The Mediating Effect of Eating Habits on the Relationship between Food Literacy and Organic Food Consumption among College Students

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ABSTRACT

Organic food consumption involved opting for foods that prevented the utilization of synthetic pesticides, as well as fertilizers, genetically modified organisms, antibiotics, and growth hormones. This study focused on the eating habits and food literacy regarding organic food consumption among students. The respondents of this study were 353 college students who commonly consumed organic foods and utilized mediation analysis. This study used a stratified random sampling technique. The statistical tools used in this study were Mean, Pearson R, and Path Analysis. A modified adapted survey questionnaire collected information from the respondents through content validity. The study's findings demonstrated that eating habits, food literacy, and organic food consumption had a descriptive level of high. Furthermore, the three variables showed a substantial interconnected pattern in the data analysis. Additionally, it indicated a noteworthy partial mediation of eating habits on the connection between food literacy and organic food consumption among college students. The findings implied that eating habits had a favorable impact on food literacy and that better knowledge of organic food consumption resulted in more sustainable and ethical food choices, creating a supportive environment for general well-being.

Keywords - eating habits, food literacy, organic food consumption, mediation analysis, college students, Philippines

INTRODUCTION

Organic food consumption involved opting for foods that prevented the utilization of synthetic pesticides, as well as fertilizers, genetically modified organisms, antibiotics, and growth hormones. The production of organic food consumption has risen sharply over the past decades; organic food is produced with a technique that depends on its internal capabilities, has a high threshold for animal handling, and is from a management system that supports and enhances the environment (Andersen et al.,2022). The actions of health-conscious consumers are justified by believing that this sort of food is healthier compared to food produced conventionally; they are more organic, healthy for the earth and animals, and humane (Tandon et al., 2021).

In China, Campos and Qi (2024) in the study stated that consumers' major impediments block their acceptance of organic food because consumers are price conscious and doubtful about product authenticity, and have a general lack of knowledge and understanding regarding organic food benefits and standards. The Ukrainian organic food market is characterized by a lack of adequate state funding, an inadequately developed institutional environment, a disparity between exports of ready-made organic products and organic raw materials, an ineffective distribution system, low public awareness of the benefits of organic food, and a predominance of small and medium-sized enterprises (Bazaluk, et al., 2020). Moreover, organic food is still expensive and extremely rare in Pakistan, where it is only found in a few upscale eateries and hotels in major cities. Consumers with a high level of food phobia will buy organic food if it has been certified and labeled as safe and healthy by government agencies or food authorities (Akbar, et al., 2019).

In the Philippines, the cost and scarcity of organic food are the primary issues surrounding its consumption; the purported safety, health, and environmental advantages of organic products—such as their lack of chemicals and environmental friendliness—often encourage people to purchase them, but the high price and limited availability serve as major deterrents (Cabrera, 2018). Additionally, Guinto (2020), states that the limited understanding of organic food consumption influences the consumers infrequently to consume, particularly towards organic vegetables. Refuerzo (N.D.), stated that a greater part of organic product users of the region fell in the adult to senior age bracket; the young generation in the region necessarily enhanced their usage of organic products by educating them due to changing attitudes towards their use.

Despite a vast interest in the international context appearing in the literature on the factors influencing organic food consumption, the researchers have not found a single research study that would provide conclusive evidence on the role of owing student eating habits in the food literacy and consumption of organic foods, especially in local context. It indicates that consumers develop favorable opinions and do not view organically produced food as important for purchase and also rate organic food quality lower than conventional food. Based on the above-mentioned conditions, the researchers considered it very necessary to conduct this study to establish whether there is a situation concerning the effects of students' eating habits on the relationship between the levels of food literacy and the level of consumption of organic foods in Santo Tomas, Davao del Norte.

Statement Of The Problem

This study focused on the relationship student eating habits and food literacy as mediated organic food consumption among students:

Specifically, it aimed to find answers to the following objectives:

1. What is the level of the effect of food literacy on organic food consumption in terms of:

    1.1 preparation and cooking;

    1.2 production;

    1.3 selection;

    1.4 disposal; and

    1.5 intake?

2. What is the level of organic food consumption in terms of:

    2.1 health consciousness;

    2.2 information seeking;

    2.3 self-identity;

    2.4 norms;

    2.5 positive moral attitudes, and

    2.6 benefits of consuming organic food?

3. What is the level of eating habits in terms of:

    3.1 fuel eating habits;

    3.2 fun eating habits;

3.3 fog eating habits; and

3.4 storm eating habits?

4. Is there a significant relationship between:

4.1 food literacy and organic food consumption?

4.2 food literacy and eating habits?

4.3 eating habits and organic food consumption

5. Do eating habits mediate the relationship between food literacy and organic food consumption?

Hypotheses

The following hypotheses were tested at a 0.05 level of significance:

1. There is no significant relationship between food literacy and organic food consumption.
2. There is no significant relationship between food literacy and eating habits.
3. There is no significant influence on eating habits and organic food consumption.
4. There is no significant mediating effect of eating habits on the relationship between food literacy and organic food consumption among college students.

THEORETICAL FRAMEWORK

This study was anchored on Theory of Planned Behavior (TPB) (1991), which postulated that behavior depends on attitudes, subjective norms, and perceived control which determine intention to perform behavior and behavior (Shepherd & Stockley, 1987). This theory believed that by increasing food literacy, it increased the knowledge and attitudes in order to eat healthily, as well as customers' choice of organic food (Sparks & Shepherd,1992).

Moreover, in Health Belief Model (1974) The knowledge of food literacy helped people recognize the severe health consequences of eating contaminated produce and simultaneously shows how organic foods enhance overall health (Rosentock, 1974). Students change their food-buying habits to select organic produce instead of conventional alternatives when they think switching choices helps protect against chemicals and offers better nutrition (Shepherd & Stockley, 1987).

Further, Bandura’s (1986) in Social Cognitive Theory also explained the influence of a friend or family member may also impact and influence the adoption of new and healthy eating behaviors and the inclusion of organic foods in their diet; students are motivated to emulate the same behavior as their peers by observing them, so self-effort and self-efficacy are given more significance in understanding the performance of the behavior (Baranowski et al.,1992).

CONCEPTUAL FRAMEWORK

Conversely, Figure 1 displayed the conceptual paradigm of the study. The study's independent variable was food literacy, which relates to preparation and cooking, production, selection, disposal, and intake (Park et al., 2020).

The second dependent variable was organic food consumption, with indicators of health consciousness, information seeking, self-identity, norms, positive moral attitudes, and benefits of consuming organic food (Icli et al., 2019.

The mediating variable, with the following indicators, fuel eating, fun eating, fog eating, and storm eating (Resimo et al., 2024). The proposed model depicted in Figure 1 was developed by the researcher by tying together the results of multiple experiments.

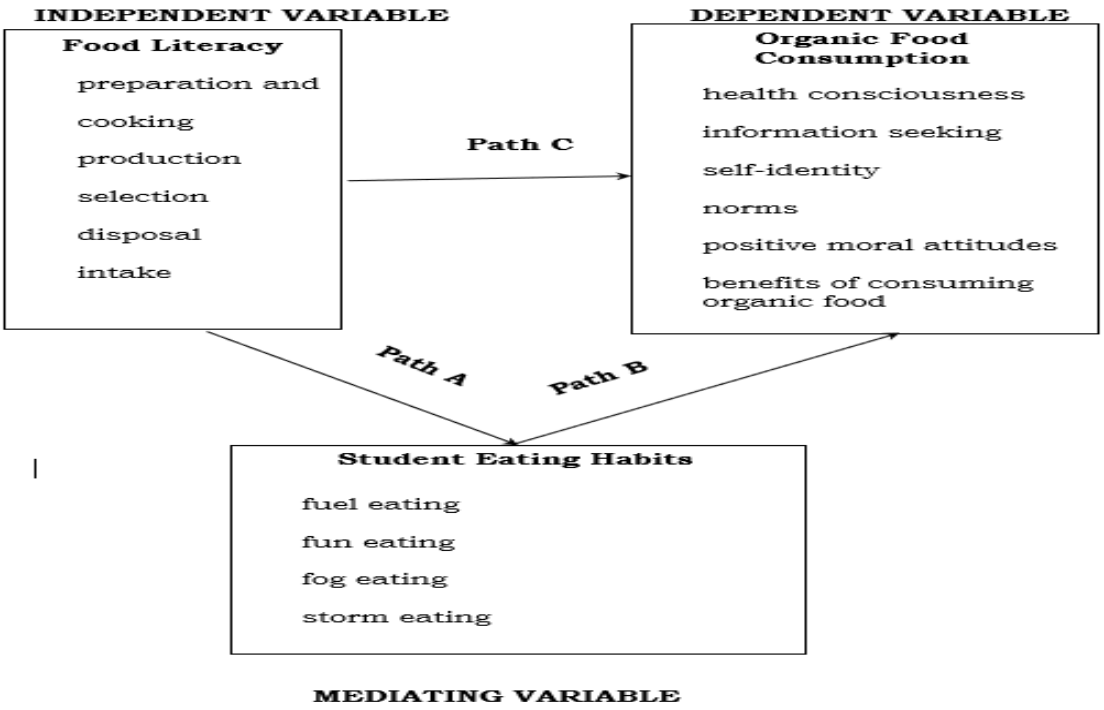

Figure 1. Conceptual Paradigm of the Study

METHODOLOGY

Research Design

This study employed a quantitative descriptive correlational design. Quantitative research is appropriate that allows for the collection and analysis of numerical data to examine the strength and direction of relationships between variables (Creswell, 2019). A correlational design is suitable for exploring the associations between food literacy, eating habits, and organic food consumption without manipulating any variables, as it seeks to understand naturally occurring relationships (Pallant, 2020). Additionally, this design helped to identify the potential mediating role of eating habits, making it ideal for testing the study's hypotheses.

This investigation also employed mediation analysis, a procedure that by its essence aimed at identifying and explaining the component or process that makes an observed relationship between food literacy and organic food consumption go through a third variable, the eating habits, as the potential mediator.

Research Subject

The respondents of this study were the 353 students who commonly consumed organic foods out of 4,318 total population. The researchers chose the stratified random sampling technique as an appropriate method to set a sample.

Research Instrument

In this study, the researchers used three (3) adapted survey questionnaires to determine the relationship between food literacy and organic food consumption behavior and eating habits. These selected and modified to match the overall objectives of the study. This instrument was validated by a panel expert.

The rating scale used in the study was defined as follows: a score of 5 (Very High) indicates that the item was always observed, reflecting consistent occurrence, a score of 4 (High) means the item was oftentimes

observed, showing frequent but not constant presence, a score of 3 (Moderate) indicates the item was sometimes observed, reflecting occasional appearance, a score of 2 (Low) means the item was seldom observed, implying it occurs rarely, and finally, a score of 1 (Very Low) indicates the item was never observed, showing that it does not appear at all.

Food Literacy. This questionnaire was from "Development of a Comprehensive Food Literacy Measurement Tool Integrating the Food System and Sustainability", (Park et al., 2020), which consisted 5 indicators of preparation and cooking (7 items), production (7 items), selection (5 items), disposal (3 items) and intake (3 items). The following parameter limits, with their corresponding descriptions, applied to the level of food literacy. Each item was rated using a 5-point Likert scale ranging from 5-very high, 4-high, 3-moderate, 2-low, and 1-very low, proving a comprehensive understanding on food literacy.

Organic Food Consumption. This questionnaire was from "Organic Food Consumption Scale (OFC): Development and Validation", (Icli et al., 2019), which consisted of 6 indicators of health consciousness (3 items), information seeking (2 items), norms (4 items), self-identity (3 items), positive moral attitudes (2 items), benefits of consuming organic foods (4 items). The following parameter limits, with their corresponding descriptions, apply to the level of organic food consumption. Each item was rated using a 5-point Likert scale ranging from 5-very high, 4-high, 3-moderate, 2-low, and 1-very low, proving a comprehensive understanding on organic food consumption.

Eating Habits. This questionnaire was from "Eating Habits and Academic Performance of College Students in a Private School", (Resimo et al., 2024), which consisted 4 indicators of fuel eating habits (7 items), fun eating habits (7 items) fog eating habits (5 items), storm eating habits (6 items). The following parameter limits, with their corresponding descriptions, apply to the level of eating habits. Each item was rated using a 5-point Likert scale ranging from 5-very high, 4-high, 3-moderate, 2-low, and 1-very low, proving a comprehensive understanding on eating habits.

Statistical Treatment Of Data

Mean. The arithmetic means of values, or, simply, mean, is an average measure that is commonly used to analyze aggregated values. It is often employed in statistics to get a sense of the spread of value in a set, in the case of continuous data such as weight and height (Sykes et al., 2019). In this study, it was used to determine the level of food literacy and organic food consumption among college students and eating habits.

Pearson r. Signs to determine the way and strength of a correlation measurement factor that may affect the correlation of values of the correlation coefficient validity and reliability coefficients introducing validity and reliability through correlations entering data into an analysis package developing a proposal for correlational quantitative research proposal correlational research analyzes the relationship between variables (Rohwer, 2022). In this study used to determine the interrelationship of food literacy, organic food consumption among college students and eating habits.

Path Analysis. This statistical method was used to determine the mediating effect of eating habits on the relationship between food literacy and organic food consumption among college students.

RESULTS AND DISCUSSIONS

Level of Food Literacy

The results for the food literacy were interpreted and examined below. The mean ranged from 3.81 to 3.91, with an overall mean of 3.86 and a standard deviation of 0.61. This obtained a descriptive equivalent of high, which meant observed. Table 1 also showed in the result that the indicator Disposal had the highest mean score of 3.91, and a standard deviation of 0.63 with a descriptive level of high, which means observed. Moreover, the indicator Production got the lowest mean score of 3.81, and a standard deviation of 0.59 with the descriptive level of high, which means observed.The study implied that the students were knowledgeable about various aspects of food, from preparation to managing food waste. This descriptive level indicated a generally high level of food literacy among college students.

This conformed to the statement of Mancone et.al (2024) developing self-control over their food intake, young people gain the power to consistently make healthy dietary decisions. Understanding obtained regarding food origins and production processes helped people make more beneficial food decisions (Lockie et al., 2020). Awareness about the risks motivates people to purchase organic products because of their health advantages and environmental benefits (Manusha & Lakshmi, N.D.).

Table 2 Level of the effect of food literacy on organic food consumption

Indicator	Mean	SD	Descriptive Level
Preparation and Cooking	3.87	0.61	High
Production	3.81	0.59	High
Selection	3.85	0.60	High
Disposal	3.91	0.63	High
Intake	3.86	0.60	High
Overall	**3.86**	**0.61**	**High**

Level of Organic Food Consumption

Table 2 showed the level of organic food consumption, with the mean ranging from 3.71 to 4.00 with an overall mean of 3.84 and a standard deviation of 0.69. These measures described in organic food consumption behavior are observed. The table 2 also showed in the result that the indicator Benefits of Consuming Organic Food had the highest mean score of 4.00, and a standard deviation of 0.63 with a descriptive level of high, which means observed. Moreover, the Positive Moral Attitudes got the lowest mean score of 3.71, and a standard deviation of 0.73 and with the descriptive level of high, which means observed.

The overall findings suggested that consuming organic food and health benefits play a critical role. This indicates that college students consumed organic food at a high level.

Table 3 Level of organic food consumption

Indicator	Mean	SD	Descriptive Level
Health Consciousness	3.90	0.67	High
Information Seeking	3.81	0.71	High
Self-Identity	3.73	0.75	High
Norms	3.87	0.65	High
Positive Moral Attitudes	3.71	0.73	High
Benefits of Consuming Organic Food	4.00	0.63	High
Overall	**3.84**	**0.69**	**High**

This confirmed in a statement of Testa et.al (2019) that health consciousness and perceived behavioral control have a beneficial impact on attitudes toward purchasing organic products, and consumer awareness of organics

has been positively to affect purchase intentions. Moreover, the market demand for health-conscious food options is driven by consumers' growing awareness of the benefits of organic products (Porto et. al., 2019).

Level of Eating Habits

The results for the eating habits were probed below. The mean was ranging from 3.73 to 3.85 with an equivalent overall mean of 3.77 with the standard deviation of 0.66 this obtained a descriptive equivalent of high which means evident. The table 3 also showed in the result that the indicator Fuel Eating Habits had the highest mean score of 3.85, and a standard deviation of 0.67 with a descriptive level of high, which means evident. Moreover, the indicator Storm Eating Habits got the lowest mean score of 3.73 and a standard deviation of 0.64 with the descriptive level of high, which means evident.

Table 4 Level of eating habits

Indicator	Mean	SD	Descriptive Level
Fuel Eating Habits	3.85	0.67	High
Fun Eating Habits	3.76	0.62	High
Fog Eating Habits	3.76	0.69	High
Storm Eating Habits	3.73	0.64	High
Overall	**3.77**	**0.66**	High

The overall findings indicated that the student's adaption and curiosity are the key contributors of students' eating habits. This connote that college students' eating habits were at a high level. This conforms in a statement of Alalwan et.al (2019) that emphasized the necessity of creating a multidisciplinary intervention plan to enhance students' eating patterns and diet to lower their risk of associated illnesses. Healthy development during adolescence underscores the importance of proper eating habits, as they play a vital role in enhancing academic performance during this critical stage of life (López et al., 2022). Knowledge about healthy eating among adolescents leads to increased adoption of such practices that sustains their health benefits across their lives (Sarkar et. al., 2024).

Correlation between Food Literacy and Organic Food Consumption

Table 5.1 showed the relationship between food literacy and organic food consumption with an overall calculated r-value of .610 and a p-value of .001 which was less than 0.05. This indicated that there was a positive, strong, and significant correlation between the variables. Additionally, this demonstrated a correlation between organic food consumption and food literacy, indicating the rejection of null hypothesis.

Table 5.1 Significance on the Relationship between food literacy and organic food consumption

Variables Correlated	**r**	**p-value**	**Decision on H_o**	**Decision on Relationship**
Food Literacy and Organic Food Consumption	0.610**	<0.001	Rejected	Significant

It conforms to the statement of Carvalho, Costa-Camilo, and Duarte (2024) that individuals who are more food literate are more likely to follow sustainable eating habits, such as eating more organic food. People with higher knowledge levels develop more favorable attitudes regarding organic food purchases, which demonstrates that better food literacy leads to increased organic food consumption (Hamilton et al., 2019).

Furthermore, Kraus et. al. (2021) stated that awareness about food production and sustainability leads people to purchase organic products since the desire is to care for their health and protect the environment while supporting ethical causes.

Correlation between Food Literacy and Eating Habits

Table 5.2 showed the relationship between food literacy and eating habits with an overall calculated r-value of .475 and a p-value of .001 which was less than 0.05. This indicated that there was a positive medium and significant correlation between the variables. Additionally, this demonstrated a correlation between food literacy and eating habits, indicating the rejection of null hypothesis.

Table 5.2 Significance on the Relationship between food literacy and eating habits

Variables Correlated	**r**	**p-value**	**Decision on H_o**	**Decision on Relationship**
Food Literacy and Eating Habits	0.475**	<0.001	Rejected	Significant

It, conforms in the study of LeBlanc et.al (2022), stated that higher food literacy is significantly influenced to healthier eating habits, including consuming more fruits and vegetables and consuming fewer processed foods. The combined growth of food literacy and health promotion literacy creates superior eating habits for young adults who need educational and policy interventions focused on better dietary choices (Lee et al., 2022). Moreover, practice healthy diet activities, which involve cooking their own meals and consuming different nourishing foods, thus demonstrating better nutritional behavior (Poelman et. al., 2019).

Correlation between Eating Habits and Organic Food Consumption

Table 5.3 showed the relationship between eating habits and organic food consumption with an overall calculated r-value of .492 and a p-value of .001 which was less than 0.05. This indicated that there was a positive medium and significant correlation between the variables. Additionally, this demonstrated a correlation between eating habits and organic food consumption, indicating the rejection of the null hypothesis.

Table 5.3 Significance on the Relationship between eating habits and organic food consumption

Variables Correlated	**r**	**p-value**	**Decision on H_o**	**Decision on Relationship**
Eating Habits and Organic Food Consumption	0.492**	<0.001	Rejected	Significant

Consuming organic food at higher levels tends to make more distinctive choices associated with promoting health (Andersen et. al., 2021). Additionally, Bénard et al. (2019) stated that better diet choices, those who demonstrate ecological mindfulness and plan for future development, show greater tendencies to buy organic foods, which revealed organic consumption depends on various aspects such as lifestyle habits and psychological traits and food management patterns.

Mediation Analysis of the Three Variables using Path Analysis

Displayed were the different steps taken in the path. The independent variable (IV) was Food Literacy, the dependent variable (DV) was Organic Food Consumption, and the mediating variable (MV) was Eating Habits. The result of the computation of mediating effects was shown in Figure 2.

In Step 1, path C (IV and DV) it was revealed in the regression analysis between food literacy and organic food consumption that there was a significant influence. The result produced an estimate of .737 and a standard error of (SE) .051 with a p<value of 0.000, which is lower than the 0.05 level. Given that the probability value

is p<0.000, this indicated that there was a substantial relationship between food literacy and organic food consumption. Therefore, the null hypothesis that there is no significant relationship is rejected.

In Step 2, path A (IV and MV) with the occurrence of mediating variables, it was revealed in the regression analysis between food literacy and eating habits that there was a significant influence. The result revealed an estimate of .535 and a standard error of (SE) .053 with a p<value 0.000, which is lower than the 0.05 level. Given that the probability value is p<value 0.000, this indicates that there was a significant relationship between food literacy and eating habits. Therefore, the null hypothesis that there is no significant relationship is rejected.

In Step 3, path B (MV and DV) with the manifestation of mediating variables, it was revealed in the regression analysis between eating habits and organic food consumption that there is a significant influence. The result yielded an estimate .279 and a standard error of (SE) .049 with a p<value 0.000, which is lower than the 0.05 level. Given that the probability value is p<value of 0.000, this indicates that there was a significant relationship between eating habits and organic food consumption. Therefore, the null hypothesis that there is no significant relationship is rejected.

Moreover, the combined influence IV and MV on DV. It was revealed that organic food consumption (DV) regresses on eating habits (MV) and food literacy (IV) which result yielded an estimate of .587 and a standard error of (SE) .055 with a p<value of 0.000 which falls below the significance level of 0.05. This indicates that there was a significant relationship between three variables since the probability is p<0.000. Therefore, the null hypothesis that there is no significant relationship is rejected.

Since the three steps (paths A, B, and C) are all significant, mediation analysis through path analysis is warranted to assess the significance of the mediation effect. Furthermore, as stated in step 4, the effect of organic food consumption on food literacy was even found to reduce after being mediated by an eating habit. With this, since the regression coefficient is substantially reduced at step 4 but remains significant, partial mediation occurred since the effect was found to be significant with a p<value of 0.000.

The findings of the effect size computation in the mediation test between the three variables were shown in figure 2. The effect size indicates how much of the indirect path's effect on the organic food consumption can be attributed to food literacy. The beta of food literacy towards organic food consumption is .737, the total effect value. The beta of organic food consumption towards eating habits with a food literacy included in the regression has a direct effect value of .587. The indirect effect value of 0.149 is the multiplied portion of the original correlation between food literacy to eating habits, which is .535, and eating habits to organic food consumption, which is .279.

The ratio index is computed by dividing the indirect effect by the total effect; in this case, 0.149 by .737 equals 0.203. About 20.3 % of the total effect of food literacy towards food consumption goes through the eating habits. About 79.7% of the total effect is either direct or mediated by other variables not included in the model.

The result of mediation analysis conforms to theory of Theory of Planned Behavior (TPB) (1991) by Icek Ajzen that encouraging food literacy influences consumers' attitudes and knowledge about healthy eating and preference for organic foods (Chilón-Troncos et. Al, 2024). Additionally, Canova, (2020) stated that when somebody will learn a lot in regards to nutrition, organic meals, or the best way to consume them, not less than, they'll be able to take appropriate measures to help with changing their meals approach towards those meals, no less than they pay attention to the resources with the ability to take action and thus money to achieve this.

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

Summary of Findings

1. The level of food literacy on organic food consumption had an overall mean of 3.86 with a descriptive equivalent of high, indicating it was observed. It obtained an overall standard deviation of 0.61.

Additionally, among the five dimensions, disposal had the highest mean of 3.91, while production had the lowest mean of 3.81.

2. The level of organic food consumption had an overall mean of 3.84 with a descriptive equivalent of high, indicating it was observed. It obtained an overall standard deviation of 0.69. Additionally, among the six dimensions, benefits of consuming organic food had the highest mean of 4.00, while positive moral attitudes had the lowest mean of 3.71.
3. The level of eating habits had an overall mean of 3.77 with a descriptive equivalent of high, indicating it was evident. It obtained an overall standard deviation of 0.66. Moreover, among the four dimensions, fuel eating habits had the highest mean of 3.85, while storm eating habits had the lowest mean of 3.73.
4. The relationship between food literacy and organic food consumption proved to have a strong positive correlation, with an r-value of 0.610 and a p-value of <0.001, which was lower than the significance level of 0.05. This result indicated that the null hypothesis was rejected, confirming a significant relationship between food literacy and organic food consumption.
5. The relationship between food literacy and eating habits was confirmed to have a medium positive correlation, with an r-value of 0.475 and a p-value of <0.001, which was lower than the significance level of 0.05. This result indicated that the null hypothesis was rejected, confirming a significant relationship between food literacy and eating habits.
6. The relationship between eating habits and organic food consumption demonstrated to have a medium positive correlation, with an r-value of 0.492 and a p-value of <0.001, which was lower than the significance level of 0.05. This result indicated that the null hypothesis was rejected, confirming a significant relationship between eating habits and organic food consumption.
7. The mediation analysis confirmed that eating habits partially mediated the relationship between food literacy and organic food consumption. Path analysis revealed that 20.3% of the effect of food literacy on organic food consumption was mediated by eating habits, while the remaining 79.7% was either direct or influenced by other factors not included in the study.

Conclusions

1. The data revealed a high level of food literacy on organic food consumption, which means observed. The study suggests that students understand different parts of food, from how to prepare it to managing food waste and generally have a good grasp of food knowledge. Additionally, by learning to control their food choices, young people can regularly make healthier eating decisions.
2. The level of organic food consumption was high, which means observed. It showed that both health benefits and personal beliefs are really important. This means that many college students are buying organic food often. Plus, being aware of health and feeling in control of their choices helps shape how they view buying organic items. Also, knowing more about organic products seems to encourage people to buy them.
3. The level of eating habits was high, which is evident. The results show that students' adaptability and curiosity play a big role in their eating habits. This suggests that college students have pretty good eating practices overall. That highlights the need to create a plan that combines different fields to improve what students eat and help reduce their chances of health issues related to their diet.
4. A strong positive correlation exists between food literacy and organic food consumption. The study results suggested that both variables exhibited a positive significant relationship. This research revealed that people who consumed organic products had higher food literacy which means the study denied the null hypothesis assumption. Food literate individuals tend to sustain environmentally friendly food practices through their choice of organic groceries.
5. A medium positive correlation existed between food literacy and eating habits. The data showed that the analyzed variables had both a meaningful positive relationship. Research data showed food literacy connected to eating habits thus testing and disproving the null hypothesis. Increased nutrition knowledge produces essential results by driving individuals to choose more fresh food and avoid processed foods.
6. A medium positive correlation exists between eating habits and organic food consumption. The data demonstrated a substantial positive connection between both variables. These findings established a link between regular food consumption practices and organic food purchase behavior thus denying null hypothesis validity. The study demonstrated organic food consumption together with healthier eating

habits that develop into a constructive connection between people choosing organic items while practicing healthy eating habits.

7. The mediation analysis confirmed that eating habits partially mediated the relationship between food literacy and organic food consumption among college students. Organic food affects food literacy directly yet positive eating habit perceptions strengthen this relationship. The recognition of food literacy requires immediate attention because it drives consumer perspectives about nutritious consumption and their choice of organic foods for enhanced participation levels.
8. The path analysis revealed dividing the indirect effect by the total effect and yields 0.202 when 0.149 is divided by .737. Food literacy has a total effect on food consumption that includes eating habits as a mediator to the extent of 20.3%. Other excluded model variables together with the direct effect account for 79.7% of the total effect.

Recommendations

1. The Department of Health may partner with educational institutions, together with local agricultural sectors, to provide organic food choices both in school cafeterias and markets that student frequent. Also, colleges and universities may establish complete food knowledge education curricula that teach students how to select nutritious meals based on health standards, in collaboration with the DOH.
2. Community may consider the development of food literacy workshops focusing on cooking skills, food sourcing, and nutritional awareness with this each individual could foster and initiate by educating themselves. Additionally, in partnership with local community centers, local government units, government agencies like DSWD, and schools to raise awareness about organic food consumption and sustainable eating. It is also possible to implement school garden programs where students learn about food production.
3. Parents may introduce to the children the basic food preparation and cooking at home whereas this would be a foundation on children's literacy among the consumption of healthy and affordable foods. It also provides the understanding of meals made from fresh ingredients, preferably organic when feasible, to model healthy eating behavior; engage children in discussions about food safety, sustainability, and environmental impacts of food choices.
4. Students may be compelled to have some kind of self-education through nutrition classes or online resources about the benefits of organic food but also participate in campus initiatives that would allow them to have healthier diets. In addition, teaching themselves about nutrition and the importance of consuming organic foods helps make healthier food choices, reduce the consumption of foods that are not healthy, and increase personal responsibility for environmental and food safety issues.
5. Future researchers were encouraged to explore more about the role of cultural and environmental factors like availability, accessibility, and ethical beliefs in shaping eating habits, food literacy, and consumption of organic food among various populations. Also, it conducts longitudinal studies to track the effects of food literacy on eating habits over time if the populations consume more organic products and their understanding is rising over time or plateauing. Probe the challenges faced by low-income communities in accessing organic food and design interventions to address these disparities.

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