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**Kľúčové slová | Key Words** — cluster approach, innovation, artistic crafts, creative economy, Algeria, 3Ts model | *klastrový prístup, inovácie, umelecké remeslá, kreatívne hospodárstvo, Alžírsko, model 3Ts*

**JEL klasifikácia | JEL Classification** — M31, O34

**Résumé** — **Podpora inovácií v alžírskych remeslách: Vplyv rozvoja klastrov v provincii Constantine a Batna**  
*Tento článok sa zaoberá klastrovým prístupom ako pákou na stimuláciu inovácií a podnikania v sektore remesiel v Alžírsku, pričom sa konkrétne zameriava na klastre remeselníkov pracujúcich s mosadzou v Constantine a remeselníkov klenotníctva v Batne, dvoch provinciách v Alžírsku. Na základe modelu „3T“ Richarda Floridu (technológia, talent a tolerancia) štúdia analyzuje, ako môže príslušnosť ku klastru umožniť remeselníkom získať inovačné schopnosti a realizovať kolektívne projekty.*  
*Metodikou použitou v tomto výskume je terénny prieskum uskutočnený počas 21. medzinárodného veľtrhu tradičných remesiel v Alžírsku. Vzorku tvorí 228 remeselníkov, ktorí predstavujú 30% účastníkov veľtrhu, s rozdelením 46% žien a 54% mužov. Údaje sa zbierali pomocou štruktúrovaného dotazníka založeného na troch kľúčových inovačných faktoroch definovaných modelom „3T“. Údaje boli následne analyzované pomocou deskriptívnej analýzy a krížových tabuliek.*  
*Výsledky naznačujú, že hoci remeselníci zostávajú viazaní na tradičné metódy, uvedomujú si dôležitosť inovácií pri zachovávaní a propagácii svojich remesiel. Osvojenie informačných a komunikačných technológií je však obmedzené, čo poukazuje na potrebu intenzívnejšej odbornej prípravy. Štúdia tiež poukazuje na potenciál klastrov posilniť spoluprácu medzi remeselníkmi, uľahčiť výmenu poznatkov a zlepšiť ich konkurencieschopnosť na globálnom trhu. V závere článku sa zdôrazňuje význam ochrany remeselnej tvorivosti prostredníctvom kolektívnych značiek a zemepisných označení.*

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# MEASUREMENT OF WOMEN ATTITUDE TOWARD THE CONSUMPTION OF ORGANIC FOODS IN TURKIYE & ALGERIA

**The purpose of this study is to determine the effect of gender on the willingness to consume organic foods by focusing on the perception of women. This study makes an important theoretical contribution to the previous studies belonging to the healthcare concerns which are expanding in recent years in order to ensure the wellbeing of consumers by enhancing to use safe type of food, called organic foods. Using the Chi square test and two sample independent t-test, this paper examines whether Turkish and Algerian women are aware with the consumption of organic meals. Including 81 participants, 63 of them were women; it has been concluded that there is no significant difference in terms of gender regarding the acceptance of organic foods. This research demonstrates that both men and women are aware of their willingness to consume organic foods.**

**1 Introduction** — Women constitute one of the pillars of societies. In every field, in every sector and at every level, the presence and contribution of women is of vital importance. Unfortunately, throughout history, women have had to struggle with inequalities and discrimination. That is why we have organised a women's congress in order to share information and raise awareness on women's studies and women's issues. Women's research is not only a field that focuses on the problems experienced by women. It also provides an understanding of gender in all its aspects and thus lays the foundations for a more inclusive world. In this context, the empowerment of women means the empowerment of the whole society. Therefore, we should strive for a world where women are more represented in every field from education to business life, from politics to arts, and this congress has been one of those efforts. In fact, we believe that this congress will contribute to a brighter future thanks to the work of participants from various disciplines examining the roles of women in history and today.  
It should not be forgotten that women are not only mothers, sisters or wives, but also strong leaders, scientists, artists and indispensable elements of the business world. Their achievements and contributions significantly accelerate the development and progress of societies.  
Based on this idea, the roots of gender studies can be traced back to the feminist movements of the 20th century, which sought to challenge traditional norms and inequalities. Early studies predominantly focused on the socio-cultural aspects of gender, highlighting disparities in areas such as education, employment, and political participation. Notable works by feminist scholars like Simone de Beauvoir, Betty Friedan, and

Bell Hooks laid the foundation for the academic exploration of gender. Over time, the scope of gender studies has expanded to encompass a wide array of themes. Intersectionality has become a central concept, acknowledging the interconnected nature of gender with other social categories such as race, class, and sexuality (McLafferty 2010). Postcolonial feminist theories have also emerged, challenging Eurocentric perspectives and emphasizing the unique experiences of women in different cultural contexts.

Feminist theories have evolved from the early waves of feminism to more contemporary perspectives. Third-wave feminism, for instance, addresses the complexities of identity and embraces diversity within the women's movement. Queer and transgender studies have further expanded the discourse, challenging binary notions of gender and advocating for inclusivity. In recent years, the integration of technology into daily life has introduced new dimensions to the study of gender. The ecofeminist approach emerged alongside the growing environmental movements of the 1970s, gaining prominence during the third wave of feminism (Purvis 2004). This theoretical framework became particularly pertinent during a period marked by escalating concerns about global warming, environmental degradation, and deforestation. The rise of the internet and media platforms during this time facilitated increased awareness and discourse surrounding environmental issues, providing a platform for women's voices to be more prominently heard and seen.

This period witnessed a significant shift in the socio-political landscape, with the confluence of environmental activism and feminist perspectives embodied by ecofeminism. This approach played a crucial role in highlighting the interconnectedness of gender and environmental justice, addressing issues that were previously marginalized in discussions about socio-environmental concerns.

When examining ecofeminism in relation to green products, one key aspect is the emphasis on sustainability and ethical consumption. Ecofeminists argue that traditional models of production and consumption often perpetuate harmful practices that negatively impact both women and the environment (Ottuh 2020). Green products, in this context, are those that prioritize environmentally friendly manufacturing processes, ethical sourcing, and fair labor practices. Ecofeminism encourages a holistic view of sustainability that considers social justice alongside environmental concerns. It calls for a shift in the way society approaches production and consumption, advocating for systems that respect the rights and well-being of both women and the natural world (Özden 2023).

The most important reason for organic food purchases seems to be „health“ (Aygen 2012). Specifically, foods that are cultivated without the application of chemical pesticides can be called organic foods (Singh 2017). When the world's population was low, almost all agriculture was primarily organic and near-natural. However, these traditional practices, passed from one generation to the next, did not produce enough food to meet the rapidly increasing global population's demands. This led to the "green revolution," in which farmers used technological interventions to maximize outputs to meet the growing need for food for the increasing population (Dholakia and Shukul 2012).

Additionally, previous research has identified that the most important attributes of organic foods centre around health (i.e. minimal artificial chemical residues in the product and high nutritional value), environment (i.e. preference for a product that has been produced and processed in an environmentally friendly manner) and high quali-

ty such as taste (Pearson 2002). Apart from addressing immediate environmental concerns, the consumption of organic products is also driven by consumers' pursuit of healthy eating habits that improve their quality of life (Ditlevsen et al. 2019).

### 1.1 Research hypotheses —

- | Both women and men are aware of the consumption of organic foods.
- | There is a significant difference in terms of the use of organic foods for women.

**1.2 Literature review** — The term „organic“ was first used in a study carried out by Northbourne (1940), about organic farm entitled „Look to the Land“. Consumers play a significant role in addressing the sustainability challenges of food systems (Hedin et al. 2019; Vermeir et al. 2020). In other words, consumers tend to hold producers and manufacturers accountable for making food systems more sustainable (Eurobarometer 2020; Mintel 2021).

In this sense, many studies on the consumption of organic foods in particular and sustainability consumption in general have been discussed (Barraco 2024; Costales 2024; Deliberador 2024; Boukhedimi et al. 2023; Czudec 2022; Brata et al. 2022; Lamonaca et al. 2022; Costales 2023; Boukhedimi and Ataş 2024; Siahaan and Thiodore 2022; Gundala and Singh 2021; Jaderna and Volfova 2020; Pickova and Hruby 2020; Boukhedimi 2022, Jaderná et al. 2018).

In a study conducted by Siahaan and Thiodore (2022) on 400 Indonesians about the analysis impact of consumer behaviour to purchase organic foods in Jakarta (Indonesia), during June, 12th 2017 to July 3rd 2017, by using Structural Equation Model (SEM) and descriptive analysis of data collected. Therefore, it has been found a „strong“ correlation between attitudes and perceived behavioural on the on intention to buy organic foods. However, the subjective norms have not impacted the intention. Taking the intention as a mediator variable, it has shown a very strong nexus to purchase decisions of organic foods.

Thus, Gundala and Singh (2021) examined the factors affecting consumer buying behaviour toward organic foods in the Midwest (United States). Based on the responses of 770 consumers, with the use of ANOVA, multiple linear regression, factor analysis, independent t-tests, and hierarchical multiple regression analysis, it has been determined the health awareness, consumer knowledge, perceived or subjective norms, and perception of price influence consumers' attitudes toward buying organic foods, availability and other demographic factors (i.e. age, education, and income) have an impact on consumers' buying behaviour.

Another research entitled „Overview of Organic Consumption in Brazil“ given an analysis of organic consumption patterns among a sample of 1000 individuals in Brazil in 2021, which, (Organis GmbH 2022) highlights that approximately 36% of respondents mentioned recent consumption of organic food within the past 30 days, while another 10% reported its consumption within the last 6 months. Furthermore, numerous participants emphasized the heightened cost of organic products, arguing that this is due to perceived advantages such as the non-use of pesticides in production, superior quality, and enhanced cultivation practices.

Thus, Lamonaca et al. (2022) presented a study about consumer perception of attributes of organic food in Italy among 672 respondents. The results indicate that consumers perceive organic food as safer than healthiness and environmentally sus-

tainable attributes. Additionally, the presence of specific information on food's label conducts to perceive organic food as healthier, safe, and environmentally sustainable. Hence, the sociodemographic profile of consumers plays a significant role: males and females have a different perception of organic food, and younger consumers are more likely to buy and consume organic products.

Brata et al. (2022) studied the factors driving customers' beliefs toward organic food consumption as well as the measurement of frequency changed before and after the COVID-19 outbreak in Romania. A questionnaire was conducted on 190 organic food consumers in Bihor Province. As a result, people who used organic products more often before the pandemic have either kept or increased their consumption, while more indifferent consumers maintained or decreased the quantity of organic foods in their diet.

Furthermore, the study of Czudec (2022) aimed to evaluate the factors that enhance organic food consumers' interest in the local origin of food, among 850 Polish consumers. The findings indicated that the emphasis on the importance of the local origin of organic food by consumers is causally linked to their awareness of the needs of other people; particularly, this is shown by taking into account the importance of caring for the natural environment in their purchasing decisions

Moreover, Boukhedimi et al. (2023), investigated the impact of demographic factors on the consumption of organic foods across 14 countries, the factors examined includes gender, age, occupation, educational level and nationality of respondents. Consequently, the findings suggest that the demographic variables examined were independent of the consumption of organic food.

Along with the study of Deliberador (2024), based in Brazil among 240 consumers. The findings reveal that environmental concern, price consciousness, and health consciousness are all important in the organic food purchase intention, while impulsive shopping value does not. The intention to purchase organic food resulted in a decrease in household food wastage, indicating that this relationship is not a reliable predictor.

**2 Methodology and aim of the article** — In this context, the present paper examines the awareness toward the consumption of organic foods among women in particular, through two countries which are Türkiye and Algeria. Therefore, the research statement could be given as follow:

Are Turkish and Algerian women aware of the use of organic foods?

This study combined qualitative and quantitative approaches to address the research concerns previously identified. The previous studies, which are mainly focused on organic foods, were highlighted by the qualitative method. Several articles from Google Scholar, Science Direct and Research Gate have been checked. In this sense, specific keywords were selected to outline the purpose of this research. However, the quantitative method is employed to examine hypotheses identified earlier, by the execution of statistical tests and methods, such as descriptive statistics, Chi square test, and two sample independent t test.

**2.1 Sampling** — The study population of this research includes the Turkish and Algerian consumers of organic foods, among 81 participants. Hence, it should be not-

ed that the study sample is representative according to central limit theorem (CLT) as it was discussed by (Chang et al. 2006; Polya 1920; Johnson 2004; Tomothy 2005; Berenson et al. 2012; Naval 2013; El sherif 2021; Nair et al. 2022; Boukhedimi et al. 2023; Sriram 2023), who outlined that as long as you have a reasonably large sample size (e.g, n = 30), The sampling size of the study will be normally distributed.

**2.2 Data collection** — Questionnaire has been adopted as a data collection method, where the surveyed were asked with questions related to organic foods' consumption. The online survey's period was conducted during 2022, and the sample was randomly chosen. Then, the data collected were entered and processed through SPSS software V26 in order to enable the examination of study hypotheses.

**3 Result and discussion** — **3.1 Reliability test** — The interpretation of alpha varies statistically from 0.0 to 1.0 (Howe and Strauss 1992; Solomon et al. 2016). The value is accepted when going from 0.6 to 0.7(George and Mallery 2003). The reliability of our questionnaire is acceptable (0.774).

**3.2 Sociodemographic statistics** — The survey included 81 respondents. On the count of gender, women were 77.8%, and men represented 22.2% of the study sample. Overall, it should be mentioned that in economic research, the term gender or men and women is appropriate to replace the term sex, because the last one is specific to biological and physical attributes. (Boukhedimi 2022). On the other side, considering the count by age category, the majority of respondents are from generation „Y“ (88.9%), followed by 8.6% from generation „X“, and only 2.5% from the new generation (Z). Furthermore, 80.2% of respondents are under graduated and graduated, while the rest (19.8%) are post-graduated. In addition to that, 55.6% of our sample is Turkish and 44.4% is Algerian.

Items	Frequency	Percentage
<b>Gender</b>	81	100
Men	18	22.2
Women	63	77.8
<b>Age</b>	81	100
Generation X	7	8.6
Generation Y	71	88.9
Generation Z	2	2.5
<b>Educational level</b>	81	100
Undergraduate / graduate	65	80.2
Post-graduate	16	19.8
<b>Nationality</b>	81	100
Turkish	45	55.6
Algerian	36	44.4

TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF SAMPLE  
SOURCE: AUTHORS

**3.3 Attitude of women toward the consumption of organic foods — 3.3.1 Chi square test** — The Chi-square test is used to make the test of independence between the dependent variable (willingness to consume organic foods in Turkiye & Algeria) and the independent variable which is formed of gender of respondents. According to Elsherif (2021), the hypotheses of Chi-square test are formed below:

- | H0: Independency isn't significant if p-value > 0.05
- | H1: Independency is significant if p-value < 0.05

Based on the result of the cross-tabulation illustrated in Table (2), most of the respondents accepted to consume organic meals. Further, 88.89% of men and 93.65% of women used organic foods in their alimentary process. Moreover, the result of the Chi square test shows that there is no significant difference between men and women in Turkiye and Algeria in terms of consumption of organic foods ( $0.496 > 0.05$ ). In the other words, both of them are green consumers. Consequently, the table below demonstrates the previous findings, (88.89%;  $n = 16$ ) and women (93.65%;  $n = 59$ ).

	Men	Women	Total
Yes	16	59	75
No	2	4	6
Total	18	63	81

TABLE 2: CROSS-TABULATION OF THE WILLINGNESS TO CONSUME ORGANIC FOODS BY GENDER  
SOURCE: AUTHORS

**3.3.2 Two sample independent t-test** — To confirm what it was presented above through the use of Chi square test, it can be stated that the t-test of two conducted on independent sample reveals that gender does not have an impact on the willingness to consume organic foods. As a result, the variances of two samples are homogenous (Levene test' sig:  $0.973 > 0.05$ ). In addition to that, the result of the t test isn't significant (sig t:  $0.795 > 0.05$ ).

Overall, this study reveals that both women and men are aware of the consumption of organic foods in Turkiye and Algeria. As a result, the first hypothesis is accepted, and the second one is categorically rejected.

**4 Conclusion** — This paper contributes to the existing literature on consumer behaviour toward the consumption of organic foods. Particularly, the main theoretical contribution was the highlighting the attitude of gender regarding the consumption of organic foods in two different countries, namely are Turkiye and Algeria.

As a result, it has been determined that there is no significant difference between men and women in Turkiye and Algeria in terms of consumption of organic foods. The findings therefore confirm the awareness of the targeted consumers with the healthcare concerns across two selected countries (Turkiye and Algeria). However, the study has some limitations as well as important results found. First and foremost, the data collected ( $n = 81$ ) is few due to time and cost constraints of questionnaire distribution. Therefore it should be larger. Accordingly, the results could be generalized and include all the survey population, Furthermore, the elevation of

number of sample study as well as the area (other countries) is recommended, especially for men category.

Based on the above, the recommendations are listed as follows:

- | Expanding the sample size.
- | Including participant from other countries.
- | Increasing the number of respondents by considering the men, generations X & Z, and Post-graduates participants.

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**JEL klasifikácia | JEL Classification** — M30, M31

**Résumé — Meranie postoja žien k spotrebe biopotravín v Turecku a Alžírsku**

Cieľom tejto štúdie je zistiť vplyv pohlavia na ochotu konzumovať biopotraviny so zameraním na vnímanie žien. Táto štúdia je dôležitým teoretickým príspevkom k predchádzajúcim štúdiám patriacim do oblasti zdravotnej starostlivosti, ktorá sa v posledných rokoch rozširuje s cieľom zabezpečiť blahobyť spotrebiteľov posilnením používania bezpečného typu potravín, tzv. biopotravín. Pomocou chí kvadrát testu a dvojvýberového nezávislého t-testu sa v tomto príspevku skúma, či turecké a alžírské ženy sú oboznámené s konzumáciou biopotravín. Štúdia zahŕňala 81 účastníkov, z ktorých 63 boli ženy. Dospelo sa k záveru, že neexistuje žiadny významný rozdiel z hľadiska pohlavia, pokiaľ ide o akceptáciu biopotravín. Tento výskum dokazuje, že muži aj ženy sú si vedomí svojej ochoty konzumovať biopotraviny.

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