

Gastronomy: Influencing factors of eating out at food courts in shopping malls

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NAAZ MUSTAFA BEPARI

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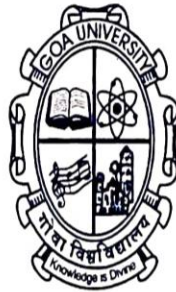
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Under the Supervision of

DR. K.B SUBHASH

Goa Business School

Commerce Discipline



GOA UNIVERSITY

Date: April 2024



Dr. Subhash
30/04/24

DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, "Gastronomy: Influencing factors of eating out at food courts in shopping malls" is based on the results of investigations carried out by me in the Commerce Discipline at the Goa Business School, Goa University under the Supervision of Prof. K.B. Subhash and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities / College will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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Naaz Mustafa Bepari

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Date: 30/04/24


Prof. K.B. Subhash



Signature of Dean of the school/HoD of Dept

Date: 11/05/2024

Place: Goa University



School/Dept stamp

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ABBREVIATIONS

Entity	Abbreviations used
Price	PR
Food Quality	FQ
Hygiene	HY
Menu	ME
Ambiance	AM
Staff	STA
Location	LO
Satisfaction	SAT
Purchase Intention	PI
Purchase Decision	PD
Continuance Intention	CI
Personal Integrative	PEI
Altruism	AL
Social Benefits	SB
Economic Benefits	EB
Hedonic Benefits	HB
Attitude	AT
Habit	HAB
Willingness to Create Content	WC

Gastronomy: Influencing factors of eating out at food courts in shopping malls

Abstract

The present study represents the topic Gastronomy: Influencing factors of eating out at food courts in shopping malls. This study contains the three research questions. Research question one focuses on influencing factors of eating out at food courts. Research question 2 focuses on how the respondents react based on their social media reaction and the third research question contains a composite model which is used to get better understanding about the study. In order to find answers to these research questions, a critical literature review was carried out. The study was carried out from June 2023 to April 2024. Primary data was collected using a structured questionnaire through online survey. Snowball and purposeful sampling technique was used to gather the data. A total of 183 responses were found suitable for further analysis. The study revealed that factors such as price, food quality, hygiene, ambiance, menu, staff, location, satisfaction, purchase intention, purchase decision, and continuance intention were the influencing factors at the food court. All together eight factors were studied related to the content co-creation. Confirmatory Factor Analysis and Structural modelling was used to achieve the desired results. The findings of the study states that factors such as Price, Food quality, Location has a significant influence towards Satisfaction. While factors such as Satisfaction has a positive effect on Purchase Intention, Purchase Intention has a significant influence towards Purchase decision, and Purchase decision has a positive effect on Continuance Intention. Whereas constructs like Hygiene, Ambiance, Menu shows a negative and insignificant influence towards satisfaction. The second objective states that factors such as Personal integrative, Altruism, Social benefits, Economic benefits, Hedonic benefits, and Attitude has an insignificant influence towards habits. However only Willingness to create content shows a positive and significant relation towards habits. Objective 3 shows the similar

results as objective 1 and objective 2. However only one construct that is Continuance Intention has an insignificant effect on habits. The present study helps in providing a valuable insight to the food industry and how food courts could improve their services in order to attract target customers. The present study also focuses on consumers reaction on social media platforms, which will help them retain existing customers and attract new customers.

Keywords: Food courts, shopping malls, influencing factors, content co- creation, gastronomy, price, food quality.

CHAPTER 1: INTRODUCTION

1.1 Introduction

The market for food operations has grown significantly in shopping mall food courts. Shopping mall food courts are a popular culinary destination for foodies and shopaholics alike, giving the food and beverage sector a competitive edge in the marketplace. The days of malls being seen as merely shopping locations with an abundance of retail stores are long gone. The emergence of globalization and the discerning customer have led to the transformation of shopping malls into community centers that offer remarkable experiences to patrons. There is no denying the allure of good food, particularly in a nation like India where food is the focal point of every festival, holiday, and occasion. Developers of malls are experimenting with formats and cuisines to attract customers. Malls have hurried to make food courts as cozy and visually appealing as possible for patrons, as a centrally located eating area acts as a focal point. The role of food courts in the mall industry has expanded beyond simple food service to include developing a personal connection with younger customers.

The food court is one such trend that has grown to be a true crowd magnet. Given the enormous importance of eating out as a form of entertainment, mall developers are doing everything within their power to adopt creative strategies for luring customers into food courts. As a result, everyone benefits from the food court experience: patrons, restaurant owners, the food court operator, and the mall. In addition to being a significant foot traffic generator, food courts now constitute a significant and distinct retail segment. They have become one of the main and reliable sources of income for malls in recent years. Food courts typically bring in between 8 and 10 percent of the overall revenue generated by malls; in the case of malls with excellent food court options, this percentage may even reach 15 percent (Sandeep Kumar, 2018).

The first thing to consider while discussing about the food court is their historical background. Food courts were first conceptualized in the United States in the early 1970s. At that time, the number of shopping malls was increasing, and it became clear that there was a need for a central dining area. “The Eateries,” the first contemporary food court, debuted in Paramus, New Jersey, providing a wide range of quick food and informal dining alternatives. These food courts, which serve the city’s diverse population and showcase its multicultural culture, skilfully combines many cuisines. Food courts, which are found in the malls of shopping malls, are a gastronomic hotspot that draws customers looking for a break from their shopping excursions. They provide a handy and cozy area to rest and rejuvenate prior to carrying on with your shopping expedition. Sometimes people are more likely to leave the mall in search of food when they are hungry and have nowhere to eat, and they may not come back that day. Food courts are designed to prevent situations like these. Food courts offer a large range of cuisines in one location within the mall (Sandeep Kumar, 2018).

According to (Mufidah, 2012), urban citizens who are too busy with their daily routines to prepare or even find time to sit down to dine with their family often turn to the food court. With all the conveniences and amenities, particularly in the dining area, the mall appears to meet people’s needs in their fast-paced daily lives. Consumption and demographic trends will continue to push people to dine out in greater quantities. In order to ensure that customers choose to eat in-store rather than at one of the many other dining options, shopping malls must make sure that its foodservice is competitive, relevant, fresh, and of the appropriate quantity, quality, and location. Food courts provide eateries, cafes, and beverage outlets in an effort to draw in and encourage customers to spend more time both inside and outside of shopping malls. In addition, the quality and amount of food served at food court restaurants impact the perception of the mall (Haseki, 2013). Additionally, dining at a food court helps customers ability to relieve stress, explore a new environment, indulge in recreational

activities, and conduct business activities. The existence of these restaurants has altered urban communities lifestyles and served as a response to a changing way of life. The diversity of visitors at food courts in shopping malls is reflected in the variety of food that is served there. In addition to being the hub of the mall, the food court provides a range of choices, including casual dining and fast cuisine, so there is something to fit every taste and budget.

1.2. Background of the study

Food courts in shopping malls are thought of as modern, vibrant, and dynamic hubs of life that strive to meet the diverse needs of 21st-century consumers. Based on Food courts in shopping malls, several studies have been carried out by different researchers. A study which has been carried out in Turkey states about the consumer expectations in mall restaurants. Consumer expectations in mall restaurants were investigated in this study. More precisely, this study looked at the associations between certain mall restaurant attributes and certain customer expectations. In this regard, the following is an expression of the research issues that this study triggered: 1. What characteristics do patrons of restaurants located within shopping malls typically possess? 2. What do the intended patrons of restaurants located within shopping malls expect? 3. What kind of relation is there between the level of education and expectations of patrons visiting restaurants located within shopping malls? By examining certain traits of patrons visiting inner-city shopping mall restaurants, this research aims to identify expectations of target consumer audiences and ensure that these establishments may boost profitability by drawing in the greatest number of customers. Appropriate and larger consumer groups, as well as customers that are willing to spend more time in shopping malls (Murat Ismet Haseki, 2013). A study done in Saudi Arabia, studies about the factors driving customer satisfaction at shopping mall food courts. This study and assesses the standards of a food court inside a shopping mall by analysing mall-related criteria such as atmosphere, food variety, convenience, food court tenants, food quality, food price and restaurant staff. Using IBM SPSS

and AMOS statistical software, a descriptive analysis as well as a multivariate analysis involving structural equation modelling were performed. According to the factor analysis results, the most significant factor influencing consumer satisfaction is food quality, which is followed by food variety and convenience (Maram A. Mahin, Iman M. Adeinat, 2020).

Research conducted In Egypt discusees how to enhance customer satisfaction for various market segments by examining food court operations in shopping malls. This study's main goal is to examine the various approaches of raising customer satisfaction for different market segments. The specific objectives of this study are: 1. To identify the influence of prices on different customers ages. 2. To identify the problems of the services provided by the food court restaurants. 3. To identify different services such as E-ordering, ethnical food, and green food items. The study's findings indicated that, for a range of ages, price was the most important issue. A statistically significant relationship was found between customer discontent and issues with food court employees, food quality, and place availability. The association between food quality characteristics and patron satisfaction at food court restaurants was determined by this study. (Noha El Shaer, 2019)

Another study conducted by (Kenneth Charls G. Ramirez, John Cole Mahinay, Jan Martin Mañalac, Dr. Jim ford Tabuyo,2022) tries to understand the level of consumer satisfaction with the chosen food court in the City of Imus, Cavite. The researchers carried out a descriptive survey. In this study the researchers chose to use a range of techniques, instruments and approaches in addition to studying the body of literature already written on the subject in order to find factors from different people's perspectives. The primary goal of this study was to assess the level of customer satisfaction in food courts, which could contribute to the development of food courts and the expansion of the nation's food sector, and the rise of tourism.

A study done In Indonesia uses empirical research to examine how diners' perceptions of their eating experiences—including the quality of the food, the level of service, and the physical environment that affect their level of satisfaction and their behavioural intentions in the future at casual dining establishments in Jakarta. The study's hypotheses were tested using two regression equations that were proposed. Regression analysis was used in the first equation to look at the direct relationship between three dining experience variables and customer satisfaction. The purpose of the second equation is to investigate the direct relationship between future behavioural intentions and customer satisfaction. Prior to doing multiple regression analysis, validity and reliability measures were produced to guarantee that the assessment items had a high level of internal consistency by analysing their Cronbach alpha coefficients. In order to evaluate the inter-correlations between the measurement items used in this study, factor analysis technique was utilized in conjunction with validity analysis (Ivyanno U. Canny, 2013)

1.3 Background on Content Co-creation

Social media has grown in popularity over the past decade as a means of enhancing consumers' interactions with companies, goods, and businesses (Gandomi, A., and M. Haider, 2015, He, W., S. Zha, and L. Li, 2013 and Laroche, M, M. R. Habibi, and M. O. Richard, 2013). Social media is a useful tool and platform for encouraging beneficial communication between customers and companies. It has significantly changed how organizations and customers connect and communicate (Dahan and Hauser, 2002). Additionally, it has significantly improved companies' capacity to incorporate clients into numerous aspects of their operations (Bartl et al., 2012; Sawhney and Prandelli, 2000). Social media platform adoption and integration make it easier for people to interact and communicate online (Nambisan, 2002). Through various social media sites, businesses can increase the number of potential clients they reach. Businesses can utilize the data produced by and gathered on social media to determine their target audience and enhance the general experience of customers (Chen et al., 2009).

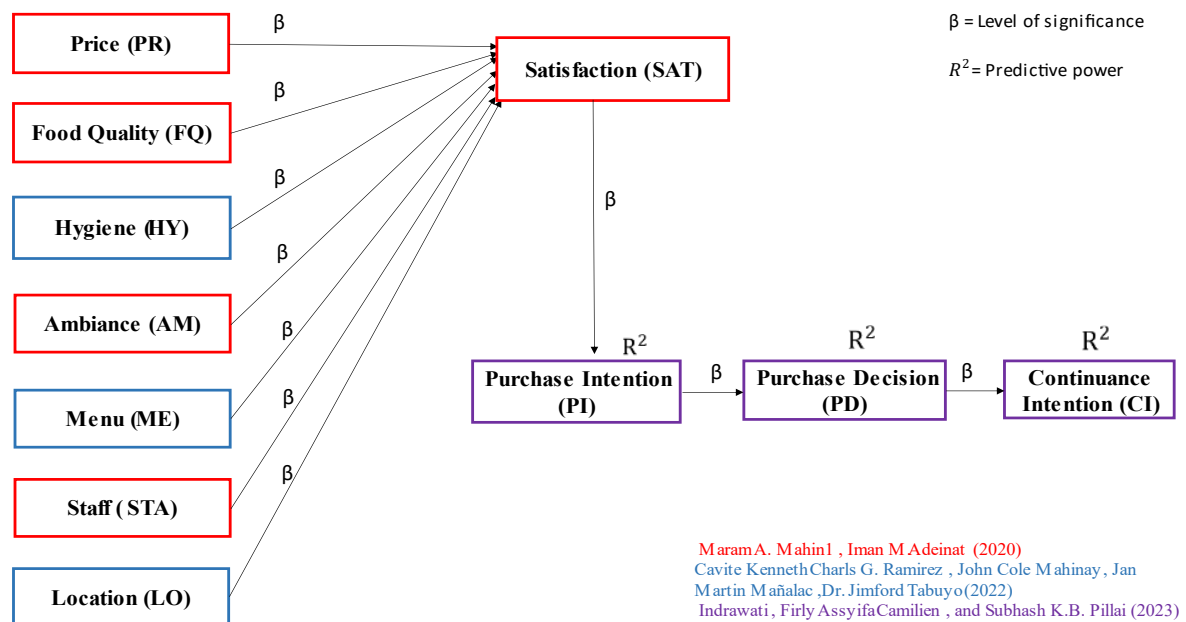
According to Abrahams et al. (2012), social media are Internet-based platforms that facilitate the exchange of information through social communication channels and offer public membership and decentralized user level content. Another definition of social media is “a collection of web-based programs that enhance technological and conceptual underpinnings and facilitate the production and sharing of user-generated content (Kaplan and Haenlein, 2010,). According to (Rodriguez et al,2012), social media is referred to as a network tool for content generation, online review and discussion, real-time feedback, relationship and community building. Moreover, by growing the quantity of social networking sites, it is expanded to users’ networks and communities (Curran and Lennon, 2011). These sites facilitate sharing of knowledge to others, hence promoting a decentralized user base. According to (Mangold and Faulds (2009), there are many different kinds of social networking websites, each with a unique set of features. These include blogs, review websites, discussion boards, and social networking sites like Facebook, LinkedIn, YouTube, Flickr, Twitter, and Google. Because of what was mentioned above with the right attributes, social media may be a useful tool for businesses. According to (Curran and Lennon (2011), social media platforms are a variety of online knowledge and information sources about the companies, products, and services that users create and share. According to (Chang (2008), there is evidence to imply that social media has a significant role in shaping users’ perspectives, awareness, feedback, usage, intention, buying habits, analysis, and information sharing.

1.4 Model Description of Influencing Factors of eating out at food courts

To find the answers of the influencing factors of eating out at food courts, three proposed models were developed and tested. The proposed model 3 was selected. This model consists of 10 constructs and they are Price (**PR**), Food Quality (**FQ**), Hygiene (**HY**), Ambiance (**AM**), Menu (**ME**), Staff (**STA**), Location (**LO**), Satisfaction (**SAT**), Purchase Intention (**PI**), Purchase Decision (**PD**) and Continuance Intention (**CI**). In this model Price (**PR**) means A

product's value. The respondents' perceptions are taken into account when determining whether the food court's prices are fair and reasonable, whether the food is affordable, and whether the food is worth the amount paid. Food Quality (**FQ**) means the standard of the food that is served. Food quality is evaluated according to its presentation, menu item variety, healthy options, taste, freshness, and temperature. Food quality is considered to have a big impact on how satisfied visitors are with their dining experiences. Hygiene (**HY**) means is the state in which the food court is kept in a presentable manner. It features clean food preparation areas, hygienic comfort rooms, and trash bins that are designated for different purposes. The food court's hygienic conditions guarantee that the food is produced in a clean, safe manner. Ambiance (**AM**) refers to the quality of the surrounding space as perceived by the customers. It indicates the perceptions of the availability of seating, the I, the comfort of the seating area, the temperature, the lighting level, the noise level, and the cleanliness of the food court. Menu (**ME**) – The menu is a list of the foods and drinks that food courts offer or provide, usually in response to customer demand. Customers can choose from a variety of food products and different cuisines on the menu. Staff (**STA**) refers to the employees working at the food court. Staff plays a crucial role in customer satisfaction Employees of the food court must render good and fast services to their customers. Alo the employees of the food court must handle and deal with complicated situation at the food court. Location (**LO**) of the food court's location indicates a number of things, including how easy it is to find, how traffic-free it is, how safe and secure it is, and whether it is in a well-known region. Therefore, location is considered as a crucial factor while determining the customer satisfaction. Satisfaction (**SAT**) refers to the level of happiness that a customer has with a product or service is known as customer satisfaction. In the food court business, anything from the quality of the food to the speed of service can have an impact on customer happiness. Purchase Intention (**PI**) means the possibility that customers will make purchases is referred to as purchase intention. The

dependent variable of purchase intention is influenced by a number of internal and external variables. An indicator of a respondent's attitude toward making a purchase or using a service is their purchase intention. Purchase Decision (**PD**) The process a customer goes through to determine a need, generate possibilities, and select a particular product and brand is known as the purchase decision. Continuance Intention (**CI**) means the motivation of individuals to keep using a specific service or product is known as continuance intention. Their willingness to use and interact with the service or product in the future can be determined by this. All the constructs mentioned above are explained in chapter 2.



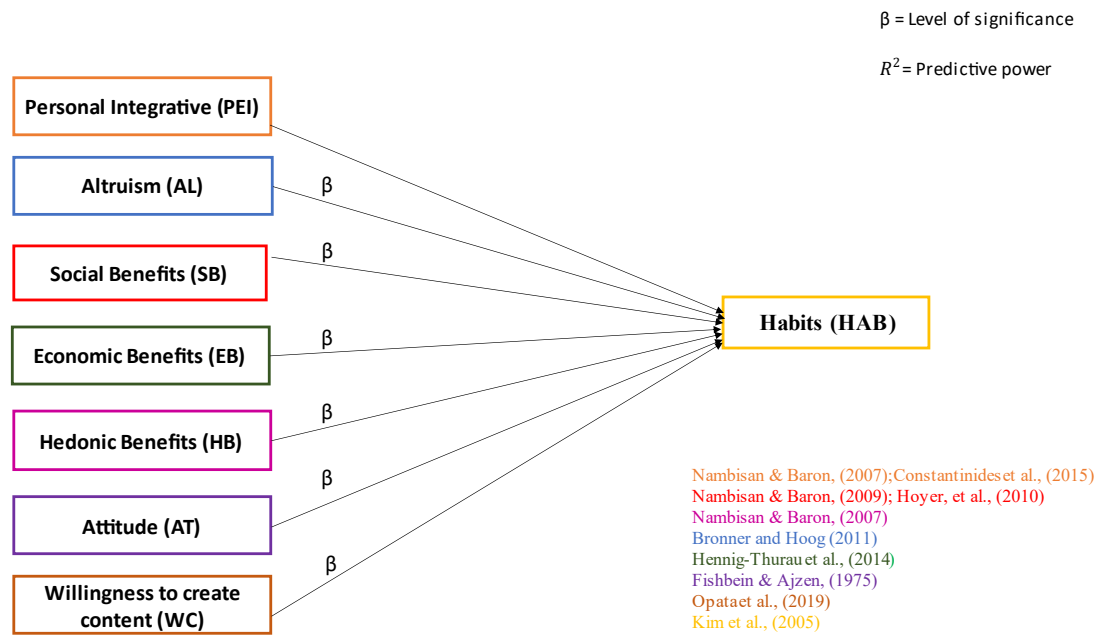
Proposed Model 3

Figure 1.1 Model Description

1.5 Model Description of Content co-creation on Social media Platforms

This study tries to understand the factors influencing consumers to create content on social media. For this, three proposed models were developed and the best model was selected and tested. This model has constructs related to content co-creation. All together 8 constructs are used in the model. These constructs are Personal Integrative (**PEI**) which means self-esteem

and confidence. Gains in status or reputation and the development of a sense of self-efficacy are related to personal integrative. Altruism (**AL**) Altruism is defined as acts that benefit another person. For example, when someone reviews the food they had at a food court, they can mention if it was nice or poor. This aids others in making the right decision. Hence review posted by one individual helps many other individuals to make a right choice. It is known as Altruism. Social Benefits (**SB**) refers to enhancing the customer's relationships with others The benefits that customers may experience from engaging in online co-creation activities are rooted in the social and relational links they build with other customers and/or company personnel as they work together to develop (new) products and services on social media platforms. Economic Benefits (**EB**) – The term “economic benefits” refers to the expanding trend of creators, curators, and community builders generating revenue from their digital works. Blogging, social media influencer marketing, making and selling online courses, podcasts, and YouTube videos are just a few examples. Hedonic Benefits (**HB**) Hedonic or affective benefits such those that amplify pleasant or aesthetic experiences. Attitude (**AT**) refers to consumer's attitude toward a product or behaviour is defined as their set of feelings, intentions, and beliefs. Habits (**HAB**) Habit is something a person often do while creating content on social media. Willingness to create content (**WC**) refers to essentials to comprehend consumers willingness to participate in order to forecast the possibility that active participation will lead to beneficial value co-creation outcomes. The detailed explanation of the above constructs is given in chapter 2.



Proposed Model 1

Figure 1.2 Model Description

1.6 Scope of the Study

This study is divided into four parts. The first part aims to identify the demographic profile of the respondents. The second part identifies the different factors influencing and does satisfaction also influences the customers buying behaviour related to eating out at food courts in shopping malls. The third part seeks to understand the consumers reaction after eating and visiting the food court in shopping mall, leading to content co- creation on social media platforms. And the fourth part is the combination of objective one and objective two which is created with the help of a composite model. Finally, all the three objectives are studied with the help of different model. Models with higher reliability are selected and tested. Hence the study tries to investigates about how different factors influences and does satisfaction also influences the purchase intention, purchase decision, continuance intention the customers eating and visiting the food court at shopping malls. It also studies about how the respondents react based on their experience on social media and does the combined model provides better

understanding about the study. However, based on this information the present study have framed the following research questions, objectives and hypothesis.

1.6 Research Questions, Objectives, and Hypothesis

This study aims to investigate and provide answers to the following three basic questions: (1) What are the influencing factors? And (2) How do the respondents react? and (3) Is it possible to develop a composite model to see the influence of different factors on purchase behaviour and on content co-creation? The information above is used to produce the following Research Questions (RQ), related Objectives (O), and Hypothesis (H) for further investigation.

RQ1: *“What are the factors influencing and does satisfaction also influence buying behaviour of the customers at the food court?”*

This research question tries to find “What are the factors influencing the buying behaviour and does satisfaction also influences purchase intention, purchase decision and continuous intentions of the customers at the food court?”. The corresponding Objectives (O) that have been formulated and the hypothesis that has to be verified are:

O1: *“To study whether there is any influence of factors on the customers visiting and consuming food at food courts in shopping malls and are they happy after visiting the food court”.*

H1: *There is no significant influence of the factors including satisfaction while making purchase intention, purchase decision and continuous intention.*

RQ2: *“How do the respondents react based on their experience?”*

This research question tries to find “How do the respondents react based on their experience?”. The related Objectives (O) that have been formulated and the hypothesis that has to be verified are:

O2: *“To identify various factors influencing respondent’s social media reaction.”*

H2: *There is no significant impact of various factors on respondent's social media reaction.*

RQ3: “Is it possible to develop a comprehensive model to have a better understanding about the study”

1.7 Chapterisation Scheme

The entire dissertation work is divided into four chapters,

Chapter 1: Introduction

This chapter consists of introduction of the food court, Background of the study, Background of content co- creation, Model Description of influencing factors and model description of content creation. This chapter also studies the Research questions, objectives, hypothesis of the study.

Chapter 2: Literature review

This chapter examines the literature available. This chapter includes introduction, model development, influencing factors related to food court and content creation. It also involves composite model.

Chapter 3: Data Analysis and results

This chapter exhibits the results and interpretations of all the research questions in a clear and organised manner in order to provide better understanding of the study.

Chapter 4: Summary, Findings and conclusions: This chapter provides introduction, findings and summary of demographic profile, influencing factors of eating out at food courts, factors related to content creation. This chapter also provides managerial implications, theoretical implications and scope for future research

Chapter 2: Literature Review

2.1 Introduction

A literature review is a critical assessment of previous studies. It aids in the identification of research gaps about the study, provides background information for the researcher's next investigation, and presents the state of knowledge as it relates to the subject at hand.

Literature review also highlights the main theories, concepts, techniques, and conclusions from the study. It helps the researcher to avoid duplicating efforts by making them aware of prior research and publications. Hence literature review is considered as one of the most important part of any research. In order to have a proper knowledge and understanding of the existing literature, a literature study of many researchers in related fields is carried out in this chapter. A thorough analysis has been conducted to identify the research gap.

In order to have an in-depth understanding of the body of existing literature, this chapter attempts to analyse the literature reviews conducted by other researchers in related fields. Various studies based on food courts at shopping malls has been studied. Altogether 45 published research papers have been selected and reviewed. These research papers have been collected from various sources such as connected papers, Research Gate, SSRN, Google Scholar, Scopus, science direct, JETIR and Elicit. Keywords used for finding the research papers are food courts, shopping malls, gastronomy, content co-creation etc.

Different studies based on customer expectations in mall restaurants, factors driving customer satisfaction at shopping mall food courts, factors influencing service quality in food court and level of satisfaction of customers on selected food courts etc have been taken up.

2.2 Research Gap

Different research papers related to influencing factors of eating out at food courts in shopping malls have been identified, but no study of a similar nature has been conducted in the state of Goa. Also in the previous research papers, only four to five factors or variables have been examined. However, in the present study the factors from various research papers are combined and examined in this paper. All the three objectives related to influencing factors, content co-creation on social media platforms and composite model have not been studied together in any of the previous studies.

2.3 Demographic profile of respondents

Consumer related factors, such as age, gender, occupation, income, level of education, marital status, and location, can be better understood with the use of demographic data. In turn, learning more about the demographics of potential customers facilitates understanding consumer trends. Additionally, it aids in understanding customer requirements and provides assistance in identifying methods to raise customer satisfaction.

The respondents' demographic profile aids in identifying the target customer who visits food courts in malls and uses their services. Additionally, it aids in determining preferences, menu adjustments, price setting, and the creation of a more appealing atmosphere, all of which improve overall customer satisfaction. Therefore, in order to differentiate between different market segments, it is critical to ascertain the demographic profile of customers visiting shopping mall food court. Consequently, this study determines the respondents' demographic profile.

Different studies have taken demographic characteristics into consideration while carrying out the survey. Such as one study took demographic characteristics of sample individuals such as gender, marital status, income status, educational level, age. A study conducted by (Dr. Rashmi

BH, 2021) states that of those surveyed, 42.7 percent were male and 57.3% were females. The majority of visitors had incomes between Rs. 20,001 and Rs. 50,000 per month, while the lowest percentage had incomes over Rs. 80,001 per month. Of the total respondents from the three malls, about 55.8% belonged to the age category of those under 25, and 32.8% to those between the ages of 26 and 35. Of the responders, 11.5% were beyond the age of 36. The respondents' educational backgrounds were found to vary; 1.0% of them were illiterate, 6.4% had completed high school, 68.2% were graduates, 22.1% were post-graduates, and the remaining 2.4% were from other technical and diploma courses. The highest percentage of respondents were graduates, and the lowest percentage was illiterate; among all the malls, Mantri Square Mall had the highest percentage of graduates (75.2%). The respondents' marital status was as follows: 63.1% were single, 31.1% were married, and 5.8% were widows. 49.6% of consumers in malls were students, 7.4% were homemakers, 13.6% were self-employed, 27.2% worked in the private sector, 1.5% were government workers, and around 0.7% were retired professionals.

Another study stated that There were 29 to 71% more men than women. According to the gender distribution, women appear to be much more prevalent in food courts, tendency to visit them more often than males (Maram A. Mahin , Iman M. Adeinat,2020) A Study conducted by According to (Manohar and Ravilochan's 2012) the majority of mall shoppers were in the age range of 20 to 40 years old and they visited malls more often. Young shoppers were largely influenced by the factor ambiance of the shopping mall. (Madan and Kumari ,2012) conducted research in Delhi and noted that the majority of customers were males and most were in the age group of less than-30 years. Most of them worked in the service industry. The majority of mall visitors were graduates; and had monthly income of less than 30,000 rupees (Dash 2013) noted the following: The majority of mall patrons were between the ages of 25 and 40. The majority of the customers have degrees. The majority of customers spent one to two hours in

malls once a month. Therefore, in order to draw in the target customers, it is crucial to comprehend the demographic characteristics of the people that visit and dine at the food court. However a study done by (Dr Mamta Mohan, Kavita Tandon,) states that almost 22% of the samples were students. Self-employed respondents have 21.2% response rate.12.7% of the respondents are government employees and 34% of the respondents are private employees.10.6% of the respondents are housewife's and none of the respondents are working under other occupations

2.4 Influencing factors of eating out at food courts in shopping malls

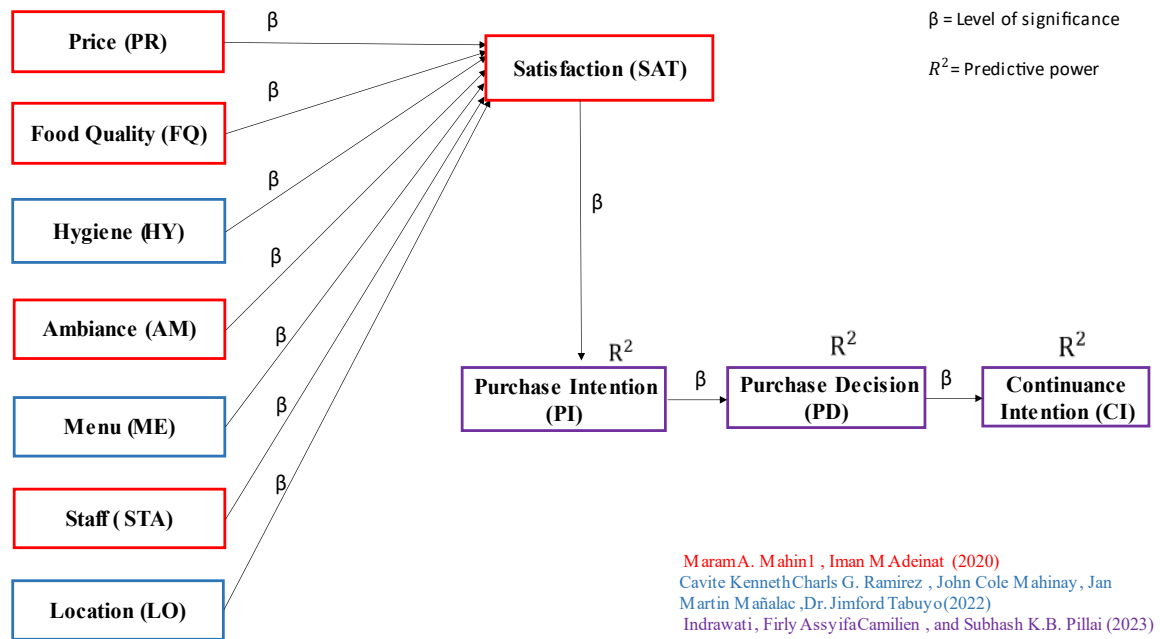
2.4.1 Model Development

In the service sector, providers can acquire and hold a significant competitive edge in the market by producing high levels of customer satisfaction. High profitability and growth can follow straight from this competitive advantage. Shopping malls must provide consumers with high-quality service in the current competitive consumer landscape because, as a service ecosystem, they must maximize their own resources as well as those of others to enhance both their own and others' fortunes. In light of this broad context, we evaluate the quality attributes of a food court situated within a shopping mall in this study by identifying mall-related factors, such as atmosphere, food variety, convenience, tenants within the food court, food quality, food price, and restaurants at the food court (Maram A. Mahin, Iman M. Adeinat,2020) Researchers have identified other elements of service quality, like location and convenience. For instance, (Ali, 2013) used structural equation modelling to determine the elements that could improve mall features and have an impact on consumers' decisions to visit malls. He emphasized that the elements that have the most significant effects on consumer decision-making are design, entertainment, variety, and mall essence. (Khong and Ong 2014) also discovered that customer loyalty occurred when consumers had favourable opinions about the design, range,

and quality of goods and services offered in a mall. In the same way, customers' opinions of the quality of the services they receive and their level of satisfaction are related, claims (Babin and Darden 1995). One crucial consumer measure for evaluating the standard of shopping malls is the ambience or atmosphere (Smith & Burns, 1996). (Ahmad ,2012) observed that the relationship between consumer satisfaction and the attractiveness elements is positively impacted by a shopping mall with a high degree of convenience, as assessed by its location and operating hours. According to (Kwun ,2011), perceived value was significantly impacted by the relative variety of menu options available in dining halls; the more options available, the more valuable the dining experience was thought to be. In the commercial and institutional food service sectors, price and value have a significant role in influencing customer satisfaction, which in turn influences the likelihood that customers will return (Kim et al., 2009). Numerous studies have shown that food quality is a critical component of customers' satisfaction with their dining experiences (Josiam et al., 2017; Kim, Hertzman, & Hwang, 2010; Wu & Mohi, 2015). Researchers have empirically examined the connection between food quality and customer satisfaction in a number of studies. According to (Adeinat and Kassim's ,2019) research, customer satisfaction is influenced by employee loyalty, which in turn influences external service quality. Several influencing factors are combined and analysed in this study, drawing from past research as well as other studies. As a result, it helps in formulation of the 1st research question and hypothesis.

RQ1: *“What are the factors influencing and does satisfaction also influence buying behaviour of the customers at the food court?”*

H1: *“There is no significant influence of the factors including satisfaction while making purchase intention, purchase decision and continuous intention”.*



Proposed Model 3

Figure 2.1 Model Development

2.4.2 Price (PR) – In the commercial and institutional food service sectors, price and value have a significant role in influencing customer satisfaction, which in turn influences the likelihood that customers will return (Kim et al., 2009). (El Hedhli et al. 2013) evaluated the functionality of shopping malls by taking into account goods value. According to (Klassen, Trybus, Kumar, 2005) respondents selected price as the most significant consideration. Students still prioritize price when making food purchases, even when the majority of a food outlet's prices is already reduced. (Tsai, 2018) employed six factors to measure the perceived monetary cost of dining in a restaurant: reasonable pricing, spending restrictions, in line with local cost, value for money, preference despite greater cost, and affordable price.

H1a: “Price (PR) has a significant influence towards satisfaction (SAT)”

2.4.3 Food quality (FQ) – Numerous studies have shown that food quality is a critical component of customers satisfaction with their dining experiences (Josiam et al., 2017; Kim, Hertzman, & Hwang, 2010; Wu & Mohi, 2015). Researchers have empirically examined the connection between meal quality and consumer happiness in a number of studies. For instance, (Namkung and Jang 2007) used the mean value between two variables—satisfaction measurement and food quality attributes—to evaluate the relative importance of these attributes and their relationship to customer satisfaction (presentation, menu item variety, healthy options, taste, freshness, and temperature). The study’s findings indicated that pleasure is significantly correlated with presentation, flavours, and temperature. Furthermore, (Susskind and Chan 2000 ,and Sulek and Hensly ,2004) discovered that food quality is regarded as a crucial factor influencing customers opinions of and contentment with a dining experience. Lastly, (Azanza 2001) concluded that the variety, affordability, and healthfulness of the food are the most crucial elements in ensuring consumer satisfaction.

H1b: “*Food quality (FQ) has a significant influence towards satisfaction (SAT)*”

2.4.4 Hygiene (HY)- The circumstances and procedures required to ensure food safety from manufacturing to consumption are known as food hygiene. Contamination of food can occur at any stage of the food production process, including harvesting, processing, distribution, transportation, and storage (Neeraj Gupta, Nadira Anjum, Juli Dogra Bandal, 2022) . It features clean food preparation areas, hygienic comfort rooms, and trash bins that are designated for different purposes. The food court's hygienic conditions guarantee that the food is produced in a clean, safe manner.

H1c: “*Hygiene (HY) has a significant influence towards satisfaction (SAT)*”

2.4.5 Ambiance (AM)- Shopping mall atmosphere, also known as ambience, is a key consumer indicator of the quality of the establishments (Smith & Burns, 1996). (Raajpoot 2002) contended that while ambient factors like temperature, light, and noise are not the main focus of restaurant service, problems with any one of these can cause customers to become concerned or even become inconvenienced. (Ahmad,2012) evaluated the impact of shopping mall aesthetics and discovered that customers enjoyed their experience more when they thought the aesthetics were pleasing. According to (Wright et al, 2006), customers who have a positive impression of the mall's atmosphere and like their shopping experience are more likely to want to stay there and are also more likely to be satisfied with their overall experience. In a similar spirit, studies have concentrated on the atmosphere of food services, such as food courts in shopping malls and universities (Baker et al., 1994; Wall & Berry, 2007).

H1d: *“Ambiance (AM) has a significant influence towards satisfaction (SAT)”*

2.4.6 Menu (ME)- The menu is a list of the foods and drinks that food courts offer or provide, usually in response to customer demand. Customers can choose from a variety of food products and different cuisines on the menu. A thoughtfully designed menu's primary benefit is that it increases the satisfaction of customers (Maram A. Mahin, Iman M. Adeinat,2020).

H1e: *“Menu (ME) has a significant influence towards satisfaction (SAT)”*

2.4.7 Staff (STA) – In the service industry, employees are crucial since they affect both the organization's profitability and the quality of services offered. Researchers came to the conclusion that an employee's personal abilities, or how helpful, kind, and nice they were or weren't, might make a positive or negative first impression on the customer (Smith et al.,1999).

H1f: *“Staff (STA) has a significant influence towards satisfaction (SAT)”*

2.4.8 Location (LO) -The food court's location indicates a number of things, including how easy it is to find, how traffic-free it is, how safe and secure it is, and whether it is in a well-known region. Therefore, location is considered as a crucial factor while determining the customer satisfaction (Maram A. Mahin, Iman M. Adeinat,2020).

H1g: *“Location (LO) has a significant influence towards satisfaction (SAT)”*

2.4.9 Satisfaction (SAT) - According to (Oliver ,1997) customer satisfaction is the process by which a consumer evaluates the degree to which a feature of a product or service, or the product or service itself, may satisfy a customer's demands or requirements. Customer satisfaction occurs when a customer is happy with the goods or services. In addition, a person's satisfaction may also be defined as their happiness or dissatisfaction based on how well they believe a product performs or meets their expectations (Kotler & Keller, 2009). The individual's perception of the performance of the products or services in relation to his or her expectations" is the definition of customer satisfaction, according to (Schiffman & Karun ,2004). To put it briefly, client satisfaction may be defined as the enjoyment derived from utilizing an offer.

H1h: *“Satisfaction (SAT) has a significant influence towards purchase intention (PI)”*

2.4.10 Purchase Intention (PI)- The possibility that customers will make purchases is referred to as purchase intention. The stronger the purchase intention, the higher the possibility of purchasing that product (Schiffman, L.; Kanuk, L,2015 and Lee, W.-I.; Cheng, S.-Y.; Shih, 2017). According to (Chakraborty, 2019), consumers' purchasing intentions are ultimately influenced by their perceptions of brand awareness and value.

H1i: *“Purchase intention (PI) has a significant influence towards purchase decision (PD)”*

2.4.11 Purchase Decision (PD)- The process a customer goes through to determine a need, generate possibilities, and select a particular product and brand is known as the purchase decision. A purchase decision is one that an individual makes from a variety of alternative

options. It is the outcome of an integration process that blends knowledge and attitude to assess and select from various alternative behaviours. The process gathers all the knowledge that consumers have acquired regarding the value factors that assist them in choosing a single product from two or more options (Miller, Wiltsey-Stirman, and Baumann, 2020).

H1j: *“Purchase decision (PD) has a significant influence towards continuance intention (CI)”*

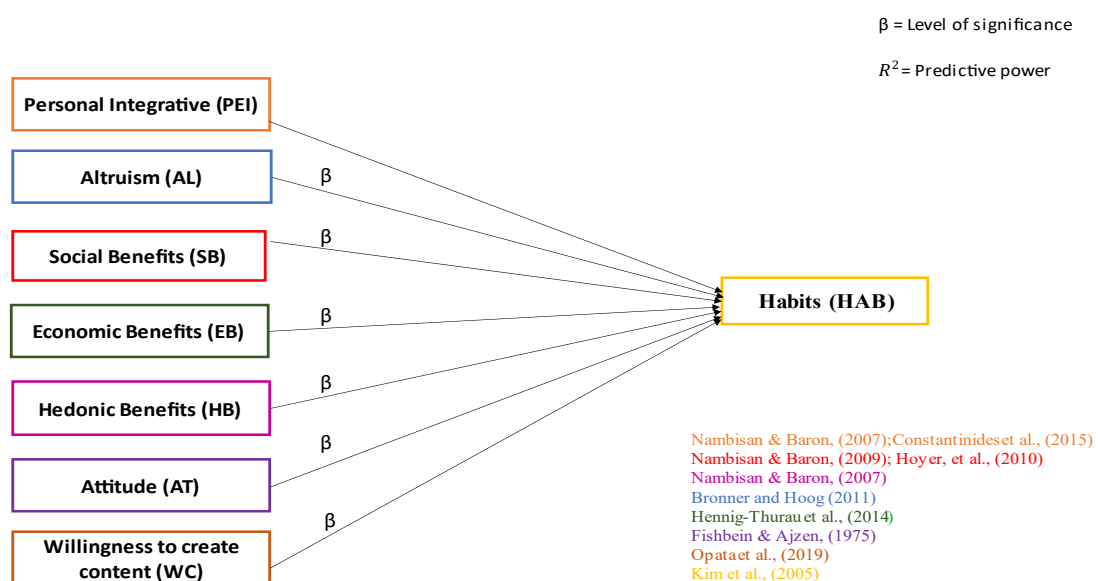
2.4.12 Continuance Intention (CI) – To repurchase a product or continue service use" is what is meant by "continuance intention (Bhattacharjee, 2001). The motivation of individuals to keep using a specific service or product is known as continuance intention. Their willingness to use and interact with the service or product in the future can be determined by this. (Soriano, 2002) discovered that in upscale Spanish restaurants, continuance intention was correlated with food quality, service quality, price, and ambiance at the food courts. A behavioral construct known as continuation intention (CI) deals with a person's decision to stick with a certain technology or service based on their expectations and past usage experience. (Bhattacharjee, 2001)

2.5 Factors influencing content co-creation on Social media platforms

2.5.1 Model Development

The conventional understanding of value creation has come under increasing scrutiny in recent years. The current literature highlights the significance of customer integration in value creation processes as an effective way to develop better products while simultaneously lowering costs and risks of product/service failure, in contrast to previous literature that believed value creation to occur exclusively inside organizations (Fuchs & Schreier, 2011; Prahalad & Ramaswamy, 2004) According to the segmentation theory, markets consist of many customer segments, each representing distinct demands and characteristics (Cossío Silva, Revilla Camacho, & Vega Vázquez, 2013). Customers from various market sectors may be motivated to engage in co-creation activities for various reasons Online reviews, which contain

ratings, comments, images, icons, and symbols expressing customers' thoughts about any goods or services, have emerged as one of the most significant sources of information.(PrabhaKiran and Vasantha S. 2015).It attempts to determine the many advantages that consumers receive from specific media consumption and investigates how these benefits impact their media-usage behavior (Nambisan & Baron, 2009).The U&G method states that there are two main ways in which consumers gain from the media usage: cognitively and emotionally. Benefits from the emotive component are associated with both good and bad outcomes, whereas benefits from the cognitive dimension are connected to the benefits that consumers anticipate receiving in exchange for their engagement. Customers' opinions and feelings about the company are influenced by the emotions they create throughout their online interactions with the business (Nambisan & Baron, 2007; Urista et al., 2008). The proposed model was developed with the help of different factors such as personal integrative, altruism, social benefits, economic benefits, hedonic benefits, attitude, habits and willingness to create content. Three proposed models were developed and tested. Out of three proposed models, proposed model 1 was found reliable. The following are the constructs which explains the proposed model 1.



Proposed Model 1

Figure 2.2 Model Development

2.5.2 Personal Integrative (PEI) – The purpose of personal integrative benefits is to enhance the consumers' self-esteem and confidence. (Nambisan & Baron, 2009). Gains in status or reputation and the development of a sense of self-efficacy are related to personal integrative (Katz et al., 1974). Personal Integrative means Self-efficacy and the desire for a particular social standing may be additional benefits that customers find valuable. Customers may feel more confident about their ability to contribute to a company's innovative processes when they engage in online co-creation activities; this view is a result of the the person's expanding problem-solving skills and depth of product-related knowledge. Delivering fresh ideas with significant potential can help the customer earn credibility and an expertise-related status of high influence, which can lead to improvements in status, credibility, and self-efficacy is known as Personal Integrative (Nambisan & Baron, 2007, 2009).

H2a: *“Personal Integrative (PEI) has a positive and significant influence towards habit (HAB).”*

2.5.3 Altruism (AL) – The act of providing a helping hand to others without expecting anything in return is known as Altruism (Sundaram, Mitra, & Webster, 1998). The desire of a customer to enhance the welfare of others without anticipating financial gain in return is sometimes referred to as altruism. In an effort to assist other customers, these consumers frequently share their opinions on social media sites that use electronic word-of-mouth (E-WOM). Either alerting them to the negative experience with the goods they've used or by giving them more information to assist them make better purchasing selections.

It is defined as acts that benefit another person. For example, when someone reviews the food they had at a food court, they can mention if it was nice or poor. This aids others in making the

right decision. Hence review posted by one individual helps many other individuals to make a right choice. It is known as Altruism.

H2b: *“Altruism (AL) has a positive and significant influence towards habit (HAB).”*

2.5.4 Social Benefits (SB) –Social benefits related to enhancing the customer’s relationships with others The benefits that customers may experience from engaging in online co-creation activities are rooted in the social and relational links they build with other customers and/or company personnel as they work together to develop new products and services on social media platforms. Interaction with other people can help customers gain some social identity and a sense of belonging to the online community by allowing them to participate in the co-creation process. (Hoyer et al., 2010; Nambisan & Baron, 2007, 2009).

H2c: *“Social benefits (SB) has a positive and significant influence towards habit (HAB).”*

2.5.5 Economic Benefits (EB)- The term “economic benefits” refers to the expanding trend of creators, curators, and community builders generating revenue from their digital works. Blogging, social media influencer marketing, making and selling online courses, podcasts, and YouTube videos are just a few examples. It also includes companies like advertising agencies, hosting services for videos, and analytics tools that assist the producers. The number of technologies available to produce, distribute, earn money and build an audience has significantly increased.

H2d: *“Economic Benefits (EB) has a positive and significant influence towards habit (HAB).”*

2.5.6 Hedonic Benefits (HB)- Hedonic or affective benefits such those that amplify pleasant or aesthetic experiences (Nambisan & Baron, 2007, 2009). Additionally, customers may view the online co-creation process as an intellectually stimulating, engaging, and enjoyable experience, which they view as a valuable benefit by the customers. Finding answers to current issues and exchanging ideas for new products or services with others can be particularly

enjoyable for customers, hence encouraging their involvement (Hoyer et al., 2010; Nambisan & Baron, 2007). All those benefits derived from the use and enjoyment of the product. Principally they refer to entertainment, exploration, and expression of value, given that these provide pleasure, emotions and self-esteem (Chandon, Wansink, & Laurent, 2000). According to a research by (Hirschman and Holbrook, 1984) hedonic value is a reflection of the shopping value derived from the sensory, creative, and affective aspects of the shopping experience. It places equal emphasis on enjoying oneself while shopping as it does on acquiring goods and doing chores. Hedonic value is therefore more subjective and unique than utilitarian worth, and enjoyment and interest can yield greater value. Hedonic value, according to (Dedeoglu, B.B.; Bilgihan, 2018), is found in the emotional appeal and entertainment value of goods and services. According to (Batra and Ahtola, 1991), [hedonic emotions include pleasant, nice, cheerful, and agreeable feelings.

H2e: *“Hedonic benefits (HB) has a positive and significant influence towards habit (HAB).”*

2.5.7 Attitude (AT)- A consumer’s attitude toward a product or behaviour is defined as their set of feelings, intentions, and beliefs (Thomas Collimore, November, 2023). According to (Ajzen, 1991) attitude is the assessment of the whole of an individual’s “behavioural beliefs” and “outcome evaluations.” In this context, “behavioural beliefs” refer to convictions that particular actions may result in particular outcomes. “Outcome evaluations” are assessments made by an individual regarding the outcomes of their behaviour. That is, the likelihood that an action will be carried out improves with a larger belief in the behaviours outcome.

H2f: *“Attitude (AT) has a positive and significant influence towards habit (HAB).”*

2.5.8 Willingness to create content (WC)- It is essential to comprehend consumers willingness to participate in order to forecast the possibility that active participation will lead to beneficial value co-creation outcomes. Customers’ motivation can also relate to their

readiness to actively engage in the value co-creation process. What consumers do is determined by their incentive levels, which can be either intrinsic or extrinsic. (Chen and Wang 2016) advocate for co-creation and customer loyalty” that in order to motivate customers to engage in service co-production, both extrinsic and intrinsic motivators are essential.

H2g: “Willingness to create content (WC) has a positive and significant influence towards habit (HAB).”

2.5.9 Habits (HAB) – Habit is something a person often do while creating content on social media. Habit can be helpful as it can lead to well informed content for people using social media. A consistent habit of content creators can help to gain trust of people watching and using their content.

2.6 Composite Model

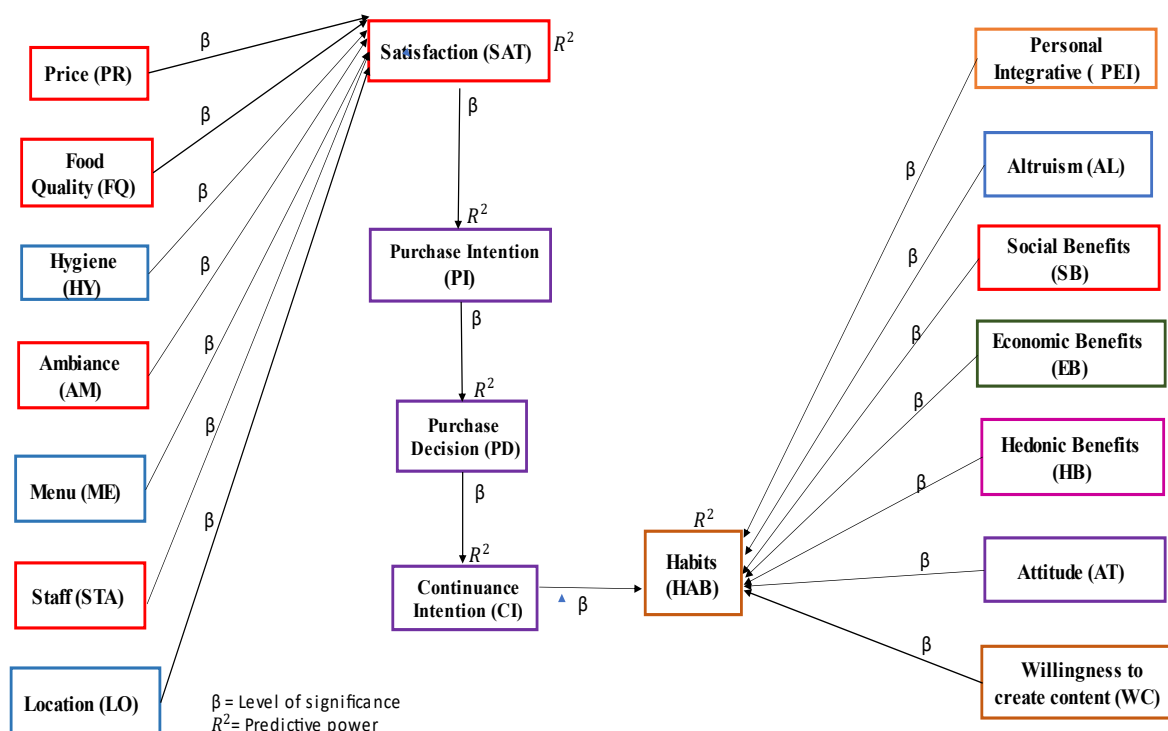


Figure 2.3 Composite Model

The composite model is a combination of both the above models that is RQ 1 and RQ 2. This composite model has been developed to get a clear understanding about the influence of different factors of eating out at food courts and consumers habit to create content on social media. All the related factors used in this composite model are already explained in the section 2.3.1 and 2.4.1 respectively. The results of all proposed model 3 of objective 1, proposed model 1 of objective 2 and composite model of objective 3 have been explained in chapter 3.

2.7 Research Methodology

This study tries to find out the influencing factors of visiting a food court at shopping malls in the state of Goa. It also tries to find out consumers reaction to content co- creation on social media. This study is carried out in North Goa as well as South Goa. Study of literature review was carried out from June to December 2023. Quantitative study is carried out for this present study. Primary data was collected with the help of online survey (google form). The time period used for collecting the data was from February to March 2024. The data gathered during this time period was further analyzed. Different research publications, journals and articles were referred while carrying out the dissertation work. The online questionnaire was circulated among different individuals. Purposive and snowball Cronbach method was used for collecting the data. The questionnaire contained 5 point Likert Scale starting from “strongly disagree to Strongly Agree” . Questionnaire was divided into three parts. The first part involved questions related to the demographic profile of the respondents. The second part consisted questions related to influencing factors of eating out at food courts and, the third part contained questions related to content co- creation on social media.

The first part of the questionnaire involved demographic characteristics of the respondents. The analysis of the demographic profile of the respondents was done with the help of frequency test which is shown under chapter 3

The second part dealt with influencing factors of eating out at food courts. All together 39 statements were asked in this section which were Cronbach from previous studies. The respondents had to response to these questions according to the 5-point Likert Scale. All together 11 constructs were used from these 39 statements which involved price, food quality, hygiene, ambiance, menu, staff, location, satisfaction, purchase intention, purchase decision and continuance intention.

The final section discusses how customers react to their social media after consuming and visiting the food court at shopping malls. Respondents were asked to respond to the questions as per the 5-point Likert Scale. All together eighteen statements that had been taken from earlier studies were considered. These eighteen statements helps in identification of eight factors. Altruism, attitude, habits, willingness to create content, social benefits, economic benefits, hedonic benefits, and personal integrative.

Smart PLS was used to analyze the data. Measurement Model that is Confirmatory Factors Analysis (CFA) was used to test the models. It involved Factor loadings, Cronbach Alpha, Composite reliability, Average Variance Extracted and Discriminant validity. Structural Model was also used which involved path coefficient or beta, R^2 , T– statistics, P value, F^2 , and Q^2 .

2.8 Summary

The final section discusses how customers react to their social media after consuming and visiting the food court at shopping malls. Respondents were asked to respond to the questions as per the 5-point Likert Scale. All together eighteen statements that had been taken from earlier studies were considered. These eighteen statements led to the identification of eight factors. Altruism, attitude, habits, willingness to create content, social benefits, economic benefits, hedonic benefits, and personal integrative. The chapter provides a thorough explanation of how customers' demographics are profiled when they visit food courts in shopping centers. This

chapter also provides a thorough overview of the numerous research that have been carried out and the conclusions drawn about the customer the respondents' demographic profile. It also provides a comprehensive breakdown of the elements affecting customers' intention to buy at food courts. The model development used for the current study, the theories applied in previous research, and the explanation of each factor included in the model development with what other researchers have discovered utilizing the mentioned constructs are also covered in this chapter. The elements impacting customers' propensity to engage in cocreation, which is the second goal of the current study. The composite model is also suggested in this section. This chapter also includes the research gap for the study and the research methodology that will be used to analyze the data for the three objectives, hypothesis, and research questions.

CHAPTER 3: DATA ANALYSIS AND RESULTS

3.1 Introduction

The above chapter helps in providing the information about the data analysis carried out in order to find the answers to the research questions developed that is, Who the customers are?

(1) What are the factors influencing and does satisfaction also influences the buying behaviour of the customers? (2) How do the respondents react based on their experience? And (3) Is it possible to develop a comprehensive model to have better understanding about the study. Based on the above questions data is analysed and the results are interpreted thereafter.

3.2 Who the customers are?

The section focuses on the demographic profile of the customers visiting and consuming food at the food courts at shopping malls. The demographic characteristics involves age, gender, educational level, occupation, marital status, income level and location of the customers visiting food court. These demographic characteristics of the customers are analysed with the help of a frequency test to test the hypothesis and determine whether there is a significant difference with respect to location that is North Goa and South Goa.

Table 3.1 Demographic Profile

Demographic Profiles		Location			
		North Goa	%	South Goa	%
Gender	Male	48	39.0%	19	67.8%
	Female	75	60.9%	9	32.1%
Age	18-20 Years	7	5.69%	4	7.01%
	21-30 Years	82	66.6%	41	71.9%
	31-40 Years	10	8.13%	9	15.7%
	41-50 Years	19	15.4%	1	1.75%
	50 Years and above	5	4.06%	2	3.50%
Educational level	Up to 10 th	28	22.9%	8	13.3%
	Up to 12 th	18	14.7%	12	20.0%

	Graduate	53	43.4%	27	45.0%
	Post Graduate	16	13.1%	4	6.66%
	Professional	7	5.73%	9	15.0%
Marital status	Single	90	73.1%	43	71.6%
	Married	33	26.8%	17	28.3%
	Student	42	34.1%	10	21.2%
Occupation	Self Employed	31	25.2%	10	21.2 %
	Employed (Govt)	4	3.23%	6	12.7%
	Employed (private)	35	28.4%	16	34.0%
	Housewife	9	7.31%	5	10.6%
	Others	2	1.62%	0	0
Income	Less than 50,000	87	72.5%	35	58.3%
	50,000-1,00,000	25	20.8%	25	41.6%
	More than 1,00,000	8	6.66%	0	0

Source: Compilation based on primary data

Table 3.1 exhibits the demographic profile of the respondents. The demographic profiles are calculated on the basis of location that is North Goa and South Goa. From the above table it can be observed that out of 183 responses, 123 responses are from North Goa where females are more with 60.9% and male respondents are less with 39.0%. In the case of South Goa out of 28 respondents 67.8% are males which is higher than female that is 32.1%.

With respect to Age different age groups of the respondents were assessed, where in a total of 123 respondents are from North Goa. Respondents with age group of 18-20 years have a response rate of 5.69%. Age group of 21-30 years is highest with 66.6%. 8.13% of the respondents belongs to the age group of 31-40 years. Respondents in age group of 50 years and above have 4.06% response rate. In case of South Goa out of 57 respondents, 7.01% belongs to the age of 18-20 years. Respondents in 20-30 years received highest response of 71.9%. 30-40 years of respondents have response of 15.7%, whereas 41-50 years of age have a response rate of 1.75%. Respondents from the age group of 50 years and above consist of 3.50%.

While considering the educational level of the respondents ,122 responses were from North Goa. 22.9% of the respondents have education up to 10th standard. 14.7% of the respondents have completed their education up to 12th standard. 43.4% of the respondents, which is highest are graduates from North Goa. 13.1% of the respondents have completed their post -graduation 5.73% of the respondents are professionals.

From South Goa out of 60 responses,13.3% of the respondents have studied up to 10th standard. 20 % of the respondents have completed their education in 12th standard. Most of the respondents with 45% possesses graduation degree. 6.66% of the respondents have completed their education and have post- graduation degree and 15% of the respondents are professional.

The demographic characteristics consist of marital status of the respondents. From a total of 123 respondents from North goa, most of the respondents are single with 73.1%. whereas 26.8% of the respondents are married. In case of South Goa out of 60 responses 71.6% of the respondents are single and 28.3% of the respondents are married.

Occupation of the customers visiting and eating food at the food courts in malls is also taken into consideration The occupation of the respondents are divided into six categories. From North Goa out of 123 responses 34.1% of the respondents are students.25.2% of the respondents are selfemployed.3.23% of the respondents are employed in government department, whereas 28.4% of the respondents are employed and working under private department.7.31% of the respondents are housewives.1.62% of the respondents are employed under other occupations.

While from South Goa out of 47 responses,21.2% of the respondents are students. Self-employed respondents have 21.2% response rate.12.7% of the respondents are government employees and 34% of the respondents are private employees.10.6% of the respondents are housewife's and none of the respondents are working under other occupations.

Income levels of the respondents are assessed in terms of North Goa and South Goa. Out of 120 responses from North Goa, 72.5% of the respondents have income less than Rs.50,000. 20.8% of the respondents belongs to the income group of 50,000-1,00,000. 6.66% of the respondents have income of more than 1,00,000 rupees. With respect to South Goa, out of 60 responses 58.3% of the respondents have income of less than Rs.50,000. 41.6% of the respondents fall in between the income levels of Rs.50,000-1,00,000. None of the respondents from South Goa falls under the income group of more than 1,00,000.

3.2.1 Preferred Shopping Mall in Goa

Table 3.2 Preferred shopping malls in Goa

Shopping Malls preferred to visit in Goa	Number of respondents	%
Mall De Goa	173	94.5
Caculo Mall	10	5.46

Source: Compilation based on primary data

Table 3.2 represents the shopping malls preferred by respondents in the state of Goa. It can be observed at majority 173(94.5%) of the respondents prefer to visit Mall De Goa and 10(5.46%) of the respondents prefer Caculo mall.

3.2.2 Purpose of visiting the shopping mall

Table 3.3 Purpose of visiting the shopping mall

Purpose of visiting Shopping mall	Number of respondents	%
Shopping	37	20.2
Entertainment	8	4.3
Eating in food outlets	55	30.0
All of the above	83	45.3%

Source: Compilation based on primary data

Table 3.3 exhibits the purpose of respondents visiting the shopping mall. 37(20.2%) of the respondents visit the mall for shopping purpose. Whereas 8(4.3%) of the visit the malls for entertainment. Many respondents with 55(30%) visit the shopping mall for eating in food

outlets. While majority of the respondents 83(45.3%) visit the shopping mall for all the three reasons that is shopping, entertainment and eating in food outlets

3.2.3 Prefer to eat in an food court or formal restaurant

Table 3.4 Prefer to eat in a food court or formal restaurant

Interested eating in an food court or formal restaurant	Number of respondents	%
Interested eating in an independent restaurant	10	5.46%
Interested eating in food court	60	32.7%
All of the above	113	61.7%

Source: Compilation based on primary data

Table 3.4 represents that whether the respondents are interested in eating in a food court or interested in eating an independent restaurant. From the above table it can be seen that 10(5.46%) of the respondents are interested in having food in an independent restaurant. While many respondents 60(32.7%) are interested in eating in food court at mall.113(61%) of the respondents are interested in having food at both food court and in independent restaurant.

3.2.4 Frequency of visiting a food court

Table 3.5 Frequency of visiting food court

Frequency of visiting food court	Number of respondents	%
Once a week	6	3.32%
Once in two weeks	7	3.82%
Once a month	91	49.7%
Once in three months	79	43.1%

Source: Compilation based on primary data

Table 3.5 tells about the how many times customers visit a food court in shopping mall. Frequency of the customers represents that 6(3.32%) of the respondents visit the food court

once a week. While some of the respondents with 7(3.82%) visit the shopping mall once in two weeks. Majority of the respondents with 91(49.7%) visit the food court once a month. Whereas, most of the respondents with 79(43.1%) visit the shopping mall once in three months.

3.2.5 Time spent in a food court in shopping mall

Table 3.6 Time spent in a food court

Time spent in a food court in shopping mall	Number of respondents	%
15 minutes	7	5.6%
Up to 1 hour	64	52.0
Up to 2 hours	94	76.4%
3 hours or more	18	14.6%

Source: Compilation based on primary data

Table 3.6 states the time spent in shopping mall food court. Respondents with 7(5.6%) have spent 15 minutes in a food court. While 64(52%) of the respondents have selected option 2 that is 1 hour. Majority of the respondents with 94(76.4%) have spent up to 2 hours in a food court. And some of the respondents with 18(14.6%) have selected option 3 that is 3 hours or more.

3.2.6 Reason of preference for the restaurant used in a food court

Table 3.7 Reason of preference for the restaurant used in a food court

Reason of preference for the restaurant used in a food court	Number of respondents	%
Product being high Quality	24	19.5%
Brand Familiarity	22	17.8%
Its menu being diverse	83	67.4%
Affordable prices	54	43.9%

Source: Compilation based on primary data

Table 3.7 indicates the reason of customers for selecting a restaurant in a food court. Customers with 24(19.5%) visits a particular restaurant in the food court because its product being high quality. Respondents with 22(17.8%) have selected a particular restaurant because of its brand familiarity. Majority of the respondents with 83(67.4%) have selected a restaurant because of its menu being diverse. And many of the respondents with 54(43.9%) preferred a food court restaurant because of its affordable prices.

3.3 “What are the factors influencing and does satisfaction also influence buying behaviour of the customers at the food court?”

This section examines whether different factors of eating out at food courts in shopping malls influences satisfaction, which also affects the consumers purchase intention, purchase decision and continuance intention. Under this research question, 3 proposed models were developed and the constructs used in these models are explained in chapter 2. Primary data was collected in the form of online questionnaire. All the 3 proposed models were tested. From all the 3 models, proposed model 3 was found to be the most appropriate and reliable. In the proposed model 3 satisfaction is taken as a dependent factor, which helps in describing the influence of satisfaction on purchase intention, purchase decision and continuance intention. Hence the following hypothesis have been formed considering model 3 as the appropriate model.

RQ1: *“What are the factors influencing and does satisfaction also influence buying behaviour of the customers at the food court?”*

H1a: *Price has a significant influence towards satisfaction.*

H1b: *Food Quality has a significant influence towards satisfaction.*

H1c: *Hygiene has a significant influence towards satisfaction.*

H1d: *Ambiance has a significant influence towards satisfaction.*

H1e: Menu has a significant influence towards satisfaction.

H1f: Staff has a significant influence towards satisfaction.

H1g: Location has a significant influence towards satisfaction.

H1h: Customer satisfaction has a significant influence towards purchase intention.

H1i: Purchase intention has a significant influence towards purchase decision.

H1j: Purchase decision has a significant influence towards continuance intention.

Table 3.8 Measurement Model Assessment

Items	Loadings	CA	CR	AVE
Price				
1. I feel that the prices of the food at the food court are value for money	0.89	0.69	0.86	0.76
2. I find the prices at the food court affordable	0.84			
Food Quality				
1. I feel that the food offered at the food court is made with different flavours and taste	0.74	0.63	0.80	0.57
2. The food is served at the appropriate temperature	0.76			
3. The food Quality is worth the price paid	0.77			
Hygiene				
1. A clean sanitary/comfort room is available in the food court.	0.66	0.69	0.82	0.61
2. The food prepared at the food court is clean and hygienic	0.83			
3. The food courts tables and dining area are neat and hygienic	0.84			
Ambiance				
1. The food court has creative decorations	0.74	0.80	0.85	0.50
2. The facility layout allows me to move around easily at the food court	0.67			
3. The interior design is visually attractive	0.73			
4. The food court has radiant lighting and creates comfortable atmosphere	0.71			
5. Colours that create a pleasant ambience were used in the food court.	0.72			
6. The food court has comfortable seats at the dining area	0.65			

Menu					
1. The menu of the food court offers wide variety of cuisines to its customers]	0.87	0.60	0.79	0.56	
2. The menu of the food court offers green and healthy food to its customers	0.72				
3. Food court offers different food combos to its customers	0.63				
Staff					
1. Employees of the food court delivers fast services to its customers	0.71	0.66	0.79	0.49	
2. I feel that the staff of the food court is patient in dealing with customers	0.78				
3. The employees of the food court are neat and well dressed	0.64				
4. I feel that the staff of the food court is patient in dealing with customers	0.67				
Location					
1. The food courts location is easily accessible	0.77	0.74	0.85	0.66	
2. The location of the food court is safe and secured	0.83				
3. The food court is situated in a well-established region.	0.83				
Satisfaction					
1. I am satisfied with the services provided at the food court	0.66	0.78	0.84	0.48	
2. I feel happy after consuming different cuisines at the food court	0.74				
3. I am satisfied with the food provided at the food court	0.73				
4. I feel satisfied by visiting food court with my family and friends	0.74				
5. I am pleased to have visited this food court	0.67				
6. I really enjoyed myself at the food court	0.60				
Purchase Intention					
1. I intend to purchase different cuisines at the food court	0.78	0.67	0.82	0.60	
2. I intend to purchase green and healthy food at the food court	0.82				
3. I intend to visit this food court again	0.72				
Purchase Decision					
1. All things considered; I feel good about my decision to dine out at this food court	0.82	0.74	0.85	0.65	
2. Considering all my experience with this food court, my choice to dine out at this food court is a wise one	0.80				
3. Overall, I am satisfied with this food court	0.79				
Continuance Intention					
1. I would like to come back to this food court in the future	0.78	0.79	0.88	0.71	
2. I would recommend this food court to my friends or others	0.87				
3. I would say positive things about the food court to others	0.86				

Source: Compilation based on primary data

3.3.1 Measurement model

The above **table 3.8** exhibits Measurement Model that is Confirmatory Factor Analysis (CFA). Wherein Factor loadings, Cronbach alpha (CA), Composite reliability (CR), Average variance extracted (AVE) and Discriminant validity is carried out. Outer factor loading of a standardized indicator, shows how much of the variation in the item is explained by the construct. The acceptable factor loadings value should be 0.7. However, in general, indicators with outer loadings between 0.40 and 0.70 should to be taken into consideration for scale reduction only in cases where doing so increases the composite reliability (Hair, Ringle, & Sarstedt, 2011). However, in the above table most of the factor loadings are above 0.7 which is acceptable. But, some of the factor loading values are less than 0.7. Occasionally, indicators with lower outer loadings are kept in place because of their contribution to content validity (Hair, Ringle, & Sarstedt, 2011). Cronbach's alpha (CA) indicates how closely the related items are grouped as one construct. Acceptable value of Cronbach alpha should be 0.7 however some values are less than 0.7, however these values are not removed and are kept for further analysis. Composite reliability (CR) is carried out to confirm that Cronbach alpha was done. This is so because sometimes Cronbach alpha underestimates the scale reliability. The acceptable value of Composite Reliability (CR) is 0.7. Meanwhile all the value of composite reliability in the above table are above 0.7 and hence are acceptable. Average Variance extracted (AVE) indicates how much variance is explained by each construct based on its items. The value of AVE should be above 0.5. However, constructs like staff and satisfaction has AVE as 0.49 and 0.48 which is below the threshold limit of 0.5.

Table 3.9 Discriminant Validity (Fornell Larcker Criterion)

	AM	CI	FQ	HY	LO	ME	PR	PD	PI	SAT	STA
AM	0.71										
CI	0.41	0.84									
FQ	0.57	0.46	0.76								
HY	0.52	0.39	0.44	0.78							
LO	0.54	0.24	0.41	0.34	0.81						
ME	0.59	0.43	0.52	0.52	0.36	0.75					
PR	0.23	0.32	0.21	0.33	0.29	0.37	0.87				
PD	0.53	0.68	0.49	0.51	0.38	0.53	0.30	0.81			
PI	0.53	0.39	0.51	0.26	0.42	0.45	0.28	0.46	0.77		
SAT	0.57	0.54	0.67	0.51	0.58	0.53	0.47	0.66	0.60	0.69	
STA	0.59	0.41	0.54	0.56	0.47	0.45	0.43	0.48	0.44	0.57	0.70

Source: Compilation based on primary data

3.3.2 Discriminant Validity (Fornell Larcker criterion)

The results of discriminant validity using Fornell Larcker Criterion are shown in the above table 3.9. The degree to which a construct is actually different from other constructs according to empirical standards is known as discriminant validity. A construct must be distinct and able to capture phenomena that other constructs in the model are unable to capture in order to demonstrate discriminant validity. In the above table Fornell Larcker criterion is used to find out the discriminant validity. It contrasts the latent variable correlations with the square root of the AVE values (Hair, Ringle, & Sarstedt, 2011). However, considering every need of the measurement model is met, the suggested model can be considered reliable and appropriate for further analysis.

Table 3.10 Evaluation Of structural Model

Variables	β Value	T Statistics	P Values	Hypothesis	R ²	Q ²	F ²	Effect
Price Satisfaction ->	0.25	3.13	0.00*	Supported			0.13	S
Food quality Satisfaction ->	0.40	3.94	0.00*	Supported			0.26	M
Hygiene Satisfaction ->	0.10	1.08	0.27	Not Supported			0.01	S
Ambiance Satisfaction ->	0.07	0.68	0.49	Not Supported			0.00	S
Menu Satisfaction ->	0.04	0.37	0.70	Not Supported			0.00	S
Staff Satisfaction ->	0.00	0.05	0.95	Not Supported			0.00	S
Location Satisfaction ->	0.25	2.25	0.02*	Supported	0.65	0.56	0.11	S
Satisfaction Purchase intention ->	0.60	6.16	0.00*	Supported	0.36	0.30	0.56	L
Purchase intention Purchase Decision ->	0.46	3.67	0.00*	Supported	0.21	0.20	0.27	M
Purchase Decision Continuance Intention ->	0.68	8.98	0.00*	Supported	0.47	0.12	0.89	L

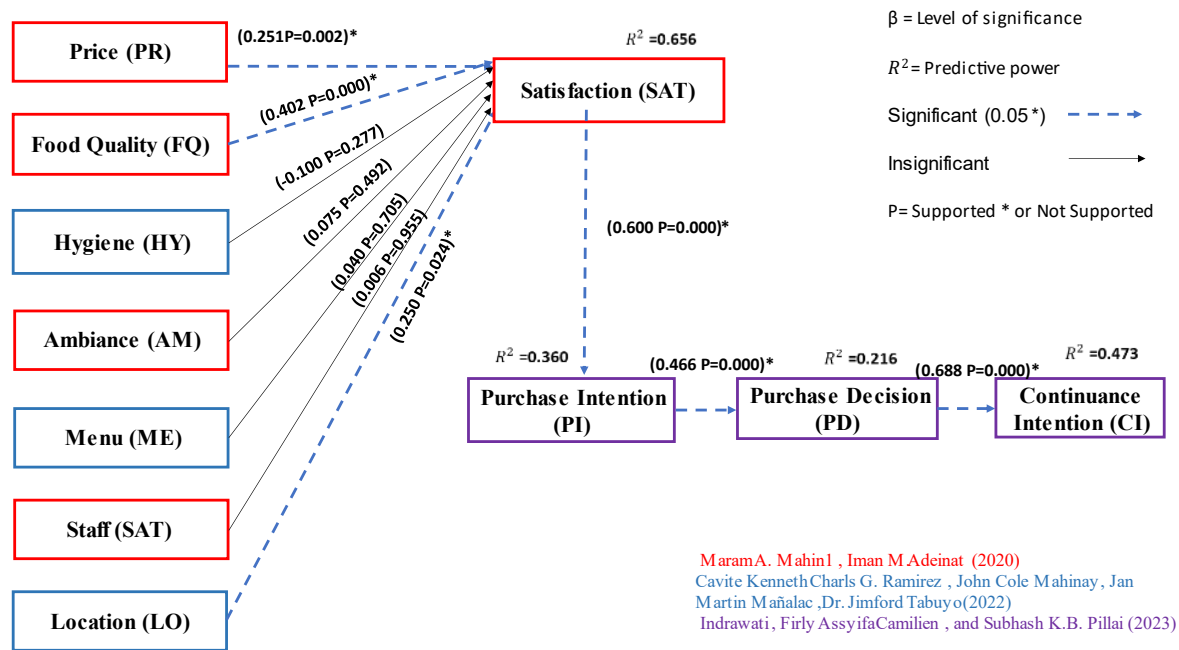
* Significance at 0.05

Source: Compilation based on primary data

3.3.3 Structural Model

After finding the reliability and validity in measurement model, assessment of structural model was carried out in the table 3.10. It involved path coefficient, T- statistics, P-value, R^2 , F^2 , and Q^2 . Path coefficient or beta examines the linkage between the independent and dependent variables T- statistics indicates how far actual data deviates from the null hypothesis, which

holds that there is no relation between the variables. P value is the probability value which indicates the association between two or more variables is significant or insignificant. In the above table P value of constructs such as Hygiene -> Satisfaction, Ambiance -> Satisfaction, Staff -> Satisfaction have insignificant relationship as these values are more than 0.05. However, constructs such as Price -> Satisfaction, Food quality -> Satisfaction, Location -> Satisfaction, Satisfaction -> Purchase intention, Purchase intention -> Purchase Decision, Purchase Decision -> Continuance Intention have a positive and significant relationship as they are less than 0.05. The values which are insignificant are not supported in terms of hypothesis, while values which are significant are supported in terms of hypothesis. In case of R^2 ,. which is also known as coefficient of determinants, illustrates how the independent variable accounts for the variance in the dependent variable. However, the above model explains 0.65 percent of the variance for satisfaction, 0.36 percent of variance for purchase intention, 0.21 percent for purchase decision and 0.47 percent of variance for continuance intention. The above table also exhibits the, Q^2 as well as F^2 . Q^2 basically, measures the models predictive power based on the independent variable whereas degree of correlation between the observed independent variables and the dependent variables was measured using F^2 . The effect size of F^2 can be classified as small, medium, large effect, if F^2 values exceed 0.02, 0.15 and 0.35.



Proposed Model 3

Figure 3.1 Results of Tested Model

3.4 How do the respondents react based on their habit of creating content on social media

This section investigates the potential influence of several factors on consumers habit to create content on social media. Here, three proposed models were developed, wherein the constructs used are explained in Chapter 2. After testing all the three proposed models, it was determined that model 1 was the most suitable and reliable. Therefore, the following hypothesis have been developed considering model 1 as the most appropriate model

RQ2: “How did the respondents react based on their experience”

H2a: *Personal Integrative has a positive and significant influence towards consumer’s habit.*

H2b: *Altruism has a positive and significant influence towards habit.*

H2c: *Social benefits has a positive and significant influence towards habit.*

H2d: *Economic Benefits has a positive and significant influence towards habit.*

H2e: *Hedonic Benefit has a positive and significant influence towards habit.*

H2f: *Attitude has a positive and significant influence towards habit.*

H2g: *Willingness to create content has a positive and significant influence towards habit.*

3.11 Measurement of the model

Items	Loadings	CA	CR	AVE
Personal integrative				
1.I post review of my experience if public/social recognition is attached to it	0.79	0.54	0.81	0.68
2.I post to impress and show off my activities to friends	0.86			
Altruism				
1.I want to help others with my own experiences	0.84	0.76	0.86	0.67
2.I want to enable others to make a good decision	0.83			
3.I want to help the company to improve their services	0.79			
Social Benefits				
1.I meet new people when I post my reviews	0.80	0.46	0.78	0.65
2.To enhance the strength of my affiliation with the consumer community	0.80			
Economic Benefits				
1.I receive reward for posting my experience on social media	0.87	0.64	0.84	0.73
2.I want to make money for posting my positive experience	0.83			
Hedonic Benefits				
1.Sharing personal experience is really enjoyable and fun	0.89	0.79	0.90	0.82
2.Posting reviews is a fun way to kill time	0.92			
Attitude				
1.Posting reviews is thrilling and gives nice experience	0.90	0.81	0.91	0.84
2.I feel positive about posting reviews	0.93			
Habits				
1.It became a habit to post once I visit and try different cuisines at the food Court	0.86	0.67	0.85	0.75
2.I am addicted to create content after my every visit to a food court	0.86			
Willingness to create content				
1.I provide my reviews once I taste different cuisines at food court	0.84	0.81	0.89	0.73
2.I intend to continue posting reviews of delicious food offered at the food court	0.88			
3.I think my content is useful for companies and the visitors	0.84			

Source: Compilation based on primary data

3.4.1 Result of Measurement Model

The above table 3.11 represents the results of the Measurement model. The measurement model measures factor loadings, Cronbach alpha (CA), Composite reliability (CR), And Average variance extracted (AVE). Factor loadings examines how effectively an item represents the underlying constructs. Factor loading greater than .70 is often advised. The factor loadings value of all the constructs in the above table is 0.7, which means that the items effectively represent the underlying constructs. Cronbach alpha values of some factors are 0.7. However, constructs such as personal integrative, social benefits, economic benefits and habits have Cronbach alpha as 0.54, 0.46, 0.64 and 0.67, which is less than the threshold limit of 0.7. However, these values are not removed from the table as they are important for further analysis. While values of composite reliability (CR) and Average variance extracted (AVE) of all the constructs are above 0.7 and above 0.5 hence they are acceptable and appropriate for further analysis.

3.12 Discriminant Validity

Source: Compilation based on primary data

	Altruism	Attitude	Economic benefits	Habits	Hedonic Benefits	Personal Integrative	Social Benefits	Willingness to create content
Altruism	0.82							
Attitude	0.60	0.91						
Economic benefits	0.33	0.27	0.85					
Habit	0.43	0.51	0.40	0.86				
Hedonic Benefits	0.51	0.66	0.45	0.41	0.91			
Personal Integrative	0.49	0.44	0.46	0.55	0.47	0.82		
Social Benefits	0.52	0.44	0.57	0.51	0.58	0.57	0.80	
Willingness to create content	0.46	0.48	0.35	0.66	0.44	0.57	0.53	0.85

3.4.2 Discriminant validity

The Fornell-Larcker Criteria served as the primary basis for evaluating the model's discriminant validity. According to the Fornell-Larcker criterion, each construct's average variance extracted (AVE) square root must be higher than the highest correlation it has with any other construct. Above table illustrates that for each construct that is bolded on the diagonal, the square root of the AVE value was bigger than all other values in the identical column and row. Also, they were all higher than the correlation between this construct and the others, suggesting that the measurement model had strong discriminant validity.

3.13 Structural Model

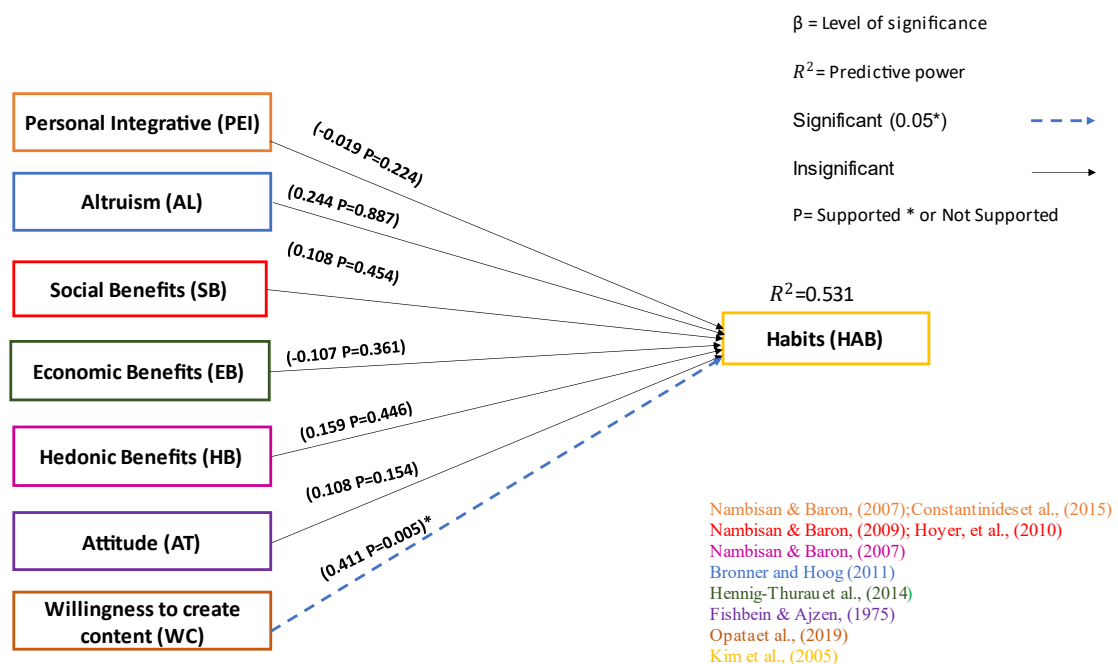
Variables	β Value	T Statistics	P Values	Hypothesis	R2	Q2	F2	Effect
Personal Integrative -> Habits	-0.01	1.21	0.22	Not Supported			0.02	S
Altruism -> Habits	0.24	0.14	0.88	Not Supported			0.00	S
Social Benefits -> Habits	0.10	0.74	0.45	Not Supported			0.01	S
Economic Benefits -> Habits	-0.10	0.91	0.36	Not Supported			0.01	S
Hedonic Benefits -> Habits	0.15	0.76	0.44	Not Supported			0.01	S
Attitude -> Habits	0.10	1.42	0.15	Not Supported			0.05	S
Willingness -> Habits	0.41	2.80	0.00*	Supported	0.53	0.34	0.20	M

* Significance at 0.05

Source: Compilation based on primary data

3.4.3 Results of Structural Model

The above table explains the results of different test like path coefficient or beta, T- statistics, P values, R^2 , F^2 , and Q^2 . When considering beta values from the above table constructs such as personal integrative, altruism, social benefits, economic benefits, hedonic benefits, attitude explains negative and insignificant relation among independent and dependent variable. However, willingness to create content reflects a positive and significant relationship among variables. P values which are less than 0.05 are considered significant and P values above 0.05 are considered insignificant. However, in the above table only willingness to create content, is supported in terms of hypothesis. Meanwhile all the other constructs reflect an insignificant relationship and hence are not supported in terms of hypothesis. R^2 value of willingness to create content is 0.531 which is moderate in nature. Q^2 value indicates a predictive value. R^2 indicates models explanatory power and Q^2 ensures models' predictive power. F^2 indicates the size of the results in terms of small, large and medium.



Proposed Model 1

Figure 3.2 Results of tested model

3.5 Combined model

3.14 Combined Structural model

Variables	β Value	T Statistics	P Values	Hypothesis	R2	Q2	F2	Effect
Price -> Satisfaction	0.23	2.90	0.00*	Supported			0.11	S
Food quality -> Satisfaction	0.37	3.55	0.00*	Supported			0.23	M
Hygiene -> Satisfaction	0.08	0.91	0.36	Not Supported			0.01	S
Ambiance -> Satisfaction	0.04	0.44	0.65	Not Supported			0.00	S
Menu -> Satisfaction	0.04	0.37	0.70	Not Supported			0.00	S
Staff -> Satisfaction	0.10	1.03	0.29	Not Supported			0.01	S
Location -> Satisfaction	0.23	2.088	0.037*	Supported	0.65	0.57	0.09	S
Purchase intention -> Purchase Decision	0.46	3.67	0.00*	Supported	0.21	0.20	0.27	M
Purchase Decision -> Continuance Intention	0.68	8.90	0.00*	Supported	0.47	0.12	0.89	L
Continuance Intention -> Habits	-0.08	0.91	0.36	Not Supported	0.53	0.34	0.01	S
Personal Integrative -> Habits	0.19	1.387	0.16	Not Supported			0.03	S
Altruism -> Habits	-0.00	0.04	0.96	Not Supported			0.00	S
Social Benefits -> Habits	0.11	0.81	0.41	Not Supported			0.01	S
Economic Benefits -> Habits	0.09	0.82	0.41	Not Supported			0.01	S
Hedonic Benefits -> Habits	-0.11	0.82	0.40	Not Supported			0.01	S

Attitude -> Habits	0.24						0.05	
		1.46	0.14	Not Supported				S
Willingness -> Habits	0.41						0.21	
		2.85	0.00*	Supported				M

* Significance at 0.05

Source: Compilation based on primary data

3.5.1 Results of Structural Model

The composite model is framed to have a better understanding about the factors influencing customers buying behavior as well as factors influencing consumers habit to create content on social media. This model tries to combine the objective 1 and objective 2. The detailed results of objective 1 and 2 are explained in the same chapter, that is chapter 3. The composite model was tested on smart pls with the help of SEM. The results are mentioned in the above table. It can be seen that in the table 3.15 path coefficient that is beta explains positive as well as negative relationship between the variables. T statistics of above 1.96 is considered significant. However factors like hygiene, ambiance, menu, staff, continuance intention related to habits, personal integrative, altruism, social benefits, economic benefits, hedonic benefits, Attitude, and willingness to create content shows negative and insignificant relationship .Whereas constructs such as price, food quality, location, purchase intention, purchase decision, and willingness to create content shows a positive and significant relation values above 0.05 are not supported and P values below 0.05 are supported in terms of hypothesis. R^2 explains explanatory power. Q^2 explains the predictive power while F^2 , explains the size of the test results. The R^2 of satisfaction is 0.65, R^2 of purchase intention is 0.21, purchase decision is 0.47 and R^2 of continuance intention with respect to habits is 0.53.

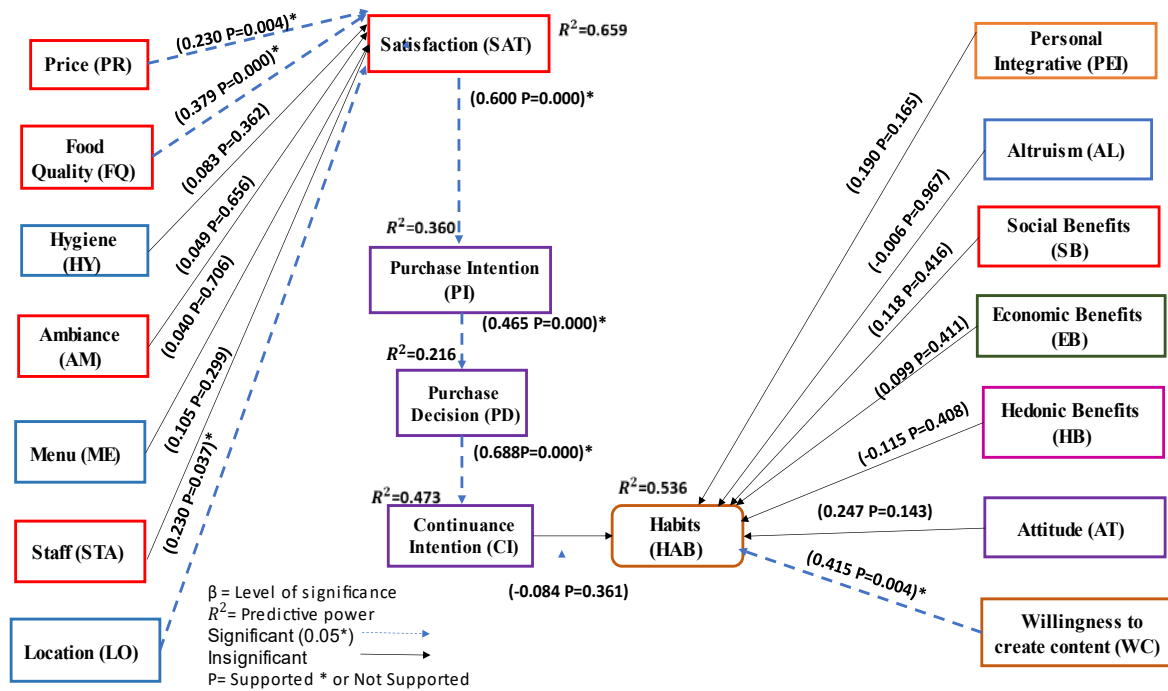


Figure 3.3 Result of Composite model

3.6 Summary

This chapter tries to examine the demographic profile of the respondents, objective 1 which is related to influencing factors and does satisfaction also influences the purchase intention, purchase decision, continuance intention of the customers. This chapter also studies objective 2, which is related to content creation and objective 3, which is related to developing a comprehensive model in order to have better understanding about the study. With respect to demographic profile, Frequency test is carried out to verify the demographic profile of the respondents. The results of the demographic profile is based on the location that is North Goa and South Goa. Demographic profiles such as age, gender, educational level, marital status, occupation and income was assessed for frequency test. Other factors such as most preferred shopping mall, reason of preference, time spent, reason for visiting the food court was also separately calculated in the form of frequency table. The results of the frequency tests states that with respect to gender female respondents are more from North Goa with (75%), than male

respondents from South Goa with (19%) who visits and consumes food at the food courts in malls. (82%) of the respondents are from age group of 21-30 years from North Goa, whereas (41%) of the respondents belongs to the same age group and is from South Goa. In terms of educational levels graduates are more from North Goa than South Goa. Also, in terms of marital status, occupation, and income levels most of the respondents are from North Goa with highest percentages than South Goa.

This chapter also explains the three objectives along with the results of the three proposed models. All the three proposed models are tested with the help of smart PLS. Confirmatory factor analysis was carried out which involved factor loadings, Cronbach alpha, composite reliability, average variance extracted and discriminant validity. Structural model was also tested for all the three models. It involved path coefficient, T- statistics, P value, R^2 , F^2 , and Q^2 .

The objective 1 explains that influencing factors of eating out at food court in shopping malls. The test results indicates that constructs such as hygiene, ambiance and staff have a negative and insignificant effect on satisfaction. Whereas factors such as price, food quality, location has a positive effect on satisfaction, and satisfaction has a positive influence towards purchase intention, purchase intention has a positive effect towards purchase decision and purchase decision has a positive and significant effect on continuance intention.

The second objective indicates the how respondents react based on their social media reaction. Different factors are considered while studying this objective. The results of the same indicates that constructs such as personal integrative, altruism, social benefits, economic benefits, hedonic benefits, and attitude has a negative and insignificant effect on habits. While construct named willingness to create content has a positive and significant influence towards habits.

The third objective examines the development of a composite model, which is a combination of objective 1 and objective 2. The results of the composite model are same as explained above except for continuance intention which shows a negative and insignificant effect on habits.

CHAPTER 4: SUMMARY, FINDINGS AND CONCLUSION

4.1 Introduction

This study aims to represent Gastronomy: influencing factors of eating out at food courts in shopping malls. The entire study is divided into 4 parts. The first part deals with demographic Profile of the respondents who have visited and consumed food at food courts in shopping malls. Based on other previous studies, cross tabulation is carried out in this study, wherein location is taken as base for calculations. All the aspects related to the demographic Profile of the respondents are calculated, interpreted and organized in the form of tables under chapter 3

Second part deals with the Research question 1, that is what are the factors influencing and does satisfaction also influences the purchase intention, purchase decision and continuance intention of the customers. This part explains the different influencing factors of eating out at food courts in shopping malls and also the factors which are used in the previous studies. The influencing factors which are taken from previous studies are explained in chapter 2. Based on these constructs 3 proposed models have been developed. Out of the three models the 3rd proposed model was found appropriate and reliable. Later the selected model was tested with the help of smart pls and the results were drawn. The model results and interpretations are explained in chapter 3 under table 3.7. The third part exhibits the RQ 2, that is how the respondents react based on their social media reaction. This part basically talks about the consumer's willingness to create content on social media. Here different factor related to content creation were taken into consideration. The factors related to content creation are explained in chapter 2. In order to find the answer to the second research question, three proposed models were developed, out of which the most reliable model was selected for testing. Out of the three proposed models of content creation, model 1 was found to be reliable. Later this model was tested with the help of measurement model and structural model. The test results and interpretations are mentioned in the chapter 3. Lastly the 4th part deals with a

composite model which is based on research question 3, which states that, is it possible to develop a comprehensive model in order to have a better understanding about the study. This composite model is basically a combination of models selected 1st and 2nd part of the study. Later this composite model was tested and the results of the model are mentioned in chapter 3.

In order have appropriate results, different statistical tests were carried out. The first objective comprises of 6 independent constructs and 4 dependent constructs. 6 independent constructs are price, food quality, hygiene, ambiance, staff, location and 4 dependent constructs are satisfaction, purchase intention, purchase decision, and continuance intention. Tests used under measurement model were factor loadings, Cronbach alpha (CA), composite reliability (CR), Average variance extracted (AVE) and discriminant validity with the help of Fornell Larcker criterion was taken into consideration. Structural model (SEM) was also performed to find the test results which involved path coefficient or beta, r square, t- statistics, f square and Q square.

The second objective deals with 8 influencing factor of content co- creation on social media related to eating out at food courts in shopping malls. SEM was used to find out the relationship between habits and other constructs of content co-creation. Meanwhile to find out the relationship between the objectives mentioned above a composite model was developed and was tested with the help of factor loadings, Factor Loading, Cronbach's Alpha (CA), Composite Reliability (CR) & Average Variance Extracted (AVE), Path Coefficients and Discriminant Validity are used to study the third objective of composite model.

The methodology used in the study involved a primary study, which involved an online questionnaire which was circulated among different individuals. Snowball sampling method was used for circulation of the questionnaire. The questionnaire involved a 5-Point Likert scale questions. This study tried to study all the three objectives mentioned above, whereas no

previous studies have not done the same. Hence this makes the study unique and different in its nature.

4.2 Summary

4.2.1 Demographic Profile of the respondents

This study tries to find out the demographic characteristics of the respondents. The demographic Profile of the respondents are studied while keeping location that is North Goa and South Goa as the base for calculation. Demographic characteristics of the respondents involved age, gender, educational level, marital status, income, occupation and location. The demographic characteristics of the respondents was calculated with the help of frequency table that is cross tabulation which is shown in the table 3.1 in chapter 3. Other than demographic Profile of the respondents, other questions related to the consumer taste and preferences was also calculated in the form of frequency tables. These tables are explained in chapter 3 starting from **table 3.1 to table 3.7**.

4.2.2 Influencing factors of eating out at food courts and does satisfaction also influences the purchase intention, purchase decision, and continuance intention of the customers visiting the food court.

The above part explains about research question 2 and objective 2. It tries to explain whether satisfaction also influences the purchase intention, purchase decision and continuance intention of the customers eating and visiting food courts in shopping malls. Under objective 1, three proposed models were developed and the model with more reliability was selected for testing. Here proposed model 3 was found to be the more reliable and hence was selected for testing. The third proposed model deals with all together 10 constructs, where 6 constructs are influencing factors while 4 constructs are dependent variables which tells whether satisfaction also influences the purchase intention, purchase decision, continuance intention of the

customers. Structural Equation Modelling was used to identify the relationship between different constructs. The method used for sampling was snowball sampling. This study used 5-point Likert scale. The models were tested with the help of measurement model which involved convergent validity and reliability that calculated factor loadings, Cronbach's Alpha (CA), Composite Reliability (CR) & Average Variance Extracted (AVE), and Discriminant Validity with the help of Fornell Larcker criterion. Structural modelling was also used to carry out tests like path coefficients or beta, P values, T-statistics, R square, F square, and Q square.

4.2.3 Factors influencing customers habit to create content on social media

This part deals with RQ2 and objective 2. The factors which influence consumers to create content on social media is studied in this section. In the objective 2, three proposed models were developed, wherein proposed model 1 was found to be more appropriate. Proposed model 2 contains 8 constructs where 7 constructs are independent and construct named habit is dependent. However, measurement model was used to carry out different tests like factor loadings, Cronbach alpha, Composite reliability, Average variance tested and Discriminant validity with the help of Fornell

Larcker criterion. Structural modelling was used for different tests like path coefficients, P value, T-statistics, R^2 , F^2 , and Q^2 .

4.2.4 Composite Model

Composite model is basically a combination of models used in objective 1 and objective 2. This composite model contains 14 independent factors and 5 dependent factors which are combination of both the models. This model is developed in order to get a proper understanding about the study and the proposed models. Results of models related to objective 1 and 2 are interpreted and explained in the tables 3.8, 3.9, 3.10, 3.11, 3.12, and 3.13. Tests like measurement model and structural model was also performed to get the reliable results.

4.3 Findings

4.3.1 Demographic Profile of the respondents

This study provides the demographic profile of the respondents who visited and had food at the food courts in shopping malls. The results of the frequency table is mentioned in chapter 3 under (table 3.1). The demographic profiles are calculated on the basis of location that is North Goa and South Goa. From the table 3.1, it can be observed that out of total 183 responses, 123 responses are from North Goa where females are more with 60.9% and male respondents are less with 39.0%. In the case of South Goa out of 28 respondents 67.8% are males which is higher than female that is 32.1%. Similarly, a study done by (Maram A. Mahin, Iman M. Adeina, 2020) showed a male to female ratio of 29 to 71%. According to the gender distribution, women appear to be far more prevalent in food courts, which is consistent with their domestic responsibilities and the fact that they visit them more frequently than males. With respect to Age different age groups of the respondents were assessed, where in a total of 123 respondents are from North Goa. Respondents with age group of 18-20 years have a response rate of 5.69%. Age group of 21-30 years is highest with 66.6%. 8.13% of the respondents belongs to the age group of 31-40 years. Respondents in age group of 50 years and above have 4.06% response rate. In case of South Goa out of 57 respondents, 7.01% belongs to the age of 18-20 years. Respondents in 20-30 years received highest response of 71.9%. 30-40 years of respondents have response of 15.7%, whereas 41-50 years of age have a response rate of 1.75%. Respondents from the age group of 50 years and above consist of 3.50%. Similar results are derived by a study done by (Manohar and Ravilochan, 2012) states the same.

A study carried out by (Madan and Kumari, 2012) states that most of those who visited malls were graduates. While the present study considering the educational level of the respondents, 122 responses were from North Goa. 22.9% of the respondents have education up to 10th

standard. 14.7% of the respondents have completed their education up to 12th standard. 43.4% of the respondents, which is highest are graduates from North Goa. 13.1% of the respondents have completed their post -graduation 5.73% of the respondents are professionals.

From South Goa out of 60 responses, 13.3% of the respondents have studied up to 10th standard. 20 % of the respondents have completed their education in 12th standard. Most of the respondents with 45% possesses graduation degree. 6.66% of the respondents have completed their education and have post- graduation degree and 15% of the respondents are professional.

From South Goa out of 60 responses, 13.3% of the respondents have studied up to 10th standard. 20 % of the respondents have completed their education in 12th standard. Most of the respondents with 45% possesses graduation degree. 6.66% of the respondents have completed their education and have post- graduation degree and 15% of the respondents are professional.

The demographic characteristics consist of marital status of the respondents. From a total of 123 respondents from North goa, most of the respondents are single with 73.1%. whereas 26.8% of the respondents are married. In case of South Goa out of 60 responses 71.6% of the respondents are single and 28.3% of the respondents are married.

Occupation of the customers visiting and eating food at the food courts in malls is also taken into consideration The occupation of the respondents are divided into six categories. From North Goa out of 123 responses 34.1% of the respondents are students. 25.2% of the respondents are selfemployed. 3.23% of the respondents are employed in government department, whereas 28.4% of the respondents are employed and working under private department. 7.31% of the respondents are housewives. 1.62% of the respondents are employed under other occupations. However, a study done by (Dr Mamta Mohan, Kavita Tandon) states that almost 22% of the samples were student, which is similar to the present study in terms of North Goa.

While from South Goa out of 47 responses, 21.2% of the respondents are students. Self-employed respondents have 21.2% response rate. 12.7% of the respondents are government employees and 34% of the respondents are private employees. 10.6% of the respondents are housewife's and none of the respondents are working under other occupations. Meanwhile a study done by

Similarly, a study done by (Madan and Kumari 2012) states the same that majority visitors had a monthly income of less than 30000 rupees. The present study states that Income levels of the respondents are assessed in terms of North Goa and South Goa. Out of 120 responses from North Goa, 72.5% of the respondents have income less than Rs.50,000. 20.8% of the respondents belongs to the income group of 50,000-1,00,000. 6.66% of the respondents have income of more than 1,00,000 rupees. With respect to South Goa, out of 60 responses 58.3% of the respondents have income of less than Rs.50,000. 41.6% of the respondents fall in between the income levels of Rs.50,000-1,00,000. None of the respondents from South Goa falls under the income group of more than 1,00,000.

4.3.2 Factors influencing and does satisfaction also influences the purchase intention, purchase decision and continuance intention of the customers visiting the food court

This chapter provides the findings of the results for the first research question. The findings of the study are mentioned below:

Price in the commercial and institutional food service sectors, price and value have a significant role in influencing customer satisfaction, which in turn influences the likelihood that customers will return (Kim et al., 2009). (El Hedhli et al., 2013) evaluated the functionality of shopping malls by taking into account goods value. Based on the hypothesis price shows significant results that is P- value of (0.02) which means H1a is accepted. This finding is not similar to the

findings done by (Maram A. Mahin , Iman M. Adeina,2020) which shows that price has negative and insignificant effect on customer satisfaction.

Food quality refers to numerous studies have shown that food quality is a critical component of customers satisfaction with their dining experiences (Josiam et al., 2017; Kim, Hertzman, & Hwang, 2010; Wu & Mohi, 2015). Researchers have empirically examined the connection between meal quality and consumer happiness in a number of studies. The hypothesis used in the above study states that food quality has a positive effect on customer satisfaction. Hence the hypothesis H1b used in this study is also accepted.

Hygiene refers to the circumstances and procedures required to ensure food safety from manufacturing to consumption are known as food hygiene. Contamination of food can occur at any stage of the food production process, including harvesting, processing, distribution, transportation, and storage. (Neeraj Gupta, Nadira Anjum, Juli Dogra Bandal, March 2022). Study done by (Kenneth Charls G. Ramirez , John Cole Mahinay , Jan Martin Mañalac , Dr. Jimford Tabuyo, 2022) states that hygiene has an insignificant impact. And hence the hypothesis found in this study is rejected. This study also shows the similar results, that is in the present study P value of hygiene is (0.277) which is more than 0.05. It shows a negative and insignificant effect on satisfaction. Hence hypothesis H1c is rejected

Ambiance means Shopping mall atmosphere, also known as ambience, is a key consumer indicator of the quality of the establishments (Smith & Burns, 1996). (Raajpoot, 2002) The previous study states that ambience has did not have a significant effect on customer satisfaction. Similarly, H1d is rejected in this study because the p value of ambience is more than the significance level.

Menu refers list of the foods and drinks that food courts offer or provide, usually in response to customer demand. However previous study which is done by (Kenneth Charls G. Ramirez ,

John Cole Mahinay , Jan Martin Mañalac , Dr. Jimford Tabuyo, 2022) states that menu has positive and significant effect towards customer satisfaction. But in this study menu has a negative and insignificant effect on satisfaction. Hence H1e is rejected.

Staff refers that in the service industry, employees are crucial since they affect both the organization's profitability and the quality of services offered. Researchers came to the conclusion that an employee's personal abilities, or how helpful, kind, and nice they were or weren't, might make a positive or negative first impression on the customer (Smith et al,1999). Previous study and this study states that staff has insignificant influence on customer satisfaction Hence H1f it is rejected.

Location of the food court indicates a number of things, including how easy it is to find, how traffic-free it is, how safe and secure it is, and whether it is in a well-known region. Therefore, location is considered as a crucial factor while determining the customer satisfaction. Previous study carried out by (Kenneth Charls G. Ramirez , John Cole Mahinay , Jan Martin Mañalac , Dr. Jimford Tabuyo, 2022) states that location has a positive effect on customer satisfaction. However, the present study also shows the similar results, that location has a positive and significant effect on satisfaction. Hence hypothesis H1g is accepted.

Satisfaction refers to the level of happiness that a customer has with a product or service is known as customer satisfaction. Customer satisfaction has a huge potential to foster enduring relationships and reduce consumers' propensity to migrate to other goods or services, become less price sensitive, be willing to make larger purchases more frequently, and refer others to the products (Pawitra and Harsono, 2017). According to (Jung, Kim, and Kim ,2020) states that customer satisfaction has a positive influence towards purchase intention. However, this study also states the same that satisfaction has a positive impact on purchase intention. Hence hypothesis H1h is accepted.

Purchase Intention refers to the possibility that customers will make purchases is referred to as purchase intention. The stronger the purchase intention, the higher the possibility of purchasing that product (Schiffman, L.; Kanuk, L, 2015 and Lee, W.-I.; Cheng, S.-Y.; Shih 2017). According to (Chakraborty 2019), consumers' purchasing intentions are ultimately influenced by their perceptions of brand awareness and value. Previous study and this study states that purchase intention has a significant impact on purchase decision. So H1i is accepted.

Purchase Decision refers to the process a customer goes through to determine a need, generate possibilities, and select a particular product and brand is known as the purchase decision. A purchase decision is one that an individual makes from a variety of alternative options. It is the outcome of an integration process that blends knowledge and attitude to assess and select from various alternative behaviours. The process gathers all the knowledge that consumers have acquired regarding the value factors that assist them in choosing a single product from two or more options (Miller, Wiltsey-Stirman, and Baumann 2020). Previous study and this study states that purchase decision has a significant impact on continuance intention. So H1j is accepted.

4.3.3 Findings for Factors influencing customers habits to create content.

This section provides the findings of the results for the second research question. This section contains factors influencing customers habit to create content on social media Under the second research question 3 proposed models were developed wherein proposed model 1 was selected for testing.

Personal Integrative - The purpose of personal integrative benefits is to enhance the consumers' self-esteem and confidence. (Nambisan & Baron, 2009). Gains in status or reputation and the development of a sense of self-efficacy are related to personal integrative. The mentioned study

and this study states that personal integrative has a positive and significant influence towards content co creation and hence hypothesis H2a is accepted.

Altruism is the act of providing a helping hand to others without expecting anything in return is known as Altruism (Sundaram, Mitra, & Webster, 1998). Hence review posted by one individual helps many other individuals to make a right choice. It is known as Altruism. The previous study states that hypothesis accepted. However, in this study H2b is rejected because it has p value more than 0.05

Social Benefits are related to enhancing the customer's relationships with others. The benefits that customers may experience from engaging in online co-creation activities are rooted in the social and relational links they build with other customers and/or company personnel as they work together to develop (new) products and services on social media platforms. Interaction with other people can help customers gain some social identity and a sense of belonging to the online community by allowing them to participate in the co-creation process (Hoyer et al., 2010; Nambisan & Baron, 2007, 2009). The previous study states that hypothesis accepted. However, in this study social benefits shows a negative and insignificant influence. Hence hypothesis H2c is rejected because it has p value more than 0.05

Economic Benefits- The term "economic benefits" refers to the expanding trend of creators, curators, and community builders generating revenue from their digital works. Blogging, social media influencer marketing, making and selling online courses, podcasts, and YouTube videos are just a few examples. Previous research (Poch and Martin 2015; Füller 2006) discovered that the biggest determinant of a consumer's habit of providing content on social media and other platforms is economic benefits. The previous study states that economic benefits had insignificant influence on habits content creation. Hence both the studies show similar results, that is H2d is rejected.

Hedonic Benefits or affective benefits are those that amplify pleasant or aesthetic experiences (Nambisan & Baron, 2007, 2009). All those benefits derived from the use and enjoyment of the product. Principally they refer to entertainment, exploration, and expression of value, given that these provide pleasure, emotions and self-esteem (Chandon, Wansink, & Laurent, 2000). According to research by (Hirschman and Holbrook, 1982), hedonic value is a reflection of the shopping value derived from the sensory, creative, and affective aspects of the shopping experience. It places equal emphasis on enjoying oneself while shopping as it does on acquiring goods and doing chores. The previous studies shows that hedonic benefits have significant influence on habits to create content. However, this study shows that it has insignificant influence on habit to create content. As a result, H2e is rejected.

Attitude according to (Ajzen, 1991) The previous studies shows that attitude has significant influence on habits to create content. However, this study shows that it has insignificant influence on habit to create content. As a result, H2f is rejected.

Willingness to create content is essential to comprehend consumers' willingness to participate in order to forecast the possibility that active participation will lead to beneficial value co-creation outcomes. Customers' motivation can also relate to their readiness to actively engage in the value co-creation process. What consumers do is determined by their incentive levels, which can be either intrinsic or extrinsic. (Chen and Wang, 2016) advocate for co-creation and customer loyalty that in order to motivate customers to engage in service co-production, both extrinsic and intrinsic motivators are essential. This study shows that willingness to create content has a positive influence on habits. Previous study also shows the similar impact. As a result, H2g is accepted.

4.3.4 Composite model

Composite model is a combination of research question 1 and research question 2. This model is developed in order to get better understanding about the study, that is related to factors influencing and does satisfaction also influences the purchase intention, purchase decision and continuance intention of eating out at food courts at shopping malls and factors influencing customers habits to create content on social media. The composite model was tested and results derived were similar to objective 1 and objective 2. Hence the findings are also similar to objective 1 and objective 2, except for one relation that is continuance intention towards habits to create content. However, findings result shows that continuance intention has a negative and insignificant influence towards habits to create content on social media. However, the composite model is still only a proposal model, and further study is needed to test it.

4.4 Conclusion

The present study consists of four parts. The first part explains about the demographic profile of the respondents. The second part focuses on objective 1 which is related to influencing factors of eating out at food courts in shopping malls. The third section consist of objective 2, which focuses on respondents habit to create content on social media platforms. The fourth part focuses on the development of a comprehensive model, which is a combination of objective 1 and objective 2. From the present study, conclusion can be drawn that, demographic characteristics of the respondents, states that majority of the respondents are female from North Goa, then male from South Goa who visits the food courts in malls. Most of the respondents are young and belong to the age group of 21-30 years. Respondents are educated and have completed their graduation. Majority of the respondents are unmarried and are students. Most of the respondents have monthly income of less than Rs. 50,000. Basically, the study mostly concentrated on North Goa.

With respect to objective 1 the results states that factors such as Price, Food quality, Location has a significant influence towards Satisfaction. While factors such as Satisfaction has a positive effect on Purchase Intention, Purchase Intention has a significant influence towards Purchase decision, and Purchase decision has a positive effect on Continuance Intention. Constructs like Hygiene, Ambiance, Menu shows a negative and insignificant influence towards satisfaction.

The second objective states that factors such as Personal integrative, Altruism, Social benefits, Economic benefits, Hedonic benefits, and Attitude has an insignificant influence towards habits. However only Willingness to create content shows a positive and significant relation towards habits. Hence 6 hypotheses are rejected and only one hypothesis is accepted.

On the conclusion part it can be concluded that the objective 3 shows the similar results as objective 1 and objective 2. However only one construct that is Continuance Intention has an insignificant effect on habits.

4.5 Managerial Implications

The food sector is undergoing an unavoidable change, and those in its vicinity are actively involved in a variety of inventive techniques aimed at achieving the optimum client experience, satisfaction, and demand. The food industry should adapt given that other industries would rather use increased ingenuity to meet the prospects for shifting demand. Among the best Food court is a concept that is widely used. Food courts are growing more and more prevalent, especially among millennials. First of all, while being hipper and cooler, a food court is fundamentally similar to a conventional school cafeteria, featuring a number of stores and kiosks offering a variety of product options. As a result, in order to maintain customers satisfaction at the food courts, the food industry must pay attention in providing food with high quality at reasonable prices. Food courts should try to improve the hygiene related aspects such

as clean sanitary rooms, segregated trash bins, clean and sanitised tables and most importantly provide hygienic food to their customers. With respect to ambiance food court must pay attention that they are visually clean and must offer a pleasant environment. Employees at the food court should try to improve their services in order to maintain customer satisfaction, which will eventually lead to continuance intention or revisit intention of the customers.

4.6 Theoretical Contribution

This study aims in identifying different influencing factors at the food courts in shopping malls. All together 11 constructs were studied out of which 7 constructs were taken from different studies (Kenneth Charls G. Ramirez , John Cole Mahinay , Jan Martin Mañalac , Dr. Jimford Tabuyo ,2022) (Maram A. Mahin1 , Iman M. Adeina , 2022), while constructs like purchase intention, purchase decision and continuance intention were added. This study also tries to identify the factors that influence customers visiting and eating food at food courts to create content on social media. Here all together 3 proposed models were developed out of which model 1 was selected. It has constructs such as personal integrative, altruism, social benefits, economic benefits, hedonic benefits, attitude, willingness to create content which further leads to habits.

4.7 Limitations and Suggestions for Future research

This study involves different limitations. With respect to the responses only 183 responses could be collected which is very less than what was required, future researchers could try to include a greater number of responses. Another limitation comes with respect to location, that is this study is carried out within the state of Goa. Due to many questions in the questionnaire, respondents could not answer all the questions which lead to missing data in the data sheet. However future researchers could try to improve their questionnaire quality. Additionally, this questionnaire was also designed to be sent in cross countries, but couldn't be distributed to

them due to ethical considerations and approval from academic ethics committee. Further researcher could try to attain the required number of responses.

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Appendix 1

Questionnaire

Greetings to all. I am Naaz Bepari, a student of Goa Business School. As a part of my dissertation work in M.com course, I am conducting a survey on Influencing factors of eating out at Food Courts in shopping malls.

Please co-operate and spare 15 minutes of your precious time to respond to this survey. I promise that your responses will be kept confidential and will be used only for the academic purpose.

This Google form is divided into 3 sections i.e.

Section 1 talks about Demographic profile of the respondents i.e. who the respondents are?

Section 2 speaks about the factors influencing and does satisfaction also influence consumers buying behavior.

Section 3 speaks about content co-creation and which are the factors that influences consumers' willingness to share their experience on social media platforms.

INFORMED CONSENT

I understand that the proposed study is for obtaining responses for the purpose of assessing the perceptions and opinions of people from different geographical locations about Gastronomy: Influencing factors of eating out at food Courts in shopping malls.

I also understand that the data so collected will ONLY be used for academic and research purposes and strict confidentiality will be followed in keeping the data so collected.

I agree to participate the survey and provide my perceptions and opinions for completing the proposed study.

- ☐ Yes
- ☐ No

Demographic Profile (Please Tick)

Gender	Male			Female	
Age	18-20 years	21-30 years	31-40 years	41-50 years	50 years and above
Education	Up to 10th	Up to 12th	Post Graduation	Graduation	Professional
Marital Status	Single	Married		Widow	
Income	Less than Rs.50,000		Rs.50,000 - 1,00,000	More than Rs. 1,00,000	
Occupation	Student	Self Employed	Employed (Govt)	Employed (Private)	Housewife
Location	North Goa			South Goa	

1.Which shopping mall do you prefer to visit in Goa?

- ☐ Mall De Goa
- ☐ Caculo Mall
- ☐ Valanka Shopping Mall
- ☐ Others (please specify)

2. What is your purpose of visiting the Shopping Mall?

- ☐ Shopping
- ☐ Entertainment
- ☐ Eating in food outlets
- ☐ All of the above

3.Do you prefer eating food in a food court or a formal restaurant?

- ☐ Interested eating in a food court
- ☐ Interested eating in an independent restaurant
- ☐ All of the above

4.How many times in a month do you visit a food court?

- ☐ Once a week

- Once in two weeks
- Once a month
- Once in three months
- Others (Please Specify)

5.How much time do you spend in a food court?

- 15 minutes
- Upto 1 hour
- Upto 2 hours
- 3 hours or more
- Others (specify)

6.What is your reason of preference for the restaurant used in a food court?

- Product being high quality
- Brand familiarity
- Its menu being diverse
- Affordable prices
- Other (please specify)

Part II: Factors influencing and does satisfaction also influence consumers buying behavior.

This section speaks about influencing factors of eating out at food courts in shopping malls , i.e factors such as (Price, Food quality, Hygiene, Ambiance, Menu, Staff, Location, Satisfaction, Purchase intention, Purchase decision and Continuance intention)

	Factors	1	2	3	4	5
	Price	Kenneth Charles G. Ramirez, John Cole Mahinay, Jan Martin Manalac Dr . Jimford Tabuyo (2022)				
1.	I feel that the prices of the food at the food court are value for money					
2.	I find the prices at the food court affordable					
	Food Quality	Dr. Isac Gunday, Dr. M. Kethan, Mr. Mahabub Bhasha (2023)				
1.	I feel that the food offered at the food court is made with different flavours and taste					

2.	The food is served at the appropriate temperature	
3.	The food quality is worth the price paid	
	Hygiene	Kenneth Charles G. Ramirez, John Cole Mahinay, Jan Martin Manalac , Dr. Jimford Tabuyo (2022)
1	A clean sanitary comfort room is available in the food court	
2.	The food prepared at the food court is clean and hygienic	
3.	The food courts tables and dinning areas are neat and hygienic	
	Ambiance	Kenneth Charles G. Ramirez, John Cole Mahinay, Jan Martin Manalac , Dr. Jimford Tabuyo (2022) Ivyanno U. Canny (2013)
1.	The food court has creative decorations	
2.	The facility layout allows me to move around easily at the food court	
3.	The interior design is visually attractive	
4.	The food court has radiant lighting and creates comfortable atmosphere	
5.	Colours that create a pleasant ambience was used in the food court	
6.	The food court has comfortable seats at the dining area	
	Menu	Kenneth Charles G. Ramirez, John Cole Mahinay, Jan Martin Manalac , Dr. Jimford Tabuyo (2022)
1.	The menu of the food court offers wide variety of cuisines to its customers	
2.	The menu of the food court offers green and healthy food to its customers	
3.	The food court offers different combos to its customers	
	Staff	Ivyanno U. Canny (2013)
1	Employees of the food court delivers fast services to its customers	

2.	The employees of the food court are neat and well dressed	
3	I feel that the staff of the food court is patient in dealing with customers	
	Location	Kenneth Charles G. Ramirez, John Cole Mahinay, Jan Martin Manalac , Dr. Jimford Tabuyo (2022)
1.	The food court location is easily accessible	
2.	The location of the food court is safe and secured	
3.	The food court is situated in a well -established region	
	Satisfaction	Ivyanno U. Canny (2013)
1.	I am satisfied with the services provided at the food court	
2.	I feel happy after consuming different cuisines at the food court	
3.	I am satisfied with the food provided at the food court	
4.	I feel satisfied by visiting food court with my family and friends	
5.	I am pleased to have visited this food court	
6.	I really enjoyed myself at the food court	
	Purchase Intention	Krishan Kant Pandey (2014)
1.	I intend to purchase different cuisines at the food court	
2.	I intend to purchase green and healthy food at the food court	
3.	I am willing to pay price for the food I like to consume	
	Purchase Decision	Krishan Kant Pandey (2014)
1.	All things considered, I feel good about my decision to dine out at this food court	

2.	Considering all my experience with this food court,,my choice to dine out at this food court is a wise one	
3.	Overall, I am satisfied with this food court	
	Continuance Intention	Ivyanno U. Canny (2013)
1.	I would like to come back to this food court in the future	
2.	I would recommend this food court to my friends or others	
3.	I would say positive things about the food court to others	

Part III: Experience sharing on social media platforms

This section talks about how the consumers share their experience o social media

Factors Influencing Consumer willingness to create content

- Are you aware of various platform available to share your experience or to provide your feedback in form of reviews, opinions, post, rating, etc.?
 - Yes
 - No
- In which platform you prefer to share your experience about your visit in form of reviews, opinions, post, rating, etc.?
 - 1 On Company's website/ Application
 - 2 On Playstore
 - 3 On social media
 - 4 Other Platform (Please specify):

#	Statements	1	2	3	4	5
	Personal Integrative					
1	I post review of my experience if public/social recognition is attached to it	Nambisan & Baron, (2007); Constantinides et al., (2015)				
2	I post to impress and show off my activities to friends					
	Altruism					

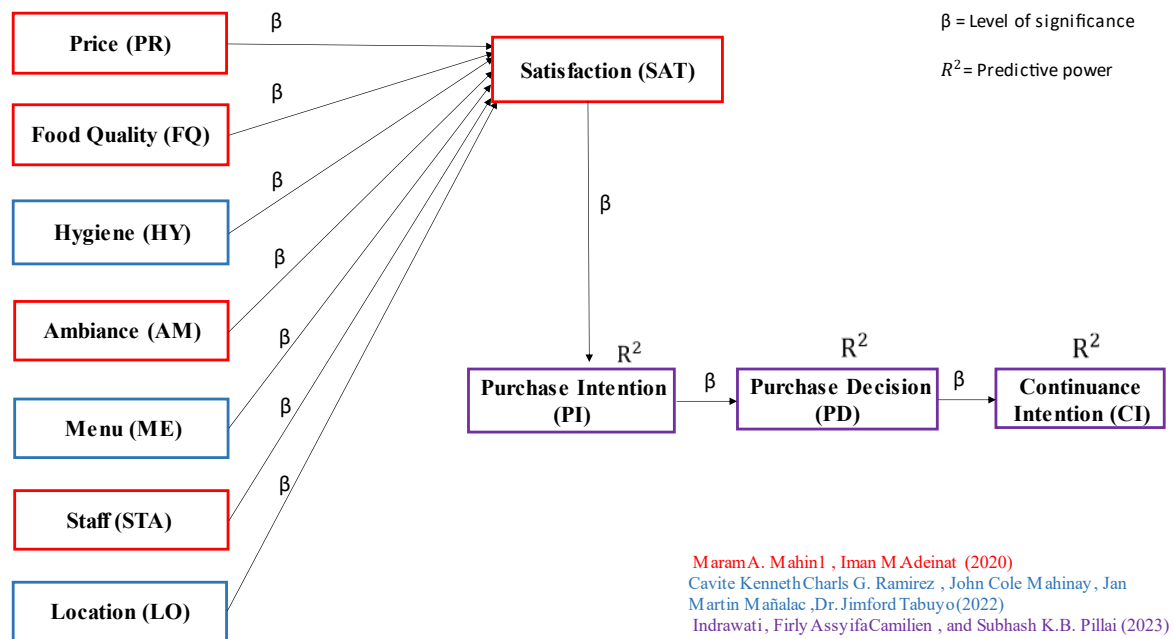
3	I want to help others with my own experiences	Bronner & Hoog, (2011)
4	I want to enable others to make a good decision	
5	I want to help the company to improve their services	
	Social Benefits	
6	I meet new people when I post my reviews	Nambisan & Baron, (2009); Hoyer, et al., (2010)
7	To enhance the strength of my affiliation with the consumer community	
	Economic Benefits	
8	I receive reward for posting my experience on social media	Hennig-Thurau et al., (2014)
9	I want to make money for posting my positive experience	
	Hedonic Benefits	
10	Sharing personal experience is really enjoyable and fun	Nambisan & Baron, (2007)
11	Posting reviews is a fun way to kill time	
	Attitude	
12	Posting reviews is thrilling and gives nice experience	Fishbein & Ajzen, (1975)
13	I feel positive about posting reviews	
	Habits	
14	It became a habit to post once I visit and try different cuisines at Food Court in a shopping mall	Kim et al., (2005)
15	I am addicted to create content after my every visit to a food court in shopping mall	
	Willingness to create content	
16	I provide my reviews once I taste different cuisines at food court	Opata et al., (2019)
17	I intend to continue posting reviews of delicious food offered at the food court	
18	I think my content is useful for companies and the visitors	

APPENDIX II

Proposed Models

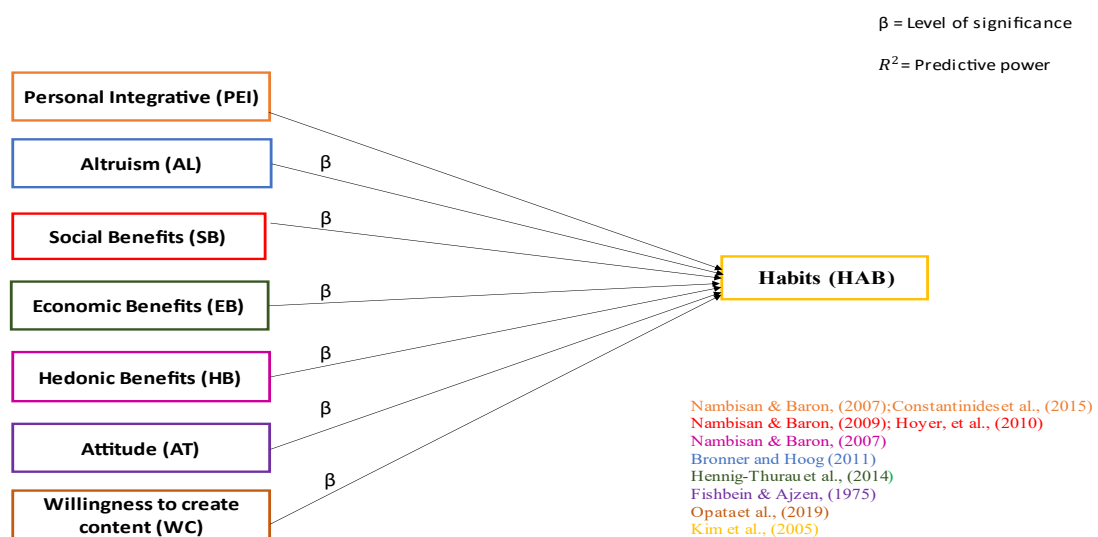
RQ1: “What are the factors influencing and does satisfaction also influence buying behaviour of the customers at the food court?”

O1: “To study whether there is any influence of factors on the customers visiting and consuming food at food courts in shopping malls and are they happy after visiting the food court”.



RQ2: “How do the respondents react based on their experience?”

O2: “To identify various factors influencing respondent’s social media reaction.”



RQ3: “Is it possible to develop a comprehensive model to have a better understanding about the study”

O3: “To see the possibility of developing the composite model of the factors influencing and willingness to create content on social media.”

