

Effect of Food Quality on Customer Perceived Satisfaction Level and Mediating Effect of Food Safety on Them

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Abstract—Purpose:We done a study to known impact of food safety on food quality and customer's satisfaction and the purpose of our study to know how much people are concerned about safety of food what they eat in their routine life.

We used questionnaire to get results and our target group is students of UET.

Findings:We got to know that food safety has mediating effect on food quality and customer's satisfaction and people are concerned about what they eat is either safe or not and pay attention to what adds up in their food and what they engulf in eating. Food producers and restaurants must pay attention to their food processing procedures and home cooking persons should make sure about healthy food items.

Limitations:All respondents are belong to one institution. Other researcher can add respondents of many demographics.

Index Terms— Food quality, food safety, customer mindset, perception, satisfaction.

I. INTRODUCTION

This research paper is produced to find out the relationship between food quality and customer's satisfaction and mediating effect of food safety upon them.

Previous researches define relationship between food quality and customer's satisfaction level directly and with mediator and moderator in it like repurchase behavior, intention, trust etc. but no one use food safety as mediator before.

This is explanatory study with minimum interference and non-contrived setting. Individuals are the unit of analysis and time horizon is cross sectional.

Almost every person knows the term food quality and customer's satisfaction and the food safety. This research identifies food safety as mediator and at what extent it applies.

II. LITERATURE REVIEW

A. Food Quality;

Food quality is key attribute of satisfaction of diners in restaurants (Nmakung and Jang 2008). People mostly go to

restaurants for getting food in their leisure time and quality is always a predominant factor of this. Food quality is predictor of food safety (Rijswijk and Frewer, 2008). Its so much common for human beings that they are curious about everything which relates with them i.e. what they ware what they eat what they feel.

Food quality in restaurants has influence on evaluation of the brand (Selnes, 1993). On very information side, when word restaurant comes in your mind, some particular names will come into mind that is because of that you think they are best in something. Higher quality leads to higher consumer satisfaction (Gotlib et al., 1994). Satisfaction level lies in customer's need assessment and the they way how they fulfill it. The food quality has positive influence on restaurant image (Kisang et al., 2012). It is impossible that without quality you can run your business successfully.

B. Food Safety;

Perceived personal vulnerability to disease is main beginning of food safety (Bennett and Murphy, 1999). Humans are always try to prevent themselves from getting diseases and for this purpose they take precautions. If a person is responsible for its healthy food then this is food safety implementation (Unklesbury, Sneed, & Toma, 1998). Every implementation starts from from oneself, from home, from human's intentions, so when it comes to food safety human always do care to get healthy food. Satisfaction level of food safety might be have contribution in behavior of individual (Yeung and Morris, 2001). Bruhn (1997) said that food safety is underestimated consideration. Food safety risk is guidance framework for decision about behaviors (Frewer, Shepherd, & Spark, 1994).

C. Perceived value;

According to Patterson and Spreng (2009) Customer's satisfaction is positive and direct antecedent of customer satisfaction.

Ryu et al., (2008) said that customer's mindset satisfaction is outcome of a corporate brand image.

Lai et al., (2008) concluded that customer's mindset satisfaction is input of loyalty.

Customer's satisfaction is basic threshold of customer satisfaction (McDougall and Levesque, 2000).

D. Food quality and customer's satisfaction;

Food quality is a psychological thing. It is perceptually and evaluation based. As such, it is subject to the same contextual effects. For example, the perceived quality of a food meal,

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eaten during one is out a day of shopping with the children, will be different than the quality of that same meal if served at a restaurant. Similarly, the perceived quality of a meal of poached eggs, toast, cereal and juice might be more attractive when served at breakfast, but that same meal may be perceived as quite poor if served at dinner (Schutz et al., 1975).

Quality dimensions (service and food) and customer satisfaction have become the more important key marketing priorities because these are threshold for customer loyalty which ensures their repeat purchasing habit and good word of mouth (Han and Rau, 2009).

Loyalty means they are capable of making more profits and good brand image. Food quality and other quality dimensions are antecedent and consequence of image in relation with experience. Ryu, Lee & Kim (2012) investigated the impact of food quality on customer's satisfaction and other influences on food quality and customer's mindset satisfaction, they got to know that food quality is predictor of customer perceived values and these values rely on food quality. There is a direct relation between two variables. Customer's satisfaction can be easily defined as the consequence of personal comparison of perceived overall benefits and cost bearded by customer for buying it (Zeithmol, 1988).

This comparison only done by customer not even by a service provider, that what are values and this is very related to person and subjective (Parasuraman, 1985). McDonald's made many standards through the slogan of QSCV (Quality, service, cleanliness and values) led brand success (Wright et al., 2007). customer's satisfaction is derived from products of brand which adds up food quality and service quality sends forward to its customers. Bitner (1992) suggested that there is a direct relationship in cognitive responses like believes and satisfaction level.

In the restaurant context, the physical environment is important but food quality is salient aspect of this subject. Many managers and academics are less aware of quality dimensions (quality and physical environment) and their combined effect on the customer's intentions to get dinner in restaurants, customer satisfaction in linkage with customer behavior.

In other food products like bakery and readymade products, food quality is also essential for the consumers and packaging is most important characteristic of this and define either product will pass or failure (Schoell, 1985). It plays an important role in food quality, germs and other bacteria can easily affect the product if the product has no covering but a good and suitable packaging can prevent food from contamination. Lamb et al., (2004), suggested that it has important function on consumer's satisfaction level of product quality at the point of purchase. Packaging protects from breakage, evaporation, spillage, spoilage, light, heat, cold, and many other conditions. Packaging always plays an important role in protection and storage of product. Consumer protection is becoming inevitable goal for food providers and food buyers.

E. Food quality and Food safety;

Food quality and food safety are both key important

determinants in food selection and in decision about eating (Grunert, 2005). When a customer goes to market for purchasing any food product then he or she is more concern about the quality of item which is going to be bought, he usually sees first its external features then sees ingredients of item so

that he could not purchase any product which will not be useful for his health. Food quality and food safety mostly intermixed by people when they asked about it. They consider both as one. It is very compulsory for consumers that they should understand the concept of food quality and food safety clearly and values. Nelson (1970) said that food quality and food safety mainly derive from appearance and quality label etc.

As a country develops, the standards of food safety and food quality arise because of change in life style of inhabitants of a country (Viaena and Gellynck, 1997). Food scares and crises also make stimulations in food quality and food safety measures (Tansey, 1994). Day by day increase in research genetic engineering also put controversy on costs for getting food quality and safety. A large number of standards are made stricted to attain right product. Quality is now main focus of all marketing strategies to know what a customer wants from an organization and how an organization will fulfill right needs of its customers (Jervell and Borgan, 2004).

It is believed that social and cultural backgrounds affect the customer decision and experience related to the food (Lenneras et al., 1997). Some people are more conscious about food safety and other are having less care about food safety and food quality.

The both concepts are interrelated and always have impact on food choice of a customer.

The satisfaction level of quality and safety influence by psychological and cultural factors rather than just physiological alone.

Cultural variation affects food selection (Askegaard and Madsen, 1998). For example, in Southern Europe cultures are considered as more keen about food quality and the pleasure derived from eating (Pettinger et al., 2004). While on the other side of this, Northern Europe put more attention to the food safety and ethical concerns like animal welfare and they play a important role (Pettinger et al., 2004). Public institutes are doing emphasis to the food industry to make comprehensive quality and food safety management systems, redefine the inspection system and try to rises the information level of customers to build customer trust on an organization. ISO 9000 is example of this. Food safety is now a characteristic of food quality. In Germany, a quality system QS have been launched for meat products, this is launched only for food safety of meat from birth to eating of that meat animal.

Customer trust is increasing on food industry because food safety and quality measures are fulfilling the basic need of customers and provide them a worthy meal. A customer is ready to pay extra if he knows that buying product is safe and in good quality, in this process communication is key element for better consideration of their attitudes, needs, and satisfaction level (Preston and McGuirk, 1990).

F. Food safety and customer's satisfaction;

Hospitality literature is getting more attention in research in customer's satisfaction. Customer value is define in a such way that it is the overall assessment of what he give and what he get for his basic need (Zeithmal, 1988). It also comes to know that value has influence on buying decisions of a customer. Food borne illness is very costly for the customer because he spends money on buying then as well as for his medical treatment. In return, this situation leads to lawsuits against a restaurant or food provider and ultimately total collapse of brand image (Cochran et al., 1996). For example, E. coli outbreak in Jack in the Box reported a huge loss in sales and faced many lawsuits filed by many customers.

Food safety satisfaction level has two main reasons, firstly this problem could be incurred at any point in food chain and secondly food safety might be source of changing place for buying meals.

Dausch and Grover (2000) made a study and data revealed that an average food borne outbreak can arise the cost of 100000\$ making increase in wages, loss and fee of medical lawyer. It also costs for bad publicity which cuts sales of a restaurant by 30%. A study held in Australia, showed that many restaurant are less care about food safety (Morrison et al., 1998). It is very surprising to know that they are very less studies made on customer's mindset satisfaction about food safety. One third of customers said that there are many doings that are not suitable with measures of food safety. Redmond and Griffeth (2004) conducted a study which shows some important results that customers are concerned about food safety. Consumers have two groups, one is price sensitive and other one is safety sensitive. The later define what is customer's mindset satisfaction while former have just concern with price and not certain about safety (Bruno, Grunert, & Bredahl, 1996).

Customer's satisfaction is not remains same over time period (Five-Shaw and Bredhal, 1996). The satisfaction level is increased in 2002 as compared to results shown in 1994, percentage for food risk and uncertainty also declined during this period. Food safety is influenced customer's mindset satisfaction and its relation becomes more effective if source of information is reliable (Frewer and Miles, 2001).

Food manufacturers should increase information about food quality and food safety to increase customer's satisfaction.

G. Proposed Model

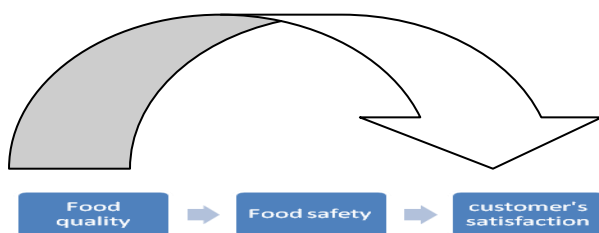


Fig:1

III. METHODOLOGY

A. Population:

The population of this study is literate people of Pakistan.

B. Sample:

A sample of 116 students was selected for this research. All these students belonged to different departments of UET, Lahore.

C. Sampling Technique:

For the purpose of this study, the sample was selected through convinent sampling. All students who were available during break times to the author, who qualified for the sample, were asked to respond to the questionnaire.

D. Research Design:

In this research we used only one approach to collect data. That was to gather quantitative data through a questionnaire.

E. Instruments Used:

Only one instrument was used for this study. That was a questionnaire with responses based on likert scale. Each question offered a 5 scale optional answer for each question that

stood for:

- 1=Strongly Agree
- 2=Agree
- 3=Netural
- 4=Disagree
- 5=Strongly Disagree

This questionnaire was filled by the 116 STUDENTS were selected through random sampling. Each participant was recorded in SPSS.

F. Statistical Procedure Used

The data of the questionnaires was transferred to SPSS, which was employed to compute the data gained in the study.

IV. RESULT/FINDINGS

The following result discussion is regarding each and every question asked in the survey (according to methodology discussed above).

Table 1: Food Quality

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.747
Bartlett's Test of Sphericity	Approx. Chi-Square	185.86
	Df	3
	Sig.	.000

The value of KMO analysis is .747 which is higher than

target .7 which assures that our variable is adequate for further computation.

Table 2: Food Safety

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.828
Bartlett's Test of Sphericity	Approx. Chi-Square	397.559
	Df	15
	Sig.	.000

The value of KMO analysis is .828 which is higher than target .7 which assures that we are able for further computation.

Table 3: Customer's mindset satisfaction

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	160.928
	Df	10
	Sig.	.000

The value of KMO analysis is .741 which is higher than target .7 which assures that our variable is ready for computations.

A. Reliability:

Table 4: Scale: Food quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.772	6

Value of cronbach alpha for food quality variable is .772 that is greater than 7 and proves research questions of food quality are reliable.

Table 5: Scale: Food safety

Reliability Statistics	
Cronbach's Alpha	N of Items
.732	5

Value of cronbach alpha for food safety variable is .732 that is greater than 7 and proves research questions of food safety are reliable.

Table 6: Scale: customer's satisfaction

Reliability Statistics	
Cronbach's Alpha	N of Items
.860	5

Value of cronbach alpha for customer's satisfaction variable is .860 that is greater than 7 and proves research questions of customer's satisfaction are reliable.

B. Frequencies

Table 7: Statistics

		age	gender	income
N	Valid	116	116	116
	Missing	0	0	0

Table 8: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-26	38	32.8	32.8	32.8
	27-34	27	23.3	23.3	56.0
	35-43	30	25.9	25.9	81.9
	44 and above	21	18.1	18.1	100.0
	Total	116	100.0	100.0	

Table 9: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	48	41.4	41.4	41.4
	female	68	58.6	58.6	100.0
	Total	116	100.0	100.0	

Table 10: Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15000-20000	27	23.3	23.3	23.3
21000-25000	33	28.4	28.4	51.7
26000-30000	47	40.5	40.5	92.2
31000-35000	9	7.8	7.8	100.0
Total	116	100.0	100.0	

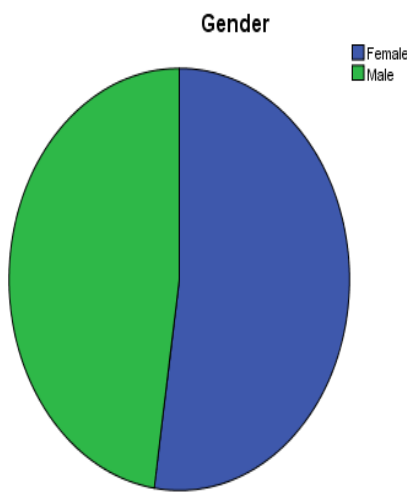


Fig 2: Pie -Chart

C. Correlation

This test apply to know either they have impact on each other or not. It also used to know either they are positively correlate or not.

Table 11: Correlations

	AFQ	AFS
AFQ Pearson Correlation	1	.695**
Sig. (2-tailed)		.000
N	116	116
AFS Pearson Correlation	.695**	1
Sig. (2-tailed)	.000	
N	116	116

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

Table 12:Correlations

	AFS	ACS
AFS Pearson Correlation	1	.637**
Sig. (2-tailed)		.000
N	116	116
ACS Pearson Correlation	.637**	1
Sig. (2-tailed)	.000	
N	116	116

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

Table 13:Correlations

	AFS	ACS
AFS Pearson Correlation	1	.637**
Sig. (2-tailed)		.000
N	116	116
ACS Pearson Correlation	.637**	1
Sig. (2-tailed)	.000	
N	116	116

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

Table 14:Regression 1

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.509 ^a	.259	.253	.41839	.259	39.887	1	114	.000	1.504

a. Predictors: (Constant), AFQ
b. Dependent Variable: ACS

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.982	1	6.982	39.887	.000 ^a
	Residual	19.956	114	.175		
	Total	26.938	115			

a. Predictors: (Constant), AFQ
b. Dependent Variable: ACS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.446	.314		4.605	.000
	AFQ	.564	.089	.509	6.316	.000

a. Dependent Variable: ACS

Value of adjusted R square which is also known as coefficient of determination is .253 which is showing that food quality is effecting customer's satisfaction by 25.3 percent and customer's satisfaction is effecting remaining 74.7 percent effecting by residuals.

The value of durbin Watson is 1.504 which is in between 1.5-2.5.

Table 15

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1 (Constant)		.502	.389		1.291	.199		
	AFQ	.754	.118	.514	6.401	.000	1.000	1.000

a. Dependent Variable: ACS

VIF value which check validity of model is 1 and significant because it is .003 which is below than alpha=0.05 value.

Customer's satisfaction= 1.446 + .564 Food quality

This equation shows that if there is change by 1 in Customer's satisfaction than there will be change in food quality by 56.4 %.

If there is change in standard deviation of food quality by 1 than there will be change of standard deviation of customer's perceived value by 21.3 %

Table 16:Regression 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.685 ^a	.483	.478	.44741	.483	106.438	1	114	.000	1.443

a. Predictors: (Constant), AFQ

b. Dependent Variable: AFS

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.307	1	21.307	106.438	.000 ^a
	Residual	22.820	114	.200		
	Total	44.127	115			

a. Predictors: (Constant), AFQ

b. Dependent Variable: AFS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	.018	.336		.052	.958
	AFQ	.985	.095	.685	10.317	.000

a. Dependent Variable: AFS

Value of adjusted R square which is also known as coefficient of determination is .478 which is showing that

food quality is affecting food safety by 47.8% percent and food safety is effecting remaining 63.2 percent effecting by residuals.

The value of durbin Watson is 1.443 which is in between 1.5-2.5.

Table 17

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1 (Constant)		.638	.387		1.649	.102		
	AFQ	.774	.117	.526	6.611	.000	1.000	1.000

a. Dependent Variable: AFS

VIF value which check validity of model is 1 and significant because it is .000 which is less than alpha=0.05 value.

Food safety= 0.18 + .095 Food quality

This equation shows that if there is change by 1 in food safety than there will be change in food quality by 9.5. %.

If there is change in standard deviation of food quality by 1 than there will be change of standard deviation of food safety by 9.5 %.

Table 18:Regression 3

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.637 ^a	.405	.400	.37484	.405	77.721	1	114	.000	1.777

a. Predictors: (Constant), AFS

b. Dependent Variable: ACS

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.920	1	10.920	77.721	.000 ^a
	Residual	16.018	114	.141		
	Total	26.938	115			

a. Predictors: (Constant), AFS

b. Dependent Variable: ACS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1.685	.198		8.558	.000
	AFS	.487	.056	.637	8.816	.000

a. Dependent Variable: ACS

Value of adjusted R square which is also known as coefficient of determination is .400 which is showing that

food safety is affecting customer perceived value by 40% percent and customer perceived value is effecting remaining 60.0 percent effecting by residuals.

The value of durbin Watson is 1.771 which is in between 1.5-2.5.

Table 19

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics			
					B	Std. Error	Beta	t
1 (Constant)	.837	.224	3.733	.000				
AFS	.672	.069	9.739	.000	1.000	1.000		

a. Dependent Variable: ACS

VIF value which check validity of model is 1 and significant because it is .000 which is less than alpha=0.05 value.

Customer value satisfaction= 1.695 + .497 Food safety

This equation shows that if there is change by 1 in Customer value satisfaction than there will be change in food safety by 49.7 %.

If there is change in standard deviation of food safety by 1 than there will be change of standard deviation of customer's perceived value by 56.6 %.

Table 20:Regression 4

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.500 ^a	.259	.253	.41839	.259	39.887	1	114	.000	
2	.643 ^b	.414	.404	.37376	.155	29.948	1	113	.000	1.755

a. Predictors: (Constant), AFQ

b. Predictors: (Constant), AFQ, AFS

c. Dependent Variable: ACS

ANOVA ^c						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.982	1	6.982	39.887	.000 ^a
	Residual	19.956	114	.175		
	Total	26.938	115			
2	Regression	11.152	2	5.576	39.914	.000 ^b
	Residual	15.786	113	.140		
	Total	26.938	115			

a. Predictors: (Constant), AFQ

b. Predictors: (Constant), AFQ, AFS

c. Dependent Variable: ACS

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.446	.314		4.605	.000
	AFQ	.564	.089	.509	6.316	.000
2	(Constant)	1.438	.281		5.128	.000
	AFQ	.143	.111	.129	1.288	.200
	AFS	.427	.078	.547	5.463	.000

a. Dependent Variable: ACS

Value of adjusted R square which is also known as coefficient of determination is .400 which is showing that food safety is affecting customer perceived value by 40% percent and customer perceived value is effecting remaining 60.0 percent effecting by residuals.

The value of durbin Watson is 1.771 which is in between 1.5-2.5.

Table 21

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics			
					B	Std. Error	Beta	t
1 (Constant)	.502	.389	1.291	.199				
AFQ	.754	.118	6.401	.000	1.000	1.000		
2 (Constant)	.147	.329	.447	.655				
AFQ	.323	.116	2.789	.006	.723	1.383		
AFS	.556	.079	7.054	.000	.723	1.383		

a. Dependent Variable: ACS

VIF value which check validity of model is 1 and significant because it is .000 which is less than alpha=0.05 value.

V. DATA ANALYSIS AND DISCUSSION

Food quality is an independent variable and customer's mindset satisfaction is an dependent variable while food safety act as a mediator between these two variables.

The relation between food quality and customer's mindset

satisfaction shows that food quality is psychological thing. Customer satisfaction is an important marketing priority .To gain this satisfaction quality dimensions like food and service plays an important role to make customers loyal .Once customers become loyal to specific restaurant then they will be able to make more profit and good brand image. Loyalty ensures positive word of mouth and repeat purchases. There is an impact of food quality on customer's satisfaction .Customer's mindset satisfaction depends on personal experience .

The relation between food quality and food safety shows that these both factors are very important in decision making about eating and selection of food. Before making any purchase of product customer firstly take a product and have a look on its internal and external features and then read the items or ingredients used in that product if those items fulfil their needs customer purchase that product. Consumers are very much concern about the quality and safety and if people are asked to pay more they are ready to pay more to get good quality and safety.

The relation between food quality and customer's satisfaction shows that hospitality literature is getting more attention in research in customer's satisfaction. Customer value is about what he give and what he get for his basic need. Customer have a satisfaction level that as he is paying more so he will get good quality and service and he does not care about the payment. Besides this if he is paying more and not getting that thing which he has expected he will create negative image about that place and will produce negative word of mouth. The brand image will get spoil. If a consumer get ill by eating that food so he will be paying twice ,once for have a good food and other for getting ill by eating that food. To increase customer's satisfaction food manufacturers should increase information about food quality and food safety.

VI. CONCLUSION

This study suggests that the food safety which is a mediator can make a weak or strong relationship between quality of food and customer's satisfaction. Customer's satisfaction level depends on food quality and safety. Consumer have a believe that if he is paying high for a product so its quality and service will also meet their expectations . While making a purchase of any bakery product its packaging and quality is very important for a consumer. And doing breakfast , lunch or dinner at restaurant its service and quality matters a lot to consumers . For both type of purchases safety is very much important like fresh and high quality ingredients are used for making a product.

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