CUSTOMER SATISFACTION AND INTENTION TO PURCHASE THE ORGANIC FOOD IN TAIWAN

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Customer Satisfaction and Intention to Purchase the Organic Food in Taiwan

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Customer Satisfaction and Intention to Purchase the Organic Food in Taiwan

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DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is 28,366 words.

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DEDICATION

I wish to dedicate this research project to my families, for their unconditional support and affection. They have been motivating and encouraging me throughout the entire process of this research.

Besides, I would also like to dedicate this research study to my supervisor, Dr. Aye Aye Khin for her continuous guidance and advice. I appreciated the valuable time and effort she had contributed in assisting me to complete the study.

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LIST OF ABBREVIATIONS

AB	Attitudes towards Behaviour
ACO	Australian Certified Organic
ANOVA	Analysis of Variance
COA	Council of Agriculture
CSR	Corporate Social Responsibility
EDP	Expectancy-Disconfirmation Paradigm
FiBL	Research Institute Organic Agriculture
IFOAM	International Federation of Organic Agriculture Movements
MOA	Mid-America Organic Association
PBC	Perceived Behavioural Control
SN	Subjective Norms
SOEL	Foundation Ecology & Agriculture
SPSS	Statistical Package for Social Science
TPB	Theory of Planned Behaviour
USDA	United States Department of Agriculture
UTAR	Universiti Tunku Abdul Rahman
VIF	Variance Inflation Factor

PREFACE

To complete the master degree studies, students of Master of Business Administration are required to conduct research report, under the subject of MKMA 25106 Research Project. The research project has been titled as "Customer Satisfaction and Intention to Purchase the Organic Food".

The main purpose of this study is to determine the factors that affecting the customer satisfaction and intention to purchase the organic foods in Taiwan. Throughout the study, researchers have examined five factors that influencing intention towards organic food, which include health concern, convenience, price consciousness, environmental concern, knowledge and customer satisfaction as the mediating variable. Other than that, the demographic profile such as age ad income become the moderating variable.

This research has been carried out due to several shortcomings in the past organic food studies as well as the insufficient research and information regarding the purchase of organic products. Besides, previous organic food studies investigating in Taiwan were found limited in solid research which have given an opportunity for the researchers to conduct this research in Taiwan.

On the other hand, it is also important to understand different factors affecting customer satisfaction and intention towards the organic food. Hence, this study intends to help different parties in developing better understanding on various customer satisfaction and intention towards purchasing of organic food.

ABSTRACT

Users' satisfaction and intention are becoming a vital focus opinion for the rapid growth of organic food's product. Since there are a lot of manufacturers that start to produce their product in the organic way. As most of the population is starting to consume organic food nowadays, it does not only showcase product or service, but also make it easy to understand the specific needs and response of the customers by getting the data and analytics on the targeted demographics. Thus, the main objective of this study is to determine the factors that affecting the customer satisfaction and intention to purchase the organic foods in Taiwan. The method used was a quantitative analysis using the technique of simple random sampling method with a sample of 300 people in Taiwan. Pearson correlation, reliability test, regression analysis, Anova, independent T-test, and homogeneity test were the method used to analyse the result. The result showed that health concern, convenience, environmental concern and knowledge of organic food have a positive significant relationship towards customer satisfaction. While price consciousness has the negative relationship toward the customer satisfaction toward organic food. Customer satisfaction have mediated the relationship between the five factor and the intention to purchase organic food whereas the age and income also successfully moderate the whole process. Therefore, this study contributes these factors affecting customer satisfaction and intention to purchase organic food.

CHAPTER 1

INTRODUCTION

1.0 INTRDUCTION

Chapter 1 has outlined the entire study by dividing it into research background, problem statement, research objectives, research questions, and followed by hypotheses development and significance of the research. Lastly, layout of the chapter briefly summarized each chapter of the research before concluding it.

1.1 Research Background

Taiwan is the country or small island that located in the East Asia and has the summer, fall, spring and winter in the whole year. When in the summer season, the temperature could more than 30°C annual from the average temperature of about 20°C - 28°C. Famers would like to use the chemical pesticide in the high summer temperature and this lead to the pest outbreak and increase the pest breeding seriously. While in the winter and rainy season, the temperature would have the big changes. This type of the weather has caused the supply of organic food decrease since the problem of soil vulnerable and nutrient loss. Other than that, since the area of Taiwan is small, it affected the area of the agricultural land resources (Yapha & Wong, 2013).

However, the organic consumers have increased because consumers found that there were many cases about the food quality and environmental protection were occurred in

Taiwan (Hsu & Chen, 2014). For example, the cases of mad cow disease that lead them to receive more information of high food risks and decrease confidence in purchasing conventional foods. Thus, these few diseases have increased consumer's focus on the production method of conventional food (Hughner, McDonagh, Prothero, Shultz & Stanton, 2007). Thereafter, consumers started to be more aware in buying organic food to increase their food security (Yeung & Morris, 2006; Fernqvist & Ekelund, 2014).

In Taiwan, Council of Agricultural (COA) is developed to guide and supervise the provincial and municipal offices in the areas of agricultural, forestry, fishery, animal husbandry and food affaires. It has divided into many department such as Department of Farmers' Services Department of Planning, Department of Animal Industry, and others (Council of Agriculture, 2018). In year 1986, COA start to find out the feasibility for Taiwan's organic agriculture and monitor it with the organic production. Finally, in year 1995, COA tried to build awareness of the organic farming in Taiwan. In the following years, COA tried to use many ways to promote the organic farm such as launched campaign, promotion program and others.

According to statistic of COA, Taiwan had 10,000 certified hectares organic land in year 2018 and it contributes 1.2 percent of the nation farmland. However, there are big differences between the certified organic land and uncertified organic land. This is because there were many farmers reported that about 45,347 hectares of farmland actually are using the organic ways to do the production based on the survey of Taiwan's Agriculture, Forestry, Fishery and Animal Husbandry Census (National Statistic, 2018). This means that the rest of the land are actually uncertified organic land since it is difficult and expensive to get the certified organic land (Wu & Anderson, 2017). Therefore, organic industry in Taiwan was facing a big problem where there was unstable condition in organic food supply though the number of organic consumers have significantly increased. This is because there are a chaotic status about getting the certificated and label of the organic farm or products and consumer might dare not to purchase the organic foods that without official label and certification (Chen, 2007). In additional, there are 74 percent of the organic foods were imported from United State to

Taiwan due to the chaotic and confuse process in getting the certification (Wu & Anderson, 2017). Thus, the government plans to set the goal of increasing the organic farmland to 15,000 hectares by 2020.

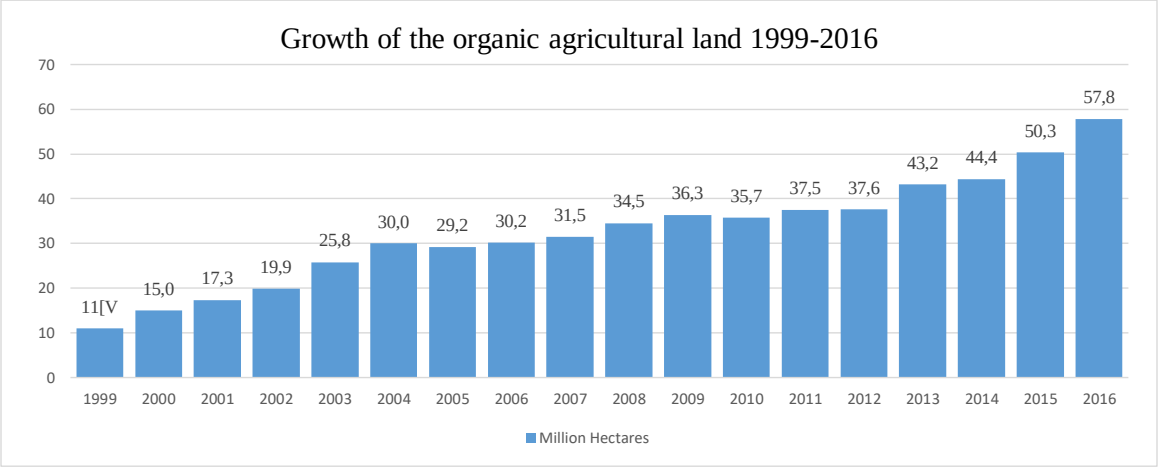
1.2 Current Situation of the Intention to Purchase of the Organic Foods

Today, people who wants to improve their quality of life would concern of well-being, product taste and environment protection. This behavior let them become the potential organic consumers. They are willing to pay it to improve their quality life (Mintu-Wimsatt & Bradford, 1995). The intention of the consumer has since changed their product preferences. According to Central News Agency (2013); Hsu & Chen (2014); Liu, Pieniak, & Verbeke (2013), consumers who were more concerned of the food quality, food safety and food eco-friendly in worldwide have increased their awareness of the environmental and health issues.

This situation has invited consumers to increase the awareness of the pesticide that may remain on the food or the overuse of pesticide after the industry apply to food crops and chemical material which can harm the environment (Fernqvist & Ekelund, 2014; Yee, Yeung & Morris, 2005). From Gan, Chang, Tran, & Cohen (2014), healthiness, environmental friendliness, animal welfare, and freshness of the products were known as the trust and core values for organic consumers. Hence, this research will investigate the factors that are likely to affect the consumer's intention in purchasing organic food.

Figure 1.1 showed organic agricultural land hectares were fluctuated from year 1999 to year 2016. Overall, global organic product industry has increased significantly from year 1999 to year 2016 (Research Institute Organic Agriculture [FiBL]; International Federation of Organic Agriculture Movements [IFOAM-Organics International]; Foundation Ecology & Agriculture [SOEL] Survey, 2018).

Figure 1.1: World Growth of the Organic Agricultural Land and Organic Share in 1999-2016



Source: Willer, Helga and Julia Lernoud (Eds.)(2018): *The World of Organic Agriculture. Statistics and Emerging Trends 2018*. Research Institute of Organic Agriculture (FiBL), Frick, and International Federation of Organic Agriculture Movements (IFOAM-Organics International), Bonn

Table 1.1: Country and Areas Covered on Organic Agriculture 2016

Region	**Countries with data on organic agriculture**	**Countries per region**	**Share of countries that provided data (%)**
Africa	40	56	71%
Asia	41	49	84%
Europe	48	49	98%
Latin America and Caribbean	33	46	72%
North America	3	5	60%
Oceania	13	25	52%
World	**178**	**230**	**77%**

Source: Willer, Helga and Julia Lernoud (Eds.) (2018): *The World of Organic Agriculture. Statistics and Emerging Trends 2018*. Research Institute of Organic Agriculture (FiBL), Frick, and International Federation of Organic Agriculture Movements (IFOAM-Organics International), Bonn

Table 1.1 also showed the regions covered by the worldwide study on organic agriculture in year 2016. There are 6 regions in the survey and countries with data of organic

agriculture which are more than 50% and this source of research has proven that the organic agriculture has been expanding their farms from year to year.

1.3 Problem Statement

This research was carried out due to several shortcomings in the past organic food studies. According to Voon, Ngui & Agrawal (2011), the primary focus for most of the earlier research were generally in the United States and the mainland of European which had led to the little acknowledgement of consumers' perception towards organic food in Southeast Asia. Although Taiwan, Malaysia, Singapore, Thailand and Indonesia were the country that are most promising their organic market, they still lack of research on the consumption trends of organic food.

According to the Almanac of Food Consumption Survey 2018, women who aged above 45 years old are the main group of consumers to purchase the organic food in Taiwan. Besides that, there are only 27 percent of the Taiwanese have the behavior of purchasing organic foods (Wu & Anderson, 2017). As a result, the insufficient of research and information have led to low consumer awareness and knowledge towards organic food. The main problem for the consumer to differentiate the organic and conventional products is there are lack of information and knowledge on the organic food (Janssen & Hamm, 2011). Only with a good understanding of organic food, consumer awareness and purchase intention would be enhanced because Hill and Lynchehaun (2002) has discovered knowledge as the main element that affect consumers' decision in buying organic food. Therefore, it is relevant to conduct this research to leverage the number of organic food studies in Taiwan for a greater success and future development of organic food industry.

On the other hand, previous organic food studies investigating on the attitude-behavior gap were found limited and insufficient of solid research (Pearson, 2014) because there were lack of research explaining the discrepancy between favorable intention from consumers towards organic food and their comparatively low levels of purchase. Limited

existing literatures have been examined who were the organic purchasers and what factors motivate them to purchase organic food (Dimitri & Dettmann, 2012; Lea & Worsley, 2005; Makatouni, 2002). Only certain research tried to disclose consumer-purchasing behavior through a theoretical model such as Theory of Planned Behavior (TPB) with combined framework that explains personal principle of organic food consumption that has been implemented in the past studies, but the framework was not validated (Aertsens, Verbeke, Mondelaers, & Van Huylenbroeck, 2009). Hence, this research is to find out the relationship between consumers' intention and purchase behavior would be necessary in this research.

There are many factors that could influence consumer intention towards organic food because customer satisfaction level may vary depends on various factors (Bhatia & Panwar, 2016). Some consumers choose organic food because they were concerned for health, some consumers were concerned on environment, whereas some concerned on price, knowledge of the organic food and convenience to purchase. However, there may be contradictory results from several studies due to the different perception of consumer towards organic foods and conventional foods.

According to Paul and Rana (2012), consumer preferences among organic and conventional food were significantly build upon the perception concerning health effect on the organic food. Consumers who believe in these factors are categorized as potential customers of organic food. With the influence of environmental damage, some consumers have changed their perspective to become more concerned on health and safety which caused two relevant intentions such as food confidence and health consciousness (Coddington, 1993). These two intentions indicate as major attractions that may increase the purchase of organic food. On the other hand, consumers who were not environmentally conscious have the perception of environmentally friendly products could not satisfy their needs and some even believed that they would not make a difference in solving environmental problems (Paul & Rana, 2012). Among the factors like health benefits and, environmental concern, consumers also considered attributes such as price consciousness, convenience to purchase and knowledge of organic food.

Thus, the real motivation to consume organic food and the influence of intention towards organic food needs to be examined to develop a clear picture in this research.

1.4 Research Objectives

1.4.1 General Objective

The fundamental objective of the study is to determine the factors that affecting the customer satisfaction and intention to purchase the organic foods in Taiwan.

In doing so, researchers will examine five factors of intentions which are health concern, convenience to purchase, price consciousness, environmental concern and knowledge of organic food.

1.4.2 Specific Objectives

1. To examine the relationship between health concern, convenience, price consciousness, environmental concern, knowledge and customer satisfaction of the intention to purchase the organic foods.

2. To analyze the relationship between customer satisfaction and the intention to purchase the organic foods.

1.5 Research Question

1. What are the factors that affecting the customer satisfaction and intention to purchase the organic foods in Taiwan?

2. How are the relationships between health concern, convenience, price consciousness, environmental concern, knowledge and customer satisfaction of the intention to purchase the organic foods?

3. Is there relationship between customer satisfaction and the intention to purchase the organic foods?

1.6 Significance of the Study

The significance of this research is to investigate the customer satisfaction and intention of consumers towards organic foods. Nowadays, organic consumers are seemly increasing and this result is supported by few studies (Roddy, Cowan, & Hutchinson, 1996); von Alvensleben, 1998). Many consumers are denoted to have a selection of their concern particularly in organically produced foods and this has proven in majorities of studies (Misra, Huang & Stephen, 1991; Wandel & Bugge, 1997; Wilkins & Hillers, 1994). By doing this research, it helps consumers increase the knowledge, importance and benefits of consuming organic food by understanding the perception and opinion of consumer towards organically. If the consumers are misunderstanding the meaning of organic foods, it could help them to change the opinion and meaning of organic foods. However, the segments of consumers who purchased organic foods regularly is still considered low (Fotopoulos & Krystallis, 2002). Hence, this research wants to increase the knowledge and analyses the factors that make the organic or non-organic consumers start and increase the consumption of organic foods.

This study helps farmers to increase their knowledge and have better understanding on what consumers think about organic food. It is said that agriculture nowadays has switched to more mechanical and yield orientated way as compared with the past few years. With the advanced technology, it help the plant breeders to develop the strong genetic such as the farmers could have the greater yields, the plant could prevent the disease and others. Those techniques can improve the food safety and environment problems without using the chemical substances in the foods. Therefore, farmers have to

exploit the ecosystem to balance and control the effects. This is because many countries have started to examine new practices in agriculture and improve their organic farming to expand internationally (Rehber & Turhan, 2002). By doing this research, it helps the farmers to know that hat type of the technology that they should improve and change it.

The result of this research study will further contribute to those organic retailers and marketers in terms of providing more definitions of their products' standards and modify their marketing techniques and communication strategies. It helps them to communicate more effectively in order to increase their future market's demands and provide recommendations from the gathered information. It uses statistical, analytical methods and techniques to gain insights during decision-making. Thus, through our research study, it can help retailers to maintain competitiveness over their competitors which can measure the need, size and competition of the market.

Besides that, this research helps COA in Taiwan to further enhance its guidance and expand business in Agriculture and Food Sector. It could let the government know the ways to increase the awareness of the consumers towards organic food. Therefore, intervention of government plays a significant role to arouse the most effective ways to encourage and give assurance for consumers to purchase more organic food. According to Kortbech & Larsen (2001) and Rehber & Turhan (2002), building cooperative give a quick fix for improved world market if the market, product information and finance are the barriers for advanced countries in organic agriculture sector. Government could provide subsidies to some of the organic products and technologies in order to reduce the prices of the organic products and encourage the consumers to go green (Tan, 2013). In other words, if the price of organic foods is decreasing, the number of consumer who purchases the organic food will increase.

Overall, this study intends to provide academicians and future researchers to fill in the gap as well as contribute to the literature who are interested in doing research in this field. This research helps academicians to inculcate knowledge of organic food to students and help future researchers to develop better understanding and insights on consumer

intention and their finalized purchasing behavior towards organic food. Researchers and academicians who intend to conduct relevant studies in the future could refer to this study to support and enhance the data consistency. In addition, researchers can refer to the method that adopted in this research as reference for their future research when studying similar variables.

Throughout the study, expansion on the future studies helps to provide audience a clearer depiction of what are the factors that affect consumer intention and their purchase behavior with detailed analysis towards organic food.

1.7 Chapter Layout

Chapter one introduces the topic and particular focus of the study. The introduction narrows the focus of the study and provides readers with brief summary of research background. Problem statement then helps to identify the variables that will be determined in the study. Followed by research objective, questions, significance of study and hypothesis will develop to resolve the problem statements.

Chapter two includes the literature review of existing literatures. It aims to explicitly review relevant subject area from published information. With the relevant concepts and theories from reported work, researchers can facilitate the establishment of good conceptual framework to identify the relation between the variables in the problem statements.

From chapter three, methodology research is tested out through research design, data collection methods, sampling design, operational definitions of constructs, measurement scales, and methods of data analysis. It presents a discussion in detail management and analysis of collecting data for the study. Furthermore, sampling design, descriptive test, reliability test, Pearson correlation, multiple regression, homogeneity test and scale measurement are also included to conduct in this study.

Chapter four provides the details findings and results established on the data collected from the survey. It was then analyzed and apply in research questions and hypotheses. This begins with an introduction and descriptive analysis like demographic information regarding to the study population and sample while inferential analysis is used to determine the association among variables.

Chapter five provides a brief recap of the entire study. It underlines the conclusion of the study that serves as a linkage from chapter one to chapter four where it includes summary description of the entire descriptive, inferential analyses and the results of hypotheses testing. Besides, limitations and recommendations of the study are also included to make suggestions for future expansion on the research.

1.8 Conclusion

In conclusion, the definition of the organic food and the factors of the consumer intention towards purchasing organic food have been defined in background of research. This research is to identify the problem statement of lacking research on consumer intention to purchase organic food. Thus, this research will examine the which is the factor that mostly influence on consumer intention to purchase organic food. The following chapter is focusing on the discussion of literature review. In addition, relationship among the variables are determined and included in recommended conceptual framework.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Chapter 2 will be discussed such as previous journals and articles from the online database to support the research with relevant variables and theoretical framework for the customer satisfaction and intention to purchase organic foods. Besides, the interrelated association of dependent variable, independent variables, mediating variable and moderating variables will be also deliberated in accordance with the past studies. A proposed conceptual framework will design to be discussed and reviewed, followed by developing the hypotheses among the variables to be tested in the subsequent chapter.

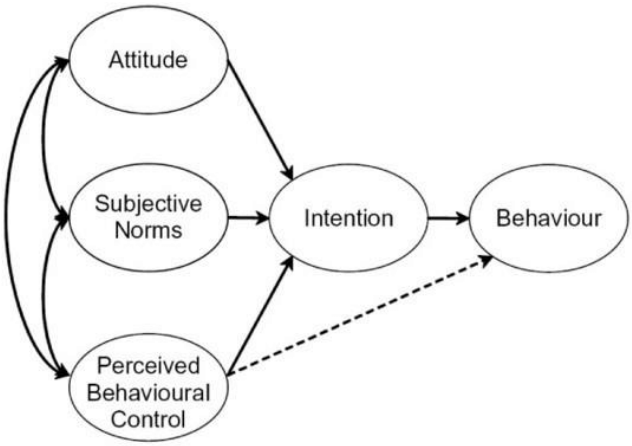
2.1 Reviews of Relevant Intention to Purchase Theoretical Models

2.1.1 Theory of Planned Behavior (TPB)

Theory Planned Behavior (TPB) stated the relationship between the belief and behavior of the consumer. Most of the perception affected the decisions, judgments and attributes that the consumer has predicted in choosing the product (Ajzen, 1991) in Figure 2.1. It was also the theory that was mostly related to the health psychological, health behavior and the pro-environmental behavior (Zemore & Ajzen, 2014; Whitmarsh & O'Neill, 2010). TPB was also suitable in determining the intention of consumer when they are

choosing the food (Kim, Njite, Hancer, 2013), job seeking (van Hooft and de Jong, 2009), environmental activism (Fielding, Terry, Masser & Hogg, 2008), customer satisfaction (Liao, 2007) and others. This was because the behavior was the term that could not least in measuring the intention of the consumer since it linked directly to the actual purchase behavior.

Figure 2.1: Theory of Planned Behavior



Source. From Ajzen, I. (1991). The theory of planned behavior: *Organizational behavior and human decision processes,* 50(2), 179-211. http://dx.doi.org/10.1016/0749-5978(91)90020-T

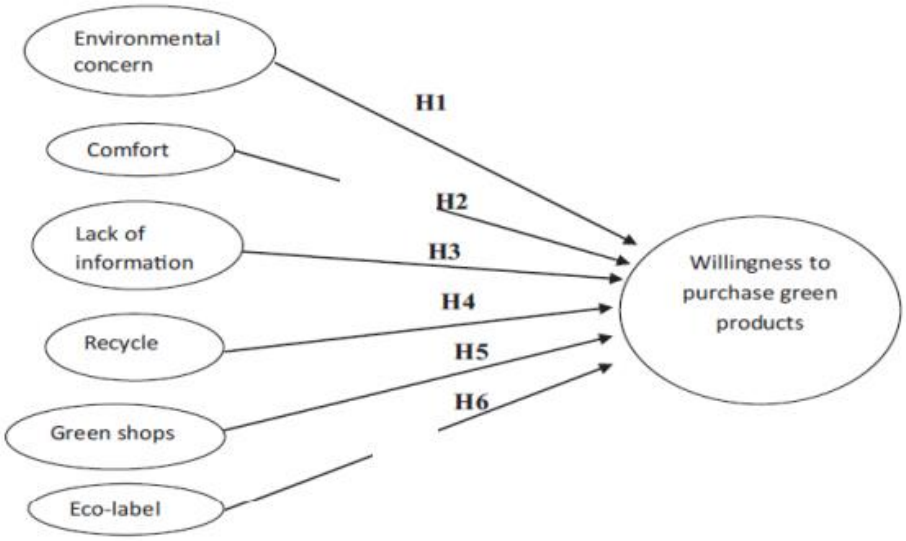
In addition, purchase intention, perception and attitude were affected by the knowledge and awareness of the consumer toward the product. This was because consumer always makes the decision based on the intention to perform the behavior and all of these would be influenced by attitude (Ajzen, 1991). Therefore, TPB was fit and suitable to measure the relationship between attitude toward organic food and the purchase intention (Pino, Peluso, & Guido, 2012). Thus, in this research, the researcher plan will be used the TPB theory to explain and define the motivation or attitude of the consumer towards the intention to purchase organic food. This study would like to determine the behavior that would bring to the consumer by measuring each type of factor.

According to the studies, the most successful theory that was used to explain the consumer's food choice behavior was TPB (Bredahl, 2001; Verdurme & Viaene, 2003; Dreezens, Martijn, Tenbult, Kok, & de Vries, 2005). TPB used attitudes towards behavior (ATB) as the first variable which described how consumer prospects behavior in query following with second variable subjective norms (SN) examined factors in the community of purchasers such as the perspective from friends and family. Lastly, the third variable was perceived behavioral control (PBC) that demonstrated the satisfaction from the consumer behavior. It covered the external effect such as the labeling, time, and convenience that influenced the intention or decision of consumer in buying organic food (Chen, 2007).

2.1.2 Modified Theory of Planned Behavior

Nittala (2014) used Figure 2.2 to explain their framework according to TPB theory and this means that the structure of TPB changed due to the world changed nowadays. The figure showed that TPB theory not only measures the attitude, subjective norm, perceived behavioral control but also the other factors from external environment which are affected by others parties.

Figure 2.2: Concept of Willingness to Purchase Green Products

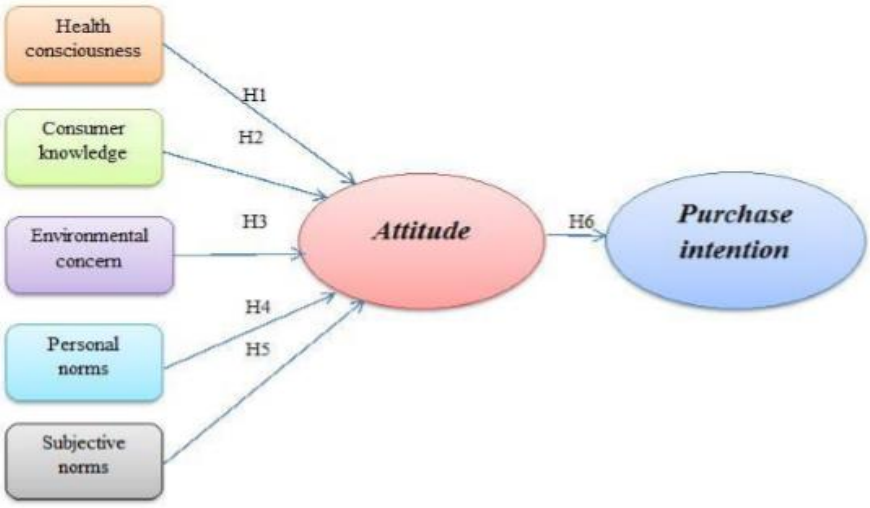


Source. From Nittala (2014). *Green Consumer Behavior of the educated segment in India*. Journal of International Consumer Marketing, 26(2): 138-152, DOI: 10.1080/08961530.2014.878205

2.2 Consumer Attitude and Purchase Intention Theory

Figure 2.3 showed the theory framework that was adapted from the model of Theory of Planned Behavior (TPB) which was conducted by (Yang, Al-Shaaban, & Nguyen, 2014) and mainly in the food and also to model organic food choice (Saba & Messina, 2003; Tarkianien & Sundqvist, 2005; Chen, 2007; Gracia & de Magistris, 2007; Dean, Raats, & Shepherd, 2008). As stated by Fishbein & Ajzen, (1977) "the conative component of attitude has deemed by referring to intention, while behavioral intention refers to an individual's subjective likelihood of performing some certain behavior". According to Ajzen (1991) and Chen (2007), the behavioral intention could also know as the purchase intention. Based on the Figure 2.3, purchase intention towards organic food was based on the factors which were individual's attitude toward health consciousness, consumer knowledge, subjective norms, and so on.

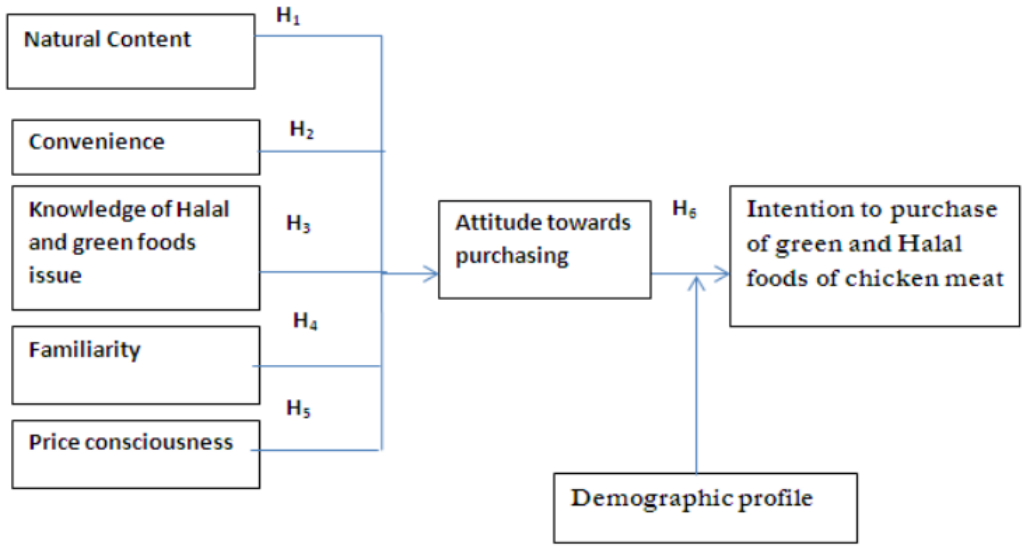
Figure 2.3: Factors Affecting the Purchase Intention



Source. From Yang, M., Al-Shaaban, S., & Nguyen, T. (2014). *Consumer attitude and purchase intention towards organic food: A quantitative study of China*. Linnæus University School Of Business And Economics.

According to Figure 2.4, Weng and Khin (2017) again used the consumer attitude towards the intention to purchase of green and halal foods of chicken meat. The demographic profile as the moderating variable and they measured their demographic profile for marketers to target the right market and used the right strategies to gain more profit. Also, purchase intention towards green and halal foods was based on the factors which were individual's attitude toward natural content, convenience, knowledge and so on.

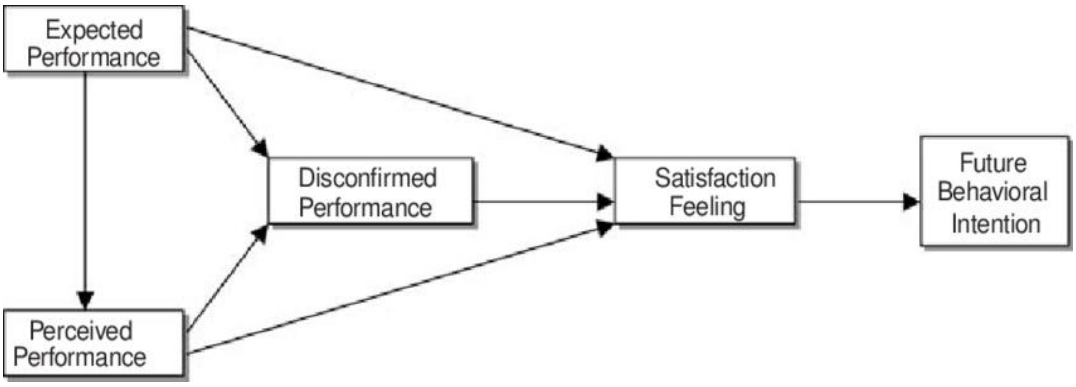
Figure 2.4: Consumer Attitude towards to the Intention to Purchase



Source. From Weng, T. F., & Khin, A. A. (2017). Consumer attitude towards intention to purchase green foods in chicken meat industry. *INTERNATIONAL JOURNAL OF ADVANCED AND APPLIED SCIENCES*, *4*(4), 155-158.

2.3 Expectancy-Disconfirmation Paradigm (EDP)

Figure 2.5: Expectancy-Disconfirmation Paradigm (EDP)



Source. From Oliver R. L, 1980, *A cognitive model of the antecedents and consequences of satisfaction decisions*, Journal of Marketing Research, 17(4), p. 460.

According to Oliver (1980), the research found that Expectancy-Disconfirmation Paradigm (EDP) in Figure 2.5 was the most suitable theory that used to define customer satisfaction. The model explained about the consumer were expect the performance of the product or services before purchasing and all the expectation, prediction or judgment become the standard of the consumer. When the consumer used the products or services, they would compare the outcome and their expectation. If the outcome matched with the expectation level, the situation of confirmation occurred. In contrast, if there were a significant difference between outcome and expectation, the situation of disconfirmation occurred.

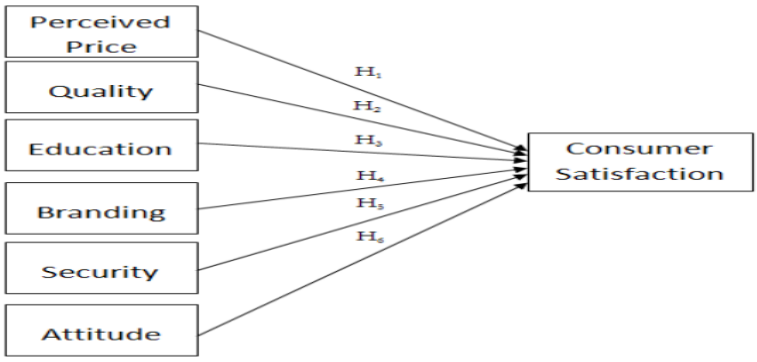
The result of the positive or negative difference between the expectation and actual outcome became the measurement of customer satisfaction. Positive disconfirmation was the actual outcome was better than the expected outcome while negative disconfirmation was the actual outcome did not reach their expected outcome. The positive disconfirmation and confirmation resulted in satisfaction and negative disconfirmation resulted in dissatisfaction (Oliver, 1980).

Inferred approach (subtractive approach) and the direct approach (subjective approach) were used to measure the disconfirmation and confirmation of expectation (Meyer & Westerbarkey, 1996; Prakash & Lounsbury, 1992). Inferred approach calculated the score of discrepancy between the perceived performance and their previous expectation. By using this approach, researchers needed to find out the information that related to the consumer expectation and their perceived performance (LaTour & Peat, 1979). Besides that, it also could form the function of the algebraic difference between performance and expected the standard to find out the effect of a post-experience comparison (Thibaut & Kelley, 1959). the approach was the researchers using the summary judgmental scales to determine the result of confirmation or disconfirmation. Researchers asked directly about the performance of products and determined whether it exceeded the expected or failed to meet up the expectation.

2.3.1 Modified Customers' Satisfaction Theory

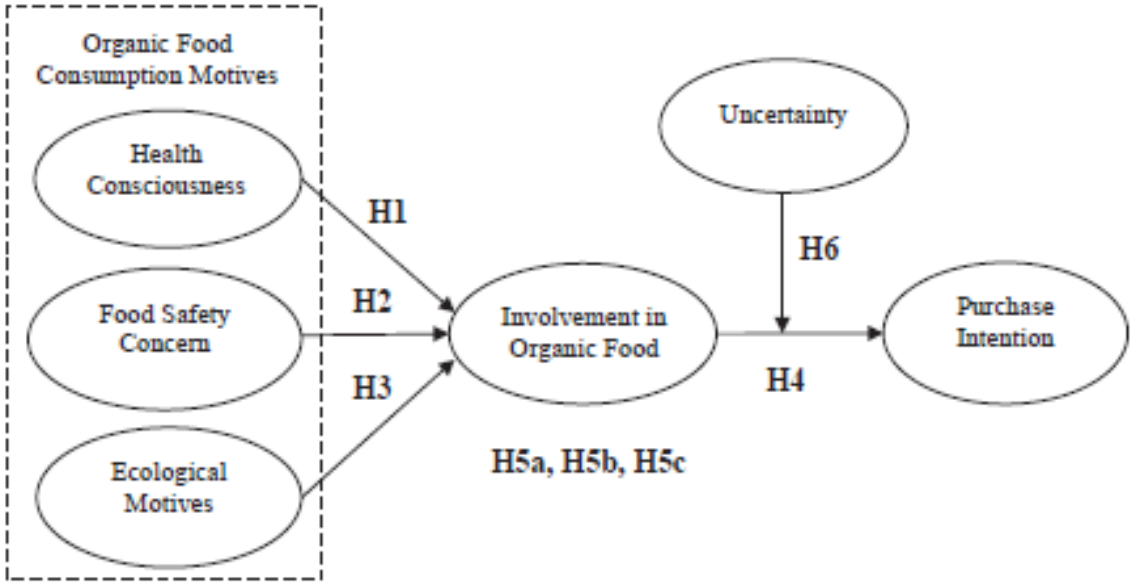
According to Figure 2.6, customer satisfaction is related to the marketing mix tools in the company. The marketing mix is divided into product, price, promotion, and place (4p) and they are the controllable factors that reflect customer satisfaction (Kwon, 2011). For example, Kotler & Armstrong (1997) found that consumers think that higher price meant higher product quality. Dapkevičius & Melnikas (2009) further justified with the study of which found that an increase in the perceived price causes increased satisfaction due to an increase in expectation. (Krishanan, Khatibi & Khin, 2014). However, some journal found that among 4p, place and promotion have a significant effect on customer satisfaction while product and price are not significant towards customer satisfaction (Wahab, Hassan, Shahid & Maon (2016). Moreover, the previous study proved that 4P have significantly on customer satisfaction but price insignificant effect on customer satisfaction (Sarker, Aimin & Begum, 2012). Thus, this could show that 4P has a significant effect on customer satisfaction.

Figure 2.6: Consumer satisfaction on iPad among university students in Malaysia



Source. From Krishanan, D., Khatibi, A., & Khin, A. A. (2014). Determination of consumer satisfaction on ipad among university students In Malaysia. *Aust. J. Basic & Appl. Sci*, *8*(6), 324-332.

Figure 2.7: Organic food consumption in Taiwan: Motives, involvement, and purchase intention under the moderating role of uncertainty

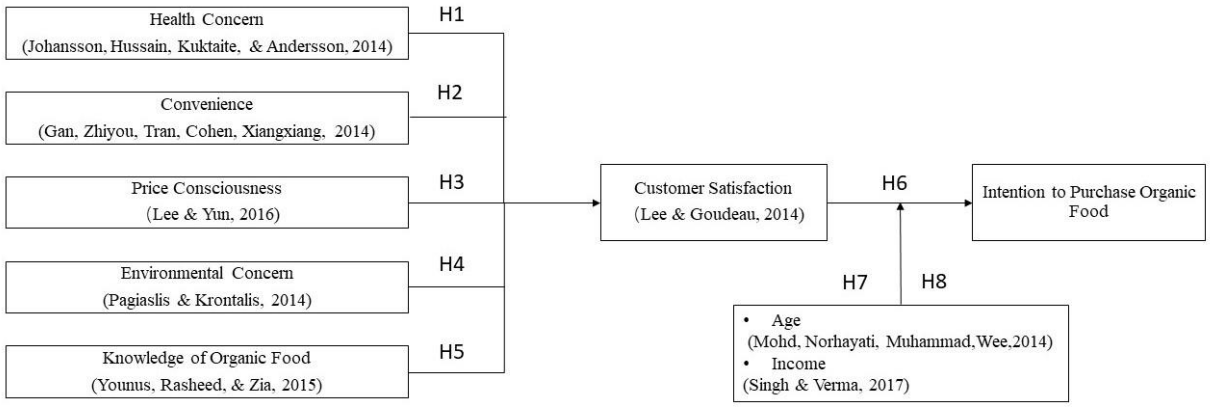


Source: Teng, C., & Lu, C. (2016). *Organic food consumption in Taiwan: Motives, involvement, and ourchase intention under the moderating role of uncertainty.* Appetite, 105, 95-105. https://doi.org/10.1016/l.appet.2016.05,006

Besides that, in the research in Taiwan, the journal are more focus on the health, food safety and ecological concern (Teng & Lu, 2016). There are less factor to measure the consumer intention to purchase organic food. Therefore, in this research, the researcher plan to add the factor such as the price consciousness, convenience and knowledge. Due to these contradictory issues that have been faced in organic food industry, there is an urgency to conduct research to determine the strongest predictor and influence of consumer intention towards the purchasing of organic product.

2.4 Proposed Theoretical Framework

Figure 2.8: Customer satisfaction and Intention to Purchase the Organic Foods in Taiwan



A conceptual framework was being proposed and described in Figure 2.8. This framework is extracted and modified from the article which named as "Consumer Attitude and Purchase Intention towards Organic Food". Besides that, this framework combine with the theory of planned behavior and expectancy and disconfirmation paradigm. This research proposed a direction to investigate the association of independent variables, dependent variable, mediating variable and moderating variables when measuring the customer satisfaction and intention to purchase organic food in Taiwan. There are five independent variables that include health concern, convenience, price consciousness, environmental concern and knowledge of organic food which used to measure purchasing behavior against organic food. Meanwhile, customer satisfaction

served as the mediating variable which mediate the relationship in purchasing intention of organic food. Although consumer are motivated to purchase the organic food, customer satisfaction still could affect their intention to purchase. The moderating variable such as income level and age of consumer also need used to define the relationship of each other. Thus, the conceptual framework for this research consists of eight hypotheses to be tested for the relationship of these variables.

2.5 Hypotheses of the Study

$H1_O$: There is no positive significant relationship between health concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.
$H1_A$: There is a positive significant relationship between health concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

$H2_O$: There is no positive significant relationship between convenience and customer satisfaction of the intention to purchase the organic foods in Taiwan .
$H2_A$: There is a positive significant relationship between convenience and customer satisfaction of the intention to purchase the organic foods in Taiwan.

$H3_O$: There is no negative significant relationship between price consciousness and customer satisfaction of the intention to purchase the organic foods in Taiwan.
$H3_A$: There is a negative significant relationship between price consciousness and customer satisfaction of the intention to purchase the organic foods in Taiwan.

$H4_O$: There is no positive significant relationship between environmental concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.
$H4_A$: There is a positive significant relationship between environmental concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

$H5_O$: There is no positive significant relationship between knowledge and customer satisfaction of the intention to purchase the organic foods in Taiwan.

$H5_A$: There is a positive significant relationship between knowledge and customer satisfaction of the intention to purchase the organic foods in Taiwan.

$H6_O$: There is no positive significant relationship between the mediating effect of customer satisfaction and intention to purchase the organic foods in Taiwan.
$H6_A$: There is a positive significant relationship between the mediating effect of customer satisfaction and intention to purchase the organic foods in Taiwan.

$H7_O$: There is no positive association between age and intention to purchase the organic foods in Taiwan.
$H7_A$: There is a positive association between age and intention to purchase the organic foods in Taiwan.

$H8_O$: There is no positive association between income and intention to purchase the organic foods in Taiwan.
$H8_A$: There is a positive association between income and intention to purchase the organic foods in Taiwan.

2.6 Empirical Reviews of Customer Satisfaction and Intention to Purchase

2.6.1 Intention to Purchase Organic Food

According to Younus, Rasheed and Zia (2015), they stated that consumer intention was the consumer planned to buy the products again if they were satisfied after using that product. Consumers' preferences on products and services could be predicted and well explained by an individual's attitude towards the consumption of a product (Honkanen, Verplanken, & Olsen, 2006). This could be explained when consumer attitude towards a product is favorable, there is a high possibility of buying the product, whereas consumer will engage in opposing behavior when consumer attitude is unfavorable. A consumer with a favorable attitude is more likely to induce behavior and that after became an

intention, which simply explained, as a consumer would buy something they like rather than something they do not like.

According to Kotler & Keller (2012), many internal and external factors could affect the intention while making the decision of buying that product. For example, health consciousness is one significant factor to affect the intention them to purchase organic food. A consumer who prefers a healthy lifestyle could be attracted easily by organic food. This is because they think that the production processes of organic foods are done without any artificial substances and chemical fertilizer (Humaira & Hudrasyah, 2016). Therefore, it could show that health consciousness has a significant impact on attitude and influence their purchasing behavior.

Besides that, the purchasing intention or the decision-making process toward organic food is affected by the cultural, social, personal and psychological factors. Psychological factors consist of few types such as learning, knowledge, opinion, attitude, and others (Vietoris, Kozelová, Mellen, Chreneková, Potclan, Fikselová, Kopkáš, Horská, 2016). Those factors become the main key for them to select their product, for example, knowledge of consumer could eager them to purchase the product and develop a positive attitude toward the product or service. When the consumers were more understand the organic food, they would be motivated to purchase it since they were having knowledge of organic food (Humaira & Hudrasyah, 2016).

Moreover, due to the awareness about the issue of environmental, consumer start to shift to purchase the environmental product such as organic food to protect their environment (Basha, Mason, Shamsudin, Hussain, Salem & Ali, 2015). This type of attitude had the positive significant impact on the consumer intention to purchase organic food (Sharifuddin, Ramalingam, Mohamed, & Rezai, 2014) and this was because they have perceived the green value form organic food (Rizwan, Ahmad, & Mehboob, 2013). Thus, it could be concluded that consumers' intention is easily influenced by the different type of factors.

2.6.2 Health Concern

Nowadays, the numerous trend that has appeared on the food market is their health issues (Aschemann-Witzel, Hooge, Amani, Bech-Larsen, Oostindjer, 2015). With the raising of health issues and crisis, organic food successfully promoted a balance of human, other living organisms and the nature to the consumer. Thus, it builds the link between food and health and many consumers turned their choice from conventional to organic production. This would lead to the number of organic foods consumer increase. This was because the characteristics such as health and high quality became a significant consideration for the consumer to purchase the product (Bryła, 2016).

There are 52% of the consumer admitted that they would concern about the health when they are buying food and mention that healthy content plays an essential role in making the decision on buying organic foods (Singh & Verma, 2017). Organic foods were the products that could provide a certain amount of health benefit to the users, therefore it could be linked that food and health have the significant relationship in the daily life (Yazdanpanah & Forouzani, 2015). When the consumer plans to buy organic food, they think that health is their important concern for them. It could be supported by the research of Mehra & Ratna (2014), it showed that 69% of the consumer preferred the foods contain a lot of vitamin and vitamin, low sugar and salt content. It could show that health consciousness becomes significant factors on the attitude of the consumer towards organic food. Due to the factor of health, it leads the consumers to have a positive attitude towards organic food (Mehra & Ratna, 2014).

According to Banupriya (2016), the nutrients of organic food such as vitamin and mineral were richer than the conventional food and this was because organic farming would more care about the quality and nutrients of the soil that is used to produce organic food. When the consumer had the interest in buying organic food, most of the farming would plant their food by not using the pesticides and chemical residues, promotes no artificial preservatives and best maintain the originality of food (Banupriya, 2016). This was

because when the demand for organic food increased, the revenue of conventionally farming would be affected.

There was a lot of consumers would think that organic food was healthier than conventionally food. This was because they think that organic farming was using the natural way to produce their products and therefore, they would shift to purchase organic food (Sathyendra & Chandrashekar, 2015). They believed that the context of organic food would help them a lot by providing the healthy life and consume it be as ease (Suh, Eves & Lumbers, 2012; Bekele, Zhou, Kidane & Haimanot, 2017).

According to the research Gan, Zhiyou, Tran, Cohen & Xiangxiang (2014), the result showed that consumer would "worry that there were harmful chemicals in their food" and motivated to "read health-related articles in newspaper, magazines, and books" and "read the ingredients labels on the good they consider buying". In that survey, the consumer also made sure that their food was without additives and preservatives. In this research, 68.31% of the consumer bought organic food was because they cared about the health of their family and they believed the organic food which provided them a healthy lifestyle. Other than that, there were 57.98% of the consumer believe the organic food is free from the pesticides or growth hormones while the percentage that thinks that organic food contains more vitamins and nutrients were 55.8% (Gan, Zhiyou, Tran, Cohen & Xiangxiang, 2014). All of these showed that more than half amount of respondents believe that organic is healthy food in their life.

According to Irianto (2015), the study supported that health consciousness would positive significant on the attitude toward purchasing organic food (Oroian, Safirescu, Harun, Chiciudean, Arion, Muresan, & Bordeanu, 2017). In conclusion, Vega-Zamora et al (2014) stated that health became the primary factor to motivate the consumer to purchase organic food. People would try to buy organic food even though there were no have the solid proof to tell them the organic food is healthier in the market (Romania, Pop & Dabija, 2013). Therefore, the following hypothesis will be developed in Chapter 3:

H1: There is a relationship between health concern and customer satisfaction of the intention to purchase organic foods.

2.6.3 Convenience

According to Żakowska-Biemans (2011), market availability was the restriction for the consumer to purchase organic food. According to Gan et al (2014), it stated that the consumer who was more like the convenience to buy the food would not prefer organic food. This was because there were 44.04 % of the organic and consumers think that they were more willing to buy the product if they could buy organic food easily. This means that consumers are more preferred that the organic product could available in supermarket or farmers market. In other words, a consumer who is more difficult to find organic food in the shopping or market that near their house would not likely to buy organic food frequently. Thus, convenience becomes the important factor that affects the buying behavior of the consumer (Qwai, 2015).

The studies found that the main reason for the consumer in Taiwan and US did not purchase organic food was because of the factor of inconvenience (Dimitri & Dettmann, 2012; Gan *et al.,* 2014). Although the government encouraged the consumer to purchase organic foods, the amount of consumer still does not have any significant increase. This was because lack of availability became one of the essential barriers for the consumer to purchase organic food (Xie, Wang, Yang, Wang, Zhang, 2015).

Convenience was the factor that increased the experience of the consumer when they were purchasing the organic food. This means that convenience would easily affect the attitude toward purchasing organic food. The research found that consumer put convenience as the important factor or dimension when there is time constrained for that consumer (Loon, Chei, Bhun & Lim, 2014) and (Toong & Khin, 2015). It found that the availability and purchase convenience become the strong motivation and influential for the consumer to purchase organic food since everyone is busy in their life. This is because the worker always multitasking and this would lead the time for them to

shopping decease. The marketer could easily persuade non- purchasers to buy organic food by using the factors of easy to find (Loon *et al.*, 2014).

Therefore, the result showed that when the outlet of the supermarket increased and the distance between the supermarket and home were shorter, the consumer would more easily go to the supermarket to purchase organic food. The supermarket was the place that had a big variety of product and this would let the consumer buy their things in one place (Loon *et al.,* 2014). Therefore, convenience is the factor that is more easily influencing the purchase intention of the consumer and the following hypothesis will be also developed in Chapter 3:

H2: There is a relationship between convenience and customer satisfaction of the intention to purchase organic foods.

2.6.4 Price Consciousness

Price was the term of monetary that used to sacrifice a purchase. If the price was not equal to the value of the product, it might have a negative impact on the product evaluation and the purchase intention (Rao & Monroe, 1988). According to Green, Cornelsen, Dangour, Turner, Shankar, Mazzocchi & Smith (2013), they said that price elasticity of the product was depended on the demand of the products. In other words, when there are many substitutes for the food, the price would become the important factor in making a purchase decision (Green *et al.*, 2013).

Beside from convenience, price consciousness also became the major factors that affect the intention of the consumer in buying organic food (Żakowska-Biemans, 2011). According to Mehra & Ratna (2014), the research showed that 55% of the consumer did not mind to pay the higher price for organic foods and this was because most of them think that organic food was good taste. Consumers who were in the middle-income level would have a positive attitude towards buying organic food. This was because the price of organic food could not afford by everyone such as low-income people (Sathyendra &

Chandrashekar, 2015). Other than that, the result found that most of the consumers in Turkey were prepared to pay the premium price of organic food (Esna, Seval & Nuri, 2016).

Some studies also support that consumer who was not willing to purchase the organic food is because organic food has the premium price compared to the conventional food price (Bryla, 2016; Irianto, 2015; Marian, Chrysochou, Krystallis & Thøgersen, 2014). This means that if the organic food is a higher price than conventional food, the consumer also buys conventional food although they might know organic food is better than conventional food. According to a research, they found that the only way for the consumer to buy the organic food was the consumer need to believe that the organic food has the more preferable value for them to pay the premium price. For example, healthier, better taste, animal welfare, and others are the value that can only be gained by organic food. This is because organic food is significantly expensive than conventionally products (Gan *et al.*, 2014). Therefore, it must have some points to persuade and motivate the consumer to purchase organic food.

According to Rödiger & Hamm (2015), the research found that the growing market is more concern on the price and quality relationship and the relationship might conduct the reasonable opportunity for the organic food market to service since it might affect the attitude of the consumer when they are buying the products. For example, the consumer thinks that the higher the price, the higher the quality. Organic food is always in the high price and the consumer would think that organic food is better than the food and sway the mind of the consumer. Price sensitive behavior depends on the certain degree of the price knowledge (Plassmann-Weidauer, 2011). If the consumers did not have the price knowledge and sensitive, they were not easily affected by the price of organic and conventionally food. It means that for the consumers who are buying the small portion of food would think that price is not the barrier for them to buy any foods (Plassmann-Weidauer, 2011). Therefore, in this research, research wants to find out the relationship between price consciousness and consumers' intention to purchase organic food and will be developed the following hypothesis in Chapter 3 :

H3: There is a relationship between price consciousness and customer satisfaction of the intention to purchase organic foods.

2.6.5 Environmental Concern

Using a large portion of the chemical, pesticides, and weedicides could bring the sickness and diseases such as cancer for the consumer. For example, if there were a larger population of the agricultural land that always uses the chemical materials, the crops that were produced by using that land would always contain the toxic substances. In a long time, the environment would become worse and affect the product (Banupriya, 2016). In contrast, organic food could prevent this type of situation happen. A promotional message that focuses on the ways to save animals and the environment can be explored by the consumers' hedonic feeling. Consequently, the satisfaction feeling can persuade the consumer to consume organic food and utilize the well-being for themselves and their family (Lee & Goudeau, 2014). Therefore, farmers who emphasize using reproducible assets and protection of soil and water could improve the environmental quality in producing organic food (Song, Safari, & Mansori, 2016).

A consumer who was more concern on the issues of environmental friendly tend to have the positive attitudes towards organic food and might have the strong intention for the consumer to purchase it (Mohamed Bilal Basha and Ramesh, 2014; Bekele *et al.*, 2017). Other than that, Pagiaslis & Krontalis (2014) also mentioned that environmental concern had a significant favorable effect on consumers' motive to purchase eco-friendly products. This means that if the consumers have the eco-behavior or environment concern behavior, they would be more likely to care about the process of organic food. Start from the year 2007, Taiwan has used the Environmental Protection Administration to promote environmental protection such as the garbage categorization, kitchen waste collection and others (Chen, 2007). It would directly cultivate the behavior of the consumer in environmental protection. Therefore, Taiwanese are more concerned about the environmental protection problem such as they would concern about the daily food that

they take in every day and this affects the attitude of consumer towards purchasing organic food (Chen, 2007). This is because organic produce has less damage to the environment than conventionally grown foods (Williams & Hammit, 2001).

Marian, Chrysochou, Krystallis, & Thøgersen (2014) believed that the consumer always purchases the organic food is because they believed that organic food could bring them a lot of benefits such as environmentally friendly, superior taste, safer food, and animal welfare. It builds a positive attitude towards buying organic food. According to Gan et al (2014), they stated that the person who was more involved in the green practices have the higher chances to purchase the organic food since they expect and believe that the organic food is more friendly. They think that the organic product has less effect or harm on the environmental (Kareklas, Carlson & Muehling, 2014). There was a large percentage of the consumer stated that they agreed the organic food has used the less amount of chemical pesticides, artificial color, and fertilizer which could the lowest impact on the environment (Oroian *et al.*, 2017).

Moreover, some of the consumer purchased organic food because they thought that environment protection was important for them (Sathis Kumar & Muthukumar, 2016). The socially responsible consumption and link with the environmental responsibility both had the interaction that impacts on the intention to buy organic food. When a person had the low social responsibility behavior, he had more intention to purchase organic food and this was because he felt guilty on his behavior and believed that his organic consumption behavior could do the social responsibility. This is because the person thinks that social responsibility is equal to the environmental concern behavior. Therefore, it showed that the person who has the environmental concern or social responsibility behavior have a positive impact on the intention to purchase organic food (Nasir & Karakaya, 2014). The following hypothesis will be also developed in Chapter 3:

H4: There is a relationship between environmental concern and customer satisfaction of the intention to purchase organic foods.

2.6.6 Knowledge of Organic Food

In this emerging market, some consumer had the low trust on the organic product and this was because they were lack of knowledge about the process and the certificate of the organic food (Zakowaska-Biemans, 2011; Kumar & Chandrashekar, 2015). This was because if the consumer did not involve in the process of organic food, this let them did not have the knowledge about the difference between the process between organic food and conventionally food. Thus, one of the important roles in measuring the attitude of the consumer towards purchasing organic food was knowledge (Gan *et al.,* 2014). The researchers believed that the consumer who had the enough or good knowledge about the organic food are more likely to choose the organic foods and have the positive attitude towards it (Saleki, Seyedeh, & Rahimi, 2012).

In contrast, lack of knowledge or information about the organic production method became the barrier to persuade the consumer to purchase organic food. According to the study of Zander & Hamm (2010), most of the non-organic consumer obtained less information. If the knowledge of the consumer increased, it would have more 39.7% of the consumer to purchase organic food (Gan et al, 2014). Although most of the consumer knew about the general knowledge of organic food, they still did not have the specific detail information to differentiate the unique attributes of organic from the conventional product. If the person did not know the unique information between organic and conventional food, it might not have a reason for them to pay the premium price to purchase organic food (Banupriya, 2016). Esna, Seval & Nuri (2016) found that most of the Turkey consumer awareness about the benefit of organic food and this means that they were educated and have a certain extent of the knowledge. It could show that knowledge of consumer strongly impacts the attitude of the consumer in buying organic food (Natarajan, 2015).

The consumer might not be motivated to purchase the organic product unless they had the knowledge about it and this was because organic food was the credence good (Banupriya, 2016). There are different sources to educate the consumer about the knowledge of

organic food. For example, local government, social media, advertisements and other notifications from the organization. When those parties do not take any action, the information that labels in the product becomes the significant influence on the subjective knowledge of the consumer. As the previous customers, the knowledge that gained from prior experience also influenced the knowledge of the customers towards organic food (Bekele *et al.*, 2017). Therefore, knowledge was the important factor that affects the intention to purchase organic food (Singh & Verma, 2017) and the following hypothesis will be developed in Chapter 3:

H5: There is a relationship between knowledge of organic food and customer satisfaction of the intention to purchase organic foods.

2.6.7 Customer Satisfaction

Customer satisfaction is the feeling, evaluation or opinion of the consumer after tried the product. It could be evaluated by taste, value and other service experience (Zeithaml, 1981). Some consumer were learning from the previous experience to estimate or determine the more precise and actual expectation (Day, 1977) and choose the product that is more suitable for them (Halstead, Hartman & Schmidt, 1994). Each consumer have their own level of satisfaction based on their expectation. When the level of perceived performance had a big difference with the level of expectation, there was a significant impact on the satisfaction and the purchase intention of the product (Hsu & Lin, 2015; Walther, Eden, Phadke, Torsten, 2015).

In addition, there were some researchers found that the consumers who were more satisfied on the organic food could increase the percentage to become the return customers (Ha, Akamavi, Kitchen, & Janda, 2014). This means that customer satisfaction significantly affects the consumers' intention toward purchasing organic food (Fernandes & Calamote, 2016). On the contrary, there was a study found that the consumer always feels unsatisfied and made a complaint on the factor such as the inconvenience of the organic product or organic food. Once the customers were not satisfied their product or

services, it decreased the probability for them to buy the product again (Kumar & Chandrashekar, 2015). Beside from the external factor, after they purchased and consumed organic food, they tried to analyze the performance of the organic food and make sure the food met their expectation and satisfied (Lavanya & Saraswathi, 2018).

However, in the research of Rahman, Aafzal, Mahmood & Habib (2015), they found that the intention of the consumer to purchase organic food was not affected by their experience. They think that experience could not be the reason for them to continue to buy the same product due to their cultural setting. This means that some of the countries found that customer satisfaction could not influence their intention to purchase organic food. Therefore, in this research, the researcher plan to define the relationship of the customer satisfaction and intention to purchase organic food and will be developed the following hypothesis in Chapter 3 as well:

H6: The relationship between the mediating effect of customer satisfaction and intention to purchase organic foods in Taiwan.

2.6.8 Demographic Profile

According to Blackwell, Miniard & Engel (2012), they found that the age and income are the important variables that could affect how consumers make choice to buy and use the goods and services. For example, the changing age distribution occurred around the world including Taiwan. Cohort analysis is fundamental to understanding changing consumer market not only understanding the number of people in each group age but also the important influences on their lives, including media, peers, and parents. It is used to analyze the influence that is shared by most people in a specific group. They found that those influence affect consumer decision process and type of products, brand and retailers consumers prefer (Blackwell *et al.*, 2012).

While for the income, they found that there are dramatically change in the consumption spending when the income increase. For example, according to the bureau's latest Consumer Expenditure Survey, most of the consumer would prefer dining out or take

away the food when their wealth is increasing. Other than that, the consumer confidence would affect the spending pattern since they think what will happen in the future and increase their debt or defer spending to pay off debt (Blackwell *et al.*, 2012).

2.6.8.1 Age

According to Mehra & Ratna (2014) and Gan *et al* (2014), the studies found that the consumer who was with the age between 10 to 25 years tend to have a more positive attitude towards organic food which means that younger would more prefer the organic product. This is because, in this group, they are easier to get the information and the benefit of organic food. Therefore, they would have more concern about their healthy lifestyle and became the factor that influencing the intention to purchase organic foods.

However, in the study of Wee *et al.* (2014), they found that the older consumer tends to have the high chance to purchase the organic food and the reason was they concerned on their own health issue and switched from the conventional product to organic production. Hwang (2016) found that the older consumer had the greater disposable income and more time than the younger consumer, thus, it increased their motivation to do the ethical action such as purchase the ethical or organic product. It could show that age becomes an important factor for driving the attitude and intention to purchase organic food.

Loon, Chei, Bhun & Lim (2014) stated that the consumer who less than 30 years old have the action and modern value of "openness to change" and "self-enhancement" and for the consumer who are more than 30 years old tend to have the traditional value such as "conservation" and "self-transcendence". Besides that, there was a study found that the educated consumer who is over 35 years old were more aware on the effect that brings by the organic food and they also focus on their healthy diet (Oroian et al., 2017). Thus, it means that the age of consumer changes the mindset and behavior of the consumer to purchase organic food. According to Priya & Parameswari (2016), they proved that the age and period of intention to purchase had a significant relationship. Therefore, it could

state that age would be the significant factor that affecting the intention to purchase organic food and the following hypothesis is developed:

H7: There is a positive association between age and intention to purchase organic food.

2.6.8.2 Income

On the demographic variable, besides form gender, age, marital status and others, income became a significant impact on the decision in purchasing organic food (Gan *et al.*, 2014). According to Priya & Parameswari (2016), there was a significant impact between monthly income and expenses. When the income of the consumer increase, it would increase the purchasing power of the consumer and they would increase the attention to the higher food quality and this is because the price of organic food is higher than the conventional food (Bekele *et al.*, 2017). For example, a consumer with the middle income would more willing to pay the premium price for the organic food that tastes good for them (Mehra & Ratna, 2014).

In the result of this research, a family with the higher income would has a higher chance to purchase organic food. It shows that a higher income household could have a positive attitude towards purchasing organic food (Magnusson, Arvola, Koivisto Hursti, Åberg., & Sjödén, 2001). In India, the result showed that the consumer who had the income more than Indian Rupee 50,000 per month had a significantly higher possibility to actually purchase the organic food. In contrast, the income level that less than Indian Rupee 50,000 per month are less likely to purchase organic food (Singh & Verma, 2017).

According to Loon, Chei, Bhun & Lim, (2014), they proved that the low-income consumer would have less chance to purchase organic foods. For example, the consumer who with the income that was less than RM 3000 would not prefer organic food and this was because they think that they cannot afford this type of expenses. Thus, it could significant show that the income level has a strong effect on the intention to purchase organic food. This means that although consumer has the intention to purchase organic

food, income level still could become the barrier. Therefore, the following hypothesis will be developed in Chapter 3 also:

H8: There is a positive association between income and intention to purchase organic foods.

2.7 Summary of Empirical Reviews

Table 2.1 Summary of Empirical Review

Variables	Author (Year)	Title	Method	Results
Intention to purchase organic food	Younus, Rasheed & Zia (2015)	Identifying The Factors Affecting Customer Purchase Intention	Regression Analysis	
	Humaira & Hudrasyah, (2016)	Factors Influencing The Intention to Purchase and Actual Purchase Behavior of Organic Food	Multiple Regression Analysis	
	Vietoris, Kozelová, Mellen, Chreneková, Potclan, Fikselová, Kopkáš & Horská (2016)	Analysis of Consumer Preferences at Organic Food Purchase in Romania	Hierarchical multiple factor analysis (HMFA)	
	Basha, Mason, Shamsudin, Hussain, Salem & Ali (2015)	Consumer Acceptance towards Organic Food.	-	
	Sharifuddin, Ramalingam, Mohamed, & Rezai (2014)	Factors Affecting Intention yo Purchase Edible Bird's Nest Products: The Case of Malaysian Consumers	Regression Analysis	

Variables	Author (Year)	Title	Method	Results
Health Concern	Bryla (2016)	Organic Food Consumption in Poland: Motives and Barriers	Percentage Analysis	Health concern has a positive effect on the intention to purchase organic food.
	Singh & Verma (2017)	Factors Influencing Indian Consumers ' Actual Buying Behaviour Towards Organic Food Products	Multiple Regression Analysis	
	Yazdanpanah & Forouzani (2015)	Application of The Theory of Planned Behaviour to Predict Iranian Students' Intention to Purchase Organic Food	Structural Equation Modelling (Confirmatory Factor Analysis)	
	Sathyendra & Chandrashekar (2015)	A Study on Consumers Behavior Towards Organic Food Products in Mysore City	Percentage Analysis	
	Irianto (2015)	Consumers' Attitude and Intention Towards Organic Food Purchase: An Extension of Theory of Planned Behavior in Gender Perspective	Structural Equation Modeling	

Variables	Author (Year)	Title	Method	Results
Convenience	Gan, Zhiyou, Tran, Cohen & Xiangxiang (2014)	Consumer Attitudes Toward The Purchase of Organic Products in China	Factor Analysis & Empirical Model	Convenience has a positive effect on the intention to purchase organic food.
	Qwai (2015)	The Determinants of Attitudes Towards Organic Food in Malaysia	Regression Analysis	
	Xie, Wang, Yang, Wang & Zhang (2015)	Consumer Perceptions and Attitudes of Organic Food Products in Eastern China	Chi-Square Analysis	
	Toong & Khin (2015)	Impact of Changing Consumer Lifestyles on Intention to Purchase Towards Green and Halal Foods of The Chicken Meat Industry In Malaysia	Factor analysis	
	Loon, Chei, Bhun & Lim (2014)	Explaining Consumer Attitudes and Purchase Intention Toward Organic Products: Contribution From Consumer Psychographic Characteristic	Multivariate Analysis	

Variables	Author (Year)	Title	Method	Results
Price Consciousness	Green, Cornelson, Dangour, Turner, Shankar, Mazzocchi & Smith (2013)	The Effect of Rising Food Prices On Food Consumption: Systematic Review With Meta-Regression	Meta Regression Analysis	Price consciousness has a positive effect on the intention to purchase organic food.
	Esna, Seval & Nuri (2016)	Examination of Consumer's Consumption Patterns of Organic Food Products	Chi-Square Analysis	
	Marian, Chrysochou, Krystallis & Thøgersen (2014)	The Role Of Price As A Product Attribute in The Organic Food Context: An Exploration Based On Actual Purchase Data	Polarisation index & D-coefficient	
	Rödiger & Hamm (2015)	How Are Organic Food Prices Affecting Consumer Behaviour ? A Review	Range & Median (Qualitative Method)	
	Mehra & Ratna (2014)	Attitude And Behaviour of Consumers Towards Organic Food : An Exploratory Study in India	Factor analysis & non-parametric tests (Mann Whitney and Kruskal Whallis)	

Variables	Author (Year)	Title	Method	Results
Environmental Concern	Nasir & Karakaya (2014)	Underlying Motivations of Organic Food Purchase Intentions	Regression Analysis	Environmental Concern has a positive effect on the intention to purchase organic food.
	Lee & Goudeau (2014)	Consumers' Beliefs, Attitudes, And Loyalty in Purchasing Organic Foods	Structural Equation Modeling	
	Song, Safari & Mansori (2016)	The Marketing Stimuli Factors Influencing Consumers' Attitudes to Purchase Organic Food	Structural Equation Modeling	
	Mohamed Bilal Basha & Ramesh (2014)	Consumer Attitude Towards Organic Food in Trichy – South India	Regression Analysis	
	Pagiaslis & Krontalis (2014)	Green Consumption Behavior Antecedents: Environmental Concern, Knowledge, and Beliefs	Structural Equation Modeling	

Variables	Author (Year)	Title	Method	Results
Knowledge of Organic Food	Kumar & Chandrashekar (2015)	A Study on Consumers Behavior Towards Organic Food Products in Mysore City	Percentage Analysis	Knowledge of organic food has a positive effect on the intention to purchase organic food.
	Bekele, Zhou, Kidane & Haimanot (2017)	Analysis of Organic And Green Food Production and Consumption Trends in China	Descriptive Analysis	
	Singh & Verma (2017)	Factors Influencing Indian Consumers ' Actual Buying Behavior towards Organic Food Products	Multiple Regression Analysis	
	Gan, Zhiyou, Tran, Cohen & Xiangxiang (2014)	Consumer Attitudes toward The Purchase of Organic Products in China.	Factor Analysis & Empirical Model	
	Banupriya (2016)	Customers Perception Towards Organic Products	Chi-Square Analysis	

Variables	Author (Year)	Title	Method	Results
Customer Satisfaction	Ha, Akamavi, Kitchen, & Janda (2014)	Exploring Key Antecedents of Purchase Intentions Within Different Services	Confirmatory Factor Analysis	Customer satisfaction has a positive effect on the intention to purchase organic food.
	Fernandes & Calamote (2016)	Unfairness in Consumer Services: Outcomes of Differential Treatment of New and Existing Clients	Regression Analysis	
	Kumar & Chandrashekar (2015)	A Study on Consumers Behavior Towards Organic Food Products in Mysore City	Percentage Analysis	
	Lavanya & Saraswathi, (2018)	Consumer Buying Behaviour – A Study With Reference to Organic Products in Hyderabad City	Percentage Analysis	
	Rahman, Aafzal, Mahmood & Habib (2015)	Consumer's Psychology Towards The Purchase of Organic Food Products: An Empirical Investigation	Regression Analysis	

Variables	Author (Year)	Title	Method	Results
Age	Wee, Ariff, Zakuan, Tajudin, Ismail, Ishak & Haji (2014)	Consumers Perception, Purchase Intention and Actual Purchase Behavior of Organic Food Products	Regression Analysis	Age has a positive effect on the intention to purchase organic food.
	Oroian, Safirescu , Harun, Chiciudean, Arion, Muresan & Bordeanu (2017).	Consumers ' Attitudes Towards Organic Products and Sustainable Development : A Case Study of Romania	Factor-Cluster approach, Principal Component Analysis (Varimax rotation method)	
	Loon, Chei, Bhun & Lim (2014)	Explaining Consumer Attitudes and Purchase Intention toward Organic Products: Contribution from Consumer Psychographic Characteristic	Multivariate Analysis	
Income	Priya & Parameswari (2016)	Consumer Attitude towards Organic Food Products	Chi – Square analysis	Income has a positive effect on the intention to purchase organic food.
	Singh & Verma (2017)	Factors Influencing Indian Consumers ' Actual Buying Behaviour towards Organic Food Products	Multiple Regression Analysis	
	Bekele, Zhou, Kidane	Analysis of Organic and Green Food	Descriptive Analysis	

	& Haimanot (2017)	Production and Consumption Trends in China		

2.8 Conclusion

The reviews of theory literature, reviews of previous empirical, and hypotheses development have been specified in this chapter. In empirical literature reviews, many previous journals and articles were related with health concern, convenience, price consciousness, environmental concern and knowledge of organic product with consumers' intention as well as relationship between customer satisfaction and intention of purchasing organic food year by year accordingly. In addition, age and income as the moderating variables also defined as the demographic profiles and TPB model conceptual framework had been proposed to relate the independent variables and dependent variable. Additionally, hypothesis development will be developed to study whether there is significant effect among the variables in next Chapter 3.

CHAPTER 3

METHODOLOGY

3.0 Introduction

In chapter 3, based on this study, research methodology will be explained and determined the connection among the variables. Research methodology will be described in terms of research design based on the purpose of the research and data collection method through primary and secondary data. Besides, the process in designing the sampling such as target population, sampling frame, location, elements, measurements, technique, and sample size were constructed as well as the instrument to conduct research which includes questionnaire and pilot test. Followed by construct measurement, it will be clarified the scaling technique, data processing, analyzing of the data and data analysis methods for this study.

3.1 Research Design

Research design could be explained by Akhtar (2016), the research defines that research design is a type of structure that could "Glue" up the all elements in a research project and form a plan of the research work. A research design is the arrangement of condition for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy and procedure by (Jahoda, Deutch & Cook, 1951). A research design that must specifies the ways and the processes for gathering and

analyzing the information that is needed in this research. It is the master plan that provides the plan of action in this and make sure the collected information could be used to solve the problem in the research (Zikmund, Babin, Carr & Griffin, 2010). Besides that, according to Creswell and Creswell (2017), the researcher mentioned that the research design not only used for collecting and analyzing data, it makes the logical basis for the decision made when the research is running. Also, an explanation of how, when and where collect and analyze the data is classified as a research design (Parahoo, 1997). On the other hand, the classification of research purpose can be divided into exploratory, descriptive, correlation and multiple regression analysis (Sekaran & Bougie, 2013). Quantitative research have been implemented for the purpose of this research.

3.1.1 Quantitative Research

According to Cohen and Manion (1980), definition of quantitative research involves the utilization of empirical approaches and empirical statements that are explained with numerical terms. Few years later, Creswell (1994) has summarized it as a type of research that is "explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)". According to Zikmund et al. (2010), the researcher stated that quantitative research is the amount of activity toward measuring the concepts with scales that either directly or indirectly comparing the number in the some ways. Furthermore, Sekaran and Bougie (2013) stated that the purpose of using quantitative research is to conduct hypothesis testing by collecting information through the distribution of questionnaire to the target respondents. In fact, hypotheses have to be formulated before the research can begin.

This study attempts to find out whether the attitudes of consumers' towards organic food influence their purchasing intention. It also defines whether the customers' satisfaction, income level and age influence the process in their decision to purchase. In this research, the researcher plans to seek the quantify opinions, attitudes and behavior of the exact population of consumer towards organic food. As such, quantitative research method has been chosen to carry out this research. Quantitative research is essential in collecting

numerical data to investigate the different factors that affecting consumer attitudes towards purchasing intention of organic food.

In this study, sources of information are gathered through the utilization of instrument such as personally administered questionnaire that containing closed-ended question, which allows the data to be tabulated in numbers or statistical forms. To analyses the data, mathematically based methods are used, in particular statistics. Besides, hypotheses testing are analyzed based on the numerical data to determine the relationship of health concern, convenience, price consciousness, environmental concern and knowledge of organic food with consumer intention towards organic food as well as the relationship of consumer satisfaction and purchasing intention of organic food. Therefore, quantitative research is said to be the most appropriate method to collect data and draw accurate conclusion for this study.

3.1.2 Descriptive Study

According to the Zikmund, Babin, Carr & Griffin (2010), they stated that descriptive study is to describe and illustrate the characteristic of the respondent such as their objects, people, groups, organizations, or environments that around them. It also includes the questions of who, when, where, what and how that are used to describe the "paint of picture" of the current situation. By using this design, the characteristics of organic food consumers can be illustrated. Demographic data such as gender, age, race, marital status, highest education level, occupation, household income and dietary habits are generated from Section A in the questionnaire so that the organic food consumers' profile in a market can be examined.

Besides, it is required for descriptive research to have a clear depiction of the situation when it naturally happens (Burns & Grove, 2003). In order for this research to justify current practice and develop theories accurately, this approach is used to establish a clear picture on different consumers' attitudes that lead to buying intention of organic food.

The relationships between consumers' attitudes and purchasing intention are being described further in this study.

3.2 Data Collection Methods

According to Hox and Boeijie (2005), collection of data refers to "the pros and cons of collecting primary data for a specific study and reusing research material that was originally collected for a different purpose than the study at hand". Both primary and secondary data are fundamentally important in covering every form of the study.

3.2.1 Primary Data

Sekaran and Bougie (2013) defined primary data as the information that have not been explored which acquired from the researchers at first hand for a particular research purpose. There are plenty of advantages can be obtained through primary data. The collection of primary data are said to be effective and efficient which enhance the accuracy of the result while also incur low cost in the research study. Generally, primary data are collected by using surveys, questionnaires, interviews, experiments and observations. Among all, questionnaires are seen as a recognizable and regulated method that most commonly used by the researchers for data collection. This is due to the fact that questionnaire played as a primary instrument in collecting point of views, insights and direct feedback from the respondents which resulting comparable data and responsive analysis (Zikmund et al., 2010). Questionnaire is the data collection tools that provides a fast, cheap, efficient, and accurate means of assessing information about a large population.

In this study, primary data are collected through the distribution of questionnaires. Structured questionnaires with closed-ended questions are prepared and distributed through online. With the use of questionnaire, it helps in getting the latest information and feedback from the respondents as well as time-consuming when the applicable data

are collected. As the respondents are in large amount, questionnaire is the most convenience approach to obtain the data accurately.

3.2.2 Secondary Data

Information related to historical data that is being collected and recorded from the published or compiled sources to support a research study is called a secondary data (Sekaran & Bougie, 2013). It consists of various sources such as scholarly books, textbooks, articles in journals, government and private sources and online information databases. There are several advantages of obtaining the secondary data, which are easily available, save time and cost effective (Zikmund et al., 2010). This is because when the researcher found the data stored digitally, it is particularly true since they have done the research previously. Secondary data save the time by eliminating many activities in the primary data collection such as the sampling, data processing, data cleaning and others.

Throughout this research study, the major tools in accessing the related data and information include journal article, Internet and online information. Journal articles such as Journal of Marketing, Journal of Consumer Marketing, Journal of Business and Management, Journal of Life Sciences, Journal of Management, Economics and Social Sciences, Journal of Environmental Psychology, Journal of Food Service Business Research and Journal of Consumer Research were primarily extracted from Research Gate, Science Direct and Emerald Insight. These data were mainly obtained from Internet search engine such as Google and UTAR library online databases from Emerald article, Elsevier and British Food Journal in order to reach the compatibility of information.

3.3 Sampling Design

Sampling is the process of selecting the right individuals, objects, or events as representatives for the entire population by (Sekaran & Bougie, 2013). The major steps in designing the sampling involve defining the target population and determining the sampling frame, sampling location, sampling elements, sampling technique and sampling size.

3.3.1 Target Population

Sekaran and Bougie (2013) defined population as the total number of people who are in the same group, same occasion as well as appealing to the similar things. The target population must be defined in terms of elements, geographical boundaries and time.

Despite the respondents' demographic information, Taiwanese whoever aged 21 years old and above had past or current experience in consuming and purchasing organic food are targeted in this research. Besides, this research will take into the consideration of all socioeconomic classes of consumers, whoever in high, medium or low income level. Based on the data retrieved from Taiwanese Demographics Profile (2018), there were estimated populations of 23.57 million people. However, this group of consumers has simplified into smaller geographical segmentation, which only cover Taichung in Taiwan.

3.3.2 Sampling Frame and Sampling Location

Sekaran and Bougie (2013) has given the meaning of sampling frame as total number of components from which the sample is being selected in the population. From this study, it is not significant to adopt sampling frame as population of consumers can anyone who has the experience in buying organic food in Taichung, Taiwan. Due to the use of nonprobability sampling in sampling technique, elements will be chosen at random and findings from the sample study could not confidently generalized to the population. Hence, it is difficult and challenging to conduct a large sample of whole population of Taiwanese consumers towards the purchasing of organic food due to the lack of resources, time concern and cost budget. Therefore, data collection in this research are conducted partly through online survey by using Google Forms and distributed in Taiwan.

3.3.3 Sampling Elements

According to the dsj research, sampling element is the method that researcher provide the equal chance for being selected in the target population. It might be the person, organization, group, company and others. In other word, the researchers must make sure that they are able to know and communicate with every individual in a target population.

As mentioned earlier, whoever organic food purchasers aged above 21 years old is recognized as the population in this research. However, questionnaires are also distributed to consumers who have the purchase experience in organic food. Therefore, it was being conducted at the organic food store. In other words, every individual who bought the organic food in the store has an equal opportunity to be included in this research sample. Same concept applies to online survey where the respondents are reached through the sharing in particular organic page and group in the Facebook.

3.3.4 Sampling Technique

Probability sampling and non-probability sampling is the two different methods that are involved in the sampling technique. Probability sampling means the element of the population get an equal opportunity to be selected as a representative sample while non-probability sampling is the elements in the population which is not known that they will be selected as a sample (Sekaran and Bougie, 2013).

In this research, the researchers used the probability sampling which is the simple random sampling in the sampling technique and this is because they are lack of resources, time concern and cost budget to do the research. According to Sekaran and Bougie (2013), simple random sampling is defined as "every element in the population has a known and equal chance of being selected as a subject." Researchers do not need to waste the time to divide the large population into the subpopulation or take any extra steps before selecting the members of the population at random. Thus, during the data collection, the researchers tried to distribute the questionnaire to every customer in the organic store to

fill in their opinion about the customer satisfaction and intention towards organic food. By using this method, it is fair to all customer in the store since it reduces the bias as compared to any other sampling involved. Consumers were being approached when they are going in or coming out of the stores and consumers were first asked for its willingness before answering the questions. Questionnaires are distributed through face-to-face so that it can be immediately collected back from the consumers. By using this method, consumers are able to provide their information conveniently which makes the data collection process more efficient.

3.3.5 Sampling Size

The appropriate sample size to be used for the research should be larger than 30 but not more than 500 (Sekaran & Bougie, 2013). This is because, a large sample size that is more than 500 could committed to Type II error. The situation in which the findings of the research should be rejected but being accepted is known as Type II error. Further from Hair, Anderson, Tatham, & Black (1998) has suggested that an adequate sample size for data analysis is between 200 to 500 persons. Therefore, 350 sets of questionnaire have been designed and distributed through online. It is expected to receive the completed questionnaires from at least 300 respondents. Besides, pilot test has been distributed to 60 respondents for the measurement of reliability and validity in research question.

3.4 Research Instrument

3.4.1 Questionnaire Design

Another integral part in research methodology is questionnaire design. A well-established questionnaire design comprises a set of questions that is clear and understandable which enables to collect information from the respondents at ease. Based on this research, the design of the questionnaires are self-administered as it consists of self-completion questionnaire in which respondents can complete the survey at any time of their own.

Apart from that, fixed-alternative questions were designed in the survey whereby each questions provide multiple-choice answer. The respondents are able to select the most suitable answer based on their own perception. As a result, the response of the questionnaire can be completed easily and quickly as the design of the questions are straightforward and unproblematic. It also helps to save time in collecting the data while it serves convenience for the researchers in computing the result.

As for the questionnaire layout, the front cover page of questionnaire is to acknowledge respondents on the research objective, brief introduction of the research topic as well as to notify the respondents on its privacy and confidentiality. All of the questions in the questionnaire are in rational order that allow the respondents to feel consistent when they move from one section to another (Sarantakos, 2005). In this study, the body of the questionnaire involves four big sections. For Section A, respondent's demographic questions such as gender, age, race, marital status, highest education level, occupation, monthly household income and dietary habit were designed to acquire basic profile from the respondents.

Whereas, Section B included general questions about the experience of consumer in purchasing organic foods. For instances, questions on the organic brand that consumer purchased, consumers' purchase frequency of organic food in a month, how long was consumer last purchase on organic food, places that consumer usually shop for organic food and primary concern of consumer when purchasing organic food.

On the other hand, Section C involved questions for respondents' view on independent variables such as health concern, convenience, price consciousness, environmental concern and knowledge of organic food which represent the factors that influence attitude of consumers towards organic food. Besides that, questions regarding customer satisfaction and purchasing intention of organic food are included in Section C where it used to determine how consumer attitudes could impact the satisfaction and purchasing intention of organic food. Overall, these involved consumers' viewpoint, opinion and beliefs which help in determining their attitudes towards the purchasing of organic food.

As a result, it allows this research to determine the influence of independent variables towards the dependent variable.

3.4.2 Pilot Test

Prior to the actual distribution of questionnaire, several sets of pilot test has been conducted to ensure the validity in providing worthy and truthful information that helps particular personnel in "the development of risk mitigation and adaptation strategies" (Bird & Dominey-Howes, 2008). Therefore, pilot test served as a tool in identifying the problem ahead through the collection of feedback from a smaller sample size before the actual collection in large scale (Pratt, 2008). In other words, the reliability, validity and accuracy of the questionnaire are generated through pilot test as it increases the efficiency of the result by correcting the sentence sequence, grammar, typing error and other mistakes beforehand. During the pilot test, 30 sets of questionnaires will be distributed online. According to Oppenheim (1992), pilot test has saved the effort of researchers if the questionnaire consists of understandable questions that produce quantifiable response and interpretable results.

The reliability test of pilot test is conducted using SPSS version 17 and the result is generated as below:

Table 3.1: Pilot Test Reliability Study

Variables	**Cronbach's Alpha**
Health concern	0.889
Convenience	0.760
Price consciousness	0.748
Environmental concern	0.822

Knowledge of organic food	0.846
Customer satisfaction	0.880
Intention to purchase organic food	0.883

Source: Developed for the research

3.5 Constructs Measurement (Scale and Operational Definitions)

3.5.1 Scale Measurement

The common measurement of scale comprises nominal scale, ordinal scale, interval scale and ratio scale. Overall, three scales has been emphasized in this study to test the reliability and validity of the hypotheses and data result, which are likert scale, nominal scale and ordinal scale.

Likert scale served as a tool in measuring the extent to which the statement in the questionnaire can be agreed or disagreed by the respondent. As shown in Table 3.2, it comprises five potential choices of scale which includes "Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree". This type of scale measurement is applied in Section C of the questionnaire to collect detailed feedback from the respondents. By using this measurement, respondents are able to scale from one to five on how much they agree and disagree with each of the statement based on their beliefs and attitudes towards organic food.

Table 3.2: Likert Scale Measurement

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

Source: Developed for the research

Nominal scale served as a non-calculation method which emphasizes quality more than quantity by allocating subjects into categories or group of variables. This type of scale measurement has been applied in Section A for gender, race, marital status and occupation. Fundamentally, all analyses of the categories should be carried out with unambiguous and discrete.

Lastly, ordinal scale is a measurement where the data are in order of ranking. This type of measurement scale has been applied in Section A and Section B. For instances, the ordinal level of measurement is arranged accordingly from a younger age to an older age. Hence, this measurement has been applied for age, highest education level, monthly household income and dietary habit in Section A as well as the frequency, experience and primary concern of purchasing organic food in Section B.

3.5.2 Origin of Construct

The following literatures are adapted from different sources in measuring the construct:

Table 3.3: Origin of Construct

Construct	**Adapted From**
Healthy Concern	Wee, Ariff, Zakuan, Tajudin, Ismail, Ishak & Haji (2014); Singh & Verma (2017)
Convenience	Lian, Safari, & Mansori (2016)
Price Consciousness	Lian, Safari, & Mansori (2016); Singh & Verma (2017)
Environmental Concern	Gan, Zhiyou, Tran, Cohen & Xiangxiang (2014); Teng & Lu (2016)
Knowledge of Organic Food	Humaira & Hudrasyah (2016); Hoppe,

	Marques & Barcellos (2013)
Customer Satisfaction	Konuk (2017); Lian, Safari, & Mansori (2016)

Source: Developed for the research

3.5.3 Operational Definition

Different measurement of each constructs is shown in the Table 3.4. All of the measurements have been applied in the questionnaire.

Table 3.4: Operational Definition

Variables	**Questions**
Healthy Concern	• Organic food products contain more vitamin and mineral. • Growing food organically and naturally is better for health. • Organic food products are healthier than conventional food because it produces without preservatives or artificial color. • Choosing organic food products are good for ensure our blood circulation and body metabolism. • Organic food is nutrition for healthy concern.
Convenience	• It is easy to find organic foods in my area.

	• A variety of organic foods is available for selection near my place. • My preferred organic foods are always sufficiently available at supermarkets/specialty stores/open markets. • Organic foods are placed at a separate section in the retail outlet that is easy to find. • Organic foods can be conveniently purchase online also.
Price Consciousness	• I can afford to buy organic foods. • Organic foods have many of the different price levels. • Organic food has a clear price tag. • Organic foods are expensive. • The price of organic food is in accordance with benefits.
Environmental Concern	• Organic products are more ecologically sound than conventional products. • I believe organic food consumption contributes to protect environment. • Products grown "organic" are obtained from sustainable resources and less polluted discharges into air, water and soil than grown conventionally. • It's very important that the foods have been prepared and packaged in an environmentally and friendly way.

	• It's very important that the foods have been produced in a way which has not shaken the balance of nature.
Knowledge of Organic Food	• I have enough knowledge to differentiate organic food and non-organic food. • I know the process of organic product. • I feel very knowledgeable about organic food. • Compared to most other people, I know more about organic food. • I know pretty much about organic food.
Customer Satisfaction	• I am satisfied to purchase this organic food for my health concern. • I am satisfied that when I purchase the organic food, it is very convenience of my place. • I am satisfied with the price of organic food when I purchase them. • I am satisfied to purchase this organic food for environmental concern. • I am satisfied with the information provided when I purchase organic food.
Intention to Purchase	• I intend to purchase and consume organic foods if they are available in my place. • I plan to consume organic foods if they are within the affordable price.

	• I will try to consume organic foods if they are healthier. • I intend to purchase and consume organic foods if they are concern the environmental. • I plan to buy organic food products when I have more knowledge of organic food.

Source: Developed for the research

3.6 Data Processing

To convert the primary data into useful and valuable information in order for the researchers to make future analysis is called data processing. It is a vital step where the collected data are interpreted with diagrams, reports, or tables by documenting the facts and figures. As a result, it increases the accuracy and gives better result in the future. Questionnaire checking, data editing, data coding, data transcribing, data cleaning and data analysis are the process involved in this section.

3.6.1 Questionnaire Checking

The earliest stage in data processing is questionnaire checking where it intends to undertake the high accuracy of data by checking the integrity and quality of the questionnaire (Malhotra, 2006). Data checking helps to avoid spelling errors, misunderstanding of sentences and others, thus it is important to design questionnaire that is clear, simple, and easy to understand for the respondents (Zikmund, Babin, Carr & Griffin, 2010). At this stage, questionnaires are checked immediately after the respondent has return or submit the questionnaires to the researcher. Checking has been done by few researchers to avoid repeating mistakes from the same researcher. By doing so, mistakes

and errors could be detected and avoided at the earlier stage so that corrective action can be taken effectively in which consistency of the data is enhanced.

3.6.2 Data Editing

Data editing is the following step after data checking. At this stage, the negligence, accuracy and consistency of the collected data are checked. Before the data is recorded into the system, this process helps in correcting the problem that has been found earlier in data checking by adjusting it to enhance the readability of the result (Zikmund, Babin, Carr & Griffin 2013). At first, researcher is required to find out the incomplete and inconsistent answers from the respondent. Researcher is then required to return the incomplete questionnaire to the respondents and make sure that all of their questions are completely answered without leaving blanks before it can be collected back from the respondents. It is important for the researcher to assist respondents by giving appropriate guidance and instructions when they are filling in the survey. As for online survey questionnaire, certain setting has been created in order to control respondents from skipping any questions before they can proceed so that invalid responses are avoided.

3.6.3 Data Coding

"Data coding is the process by which verbal data are converted into variables and categories using numbers, so that the data can be entered into computers for analysis" (Bourque, 2004). This process helps researchers to transfer the data more easily into Statistical Package for Social Science (SPSS) by using the numerical data. For example, in Section A, the coding for respondent's races such as "Chinese" is 1, "Malay" is 2, "India" is 3 and "Others" is 4. Besides that, the likert scale measurement also applied in coding form such as "Strongly Disagree" as 1, "Disagree" as 2, "Neutral" as 3, "Agree" as 4 and "Strongly Agree" as 5 which are shown in Section C and D of the questionnaire.

3.6.4 Data Transcribing

After the data is coded, the process proceed with data transcribing. This process can be done by using SPSS software which transfer and transcribe the coded data from initial statement of questionnaire into another form of result (Malthorta, 2006). Researchers use the key punching method to transfer the coded data from questionnaires to the system directly. After the data has been recorded, the system is then able to run the data automatically.

3.6.5 Data Cleaning

The final step in processing the data is known as data cleaning. According to Malhotra (2006), data cleaning is used to check, detect and take corrective action on omission of the response. Data cleaning is a stage that is more comprehensive than the data checking. In this process, SPSS software helps researchers to find out the problem easily and prevent the inconsistency of data whereby it has the ability of generating out-of-range value for each variable. In other words, it helps to identify the incorrect value that has been generated in each of the responses. Thus, researchers are required to reverse the process in moving backwards to the edited and coded questionnaires to find out the mistakes.

Missing value occurs when the respondents provide ambiguous or unknown answers When missing responses are detected from the system, researchers are required to trace back the data that has been keyed to check the errors, However, if the value of the variable is unknown**,** researchers can choose to replace it with a neutral value or use list wise deletion or pairwise deletion as the treatment of omission. In this research, researchers have used neutral value as a solution in solving the omission.

3.7 Data Analysis

In this part, Statistical Package for Social Science (SPSS) software is used to analyse the data. This is because researches need to define and understand whether the dependent variable is significantly associated with independent variables.

3.7.1 Descriptive Analysis

"The numbers that characterize features of those specific data and by presenting the descriptive statistics in tables or graphs which summarize various aspects about the data, giving details about the sample and providing information about the population from which the sample was drawn" (Larson, 2006) is known as descriptive analysis. By using this analysis, it summarized the demographic information of the respondents which gives researchers a better insight and understanding on the sample. It also makes the interpretation of data at ease as all of the raw data were transformed into a better form.

There are eight demographic questions in Section A which are regarding to the respondent's gender, age, race, marital status, highest education level, occupation, monthly household income and dietary habit. All data in Section A are presented using pie chart. This is because information generated with pie chart is more apparent and understandable in which the proportion for each segment is being displayed clearly.

3.7.1.1 Frequency Distribution

Frequency distribution is defined as "a table that shows how frequently each value of a variable occurs in a set of scores" (Katzer, Cook, & Crouch, 1998). Generally, frequency distribution are calculated in percentage. Frequency distribution table clearly displayed the highest frequency of the result which commonly used to describe the demographic information in Section A.

3.7.1.2 Frequency Analysis

At first, researchers are required to key in all the data into SPSS system. After that, frequency distribution table with numerical value are produced in SPSS. The frequency table has five columns, which consists of type of answer, frequency, percentage, valid percentage and cumulative percentage. Beside that, pie chart will be used in analysing the data as it is easier to understand. The frequency analysis is used to analyse the demographic data with nominal scale which are shown in Section A.

3.7.2 Scale Measurement

3.7.2.1 Internal Reliability Test

A test can be reliable but may not be valid. However, a test cannot be valid yet it is unreliable. The components of the research are determined by conducting Cronbach Alpha in which the calculation of averaging coefficient results from combination of all factors that influencing consumer intention towards purchasing of organic food is used. When the Cronbach Alpha shows a greater value, it represents higher level of reliability for the variable (Santos, 1999). Furthermore, Malhotra (2004) stated that internal consistency of the reliability is considered unsatisfactory when the value is less than 0.6. Whereas, the reliability is acceptable when the values of Alpha fall between 0.70 to 0.85. Tavakol (2011) has mentioned that a low value of Alpha is due to "poor inter-relatedness between variables, heterogeneous constructs or low number of questions". Therefore, the variable is considered a strong reliability when the Alpha is greater than 0.8.

The following Table 3.5 shows the strength of association with different level of Alpha coefficient value.

Table 3.5: Cronbach Alpha Strength Association

Alpha Coefficient	Strength of Association

< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Hair, J. F., Babin, B., Money, A. H. & Samouel, P. (2007). *Essentials of Business Research Methods*, USA: John Wiley & Sons.

3.7.3 Inferential Analysis

Inferential analyses are one of the common analysis methods used by the researchers for analysing data in social and behavioural research (Cohen & Manion, 1989; Oppenheim, 1992). The methods of inferential statistics are the estimation of parameters and testing of statistical hypotheses. In this study, descriptive test, reliability test, Pearson correlation, multiple regression, homogeneity test are selected to analyses the data.

3.7.3.1 Pearson Correlation Matrix

During the analysis, strength, importance and direction of the variables are measured with Pearson Correlation Matrix (Sekaran & Bougie, 2013). Positive correlation coefficient, r represents a perfect positive linear relationship with dependent variable while negative correlation coefficient, r represents a perfect negative linear relationship with dependent variable (Hair, Bush & Ortinau, 2006). Meanwhile, it indicated as no relation when zero is obtained from r. The correlation coefficient, r is ranging from -1 to +1 in which the strength and direction between independent variables and dependent variable are measured. In other words, it helps to find out whether the two variables are associated with each other.

On the other hand, P-value is used to determine statistical significance in a hypothesis testing. A small P-value that is less than 0.05 indicates a strong evidence in rejecting null hypothesis (H_O) and accepting alternative hypothesis (H_A) while a large P-value that is more than 0.05 indicates a strong evidence in accepting null hypothesis (H_o) and rejecting alternative hypothesis (H_A).

"+" or "-" symbols refer to the direction of the correlation. "+" correlation indicates positive correlation between two variables, for instance when one variable increases, the other variable increase. Whereas, "-" correlation indicates negative correlation between two variables, for instance when one variable increases, the other variable decrease. Rules of thumb for different types of relationships are shown in the table as below:

Table 3.6: Pearson Correlation Study

Size of Correlation	**Interpretation**
0.90 - 1.00 (-0.90 - -1.00)	Very High Positive (Negative) Correlation
0.70 - 0.90 (-0.70 - -0.90)	High Positive (Negative) Correlation
0.50 - 0.70 (-0.50 - -0.70)	Moderate Positive (Negative) Correlation
0.30 - 0.50 (-0.30 - -0.50)	Low Positive (Negative) Correlation
0.00 - 0.30 (0.00 - -0.30)	Little if any Correlation

Source: Hinkle, D. E., Wiersma, W., & Jurs, S. G. (1994). *Applied statistics for the behavioural sciences.* Houghton Mifflin Company. Boston, USA.

3.7.3.2 Multiple Linear Regression and Multicollinearity Analysis

When there are numerous independent variables in the study, the appropriate analysis method to be used in explaining the variance of dependent variable is Multiple Linear Regression Analysis (Sekaran & Bougie, 2013). Without considering the significance of its variables, the association of various independent variables with a dependent variable

are examined by using this method. Besides, it also determines the most significant impact of independent variable on dependent variable. Through this analysis, researchers can understand the significance relationship of five independent variables and purchasing intention of organic food. The following equation is used in this research:

Equation: $IP = \alpha + \beta 1HC\ (X1) + \beta 2C\ (X2) + \beta 3PC\ (X3) + \beta 4EC\ (X4) + \beta 5\ K\ (X5) + e$
Where, IP= Consumer Intention Towards Organic Food

HC= Health Concern
C= Convenience
PC= Price Consciousness
EC= Environmental Concern
K= Knowledge of Organic Food
α = Intercept
βs = The coefficient values of the independent variables
e = residual

Coefficient of determination (R^2) shows the percentage value of dependent variable is being described by the independent variables. R^2 is interpreted based on the strength of the model which includes various independent variables. Besides, R^2 value that is higher can be explained as stronger power between independent variables and dependent variable.

Unstandardized Beta coefficients, β is interpreted as the increase in each unit of independent variable causes an increase or decrease of the dependent variable. Standardized Beta coefficients, β is used to compare among the variables which helps to identify the most influential variable on dependent variable. The strength of influence on the dependent variable depends on the Beta coefficient, β value which indicates that when the β value is higher, the influence on dependent variable is greater.

It is wise and essential to determine the significant value, Sig. or P-value which stated in ANOVA table. This model indicates that the dependent variable, consumer intention towards organic food can be significantly explained by the independent variables such as health concern, convenience, price consciousness, environmental concern, knowledge of organic food. The significance of the model depends on its P-value. P-value that is lower

than 0.05 indicates a significant of its model. However, further interpretation is not available when the P-value is more than 0.05.

Lastly, the multicollinearity analysis will analyses the variance inflation factor (VIF) value of the variable and if the VIF of the variable is greater than 5, it needs to drop the variable and redo the whole analysis again. This is because multicollinearity is a state of very high inter-correlations or inter-associations among the independent variables. It will become a type of disturbance in the data, and if present in the data, the statistical inferences made about the data may not be reliable. Therefore, it must make sure that the all VIF value cannot exceed the value of 5.

3.7.3.3 Homogeneity Analysis (Levene's Test)

"A test of homogeneity (the Levene's test for equality of variance) tests the null hypothesis that different populations have the same proportions of some characteristics. The key difference from the test of independence is that there are multiple populations that the data is drawn from" (Tanbakuchi, 2009). In this test, it need to measure whether there are any significant difference in the mean for the male and female in consumer intention towards purchasing of the organic food. The hypothesis for the Levene's Test are:

Ho: Group and sample come from populations with the variance are equal.
HA: Group and sample come from populations with the variance are unequal.

According to Levene's test, if the significant value is greater than α 0.05 level, do not reject Ho. Hence, group and sample come from populations with the variance are equal.

H_O: $\mu_{male} = \mu_{female}$
H_A: $\mu_{male} \neq \mu_{female}$

H_O: $\mu_{\text{below TWD 20,000}} = \mu_{\text{above TWD 80,001}}$

H_A: $\mu_{\text{below TWD 20,000}} \neq \mu_{\text{above TWD 80,001}}$

H_o: $\mu_{\text{non-vegetarian : mainly meat}} = \mu_{\text{vegetarian}}$

H_A: $\mu_{\text{non-vegetarian : mainly meat}} \neq \mu_{\text{vegetarian}}$

If the confidence interval contains 0 and the p-value is more than alpha value of 0.05, Ho is do not reject. Hence, there is no significant difference in the mean for the male and female in consumer intention towards purchasing of the organic food.

3.8 Conclusion

The methods to carry out the research are specified in this chapter. Quantitative research, descriptive study and exploratory study are described in the research design. The methods in collecting data and the process in designing the sample as well as the tools in conducting the research and processing the data have further specified. The analysis methods that have been applied are descriptive test, reliability test, Pearson correlation, multiple regression and homogeneity test. The statistical analysis outcomes are generated in the next chapter.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

Chapter 4 presents the outcome of the questionnaire in which the data was being collected from the respondents of the intention to purchase of the organic foods in Taiwan. Frequency analysis, descriptive analysis, and inferential analyses are covered in this chapter to describe the analysis results that are relevant to research questions and hypotheses. As mentioned in the previous chapter, reliability test, Pearson correlation analysis, simple linear regression analysis and multiple regression analysis's results will be explained, and residual diagnosis such as homogeneity test, multicollinearity test and normality graphs will be analyzed. Statistical Package for the Social Sciences Version 23 (SPSS) software is used as the major tool in analyzing the data.

4.1 Frequency Analysis

A total of 300 respondents' demographic profile has been collected in Section A of the questionnaire. The questions were designed based on respondent's gender, age, marital status, highest education level, occupation, monthly household income and dietary habit. Frequency analyses on respondents' demographic information are described in the following.

4.1.1 Respondent Demographic Profile

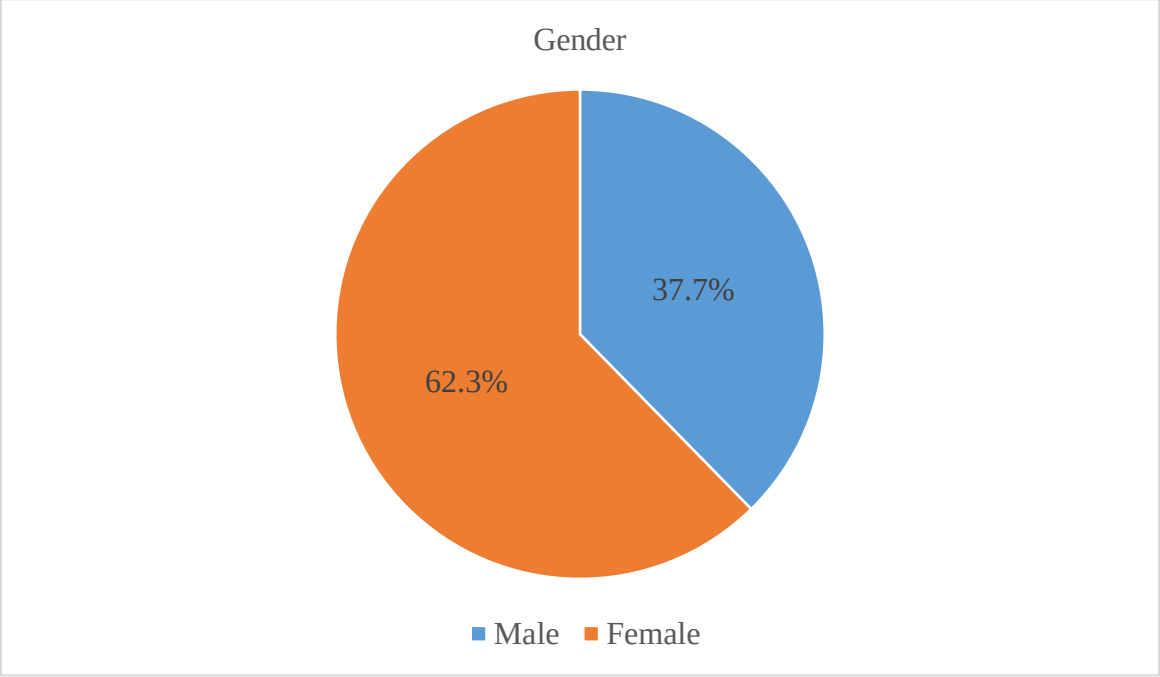
4.1.1.1 Gender

Table 4.1: Gender

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	113	37.7	37.7	37.7
Female	187	62.3	62.3	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

Figure 4.1: Gender



Source: Developed for the research.

Result generated from respondents' gender is shown in Table 4.1 and Figure 4.1. There are 62.3% of the respondents from female consumers and 37.7% of the respondents from

male consumers. The total number of people who have involved in the survey consists of 300 respondents.

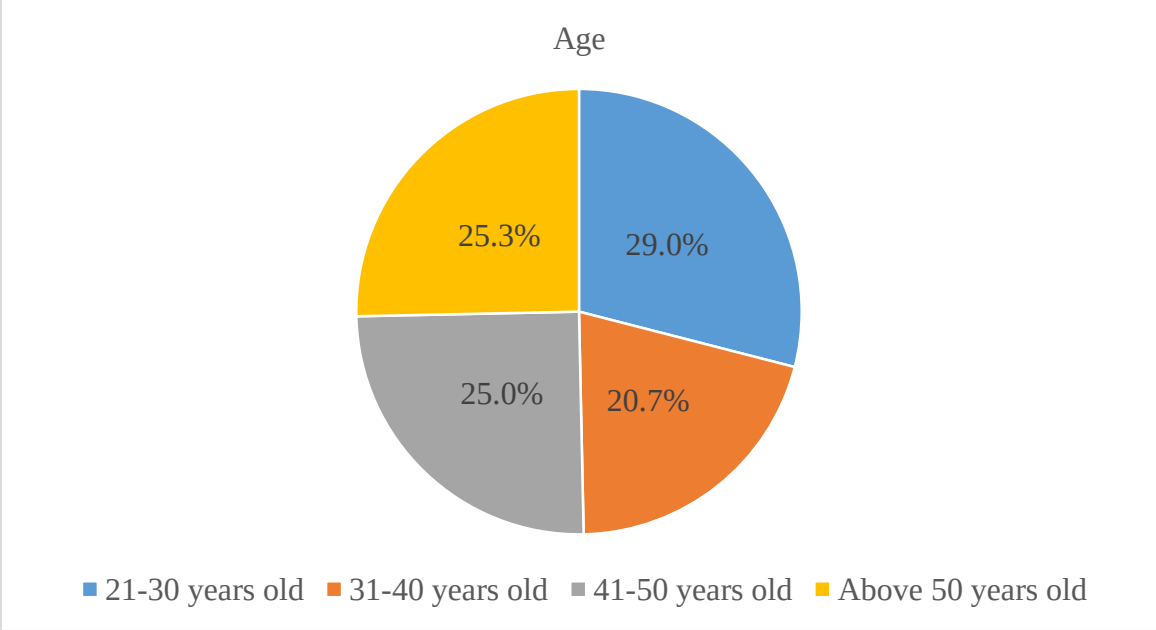
4.1.1.2 Age

Table 4.2: Age

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
21-30 years old	87	29.0	29.0	29.0
31-40 years old	62	20.7	20.7	40.7
41-50 years old	75	25.0	25.0	74.7
Above 50 years old	76	25.3	25.3	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

Figure 4.2: Age



Source: Developed for the research.

Table 4.2 and Figure 4.2 exhibit the age group of respondents. Respondents who aged between 21 to 30 years old have the highest percentage of 29%, followed by respondents who aged above 50 years old have 25.3%. Follow by the respondents who aged between 41 to 50 years old which have the 25.0% and lastly respondents who aged 31 to 40 years old have the lowest percentage of 20.7%.

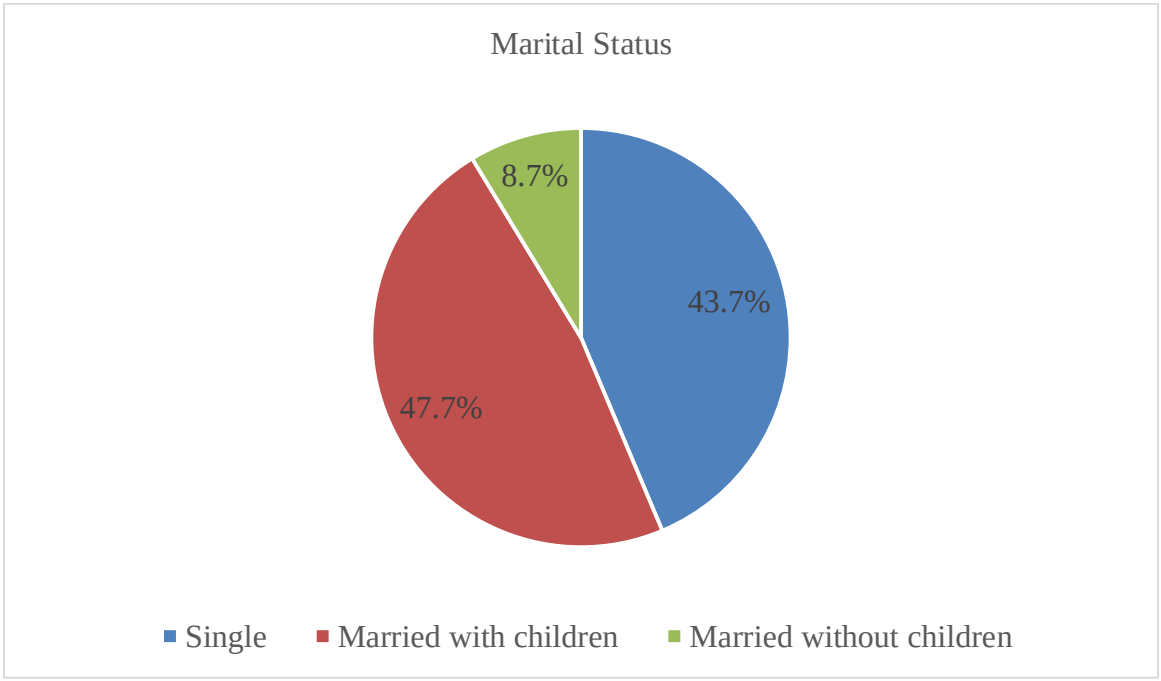
4.1.1.3 Marital Status

Table 4.3: Marital Status

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Single	131	43.7	43.7	43.7
Married with children	143	47.7	47.7	91.3
Married without children	26	8.7	8.7	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

Figure 4.3: Marital Status



Source: Developed for the research.

Table 4.3 and Figure 4.3 show the marital status of respondents. Majority of the respondents have married with children who occupy 47.7%, followed by 43.7% of the respondents who are single, 8.7% of the respondents who have married without children and only one respondent in other status.

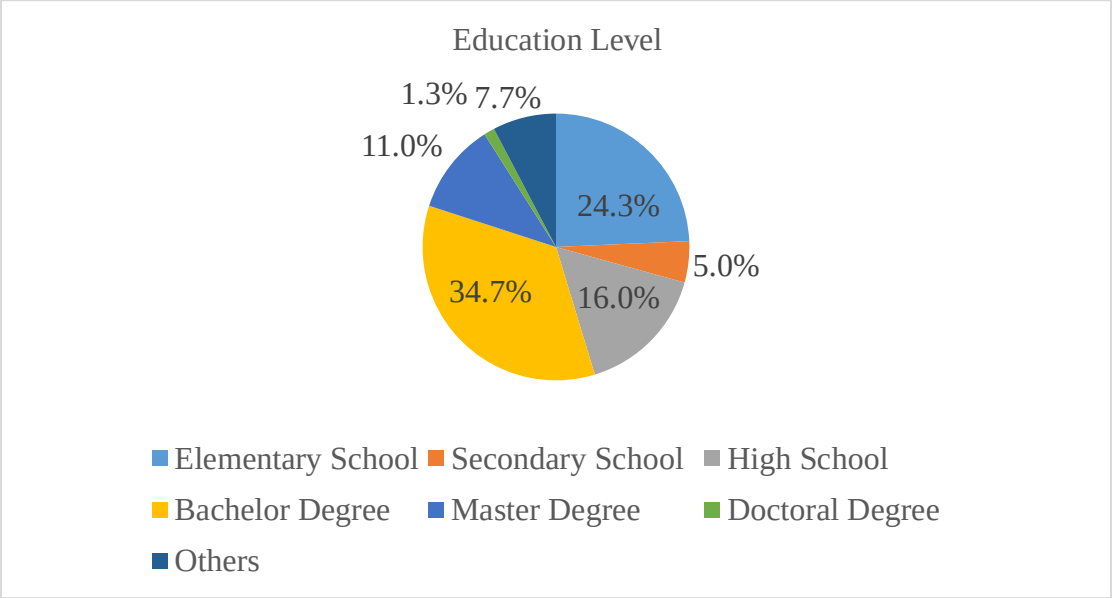
4.1.1.4 Education Level

Table 4.4: Education Level

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Elementary School	73	24.3	24.3	24.3
Secondary School	15	5.0	5.0	29.3
High school	48	16.0	16.0	45.3
Bachelor degree	104	34.7	34.7	80.0
Master degree	33	11.0	11.0	91.0
Doctoral degree	4	1.3	1.3	92.3
Others	23	7.7	7.7	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

Figure 4.4 Education Level



Source: Developed for the research.

Table 4.4 and Figure 4.4 exhibit various education levels of respondents. Bachelor degree holder respondents occupy the largest portion in the survey which contributes to 34.7%, followed by 24.3% respondents at elementary level and 16.0% respondents with high school. Whereas, respondents with master degree as their highest education level consist of 11.0%, respondents with others consist of 7.7%, respondents with secondary consist of 5.0% and lastly 1.3% of the respondents have the doctoral degree.

4.1.1.5 Occupation

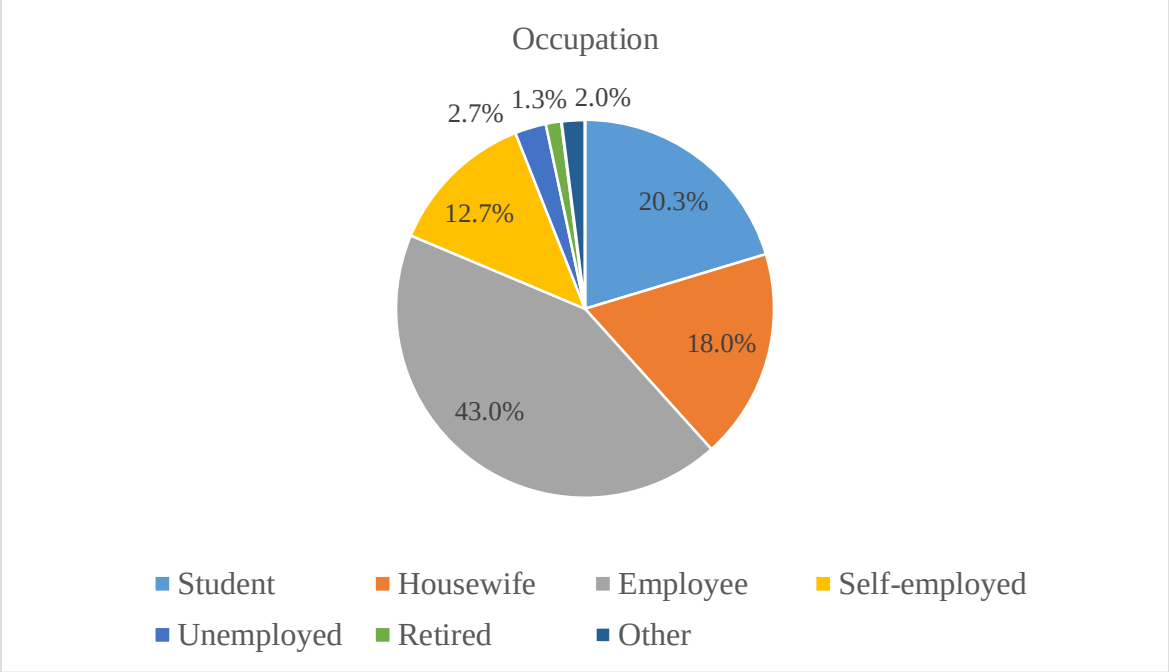
Table 4.5: Occupation

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Student	61	20.3	20.3	20.3
Housewife	54	18.0	18.0	38.3
Employee	129	43.0	43.0	81.3
Self-employed	38	12.7	12.7	94.0
Unemployed	8	2.7	2.7	96.7

Retired	4	1.3	1.3	98.0
Other	6	2.0	2.0	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

Figure 4.5: Occupation



Source: Developed for the research.

Table 4.5 and Figure 4.5 illustrate the different occupation of respondents. Respondents who are student represent the second highest percentage of 20.3% for this segment while respondents who are housewife consist of 18.0%. Besides, respondents who are employee indicated the highest percentage of 43.0%, while respondents who are self-employed involve 12.7% as well as respondents who are unemployed consists of 2.7%. Retired respondents have 1.3% and respondents with other occupation such as professional and volunteer contribute to 2.0%.

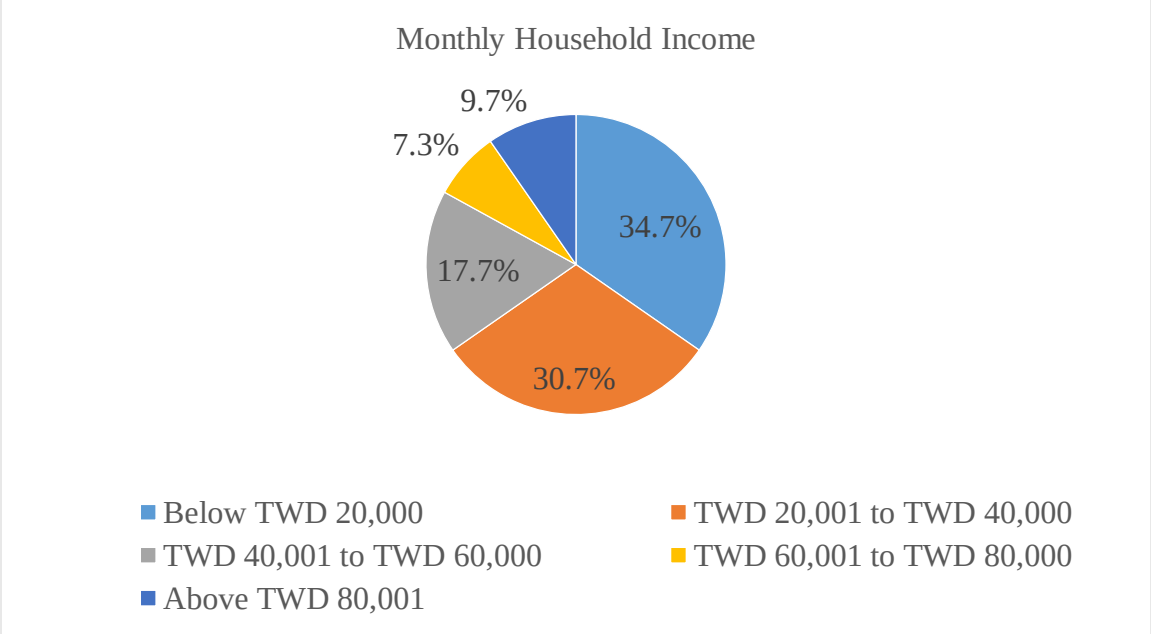
4.1.1.6 Monthly Household Income

Table 4.6: Monthly Household Income

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Below TWD 20,000	104	34.7	34.7	34.7
TWD 20, 001 to TWD 40, 000	92	30.7	30.7	65.3
TWD 40, 001 to TWD 60, 000	53	17.7	17.7	83.0
TWD 60, 001 to TWD 80, 000	22	7.3	7.3	90.3
Above TWD 80,001	29	9.7	9.7	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

Figure 4.6: Monthly Household Income



Source: Developed for the research.

Table 4.6 and Figure 4.6 show the monthly household income of respondents. Majority of the respondents have monthly household income below TWD 20,000, which occupy 34.7% in this segment, followed by 30.7% of the respondents have monthly household income between TWD 20,001 to TWD 40,000 and 17.7% of the respondents have monthly household income between TWD 40,001 to TWD 60,000. Besides, respondents who have monthly household income between TWD 60,001 to TWD 80,000 consist of 7.3% while respondents who have monthly household income above TWD 80,001 involve 8.7%.

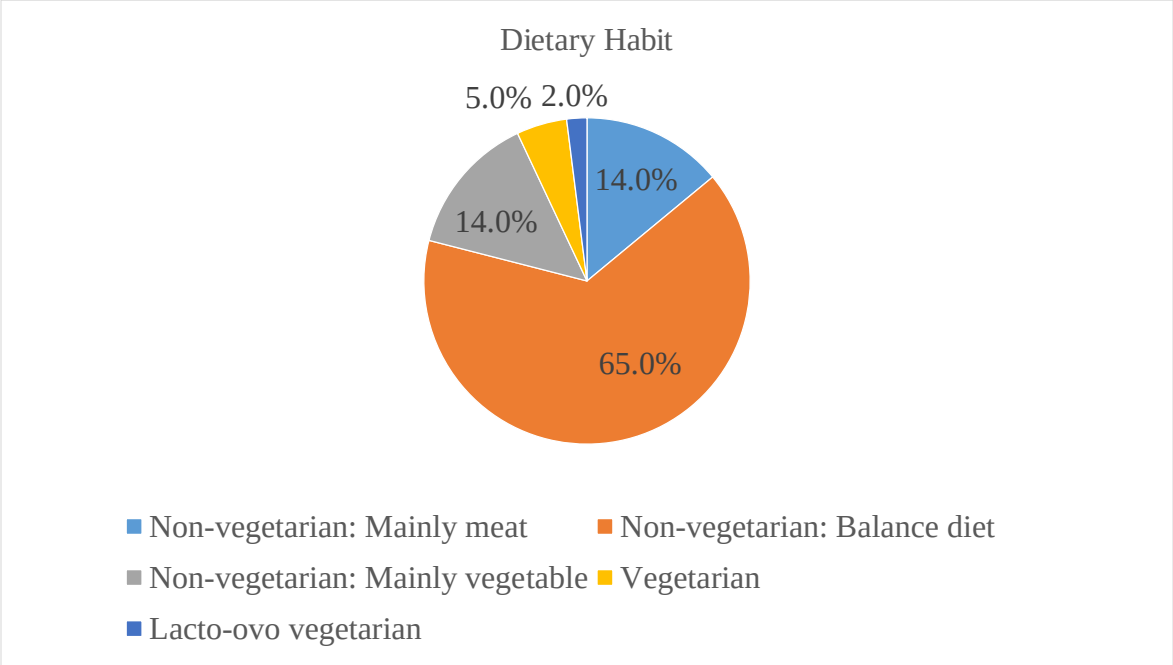
4.1.1.7 Dietary Habit

Table 4.7: Dietary Habit

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Non-vegetarian: Mainly meat	42	14.0	14.0	14.0
Non-vegetarian: Balance diet	195	65.0	65.0	79.0
Non-vegetarian: Mainly vegetable	42	14.0	14.0	93.0
Vegetarian	15	5.0	5.0	98.0
Lacto-ovo vegetarian	6	2.0	2.0	100.0
Total	300	100.0	100.0	

Source: Developed for the research.

Figure 4.7: Dietary Habit



Source: Developed for the research.

Table 4.7 and Figure 4.7 exhibit several dietary habits of respondents. A total of 279 respondents (93.0%) are non-vegetarian while the remaining 5.0% and 2.0% are vegetarian and lacto-ovo vegetarian respondents. 93.0% of the non-vegetarian respondents have further separated into 14.0% who consume mainly meat, 14.0% who consume mainly vegetable and the majority of 65.0% who take balance diet.

4.2 Descriptive Analysis

4.2.1 Respondent Demographic Profile

Table 4.8: Respondent Demographic Profile

N=300	Range	Min	Max	Mean	Std. Dev	Variance	Skewness	Kurtosis
Gender	1	1	2	1.62	0.485	0.236	-0.512	-1.750

Age	3	1	4	2.47	1.158	1.340	0.010	-1.450
MS	2	1	3	1.65	0.634	0.402	0.450	-0.670
EL	6	1	7	3.38	1.739	3.025	0.199	-0.501
Occupation	6	1	7	2.71	1.261	1.590	0.786	1.501
HIL	4	1	5	2.27	1.273	1.621	0.840	-0.302
DH	4	1	5	2.16	0.798	0.637	1.256	2.523

Source: Developed for the research.

Where, Min= Minimum

Max= Maximum

Std. Dev= Standard Deviation

MS= Marital Status

EL= Education Level

HIL= Household income level

DH= Dietary Habit

Table 4.8 shows the descriptive analysis of the respondent demographic profile. Mean of gender of 300 respondents is 1.62 with the standard deviation of 0.485. The maximum value is 2, minimum value is 1 with the range of 1. The variance is 0.236. The skewness value is -0.512 which is less than 0. Hence, it is a left-skewed data. Since the Kurtosis value for gender is -1.750 which is less than 0, therefore, the data is platykurtic.

Mean of age of 300 respondents is 2.47 with the standard deviation of 1.158. The maximum value is 4, minimum value is 1 with the range of 3. The variance is 1.340. The skewness value is 0.010 which is more than 0. Hence, it is a right-skewed data. Since the Kurtosis value for age is -1.450 which is less than 0, therefore, the data is platykurtic.

Mean of marital status of 300 respondents is 1.65 with the standard deviation of 0.634. The maximum value is 3, minimum value is 1 with the range of 2. The variance is 0.402. The skewness value is 0.450 which is more than 0. Hence, it is a right-skewed data. Since the Kurtosis value for marital status is -0.670 which is less than 0, therefore, the data is platykurtic.

Mean of education level of 300 respondents is 3.38 with the standard deviation of 1.739. The maximum value is 7, minimum value is 1 with the range of 6. The variance is 3.025. The skewness value is 0.199 which is more than 0. Hence, it is a right-skewed data. Since the Kurtosis value for education level is -0.501 which is less than 0, therefore, the data is platykurtic.

Mean of occupation of 300 respondents is 2.71 with the standard deviation of 1.261. The maximum value is 7, minimum value is 1 with the range of 6. The variance is 1.590. The skewness value is 0.786 which is more than 0. Hence, it is a right-skewed data. Since the Kurtosis value for occupation is 1.501 which is more than 0, therefore, the data is leptokurtik.

Mean of household income level of 300 respondents is 2.27 with the standard deviation of 1.273. The maximum value is 5, minimum value is 1 with the range of 4. The variance is 1.621. The skewness value is 0.840 which is more than 0. Hence, it is a right-skewed data. Since the Kurtosis value for household income level is -0.302 which is less than 0, therefore, the data is platykurtic.

Mean of dietary habit of 300 respondents is 2.16 with the standard deviation of 0.798. The maximum value is 5, minimum value is 1 with the range of 4. The variance is 0.637. The skewness value is 1.256 which is more than 0. Hence, it is a right-skewed data. Since the Kurtosis value for dietary habit is 2.532 which is more than 0, therefore, the data is leptokurtik.

4.2.2 Factors Affecting of the Customer Satisfaction and Intention to Purchase of the Organic Foods in Taiwan

Seven interval scales constructs shows in Table 4.9 and are calculated in this section to find out the descriptive analysis of factors affecting of the customer satisfaction and intention to purchase of the organic foods in Taiwan. These seven constructs were tapped

on a 5-point Likert Scale with 1 represent 'Strongly Disagree', 2 represent 'Disagree', 3 represent 'Neutral', 4 represent 'Agree' and 5 represent 'Strongly Agree'.

Table 4.9: Factors Affecting of the Customer Satisfaction and Intention to Purchase of the Organic Foods in Taiwan

N=300	Range	Min	Max	Mean	Standard Deviation	Variance	Skewness	Kurtosis
HC	4.00	1	5	3.91	0.84	0.70	-1.19	2.41
C	4.00	1	5	3.77	0.74	0.55	-0.94	1.94
PC	4.00	1	5	3.79	0.77	0.59	-0.95	1.80
EC	3.80	1	5	3.82	0.75	0.56	-0.92	1.76
K	4.00	1	5	3.75	0.74	0.54	-1.00	2.19
CS	4.00	1	5	3.74	0.72	0.52	-1.03	2.56
IP	4.00	1	5	3.95	0.80	0.65	-1.05	1.89

Source: Developed for the research.

Where, Min= Minimum

Max= Maximum

HC= Health Concern

C= Convenience

PC= Price Consciousness

EC= Environmental Concern

K= Knowledge of Organic Food

CS= Customer Satisfaction

IP= Intention to Purchase

Table 4.9 shows the measure of central tendencies for all variables. Mean of health concern of 300 respondents is 3.91 with the standard deviation of 0.84. The maximum value is 5, minimum value is 1 with the range of 4. The variance is 0.70. The skewness value is -1.19 which is less than 0. Hence, it is a left-skewed data. Since the Kurtosis value for health concern is 2.41 which is more than 0, therefore, the data is leptokurtik.

Mean for convenience of 300 respondents is 3.77 with the standard deviation of 0.74. The maximum value is 5, minimum value is 1 and range is 4. The variance is 0.55. The skewness value is -0.94 which is less than 0. Hence, it is a left-skewed data. Since the Kurtosis value for convenience is 1.94 which is more than 0, therefore, the data is leptokurtik.

Mean for price consciousness of 300 respondents is 3.79 with the standard deviation of 0.77. The maximum value is 5, minimum value is 1 and range is 4. The variance is 0.59. The skewness value is -0.95 which is less than 0. Hence, it is a left-skewed data. Since the Kurtosis value for price consciousness is 1.80 which is more than 0, therefore, the data is leptokurtik.

Mean for environmental concern of 300 respondents is 3.82 with the standard deviation of 0.75. The maximum value is 5, minimum value is 1 and range is 3.80. The variance is 0.56. The skewness value is -0.92 which is less than 0. Hence, it is a left-skewed data. Since the Kurtosis value for environmental concern is 1.76 which is more than 0, therefore, the data is leptokurtik.

Mean for knowledge of organic food of 300 respondents is 3.75 with the standard deviation of 0.74. The maximum value is 5, minimum value is 1 and range is 4. The variance is 0.54. The skewness value is -1 which is less than 0. Hence, it is a left-skewed data. Since the Kurtosis value for knowledge of organic food is 2.19 which is more than 0, therefore, the data is leptokurtik.

Mean for customer satisfaction of 300 respondents is 3.74 with the standard deviation of 0.72. The maximum value is 5, minimum value is 1 and range is 4. The variance is 0.52. The skewness value is -1.03 which is less than 0. Hence, it is a left-skewed data. Since the Kurtosis value for customer satisfaction is 2.56 which is more than 0, therefore, the data is leptokurtik.

Mean for intention to purchase of 300 respondents is 3.95 with the standard deviation of 0.80. The maximum value is 5, minimum value is 1 and range is 4. The variance is 0.65. The skewness value is -1.05 which is less than 0. Hence, it is a left-skewed data. Since the Kurtosis value for intention to purchase is 1.89 which is more than 0, therefore, the data is leptokurtik.

4.3 Preliminary Analysis

4.3.1 Independent Sample Test (Homogeneity Test)

4.3.1.1 Gender

Table 4.10: Independent Sample Test (Gender)

IP		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IP	Equal variances assumed	.268	.605	.795	298	.427	.0763	.0960	-.1126	.2652
	Equal variances not assumed			.802	242.72	.423	.0763	.0952	-.1111	.2637

Source: Developed for the research.

Where IP= Intention to purchase

H_o: Group and sample come from populations with the variance are equal.

H_A: Group and sample come from populations with the variance are unequal.

According to Levene' test (Homogeneity test) in Table 4.10, the significant value is 0.605, which is greater than α 0.05 level. Therefore, do not reject H_o. Hence, group and sample come from populations with the variance are equal.

H_o: $\mu_{male} = \mu_{female}$

H_A: $\mu_{male} \neq \mu_{female}$

The 95% CI = [-0.1126, 0.2652] which contains 0 and the p-value is 0.427 which is more than alpha value of 0.05. Therefore, do not reject H_o. Hence, there is no significant difference in the mean for the male and female (gender) in intention to purchase organic food.

4.3.1.2 Monthly Household Income

Table 4.11: Independent Sample Test (Monthly Household Income)

IP		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IP	Equal variances assumed	.001	.973	-5.954	131	.000	-.9876	.1659	-1.3157	-.6595
	Equal variances not assumed			-5.793	43.220	.000	-.9876	.1705	-1.3314	-.6438

Source: Developed for the research.

Where IP= Intention to purchase

H_o: Group and sample come from populations with the variance are equal.

H_A: Group and sample come from populations with the variance are unequal.

According to Levene' test (Homogeneity test) in Table 4.11, the significant value is 0.973, which is greater than α 0.05 level. Therefore, do not reject H_o. Hence, group and sample come from populations with the variance are equal.

H_o: $\mu_{\text{below TWD 20,000}} = \mu_{\text{above TWD 80,001}}$

H_A: $\mu_{\text{below TWD 20,000}} \neq \mu_{\text{above TWD 80,001}}$

The 95% CI = [-1.3157, -0.6595] which does not contains 0 and the p-value is 0.000 which is less than alpha value of 0.05. Therefore, H_o failed to reject and H_A is accepted. Hence, there is significant difference in the mean for the person who has the income level of below TWD 20,000 and above TWD 80,000 (income level) in intention to purchase organic food.

4.3.1.3 Dietary Habit

Table 4.12: Independent Sample Test (Dietary Habit)

IP		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IP	Equal variances assumed	.704	.405	-2.618	55	.011	-.5714	.2182	-1.0088	-.1341
	Equal variances not assumed			-3.277	40.980	.002	-.5714	.1744	-.9237	-.2192

Source: Developed for the research.

Where IP= Intention to purchase

H_o: Group and sample come from populations with the variance are equal.

H_A: Group and sample come from populations with the variance are unequal.

According to Levene' test (Homogeneity test) in Table 4.12, the significant value is 0.405, which is greater than α 0.05 level. Therefore, do not reject H_o. Hence, group and sample come from populations with the variance are equal.

H_o: $\mu_{\text{non-vegetarian : mainly meat}} = \mu_{\text{vegetarian}}$

H_A: $\mu_{\text{non-vegetarian : mainly meat}} \neq \mu_{\text{vegetarian}}$

The 95% CI = [-1.0088, -0.1341] which does not contains 0 and the p-value is 0.011 which is less than alpha value of 0.05. Therefore, H_o failed to reject and H_A is accepted. Hence, there is

significant difference in the mean for the person who has the dietary habit of non-vegetarian : mainly meat and vegetarian (dietary habit) in intention to purchase organic food.

4.3.2 Pearson Correlation Analysis

The correlation matrix of construct based on Table 4.13 shows that, each constructs have the strength relationship between each other. This part investigates the correlation or the association between five factors (health concern, convenience, price consciousness, environmental concern, and knowledge of organic food) which are considered as independent variables while customer satisfaction is mediating variable and intention to purchase is the dependent variable.

Table 4.13: Correlation Matrix of Construct

N=300	IP	CS	HC	C	PC	EC	K
IP	1.000						
CS	0.608**	1.000					
HC	0.541**	0.757**	1.000				
C	0.514**	0.760**	0.789**	1.000			
PC	0.603**	0.739**	0.727**	0.782**	1.000		
EC	0.571**	0.763**	0.744**	0.776**	0.781**	1.000	
K	0.588**	0.753**	0.709**	0.743**	0.796**	0.804**	1.000

Source: Developed for the research.

**Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation Coefficient= r

As a result, all of the independent variables are positively correlated with the mediating and dependent variable. Health concern, convenience, price consciousness, environmental concern, and knowledge of organic food have significant positive association with customer satisfaction and intention to purchase the organic food.

Overall, customer satisfaction towards organic food has the strong significant that correlated with intention to purchase organic food which has (r=0.608), P<0.05. As for the independent variable, environmental concern is the strongest significant that correlated with customer satisfaction, which has (r=0.763), P<0.05, followed by the second strongest, convenience which has (r=0.760), P<0.05 and health concern which has the correlation of (r=0.757), P<0.05. The fourth is knowledge of organic food which has the correlation of (r=0.753), P<0.05 and the last is price consciousness which has the correlation of (r=0.739), P<0.05. All of the r-value show that health concern, convenience, price consciousness, environmental concern and knowledge of organic food have the strong and positive correlation with the customer satisfaction.

Table 4.14 : Correlation Matrix of Construct

N=300	IP	G	A	MS	EL	O	HIL	DH
IP	1.000							
G	-0.046	1.000						
A	0.152**	-0.049	1.000					
MS	0.097	-0.093	0.574**	1.000				
EL	0.000	-0.026	-0.066	-0.080	1.000			
O	0.128*	-0.046	0.305**	0.284**	-0.211**	1.000		
HIL	0.432**	-0.080	0.247**	0.207**	0.084	0.375**	1.000	
DH	0.086	0.001	0.151**	0.098	0.048	0.056	0.086	1.000

Source: Developed for the research.

**Correlation is significant at the 0.01 level (2-tailed).

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

Pearson Correlation Coefficient= r

Where IP= Intention to purchase

G= Gender

A= Age

MS= Marital Status

EL=Education Level

O= Occupation

HIL= Household Income Level

DH= Dietary Habit

The moderating variable (age and household income level) has the significant association with the dependent variable (intention to purchase organic food) and this is because the p-value is less than 0.05. In the table 4.11, it shows that age (r=0.152) has the low and positive association with the intention to purchase organic food while household income level (r=0.432) has the moderate and positive association with the intention to purchase organic food.

4.3.3 Reliability Test

There are total of 35 items being tested in the survey and the reliability values for each variables are shown below.

Table 4.15: Reliability Test

Construct	**Alpha Coefficient**	**Number of Items**
Health Concern	0.954	5
Convenience	0.895	5
Price Consciousness	0.929	5
Environmental Concern	0.929	5
Knowledge of Organic Food	0.916	5
Customer Satisfaction	0.902	5
Intention to Purchase	0.966	5

Source: Developed for the research.

Santos (1999) stated that the higher the value of Cronbach Alpha, the higher the reliability in the variable. The application of Cronbach Alpha helps to clarify the strength

of reliability of each variable. Based on the Table 4.15 Alpha coefficient obtained for independent variables such as health concern is 0.954, convenience is 0.895, price consciousness is 0.929, environmental concern is 0.929, and lastly knowledge of organic food is 0.916. Meanwhile, Alpha coefficient obtained for customer satisfaction is 0.902 and intention to purchase is 0.966. All variables have the five items to measure their reliability. All of the variables' Alpha coefficients fall into the range between 0.8 to 1.0. Therefore, it can be concluded that the reliability of all these variables are highly accepted and with very good strength of reliability for each variable.

4.4 Inferential Analyses

4.4.1 Multiple Regression Analysis

There are two equations will be used in the regression analysis. The first equation is multiple regression analysis and the second equation is simple linear regression analysis. First equation is customer satisfaction towards organic food indicates as the mediating effect while independent variables include health concern (HC), convenience (C), price consciousness (PC), environmental concern (EC) and knowledge of organic food (K). The result of multiple regression analysis is showed in Table 4.16, Table 4.17 and Table 4.18.

Table 4.16: Model Summary[b]

Model	R	R^2	Adjusted R Square	Std. Error of the Estimate
1	0.839[a]	0.704	0.699	0.39513

Source: Developed for the research.

a. Predictors: (Constant), HC, C, PC, EC, K

b. Dependent Variable: Customer Satisfaction

As illustrated from Table 4.16, the value of R^2 is 0.704 and this shows that there are about 70.4 % of the dependent variable (customer satisfaction towards organic food) can be described by the independent variables (health concern, convenience, price consciousness, environmental concern and knowledge of organic food).

Table 4.17: ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	109.193	5	21.839	139.877	0.000[a]
Residual	45.901	294	0.156		
Total	155.094	299			

Source: Developed for the research.

a. Predictors: (Constant), HC, C, PC, EC, K

b. Dependent Variable: Customer Satisfaction

H_o: $\mu 1 = \mu 2 = \mu 3 = \mu 4 = \mu 5$

H_A: Not all the population means are the same.

Table 4.17 ANOVA, the significant value is 0.000, which is less than α alpha 0.05 level. Hence, reject H_o. Therefore, group mean or variances are significant difference at α 0.05 level.

Table 4.18: Result of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	0.415	0.129		3.218	0.001		
HC	0.218	0.048	0.254	4.538	0.000**	.322	3.102
C	0.174	0.060	0.179	2.883	0.004**	.262	3.818
PC	-0.096	0.057	0.103	-1.678	0.094*	.267	3.746
EC	0.182	0.060	0.189	3.026	0.003**	.257	3.891
K	0.202	0.060	0.207	3.401	0.001**	.273	3.663

Source: Developed for the research.

a. Dependent Variable: Customer Satisfaction

**. Significant at the 0.05 level.

*. Significant at the 0.10 level

Where, HC= Health Concern

C= Convenience

PC= Price Consciousness

EC= Environmental Concern

K= Knowledge of Organic Food

CS= Customer Satisfaction

Equation (1) : CS = 0.415 + (0.218) HC** + (0.174) C** - (0.096) PC* + (0.182) EC** + (0.202) K**+ e

In Table 4.18, health concern, convenience, environmental concern and knowledge of organic food show significant positive relationship with customer satisfaction towards organic food. This is due to their P-value of 0.000, 0.004, 0.003 and 0.001 respectively which is below alpha value of 0.05. While for the price consciousness, it has the significant negative relationship with customer satisfaction towards organic food. This is due to their p-value of 0.094 is below the alpha value of 0.10.

On the other hand, unstandardized beta coefficient of health concern, convenience, price consciousness, environmental concern and knowledge of organic food are 0.218, 0.174, -0.096, 0.182 and 0.202 respectively. This can be interpreted as for each unit increase of health concern, there is an increase of 0.218 units in customer satisfaction towards organic food. Besides, for each unit increase in convenience, customer satisfaction towards organic food will increase by 0.174 units. In addition, for each unit increase in price consciousness, there is a decrease of 0.096 units in customer satisfaction. Also, there is an increase of 0.182 units in customer satisfaction towards organic food when each unit of environmental concern increase, whereas if there is an increase in each unit of knowledge of organic food, customer satisfaction towards organic food will increase by 0.202 units. Overall, health concern has the most important variable on customer satisfaction towards organic food by comparing its standardized coefficients of $\beta 1 = 0.254$ with other variables.

Multicollinearity Test

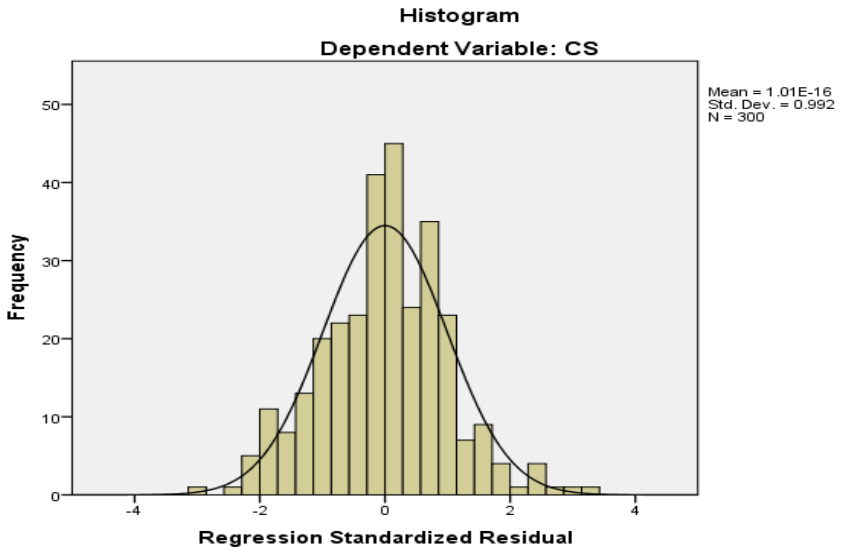
H_o: Error terms are no multicollinearity

H_A: Error terms are multicollinearity.

For the multicollinearity test of this study, the table 4.18 shows that the VIF values in this study are less than 5. Therefore, do not reject Ho. So, error terms are no multicollinearity. Therefore, the variables in the model are adequate and fit.

Normality Graph

Figure 4.8 Normality Test for Customer Satisfaction toward Organic Food



Source: Developed for the research.

According to the figure 4.8, it shows that the regression model for the dependent variable (customer satisfaction toward organic food) and independent variable (health concern, convenience, price consciousness, environmental concern and knowledge of organic food) is normally distributed. Therefore, group and sample come from normally distributed population.

4.4.2 Simple Linear Regression Analysis

On the other hand, the second equation is the mediating effect of customer satisfaction with the dependent variable of intention to purchase of organic food is being analyzed by using simple linear regression analysis. The result of simple linear regression analysis is showed in Table 4.19, Table 4.20 and Table 4.21.

Table 4.19 : Model Summary[b]

Model	R	R^2	Adjusted R Square	Std. Error of the Estimate
1	0.608[a]	0.370	0.368	0.64005

Source: Developed for the research.

a. Predictors: (Constant), CS

b. Dependent Variable: Intention to purchase

As illustrated from Table 4.19, the value of R^2 is 0.370 and this shows that there are about 37.0 % of the dependent variable (intention to purchase organic food) can be described by the mediating variables (customer satisfaction towards organic food).

Table 4.20: ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	71.671	1	71.671	174.954	0.000[a]
Residual	122.078	298	0.410		
Total	193.750	299			

Source: Developed for the research.

a. Predictors: (Constant), CS

b. Dependent Variable: Intention to purchase

H_o: $\mu 1 = \mu 2$

H_A: Not all the population means are the same.

The significant value in this ANOVA Table 4.20 is 0.000 which is less than α alpha 0.05 level. Hence, reject H_o. Therefore, group mean or variances are significant difference at α 0.05 level.

Table 4.21: Result of Simple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	1.406	0.196		7.180	0.000		
CS	0.680	0.051	0.608	13.227	0.000**	1.000	1.000

Source: Developed for the research.

a. Dependent Variable: Intention to purchase

**. Significant at the 0.05 level.

Where, CS= Customer Satisfaction

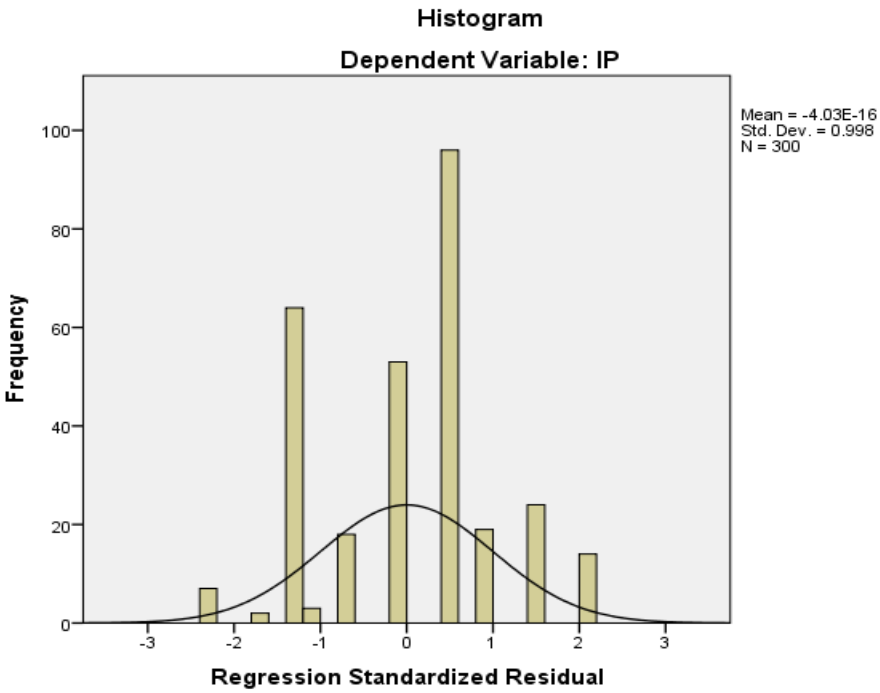
PI= Purchasing Intention of Organic Food

Equation (2) : IP= 1.406 + (0.680)CS

Table 4.21 shows that customer satisfaction toward the organic food shows significant positive mediating effect with intention to purchase organic food. This is because the p-value of 0.000 is below 0.05 level. Meanwhile, unstandardized beta coefficient of customer satisfaction towards organic food is 0.680 which means that there is an increase of 0.680 units in the purchasing intention of organic food when each unit of customer satisfaction increases.

Normality Test

Figure 4.9 Normality Test for Intention to Purchase Organic Food



Source: Developed for the research.

According to the figure 4.9, it shows that the regression model for the dependent variable (intention to purchase organic food) and independent variable (customer satisfaction toward organic food) is normally distributed. Therefore, group and sample come from normally distributed population.

4.5 Hypothesis Testing

Table 4.22 Test of Significant

Hypotheses	Supported/Rejected
$H1_A$: There is a positive relationship between health concern and customer satisfaction towards organic food.	Supported
$H2_A$: There is a positive relationship between convenience and customer satisfaction towards organic food.	Supported
$H3_A$: There is a negative relationship between price consciousness and customer satisfaction towards organic food.	Supported
$H4_A$: There is a positive relationship between environmental concern and customer satisfaction towards organic food.	Supported
$H5_A$: There is a positive relationship between knowledge of organic food and customer satisfaction towards organic	Supported

food.	
$H6_A$: The relationship between the mediating effect of customer satisfaction and intention to purchase organic foods in Taiwan.	Supported
$H7_A$: There is a positive association between age and intention to purchase organic food.	Supported
$H8_A$: There is a positive association between income and intention to purchase organic foods.	Supported

Source: Developed for the research.

4.5.1 Health Concern

$H1_O$: There is no positive significant relationship between health concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.
$H1_A$: There is a positive significant relationship between health concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Reject $H1_O$, if p value < 0.05
According to Table 4.22, the significant value of health concern is 0.000, which is below p-value of 0.05. Therefore, **$H1_O$ is rejected** and $H1_A$ is accepted. This shows that there is a positive significant relationship between health concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

4.5.2 Convenience

$H2_O$: There is no positive significant relationship between convenience and customer satisfaction of the intention to purchase the organic foods in Taiwan.
$H2_A$: There is a positive significant relationship between convenience and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Reject $H2_O$, if p value < 0.05
According to Table 4.22, the significant value of convenience is 0.004, which is below p-value of 0.05. Therefore, **$H2_O$ is rejected** and $H2_A$ is accepted. This shows that there is a positive significant relationship between convenience and customer satisfaction of the intention to purchase the organic foods in Taiwan.

4.5.3 Price Consciousness

$H3_O$: There is no negative significant relationship between price consciousness and customer satisfaction of the intention to purchase the organic foods in Taiwan.
$H3_A$: There is a negative significant relationship between price consciousness and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Reject $H3_A$, if p value < 0.05
According to Table 4.22, the significant value of price consciousness is 0.094, which is below p-value of 0.10. Therefore, **$H3_O$ is rejected** and $H3_A$ is accepted. This shows that there is a negative significant relationship between price consciousness and customer satisfaction of the intention to purchase the organic foods in Taiwan.

4.5.4 Environmental Concern

$H4_O$: There is no positive significant relationship between environmental concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

$H4_A$: There is a positive significant relationship between environmental concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Reject $H4_O$, if p value < 0.05

According to Table 4.22, the significant value of environmental concern is 0.003, which is below p-value of 0.05. Therefore, **$H4_O$ is rejected** and $H4_A$ is accepted. This shows that there is a positive significant relationship between environmental concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

4.5.5 Knowledge of Organic Food

$H5_O$: There is no positive significant relationship between knowledge and customer satisfaction of the intention to purchase the organic foods in Taiwan.

$H5_A$: There is a positive significant relationship between knowledge and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Reject $H5_O$, if p value < 0.05

According to Table 4.22, the significant value of knowledge of organic food is 0.001, which is below p-value of 0.05. Therefore**, $H5_O$ is rejected** and $H5_A$ is accepted. This shows that there is a positive significant relationship between knowledge and customer satisfaction of the intention to purchase the organic foods in Taiwan.

4.5.6 Consumer Satisfaction towards Organic Food and Intention to Purchase the Organic Food in Taiwan

$H6_O$: There is no positive significant relationship between the mediating effect of customer satisfaction and intention to purchase the organic foods in Taiwan.

$H6_A$: There is a positive significant relationship between the mediating effect of customer satisfaction and intention to purchase the organic foods in Taiwan.

Reject $H6_O$, if p value < 0.05

According to Table 4.22, the significant value of consumer attitude towards organic food is 0.000, which is below p-value of 0.05. Therefore, **$H6_O$ is rejected** and $H6_A$ is accepted. This shows that there is a positive significant relationship between the mediating effect of customer satisfaction and intention to purchase the organic foods in Taiwan.

4.5.7 Age and Intention to Purchase Organic Food

$H7_O$: There is no positive association between age and intention to purchase the organic foods in Taiwan.
$H7_A$: There is a positive association between age and intention to purchase the organic foods in Taiwan.

Reject $H7_O$, if p value < 0.05
According to Table 4.22, the significant value of is 0.008, which is below p-value of 0.05. Therefore, **$H7_O$ is rejected** and $H7_A$ is accepted. This shows that there is a positive association between age and intention to purchase the organic foods in Taiwan.

4.5.8 Income and Intention to Purchase Organic Food

$H8_O$: There is no positive association between income and intention to purchase the organic foods in Taiwan.
$H8_A$: There is a positive association between income and intention to purchase the organic foods in Taiwan.

Reject $H8_O$, if p value < 0.05
According to Table 4.22, the significant value of health concern is 0.000, which is below p-value of 0.05. Therefore, **$H8_O$ is rejected** and $H8_A$ is accepted. This shows that there is a positive association between income and intention to purchase the organic foods in Taiwan.

4.6 Conclusion

Overall, firstly, pie charts were used to analyze the results in the frequency analysis. Besides that, the seven constructs were measured in central tendencies and dispersion such as mean, variance and standard deviation, minimum value, maximum value, range, skewness and kurtosis of descriptive analysis. Preliminary analysis approach such as reliability test, homogeneity test, Pearson correlation coefficient and inferential test such as the simple linear regression and multiple linear regression were used to determine the relationship between the independent, mediating and dependent variables. Next, chapter 5 explains about the discussion, implication and conclusion for this research.

CHAPTER 5

DISCUSSION, CONCLUSION AND IMPICATIONS

5.0 Introduction

Chapter 5 discusses about the findings of the study outcome and summary of statistical analyses based on the previous chapter. This chapter has also outlined the discussion of major findings, managerial implications, research limitations and recommendations for future research.

5.1 Summary of Statistical Analyses

Based on the generated result, the statistical analysis in Chapter 4 shows that most of the respondents are female, older, married with children, high education level, employed with the household income level of above 20,001 and non-vegetarian. In the age segment, this could show that the older household and women perceive organic food as a dominance which increase their interest to purchase it (Hwang, 2016). As for marital status, there are majority of 47.7% respondents married with children and the research from Riefer and Hamm (2011) stated that new parents with the arrival of baby or having children in the household are more interested in buying organic food.

According to Aslihan Nasir & Karakaya (2014), there is a greater likelihood in concerning the purchase of organic food for consumers with higher education level than those with less education. This can be explained that most of the respondents are Bachelor Degree holder and constituted 34.7% of the segment. Respondents who are employed and with the higher income level become the organic food customers since they have the more purchasing power to buy the products.

In the reliability test, form the previous chapter, the researchers found that there is the highly reliability in all variable of the questionnaire in this research since all Cronbach Alpha value is more than 0.80.

Based on the result obtained from Chapter 4, four independent variables such as health concern, convenience, environmental concern, and knowledge of organic food have the positive relationship with the customer satisfaction towards organic food. At the same time when customer satisfaction towards organic food served as mediating variable, it is significant correlated with intention to purchase the organic food.

In the first equation, the result indicated that 70.4% of the customer satisfaction towards organic food is explained by health concern, convenience, price consciousness, environmental concern and knowledge of organic food. The p-value for health concern, convenience, environmental concern and knowledge of organic food are below 0.05, which indicated that these four variables have positive significant effect on customer satisfaction towards organic food in the alpha level of 0.05. In the alpha level of 0.10, the price consciousness also has the negative significant effect on the customer satisfaction towards organic food. Meanwhile, health concern shows a stronger influence on customer satisfaction towards organic food.

Simple Linear Regression has been used to test the second equation, which is the relationship between customer satisfaction and intention to purchase organic food. This indicates that 37.0% of the intention to purchase organic food is explained by the customer satisfaction towards organic food. Its p-value of 0.000, which is below 0.05,

also exhibits that customer satisfaction has positive significant impact on intention to purchase organic food.

5.2 Discussions of Major Findings

5.2.1 The Relationship between Health Concern and Customer Satisfaction and Intention to Purchase Organic Food

$H1_A$: There is a positive significant relationship between health concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Based on the research, health concern was supported at 0.000 significant value, which is p-value lower than 0.05. Therefore, it indicates health concern has a significant relationship with customer satisfaction towards organic food. In overall, the findings of H1 is accepted and parallel with the earlier studies (Irianto,2015; Mehra & Ratna, 2014) proving that consumers would have the intention to purchase the organic food with correlation of health consciousness. Consumers tend to choose organic food as healthier alternative because they believe organic food is to be free from chemical residues and artificial ingredients (Lim, Yong & Suryadi, 2014) and contain more nutrients than conventional food that would enhance personal healthy lifestyle (Bagher, Salati, & Ghaffari, 2018).

In addition, the finding is coherent with the results obtained from the research of Wang, Pacho, Liu & Kajungiro (2019) which shown a concern for health contributes to forming positive effect towards the intention to purchase organic food in the market. Furthermore, results from Yadav & Pathak's (2015) and Yazdanpanah & Hasheminejad (2015) added consistency to one's health concern is positively affect the satisfaction and intention toward organic foods.

For instance, facts about health benefits of a food can improve the probability of its consumption (Pearson, Henryks, Sultan & Anisimova (2013). This is because consumer

who are health awareness have more intention to retain themselves in well-being related behavior and organic food consumption in connecting their innate needs, values, and interest about human health (Pearson, Henryks, Sultan & Anisimova, 2013; Michaelidou & Hassan, 2008). Overall, finding of H1 is parallel with studies from stated health concern is one of the influential principle when consumer making purchase decision involving organic food.

5.2.2 The Relationship between Convenience and Customer Satisfaction and Intention to Purchase Organic Food

$H2_A$: There is a positive significant relationship between convenience and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Based on the result, H2 finding of convenience has a significant relationship with satisfaction and intention to purchase the organic food which is supported at p-value equals 0.004. The result is consistent from previous finding (Mhlophe, 2016) stated that convenience has the significant effect on the intention to purchase organic food. If the organic food is using the lessen time, physical effort and mental effort to own it, consumers are more favorable in purchasing the organic food. The study supported by Joshi & Rahman (2015) postulated that the consumers avoid the place that sold the organic food in the far distances. Therefore, by increasing the convenience of buying organic food, the gap between customer satisfaction and intention could decrease.

Further support from Bravo, Cordts, Schulze & Spiller (2013) stated that in the future, marketer or industry of the organic food should offer more shopping venue to the organic consumer for them to increase the intention or the probability to purchase the organic food. This show that consumer tend to prefer near organic food's shopping place rather than the far distance. In other words, when the inorganic food is available in the near distance, consumer would prefer the inorganic food since it is easier for them to purchase. Therefore, consumers who have consumed organic food habitually find convenience is the primary consideration in selecting the organic food.

As a result, the research found that consumers aim near place in selecting of food like vegetables and fruits. In further support, research from Pomsanam, Napompech & Suwanmaneepong (2014) has found that lack of availability of the place that sold organic foods were decreased the satisfaction and intention to purchase organic food. This study confirmed previous research (Dimitri and Dettmann, 2012) suggesting that access to organic food is clearly associated with a higher propensity to buy organic products and that organic product availability in shops close to one's home is important. Subsequently, finding of H2 is parallel with studies from stated convenience is one of the influential principle when consumer making purchase decision involving organic food.

5.2.3 The Relationship between Price Consciousness and Customer Satisfaction and Intention to Purchase Organic Food

$H3_A$: There is a negative significant relationship between price consciousness and customer satisfaction of the intention to purchase the organic foods in Taiwan.

From this research, the finding of H3 is supported at 0.094 significant value when set the alpha value is 0.10. This shows that price consciousness has a negative significant relationship between customer satisfaction and intention to purchase organic food. This result is in parallel with prior study from Lee & Yun (2015) reported that price of the organic food is one of the most important indicators of customer satisfaction and intention to purchase organic food. When the price of organic food is too high, it could become the key barrier in affecting the intention of the consumer to purchase organic food.

Since price consciousness is emphasized on customer satisfaction and intention, studies from Aschemann-Witzel, Zielke & Thøgersen (2014) also found price is the vital factor that lead to the less in purchasing organic food. The lower income consumer thinks that the price of organic food could not be afforded by them and they prefer to buy the cheaper food since they know that the organic food might be healthier and others.

In additional, although many consumer interested in buying the organic food since organic food is more high quality, price still become the barrier for them to purchase the organic food (Ali & Ahmad, 2016). With that, consumers have the perception of consuming organic food is higher price than the conventional goods could have the high intention to purchase organic food and because of the worse economic situation. This means that the higher price become the main barrier for the consumer to consume the organic food (Torres-Ruiz, Vega-Zamora & Parras-Rosa, 2018). Overall, the finding of H4 is coherent with the studies above stated price consciousness is one of the most important predictors which hold negative intention towards organic food.

5.2.4 The Relationship between Environmental Concern and Customer Satisfaction and Intention to Purchase Organic Food

$H4_A$: There is a positive significant relationship between environmental concern and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Referring to the analysis in Chapter 4, environmental concern has a p-value of 0.003 which p-value is below 0.05, shows a positive relationship with customer satisfaction and intention to purchase organic food. Hence, the findings of H4 is accepted and consistent with the earlier studies (Ahmad & Juhdi, 2010; Kareklas, Carlson & Muehling, 2014) which indicated that consumers who are more concern with environmental issues are more likely to have positive intention towards organic food. Also, in this study, consumers' belief of organic food that could contribute to the environmental friendly is aligned with the prior research findings (Ali & Ahmad, 2016), which established environmental concerns and benefits are associated with positive satisfaction and intention towards organic food.

Environmental concern was identified as one of the factors that affect consumers' intention towards organic food (Felix & Braunsberger, 2016; Chen and Lobo, 2012). This is due to the fact that consumers are getting more aware of the consumption from chemical substances such as pesticides and fertilizers used in the farming method. According to Teng & Wang (2015), consumers have a strong belief that chemical

fertilizers and pesticides, which causes damage to the environment are utilized in producing conventional food products, while organic food which produced in a natural way that do not harm the environment are perceived as being environmentally friendly. This can be supported by (Goh & Balaji, 2016; Gomiero, Pimentel, & Paoletti, 2011), stated that organic farming are perceived as having low effect on the environment, which help in reducing the nature contamination of water and soil as well as decreasing the usage of chemical instruments in farming (Zeinab & Seyedeh, 2012). Given the high concern in preserving the environment, it can be understood that environmental concern has a favourable influence on consumer attitude towards organic food. Therefore, there is a significant relationship between environmental concern and consumer attitudes.

Overall, the finding of H4 is coherent with those study stated that there is a significant positive relationship between environmental concern and customer satisfaction and intention to purchase organic food.

5.2.5 The Relationship between Knowledge and Customer Satisfaction and Intention to Purchase Organic Food

$H5_A$: There is a positive significant relationship between knowledge and customer satisfaction of the intention to purchase the organic foods in Taiwan.

Finding of H5 from this study is accepted at significant value of p=0.407 due to its value is less than 0.05. This indicates that there is a positive significant relationship between knowledge and customer satisfaction of the intention to purchase the organic foods in Taiwan. Previous findings found were consistent with (Mohd Suki, 2016) which stated that the knowledge has a significant impact on consumer intention towards organic food because organic brand knowledge and food safety knowledge are significantly impact on the intention to purchase organic food.

According to Han & Stoel (2016), they found that consumer who has the product knowledge could affect and form a positive satisfaction and intention toward a purchase.

Thus, it is important for the marketer to provide more chance for the consumer to learn more about the knowledge of organic food and increase the intention to purchase it. Based on the findings, it has proven that knowledge of consumer take the important factor in affecting their intention towards organic food.

In addition, study from Kim & Bonn (2015), they found that knowledge could increase the perceptions in the attributes of the organic food, increase the understanding of the product and increase perceived value of the product and intention to buy it.

For instances, gain information and knowledge about the pesticide, insecticide, fungicide and herbicide that are used in food production could increase the intention to purchase organic food (Teng et al., 2011). At such, respondents with certain knowledge of food safety usually pay more attention to the qualities of "no chemical substance", "natural" and "safety" of food products when involving with organic food consumption. Overall, finding of H5 is parallel with studies from stated knowledge is one of the influential principle when consumer making purchase decision involving organic food.

5.2.6 The Relationship between Customer Satisfaction and Purchasing Behaviour of Organic Food

$H6_A$: There is a positive significant relationship between the mediating effect of customer satisfaction and intention to purchase the organic foods in Taiwan.

The analysis result shows that the finding of H6 is supported at p-value=0.000 which is below 0.05. This indicates that customer satisfaction has a significant mediating effect on intention to purchase organic food. This means that in this study, customer satisfaction has a strong influence on intention to purchase organic food. Hence, the result obtained can be supported by prior studies (Hasanov & Khalid, 2015; Cheng et. al, 2014; Muniady, Al-Mamun, Permarupan & Zainol, 2014) which generally stated that there is a significant positive influence between customer satisfaction towards organic food and purchase intention of organic food.

In accordance with the finding from Yazdanpanah & Forouzani (2015), there is a strong positive relation between customer satisfaction and intention. While customer satisfaction has been the most significant antecedent in repurchase intention (Kim & Chung, 2011). Yazdanpanah & Forouzani (2015) stating that a person's intention to perform behavior is stronger when the person who are enjoy the internal and external satisfaction, as well as moral worthiness. In other words, this means that one's satisfaction towards a product could lead to the behavior such as the consumption of organic goods is more favorable. This can be simply explained as the more favorable attitude consumer has towards organic food, the more likely that consumer would purchase organic food. The intention to perform a behavior or participate in a particular behavior tends to go after a positive or favorable satisfaction.

According to Suprapto and Wijaya (2012), positive attitude towards organic food is significantly based on consumers' belief and evaluation that the consumption of organic food is beneficial. This implies that the positive beliefs or knowledge of organic food such as healthier and environmental friendly were the important factors that lead to a more positive satisfaction towards the purchase of organic food.

As illustrated in Table 4.13, the value of R Square is 0.370 which indicates that 37.0% of the organic food purchasing intention is explained by customers satisfaction towards organic food. This result is consistent with the previous findings (Lim, Yong & Suryadi., 2014; Suprapto & Wijaya, 2012), revealed that customer satisfaction has a positive effect on purchasing intention of organic food which provide crucial predictor for the consumption of organic food.

5.2.7 The Relationship between Age and Intention to Purchase the Organic Foods

$H7_A$: There is a positive association between age and intention to purchase the organic foods in Taiwan.

Based on the analysis in Chapter 4, the result shows that the finding of H7 is supported at p-value=0.008 which is below 0.05. This indicates that there is a positive association between age and intention to purchase the organic foods. Hence, the result obtained can be supported by prior studies (Bravo et al., 2013; Hamm et al., 2012) which stated that ae is the sociodemographic determinant that could positively affect the intention to purchase organic food.

Through this research, it could found that the older consumer have the high chance to purchase the organic food since there are 71% of the respondents are more than 31 years old. This is because the older consumers have their own family and they need to make sure that the food that their children consume is the best and healthy product. This can be supported by the study of Riefer and Hamm (2011) and Aschemann-Witzel, Maroscheck & Hamm (2013), they stated that becoming parents is the main reason for them to start to purchase the organic food.

Aschemann-Witzel & Niebuhr Aagaard (2014) stated that younger consumer not prefer to purchase the organic food due to the reason of the price of organic food. They stated that although they aware and satisfy the organic food, price still become the major barrier that could influence of their intention to purchase organic food. Overall, age has the positive association with the intention to purchase the organic foods and this can be supported by the research Hwang (2016). The research found that older consumers have the high intention to purchase organic food because the food safety, environmental concern, and the health concern.

5.2.8 The Relationship between Income and Intention to Purchase the Organic Foods

$H8_A$: There is a positive association between income and intention to purchase the organic foods in Taiwan.

From this research, the finding of H8 supported at p-value=0.000 which is below 0.05. This shows that income has a significant positive association with the intention to purchase organic food. This result is in parallel with prior study from Deliana (2012) and Kriwy & Mecking (2012) which stated that the higher income groups are more affordable to purchase the organic food since they could pay the higher price compare to the low-income group. Besides that, high-income groups are willing to attain better quality of life such as buying the organic food due to the commensurate growth in their disposable income.

Moreover, a research found that when the income level of the consumers increase, the market development of the domestic organic food also increase. This means that if the consumers have the certain purchasing power, they are willing to purchase organic food instead of conventional food (Asif, Xuhui, Nasiri & Ayyub, 2018). Thus, for the retailers who planned to operate the organic food in the future, they could try to focus on the high-income consumer who like to spend their money in the famous store (Rana & Paul, 2017). Overall, the income has the positive association with the intention to purchase organic food and this could be support by Chen, Lobo & Rajendran (2014). They found that the "higher the income the more likely they would purchase organic food." In other words, this means that although customer are satisfy the organic food, income still become the main consideration for them to consume it.

5.3 Implications of the Study

5.3.1 Managerial Implications

This study provokes the intention to investigate few factors that influence customer satisfaction and their purchase intention towards organic food. Thus, this study will be contributed to the study in organic food purchases. From the research results, it shows that customer satisfaction towards organic food is significantly relationship with intention to purchase of p=0.000. For example, consumers view foods labelled as 'organic' to be healthier as compared with conventional food (Bryla, 2016). In this study, it has proven

consumers' attitude is linked with emotional benefits in driving demands of organic food. It possesses positive attitude from an individual when they correspond with the idea and perception of purchasing organic (Sathyendra & Chandrashekar, 2015).

With the study addressed different factors towards organics in Taiwan perspective, it has therefore filling a gap and shed further insights in the current literature. From the research, organization and related players can take these findings into their account and act as their guidelines in future operations to increase consumers' intake on organic products. Based on the results, the important significant factors that contributed in this study to purchase organic food is highly dependent on consumers' thinking and values such as health concern, convenience, price consciousness, environmental concern and knowledge of organic food. In other words, retailers, marketers and producers could use the results as a basis to develop strategic marketing plans and acts as an effective communication and sources of information which significantly affect the consumer behavior and perception (Hassan & Mustapha, 2010). For example, when designing advertising and packaging of products, words such as "healthy", "high quality" and "environmentally friendly" show a consistent images and impressions for organic products. Moreover, information about health benefits of products should be widespread in public where the messages should be understandable and specified with the ingredients used, production process and how it relates with consumer's health to increase consumer knowledge and awareness.
In addition, the relevant communication message could educate and motivate consumers about the benefits of consuming organic food. In situation, for example, although Taiwan has many organic certification such as the MOA and TODA, retailers still could cite the outcome consequences of scientific studies, technical information, or support by well-known national agencies (e.g. USDA) to improve the guarantee on organic foods like valuable nutrients (vitamins and minerals), less pesticide residues, or no antibiotics or hormones given to animals. Hence, the implication can broaden the organic food consumer base when developing positive perceptions towards organic food products.

However, marketers should avoid only engaging in proactive and strategic marketing but enhance their ethical practices to include information pertaining to production methods

and Corporate Social Responsibility (CSR) activities in promoting organic food. According to Boulouta & Pitelis (2014)., when organization is exercising CSR activity such as environmental responsiveness is competent remain competitive and even increase market share in the industry. With that, retailers can collaborate with government to focus on communicating and develop consumer trust in organic and eco label on organic food. To this end, government or non-government organization should develop better marketing strategy to increase the concept of green in Taiwan. For instance, to involve institutes to carry out persuasive programs at TV programmes, advertisement, campaigns, seminars to propose the benefits of organic product knowledge for new or existing organic consumers and put social pressure and arouse the morality of human on a consumer's attitude toward organic products. In order to gain certain trust, government should also monitor the credibility of the messages carried by eco-labels to ensure that the trust of consumers is not breached collaboration. Subsequently, the implications of organic food could drive the intention from forming positive intention into actual purchase because they feel that they could lessen the pollutions and maintain the natural resources.

Lastly, the marketer should control the price of the organic food and increase the location of selling the organic food. In this situation, consumer with the lower income could also afford the expenses of the organic food and increase the possibility of buying organic food. By increasing the sell location, it could let the consumer use the less effort and time to buy the organic food easily.

5.4 Limitations of the Study

Throughout the progress of conducting this study, there are few limitations needed to be identified and pointed out for the researchers to acknowledge and learn. However, the limitations do not affect or lessen the significance of findings which contribute platforms for future research.

5.4.1 Limited Sample Size

Firstly, the limitation of this study is the small sample size of 300 respondents. It is considered as limited sample size which is incompetent and impossible to represent the whole population of people who have consumed and purchasing power towards organic food. It limits the ability to make broader generalizations to a wider population group which should be the focus of future research. At such, the result faces challenge to find significant relationships from the data as statistical test which normally need bigger sample size to guarantee a representative distribution of the population. Besides, it also adds obstacle in finding a trend and a meaningful relationship when the sample size is too small. For instance, most of the respondents are fill in the form through online. Therefore, the sample size might affect the reliability of the research which it unable to represent the whole population who intend to purchase organic food.

5.4.2 Response Bias

Apart from smaller sample size, the respondents may lead to higher variability which may lead to bias. There is voluntary response bias occurs in the research. During the survey, researchers have posted the survey on certain organic food websites such as Facebook and Line based in Taiwan which lead to small number of people have accessed to or acknowledged about the survey. The result is thus skewed to reflect the opinions of those who visited the website. As there are also people who are organic purchasers but have not visited the websites. The result also limited to the online social media user and actually, most of the older organic consumers might not use the online social media. Thus, they would not include in the survey and the survey's accuracy will suffers from non-response. Besides, the data collection of the survey is also suffered from time constraint since there is only a certain period for collecting the data. Therefore, the result is considered less validity.

Moreover, respondents might not be 100 percent truthful with the information provided might affect the reliability of the research as they were not answered the questions

through face to face. At times, some respondents may attempt to protect their privacy and there is no way to tell how truthful and thoughts the respondents have put in answering the survey. This is because respondents might find the easiest way to fill in the answers even when they do not entirely understand the question or found out that the questionnaire is complicated and time consuming for them. For instance, majority of the respondents found Section C's question about agree and disagree question for those seven variable, most of the respondents are filled in the mark of 3 in the whole questionnaire. This could show that they are impatience to read and interpret all the questions. They might just go through the questions and they have the mind of just filled in agree or neutral all the way. Therefore, consumers who were in hurry and wanted to save their time and efforts to get their things done quickly, they might choose to answer the questions randomly or based on their own interpretation of the questions. The action is at the level of subjectivity which is not acknowledged and thus will affect the accuracy of the overall result.

5.5 Recommendations for Future Research

Consequently, to improve the quality of this study in the future, there are few recommendations being suggested by the researcher to overcome the limitations that are found in the previous part.

5.5.1 Increase Amount of Sample Size

As mentioned earlier, sample size in this research has only limited to 300 respondents. For future research, by increasing the number of sample size is highly recommended so that a more reliable and accurate result can be conducted. The sample size is not advisable to only focus mainly on the Taichung Taiwan instead should focus on more cities in the Taiwan such as Taipei, Tainan and other cities. However, if there are any financial constraints to conduct the research at other cities which are far from the town, researchers are recommended to distribute the survey through online if there is any way

to distribute the survey. To conclude, several cities of respondents could not represent all respondents in Taiwan due to their own perception, knowledge and purchasing behavior. Data collected from more cities tends to enhance the consistency and accuracy of the results.

5.5.2 Extend Duration of Research

Researchers should not limit their data collection period in order to comply with strict deadline as it constrained the possibility of answers from potential respondents. To reduce non-response bias, it is recommended to extend the survey collection period to at least a month so that data collection will not be restricted to only one week or some specific time of target respondents. This enables the respondents to choose any day of the week to answer the survey according to their own busy schedule. For instances, researchers would receive perceptions from students and housewife during weekdays. While during weekend, more perceptions can be collected from employees who are working on weekdays because these are the only days they are free to visit the online website store to stock up their groceries. As a result, researchers were able to collect more possibility of answers from different respondents which further enhance in generating precise and accurate result of the research. Therefore, it is advisable to avoid rush or short data collection period so that respondents' bias can be eliminated.

5.5.3 Conduct More Ways to Collect the Survey

Furthermore, in the future, the researchers could use more ways to collect their survey such as conduct interview to increase the accuracy of the result. This is because through the interview, it could gain more complete information, perception, experience and thinking of the respondents towards the intention to purchase organic foods. Through interview, the researchers could observe the response and expression of the respondents. For instance, if the respondent is willing to spend more time to answer the questions, the researchers could ask the questions more details and understand the reason for them to

choose agree or disagree. It might be the useful information in the research since it is the true information that is presented by the respondents.

5.5.4 Narrow Down the Target Topic or Products

Organic food is the terms that include many things such as the organic fruit, organic vegetable, organic meat, organic shampoo and others in the world. In Taiwan, there are many things are produced by using the organic ways, from eat to use in the daily life. Therefore, in the future, the researchers might specific the product in their research. This is because the organic food is a wide topic in the research. Through narrow down the products, the researcher could give the accurate answer in the different part of the product in their life.

5.4.5 Include the Factor Analysis

There is the lack of factor analysis in this research. Therefore, the factor analysis could be included in the future research. This is because the factor analysis could let the researcher to investigate the variable relationships for their complex concept such as the socioeconomic status, dietary patterns, or psychological scales. It also allow the researchers to identify the concept that could not be measured directly by collapsing a large number of variables into a few interpretable underlying factors. The factor loading could help the researcher to delete the question or statement that are not valid in the section and others. In the such way, it might let the questionnaire become more valid and reasonable.

Overall, these are the recommendation that the researchers can use to improve their result of research in the future.

5.6 Conclusion

In conclusion, this research serves a platform to have better understanding on customer satisfaction towards purchasing intention in organic food. Researchers are contented that customer satisfaction served as a good mediator which have an impact on purchasing intention which ultimately affecting consumer purchasing decisions. Health concern, convenience, price consciousness, environmental concern and knowledge of organic food, each play vital role in influencing consumer purchasing intention. The findings show that, from a demographic perspective, consumers who are older and higher income level perceive healthier as their primary motivation are likely to be regular purchasers of organic foods. The analysis test result and discussion of major findings for the variables are summarized in this study. Along with managerial implications, limitation and recommendations are provided for researchers to further improve for future research.

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APPENDIX

1. Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

Title of Research:

Customer Satisfaction and Intention to Purchase

the Organic Foods in Taiwan

Dear respondent,

I am student from Universiti Tunku Abdul Rahman (UTAR) in Malaysia who pursuing Master of Business Administration (MBA). We are now conducting a survey entitled **"Customer Satisfaction and Intention to Purchase of the Organic Foods in Taiwan".**

Your participation in this research project is completely voluntary. There are no known risks to participation beyond those encountered in everyday life. Your response will remain confidential and anonymous. Data from this research will be kept under lock, key and reported only as a collective combined total. No one other than the researchers will know your individual answers to this questionnaire. This questionnaire would take approximately **TEN (10) minutes** to complete. Your contribution of effort and time taken to this work are highly appreciated.

Thank you for your valuable time and participation.

Sincerely,

Woon Jia Hui

+886989249001

SECTION A: DEMOGRAPHIC PROFILE

*Instruction: Please tick (✓) **ONE** for the appropriate box.

1. Gender:
   ( ) Male
   ( ) Female

2. Age:
   ( ) 21- 30 years old
   ( ) 31- 40 years old
   ( ) 41- 50 years old
   ( ) Above 50 years old

3. Marital status:
   ( ) Single
   ( ) Married with children
   ( ) Married without children

4. Highest education level:
   ( ) Elementary School
   ( ) Secondary School
   ( ) High School
   ( ) Bachelor Degree
   ( ) Master Degree
   ( ) Doctoral Degree
   ( ) Others, please
   specify:_____

5. Occupation:
   ( ) Student
   ( ) Housewife

( ) Employee

( ) Self-employed

( ) Unemployed

( ) Retired

( ) Other, please

specify:_____

6. Monthly household income:

( ) Below TWD 20,000

( ) TWD 20,001 - TWD 40,000

( ) TWD 40,001 - TWD 60,000

( ) TWD 60,001 - TWD 80,000

( ) Above TWD 80,001

7. Dietary Habit:

( ) Non-vegetarian : Mainly meat

( ) Non-vegetarian : Balance diet

( ) Non-vegetarian : Mainly vegetable

( ) Vegetarian

( ) Lacto-ovo vegetarian

SECTION B: GENERAL QUESTION

Organic food is produced without using chemical fertilizers, artificial pesticides, antibiotics, growth hormones, irradiation, food additives and genetic modification.

*Instruction: Please tick (✓) in the appropriate box.

1. How often do you purchase organic food in a month?
   ( ) Everyday
   ( ) Sometimes
   ( ) Frequently
   ( ) Rarely
   ( ) None

2. When was your last purchase of organic food?
   ( ) Few days ago
   ( ) Few weeks ago
   ( ) Few months ago
   ( ) One year ago
   ( ) More than one year ago

3. Where do you usually shop for organic food?
   ( ) Organic store
   ( ) Supermarket
   ( ) Grocery store
   ( ) Shopping mall
   ( ) Farmers market
   ( ) Others, please
   specify:_____

SECTION C:

*Instruction: Please **CIRCLE** the number to indicate how much you agree or disagree with each of the following statements. Indicate your answer by using the following scale of 1 to 5.

Where: 1- Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree

1. Health Concern

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Organic food products contain more vitamin and mineral.	1	2	3	4	5
2	Growing food organically and naturally is better for health.	1	2	3	4	5
3	Organic food products are healthier than conventional food because it produces without preservatives or artificial colour.	1	2	3	4	5
4	Choosing organic food products are good for ensure our blood circulation and body metabolism.	1	2	3	4	5
5	Organic food is nutrition for healthy concern.	1	2	3	4	5

2. Convenience to Purchase of the Organic Food

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	It is easy to find organic foods in my area.	1	2	3	4	5
2	A variety of organic foods is	1	2	3	4	5

	available for selection near my place.					
3	My preferred organic foods are always sufficiently available at supermarkets/specialty stores/open markets.	1	2	3	4	5
4	Organic foods are placed at a separate section in the retail outlet that is easy to find.	1	2	3	4	5
5	Organic foods can be conveniently purchase online also.	1	2	3	4	5

3. Price Consciousness

	Statement	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1	I can afford to buy organic foods.	1	2	3	4	5
2	Organic foods have many of the different price levels.	1	2	3	4	5
3	Organic food has a clear price tag.	1	2	3	4	5
4	Organic foods are expensive.	1	2	3	4	5
5	The price of organic food is in accordance with benefits.	1	2	3	4	5

4. Environmental Concern

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Organic products are more ecologically sound than conventional products.	1	2	3	4	5
2	I believe organic food consumption contributes to protect environment.	1	2	3	4	5
3	Products grown "organic" are obtained from sustainable resources and less polluted discharges into air, water and soil than grown conventionally.	1	2	3	4	5
4	It's very important that the foods have been prepared and packaged in an environmentally and friendly way.	1	2	3	4	5
5	It's very important that the foods have been produced in a way which has not shaken the balance of nature.	1	2	3	4	5

5. Knowledge of Organic Food

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I have enough knowledge to differentiate organic food and non-organic food.	1	2	3	4	5
2	I know the process of organic	1	2	3	4	5

	product.					
3	I feel very knowledgeable about organic food.	1	2	3	4	5
4	Compared to most other people, I know more about organic food.	1	2	3	4	5
5	I know pretty much about organic food.	1	2	3	4	5

6. Customer Satisfaction

	Statement	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1	I am satisfied to purchase this organic food for my health concern.	1	2	3	4	5
2	I am satisfied that when I purchase the organic food, it is very convenience of my place.	1	2	3	4	5
3	I am satisfied with the price of organic food when I purchase them.	1	2	3	4	5
4	I am satisfied to purchase this organic food for environmental concern.	1	2	3	4	5
5	I am satisfied with the information provided when I purchase organic food.	1	2	3	4	5

7. Intention to Purchase Organic Food

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I intend to purchase and consume organic foods if they are available in my place.	1	2	3	4	5
2	I plan to consume organic foods if they are within the affordable price.	1	2	3	4	5
3	I will try to consume organic foods if they are healthier.	1	2	3	4	5
4	I intend to purchase and consume organic foods if they are concern the environmental.	1	2	3	4	5
5	I plan to buy organic food products when I have more knowledge of organic food.	1	2	3	4	5

2. Approval for Ethical Clearance to Involve Human Subjects in Research

UNIVERSITI TUNKU ABDUL RAHMAN
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

Re: U/SERC/62/2019

4 April 2019

Dr Aye Aye Khin
Department of Economics
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Aye,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under expedited review.

The details of your research project are as follows:

Research Title	Customer Satisfaction and Intention to Purchase the Organic Foods in Taiwan
Investigator(s)	Dr Aye Aye Khin Professor Huang, Yen-Tsung (Tunghai University) Woon Jia Hui (UTAR Postgraduate Student)
Research Area	Social Sciences
Research Location	Taichung, Taiwan
No of Participants	300 participants (Age: 21 and above)
Research Costs	Self-funded
Approval Validity	4 April 2019 - 3 April 2020

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

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Website: www.utar.edu.my

Should you collect personal data of participants in your study, please have the participants sign the attached Personal Data Protection Statement for your records.

The University wishes you all the best in your research.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
Director, Institute of Postgraduate Studies and Research

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