Bachelor Thesis

Relationship Marketing

A quantitative study on what factors affect customer satisfaction towards organic food.

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Abstract

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Title: A quantitative study on what factors affect customer satisfaction towards organic food

Keywords: Customer satisfaction, organic food, price, food quality, taste, freshness, food safety

Background: With the development of organic food market, the marketers are required to investigate how to satisfy their customer in order to gain more profit and competitive advantages in the market. The investigation of customer satisfaction helps the researchers know the requirement of customer.

Purpose: The purpose of the paper is to explain what factors affect customer satisfaction towards organic food.
Methodology: The quantitative approach had been applied in this study. All the data was collected through self-completion questionnaire while SPSS has been used to analyze the data.

Findings: The results indicated that price, taste and freshness can affect the customer satisfaction towards organic food while the food safety will not lead to the influence of customer satisfaction in this research.
Acknowledgement

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Linnaeus University, 2017-05-23

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Mingyang Guo              Jianan Sun                Wanting Zhang
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Introduction

1.1 Background

Organic food is perceived as food product which is beneficial to the environment and it is healthier than the non-organic food (Bryła, 2016). The cultivating process of organic food does not employ the genetically modified organisms, artificial chemicals, antibiotics, and hormones while the producers only use the natural fertilizer. Moreover, for organic food, all of the artificial food additives are taboo and it has better nutritional qualities and is more healthful compared with non-organic food (Brown, 2018; Prada, Garrido and Rodrigues, 2017). Nowadays, because of the agricultural chemicals abused, the problems of environmental pollution became severe while the quality of the food cannot be ensured (Rana and Paul, 2017). As a result, the incidence of a series of diseases was getting higher and higher, which made people realize the importance of food quality and safety. At present, both farmers and customers have shown a great interest in the organic food (Rana and Paul, 2017). Data indicated that the needs of organic food are growing stable in the market, and in 2014, the market size of organic food reached 22.8 billion EUR (Bryła, 2016). With the development of organic food market, it is a great opportunity for food companies to gain competitive advantages and benefits by introducing new organic food in the market (Konuk, 2017). Moreover, another term which can help the company to achieve its’ goal is highly customer satisfaction. Bhalerao and Sharma (2017) stated customer satisfaction has become a decisive criterion which leads to companies’ success.

Customer satisfaction has been researched for decades (Matzler and Sauerwein, 2002). The investigation of customer satisfaction can be applied to a variety of products and services. Customer satisfaction has been used as a perceptual metric by researchers to understand consumer behaviour and to evaluate the satisfaction degree of implicit and
imperative requirements (Bhalerao and Sharma, 2017; Cao, Jiang and Wang, 2015). It refers to consumers’ assessment towards a specific product or service in the post-purchase phase (Bhalerao and Sharma, 2017; Tandon, Kiran and Sah, 2017). Lülf-Baden, Bolten, Kennerknecht, and Spiller (2009) stated that there are lots of researches are about consumer preferences, willingness to pay, and market segmentation or farmer behaviour toward organic food, but there are few researches are about how to satisfy their customers. If the customers are not satisfied with the product, they are not willing to buy it again while high customer satisfaction is equal to ‘highly profitable’ and more loyal to the product (Biscaia et al., 2017; Cao, Jiang and Wang, 2015). According to Konuk (2017), under the context of organic food consumption, customer satisfaction plays an important consideration that should be taken into account, because previous study showed that the overall customer satisfaction of organic food is higher than counterparts (Paul & Rana, 2012). Therefore, the authors want to investigate what factors could influence satisfaction of organic food and what reason leads to the overall satisfaction of organic food is higher than other food.

1.2 Problem Discussion

Customer satisfaction is the basis of building and strengthens the relationship with customers for the companies (Biscaia, Rosa, Moura e Sá and Sarrico, 2017). It has been regarded as a mediator which connects pre-choice product beliefs, post-choice cognitive structure, customer communications, and repurchasing behavior (Lee, Siu and Zhang, 2017). Mkpojiogu and Hashim (2016) stated the investigation of customer satisfaction refers to the understanding and prediction of consumers’ future needs and it is a powerful indicator of any business. Matzler and Sauerwein agreed with this statement and they think it is crucial for the marketers to know what factors could affect customer satisfaction and thereby could avoid the problem of merely fulfilling minimum requirements and get more profit from it (Matzler and Sauerwein, 2002).
In order to obtain competitive advantages in the marketplace, many food companies start to introduce new organic food to the market to compete with their competitors (Konuk, 2017). However, as mentioned above, it is also important for the food company to know how to satisfy their customer to get the loyal customer. There are two factors would influence customer satisfaction, which are product quality and price (Yingyan & O’Reilly, 2010; Zeithaml & Berry, 2000; Liu, Lee and Hung, 2016; Cantarello, Filippini and Nosella, 2012; Ryu and Han, 2009). Some researchers stated that good product quality would lead to high customer satisfaction (Yadav and Goel, 2008; Sabbagh, Ab Rahman, Ismail, and Wan Hussain, 2017). Meanwhile, if a company wants to improve the competitive position, it is essential for them to achieve customer satisfaction by managing and improving product quality (Cantarello, Filippini and Nosella, 2012). Wang, Du, Chiu, and Li (2018) stated consumers perceive price as the indicator of product quality, thereby higher price product may lead to higher satisfaction. However, the price of products has to be reasonable (Ryu and Han, 2009). Rana and Paul (2017) stated the price of organic food is higher than non-organic food and ‘consumers do not mind paying a premium price for risk-free food’ (Rana and Paul, 2017, p159). However, some situations may lead to a negative influence on customer satisfaction of organic food, for instance, lack of awareness, low financial viability and high price (Rana and Paul, 2017).

Consumers perceive the quality of organic food is higher than non-organic food (Hughner, McDonagh, Prothero, Shultz and Stanton, 2007). When comes to the quality of food, three keywords would be mentioned - freshness, taste and food safety (Peng, Tang, Barrett, Sablani, Anderson and Powers, 2015; Clark, 1998; Gvili, Tal, Amar and Wansink, 2007; Grunert, 2005). Keeping the food fresh could maintain the nutritional and sensory qualities, and thereby ensure the quality of food (Peng et al., 2015). Taste is a factor which could highly influence food consumption since it is a
key attribute of food (Feeney, O'Brien, Scannell, Markey and Gibney, 2017; Namkung and Jang, 2007). Moreover, several researchers stated that taste has been perceived as the most important factor which could influence the consumption of organic food (Hughner et al., 2007). Namkung and Jang stated that in the restaurant business, taste is highly related to the customer satisfaction (Namkung and Jang, 2007). For food safety, Ghulam, Abubakar, Bilal, Munim and Junaid, (2017) stated that food safety could influence customer satisfaction on food. Meanwhile, it is always perceived as the reason of purchasing organic food since organic food has been viewed safer than non-organic food (Hughner et al., 2007; Prada, Garrido and Rodrigues, 2017). In all, by doing this research, the marketers will know how taste, freshness, food safety and price are associated with the customer satisfaction towards organic food and what features do the customers actually need for organic food and thereby they can improve the product or develop new product based on the result of this study to satisfy its’ customers (Wang et al., 2018).

1.3 Purpose

The purpose of the paper is to explain what factors affect customer satisfaction towards organic food.

2 Theoretical Framework
2.1 Customer satisfaction

Customer satisfaction is the response of customer fulfillment. Customers can use the pleasurable level of satisfaction to judge the features of product or product itself (Oliver, 1997). There are two conceptualizations of customer satisfaction, which are transaction-specific satisfaction and cumulative satisfaction respectively. In the perspective of transaction-specific, the existence of satisfaction is momentary. It means the satisfaction level of customer at the specific point of time (Namkung and Jang, 2007). The transaction-specific measure can easily catch the complex
psychological response of the customers towards the product. By using it, the company will see the improvement of products quality lead to the changes in product’s performance. If the producer changes the product performance based on the customer’s feedback, it refers to these changes are effective and can influence the customer’s perspectives of recent experiences or episode about product producers (Olsen and Johnson, 2003). In the perspective of cumulative satisfaction, the satisfaction level of customer satisfaction is the overall experience outcome that the customer consumes the products to date (Namkung and Jang, 2007). The cumulative satisfaction of customer's whole experience influences their repurchase intention or decision making of repurchase. The company can predict the customer’s intentions or behaviors through the cumulative evaluation (Olsen and Johnson, 2003). Furthermore, the cumulative satisfaction can directly influence customer’s attitudes, re-purchase and brand loyalty in the post-purchase (Namkung and Jang, 2007).

The essential concept of customer satisfaction depends on the theory of Lewin’s expectancy-disconfirmation. The customers evaluate the level of satisfaction of a product according to the comparison of pre-purchase expectation and post-purchase perceived performance. The expectancy-discrimination model shows if the perceived performance exceed the customer expectation, then the customers will be satisfied with their consumption, which can be seen as a positive disconfirmation. By contrast, if the perceived performance is lower than customer expectation, then the customers will be unsatisfied toward their consumption, which can be seen as a negative disconfirmation. The subjective evaluation of confirmation of disconfirmation will lead to emotion related satisfaction. The satisfaction level of customer towards the specific product characterises will lead to the negative or positive customer emotional response. This will affect the overall satisfaction (Namkung and Jang, 2007).
2.2 Price

Price is the sum of value which customers obtain benefits from using products and service (Hanif, Hafeez and Riaz, 2010). It is defined as “what is given up or Sacrificed to Obtain a product or service” from the customers’ point of view (Zeithaml, 1988, p. 10). Bei and Chiao (2001) stated that price is considered as the basis of building customer satisfaction and the customer satisfaction is depended on customers’ desired price of products. Price can be regarded as a resource to enhance the profit and customer satisfaction (Ehsani and Ehsani, 2014). As some researchers stated, price fairness will influence customers perception and has positive impact on consumer satisfaction (Malik, Ghafoor and Iqbal, 2012; Razak, Nirwanto and Triatmanto, 2016). Price fairness is one of the most mentioned concepts in marketing literature (Konuk, 2017). Price fairness means that the consumers would evaluate whether sellers’ price is acceptable, justifiable and reasonable for them (Hanif, Hafeez and Riaz, 2010; Konuk, 2017). When the customers evaluate whether the price is fair, the price will be depended on the derived value of a product and compare with other competitor's price of a product (L. Ferguson and Scholder Ellen, 2013). Also, price reasonability plays an essential role when building customer satisfaction (Malik, Ghafoor and Iqbal, 2012). The customers expect to have a good quality with reasonable price that they can pay for it easily. In this way, the company can establish a long term and good relationship with their customers (Malik, Ghafoor and Iqbal, 2012). If price of product is reasonable and fair for customers, they will repeat purchase, vice versa. Any price policies which are expensive, unreliable and unreasonable will result in a negative satisfaction of customers (Malik, Ghafoor and Iqbal, 2012). A research revealed that if the price of organic food is fair, reasonable and appropriate for consumers, the satisfaction level of organic food would rise (Konuk, 2017).
2.3 Taste
Taste is one of the important attributes of food quality and one of the factors that satisfied consumers to purchase organic food (Paul and Rana, 2012; Namkung and Jang, 2007). Taste can be divided into different forms such as sour, salty, sweet, bitter and umami. A person’s perception of a food taste is person-to-person and taste will influence people like or dislike of individual foods (Feeney et al., 2017). Many researches indicated that taste preference will influence eating behaviour and eating habit (Feeney et al., 2017; Prada, Garrido and Rodrigues, 2017; Martinez-Cordero, Malacara-Hernandez and Martinez-Cordero, 2015). A research revealed that customers choose organic food because its taste is better than non-organic food (Paul and Rana, 2012). Taste is a quality of experience and is one of the sensory properties, and therefore it will affect satisfaction of a customer towards foods (Pomsanam, Napompech, and Suwanmaneepong, 2014; Namkung and Jang, 2007). A good taste can make consumers feel pleasure and have a good experience on food. However, another research showed that customers dissatisfied organic wholemeal food because of its poor taste (Naspetti and Zanoli, 2009). Hence, not all of organic foods are satisfied for customers. The research also showed that some customers did not realize the taste of organic food is different from the non-organic food (Jolly and Norris, 1991).

2.4 Freshness
The freshness of food can be described as the food keeping properties of appearance, taste, odor and texture, as same as when it just being harvested by people (Nasir, Suboh, Ghani, and Yusoff, 2017). For organic food, the research argued that the freshness is one of the essential attributes of food quality. The freshness of food can be described as the difference from the original food status to the present state of food. The freshness of food can be influenced by the time of food production or harvest and also how long the food can be stored. Moreover, the food nutrition value and healthiness can be decided by freshness, which thereby satisfies the customer’s
consumption (Gvili et al., 2017). The freshness of food is very important, since the food quality and attraction can be decided by the freshness. One research indicates that the customers pay more attention on the attribute of food freshness, because the freshness of food can influence the taste (Gvili et al., 2017). Moreover, whether the food is fresh or not is a key factor which could influence consumers’ decision on food (Gvili et al., 2017).

2.5 Food Safety

The safety of food is equal to the health value. The customers experience the food safety as binary, fail or pass attributes toward the food product. This means if they perceive the product is safe, they will buy it. Otherwise, they would not buy it. Meanwhile, the safety of organic food is a dimension of the quality of food (Naspetti and Zanoli 2009). The individuals start to pay attention to the food safety, since they do not want to get disease, and they take preventive actions to try to avoid the disease. When a person starts to concern about whether it is healthy food or not, it refers to the implementation of food safety. Each implementation begins from home and intention of individuals. Therefore, people pay attention on the healthy food when getting involved with food safety (Ghulam et al., 2017). The customers perceive the organic food healthier and safer than non-organic food since the organic farming does not use the insecticide and artificial fertilizer. For organic food, the customers expected it can contain fewer chemical residues than conventional food, since the chemical residues of food can threaten human health (Williamson, 2007; Namkung and Jang, 2007). Furthermore, a research argued that food safety will influence the customer mentality satisfaction. This means if the food producer increases reliable information of food safety, the customer satisfaction will increase (Ghulam et al., 2017). Since consumers’ perception can be influenced by the claims which are included in the information (Prada, Garrido and Rodrigues, 2017). For instance, if the marketers provide enough information about the producers reduce the usage of pesticides and antibiotic-resistant
bacteria in organic food farming (Holzman, 2012), the customers would perceive organic food healthier and safer than non-organic food and customer satisfaction would increase (Ghulam et al., 2017; Holzman, 2012).

2.6 Conceptual model
Based on previous researches, price is an important factor which can influence customer satisfaction. A reasonable and fair price of a product will be accepted by customers and increase their satisfaction level of this product (Ehsani and Ehsani, 2014; Malik, Ghafoor and Iqbal, 2012; Razak, Nirwanto and Triatmanto, 2016; Hanif, Hafeez and Riaz, 2010).

\[ H1: \text{A reasonable and fair price of organic food has a positive effect on customer satisfaction towards organic food.} \]

Taste is an attribute of food quality. Researchers found there is a significant correlation between taste and customer satisfaction and the food with good taste will have positive influence on customer satisfaction (Namkung and Jang, 2007; Reginald, 2016).

\[ H2: \text{A good taste of organic food has the positive influence on customer satisfaction towards organic food.} \]

The food freshness belongs to food quality and according to some researchers, freshness can be one of the strongest predictors of customer satisfaction (Pettijohn, Pettijohn and Luke, 1997; Kim, Ng and Kim, 2009; Sulek and Hensley, 2004; Tan, Oriade and Fallon, 2014). There is also a research revealed that the freshness of food has a significant influence on customer satisfaction (Rozekhi, Hussin, Siddiqe, Rashid and Salmi, 2016).

\[ H3: \text{The freshness attribute of food quality has a positive effect on customer satisfaction towards organic food.} \]
The safety of organic food is a dimension of the quality of food (Naspetti and Zanoli 2009). The researchers found the food safety is a basic item that the customers can use it to measure the food quality and also the safety of food has a positive influence on the customer satisfaction (Ramanathan, Di and Ramanathan, 2016; Seo et al., 2016).

**H4**: The food safety dimension of food quality has the positive effect on customer satisfaction towards organic food.

![Customer satisfaction model concept towards organic food](image)

**Figure 1: Customer satisfaction model concept towards organic food**

### 3 Methodology

#### 3.1 Research Approach

The research approach is a scheme as well as a research program, which the researchers generally lists the methods of assumption and then choose a suitable method for particular analysis, interpretation, and data collection (Creswell, 2014). In order to choose an appropriate research method, the researchers need to follow their research topic and assumption of philosophy, research designs, and they also need to specify the method they will use for collecting the data, analysis and interpretation. Furthermore, the choosing of research method depends on the nature of research
purpose, the experiencing of the investigators, and the target people for the study (Creswell, 2014). Bryman and Bell, (2011) stated that there are two types of research approaches can be chosen, which are inductive approach and deductive approach. The inductive approach will be chosen if the researchers aim to generate new theories while the deductive approach will be chosen if the researchers aim to test the validity of existing theories by using hypotheses (Bryman and Bell, 2011).

Since the purpose of this research is to explain what factors affect customer satisfaction towards organic food while the research is based on former researches, a deductive research approach will be applied. It also means the researchers of this paper tend to test existing theories through hypotheses.

### 3.1.1 Deductive Research

Employing the deductive method in a research can help researchers to know the nature of the relation between theory and research. When conducting the research, the investigators need to know the knowledge of their research field and consider some theories that are related to the topic, and the hypothesis will be given. The investigators need to test the hypothesis by operating in order to get the findings. In this research, the investigators need to notice in which way they can collect relevant data of theories and constitutes the hypothesis. Furthermore, the procedure of the deductive method is linear, which means each procedure in the process of deducing is clear and logically sequent with each other (Bryman and Bell, 2011).

In order to test the hypothesis, the investigators should collect the data by using quantitative strategy and design the questionnaire (Bryman and Bell, 2011). Then, the researchers can observe and compare the collected result of questionnaires with the theoretically given hypotheses, thereby verify these hypotheses. Consequently, by doing so, the researchers can accept or reject the hypothesis (Snieder and Larner, 2009). Overall, these steps can briefly summarize the deductive method: Step 1:
Theory; Step 2: Hypothesis; Step 3: Data collection; Step 4: Findings; Step 5: Hypothesis Confirmed or Rejected; Step 6: Revision of theory (Bryman and Bell, 2011).

3.1.2 Quantitative Research
The quantitative research refers to a quantitative strategy which is used to collect and analyze data quantitatively. In the quantitative research, the deductive approach is included, which can help the researchers to discover the nature of the relation between theory and research, and the aim is to help the investigators to test theories. The quantitative research refers to of positivism, which combines the practice and the standard of natural science model to describe a picture of an external, objective reality (Bryman and Bell, 2011).

By using the quantitative strategy, all of the data will be presented through number and the investigators can use the number to measure the attributes (Bryman and Bell, 2011). One of the important strategies of the quantitative approach is its transparency, which enables other researchers to test the variables based on previous quantitative researches (Bryman and Bell, 2011). The measurement of quantitative research is systematic and controllable. The investigators can perform the testing of statistic, analyze the differentiation of each variable and find the effective way to treat it. Because not all of the variables can be measured or be tested by one specific research approach (Hagan, 2018). Moreover, the researchers can use the quantitative technique to exam the hypothesis, in order to ensure the causality of the variable X and the variable Y, and measure the observed frequency (Hoe and Hoare, 2012).

Based on the existing theories, the researchers found there are several factors can be related to the customer satisfaction toward organic food. In order to investigate and test the relationship between these factors and customer satisfaction based on previous research, figure and statistical data is needed. Meanwhile, considering this project
may need to collect a large amount of data and generalize the external validity, the high transparency of quantitative approach could increase its replicability and its reliability, thus, the quantitative approach has been chosen by the researchers (Bryman and Bell, 2011).

3.2 Research Design
The research design is a framework, which is used to help the investigators collect and analyze the data in a research (Bryman and Bell, 2011). The explanatory research design is one of the research designs (Kumar, 2010). As an explanatory research, it responds the “why” questions and it is an explanation of casualty. The explanation of casualty means, a phenomenon y can be affected by the factor X. The explanation of causality can be simple or complicated, for example, the independent variable x can directly influence the dependent variable y or the independent variable X through some factors indirectly influences the dependent variable Y (De Vaus, 2013). The researchers of this paper found the causal research design (explanatory) is suitable for this research. In this research project, the investigator's purpose is to explain what factors affect customer satisfaction towards organic food. Hence, the chosen research design method must help the investigators to research the causality between two variables.

3.2.1 Cross-sectional Research Design
The research design should be chosen carefully based on the purpose since different research design represent different ways of conducting the research (Bryman and Bell, 2011). The cross-sectional design is very useful for checking the relationship between variables. When the researchers apply this research design, they can collect the data from a lot of cases (people, organizations) at the one-time point. The investigators by doing so can gain the body of quantitative or some relevant quantifiable variables. In this way, the researchers can discover the associated mode (Bryman and Bell, 2011). The research purpose of this project is to explain what elements affect customer
satisfaction towards organic food. The potential elements are variables, and the researchers want to see how these variables connected to the customer satisfaction towards organic food. This shows the cross-sectional design is suitable for the research of this project. Hence, investigators employed the cross-sectional design.

3.3 Data Sources

In quantitative research, there are two types of the data can be collected by the investigators, which are primary data and secondary data. Primary data mainly comes from the interview, case study, focus group, and questionnaire (Bryman and Bell, 2011). It is first-hand data which can be extracted from the respondents. Secondary data refers to second-hand data which was collected by other investigators and has been statistic processed (Kothari, 2004).

In this research project, the investigators employed the primary data since the primary data can be collected directly from the respondents (Kothari, 2004). The primary data can help the investigators to know whether the hypothetical factors influence consumer satisfaction toward organic food and whether these hypothetical factors have the relationship with the consumer satisfaction towards organic food. Furthermore, the investigators used the way of the online questionnaire to collect the primary data, since collecting data online cost less and it is more convenient than the traditional method-distributing the paper questionnaires (Shawver et al., 2016).

3.4 Data Collection Method

When conducting the quantitative research to collect the primary data, the researchers can use the self-completion questionnaire method. By using the self-completion questionnaire, the respondents can answer the questions by themselves. There are two ways of sending out the questionnaires, which are sending out the questionnaires by post (the respondents can return the completed questionnaire by post) or sending out
the questionnaires online (the sender can check the answers by themselves) (Bryman and Bell, 2011).

Before conducting the survey, the investigators are required to design a self-completion questionnaire based on their research objectives. The questions in self-completion questionnaire must be easy to follow and answer since there is no interviewers help the respondents to understand the questions. Hence, the questions in self-completion questionnaire need to include fewer open questions and closed questions (Bryman and Bell, 2011).

A good design of self-completion questionnaire should be simple. By doing so, the respondents can follow the sequence to answer all questions. Otherwise, they will ignore one or two questions among all of the questions unconsciously (Bryman and Bell, 2011). Furthermore, self-completion questionnaire must short, if the respondents think the questions are too much in the beginning, they would not willing to answer this self-completion questionnaire, and also, even though they start to answer the questionnaire, they may give up in the middle if they feel tired in the process of answering (Bryman and Bell, 2011). For investigators, the self-completion questionnaire is convenient, easy to administrate, would not influence the respondents. And also the respondents can choose the time to answer the questionnaire by them, as well as unnecessary to worry the speed of answering all questions (Bryman and Bell, 2011).

The reason of why the investigators chose online self-completion questionnaire is because this research is quantitative research and the self-completion questionnaire is the research method of quantitative research, and online self-completion questionnaire can easily help the researchers to collect the primary data. Moreover, the self-
completion questionnaire cost less and can cover a large number of populations (Mathers, Fox and Hunn, 2007).

3.5 Data Collection Instrument
3.5.1 Operationalization and Measurement of Variables

In the process of operationalization, theoretical concepts have been transformed into the empirical material while the researchers formulated questions based on these concepts (Bryman and Bell, 2011). The whole process and findings of the measurement have been presented in this part. In the process, the researchers have specified the ordinal scale, nominal scale and the interval scale (Bryman and Bell, 2011). Since the level of the measurement is very important to the operationalization (Mueller, 2007). The result will become stronger as long as the level of the measurement increases (Mueller, 2007). Furthermore, all of the questions were formulated based on the 5-point Likert scale, where the number 1 is equal to ‘strongly disagree’ and number 5 is equal to ‘strongly agree’.

<table>
<thead>
<tr>
<th>Concept (Variables)</th>
<th>Concept Definition</th>
<th>Operational Definition</th>
<th>Sub-concept</th>
<th>Item</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer satisfaction</td>
<td>Customer satisfaction is the response of customer fulfilment. The customers can use the pleasurable level of satisfaction to judge the features of product or product itself (Oliver, 1997).</td>
<td>The customer satisfaction as a dependent variable which is measured by five independent variables.</td>
<td>Transaction specific satisfaction</td>
<td>Sat_1</td>
<td>I had a good experience with purchase organic food.</td>
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<td></td>
<td></td>
<td></td>
<td>Cumulative satisfaction</td>
<td>Sat_2</td>
<td>I always had a good experience when I purchase the organic food.</td>
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<td></td>
<td></td>
<td></td>
<td>Expectancy disconfirmation</td>
<td>Sat_3</td>
<td>I expected a good experience after I purchase the organic food.</td>
</tr>
<tr>
<td>Price</td>
<td>Price is defined as “what is given up or sacrificed to obtain a product or service” and price is considered as the basis of building customer satisfaction (Zeithaml, 1988, p. 10; Bei and Chiao, 2001).</td>
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<td></td>
<td>The quality of taste as independent variable to measure how to influence customer satisfaction towards organic food</td>
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<td></td>
<td>Taste preference</td>
<td>Taste preference</td>
<td>Taste preference</td>
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<td></td>
<td>The availability of organic food has affected my eating habits.</td>
<td>I prefer the taste of organic food compare with non-organic food.</td>
<td>I will choose organic food based on the taste.</td>
<td></td>
<td></td>
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<tr>
<td>Taste</td>
<td>Taste is one of the important attributes of food quality. Taste connects with sensory of customers, therefore a good taste can make consumers feel pleasure and have a good experience on food (Paul and Rana, 2012).</td>
<td>Taste preference</td>
<td>Taste experience</td>
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<tr>
<td></td>
<td>The quality of taste as independent variable to measure how to influence customer satisfaction towards organic food</td>
<td>I think the taste of organic food makes pleasurable experience to me</td>
<td>The taste of organic food makes pleasurable experience to me</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freshness</td>
<td>The freshness is one of essential attributes of food quality (Paul and Rana, 2012). The freshness of food</td>
<td>Appearance</td>
<td>Odor</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The quality of freshness as independent variable to measure how to influence customer</td>
<td>I think the appearance of organic food looks better than non-organic food.</td>
<td>I think the odor of organic food smells better than non-organic food.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Appearance</td>
<td>Odor</td>
<td>Odor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
can be described as the difference from the original food status to the present state of food (Gvili et al., 2017).

<table>
<thead>
<tr>
<th>Food Safety</th>
<th>The safety of food equal to the health value. The customers experience the food safety as binary, fail or pass attributes toward the food product. The safety of organic food is a dimension of the quality of food (Naspetti and Zanoli 2009).</th>
<th>satisfaction towards organic food</th>
<th>Texture</th>
<th>Fre_3</th>
<th>I think the texture of organic food feels better than non-organic food.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The quality of safety as independent variable to measure how to influence customer satisfaction towards organic food</td>
<td>The quality of safety as independent variable to measure how to influence customer satisfaction towards organic food</td>
<td>Information</td>
<td>Saf_1</td>
<td>I think the trustworthiness of organic food labelling is important for me.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Health Value</td>
<td>Saf_2</td>
<td>I think organic food is healthy.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Health Value</td>
<td>Saf_3</td>
<td>I think organic food can help me avoid poor health.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Information</td>
<td>Saf_4</td>
<td>I think the information of organic food makes me believe it is safe.</td>
</tr>
</tbody>
</table>

Table 1: Operationalization and Measurement of Variables

3.5.2 Questionnaire Design

Most of the questions of the questionnaire are closed questions while one or two questions could be open questions which can be answered by the respondents with their own words (Bryman and Bell, 2011). The respondents choose the answers to closed questions from the options which are given by questionnaire designer. The questionnaire could avoid the problem which is led by open questions. For instance, the respondents may refuse to answer the open questions because it takes more time.
and effort (Bryman and Bell, 2011). Therefore, the usage of closed questions can increase the possibility of respondents answering the questions. There are several forms of the self-completion questionnaire. For instance, the questionnaires can be delivered by mail or post. The respondents should answer the questions in the questionnaire themselves and send it back to the researchers when they finish it. In order to avoid the problem of low response rates, the researchers should be aware of the questionnaire they deliver. First of all, the layout of the questionnaire is important. The researchers should try to make the questionnaire attractive to the participants (Bryman and Bell, 2011). For example, the space between questions should be appropriate. Each question should be presented clearly and as short as possible. This is for ensuring all of the questions are understandable. Since most of the questions in the questionnaire are the closed kind, the researchers also need to decide the answers is placed vertically or horizontally based on the length of the answers. Long answers will make the participants confuse if they are placed horizontally (Bryman and Bell, 2011).

The Likert scale can be used when designing the questionnaire. For the closed questions, all of the answers can be pre-coded and the results can be easily handled and analyzed by using the computer. However, a Likert scale requires the researchers to score all of the items. For example, the number ‘5’ is equal to ‘strongly agree’; the number ‘4’ is equal to ‘agree’; the number ‘3’ is equal to ‘neutral. Moreover, in the questionnaire, the researchers should state clearly how they want the respondents to answer the closed questions (place a tick by or circle the answers) (Bryman and Bell, 2011). The respondents’ answer will be seen as no answer if they choose more than one options (the questions which are allowed to have more than one answers are not included) (Bryman and Bell, 2011).
For this study, the researchers designed the questionnaire based on Bryman and Bell’s suggestion. The questionnaire included 21 questions and two of them are introductory questions which are about age and gender. All of the questions in the questionnaire are closed questions thereby could avoid the problem of taking lots of time and effort. In order to make respondents easily understand each question, all of the questions are presented clearly and are very short. In the questionnaire, each question (except introductory questions) has five answer options with the usage of likert scale, which are ‘1=strongly disagree’, ‘2=disagree’, ‘3=neutral’, ‘4=agree’ and ‘5=strongly agree’. These answer options were placed horizontally based on their length.

3.5.3 Pretesting
Pretesting refers to a pilot study of the questionnaire before the investigation is implemented. By implementing a pilot study, the researchers not only can ensure the survey questions operate well, but also can ensure the whole research instrument works well (Bryman and Bell, 2011). It helps the researchers to avoid the problem of the respondents confuses about the questions in the questionnaire. And if the respondents are not clear about the questions, the reliability and the validity of the result would be affected. After the pretesting, some problems with the questionnaire may come out, the researcher needs to find solutions to solve these problems (Bryman and Bell, 2011). The implementation process of pre-testing should be under the supervision of the researchers while the respondents who help with pre-testing should not be considered when calculating the final result (Nardi, 2003).

For this study, 15 potential participants were gathered to do the pre-test. This group includes different types of people. For instance, male and female, younger participants and older participants. In the process of pre-testing, all of the participants answered the questionnaire themselves and they informed the researchers their opinion about the structure and the questions when they finished it. All of the participants think the
structure is clear and the questions are easy to understand. With this positive result, the researchers started to distribute the questionnaire.

3.6 Sampling
According to Bryman and Bell (2011), “sample is the segment of the population that is selected for investigation” (Bryman and Bell, 2011, p.176). In the quantitative research, the need for sampling is vitally important. It is almost impossible for the researchers to investigate on the whole specific segment because it takes lots of time and resources to ask questions and deliver questionnaires. Thus, choosing an appropriate sampling approach becomes critical for the researchers. The selection methods have been divided into two types of approach-probability approach and non-probability approach. The probability sample is the sample which is selected by using a random selection and the possibility of each unit in the population to be selected is same. The non-probability sample is the sample which is selected without using a random selection method and the possibility of each unit in the population to be selected is not the same, which also means some units in the population have higher chance to be selected in comparison with others (Bryman and Bell, 2011).

The approach of this study is a non-probability approach. Comparing with the non-probability approach, probability approach could minimize the error but it is not very convenience. The researchers of this study do not have enough time and resources to accomplish probability approach. Furthermore, there are three types of non-probability samples: convenience sampling, snowball sampling and quota sampling (Bryman and Bell, 2011). Convenience sampling refers the researchers will choose the participants who are easy to be accessed. Snowball sampling refers to the researchers get more participants through a small group of the people they can access. Quota sampling refers to the researchers choose the participants based on the proportion of different groups (Bryman and Bell, 2011). For this study, convenience
sampling and snowball sampling will be applied. These two are considered to be suitable for the study is because of their convenience. By using these two methods, the researchers can save time and money on accessing participants. For instance, the researchers can publish the questionnaire on the Facebook page and get in touch with more participants through their friends.

3.6.1 Sample Selection and Data Collection Procedure
There is no clear answer about how big the sample size should be. The sample size is determined based on a number of considerations. For instance, most of the sample size will be largely affected by time and cost (Bryman and Bell, 2011). Moreover, the absolute size of a sample is important and the precision of the result increase along with the absolute sample size increase (Bryman and Bell, 2011). Generally, the sample size should not be less than 50 participants and the researchers should differ the sample size based on the number of the independent variables (Wilson Van Voorhis and Morgan, 2007). Green, (1991) presented a formula for the sample size which is ‘number of participants>50+8*’number of independent variables’. Related to this research, the minimum number of the participants should be 82 (there are 4 independent variables in this research).

Since the purpose of this study is to investigate the relationship between independent variables and dependent variable by analyzing a general point of view, there is no specific target group. By applying convenience sampling and snowball sampling, all of the participants are above 17 years old since the respondents are students from Linnaeus University. The questionnaire was distributed through the researchers’ social media account, such as Facebook, Wechat and Messenger. After that, 95 respondents answered the questionnaire, which is more than the minimum number of participants.
3.7 Data Analysis Method

3.7.1 Data Coding

Data coding can be seen as a crucial stage. It can help the researchers transfer the data correctly into SPSS. All of the questions, independent variables and dependent variables need to be coded and the researchers can do a statistical analysis easily with the help of data coding (Bryman and Bell, 2011). In this research, the questions of satisfaction were coded as Sat1-3, the questions of price were coded as Pri1-4, the questions of taste were coded as Tas1-4, the questions of freshness were coded as Fre1-4 and the questions of food safety were coded as Saf1-4. All of the answers were represented by numbers since the Likert Scale was applied.

3.7.2 Descriptive Statistics

Descriptive statistics is a research method which contains statistical procedures (Garvetter and Wallnau 2013). It refers to the brief descriptive coefficients which can be the representation of the whole population or the sample (Staff, 2018). It helps the researchers to describe and understand a set of specific data. By using descriptive statistics, the researchers can organize and summarize the row scores and make the result more manageable. Descriptive statistics can be used to measure the central tendency of the mean, median and mode (Garvetter and Wallnau 2013). All of the scores are often be shown in a table or graph (Garvetter and Wallnau 2013). The skewness and kurtosis are used to know the shape of data distribution. The skewness shows the direction of the mean deviations while the kurtosis shows the comparison of the peak of a distribution and a normal distribution. The value of the skewness should be between -1 to 1 and the value of the kurtosis should be between -3 to 3 (Malhotra and Birks, 2007; Hair et al., 2006).

3.7.3 Linear Regression Analysis

According to Oguntunde, Lischeid and Dietrich (2017), Regression analysis refers to a statistical technique which has been used to examine the relationships between dependent variables and multiple independent variables. The purpose of the linear
regression analysis is to use independent variables to predict and explain the dependent variables. The hypothesis will be tested with the help of linear regression analysis. The linear regression analysis can be divided into simple linear regression and multiple linear regression. The simple linear regression will be used when the researchers examine the relationship between one independent variable and one dependent variable. And the multiple linear regression method will be used when the researchers examine two or more independent variables.

In multiple linear regression analysis, T-value and F-value need to be evaluated first in order to see whether the measurements are statistically significance (Saunders et al., 2009). According to Bryman and Bell, (2011), the significant level of the relationship between all of the independent variables and dependent variable can be presented by F-value. Meanwhile, the significance level of the relationship between each independent variable and dependent variable can be presented by T-value. Moreover, there are three standards of the significance level, which are 90%, 95% and 99% (Bryman and Bell, 2011). Some researchers applied the standard of 90% to test the hypotheses, for example, Jessica Utts, Rhine and Pratt (Utts, 1988; Rhine and Pratt, 2006). Therefore, the researchers decided to apply the standard of 90% in the research.

3.8 Quality Criteria

In a research, the researchers need to choose correct and accurate instruments to assure the quality of the result. Validity and reliability are two dominate measurement instruments to measure quality, which plays a significant role in a research. Validity refers to an instrument for measuring the results whether match the purpose of measurement. There are three main forms of validity will be introduced: content validity, construct validity and criterion validity (Souza, Alexandre and Guirardello, 2017). Reliability is whether the measures are consistent and stable if in a repeatable study. When the researchers reproduce the same study, the result would be reliable.
and consistent (Souza, Alexandre and Guirardello, 2017). Therefore, there are three reliability criteria which are stability, internal consistency and inter-observer consistency (Bryman and Bell, 2011).

3.8.1 Content Validity
Content validity refers to the content of concept in question is reflected in the measure (Bryman and Bell, 2011). If the respondents’ interpretation of the question match with researchers’ and has an abundant perception of the concept of those questions in questionnaires, the content validity will appear. The method to measure content validity is asking those who are professional or find relevant previous research in this field for evaluating the questionnaires. This can help researchers to revise the inefficient questions and remove those useless questions. Another method is to give a detailed interpretation of concept and discuss with respondents to improve the questions when conducted pre-testing (Bryman and Bell, 2011; Saunders, Lewis and Thornhill, 2009).

In this study, the researchers tried to find relevant previous researches and asked a relevant expert in marketing field to revise the questionnaire again and again. Then the researchers asked peer researchers to test questionnaire whether is easy to follow and conduct in order to improve content validity.

3.8.2 Construct Validity
Construct validity is also known as measurement validity, as Souza, Alexandre and Guirardello (2017, p.653) stated that “Construct validity is the degree to which a group of variables really represents the construct to be measured”. Building construct validity is based on the structure of hypotheses to conduct some forecasts and test these forecasts to support the validity of the instrument. If the concept is abstract, the construct validity would hard to be built. In construct validity process, the theory becomes important because the more evidence, the interpretation of result will be
more valid (Souza, Alexandre and Guirardello, 2017). Bryman and Bell (2011, p.160) also emphasized that “The researchers are encouraged to deduce hypotheses from a theory that is relevant to the concept”.

The main instrument to exam the construct validity is correlation analysis, which is a statistical approach and used for examining how the strength of a linear relationship between two variables (O'Gorman and MacIntosh, 2015). The Pearson correlation coefficient would be used when the interval variable is calculated. The large correlation coefficient reveals that covariation is high and there is a strong relationship, vice versa (Malhotra, 2015). “r” represents correlation coefficient, the range of numerical value is basically between -1 and +1. Generally, two variables are uncorrelated (|r|<0.3); weak correlation (0.3 ≤ |r|<0.5); medium correlation (0.5 ≤ |r|<0.8); high correlation (|r|≥0.8). However, the correlation coefficient cannot be over 0.8. If the variable between each other has the high correlation, which leads the construct is measuring much the same thing (Hair et al., 2010).

3.8.3 Criterion Validity
Predictive validity is one of the types of the criterion, will measure in the future. When applying a test and the obtained outcome is compared with a given criterion later, which can be called predictive validity (Bryman and Bell, 2011; Souza, Alexandre and Guirardello, 2017). The researcher would presume the relationship between independent and dependent variables. For example, the researchers built a hypothesis "A reasonable and fair price of organic food has a positive effect on customer satisfaction towards organic food." If this hypothesis is accepted, it means the expected outcome is achieved.
3.8.4 Reliability
Reliability emphasized on consistent and stable of measurement, it leads whether the study is reliable or not. Stability, internal consistency and inter-observer consistency are three different instruments to measure the reliability (Bryman and Bell, 2011). Stability refers to measure the similarity of the outcome at two different times, in other words, when replicating the study the measure is still stable over time, the results would keep similar (Bryman and Bell, 2011). Test-retest is usually used for evaluating the stability. When conducting this method, the researchers need to ensure the factor of measurements is same at two test times (Souza, Alexandre and Guirardello, 2017). Because of the limitation of time, the researchers tend to use test-retest when conduct pre-testing, and the collected data in pre-testing as the foundation for formal investigation.

Internal consistency shows that whether all of the indicators of one concept are match with each other. If a respondent gives a high score on this question, the score of another question within the same concept should be also high, otherwise, the low consistency causes the result unreliable. Cronbach’s alpha is a common way to examine the internal consistency. According to Bryman and Bell (2011, p.159), Cronbach’s alpha is “It essentially calculates the average of all possible split-half reliability coefficients”. An alpha coefficient is calculated between 1 and 0, it represents perfect internal reliability and no internal reliability respectively. Basically, the acceptable level of internal reliability is reached at 0.8. However, some researchers thought the lowest acceptable level of internal reliability is 0.6. If the figure is lower than 0.6, the results would be unreliable and invalid (Bryman and Bell, 2011; Hair et al., 2010). Cronbach’s alpha analysis will be conducted in pre-testing procedure by using SPSS so that the researchers can revise the existing problem and increase internal consistency.
The last instrument is inter-observer consistency. It emphasized the researchers between each other need to keep consistency when analyze and assess the data. If the researchers have high concordance among each other, the error of measurement was minimized (Bryman and Bell, 2011; Souza, Alexandre and Guirardello, 2017). The researchers will try to have a good discussion in the research and keep consistency during the research in order to have a reliable result.

3.9 Ethical Considerations and Societal issue

From the beginning of a research, the researchers need to concern the ethical issue and consider how to collect data and information of questions from respondents in an appropriate way. The researchers have to obey the ethical standards and have the responsibility to protect their respondents’ information will not be disclosed (Oliver, 2010). There are three ethical principles need to draw attention in the study: 1) harm to participants; 2) lack of informed consent; 3) invasion of privacy. The researchers have a responsibility to avoid respondents be harmed and minimize the possibility of the research. If the researcher's misconduct in a research, it will harm to participant’s physical, development, self-esteem and career. About informed consent, the researchers need to provide detailed information of research for participants and then make a decision whether they are willing to do. Everyone has their privacy, so when the participants meet some sensitive question they will reject to answer and they do not want to reveal in public (Bryman and Bell, 2011). Therefore the participants have an opportunity to hide their identity in research and researchers have to avoid some sensitive topic to participants (Bryman and Bell, 2011; Oliver, 2010).

In this research, the researchers would consider these three ethical principles during the research and protect the participants’ right as best. In order to prevent to harm participants, the researchers use questionnaires which put detailed interpretation and purpose of research in the front of the page, and the authors will provide their name
and email address if respondents have any question can contact with authors. The questionnaires will in an anonymous way to protect participant’s privacy so there is no way to know who answer the questions and the researchers promise the information will not be applied in the other way.

Apart from consider participants’ issue, the researchers also need to take into account societal issue. A research may influence people’s behaviour and perception so that have an effect on society (Bryman and Bell, 2011). In this research, people probably concern about organic food than before and have a positive or negative influence on organic food. The researchers hope to investigate what factors influence satisfaction of organic food and then increase satisfaction. It is good for social environment if the satisfaction of organic food increases.

### 3.10 Methodology Summary

<table>
<thead>
<tr>
<th>Subject</th>
<th>Measurements chosen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Approach</td>
<td>Using deductive approach</td>
</tr>
<tr>
<td>Research Method</td>
<td>Using quantitative research</td>
</tr>
<tr>
<td>Research Design</td>
<td>Using casual purpose (cross-sectional research design)</td>
</tr>
<tr>
<td>Data Sources</td>
<td>Using primary data</td>
</tr>
<tr>
<td>Data Collection Method</td>
<td>Using questionnaires</td>
</tr>
<tr>
<td>Sampling</td>
<td>Using Convenience sampling</td>
</tr>
<tr>
<td>Data Analysis Method</td>
<td>Descriptive Statistics and multiple linear regression through SPSS</td>
</tr>
<tr>
<td>Quality Criteria</td>
<td>1. Content validity</td>
</tr>
<tr>
<td></td>
<td>2. Construct validity</td>
</tr>
<tr>
<td></td>
<td>3. Criterion validity</td>
</tr>
<tr>
<td></td>
<td>4. Reliability</td>
</tr>
<tr>
<td>Ethical Considerations</td>
<td>1. Harm to participants</td>
</tr>
<tr>
<td></td>
<td>2. Lack of informed consent</td>
</tr>
<tr>
<td></td>
<td>3. Invasion of privacy</td>
</tr>
<tr>
<td></td>
<td>4. Societal issue</td>
</tr>
</tbody>
</table>

*Table 2: Methodology summary*
4 Result

4.1 Descriptive Statistics

According to Bryman and Bell’s (2011) suggestion, all the data was coded after all the questionnaires were gathered (Bryman and Bell, 2011). Then, the researchers inserted all of the answers into SPSS for further analysis. In order to get a brief description of the whole sample, the descriptive statistics was applied. There were 95 respondents answered the questionnaire in total and all of their answers were valid. As the table 3 shows, 54.7% of the respondents were female and 45.3% of the respondents were male. This result shows the number of female respondents and male respondents were fairly even. Among them, the majority of the respondents were between 21 to 25 years old (69.5%) while there were only 2.1% respondents were above 35 years old.

<table>
<thead>
<tr>
<th>Control Variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-20</td>
<td>8</td>
<td>8.4%</td>
</tr>
<tr>
<td>21-25</td>
<td>66</td>
<td>69.5%</td>
</tr>
<tr>
<td>26-30</td>
<td>16</td>
<td>16.8%</td>
</tr>
<tr>
<td>31-35</td>
<td>3</td>
<td>3.2%</td>
</tr>
<tr>
<td>Above 35</td>
<td>2</td>
<td>2.1%</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
<td>54.7%</td>
</tr>
<tr>
<td>Male</td>
<td>43</td>
<td>45.3%</td>
</tr>
</tbody>
</table>

N=95

Table 3: Descriptive statistics of the control variables

By using the descriptive statistics, the minimum and maximum values, mean, standard deviation, skewness, and kurtosis had been shown. The answers of independent variables and dependent variable were presented by the number from 1-5 based on the Likert scale. As can be seen from the table 4, the mean value of item Fre-4 (2.63), which is from the variable freshness, was the lowest while the highest mean value (4.21) was from the item Pri-2. In all, comparing with other variables, the items from
variable food safety have high mean value. Most of the items of variables had a mean value around 3 and some items of variables had a mean value around 4. The range of standard deviation among items was from 0.848 to 1.224. The item Sat-1 had the lowest standard deviation and the item Pri-4 had the highest standard deviation. The value of skewness should be between -1 and 1. Therefore, as can be found in the table, the skewness value of Pri-2 (-1.242) and Saf-2 were not in the acceptable range of skewness. However, since the skewness value of these two items just slightly exceed the acceptable range, they still can be accepted (De Vaus, 2002; De Vaus, 2013; Hair, Black, Babin and Anderson, 2009). The acceptable range of kurtosis value is between -3 to 3, which means, all of the items had acceptable kurtosis value.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat_1</td>
<td>1</td>
<td>5</td>
<td>3.65</td>
<td>0.848</td>
<td>-0.226</td>
<td>0.047</td>
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<tr>
<td>Sat_2</td>
<td>1</td>
<td>5</td>
<td>3.29</td>
<td>0.886</td>
<td>-0.338</td>
<td>0.593</td>
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<tr>
<td>Sat_3</td>
<td>2</td>
<td>5</td>
<td>3.96</td>
<td>0.967</td>
<td>-0.492</td>
<td>-0.810</td>
</tr>
<tr>
<td>Pri_1</td>
<td>1</td>
<td>5</td>
<td>3.55</td>
<td>1.156</td>
<td>-0.604</td>
<td>-0.431</td>
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<tr>
<td>Pri_2</td>
<td>1</td>
<td>5</td>
<td>4.21</td>
<td>0.898</td>
<td>-1.242</td>
<td>1.879</td>
</tr>
<tr>
<td>Pri_3</td>
<td>1</td>
<td>5</td>
<td>3.16</td>
<td>1.035</td>
<td>-0.383</td>
<td>-0.441</td>
</tr>
<tr>
<td>Pri_4</td>
<td>1</td>
<td>5</td>
<td>3.33</td>
<td>1.224</td>
<td>-0.617</td>
<td>-0.595</td>
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<tr>
<td>Tas_1</td>
<td>1</td>
<td>5</td>
<td>3.05</td>
<td>1.124</td>
<td>0.032</td>
<td>-0.482</td>
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<tr>
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<td>5</td>
<td>3.13</td>
<td>1.054</td>
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<td>-0.162</td>
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<tr>
<td>Tas_3</td>
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<td>5</td>
<td>3.07</td>
<td>1.169</td>
<td>0.140</td>
<td>-0.848</td>
</tr>
<tr>
<td>Tas_4</td>
<td>1</td>
<td>5</td>
<td>3.13</td>
<td>1.003</td>
<td>-0.194</td>
<td>0.000</td>
</tr>
<tr>
<td>Fre_1</td>
<td>1</td>
<td>5</td>
<td>3.32</td>
<td>1.055</td>
<td>-0.278</td>
<td>-0.416</td>
</tr>
<tr>
<td>Fre_2</td>
<td>1</td>
<td>5</td>
<td>3.22</td>
<td>0.901</td>
<td>0.079</td>
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<td>Fre_3</td>
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<td>5</td>
<td>3.37</td>
<td>0.851</td>
<td>0.158</td>
<td>-0.019</td>
</tr>
<tr>
<td>Fre_4</td>
<td>1</td>
<td>5</td>
<td>2.63</td>
<td>1.140</td>
<td>0.460</td>
<td>-0.395</td>
</tr>
<tr>
<td>Saf_1</td>
<td>1</td>
<td>5</td>
<td>3.97</td>
<td>0.928</td>
<td>-0.671</td>
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<td>1</td>
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<td>4.01</td>
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<tr>
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<td>5</td>
<td>3.37</td>
<td>1.176</td>
<td>-0.237</td>
<td>-0.661</td>
</tr>
<tr>
<td>Saf_4</td>
<td>1</td>
<td>5</td>
<td>3.72</td>
<td>1.059</td>
<td>-0.669</td>
<td>0.066</td>
</tr>
</tbody>
</table>

*Table 4: Descriptive statistics of the dependent and independent variables*
4.2 Quality Criteria (Reliability and Validity)

In order to test the reliability of this research, the Cronbach’s Alpha value had been evaluated. As the table 5 shows, the lowest Cronbach’s Alpha value was 0.717, from the item of price, which had exceeded the minimum value of Cronbach’s Alpha-0.6, therefore, all of these variables and their items were reliable.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Number of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Satisfaction</td>
<td>0.778</td>
<td>3</td>
</tr>
<tr>
<td>Price</td>
<td>0.717</td>
<td>4</td>
</tr>
<tr>
<td>Taste</td>
<td>0.802</td>
<td>4</td>
</tr>
<tr>
<td>Freshness</td>
<td>0.719</td>
<td>4</td>
</tr>
<tr>
<td>Food Safety</td>
<td>0.843</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>19</td>
</tr>
</tbody>
</table>

N=95

Table 5: Cronbach’s Alpha of dependent and independent variables for Reliability test

In order to test the validity of this research, the value of Pearson correlation had been evaluated. The independent variables will be perceived valid if the Pearson correlation is between -0.8 to 0.8. As can be seen in the table 6, the highest Pearson correlation value was 0.565 while the lowest Pearson correlation value was 0.232, which means, all of the items are valid.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Price</th>
<th>Taste</th>
<th>Freshness</th>
<th>Food Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taste</td>
<td>0.396**</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freshness</td>
<td>0.232*</td>
<td>0.565**</td>
<td>1.000</td>
<td></td>
</tr>
<tr>
<td>Food Safety</td>
<td>0.483**</td>
<td>0.446**</td>
<td>0.543**</td>
<td>1.000</td>
</tr>
</tbody>
</table>

N=95, **. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 6: Correlation of the independent variables for Validity test
4.3 Hypotheses Testing

In order to test the hypotheses, a multiple linear regression analysis had been conducted by the researchers. This method helped the researchers know whether the independent variables (Price, taste, freshness and food safety) have a relationship with the dependent variable (customer satisfaction). As can be seen in the table, the model 1 is about the analysis of control variables-age and gender. The model 2-5 is the combination of the control variables and each independent variable. The model 6 includes the influences from the control variables and all of the independent variables, which enables the researchers to apply multiple linear regression. The beta value, significance level, the adjusted R², F-value had been shown in the table.

The standard error of estimate had been used to evaluate the accuracy of predicted value. As the table 7 shows, the model 6 had the lowest S.E.est., which was 0.57077. The adjusted R² of model 6 was 0.421. This number indicates that 42.1% of customer satisfaction could be influenced by the independent variables-price, freshness, taste and food safety and it also means 57.9% of customer satisfaction could be influenced by some other factors.

The result of model 1 shows the control variables had a significant influence on the dependent variable since the significance level 0.055<0.1. However, since this study did not focus on the control variables therefore it would not be analyzed further. The significant level of model 6 was 0.000 while the F-value is 12.399. This result indicated the independent variables influence the dependent variable. Therefore, the researchers started to test the hypotheses. As the result shows, the significance level of H1 was 0.001, the significance level of H2 was 0.087, the significance level of H3 was 0.060 and the significance level of H4 was 0.274. Based on the standardized of significance level, which is no less than 90%. H1, H2 and H3 were accepted and H4 was rejected.
The beta value represents how much effect the independent variable has on the dependent variable. It means, for instance, when taste increase 1, then the customer satisfaction increase 0.175. Among these independent variables, price had the highest beta value. (See table 7)

<table>
<thead>
<tr>
<th>Exp. sign</th>
<th>Model 1 Control</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
<th>Model 6 All</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>Beta</td>
<td>4.478</td>
<td>2.226</td>
<td>3.098</td>
<td>2.977</td>
<td>2.737</td>
<td>1.363</td>
</tr>
<tr>
<td></td>
<td>Std. Error</td>
<td>0.359</td>
<td>0.489</td>
<td>0.408</td>
<td>0.446</td>
<td>0.457</td>
<td>0.487</td>
</tr>
<tr>
<td></td>
<td>Sig.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.006</td>
</tr>
<tr>
<td>Control Variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>Beta</td>
<td>-0.162</td>
<td>-0.130</td>
<td>-0.149</td>
<td>-0.140</td>
<td>-0.113</td>
<td>-0.114</td>
</tr>
<tr>
<td></td>
<td>Std. Error</td>
<td>0.106</td>
<td>0.091</td>
<td>0.093</td>
<td>0.095</td>
<td>0.094</td>
<td>0.083</td>
</tr>
<tr>
<td></td>
<td>Sig.</td>
<td>0.117</td>
<td>0.143</td>
<td>0.102</td>
<td>0.131</td>
<td>0.218</td>
<td>0.160</td>
</tr>
<tr>
<td>Gender</td>
<td>Beta</td>
<td>-0.217</td>
<td>-0.045</td>
<td>-0.182</td>
<td>-0.200</td>
<td>-0.191</td>
<td>-0.076</td>
</tr>
<tr>
<td></td>
<td>Std. Error</td>
<td>0.154</td>
<td>0.139</td>
<td>0.077</td>
<td>0.138</td>
<td>0.136</td>
<td>0.127</td>
</tr>
<tr>
<td></td>
<td>Sig.</td>
<td>0.037</td>
<td>0.629</td>
<td>0.047</td>
<td>0.032</td>
<td>0.037</td>
<td>0.374</td>
</tr>
</tbody>
</table>

### Independent variables

#### Price

H1: A reasonable price of organic food has a positive effect on customer satisfaction towards organic food.

<table>
<thead>
<tr>
<th>Exp. sign</th>
<th>Model 1 Control</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
<th>Model 6 All</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>+</td>
<td>Beta</td>
<td>0.538</td>
<td>0.538</td>
<td>0.538</td>
<td>0.538</td>
<td>0.538</td>
<td>0.538</td>
</tr>
<tr>
<td></td>
<td>Std. Error</td>
<td>0.086</td>
<td>0.086</td>
<td>0.086</td>
<td>0.086</td>
<td>0.086</td>
<td>0.086</td>
</tr>
<tr>
<td></td>
<td>Sig.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**Accepted**

#### Taste

H2: A good taste of organic food has the positive influence on customer satisfaction

<table>
<thead>
<tr>
<th>Exp. sign</th>
<th>Model 1 Control</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
<th>Model 6 All</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>+</td>
<td>Beta</td>
<td>0.473</td>
<td>0.473</td>
<td>0.473</td>
<td>0.473</td>
<td>0.473</td>
<td>0.473</td>
</tr>
<tr>
<td></td>
<td>Std. Error</td>
<td>0.077</td>
<td>0.077</td>
<td>0.077</td>
<td>0.077</td>
<td>0.077</td>
<td>0.077</td>
</tr>
<tr>
<td></td>
<td>Sig.</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**Accepted**

**Accepted**
**Freshness**

H3: The freshness attribute of food quality has a positive effect on customer satisfaction towards organic food.

<table>
<thead>
<tr>
<th></th>
<th>Beta</th>
<th>Std. Error</th>
<th>Sig.</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+</td>
<td>0.440</td>
<td>0.093</td>
<td>0.000</td>
<td>0.200</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Food Safety**

H4: The food safety dimension of food quality has the positive effect on customer satisfaction towards organic food.

<table>
<thead>
<tr>
<th></th>
<th>Beta</th>
<th>Std. Error</th>
<th>Sig.</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+</td>
<td>0.471</td>
<td>0.079</td>
<td>0.000</td>
<td>0.116</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>0.061</td>
<td>0.322</td>
<td>0.284</td>
<td>0.254</td>
</tr>
</tbody>
</table>

*R²* Adjusted *R²* Std. Error of the Estimates F-value Sig. Degrees of Freedom (df) Regression

*p<0.10; **p<0.05; N=95

S.E. (standard error) is presented within parenthesis for each of the independent variables.

**Table 7: Multiple Linear Regression**
5 Discussion

The chapter will discuss the findings from this research. The main discussion is about the outcome of accepted and rejected hypothesis and then discusses other findings within the research.

5.1 Hypothesis 1
In this research, the researchers came up with hypothesis 1 “A reasonable and fair price of organic food has a positive effect on customer satisfaction towards organic food.” Based on the result of multiple linear regression, hypothesis 1 was accepted as same as expected, because the significant value was 0.001 which is same as the result from Konuk (2017). Compared with other independent variables, price played the most significant effect on customer satisfaction towards organic food, where the beta value of H1 was 0.357. This showed the customers concern about whether the price of organic food is reasonable and fair or not so that influence their satisfaction. The finding from the research was highly consistent with previous researches. As Konuk (2017); Herrmann et al. (2007); Liang and Zhang (2009) demonstrated that if price of organic food is reasonable and fair, it will accepted by consumers so that influence customer satisfaction. Therefore, price has a significant impact on customer satisfaction.

5.2 Hypothesis 2
The second hypothesis “The good taste of organic food has the positive influence on customer satisfaction” was also accepted in this research. It can be seen from multiple linear regression, the significant value and beta value of H2 in model 6 was 0.087 and 0.175 respectively, which meant the taste of organic food has the influence on customer satisfaction. As stated by Paul and Rana, 2012; Namkung and Jang, 2007 and Reginald, 2016, a good taste has a positive effect on customer satisfaction towards organic food and consumers tend to choose organic food because the taste is better than non-organic food. Although the result indicated that the taste was not
much significant than price, people still concern about whether the taste satisfy them or not.

5.3 Hypothesis 3
In this research, the researchers conducted a hypothesis, which is H3-The freshness attribute of food quality has a positive effect on customer satisfaction towards organic food. As the result of the multiple linear regression showed, the researchers can see the H3 was accepted. Since the significant value was 0.060. The result was the same as their expectation. Usually, the hypothesis would be rejected if the significant value over than 0.05, however, Bryman and Bell, (2011) stated the significant value of hypothesis is equal to or lower than 0.1 also can be accepted. Therefore, the significant value was 0.060 of H3 was accepted. Moreover, except the price was the most influential factor of customer satisfaction towards organic food. The independent variable-food freshness was the second influential factor of customer satisfaction towards organic food, where the beta value of H3 was 0.200. On the basis of previous research, the food freshness belongs to food quality and according to some researchers found that freshness can be one of the strongest predictors of customer satisfaction (Pettijohn, Pettijohn and Luke, 1997; Kim, Ng and Kim, 2009; Sulek and Hensley, 2004; Tan, Oriade and Fallon, 2014). There is also a research revealed that the freshness of food has a significant influence on customer satisfaction (Rozekhi, Hussin, Siddique, Rashid and Salmi, 2016). To sum up, the finding of this study is quite consistent with previous research. This indicates that the customers concern about whether the organic food is freshness or not, thereby influences the customer satisfaction.

5.4 Hypothesis 4
In this research, a hypothesis H4 was given by the researchers, which is the food safety has the positive effect on customer satisfaction towards organic food. As the result of multiple linear regression model shows, H4 was rejected, since the
significant value of it was 0.274 which is higher than the standard that the researchers applied in the research. This result indicated food safety did not influence the customer satisfaction towards organic food. Compared with other independent variables, the hypothesis of food safety was the only one that was rejected. However, based on previous researches, the safety of organic food is a dimension of the quality of food (Naspetti and Zanoli 2009). And some researchers found the food safety is a basic item that the customers can use it to measure the food quality and safe food also has a positive influence on the customer satisfaction (Ramanathan, Di and Ramanathan, 2016; Seo et al., 2016). Based on the result, it can be seen that this study is wholly opposite with previous research. However, this result is consistent with another research’s result, Namkung and Jang (2007) also found the food safety does not affect the customer satisfaction in their study.

The result of model 5 showed the significance level of H4 was 0.000, this result indicated that when evaluating the relationship between food safety and customer satisfaction independently, the food safety of organic food affects customer satisfaction. As mentioned above, H4 was rejected in model 6. Therefore, this situation indicates the influence from food safety was not significant when it was combined with the other factors (price, freshness, taste), since the influence from price, freshness and taste was much larger than the influence from food safety, but food safety would affect customer satisfaction when the influence from the other factors were excluded.
5.5 Conceptual Model

![Conceptual Model Diagram]

*Figure 2: The result of Customer satisfaction model concept towards organic food*

6 Conclusion

This research aimed to explain what factors affect customer satisfaction towards organic food. After summarizing the data, the results indicate that the factors—price, taste, and freshness—can affect the customer satisfaction towards organic food. The hypothesis of food safety was rejected in this research, which means food safety in this research cannot affect the customer satisfaction toward organic food. Since in the multiple regression models, the significance level of food safety in model 6 was not significant while the significance levels of the other three factors were all significant. Based on the result, a new model had been generated in the research, which is the price, taste, freshness of organic food affect customer satisfaction. Furthermore, from the multiple linear regression table, the researchers can see the influences from factors—price, taste, freshness and food safety only occupied 42.1%, which indicated
that 57.9% of the customer satisfaction towards organic food could be influenced by other factors.

7 Implications, Limitations and Future Research
7.1 Theoretical Implications
In Namkung and Jang’s research, they conducted a research about the relationship between the food quality and customer satisfaction in restaurant business (Namkung and Jang, 2007). The result of their research showed the hypothesis of the taste and freshness of food influence customer satisfaction were accepted. Konuk conducted a research about price fairness and customer satisfaction towards organic food is also very useful to this study (Konuk, 2017). Their hypothesis of price fairness could influence customer satisfaction towards organic food was accepted in their research (Konuk, 2017). Meanwhile, Ghulam, Abubakar, Bilal, Munim and Junaid found customer satisfaction of food can be affected by food safety (Ghulam et al., 2017). Since these researches are highly related to this study, the researchers of this paper applied Namkung and Jang (2007), Ghulam, Abubakar, Bilal, Munim and Junaid (2017) and Konuk’s (2017) theoretical structures as well as some other theoretical perspectives, concepts in the study of organic food to process this research. The results of this study proved Namkung, Jang and Konuk’s research, showed price, taste and freshness are the three factors which could influence customer satisfaction toward organic food. A new model had been generated, which has contributed to the academic field of organic food marketing

7.2 Managerial Implications
The results of this study suggest companies and managers should take into account price, taste and freshness these three factors if they want to increase customer satisfaction of organic food. Price is the highest factor that can influence customer satisfaction. It does not mean managers need to set the low price for consumers,
however, the price should be reasonable and fair which is acceptable for consumers. Freshness is the second important factor will impact on customer satisfaction. Therefore, the companies need to have a good control on organic food freshness and ensure organic food is freshness when selling to retailers and customers. Taste is also considered by many customers in this research. A good taste has a positive influence on customer satisfaction towards organic food. Thus, a good taste probably attracts potential consumers and keeps loyal consumers. This research can help managers to increase customer satisfaction of organic food and then attract more people to purchase and repurchase organic food so that cultivate loyal customers.

7.3 Limitations and Future Research
When the researchers conducted the research, there was not very much research literature about customer satisfaction towards the organic food while there was a lot of research literature about the customer purchase intention of organic food. This lead to the investigation of customer satisfaction towards organic food may not very comprehensive.

The result of this research indicated that the influence from price, taste, freshness and food safety of organic food occupied 42.1% of all the influences towards customer satisfaction. However, the researchers expected a higher result before the data was analyzed. Therefore, in order to investigate what factors lead to the other 57.9% of the influence, a qualitative research would be conducted in the future.
8 Reference list


• Mathers N, Fox N. and Hunn A., (2007), *Surveys and Questionnaires*. The NIHR RDS for the East Midlands / Yorkshire & the Humber


9 Appendix
Appendix 1 – Questionnaire Design

The study of customer satisfaction towards organic food

Hello, ^_^
We are glad that you can take time to participate in this questionnaire for our final bachelor thesis. The questionnaire will take around 5-10 minutes to be completed.

We are three students who are studying in Marketing at Linnaeus University in Vaxjo, Sweden. Our bachelor thesis is to investigate what factors affect customer satisfaction towards organic food. And the factors are price, taste, freshness and safety. We hope to see this four factors of organic food can affect the customer satisfaction.

All of the participants are should be at least 18 years old because of ethical principles. Your answers will be anonymous and unable to be tracked back to you. It is voluntary for you to participate, but we appreciate your time and cooperation.

If you have any specific questions feel free to contact us:

Wanting Zhang
wz222zab@student.liu.se

Mingyang Guo
gm222zr@sstudent.liu.se

Jianan Sun
js223km@student.liu.se

How old are you? *

- 18–20
- 21–25
- 26–30
- 31–35
- Above 35

Gender *

- Female
- Male
Customer satisfaction towards organic food

The Likert scale is used and is scaled from 1-5
1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

I had a good experience with purchase organic food. *

1  2  3  4  5
Strongly Disagree  ○  ○  ○  ○  ○  Strongly Agree

I always had a good experience when I purchase the organic food. *

1  2  3  4  5
Strongly Disagree  ○  ○  ○  ○  ○  Strongly Agree

I expected a good experience after I purchase the organic food. *

1  2  3  4  5
Strongly Disagree  ○  ○  ○  ○  ○  Strongly Agree

Price of organic food

The Likert scale is used and is scaled from 1-5
1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

I can accept the price of organic food is higher than non-organic food. *

1  2  3  4  5
Strongly Disagree  ○  ○  ○  ○  ○  Strongly Agree

I will purchase organic food if the price is reasonable *

1  2  3  4  5
Strongly Disagree  ○  ○  ○  ○  ○  Strongly Agree
I think the price of organic food is affordable.*

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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comparing with non-organic food, I think organic food deserves a higher price.*

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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Taste of organic food**

The Likert scale is used and is scaled from 1-5:
1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

The availability of organic food has affected my eating habits.*

<p>| | | | | | |</p>
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<thead>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I prefer the taste of organic food compared with non-organic food.*

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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I will choose organic food based on the taste.*

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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The taste of organic food makes pleasurable experience to me.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

**Freshness**

The Likert scale is used and is scaled from 1-5.
1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

I think the appearance of organic food looks better than non-organic food.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

I think the odor of organic food smells better than non-organic food.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

I think the texture of organic food feels better than non-organic food.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

I think organic food can be stored longer than non-organic food.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>
# Food Safety

The Likert scale is used and is scaled from 1-5
1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I think the trustworthiness of organic food labelling is important for me. *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>I think organic food is healthy. *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>I think organic food can help me avoid poor health. *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>I think the information of organic food makes me believe it is safe. *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>○</td>
<td>○</td>
<td>○</td>
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