



Consumer Trust: Perception and Satisfaction in Selected New Food Ventures

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Abstract

This quantitative study investigates the relationship between consumers' perceptions, satisfaction, and trust in selected new food ventures. In a marketplace characterized by innovation, evolving food technologies, and increasing consumer awareness, establishing trust remains a critical challenge for emerging food businesses. The study aims to determine how perception and satisfaction influence trust toward food ventures operating for less than five years. Using a correlational research design, a validated questionnaire was distributed to 100 respondents through an online survey conducted between January and March 2025, achieving a 92% response rate. Data were analyzed using mean, standard deviation, and Spearman's rank correlation through SPSS software. Findings revealed significant positive correlations between consumer perception, satisfaction, and trust, indicating that higher satisfaction and positive perception levels strengthen trust in emerging food ventures. The study highlights transparency, product quality, and ethical operations as pivotal in sustaining consumer trust and loyalty. These insights provide practical guidance for entrepreneurs and policymakers aiming to strengthen customer relationships and promote sustainable food business practices in the Philippines.

Keywords: *Consumer Trust, Perception, Satisfaction, Food Ventures, Transparency, Loyalty*

INTRODUCTION

The global food industry continues to evolve with technological advancement, innovation, and a shift toward ethical and transparent business practices. Modern consumers increasingly demand not only safe and high-quality products but also authenticity and corporate integrity (Smith & Thompson, 2023). However, for new food ventures especially those without established reputations gaining consumer trust remains a major challenge. Trust is difficult to build because consumers perceive newer ventures as riskier, particularly regarding food safety, consistency, and transparency (Hwang & Kim, 2021). In emerging markets like the Philippines, these challenges are intensified by competition and limited consumer familiarity with new brands.

This study, titled 'Consumer Trust: Perception and Satisfaction in Selected New Food Ventures,' explores how perception and satisfaction influence trust. Specifically, it examines product quality, service responsiveness, transparency, and brand reputation. By analyzing these factors, the study provides insights for entrepreneurs to enhance consumer confidence and loyalty. The research also contributes to policymaking by highlighting trust-building practices relevant to the Philippine food sector.

LITERATURE REVIEW

Trust, Quality, and Safety

Multiple studies show that consistent product quality and perceived safety form the backbone of consumer trust in food-related businesses. Amin et al. (2021) and Lee et al. (2021) argue that reliability in taste, portioning, and food safety practices create baseline confidence that

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reduces perceived risk and encourages repeat purchases. Empirical work on street food and ready-to-eat services during and after the COVID-19 pandemic confirms that hygiene perceptions significantly affect purchase intentions and trust formation (e.g., studies on food hygiene and purchase intentions, 2022–2024).

Transparency and Ethical Management

Transparency has emerged as a dominant theme in contemporary trust literature. Researchers have shown that consumers interpret transparent communication as a signal of honesty and accountability, which in turn reduces skepticism and enhances brand credibility. [Sansome et al. \(2024\)](#) and related conceptual work on perceived brand transparency emphasize that disclosure alone is insufficient; consumers must perceive information as sincere, relevant, and accessible for transparency to translate into trust.

Brand Equity, Digital Engagement, and Trust

Brand equity remains an important antecedent of purchase intentions and trust, particularly when new ventures invest in brand-building activities ([Kyguoliene & Zikiene, 2021](#)). Complementing traditional branding, digital engagement through social media, reviews, and platform presence has proven powerful in shaping satisfaction and loyalty in the food delivery sector. Studies from Southeast Asia and the Philippines show that platforms and online interactions influence consumers' cognitive evaluations and emotional attachments to food brands, mediating the path from satisfaction to loyalty.

Role of Consumer Feedback and Co-creation

Consumer feedback operates as both a source of information for prospective customers and an innovation input for firms. [Perttunen et al. \(2021\)](#) and subsequent research highlight how open feedback loops allow entrepreneurs to iterate products, address service failures quickly, and signal responsiveness actions that build trust over time. In new food ventures, where product–market fit is often unsettled, feedback-driven adaptation accelerates trust accumulation.

Satisfaction: Emotional, Cognitive, and Behavioral Dimensions

Recent work distinguishes emotional satisfaction (affective responses) from cognitive satisfaction (evaluative judgments), with both contributing uniquely to loyalty ([Johnson & Williams, 2023](#); [Nainggolan et al., 2022](#)). In food services, researchers have further broken-down satisfaction into hygiene-related satisfaction and behavioral satisfaction (service staff interactions, order accuracy), with evidence that these sub-dimensions predict long-term trust ([Brown et al., 2024](#); [Ratasuk, 2024](#)).

Digital Platforms, Convenience, and Switching Behavior

The convenience offered by online food delivery services raises new expectations for service reliability, speed, and communication. [Magbanua et al. \(2023\)](#) and [Vijay \(2023\)](#) find that digital engagement and user experience on platforms strengthen both satisfaction and switching costs, making consumers more likely to remain loyal to brands that integrate seamlessly with delivery ecosystems.

Philippine Context: Cultural and Regulatory Considerations

Contextual studies in the Philippines highlight specific drivers and constraints: local consumers place high importance on perceived hygiene, clear labeling, and compliance with national food safety laws (e.g., RA 10611). Research on Filipino OFDS (online food delivery services)

and mobile shopping apps suggests that trust factors mirror global trends but are modulated by local norms, price sensitivity, and platform penetration. Small food entrepreneurs in the Philippines often rely on word-of-mouth, social media visibility, and visible hygiene practices to establish trust rapidly in local markets.

Integrative Synthesis and Gaps

Taken together, the literature implies a multi-path model to trust formation in new food ventures: (1) baseline trust emerges from consistent product quality and safety, (2) transparency and ethical practices amplify and protect that trust, (3) consumer feedback and digital engagement serve as dynamic mechanisms that convert satisfaction into loyalty, and (4) local regulatory and cultural factors condition these relationships in the Philippine setting.

Gaps in the current literature include longitudinal evidence on how trust evolves for nascent food ventures over time, experimental studies that isolate the causal impact of different transparency tactics, and mixed-methods work that links online engagement metrics to offline trust behaviors in the Philippines. Future research should also disaggregate trust antecedents by consumer segments (e.g., age, urban/rural, platform users vs. non-users) to provide more actionable guidance for entrepreneurs. Consumer trust is widely recognized as a fundamental determinant of long-term business success. [Amin et al. \(2021\)](#) and [Lee et al. \(2021\)](#) emphasized that trust emerges from consistent product quality, safety, and reliability. [Kyguoliene and Zikiene \(2021\)](#) noted that brand equity enhances purchase intentions, while [Sansome et al. \(2024\)](#) asserted that transparency is central to modern consumer-brand relationships. In contrast, [Perttunen et al. \(2021\)](#) highlighted consumer feedback as a dynamic factor in product innovation and trust development.

Recent studies show that emotional and cognitive satisfaction influence brand loyalty ([Johnson & Williams, 2023](#); [Nainggolan et al., 2022](#)). [Brown et al. \(2024\)](#) and [Ratasuk \(2024\)](#) found that hygiene and behavioral satisfaction predict long-term trust in food services. Comparatively, [Magbanua et al. \(2023\)](#) and [Vijay \(2023\)](#) demonstrated that digital engagement enhances consumer satisfaction and loyalty in the food delivery sector. This synthesis suggests that trust in new food ventures depends not only on satisfaction but also on transparent communication and ethical management factors particularly crucial in the Philippine context.

RESEARCH METHOD

This study employed a quantitative correlational design to examine the relationships between perception, satisfaction, and trust among consumers of new food ventures in Bulacan. A total of 100 respondents were selected through simple random sampling. Data were gathered through face to face using a self-structured questionnaire utilizing Likert-scale questions to assess consumer attitudes, experiences, and trust levels. The survey was conducted from January to March 2025, with a 92% response rate. Instrument reliability was established through Cronbach's alpha ($\alpha = 0.89$), and validity was confirmed by expert panel review. Following [Creswell \(2018\)](#), ethical considerations such as informed consent and confidentiality were strictly maintained. Descriptive statistics (mean and standard deviation) were used to assess perception and satisfaction levels, while Spearman's rank correlation tested the strength and direction of variable relationships using SPSS software.

FINDINGS AND DISCUSSION

Findings revealed high levels of consumer perception and satisfaction, with mean scores ranging from 4.25 to 4.40, indicating strong confidence in food ventures' quality and service. Significant correlations were found between perception and satisfaction ($\rho = 0.877$, $p < 0.001$),

perception and trust ($\rho = 0.790$, $p < 0.001$), and satisfaction and trust ($\rho = 0.688$, $p < 0.001$). These results suggest that favorable perceptions and satisfaction substantially enhance consumer trust.

These findings align with Magbanua et al. (2023) and Vijay (2023), who emphasized that brand transparency and responsiveness drive trust and loyalty. Furthermore, recent studies (Brown et al., 2024; Sansome et al., 2024) support the claim that ethical conduct and openness foster customer confidence. The Philippine context adds a unique perspective—cultural emphasis on personal relationships and community reputation amplifies the importance of trust in local business success. Thus, emerging food ventures must maintain transparency and consistency to sustain long-term customer engagement.

CONCLUSIONS

This study concludes that perception and satisfaction significantly influence consumer trust in new food ventures. Consumers who hold positive perceptions of product quality, service efficiency, and ethical business practices are more likely to experience higher satisfaction, which in turn fosters greater trust and brand loyalty. By examining these relationships within the context of emerging food enterprises in the Philippines, this study contributes new knowledge to the field of consumer behavior and entrepreneurship by addressing the limited empirical evidence on trust formation in small and new market players.

The findings extend existing literature by highlighting that, in the Philippine entrepreneurial environment, transparency, relational engagement, and ethical responsibility are critical trust-building mechanisms. Practically, entrepreneurs can apply these insights by strengthening quality assurance systems, providing responsive and personalized customer service, and adopting transparent marketing strategies to build long-term consumer confidence.

For policymakers and industry regulators, the study underscores the need to enhance consumer protection programs, promote fair trade practices, and support innovation-driven growth among local food ventures. Future research may expand this work by employing longitudinal or mixed-method designs to explore how consumer trust evolves over time or varies across regional and cultural settings. Moreover, theoretical extensions integrating relationship marketing or the theory of planned behavior could further explain the dynamics between perception, satisfaction, and trust in entrepreneurial contexts.

LIMITATION & FURTHER RESEARCH

This study was limited to selected food ventures in Bulacan, restricting generalizability to other regions. The reliance on self-reported data may introduce bias. Future research may expand coverage across multiple provinces or use qualitative interviews to deepen understanding of consumer trust formation.

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