

**ACCEPTABILITY AND PERCEPTION ON USAGE OF ORGANIC FOOD IN
FOOD ESTABLISHMENTS**

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Abstract

Today, organic food became more relevant as the importance of sustainability expanded, both in terms of consumer impact and long-term viability. Due to popularity of organic products, green crops have been cultivated and harvested in an environment free of pollution and hazardous situations. Innovative foods are said to be beneficial to consumers, farmers, and the environment. Because some of the features people may consider are neither evident nor easily verifiable, organic foods are considered "credence goods."

As per the customer and food establishment, they have a positive perception on the usage of organic food in terms of its food safety, price, quality, and product attributes.

For the customer, they have a high level of acceptance on the usage of organic food products in terms of its price, quality, food safety, and product attributes. The same can be seen with the data gathered from food establishment owners aside from them being neutral towards its price

There is a significant relationship between the perception and level of acceptance on the usage of organic food with its customers, meaning that the consumption of organic food often happens to this respondent.

Keywords: Organic, Food, Customer, Quality.

Introduction (TIOC Approach)

Today, organic food became more relevant as the importance of sustainability expanded, both in terms of consumer impact and long-term viability. Due to popularity of organic products, green crops have been cultivated and harvested in an environment free of pollution and hazardous situations. Innovative foods are said to be beneficial to consumers, farmers, and the environment. Because some of the features people may consider are neither evident nor easily verifiable, organic foods are considered "credence goods."

According to the study (Kantamaturapoj & Marshall, 2020) recently, many restaurants have been thinking if they will continue to offer organic foods in their establishment because owners don't know if the customer will buy organic foods rather than conventional food products. An article entitled "Reasons for Restaurants to Go Organic" tells that there are a lot of benefits that organic food may help in a food business. Organic food trends suggest that organic foods are becoming increasingly popular and are now much more widespread, and customers are becoming more knowledgeable about their organic food choices. Most crucially for business owners, organics are here to stay.

Chait (2019), once organic customers adapt, they often go back to buying conventional, even when money is tight. When consumers are this enthusiastic about organic food, restaurants may safely embrace it as well. Lastly, establishments that offer organic products can gain profits and sales since customers are willing to pay the additional expense to dine in an environmentally beneficial manner. The study seeks to conduct possible conclusions about local food establishments offering organic food products around the City of Malolos, Bulacan, and its convenience to customers.

Statement of the Problem

This study aims to see if there is a significant relationship between the perception and level of acceptance on usage of organic food in selected restaurants in the city of Malolos, Bulacan. Specifically, it is going to check:

1. What is the profile of respondents in terms of:
 - 1.1 Status
 - 1.2 Age range
 - 1.3 Sex
 - 1.4 Occupation
 - 1.5 Civil status
2. How may the perception of respondents with regards to usage of organic food be described in terms of:
 - 2.1 Food safety
 - 2.2 Price
 - 2.3 Quality
 - 2.4 Product attributes
3. How may the level of acceptance of respondents with regards to usage of organic food be described in terms of:
 - 3.1 Food safety
 - 3.2 Price
 - 3.3 Quality
 - 3.4 Product attributes
4. Is there a significant relationship between the perception and level of acceptance of customers on the usage of organic food in selected restaurants in Malolos?
5. Is there a significant relationship between the perception and level of acceptance of restaurant owners on the usage of organic food in selected restaurants in Malolos?

Theoretical/Conceptual Framework

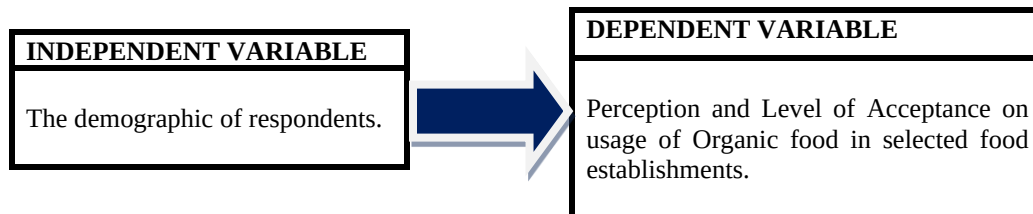


Figure 1: Conceptual Framework

Figure 1 shows the conceptual framework composed of two variables, the Independent and Dependent variable. The Independent variable focuses on the demographic of the respondents. This encompasses the status, age, sex, occupation, and civil status of the consumer. This is important to the study as the researchers want to see the profile of the consumers who consume the said organic food product.

Next is the dependent variable, and this focuses on the Perception and Level of Acceptance on usage of Organic food in Selected food establishments in City of Malolos. This encompasses the food safety, price, quality, and product attributes of Organic food. With these factors, the researchers can study and find what are the reasons as to why consumers go for organic food.

Methodology

Design Evaluation Procedure. The study uses a Descriptive Research design to gather data regards to the population to determine how Sustainable Organic Food affects the local food establishments within City of Malolos, Bulacan. Also, to know the possible way to distribute organic products in their business efficiently.

Quantitative Research is used in the study in which it involves 27 respondents which is the numerical analysis of gathered data taken from the survey and

presenting charts to see if the claims are conclusive with the study's created hypotheses.

The Likert Scale used range and description for the weighted mean of questionnaires used is: 5 being "Strongly Agree" and 1 being "Strongly Disagree".

Research Instrument. The researchers used two-part questionnaires to gather the necessary data. Part I asked for the profile of the respondents. The researchers created a tool profile, which determined the name (optional), age, gender, years of residency in Malolos, educational attainment, and status of employment.

Part II determined the perception and acceptance of respondents with regards to usage of organic food is described in terms of food safety; price; quality and product attributes.

Sampling. The researchers used Random sampling, specifically cluster random sampling. The sampling will randomly look for food establishments around City of Malolos, Bulacan. The researchers prefer to go to premises directly, even this time of COVID 19 pandemic. The respondents and the population to participate in this study are mainly the true middle-class food establishments around the area. The researchers will gather data from fifty (50) costumers of organic food.

Data Analysis. To see if there is a significant relationship, the researchers will be using Pearson coefficient. The Pearson coefficient is a type of correlation coefficient that represents the relationship between two variables that are measured on the same interval or ratio scale.

Results

A. Customers

Table 1: Profile of the Respondents

Sex	Percentage	Frequency
Male	37.25%	19
Female	62.75%	32
Age range	Percentage	Frequency
10 - 20	11.76%	6
21 - 30	66.67%	34
31 - 40	7.84%	4
41 - 50	7.84%	4
51 - 60	5.89%	3
Occupation	Percentage	Frequency
Student	70.59%	36
Private Company Worker	5.89%	3
Government Worker	7.84%	4
Unemployed	7.84%	4
Self-employed	5.89%	3
Retired	1.95%	1
Civil Status	Percentage	Frequency
Single	80.40%	41
Married	19.60%	10

This is the data that was gathered from the consumers of organic food. Based on the data that was gathered, it shows that organic food is widely known by people of all backgrounds due to the fact that there is a diversity with the sample population in the area of Malolos, Bulacan.

The first part of the table represents the sexes of the respondents, and according to the data gathered, the majority of them are females with the percentage of 62.75 percent with the frequency of 32. The males have the percentage of 37.25 percent with the frequency of 19. This data shows that there are more females than males consuming organic food products.

The second part shows the age-range of the respondents, and according to the data gathered majority of the respondents fall within the age-range of 21 - 30, meaning that they are the most consumers of organic food, they are then followed by the age range of 10 - 20, 31 - 40, and 41 - 50 tied with the amount of respondents, and the last would be the age range of 51 - 60.

The third part of the chart shows the occupation of the respondents, and according to the data that was gathered the majority of them are students with the percentage of 70.59% and with the frequency of 36. Government workers and unemployed respondents tied with the percentage of 7.84% and the frequency

of 4. This data shows that students are the frequent consumers of organic food.

Last is the civil status of the respondents. Majority of the respondents are single with the percentage of

80.40% and the frequency of 41, while the married respondents have the percentage of 19.60% with the frequency of ten. This data shows that the likely consumers of organic food are single people.

Table 2: Organic food Products Consumed

Organic Products	Frequency
Fruits	44
Vegetables	45
Meat	30
Poultry	23
Dairy	20
Fish	23

This chart shows the organic food products being consumed by the respondents, and based on the data that was collected; it shows that the majority of the respondents consume mostly organic fruits and vegetables. Fruits have a frequency of 44 while vegetables have 45. Meat has the frequency of 30,

while poultry and fish tied with a 23 frequency. The least consumed is dairy with a 20 frequency. The data gathered shows that the most popular form of organic food product being consumed are vegetables.

Table 3: Perception of Respondents on Usage of Organic Food Products

Food safety	Mean	Std. Dev.	Interpretation
1. Organic food products have less pesticide than the average products.	4.03	0.95	Agree
2. Organic Food products have better quality than inorganic food.	4.19	0.95	Agree
3. Organic food products are healthier than inorganic food.	4.11	1.12	Agree
4. The supply/production of inorganic food is better for the environment.	3.98	1.17	Agree
Price	Mean	Std. Dev	Interpretation
1. Organic food is more expensive than inorganic food.	3.52	1.10	Agree
2. Organic food costs more to grow.	3.60	1.09	Agree
3. Organic food farming tends to have a higher cost than average farming.	3.63	1.16	Agree
Quality	Mean	Std. Dev.	Interpretation
1. Organic food is often fresher because it doesn't contain any preservative that makes it last longer.	4.09	1.02	Agree
2. Organic food is grown with natural fertilizers.	4.11	0.88	Agree

3. Livestock are given all-organic, hormone, and GMO-free feed.	3.86	0.84	Agree
Product Attributes	Mean	Std. Dev.	Interpretation
1. Organic food is better for the business due to its better quality than the average crops.	3.76	0.86	Agree
2. Sustainable organic food farming/supply is beneficial to the environment.	4.15	0.96	Agree
3. Organic food is safer to consume in the long run.	4.31	0.94	Agree

This chart talks about the consumer's perception on the usage of organic food; it is divided into four parts. The first part of the chart is the data for 'Food Safety'. The first statement got the mean of 4.03, a standard deviation of 0.95 and its interpretation 'agree'. This means that organic food does have less pesticide than average products.

The second statement got a mean of 4.19, a standard deviation of 0.95, with the interpretation 'agree'. This means that organic food does have better quality than inorganic food.

The third statement got a mean of 4.11, a standard deviation of 1.12, with the interpretation 'agree'. This means that organic food products are healthier than inorganic food products.

The fourth statement got a mean of 3.98, a standard deviation of 1.17, with the interpretation 'agree'. This means that the supply/production of inorganic food is better for the environment.

The second part of the chart contains the data regarding their perception on the price of organic food. The first statement has a mean of 3.52, a standard deviation of 1.10, with the interpretation 'agree'. This means that organic food is more expensive to grow than inorganic food.

The second statement has a mean of 3.60, a standard deviation 1.09, with the interpretation 'agree'. This means that organic food costs more to grow.

The third and last statement has a mean of 3.63, a standard deviation 1.16, with the interpretation 'agree'. This means that organic food tends to have a higher cost than average farming.

The third part of the chart contains the data regarding their perception on the quality of organic food. The first statement has a mean of 4.09, a standard deviation of 1.02, with the interpretation 'agree'. This means that organic food is fresher because it doesn't contain any preservative that makes it last longer.

The second statement has a mean of 4.11, a standard deviation of 0.88, with the interpretation 'agree'. This means that organic food is grown with natural fertilizers.

The third and last statement on this part of the chart has a mean of 3.86, a standard deviation of 0.84, with the interpretation of 'agree'. This means that livestock are given all-organic, hormone, and GMO-free feed.

The fourth part of the chart contains the data regarding their perception on the product attributes of organic food. The first statement has a mean of 3.76, a standard deviation of 0.86, with the interpretation of 'agree'. This means that organic food is better for the business due to its better quality than the average crops.

The second statement has a mean of 4.15, a standard deviation of 0.96, with the interpretation 'agree'. This means that sustainable organic food farming/supply is beneficial to the environment.

The fourth and last statement has a mean of 4.31, a standard deviation of 0.94 with the interpretation 'agree'. This means that organic food is safer to consume in the long run.

Table 4: Level of Acceptance on Usage of Organic food Products

Food Safety	Mean	Std. Dev.	Interpretation
1. I agree that organic food products are safer to consume than non-organic.	4.23	0.88	Agree

2. Organic food products are healthier than non-organic food.	4.19	0.89	Agree
Price	Mean	Std. Dev	Interpretation
1. I am willing to pay more for organic food products.	3.72	0.75	Agree
2. I agree that organic food products are more expensive than non-organic food products.	3.72	1.00	Agree
Quality	Mean	Std. Dev.	Interpretation
1. Organic food product uses natural pesticides than artificial/chemical ones.	3.92	1.03	Agree
2. Organic food is sourced ethically.	3.84	0.94	Agree
3. Organic food is healthier than inorganic food.	4.23	0.90	Agree
4. Organic food product has better quality than inorganic food.	4.07	0.91	Agree
Product Attributes	Mean	Std. Dev.	Interpretation
1. I agree that organic products are safer to consume than non-organic food products.	4.11	1.01	Agree
2. Organic food is safer for everyday consumption.	3.92	0.99	Agree

This chart represents the data of the consumer's level of acceptance on the usage of organic food. It is divided into four categories. The first part talks about the respondent's level of acceptance on the usage of organic food regarding 'Food safety.' The first statement has a mean of 4.23, a standard deviation of 0.88, with the interpretation 'Agree.' This means that the respondents agree on organic food being safer to consume than non-organic food.

The second and last statement has a mean of 4.19, a standard deviation of 0.89, with the interpretation 'Agree'. This means that the respondents agree with organic food being healthier than inorganic food.

The second part of the chart talks about the consumer's level of acceptance on the usage of organic food pertaining to its price. The first statement has a mean of 3.72, a standard deviation of 0.75, with the interpretation 'Agree.' This means that the respondents agree with paying more for organic food products.

The second, and last statement has a mean of 3.72, a standard deviation of 1.00, with the interpretation 'Agree.' This means that the respondents agree with organic food being more expensive than inorganic food products.

The third part of the chart talks about the consumer's level of acceptance on the usage of organic or organic food products regarding its quality. The first statement has a mean of 3.92, a standard deviation of 1.03, with the interpretation 'agree.' This means that the respondents agree with organic food products using natural pesticides than artificial/chemical ones.

The second statement has a mean of 3.84, a standard deviation of 1.03, with the interpretation 'agree'. This means that the respondents agree with organic food being sourced ethically.

The third statement has a mean of 4.23, a standard deviation of 0.94, with the interpretation 'agree'. This means that the respondents agree with organic food being healthier than inorganic food.

The fourth and last statement has a mean of 4.07, a standard deviation of 0.91, with the interpretation 'agree'. This means that the respondents agree with organic food having better quality than inorganic food.

The last part of the chart talks about the respondent's level of acceptance on the usage of organic food regarding its product attributes. The first statement has a mean of 4.11, a standard deviation of 1.01, with the interpretation 'agree'. This means that the

respondents agree with organic food products being safer to consume than non-organic.

‘agree’. This means that the respondents agree with organic food being better for everyday consumption.

The second and last statement has a mean of 3.92, a standard deviation of 0.99, with the interpretation

B. Food Establishment Owners

Table 5: Profile of Respondents

Sex	Percentage	Frequency
Male	66.67	2
Female	33.33	1
Age-range	Percentage	Frequency
10-20	-	-
21-30	100%	3
31-40	-	-
41-50	-	-
51-50	-	-
Occupation	Percentage	Frequency
Food establishment	100%	3
Civil Status	Percentage	Frequency
Single	100%	3

This chart represents the profile of the respondents who are owners of food establishments that offer organic food. The first part shows the sexes of the researchers’ respondents that are food establishments. Based on the chart, it shows that the majority of the respondents are males, with a percentage of 66.67 and a frequency of 2. The females have a percentage of 33.33 with the frequency of 1.

respondents fall within the age-range of 21-30, with the percentage of 100%, and the frequency of 3.

The third part of the chart shows the respondent’s occupation. It shows that the respondents are food establishments. It has a percentage of 100% with a frequency of 3. The last part of the chart shows the civil status of the respondents. Based on the chart, it shows that all of them are single, with the percentage of 100% with a frequency of 3.

The second part of the chart is the age-range of the respondents. It shows that the majority of the

Table 6: Organic Products Sold by the Establishments

Organic Products	Frequency
Fruits	2
Vegetables	2
Meat	2
Poultry	2
Dairy	2
Fish	1

This chart shows the organic products the food establishment sells. Based on the data gathered, fruits, vegetables, meat, poultry and dairy products

tie with the frequency of 2, while fish only has a frequency of 1.

Table 7: Perception of Respondents on Usage of Organic Food Products

Food safety	Mean	Std. Dev.	Interpretation
1. Organic food products have less pesticide than the average products.	5	1	Strongly Agree
2. Organic Food products have better quality than inorganic food.	4.33	0.57	Agree
3. Organic food products are healthier than inorganic food.	5	1	Strongly Agree
4. The supply/production of inorganic food is better for the environment.	4.33	0.57	Agree
Price	Mean	Std. Dev	Interpretation
1. Organic food is more expensive than inorganic food.	3.66	1.15	Agree
2. Organic food costs more to grow.	2.66	1.52	Neutral
3. Organic food farming tends to have a higher cost than average farming.	3.33	2.08	Neutral
Quality	Mean	Std. Dev.	Interpretation
1. Organic food is often fresher because it doesn't contain any preservative that makes it last longer.	4	1	Agree
2. Organic food is grown with natural fertilizers.	4.33	1.15	Agree
3. Livestock are given all-organic, hormone, and GMO-free feed.	4.66	0.57	Strongly Agree
Product Attributes	Mean	Std. Dev.	Interpretation
1. Organic food is better for the business due to its better quality than the average crops.	4.66	0.57	Strongly Agree
2. Sustainable organic food farming/supply is beneficial to the environment.	4.33	1.15	Agree
3. Organic food is safer to consume in the long run.	4.66	0.57	Strongly Agree

This chart refers to the food establishment's perception on the usage of organic food products. The first part pertains to the respondent's perception through 'food safety'. The first statement has a mean of 5, a standard deviation of 1, with the interpretation 'strongly agrees'. This means that the respondents strongly agree with organic food having fewer pesticides than average crops. The second statement has a mean of 4.33, a standard deviation of 0.57, with the interpretation 'agree'. This means that the respondents agree with organic food having better quality than inorganic food.

The third statement has a mean of 5, a standard deviation 1, with the interpretation 'strongly agrees'. This means that the respondents agree with organic food being healthier than non-organic food.

The fourth, and last statement, has a mean of 4.33, a standard deviation of 0.57 with the interpretation 'agree'. This means that the respondents agree with the supply/production of organic food being better for the environment.

The second part of the chart shows the respondent's data pertaining to their perception on the price of organic food. The first statement has a mean of 3.66, a standard deviation of 1.15, and the interpretation 'agree'. This means that the respondents agree with organic food being more expensive than inorganic food.

The second statement has a mean of 2.66, a standard deviation of 1.52 with the interpretation 'neutral.' This means that the respondents neither agree nor disagree with organic food costing more to grow.

The third and last statement has a mean of 3.33, a standard deviation of 2.08 with the interpretation 'neutral'. This means that the respondents neither agree nor disagree with organic food costing more than average farming.

For the third part of the chart, it pertains to the respondent's perception on usage of organic food products regarding its quality. The first statement has a mean of 4, a standard deviation of 1 with the interpretation 'agree'. This means that the respondents agree with organic food being fresher due to the fact that it has no preservatives that makes it last longer.

The second statement has a mean of 4.33, a standard deviation of 1.15 with the interpretation 'agree'.

This means the respondents agree with organic food being grown with natural fertilizers.

The third and last statement has a mean of 4.66, a standard deviation of 0.57 with the interpretation 'strongly agrees'. This means that the respondents strongly agree with livestock being given organic and GMO-Free feed.

The last part of the chart pertains to the respondent's perception on the usage of organic food regarding its product attributes. The first statement has a mean of 4.66, a standard deviation of 0.57 with the interpretation 'strongly agrees'. This means that the respondents strongly agree with organic food being better for the business due to its better quality than average crops.

The second statement has a mean of 4.33, a standard deviation of 1.15 with the interpretation 'agree'. This means that the respondents agree that sustainable organic food farming/supply is beneficial to the environment.

The third, and last statement, has a mean of 4.66, a standard deviation of 0.57 with the interpretation 'strongly agree'. This means that the respondents strongly agree with organic food being safer to consume in the long run.

Table 8: Level of Acceptance on Usage of Organic Food Products

Food Safety		Mean	Std. Dev.	Interpretation
1.	I agree that organic food products are safer to consume than non-organic.	5	1	Strongly Agree
2.	Organic food products are healthier than non-organic food.	5	1	Strongly Agree
Price		Mean	Std. Dev.	Interpretation
1.	I am willing to pay more for organic food products.	4.33	1.15	Agree
2.	I agree that organic food products are more expensive than non-organic food products.	3.33	1.52	Neutral
Quality		Mean	Std. Dev.	Interpretation
1.	Organic food product uses natural pesticides than artificial/chemical ones.	4.33	1.15	Agree
2.	Organic food is sourced ethically.	4.66	0.57	Strongly Agree
3.	Organic food is healthier than inorganic food.	5	1	Strongly Agree
4.	Organic food product has better quality than inorganic food.	4.33	0.57	Agree
Product Attributes		Mean	Std. Dev.	Interpretation

1. I agree that organic products are safer to consume than non-organic food products.	5	1	Strongly Agree
2. Organic food is safer for everyday consumption.	4.66	0.57	Strongly Agree

This chart shows the data of the respondent's level of acceptance on the usage of organic food. It is divided into four categories. The first part is the respondent's level of acceptance on the usage of organic food regarding food safety. The first statement has a mean of 5, a standard deviation of 1 with the interpretation 'strongly agrees'. This means that the respondents strongly agree with organic food being safer to consume than inorganic food.

The second and last statement has a mean of 5, a standard deviation of 1 with the interpretation 'strongly agrees'. This means that the respondents strongly agree with organic food being healthier than inorganic food.

The second part of the chart pertains to the respondent's level of acceptance on the usage of organic food regarding its price. The first statement has a mean of 4.33, a standard deviation of 1.15 with the interpretation 'agree'. This means that the respondents agree with paying more for organic food products.

The second and last statement has a mean of 3.33, a standard deviation of 1.52 with the interpretation 'neutral'. This means that the respondents are neutral when it comes to the statement of organic food being more expensive than inorganic food.

The third part of the chart pertains to the respondent's level of acceptance on the usage of organic food pertaining to its quality. The first statement has a mean of 4.33, a standard deviation of 1.15 with the interpretation 'agree'. This means that the respondents agree with natural pesticides

being used on organic food rather than artificial or chemical ones.

The second statement has a mean of 4.66, a standard deviation of 0.57 with the interpretation 'strongly agrees'. This means that the respondents agree with organic food being sourced ethically.

The third statement has a mean of 5, a standard deviation of 1, with the interpretation 'strongly agrees'. This means that the respondents agree with organic food being healthier than inorganic food.

The fourth, and last statement, has a mean of 4.33, a standard deviation of 0.57 with the interpretation 'agree'. This means that the respondents agree with organic food having better quality than inorganic food.

The last part of the chart pertains to the respondent's level of acceptance on the usage of organic food pertaining to its product attributes. The first statement has a mean of 5, a standard deviation of 1 with the interpretation 'strongly agrees'. This means that the respondents strongly agree with organic food being safer to consume than inorganic food.

The second, and last statement, has a mean of 4.66, a standard deviation of 0.57 with the interpretation 'strongly agree'. This means that the respondents agree with organic food being safer for everyday consumption.

Hypotheses of the Study

The Pearson coefficient test was used to see if there is a relationship between the two variables.

PERCEPTION AND LEVEL OF ACCEPTANCE OF CUSTOMERS ON THE USAGE OF ORGANIC FOOD IN SELECTED RESTAURANTS IN MALOLOS

Variables	Pearson Correlation	p-value	Interpretation
Perception and Level of Acceptance of Customers.	0.875	0.000	Significant

PERCEPTION AND LEVEL OF ACCEPTANCE OF THE RESTAURANT OWNERS ON THE USAGE OF ORGANIC FOOD IN SELECTED RESTAURANTS IN MALOLOS

Variables	Pearson Correlation	p-value	Interpretation
Perception and Level of Acceptance of Food establishment owners.	0.907	0.277	Not significant

This chart represents the hypotheses of the study. According to the data presented for the perception and level of acceptance of customers, there is a significant relationship between the two variables, meaning that the perception and level of acceptance often occurs within the consumers of organic food, meaning that people are more open to the consumption of organic food. For this, the researchers reject the null hypothesis of this study pertaining to the customer's perception and level of acceptance.

For the perception and level of acceptance of food establishment owners, due to the p-value being greater than 0.05, this means that there is no direct relationship between the two variables. This means that the perception and level of acceptance does not often happen with food establishment owners. For this, the researchers accept the null hypothesis of this study pertaining to the customer's perception and level of acceptance.

Discussions

Based on the problem, the research findings are as follows:

The data gathered shows the profile of the respondents of the customers. It is divided into four categories; sex, age, civil status, and occupation.

The data gathered shows that the age-range within 21-30 are the ones likely to consume organic food. They have a frequency of 34 and a percentage 66.67. The least number of respondents are those within the age group of 51-60, totalling 3 respondents with the percentage of 5.89%.

The data gathered shows that females are more likely to consume organic food than men, tallying to 32 female and 19 male respondents.

According to the data gathered, students are the ones who are most likely to consume organic food with a total of 36 respondents with a percentage of 70.59%. The lowest percentage goes to the retired who only had 1 respondent with the percentage of 1.95%.

According to the data gathered, the majority of the respondents are single, totalling to 41 and occupying a percentage of 80.40 percent. This means that single people are consuming more organic food products than married people.

Perception of Respondents on Usage of Organic Food

The data gathered shows that vegetables are the most consumed organic food products by the respondents with a total of 45 while dairy products only tallied 22.

The data gathered by the researcher's shows that the consumers of organic food products generally have a positive attitude towards organic food's safety.

The data gathered shows that the respondents agree with the statements regarding their perception on organic food prices. It is agreed upon those organic crops are more expensive to grow and purchase rather than conventional food.

This chart shows that the respondents agree with the statements regarding their perception on the quality of organic food, that it has better quality than inorganic food.

With the data gathered from the respondents, it is shown that they perceive organic food as being better for the environment and is safer to be consumed.

Level of Acceptance on the Usage of Organic Food

The respondents generally agree with the statements regarding their acceptance of the food safety of organic food products. The data gathered shows that organic food is safer to consume and is healthier than inorganic food.

Regarding the price of organic food products, the data accumulated shows that the respondents are willing to pay more for the organic food products.

When it comes to organic food's quality, the respondents agree with the claims of organic food having better quality than inorganic food. This is because of the fact that organic food is ethically sourced and gathered.

In terms of organic food's product attributes, the data gathered shows that the respondents generally agree that organic food have better traits than inorganic food.

Hypothesis of the Study

According to the data, there is a direct relationship between the two variables between the perception and level of acceptance of customers towards organic food products. This is due to the fact that the p-value is less than 0.05. With this information, the researchers reject the null hypothesis of this study pertaining to the customer's perception and level of acceptance.

B. Food Establishment Owners

Profile of Respondents

According to the data, all of the respondents offer the products listed on the chart, the least offered were fish. The ones surveyed are food establishment owners. The data gathered shows that the

respondents are within the age group of 21-30. According to the data gathered, it shows that the majority of the respondents are male with the ratio of 2 male and 1 female. Per the data gathered, the respondents are food establishment owners. According to the accumulated data, the respondents are all single.

Perception of Respondents on Usage of Organic Food

The respondents in general agree with the statements presented to them regarding their perception of organic food regarding its safety.

Per the data gathered, the respondents are neutral towards the statements regarding organic food prices. This means that they neither agree nor disagree.

According to the data gathered, the respondents agree that organic food products are fresher and do not contain preservatives.

The respondents in general strongly agree that organic products influence their customers in terms of their buying decisions.

Level of Acceptance on Usage of Organic Food

The respondents agree that organic food is safer to consume.

Many of the respondents accept the price of organic food products and agree with the statements presented to them.

The respondents strongly agree about the statements presented to them regarding the quality of organic food products.

Majority of the respondents agree regarding their acceptance of the product attributes of organic food.

Hypothesis of the Study

There is no significant effect relationship between the perception and level of acceptance on usage of organic food in selected restaurants in malolos due to the fact that the p-value is greater than 0.05. The researchers accept the null hypothesis of the study pertaining to the restaurant owner's perception and level of acceptance of organic food.

Conclusion

Based on the findings, the following are concluded.

He most consumers of organic food fall within the age range of 21-30. Women are more likely to consume organic food products than men. They are mostly single, and most commonly are students.

Food establishment owners fall within the age range of 21-30, are single, and are mostly men.

As per the customer and food establishment, they have a positive perception on the usage of organic food in terms of its food safety, price, quality, and product attributes.

For the customer, they have a high level of acceptance on the usage of organic food products in terms of its price, quality, food safety, and product attributes. The same can be seen with the data gathered from food establishment owners aside from them being neutral towards its price

There is a significant relationship between the perception and level of acceptance on the usage of organic food with its customers, meaning that the consumption of organic food often happens to this respondent.

There is no significant relationship between the perception and level of acceptance on the usage of organic with the restaurant owners, meaning that the consumption of organic food does not often happen to this respondent.

Recommendation

Based from the conclusions, the following recommendations are:

1. For organic food establishments to market to men and to a wider age-range. This is to help encourage a wider demographic to purchase, sell, or consume organic food.
2. For food establishment owners to start or continue the promotion and selling of organic food products due to its positive perception from the consumer and restaurant that offers it. Due to there being a significant relationship between the customer's perception and level of acceptance on the usage of organic food, the researchers recommend the continuation of promotion of the said product to keep the consumers interested.
3. Due to the positive level of acceptance on the usage of organic food, the researchers recommend that major food suppliers within the province begin the cultivation of organic food in order to encourage the local market to start selling it, and that way, the prices will start to decrease due to the increase in supply in the market.
4. Due to the fact that there is no significant relationship between the restaurant owner's perception and level of acceptance on the usage of organic food, the researchers recommend that food establishments or restaurant owners are educated on its health benefits to people and the environment.

5. To promote the cultivation of organic food products to the agriculture sector, that way, its supply in the market would become more abundant, making the product easily accessible to the general public.

For the promotion of organic food to become mainstream via social media or traditional media to help encourage people to consider making it a part of their diet.

Conflict of Interest

There is no conflict of interest between the authors in this manuscript.

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