



<https://africanjournalofbiomedicalresearch.com/index.php/AJBR>

*Afr. J. Biomed. Res. Vol. 27(4s) (November 2024); 3507-3510*

*Research Article*

## Quality, Health And Customer Satisfaction Towards Food Products

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### Abstract

Customer satisfaction is a determinant of success in the foodservice industry, directly influencing consumer loyalty, repeat business, and overall profitability. In a highly competitive food sector. This review examines the role of food quality and health considerations as key factors influencing customer satisfaction. Food quality encompasses attributes such as taste, appearance, freshness, and nutritional value, all of which impact consumer satisfaction. In recent years, health-consciousness has gained importance, with consumers increasingly prioritizing the nutritional aspects of food, including calorie count, ingredients, and organic options, alongside taste. Healthier eating habits, plant-based diets, and the avoidance of processed foods have become central to consumer choices, compelling foodservice providers to adapt to these evolving demands. Research suggests that the combination of high-quality food and health-focused offerings plays a pivotal role in improving customer satisfaction, loyalty, and long-term business success. This review emerging trends in consumer preferences, and discusses the implications for foodservice establishments aiming to meet the expectations of health-conscious customers. In conclusion, food quality and health considerations are essential for differentiating foodservice businesses in a competitive market, where customer satisfaction is increasingly shaped by the desire for meals that are both enjoyable and beneficial to health.

**Key words:** Quality, health, customer satisfaction.

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*Received: June 2024, Acceptance: October 2024*

*DOI: <https://doi.org/10.53555/AJBR.v27i4S.4246>*

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### Introduction

Customer satisfaction is a key determinant of success in the foodservice industry, as it directly influences consumer loyalty, repeat business, and overall profitability. In the highly competitive food sector, understanding the factors that contribute to customer

satisfaction is essential for businesses to thrive. Food quality and health considerations are considered as the critical factors in customer satisfaction.

Food quality is a multifaceted concept that includes attributes of taste, look, freshness, and nutritional value. High-quality food satisfies customers' needs and

contributes to their health. As consumers are health-conscious, they prefer quality food beyond taste and consider factors like calorie, ingredients, and organic products.

Health has become an increasingly important aspect of food choices, by giving importance to nutrition and health impacts of their meals. Healthier eating habits, plant-based diets, and the avoidance of processed foods has become the priority; hence, restaurants and foodservice providers are forced to meet the evolving expectations of health conscious customers.

Food quality and health plays a pivotal role in customer satisfaction. Hence, food industry must focus on delivering quality and health-conscious meals to improve customer satisfaction and customer loyalty.

In this context, understanding how food quality and health considerations impact customer satisfaction is essential for businesses to differentiate in a market. Foodservice providers need to create experiences that not only meet but exceed customer expectations, leading to greater satisfaction and long-term success.

### **Methodology**

This review synthesizes research published for the past 10 years on food quality, its influences on customer satisfaction. The review highlights key findings from recent studies, identifies trends in consumer preferences, and discusses the implications on the foodservice industry.

### **Customer Satisfaction**

Food quality is a primary driver of satisfaction, the growing emphasis on healthy eating has prompted foodservice establishments to adapt their offerings to meet consumer demand for healthier, nutritious food options. Satisfied customers are not only likely to return, but they are also more likely to recommend establishments to others, which directly impacts a restaurant's reputation and profitability.

Recent studies suggest that customer satisfaction in foodservice is increasingly influenced by a combination of taste, texture, aroma and nutritional value, ingredient sourcing. This shift in consumer preferences underscores the importance of understanding the evolving definitions of food quality and satisfaction in today's health-driven environment. Research from the past several years has shown that consumers increasingly expect food that not only tastes good but also contributes positively to their health. This includes low-calorie, organic, low-sodium, and plant-based options that promote long-term well-being.

### **Health-Conscious Consumer Behavior**

Health consciousness plays a pivotal role in modern food purchasing decisions. Consumers are becoming more aware of the direct impact of their food choices on their health, and this is reflected in their preferences for foodservice establishments that offer healthier menu options. Health-conscious consumers seek meals that are low in fat, sugar, and sodium, and that contain ingredients known to provide health benefits, such as antioxidants, fiber, and probiotics.

The relationship between food quality, health, and customer satisfaction is complex but integral to the success of foodservice establishments. Studies have shown that consumers who view food as both enjoyable and beneficial to their health tend to have higher satisfaction levels, which leads to improved customer loyalty and retention

### **Review of Literature:**

Kumar, V., & Shah, D. (2019) The article highlights the importance of customer loyalty, it reviews past research on customer behavior and attitudes, on loyalty impacting profitability. It also explores the concept of customer lifetime value (CLV) as a metric to measure the long-term benefits of loyalty. The article proposes a conceptual framework, including a two-tiered rewards structure to operationalize the strategy, aiming to align customer satisfaction with financial outcomes. The framework also seeks to offer insights into the evolving nature of loyalty programs and encourage further research in this area.

Lai, P., & Lin, Y. (2019) studied the impact of quality on company performance and competitiveness and it examines customer satisfaction with the quality of food products in companies in the Czech Republic. The aim of the article is to assess the level of customer satisfaction with the quality of food and to identify the factors that most influence customer satisfaction. The research findings confirm a strong relationship between customers' perception of quality, their satisfaction, and expectations are met.

Rahman, M., & Syed, Z. (2019) This study reviews the relationship between consumer happiness and sustainable consumption using the SPAR-4-SLR framework. Analyzing 36 articles, it identifies three main themes: well-being beyond consumption, the ethical consumption dilemma, and consumers' willingness to pay for sustainability. The findings show that sustainable consumption enhances consumer happiness, with consumers being content to consume less and willing to pay a premium for sustainable products. These can help marketers develop strategies that promote sustainable consumption while meeting consumer desires.

Grunert, K. G. (2020) the article explores that consumers consider to evaluate food quality and the importance of environmental and social factors in food quality evaluation. The study used a sample of 761 consumers from Belgium and Romania, and identified factors through exploratory factor analysis, one of which is the "Environmental-Social" factor, encompassing cues related to environmental protection and social equity. Regression analyses reveal variables that predict the relevance of these environmental-social factors in food quality evaluation. The study extends previous research by analyzing 59 food quality factors and promote sustainable consumer behavior.

Homburg, C., & Koschate, N. (2020) compares customer satisfaction perceptions between conventional and specialty grocery stores, focusing on store attributes such as product assortment, price, quality, and service. A mail survey was conducted with customers from both store types in areas with national specialty stores. The findings show that customers of

specialty stores reported higher satisfaction than those of conventional stores. Store types, price, product assortment, service, and quality positively influenced satisfaction, though their impact varied between store formats. The satisfaction factors for specialty store customers are well-defined, those for conventional store customers are more complex

Baker and Fawcett (2021) explore the critical role of customer service in shaping customer satisfaction in the food industry. The study examines customer service, along with factors such as product quality and price, contributes to overall customer satisfaction. The findings show that food product quality remains important driver of satisfaction, the quality of customer service also significantly influences customers' perceptions and their decision to continue purchasing. The research highlights the importance of efficient, helpful, and responsive customer service in satisfaction and customer loyalty.

Antonios Tiganis (2023) examines customer satisfaction in short food supply chains, on elements of the marketing mix influencing satisfaction. The study found that sales process as the most significant driver of customer satisfaction. Pricing, place, purchase environment, and promotion are likely threats to customer satisfaction. The findings emphasis enhancing the sales processes.

Gabriel Alves Rezende et.al. (2024). Using a quantitative approach with structural equation modeling, the study assessed consumer perceptions based on dimensions like Safety, Tangibility, Credibility, Responsiveness, and Empathy, using a survey of 149 respondents. The results revealed that service quality is a key determinant of customer satisfaction, accounting for 36.14% of its variation. It emphasizes the importance of service quality, especially in responsiveness, reliability, and service recovery. Customers' perception of a reasonable price enhances the effect of service, food quality, and the physical environment on overall satisfaction.

Huiwan Lai, and Luke Gemming (2021) the study reviews patient foodservice satisfaction survey instruments developed and validated it. A literature across four databases identified relevant studies with at least 50 participants, extracting and analysing data on study characteristics and the tools used. Most surveys utilized a quantitative approach, interview-administered, survey tended to have shorter rating scales. Food quality was consistently the main interpreter of overall satisfaction. Open-ended comments and patient involvement in instrument development were also important for improving survey quality. The review concludes that while the validated survey instruments are generally reliable, there is limited evidence for foodservice satisfaction measurement in pediatric settings, highlighting a gap for future research.

Immacolata Dall'Oglio et.al (2015) reviewed the literature on patient satisfaction with hospital foodservices to understand its reflection on healthcare quality. A systematic review of 319 studies from PubMed, Excerpta Medica Database, and CINAHL (1988-2012) identified 149 abstracts, with 31 full-text

articles selected for review. Half of the studies were conducted in North America, and patient satisfaction scores were generally high, though there was variation based on hospitals and food delivery methods. The review found that both qualitative and quantitative methods were used to assess satisfaction. Some questionnaires were based on previous literature, only a few were validated using factorial analysis or Cronbach's for internal consistency.

Christian Bux (2023) investigates ways to reduce energy consumption, food waste, and increase customer satisfaction in hospital foodservices. It has three main objectives: (1) evaluate energy consumption and efficiency by comparing cook-hold and cook-chill catering methods, (2) assess patient satisfaction with the meals, and (3) measure food waste at lunch and dinner in hospitals. The research combines data on energy usage from a cooking center producing 1,590 meals per cycle, consumer behavior from 984 hospital patients in Southern Italy, and food waste measurements from surveys. Results show that cook-hold catering led to a 42% reduction in diesel use, a 93% reduction in electricity consumption, and an 85% reduction in food waste compared to cook-chill catering. The study provides guidelines for improving catering efficiency and identifies sustainable practices that reduce energy use, enhance satisfaction, and minimize food waste in healthcare settings.

Heesup Han, Sunghyup Sean Hyun (2015) developed a model to understand the factors influencing international medical travelers' intentions to revisit medical clinics, focusing on the roles of quality, satisfaction, trust, and price reasonableness. A field survey conducted at medical clinics revealed that perceived quality, satisfaction, and trust in both the clinic and staff significantly impact patients' intentions to return to the clinic and destination country. Satisfaction and trust also served as key mediators in this relationship. Price was found to moderate these factors, supporting its role in the model. The study provides both theoretical insights and practical implications for the medical tourism industry.

Prayag, G., Hassibi, S., & Nunkoo, R. (2018) analyzed studies published between 2000 and 2016 in five hospitality journals, focusing on four themes: conceptual developments, measurement of consumer satisfaction, research methods, and antecedents and outcomes of satisfaction. Research in this area predominantly used quantitative methods, with limited use of qualitative or mixed methods. The study identified various factors influencing satisfaction, such as perceptions of equity, emotions, corporate social responsibility, and employee satisfaction. It also confirmed the well-established positive effects of satisfaction on loyalty, behavioral intentions, and switching costs.

### **Implications and Conclusion**

As consumer demands for healthy food options grow, foodservice providers must adapt their offerings to remain competitive.. Foodservice operators should prioritize transparency in ingredient sourcing, offer clear nutritional information, and continuously

innovate their menus to incorporate healthier options. Focusing on food quality and health, foodservice providers can enhance customer satisfaction, lead to increased loyalty and repeat business.

The relationship between customer satisfaction, food quality, and health has evolved significantly over the past several years. As health-conscious eating continues to influence consumer behavior, foodservice providers and adapt their offerings to meet the growing demand for healthy, high-quality meals. The integration of health-conscious food options into the menu is no longer a trend but a fundamental element of service excellence that directly impacts consumer satisfaction and business performance.

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