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Master Program in Management Sciences
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Master Thesis

消費者對有機食物之態度及購買意願分析－以柬埔寨為例

Customer Attitude and Purchase Intention towards Organic
Food--Evidence on Cambodia

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南 華 大 學
企業管理學系管理科學碩士班
碩 士 學 位 論 文

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經考試合格特此證明

口試委員：

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系主任(所長)：

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MBA RECOMMENDATION LETTER

準碩士推薦函

本校企業管理學系管理科學碩士班研究生＿＿Meas Sonita＿＿君在本系修業＿年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：＿＿Meas Sonita＿＿君已修滿＿36＿學分，其中必修科目：＿管理科學＿、＿研究方法＿、＿策略管理專題＿、等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：＿＿Meas Sonita＿＿君在學期間已完成下列論文：

(1)碩士論文：Customer attitude and purchase intention towards organic food- evidence on Cambodia.

(2)學術期刊：A study of customer attitude and purchase intention towards organic food.

本人認為＿＿MeasSonita＿＿君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：Customer attitude and purchase intention towards organic food- evidence on Cambodia.，以參加碩士論文口試。

指導教授：＿＿＿＿＿＿ 簽章

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南華大學管理學院企業管理學系管理科學碩士班

111 學年度第 2 學期碩士論文摘要

消費者對有機食物之態度及購買意願分析-以柬埔寨為例

研究生：莫妮塔　　　　　　　　　　　　指導教授：袁淑芳博士

摘要

多國實施自由貿易政策，帶動國際貿易大幅增長。過去很多人購買產品時只看重性價比，但隨著生活水平不斷提高，綠色消費深入人心，人們在購買時開始更加註重價值、品質、健康的重要性。因此，具有環保意識的消費者將選擇能夠減少環境危害並提供卓越健康益處的產品。由於消費者對安全和營養食品的需求不斷增長，有機食品行業迅速發展。本研究探討了風險認知和價值如何影響有機食品消費者對購買有機食品的態度以及他們購買有機食品的行為意圖。本研究結果表明，價值意識是積極影響顧客對有機食品態度的關鍵因素，而顧客的積極態度是決定購買行為的關鍵因素。

關鍵詞: 有機食品、顧客態度、感知價值、感知風險、顧客行為

Title of Thesis: Customer Attitude and Purchase Intention towards Organic Food--Evidence on Cambodia

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Name of Student: Meas Sonita   Advisor: Shu-Fang Yuan, Ph.D.

ABSTRACT

The free trade policies implemented by many countries have led to a drastic increase in international trade. Many people used to purchase products solely based on cost efficiency, but nowadays with standards of living continually improving and green consumption gaining momentum, people have begun to take more notice of the importance of value, quality, and health when it comes to their purchasing decisions. As such, environmentally conscious consumers will opt for products that reduce environmental harm and provide excellent health benefits. The organic food industry has grown rapidly because of the growing customer demand for safe and nutritious food. This study examines how risk perception and value affect organic food consumers' attitude toward purchasing organic food and their behavioral intention to purchase organic food. This study's results show that value consciousness is a key factor in positively influencing customers' attitudes toward organic food, while customers' positive approach is a key factor in determining purchasing behaviors.

Keywords: Organic Food, Customer Attitude, Perceived Value, Perceived Risk, Customer Behavior

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CHAPTER 1
INTRODUCTION

The main purpose of this study is to explore the influence of perceived risk and perceived value on customer attitude and behavior. The mediating role of opportunity cost on customer attitude and customer behavior is also investigated. In this chapter, the researcher will present five important points: research background and motivation, research objectives and questions, research contribution, the scope of research, and research construct and procedure.

1.1 Research Background and Motivation

The focus on the potential benefits of globalization has resulted in numerous enhancements to both academic life and business performance (Labonte, 2015). As a result of free trade agreements, numerous countries have experienced rapid growth. This trend contributes to environmental depletion and ecological imbalance. According to Chen and Lin (2011), in the past, many people only focused on price. However, now with the development of society, we can see that consumers started to pay attention to purchasing value and quality products, changing their buying behavior, and started to be aware of the impact of their behaviors on the environment

Kesse-Guyot et al (2022) research found out that environmental effects and food safety are increasingly important deciding factors for the consumption of food. As a result, the global organics market has expanded rapidly in recent decades. The global organic food market is anticipated to expand from $201.77 billion in 2020 to $221.37 billion in 2021 at a compound annual growth rate (CAGR) of 9.7%, according to The Global Organic Food Market Report. In

addition, due to global warming, many governments have decided to reduce meat consumption and replace with organic food. The government of Chinese has set a plan to reduce its citizen meet consumption by 50% in 2030 (Milman & Leavenworth, 2016).

According to Suciu et al. (2019), organic food is defined as food grown in accordance with specific US Department of Agriculture (USDA) guidelines. These requirements are mostly environmental in nature, with a focus on natural substances and resource conservation such as soil and water. On the other hand, non-organic food, also known as conventionally grown food, use farming methods and products that have a greater environmental impact.

according to Torjusen et al., 2001; Padel and Foster, 2005, Despite the growing popularity of organic foods, there are some barriers to their widespread consumption, including people environmental concerns, health concerns, higher organic food prices, and additional time and effort to acquire organic food. Furthermore, consumption should be driven by a growing understanding organic food's health and environmental benefits food, as well as the desire or ability to learn more about it (Lockie et al., 2004). Although organic food and corporate social responsibility has been well known and widely supported among developed countries, this world trend has just started to get into developing countries, including Cambodia. A recent CSRHUB Report (2020) indicates that the UK rated 52 in CSR while Cambodia only rated 43. This result suggests that future investigation regarding the influential factors on CSR in Cambodia is required

Cambodia finally found its way back to economic development and peace after almost 3 decades of the Khmer Rouge terror regime that killed over one million Cambodians which was twenty-five percent of the country's population. Between 1998 and 2019, Cambodia's economy expanded at an

average annual rate of 7.7 percent, making it one of the world's fastest-growing economies., and the economy is expected to continue growing 4.8 percent in 2022 (World Bank, 2022). The country's rapid development has brought about many improvements in living standards, and it has also prompted many foreign investors to seek opportunities in the region. The rate at which the economy is changing has many Cambodians excited about a brighter future. People are able to find jobs much easier now. Moreover, the unemployment rate in Cambodia was only 0.31 percent, and it is the lowest unemployment rate in ASEAN (World Bank, 2020). Because of this, more and more customers are looking for supplies that advance their health and well-being (Wansink and Chandon, 2014).

Despite the growing popularity of organic foods in Cambodia, research on customer attitudes and behavior toward organic foods is scarce. Because consumers' consumption patterns for organic food differ across countries (Rojik et al., 2022), it is necessary to understand the factors that influence Cambodian consumers' purchasing of organic food.

Regarding researchers exploring organic food, few studies had also identified the factors that significantly affected customer intention or buying behavior. According to Salleh et al. (2010) research on "Purchase Intention of Organic Food; Perceived Value Overview" show that perceived value is the deciding factor to purchase organic food products, and Yeung et al. (2010) also said that there is a link between perceived risk and purchase likelihood. Moreover, Stolz et al. (2011) detected that customer who were choosing organic products may need to give up on other factors in order to have the opportunity to purchase organic food. Based on the previous research above, and an integration of the literature review, this study intends to identify perceived risk, perceived value, opportunity cost, and customer attitude as four

of the most important factors that impact on customer organic food purchasing behavior. Although there are several other factors that may affect organic food purchasing, this study decides to neglect these factors to focus on the above important factors and simplify the research model.

1.2 Research Objectives and Research Questions

This research study is conducted to the main research objectives and questions as mentioned below:

1. To explore the influence of perceived risk and perceived value on customer attitude.

2. To investigate whether the perceived risk can explain the negative effect between perceived value and customer attitude.

3. To identify the role of opportunity cost and its effect on the interrelationship among customer attitude and customer behavior as a mediating.

In addition, as described in the research background and motivation, the change in trends and perspectives of people toward food make the customer focus more on other aspects rather than just on price. However, the demand and supply chain of the new food market is not correlated, and the customer still has a hard time deciding what the best for them. That led to the research question as the following:

1. How perceived risk and perceived value affect customer attitudes toward purchasing organic food?

2. What are the roles of cooperate social responsibility in organic food purchasing?

3. Can opportunity cost weaken the relationship between customer attitude and customer behavior toward purchasing organic food?

1.3 Research Contribution

This research study mainly provided benefits on many counts. It serves the market readiness for the food industry within the area, while proposing future opportunities to fulfill the lack of understanding of the organic food trend, and what can the party involved in the food industry do to increase more customer, and customer can be satisfied with spending their money. Significantly, this study attempts to focus on organic food purchasing behavior in Cambodia, mainly from Phnom Penh, the capital city of Cambodia, and investigate the viability of our research model. Thus, this paper shall be crucial to enthusiastic readers who are keen to gain further knowledge concerning the food market for their insightful interests.

1.4 Research Scopes

The area of this study is based on an online survey conducted with Cambodian Customers, mainly from Phnom Penh City. This research examines the key factors that affected customer buying organic food behavior. In addition, published data from other research, will also be depended on as necessary for literature review, hypotheses development, and research model. Meanwhile, the data were collected by using questionnaires to test hypotheses and models and figure out the results and conclusions.

1.5 Research Procedures and Structure

This research study first describes the background and motivation, objectives, research scope, procedure, and structure. In addition, using quantitative research and questionnaire surveys, literature reviews were conducted to obtain a more comprehensive theoretical background and discussion on the following constructs: perceived risk, perceived value, customer attitude, customer behavior, and opportunity cost. Second, based on the previous literature reviews, a conceptual model and hypotheses are

developed to determine the relationship within each construct hypotheses. Following the development of hypotheses, research methods will be developed; in the meantime, research questionnaires will be designed and delivered to target respondents in Cambodia. Following that, data will be collected via online questionnaire surveys on the Google platform. The collected data will then be interpreted and analyzed on computer software to determine the study's hypotheses and constructs. Finally, summary hypotheses, conclusion, discussion, suggestion, limitation a managerial implication were presented at the last part of the study.

This thesis consists of 5 chapters such as:

Chapter One indicated the research background and motivations, research objectives and research questions, research contribution, research scopes, research procedures, and structure.

Chapter Two literalizes the literature review, such as the research variables definition, the theoretical formation evaluation, and the research hypotheses development.

Chapter Three describes the research design and methodology. The model of research was created. Particularly, the scales of measurement, data collection procedure, sampling plan, and data analysis procedure for each study were presented in this chapter.

Chapter Four indicates the results of the statistical and descriptive results, including data collection, basic information of respondents, descriptive statistics of research items, and factor analysis. After that, the results will combine with each hypothesis which also is presented in this chapter. There are four kinds of method research will be used to examine hypotheses

Chapter Five presents the conclusion. The summary of the thesis will be indicated in this chapter. Based on results, suggestions, and future research will be discussed.

The flow chart of this study may be shown in the figure1– 1 below:
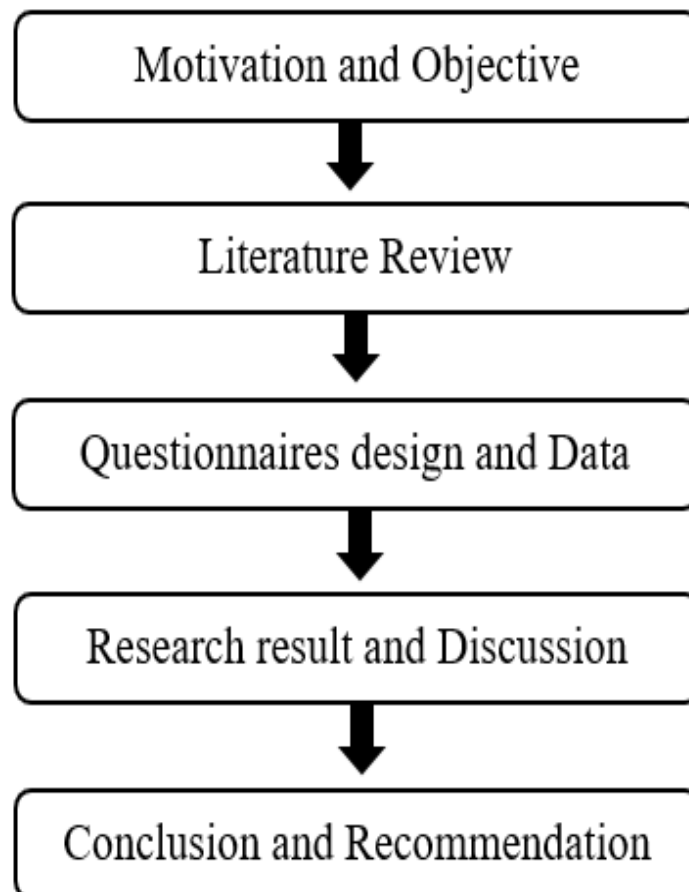
Figure 1- 1 Research flow

Source: Original study

CHAPTER 2
LITERATURE REVIEW

In this chapter, the researcher demonstrates how conducted theories, concepts, and other information contribute to the further investigation of this topic. The ultimate goal of this chapter is to provide the reader with useful information about the subject and provide a vivid backdrop to aid in the discovery process. The researcher will conduct a thorough literature review on each aspect of this chapter. At the end of this chapter, the relationship between each construct and Hypotheses for further research will be proposed.

2.1 Theoretical Background

2.1.1 Perceived Risk Theory (PRT)

Perceived Risk Theory was first introduced by Bauer (1960) in the marketing concept but at a wide level. Perceived risk has a different research tradition, and many authors overlooked the prevalent construct during the purchasing process (Lafraxo et al., 2018). According to Pelaez et al. (2017), failed purchases were caused by performance and the interrelationship of social factors; individual thought, and behavior. Consumer purchasing behavior is influenced by perceived risk. There are four types of buying behavior (Kotler & Armstrong, 2010): complexity, habitual, dissonance-reducing, and variety-seeking behavior. Involvement is used to describe complex purchasing behavior, and there were differences between brands. Buying behavior minimizes dissonance by maximizing involvement. The consumer's habitual buying behavior reduces involvement and the degree of brand differentiation. While consumer involvement is low, the variety-seeking behavior is notable for brand differences.

Perceived risk theory has been widely used in hospitality businesses to explain consumer behaviors (Hwang and Choe, 2019; Zhang et al., 2018).

Previous food studies have found a negative relationship between perceived risk and the image of the food product (Bardin et al., 2017; Yoon and Chung, 2018). Bardin et al. (2017), for example, investigated the relationships between risk perception and attitude toward genetically modified foods and discovered that the higher the level of general risk perception consumers reported, the more negative their attitude toward the food. z et al. (2018) investigated the relationships between the perceived risk of genetically modified foods and attitudes and found a significant relationship.

Consumer perception of the risks and benefits of organic food products is a significant determinant of consumption. In this context, perceived risk refers to the expectation of losses from any organic food purchases (Peter & Ryan, 1976). Some customers are risk-averse when it comes to unsanitary food and are willing to pay a high price to avoid the risk. At the same time, they are unsure whether they are eating organically produced food. This represents the ambiguity between benefits and risks that consumers perceive (Bourn & Prescott, 2002). Furthermore, Bäckström & Johansson (2006) discovered that people are concerned about the risk associated with their food. People typically choose the option that maximizes their utilities while minimizing their risks. Following Roselius (1971) this study divides perceived risk into two factors: Financial and physical risk.

2.1.1.1 Financial Risk

Cori et al. (2010) found that invisible risks are perceived as more dangerous than visible risks. Individuals tend to make negative guesses because invisible risk perception makes estimating the magnitude of risk difficult (Quan et al, 2022). Furthermore, financial risk perception has a direct impact on behavior intention. Customers care about price (Jang and Moutinho, 2019). Customers will stop visiting if they believe the price is too high. Restriction of use of entertainment facilities due to social distancing, for example, should be

avoided in order to reduce customer perception of financial risk. This is due to the fact that financial risk perception is a barrier to behavior intention (Styv'en and Wallstrom, 2019).

Organic food is usually more expensive than conventional food (Hjelmar, 2011). As a result, cost concerns are carried out with organic food consumption (Johnston et al., 2011). The potential monetary outlay associated with the initial purchase price as well as the product's subsequent maintenance cost is referred to as financial risk (Grewal et al., 1994). The current research environment in financial services broadens this aspect to include the recurring risk of financial loss due to fraud. Green products are relatively new and unknown to most buyers, so there is a significantly high risk associated with such a purchase (Sheau-Fen et al., 2012).

Moreover, it also refers to the risk that a consumer may be concerned about paying a higher price for organically produced food, but may not be perceived as being significantly different from purchasing traditional alternatives (Torres-Ruiz et al., 201). Moreover, the main obstacle to increasing consumer demand for organic food items is that organic foods are more expensive than conventional foods, and it is affecting the demand for green products indirectly (Verhoef, 2005).

2.1.1.2 Physical Risk

Physical risk refers to the possibility of harm or injury to customers while using a product (Carroll, et al. 2014). The risk arises from consumers' perceptions of underlying threats or dangers associated with the adoption of a new product or innovation (Kushwah et al., 2019). Any time people consume food, there is always some level of risk involved. According to the American College of Allergy, Asthma, & Immunology, consumers engage in physical risks by eating any kind of food because there is always a chance that they could experience an allergic reaction. Even if they have eaten a certain type of food

before without any ill effects, they could potentially be allergic to something different in that food on a different day so they are afraid that exposure to organic food may cause them risk or unsafety. Many also believe that eating organic food leads to increased health risks, including increased susceptibility to cancer (Scarborough et al., 2014).

2.2 Definitions of Constructs

2.2.1 Perceived Value

Perceived value is given the definition as the perception of the benefit versus the cost of products or services purchased by consumers (Zeithaml 1988). Zeithaml (1988) also stated that the cost that is spent is the received benefit based on the user's perception of whether they obtain and make the decision based on the evaluation of the user's utility of the product or service. However, the best product or service occurs with the consumer's positive belief; possibly effort of excitement and utility when consumers believe that the benefit is obtained consistently on product or service.

Perceived value in the context of organic food is related to the utility value that the consumer perceives when making a practical choice, which includes factors such as quality, availability, environmental and health benefits, and safety (Sweeny and Soutar, 2001). Furthermore, among the many factors mentioned by Rana and Paul (2017) in studies about purchase intention and attitude toward buying organic food, concerns about health and the environment, as well as safety, are some of the characteristics associated with the perceived value of organic food products.

2.2.1.1 Corporate Social Responsibility

The term Corporate Social Responsibility (CSR) could be extended to many counts. The firm benefaction to society and the environment through one's business activities, resources, and policies for economic welfare (Du et al., 2011, Fatma et al., 2016). Moreover, CSR also is defined via the company's

efforts and obligations which crucially helps the stakeholders and society in producing a positive impact while eliminating negative harm (Brown & Dacin, 1997).

However, there is another explanation, according to Elkington's sustainable development framework "Triple Bottom Line" (1998). CSR is derived from the fundamental concept of sustainability, which encourages businesses to voluntarily contribute to social, economic, and environmental gains (Moneva et al., 2006).

A key driver for buying any product, including organic products, is environmental concern. Many studies have found that organic farming is less harmful to the environment. Consumers are becoming more environmentally conscious and willing to help protect the environment in any way they can (Ling et al., 2013). The absence of agrochemicals in organic food production methods reduces the impact of farming on the environment, which motivates consumers to consume organic food. The previous research by Padel & Foster (2005) about the reason why consumer buys or do not buy organic food show that concerns for the environment, animal welfare, and health benefits are the most powerful motivator for purchasing organic food.

2.2.1.2 Health Consciousness

The state of being free from any illness or disease is referred to as being in "good health." All of the body's systems, organs, and parts must work in harmony for there to be health, which is a state of being. The idea of health is challenging to understand. Health is a broad concept that refers to more than just the absence of illness, the proper operation of bodily functions, and the presence of happy thoughts. A holistic view of health is one that considers the whole person (Health Awareness Researchomatic, 2012).

Basic understanding and knowledge of health, healthcare, and other services related to health, health needs, diseases, and preventive measures are

referred to as health awareness (Navkiran & Satinderbir, 2021). It also refers to consumers' comprehension of changes in their health and the nutrient contents of the foods they eat (Hill & Lynchehaun, 2002). People believed that eating organic food was a great way to maintain a healthy lifestyle, which is very important in today's society, according to Dr. C.K. Muthukumaran (2021). Additionally, they are aware that since such food does not contain pesticides, it is less toxic and harmful.

Organic foods are usually considered high in fiber in fruits and vegetables (Lawrence et al., 2022). Moreover, conventional food production exposes people to much higher levels of pesticides, antibiotics, and hormones, which can increase insulin resistance, abdominal fat, and BMI. Third, organic foods may have higher nutritional values and nutrient contents, including more vitamins, minerals, antioxidants, and anti-inflammatory ingredients, which can lead to lower body weight.

The modern world is becoming increasingly demanding and competitive. Consumers are highly exposed to diseases but have little time for physical activity. Consumers are very concerned with maintaining their health and making the right food choices. The perception of organic food among consumers is influenced by health concerns. Mohamed et al. investigated the attitudes of consumers toward organic food and their willingness to pay a premium price in the Egyptian capital (2012). According to research, living a healthy lifestyle is the main driver of organic food purchases, along with a willingness to pay. Consumers who buy organic food report that higher prices and uncertainty about the validity of the organic certification are the main obstacles to their purchasing decisions.

2.2.2 Customer Attitude

Attitude is defined as an observer's evaluation of people, things, and issues (Ajzen & Fishbein, 1980). Attitude is a critical factor that influences

perception, information processing, and behavior (Sharma, 2017). Overall, the attitude has three dimensions: passion, information figure, and change resistance (Culbertson & Dietz,1968). Sharma et al., (2019) are convinced that attitude is critical for participating in an activity that led to the intention of use in relation to its customers.

The general public is becoming more aware of organic food products, and they have a favorable attitude toward their intention to purchase. The study's findings also demonstrate that consumers support buying organic food products for a variety of reasons, with the main drivers being environmental concerns, health, and lifestyle considerations, food product quality, and their own subjective standards (Lodorfos & Dennis, 2008).

2.2.3 Opportunity Cost

In 1894, Green, who was working on the theory of value and the concept of cost, coined the phrase "opportunity cost." He argues that opportunity costs occur when one chooses to pursue a specific course of action over other possible economic or recreational opportunities. The opportunity cost is defined in a very general and broad way as the value society places on the best option that is rejected.

Many people are found to have a positive attitude toward organic food but they still choose to ignore this fact and avoid buying organic products (Muthukumaran, 2021). Most of them have made excuses that organic products are expensive, despite their own high income. Consumption is also affected by the availability of organic products in nearby locations because these people do not have enough time to look for such products if they are not readily available. In this study, the researcher defines the opportunity cost into two categories as the possible reasons to moderate the relationship between customer attitude and customer behavior toward the organic brand as below:

2.2.3.1 Happiness

The central dimensions of hedonic (pleasure, enjoyment, comfort) and eudaimonia (meaning, growth, excellence) are frequently used to study happiness and well-being (Ryan & Deci, 2001; Waterman, 1993), but these dimensions frequently fall into different analytical categories (Huta & Waterman, 2014). Hedonia and eudaimonia are crucial dimensions that, according to some research programs for example the research from Vitters & Soholt, 2011, are orientations to happiness rather than ways of experiencing or functioning (e.g., Peterson et al., 2005).

This research contributes to the discussion of the pleasure-based and meaning-based approaches to happiness and falls under the latter category of analysis. The hedonic orientation toward happiness frequently includes the idea of positive affect, with pleasure serving as one of its fundamental components (Peterson et al., 2005; Huta & Ryan, 2010).

While conventional food does not mean to be fast food but organic food is mostly could not find in fast food, and it is not healthy in general. Fast foods are tasty, affordable, and are design to be convenient. According to Reichelt (2016), convenient foods can cause the "happy hormone," dopamine, to be released in the brain, making consumers feel good when they eat. This can lead to a desire for more convenient food in order to relive the same happy feeling.

2.2.3.2 convenience

In marketing theory, convenience is initially associated with product classification. Products that are intended to make it easier for customers to buy and use products are considered convenient (Copeland, 1923). In a thorough review of the literature on consumer convenience in a service economy, Berry et al. and Seiders et al. defined "service convenience" as how consumers perceive the time and effort required to use or purchase a service.

According to the research from Janssen and Hamm (2012), there is not enough organic food on the market so consumers have a problem and have to spend more time finding it than conventional food products. Furthermore, a large number of respondents shop in grocery stores where organic food is only found infrequently.

2.2.4 Customer Behavior

Customer behavior is defined as the user's intention to react in a way that is simple to gain access to and use products or services (Sharma, 2017). A purchase attempt is a final action taken in advance to decide whether or not to purchase a product or service (Mohamed, 2019). Consumer behavior is the study of how individuals, groups, or organizations choose, obtain, use, and discard goods, experiences, ideas, or other items to satiate their needs and desires. It also worries about the social and economic effects of consumer and societal consumption and buying habits (Kuester and Sabine, 2012). It is important to note that marketing studies consumer purchasing behavior with the primary objective of understanding how people, groups, or organizations select, acquire, use, and discard goods as well as the variables such as prior experience, taste, price, and branding that influence consumers' purchasing decisions (Kotler, 2014).

Consumer behavior regarding the consumption of organic products can be defined by a variety of factors, including belief in the health benefits, which include nutritional value, certification, taste, quality, and price, as well as belief in the environmental benefits they can provide; however, these purchase factors are not always sufficient (Araújo & Marjotta-Maistro, 2022).

2.3 Hypothesis Development

2.3.1 Relationship of Perceived Risk towards Customer Attitude

A study by Maignan and Lukas (1997) found that financial risk, which includes consumer anxiety, is a significant barrier to purchasing. Similarly, to

this, Zielke and Dobbelstein (2007) defined financial risk as the potential loss of a purchase, which includes the potential need for product or service repair, replacement, or refund. Nguyen et al. (2019) define financial risk perception as an investor's beliefs, attitudes, judgments, and feelings regarding the risk characteristics of an investment product. Early researchers found that the variables from decision-making theory, such as the likelihood of losing, whether a gain or loss will occur, and unstable income, were the most significant influences on how people perceived financial risk (Mellers and Chang, 1994; Koonce et al., 2005).

According to the results of a 2015 research survey, despite their desire to lead a greener lifestyle, 82% of consumers claimed that high price premiums are the reason they aren't motivated to buy organic food items (Xie et al., 2015). Consumers' awareness of product pricing affects their final purchasing decisions (Steenhuis et al., 2011). According to Gschwandtner and Hirsch (2018), organic food products are more expensive than their conventional counterparts, and this has a negative impact on consumer attitudes toward these products (Zakowska-Biemans, 2011). Additionally, a price barrier like this could lower attitudes as well as the overall consumption of organic foods (Bruschi et al., 2015). Therefore, the proposed hypothesis is:

H1: Perceived risk has a significant impact on customer attitude.

2.3.2 Relationship between Perceived Risk and Perceived Value

Sweeney et al. (1999) make arguments in favor of risk's function as a bridge between value and extrinsic cues. The arguments are based on the theory that when consumers are exposed to extrinsic product cues, they make judgments about uncertainties that could result in potential long-term losses in addition to product quality and sacrifice. Consumers "consider these consequences a component of risk when developing perceptions of value," according to Sweeney et al., (1999) study, it is common to think of perceived

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value as a compromise between quality and sacrifice (Hauser and Urban 1986; Zeithaml 1988; Dodds et al. 1991; Teas and Agarwal 2000), with quality having a positive correlation with value and sacrifice having a negative one.

Previous studies have discovered a significant inverse relationship between benefit and risk assessments. Issues with positive attitudes are perceived as having high benefits and low risks, and vice versa, claim Alhakami and Slovic (1994). According to Ueland et al. (2012), more risk can be tolerated if a product has a higher benefit. Konuk (2019) stated in his study that customer perceptions of organic food prices should be considered when setting prices. Organic food prices should be compared to conventional food prices in this context. As a result, similar price levels may increase customers' perceptions of organic food. This will eventually increase the perceived value of organic food among customers. In other words, when customers perceive a high level of risk and perceive organic food prices to be unfair, they may conclude that the selected food is not worth purchasing. As a result, those who thought the perceived risk of organic food is high, implying that they were more likely to not develop a positive attitude toward buying an organic product. As a result, the proposed hypothesis is:

H2: Perceived risk has a significant impact on perceived value.

2.3.3 Relationship of Perceived Value towards Customer Attitude

Perceived value is "a customer's overall assessment of the net benefit of a service or product based on a customer's judgment," according to Bolton (1991). Due to its beneficial effects on marketing effectiveness, previous research has concentrated on perceived value (Sweeney et al., 1999). In both the consumer and business markets, the idea of perceived value has been widely applied to illustrate how customers evaluate goods, services, and relationships claimed by Woodruff (1997).

Most people assume that nothing potentially harmful is used in the production of organic food (Paul & Rana, 2012). Consumers' concerns about the nutrition and health aspects of the food they eat are rising (Dubé et al., 2014). Consumer preference for organic and environmentally friendly food products is increasing as a result of the general consensus and belief among consumers that organic food products are safer and healthier to eat because they are free of dangerous chemicals and full of nutrients due to the manufacturing processes they use (Wiedmann et al., 2009). According to Çabuk et al. (2014); Basha et al. (2015), consumers who are concerned about food safety, and the environment develop positive attitudes and behaviors toward organic foods. As a result, the hypothesis in this study will be proposed as follows:

H3: Perceived value has a significant impact on customer attitude.

2.3.4 Relationship between Customer Attitude and Customer Behavior

Davis (1989) found that attitude has an associated effect on behavioral intention. The general agreement was that customers' behavioral intentions are provoked by attitude, which then leads to actual behavior (Ajzen, 1991). The phrase "attitude toward customer behavior" refers to both a "positive" and "negative" propensity to continuously react to specific behaviors, such as product use and product selection, according to a study by Quintal et al. (2010). Eagly and Chaiken (1993) defined attitude in a similar way, defining it as a psychological and intra-cognitive tendency expressed or produced by potential judgments of a specific person with an appropriate level of favor or disadvantage. An independent predictor of behavioral intentions is a person's attitude, which is defined as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavioral in question" (Ajzen, 1985, 1991).

Attitude is extremely important because it can cause actual behavior (Ajzen, 1991) and has a significant impact on satisfaction (Untaru and Han,

2021). According to Untaru and Han (2021), customer attitudes have a strong mediating relationship with behavior intentions, resulting in higher customer satisfaction and revisit rate. The behavior will be consistent or inconsistent depending on whether the chronically accessible attitude is strong. The memory that automatically activates attitude is crucial in activating appropriate behavior.

According to previous studies on organic food, positive attitudes are linked to higher purchase intentions (Ashraf, Joarder, & Ratan, 2019; Yadav & Pathak, 2016). According to the study, attitudes may also indirectly influence intentions to buy organic food products (Michaelidou & Hassan, 2008; Smith & Paladino, 2010). For instance, Ashraf et al. (2019) found that attitude fully mediates the effect of trustworthiness on the purchase of organic foods. So far, the below hypothesis would be proposed as:

H4: Customer attitude has a significant impact on customer behavior.

2.3.5 The Effect of Opportunity Cost and Customer Attitude Toward Customer Behavior

Food that has been grown using organic farming practices is known as organic food. From one country to the next, standards vary. Resource cycling, ecological harmony, and biodiversity preservation are traits of organic farming. The way that agricultural products are grown and handled is referred to as "Organic" (Ramesh and Divya, 2015). Organic products must be kept apart from organic crops and must be grown in unrestricted, safe soil. Eating organic food has many health advantages, including a reduced risk of allergic reactions, being overweight or obese, and experiencing a wide range of other diseases. The fact that pesticides are no longer allowed in organic products is the most significant factor. Contrary to conventional foods, organic foods contain a variety of nutritionally significant ingredients (Tomar et al., 2021).

Although many consumers have expressed a favorable attitude toward green consumption, external factors sometimes prevent these attitudes from being translated into intentions or behaviors (Cheah, & Aigbogun, 2022). The theory of attitude-behavior inconsistencies contends that even when people have positive attitudes toward certain things, those attitudes may not always be reflected in their actions or behaviors. Quaquab et al., (2021) research supports this. Studies in recent years have focused on the apparent disconnect between people's attitudes toward the environment and their actual green purchasing behaviors (Barbarossa & De Pelsmacker, 2016). Additionally, it was noted that the taste and lack of availability of organic food were the main deterrents to buying it (Paul & Rana) (2012). Therefore, the proposed hypothesis is:

H5: Opportunity cost has a significant impact on customer attitude

H6: The effect of opportunity cost and customer attitude toward customer behavior.

CHAPTER 3
RESEARCH METHODOLOGY

In this chapter, the researcher first describes the research model for this study, followed by the construction measurement and hypotheses. The chapter also discusses the research design, sampling methods, questionnaire design, data collection methods, and data analysis procedures.

3.1 Research Structure

As mentioned in previous hypotheses development, this study conducts a research model as the following figure 3- 1:
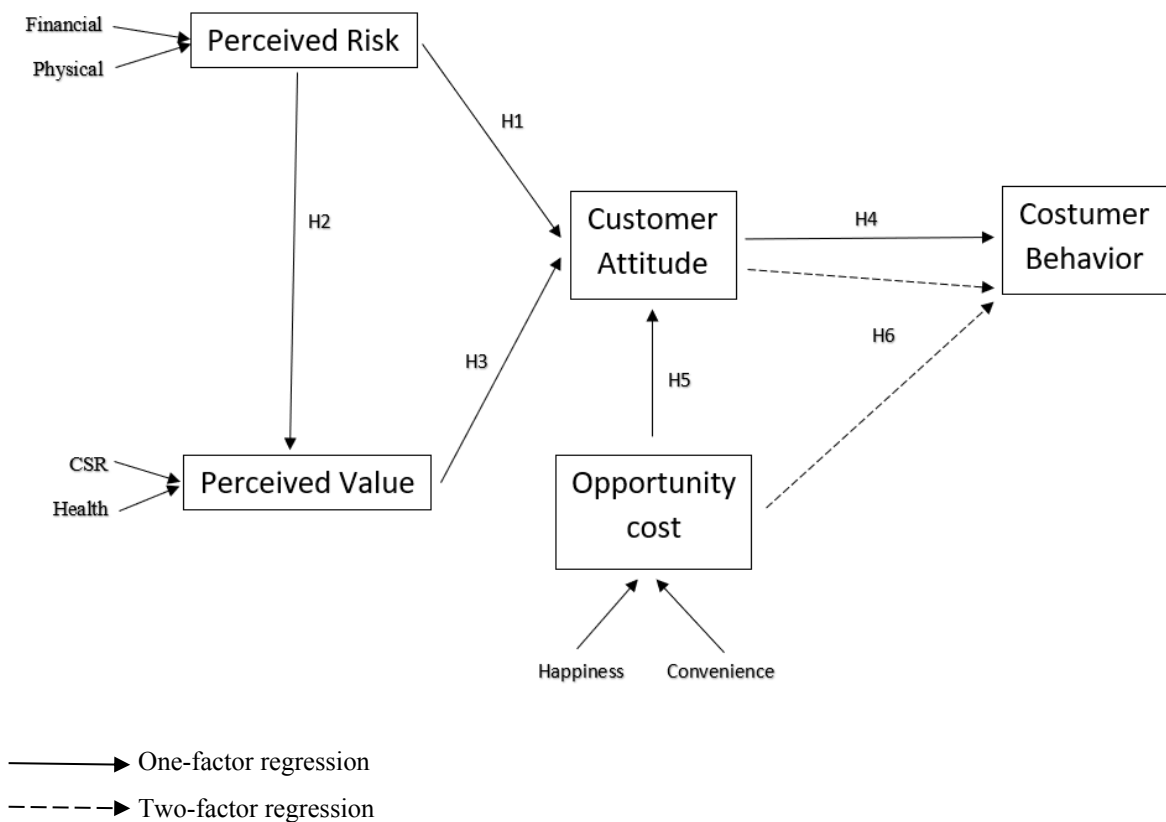
Figure 3- 1 Research Structure

Source: Original Study

3.2 Summary of Research Hypotheses

According to the above literature reviews and hypotheses development in chapter two, the following research hypotheses were developed for further study in this research:

H1: Perceived risk has a significant impact on customer attitude.

H2: Perceived risk has a significant impact on perceived value.

H3: Perceived value has a significant impact on customer attitude.

H4: Customer attitude has a significant impact on customer behavior.

H5: Opportunity cost has a significant impact on customer attitude.

H6: The effect of opportunity cost and customer attitude toward customer behavior.

3.3 Research Design

This study adopted quantitative research as well as a survey questionnaire as a research design that evaluated five variables. The variables are perceived risk (PR), perceived value (PV), customer attitude (CA), customer behavior (CB), and opportunity cost (OP). This research is designed as a planned output where specific research methods and processes are linked together to produce robust and systematic evidence for empirical analysis and conclusions. To conduct this research, we will collect data that includes surveys. We will use online questionnaires.

3.4 Sampling and Data Collection

The structured questionnaire is set in the following ways. It is mainly in English and then translated into Cambodian (Khmer) for the convenience of the participants. The author translated the questions from English to Cambodian and then had an English professor translate them back from Cambodian to English. All questionnaires were rated on a five-point Likert scale from 1 = strongly disagree to 5 = strongly agree. All participants in this study were selected from Cambodia. This survey consists of 42 questionnaires and is sent

online to respondents living in Cambodia.

3.5 Construct Measurement

This study consists of five constructs. Those constructs are perceived risk, perceived value, customer attitude, opportunity cost, and customer behavior. Each construct obtains components and questionnaire items that are derived from previous studies to conduct questionnaire surveys.

3.5.1 Perceived Risk Toward Organic Food

Risk perception has long been acknowledged as a significant factor influencing consumer behavior and decision-making (Kurtz and Clow, 1997; Laroche et al., 2004; Quintal et al., 2010; Schiffman and Kanuk, 1994; Stone & Gronhaug, 1993). According to Schiffman and Kanuk (1994) and Kurtz and Clow (1997), financial, physical/safety, performance/functional, and psychological factors, all contribute to perceptions of risk. However, this study focuses on two out of five perceived risks financial and physical risks.

In this study, financial risk is defined as the risk that customers fear when they make a purchase decision that they may pay too much for organic products compared to conventional products with the same quality. Moreover, because of the higher price of organic products, the customer cannot consume them in the long run due to it could exceed their budget.

On the order hand, the physical risks refer to the fact that purchasing organic foods could put the customer's physical well-being at risk because of the danger of the new products. Physical risks also refer to any physical harm that could result from using a product that could be from malfunctioning, poor design, or manufacturing defects that make the items dangerous for consumers to use.

The financial risk was measured with 7 items and modified from Barbarossa & Pastore (2015); Forsythe et al. (2006). Physical risk has been measured with 7 items which reverse from Garner's (1986); Mogkos et al.

(2006); and Kushwah et al. (2019).

All items above were measured with a five-point Likert scale ranging by marking 1= totally disagree, 5= totally agree.

Financial Risk	Questions	References
[PRFR1]	Organic food has higher prices than conventional food.	Barbarossa, C & Pastore, A (2015), Forsythe et al. (2006)
[PRFR2]	Purchasing organic food is a highly expensive activity.	
[PRFR3]	I am concerned that the organic food quality cannot reach my expectation.	
[PRFR4]	I am concerned that the organic food quality is not worth the price.	
[PRFR5]	I don't have enough budget to buy organic food.	Bagher. A, (2018); Kuma. P, (2015)
[PRFR6]	Buying organic food, in the long run, can exceed my budget.	
[PRFR7]	Even if organic food can reach my expectation, I will not pay above a certain price level.	
Physical Risk	Questions	Garner. A, (1986), Mogkos et al. (2006), Kushwah et al. (2019); Iqbal et al., (2021)
[PRPR1]	I am concerned that my body will react negatively to organic food	
[PRPR2]	I am concerned that organic product processing is not safe.	
[PRPR3]	The organic food product might cause danger to my health.	
[PRPR4]	Organic food products might dangerous for the environment.	

3.5.2 Perceived Value Toward Organic Food

The study identified perceived value influence on customer attitude toward Organic food purchasing. In order to connect with a product's features, a consumer must be aware of both what is given and received. This is how perceived value is defined. This study focuses on two types of perceived values

such as cooperate social responsibility and health.

In this study, cooperative social responsibility is defined as an individual's motivation to purchase only products that respect and protect the environment and are specifically produced without harming nature. The degree to which people are aware of their health and involved in managing and participating in health actions is defined as health consciousness.

Cooperate social responsibility was measured with 5 items and revised by Fatma et al. (2016), Park et al. (2016), and Van Huy, et. al., (2019). Health consciousness has been measured with 8 items which are reversed from Gould (1988) and Baudry et. al., (2017).

All items above were measured with a five-point Likert scale ranging by marking 1= totally disagree, 5= totally agree.

Cooperate Social Responsibility	Questions	References
[PVCSR1]	The organic brand is careful to respect and protect the natural environment.	Fatma et al. (2016), Park et al. (2016), Van Huy, et. al., 2019
[PVCSR2]	The organic brand has a favorable attitude toward the usage, acquisition, or manufacturing of ecologically beneficial products.	
[PVCSR3]	The organic brand uses fewer natural resources.	
[PVCSR4]	The organic brand informs its customers about its environmentally friendly practices.	
[PVCSR5]	Organic food consumption will help to protect the environment.	
Health Consciousness	**Questions**	**References**
[PVH1]	I consider a lot about my health.	Gould (1988);
[PVH2]	I'm aware of any changes in my health.	Baudry et. al.,

[PVH3]	My health is usually on my mind.	**(2017)**
[PVH4]	I take full responsibility for my own health.	
[PVH5]	Organic food products keep us healthy and help us live longer lives because of their higher quality.	
[PVH6]	Organic products are beneficial to the health of people who have diabetes.	
[PVH7]	Organic foods are free of harmful chemical contamination.	
[PVH8]	Organic food protects consumers from potentially fatal diseases such as cancer.	

3.5.3 Customer Attitude Toward Purchasing Organic Food

The study identified customer attitudes toward buying organic product influence customer behavior. Attitudes toward a behavior are characterized as the degree to which it is positive or negative. The overall set establishes the relationship between the behavior's reachable behavioral beliefs, potential outcomes, and other features. There were 6 items were measured and revised by Kim and Han (2010) and Wang et al., (2013).

All items above were measured with a five-point Likert scale ranging by marking 1= totally disagree, 5= totally agree.

Customer Attitude	Questions	References
[CA1]	Purchasing organic food is a good idea.	**Kim and Han (2010), Wang et al., (2013)**
[CA2]	Purchasing organic food is rewarding.	
[CA3]	Purchasing organic food is pleasurable.	
[CA4]	Organic food appeals to me because it is processed without the use of chemicals.	
[CA5]	Organic food appeals to me because it is more nutritious than conventional food.	
[CA6]	Organic food appeals to me because it causes	

	fewer diseases than conventional food.	

3.5.4 Opportunity Cost

According to Drummond, et al. (2015), opportunity costs are usually estimated by how the system translates changes in resources into changes in benefits. This study identified the opportunity cost that can weaken the relationship between customer attitude and customer behavior. There are two constructs the researcher uses to explain the opportunity cost.

Happiness was measured with 4 items and modified and adapted from the scale of happiness developed by Hills and Argyle, (2002), and convenience has been measured with 3 items which are reversed from Kushwah et al. (2019).

All items above were measured with a five-point Likert scale reverse score ranging by marking 1= totally agree, 5= totally disagree.

Happiness	Questions	References
[OPHPN1]	I don't feel particularly pleased consuming organic food.	**Hills and Argyle, (2002)**
[OPHPN2]	I am not well satisfied with organic food.	
[OPHPN3]	I don't have fun consuming organic food.	
[OPHPN4]	I am not intensely interested in organic food.	
Convenience	**Questions**	**References**
[OPCVN1]	It is difficult to find information about organic food products.	**Kushwah et al. (2019)**
[OPCVN2]	It is difficult to find outlets for organic food products.	
[OPCVN3]	Organic food is not easily accessible.	

3.5.5 Customer Behaviors *Toward* **Purchasing Organic Food**

Customer behavior, as defined by Wu et al. (2011), is the ability to plan

and request the purchase of a specific good or service in the future. In other words, customer behavior intention is the proclivity of customers to buy or act on a specific product (Erdil, 2015). There were 5 items were measured and revised by Han et al., (2010) and Shaharudin et al. (2010).

All items above were measured with a seven-point Likert scale ranging by marking 1= totally disagree, 5= totally agree.

Customer Behaviors	Questions	References
[CB1]	I am delighted to purchase organic foods.	**Han et al., (2010); Shaharudin et al. (2010)**
[CB2]	I intend to purchase organic food.	
[CB3]	I am most likely to purchase organic food.	
[CB4]	The possibility I would buy organic food is high.	
[CB5]	I try to purchase organic foods because they are my healthiest options.	

3.5.6 Pilot Test

A pilot study is a small-scale test before studying a full population that uses to ensure that all respondents interpret the questions in the same way, resulting in accurate and reliable data. The pilot test of this study was conducted in the Cambodia version to improve the questionnaire's effectiveness. Connelly (2008) asserts that at least 10% of the sample intended for the research should be used for the pilot samples. Accordingly, the test was equipped using Google Forms and sent over the Internet to 39 respondents to determine whether the surveys were difficult to interpret or unrealistic. The methods that the researcher used to guarantee the reliability of questionnaires in this study were factor loading and interrater reliability, where the most often used internal consistency metric is Cronbach's alpha (α). If Cronbach's alpha coefficient is above 0.7, these questions are thought to be highly relevant or realistic to determine the factor (Cronbach, 1951). As a result, Cronbach's alpha (α) results

of this study suggest that all the questionnaires have a relatively higher coefficient of 0.7 for each variable.

3.6 Demographic Information

Consumer perceptions of organic food and the variables influencing the consumption of organic food have been the subject of extensive research. Urbanization, income, age, and education have all been shown to increase the consumption of organic foods. Additionally, women are more likely than men to purchase organic products (Bellows et al., 2008; Gracia & Magistris, 2008; Jonas et al., 2008; Roitner et al., 2008). The demographic dimension was created to measure the differences between each respondent who participated in this survey.

1). Gender

2). Age

3). Educational level

4). Occupation

5). Income level

3.7 Data Analysis Procedure

Based on the nature of the study, this study used the primary method and a quantitative approach. After all elements of each construct have been transformed with SPSS statistical software, statistical approaches such as descriptive statistics and inferential statistics are used to test hypotheses and perform the research variables and analyze the data collected. The collected data was analyzed using SPSS software version 25 in this study. Data analysis and hypotheses will be analyzed by technique:

- Factor loading and Reliability test
- Descriptive Statistic Analysis
- Independent Sample t-test

- One-Way Analysis of Variance (ANOVA)

- Multiple Regression Analysis

3.7.1 Factor Loading and Reliability Test

Factor analysis was used to observe and confirm the dimensionality and reliability of each research construct based on data collection. Furthermore, factor analysis is used for more than just summarizing or reducing data; it is also employed for exploratory or confirmatory purposes. Bartlett's (1951). The objective is to choose survey questions with high factor loadings and then contrast those chosen with the theoretically predicted questions. The relationship between each element and the total of the other elements within one factor is measured by item-to-total correlation. This method makes the assumption that the overall score is reliable and that an item's convergent validity is reflected in how much it correlates with the overall score. After using factor analysis, Cronbach's alpha was used to analyze correlation and internal consistency Then, eigenvalues and screen tests will be used to calculate the figure of dimensions derived from the principal component factor analysis.

According to Hair et al. (2010), the following criteria are mentioned:

- KMO > 0.5 and Barlett $p < 0.05$

- Explained Variance (Accumulative) > 0.5

- Eigen Value > 1

- Factor Loading > 0.5

- Cronbach's α > 0.6

Those questionnaire items that do not fulfill these rules of thumb were excluded from further analyses.

3.7.2 Descriptive Statistic Analysis

Descriptive statistics were used to quantitatively analyze the data set to understand the characteristics of each variable. The means and standard

deviation of each research variable are presented in the descriptive statistical analysis in order to describe each variable's characteristics. In this study, descriptive statistical analysis methods will be used to show the respondent profile in terms of frequency of distribution. As a result, descriptive statistics on demographic information are used to examine and explain the data collected in terms of frequency and percentage (%).

3.7.3 Independent Sample T-test

In this study, the independent sample t-test is used to determine whether there are any differences between the two groups in terms of a specific variable. The following constructs were used in this study: perceived value, perceived risk, customer attitude, opportunity cost, and customer behavior.

3.8.4 One-way Analysis of Variance (ANOVA)

One-way analysis of variance (ANOVA) was encoded in this study to analyze the differences across demographic characteristics of the participants in the constructs in the model in order to investigate whether there are any differences in more than two groups in relation to one variable. The analysis using the F-value, Beta, and R-squared tests will be significant.

3.8.5. Regression Analysis

First and foremost, simple linear regression is used to identify relationships between two variables or constructs that can be predicted by independent and dependent variables. The primary goal of linear regression analysis in this research is to investigate the relationship between five constructs: perceived value, perceived risk, customer attitude, opportunity cost, and customer behavior. Second, multiple regression is used to assess the impact of one variable on the values of two or more other variables. The variable used to project was known as the dependent variable.

Furthermore, multiple regression allowed the study to determine the model's overall fit as well as the proportion of the factor's contribution to the 40

total variances explained. When R2 exceeds 0.1 and the F-value exceeds 4, the analysis is considered significant. According to Hair et al. (2014b), the following criteria for regression analysis are as below:

- R-square (R2) ≥ 0.1
- Adjusted R-square ≥ 0.1
- F-value ≥ 4
- Sig. (p-value) ≤ 0.05

CHAPTER 4

DATA ANALYSIS AND RESULTS

This chapter will present the study's findings. The first part contained a descriptive study of the respondents' demographics, respondent characteristics, and variable measurement data. The findings of the factor loading, independent T-test, ANOVA, and regression are then shown. Then, the last of chapter four will illustrate the result of analyzed data related to correlation and hypotheses tested.

4.1 Descriptive Analysis

In this section, descriptive statistics analysis was performed to illustrate the mean and standard deviation for all research variables as well as the frequency for demographic variables in order to gain a better understanding of the characteristics of the study structure and demographic variables.

4.1.1 Characteristics of Respondent

The data were collected from a sample of 163 respondents through an online questionnaire. Table 4 - 1 shows the sample distribution of the five demographic variables such as gender, age, education, Occupation, and lastly income level.

The table below shows that there are more female respondents than males, which stands at 53.4%. Besides, the majority of respondents are aged less than 25 years old to 35 years old, ≤25 is 56.4% and for 26-35 are 33.1%. Most of the respondent's highest level of education are bachelor's degree, which is 76.7% while master's degree 17.8%, high school or lower 3.7%, and Ph.D. 1.8%. As for Occupation, most of the respondents are students and people who work in the private sector and the total percentage is 79.7%. However, 47.7% of respondents have a monthly income of less than $300 while 24.5% have between $301-$500, 23.9% have between $501-$1000, and 9.8% have

more than $1000 a month.

Table 4 - 1 Characteristics of Respondent (N=163)

Descriptive Variable		Frequency (n=163)	Percent (%)
Gender	Female	87	53.4%
	Male	76	46.6%
Age	≤25	92	56.4%
	26-35	54	33.1%
	36-45	14	8.7%
	46-55	2	1.2%
	>55	1	0.6%
Education	Highschool or lower	6	3.7%
	Bachelor Degree	125	76.7%
	Master Degree	29	17.8%
	PhD	3	1.8%
Occupation	Public Sector	19	11.7%
	Private Sector	60	36.8%
	Entrepreneur	10	6.1%
	Students	70	42.9%
	Other	4	2.5%
Income Level	≤$300	68	41.7%
	$301-$500	40	24.6%

Table 4 - 1 Characteristics of Respondent (N=163)

Income Level	$501-$1000	39	23.9%
	>$1000	16	9.8%
Total		163	100%

Source: Original Study

4.1.2 Descriptive Statistics of Questionnaire Items

The tables below show the descriptive statistics results of questionnaire items for 163 respondents. This study includes 42 questionnaire items with mean values and standard deviations for each item, presenting the tendency of respondents' selection for a particular construct. There are 11 items of Perceived Risk (7 items for Financial Risk and 4 items for Physical Risk), 13 items of Perceived Value (5 items for Cooperate Social Responsibility and 8 items for Health), 6 items of Customer Attitude, and 7 items of Opportunity Cost (4 items for Happiness and 3 items for Convenience), and lastly 5 items for Customer Behavior. The majority of the mean values are greater than 3 for all of the items in this framework's study constructs, indicating that respondents have a high level of agreement.

As shown in Table 4 - 2, for Perceived Risk (1. Financial Risk), the sample cases show a range of item's mean values from 3.21 to 3.91 in the 5 – point Likert scale. Moreover, Item PRFR1 has the highest mean value in factor which is 3.91 which indicates that the majority of respondents have high agreement levels with the statements. Item PRFR4 has the lowest mean score of 3.21 which indicates that the majority of respondents have lower agreement levels with the statements.

As for Perceived Risk (2. Physical Risk) the highest mean is PRPR2 which is 3.42 which indicates that the majority of respondents have high agreement levels with the statements, while the lowest is PRPR4 which is 2.6

indicating that this item has the lowest agreement level with the statement. However, the largest standard deviation is PRPR3 (1.100) indicating that the responders have a different opinion about this item.

Table 4 - 2 Descriptive Statistics of Questionnaire Items for Perceived Risk

Perceived Risk		Total	
		Mean	**Standard Deviation**
1. Financial Risk			
PRFR1	Organic food has higher prices than conventional food.	3.91	0.692
PRFR2	Purchasing organic food is a highly expensive activity.	3.53	0.819
PRFR3	I am concerned that the organic food quality cannot reach my expectation.	3.37	0.883
PRFR4	I am concerned that the organic food quality is not worth the price.	3.21	0.965
PRFR5	I don't have enough budget to buy organic food.	3.26	0.927
PRFR6	Buying organic food, in the long run, can exceed my budget.	3.43	0.962
PRFR7	Even if organic food can reach my expectation, I will not pay above a certain price level.	3.33	0.903
2. Physical Risk			
PRPR1	I am concerned that my body will react negatively to organic food	3.18	1.061

Table 4-2 Descriptive Statistics of Questionnaire Items for Perceived Risk

PRPR2	I am concerned that organic product processing is not safe.	3.42	0.901
PRPR3	The organic food product might cause danger to my health.	2.73	1.100
PRPR4	Organic food products might dangerous for the environment.	2.60	1.016

Source: Original Study

Table 4 - 3 highlighted the Perceived Value variable (1. Cooperate Social Responsibility, and 2. Health). For PVCSR, the respondents have the highest agreement level with PVCSR1 with a mean of 3.83, while the lowest agreement is PVCSR3 with a mean of 3.32. Meanwhile, the smallest standard deviation is PVCSR2 which indicates the responders have a similar opinion about this item.

In the case of Health, the respondents have the highest agreement level with PVH1 with a mean of 4.22, while the lowest agreement is PVH8 with a mean of 3.54. However, the largest standard deviation is PVH7 (0.894) indicating that the responders have a different opinion about this item in contrast to PVH2 (0.667), the smallest standard deviation which indicates the responders have a similar opinion about this item.

Table 4 - 3 Descriptive Statistics of Questionnaire Items for Perceived Value

Perceived Value		Total	
		Mean	**Standard Deviation**
1. Cooperate Social Responsibility			
PVCSR1	The organic brand is careful to respect and protect the natural environment.	3.83	0.750

Table 4 – 3 Descriptive Statistics of Questionnaire Items for Perceived Value

PVCSR2	The organic brand has a favorable attitude toward the usage, acquisition, or manufacturing of ecologically beneficial products.	3.73	0.676
PVCSR3	The organic brand uses fewer natural resources.	3.32	0.934
PVCSR4	The organic brand informs its customers about its environmentally friendly practices.	3.75	0.729
PVCSR5	Organic food consumption will help to protect the environment.	3.72	0.856
2. Health			
PVH1	I consider a lot about my health.	4.22	0.786
PVH2	I'm aware of any changes in my health.	4.00	0.667
PVH3	My health is usually on my mind.	4.17	0.690
PVH4	I take full responsibility for my own health.	3.99	0.820
PVH5	Organic food products keep us healthy and help us live longer lives because of their higher quality.	3.85	0.806
PVH6	Organic products are beneficial to the health of people who have diabetes.	3.61	0.827
PVH7	Organic foods are free of harmful chemical contamination.	3.68	0.894

Table 4 - 3 Descriptive Statistics of Questionnaire Items for Perceived Value

PVH8	Organic food protects consumers from potentially fatal diseases such as cancer.	3.54	0.811

Source: Original Study

Table 4 - 4 highlighted the Customer Attitude variable. The respondents have the highest agreement level with CA1 with a mean of 3.88, while the lowest agreement is CA2 with a mean of 3.37. Meanwhile, the smallest standard deviation is CA1 (0.582) indicates the responders have a similar opinion about this item, in contrast to CA2 (0.846) the highest standard deviation indicating that the responders have a different opinion about this item.

Table 4 - 4 Descriptive Statistics of Questionnaire Items for Customer Attitude

Customer Attitude		Total	
		Mean	**Standard Deviation**
CA1	Purchasing organic food is a good idea.	3.88	0.582
CA2	Purchasing organic food is rewarding.	3.37	0.846
CA3	Purchasing organic food is pleasurable.	3.56	0.802
CA4	Organic food appeals to me because it is processed without the use of chemicals.	3.82	0.772
CA5	Organic food appeals to me because it is more nutritious than conventional food.	3.77	0.821
CA6	Organic food appeals to me because it causes fewer diseases than conventional food.	3.83	0.818

Source: Original Study

Table 4 - 5 highlighted the Opportunity Cost variable (1. Happiness, and 2. Convenience). For OPHPN, the respondents have the highest agreement level with OPHPN2 with a mean of 3.66, while the lowest agreement is OPHPN1 with a mean of 3.40.

In the case of Convenience, the respondents have the highest agreement level with OPCVN3 with a mean of 2.80, while the lowest agreement is OPCVN1 with a mean of 2.61. However, the largest standard deviation is OPCVN2 (0.973) indicating that the responders have a different opinion about this item, in contrast to OPCVN3 (0.944) the lowest standard deviation indicating that the responders have a more similar opinion about this item.

Table 4 - 5 Descriptive Statistics of Questionnaire Items for Opportunity Cost

Opportunity Cost		Total	
		Mean	**Standard Deviation**
1. Happiness			
OPHPN1	I don't feel particularly pleased consuming organic food.	3.40	.985
OPHPN2	I am not well satisfied with organic food.	3.66	.904
OPHPN3	I don't have fun consuming organic food.	3.53	.958
OPHPN4	I am not intensely interested in organic food.	3.53	.980
2. Convenience			
OPCVN1	It is difficult to find information about organic food products.	2.61	0.945

Table 4 - 5 Descriptive Statistics of Questionnaire Items for Opportunity Cost

OPCVN2	It is difficult to find outlets for organic food products.	2.64	0.973
OPCVN3	Organic food is not easily accessible.	2.80	0.944

Source: Original Study

Table 4 - 6 highlighted the Customer Behavior variable. The respondents have the highest agreement level with CB2 with a mean of 3.79, while the lowest agreement is CB4 with a mean of 3.57. Meanwhile, the smallest standard deviation is CB2 (0.700) indicates the responders have a similar opinion about this item, in contrast to CB4 (0.875) the highest standard deviation indicating that the responders have a different opinion about this item.

Table 4 - 6 Descriptive Statistics of Questionnaire Items for Customer Behavior

Customer Behavior		Total	
		Mean	**Standard Deviation**
CB1	I am delighted to purchase organic foods.	3.62	0.730
CB2	I intend to purchase organic food.	3.79	0.700
CB3	I am most likely to purchase organic food.	3.59	0.709
CB4	The possibility I would buy organic food is high.	3.57	0.875
CB5	I try to purchase organic foods because they are my healthiest options.	3.73	0.754

Source: Original Study

4.2 Factor Analysis and Reliability Tests

This analysis supported the dimensionality and dependability of the construct, as well as the purification techniques. Furthermore, component analysis and Cronbach's alpha were used in this study. Factor analysis is a technique for studying the core structure of data. The coefficient (Cronbach's) alpha was used to determine the construct validity of each identified dimension. To begin, construct dimensionality was identified using factor analysis in order to examine the maximum factor loading of questionnaire items based on the determination criterion. Second, item to total correlation and coefficient alpha were determined to determine the internal consistency and reliability of the construct.

The results of the factor analysis and reliability for each variable are shown in Tables 4 - 7 to 4 - 14

4.2.1 Perceived Risk

4.2.1.1 Financial Risk

There are a total of 7 items in this construct to explain the Financial Risk, as shown in Table 4.7 below. Since the results of the initial running test for this factor already met all of the criteria for factor analysis, therefore, none of the items were removed during the factor analysis test.

In general, the KMO value for this construct is 0.588, hence it represents the data in the factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.5. Between each item, item PRPF6 "Buying organic food, in the long run, can exceed my budget." has the highest factor loading of 0.915, which indicates the highest relation to the construct of Financial Risk. The result shows that this variable explains 54.73 percent of the variation. And reliability test showed that Cronbach's alpha value (α) is 0.665, which is good enough.

Table 4 - 7 Results of factor analysis and reliability check on Financial Risk

Research construct	Research Items	Factor Loading	Eigen-value	Accumu-lative Explained	Item-to-total correlation	Cronbach's α
Perceived Risk (Financial Risk) KMO (0.588)	PRFR1	0.51	3.831	54.73	0.318	0.665
	PRFR2	0.56			0.369	
	PRFR3	0.789			0.279	
	PRFR4	0.775			0.34	
	PRFR5	0.759			0.413	
	PRFR6	0.915			0.494	
	PRFR7	0.788			0.412	

Source: Original Study

4.2.1.2 Physical Risk

Table 4 - 8 below shows that there are a total of 4 items in this construct to explain the Physical Risk. Since the results of the initial running test for this factor already met all of the criteria for factor analysis, therefore, none of the items were removed during the factor analysis test.

Overall, the KMO value for this construct is 0.658 which is higher than 0.5, hence it represents the data in the factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.5. Between each item, item PRPR3 "The organic food product might cause danger to my health." has the highest factor loading of 0.908, which indicates the highest relation to the construct of Physical Risk. Besides that, this factor explained up to 75.2% of the variance in this construct. Moreover, the reliability test showed that

Cronbach's alpha value (α) is 0.745, which is higher than 0.7. It can be said that all items are highly reliable.

Table 4 - 8 Results of factor analysis and reliability check on Physical Risk

Research construct	Research Items	Factor Loading	Eigen-value	Accumu-lative Explained	Item-to-total correlation	Cronbach's α
Perceived Risk (Physical Risk) KMO (0.658)	PRPR1	0.856	3.008	75.2	0.551	0.745
	PRPR2	0.807			0.408	
	PRPR3	0.908			0.627	
	PRPR4	0.894			0.596	

Source: Original Study

4.2.2 Perceived Value

4.2.2.1 Cooperate Social Responsibility

Table 4 - 9 below shows that there are a total of 5 items in this construct to explain Cooperate Social Responsibility. Since the results of the initial running test for this factor already met all of the criteria for factor analysis, therefore, none of the items were removed during the factor analysis test.

Overall, the KMO value for this construct is 0.781 which is higher than 0.5, hence it represents the data in the factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.5. Between each item, item PVCSR5 "Organic food consumption will help to protect the environment." has the highest factor loading of 0.751, which indicates the highest relation to the construct of Cooperate Social Responsibility. Besides that, this factor explained 48.72% of the variance in this construct. Moreover, the reliability test showed that Cronbach's alpha value (α) is 0.744, which is

higher than 0.7. It can be said that all items are highly reliable.

Table 4 - 9 Results of factor analysis and reliability check on Cooperate Social Responsibility

Research construct	Research Items	Factor Loading	Eigen-value	Accumu-lative Explained	Item-to-total correlation	Cronbach's α
Perceived Value (CSR) KMO (0.781)	PVCSR1	0.701	2.436	48.8	0.543	0.744
	PVCSR2	0.685			0.558	
	PVCSR3	0.700			0.402	
	PVCSR4	0.649			0.485	
	PVCSR5	0.751			0.533	

Source: Original Study

4.2.2.2 Health

There are a total of 8 items in this construct to explain the health, as shown in Table 4 - 10 below. Since the results of the initial running test for this factor already met all of the criteria for factor analysis, therefore, none of the items were removed during the factor analysis test.

Overall, the KMO value for this construct is 0.730 which is higher than 0.5, hence it represents the data in the factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.5. Between each item, item PVH1 "I consider a lot about my health." has the highest factor loading of 0.879, which indicates the highest relation to the construct of Health. Besides that, this factor explained 61.04% of the variance in this construct. Moreover, the reliability test showed that Cronbach's alpha value (α) is 0.796, which is higher than 0.7. It can be said that all items are highly reliable.

Table 4 - 10 Results of factor analysis and reliability check on Health

Research construct	Research Items	Factor Loading	Eigen-value	Accumu-lative Explained	Item-to-total correlation	Cronbach's α
Perceived Value (Health) KMO (0.730)	PVH1	0.879	4.883	61.04	0.554	0.796
	PVH2	0.718			0.516	
	PVH3	0.835			0.494	
	PVH4	0.776			0.533	
	PVH5	0.667			0.483	
	PVH6	0.732			0.477	
	PVH7	0.868			0.493	
	PVH8	0.749			0.475	

Source: Original Study

4.2.3 Customer Attitude

There are a total of 6 items in this construct to explain Customer Attitude, as shown in Table 4 - 11 below. Since the results of the initial running test for this factor already met all of the criteria for factor analysis, therefore, none of the items were removed during the factor analysis test.

Overall, the KMO value for this construct is 0.810 which is higher than 0.5, hence it represents the data in the factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.5. Between each item, item CA2 "Purchasing organic food is rewarding." has the highest factor loading of 0.918, which indicates the highest relation to the construct of Customer Attitude. Besides that, this factor explained up to 62.96% of the

variance in this construct. Moreover, the reliability test showed that Cronbach's alpha value (α) is 0.828, which is higher than 0.7. It can be said that all items are highly reliable.

Table 4 - 11 Results of factor analysis and reliability check on Customer Attitude

Research construct	Research Items	Factor Loading	Eigen-value	Accumu-lative Explained	Item-to-total correlation	Cronbach's α
Customer Attitude KMO (0.810)	CA1	0.6	3.778	62.96	0.648	0.828
	CA2	0.918			0.461	
	CA3	0.762			0.596	
	CA4	0.74			0.593	
	CA5	0.805			0.673	
	CA6	0.894			0.602	

Source: Original Study

4.2.4 Opportunity Cost

4.2.4.1 Happiness

There are a total of 4 items in this construct to explain Happiness, as shown in Table 4 - 12 below. Since the results of the initial running test for this factor already met all of the criteria for factor analysis, therefore, none of the items were removed during the factor analysis test.

Overall, the KMO value for this construct is 0.841 which is higher than 0.5, hence it represents the data in the factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.5. Between each item, item OPHPN3 "I don't have fun consuming organic food." has the highest factor loading of 0.908, which indicates the highest relation to the construct of

Happiness. Besides that, this factor explained up to 76.10% of the variance in this construct. Moreover, the reliability test showed that Cronbach's alpha value (α) is 0.895, which is higher than 0.7. It can be said that all items are highly reliable.

Table 4 - 12 Results of factor analysis and reliability check on Happiness

Research construct	Research Items	Factor Loading	Eigen-value	Accumu-lative Explained	Item-to-total correlation	Cron-bach's α
Opportunity cost (Happiness) KMO (0.841)	OPHPN 1	0.868	3.044	76.1	0.744	0.895
	OPHPN 2	0.873			0.781	
	OPHPN 3	0.908			0.819	
	OPHPN 4	0.839			0.728	

Source: Original Study

4.2.4.2 Convenience

There are a total of 3 items in this construct to explain Convenience, as shown in Table 4 - 13 below. Since the results of the initial running test for this factor already met all of the criteria for factor analysis, therefore, none of the items were removed during the factor analysis test.

Overall, the KMO value for this construct is 0.670 which is higher than 0.5, hence it represents the data in the factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.5. Between each item, item OPCVN2 "It is difficult to find outlets for organic food products." has the highest factor loading of 0.907, which indicates the highest relation to the construct of Convenience. Besides that, this factor explained up to 72.43% of

the variance in this construct. Moreover, the reliability test showed that Cronbach's alpha value (α) is 0.809, which is higher than 0.7. It can be said that all items are highly reliable.

Table 4 - 13 Results of factor analysis and reliability check on Convenience

Research construct	Research Items	Factor Loading	Eigen-value	Accumu-lative Explained	Item-to-total correlation	Cron-bach's α
Opportunity Cost (Convenience) KMO (0.670)	OPCVN1	0.841	2.173	72.43	0.642	0.809
	OPCVN2	0.907			0.747	
	OPCVN3	0.802			0.591	

Source: Original Study

4.2.5 Customer Behavior

There are a total of 5 items in this construct to explain Convenience, as shown in Table 4 - 14 below. Since the results of the initial running test for this factor already met all of the criteria for factor analysis, therefore, none of the items were removed during the factor analysis test.

Overall, the KMO value for this construct is 0.854 which is higher than 0.5, hence it represents the data in the factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.5. Between each item, item CB4 "The possibility I would buy organic food is high." has the highest factor loading of 0.851, which indicates the highest relation to the construct of Convenience. Besides that, this factor explained up to 65.76% of the variance in this construct. Moreover, the reliability test showed that Cronbach's alpha value (α) is 0.871, which is higher than 0.7. It can be said that all items are highly reliable.

Table 4 - 14 Results of factor analysis and reliability check on Customer Behavior

Research construct	Research Items	Factor Loading	Eigen-value	Accumu-lative Explained	Item-to-total correlation	Cronbach's α
Customer Behavior KMO (0.854)	CB1	0.727	3.288	65.76	0.602	0.871
	CB2	0.816			0.725	
	CB3	0.819			0.723	
	CB4	0.851			0.697	
	CB5	0.836			0.733	

Source: Original Study

4.3 Independent Sample T-test

In this study, an independent sample t-test was utilized to assess means for gender from the eight categories, namely Perceived Risk (Financial Risk and Physical Risk), Perceived Value (Cooperate Social Responsibility and Health), Customer Attitude, Opportunity Cost (Happiness and Convenience), and Customer Behavior. If the p-value is less than 0.05 and the absolute t-value is more than 1.96, the difference is considered significant.

4.3.1 Gender

The independent sample t-test results were presented in Table 4 -6 below. It showed that there is no significant difference between males and females in all constructs.

Table 4 - 15 Results of the differences between groups of Gender

Constructs	Male	Female	t-value	p-value
	N=87	N=76		
PRFR	3.4466	3.4211	0.319	0.75
PRPR	2.9598	3.0066	-0.385	0.701
PVCSR	3.692	3.6474	0.512	0.609
PVH	3.8475	3.9227	-0.945	0.346
CA	3.6935	3.7171	-0.265	0.791
OPHPN	3.4741	3.5954	-0.94	0.349
OPCVN	2.6437	2.7325	-0.696	0.488
CB	3.646	3.6737	-0.287	0.774

Note: *** p < 0.001, ** p<0.01, * p< 0.05

N.S = Not Significant

N.A = Not Available

Source: Original Study

4.4 One-way Analysis of Variance (ANOVA)

In this study, one-way ANOVA was used to determine whether there was a significant difference in the ages, educational level, occupation, and income level, or of two or more groups of respondents based on the mean score of each construct in each group. The one-way ANOVA method generates a one-way analysis of the variance of a quantitative dependent variable by a single factor known as the independent variable.

4.4.1 Age

A one-way ANOVA was performed to compare the effect of respondents' age on Perceived Risk (Financial Risk and Physical Risk),

Perceived Value (Cooperate Social Responsibility and Health), Customer Attitude, Opportunity Cost (Happiness and Convenience), and Customer Behavior. Since the sample size of the age of 46–55-year-old are only 2 and >55-year-old are only 1, therefore, it will be combined with the age of 36–45-year-old.

A one-way ANOVA revealed that there was a statistical difference in Customer Behavior (CB) between respondents' age with an F-value of 5.093 and a p-value of 0.007, check with Scheffe test where the group means (1)>(3) showed the significant difference between age ≤25 (Mean=3.5435) is higher than age >36 (Mean=3.6589).

A one-way ANOVA also revealed that there was not a statistical difference in Perceived Risk (Financial Risk and Physical Risk), Perceived Value (Cooperate Social Responsibility and Health), Customer Attitude, and Opportunity Cost (Happiness and Convenience) between respondents' age since the p-value is >0.05.

According to the Table below, we can make a general assumption that customer behavior is affected by the age of the customer. Young customer is more likely to develop behaviors toward purchasing organic food than those with older age.

Table 4 - 16 Results of the differences between groups of Age

Constructs	≤25 (N=92) (1)	26-35 (N=54) (2)	>36 (N=17) (3)	F-value	p-value	Scheffé test
PRFR	3.4519	3.4868	3.1765	2.569	0.080	N.S
PRPR	2.9429	2.9167	3.3971	2.830	0.062	N.S
PVCSR	3.5978	3.7296	3.8824	2.389	0.950	N.S

Table 4 - 16 Results of the differences between groups of Age

PVH	3.8193	4.0000	3.8529	2.241	0.110	N.S
CA	3.6540	3.7654	3.7843	0.848	0.430	N.S
OPHPN	3.4864	3.5972	3.5588	0.318	0.728	N.S
OPCVN	2.6775	2.7222	2.6078	0.136	0.873	N.S
CB	3.5435	3.7481	3.6589	5.093**	0.007	(1)>(3)

Note: *** p < 0.001, ** p<0.01, * p< 0.05

N.S = Not Significant

N.A = Not Available

Source: Original Study

4.4.2 Education

A one-way ANOVA was performed to compare the effect of respondents' education on Perceived Risk (Financial Risk and Physical Risk), Perceived Value (Cooperate Social Responsibility and Health), Customer Attitude, Opportunity Cost (Happiness and Convenience), and Customer Behavior. Since the sample size of the PhD are only 3, therefore, it will be combined with Master Degree.

A one-way ANOVA revealed that there was a statistical difference between respondents' age in Cooperate Social Responsibility (PVCSR) with an F-value of 6.672 and a p-value of 0.011, Customer Attitude (CA) with an F-value of 6.062 and a p-value of 0.015, and lastly Customer Behavior (CB) with an F-value of 8.635 and a p-value of 0.004.

A one-way ANOVA also revealed that there was no statistical difference in Perceived Risk (Financial Risk and Physical Risk), Perceived Value (Health), Customer Attitude, and Opportunity Cost (Happiness) between respondents' education since the p-value is >0.1.

According to the Table below, we can make a general assumption that

customer attitude and behavior are affected by the level of education of the customer. People with higher levels of education are more likely to develop attitudes and behaviors toward purchasing organic food than those with lower levels because they have more understanding of how important socially responsible business practices are to the environment and also have more awareness and responsibility for their own health.

Table 4 - 17 Results of the differences between groups of Education

Constructs	≤Bachelor's Degree (N=131) (2)	Master's Degree (N=32) (3)	F-value	p-value	Scheffé test
PRFR	3.4308	3.4509	0.400	0.842	N.S
PRPR	3.0038	2.8906	0.551	0.459	N.S
PVCSR	3.6168	3.8938	6.672*	0.011	N.A
PVH	3.8464	4.0313	3.493	0.063	N.S
CA	3.6514	3.9219	6.062*	0.015	N.A
OPHPN	3.5383	3.5000	0.055	0.814	N.S
OPCVN	2.7430	2.4479	3.451	0.065	N.A
CB	3.5908	3.9375	8.635**	0.004	N.A

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

N.S = Not Significant

N.A = Not Available

Source: Original Study

4.4.3 Occupation

A one-way ANOVA was performed to compare the effect of respondents' occupation on Perceived Risk (Financial Risk and Physical Risk),

Perceived Value (Cooperate Social Responsibility and Health), Customer Attitude, Opportunity Cost (Happiness and Convenience), and Customer Behavior. Since the sample size of others are only 4, therefore, it will be combined with entrepreneur.

A one-way ANOVA result revealed that there was not a statistical difference in Perceived Risk (Financial Risk and Physical Risk), Perceived Value (Cooperate Social Responsibility and Health), Customer Attitude, Opportunity Cost (Happiness and Convenience), and Customer Behavior between respondents' occupation since the p-value is not >0.05.

Table 4 - 18 Results of the differences between groups of Occupation

Constructs	Public Sector (N=19) (1)	Private Sector (N=60) (2)	Entrepreneur and others (N=14) (3)	Students (N=70) (4)	F-value	p-value	Scheffé test
PRFR	3.4737	3.3810	3.3061	3.4947	0.893	0.446	N.S
PRPR	3.1974	2.8542	2.8393	3.0607	1.455	0.229	N.S
PVCSR	3.9579	3.6600	3.4575	3.6457	2.527	0.059	N.S
PVH	3.9408	3.9375	3.7589	3.8446	0.727	0.537	N.S
CA	3.8333	3.7306	3.6667	3.6548	0.568	0.637	N.S
OPHPN	3.5526	3.6167	3.5357	3.4500	0.445	0.721	N.S
OPCVN	2.5439	2.7278	2.7381	2.6762	0.266	0.850	N.S
CB	3.8105	3.5933	3.7429	3.6171	0.702	0.552	N.S

Note: *** p < 0.001, ** p<0.01, * p< 0.05

N.S = Not Significant

N.A = Not Available

Source: Original Study

4.4.4 Income level

A one-way ANOVA was performed to compare the effect of respondents' income level on Perceived Risk (Financial Risk and Physical Risk), Perceived Value (Cooperate Social Responsibility and Health), Customer Attitude, Opportunity Cost (Happiness and Convenience), and Customer Behavior.

A one-way ANOVA revealed that there was a statistical difference between respondents' income level in Physical Risk (PRPR) with an F-value of 4.647 and a p-value of 0.004, check with Scheffe test where the group means (1)>(4) and (2)>(4) showed the significant difference between group income level ≤$300 (Mean=3.5084) is higher than group income level >$1000 (Mean=3.1071) and group income level $301-$500 (Mean=3.5643) is higher than group income level >$1000 (Mean=3.1071), Cooperate Social Responsibility (PVCSR) with an F-value of 2.754 and a p-value of 0.044, and lastly Customer Behavior (CB) with an F-value of 2.754 and a p-value of 0.754.

A one-way ANOVA result revealed that there was not a statistical difference in Perceived Risk (Physical Risk), Perceived Value (Health), Customer Attitude, and Opportunity Cost (Happiness and Convenience) between respondents' education since the p-value is >0.1.

According to the Table below, we can make a general assumption that people who have lower monthly incomes (less than $500) think that organic food is too expensive and can't be purchased in the long run due to their limited budgets; however, people who have higher monthly incomes think that organic food is not overly expensive compared to conventional food and will likely purchase it in the long run to maintain good health.

Table 4 - 19 Results of the differences between groups of Income level

Constructs	≤$300 (N=68) (1)	$301-$500 (N=40) (2)	$501-$1000 (N=39) (3)	>$1000 (N=16) (4)	F-value	p-value	Scheffé test
PRFR	3.5084	3.5643	3.3077	3.1071	4.647**	0.004	(1)>(4), (2)>(4)
PRPR	3.0993	2.925	2.9359	2.7344	1.195	0.314	N.S
PVCSR	3.5912	3.805	3.5744	3.9125	2.754*	0.044	N.S
PVH	3.8162	3.9375	3.859	3.859	1.452	0.23	N.S
CA	3.6446	3.7042	3.7393	3.875	0.785	0.504	N.S
OPHPN	3.4154	3.525	3.6731	3.6875	1.033	0.38	N.S
OPCVN	2.6814	2.65	2.8376	2.4167	1.069	0.364	N.S
CB	3.5706	3.8	3.5538	3.9375	2.754*	0.044	N.A

Note: *** $p < 0.001$, ** $p<0.01$, * $p< 0.05$

N.S = Not Significant

N.A = Not Available

Source: Original Study

4.6 Regression Analysis

The analysis is a more advanced version of conventional regression analysis, and it is the most commonly employed in research. The fundamental goal of regression is to study the correlations between continuous or categorical independent variables and dependent variables in greater depth. To calculate the results of this regression analysis, three stages are taken. The first is the outcome of the F-value, which is used to assess the model's fitness. The R^2 is used to obtain the model's explanatory ability. Finally, the information needed to calculate the regression coefficient, whether it is significant, and if the coefficient had a positive or negative influence. Regression analysis results will

be presented in Table 4 – 20 and 4 - 21 below. The results of Table 4.20 show the one-factor result and 4.21 shows the two-factor result.

4.6.1 Regression Analysis Results

Table 4 - 20 showed the F- value = 0.902, β= 0.072, p = 0.344, which indicates that Model 1, Perceived Risk does not have any effect on Customer Attitude so (H1) is not supported. However, the F-value of Model 2, Model 3, Model 4, Model 5, and Model 6 are regression models that good fit for the data.

Table 4 - 20 Regression Analysis Results

Independent Variable	Dependent Variable CA	Dependent Variable PV	Dependent Variable CA	Dependent Variable CB	Dependent Variable CA	Dependent Variable CB
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
	Beta	Beta	Beta	Beta	Beta	Beta
PR	0.075	0.167*				
PV			0.702***			
CA				0.620***		0.634***
OPC					0.237**	-0.059
F-value	0.902	4.596	75.419	100.691	9.616	50.739
P-value	0.344	0.034	<0.001	<0.001	0.002	<0.001
D-W	1.958	2.035	2.095	1.883	1.859	1.894

Note: *** p < 0.001, ** p<0.01, * p< 0.05

PR = Perceived Risk, PV = Perceived Value, CA = Customer Attitude, OPC = Opportunity Cost and CB = Customer Behavior.

Source: Original Study

Model 2 shows that Perceived Risk has an effect on Perceived Value because the F- value = 4.596, β= 0.167, and p = 0.034 so (H2) is supported.

Model 3 also shows the effect of Perceived Value toward Customer

Attitude (F-value = 75.419, p< 0.001) and β= 0.702, it indicates that (H3) is supported.

Model 4 shows that Customer Attitude has a positive effect on Customer Behavior because the F- value = 100.691, β= 0.620, p < 0.001, and R^2 = 0.385 showing that Customer Attitude explains 38.5% of the variation in Customer Behavior, so (H4) is supported. Model 5 shows that Opportunity Cost has a negative effect on Customer Attitude because the F- value = 9.616, β= 0.237, p = 0.002 so (H5) is supported.

Lastly, Model 6 also shows the negative effect of Opportunity Cost toward Customer Attitude and Customer Behavior (F-value = 50.739, p= 0.000). For Customer Attitude β= 0.634, meanwhile, Opportunity Cost β= -0.059 with R^2 is 0.388 indicating that Customer Attitude and Opportunity Cost explain 38.8% of the variability of the Customer Behavior. The result shows that (H6) is partially supported.

The result of Model 4 "The Relationship between Customer Attitude and Customer Behavior" have an F-value of 100.691 while the multiple regression results of Model 6 "The Relationship between Customer Attitude and Opportunity Cost toward Customer Behavior" have a lower F-value of only 50.739. It dedicated that Opportunity Cost has an effect on Customer attitude and slightly reduces the value of Customer Attitude toward Customer Behavior.

According to Table 4 - 20, we found out that Perceived Value is a critical factor in impacting Customer Attitude, while Customer Attitude is a critical factor impacting Customer Behavior.

For the first hypothesis state that perceived risk has a significant impact on customer attitude. However, the result show otherwise. Even though people think that organic food is expensive and buying organic food could exceed their budget, they still think that purchasing organic food is a pleasurable activity. Therefore, this study result is not supporting the hypothesis.

The second hypothesis state that perceived risk has a significant impact on perceived value. This study result is supported the hypothesis. This research discovers new information about the relationship between perceived risk and perceived value. The result shows that people who have a bigger perceived risk have a bigger perceived value, meaning that people who think organic food is more expensive than conventional food think that organic food has a greater value that makes them worth its expensive price.

The result show that perceived value is the factor that critically impacts customer attitude. Therefore, hypothesis three is supported. People who have a well understanding of social and environmental problems, and also have more awareness of their own health and well-being thought that purchasing organic food is a good idea that appeals to them.

The fourth hypothesis state that customer attitude has a significant impact on customer behavior. This study result is supported the hypothesis. People who think that buying organic food is a good idea and a rewarding activity will most likely to purchase organic food.

The fifth hypothesis state that opportunity cost has a significant impact on customer attitude, and it supported by the result. The result shows that people think that the idea of giving up the joy of tasty food to purchase organic food makes them feel like buying organic food is not appealing. Moreover, if they think organic food is not easily accessible and hard to find, they also feel like purchasing organic food is not a good idea.

Although opportunity cost has a negative effect on customer attitude, it does not have any effect on customer behavior when combine with customer attitude. However, if people already have a positive customer attitude, they will not likely change their behavior, and will ignore the disadvantage of opportunity cost. Therefore, this study result is partially supported the hypothesis sixth.

4.6.2 Multiple Regression Analysis Results

There are five constructs in this study as shown in Table 4 - 21. However, there are three constructs that have two factors involved, so Table 4 - 21 below will show the multiple regression analysis of multiple factors construct to test which one of the sub-factors explains the dependent variable better.

Table 4 - 21 Multiple Regression Analysis Results

Independent Variable	Dependent Variable CA	Dependent Variable PV	Dependent Variable CA	Dependent Variable CB	Dependent Variable CA	Dependent Variable CB
	Model 1'	Model 2'	Model 3'	Model 4'	Model 5'	Model 6'
	Beta	Beta	Beta	Beta	Beta	Beta
PRFR	0.173*	0.267**				
PRPR	-0.057	-0.030				
PVCSR			0.339***			
PVH			0.464***			
CA				0.620***		0.611***
OPHPN					0.359***	0.027
OPCVN					-0.098	-0.106
F-value	2.196	5.714	38.072	100.691	10.849	34.625
P-value	0.115	0.004	<0.001	<0.001	<0.001	<0.001
D-W	1.984	1.991	2.081	1.883	1.837	1.900
VIF Range	1.125	1.125	1.162-1.6901	1.000	1.078	1.089-1.224

Note: *** p < 0.001, ** p<0.01, * p< 0.05

PRFR = Financial Risk, PRPR = Physical Risk, PVCSR = Cooperate Social Responsibility, PVH = Health, CA = Customer Attitude, OPHPN = Happiness, OPCVN = Convenience, and CB = Customer Behavior.

Source: Original Study

The result of Model 2' shows that, between two factors of Perceived Risk, Financial Risk is an important factor in the effect of Perceived Value since the PRFR has β= 0.267, and p<0.01 which is significant while PRPR has β= -0.030, and p>0.05 which is not significant. The result of Model 3' shows that Both factors of Perceived Value have a p <0.001 which is significant, However, PVCSR has β= 0.339, and PVH has β= 0.464 which means between the two factors of Perceived Value, Health is slightly more important factor to impact Customer Attitude than Cooperate Social Responsibility. The result of Model 5'shows that, between the two factors of Opportunity Cost, Happiness is an important factor in the effect of Customer Attitude then Convenience since the OPHPN has β= 0.359, and p<0.001 which is significant while OPCVN has β= -0.095, and p>0.05 which is not significant.

According to Table 4 - 21, we found out that Financial Risk is a more important factor than Physical Risk in Perceived Risk, Health is a more important factor than Cooperate Social Responsibility in Perceived Value, and Happiness is a more important factor than Convenience in Opportunity Cost.

CHAPTER 5
CONCLUSION AND SUGGESTIONS

This chapter is divided into two sections: conclusion and suggestion. The first section will include quick results research from Chapter 4, methodology, and conclusion. The study's limitations and recommendations for future research are also included in the next part.

5.1 Summary of Hypotheses Results

As shown in Table 5-1, the result of the hypotheses tested and described in Chapter Four found that among the six hypotheses, five are supported, and one is not supported.

Table 5 - 1 Hypotheses Results

		Research Hypotheses	Results
H1		Perceived risk has a significant impact on customer attitude.	Not Supported
H2		Perceived risk has a significant impact on perceived value.	Supported
H3		Perceived value has a significant impact on customer attitude.	Supported
H4		Customer attitude has a significant impact on customer behavior.	Supported
H5		Opportunity cost has a significant impact on customer attitude.	Supported
H6		The effect of opportunity cost and customer attitude toward customer behavior.	Partially Supported

5.2 Conclusion

The main point of this part is to briefly summarize in relation to the research purpose, and methodology that is used throughout this study and the conclusion of this study

5.2.1 Research Purpose

The main purpose of this study is to explore the influence of perceived risk and perceived value on customer attitude and to identify the role of opportunity cost on customer attitude and behavior. This objective is exams based on five factors such Perceived Risk, Perceived Value, Customer Attitude, Opportunity Cost, and Customer behavior.

5.2.2 Research Methodology

There are five statistics tests that are used throughout this study. Namely, (1) Factor loading and reliability method to observe and confirm the dimensionality and reliability of each research construct (2) Descriptive statistic method to get the mean, and standard deviation of the questionnaire items. (3) Difference test which includes a t-test to study the differences between gender. (4) ANOVA test to study the differences between age, education, occupation, and income level. And there is Scheffé test was performed in this study to make all possible contrasts between group means, which are respondents' education and income level. (5) Regression analysis which includes simple regression analysis and multiple regression analysis to study the impact and influence of perceived risk, and perceived value, on customer attitude, then customer attitude and opportunity cost on customer behavior.

5.2.3 Research Conclusion

Sustainability and food safety are becoming more important deciding factors in food consumption. Despite the growing popularity of organic foods, there are some barriers to widespread consumption, such as people's

environmental concerns, health concerns, higher organic food prices, and the extra time and effort required to obtain organic food. Few studies have found factors that have a significant impact on customer attitudes or purchasing decisions, such as perceived value as a deciding factor in purchasing organic food products, and there is a correlation between perceived risk and purchase likelihood. Customers who prefer organic products, on the flip side, may have to make other sacrifices in order to buy organic food.

The study found out that higher education leads to healthier lifestyle choices and more environmentally conscious attitudes and behaviors towards organic food, promoting social responsibility and health awareness. While lower-income individuals may view organic food as expensive and struggle to afford it long-term, organic food remains a pleasurable activity for those with a strong understanding of social and environmental issues and health concerns, despite potential budget constraints. People may feel unappealing to buy organic food due to its taste and accessibility. However, a positive customer attitude can prevent behavior change and overlook opportunity cost disadvantages.

Last but not least, suppliers of organic food should focus more on cooperate social responsibility and include the knowledge of the health benefit of organic food in their marketing practice. In order to increase the number of people who buy organic foods it is necessary to develop a customer attitude toward this kind of product and make an effort to create a positive image for them so that it could increase the number of people that has more positive customer attitudes toward organic purchasing that could develop into actual behavior.

5.3 Limitations and Future Research

To ensure the conclusions of a study are sound, researchers must assess the study's limitations or flaws. No matter how large the study was, there are

still some constraints or flaws that could have influenced the conclusions drawn from it. Some of these constraints, however, can be viewed as interesting opportunities for further study within the same field. Some people understood the questionnaire right away, while others required additional explanation. This could have influenced the correctness of their answers. Because the questionnaire takes time to complete, some respondent may not pay full attention to it so their replies might not reflect their true feelings or beliefs. Although research on a topic is valuable, it can also be limiting in its ability to provide a full picture of how people are affected by it. For instance, studies may not report the entire range of responses because they were not able to get every possible question or survey everyone who might have been involved with the issue. In addition, the question might not be able to capture all aspects of the problem or subject matter under investigation.

This study just used 163 respondents as the sample of this empirical research. Besides, more than 50% of the respondent has the age 25 or lower, so the opinion of the respondents may not represent Cambodians' opinion. Also, a lot of respondents' monthly income is lower than 500$ so it could affect the perceived risk variable since they most likely care about their budget or financial risk than physical risk. It suggested gathering more samples, especially from different higher age and income ranges.

The result shows a different point of view from the researchers since we thought that between happiness and convenience factor in opportunity cost constructs, convenience will most likely have a stronger effect while actually, happiness showed to have a stronger effect. It could be because most of the respondents are from the main city where both organic and conventional food is easier to access, that is why convenience is not really mattered much. It suggested adding more samples from different cities and provinces to get more empirical validation.

Lastly, in this study, there are two sub-dimensions does not fit well into the study's model. If the researcher wants to make sub-dimensions in the future research, make sure that it fit with the research model because between these dimensions, one could be significant while another is not significant, and it will affect the overall result.

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APPENDIX

Questionnaire for the Official Experiment

Customer Attitude and Purchase Intention towards Organic Food – Evidence on Cambodia.

Dear Respondents:

The researcher sincerely invites you to spend around 10-15 minutes completing the questionnaire below and return it to us at your earliest convenience. Your countenance and assistance in this research will be greatly appreciated. Please be assured that your answers will be kept in strict confidentiality and take the time to fill out this questionnaire as accurately as possible. Your kind help is crucial for this research and for future understanding of these issues. We deeply appreciate your kind cooperation. These questions are purely opinions based on there are no right or wrong answers.

Researcher,
Meas Sonita

QUESTIONNAIRE – ENGLISH VERSION

Section 1: Respondent Information:

<table>
<tr><td colspan="4">We sincerely appreciate your time and efforts to answer the following questions. Your answer will be treated with strict confidentiality. Please continue to fill out the following questions regarding your personal information:</td></tr>
<tr><td>**1. Gender:**</td><td>□Male</td><td colspan="2">□Female</td></tr>
<tr><td>**2. Age**</td><td>□ ≤25
□ 46-55</td><td>□ 26-35
□ >55</td><td>□ 36-45</td></tr>
<tr><td>**3. Education Level**</td><td>□ High school or lower
□ PhD</td><td>□ Bachelor degree</td><td>□ Master degree</td></tr>
<tr><td>**4. Occupation**</td><td>□ Public Sector
□ Students</td><td>□ Private Sector
□ Other…</td><td>□Entrepreneur</td></tr>
<tr><td>**5. Income Level**</td><td>□ ≤300
□ >1000</td><td>□ 301-500</td><td>□ 501-1000</td></tr>
</table>

Section 2: Perceived Risk:

Please take a short look at the questions below related to the perceived risk toward organic food, and then CIRCLE the level of agreement on the item below based on your opinion.	Level of Agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Financial Risk					
FR1: Organic food has higher prices than conventional food.	1	2	3	4	5

FR2: Purchasing organic food is a highly expensive activity.	1	2	3	4	5
FR3: I am concerned that the organic food quality cannot reach my expectation.	1	2	3	4	5
FR4: I am concerned that the organic food quality is not worth the price.	1	2	3	4	5
FR5: I don't have enough budget to buy organic food.	1	2	3	4	5
FR6: Buying organic food, in the long run, can exceed my budget.	1	2	3	4	5
FR7: Even if organic food can reach my expectation, I will not pay above a certain price level.	1	2	3	4	5
Physical Risk					
PR1: I am concerned that my body will react negatively to organic food.	1	2	3	4	5
PR2: I am concerned that organic product processing is not safe.	1	2	3	4	5
PR3: The organic food products might cause danger to my health.	1	2	3	4	5

PR4: The organic food products might dangerous for the environment.	1	2	3	4	5

Section 3: Perceived Value

Please take a short look at the questions below related to the perceived value of organic food and then CIRCLE the level of agreement on each item below based on your opinion.	Level of Agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Cooperate Social Responsibility					
CSR1: The organic brand is careful to respect and protect the natural environment.	1	2	3	4	5
CSR2: The organic brand has a favorable attitude toward the usage, acquisition, or manufacturing of ecologically beneficial products.	1	2	3	4	5
CSR3: The organic brand uses fewer natural resources.	1	2	3	4	5
CSR4: The organic brand informs its customers about its environmentally friendly practices.	1	2	3	4	5
CSR5: Organic food consumption will help to protect the environment.	1	2	3	4	5
Health Awareness					

H1: I consider a lot about my health.	1	2	3	4	5
H2: I'm aware of any changes in my health.	1	2	3	4	5
H3: My health is usually on my mind.	1	2	3	4	5
H4: I take full responsibility for my own health.	1	2	3	4	5
H5: Organic food products keep us healthy and help us live longer lives because of their higher quality.	1	2	3	4	5
H6: Organic products are beneficial to the health of people who have diabetes.	1	2	3	4	5
H7: Organic foods are free of harmful chemical contamination.	1	2	3	4	5
H8: Organic food protects consumers from potentially fatal diseases such as cancer.	1	2	3	4	5

Section 4: Customer Attitude

Please take a short look on the questions below related to customer attitude and then CIRCLE the level of agreement on each the item below based on your opinion.	Levels of Agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
CA1: Purchasing organic food is a good idea.	1	2	3	4	5
CA2: Purchasing organic food is rewarding.	1	2	3	4	5

CA3: Purchasing organic food is pleasurable.	1	2	3	4	5
CA4: Organic food appeals to me because it is processed without the use of chemicals.	1	2	3	4	5
CA5: Organic food appeals to me because it is more nutritious than conventional food.	1	2	3	4	5
CA6: Organic food appeals to me because it causes fewer diseases than conventional food.	1	2	3	4	5

Section 5: Opportunity Cost

Please take a short look at the questions below related to the opportunity cost that can possibly weaken the relationship between customer attitude to customer behavior and then CIRCLE the level of agreement on each item below based on your opinion.	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Happiness					
HPN1: I don't feel particularly pleased consuming organic food.	1	2	3	4	5
HPN2: I am not well satisfied with organic food.	1	2	3	4	5
HPN3: I don't have fun consuming organic food.	1	2	3	4	5
HPN4: I am not intensely interested in organic food.	1	2	3	4	5

Convenience

CV1: It is difficult to find information about organic food products.	1	2	3	4	5
CV2: It is difficult to find outlets for organic food products.	1	2	3	4	5
CV3: Organic food is not easily accessible.	1	2	3	4	5

Section 6: Customer Behavior

Please take a short look on the questions below related to customer behavior toward organic food and then CIRCLE the level of agreement on each the item below based on your opinion.	Levels of Agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
CB1: I am delighted to purchase organic foods.	1	2	3	4	5
CB2: I intend to purchase organic food.	1	2	3	4	5
CB3: I am most likely to purchase organic food.	1	2	3	4	5
CB4: The possibility I would buy organic food is high.	1	2	3	4	5
CB5: I try to purchase organic foods because they are the healthiest options for me.	1	2	3	4	5

ផ្នែកទី១៖ព័ត៌មានអ្នកចូលរួម

យើងខ្ញុំសូមថ្លែងអំណរគុណយ៉ាងជ្រាលជ្រៅចំពោះការចំណាយពេលវេលានិងការខិតខំរបស់អ្នកក្នុងការឆ្លើយសំនួរខាងក្រោម។ ចម្លើយរបស់អ្នកនឹងត្រូវបានរក្សាទុកដោយមានការរក្សាការសម្ងាត់បំផុត។ សូមបន្តបំពេញសំណួរខាងក្រោមទាក់ទងនឹងព័ត៌មានផ្ទាល់ខ្លួនរបស់អ្នក៖

១. ភេទ	□ស្រី □ប្រុស		
២. អាយុ	□ ≤២៥ឆ្នាំ □ ៤៦-៥៥ ឆ្នាំ	□ ២៦-៣៥ឆ្នាំ □ >៥៥ ឆ្នាំ	□ ៣៦-៤៥ ឆ្នាំ
៣. ការអប់រំ	□ វិទ្យាល័យឬកំរិតទាបជាង □ បណ្ឌិត	□ បរិញ្ញាប័ត្រ	□ អនុបណ្ឌិត
៤. មុខរបរ	□ វិស័យសាធារណៈ □ សិស្ស/និស្សិត	□ វិស័យឯកជន □ ផ្សេងៗ	□សហគ្រិន
៥. ចំណូល	□ ≤៣០០ □ >១០០០	□ ៣០១-៥០០	□ ៥០១-១០០០

ផ្នែកទី២៖ ទស្សនៈហានិភ័យ

សូមធ្វើការពិចារណាខ្លីៗលើសំណួរខាងក្រោម ដែលទាក់ទងទៅនឹងទស្សនៈហានិភ័យ និងសូមបញ្ជាក់ពីកំរិតនៃការយល់ស្របរបស់អ្នកដោយគូសរង្វង់លើលេខដែលនៅជាប់នឹងអំណះអំណាងនីមួយៗខាងក្រោម៖	កម្រិតនៃការយល់ស្រប				
	មិនយល់ស្របទាល់តែសោះ	មិនយល់ស្រប	មធ្យម	យល់ស្រប	យល់ស្របទាំងស្រុង
ហានិភ័យហិរញ្ញវត្ថុ					
អាហារសវីរាង្គមានតម្លៃខ្ពស់ជាងអាហារធម្មតា។	១	២	៣	៤	៥
ការទិញអាហារសវីរាង្គគឺជាសកម្មភាពដែលមានការចំណាយខ្ពស់។	១	២	៣	៤	៥
ខ្ញុំមានការព្រួយបារម្ភថាគុណភាពអាហារសវីរាង្គមិនអាចឈានដល់ការរំពឹងទុករបស់ខ្ញុំ។	១	២	៣	៤	៥
ខ្ញុំមានការព្រួយបារម្ភថាគុណភាពអាហារសវីរាង្គមិនសមនឹងតម្លៃថ្លៃរបស់វា។	១	២	៣	៤	៥
ខ្ញុំមិនមានថវិកាគ្រប់គ្រាន់ដើម្បីទិញអាហារសវីរាង្គទេ។	១	២	៣	៤	៥

ការទិញអាហារសរីរាង្គក្នុងរយៈពេលវែង អាចធ្វើឱ្យការចំណាយរបស់ខ្ញុំលើសពី ថវិកាដែលខ្ញុំមាន។	១	២	៣	៤	៥
ទោះបីជាអាហារសរីរាង្គអាចឈានដល់ការរីឯឹង ទុករបស់ខ្ញុំក៏ដោយ ក៏ខ្ញុំនឹងមិនចំណាយប្រាក់ លើសពីកម្រិតតម្លៃជាក់លាក់នោះទេ។	១	២	៣	៤	៥
ហានិភ័យរាងកាយ					
ខ្ញុំបារម្ភថារាងកាយរបស់ខ្ញុំនឹងមានប្រតិកម្ម អវិជ្ជមានចំពោះអាហារសរីរាង្គ។	១	២	៣	៤	៥
ខ្ញុំបារម្ភថាការរៃកថ្មៃផលិតផលសរីរាង្គមិនមាន សុវត្ថិភាព។	១	២	៣	៤	៥
ផលិតផលអាហារសរីរាង្គអាចបង្កគ្រោះថ្នាក់ដល់ សុខភាពរបស់ខ្ញុំ។	១	២	៣	៤	៥
ផលិតផលអាហារសរីរាង្គអាចបង្កគ្រោះថ្នាក់ដល់ បរិស្ថាន។	១	២	៣	៤	៥

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ផ្នែកទី៣៖ ទស្សនៈគុណតម្លៃ

សូមធ្វើការពិចារណាខ្លីៗលើសំណួរខាងក្រោម ដែលទាក់ទងទៅនឹងទស្សនៈគុណតម្លៃ និងសូមបញ្ជាក់ពីកំរិតនៃការយល់ស្របរបស់អ្នកដោយគូសរង្វង់លើលេខដែលនៅជាប់នឹងអំណះអំណាងនីមួយៗខាងក្រោម៖	កម្រិតនៃការយល់ស្រប				
	ជ្រើសពុំយល់ស្រួល	ពុំយល់ស្របទេ	មធ្យម	យល់ស្រប	ជ្រើសយល់ស្រួល
ការសហការលើទំនួលខុសត្រូវក្នុងសង្គម					
ផលិតផលសរីរាង្គត្រូវបានយកចិត្តទុកដាក់គោរពនិងការពារបរិស្ថានធម្មជាតិៗ	១	២	៣	៤	៥
ផលិតផលសរីរាង្គមានអាកប្បកិរិយាអំណោយផលចំពោះការប្រើប្រាស់ ការទិញយកឬការផលិតផលិតផលដែលមានអត្ថប្រយោជន៍ខាងអេកូឡូស៊ីៗ	១	២	៣	៤	៥
ផលិតផលសរីរាង្គប្រើប្រាស់ធនធានធម្មជាតិតិចៗ	១	២	៣	៤	៥
ផលិតផលសរីរាង្គជូនដំណឹងដល់អតិថិជនរបស់ខ្លួនអំពីការអនុវត្តដែលមិនប៉ះពាល់ដល់បរិស្ថានៗ	១	២	៣	៤	៥
ការទទួលទានអាហារសរីរាង្គនឹងជួយការពារបរិស្ថានៗ	១	២	៣	៤	៥

ការយល់ដឹងអំពីបញ្ហាសុខភាព					
ខ្ញុំយកចិត្តទុកដាក់ច្រើនចំពោះសុខភាពរបស់ខ្ញុំ។	១	២	៣	៤	៥
ខ្ញុំកត់សម្គាល់ពីការផ្លាស់ប្ដូរណាមួយនៃសុខភាពរបស់ខ្ញុំ។	១	២	៣	៤	៥
ខ្ញុំតែងតែគិតពីសុខភាពរបស់ខ្ញុំ។	១	២	៣	៤	៥
ខ្ញុំទទួលខុសត្រូវទាំងស្រុងចំពោះសុខភាពរបស់ខ្ញុំ។	១	២	៣	៤	៥
ផលិតផលអាហារសរីរាង្គជួយឱ្យយើងមានសុខភាពល្អ និងជួយឱ្យយើងមានអាយុវែងដោយសារគុណភាពខ្ពស់របស់វា។	១	២	៣	៤	៥
ផលិតផលសរីរាង្គមានអត្ថប្រយោជន៍ចំពោះសុខភាពអ្នកដែលមានជំងឺទឹកនោមផ្អែម។	១	២	៣	៤	៥
អាហារសរីរាង្គគឺគ្មានការបំពុលដោយជាតិគីមីដែលបង្កគ្រោះថ្នាក់។	១	២	៣	៤	៥
អាហារសរីរាង្គការពារអ្នកទទួលទានពីជំងឺដែលអាចបណ្ដាលឱ្យស្លាប់ដូចជាជំងឺមហារីក។	១	២	៣	៤	៥

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ផ្នែកទី៤៖ អាកប្បកិរិយារបស់អតិថិជន

សូមធ្វើការពិចារណាខ្លីៗលើសំណួរខាងក្រោម ដែលទាក់ទងទៅនឹងអាកប្បកិរិយារបស់អតិថិជន និងសូមបញ្ជាក់ពីកំរិតនៃការយល់ស្របរបស់អ្នក ដោយគូសរង្វង់លើលេខដែលនៅជាប់នឹង អំណះអំណាងនីមួយៗខាងក្រោម៖	កម្រិតនៃការយល់ស្រប				
	មិនយល់ស្របទាំងស្រុង	មិនយល់ស្រប	មធ្យម	យល់ស្រប	យល់ស្របទាំងស្រុង
ការទិញអាហារសរីរាង្គគឺជាគំនិតដ៏ល្អៗ។	១	២	៣	៤	៥
ការទិញអាហារសរីរាង្គគឺជាដូចជាទូលបានរង្វាន់។	១	២	៣	៤	៥
ការទិញអាហារសរីរាង្គគឺទូលបានភាពរីករាយ។	១	២	៣	៤	៥
អាហារសរីរាង្គទាក់ទាញអារម្មណ៍ខ្ញុំព្រោះវាត្រូវបានកែច្នៃដោយមិនប្រើសារធាតុគីមី។	១	២	៣	៤	៥
អាហារសរីរាង្គទាក់ទាញចិត្តខ្ញុំព្រោះវាមានជីវជាតិច្រើនជាងអាហារធម្មតា។	១	២	៣	៤	៥
អាហារសរីរាង្គទាក់ទាញចិត្តខ្ញុំព្រោះវាបង្ក្យមានជំងឺតិចជាងអាហារធម្មតា។	១	២	៣	៤	៥

ផ្នែកទី៥៖ តម្លៃឱកាស

សូមធ្វើការពិចារណាខ្លីៗលើសំណួរខាងក្រោម ដែលទាក់ទងទៅនឹងតម្លៃឱកាសនិងសូម បញ្ជាក់ពីកំរិតនៃការយល់ស្របរបស់អ្នកដោយ គូសរង្វង់លើលេខដែលនៅជាប់នឹង អំណះអំណាងនីមួយៗខាងក្រោម៖	កម្រិតនៃការយល់ស្រប				
	មិនយល់ព្រមទាំងស្រុង	មិនយល់ព្រម	ប្រក្រតី	យល់ព្រម	យល់ព្រមទាំងស្រុង
សុកមង្គល					
ខ្ញុំមិនមានអារម្មណ៍ រីករាយជាពិសេសក្នុងការ ទទួលទានអាហារសរីរាង្គៗ។	១	២	៣	៤	៥
ខ្ញុំមិនពេញចិត្តខ្លាំងលើអាហារសរីរាង្គៗទេ។	១	២	៣	៤	៥
ខ្ញុំមិនទទួលបានអារម្មណ៍រីករាយក្នុងការ ទទួលទានអាហារសរីរាង្គៗទេ។	១	២	៣	៤	៥
ខ្ញុំមិនចាប់អារម្មណ៍ខ្លាំងលើអាហារសរីរាង្គៗទេ។	១	២	៣	៤	៥
ភាពងាយស្រួល					
វាពិបាកក្នុងការស្វែងរកព័ត៌មានអំពីផលិតផល អាហារសរីរាង្គៗ។	១	២	៣	៤	៥
វាពិបាកក្នុងការស្វែងរកកន្លែងលក់ផលិតផល អាហារសរីរាង្គៗ។	១	២	៣	៤	៥

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អាហារសម្រួត់ងមិនងាយទទួលបានទេ។	១	២	៣	៤	៥

ផ្នែកទី៦៖ ចេតនានៃការទិញ

សូមធ្វើការពិចារណាខ្លីៗលើសំណួរខាងក្រោម ដែលទាក់ទងទៅនឹងចេតនានៃការទិញនិង សូមបញ្ជាក់ពីកំរិតនៃការយល់ស្របរបស់អ្នក ដោយគូសរង្វង់លើលេខដែលនៅជាប់នឹង អំណះអំណាងនីមួយៗខាងក្រោម៖	កម្រិតនៃការយល់ស្រប				
	មិនយល់ស្របទាល់តែសោះ	មិនយល់ស្រប	មធ្យម	យល់ស្រប	យល់ស្របទាំងស្រុង
ខ្ញុំរីករាយក្នុងការទិញអាហារសម្រួត់ង។	១	២	៣	៤	៥
ខ្ញុំមានបំណងទិញអាហារសម្រួត់ង។	១	២	៣	៤	៥
ខ្ញុំទំនងជាទិញអាហារសម្រួត់ង។	១	២	៣	៤	៥
ភាគរយដែលខ្ញុំនឹងទិញអាហារសម្រួត់ងគឺខ្ពស់។	១	២	៣	៤	៥
ខ្ញុំព្យាយាមទិញអាហារសម្រួត់ង ព្រោះវាជា ជម្រើសល្អបំផុតសម្រាប់ខ្ញុំ។	១	២	៣	៤	៥