

Predictors of Consumer Satisfaction and Continuance of Natural Food Products Across Generations

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Dated received: May 29, 2025

Date revised: October 13, 2025

Date accepted: October 29, 2025

Originality: 93 %

Grammarly Score: 99%

Similarity: 7%

Recommended citation:

Bendecio, A., & Pillo, M. (2025). Predictors of consumer satisfaction and continuance of natural food products across generations. *Journal of Interdisciplinary Perspectives*, 3(11), 206-219. <https://doi.org/10.69569/jip.2025.463>

Abstract. Consumer priorities have undergone substantial changes, as people now prioritize health and wellness and are willing to spend extra money. The extensive literature review revealed an explicit knowledge and literature gap in consumer satisfaction and patron continuance regarding natural food products across generations. Moreover, the random sampling of 357 participants enabled multiple regression to identify key predictors of patrons' decisions to continue using natural food products. Results showed that consumer satisfaction differs significantly across generational profiles. Specifically, post hoc tests revealed that Generation X has a significantly higher level of satisfaction than millennials and Generation Z, with a significant effect. Likewise, millennials have higher consumer satisfaction than Generation Z, with a large effect size. At the same time, a significant difference exists between patron continuance and the generational profile of consumers of natural food products. Post-hoc tests revealed that Generation X has higher patron continuance than millennials, with small to medium effect sizes. Interestingly, Generation X's level of patron continuance is higher than that of Generation Z, which has a large effect size. Furthermore, millennials are significantly higher than Generation Z, which has a significant effect. While dining behavior and level of satisfaction are significant predictors of consumer continuance, the best-fitting model shows that product preference, amount spent, restaurant, and consumption preference (excluding dining preference) have the most parsimonious and effective combination of predictor variables. These variables, when considered together, provide the most effective and straightforward explanation of consumer continuance. Underscoring dining behaviors and levels of satisfaction in natural food product restaurants is vital to ensure consumer patronage, which enables the success and sustainability of promoting healthy food options across generational groups. Likewise, it is responsive to the sustainability agenda, emphasizing environmental and health practices.

Keywords: Consumer satisfaction; Dining behavior; Food continuance; Generational group; Natural food products

1.0 Introduction

Recently, people have prioritized health and wellness and are willing to spend extra money, which has led to the popularity of natural food products. The emphasis on the difference between synthetic and organic foods, which should be grown without synthetic fertilizers, pesticides, antibiotics, irradiation, genetic engineering, or growth hormones, has sparked several discussions and studies in response to growing interest in shifting to healthy food choices and lifestyles. To support, Samson in 2021 agreed with the USDA's guidelines when considering the product "natural." It indicated that the product should not contain artificial ingredients and be minimally processed. However, minimally processed is defined as processing that does not fundamentally alter the

product. This understanding is further supported by Republic Act No. 10068, Section 17, which states that foods that are minimally processed can only be called organic once they are sealed, accredited, and certified by the Bureau of Agricultural and Fisheries Products Standards.

The study's results, reported by Talwar et al. (2021), are significant, as they revealed a positive association between health consciousness and customers' attitudes and loyalty toward natural food products, regardless of price. This finding highlights the impact of health benefits on the consumption of natural food products across different generational cohorts. It is noteworthy that older cohorts tend to prefer high-quality products with health benefits, while the younger generation, specifically Generation Z, prioritizes the price of natural food products. However, the overall perception is that purchasing natural food products is generally considered safe, which, in turn, lowers environmental impacts (Priya & Nagarai, 2019; Makowska et al., 2024; Guine et al., 2022).

It is essential to note that, beyond the health benefits of consuming natural food products, there is a moral dimension to pro-environmental considerations. These determinants, as noted by Petrescu et al. (2019) and Caforca et al. (2021), influence pro-environmental behavior. They highlight that healthier lifestyles and environmental concerns are driving consumers' shifts toward high-quality food products. One of the key standards and considerations when discussing quality food products is the ingredients, nutritional facts, and additives.

Previous studies by Kamenidou, Stavrianea, and Bara (2020) titled 'Generational Differences toward Natural Food Behavior: Insights from Five Generational Cohorts' unveiled that all generational cohorts demonstrate a favorable attitude toward natural food despite the economic crisis affecting purchase behavior. Generativity, a term used to describe the concern for and commitment to promoting the well-being of future generations, has been supported by Lou, Xu, and Pan's (2022) study. The survey results indicated that generativity directly influences environmental concerns, attitudes toward natural food, and dining intentions. The older the age group, the more likely generativity is to positively influence attitudes toward natural food and environmental concerns (Narekadan, 2024). The positive influence of generational differences on attitudes toward natural food is a promising sign for the industry's future, fostering optimism among readers. Similarly, the Comparison-Level Theory emphasizes customer satisfaction by comparing products or services to determine which is better.

Rana stated in 2022 that the Comparison Level Theory posits that a product's or service's evaluation is based on its attained qualities, which competitors lack. In the context of natural food products, this theory suggests that customer satisfaction and evaluation are not solely about the experience after consumption but rather about the extent to which a natural food product meets or exceeds the comparison level set by other food products. This understanding can help both natural food product consumers and businesses effectively manage and market their products.

However, this is challenged by limited knowledge and literature gaps on the level of consumer satisfaction and patrons' continuance for natural food products, considering that natural food product restaurants and owners need to manage and market these products efficiently, particularly to in-house diners intentionally visit the restaurants to have the personal glimpse and experience of freshly served natural food products and menus as revealed in the previous studies of Almohaimmeed and Valtola both in 2019 among various company where significant relationships between customer satisfaction and profitability and between customer profitability and retention was established. Thus, satisfaction indicators affect customer retention, with a positive correlation between satisfaction and retention that can be achieved simultaneously or partially. Additionally, several studies have examined customer satisfaction and continuance across various industries, but not specifically in natural food product restaurants, given the growing interest in these items as a pandemic repercussion.

2.0 Methodology

2.1 Research Design

The study employed a descriptive correlational design, using multiple linear regression to gather the necessary data and analyze the results. This analysis focused on a generational examination of consumer satisfaction and the continued popularity of natural food products in homegrown restaurants that serve dishes made with natural products and those that have been minimally processed.

To establish the validity of the adapted and modified instrument, the Good and Scates face and construct

validity yielded a high score of 4.10 across three validators, indicating the instrument's validity. At the same time, Cronbach's alpha scores of .940 for Part 1, .887 for Part 2, and .911 for Part 3 among the first thirty participants further confirm the instrument's internal consistency.

These data were analyzed using the One-Way Analysis of Variance to determine whether significant differences existed between participants' profiles and consumer satisfaction, as well as between participants' profiles and patrons' continuance, given that they included at least three categorical variables. Moreover, One-Way ANOVA helps compare the means of two or more independent groups to determine whether the associated population means are significantly different. To determine whether a significant relationship exists between customer satisfaction and patrons continued use of natural food products, the Pearson product-moment correlation coefficient measures the strength of the linear association between the two variables.

While regression analysis helps identify which variables have the most significant impact, it was used to forecast all possible determinants or factors that have affected both customer continuance and satisfaction with natural food products. Important assumptions such as all relations have strong r values ($R=0.863$), multivariate normality is established as the Q-Q Plot visually shows and the histogram with the superimposed standard curve, autocorrelation statistics with the Durbin-Watson test shows that d values are within $1.5 < d < 2.5$ ($d=2.241$); hence, there is no correlation between residuals, no significant outlier is present, as shown in the Casewise Diagnostics table since no case was returned, homoscedasticity is shown as the residuals vs. predicted scatterplot show an even spread, multicollinearity is not present, as shown in the Tolerance and Variance Inflation Factor (VIF) statistics. Lastly, the tolerance statistics are greater than 0.1, and all VIF statistics are less than 5, indicating minimal multicollinearity. These assumptions enabled the use of multiple regression analysis to identify significant predictors of patrons continued use of natural food products.

2.2 Research Locale

The study was conducted in pre-identified homegrown natural food product restaurants that serve natural food menus and products within the province of Negros Occidental. The final establishments were limited to four businesses that signified their approval through a rigorous consent process secured prior to the commencement of data-gathering activities, ensuring the highest ethical standards.

2.3 Research Participants

The researcher administered the validated and reliable research instrument to the 357 randomly selected participants at the pre-identified four homegrown restaurants. The researcher was transparent about the purpose and procedures, ensuring that the consumer participants were fully informed and involved. The researcher was also assisted by the staff and owner of the restaurants to ensure a smooth face-to-face data-gathering process.

Specifically, it only included available and willing consumers of the natural food products from homegrown restaurants who are onsite during the data-gathering activities, dined at least once, belong to either of the three generational groups, and have not any significant impairment that might manipulate or influence the results of the study, such as deaf, eyesight problems, and other disabilities that might give any inconvenience.

2.4 Research Instrument

The study used an adapted instrument, with the main ideas tailored to the needs of natural food establishments and their customers; the content and ideas are drawn from the works of these writers. However, the researcher modified the final statement. For the determinants of natural food product consumption, questions were adapted from the study by Brzezinska, Rapca, Zuchowski, and Borawski (2017) entitled "Natural Food Product Attributes Determining Consumer Choices." Likewise, to determine the level of customer satisfaction and the continuance of natural food products, the instrument developed by Gundala and Singh (2021) was used in their study on what motivates consumers to buy natural food products. The findings of this study are significant and can contribute to understanding consumer behavior regarding natural food products.

2.5 Data Gathering Procedure

The study's data-gathering process is meticulously planned and executed. It commenced with obtaining ethics clearance, followed by the agency's consent from the identified homegrown natural restaurants. During on-site data-gathering, the researcher personally conducted the activities to ensure the highest level of accuracy.

Participants used the printed survey form, which included an informed consent section that was signed before proceeding to the study's prepared questions. The researcher ensured there were enough printed questionnaires and a ballpoint pen for this approach and encoded the gathered data with the help of the identified encoder, maintaining data integrity.

The researcher approached the participant who had finished or was about to finish ordering the meal with utmost respect, asking if they could take up some of the participant's time to minimize inconvenience and discomfort. After that, the researcher distributed the informed consent form, which explained the study's sole purpose, the participant's right to decline participation, and the benefits they could receive from participating in the study by generating data. The researcher then asked the potential participant for any clarifications regarding the informed consent form, and any queries were addressed. Once agreement is reached, participants are asked to sign the informed consent form. The survey forms were distributed after the researcher obtained informed consent. They provided the participant with the necessary instructions, including important information to be filled out, and briefly explained the study's purpose and benefits. The researcher provided contact information in case the participant had any clarifications or questions regarding the study's results and expressed sincere gratitude for taking the time to share their perspective, showing respect for the participants' time and contributions.

The gathered data were encoded, tabulated, processed, and analyzed using applicable and available statistical tools and programs, ensuring transparency and reproducibility. They will be appropriately stored for two years after the study's completion, ensuring the integrity of the study's findings remains intact.

2.6 Ethical Considerations

This study strictly adheres to the ethical principles of honesty and transparency, with a primary focus on protecting human participants. This includes the integrity of research data, the upholding of social value, scientific validity, fair participant selection, and transparency in data management and utilization. An expedited review process was conducted prior to the issuance of the ethics certificate, which guided the execution of data-gathering activities, encoding, interpretation, safekeeping, and permanent deletion. Likewise, the informed consent form discusses the purpose of the study, participant selection, the funder/sponsor, study benefits, duration, study risks, confidentiality, privacy, and anonymity, as well as voluntary participation, contact information, and the consent certificate.

3.0 Results and Discussion

Table 1 presents the participants' profiles; the majority are Generation Z, born between 2001 and 2020, with the age group primarily consisting of individuals aged 18 to 24. They are either college graduates or continuing college students, with minimal representation from participants with post-graduate studies. Given the proximity of the restaurant and workplace, these participants consume natural food products twice a week, with 42.29 percent doing so with friends and 37.54 percent with family members. However, at some point, these natural food product consumers tend to have fewer visits to natural food product restaurants, as shown by a 2.53 percent decrease, with consumption falling on a monthly, if not twice-a-month, basis.

In line with the findings of Kameidou et al. (2020) and Lou et al. (2022), our research also shows that all generational cohorts, including Generation Z, exhibit positive attitudes toward natural food products. This is due to their sustainability and environmental importance, which not only significantly contribute to participants' health but also to their economic well-being, providing a reassuring aspect of their consumption choices.

What is intriguing is that the appeal of natural food products is not confined to a specific age group. There is a growing interest and support from both younger and older generations, particularly among Generation Z and millennials, who are either employed or have recently graduated from college. They tend to increase their intake of natural foods twice a week, given their time, budget, and dining partners. More significantly, the findings indicate a growing demand for natural food products across diverse generational groups, suggesting potential market expansion.

Table 1. *Participants' Profile*

Profile	Frequency	Percentage
Generation		
Generation X	60	16.81
Millennials	127	35.58
Generation Z	170	47.62
Educational Attainment		
Continuing College Student	152	42.58
College Graduate	151	42.28
Post Graduate Studies	45	12.61
Others, Please Specify	9	2.53
Consumption Frequency		
Once a Week	109	30.53
Twice a Week	151	42.29
More Than Thrice a Week	44	12.33
Others, Please Specify	53	14.34
Dining Companion		
With Family	134	37.54
With Friends	151	42.30
With Colleagues	72	20.17

Table 2 presents consumers' dining behavior regarding natural food products. It reveals that consumers of natural food products exhibit extremely favorable restaurant behavior across all key areas. There is a strong consensus among participants that natural food is the "best choice" ($M = 3.815$; $SD = 0.389$), with high scores for taste perception ($M = 3.717$), enticing aroma ($M = 3.667$), and nutritional benefits ($M = 3.669$). The statement "have better knowledge and trust" received the least agreement from respondents ($M = 3.616$), yet their scores show a strong confidence in their food-related knowledge. Positive responses were recorded as "Strongly Agree" ratings across all aspects examined, reinforcing consumer consensus. The result implies that the study participants agreed on all key areas. Moreover, the results show that consumers choose natural foods because they appreciate their health benefits and trustworthy properties, as well as their taste and aroma. In addition, individuals who purchase natural foods tend to have greater awareness and a stronger appreciation for the sensory characteristics and nutritional profile of their food.

Table 2. *Dining Behavior of Natural Food Product Consumers on Product Preference*

Product Preference	Mean	SD	Interpretation
Have Better Knowledge and Trust	3.616	.487	Strongly Agree
Appetizing Taste	3.717	.451	Strongly Agree
Enticing Aroma	3.667	.534	Strongly Agree
Best Choice	3.815	.389	Strongly Agree
Higher Nutritional Value	3.669	.471	Strongly Agree

As highlighted by Kretschmer & Loch (2022), adults who maintain healthy eating habits, particularly by regularly consuming fruits and vegetables, report higher levels of well-being. This positive influence on health is particularly pronounced among young adults, underscoring the significant impact of consuming natural foods. This finding aligns with the research of Murley and Chambers (2019), which suggests that consumers prefer natural-tasting and natural-colored items while expressing greater concern about non-natural flavors.

Consumers' preference for natural and organic foods is often driven by moral and ideological reasons, as well as perceived health benefits. This finding aligns with Taylor and Stevenson's (2018) observation that consumers tend to perceive individuals who choose natural foods as more moral and trustworthy, thereby instilling confidence in their choices. Furthermore, factors such as health content, local production, organic labeling, and price premiums have been found to positively influence utilitarian and hedonic attitudes, thereby impacting the purchasing behavior of organic foods.

Table 3 presents dining behavior regarding natural food products, including the amount spent. The findings show that consumers of natural food products were highly accessible and willing to pay to maintain their dietary habits. Of the indicators, 'pay for the benefits' ($M = 3.711$, $SD = .454$) received the highest mean,

indicating that consumers are idealistically willing to spend money for the perceived benefits of natural food. The item 'with reasonable amounts' was rated second-highest ($M = 3.695$, $SD = .580$), indicating a willingness to pay on the consumer's side when the price confirmed their expectations. Likewise, 'spend a certain amount of money' had a mean of 3.619, suggesting that consumers are willing to allocate a specified budget to natural food products. The 'repurchase' score, although still significantly positive ($M = 3.521$), exhibited a consistent pattern of repeat purchases among the study participants. The 'Even with premiums amount' aspect received the lowest mean but still falls under the strongly agree category, indicating a potential willingness to pay more when required. All indicators generally have a 'Strongly agree' interpretation, meaning that natural food consumers value the quality and benefits of their purchases.

Additionally, the results indicate that price is not a barrier, as the study participants believe natural products are worth investing in. It also demonstrates a strong market potential for natural food products, particularly when the benefits are communicated to a predefined target audience. This reiterates the strong market potential for natural food products, instilling confidence in the industry's future.

Table 3. Dining Behavior of Natural Food Products Consumers on Amount Spent

Amount Spent	Mean	SD	Interpretation
Repurchase	3.521	.578	Strongly Agree
Spend a Certain Amount of Money	3.619	.546	Strongly Agree
Pay for the Benefits	3.711	.454	Strongly Agree
With Reasonable Amounts	3.695	.580	Strongly Agree
Even with Premium Amounts	3.457	.704	Strongly Agree

The findings robustly support the idea, as proposed by Ghai and Sharma in 2019, that trust and perceived benefits are significant predictors of consumers' willingness to pay premium prices for organic foods. This reassures us that consumers are increasingly willing to pay premium prices for natural and organic foods due to their perceived health benefits and positive environmental impact. Likewise, Brown's 2003 study found that consumers are willing to pay a premium for locally sourced products that ensure freshness and authenticity of origin.

According to Petrescu et al. (2019), freshness, taste, and appearance are the most frequently used cues to evaluate food quality. Hence, consumers are also increasingly concerned about the environmental impact, considering factors such as packaging, food origin, and production type. This alignment with established research adds credibility to our findings.

Table 4 below illustrates that consumers value different service elements associated with the natural food dining experience. The area of "consistently serve natural food" ($M = 3.737$, $SD = .441$) had the highest mean. The findings indicate that consumers value consistently served natural food highly. Consumers, for example, showed a strong tendency to wait for "a few minutes" ($M = 3.706$; $SD = .456$), suggesting that the value of what customers perceive they are receiving is meaningful enough to wait for (particularly if they perceive the food as high quality). Respondents also strongly agreed that natural food should be provided "with diverse flavor" ($M = 3.697$; $SD = .460$), suggesting that healthiness alone will not suffice; it must also be enjoyable. Likewise, "nutritional values for food safety" ($M = 3.695$, $SD = .461$) also received a high score, indicating that health and safety considerations are taken into account when consumers decide where to eat. The item "mainly serves vegetable dishes" ($M = 3.619$; $SD = .546$) was rated with the lowest mean under strongly agree, indicating that plant-based options are welcomed but do not seem to matter as much as consistency or nutritional reassurance. In aggregate, consumer expectations are being met or exceeded. Thus, these results also show that consumers of natural foods not only place a premium on health and safety but also desire variety and high-quality food when dining.

Table 4. Dining Behavior of Natural Food Product Consumers on Restaurant Preference

Restaurant Preference	Mean	SD	Interpretation
Serve Vegetable Dishes	3.619	.546	Strongly Agree
Consistently Serve Natural Food	3.737	.441	Strongly Agree
Wait for a Few Minutes	3.706	.456	Strongly Agree
Offer Food with Diverse Flavors	3.697	.460	Strongly Agree
With Nutritional Values for Safety	3.695	.461	Strongly Agree

The results validate Jin et al.'s (2018) established hypothesis that patrons are highly inclined to wait and pay more for dining establishments they perceive as providing higher quality and relevance. Food quality consistently influences perceived value and willingness to pay across all types of restaurants. In-store servers that promote all-natural labeling are said to significantly improve customers' perceptions of product nutritional content and quality.

Accordingly, guaranteeing customer satisfaction and confidence involves trustworthy food safety processes, which also help increase consumer response and enhance a restaurant's reputation (Aji & Nurlinda, 2024). Overall, it emphasized the importance of adhering to recognized food safety principles and the active role of restaurant management in maintaining customer confidence and public health.

Table 5 below reports the dining behaviour of natural food product consumers regarding consumption preferences. The item that the natural food 'gives health benefits' had the highest mean score ($M = 3.810$; $SD = .393$), suggesting a dominant opinion regarding positive effects on health. Following closely are the agreements that natural foods have no pesticides ($M = 3.711$; $SD = .574$) and 'are more nutritious' ($M = 3.703$; $SD = .458$), respectively, demonstrating consumer trust toward food safety and nutritional quality of natural foods. The item 'less pollutant to the environment' ($M = 3.594$; $SD = .492$) indicates that consumers recognize and appreciate the environmental benefits of consuming natural food. 'Daily at a fixed unit of nutrition' ($M = 3.591$; $SD = .552$) received the lowest mean, having been proven to be habitually conscious of balanced and health-minded eating. The data highlights that consumers are driven by personal health and environmental benefits when purchasing natural food products.

Table 5. Dining Behavior of Natural Food Product Consumers on Consumption Preference

Consumption Preference	Mean	SD	Interpretation
Daily with a Specific Amount of Nutrition	3.591	.552	Strongly Agree
Bring Health Benefits	3.810	.393	Strongly Agree
They are More Nutritious	3.703	.458	Strongly Agree
Has No Pesticides	3.711	.574	Strongly Agree
Fewer Pollutants to the Environment	3.594	.492	Strongly Agree

The results align with Talwar et al. (2021)'s concept that natural food products are gaining acceptance due to their perceived health and environmental benefits. However, the demand for natural food products remains insufficient for a small consumer segment. This is influenced by factors such as health consciousness, environmental concerns, and price barriers, which need to be addressed to increase the market share of natural food products.

Supporting Clark et al.'s (2019) findings, foods associated with improved adult health, such as whole grains, fruits, vegetables, legumes, and nuts, often have lower environmental impacts than red and processed meats. This underscores the dual benefits of healthier foods: they reduce the risk of non-contagious diseases and also contribute to meeting environmental sustainability targets. Meanwhile, Ready et al. (2024) explain that natural environments are significant sources of nutrient-dense food, particularly in low- and medium-wage states and among indigenous food systems. Additionally, consumers consider ecological sustainability and health benefits when selecting natural food products. The results described by Talmar et al. (2021) confirmed that supply-chain sustainability in purchasing natural and organic foods was strongly correlated with environmental sustainability and health consciousness.

Relative to the results presented in Table 6, the item with the most substantial consensus was 'his or her positive feedback' ($M = 3.720$; $SD = .450$). The mean (M) value of 3.720 indicates a high level of agreement among the respondents, while the standard deviation (SD) of .450 suggests that the responses were relatively consistent. This suggests that personal satisfaction and positive experiences play a role in maintaining such consumption. The item 'is paying attention to a healthy lifestyle' ($M = 3.605$; $SD = .490$) followed it.

Similarly, the study participants' preference for environmentally friendly food options ($M = 3.594$; $SD = .492$) underscores their commitment to sustainable food practices. The fact that they 'enjoy eating plenty of them' ($M = 3.566$; $SD = .555$) not only highlights the importance of taste and pleasure in food choices but also reassures us about the health benefits of these options. The item 'has a better appetite for the food' ($M = 3.557$; $SD = .556$) further reinforces the idea that natural food is both healthy and satisfying. These results indicate that natural

food consumers are health-conscious, environmentally aware, and satisfied with their dietary choices.

Table 6. Dining Behavior of Natural Food Product Consumers on Dining Companion

Dining Companion	Mean	SD	Interpretation
Is Paying Attention to a Healthy Lifestyle	3.605	.490	Strongly Agree
Her or His Positive Feedback	3.720	.450	Strongly Agree
Food Which is Environment-Friendly	3.594	.492	Strongly Agree
Enjoys Eating Plenty of Them	3.566	.555	Strongly Agree
Has a Better Appetite for Food	3.557	.556	Strongly Agree

The findings align with Siwach et al.'s (2024) theory, which posits that flavor, value, and packaging are pivotal in shaping customer satisfaction. Consumers are increasingly gravitating towards organic products despite their higher costs, driven by perceived health benefits. The association between appealing food styling and authenticity can sometimes lead consumers to perceive food as healthier than it actually is (Hagen, 2020). This highlights the importance of social context in enhancing the appeal of healthy food, as shared meals often provide greater pleasure than solitary dining (Maldoy et al., 2020).

Additionally, for adolescents, sensory appeals in promotional images of fruits and vegetables increase positive attention, positive emotions, and memory formation, suggesting that hedonic and palatability cues can make healthy foods more attractive (Samson & Buijzen, 2020). Natural food products should not only be positioned for their health and wellness benefits, but also invest in their presentation and palatability to appeal to a diverse range of generational cohorts, regardless of dining companions.

Table 7 presents the level of satisfaction among consumers of natural food products, who are generally satisfied with all aspects of their eating experience. The health benefits aspect ($M = 3.784$; $SD = .412$) indicates that consumers are delighted by the health benefits of natural foods. Consumers may care about the messages they receive from the store regarding "promotions and product reliability" ($M = 3.754$; $SD = .432$), suggesting that a consistent, reliable product offering becomes valuable to consumers at the natural food store. In addition, "affordable prices" and availability in homegrown restaurants" both had a mean score of 3.723, indicating that economy and local access are major contributors to consumer satisfaction. The presence of "several food sources or suppliers" ($M = 3.669$; $SD = .471$) can be understood as an indication of appreciation for variety and market availability, which makes stakeholders feel that they are effectively meeting consumer demands. Consumers agreed that natural foods "encouraging patronage" ($M = 3.703$; $SD = .458$) was essential, indicating a strong willingness to continue purchasing based on product satisfaction ratings. Finally, satisfaction with "excellent preparation and food plating" ($M = 3.619$, $SD = .486$) indicates that presentation and culinary quality enhance the overall dining experience.

Table 7. Level of Consumer Satisfaction

Level of Satisfaction	Mean	SD	Interpretation
Health Benefits	3.784	.412	Highly Satisfied
Affordable Prices	3.723	.448	Highly Satisfied
Several Food Sources or Suppliers	3.669	.471	Highly Satisfied
Encourage Patronage	3.703	.458	Highly Satisfied
Promotions and Product Reliability	3.754	.432	Highly Satisfied
Excellent Preparation and Plating	3.619	.486	Highly Satisfied
Available in Homegrown	3.723	.448	Highly Satisfied

The results support Holder's (2019) idea that there is a relationship between healthy food intake, particularly fruits and vegetables, and enhanced well-being. Therefore, organic cultivation and consumption enhanced farmers' mental well-being, physical health, and financial security (Tomar et al., 2023). Understanding these consumer favorites can empower producers and traders to better serve market needs. So, food quality, presentation, and uniqueness play a significant role in a pleasurable dining experience, focusing on ingredient quality, presentation, cost, and culinary expertise to improve overall dining habits (Talwar et al., 2021). Additionally, consumer feedback is crucial to the ongoing development process, as it makes stakeholders feel valued and important. It can support ongoing food manufacturing process development and meet consumer needs.

Table 8 presents the level of customer continuance, and the results reveal that consumers of natural food products are highly likely to repurchase them for several motivational reasons. The highest mean score of 3.835

was achieved for "readily available in the area" and "offer reliable food safety," indicating that accessibility and reliable food safety are important considerations for companies seeking to maintain customer support. Consumers also strongly agree that they will continue to buy when natural food suppliers "offer quality natural food choices" and "provide quality service," with a mean score of 3.762. The means of trying new natural foods ($M = 3.765$) and patronizing different natural restaurants ($M = 3.807$) can indicate a willingness to try variety and experiment in the natural food market. For example, consumers perceive these options as good "value for money" ($M = 3.723$), which fosters long-term commitment. This agreement with "stick to a budget" ($M = 3.669$) further suggests that affordability remains important for sustained consumption. The findings indicate that the availability, quality, safety, and affordability of natural food products significantly impact consumers' continuance.

Table 8. *Level of Customer Continuance*

Customer Continuance	Mean	SD	Interpretation
Readily Available in the Area	3.835	.372	Strongly Agree
Provide Quality Natural Food Choices	3.762	.427	Strongly Agree
Provide Quality Service	3.762	.452	Strongly Agree
Offer Reliable Food Safety	3.835	.372	Strongly Agree
Offer Natural Food Choices	3.692	.462	Strongly Agree
Stick to My Budget	3.669	.533	Strongly Agree
Recommend Green Restaurants	3.672	.532	Strongly Agree
Trying New Choices of Natural Food	3.765	.425	Strongly Agree
Patronize Different Natural Restaurants	3.807	.395	Strongly Agree
Value for My Money	3.723	.496	Strongly Agree

Consumer trust in food safety is established through product assurances, such as food packaging labels, certifications, and traceability information (Wu et al., 2021). However, the study also emphasizes the crucial role of information transparency, supported by technologies like traceability systems and social media, in building consumer trust in food safety (Lam et al., 2020). Akaraphun and Sunanta (2022) verified the study's findings, stating that perceived food safety, directly and indirectly, raises customer expectations, which in turn lowers perceived risk.

According to Pitt et al. (2017), the main factors influencing food-buying behavior are convenience, affordability, and availability. These factors often result in fewer healthful choices in community nutrition settings. The study also highlights consumers' diverse coping mechanisms to make the best possible consumption given their limited resources. Moreover, it has been demonstrated that repurchase intention for bakery items is significantly influenced by food quality and product availability (Rivas et al., 2018). Underscoring the evident need for assurance, transparency, quality, affordability, and even safety encourages customer continuance, particularly for natural food restaurants.

Table 9 shows a significant difference between customer satisfaction and the generational profile; it reveals the profound significance of the Level of consumer satisfaction across different generations, as shown by Fisher's One-Way Analysis of Variance (ANOVA). The results, which indicate a significant difference in consumer satisfaction across generational profiles ($F(2,354) = 33.599$, $p < .001$), underscore the crucial impact of generational differences on consumer satisfaction (Cohen, 1988).

Furthermore, using the Tukey Honestly Significant Difference (HSD) test for Post Hoc analysis indicated that the Level of consumer satisfaction in Generation X is significantly higher than that of the Millennials ($p = .002$) with a moderate effect size ($d = 0.547$) (Cohen, 1988); also, the Level of consumer satisfaction of Generation X is significantly higher than that of the Generation Z ($p < .001$) with a large effect size ($d = 1.158$), and the Level of consumer satisfaction of the Millennial is significantly higher than that of the Generation Z ($p = .001$) with a moderate effect size ($d = 0.610$) (Cohen, 1988).

Table 9. *Significant Difference Between the Level of Customer Satisfaction and the Generational Profile*

Consumer Satisfaction	Mean Score	F-value	P-value	Interpretation	Decision Ho
Generational Profile	3.527	33.599	.001	Significant	Rejected

Note. P-value adjusted for comparing a family of 3.

** $p < .01$, *** $p < .001$

These results align with the previous findings of Petrescu et al. in 2019, where they emphasized that customer satisfaction in terms of consuming natural food products is driven by healthier lifestyles and environmental care, which serve as the drivers of the consumers to shifting and consuming good quality of natural food products and one of its standards and understanding when talking about quality food products would be the ingredients, nutritional facts, and additives.

These findings have significant implications for the marketing and consumer behavior fields, as they highlight the importance of understanding and catering to the unique needs and preferences of different generations. Convincingly, satisfaction with natural food products is evident across generational groups today. However, differences exist in their Levels of satisfaction, with Generation X having higher levels than Millennials and Generation Z. In comparison, Millennials are more satisfied with Generation Z. However, it is still evident that these groups support natural food products for various reasons, including health and environmental concerns. Moreover, differences in generational Levels of consumer satisfaction with natural food products highlight the need for further product and service enhancements.

Table 10 underscores the profound significance of the level of patron's continuance and the generational profile. The use of Lavene's test for homogeneity of variance has revealed a result of great importance. This led to the use of Welch's One-Way Analysis of Variance. The results, when grouped by generational profile ($F(2, 231.536) = 47.790$, $p = .001$), are not only statistically significant but also have a large effect (Cohen, 1988). The data was rigorously tested using the Kruskal-Wallis test, which yielded the same result even in the post hoc test. This further emphasizes the importance of the parametric Welch test in determining whether there is a significant difference in the level of the patron's continuance and generational profile.

Similarly, the Games-Howell test, a post hoc analysis, was employed to compare the means of the different generational groups, providing a more comprehensive understanding of the data. The results of this analysis show that the level of customer continuance of Generation X is significantly higher than that of the millennial ($p < .001$) with a small to medium effect ($d=0.268$) (Cohen, 1988). Also, the level of customer continuance of Generation X is significantly higher than that of Generation Z ($p<.001$) with a significant effect ($d=1.065$) (Cohen, 1988), and the level of customer continuance of the millennial is significantly higher than that of Generation Z ($p<.001$) with a significant effect ($d=0.797$).

Table 10. Significant Difference Between the Level of Patrons' Continuance and the Generational Profile

Patron's Continuance	Mean Square	F-value	P-value	Interpretation @0.05	Decision Ho
Generational Profile	3.527	47.790	.001	Significant	Rejected

Note. P-value adjusted for comparing a family of 3.

** $p < .01$, *** $p < .001$

These results, which emphasize the level of patronage continuance among natural food product customers, not only support the previous findings of Narekadan and Princy (2024) but also contribute to the existing body of knowledge in this field. They posited that older age groups are more likely to have a positive influence on attitudes toward natural food and environmental concerns. The present study, however, reveals a more nuanced picture, showing that patronage for natural food products is higher among older groups, followed by Generation X, millennials, and Generation Z. This nuanced understanding of generational differences in patronage levels is a novel contribution to the field of consumer behavior and marketing strategies.

While the older age group's higher patronage of natural food products due to health-related reasons and familiarity is not surprising, the younger group's support for natural food products, driven by their economic capacity and the social dominance brought about by reels and reviews accessible to these age groups, is a crucial insight. Despite the positive patron continuance results across all age groups, it is crucial to develop strategies to increase patronage from Generation Z. Their potential numbers and influence in the business make this a necessity.

Table 11 presents the significant relationship between satisfaction and patron continuance. Since the scatterplot shows a nonlinear trend, the Spearman rank-order correlation coefficient was used. Results show that there is a significant relationship between the levels of consumer satisfaction and customer continuance ($355 = 0.752$, $355 = 0.752$, $p < .001$) with a strong effect ($rs=0.752$) (Cohen, 1988).

Table 11. *Significant Relationship Between the Level of Satisfaction and Patrons' Continuation of Natural Food Products*

Patrons' Continuance	Spearman Rho-Value	P-value	Interpretation @ 0.05	Decision Ho
Level of Consumer	0.752***	<.001	Significant	Rejected

Note. P-value adjusted for comparing a family of 3.

** $p < .01$, *** $p < .001$

As outlined in the previous findings of Hasnelly (2011), Almohaimmeed (2019), and Valtola (2019), profitability is important, but most importantly, customer patronage. Likewise, for natural food products, health, environmental care, ambiance, prices, and even location are important considerations. Important factors that determine patron continuance, particularly among older groups, are levels of trust in natural food products and services for customers.

Interestingly, consumer satisfaction with natural food products in restaurants is vital to maintaining patronage. This is possible by ensuring relevant product, restaurant, and consumer preferences, as well as acceptable pricing strategies, to offer competitive product options. Likewise, location and ambiance contribute to the overall dining experience of natural food products, which can influence consumer decisions and patronage.

Table 12 presents the significant predictors of the patron's continuance; considering the importance of determining the predictors of the patron's continuance, it is vital to establish the assumptions for the multiple linear regression, which specifically includes the following:

1. All relations have strong R values ($R=0.863$).
2. Multivariate Normality is established as the Q-Q Plot visually shows, and the histogram with the superimposed standard curve (see Q-Q plot and histogram below).
3. Autocorrelation statistics with the Durbin-Watson test show that d values are within $1.5 < d < 2.5$ ($d=2.241$); hence, there is no correlation between residuals.
4. No significant outlier is present, as shown in our Casewise Diagnostics table, since no case was returned.
5. Homoscedasticity is shown as the residuals vs. predicted scatterplot shows an even spread.
6. Multicollinearity is not present, as shown in the Tolerance and Variance Inflation Factor (VIF) statistics. All Tolerance statistics are more significant than 0.1, and all VIF statistics are less than 5, indicating minimal multicollinearity.
7. All relations have strong r values ($R=0.863$).

With all the assumptions for multiple linear regression established, the following analyses were conducted. The Multiple Linear Regression Analysis was performed to determine whether the extent of dining behavior of natural food product consumers—Product Preference, Amount Spent, Restaurant Preference, Consumption Preference, Dining Companion, and Level of Satisfaction with natural food product consumption — were significant predictors of Patrons' continuance of natural food product consumption.

The backward method of hierarchical regression was used to determine the best model. Results show that Model 2 (with Product Preference, Amount Spent, Restaurant Preference, Consumption Preference, and Level of Consumer Satisfaction; without Dining Companion) has the most parsimonious combination of predictor variables [$F(5,351) = 203.305, p < .001$].

With the chosen model, the equation representing the model is as follows: Where y represents the dependent variable, i.e., the Level of Customer Continuance; x_1 represents Product Preference; x_2 represents the Amount Spent; x_3 represents Restaurant Preference; x_4 represents Consumption Preference, and x_5 represents the Level of Consumer Satisfaction.

Finally, the model shows that all the predictor variables are statistically significant predictors of the Level of Customer Continuance; these are Product Preference ($\beta=0.292, p < .001$), which has a positive impact on customer continuance; Amount Spent ($\beta = 0.375, p < .001$) which has a positive impact on customer continuance, Restaurant Preference ($\beta = -0.160, p < .001$) which hurts customer continuance. This is further supported by the study of Lim, Liew, and Teo (2024), which also revealed that price value was the most dominant determinant of purchase intention.

Table 12. *Significant Predictors for Patrons' Continuance of Natural Food Products*

Durbin-Watson												
Model	R	R2	Adjusted R2	RMSE	R2 Change	F Change	df1	df2	p	Auto-correlation	Statistics	p
1	0.863	0.745	0.741	0.158	0.745	170.678	6	350	<.001	-0.129	2.258	0.016
2	0.862	0.743	0.74	0.159	-0.002	-2.667	1	351	1	-0.121	2.241	0.025

Underscoring the importance of customer satisfaction in determining continuance, it is equally vital to consider that there should be positive dining behavior towards the product, restaurant, and consumption preferences, along with acceptable pricing or spending experiences, to predict positive consumer satisfaction in natural food product restaurants. Likewise, customer continuance is positively linked with dining behavior, particularly in terms of product preference and the Amount spent. However, restaurant preference is negatively linked with customer continuance.

Moreover, the results further reveal that achieving customer satisfaction is intertwined with several internal dining behavior factors and satisfaction levels that every consumer directly experiences, including the product, the restaurant itself, consumption preferences, and the Amount they will spend on each menu item. However, external factors such as the dining companion do not necessarily determine the level of customer patronage. Customer continuance is predicted by the client's product preference and the Amount willing to spend for natural food products, which leads to the understanding that patronage continuance is a personal choice and commitment of the client to consume due to several internal and personal reasons, and is not necessarily linked with any external factors such as dining companion.

4.0 Conclusion

The generational profile of natural food product restaurants is primarily Generation Z, with participants who are either college graduates or continuing college students, who typically dine twice a week with family and friends. Their patronage is not only significant but also crucial to the success and sustainability of these restaurants. They are delighted with their dining behavior, particularly with the product, restaurant, consumer preferences, and amount spent, as well as their dining companion, which is why they strongly agree to continue patronizing natural food products restaurants. Considering the vast potential for market expansion through consumer education – encouraging them to try and explore other natural food products, and even to learn the cooking techniques involved in practicing farm-to-table dining experiences at home – can be a powerful strategy. Likewise, sharing one's knowledge and experiences about the value and benefits of natural food products will aid market expansion, thereby generating more vigorous economic activity.

Moreover, there is a significant difference in consumer satisfaction across generational profiles. Specifically, post hoc results revealed that Generation X has a significantly higher level of satisfaction than millennials and Generation Z, with a significant effect indicating the strength of the relationship between the two variables. At the same time, millennials have higher consumer satisfaction than Generation Z, with a large effect size.

Likewise, a significant difference exists between patron continuance—the likelihood that a customer will continue to patronize a business—and the generational profile of consumers of natural food products. Post-hoc tests revealed that Generation X has higher patron continuance than millennials, with small to medium effect sizes. At the same time, Generation X's level of patron continuance is higher than that of Generation Z, which has a large effect size. Furthermore, millennials are significantly higher than Generation Z, which has a significant effect. Underscoring these findings, natural food product establishments must develop strategies to further increase their market share among Generation Z and millennials, given their highly satisfied dining behaviors towards natural food products. Likewise, developing a promotional program that encourages dining companions to visit natural food product restaurants will expand market reach and not rely solely on Generation X. Additionally, improving the product, restaurant aesthetics, and services will also generate positive dining behaviors.

Another valuable finding is the significant relationship between consumer satisfaction and consumer continuance. However, reasons may differ in terms of purpose across age groups. It is crucial for natural food products and restaurant employees not only to maintain but also continually improve their commitment to service delivery. This commitment is a key factor in creating worthwhile dining experiences. Ensuring that product quality and restaurant cleanliness consistently meet standards is a testament to this commitment,

leading to positive dining experiences and increased patronage.

Key predictors of consumer continuance in natural food product restaurants are dining behavior and satisfaction levels. The most effective model indicates that product preference, amount spent, restaurant preference, consumption preference excluding dining preference, and level of consumer satisfaction form the most parsimonious and effective combination of predictor variables.

Understanding and addressing dining behaviors and satisfaction levels in natural food product restaurants is crucial for ensuring consumer patronage. This, in turn, is key to the success and sustainability of promoting healthy food options among consumers across generational groups. It also aligns with the sustainability agenda, emphasizing environmental and health practices that natural food products should adhere to.

Equally significant is the growing interest, as well as the positive dining behaviors and preferences, of Millennials and Generation Z towards natural food products. This trend not only indicates awareness and interest among younger groups in healthy and environmentally friendly consumption practices but also points to a promising future for the natural food industry. This expanding market presents an opportunity for future researchers to explore topics such as operational efficiency, service quality, marketability, sustainability, and economic viability. These studies will provide crucial baseline data to inform strategic direction and improve management and operational functions.

5.0 Contributions of Authors

The first author prepared the study variables, submitted the ethics review application, conducted data collection, outlined the initial results, discussion, and conclusions, and prepared the study appendices. The second author assisted with editing, supervised the entire research process, and finalized the research manuscript.

6.0 Funding

It is worth noting that no funding agency is involved in conducting the research activities. Instead, the research's financial resources, independent of any external influence, enabled the study's completion.

7.0 Conflict of Interests

It is essential to note that the researchers were not involved in any aspect of the study participants or the research locale, thereby ensuring that no conflict of interest was declared.

8.0 Acknowledgment

The authors expressed profound gratitude to the natural food restaurant owners and customers who voluntarily shared their time to answer the prepared survey instrument. Likewise, sincere appreciation is extended to the panelists who generously shared their time and expertise, particularly in providing expert opinions and insights during the research process.

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