

Price Sensitivity and Customer Satisfaction in Organic and Ready-to-Eat Foods: An Empirical Study

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The purpose of this research is to consider the impact of a price sensitivity as the level of satisfaction with ready-to-eat and organic meals among consumers. The degree of a product's price setting on the consumers' buying behavior is known as price sensitivity. This topic is relevant in the current market since while customers struggle with the ability to pay and at the same time attempt to gain value from what they are paying for, they are increasingly becoming more conscious of health, environmental, and convenience factors. The study is carried out by analyzing consumers' behavior & preferences. This research also examines organic and ready-to-eat food's psychological and socio-economic impacts. The study reveals that when customers select food, they are compensated by convenience, flavor, and health factors. However, they are financially constrained in a way that prevents them from putting much effort into buying organic food. Thus, the study provides information for food marketers and policymakers interested in promoting sustainable and healthful food consumption.

Keywords: organic food, ready-to-eat food, customer satisfaction, price sensitivity.

1. Introduction

Over the last fifty years, there has been a revolution in how we cultivate, process, and eat our foods. People have been focusing on consuming organic foods mainly due to health risks affecting men. In contrast, by being ready to eat, extended shelf life foods have created a market for processed and packed foods. Global problems of the food system have two opposite facets. While quick and easy to prepare, foods do not cost much. Most contain all the necessary nutrients and additives. At the same time, Organic foods are believed to be healthier in terms of caloric and nutrient content but may be too costly and scarce for many customers. Household components such as living space, household income, and education level play a role in the global food system. This research expounds on ready-to-eat meals against organic food and reflects on social equity issues, opportunity to access such foods, affordability and people's perceptions towards these foods. What is Organic food? Organic food is produced using natural practices, wherein human-made pesticides and fertilisers are prohibited, and

GMO is not allowed. They are fruits and vegetables, animal protein such as meat and poultry, dairy products, starchy foods, and pulses. What is ready-to-eat-food? Snr is going to define ready-to-eat foods as processed partially, cooked, or packed ready for instant consumption. This category comprises Snacks, frozen foods, Canned foods, Bottled or packed processed drinks, and Instant noodles/ soups.

Purpose

This makes it necessary for this research paper to look at descriptions of ORRF focusing on the health implications, dangers, and impacts of these two food categories. This paper reviews the nutritional quality, safety, and health implications of organic fresh foods relative to conventional ones. It evaluates the differences in the levels of organically available and processed, ready-to-eat foods. Consumer behavior and choice criteria analysed in the paper include convenience, taste and preference, and others that determine the degree of inclination towards certain foods. Moreover, we will also measure purchase incidence, price elasticity, perceived value & quality, and brand attitudes on organic & ready-to-eat food products consumption. The essential motives for purchasing organic foods are related to perceived health benefits. However, convenience foods are bought frequently due to convenience, time & preparation, and the taste of ready-to-eat food products. Price is involved with both categories where, whereas organic foods are costlier and sensitive to the price changes of cheap ready-to-eat foods. The satisfaction the side of the consumer is experienced through health-wise benefits of organic foods; secondly, through the aspect of sustainability, whereas Ready to eat Foods, the satisfaction is felt through convenience and the taste of the food. While organic foods perhaps make consumers loyal due to quality and sustainability, ready-to-eat foods are buoyed by palatability and ease. Last on the list, the paper also tries to identify economic forces that may be associated with organic and ready-to at foods, including lifestyle decisions and population density. Specifically, this research seeks to systematically capture the positive and negative attributes of organic as well as ready-to-eat food to society.

2. Research Methodology

Research Design

The research also applies a survey research technique to gather quantitative data, followed up with face-to-face interaction to access qualitative data. To understand organic and ready-to-eat foods, the work aims to explore and compare different aspects of these 2 food categories. Using mixed methods has provided a way of understanding consumer behavior toward organic and ready-to-eat food.

Sampling

Sampling Technique: Convenience sampling was used to choose participants from different areas, which could be urban or rural.

Sample size: The sample consisted of 202 active users of organic and ready-to-eat food. Selection criteria for the survey were based on the distribution of age, gender, income level, education, and usage of organic and ready-to-eat food.

Data Collection

Quantitative Data Collection:

The questionnaire was structured in line with the study objectives the study objectives formed the basis of the questionnaire that was developed. A Likert scale questionnaire collected information regarding participants' age, gender, income level, living area, and education. We made a total of seven sections in which we covered the purchasing behavior of customers, the effect of price, the satisfaction level of customers, customer brand loyalty, and purchase preferences.

Qualitative Data Collection:

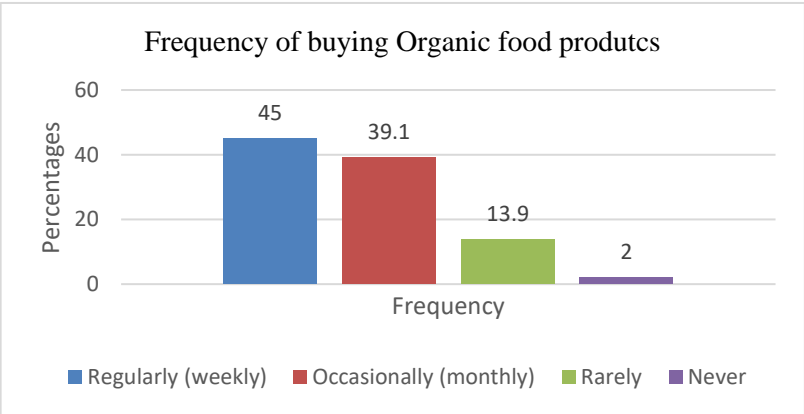
A subset of the participants underwent a form of extended interviews with the customers. Open-ended questions were used in the semi-structured interview; questions related to participant’s experiences with organic and ready-to-eat food. The psychological and financial condition’s impact on consumption of organic food and ready-to-eat food was studied. All interviews conducted were done under the consent of the store managers and participants, and we requested them to fill Google form.

Ethical Considerations:

All participants signed consent, in which they were informed of the purpose of the study, and all rights were explained. This made it possible to maintain their anonymity and confidentiality. The data were collected and filed to ensure their security, and the information was only available to the research team.

Data Analysis :

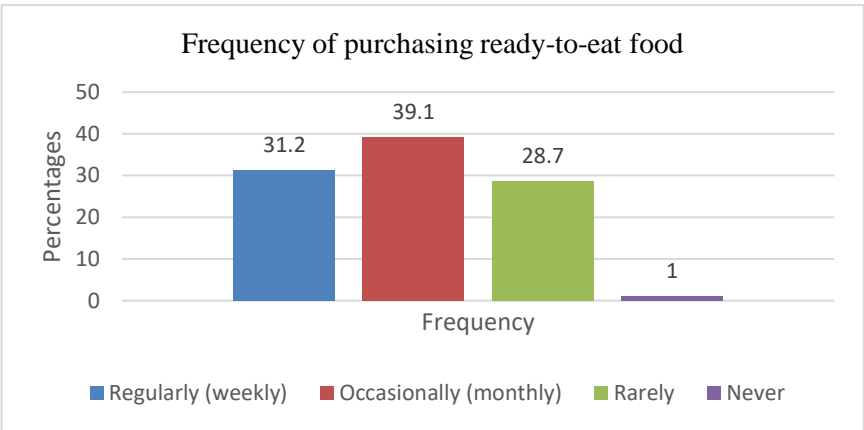
How frequently do you purchase organic food products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly (weekly)	91	45	45	45
	Occasionally (monthly)	79	39.1	39.1	84.2
	Rarely	28	13.9	13.9	98
	Never	4	2	2	100
	Total	202	100	100	



Interpretation:

This data show the frequency of organic food purchases among the participants. A significant proportion (45%) buy regularly (weekly), reflecting a consistent consumer base that prioritizes organic options. Occasional (monthly) buyers make up 39.1% and show interest, but they are seen less Decently due to cost and availability. Respondents who rarely buy (13.9%) may imply curiosity without a strong commitment, but only 2% do not buy and show minimal indifference. These insights reveal that while organic foods have a loyal following, there is scope to convert occasional and Decrepit shoppers into regular customers through targeted marketing, competitive pricing, and improved accessibility.

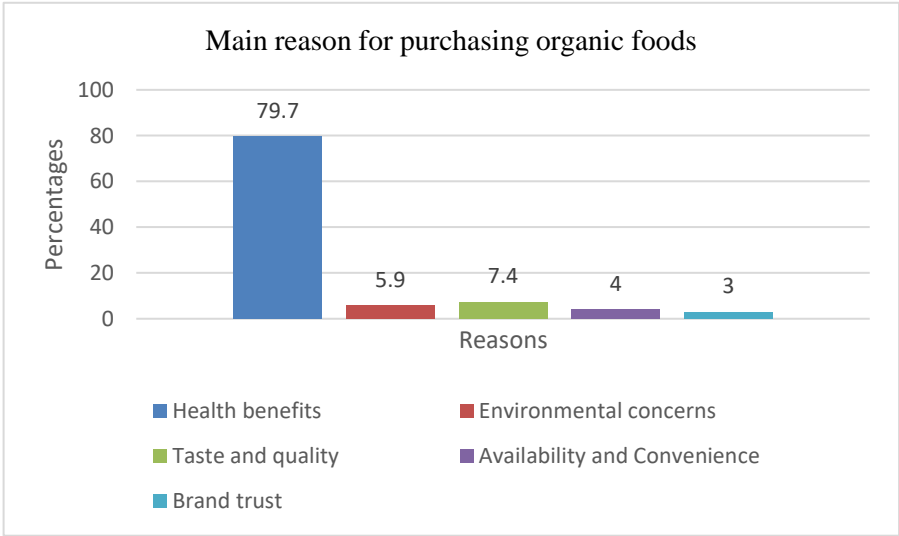
How frequently do you purchase ready-to-eat food products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly (weekly)	63	31.2	31.2	31.2
	Occasionally (monthly)	79	39.1	39.1	70.3
	Rarely	58	28.7	28.7	99
	Never	2	1	1	100
	Total	202	100	100	



Interpretation:

This data shows, that the majority of respondents buy ready-to-eat foods Occasionally (monthly), which accounts for 39.1%, and those who rarely buy such products (28.7%) make up 31.2% of regular weekly buyers, which indicates an important consumer audience consistent demand. Only 1% of respondents never buy ready-to-eat products, which indicates that familiarity and interest in this category are widespread. While this Deconstruction emphasizes the convenience and time-saving appeal of ready-to-eat foods, occasional, rare purchases show that these products can complement rather than dominate a consumer's diet. Marketing activities may focus on converting occasional buyers into regular customers.

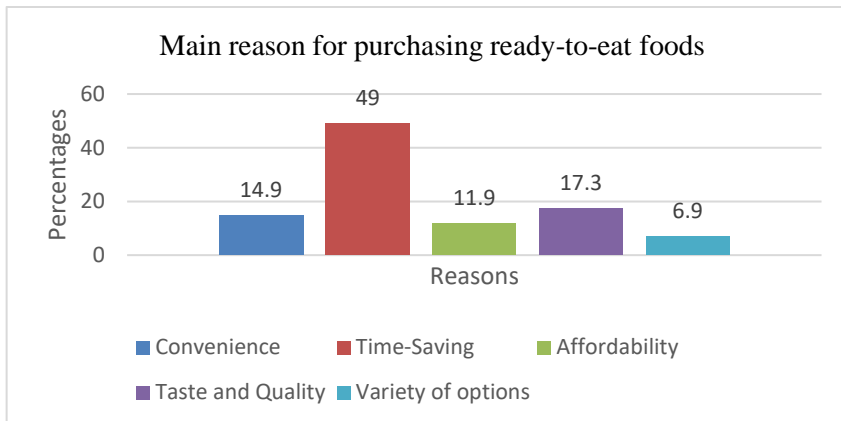
What is your main reason for purchasing organic foods?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Health benefits	161	79.7	79.7	79.7
	Environmental concerns	12	5.9	5.9	85.6
	Taste and quality	15	7.4	7.4	93.1
	Availability and Convenience	8	4	4	97
	Brand trust	6	3	3	100
	Total	202	100	100	



Interpretation:

The data reveal that health benefits (79.7%) are the main motivation to buy organic foods, highlighting the priorities of consumers' personal well-being. Taste and quality (7.4%) rank second, indicating that taste plays a moderate role in decision-making. Environmental issues (5.9%) and availability/convenience (4%) are less influential, suggesting that practicality and sustainability are secondary factors. Brand confidence (3%) is the most important driver, reflecting the lack of potential dependence on branding. This suggests that consumers buy organic foods primarily for perceived health benefits, but other factors such as taste, convenience, and trust can affect the frequency of purchases.

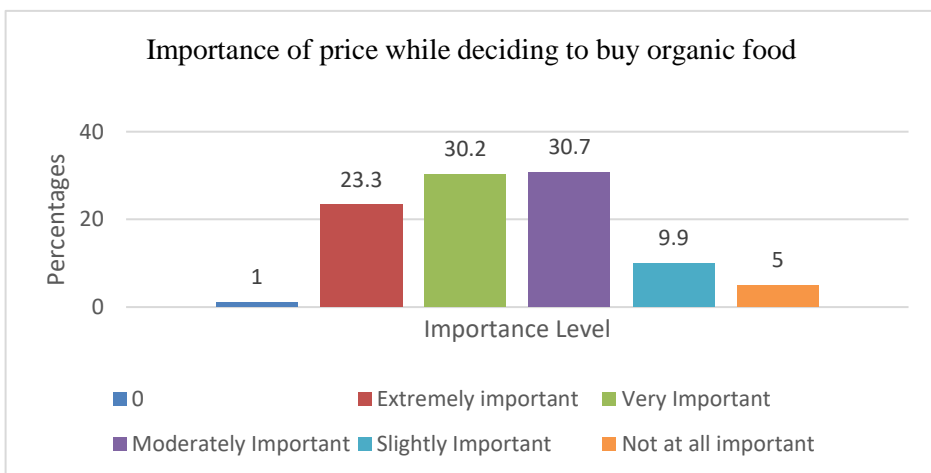
What is your main reason for purchasing ready-to-eat foods?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience	30	14.9	14.9	14.9
	Time-Saving	99	49	49	63.9
	Affordability	24	11.9	11.9	75.7
	Taste and Quality	35	17.3	17.3	93.1
	Variety of options	14	6.9	6.9	100
	Total	202	100	100	



Interpretation:

The data shows, that "time-saving" is the main factor that leads to the purchase of ready-to-eat food, and 49% of respondents cite this as the main reason. This underlines the importance of convenience in a fast-paced lifestyle, especially for working professionals and students. "Taste and quality" took second place with 17.3%. Decrying the need for a product balanced between comfort and satisfying taste. "Convenience" (14.9%) and "affordability" (11.9%) indicate secondary considerations, while "variety of options" (6.9%) is the least important. To increase customer satisfaction and enter a growing Sunday, brands need to focus on providing high-quality, time-saving solutions that address evolving consumer preferences.

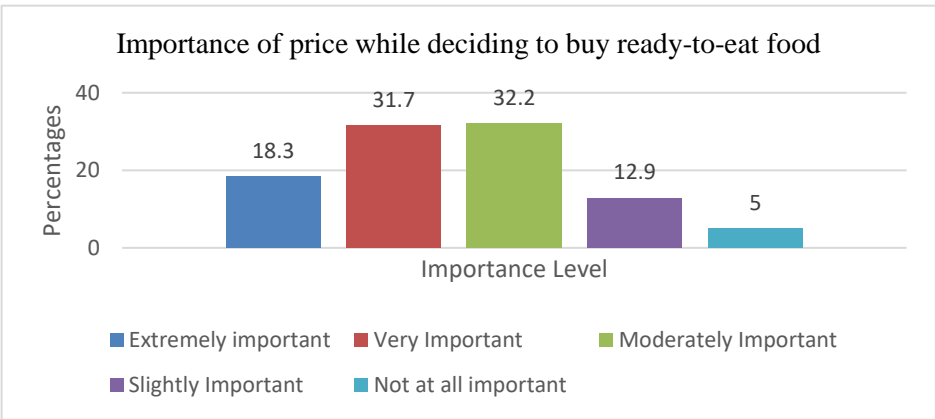
How important is the price when deciding to buy organic food?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	1	1	1
	Extremely important	47	23.3	23.3	24.3
	Very Important	61	30.2	30.2	54.5
	Moderately Important	62	30.7	30.7	85.1
	Slightly Important	20	9.9	9.9	95
	Not at all important	10	5	5	100
	Total	202	100	100	



Interpretation:

This data shows that price is an important factor for most consumers when buying organic food. A total of 84.2% of respondents rated it as "extremely important" (23.3%), "very important" (30.2%), or "moderately important" (30.7%), reflecting the sensitivity of buyers to the cost of organic options, but 9.9% rated it as "slightly important" and only 5% rated it as "not at all important". Sundays Apr shows that this is a niche market that prioritizes other factors such as quality and sustainability. In general, pricing strategies should aim to balance affordability with perceived value to appeal to the majority of cost-conscious consumers.

How important is the price when deciding to buy ready-to-eat food?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely important	37	18.3	18.3	18.3
	Very Important	64	31.7	31.7	50
	Moderately Important	65	32.2	32.2	82.2
	Slightly Important	26	12.9	12.9	95
	Not at all important	10	5	5	100
	Total	202	100	100	

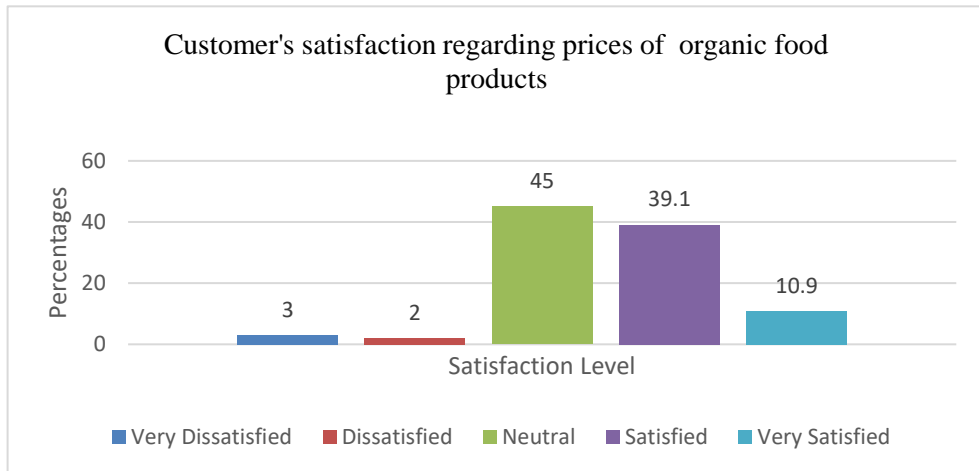


Interpretation:

This chart shows that when buying ready-to-eat foods, price plays an important role for most consumers, with 82.2% rating them as "extremely important" (18.3%), "very important" (31.7%), or "moderately important" (32.2%). This indicates a strong emphasis on cost-effectiveness in this category. On the other hand, 12.9% rate it as "slightly important" and only 5% as "not at all important", suggesting a small segment that prioritizes factors such as taste, convenience, and brand over price. In general, the pricing strategy for ready-to-eat food is designed to provide value for money while aligning with the expectations of other customers to appeal to the majority of price-sensitive consumers.

On a scale of 1 to 5, how satisfied are you with the prices of organic food products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	6	3	3	3

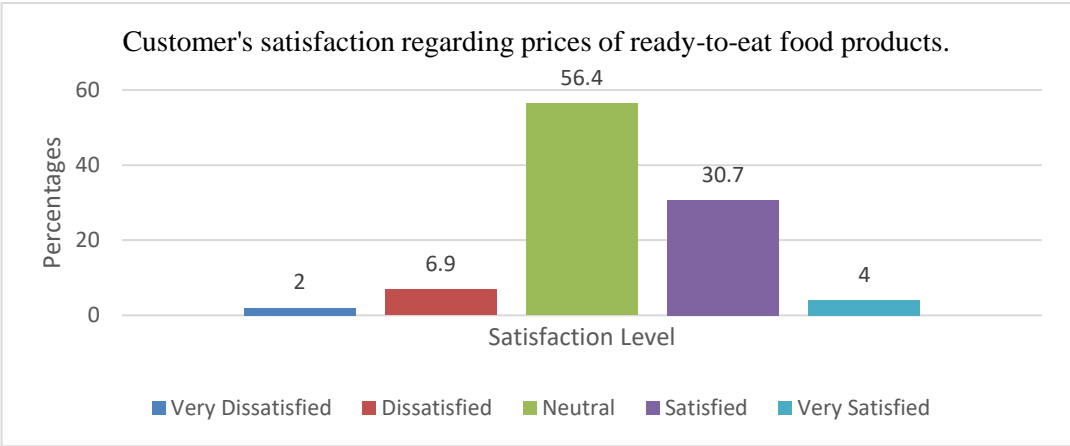
	Dissatisfied	4	2	2	5
	Neutral	91	45	45	50
	Satisfied	79	39.1	39.1	89.1
	Very Satisfied	22	10.9	10.9	100
	Total	202	100	100	



Interpretation:

These data show that customer satisfaction with organic food prices tends in a positive direction. A total of 50% of respondents reported being "satisfied" (39.1%) or "very satisfied" (10.9%), suggesting that many consumers perceive pricing as acceptable. However, 45% remain "neutral," perhaps reflecting a strong opinion on pricing. Very few are dissatisfied, 3% are "very dissatisfied," and 2% are "dissatisfied." These findings show that while price sensitivity exists, the vast majority of customers think organic food pricing is reasonable and highlight the opportunity for brands to further emphasize value and quality to increase satisfaction.

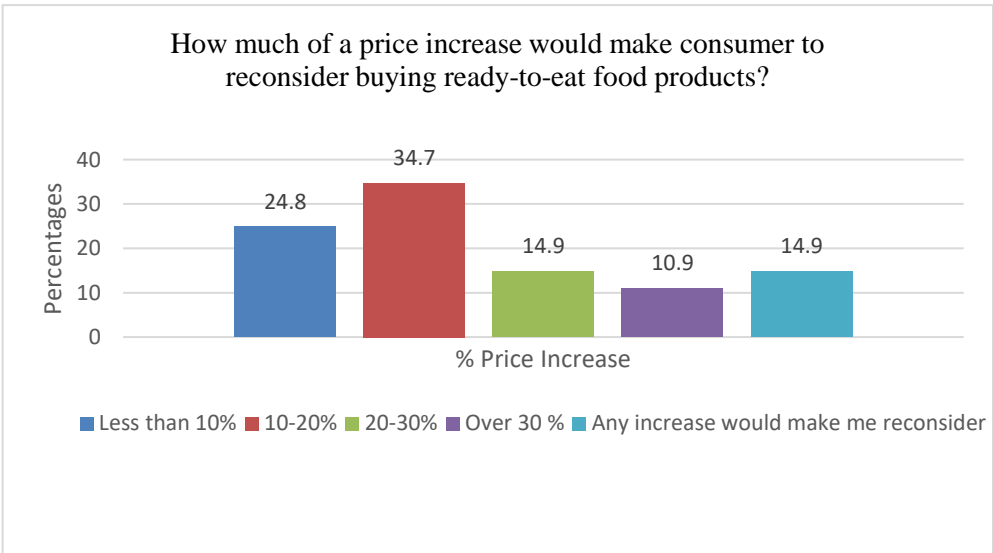
On a scale of 1 to 5, how satisfied are you with the prices of ready-to-eat food products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	4	2	2	2
	Dissatisfied	14	6.9	6.9	8.9
	Neutral	114	56.4	56.4	65.3
	Satisfied	62	30.7	30.7	96
	Very Satisfied	8	4	4	100
	Total	202	100	100	



Interpretation:

The data shows that customer satisfaction with the price of ready-to-eat food is largely neutral, and 56.4% of respondents choose "neutrality"." While 30.7% are 'satisfied' and 4% 'very satisfied' indicating a moderate acceptance of pricing, there is dissatisfaction among smaller groups, with 6.9% 'dissatisfied' and 2% 'very dissatisfied'. Brands can take advantage of this understanding by targeting neutral segments in value-oriented marketing and promotion to turn ambivalence into satisfaction while addressing the concerns of a dissatisfied minority.

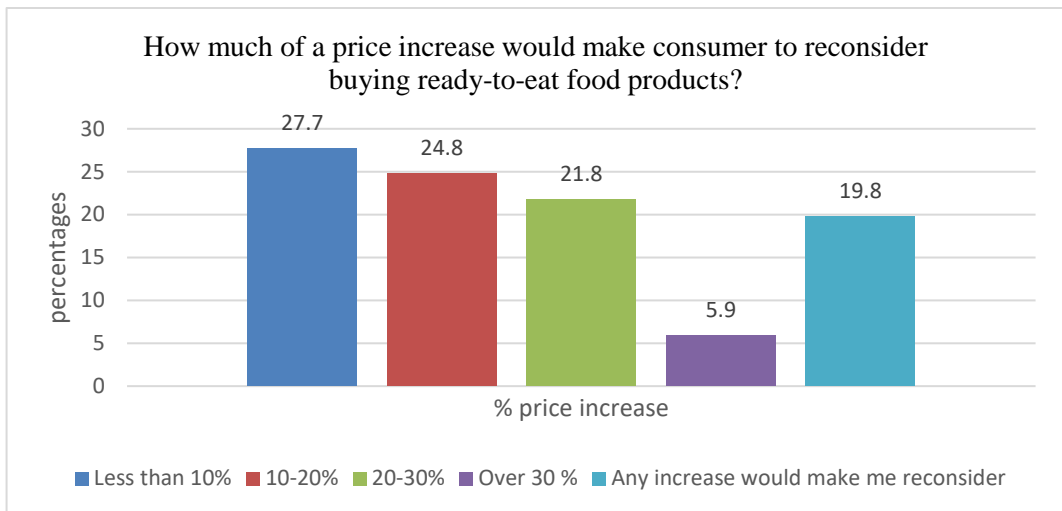
How much of a price increase would make you reconsider buying organic food products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10%	50	24.8	24.8	24.8
	10-20%	70	34.7	34.7	59.4
	20-30%	30	14.9	14.9	74.3
	Over 30 %	22	10.9	10.9	85.1
	Any increase would make me reconsider	30	14.9	14.9	100
	Total	202	100	100	



Interpretation:

The data show that a significant portion of consumers are very sensitive to rising prices for organic foods. About 50% of respondents would reconsider buying if the price increased by less than 10%, and 10% would reconsider if the price increase was between 20-70%. A smaller group (30%) would reconsider if the price increase was between 20-30%, and 22% would reconsider if it was over 30%. This suggests that consumers are price-sensitive and will tolerate a modest rise but may re-evaluate their buying decisions, particularly over 20% as prices rise.

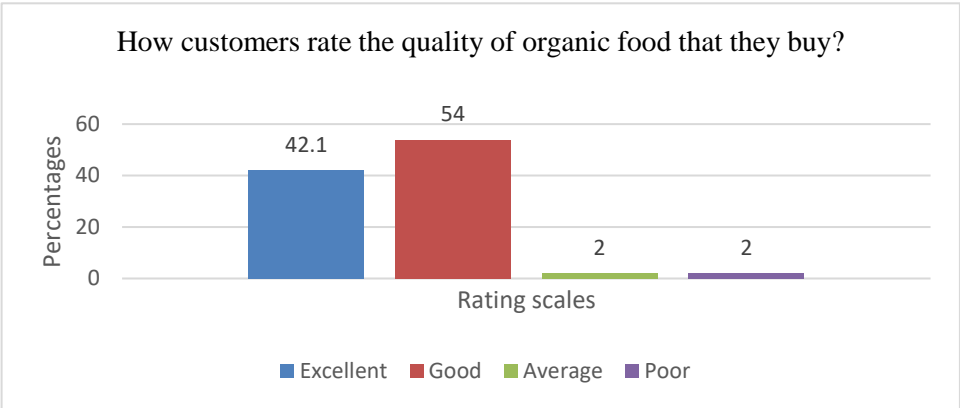
How much of a price increase would make you reconsider buying ready-to-eat food products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10%	56	27.7	27.7	27.7
	10-20%	50	24.8	24.8	52.5
	20-30%	44	21.8	21.8	74.3
	Over 30 %	12	5.9	5.9	80.2
	Any increase would make me reconsider	40	19.8	19.8	100
	Total	202	100	100	



Interpretation:

The data show that the levels of price sensitivity for ready-to-eat foods are different. A significant portion of respondents (more than 30%) indicated that price increases would encourage them to reconsider their purchases. Specifically, less than 10% would be unaffected by price fluctuations, while 40% would reconsider even a modest increase. A significant portion of consumers are very sensitive to price increases, suggesting that brands need to carefully balance consumer expectations with rising costs. A significant rise in prices could lead to a shift in purchasing behaviour, emphasizing the importance of maintaining competitive prices in this market.

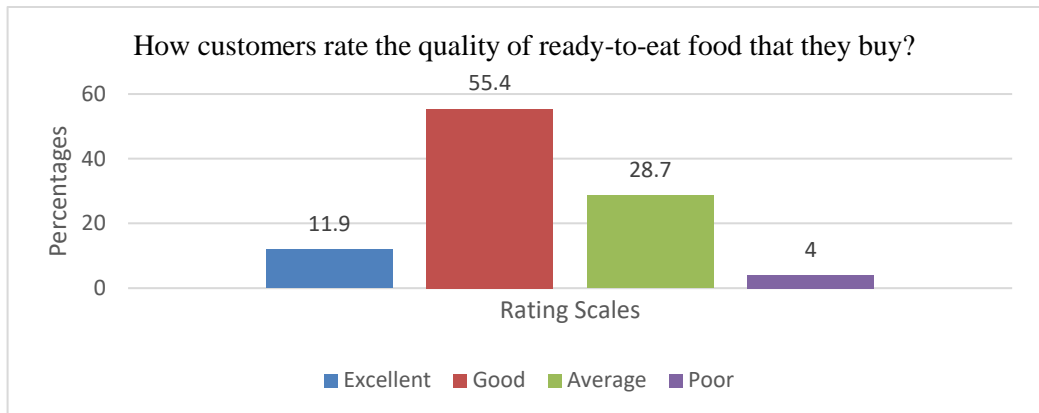
How would you rate the quality of organic food products you buy?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	85	42.1	42.1	42.1
	Good	109	54	54	96
	Average	4	2	2	98
	Poor	4	2	2	100
	Total	202	100	100	



Interpretation:

This data reveals a strong positive perception of the quality of organic foods among consumers. The majority of people rated it either "excellent" (42.1%) or "good" (54%), accounting for more than 96% of the responses. This shows that most customers are satisfied with the quality of their organic products, which enhances their perceived premium value. Only 2% of respondents rated quality as "average" and another 2% rated it as "poor", suggesting minimal dissatisfaction.

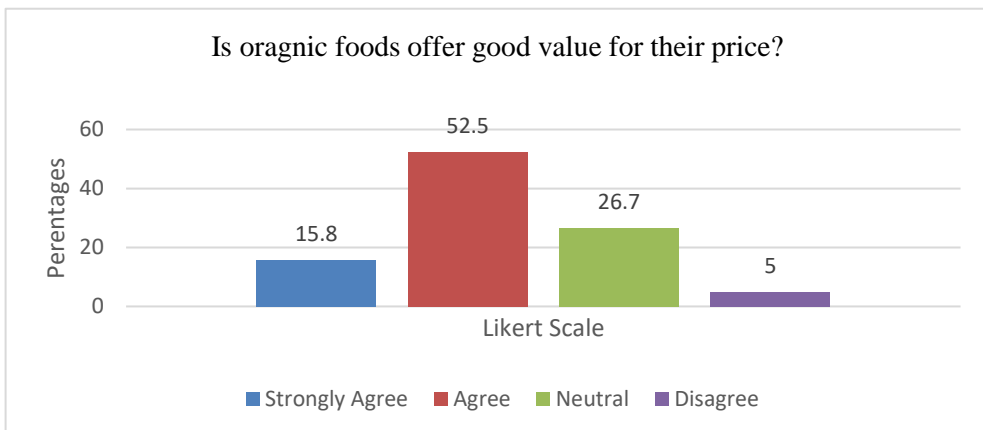
How would you rate the quality of ready-to-eat food products you buy?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	24	11.9	11.9	11.9
	Good	112	55.4	55.4	67.3
	Average	58	28.7	28.7	96
	Poor	8	4	4	100
	Total	202	100	100	



Interpretation:

This data shows that customer satisfaction with the quality of ready-to-eat foods varies significantly. While 11.9% of respondents rated it as "excellent," a majority of 55.4% rated it as "good," suggesting general satisfaction, there is room for improvement. A notable 28.7% rated quality as "average", reflecting a significant portion of customers whose modest expectations are met. These findings suggest that while most customers are reasonably satisfied, efforts to improve quality can increase customer loyalty and address the concerns of people with average or poor perceptions.

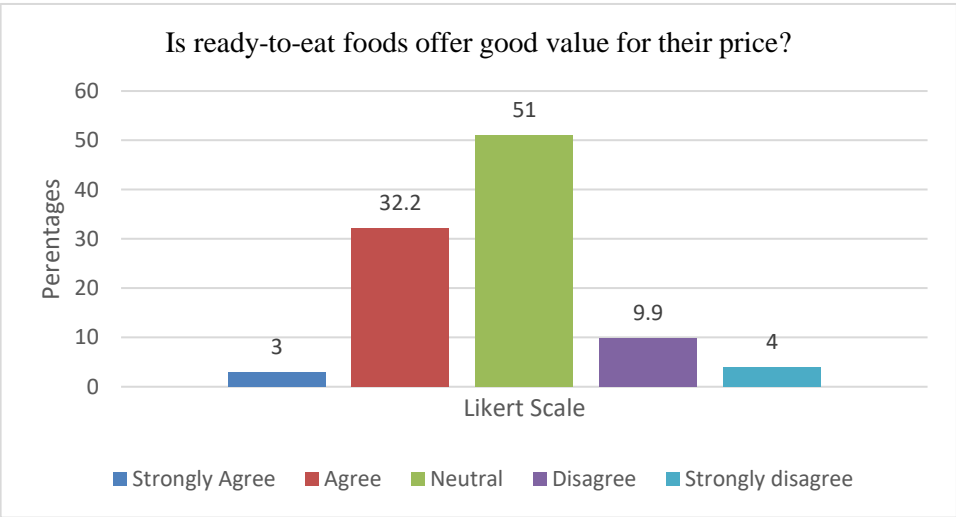
Do you feel that organic foods offer good value for their price?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	32	15.8	15.8	15.8
	Agree	106	52.5	52.5	68.3
	Neutral	54	26.7	26.7	95
	Disagree	10	5	5	100
	Total	202	100	100	



Interpretation:

This data shows, that the majority of respondents (68.3% combined "strongly agree" with "agree") perceive organic foods as providing good value for their prices. This suggests that consumers associate organic products with quality, health benefits, or sustainability, often justifying higher costs. However, the "neutral" response of 26.7% highlighted a key segment of undecided consumers, due to a lack of clarity on potentially organic benefits or personal budget constraints, and a low percentage of "disagree" (5%) highlighted minimal dissatisfaction with the pricing of organic foods, reinforcing the value perceived among most buyers in the context of price sensitivity and satisfaction. It's a great place to start.

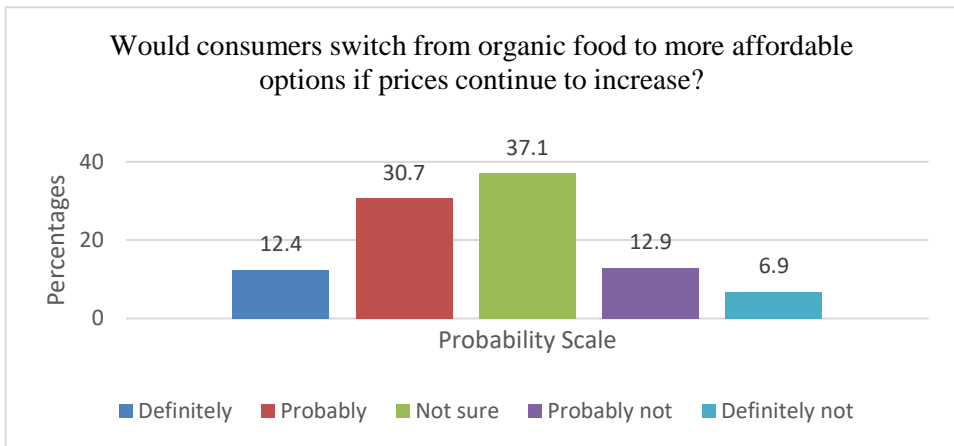
Do you feel that ready-to-eat foods offer good value for their price?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	6	3	3	3
	Agree	65	32.2	32.2	35.1
	Neutral	103	51	51	86.1
	Disagree	20	9.9	9.9	96
	Strongly disagree	8	4	4	100
	Total	202	100	100	



Interpretation:

This data shows mixed perceptions about whether ready-to-eat foods provide good value for their prices. The majority (51%) remain neutral, suggesting uncertainty and diverse opinions among respondents. However, a total of 35.2% (3% strongly agree and 32.2% agree) believe these foods are reasonably priced, and a notable portion of consumers are aware of their value, while 13.9% (9.9% disagree and 4% strongly disagree) feel they are overpriced. Neutrality can be attributed to different definitions of "value," taking into account factors such as convenience, quality, and cost. While many find value in ready-to-eat foods, there is room to address affordability concerns to increase customer satisfaction.

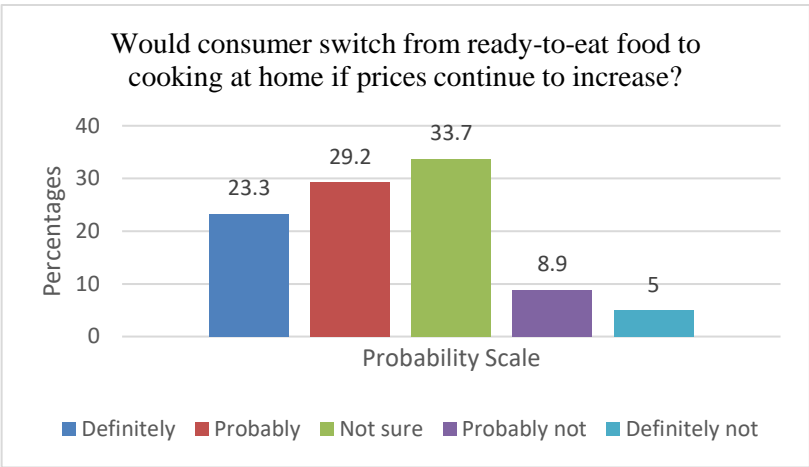
Would you consider switching from organic food to a more affordable option if prices continue to increase?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	25	12.4	12.4	12.4
	Probably	62	30.7	30.7	43.1
	Not sure	75	37.1	37.1	80.2
	Probably not	26	12.9	12.9	93.1
	Definitely not	14	6.9	6.9	100
	Total	202	100	100	



Interpretation:

This data shows If prices continue to rise, the answer to the question of considering switching from organic foods to more affordable options reveals mixed emotions. A significant portion, 37.1%, is uncertain and indicates uncertainty or ambivalence about such decisions. While 30.7% say they will probably consider switching, only 12.4% are sure they will. Meanwhile, 12.9% are less likely to switch and 6.9% firmly reject the idea. This suggests that while price sensitivity is obvious, customer loyalty to organic foods is relatively strong, with many consumers carefully considering options for potential price increases.

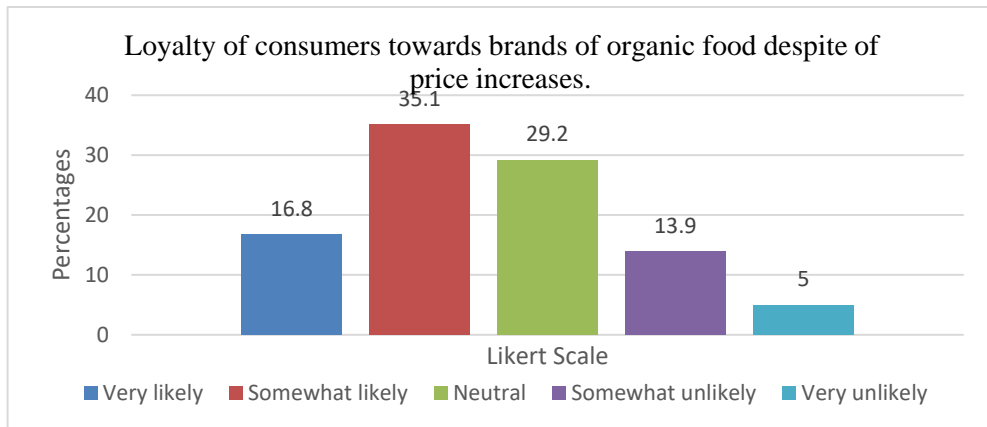
Would you consider switching from ready-to-eat food to cooking at home if prices continue to increase?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	47	23.3	23.3	23.3
	Probably	59	29.2	29.2	52.5
	Not sure	68	33.7	33.7	86.1
	Probably not	18	8.9	8.9	95
	Definitely not	10	5	5	100
	Total	202	100	100	



Interpretation:

The data shows a variety of consumer reactions to the idea of switching from ready-to-eat food to home cooking if prices rise further. A total of 52.5% are inclined to consider a transition, 23.3% say "definitely" and 29.2% "probably". However, 33.7% are "not sure", reflecting uncertainty about the change in habits. Only 13.9% ("probably not" 8.9% and "definitely not" 5%) resist the idea, indicating that they prioritize convenience despite its high cost. This indicates a potential change in consumer behavior due to price sensitivity. Ready-to-eat brands can solve this by promoting affordability, convenience, and value to make customers want to switch.

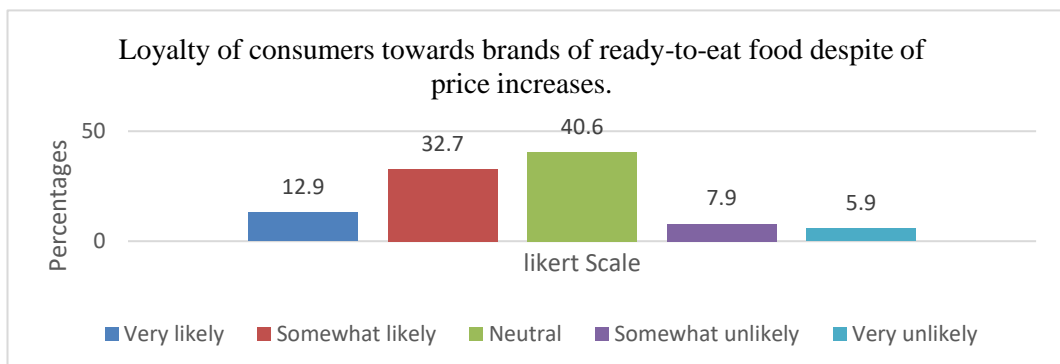
How likely are you to stick with a brand of organic food despite price increases?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	34	16.8	16.8	16.8
	Somewhat likely	71	35.1	35.1	52
	Neutral	59	29.2	29.2	81.2
	Somewhat unlikely	28	13.9	13.9	95
	Very unlikely	10	5	5	100
	Total	202	100	100	



Interpretation:

The data show various possibilities of brand loyalty among organic food consumers despite the price Deceleration. while 16.8% said "very likely", 35.1% "somewhat likely" and 51.9% indicated moderate to strong loyalty, a significant portion (29.2%) remained "neutral", citing uncertainty. Meanwhile, 13.9% said it was "somewhat unlikely" and 5% Decried concerns about price sensitivity, saying it was "very unlikely" to maintain the brand. This means that while many customers value the quality of their brand, rising prices can test loyalty. Brands can mitigate this risk by highlighting their value proposition and offering loyalty programs to retain customers as costs rise.

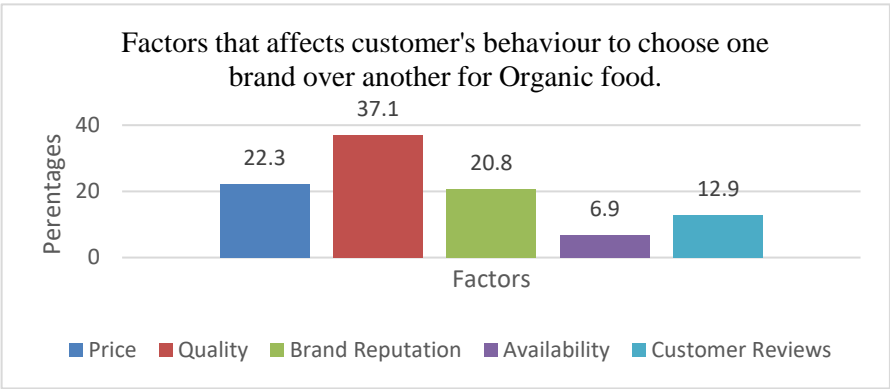
How likely are you to stick with a brand of ready-to-eat food despite price increases?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	26	12.9	12.9	12.9
	Somewhat likely	66	32.7	32.7	45.5
	Neutral	82	40.6	40.6	86.1
	Somewhat unlikely	16	7.9	7.9	94.1
	Very unlikely	12	5.9	5.9	100
	Total	202	100	100	



Interpretation:

The data shows a mix of consumer loyalty to ready-to-eat food brands in the face of rising prices. A total of 45.6% of respondents were "very likely" (12.9%) and "somewhat likely" (32.7%), suggesting that almost half prefer brand features over cost, but a significant 40.6% remain "neutral" indicating uncertainty or status loyalty, while 12.9% are "somewhat unlikely" (7.9%) and "very unlikely" to continue (5%). This reflects a moderate sensitivity to price changes. Brands can increase loyalty by emphasizing value, offering incentives, or differentiating their products to retain neutral, price-sensitive customers amid potential cost increases.

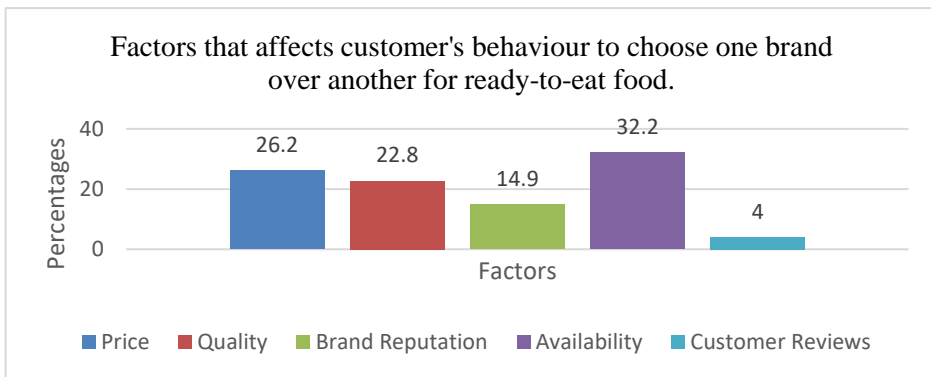
What factors would make you choose one brand over another for organic food?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	45	22.3	22.3	22.3
	Quality	75	37.1	37.1	59.4
	Brand Reputation	42	20.8	20.8	80.2
	Availability	14	6.9	6.9	87.1
	Customer Reviews	26	12.9	12.9	100
	Total	202	100	100	



Interpretation:

The chart shows when choosing a brand of organic food, quality is the most important factor, accounting for 37.1%. Consumers give preference to high-quality organic ingredients and overall product integrity. Trust in the brand's commitment to organic standards plays a key role in the decision-making process, so the brand's reputation is closely tied to 20.8%, as shoppers are looking for affordable options within the organic category, price sensitivity is also important at 22.3%. Customer reviews of 12.9% influence choices and provide insights about product satisfaction. Availability is relevant but less concerned, 6.9%, as consumers may be willing to look for a product if other factors align well.

What factors would make you choose one brand over another for ready-to-eat food?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	53	26.2	26.2	26.2
	Quality	46	22.8	22.8	49
	Brand Reputation	30	14.9	14.9	63.9
	Availability	65	32.2	32.2	96
	Customer Reviews	8	4	4	100
	Total	202	100	100	



Interpretation:

The chart shows availability is the most influential factor when choosing a brand of ready-to-eat food, with 32.2% of consumers prioritising convenience and easy access. Price sensitivity continues closely at 26.2%, as many shoppers seek affordable options without much compromise on quality. Consumers expect good taste and nutritional value, so the quality itself also accounts for 22.8%. Brand reputation (14.9%) and customer reviews (4%) are important, but they play a smaller role compared to practical factors such as price and availability. Ultimately, the most attractive choice is the balance between affordability, accessibility, and product quality.

Hypothesis Testing

1. Hypothesis 1 (H1): Consumers' price sensitivity negatively impacts their overall satisfaction with organic food products.

Correlations			
		How important is price when deciding to buy organic food?	On a scale of 1 to 5, how satisfied are you with the prices of organic food products?
How important is price when deciding to buy organic food?	Pearson Correlation	1	.320**
	Sig. (2-tailed)		<.001
	N	202	202
On a scale of 1 to 5, how satisfied are you with the prices of organic food products?	Pearson Correlation	.320**	1
	Sig. (2-tailed)	<.001	
	N	202	202

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

- Correlation coefficient (r): 0.320
- Significance (p-value): < 0.001 (this is less than the standard threshold of 0.05, indicating statistical significance).

Interpretation: There is a positive correlation of 0.320 between the importance of price in deciding to buy organic food and satisfaction with the prices of organic food products. This suggests that as consumers find price more important in their decision-making process, their satisfaction with the prices of organic food tends to increase as well. The relationship is statistically significant at the 0.01 level.

2. Hypothesis 2 (H2): There is a significant positive correlation between consumer satisfaction and the perceived quality of ready-to-eat foods, irrespective of the price sensitivity.

Correlations			
		On a scale of 1 to 5, how satisfied are you with the prices of ready-to-eat food products?	How would you rate the quality of ready-to-eat food products you buy?
On a scale of 1 to 5, how satisfied are you with the prices of ready-to-eat food products?	Pearson Correlation	1	-.094
	Sig. (2-tailed)		.182
	N	202	202
How would you rate the quality of ready-to-eat food products you buy?	Pearson Correlation	-.094	1
	Sig. (2-tailed)	.182	
	N	202	202

- Correlation coefficient (r): -0.094
- Significance (p-value): 0.182

Interpretation:

- The correlation coefficient is -0.094, indicating a very weak negative relationship between satisfaction with the prices of ready-to-eat food and the perceived quality of the food products.

- The p-value of 0.182 is greater than 0.05, which means the correlation is not statistically significant.

3. Hypothesis (H3): Consumers are more likely to switch to more affordable options, indicating a negative relationship between price increase and preference for these food types.

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Would you consider switching from organic food to a more affordable option if prices continue to increase? * Would you consider switching from ready-to-eat food to cooking at home if prices continue to increase?	202	100.0%	0	0.0%	202	100.0%

Would you consider switching from organic food to a more affordable option if prices continue to increase? * Would you consider switching from ready-to-eat food to cooking at home if prices continue to increase? Crosstabulation							
Count		Would you consider switching from ready-to-eat food to cooking at home if prices continue to increase?					
		Definitely	Probably	Not sure	Probably not	Definitely not	Total
Would you consider switching from organic food to a more affordable option if prices continue to increase?	Definitely	13	8	0	4	0	25
	Probably	10	31	13	4	4	62
	Not sure	10	14	47	2	2	75
	Probably not	10	6	2	6	2	26
	Definitely not	4	0	6	2	2	14
Total		47	59	68	18	10	202

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	84.956 ^a	16	<.001
Likelihood Ratio	92.891	16	<.001
Linear-by-Linear Association	7.804	1	.005
N of Valid Cases	202		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .69.			

Pearson Chi-Square:

- Value: 84.956

- Degrees of Freedom (df): 16
- Asymptotic Significance (p-value): < 0.001

Interpretation:

The p-value is less than 0.001, which is much smaller than the conventional significance level of 0.05. This indicates that the relationship between the variables is statistically significant. Therefore, there is strong evidence to reject the null hypothesis, suggesting that there is an association between price sensitivity and the likelihood of switching food options (either from organic food to a more affordable option or from ready-to-eat food to cooking at home) as prices increase.

3. Conclusion:

This study examined the relationship between price sensitivity and customer satisfaction in organic and ready-to-eat foods. Key findings include:

1. **Organic Food:** A moderate positive correlation was found between price sensitivity and satisfaction with organic food prices, suggesting that price plays a role in consumer satisfaction but isn't the dominant factor.
2. **Ready-to-Eat Food:** Price satisfaction had a weak correlation with perceived quality, indicating that consumers' satisfaction with ready-to-eat food prices does not significantly impact their perception of quality.
3. **Switching Behavior:** There was a significant tendency for consumers to switch to more affordable options as prices increased, highlighting the influence of price sensitivity on purchasing decisions.

Overall, businesses must consider price competitiveness and consumer satisfaction in both markets, ensuring pricing strategies align with consumer expectations and market dynamics. Further research could explore additional factors like brand loyalty and product availability.

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