



# The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants



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## ABSTRACT

The emerging trend of organic food consumption is manifested by the opening of organic food restaurants in the hospitality sector. In this respect, drawing on cue utilization theory, stimulus-organism-response (S-O-R) theory, equity theory and the principle of dual entitlement, the aim of the current study is to investigate the role of perceived food quality (PFQ), price fairness (PF), perceived value (PV) and customer satisfaction (CS) on customers' revisit and word-of-mouth (WOM) intentions towards organic food restaurants. For this purpose, the empirical data were collected by means of a written survey instrument from customers who had previously visited an organic food restaurant. The hypotheses were analyzed with maximum-likelihood estimation. The findings revealed that PFQ positively influences PF and PV. The significant positive relationships were also confirmed between PF, PV, and CS. The findings were also supported that consumers' behavioral intentions are influenced by CS. Furthermore, CS acts as a partial mediator among PFQ, PF, PV and behavioral intentions. Some significant theoretical and managerial insights are also presented.

## 1. Introduction

The demand for organic food consumption motivates food producers to provide more organic food products and consumers purchase these products from both physical and virtual stores for their household consumption. On the other hand, for dining out, organic food restaurants are a good option for organic food consumers. Therefore, this format enables restaurateurs to achieve a competitive advantage by differentiating themselves from rivals with providing health claims. Despite this potential, still, a considerably limited number of organic food restaurants exists in the hospitality industry. Hence, it is imperative to comprehend the success factors of organic food restaurants for both the hospitality industry and academic researchers.

Food scandals have caused consumers to question the quality of food products. Extant literature provides empirical support that PFQ is the most critical factor in customers' choice of restaurants (Jung et al., 2015; Namkung and Jang, 2007; Filimonau and Krivcova, 2017). Additionally, previous research reported that PFQ is also a critical factor in determining CS, customers' revisit and word-of-mouth (WOM) intentions (Kim et al., 2009; Liu and Jang, 2009; Ha and Jang, 2010). Particularly, health value, attitude towards healthfulness and taste was found to have an influence on customers' behavioral intentions towards healthful menu items (Jun et al., 2014). Furthermore, food-related

attributes (serving organic and local food or ingredients positively impact customers' willingness to pay, wait longer and travel farther for a green restaurant (Kwok et al., 2016). As such, customers' evaluations regarding the quality of these products are vital for the development of organic food restaurants. Hence, it is useful to understand and how customers' food quality perceptions influence their behavioral intentions towards organic food restaurants for investors and marketers in the hospitality industry.

Organic food products are generally highly priced related to additional production costs. For this reason, the price of organic food menus in the restaurants is inevitably higher than conventional ones. Previous research highlighted that price is a significant obstacle to organic food consumption (Marian et al., 2014; Hughner et al., 2007). On the other hand, organic food products are perceived as healthier than conventional ones (Byrle, 2016; Lea and Worsley, 2005). In this regard, it is essential to understand how customers' PFQ influences PF perceptions regarding organic food menus for both scholars and restaurateurs.

PV related to goods and services is one of the most crucial determinants for consumers as a choice criterion. For instance, past research revealed that PV for money is the most significant attribute after food quality for customers' restaurant choice (Filimonau and Krivcova, 2017). Some scholars have also found that PV contributes to CS (Lai, 2015) and purchase intentions (Oh, 2000; Dodds et al., 1991).

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Therefore, analyzing the impact of PV on customers' behavioral intentions in the context of organic food restaurants is crucial for the success of this emerging restaurant format.

Obtaining high satisfaction leads to greater market performance for companies and consequently this creates an opportunity to achieve long-term competitive advantage (Hooley et al., 2005). Previous research found a positive relationship between CS and grocery behavioral intentions towards grocery stores (Nair, 2018; Hsu et al., 2010). In particular, hospitality literature highlighted the influence of CS on customers' revisit and WOM intentions towards restaurants (Ryu and Han, 2010; Qin et al., 2010; Lai, 2015). Hence, it is essential to know how customers' satisfaction influences their revisit and WOM intentions towards organic food restaurants for restaurateurs and investors to plan their marketing strategies.

WOM communication refers to “informal, person-to-person communication between a perceived noncommercial communicator and a receiver regarding a brand, a product, an organization, or a service” (Harrison-Walker, 2001, p.63). Past research reported the positive association between WOM referrals new customer acquisition (Trusov et al., 2009). Therefore, spreading positive WOM enables companies to expand their market share with increasing brand awareness. As such, identifying antecedents of customers' WOM intentions towards organic food restaurants is imperative for the restaurateurs to achieve competitive success in this emerging market.

Extant hospitality research has provided valuable insights into the predictors of customers' behavioral intentions towards restaurants (Ryu and Han, 2010; Line et al., 2016; Lai, 2015; Ha and Jang, 2010; Liu and Jang, 2009; Han and Hyun, 2017; Namkung and Jang, 2007; Namin, 2017; Ryu and Lee, 2017). However, relatively few studies particularly focused on organic food menus in explaining customers' behavioral intentions (Shin et al., 2018; Shin and Mattila, 2019; Jeong and Jang, 2019; Lu and Chi, 2018). Given the limited number of work on this area, there is clearly a need for academic examination of food-related factors to explain customers' behavioral intentions towards organic food restaurants from both a theoretical and managerial perspective. In addition, the mediator role of CS between PF and customers' behavioral intentions have not been considered previously in research models related to the organic food restaurant setting. Furthermore, it is not clear how customers' PFQ influence PF and PV towards organic food restaurant menus. As such, from the combined perspectives of cue utilization theory, S–O–R theory, the theory of justice and the principle of dual entitlement, the objective of this study intends to fill this important knowledge void by examining the antecedent role of PFQ, PF, PV and CS on customers' behavioral intentions. Additionally, the intervening role of CS between PF, PV and behavioral intentions was also investigated to gain additional insights. Furthermore, comprehending the roles of the predictors on customers' behavioral intentions may help investors, restaurateurs and marketers to develop effective strategies in the intensely competitive hospitality industry.

The rest of the current paper structured as follows. The first part includes definitions of the predictors of customers' behavioral intentions towards organic food restaurants. The second part presents methodology including data collection, sample and survey instrument. In the third part, analysis and notable results are outlined. The paper ended with contributions and recommendations for further research.

## 2. Theoretical background and hypotheses development

### 2.1. Perceived food quality

Quality has a prominent influence on company profitability (Ophuis and Trijp, 1995, p. 177). Previous research emphasizes two distinct types of quality: the objective quality and the subjective (perceived) quality (Tsiotsou, 2006). While objective quality is conceptualized as the “actual technical superiority or excellence of the products” (Zeithaml, 1988, p. 4), perceived quality refers to “the consumer's

judgment about a product's overall excellence or superiority” (p. 3). Cue utilization theory argues that consumers use intrinsic and extrinsic cues to infer the quality of a specific product (Olson and Jacoby, 1972). For food products, intrinsic quality cues include appearance, color, shape, and structure which cannot be modified without modifying the physical properties of a product (Ophuis and Trijp, 1995 p. 179). However, extrinsic cues are not a part of the physical composition of a product including price, brand name, store name, country of origin, nutritional, and production information (Teas and Agarwall, 2000; Ophuis and Trijp, 1995, p. 179). Furthermore, Namkung and Jang (2010) argue that indicators of food quality include freshness, healthiness, tastiness and food presentation.

S–O–R theory emphasizes that the development of the internal evaluation process of the organism is triggered by a stimulus, which in turn influence response (Jacoby, 2002). From the perspective of this theory, food quality attributes such as taste, shape, and appearance of food as a stimulus may influence customers' internal evaluations, which in turn increase their willingness to revisit organic food restaurants.

Previous research argued that product quality contributes to satisfaction (Tsiotsou, 2006). The research performed by Kozup et al. (2003) supported the impact of favorable nutrient information and health claims on positive attitudes toward the food products in the restaurants. Previous research has emphasized that as a source of trust, regular consumers evaluate organic food products as healthier and more delicious than conventional counterparts (Naspetti and Raffaele Zanolli, 2014). Additionally, past empirical research argued that perceived healthiness of food as a quality attribute is regarded to be essential for CS and PV (Kim et al., 2013). Furthermore, a positive association was also reported between PFQ and behavioral intentions (Namkung and Jang, 2007). Based on this aforementioned evidence, providing higher quality food has become a vital strategy for gaining a competitive advantage in the restaurant industry.

### 2.2. Price fairness

From the consumers' point of view, the price is defined as “what is given up or sacrificed to obtain product” (Zeithaml, 1988, p. 10). As discussed above, the price also serves an extrinsic cue for consumers to determine product quality. As an important price evaluation criterion, PF is conceptualized as “a consumer's assessment and associated emotions of whether the difference (or lack of difference) between a seller's price and the price of a comparative other party is reasonable, acceptable, or justifiable” (Xia et al., 2004, p. 3). PF arises as “a consumer's subjective sense of a price as right, just, or legitimate versus wrong, unjust, or illegitimate” (Campbell, 2007, p.261).

Consumers' PF perceptions can be explained by referring to the equity theory. This theory argues that “parties involved in social exchanges compare with each other the ratios of their inputs into the exchange to their outcomes from the exchange” (Bechwati et al., 2009, p. 2009). Another theoretical foundation of PF is the principle of dual entitlement. This principle states that “in an economic transaction, the buyer is entitled to a fair price and the seller is entitled to a fair profit” (Haws and Bearden, 2006, p. 304). Based on this principle, when one party's entitlement is ignored unfairness perceptions arises (Bolton et al., 2003). Additionally, when consumers' reference price is below the retail price, they may eventually evaluate this price as unfair (Xia et al., 2004).

In the present study, equity theory and principle of dual entitlement is used as a theoretical basis to understand customers' PF perceptions towards organic food menu item prices. Hence, referring to these theories, from the customer viewpoint, the given price of the organic food menu will be perceived as fair and acceptable if this level of price provides fair profits for the company. Additionally, in accordance with the S–O–R theory, reasonable, as customers' internal evaluation, acceptable and fair prices of organic food menus may determine customers' assessments and this may enhance their revisit and WOM

intentions towards organic food restaurants. Empirical evidence in previous hospitality studies indicates a positive linkage between perceived quality and PF (Oh, 2000; Jin et al., 2016). It, therefore, pleasurable to expect that, when food is perceived as having high quality, customers' perceived PF will be increased. In line with this prediction, the first hypothesis was proposed.

**H1.** PFQ positively influences PF.

### 2.3. Perceived value

Consumers' value perceptions are critical for their purchase decisions (Wang, 2015). PV refers to “the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given” (Zeithaml, 1988, p. 14). In the same vein, PV is also conceptualized as “a cognitive trade-off between perceived quality and sacrifice” (Dodds et al., 1991, p. 16). Therefore, perceived quality and perceived price are the two critical determinants of PV. In general, consumers compare the utility and the price of a product to infer a PV. From the same perspective, Dodds et al. (1991, p.308) argue that when a product's price is not acceptable, this results in lower consumers' PV. In consumer behavior literature, it was also reported that PV has a positive impact on consumers' willingness to buy (Grewal et al., 1998). Previous empirical studies also demonstrated the positive influence of PV on consumers' WOM intentions (Hartline and Jones, 1996; Oh, 1999; Mayr and Zins, 2012).

Extant past research studies have highlighted the positive impact of perceived quality on PV (Hartline and Jones, 1996; Grewal et al., 1998; Teas and Agarwall, 2000; Dodds et al., 1991; Zeithaml, 1988; Wang, 2013). In a similar vein, a positive association was also confirmed among perceived food healthiness and PV in a restaurant context (Kim et al., 2013). The findings of past empirical researches also imply that PF influences PV (Oh, 2000; Ferreira et al., 2010).

Grounded in the equity theory and the principle of dual entitlement and in accordance with previous evidence, when customers' perceived quality to be high, their PF perceptions related to organic food products is anticipated to increase. In addition, customers' reasonable, acceptable and fair food menu price perceptions may enhance their value perceptions. Based on the above rationales, the subsequent set of hypotheses was suggested.

**H2.** PFQ positively influences PV.

**H3.** PF positively influences PV.

### 2.4. Satisfaction

Satisfaction is one of the key constructs which is used to explain consumer behavior in research models. Based on expectation-disconfirmation theory, satisfaction is conceptualized as “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience” (Oliver, 1980, p. 29). In line with this definition, when consumers' expectations meet satisfaction occurs and otherwise dissatisfaction will result (Namkung and Jang, 2007, p. 90). CS has two components namely cognitive or rational and affective or emotional (Liljander and Strandvik, 1997 Bigné et al., 2008). Cognitive component includes logical and rational evaluation of the purchased product, on the other hand, the emotional component includes emotions such as happiness and pleasure which result in the confirmation of the expectations (Yu and Dean, 2001).

Previous hospitality research found an evidence for the positive linkage between PFQ on CS (Huang et al., 2014; Ramanathan et al., 2016; Han and Hyun, 2017; Namkung and Jang, 2007; Ryu and Han, 2010; Qin et al., 2010; Namin, 2017; Line et al., 2016).

Existing studies have also reported that PF positively impacts CS

(Martín-Consuegra et al., 2007; Jin et al., 2012; Konuk, 2018). Furthermore, price unfairness was found to have a negative influence on CS (Fernandes and Calamote, 2016).

Previous research also highlighted the positive effect of PV on CS towards in the context of restaurants (Ryu et al., 2008; Qin et al., 2010; Namin, 2017). It was also noticed that price related attributes including worthy price influence CS in a restaurant setting (Ramanathan et al., 2016). Particularly, Lu and Chi (2018) found a positive influence of PV related to organic menus on CS.

Drawing upon the expectation-disconfirmation theory and S-O-R theory, and on the previous evidence, a customer with high-quality perceptions are more likely to satisfied with organic food as a result of customer's internal evaluation. Additionally, customers who have high PF evaluations may increase their satisfaction towards organic food menus. Furthermore, higher value perceptions towards food menus are expected to increase customers' satisfaction. According to the arguments above, the subsequent hypotheses were suggested.

**H4.** PFQ positively influences CS.

**H5.** PF positively influences CS.

**H6.** PV positively influences CS.

### 2.5. Revisit and word-of-mouth intentions

As a non-commercial interpersonal dialogue, WOM communication is more credible than advertisements in mass media because consumers are more reliant on other consumers' individual comments about a specific product or service (Bickard and Schindler, 2001, p.32). Previous hospitality research has highlighted the critical role of customer reviews in the restaurant business (Zhang et al., 2010). Empirical research highlighted the positive link between CS and purchase intentions (Tsiotsou, 2006; Fernandes and Calamote, 2016). Similarly, past research reported a negative relationship between CS and customers' switch intentions in the context of restaurants (Line et al., 2016). Additionally, in a restaurant setting, some scholars have found a positive influence of CS on customers intend to revisit (Han and Hyun, 2017). In general, in the field of hospitality, empirical test results supported that CS positively impacts behavioral intentions including revisit and recommend intentions (Ryu et al., 2008; Ryu and Han, 2010; Qin et al., 2010; Namin, 2017; Huang et al., 2014). Specifically, in the organic food menu context, CS was found to have a positive impact on customers' behavioral intentions (Lu and Chi, 2018). Building on expectation-disconfirmation theory and S-O-R theory and empirical evidence, it is anticipated that highly satisfied restaurant customers are more likely to revisit and WOM intent. This lead to the following hypotheses.

**H7.** CS positively influences customers' revisit intentions.

**H8.** CS positively influences customers' WOM intentions.

As it was discussed previously, cue utilization theory (Olson and Jacoby, 1972), S-O-R paradigm (Jacoby, 2002) and expectation-disconfirmation theory (Oliver, 1980) and principles of dual entitlement are used and handled together as the theoretical basis for the present study. Drawing upon these theories and the literature review, the developed conceptual framework which is demonstrated in Fig. 1 revealed that PFQ, PF, PV, and CS are modeled as antecedents of customers' revisit and WOM intentions.

## 3. Methodology

### 3.1. Procedure for data collection and sample

In the current research, a quantitative design was employed to test the aforementioned hypotheses. Data were collected through written structured questionnaires from organic food restaurant customers in

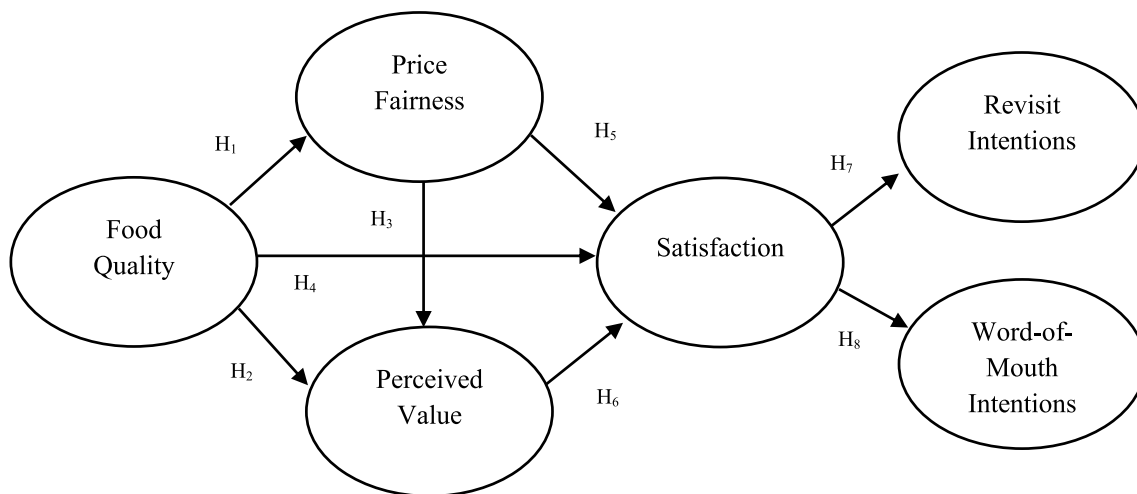


Fig. 1. The conceptual framework of the study.

Istanbul, Turkey. Due to the aim of this study, respondents were informed of the research purpose in detail. Consumers were screened before distributing the questionnaires. To this end, participants who accepted to join the field study were inquired if they had previously visited an organic food restaurant. Then, they were inquired to fill in the survey instrument keeping in mind the most recently visited restaurant.

The survey was carried out from October 2018 to December 2018. In sum, 400 questionnaires were distributed to the respondents during this period. After, out of 367 returned surveys, 38 questionnaires with missing answers were eliminated and resulted in 329 valid surveys for hypotheses tests.

The socio-demographic profile of the survey participants is as follows. Of 329 respondents, 53% were females. Married respondents made up 61% of the sample. Regarding age, all the respondents were above the age of 18 and most of them (74%) were between 26 and 45 years old. In terms of educational attainment, 57% were graduated from university. Monthly household incomes between 6001 TL and 8000 TL were reported by 45% of the customers. In addition, incomes between 8001 TL and 10000 TL and incomes between 10001 TL and 12000 TL. were indicated by 28% and 14% of the participants, respectively.

### 3.2. Research instrument

Items for survey instrument were taken from previously validated scales. In this regard, PFQ was measured by a four-item scale that includes healthiness, visually attractiveness, freshness and tastiness attributes of food adapted from Jang and Namkung (2009). Three items for PF were adapted developed by Vaidyanathan and Aggarwal (2003). PV was assessed with three items from Ryu et al. (2008). CS was assessed with three items intend to capture emotional and relational perspectives adapted from Oliver (1980). Revisit intentions comprise three items that were adapted from Ryu and Lee (2017), and WOM intentions with three items were adapted from Zeithaml et al. (1996). The responses for the relevant constructs were evaluated with five-point Likert scales anchored at (1 = strongly disagree, 5 = strongly Agree).

The pilot sample was composed of a separate group of a 25 organic food restaurant customers. After the comments from the pilot sample, some slight modifications regarding wording were made to the questionnaire to ensure the understandability of the scale items. The items, convergent validly and reliability values are demonstrated in Table 1.

## 4. Analysis and results

Regarding the two-stage analytical procedures, firstly, the measurement model was assessed and followed by a structural model was performed to examine the hypothesized relationships using the maximum-likelihood method (Anderson and Gerbing, 1988). Additionally, mediation analyses were performed based on the structural model.

### 4.1. Validity and reliability

In order to confirm whether the measurement model fits the data well, fit indexes were assessed. The fit indices ( $\chi^2/df = 1.83$ ; CFI: .98; NFI: .96; TLI: .98; IFI: .98; RMSEA: .05) were lied within the range of the recommended thresholds (Arbuckle, 2006). This confirms the data fit the proposed model well.

All indicators loaded on their corresponding factors significantly and the loadings were above the recommended value of 0.50 (Hair et al., 2010). This suggests convergent validity of the constructs in the measurement model. AVE values of the constructs were also above the level of 0.50, which proves sufficient convergent validity of the measurement model (Fornell and Larcker, 1981).

According to Table 2, the squared root of AVEs, which are presented on the diagonal, are above the correlations between the constructs. This indicates that the discriminant validity of the constructs was established (Fornell and Larcker, 1981).

Cronbach's alpha and CR values are all above the recommended level of 0.70, which indicates acceptable internal reliability of the constructs (Hair et al., 2010).

### 4.2. Hypothesis testing

Following the verifying the measurement model, the proposed model with six constructs estimated with structural equations modeling to test the research hypotheses. The overall fit indexes for the model were adequate ( $\chi^2/df = 2.2$ ; CFI: .98; NFI: .95; TLI: .97; IFI: .98; RMSEA: .06). Fig. 2 graphically reveals the path estimates for the hypothesized relationships in the model.

Hypothesis 1 suggested a positive influence of PFQ on PF and was confirmed by the path estimate ( $\beta = 0.62$ ;  $p < .001$ ). The results of the model revealed a significant and positive role of PFQ on PV, leading to the support of Hypothesis 2 ( $\beta = 0.36$ ;  $p < .001$ ). As stated in Hypotheses 3, a positive impact of PF on PV was confirmed ( $\beta = 0.29$ ;  $p < .001$ ). The results also reported the positive influence of PFQ on CS, confirming Hypotheses 4 ( $\beta = 0.23$ ;  $p < .001$ ). As anticipated in Hypotheses 5 ( $\beta = 0.33$ ;  $p < .001$ ) and Hypotheses 6 ( $\beta = 0.34$ ;

**Table 1**  
Scale Items, convergent validity and reliability.

Constructs	AVE	CR	$\alpha$	Loadings
<i>Perceived Food Quality</i>	0.84	0.95	0.95	
PFQ1. Food presentation was visually attractive.				0.96
PFQ2. The restaurant offered healthy organic food.				0.95
PFQ3. The restaurant served tasty organic food.				0.90
PFQ4. The restaurant provided fresh organic food.				0.84
<i>Price Fairness</i>	0.80	0.92	0.92	
PF1. The price of organic food is reasonable.				0.94
PF2. Organic food price is fair.				0.93
PF3. Organic food price is acceptable.				0.81
<i>Perceived Value</i>	0.86	0.95	0.95	
PV1. Organic food served in this restaurant was a good value for the price.				0.94
PV2. The overall value of eating organic food was high.				0.97
PV3. The organic food was worth the money.				0.88
<i>Satisfaction</i>	0.75	0.90	0.89	
S1. I am satisfied with my decision to visit this restaurant.				0.85
S2. My choice to choose this restaurant is a wise one.				0.92
S3. I am happy about my decision to visit this restaurant.				0.83
<i>Revisit Intentions</i>	0.78	0.92	0.92	
RI1. I will keep visiting this organic food restaurant in the future.				0.86
RI2. I would like to come back to the restaurant in the future.				0.95
RI3. I will consider revisiting the restaurant in the future.				0.84
<i>Word-of-Mouth Intentions</i>	0.90	0.96	0.96	
WOM1. I will recommend this restaurant to other people who seek my advice.				0.95
WOM2. I will say positive things to my acquaintances about this restaurant.				0.98
WOM3. I will encourage other people to visit this restaurant.				0.91
<i>Measurement Model Fit Indexes:</i>				
$\chi^2/df = 1.83$ ; CFI: 0.98; NFI:0.96; TLI:0.98; IFI: 0.98; RMSEA: 0.05				

Notes:  $\alpha$  = Cronbach's  $\alpha$ ; CR = Composite Reliability; AVE = Average Variance Extracted; df = degrees of freedom.

**Table 2**  
Discriminant validity of the measurement model.

	1	2	3	4	5	6
1. Perceived Food Quality	0.84					
2. Price Fairness	0.62	0.80				
3. Perceived Value	0.54	0.51	0.85			
4. Satisfaction	0.58	0.61	0.59	0.75		
5. Revisit Intentions	0.47	0.47	0.50	0.51	0.78	
6. Word-of-Mouth Intentions	0.42	0.45	0.45	0.47	0.39	0.90

The diagonal indicates the squared root of AVEs for each construct.

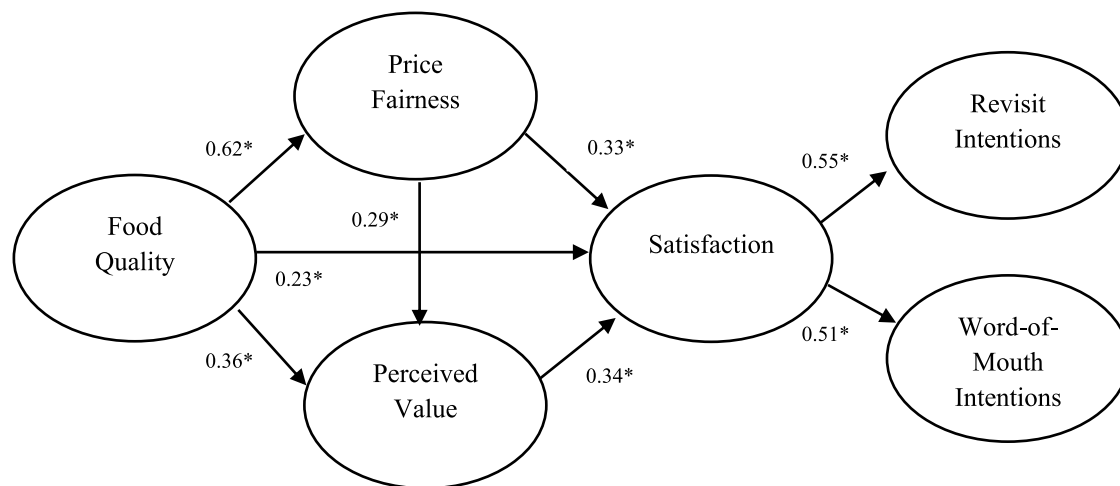
$p < .001$ ) a positive impact of PF and PV on CS were supported. The effects of CS on both revisit intentions (Hypothesis 7:  $\beta = 0.55$ ;  $p < .001$ ) and WOM intentions (Hypotheses 8:  $\beta = 0.51$ ;  $p < .001$ )

were significant. Overall, the model accounted for 39% of the variance in PF, 34% variance in PV, and 58% variance in CS, 30% variance in revisit intentions and 26% in WOM intentions.

**4.3. Mediation analysis**

In order to examine the intervening impact of CS on the linkage between PFQ, PF, PV and behavioral intentions, Baron and Kenny (1986) procedure was employed.

For testing the mediating role of CS among PF and revisit intentions, first, the relationship between independent variable (PF) on the dependent variable (revisit intentions) were confirmed ( $\beta = .48$ ;  $p < .001$ ). Second, the significant influence of PF on mediator variable (CS) was confirmed ( $\beta = 0.34$ ;  $p < 0.001$ ). Third, the positive impact



\* $p < 0.001$

Fig. 2. Structural model with parameter estimates.

of CS on revisit intentions was also revealed ( $\beta = 0.40$ ;  $p < .001$ ). Forth, with the inclusion of CS, the influence of PF on revisit intentions was weakened ( $\beta = 0.22$ ;  $p < .001$ ). This result indicates that CS partially mediated the linkage among PF and revisit intentions.

To test the intervening role of CS between PF and WOM, first it was found that PF is positively correlated to WOM intentions  $\beta = 0.46$ ;  $p < .001$ . Then, the positive linkage between PF and CS was also verified ( $\beta = 0.33$ ;  $p < .001$ ). After, the positive significant role of CS on WOM intentions supported ( $\beta = 0.35$ ;  $p < .001$ ). Including CS into the model resulted in a significant path between PF and WOM intentions ( $\beta = 0.23$ ;  $p < .001$ ). Hence, it was concluded that the relationship between PF on WOM intention is partially mediated by CS.

To assess the mediating impact of CS between PV and revisit intentions, the PV was directly linked and the significant linkage was found between the two constructs ( $\beta = .51$ ;  $p < .001$ ). The significant impact of PV on CS was also verified. ( $\beta = 0.33$ ;  $p < .001$ ). In addition, the positive impact of CS on revisit intentions was also found ( $\beta = 0.36$ ;  $p < .001$ ). In this stage, the direct effect of PV on revisit intentions was found as significant ( $\beta = 0.28$ ;  $p < .001$ ). Hence, this suggests that CS acts as a partial intervening construct between PV and revisit intentions.

To explore, the intervening role of CS on the linkage between PV and WOM intentions, first, the direct path between PV and WOM intentions was examined and was found as significant ( $\beta = 0.46$ ;  $p < .001$ ). Second, the influence of PV on CS was also identified as significant. ( $\beta = 0.33$ ;  $p < .001$ ). The significant estimation result between CS and WOM intentions was also confirmed. ( $\beta = 0.35$ ;  $p < .001$ ). In this stage, the impact of PV on WOM intentions was reduced. ( $\beta = 0.24$ ;  $p < .001$ ). Therefore, the partial intervening influence of CS between PV and WOM intentions was supported.

To identify the existence of the mediating role of CS between PFQ and revisit intentions, first, the positive effect of PFQ on revisit intentions was examined and revealed as significant. ( $\beta = 0.48$ ;  $p < .001$ ). Then, the association between PFQ and CS was also confirmed. ( $\beta = 0.23$ ;  $p < .001$ ). After, the impact of CS on revisit intentions was assessed and found as significant. ( $\beta = 0.40$   $p < .001$ ). In this case, the impact of PFQ on revisit intentions was diminished in strength. ( $\beta = 0.23$ ;  $p < 0.001$ ). This finding reported that CS partially mediates the association among PFQ and revisit intentions.

To analyze the intervening role of CS between PFQ and WOM intentions, first, the positive influence of perceived quality on WOM intentions was examined and revealed as significant. ( $\beta = 0.43$ ;  $p < .001$ ). Second, the association between PFQ and satisfaction was also verified. ( $\beta = 0.23$ ;  $p < .001$ ). Third, the impact of CS on WOM intentions was examined and found as significant. ( $\beta = 0.37$ ;  $p < .001$ ). At this stage, the parameter estimate of PFQ on WOM intentions was diminished in strength. ( $\beta = 0.20$ ;  $p < .01$ ). This result indicated that CS partially mediates the relationship between PFQ and revisit intentions.

## 5. Conclusion and implication

### 5.1. Theoretical contributions

From the perspectives of consumer behavior theories, the limited number of empirical research aimed at understanding customers' behavioral intentions towards organic food restaurants is a significant void in the hospitality and marketing literature. By filling this gap, the present paper makes the following four noteworthy theoretical contributions. First, the present study extends the current body of knowledge in hospitality marketing by understanding the potential influence of PFQ, PF, PV, and CS on behavioral intentions. Overall, the results imply that PFQ, PF, PV, and CS as critical components in explaining customers' revisit and WOM intentions. Therefore, this study contributes to the literature on customers' regarding the choice criterion of organic food restaurants and supports the theoretical framework of the

present study.

Second, referring to S–O–R theory, the assumption that an external stimulus (PQ) effects organism (PF, PV, CS) and which in turn influences response (revisit and W–O–M intention). Therefore, this paper contributes to the hospitality and consumer behavior literature with analyzing the combined effects of antecedents of customers' behavioral intentions towards organic food restaurants to provide more insight into the extent to which theories complement one another in explaining intentions. Third, this research is one of the first to clarify the mediation role of CS on the linkage between PFQ, PF, and behavioral intentions in an organic food restaurant setting. Forth, the present study complements the literature by examining the relationship between PFQ, PF, and PV in the context of organic food restaurants.

The findings of the empirical research revealed that as an external stimulus, PFQ is a significant determinant of PF confirming the previous research (Oh, 2000; Jin et al., 2016). In line with previous empirical research (e.g., Teas and Agarwall, 2000), the positive role of PFQ on PV was also supported. From the customers' standpoint, this implies that when perceived organic food quality such as healthiness, testiness and visually attractiveness is high, customers evaluate the price of these food products as fair. In the same line, when customers' PFQ is high, their PV may be increased. Additionally, consistent with previous studies, the results also reported that PF influences PV (Ferreira et al., 2010; Oh, 2000). This suggests that when customers evaluate that price is acceptable, reasonable and fair, their value perceptions could be increased accordingly. Furthermore, the hypothesized relationship between PFQ and CS was also verified in accordance with the previous studies (eg., Huang et al., 2014; Ramanathan et al., 2016; Han and Hyun, 2017; Qin et al., 2010; Namin, 2017; Line et al., 2016). This suggests that PFQ is also a determinant of CS towards organic food restaurants.

The results also provided support for the link between PF and CS. This finding is similar to previous findings (Jin et al., 2012; Martín-Consuegra et al., 2007; Konuk, 2018). That is if customers have a high perception of the PF, then their satisfaction towards organic food restaurant could also be higher. This reveals that providing high-quality food is particularly critical for creating CS towards organic food restaurants. Similarly, it was found that PV has a significant impact on CS. This result is also confirmed by empirical studies (Ryu et al., 2008; Qin et al., 2010; Ramanathan et al., 2016; Namin, 2017). This demonstrates that PV is a significant antecedent of CS in an organic food restaurant setting.

The empirical findings of the present study confirmed the positive influence of CS on customers' revisit and WOM intent. The results of the present study are similar with those, verifying that CS is an important predictor of customers' behavioral intentions (e.g., Ryu and Han, 2010; Namin, 2017; Huang et al., 2014). In this sense, it can be inferred that highly satisfied customers as a result of their internal evaluation are more inclined to revisit and WOM intentions than those with less satisfied.

The mediating analyzes confirmed a partial mediator influence of CS between PV and customers' behavioral intentions. This result appears to be consistent with past studies (Ryu et al., 2008; Lam et al., 2004; Lu and Chi, 2018). The empirical analyses also reported the partial intervening role of customer satisfaction between PF and behavioral intentions. The partial mediating role of CS between PFQ and behavioral intentions was also confirmed. This result appears to be consistent with that indicated by Namkung and Jang (2007). This mechanism implies that enhancing PFQ, PF, and PV can influence CS, which in turn increases customers' behavioral intentions.

### 5.2. Practical implications

The findings of this study have some notable managerial insights. The results of the current research reported the critical role of PFQ on PF and PV. Therefore, it is noteworthy that tastiness, healthiness, visual

attractiveness, freshness and healthiness perceptions of customers should be increased. For this aim, fresh and tasty menus should be served in the restaurants. Attractive food presentations of the menus should not be ignored. For example, serving decorated organic food on esthetic tableware may also enhance the visual appearance of the menus. This may also increase customers' perceived organic food quality. Additionally, organic food restaurants could place the nutrition values of organic food on the menu board to convince the healthiness of food products. Similarly, brochures providing information about organic food production standards can be placed on the tables to increase customers' knowledge about organic food products. As such, customers' perceived quality evaluations could be enhanced. Furthermore, restaurant websites may provide additional information about the quality of organic food menus to attract new customers.

The importance of PF in increasing PV and CS imply that price levels should not only be determined by the company profit plans. Customer perceptions related to organic food prices should also be taken into account in setting the menu prices. Within this context, prices of organic food menus should be compared with rival restaurant prices in determining the organic menu prices. Hence, similar price levels may lead to increase customers' PF perceptions regarding the organic menu prices. This will eventually increase the customers' PV of organic food menus. In other words, when customers' PFQ is high and if they evaluate organic food menu prices as fair, they may consider that the chosen menu is worthy to buy. This inference will result in high satisfaction and eventually enhance revisit and WOM intentions. Furthermore, if the increase in prices of organic food menus is needed, this increase should be reasonable and acceptable. Referring to the dual entitlement principle, the acceptable reasons for the increase in the price should be explained to gain customers' confidence. Additionally, reasonable price promotions in organic food menus may help to enhance customers' PF perceptions and this may result in higher CS. Promotional offers such as discount and coupons may also motivate customers to revisit organic food restaurants with increasing their perceived value.

The results of the empirical research highlighted the critical role of CS in maintaining potential long-term relationships between the company and its customers. Hence, restaurateurs should monitor the satisfaction of their customers and if dissatisfaction occurs, they should find solutions to resolve the problems. Proper complaint handling process may increase CS and stimulate revisit and WOM intentions. Additionally, surveys could be used to understand the customers' PFQ, PF, PV regarding organic food menus. Additionally, customers' new organic food menu suggestions should be collected to stimulate their revisit intentions. Considering WOM communication is useful to gain new customers, organic food restaurants should specifically invest to enhance PFQ, PV, PF, and CS to trigger WOM communications. From a managerial point of view, to compete in today's restaurant industry, organic food restaurateurs should consider the previously discussed antecedents of customers' behavioral intentions to increase their market share and to achieve competitive advantage in the marketplace.

### 5.3. Limitations and recommendations for future research

Despite the significant contributions of the present study, several limitations are mentioned for future research to gain additional insights. The data were collected from one city with a convenience sample of customers. This may limit the representativeness of the empirical findings to the entire country. Since different regions may present different purchasing patterns of consumers, future research should be conducted in different cities with diverse sample across the country to increase the generalizability of the results. Different country results may also provide comparison and cross-cultural implications would add new knowledge to the hospitality and marketing literature.

This study has not focused on a specific organic food menu to examine the predictors of customers' behavioral intentions towards

organic food restaurants. Hence, additional research is needed with focusing on specific organic food product categories to more comprehensively examine the antecedents of customers' behavioral intentions.

The inclusion of additional constructs in the model could also be used to improve the understanding of customers' behavioral intentions towards organic food restaurants in more detail. Furthermore, this study was used cross-sectional data to examine the causal linkages among the constructs. It would be useful for future research to benefit longitudinal data to gain additional knowledge about the role of predictors on customers' behavioral intentions. Furthermore, qualitative research such as in-depth interviews or focus groups may also contribute to more comprehensively understanding of customers' revisit and word-of-mouth.

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