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Are they really green minds? Marketing behaviour the customer of two generations Y and Z in the field of organic food

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Abstract

This paper aims to fill the research gap of Generations Y and Z customer preferences in Czech and Slovak Republic market, by identifying the factors determining the purchase of organic food. The research focused on the price influence, trustiness of organic food quality, health impact of organic food, brand motivation and place of purchase preferences. The primary data were collected through two identical survey cycles. The first one was carried among the Generation Y respondents in 2014, the second one among the Generation Z respondents in 2019. Both the survey cycles were distributed in electronically among 1708 respondents in total. The relative frequency testing was used to process the questionnaire data, the hypothesis verification was tested by one variable and two variable tests of frequencies. To analyse the generation Z respondents´ purchase factors relations, the logit model was used. As independent variables were set the factors determining the purchase, as dependent variable was set the realisation of purchase of organic products. The results show that the popularity of organic food is higher for the generation Z than for generation Y. The appearance factor of the organic products does not influence the decision of the Y generation about buying the product, but the factors of availability and quality factors influence the decision the most. The factors determining organic food preferences can allow company management to establish reliable marketing communication and sale strategy tailored to the generation Y and Z customer segment in Central Easter Europe.

Keywords: Generation Y, Generation Z, organics food preference, logit model

Introduction

The report published by the European Commission states that inhabitants of EU member countries consider the health the top important of the 35 main aspect of the decision-making process during purchases of goods (European Commission, 2013). Studies carried in USA and Europe markets, which proving the importance of the intention of consumption in the persuasion of consumers on organic food qualities, including healthiness, reach taste and flavour, as well as the environment protection. (Molinillo, Vidal-Branco and Japutra, 2020) The organic food industry is considered as one of the fastest growing food market shares and is estimated to accelerate further in the developer countries market. According to Silva et al. (2017) the demand for organic food has been growing for past ten years into developed countries, leading in increase of number of organic farms and food producers. The annual global market value for the entire organic trade has been accounted for USD 162,036.6 million in the 2019. Due to the Willer (2020), the countries with the largest organic markets continued to be the United States (40,6 billion Euros), Germany (10,9 billion Euros), and France (9,1 billion Euros). in 2018. However, a new trend is that China is gaining ground fast, due to rising consumer interest and food safety issues (8,1 billion Euros).

The article is structured as follows: the next section provides a literature review and lays the ground for hypotheses development. The Literary review is followed by the research objective, methodology and data part, in which the details regarding the survey and applied methods have been provided. In the discussion sections the results of the study have been deliberated. The research findings theoretical as well as practical implications have been indicated in the conclusion, the last part of article.

Literature review

It is well documented what factors can influence the market behaviour in the sphere of organic food, the product preferences of customers are tracked and analyses from many perspectives of many generation cohorts (Gajanova, Nadanyiova and Lazaroiu, 2020). Much less is known about the youngest customer cohort named Z behaviour regarding organic food.

However, previous research has brought mixed results regarding the organic food customer behaviour. Rana and Paul (2017) and Ladwein and Sánchez Romero (2021) have declared that among main factors impacting demand for organic products into developed countries are ethical commitments, quality, safety, knowledge, and health. The factors impacting demand into developing countries are different, they include the availability, education, health status, marital status and the size of a family. The health has been mentioned into both of these categories. Using factors such as rating, reference groups, family or lifestyle, the consumer also can have influenced opinions and attitudes about the organic product (Gajjar and Nilesh, 2013; Rana and Paul, 2017). Suki (2016) in article assessed consumers' attitude toward green brands, and green brand knowledge on green product purchase intention.

The role of social status cannot be omitted into the research. As Johnston, Szabo and Rodney (2011) state in their work, the purchase of organic food can serve as a tool for differentiation apart from the common customers (Johnston, Szabo and Rodney, 2011). Gilovich, Kumar and Jampol (2015) have discussed the topic of social status in his study, which divides consumption into experimental, including holiday or diner in restaurants and material, such as food, clothing, or a car. In its research findings, consumers are more likely to benefit from the experimental than the material consumption, where, with higher social status, can be monitored greater benefits than with middle-class status. The price of the organic food follows the perception of social status. Authors Lee and Hwang (2016) have indicated that while the high price of organic food could reduce the perceived value, the focus on expectation of achieving the quality of such food, could encourage consumers to increase their purchases. Milosavljevic at al. (2012) in their study, describe how the visual side of the product influences the consumer's attention and consequently also his or her decision-making process. The product appearance therefore plays an important role into decision making process, and the study further declare that in the short time of decision making, the visual role is growing. Its importance in deciding in the short term is that significant, that consumers in most cases choose the product according to its appearance and not by the product features and characteristics. Similarly, Zhang and Seo (2015) conclude that the key role in consumer decision-making about food purchases plays the neighbourhood of the product and not just the product itself. In connection with this conclusion, providers of organic products should focus their attention on the overall sales process.

Oliveira et al. (2016) confirm that consumers are most interested in information on the packaging, but also recommend regulating the amount of this information. If the consumer follows several areas of interest, his or her attention is divided into more incentives. For food products, in particular, can be recommended to provide an appropriate amount of information on the packaging in order to increase the likelihood of their reading and understanding by the consumer. The BIO or ECO label of organic products have become an important indicator for certified, highly valuable foodstuffs, produced by a considerate land cultivating, plant growing and animal farming, according to welfare (Heimler et al., 2011; Perito, Coderoni and Russo, 2020). According to current observations, the complex value exceeds the valuation of agriculture importance for the society. It involves economic, social, ethic and ecologic target groups of agriculture (Schamp, Heitmann and Katzenstein, 2019).

Generations Y and Z organic food consumption behaviour

The term 'Generation Y' was coined in the journal 'Advertising Age'. This marketing trade magazine has been credited with first using the term in an editorial in August 1993, as a way to distinguish the group from the Generation X (Advertising Age, 1993).

The generation Y, also called as Millennium generation as they were born between 1980 and 1995 (Goldsmith, Flynn and Kim, 2010), pursues status and prestige consumption lifestyles, which significantly shaping their consumption behaviour in all areas, including the field of organic products (Perito, Coderoni and Russo, 2020).

This generation has been socialized in a materialistic society, heavily consumption oriented, trendsetters seeking for the new concepts of conspicuous products and services (O'Cass and Siahtiri, 2013, Molinillo, Vidal-Branco and Japutra, 2020) and displaying wealth and purchasing power, even though many young adults still rely on parental financial support and limited incomes (Patel, Sharma and Purohit, 2021). As the inseparable part of this desired upper class live style, can be recognised the interest of top quality healthy organic food, premium foodservices and luxury green restaurants or cafés as a means of self-expression or symbols of their preferred lifestyle (Das and Jebarajakirthy, 2020; Giovannini, Xu and Thomas, 2015; Kim and Jang, 2014).

Despite the heterogeneity of Generation Y cohort, it can be stated that with the rise of healthy lifestyle, high gastronomy, promoted importance of consumed food quality and origin, it seems like Generation Y significantly prefers the brand products, especially in segment of organic food, regional products, products from local farmers, and or fair-trade food and drinks (Duffett, 2017; Pacho, 2020).

Table 1 Overview of authors contribution

Authors contribution	Area of contribution
Gajanova, Ladanyiova and Lazaroiu (2020)	Generation market behaviour
Rana and Paul (2017); Ladwein and Sánchez Romero (2021); Gajjar and Nilesh (2013); Suki (2016); Zhang and Seo (2015); Schamp, Heitmann and Katzenstein (2019)	Factors influencing organic products demand
Johnston, Szabo and Rodney (2011); Gilovich, Kumar and Jampol (2015); Lee, and Hwang (2016)	Role of social status and price in organic products purchase
Milosavljevic at al. (2012); Oliveira et al. (2016); Heimler et al. (2011); Perito, Coderoni and Russo (2020)	Role of visual side and package in organic products purchase
O'Cass and Siahtiri (2013); Molinillo, Vidal-Branco and Japutra (2020); Giovannini, Xu and Thomas (2015); Kim and Jang (2014); Duffett (2017); Pacho (2020); Das, Jebarajakirthy (2020)	Generation Y characteristics and shopping behaviour
McCrindle (2014); Schawbel (2014); Haddouche and Salomone (2018); Monaco (2018); Priporas, Stylos and Fotiadis (2017); Törőcsik, Szűcs and Kehl (2015); Chaney, Touzani and Slimane, (2017)	Generation Z characteristics and shopping behaviour

Source: Authors research.

Research and the facts in the area show that Generation Z, born between 1995 and 2010 (McCrindle, 2014; Schawbel, 2014), whereas very concerned with environmental issues seems to be highly critical, frequently changing their opinion, demanding access to the internet, through which they share their opinions, consumption desires and customer feeling (Haddouche and Salomone, 2018; Monaco, 2018; Priporas, Stylos and Fotiadis, 2017). It has been shown that the generations Y and Z have a unique and different approach to the purchase organic food compared to previous generations (Johnson, 2011). Therefore, the data of organic food consumption conducted on different generations might not be generalized to generations Y and Z due to their unique consumption behaviour and preferences (Törőcsik, Szűcs and Kehl, 2015, Chaney, Touzani and Slimane, 2017) and to understand the factors determining their organic food consumption behaviour can be essential and become the key driving force for the current marketing and sale strategies formulation.

Methods and Data

This study aims to identify the factors determining Generation Y and Z intentions in purchasing organic food in Czech a Slovak republic. Therefore, the primary research questions of this study have been formulated:

1) What factors have significant influence on the behavioural intentions of these generations to buy the organic food.
2) What role play the price of organic food on the intentions of Generation Y and Z in purchasing organic food?
3) What is the main reason for refusing purchase of organic food among these generations.

To collect data covering the and Z cohorts, two cycles of electronically distributed surveys have been carried out in the year 2014 for the Generation Y cohort and then repeatedly for the generation Z cohort in the year 2019, among university students and staff, ranged from 16 to 35 years' age in regions of Czech and Slovak Republic.

The generation Y has been represented by 1122 respondents, then, after adjustments of incompleteness in surveys, stayed in 1108 respondents. The questionnaire survey has been answered by 71.21% of women and 28.79% of men. The authors created a second-round survey recognising the development of organic products purchase motivation for the generation Z, where have been anticipated similar motives for buying organic food. Within the questionnaire survey, were received 611 responses, when eliminate incomplete questionnaires, the total amount shows 600 responses. The questionnaire survey has been answered by 78.4% of women and 21.6% of menthe. Due to these characteristics, the selection of respondents was not representative of the population. Both questionnaires were filled by respondents in electronic form.

The relative frequency and then, based on these characteristics the statistical hypothesis has been used for data processing. The combinatorial assortment has been carried out and independence for different question combinations has been tested except for the basic classification according to one symbol. Independence in the chart is being studied.

with χ^2 test.

$$\chi^2 = \sum_{j=1}^{s}\sum_{i=1}^{r}\frac{\left(n_{ij}-n'_{ij}\right)^2}{n'_{ij}} \tag{1}$$

The degree of freedom is calculated by (r-1) (c-1). If the value of criteria is greater than the critical quantil, the hypothesis of independence is being rejected and therefore the correlation is expected. Apart from the χ^2 test in the article, there is also one nominal variable and more nominal variables used in relative frequency testing.

$$U = \frac{p-c}{\sqrt{\frac{c(1-c)}{n}}} \tag{2}$$

$$U = \frac{p_1 - p_2}{\sqrt{\frac{(n_1 \cdot p_1 + n_2 \cdot p_2)\cdot(n - n_1 \cdot p_1 - n_2 \cdot p_2)}{n \cdot n_1 \cdot n_2}}} \tag{3}$$

In both cases the tested criterion has a normal standardized distribution. By testing one-selection ordinal variable we study null hypothesis of the relative frequency unity with the assumption, by testing two variables we study a correlation between more relative frequencies. While processing the questionnaire, the econometric model has been constructed for the generation Z. For the purpose of its formation, the nonlinear model has been used, based on modelling of the alternative data, reached the value of only 0-1. Fundamentals of this logit model, is the expansion of the modified exponential model by the inflection point. Estimated model is shaped as:

$$Y_i = \frac{e^{Z_i}}{e^{Z_i}+1} = \frac{1}{1+e^{-Z_i}} \tag{4}$$

where $i = 1, \cdots, n$ and $Z_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \cdots + \beta_k X_{ki} + \varepsilon_i$

The interpretation of parameters is a chance, relating between probabilities of one variable to another.

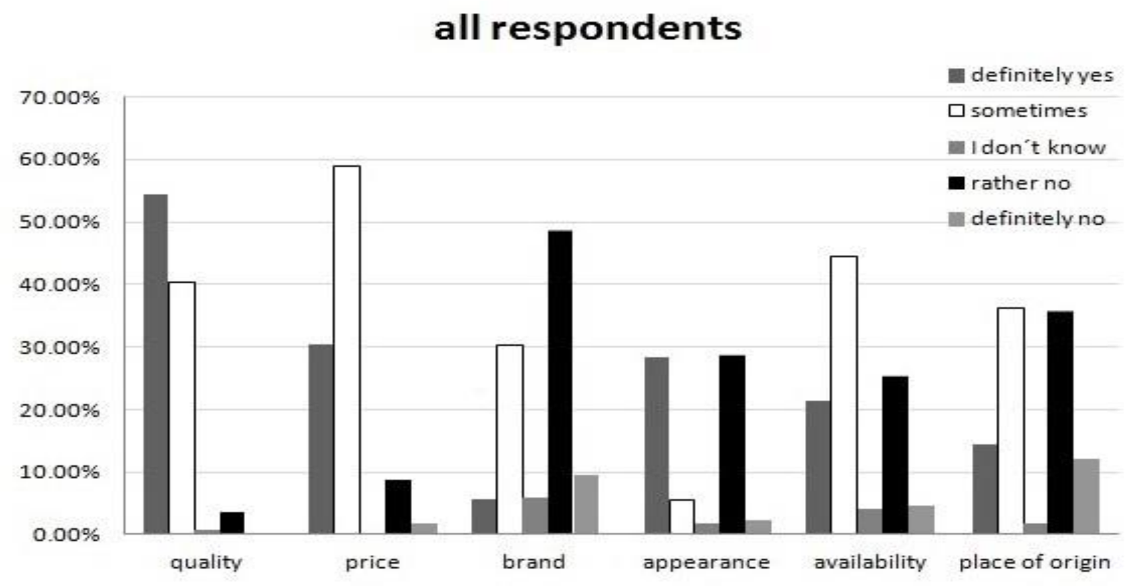
Results

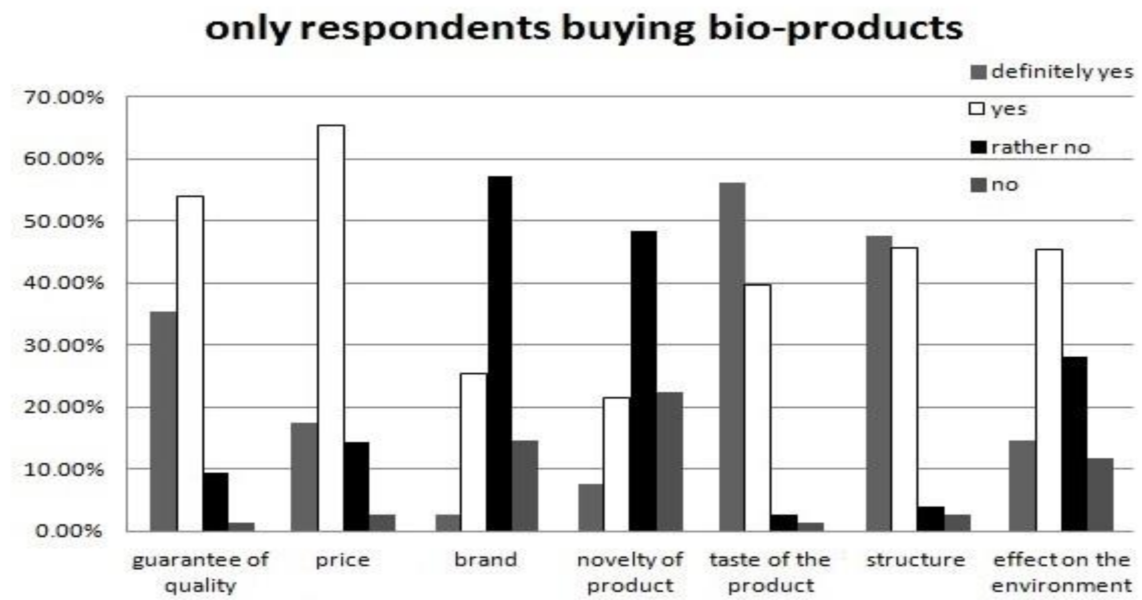
The research findings identifying the generation Y preference show that respondents elect two prevailing factors when thinking about organic food purchase, the quality, and the price. The appearance of food has been also marked as a very important factor. Respondents are less likely to address availability, place of origin, and at least the brand of the product. Approximately 70% of the respondents buy organic food frequently or occasionally. The remaining 30% of respondents, do not buy organic food at all, or just do not see if the purchased product is organic food. Of those respondents who do not buy organic food, part of them disagree with products higher price, and part feel the organic food have no sense. It can be concluded, from the survey open responses, that respondents do not trust traders to offer organic products indeed.

Those respondents belonging to the generation Z, who buy the organic food, buy it mostly because they are convinced that the organic food is healthier and tastier than the extensive conventional agriculture food. Most of their organic food purchases have been made in hypermarkets and supermarkets, they are also frequently visiting specialized stores. There has been found a relatively large group of respondents who covering their need by growing their own food. Despite the Gen Z respondents believe that organic food is healthier and tastier, but a relatively large part of them do not feel that organic food is more appealing them. Of the quality of organic products, only 27% of them believe that it is significantly higher than the quality of the conventional food. The majority of respondents are willing to accept higher price of organic food. The acceptable amount for them is about 10% higher than traditional food product price. Respondents prefer shops where the organic food creates predominant part of the assortment. However, if favourite respondents' shops do not offer organic products, respondents would welcome them in the future. Beliefs about whether organic food is adequately promoted, or not, is exactly in half. And therefore, the respondents which think that organic foods are not sufficiently promoted, present a significant group. It is clear from the combining sorting that respondents do not fully trust organic food because the most frequent answer relating to the quality assessment was the answer that organic food is better in some aspects but worse in others. The distrust, then, seems to lie in the higher volatility of the organic food. From the following combining sorting has been found that respondents did not feel that organic food was more appealing. In other dependencies authors tried to find out whether respondents prefer to buy organic food in the hypermarkets and supermarkets. Research shows that out of a total of 489 respondents who buy organic food regularly or occasionally, the 339 of them probably buy organic products in hypermarkets and supermarkets. There are only 232 respondents who shop for organic food in the specialized stores.

The results answering the question of how each of factors are important for the respondents can be seen at Figure 1. The question of what is decisive for respondents when buying an organic product was answered only by the respondents who stated that they were buying this kind of products (60.8% of the respondents). The biggest difference has been seen in the price indicator, with 89.5% of all the respondents saying that this factor is important to them. If research focuses only on organic food users, the percentage 83% has been obtained. But only 17.5% of the respondents agree that the price is definitely the most important factor. This factor can be thought of as important when deciding whether to buy organic food or a classic food, but it is no longer an important factor for the well-oriented customers of healthy produce.

Graph 1: Question: What is decisive for you when buying organic product - relative frequencies?





Source: Authors research.

The reasons given by the respondents as the main argument why they do not buy organic products can be seen in Figure 2.

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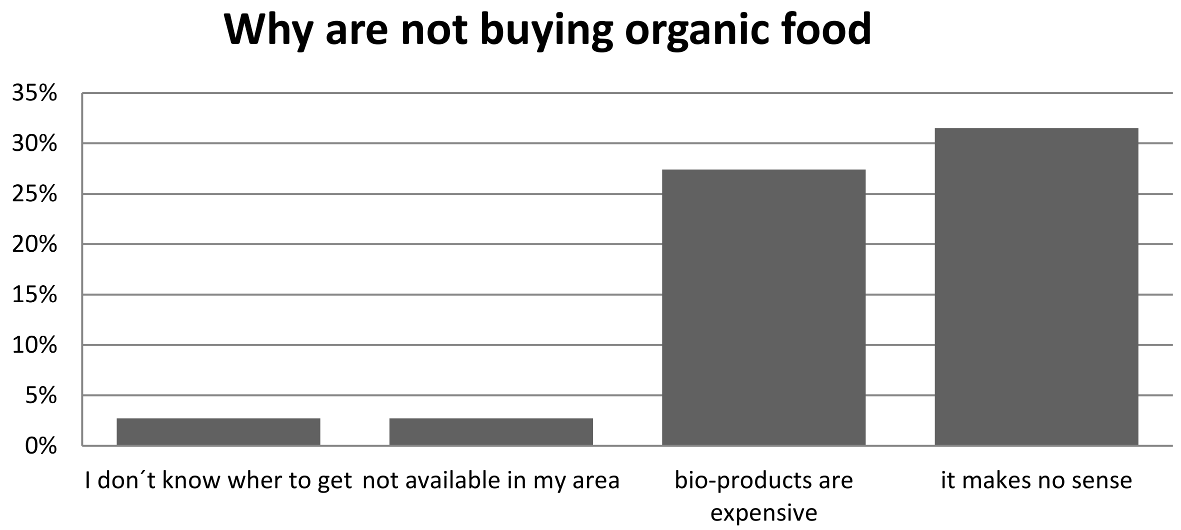
Graph 2: Answers to the question why respondents are not buying organic food



Source: Authors research.

It can be seen that a large percentage of respondents from generation Z do not trust organic food and do not believe they are healthier than conventional foods. This percentage reach 31.5% of those respondents who do not buy organic food. If we applied this value to all the respondents, it would reach 19.1%. In the questionnaire carried out a similar research (with 1122 respondents) in 2014 (generation Y) within the same age group, where 50% of respondents answered, they do not buy organic products at all. Only the small percentage of this group mentioned the factor of high price, majority (almost 90%) was sceptical towards the organic products and said they do not trust that organic product can be healthier for them than the conventional food. This result supports the thesis, the long-term popularity and credibility of organic products is increasing. It is also caused by the increase of the healthy life style propagation in the last five years where the necessity of the organic-products consumption together with an effort for the increase of the inspection has been emphasized. It has been linked with the trust to the organic product coming from organic farming. Due to this fact of increasing interest for organic farming, more profit goes to a producer.

The organic farming in Czech and Slovak republics has been developing mainly in those locations where the environment protection has been emphasized or where the production conditions have been less favourable. Almost 90% of organic farmed lands can be found in less prosperous area (about the whole acreage of the grassland and nearly 70% of the arable land). The system of the farm land is adequate to these facts and it is very different from traditional agriculture.

We have defined several hypotheses for the research. All of the hypotheses have been verified by statistical testing.

1. The situation is improving, and the organic products popularity is higher with the generation Z than with generation Y.

2. We verified this assumption by testing relative frequency matching (equation 3).

$$FU = \frac{0.608 - 0.445}{\sqrt{\frac{(365 + 499) \cdot (1722 - 365 - 499)}{1722 \cdot 600 \cdot 1122}}} = 6.4458 \tag{5}$$

The null hypothesis states the popularity is the same, alternative, and it is also higher with generation Z. P-value was smaller than 0.001 in this test therefore we reject this hypothesis. Based on testing, we have shown that the popularity of organic products is higher among Generation Z than among Generation Y.

3. There can be seen a statistically significant lower percentage of the respondents who do not believe that organic production has a meaning and benefit to an individual's health for the generation Z. The number of respondents keeping this statement has decreased. Respondents who did not trust the organic farming were 241 out of 1122 for the generation Y, and only 115 for generation Z. We will get the value U = 1.1373 (with p-value 0.1277). Based on the test, this assumption has not been confirmed and there cannot be claimed that confidence in organic food has improved.

4. There was found no difference in the gender perspective for generation Z, that organic food is healthier, better, and tastier. This information has been tested using the Independence Test. In the Table 2 below can be seen the test criteria and the p-value.

Table 2: Testing of the independence of opinion on organic food and gender of respondent

	Deviance ratio	p-value
Healthier	0.21726	0.89706
Superior	18.9816	0.00007
More tempting	6.36401	0.04150
Tastier	7.87613	0.04864

Source: Authors research.

The Table 1 shows that men and women did not differ in the view whether organic food is healthier. For the other indicators, the difference was found at 5% significance level. Men have a more pessimistic view of quality; more than women they do not believe in a better quality of organic food. In terms of appetite and delight, women have far more extreme opinions. I. e. The larger percentage expressed the answer yes and definitely not. Men tended to be more likely to answer the variants, maybe and I do not know.

5. The percentage of respondents who are willing to accept the price of more than 10% higher than in traditional production, is higher for generation Z than for generation Y. The price higher more than 10% would be accepted by 47.28% Generation Z respondents. Even 5.34% will accept the price higher by more than 50%. Similarly expressed, the generation Y respondents would accept 10% higher price in amount of 38.16% but the amount increased by more than 50% would accept the amount of 8.5% of

respondents. The tests showed that the null hypothesis of conformity reject (p-value 0.0001) and thus can be said that in generation Y was significantly lower percentage of respondents who are willing to accept the higher price of organic food. However, when examining the extreme supporter from generation Z of organic produce who are willing to accept higher prices for organic food creed, for this group, the situation reversed.

6. Another research goal was to determine the factors that are important for shoppers and inclines them more influence. This assumption again tests the compliance test using relative frequencies. Test the null hypothesis says that the percentage of respondents who prefer the property is the same as the percentage of the property that is not important. For this test, has been received responses just from respondents which were buying organic food. The summary of testing can be found bellow into the Table 3.

Table 3: The test results of compliance relative frequencies for generation Z

Attribute	Deviance ratio	p-value
Brand	-3.4903	<0.001
Price	10.655	<0.001
Origin	0.4263	0.3349
Quality	13.0757	<0.001
Availability	3.5941	<0.001
Appearance	3.6388	<0.001

Source: Authors research.

Authors do not reject the hypothesis of consistency with the place of origin, so it can be argued that the respondents for whom the organic product's essential place of origin is the same as the percentage of those for whom the place of origin is not.

For the organic-product branding feature, it has been shown that for a higher percentage of respondents the brand is not significant. For the other characteristics such as price, quality, availability and appearance of the organic product, it has been shown that there is a higher percentage of respondents for whom this property has a key value than those for which this property is not that important.

Based on testing our hypotheses, it has been demonstrated that the popularity of organic food is higher for the generation Z than for generation Y and these respondents consider organic food to be beneficial. Opinions on organic food differ considerably for men and women. Based on testing, it was verified that shoppers are heavily influenced by a large number of factors. For a better interpretation, a model was found to find out the common influence of several factors on the idea of purchasing organic food. From the analysis of individual questions, can be found that the motives for buying organic production are different and there are many. Therefore, the authors decided to find for generation Z a model that would consider all the properties together.

The model has been constructed in Gretl software where the dependent variable was whether organic products are in demand or not and the independent variables were individual factors judged by respondents. We found the pattern by using the logit model, having the important parameters. As a reference value, all the factors out of scale, value of 1 has been chosen. By testing, the appearance factor has come out as the less important factor. Therefore, one can say the look of the product does not influence the purchase of the product. The reality that the other factors are important is apparent from the following Table 4.

Table 4: Accumulated analysis of deviance

	Deviance ratio	p-value
Price	2.98	0.030
Availability	4.94	<0.001
Quality	4.64	<0.001
Origin	2.70	0.029
Brand	2.73	0.027

Source: authors research.

To introduce the logit model closely, can serve the predictions into the following chart. These predictions have been estimated mean proportions, formed on the scale of the response variable, corresponding to one binomial trial, adjusted with respect to some factors as specified below. The link of only one factor has been examined, the others have been stated as constant.

Table 5: The results from logit model

Attribute	brand	quality	availability	Price	origin
1-definitely yes	0.5414	0.7158	0.7549	0.4998	0.5453
2-rather yes	0.4483	0.4882	0.4100	0.5942	0.7498
3-I don´t know	0.4705	0.0137	0.1412	-	0.0098
4- rather no	0.6912	0.3078	0.8076	0.9006	0.4879
5-definitely no	0.7025	0.0721	0.9292	0.9195	0.6121

Source: Authors research.

When analysing data as shown in the Table 5, the respondents who don't find the brand important, are more likely to buy the product (about 70%). Those who look closer for a specific brand, have a smaller chance in buying the product, because they prefer the brand to the fact it is an organic certified product. On the contrary, the quality factor is important for 71.6% of respondents and therefore they would buy the product. Availability factor has two groups of respondents. The first group does not deal with the availability and buy any organic product (almost 90%). The other group extremely follows up the availability (scale value 1) and looking closely, they are the ones who care about the brand and 75.49 % buy the product. If the respondent finds the price unimportant, there is a 90% of chance that he buys the organic product. Based on the origin, the respondents have been split into a group of those who do not deal with the origin (61.21% of these buy the product) and those who follow up the origin (value scale 2). Based on testing (for the level of importance 5%) has been identified statistically the important differences in prediction. The difference in pair of 2-5 and 2-4 has been proved by the brand factor, then in quality factor it is a pair 1-2 and 1-4, in availability factor, there was no difference in any pair, in price was 1-4 and 2-4 and in origin factor there was 1-2 and 2-4.

It can be stated, based on modelling, that the appearance factor of the organic products does not influence the decision of the Y generation about buying the product. The availability and quality factors influence the decision the most. By analysing these factors closely, it was established that those who found the quality very important, 71.6% buy the organic products and in contrary, those who do not find the quality important, there is only a small percentage of buyers. The quality promotion would be certainly a gain for the improvement in sales of organic products.

Discussion

The results of Hwang, Lee and Diddi (2014) and Patel, Sharma, Purohit (2021) research has confirmed positive effects of moral obligation on Generation Y purchase intentions, towards purchasing products made of organic materials, fair-trade label, or recycled materials, which is in contrast with findings presented research. The so called "green emotional value" can be notice also by Muposhi and Dhurup (2016) while examine the Generation Y selection attributes when purchasing organic products. The submitted research shows that the visual, appearance factor of the organic product has just a limited influence in the decision to buy the organic product. This research findings fully corresponds with the Resnick and Albert (2014) as well as Darke, Ashworth and Main (2010) results about the promotion "blindness" of generation Y. This form of selection arises when consumers are looking for a specific product and are deliberately avoiding advertisements. At that point, they also expect where the advertisements can be, and for that reason they avoid certain areas. In their study, authors recommend inserting advertisements in those places where users are not expecting any adverts and thereby increasing attention to the advertising (Burton et al., 2015), which can support authors own results. The Ranis´ (2014) study further showed that the selective distortion described above has the greatest benefit to large companies and the perception of brands of their products. An experiment in this case has shown that when consumers get to taste the same product, they said they have enjoyed it more when they were told the product were from their favourite brand (Rani, 2014). Different results, according to Wijaya (2012), evaluate the impact of the brand as very important, it is easier to attract the attention of the consumers if they already known the brand or the manufacturer. The research finding shows, that those respondents, who look closer for a specific brand, have a smaller chance in buying the product, because they prefer the brand to the fact it is an organic certified product. Similarly, the study of the authors Oliveira et al. (2016) confirms the relationship between wealth and brand benefits. That is why consumers who are richer decide on the specific brands that are successful and can represent their social status. As can be seen in our research results, the respondents who don't find the brand important, are more likely to buy the product (about 70%). The results of research Mehra (2018) demonstrates that consumers are divided into a group of customers who are faithful to a brand, which confirms that brands have an impact on consumer benefits and a group of innovators who are not only brand-based, but also based on the latest trends. Therefore, we cannot confirm the conclusions of Chakraborty (2017) in his article, if the key factor in buying organic food is consumer satisfaction with the brand where consumers choose the product just by the popularity of the brand.

Moving away from brand preference towards quality is significantly influenced by age structure of the respondents belonging to Generation Y. Age, as a personal factor, plays an important role in consumer decision-making. Every individual's preferences change over the course of life. The person is changing his personality and his interests throughout his life. Another important role plays a family status in every consumer's life. Shopping behaviour is also influenced by whether a consumer is a single-person household or has a partner and children (Rani, 2014; Wilkie and Moore, 2012; Ahmed, Ahmed and Awad, 2019). Modiliagni (1988) described the importance of lifecycle for The Journal of Economic Perspectives, where he focuses on his importance in terms of consumer wealth. It claims here that the life cycle has an impact on savings, because in the youth the individual consumes more than he saves. In adulthood, on the contrary, he saves more money than consumes and uses reimbursed money in retirement age, thus again exceeding consumption over savings. The life cycle influence towards organic food purchase was not the focus area but can be following continuation of submitted research.

Conclusion

Based on hypothesis 1, we can argue that the popularity of organic production for Generation Z is greater than for Generation Y, despite the fact that in Generation Z there was a significantly lower percentage of respondents who believe the contribution of organic production to the health of the individual.

Based on the research findings, the company management can precisely formulate their marketing communication and sale strategy and tailor their products offer to the targeted consumers Y and Z generation cohort. It can be concluded that to increase the popularity of a product, it is appropriate to put the main emphasis on the quality and on-line availability of the organic product.

When targeting your ad, it's a good idea to differentiate whether you want to increase sales for men or women. Based on the testing of hypothesis 3, it was found that men are much more likely to trust the better quality of organic production. It would therefore certainly be beneficial to convince men of the quality of food and the benefits of consuming these foods on the health of the individual.

The respondents representing Generation Z provide less brand loyalty and are more willing to engage in different distribution models to find food. They are not afraid to purchase food online and to look outside of the traditional grocery store to find what they want. While focused on paying as little as possible for products, these respondents are also much more willing to pay more for specific attributes in food, such as organics, natural, ethnic, fresh and specialty foods, either in shops and online sellers. They are also more aligned with the "food movement" shifting the purchases from large mass market companies and brands to "the little shops" selling online or at the local corner store This shift could change the Central Eastern European market place forever as they will be teaching their children to eat this way too. The theoretical impact lays in better understanding of factors determining generations Y a Z organic food shopping behaviour may have implications for further research and education programs. The findings of the study can serve, as a practical impact to the managers intending to formulate effective green marketing mix strategies, as to gain the competitive advantage at the highly saturated market of food, the detail knowledge of behaviour and preferences of generation Y a Z cohort of customers and respecting its specification such as advertising “blindness” become a crucial.

The Logitech model showed that the greatest influence on the purchase of an organic product is the availability and quality of the product, and a much smaller influence, for example, is the brand of organic product.

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