducted using the method of principal components and the given Promax factor rotation (Table 1).

Tab. 2 Characteristic roots and percentages of the explained variance of the principal components ($N = 146$)

Characteristic roots	λ	% of the explained variance	Cumulative % of the explained variance
1.	5.00	35.60	35.60
2.	2.19	15.90	51.50
3.	1.43	10.32	61.82

λ = Characteristic root or eigenvalue of Lambda; % of the explained variance = Percentage of the total variance; Cumulative % of the explained variance = Cumulative percentage of the variance.

By matrix factorization, three interpretable characteristic roots were extracted, which according to the Gutman-Kaiser criterion – KG have the value ($\lambda \geq 1$), and with the oblique Promax rotation, explain 61.82% of the total variance – the average square deviation of the result from the arithmetic mean. Examining the sample matrix, it has been observed that the extracted first principal component has had the highest possible variance and shown distinct dominance in relation to the characteristic roots of the other principal components. The remaining second and third principal components contained less variability. Considering the extraction of more than 60% of the variance, as a limit for accepting the validity of the assumed construct, exploratory factor analysis could be applied (Field, 2013).

In order to define mutual dimensions – second-order factors that exist in the foundations of the correlation of a large number of manifest variables in the website quality construct, along with the diagonal Promax solution, a three-factor solution was obtained in Table 3.

Tab. 3 Group of rotated Promax main components and communalities (N = 146)

Items	Standard factorial saturation	h ²
F ₁ – Website usability		
Organic food websites are easy to understand	0.59	0.55
Organic food websites are easy to use, even the first time you use them	0.80	0.79
It is easy to find the necessary information on organic food websites	0.92	0.82
The content structure of organic food websites is easy to understand	0.78	0.76
F ₂ – Website design		
Organic food websites are visually appealing	0.73	0.70
Organic food websites use colour effectively	0.77	0.73
Websites with organic food use suitable font	0.81	0.77
Organic food websites contain striking images and materials	0.74	0.71
F ₃ – Website information quality		
Organic food websites contain relevant information	0.80	0.69
Organic food websites contain a sufficient amount of information	0.89	0.76
Organic food websites contain truthful information	0.72	0.66

*h*² = Communality (the sum of the squared factorial loadings or the percentage of variance on the extracted factor); All factorial saturations are statistically significant (*p* ≤ 0.01).

Examination of the factor matrix has shown that the first extracted main component is saturated by the following four items: easy understanding of organic food websites, their ease of use (even for the first use), and quick finding of the necessary information that is easy to understand. Calculated statistically significant positive correlations indicate that a higher growth of manifest variables has been accompanied by a higher growth on the isolated first basic latent dimension in the adolescent sample. Based on the aforementioned linear combinations of manifest variables and communality, the dominant mutual Promax latent variable can be hypothetically interpreted as a general F1 factor of the second order – website usability.

The second isolated Promax factor has had the highest linear correlation with the claims: Organic food websites are visually appealing, usable, with suitable font and striking images and materials. Therefore, it can be concluded that with the increase in the values of these claims, the values on the latent dimension have also increased. The obtained standard factorial loadings in the matrix signal that this basic factor, which is not explained by the first principal component, can be identified as the basic factor of the second order F2 – website design.

Finally, the third extracted Promax factor, with the smallest value of the characteristic root, explains the minimum segment of the variance (10.32%). Its content is defined by the standard saturation of three items related to organic food websites, and a sufficient amount of relevant and true information. Therefore, from a theoretical point of view, according to the background of obtained standard saturations on linear combinations of manifest variables, this factorial solution can theoretically be nominated as a common factor of the second order F3 – website information quality.

Therefore, by exploratory factor analysis of the second order using the method of principal components, based on 11 manifest variables, with the Promax rotation and 61.82% of the total explained variations and statistically significant communalities, a three-dimensional factor model of hypothetical basic latent dimensions of higher order has been extracted and interpreted as Website usability (FI) Website design (FII), and Website information quality (FIII). Similar results were obtained by Kocić et al. (2022).

Considering the identified three-component model in the factor matrix, the first tested hypothesis (H1) has been confirmed, i.e., expectation of the latent structure of the website quality construct in late adolescence.

The contribution of website quality in explaining attitudes towards organic food

Before conducting multiple linear regression analysis based on VIF (Variance Inflation Factor), tests were performed in order to establish whether there is multicollinearity among the examined variables. The value obtained for the VIF coefficient was within acceptable limits (≤ 10.00), that is, it was less than four for each manifest variable used in the research, which indicates that there was no problem of multicollinearity of linear correlations between predictor variables and criteria (Tabachnik & Fidell, 2013).

In order to examine the contribution of individual predictor variables (usability, design, and information quality of the website) in explaining the variance of criterion variables (cognitive and affective attitudes of high school seniors towards organic food), a multiple linear regression analysis was applied. Table 4 summarizes the results of testing the regression model with cognitive attitudes as a criterion variable.

An insight into the regression model, along with the appropriate level of statistical significance and the standard error of prediction of the regression Beta coefficient has shown a weak positive linear correlation between the predictor variables of website quality and the examined criterion variable, i.e., it has shown that 51% of the total variance of cognitive attitudes towards organic food can be explained by independent predictors. The partial impact analysis suggests a stochastically significant contribution of all three examined variables of the predictor set in determining the relevance of multiple regression. The obtained

findings suggest that high school seniors who use a designed website to a greater degree, with quality information, tend to have strong cognitive attitudes towards organic food. At the same time, the regression equation, which reflects the correlations between phenomena, indicates that the beta coefficient of the website usability variable has had the maximum partial influence on the values of the criterion variable ($\beta = 0.33, p \leq .01$), while the website design predictor was also moving in a positive direction, but with a minimal intensity of connection, statistically significantly contributing to the variability of the criterion. The obtained findings coincide with previous research (Kocić et al., 2022).

Tab. 4 Prediction of cognitive attitudes towards organic food based on website quality variables (N = 146)

Predictors	β (SE)	VIF
Website usability	0.33 (0.03)	1.30
Website design	0.19 (0.01)	1.21
Website information quality	0.25 (0.05)	1.20
R	0.60	
R^2	0.51	

β = Standardized regression partial coefficient Beta; R = coefficient of multiple correlation, R^2 = Coefficient of multiple determination; SE = The standard error of the regression parameter forecast β ; VIF = Variance inflation factor; * $p \leq 0.05$.

Table 5 shows the parameters of the multiple regression analysis and the parameters of statistical significance for the tested predictor variables.

Tab. 5 Prediction of affective attitudes towards organic food based on website quality variables (N = 146)

Predictors	β (SE)	VIF
Website usability	0.38 (0.01)	1.30
Website design	0.15 (0.05)	1.21
Website information quality	0.29 (0.02)	1.20
R	0.58	
R^2	0.49	

β = Standardized regression partial coefficient Beta; R = coefficient of multiple correlation, R^2 = Coefficient of multiple determination; SE = The standard error of the regression parameter forecast β ; VIF = Variance inflation factor. * $p \leq 0.05$.

After analyzing the predictive mathematical model of three predictor variables with a linear correlation, it has been observed that it explains 49% of the total variance of the criteria, that is, it has a statistically significant effect on the affective attitudes of adolescents towards organic food. It has also been noted that the regression function, which reflects a weak positive intensity of

codependence between the variables, indicates that the calculated beta coefficient of the website usability variable has realized the greatest independent moderating role in the examined criterion ($\beta = 0.38, p \leq .01$), while the predictor website design has also moved in a positive direction, but with the smallest degree of strength, having a statistically relevant effect on the variations of the criterion variable. Therefore, the results indicate that those high school students who manifested a greater tendency to use the website have achieved higher results in affective attitudes towards organic food. The obtained results are in accordance with the earlier research (Kocić et al., 2022).

Using the sample of high school students from Kolubara district, the aim of this empirical research was to determine the latent structure of predictive variables of website quality and the stochastically significant contribution of website usability, design, and information quality variables to the variability of adolescent attitudes (cognitive and affective) towards organic food. Our work represents the starting point for examining the factor structure of independent website quality variables and the statistically significant impact of predictors on the variance of cognitive and affective attitudes toward organic food among high school students in late adolescence.

Despite the fact that in this paper three latent dimensions (website usability, design and information quality) were extracted based on the factorial saturation of website quality variables, as well as their individual positive statistically significant contribution to the attitudes of high school seniors towards organic food, it is interesting that the website design function has been minimally manifested, contrary to the assumptions of the authors of this research. The obtained findings can be interpreted as they are due to the fact that previous research has emphasized that the observations and attitudes of adolescents towards organic food are differentiated depending on the geographical location of the sample where the research is conducted (Gai et al., 2024; Matharu et 2024). Also, claims involving website design were predominantly focused on the aesthetic components of the website, while some researchers measured website design through other variables, e.g. navigation or technical characteristics (Solehati et al., 2022). Finally, the obtained factorial and regression findings confirmed the two tested alternative hypotheses, i.e., expectations about the extraction of a three-factor structure in the website quality construct (H1), and a statistically significant predictive contribution of the website usability, design, and information quality variables to the cognitive and affective attitudes of adolescents. according to organic food (H2).

One of the ways of posting information and making purchases in the digital environment is a website. As a software foundation for the presentation of products and services (Sudirjo et al., 2024), it largely enables informing consumers and realizing the company's business goals. Through the Internet, the

company conducts traffic to potential consumers, and in order to make consumers and the company winners, it is necessary to examine the predictor variables of the site that consumers give special importance to. A visually interesting website provides multiple benefits to increasingly demanding users and promotes the maintenance of competitive positions for companies, while the information presented through the website significantly facilitates the choice process for consumers and reflects the content of the website (Tannady et al., 2022).

Modern online business is increasingly dominating when compared to the traditional forms of realization of business activities. Turbulent development in the digital economy is a motive for marketing experts to recognize the fundamental latent dimensions of consumer behaviour in the information and communication technology environment. The direction of consumer behaviour in relation to organic food signals that subsequent research will increasingly be based on identifying the factors that determine the online purchase of organic products (Anvarovich, 2024; Matharu et al., 2024). Linear correlation between website quality and attitudes towards organic food has already been confirmed in previous research (Begho & Liu, 2024; Finlay, Robinson & Jones, 2022). Also, intercorrelations between the predictor variable of website usability and attitudes towards organic food were established by Hasibuan, et al. (2024), website design and attitudes towards organic food (Ashwini & Aithal, 2024; Khan et al., 2024), and website information quality and attitudes (Arumugam et al., 2023).

Considering that optimal attitudes towards organic food are fundamental for maintaining long-term relations with consumers, producers, and sellers should recognize the fundamental factors that contribute to their choice in the digital economy. Also, since an increasing number of commercial businesses are realized through websites, the function of which is analyzed in detail in this paper, websites that sell organic food should be designed in such a way that they effectively meet users' demands. This research contributes to the current professional literature by considering the specificities of the website in relation to consumer attitudes, as a three-dimensional factor structure. Dissecting attitudes into their constituent cognitive and affective parts enables the original creators of organic food to recognize the relevance of rational and emotional motives on the website that guide users in the process of selection. By means of this mechanism, online sellers of organic food have a chance to attract a considerable number of possible users, but also to appeal to loyal consumers, as a generator of long-term earnings.

The findings obtained on our sample of adolescents partially coincide with earlier research in which attitudes were analyzed as a two-factor structure (Matharu et al., 2024). An easy-to-use website that is designed well and includes

an optimal amount of variance contributes positively to the intellectual aspects of user attitudes. The findings of the aforementioned research showed that in the online environment it is relevant to consider the emotional dimensions of consumer behaviour (Adel, 2024; Choi et al., 2021), which was done in this empirical study by observing interactions between website qualities and affective attitudes. The obtained results signalled that all three isolated latent dimensions of website quality (usability, design, and quality of information) represent determinants of cognitive and affective attitudes towards organic food.

This empirical study has certain methodological limitations. The first limitation refers to the representativeness of the sample, and a larger number of participants in the sample should enable more efficient applicability and generalization of the findings. Second, the research was conducted only on the territory of one city. In addition, some other variables were not included in the research, e.g. the most convenient way of "shipping" on the website. The predictor variable "consumer loyalty" should be included in the future research, as a perception of the website quality, in order to examine the attitudes of adolescents towards organic food. Furthermore, this is a correlational type of research, so it would not be adequate to draw causal conclusions. Longitudinal research would reliably contribute to the adolescent population to better understand the complex relationship between the website and attitudes towards organic food.

Given that the relationships between website quality variables and adolescents' cognitive and affective attitudes toward organic food have not been investigated in the domestic context, this empirical study has several theoretical and practical implications. The scientific contribution is manifested in the fact that the website connects with the adolescents' cognitive and affective attitudes towards organic food through a unique research concept. In addition, the theoretical contribution of the research is the research of latent dimensions, characteristic of the online purchase of organic food, i.e., it indicates that even in the digital economy, attitudes can be formed and founded under the influence of some other factors, e.g. websites. Previous studies have mainly focused on shaping the attitudes of users of organic food as a result of concerns about health status or the environment. The research also has a relevant application contribution because previous theoretical concepts and studies on organic product sellers emphasize that they make great efforts to expand the website with factors that encourage more successful market orientation (Ardiyansyah et al 2022). The aforementioned authors indicate the importance of the use of digital technology in the organic food market, as well as modern marketing strategy options. In addition, business indicators provide significant advantages for users who base decision on the website usability when choosing organic food.

Conclusion

An exploratory factor analysis of the Quality of Website and Attitudes towards Organic Food Scale on a Serbian sample of adolescents confirmed the three-factor structure (website usability, design, and information quality) of the original form of the measuring instrument. The total value calculated for the Cronbach's alpha coefficients confirms the satisfactory internal consistency of the extracted factors. This indicates valid applicability of the measuring instrument used in the Serbian-speaking area as well, while recommendations for more efficient operationalization and revision of the applied construct have been given. The obtained regression findings, with more than half of the variance, suggest that the high school seniors, who use a better designed and a better quality website to a greater extent, tend to have more pronounced cognitive and affective attitudes towards organic food. However, the multiple regression, with a probability level of 95% has not explained a significant segment of the average squared deviation of the results from the arithmetic mean – the variability of attitudes towards organic food. Therefore, it is recommended that future longitudinal research should examine some other variables as possible predictors in the adolescent population, e.g. website navigation.

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Интернет страница као детерминанта ставова адолесцената према органској храни

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Сажетак

Циљ овог истраживања јесте идентификовање латентне структуре конструкта квалитета интернет странице код адолесцената и статистички значајног њеног предиктивног доприноса на варијансу ставова адолесцената према органској храни. Истраживање је обухватило пригодни узорак средњешколских ученика оба пола ($N = 178$). Просечна старост матураната/-киња износила је 18.04 ± 1.08 година. Коришћена је Скала квалитета интернет странице и ставова према органској храни (Коцић и сар., 2022). Експлоративном факторском анализом – методом главних компоненти су на основу 12 манифестних варијабли екстрахована четири хипотетска базична фактора интерпретирана као Генерални спољашњи доприноси (Φ_1), Наводњавање (Φ_2), Финансије (Φ_3) и Материјални и људски ресурси (Φ_4). У раду су продискутоване теоријске и практичне импликације добијених емпиријских налаза за операционализацију изолованог трокомпонентног модела у адолесцентској популацији. Резултати мултипле регресионе анализе показали су да су одабраним предикторима уз статистичку значајност ($p \leq 0.05$) и више од половине варијансе објашњени ставови према органској храни. Притом је утврђено да матуранти који у већем степену користе конструкт дизајнираније, квалитетније и информативније интернет странице, манифестују израженије когнитивне и афективне ставове према органској храни. У раду су дата детаљнија образложења ових налаза и импликације за наредна истраживања.

Кључне ријечи: адолесцент, латентне димензије, валидација упитника, употребљивост, дизајн и квалитет информација.

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