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संशोधक

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इतिहासाचार्य वि. का.राजवाडे संशोधन मंडळ, धुळे

Health Tourism in India: 21st Century

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Abstract :

From the various challenges that India has been facing in the 21st Century, Global Pandemic Covid 2019 was biggest challenge. Global Pandemic Covid 2019 has given a major setback to the tourism industry of all states in India. There is a need to find out some niche markets in tourism industry in order to come out of the shocks and slow down of Covid period. One of such niche market in tourism industry is health tourism. Goa is selected as the sample state for studying health tourism in India. The purpose of this paper was to understand the opportunities and challenges of health tourism in the state of Goa. Cost effectiveness is the major opportunity and major challenges are image creation and a lack of internationally accredited hospitals in Goa. . There is an immense potential for health tourism in Goa.

Keywords : Health Tourism, Opportunities, Challenges, Potentials.

Introduction :

Tourism Industry is one of the largest, eco-friendly industries in the world, contributing towards the economic growth of a nation. Tourism is recognized world over as an important instrument of economic development and employment generation. Tourism industry is the industry which has experienced the major slow down during Global pandemic Covid 2019. At global level efforts are taken to help industries to come out of the shocks of Global Pandemic Covid 2019. To help tourism industry too in that way, it is necessary to find out some unexplored sector in the tourism industry. Such unexplored sector can be health tourism. India is a tourist destination which is unparalleled in its beauty, uniqueness, rich culture and history. Goa generally ranks among the top 12 tourist destination states in India, albeit towards the bottom, contributed to a large extent by its small size. (Falleiro, 2015,1).The GDP of Goa was 8.16%. in the year 2020-21

The service sector is the second largest contributor to the GDP of Goa with 42.70% in the year 2020-21. The tourism industry continues to play an important role in the service sector of Goa. Goa is traditionally known as a tourist paradise for its natural vista, unique beaches and cultural diversity. Goa has always witnessed increase in the tourist arrival rate every year but because of Covid situation there has been a decrease in the Tourist Arrival rate in the year 2020. Tourism is usually not an active industry in Goa throughout the year. It faces a slack season during the months of June to September. The availability of infrastructure and other facilities remain partially unutilized during the slack season. It is possible to make use of these unutilized facilities for further revenue generation, by exploring untapped forms of tourism in Goa such as health tourism.

Review of Related Literature :
Health tourism: an overview :

As far as the history of Health tourism is concerned, it was the Greeks who first laid the foundation for comprehensive health care systems and medical tourism networks. (Jyothis, T, 2013)

As being a popular concept, there are few consensus on the concept of Health Tourism. One of the most important issues on the ambiguity of the concept is related with its definitions. Indeed there are some other concepts similar to Health Tourism such as Medical Tourism and Wellness Tourism. Some authors prefer to use the concepts of health tourism and medical tourism without taking any measures on their differences while some others prefer to make a distinction between those two concepts (Smith and Puczko, 2009: 101).

Cherukara, J. M., & Manalel, J. in 2008 conducted a study covering challenges and scope of health tourism in Kerala collecting primary data from selected hospitals. It was found in their study that Kerala is a very cost effective state in form of medical treatments, Government has involved for promoting health tourism in Kerala but not very successfully the hospitals have a neutral attitude towards getting their hospitals accredited

Dr. Esma and Dr. Emrah in 2013 conducted a study on opportunities and threats of health tourism in Turkey. The data was collected from secondary sources. They concluded that by combining tourism capacity and health care service capacity the country is ready to gain a competitive advantage from niche market of tourism industry. They also concluded that for Turkey health tourism can to be a promising industry in coming years.

Research Gap :

There are many studies carried covering health tourism opportunities and challenges in India and various states, but a research covering health tourism opportunities and challenges in Goa is not conducted by any author. That is the research gap, which the author tried to fill it up by conducting this study.

Objectives of the Study

1) To study the concept of health and wellness tourism.
2) To identify potentials and challenges of health tourism in Goa.

Research Methodology :

Sources of Data : The data for the present study was collected from secondary sources and primary sources. The secondary data is collected from sources like websites, journals, magazines, reports of Government departments, newspaper etc. The primary data is collected by using interview method. Interviews of doctors and wellness centers practitioners were conducted to know about the challenges and opportunities in the area of health tourism in Goa.

Results and Analysis

The following table shows year wise domestic and foreign tourist arrival in Goa.

Table-01 Tourists Arrival in Goa

Calendar Year	Domestic Tourist Arrival	Foreign Tourist Arrival	Total Tourists Arrival	% Change as compared to 2018
2018	70,81,559	9,33,841	80,15,400	-
2019	71,27,287	9,37,113	80,64,400	0.61
2020	26,71,533	3,00,193	29,71,726	-62.92
2021	33,08,089	22,128	33,30,217	-58.45
2022	34,09,000	33000	34,42,000	-57.06

Source: Economic Survey Report of Goa and Report by Goa Directorate of Planning. Statistics and Evaluation

The tourist arrival rate is decreased by 58.45% in the year 2020 compared to the year 2018. The situation is changing very slowly as its clear from the above table that still Goa has not received the same response as it used to receive before covid. Thus, there is a huge scope for the promotion of tourism in Goa.

Potentials of Health Tourism in Goa :

In order to develop this niche market of health tourism in Goa it is important to identify and understand the opportunities and challenges in the field of health tourism in Goa. Some of the opportunities are identified as follows:

1) **Zero Waiting Time :** The time taken to get an appointment abroad is way higher as compared to the time in India. As per sources the time taken in UK to get an appointment with a junior doctor is about 6 to 8 days unless it is an emergency, here in Goa it hardly takes you few hours. If one seeks an appointment with a specialized doctor abroad the waiting time for an appointment may go up to a couple of months.

2) **Cost Effectiveness :** The cost of medical treatment in India is on average one eighth to one fifth of that in the west, hence India has witnessed a remarkable growth in the number of tourists visiting India for health tourism. The medical care, equipments and facilities that India offers are equivalent to that of advanced countries with lesser cost which can be supported with the following table.

Table 2-Cost comparison between India and various other countries in US $

Procedure	US	UK	India	Singapore
Angioplasty	57000	21000-270000	11000	18500
Angiography	2500-3000	3000	600	1000
Hip replacement	43000	43000-46000	9000	12000
Knee replacement	40000	36000-38000	6000-9000	12000
Open Heart(CABG)	100000	43000	7500	9600
IVF	10000-15000	7000-1000	3000-6000	7000
Face Lift	20000	21000	3100	6250
Heart valve Replacement	160000	150000	9000	12500
Liver Transplant	300000	150000	40000	300000
Kidney Transplant	150000	250000	11000-13000	60000
Dental Implants	3500	2000	800	215

Source: www.megstrat.com/Indian-Healthcare-Sector-Report- 2014

Goa is also cost effective for medical treatments when it is compared at international level

3) Highly Competent and Internationally qualified doctors, nurses and other paramedical staff : Most of the doctors in Goa are language literate and have a good command over the English language which makes it easier for them to communicate with foreign tourists and hence are able to cater to their medical problems. Most of the doctors are also qualified in foreign universities or have practiced medicine in foreign countries, which gives upgrades their level of skill and technique to deal with patients from foreign countries

4) Major medical services offered in Goa :

Cardiovascular and Thoracic Surgery, Endoscopic and Laparoscopic Surgery, Dental, etc. are some of the services offered in Goa.

5) Sufficient Infrastructure : The infrastructure of Goa is far more advanced as compared to some of the states of India. Goan healthcare industry caters to lakhs of foreign tourists visiting the state every year.. Hospitals like Victor and Manipal Hospitals have an edge over other hospitals due to the advanced technology treatments.

Goa has a strong health infrastructure as indicated in the table below :

6) High number of foreign tourists visiting: Its clear from in Table 01, Goa caters to about 9 lakhs foreign tourists visiting the state in 2018. A satisfied tourist would definitely market the health services of Goa abroad thus resulting in more arrivals of foreign tourists in the coming years.

7) Wellness Tourism: In Goa there are 02 ayurvedic hospitals and more than 100 wellness centers providing ayurvedic and allied treatments. Goa has got a big opportunity in form of a large number of wellness centers to attract tourist for health tourism by popularizing the treatments and its benefits at international level.

Challenges for health tourism in Goa:

Some of the challenges for health tourism are identified as follows :

1) Image Positioning : The biggest challenge the health tourism industry of Goa has to face is how to position itself as a health tourism destination. The reason is, Goa is known to be a tourism destination for 'sun, sand and sea'. Tourists have an image of Goa for fun and frolic, leisure, casinos, nightclubs and so on.

2) Lack of Efficient Marketing Strategy : In Goa, there is lack of a single, unified body that works towards a common goal for health tourism. There is a lack a marketing strategy at the state level of Goa. Signage in different languages required to cater to the needs of multi-regional and lingual tourists, there are more-often-than-not no signage even in English, Hindi (national language) or Konkani (local language).

3) Lack of internationally accredited hospitals : In Goa, there is only one hospital i.e. Manipal Hospital in Dona Paula, that has an accreditation by National Accreditation Board for Hospitals and Healthcare Providers (NABH). Victor Hospital is in the process of getting the accreditation by NABH.

4) Poor Follow up Care : Patients after a surgery go for a holiday or to their home country and have limited post-operative care management.

5) Heterogeneous pricing of services : A patient who would want to undergo treatment in Goa will have to first do a comparative study on the type and quality of health services provided by various hospitals and the pricing of the treatment across the hospitals in Goa. This requires a lot of time and effort on the part of the patient who is not in a position to undergo such stress.

6) Presence of a large number of unlicensed practitioners or quacks : There are several practitioners who claim to be doctors especially in ayurveda and unani medicine. This can have a negative impact in the minds of the international patients. It may create a doubt on the credibility of the registered medical practitioners.

7) Limited Attention by Hotels for Health Care Tourism : The three star and four star hotels in Goa don't give much attention for health care tourism.

8) Lack of Professionalism : The soft skills of medical personnel like concern, and friendliness, and professional skills like interpersonal skills, loyalty and appearance are still underdeveloped and it negatively influences the customers' service experience.

9) Lack of Government Initiative : The biggest challenge is the lack of government vision and clear-cut futuristic policies with regard to the medical tourism industry.

10) Lack of efforts for Taking care of cultural differences : Medical tourism is not just about having foreign patients. It means thorough understanding of their culture and needs. For instance, toilet seats in a hospital cannot be facing Mecca if Muslim patients from Arab countries are being targeted.

11) Provision of basic tourism infrastructure : For promoting health tourism in any state provision of basic tourism infrastructure is needed like signage, roads, drinking water, parking, resting facilities, changing rooms, waste management etc. There is much to be desired in Goa on the said fronts.

Conclusion :

Traveling for health is one of the most important tourist patterns of economic returns generated by the tourism industry. Health Tourism is travelling to another city for the purpose of receiving medical or wellness services. It is divided into two categories:

1. Medical Tourism : travelling to receive medical treatment in specialized institutions jointly with tourism programs.

2. Wellness Tourism : people travelling to other cities to maintain their physical and psychological health through receiving certain services in specialized institutions.

It can be concluded that the health tourism is a wider concept which included medical tourism and wellness tourism.

Zero waiting time, cost effectiveness and availability of sufficient medical infrastructure the major potentials available in Goa for attracting huge number of tourists for health tourism. These potentials can be capitalized by successfully facing the challenges of health tourism in Goa such as, design and development of a proper marketing strategy for promoting health tourism and efforts for attracting internationally accredited hospitals in Goa. Goa is known internationally as a tourist destination for the Sun, Sand, Sea and leisure tourism activities. Thus, portraying Goa as a destination for health tourism is a major challenge for the Government of Goa.

Considering the potentials of health tourism in Goa, it can be rightly said that Goa has the capacity to become a preferred health tourism destination like Kerala as it has more than 161 hospitals and 100 wellness centers with high quality health care services, which are cost effective.

Future scope :

A detailed and in depth study of the present scenario of Health Tourism in Goa can be conducted.

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SCALE DEVELOPMENT TO MEASURE THE TOURISTS' ALCOHOL CONSUMPTION EXPERIENCE

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Abstract
While the role of alcohol tourism has begun to gain importance in the last decade, little effort has been made to explain what influences the tourist's consumption of alcoholic beverages in a tourist destination and to establish a measurement scale for those influencers. This study followed the systematic procedures of scale development measurement recommended by prior studies. The scale development process yielded a measurement scale with appropriate reliability and content validity. The five underlying influential dimensions of alcohol consumption experience were identified as tourists' knowledge and past experience, choice of alcoholic beverage, choice of drinkscape, social setting and service experience. This is the first study to focus on scale development for measuring the alcoholic beverage experience of a tourist and modelling it to the revisit intention or the willingness to recommend the alcohol consumption or the drinkscapes. The findings and implementations of the developed scale are discussed in terms of both theoretical and managerial implications.

I.INTRODUCTION

Alcotourism refers to the practices of travelling to drink, drinking on holiday, drinking to travel and drinking while travelling, which is an important but understudied aspect of tourism and alcohol studies (Bell, 2008). The consumption and enjoyment of alcoholic beverages are important tourism features (Munar, 2013). It is just an incidental accompaniment of the journey for some travellers, but for others, it is the key reason to travel (Getz et al., 2014; Yeoman et al., 2015).

Few studies (e.g. Tanaka, 2010; Spracklen, 2011, 2014; Torre et al., 2014; Dansac and Gonzales, 2014; Stoffelen, 2016; Hurl et al., 2016; Iijima et al., 2016; Sato and Kohasa, 2017) have examined whisky, tequila, rum and sake as development factors for regional branding and tourism. However, studies related to the consumption of alcohol in beverage tourism are further limited. Food and beverage consumption can contribute to competitive marketing and promote tourist destinations (Boniface, 2003; Kivela and Crotts, 2006). Studies have identified the factors impacting food consumption (Fotopoulos et al., 2009; Han and Hyun, 2017; Mak et al., 2017; Konuk, 2019; Promsivapallop, 2019; Agyeiwaah et al., 2019; Liu et al., 2020). However, studies related to examining alcohol consumption in a destination are scarce. Also, efforts to understand factors affecting tourists' choice of alcohol at a destination and the alcohol consumption experience have yet to be addressed. This study addresses this limitation by consolidating existing hospitality and tourism literature to identify the salient factors influencing tourist alcohol consumption and the interrelationships among these factors. The study addresses the positive aspects of alcohol tourism, i.e. a set of contextual practices that are often part of the holiday experience.

O'Dell and Billing (2005) have defined experienscapes as "the material base upon which experiences are anchored". The experiencescape architecture has proven effective in a variety of situations, including eventscape (Brown, Lee, King, & Shipway, 2015), shipscape (Kwortnik, 2008), dinescape (Ryu, 2005), and cyberscape (Williams & Dargel, 2004). Previous research on scape constructs and food experiences has always focused on man-made and constructed surroundings. In the context of food service, academics have defined foodscape as a construct describing a "landscape of food" centred on "food environments." (Mikkelsen, 2011; MacKendrick, 2014). Likewise, in the context of beverage service, the operational definition of drinkscapes in this study would be "Places and scapes that facilitate alcohol consumption".

In reviewing the literature, the elements influencing alcohol-drinking experiences may be summarised as drinkscapes (spaces for drinking), social settings and service experiences. One can experience alcohol consumption in various drinkscapes such as bars, restaurants, shacks, lounges, pubs and discotheques. Food and beverage providers must frequently be aware of the environment's effects on food and drink experiences. The relationship between vacationing and the experience of alcohol consumption brings to the fore the importance of alcohol's social function. This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family (Hansen et al., 2005).

On the other hand, service experiences apply to any interaction with the service organisation that the guest may have throughout their entire experience at the drinkscapes (Fitzsimmons et al., 2008). Kim (2014) proposes that the service quality depends on the degree to which the travellers interpret the service staff to be friendly, polite, courteous, helpful, and willing to exceed expectations. When guests observe that service staffs are friendly and caring, they can evaluate their experience positively and co-create memorable experiences (Barkat and Demontrond, 2019).

By integrating two distinct streams of research on experienscapes and choice of alcoholic beverages, this study seeks to develop a measurement scale that can understand tourist influences on the alcohol consumption experience. Given the relatively well-established literature in experienscapes (e.g., O'Dell and Billing, 2005; Kastenholz and Figueiredo, 2014; Pizam and Tasci, 2018; Campos et al., 2018; Chen et al., 2019; Mei et al., 2020; Piramanayagam et al., 2020; Senthilkumaran et al., 2020) and alcohol tourism (e.g. Bruwer and Alant, 2009; Tanaka, 2010; Spracklen, 2011, 2014; Torre et al., 2014; Dansac and Gonzales, 2014; Kaddi, 2015; Rogerson, 2016; Stoffelen, 2016; Hurl et al., 2016; Iijima et al., 2016; Schamel, 2017; Sato and Kohasa, 2017; Baran, 2017; Thomas et al., 2019; Brochado et al., 2019; Madeira et al., 2019; Puigcorbé, 2020; Carlisle and Ritchie, 2020; Khilova, 2020; Manis et al., 2020), the current study investigates dimensions connected with tourists consumption of alcohol at a destination and develops a scale to measure the consumption of alcohol in a touristic environment.

Developing an instrument that can measure alcohol consumption experiences is relevant for at least two reasons. First, it can be used to understand tourists' drinking preferences. The instrument can also be used to understand tourists' experiences at the drinkscape, thereby providing insights into satisfying customers and increasing the revisit intentions. The construction of a valid and reliable framework for assessing factors considered by tourists when deciding to consume alcohol in a destination, as well as the antecedents of the alcohol consumption experience, its content and its

consequences in terms of revisit intentions, is not only a matter of scholarly interest but also a possible contribution to tourism marketing practice. This study is the first step towards validating a measurement scale that future researchers and practitioners can use to understand tourist alcohol consumption.8.

II. SCALE DEVELOPMENT PROCESS

The systematic stages of measurement development used by previous studies (Andersson and Mossberg, 2004; Hansen et al., 2005; Gustafsson, 2006; Kwortnik and Ross, 2007, Stone et al., 2018; Kuhn and Bothma, 2018; Back et al., 2018; Brochado et al., 2019) were followed to construct scales to measure alcohol consumption influencers at a tourist destination. The current study's scale development procedure used the following four steps to ensure reliability and validity: 1) Literature review, 2) item generation, 3) testing initial items and 4) assessing reliability and validity.

2.1) Literature Review:

The first step of the scale development involved a systematic literature review identifying the constructs and content domain of tourists' alcohol consumption experience. In the broad context of alcotourism, an extensive literature review was conducted to identify probable constructs, the variables, and previous attempts to measure them.

The theoretical approach to factors that influence the consumption of food and beverage in a tourist destination can be found in previous research (Gustafsson, 2006; Björk and Räisänen, 2017; Barkat and Demontrond 2018; Kuhn and Bothma, 2018; Back et al., 2018; Stone et al., 2018; Brochado et al., 2019; Manis et al., 2020). To bridge the research gaps in the area of beverage tourism and alcohol consumption experience literature, we made a note of items used to measure alcohol consumption experience.

Of the overall tourist expenditures of the global tourism turnover, food and beverage expenses add up to one-third (Meler and Cerovic', 2003). Harrington and Ottenbacher (2013) have suggested that food and drink experiences can significantly impact the development of a destination image. Park et al. (2019) argue that visitors' satisfaction significantly impacts revisit intentions. To build sustainable businesses, repeat visitors are crucial for tourism destinations. Therefore, studying food and beverage tourism has practical importance to the tourism industry. Despite the importance of beverages as an input in the tourism sector, it receives very little attention in the literature. Tikkanen (2007) indicated that the potential research areas within food tourism might focus on the role of spirits as the motivation for food tourism. In a review of the different concepts used for experience in

consumer research, Gomes et al. (2018) have stressed that while the literature on the consumption experience studying material objects has increased, the consumption experience of food and beverages has been less explored (Morewedge et al., 2010, Schifferstein, 2010, Schifferstein et al., 2013). Researchers argue that food and drinks are crucial elements that influence the intention to visit (Getz et al., 2014; Yeomet al. al, 2015). Despite this, there is still a limited understanding of how and to what extent the image of the tourism destination is associated with the consumption of alcoholic beverages.

2.2) Item Generation

A preliminary list of items was developed on aspects that could affect the alcohol consumption experience. They were derived from prior studies (e.g. Andersson and Mossberg, 2004; Hansen et al., 2005; Gustafsson, 2006; Jennings and Nickerson, 2006, Stone et al., 2018; Kuhn and Bothma, 2018; Back et al., 2018; Brochado et al., 2019). From these sources, a list of 59 items was generated. A five-point scale ranging from "Strongly Agree" (5) to "Strongly Disagree" (1) accompanied each statement (scale values were

reversed for negatively worded statements before data analysis). The Flesch–Kincaid readability tests (Kincaid et al., 1975) were conducted to assess readability. The Flesch reading-ease test produced a result of 52.4, whereas the Flesch–Kincaid (F–K) reading grade level was 8.3, suggesting that even a 10th-standard student can easily understand the scales used.

The initial items were refined and edited for content validity by five academic faculty members and three industry experts, selected based on their research and consulting. Expert assessment is commonly recommended as a general technique for item generation (Netemeyer et al., 2003). The use of the sorting method by experts was to classify the items obtained from current literature into constructs based on the operational definitions of the construct. Accordingly, they were asked to identify the unclear items and also allocate them. To assess the intra-judge correlation, Fleiss' kappa was used (Fleiss, 1971; Fleiss et al., 2003). Fleiss et al. (2013) suggest that a score greater than 0.74 is excellent. The reliability coefficient alpha was found to be 0.95. Table 1 shows the 52 items adapted or developed and categorised based on the constructs identified.

Table 1. Initial Scale items

Constructs	No	Scale Items	Reference
Tourist's Profile	1	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)	Unstructured interviews with Bar Managers
	2	I am aware of the temperatures of the alcoholic beverages at which they should be served.	Unstructured interviews with Bar Managers
	3	I am not aware of the appropriate mixers for alcoholic beverages.	Unstructured interviews with Bar Managers
	4	I have had a satisfying alcohol consumption experience in the past.	Unstructured interviews with Alcohol consumers
	5	I can relate to my earlier alcohol consumption experience.	Unstructured interviews with Alcohol consumers
	6	My alcohol consumption is not based on my past experiences.	Unstructured interviews with Alcohol consumers
Choice of Alcoholic Beverage	7	Choice of Alcohol you generally prefer to consume	(A. Armira et al. 2016)
	8	I choose a drink based on its place of origin.	(A. Armira et al. 2016)
	9	The price of the drink does not matter.	(A. Armira et al. 2016)
	10	I usually order a drink that's on offer/discount.	(A. Armira et al. 2016)
	11	The most important thing about the drink is its taste.	(A. Armira et al. 2016)
	12	I wouldn't consider the brand of alcohol while ordering a drink.	(A. Armira et al. 2016)
	13	I choose a drink based on its quality.	(A. Armira et al. 2016)
	14	I usually order a drink based on the server's or friend's suggestion.	(A. Armira et al. 2016)
	15	I choose a drink based on the quantity I wish to consume	(A. Armira et al. 2016)
	16	I drink because I want to get intoxicated.	(A. Armira et al. 2016)
	17	The alcohol I drink should complement the type of food being consumed.	(A. Armira et al. 2016)
Experiencescape	18	The entertainment adds value to my drinking experience.	(A. Armira et al. 2016)
	19	The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing.	(A. Armira et al. 2016)
	20	The comfort of seating arrangements does not matter.	(A. Armira et al. 2016)
	21	The noise level should be loud.	(A. Armira et al. 2016)

	22	The temperature should be comfortable.	(A. Armira et al. 2016)
	23	The washroom, and toilet facilities need to be adequate.	(A. Armira et al. 2016)
	24	The environment should be safe.	(A. Armira et al. 2016)
	25	The area should be thoroughly clean.	(A. Armira et al. 2016)
	26	The venue should be easily accessible.	(A. Armira et al. 2016)
	27	The Social setting I am in (Party, business meeting, socialising with friends, family get-togethers) influences my drinking experience.	Unstructured interviews with Alcohol consumers
	28	I drink more when I am in a group rather than when I am alone.	Unstructured interviews with Alcohol consumers
	29	My relationship with the person I am consuming alcohol with (friends, family, relatives, business colleagues) influences the quantity I consume.	Unstructured interviews with Alcohol consumers
	30	The presence of other people does not influence my level of satisfaction.	Unstructured interviews with Alcohol consumers
	31	It is enjoyable to join in drinking with people enjoying alcohol consumption.	Unstructured interviews with Alcohol consumers
	32	Drinking does not add warmth to social occasions.	Unstructured interviews with Alcohol consumers
	33	Type of alcohol that you generally consume in different social settings	Unstructured interviews with Alcohol consumers
	34	Employees should be friendly.	Kleynhans 2003
	35	Employees should be willing to help.	Kleynhans 2003
	36	Employees should provide prompt service.	Kleynhans 2003
	37	The standard of service does not matter while consuming alcohol.	Kleynhans 2003
	38	Employees need not be knowledgeable about the drinks offered	Kleynhans 2003
Alcohol Consumption Experience	39	Alcohol consumption enhances social pleasure.	Unstructured interviews with Alcohol consumers
	40	Alcohol consumption enhances physical pleasure.	Unstructured interviews with Alcohol consumers
	41	An alcohol consumption experience does not help me unwind and enjoy.	Unstructured interviews with Alcohol consumers
	42	I can easily remember alcohol consumption experiences in different settings.	Unstructured interviews with Alcohol consumers
	43	I have wonderful memories of my drinking experiences.	Unstructured interviews with Alcohol consumers
	44	Alcohol consumption provides a sense of freedom from the stresses of life.	Unstructured interviews with Alcohol consumers
	45	This experience is a wonderful way to strengthen existing bonds of relationships.	Unstructured interviews with Alcohol consumers
Revisit Intention	46	I intend to revisit the venues I had an alcohol consumption experience in the near future.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	47	I will share my alcohol consumption experience at a venue with others through social media and other platforms.	Unstructured interviews with Alcohol consumers
Willingness to Recommend	48	I will not say positive things about my Alcohol Consumption Experience to others.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	49	I intend to consume the same alcohol in the near future.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	50	My Alcohol consumption experience helps me to recommend a venue to others.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	51	I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)
	52	I won't recommend the alcohol that I consume to others.	J. Hutchinson et al. (2009), Soleimani & Einolahzadeh (2018)

The constructs used in this research were operationalised based on reviewing existing definitions and existing literature base. The operational definitions are as follows:

1. Tourists Profile: The aspects such as the traveller's socio-demographics, knowledge of the product (alcoholic beverage), and previous alcohol consumption experience influence their interpretations of a quality experience.

Socio-Demographics: Socio-demographics are the characteristics of a population. Characteristics such as age, gender, nationality, marital status, occupation

etc., are considered demographics.

Knowledge of Alcohol: This has been defined as what people perceive they know about alcoholic beverages and alcohol consumption.

Prior alcohol consumption experience: An earlier experience of drinking alcohol that we can bring up from memory (Stone et al., 2018).

2. Choice of an Alcoholic Beverage: Choice of Alcoholic beverages includes preference based on place of origin, price, offers/discounts offered, taste, brand, presentation of the drink, quality, suggestions by the waiter or friends, variety of menu, quantity to be consumed, level of intoxication desired and type of food being consumed with the drink. Alcoholic beverages are divided into three categories: beers, wines and spirits.

3. Experienscapes: Experienscapes are defined as the material base upon which experiences are anchored (O'Dell and Billing, 2005). The elements that influence alcohol-drinking experiences are made up of Drinkscapes, Social settings and Service experience

Drinkscapes: are spaces for drinking (Bell, 2009). Alcohol can be consumed in an F&B outlet such as a bar, a pub, a restaurant, a lounge, a beach shack, etc. Besides retail outlets, alcohol can be consumed at a hotel, at home, in a tasting room, in public spaces, wine or beer festivals. The atmosphere in these drinkscapes facilitates immersion into the food/drink experience through entertainment, music, ambience, comfortable seating, and comfortable temperature (Armira et al., 2016).

The Social Setting: The social setting consists of the people accompanying the individual and their interpersonal relationships during the consumption experience (Baker 1987). This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family (Hansen et al., 2005).

The Service Experience: Service experiences apply to any interaction with the service organisation that the guest may have throughout their entire experience at the outlet (Fitzsimmons and Fitzsimmons, 2008).

4. Alcohol Consumption Experience: An interaction of the consumer with an alcoholic beverage that is at once 'pleasurable, memorable and meaningful' (adapted from Kwortnik and Ross, 2007).

5. Revisit Intentions: A deeply held commitment to rebuy or revisit a preferred product, place, or service consistently in the future (JS Cheng, 2016). In this study, revisit intention is the likelihood

that visitors will return back to experience alcohol consumption.

6. Willingness to Recommend: An indicator of satisfaction that causes a readiness to suggest the alcohol consumption experience to someone else (Farris et al., 2003).

2.3) Testing Initial Items

Given results and experts' comments, 52 modified measurement items were suggested and classified into six categories: Tourist profile, Choice of alcoholic beverage, Experiencescape, Alcohol consumption experience, Willingness to revisit the alcohol consumption and willingness to recommend the alcohol consumption to others. The judges were then given a content validity checklist and asked to indicate how representative each item was in terms of the relevance, clarity and simplicity dimension (Bearden et al., 1989; Zaichkowsky, 1985). The options were 1- not relevant, 2- item needs some revision, 3- relevant but needs minor revision, and 4- very relevant.

Content Validity Index (CVI) calculations were performed for each instrument's items (I-CVI). The final average of the I-CVI scores produces a scale-level content validity score (S-CVI). The item-level content validity index, elucidated by Polit et al. (2007), was calculated for relevancy, clarity and simplicity. S-CVI/Ave for relevance was calculated, and the value was found to be 0.988; besides, S-CVI/UA was calculated, and the value was 0.93. A CVI between $0.3 < CVI < 0.75$ was considered for rewriting, considering the item-wise score for simplicity and clarity. Also, the interclass correlation coefficient was calculated for relevance, clarity and simplicity for all 52 items. The intra-class correlation was 0.858, suggesting excellent scores (Polit et al., 2007), as seen in Table 2. The face validity was finally gauged to assess if the items in a scale measure a construct (Rossiter, 2002). Two experts, one from the hospitality industry and the other an academician, were asked to comment on the scale's sensitivity. This resulted in rewriting two items.

Table 2. Intraclass Correlation Coefficient

	Intraclass Correlation	95% Confidence Interval		F Test with True Value 0	
		Lower Bound	Upper Bound	Value	df1
Single Measures	.335	.244	.452	7.301	52
Average Measures	.858	.794	.908	7.301	52

For assessing the internal consistency of items, the 52-item instrument was pretested with a convenience sample of 56 participants who had experienced alcohol consumption in Goa in the last six months. This assessment's fundamental purpose was to

identify possible ambiguities, missing questions, and low reliability (DeVellis, 2003). This procedure can support construct validity, as it eliminates items that may not be consistent conceptually (Netemeyer et al., 2003).

The raw data from the responses of each participant were coded numerically. Data were entered and analysed using the Statistical Package for Social Sciences. To determine the average correlation and internal consistency of items in the instrument and to gauge the reliability of the questionnaire, Cronbach's alpha was used. The α Cronbach for total scores demonstrated the right post-test internal consistency with an α = 0.825. Also, perfect internal consistency was determined in all questionnaire domains.

2.4) Assessing Reliability and Validity

Since the pilot study results were reliable, the questionnaire containing the validated 52 items was administered to the final sample without further modifications. The primary data were collected using a web-based self-administered questionnaire. The study was conducted from December 2020 to March 2021. The questionnaire was in English. The Google form link was shared through social media platforms to potential respondents by Restaurant/Bar managers, food and beverage staff of hotels, friends and associates working in the beverage service industry in Goa among their guests who had visited them, requesting them to participate in the study. The questionnaire was administered to tourists who had visited various drinkscapes in Goa post-lockdown and those who had visited them a few months before lockdown, making for a total of 962 valid questionnaires that were used for the final analysis.

Exploratory Factor Analysis

The data was split into two halves based on odd-even number sorting (481 responses in each set). The exploratory factor analysis (EFA) was conducted with one-half of the data. EFA is used to explore the underlying factors of the ACE scale. These factors were then confirmed through Confirmatory Factor Analysis (CFA). Hair et al. (2014) have suggested that it is advisable to use two different data sets for EFA and CFA. An initial analysis run was performed to obtain Eigenvalues for each element in the data. Following that, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (KMO) test and Bartlett's Test of Sphericity were used to assess construct validity and confirm the data obtained for an exploratory factor study were sufficient.

i. Descriptive Statistics

The first output from the analysis can be seen in Table 3, showing the descriptive statistics for all the variables under investigation. The mean and the standard deviation for 481 respondents in the survey are given below in this table:

Table 3. Descriptive statistics (EFA)

Items	Mean	Std. Deviation
CA2_Place_origin	3.22	1.312
CA3_Price	3.25	1.274
CA4_Taste	3.19	1.342
CA5_Offer	3.15	1.265
CA6_Brand	3.36	1.295
CA7_Quality	3.39	1.363
CA8_Suggestn	3.01	1.293
CA9_Quantity	3.38	1.288
CA10_Intoxict	2.87	1.333
CA11_Food	3.25	1.298
TP1_Distinguish	4.37	0.734
TP2_Temp	4.3	0.785
TP3_Mixers	4.07	0.911
TP4_Satpast	4.31	0.759
TP5_Relate	4.2	0.813
TP6_Past_exp	4.21	0.787
ED2_Entertainment	4.71	0.538
ED3_Ambiance	4.69	0.58
ED4_Seating	4.69	0.618
ED5_Noise	4.56	0.814
ED6_Temperature_A	4.61	0.609
ED7_Washroom	4.6	0.663
ED8_safe_env	4.73	0.541
ED9_clean	4.72	0.526
ED10_accessible	4.52	0.674
ES1_drinkgroup	4.03	0.982
ES2_drinkparty	3.82	1.057
ES3_drinkfriends	4.15	0.983
ES4_drinkfamily	3.67	1.14
ES5_colleagues	3.76	1.248
ES6_presence	4.03	1.042
ES7_enjoyable	4.12	0.987
ES8_warmth	4.04	1.005
ESS1_friendly	4.53	0.839
ESS2_help	4.53	0.559
ESS3_prompt	4.58	0.546
ESS4_standard	4.53	0.581
ESS5_knowledgeable	4.41	0.748
ACE1_socialpleasure	4.42	0.749
ACE2_physicalpleasure	4.38	0.751
ACE3_unwind	4.41	0.784
ACE4_remember	4.42	0.706
ACE5_memories	4.44	0.574
ACE6_freedomstress	4.39	0.759
ACE7_strengthenbonds	4.42	0.697
RI1_revisitintention	4.4	0.824
WR1_shareACE	4.25	0.93
WR2_saypositivethings	4.34	0.873
RI2_consumefuture	4.41	0.827

WR3_recommendvenue	4.41	0.77				
WR4_encouragefriendsACE	4.34	0.842				
WR5_recommendalcohol	4.3	0.867				

4	5.3	10.31	48.212	5.19	9.99	46.35
5	4.2	8.10	56.314	5.04	9.70	56.05
6	2.9	5.74	62.059	3.3	6.43	62.48
7	2.9	5.65	67.718	2.72	5.23	67.71

Extraction Method: Maximum Likelihood.

Looking at the highest mean value, we can conclude that the score on the safe environment (4.73) is the most crucial variable, followed by clean surroundings (4.72) and entertainment (4.71) that influences the alcohol consumption experience of a tourist.

ii. Sampling Adequacy:

It is essential to establish the reliability and validity of the obtained reduction. This is done with the KMO and Bartlett's Test of Sphericity.

The results of KMO and Bartlett's Test of Sphericity are given below in table 4:

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	25927.007
	df	1326
	Sig.	.000

The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.874, above the commonly recommended value of .6. Bartlett's Test of Sphericity was significant ($\chi 2$ (1326) = 25927, p < .05). Since Bartlett test p-value = 0.000<0.05, we conclude that there exists a correlation between variables and thus, factor analysis exercise could be carried out (Hair et al. 2014). Hence, further analysis (EFA) is deemed suitable with all 52 items considered for measuring Alcohol Consumption Experience.

iii. Extraction of factors:

An initial analysis was performed to obtain eigenvalues for each factor in the data. The SPSS software, by default, considers Principal Component Analysis (PCA) for generating these values. However, Maximum likelihood extraction was used for this analysis. When sample sizes are large, the maximum likelihood becomes a broadly available approach that yields good estimates. Maximum likelihood estimators are asymptotically regular, efficient, and reliable (Pan and Fang 2002). It is specified to retain only those factors with an eigenvalue larger than 1 (Guttman-Kaiser rule).

Table 5. Total Variance Explained

	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Factor	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	9.8	18.88	18.882	7.17	13.80	13.80
2	6.1	11.78	30.668	6.46	12.44	26.24
3	3.7	7.22	37.893	5.25	10.11	36.35

It is observed from Table 5 that the initial Eigenvalues indicate that the first seven factors have Eigenvalues greater than 1. The 52-item structure for measuring alcohol consumption experience explains 67 % of the variance in the relationships among the items. The percentages explained by each factor were 13.80% (Factor 1- Choice of Alcohol), 12.44% (Factor 2- Choice of Drinkscapes), 10.11% (Factor 3- Alcohol Consumption Experience), 9.99% (Factor 4- Revisit Intention & Willingness to recommend), 9.70% (Factor 5- Social setting), 6.43% (Factor 6- Tourists Profile), and 5.23% (Factor 7- Service experience). The eight factors onwards have eigenvalues below one.

iv. Rotation and Factor Loadings:

EFA is carried out to verify the number of factors underlying the variation and the correlations among the items. It is essential to identify the items that load onto a specific factor. Objects that do not load onto any factor must be deleted, and the analysis must be re-run. It must be determined how high an item's factor loading should be to keep it. An object may be retained if its primary loading is greater than 0.5 up to 0.6 (Henson and Roberts, 2006). Guadagnoli and Velicer (1988) states that a factor with four loadings greater than 0.6 is stable for sample sizes greater than 50. A factor with ten loadings greater than 0.4 is stable for a sample size greater than 150. Rotation is done to simplify and clarify the data structure, and Varimax is the most common method used for such rotation.

Table 6. Rotated Factor Matrix

	Factor						
	1	2	3	4	5	6	7
CA9_Quantity	0.919						
CA6_Brand	0.889						
CA7_Quality	0.861						
CA11_Food	0.84						
CA3_Price	0.836						
CA2_Place_origin	0.827						
CA4_Taste	0.814						
CA5_Offer	0.802						
CA10_Intoxict	0.748						
CA8_Suggestn	0.659						
ED9_clean		0.958					

Item					
ED2_Entertainment	0.939				
ED8_safe_env	0.897				
ED3_Ambiance	0.885				
ED4_Seating	0.862				
ED6_Temperature_A	0.770				
ED5_Noise	0.680				
ED7_Washroom	0.628				
ED10_accessible	0.578				
ACE4_remember		0.933			
ACE2_physicalpleasure		0.910			
ACE1_socialpleasure		0.905			
ACE6_freedomstress		0.902			
ACE3_unwind		0.882			
ACE7_strengthenbonds		0.794			
ACE5_memories		0.530			
ES7_enjoyable			0.839		
ES6_presence			0.837		
ES8_warmth			0.820		
ES3_drinkfriends			0.766		
ES2_drinkparty			0.758		
ES5_colleagues			0.701		
ES1_drinkgroup			0.682		
ES4_drinkfamily			0.594		
RI1_revisitintention				0.927	
RI2_consumefuture				0.893	
WR5_recomdalcohol				0.885	
WR1_shareACE				0.851	
WR4_encfriendsACE				0.805	
WR3_recommendvenue				0.748	
WR2_saypositivethings				0.573	
TP1_Distinguish					0.906
TP4_Satpast					0.858
TP2_Temp					0.802
TP6_Past_exp					0.737
TP5_Relate					**0.355**
TP3_Mixers					**0.305**

Item							
ESS2_help							0.929
ESS3_prompt							0.758
ESS4_standard							0.744
ESS1_friendly							**0.395**
ESS5_knowledgeable							**0.355**
Extraction Method: Maximum Likelihood.							
Rotation Method: Varimax with Kaiser Normalization.							

Tabachnick and Fidell (2001) recommend .32 as a good rule of thumb for an item's minimum loading, equating to around 10% overlapping variation with the other items in that factor. At least three elements with loading greater than 0.4 should be present in all the retained variables. A factor with less than three items is usually weak and unstable; factors with five or more firmly loading items (.50 or better) are desirable and suggest a solid factor (Costello and Osborne, 2005). As a result, two items from Factor 6 and 2 items from Factor 7 were dropped as they loaded below .50. The above results indicate the use of seven factors for determining the relationship with the dependent variable, as seen in table 6.

v. Screen Plot

The screen plot is a graph of the eigenvalues against all the factors. The graph helps determine how many factors to retain. The points of interest are where the curve starts to flatten.
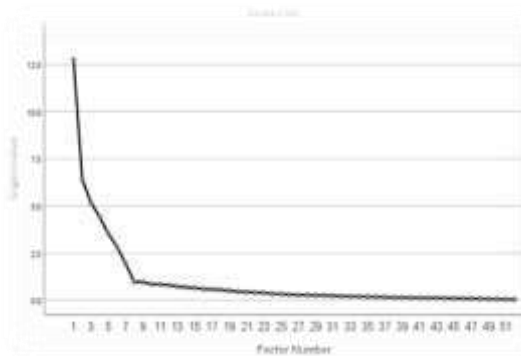

Figure 1- Screen plot
Source: Derived from SPSS Output file

It can be seen in figure 1 that the curve begins to flatten after factor 7, So only seven factors have been retained.

vi. Scale Reliability

The Cronbach's alpha coefficient was calculated as a test for the reliability of factors (Table 7), and it was greater than .7, suggesting good reliability of the

factors according to Hair et al. (2014).

Table 7. Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
0.935	52

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was used to validate EFA results and judge the replicability of the results with a separate sample of 481 respondents. The researcher can evaluate each scale item's contribution and integrate how well the scale measures the concept (reliability) by performing confirmatory factor analysis (CFA). The scales are incorporated into assessing the relationships between dependent and independent variables in the structural model (Hair et al., 2014). The CFA was performed on the constructs: Tourist profile, choice of alcohol, choice of drinkscapes, social settings, service experience, alcohol consumption experience and willingness to recommend & revisit intention. This was determined by verifying i) The Unidimensionality, ii) The reliability, iii) Multicollinearity, iv) The construct validity, and v) The model fit.

i. Validation of the Measurement Model

The following section presents the CFA results of the measurement models, which can be further considered for testing Structural Equation models.

Table 8. Factor names, number of the final scale items, with factor loadings and Cronbach's alpha value

Factor names	No of Items	Items	Factor Loading	Cronbach's alpha Values
Tourists' Knowledge and Past Experience	4	I can distinguish between different types of alcoholic beverages (Wines, Beers, Spirits, Liqueurs, Cocktails)	.868	.899
		I am aware of the temperatures of the alcoholic beverages at which they should be served	.834	
		I have had satisfying alcohol consumption experiences in the past	.839	
		My alcohol consumption is based on my past experiences	.856	
Choice of Alcohol	6	The most important thing about the drink is its taste	.873	.940
		I consider the brand of alcohol while ordering a drink.	.874	
		I choose a drink based on its quality	.909	
		I usually order a drink based on the suggestion of the server or friends	.768	
		I choose a drink based on the quantity I wish to consume	.901	
		The alcohol I drink should complement the type of food being consumed	.884	
Choice of Drinkscapes	6	The entertainment adds value to my drinking experience	.907	.932
		The Ambiance (Architecture, Color, lighting, Interior design, Décor) should be appealing	.862	
		Washroom, and toilet facilities need to be adequate	.800	
		The environment should be safe	.912	
		The area should be thoroughly clean	.886	
		The venue should be easily accessible	.743	
Social Setting	4	I drink more while socialising with friends	.851	.903
		The presence of other people influences my individual level of satisfaction	.849	
		It is enjoyable to join in drinking with people who are enjoying alcohol consumption	.857	
		Drinking adds warmth to social occasions	.856	
Service Experience	5	Employees should be friendly	.718	.854
		Employees should be willing to help	.852	
		Employees should provide prompt service	.806	
		The standard of service matters while consuming alcohol	.799	
		Employees need to be knowledgeable about the drinks offered	.665	
Alcohol Consumption Experience	6	Alcohol consumption enhances social pleasure.	.893	
		Alcohol consumption enhances physical pleasure.	.889	

		An alcohol consumption experience helps me unwind and enjoy.	.883	.947
		I can easily remember alcohol consumption experiences in different settings	.901	
		Alcohol consumption provides a sense of freedom from the stresses of life.	.897	
		This experience is a wonderful way to strengthen existing bonds of relationships.	.812	
Revisit Intention & Willingness to Recommend	5	I intend to revisit the venues I had an alcohol consumption experience in the near future	.891	.930
		I intend to consume the same alcohol in the near future	.893	
		My Alcohol consumption experience helps me to recommend a venue to others	.829	
		I would encourage friends and relatives to experience Alcohol Consumption at a venue I enjoyed	.868	
		I will recommend the alcohol that I consume to others	.864	

ii. Measurement model of constructs in this study
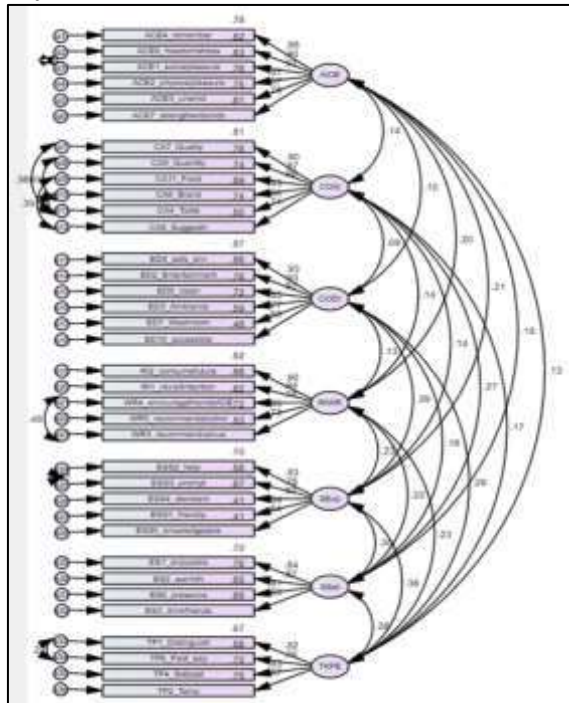
Figure 2- CFA of the Measurement model of constructs in this study

iii. Model Fit measure

Table 9. Model Fit measure

Measure	Estimate	Threshold	Interpretation
CMIN	1658.933	--	--
DF	556	--	--
CMIN/DF	2.984	Between 1 and 3	Excellent
CFI	0.962	>0.95	Excellent
SRMR	0.032	<0.08	Excellent
RMSEA	0.045	<0.06	Excellent
PClose	0.999	>0.05	Excellent

The model fit measures as suggested by Hu and Bentler (1999) were excellent.

iv. Construct validity and reliability check

Table 10. Validity of the constructs

	CR	AVE	AlCE	COAl	CODr	RIWR	SExp	SSet	TKPE
AlCE	0.948	0.752	**0.867**						
COAl	0.937	0.712	0.146***	**0.844**					
CODr	0.934	0.703	0.096**	0.083*	**0.839**				
RIWR	0.929	0.724	0.196***	0.120***	0.134***	**0.851**			
SExp	0.855	0.546	0.209***	0.141***	0.382***	0.224***	**0.739**		
SSet	0.898	0.687	0.190***	0.278***	0.149***	0.203***	0.299***	**0.829**	
TKPE	0.892	0.675	0.133***	0.168***	0.259***	0.221***	0.355***	0.261***	**0.821**

Convergent validity

In table 10, The values below the diagonal are correlations. The diagonal values in bold are the square root of AVE. The Stats Tool Package designed by James Gaskin was used to get this table (Gaskin, 2016). It can be observed from table 10 that the Composite Reliability (CR) values of all the constructs are greater than 0.7, which fulfils the criteria set by Hair et al. (2014). The Average Variance Extracted (AVE) of all the constructs was greater than 0.5; thus, fulfil the criteria set by Hair et al. (2014). It can therefore be concluded that this measurement model is validated.

Discriminant Validity

According to Fornell & Larcker (1981), for a construct to be distinct, the square root of the AVE of the construct should be greater than all its correlations with other constructs in the model. Table 10 shows that

the square root of the AVE of the constructs is greater than all their correlations with other constructs in the model. According to Hair et al. (2014), this proves that discriminant validity is achieved.

v. Structural Models Multivariate Assumptions

Outliers and Influential's

We ran a Cooks distance analysis to determine if any influential multivariate outliers existed. In no case did we observe a cooks distance greater than 1. Most cases were far less than 0.100.

Multicollinearity

We examined variable inflation factors (VIF) on all predictors of our dependent variables. We observed no VIFs greater than two, as seen in table 11, which is far less than the threshold of 10.

Table 11. Coefficients table

Model		Unstandardised Coefficients		Stad Coef			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Const)	18.36	1.287		14.262	0		
	SE	0.197	0.051	0.135	3.888	0	0.817	1.225
	SS	0.113	0.037	0.101	3.013	0.003	0.877	1.14
	COA	0.051	0.018	0.092	2.817	0.005	0.93	1.076
	COD	0.037	0.04	0.031	0.924	0.356	0.857	1.167
a. Dependent Variable: ACE								

III. DISCUSSION

This study describes the development of a multiple-item scale to measure the alcohol consumption experience and revisit intention. The results showed a reliable and valid scale for identifying the variables influencing the alcohol consumption experience from the tourist's viewpoint. The development of this scale is considered meaningful because it is the first study to suggest a reliable and valid scale that can measure the influences of the alcoholic beverage under different experienscapes on revisit intentions. The scale to measure the alcohol consumption experience is tested and validated. The scale was found to demonstrate reliability and validity. Although this study has provided relevant and interesting insights into understanding the scale's adaptability, it is important to recognise its limitations. This paper does not address the relationships between alcohol production and consumption in destinations; instead, it is focused on the literature dealing with the socio-demographic and psychological factors affecting tourist alcohol consumption. This study aimed to identify the factors influencing tourist alcohol consumption. By analysing literature available in the hospitality and tourism studies and synthesizing

insights from food and beverage consumption and sociological research, five factors influencing tourist alcohol consumption are identified: The tourist knowledge & past experience, the choice of alcoholic beverage, the choice of drinkscapes, the social setting and the service experience.

Given the lack of studies to systematically examine the consumption experiences of alcohol by tourists in a destination, the multi-disciplinary approach adopted in this study allows a comprehensive understanding of the experience, which forms the basis for future research and conceptual elaboration. Although the factors listed under each area may not be exhaustive, it provides a clear and logical framework for further investigation into the aspects pertaining to the destination environment's alcohol consumption experience. Since the objective of the present study was limited to validating the Alcohol Consumption Experience scale, we did not test the hypothesis to check the relationship between the variables that influences alcohol consumption experience in different drinkscapes. This will be reported in future studies conducted by the authors. This study focuses exclusively on understanding tourists' drinking preferences and tourists' experiences at the drinkscapes to satisfy customers and increase revisit intentions. One

limitation is that the hosts' benefits and problems are not considered in this study.

The study was conducted on a sample of tourists that visited Goa in India. Since the tourism sector in Goa was badly influenced by the Covid situation, and there were restrictions on the entry of foreign tourists to Goa, we could not capture many of the foreign tourist's perceptions. However, future studies can extend this study to a wider sample of tourists during a time conducive to international tourist arrivals.

IV. CONCLUSION

Understanding tourists' desires and expectations regarding alcoholic beverage consumption is of utmost significance for hospitality organisations. In-depth awareness of factors influencing tourist alcohol consumption is critical to the hospitality sector to provide the appropriate tourism drinking experiences and Experienscapes that can contribute to tourist satisfaction. By integrating two distinct streams of research on Experienscapes and the choice of alcoholic beverages, this study has developed a measurement scale that can be used to understand tourist influences on the alcohol consumption experience. Given the current lack of studies focused on the systemic and holistic analysis of tourist alcohol intake, the methodology established in this study is believed to add to the body of knowledge in the field and provide theoretical foundations for further research.

The construction of a valid and reliable framework for assessing factors considered by tourists when deciding to consume alcohol in a destination, as well as the antecedents of the alcohol consumption experience, its content and its consequences in terms of revisit intentions, is not only a matter of scholarly interest but also a possible contribution to tourism marketing practice. Therefore, this paper serves as a first step towards developing a measurement scale that future researchers and practitioners can use to understand tourist alcohol consumption and likewise use it to study consumption experiences of other beverages.

The new scale needs to be further tested and will be reported on in future papers. Acquiring more data on Experienscapes related to alcohol consumption can lead to interesting findings in future research. Some statements must be deleted or amended, and some require refined for different environments.

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Factors Driving The Tourists Choice of Alcohol and Drinkscapes: An Exploratory Study

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Factors driving the tourists choice of alcohol and drinkscapes: An exploratory study

Introduction

When travelling, an increasing number of people seek drinking experiences. Food and restaurant selection are viewed as a complex function of sensory preferences (taste, odour, and texture) which are influenced by non-sensory factors such as menu variety, price, cleanliness, servicescape concerns, reputation, health claims, service, accessibility, comfort, and atmosphere (Hanefors & Mossberg, 2003; Cullen, 2005; Choi and Jhao, 2010 Johns & Howard, (1998). Kivela et al., (1999). Clark & Wood, (1998). Koo et al.,(1999).

Past research within food tourism focus on tourist eating experiences; however, the bulk of these studies have only touched on customer satisfaction concerns (Jang et al., 2012; Björk and Räisänen, 2014; Kim and Jang, 2016; Stone et al., 2018). When selecting where to eat and where to go out, customers have a range of demands and preferences (Tikkanen, 2007). These distinctions lead customers to select a restaurant depending on their tastes. Since food and beverages are two distinct areas of consumption for a customer, the results of food-related studies cannot be generalized in drinkscapes settings. Repeat visitors rely heavily on their past (good) experiences (Bruwer and Alant, 2009). Yet, little research has been done to assess the role of tourists knowledge and past experiences in determining the choice of alcohol and the choice of servicescapes at tourist destinations. While it is critical to focus new research on different variables that can shape a tourist's experience, such as physiological states (e.g. satiety, thirst) and post-consumption experience, Gomes et al. (2017) proposed that other relevant issues that should be explored are "previous product knowledge" and "brand usage." Owing to these limitations, this present research attempts to examine tourists' factors influencing the choice of alcohol and the choice of drinkscapes at tourist destinations. This paper contributes to destination and tourism management research by establishing the study of drinkscapes (drinking locations) and providing a new framework for analyzing the elements influencing the selection of drinkscapes at a destination. The study's findings might assist beverage service managers in creating a good experience that satisfies tourists' drinking preferences and increases tourist's level of satisfaction at destinations.

Literature review

The theoretical framework defines three key concepts; tourist past experience and knowledge related to alcohol consumption, the choice of alcohol and the choice of drinkscapes, and their inter-linkages.

Tourist past experience and knowledge related to alcohol consumption

According to the literature, there is a link between past tourist experiences and the intention to consume local food in the location (Kwun & Oh, 2006; Ryu & Han, 2010). According to Kwun and Oh (2006), prior experience significantly influences future consumption-related expectations for the same experience. Furthermore, they suggest that experienced consumers build their preferences differently from first-time buyers, even for the same items, since they are more familiar with and knowledgeable about them. People who have previously visited an area and feel that prior experiences and familiarity impact their future behaviour are considered repeat visitors (Chi, 2012). Similarly, Barsky (1992) suggests that consumers compare current or past experiences on some foundation built from earlier encounters.

According to Kleynhans (2003), the prior experiences of leisure tourists and their demographics and culture impact their expectations and satisfaction with the dining experience and ultimately lead to revisit intentions. Furthermore, the traveller's knowledge of the area and their previous consumption experience influence their selection criteria and quality experiences (Nickerson, 2006). Hence studying the impact of tourists past experience and knowledge in the context of alcohol consumption on the choice of alcohol or the choice of drinkscapes could prove interesting.

Only those destinations, which provide unforgettable experiences to tourists, will attract more repeated visits. Likewise, destinations that fail to create memorable experiences do not attract tourists to revisit (Zhang et al., 2018). Braun-LaTour et al. (2006) have argued that given the number of external searches available and the popularity of word-of-mouth communication, destinations need to find a way to handle such interactions. Food and drinking experiences that are memorable are connected with higher travel satisfaction and favourable word of mouth (Stone and Migacz, 2016)

Choice of alcohol

The interaction between the individual and the product shapes the product experience. Gomez et al. (2017) have argued that our cognitive, sensory, and emotional systems all influence our drinking experiences and suggest that further

research is needed to understand purchase decisions related to alcohol consumption and its link to the product experience. The Consumption experience of an alcoholic beverage is influenced by the products price, brand, taste sensations at consumption, presentation form, and composition of the menu (Hansen et al., 2006; Gregoire, 2013; Forneniro et al., 2008; Pedraja and Guillen, 2004). In restaurant settings, customer experience research generally assesses the atmosphere, food quality, and pricing fairness (Chuan et al., 2018). This implies that studies on customer experience in the hospitality industry have largely ignored the selection criteria for alcohol consumption in a touristic environment. To better understand the factors that influence tourist's choice of alcohol for consumption, the factors that measure the choice of alcohol experiences must be elucidated.

Choice of Drinkscapes

Experiences are formed from service settings and outlets, such as restaurants and bars, made available to guests. Bitner (1992) referred to these scapes as servicescapes, whereas Mossberg (2007) referred to them as experiencescapes. According to Reimer and Kuehn (2005), these scapes are rich with interactions between guests, service providers, staff, physical surroundings, and various facilities. The servicescape construct has been adapted to various settings, including shipscape (Kwortnik, 2008), dinescape (Ryu, 2005), and eventscape (Brown, Lee, King, & Shipway, 2015). Previous research on the scape constructs and food experiences always focused on artificial and constructed surroundings. In the context of food service, academics have defined foodscape as a construct describing a "landscape of food" centred on "food environments" (Mikkelsen, 2011; MacKendrick, 2014). Likewise, in the context of beverage service in our study, the operational definition of 'Drinkscapes' would be "Places and scapes that facilitate alcohol consumption". Alcohol is consumed in a food and beverage outlet such as a bar, a pub, a restaurant, a lounge, a beach shack, etc. Besides retail outlets, alcohol can be consumed at a hotel, at home, in a tasting room or in the open-air such as at a park, street, wine or beer festival (Stone et al., 2018; Bruyer et al., 2013; Wilkinson and Wilkinson, 2018). Lin and Mao (2015) suggest that the environment in these drinkscapes facilitates immersion into the experience of food and beverage intake through entertainment, architecture, design, colour, and smell. Bruwer and Alant (2009) discovered that in the context of a winery, in addition to wine tasting, the same visitor also indulges in the atmosphere for a good experience. In the service industry, such as the food and beverage, the physical environment impacts consumer behaviour and shapes the service provider's image (Booms and Bitner, 1982). One of the most important factors influencing consumer consumption is the environment (Ryu and Jang, 2007, Cheng et al., 2016, Park et al., 2019, Kuhn and Bothma, 2018). Tourists want to have a memorable time away from home, and the

environment in these scapes may play an essential part in making that happen (Ryu and Han, 2011). As a result, some hospitality companies employ architecture and design successfully and multidimensional experiences to enhance guests' experience (Albrecht et al., 2019). Clark and Wood (1999) identified food range, quality, price, service speed and ambience as important variables while considering the restaurant choice. While the food and beverages on offer and service must be of acceptable quality, attractive physical surroundings, such as décor, artefacts, layout, and music, may influence customer satisfaction and subsequent consumer behaviour to a large extent.

The beverage service business has grown more competitive as the number of drinkscapes has increased. In today's environment, satisfying consumers' fundamental expectations is the most significant way to assure business sustainability. To be successful and exceptional, a drinkscape must exceed customers' expectations by truly understanding why they choose a specific sort of drinking experience. More research is needed to determine what aspects affect the choice of drinkscapes, given its common effects on approach-avoidance behaviours, compared to other physical and intangible service components (Wakefield and Blodgett, 2016).

To the authors' knowledge, no previous empirical studies have investigated if tourists past knowledge and past experiences influence the choice of alcohol and the choice of drinkscapes at tourist destinations. Literature also reveals little theoretical understanding about drinking experience from the motivational perspective (Josiam et al., 2004; Costa et al., 2007). Currently, not much is known about the influence of motives on tourists' selection of drinkscapes, choice of alcohol or the influence of the choice of alcohol on the choice of drinkscapes. In addition, consumer preferences while choosing drinkscapes must be examined to fulfil the expectations and needs of beverage service providers and consumers. Given this research gap, the aims of the present study were:

1. To develop a scale to measure the tourist's knowledge of alcohol & past experiences of alcohol consumption, choice of alcohol and choice of drinkscapes.

2. To test whether the tourist's knowledge of alcohol & past experiences of alcohol consumption influences the choice of alcohol and choice of drinkscapes.

3. To test if the choice of alcohol influences the choice of drinkscapes.

Methodology

An initial list of 25 items was generated on aspects related to the tourist's knowledge & past experience related to alcohol consumption, choice of alcohol and choice of drinkscapes. They were derived from prior studies (e.g. Armira et al. 2016; Andersson and Mossberg, 2004; Hansen et al., 2005; Gustafsson et al., 2006; Nickerson, 2006, Stone et al., 2018; Kuhn and Bothma, 2018; Back et al., 2018; Brochado et al., 2019). Questions related to the choice of alcohol and choice of drinkscapes was adapted from the scale developed by Armira et al. (2016). Items related to check the tourist's knowledge and past experience of alcohol consumption were developed by conducting unstructured interviews with bar managers, people who consumed alcohol regularly and experts from the food and beverage service sector. S-CVI/Ave for relevance was calculated, and the value was found to 0.988; besides, S-CVI was calculated, and the value was 0.93. A CVI between $0.3 < CVI < 0.75$ was considered for rewriting, assessing the item-wise score for simplicity and clarity. Also, the interclass correlation coefficient was calculated for relevance, clarity and simplicity for all 25 items. A pilot test consisting of 50 questionnaires was conducted to ensure the scale reliability. The α Cronbach for total scores demonstrated right post-test internal consistency with an $α = 0.825$. Each dining experience attribute was rated using a 5-point Likert-type scale, ranging from "strongly disagree (1)" to "strongly agree (5)". In addition, the study questionnaire also included sociodemographic measures.

This study aimed to gather tourists' views and perceptions on the factors that influence the choice of drinkscapes and the choice of alcohol in a tourist destination (Goa). Goa, one of India's most popular tourist destinations, is recognized for its liberal liquor laws. This lowers the cost of liquor, and hence the prices charged for sales and service of spirits, beer, and other alcoholic beverages are fairly affordable in comparison to other states. The demand for alcoholic beverages is strong in Goa, as evidenced by the state's liquor factories expanding their capacity. According to figures compiled through September 2019, the state excise agency issued 2725 retail liquor licenses and 8107 retail consumption licenses (bars, taverns, pubs, etc.). The sample selected in this study included tourists visiting Goa who consumed alcohol in various drinkscapes. The study used non-probability sampling and convenience sampling technique. The respondents were not chosen at random but rather based on their willingness to answer. The study has tried to ensure that the samples are reasonably representative and not strongly biased by selecting a broad cross-section of tourists across various drinkscapes (males and females, different age etc.). There were 550 responses received, of which 504 were from tourists that consume alcohol, and another 23 were incomplete. Therefore, 481 valid responses were used for the data analysis. According to some researchers, it is preferable to

have at least ten respondents for each item being evaluated in factor analysis. Furthermore, up to 300 responses is reasonably acceptable for Likert scale creation, according to other experts.

To determine the demographic status of visitors, descriptive analyses involving frequency, mean, and standard deviation were performed. Cronbach's alpha was calculated to test the scale reliability. Exploratory factor analysis (EFA) with VARIMAX rotation was employed to test the items measuring tourists past experience, knowledge of alcoholic beverages, factors measuring choice of beverages and factors measuring choice of drinkscapes. Factor loadings expressed the correlation between the variable and its relevant factor, and only factor loadings equal to or greater than 0.50 were included in a factor. Furthermore, only components with eigenvalues equal to or greater than one was considered significant. Mean scores rating on the tourist's past experience and knowledge of alcohol, perceived importance of the choice of alcohol, and attributes of choice of drinkscapes were computed to assess the importance of each item.

Findings and discussion

After the deletion of incomplete questionnaires, the total valid samples were 481. Table 1 reports the demographic details of the respondents.

Table 1. Demographic details of the respondents

Variable	Categories	Frequency	Percent
Gender	Male	263	54.7
	Female	218	45.3
Marital Status	Unmarried	144	29.9
	Married	331	68.8
	Divorced	2	0.4
	Widow/Widower	4	0.8
Age group	18-30 years	185	38.5
	31-40 years	130	27
	41-50 years	111	23.1
	51-60 years	46	9.6
	61 years and above	9	1.9
Occupation	Student	22	4.6
	Service	337	70.1
	Business	113	23.5
	Unemployed	9	1.9

Income	Upto 20000	21	4.4
	20001-50000	109	22.7
	50001-80000	176	36.6
	80001 and above	175	36.4
Education	High school	2	0.4
	Diploma/Certificate	59	12.3
	Undergraduate	238	49.5
	Postgraduate	172	35.8
	Others	10	2.1

To address the choice of alcohol, the mean scores and standard deviations were calculated. The results are presented in Table 2 according to the rankings of mean scores. The five top most essential attributes for choice of alcohol were taste quality, quantity to be consumed, the brand of the alcoholic beverage and the level of intoxication desired. Choice based on the suggestion by servers or friends was the least important attribute. Drinkscapes managers have explained this finding that alcohol consumers generally prefer a favorite type or brand of alcohol that does not change irrespective of the place or people that they consume it with.

Table 2. Rankings for choice of alcohol

	N	Min	Max	Mean	Std. Deviation	Rank
Taste	481	1	5	4.25	0.830	1
Quality	481	1	5	4.22	0.849	2
Quantity	481	1	5	4.21	0.857	3
Brand	481	1	5	4.19	0.888	4
Level of Intoxication	481	1	5	4.10	1.008	5
Place of origin	481	1	5	4.03	1.004	6
Food pairing	481	1	5	4.03	1.050	7
Price	481	1	5	4.01	0.853	8
Offer/ Discount	481	1	5	3.94	0.906	9
Suggestions	481	1	5	3.83	1.051	10

Note: Rankings for choice of alcohol was based on the mean scores measured on a Likert-type scale from 1 to 5.

The mean scores of the choice of drinkscapes were also calculated. The results were reported based on the ranking of the mean scores in Table 3. It shows that the mean scores of all attributes ranged from 4.28 to 4.66. The top 5 drinkscapes items were

ambience, entertainment, safe environment, comfortable seating and clean surroundings, indicating the choice of drinkscapes. It is suggested that at destinations tourists are inclined to have drinking experiences in those drinkscapes having a good ambience that emphasized on a safe and clean environment offering, good entertainment. Accessibility, noise levels and temperature were considered as the most unimportant factors while choosing drinkscapes.

Table 3. Rankings for choice of drinkscapes

	N	Min	Max	Mean	Std. Deviation	Rank
Ambience	481	2	5	4.66	0.595	1
Entertainment	481	2	5	4.65	0.544	2
Safe environment	481	1	5	4.64	0.552	3
Comfortable seating	481	1	5	4.64	0.604	4
Clean surroundings	481	2	5	4.63	0.540	5
Washroom / toilets	481	1	5	4.62	0.584	6
Accessibility	481	2	5	4.56	0.627	7
Noise levels	481	1	5	4.32	0.799	8
Temperature	481	2	5	4.28	0.684	9

Note: The ranking was based on the mean scores measured on a Likert-type scale ranging from 1 to 5.

To further investigate the influence of tourists' knowledge and past experience on the choice of alcohol and choice of drinkscapes and check the correlations, factor analysis was conducted. First, An EFA was performed using principal component analysis and varimax rotation. The minimum factor loading criteria was set to 0.50. The communality of the scale, which indicates the amount of variance in each dimension, was also assessed to ensure acceptable levels of explanation. The results show that all communalities were over 0.50.

The Cronbach's alpha coefficient was calculated as a test for the reliability of factors. It was .871 for tourists' knowledge and past experience, .939 for choice of alcohol and .929 for choice of drinkscapes which are greater than .7, suggesting good reliability of the factors (Hair et al., 2014).

A critical step involved weighing the overall significance of the correlation matrix through Bartlett's Test of Sphericity, which provides a measure of the statistical probability that the correlation matrix has significant correlations among some of its components.

The results were significant, x^2(n = 481) = 10000 (p < 0.001), which indicates its suitability for factor analysis. The Kaiser–Meyer–Olkin measure of sampling adequacy (MSA), which indicates the appropriateness of the data for factor analysis, was 0.861. In this regard, data with MSA values above 0.800 are considered appropriate for factor analysis. Finally, the factor solution derived from this analysis yielded three factors for the scale, which accounted for 65.65 per cent of the variation in the data. The three factors identified as part of this EFA aligned with the theoretical proposition in this research. The percentages explained by each factor were 30.90% (Factor 1- Choice of Alcohol), 21.69% (Factor 2- Choice of Drinkscapes) and 13.06% (Factor 3 – Tourist's profile). Factor Loadings are presented in table 4.

Table 4 EFA results

Rotated Component Matrix			
	Component		
	1	2	3
Quantity to be consumed	0.873		
Quality of the drink	0.842		
Brand	0.826		
Level of Intoxication	0.814		
Taste	0.802		
Price	0.796		
Pairing with Food	0.796		
Offers and Discount	0.791		
Suggestion by server or friends	0.768		
Place of origin	0.734		
Safe environment		0.908	
Entertainment		0.895	
Washroom and toilets		0.881	
Comfortable Seating		0.860	
Ambience and decor		0.843	
Clean surroundings		0.830	
Accessibility		0.815	
Temperature		0.639	

Noise levels		0.589	
Can Distinguish between alcoholic beverages			0.857
Consumption is based upon past experiences			0.850
I am aware of service temperatures			0.829
I had a satisfying alcohol consumption experience in the past			0.789
Can relate to past drinking experiences			0.698
Aware of appropriate mixers with spirits			0.624
Eigenvalue	7.725	5.423	3.265
Percentage of variance explained	30.90	21.69	13.06
Reliability of scale (Cronbach's alpha value)	.939	.929	.871
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			

The Kaiser–Meyer–Olkin MSA was 0.861. All communalities were over the required value of 0.500. The three dimensions explained 65.65 per cent of the variance among the items in the study. Bartlett's test of sphericity proved to be significant p-value = $0.000 < 0.05$, which showed a correlation between variables and thus, factor analysis exercise could be carried out (Hair et al. 2014).

Linear regression was used to investigate if tourists' knowledge and past experience significantly impact the choice of alcohol.

Hypothesis H1

There is a significant impact of tourist's knowledge, and past experience on the choice of alcohol

The hypothesis tests if tourists' knowledge and past experience have a significant impact on the choice of alcohol. The dependent variable choice of alcohol was regressed on the predicting variable tourist's knowledge and past experience to test hypothesis H1. Tourists' knowledge and past experience significantly predicted the choice of alcohol, $F(1, 479) = 58.219$, $p < 0.001$, which indicates that the tourist's knowledge and past experience can play a significant role in determining the choice of alcohol for a tourist ($b = 1.104$, $p < 0.001$). The results direct the positive effect of

the tourist's knowledge and past experience. Moreover, the $R^2 = .108$ depicts that the model explains 11% of the variance in the choice of alcohol.

Hypothesis H2

There is a significant impact of tourist's knowledge, and past experience on the choice of drinkscapes

The dependent variable choice of drinkscapes was regressed on the predicting variable tourist's knowledge and past experience to test hypothesis H2. Tourists' knowledge and past experience significantly predicted choice of drinkscapes, $F(1, 479) = 86.101$, $p < 0.001$, which indicates that the tourist's knowledge and past experience can play a significant role in determining the choice of drinkscapes for a tourist ($b = .521$, $p < 0.001$). The results direct the positive effect of the tourist's knowledge and past experience. Moreover, the $R^2 = .152$ depicts that the model explains 15% of the variance in the choice of drinkscapes.

Hypothesis H3
There is a significant impact of the choice of alcohol on the choice of drinkscapes

The hypothesis tests if the choice of alcohol has a significant impact on the choice of drinkscapes. The dependent variable choice of drinkscapes was regressed on the predicting variable choice of alcohol to test hypothesis H3. Choice of alcohol significantly predicted choice of drinkscapes, $F(1, 479) = 15.63$, $p < 0.001$, which indicates that the choice of alcohol can play a significant role in influencing the choice of drinkscapes for a tourist ($b = .071$, $p < 0.001$). The results direct the positive effect of the choice of alcohol. The $R^2 = .032$ depicts that the model explains only 3% of the variance in the choice of drinkscapes. Table 6 shows the summary of the findings

Table 6. Summary of findings

Hypothesis	Regression weights	Beta Coefficient	R square	F	p-value	Hypothesis supported
H1	TK&PE COA→	1.104	.108	58.219	.000	Yes
H2	TK&PE COA	.521	.152	86.101	.000	Yes
H3	COA→ COD→	.071	.032	15.633	.000	Yes

To check the association between the choice of alcohol and the choice of drinkscapes, cross-tabulation and Chi-square test was used. Table 7 shows the results of the cross-tabulation.

Table 7. Cross-tabulation of Choice of Alcohol and Choice of Drinkscapes

Choice of Alcohol	Choice of Drinkscapes										Total
	Beach shack	Disco / Karaoke Bars	Drink Festival	Hotel	Lounge	Others	Pub / Tavern	Restaurant	Tasting Room	Upscale Bar	
Whisky	12.4%	6.2%	0.0%	2.1%	8.2%	19.6%	20.6%	25.8%	0.0%	5.2%	100.0%
Gin	11.1%	7.4%	0.0%	3.7%	3.7%	3.7%	18.5%	51.9%	0.0%	0.0%	100.0%
Brandy	6.7%	6.7%	0.0%	6.7%	0.0%	6.7%	26.7%	40.0%	0.0%	6.7%	100.0%
Vodka	23.1%	25.0%	3.8%	1.9%	5.8%	3.8%	13.5%	21.2%	0.0%	1.9%	100.0%
Rum	20.4%	8.2%	0.0%	8.2%	2.0%	12.2%	20.4%	26.5%	0.0%	2.0%	100.0%
Tequila	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%	0.0%	0.0%	100.0%
Feni	18.2%	0.0%	0.0%	0.0%	0.0%	27.3%	54.5%	0.0%	0.0%	0.0%	100.0%
Wines	13.1%	1.6%	1.6%	6.6%	9.8%	4.9%	9.8%	37.7%	13.1%	1.6%	100.0%
Beers	25.2%	6.7%	5.9%	3.0%	3.0%	14.8%	15.6%	24.4%	0.0%	1.5%	100.0%
Liqueurs	0.0%	0.0%	0.0%	0.0%	66.7%	0.0%	33.3%	0.0%	0.0%	0.0%	100.0%
Cocktail	25.0%	20.0%	4.0%	4.0%	4.0%	12.0%	8.0%	23.0%	0.0%	0.0%	100.0%
Count	88	45	12	18	26	58	83	132	8	11	481
% within COA	18.3%	9.4%	2.5%	3.7%	5.2%	12.3%	17.3%	27.4%	1.7%	2.3%	100.0%

Cross tabulation results indicated that while the respondents who preferred to have whisky, gin, brandy, rum and wines chose restaurants as their favorite drinkscapes, those who prefer to have vodka and tequila chose discotheques/karaoke bars as their favorite drinkscapes, feni drinkers preferred to drink in a pub/tavern, those who liked to drink beers and cocktails preferred a beach shack, whereas those who consumed liqueurs preferred to visit a lounge. Pearson Chi-square test value was 195.860, and the p-value was 0.000, indicating a significant association between the choice of alcohol and choice of drinkscapes.

Conclusion, managerial implications, limitations and future research

Previous studies have examined the attribute importance and performance in the selection and evaluation of restaurants. However, few have considered the attributes that are potentially important for drinkscapes, particularly for alcohol consumption. By addressing this gap, the present study has several theoretical implications. First, this study considers various attributes of alcohol consumption and drinkscapes in the customer selection of alcohol and drinkscapes. The purpose of this research was also to examine the influence of tourists' knowledge and past experiences regarding alcohol consumption on the choice of alcoholic beverages and factors affecting the choice of drinkscapes at tourist destinations. Travelers' alcohol consumption experiences influence the choice of alcohol as well as the place of consumption. This is in line with the servicescape paradigm presented by Bitner (1992) and the experiencescape thinking by Mossberg (2007), which postulate that the consumption setting influences consumer experiences. Concerning the geographical context, this study has enriched the body of hospitality management literature by providing a better understanding of alcotourism in Goa, one of India's favorite tourism destinations. The study also contributes to the literature by introducing the concept of drinkscapes and presenting a novel framework for understanding the environment preferred by tourists for alcohol consumption at a drinkscapes.

The results of this study provide several managerial implications. The study findings can help the drinkscapes managers better understand how various attributes can contribute to the customer experience. Regression analysis indicated that the choice of alcohol influences the choice of drinkscapes. Chi-square tests also suggested a strong association between the choice of alcohol and choice of drinkscapes, indicating that the tourists visited a drinkscapes based on the type of alcohol they wished to consume. Drinkscapes should therefore have a beverage list that suits the type of clientele, stands out with good brands and a variety of quality alcoholic beverages. With the choice of drinkscapes, the ambience was the most crucial attribute influencing the selection criteria. This indicates that the marketers should provide a unique ambience and décor to evoke more favorable perceptions. Results reveal that entertainment is the second most important attribute influencing restaurant experience. Hence, drinkscapes should also focus on the entertainment factor involving live music or popular DJs, dance floor, karaoke, bartending shows, standup comedy, and open mic nights; the key is to create engaging events, and entertainment attract customers and stand out in this competitive industry. The drinkscapes should also emphasize fun and exciting events to deliver a unique drinking experience. Another essential aspect that needs consideration is for drinkscapes to provide clean and safe environments. Results have suggested that

they were also critical factors considered by the respondents while choosing a drinkscapes. Furthermore, as the individual's experience and knowledge influence the selection criteria, understanding the tourist's profile could help the marketers determine the customer expectations from the restaurant and then develop marketing strategies to deliver memorable experiences.

It is anticipated that the findings will assist relevant stakeholders in designing drinkscapes and beverage selling strategies on a market-driven basis. Drinkscapes providers need to be aware of these facts and attempt to accommodate different drinking expectations when catering to tourists. It is posited that effectively managing these attributes would lead to superior customer experience. Further, emphasis on relevant attributes will lead to pleasure and elicits favorable customer outcomes. Moreover, past research has shown that meeting customer expectations with attribute performance leads to satisfaction, loyalty and positive word-of-mouth (Caruana, 2002).

Several limitations of this study need to be highlighted. First, the survey responses were collected from only one destination, Goa. Second, no comparison was made between domestic and foreign tourists. Future research should investigate whether there are any differences in tourists' choice regarding the alcohol or drinkscapes between domestic and foreign tourists.

Soriano (2002) suggested that sociodemographic variables play an essential role in the evaluation of restaurants. Therefore, future research studies could consider different customer sociodemographic factors and geographical locations in extending the present study to enhance understanding of the tourist's selection criteria.

Future studies should adopt a critical view of the dimensions of alcohol consumption and include other dimensions that might impact tourist's alcohol consumption, for example, service experience and social settings. Future research can also explore the impact of motivational factors on alcohol consumption and the choice of drinkscapes.

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Tourists' Alcoholic Beverage Consumption and Revisit Intention: A Conceptual Paper

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Abstract

Alcohol consumption is an integral part of travel experience but its implication has been underestimated. Travel experiences are used as a competitive advantage, as more and more establishments focus on creating experiences to distinguish themselves in the increasingly competitive food and beverage sector. This paper collates literature in the area of the alcoholic beverage consumption experience of tourists and their behavioural intentions. Existing food and beverage tourism frameworks are reviewed in this study. Based on the review, we have created a new framework for the study of the alcohol consumption experience of a tourist. This conceptual study presented in the form of a proposed framework will help researchers to contribute to the field of beverage tourism by focusing on the alcoholic beverage consumption experience as the dependant construct and revealing the effects of such an experience on their revisit intention

Keywords: *Alcohol Consumption Experience, Memorable Drinking Experience, Alcohol Consumption Behavior, Beverage Tourism, Alco tourism, Experiences capes.*

Introduction

Customer research indicates that people like to believe that they have had an enjoyable experience, taking into account a wide range of things to see and do, to gain an insight into the history of a destination, to appreciate its contemporary offer, to connect with its people and also sample its local produce (Alliance, 2012). In a tourist's search to escape from the usual and routine, alcohol consumption forms a critical part of the tourism experience. For some travellers, it is just an incidental accompaniment of the journey, but for others, it is the key reason to travel (Getz et al., 2014; Yeoman et al., 2015). Bell (2009) brought research on alcohol consumption and tourism under the heading of Alcotourism. Alcotourism refers to moving to a destination for drinking, drinking on vacations, travelling while consuming alcohol and drinking to travel. Much of the research that connects beverages to tourism is in the area of wine tourism (Bruwer, Alant, 2009; Colombini, 2015; Kaddi, 2015; Schamel, 2017; Masa, Bede, 2018; Sigala, 2019; Brochado et al., 2019; Madeira et al., 2019). The area of other alcoholic beverage tourism such

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as Whisky tourism, Beer tourism, Rum tourism, local alcoholic beverages tourism is relatively under-researched (Baran, 2017; Manis et al., 2020). Rogerson (2016) emphasized that given the growth in beer tourism, academic studies in this area remain undeveloped and lags far behind than those devoted to wine tourism. Few studies (e.g. Tanaka, 2010; Spracklen, 2011, 2014; Torre et al., 2014; Dansac, Gonzales, 2014; Stoffelen, 2016; Hurl et al., 2016; Iijima et al., 2016; Sato, Kohasa, 2017) have examined Whisky, Tequila, Rum and Sake as development factors for regional branding and tourism. However, the studies related to local alcoholic beverage tourism are further limited. Additional research is needed to obtain a more in-depth understanding of the tourists consuming alcoholic beverages in a variety of locations.

Consumption experience is defined as "an interaction of the consumer with the product that is at once 'pleasurable, memorable and meaningful' (Kwortnik, Ross, 2007). Alcohol consumption enhances social and physical pleasure (Pereira, 2015). Studies have assessed that a memorable experience has proved to influence customers' positive consumption emotions, their satisfaction with an organisation, and their loyalty intentions (e.g. Yoon, Uysal, 2005; Yuksel et al., 2010; Tung, Ritchie, 2011; Kuhn, Bothma, 2018).

Tourism products or tourist practices have been the focus of research in the area of satisfaction, such as hotels (Kandampully, Suhartanto, 2003), cruises (Qu, Ping, 1999), theme parks (Kao et al., 2008) and tour guides (Zhang, Chow 2004). Likewise there are studies in beverage tourism in areas such as Wine tourism (Kaddi, 2015; Columbini, 2015; Sigala, 2019, Connolly, 2019, Kim et al., 2019), Beer Tourism (Baran, 2017; Manis et al., 2020), Tequila tourism (Torre et al., 2014), Whisky tourism (Stoffelen, 2016; Spracklen, 2011, 2014). However, studies explicitly designed to address the satisfaction of tourists with the experience of the food and beverage consumption and their behavioural intentions are minimal (Correia et al., 2008). There is little known about the areas that tourists employ to evaluate their beverage consumption experience. Within this study, existing frameworks of food and beverage tourism experiences were reviewed. Based on the study, we propose a new framework to study the influences on alcoholic consumption experience of a Tourist and the revisit intentions to the experiencescape. The framework offers guidelines for further study into the issue of enriching the alcohol consumption experiences of Tourist. It presents a full range of consumer theories developed in various disciplines as a backdrop to gain a deeper understanding of factors that influence Tourist's alcohol consumption experiences. The findings can help to increase customer satisfaction by guiding drinkscapes in providing information about creating alcohol consumption environments that improve customers overall satisfaction and behavioural revisit intentions.

Concerning the existing literature, this study has two aims:
- To connect within an integrating framework the antecedents of the alcohol consumption experience, its content and its consequences;
- To propose a conceptual model that will help researchers to contribute to the field of beverage tourism by focusing on the alcoholic beverage consumption experience and revealing the effects of such an experience on their revisit intention.

Literature Review

As an essential and dynamic product in the tourism production process, the experience should be separately studied (Stamboulis, Skayannis, 2003). The concept of product experience is used to refer to physical objects as well as food and beverages, and it has been defined as the complete set of effects that a product has on a user (Schifferstein, Cleiren, 2005). Consumption

experience is defined as "an interaction of the consumer with the product that is at once 'pleasurable, memorable and meaningful' (Kwortnik, Ross, 2007). Pereira, (2015) has suggested that having a couple of drinks is a perfect way of celebrating special occasions. Drinking is pleasurable since it is enjoyable to join people who are enjoying themselves. Alcohol consumption adds warmth to social occasions. Pine and Gilmore (1999) propose that a well-staged experience contributes to improved memory, that is, to remember a specific event which will positively shape the attitude of the Tourist toward the experience. When tourist experiences are unpleasant, memories can be intense. Barnes et al., (2018) suggest that the revisit intentions are determined not by previously remembered positive experiences or expected positive effects, but by the latest experience that had a positive impact. Meaningful is something that has a reason, that is important, or that has value, and the most successful experiences are meaningful (Oliver, Hartmann, 2010; Holbrook, Hirschman (1982) defined the consumption experience as a phenomenon directed towards pursuing fantasies, feelings, and fun. Fornerino et al. (2005) have defined it as "A personal experience, resulting from interaction with an experiential environment." Gentile et al. (2009) explained that Consumption experience is a series of encounters between a customer and a product, a company, or part of its organisation that causes a reaction. The literature thus evidences that experience escape consisting of drinks cape (destination), social setting (company of friends) and service experience (courteous service) have the potential to influence the overall alcohol consumption experience, besides the tourists' preference for the type of drink. Studies related to food and beverage experiences have identified various variables that have been highlighted in table 1.

Table 1. *Variables related to food and beverage experiences identified through Literature review*

Year	Authors	Variables
Dining Experience		
2004	Andersson, Mossberg	Restaurant interior, cuisine, service, company, and other guests.
2005	Hansen, Jensen, Gustafsson	The core product, the restaurant atmosphere, the personal social meeting, the restaurant interior and the company.
2006	Gustafsson, Öström, Johansson, Mossberg	The room, the product, the meeting, the atmosphere, and the management control system
2013	Wijaya, King, Nguyen, Morrison	Pre dining, during dining, post dining
2018	Stone, Soulard, Migacz, Wolf	Food or drink consumed, companions, location/setting, the occasion, and touristic elements
2018	Kühn, Bothma	Service quality, food quality, atmosphere, and social connectedness
2020	Wen, Leung, Pongtornphurt	Music enjoyment, Music Congruency, Perceived Authenticity, Satisfaction and Behavioural Intention
Wine Tourism experiences		
2006	Roberts, Sparks	The authenticity of experience, value for money, product offerings, service interactions, information dissemination, setting and surroundings, indulgence and personal growth.
2015	Saayman, Van Der Merwe	Attributes of the winery, themes and activities, education, and novelty.
2017	Schamel	Wine as Infotainment, Social Cultural Engagement, Escapist & food-specific activities, Accommodation Traits & Style: Esthetic
2018	Massa, Bédé	excellence, aesthetics, authenticity, materialism and possessions, socialisation, recreation, and convenience

Year	Authors	Variables
2018	Back, Bufquin, Park	Previous visits, Travel motivations, The reputation, reviews, perceived quality of the winery, location of the winery, Positive word of mouth, media coverage and advertising of the winery, revisit intentions, satisfaction with winery experience and loyalty
2019	Madeira, Correia, Filipe	Wine, staff, cellar door interaction, entertainment, education, and aesthetics
2019	Brochado, Stoleriu, Lupu	Wine, food, view, staff, service, room, hotel, restaurant, pool, Douro, delicious food & wine and comfort.
2019	Kim, Cho, Kim	Wine promotion, overall satisfaction, and behavioural intention
2019	Sigala	Winescape elements, Cultural landscapes, Wine tourism experiences
Tourism Experiences		
2006	Andereck, Bricker, Kerstetter, Nickerson, Butterworth-Heinemann	Social aspects of the experience, interaction with friends and family, local population, and the local products' influence on quality tourism experiences
Experiencescapes		
2016	Wakefield, Blodgett	Positive and negative emotion, Tourist segments, Ambience, Servicescape, Price perceptions, Willingness to pay.
2020	Manis, Chang, Fowler, Blum	Perceived Value, Servicescape, Intention to purchase. Intention to Visit, Beer Tourist, Satisfaction
Food Tourism Experiences		
2017	Björk, Kauppinen-Räisänen	Food Interest as a Travel Motive, The Destination Food Experience: Food and destinationscape. Food and restaurantscape, Food and local culture, Food safety health and ethics, Food practice experience Consequences: Travel Satisfaction, Holiday Experience
2018	Barkat, Demontrond	Sharing experiences, cultural guidance, family togetherness and transmission and customer-to-customer interaction.

Most hospitality and tourism research has a tendency to focus on factors within the management frameworks. However, Torres (2016) proposes, more research is needed from the perspective of the Tourist, thus helping answer essential aspects of the subjective experience of the Tourist. Wine and culinary tourists are experiential consumers (Schamel, 2017). Wine tourists get pleasure from the services experienced during winery visits (Charmicheal, 2005). Chen et al. (2016) found that the perceived hedonic value derived from the winery visits played the most crucial role in predicting visitors' behavioural intentions. This results in continuous purchasing of its wine, recommending it to people around them or revisits intentions. In a recent study on wine tourism experiences, Sigala (2019) introduced a cultural ecosystem approach to clarify how art and cultural environments can be used as a theoretical perspective and a practical framework for planning and creating transformative wine tourism experiences. Bujdoso (2012) has suggested that wine has a more prestigious tradition in alcotourism as compared to beer, yet top-quality beers are making a mark. Beer tourism is a growing industry as tourists are often interested in visiting breweries and other beer-related attractions. Bujdosó (2012), has categorised beer tourism based on its outward forms into two distinct groups; Beer as the primary source of motivation for the tourist (Beer routes, Beer weekends, Beer tastings etc.) and place as the primary motivation (Beer museum, Festivals, events, Visiting breweries, brew houses etc.). Beer tourism is now diversified as tourists are increasingly influenced by the prospect of gaining new consumption experiences. In a study on implications of Sake on tourism, Sato and Kohsaka (2017) have opined that production of Sake is at a turning point. The production of Sake and the consumption patterns will be similar to wine. Similar to wine

tourism, there is a potential for inbound tourism to visit and experience the sake breweries as a local cultural activity. Arguably, alcohol consumption has emerged as a vital component of the tourist experience and is often viewed as a lens to interpret a destination's local culture and heritage (Hall, Gossling, 2014). Although the experiences provided to tourists are the main argument for the existence of alcotourism, only a few studies address this issue.

The product is seen as the core element for studying the consumption experience, Gustafsson et al., (2004) however suggest that the product must also be seen in interaction with all other elements in the consumption experience. The concept of experience has gained interest when studying the interaction between a person and the product, as part of a holistic approach to understanding consumers (Schifferstein, 2009). Experience also seems to be a competitive benefit, as many outlets are focusing on creating experiences to differentiate themselves in the increasingly competitive food and beverage market. The attraction of experiences increasingly lures travellers (Pine, Gilmore, 1999; Björk, Räisänen 2017). Consumers want more than just the delivery and consumption of a product or service. They are also seeking unique, memorable consumption experiences to complement the products and services (Walls et al., 2011). Some research has shown that the relationship between consumers and brands are strengthened through the availability of such consumer experiences (Massa, Bede, 2018). In the edited book Experiencescapes, Tourism, Culture and Economy (O'Dell, Billing 2005) have defined experiencescapes as *"the material base upon which experiences are anchored"*. Pizam and Tasci (2018) recently introduced the term experienscape being *"servicescape enhanced by the inclusion of the organisational culture of hospitality that includes employees and other stakeholders"*.

Jennings and Nickerson (2006) note that travellers are subject to many influences which ultimately help define a quality tourism experience. For an interpretation of the interaction, all these aspects come together. Nevertheless, these effects on the traveller are usually within the consumer (expectations, social construction, media exposure, and environmental interactions). Social constructions refer to the various social influences that can occur during tourist experiences, including social settings, personal relationship with people travelling with (friends, family and relatives) and interactions with locals and other visitors. Tourist groups in restaurants often co-produce a sense of sharing in which relaxation and an enjoyable environment is created, along with memories (Barkat, Demontrond, 2019). The essence of offering enjoyable and memorable experiences in the form of desires to revisit destinations will influence future travel intentions. Consumers seek meaningful and memorable experiences for which they are willing to pay (Morgan 2006; Björk, Räisänen 2017).

Of the overall tourist expenditures of the global tourism turnover, expenses related to food and beverage adds up to one-third (Meler, Cerovic', 2003). Harrington and Ottenbacher (2013) have suggested that food and drink experiences can have a significant impact on the development of a destination image. Park et al. (2019) argue that visitors' satisfaction significantly impacts revisit intentions. To build sustainable businesses, repeat visitors are crucial for tourism destinations. Therefore, the study of food and beverage tourism has practical importance to the tourism industry. Despite the importance of beverages as an input in the tourism sector, it continues to receive very little attention in the literature. Tikkanen (2007) indicated that the potential research areas within food tourism might focus on the role of spirits as the motivation for food tourism. In a review of the different concepts used for experience in consumer research, Gomes et al., (2018) have stressed that while the literature on the consumption experience studying material objects has increased, the consumption experience of food and beverages has been less explored (Morewedge et al., 2010, Schifferstein, 2010, Schifferstein et al., 2013). Researchers argue that food and drinks are crucial elements that influence intention to

visit (Getz et al., 2014; Yeoman et al., 2015) Despite this, there is still a limited understanding of how and to what extent the image of the tourism destination is associated with the consumption of alcoholic beverages as a single dimension.

Methodology

For this paper, the search strategy was developed by first going through the relevant data sources. To have access to a wide range of academic and conference publications, Google Scholar, Mendeley, Scopus, Web of Science, Research Gate, and Publish or Perish database was selected. Publish or Perish is one of the most extensive abstract and citation databases and includes thousands of peer-reviewed journals Scopus indexed journals in the fields of tourism, management, and social sciences. These Scopus and peer-reviewed journals belong to various publishing houses, including Elsevier, Springer, Emerald, Taylor and Francis, Sage and Wiley. The structured review methodology adopted an eight-step process, as presented in Figure. 1
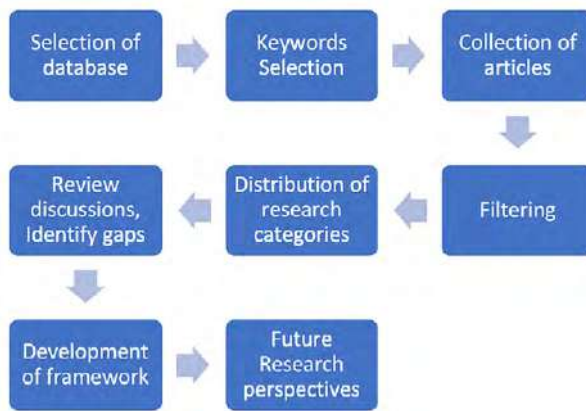
Figure 1. Research process adopted for the structured literature review

The authors have cited the most relevant and appropriate research publications related to the topic at hand to establish a reproducible, comprehensive, and unbiased article search process. The keywords used by the authors were:

Food and Drink Experiences, Consumption Experience, Memorable Food and Drink Experience, Alcoholic Beverages, Whisky Tourism, Beer Tourism, Wine Tourism, Alco-Tourism, Food and Drink Consumption Behaviour, Liquor Consumption, Elements of Memorable Culinary Experiences, Food and Drink Tourism, Loyalty intentions.

A search was executed through a pairwise query, taking one keyword from each category at a time.

The initial search queries resulted in a total of over 200 publications. The authors ensured that different aspects of alcohol consumption experience were covered. White papers, editorial notes, etc. were excluded from the search to ensure that the research originated from academic sources. The total number of articles dropped to 120.

To further refine the results, the authors excluded duplicates, papers that were present in more than one combination of keywords, and materials with incomplete bibliographic data
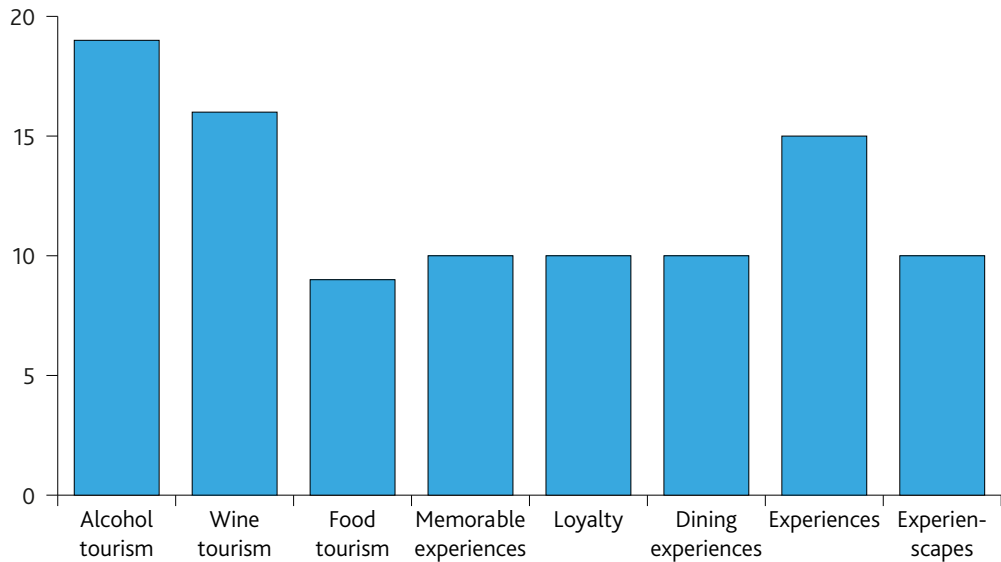
Figure 2. Distribution of Research Categories

points. Articles have also been screened based on their relevance to the topic. A total of 99 papers were selected for the final review.

The selected 99 papers were categorised into eight research categories, as shown in Figure 2.

The results presented in Table 1 help us understand how different research techniques were used to study the consumption experience categories. Most studies adopt an empirical (78%) research approach, and the remaining a conceptual approach (22%) to research consumption experience. The empirical method is concerned with using case studies, surveys and exploratory studies for testing and validating the concepts, theories, and applications. Out of the 99 papers, 42% of them used a survey method. An exploratory study was used in 32% and Case analysis was used in 4% of the studies. Out of the 19 papers on alcohol tourism, 7 used exploratory research, 6 used a survey method, 2 used a Case study, and 4 were conceptual studies. Most of the other studies, however, preferred using a survey approach indicating that the survey approach is the most popular approach used by researchers to demonstrate the food and beverage consumption experience studies.

Table 2. *Level of research across Consumption experience*

Research Categories	Conceptual	Case study	Survey	Exploratory	Total
Alcohol Tourism	4	2	6	7	19
Food Tourism	1	1	1	6	9
Wine Tourism	3		7	6	16
Memorable experience			7	3	10
Meal experience	1	1	4	4	10
Experience	6		4	5	15
Loyalty	2		8		10
Experienscapes	5		4	1	10
Total	22	4	41	32	99

The credibility of publishing journals has a significant impact on how people perceive the publication. Tourism Management had seven papers, followed by the International Journal of Hospitality Management with five, Journal of Hospitality and Tourism Management, Scandinavian Journal of Hospitality and Tourism & Food Quality and Preference have four publications each. In contrast, Journal of Travel Research & Current Issues of Tourism had three. Journal of Hospitality Marketing and Management, Journal of Hospitality and Tourism Research, Journal of Foodservice, International Journal of Contemporary Hospitality Management, British Food Journal & Tourism, Asia Pacific Journal of Tourism Research and Hospitality Management have two each (see Figure. 3).

Figure 3. Journal Publication Details (≥two papers)

Of the 99 articles reviewed for this study, 43 papers were from Scopus indexed journals, and 28 papers were selected from the Web of Science core collection. In all 72% of papers were from Web of Science and Scopus Indexed Journals. 11% of the other articles were from peer-reviewed Journals, 3% were from Conference proceedings, 3% from Doctoral thesis and the remaining 11% were from Books and Publications (see Figure 4).
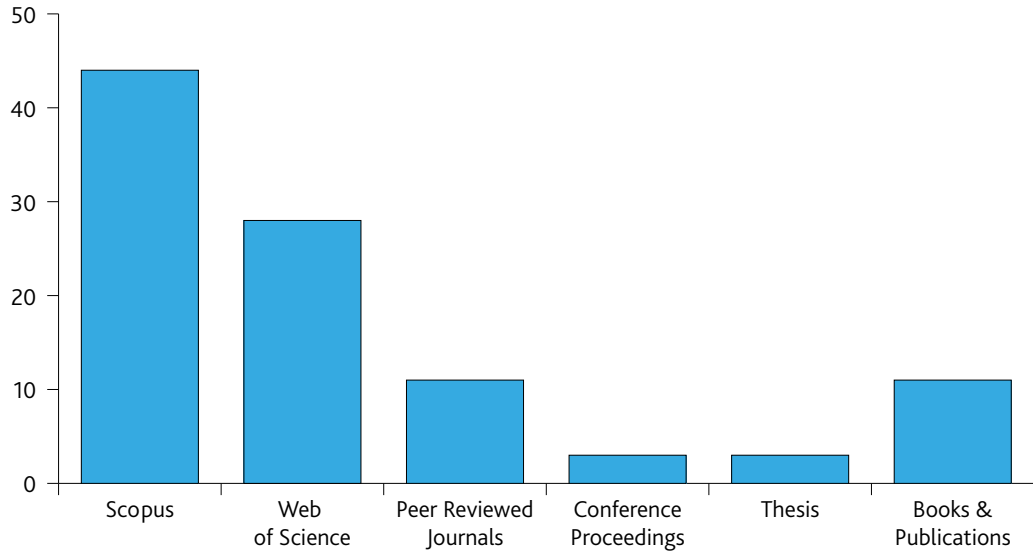
Figure 4. Percentage distribution of category of papers reviewed

Framework

The proposed model to study the influences on alcoholic consumption experience of a Tourist

Based on the review of the literature we propose a framework comprising of 5 main components The Tourist, The Choice of Alcoholic beverage, The Experiencescape, The Alcohol Consumption Experience and Loyalty Intentions (see Figure. 5).
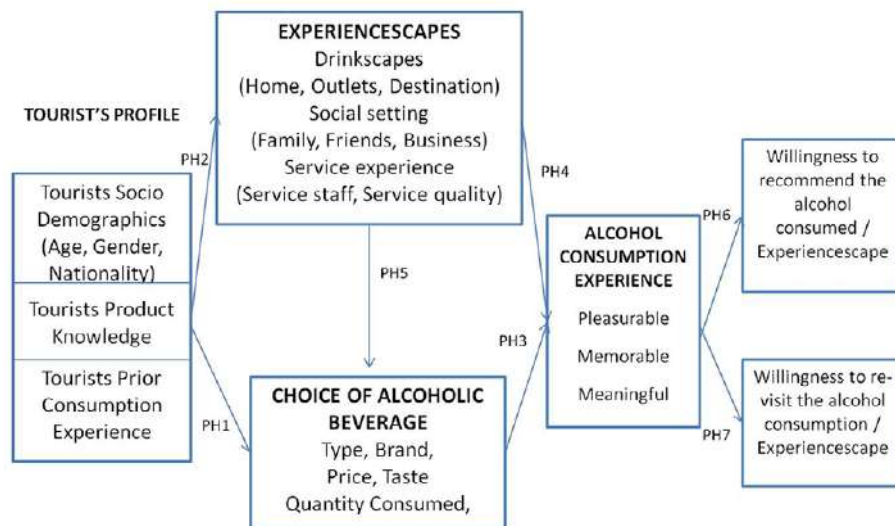
Figure 5. *The proposed model to study the influences on alcoholic consumption experience of a Tourist with the proposed hypothesis (PH)*

The review of the literature identified that knowledge about what affects the consumers' experiences is necessary when developing tourism products – and that is what this framework is about (Figure 5). The tourist experience takes place within the experiencescape. No matter if it is a destination like Goa, a winery experience or a visit to a destination with various drinks-capes; the tourists are influenced by alcoholic beverage being consumed, the physical environment, the social setting and the service setting. Memorable experiences at the time when they occur are associated with intense emotions. Such memories can influence place or destination attachment, revisit intention and willingness to recommend the destination or place, or even sharing the experience with family and friends. The framework provides directions for further research on the topic of enriching Tourist's alcoholic beverage experiences. It invites application of the full range of consumer theories developed in various disciplines to gain a better understanding of factors influencing consumption experiences.

The Tourist

Tourists come to the destination with a variety of influences. The media influence the social construction of a given destination before individuals visit it, which results in expectations and a predetermined image of the destination. Before the experience, the consumer has certain expectations and will be anticipating a level of service consistent with these expectations. Repeat visitors are generally people who have visited a place before and believe that previous experiences and familiarity influences their future behaviour (Chi, 2012). Repeat visitors profoundly rely on their last (positive) experiences (Bruwer, Alant, 2009). Gomes et al. (2017) proposed that while it is vital to focus new research on different variables that can shape the experience of a tourist, such as physiological states (e.g. satiety, thirst) and post-consumption experience, other important aspects that should be explored are 'previous product knowledge' and 'brand usage'.

Kleynhans (2003) argues that not only the previous experiences of the leisure tourists but also their demographics and culture influence their expectations (and ultimately their satisfaction) regarding the meal experience. The variables such as age, gender and nationality are described as the demographics of the consumer and are essential when designing a food service for an establishment, as the primary goal of a foodservice operation is to serve food that is desired by its clientele. Consumers differ regarding their age, gender, nationality, culture and tradition (Salanta et al., 2016). They will react differently regarding their meal experience expectations as well as their perceptions or assessment of their meal experience (Kleynhans, 2003). The traveller's knowledge of the area and their previous consumption experience influence their interpretations of a quality experience. If expectations are not met, it is less likely that the Tourist will say that quality consumption experiences occurred (Nickerson, 2006).

It will be interesting to study if Socio-demographic characteristics of the tourist influence the overall alcohol consumption experience. To examine if Nickerson's theory is in line with Alcoholic Beverage consumption experience, the proposed hypothesis is:

1.1. The Socio demographics of the Tourist influence the choice of alcoholic beverage.
1.2. The Tourists knowledge of alcohol products has an influence on choice of alcoholic beverage
1.3. The Tourists previous alcohol consumption experience influences the choice of alcoholic beverage.

To check if there a relationship between the Tourist and the choice of experiencescape it is propositioned that:

2.1. The Socio demographics of the Tourist influence the choice of experiencescape.
2.2. The Tourists previous alcohol consumption experience influences the choice of experiencescape
2.3. The Tourists knowledge of alcohol products influences the choice of experiencescape

The Product (Alcoholic Beverage)

The interaction between the individual and the product shapes the product experience. Gomes et al. (2017) have proposed that further research is needed to better understand the experience of drinking and its relationship to product experience, for material objects. An alcoholic beverage is a drink containing ethanol, commonly known as alcohol (Agricultural & Processed Food Products Export Development Authority). Alcoholic beverages are classified as wines, beers and spirits. The Consumption experience of an Alcoholic beverage is influenced by the products Price, Brand, Taste sensations at consumption, presentation form, and composition of the menu (Hansen et al., 2006; Gregoire, 2013; Forneniro et al., 2008; Pedraja, Guillen, 2004). Customer experience research in the restaurant industry typically measures experience with the environment, food quality, and price fairness (Chuan et al., 2018). This implies that studies on customer experience in the restaurant industry have largely ignored the fact that experience may also derive from the consumption of beverages. The product in our study is the alcoholic beverage and is seen as the core element for studying the consumption experience.

To check if there a relationship between the choice of Alcoholic Beverage being consumed and the Alcohol Consumption experience, it is propositioned that:
3.1. The price of alcohol consumed influences the alcohol consumption experience.
3.2. The type of alcohol consumed influences the alcohol consumption experience.
3.3. The brand of the alcohol consumed influences the alcohol consumption experience.
3.4. The taste of the alcohol consumed influences the alcohol consumption experience.
3.5. The quantity of alcohol consumed influences the alcohol consumption experience.

Product Influences (Experienscapes)

O'Dell and Billing (2005) have defined experiencescapes as *"the material base upon which experiences are anchored"*. In reviewing the literature, the elements that influence alcohol drinking experiences are summed up as follows:

Drinkscapes: are the Spaces for drinking (Bell, 2009). Alcohol is consumed in an F&B outlet such as a bar, a pub, a restaurant, a lounge, a beach shack, etc. Besides retail outlets, alcohol can be consumed at a hotel, at home, a tasting room or in the open air such as at a park, street, wine or beer festival (Stone et al., 2018, Bruyer et al., 2013, Wilkinson, Samantha, 2018). Kim (2014), Lin and Mao (2015) suggest that the atmosphere in these drinkscapes makes it easier to immerse yourself into the experience of food and beverage consumption by using music, design, architecture, colour, and smell. In the cellar door context, Bruwer and Alant (2009) found that in a winery, besides wine tasting, the same visitor also indulges in the atmosphere for a pleasurable experience. The physical environment influences customer behaviours and creates a provider's image in the service industry, such as the food and beverage industry (Booms and Bitner, 1982). The atmosphere is one of the dominant dimensions that affect consumers' consumption experience (Ryu, Jang, 2007, Cheng et al., 2016, Park et al., 2019, Kuhn, Bothma, 2018). Tourists seek a memorable experience away from home, and the atmosphere can play a critical role in creating that unforgettable experience (Ryu, Han, 2011). Food and bev-

erage providers frequently tend to be ignorant or indifferent about the effects of the environment on the food and drink experiences. Nevertheless, some hospitality providers use architecture and design effectively and integrate multisensory experiences to improve customer satisfaction (Albrecht et al., 2019). While the core product and the service must be of acceptable quality, pleasing physical surroundings, such as décor, artefacts, layout, and music may determine, in no small degree, the extent of customer satisfaction and consequent customer behaviour. Relative to other tangible and intangible service elements, more work is needed to understand what specific factors most influence pleasure, given its common effects on approach-avoidance behaviours (Wakefield, Blodgett, 2016).

The Social settings: The social setting consists of the people who accompany the individual and their interpersonal relationship during the consumption experience. This concerns whether the drinking experience facilitates social connections between the travellers and locals as well as between the travellers and with those they are travelling with (Chandralal et al., 2015). The relationship between vacationing and the experience of alcohol consumption brings to the fore the importance of the social function of alcohol. This experience is influenced if the people were gathered for a business-related meeting or a privately organised party that might be a fellowship with friends or family (Hansen et al., 2005). Wen et al., (2020) integrated dining company into their framework to explain the moderating role of dining companions between the perceived authenticity, customer satisfaction and other behavioural intentions.

Service experience: Service experiences apply to any interaction with the service organisation that the guest may have throughout his or her entire experience at the foodservice outlet (Fitzsimmons, Fitzsimmons, 2008). Kim (2014) proposes that the quality of service is dependent on the degree to which the travellers interpret the service staff to be friendly, polite, courteous, helpful, and willing to exceed expectations. When guests observe that service staffs are friendly and caring, they are possible to evaluate their experience positively and can co-create memorable experiences (Barkat, Demontrond, 2019). Employees are, therefore, the focus from which guests assess the overall level of service performance (Ha, Jang, 2010). Service quality, in turn, can impart a lasting impression about the service provider in the mind of customers and the assessment of their consumption experience (Wakefield, Blodgett, 2016). Consumers are becoming progressively more influenced in their evaluations of service consumption experiences with the rapid growth of the service sector (Reimer, Kuehn, 2005).

The importance of the service settings has become even more significant as individuals spend more time, money and efforts pursuing hedonic consumption in such settings. Wakefield and Blodgett (2016) have suggested research within specific service contexts among and between individuals, groups and cultures to determine the overall influences of the physical environment on consumer response.

As recommended by Stone et al., (2018) Researchers may ask individuals to think about a portion of great food or drink experience and identify which of the elements such as the food or beverage consumed, companions or setting they may remember the most. Individuals could be given the list of categories and asked to describe their memories from each group qualitatively.

To check if there is a relationship between the experiencescape and the consumption experience the proposed hypothesis is :

4.1. The drinkscape influences the alcohol consumption experience.
4.2. The social setting influences the alcohol consumption experience.
4.3. The service experience influences the alcohol consumption experience.

To check if the experiencescape influences the Alcoholic Beverage been consumed, it is propositioned that:

5.1. The drinkscape influences the choice of the Alcoholic Beverage
5.2. The social setting influences the choice of the Alcoholic Beverage
5.3. The service experience influences the choice of the Alcoholic Beverage

Loyalty Intentions

Tourist loyalty intentions refer to future behavioural intentions of tourists concerning tourism experiences. The positive effect of the alcohol consumption experience on destination image is in line with the theory of the tourism consumption system, which establishes that tourists' assessment of their experiences in the destination area impacts their overall destination evaluation and influences their willingness to recommend the destination or to revisit the destination (Woodside, Dubelaar, 2002).

Satisfaction is the total consumer's post-consumption attitude and may show how much customers like their consumption process. Satisfaction and involvement are essential antecedents of loyalty (Bennet et al., 2005). Involvement has a positive impact on the value of experience (Prebenson et al., 2012). Di-Clement (2019) explored that tourist satisfaction extensively affects their revisit willingness and the intention to recommend (Girish, Chen, 2017). Studies have assessed that a memorable experience has also proved to influence customers' positive consumption emotions, their satisfaction with an organisation, and their loyalty intentions (Kuhn, Bothma, 2018; Tung, Ritchie, 2011; Yoon, Uysal, 2005; Yuksel et al., 2010). Positive consumption experiences lead to approach behaviour, including wanting to stay longer, spending more money and eventually referring other customers (Walsh et al., 2011; Tantanatewin, Inkarojrit, 2018).

Customer loyalty is a strong commitment to re-purchase or re-patronise a preferred product or service constantly in the future, resulting in the continued purchase of the same-brand or same brand-set, despite situational influences and marketing strategies that have the potential to trigger a shift in behaviour (Oliver, 1999). Jones and Sasser (1995) found that intention to re-purchase can be measured by asking consumers about their plans to re-purchase a given product or service. Connolly (2019) suggests that enduring consumer loyalty towards wine of a particular region or country is developed through their holiday experiences. Consumers continue to prefer these wines long after their holiday.

Only those destinations, which provide unforgettable experiences to tourists, will attract more repeated visits. Likewise, destinations which fail to create memorable experiences do not attract tourists to revisit (Zhang et al., 2018). Kathryn and Braun-LaTour (2006) have argued that given the number of external searches available and the popularity of word-of-mouth communication, destinations need to find a way to try to handle such interactions. Memorable culinary experiences are associated with increased travel satisfaction and positive word of mouth (Stone, Migacz, 2016). However, this has not been studied from the alcoholic beverage consumption experience point of view. Stone et al. (2018) have suggested that researchers could better connect memorable drinking experiences to elements like satisfaction and repeat visitation.

Based on those concepts and inferences, the following are the proposed hypothesis:

6.1 The alcohol consumption experience influences willingness to recommend the alcohol consumed

6.2. The alcohol consumption experience influences willingness to recommend the Experiencescape

7.1. The alcohol consumption experience influences willingness to re-visit the alcohol consumption.

7.2. The alcohol consumption experience influences the willingness to re-visit the Experiencescape

We have proposed a model to study the influences on alcoholic consumption experience of a tourist-based on the findings of the literature. Alcoholic Beverage consumption experience as a single component could be studied in different drinkscapes to reveal new aspects of Consumption experiences from the customer's viewpoint qualitatively and using quantitative studies. The framework offers guidelines for further study into the issue of enriching the alcohol consumption experiences of Tourist. Future research work based on this model could focus on analysing the influences of the service design elements. Qualitative studies can be carried out to highlight the various social influences that can occur during tourist experiences, including social settings, personal relationship with people travelling with (friends, family and relatives) and interactions with locals and other visitors. This study serves as a first step towards developing a measurement scale that future researchers and practitioners can use to understand tourist alcohol consumption. By integrating two distinct streams of research on experiencescapes and choice of alcoholic beverages, a measurement scale that can be used in understanding tourist influences on the alcohol consumption experience needs to be developed. Developing an instrument that can measure alcohol consumption experiences is relevant for at least two reasons. First, it can be used to understand tourists' drinking preference. The instrument can also be used to understand the factors that influence tourists' experiences at the drinkscape, thereby providing insights into satisfying customers and increasing the revisit intentions.

Research Gaps and Scope for further research

Based on the literature reviewed, most of the studies have focused on Gastronomic tourism and studying diner's meal experiences (Hansen et al., 2005; Gustafsson et al., 2006; Wijaya et al., 2103; Stone et al., 2018; Kühn, Bothma, 2018). While meal experience has been studied in an al la carte restaurant setting, beverage consumption experience as a single component have not been studied in different drinkscapes to reveal new aspects of consumption experiences from the customer's viewpoint. Further studies on understanding the factors that influence the beverage consumption experience in different drinkscapes to enhance the understanding of these factors are required. This will enhance understanding so that a guideline for successful implementation, concerning the specific characteristics and requirements of the hospitality industry, can be provided for organizations to consider before the setting up of such drinkscapes.

On the other hand, Wakefield and Blodgett (2016) have presented the importance of servicescapes in leisure service settings. The authors have noted that the value of service settings has increased globally as consumers invest more time, money and effort in servicescapes pursuing hedonic consumption. Research within different service settings among individuals, groups and cultures to evaluate the overall influences of the physical environment on consumer response could be conducted. In a recent study specific to beer festivals, Manis et al. (2020)

have argued that perceived value and the components that make up the servicescapes significantly impact satisfaction. Besides, satisfaction impacts re-purchase or revisit intention. Likewise, researchers could study the influence of other drinkscapes or service settings on tourist's loyalty intentions.

An increasing number of people travel for food and drinks. The increase in the use of local food in tourism destinations will eventually contribute to the local economy (Karamustafa, Ulker, 2017). While they have studied the use of local food and beverages from the production aspect, further research is recommended to treat it from the consumption aspect and investigate tourists' thoughts and considerations about it.

Gomes et al., (2017) in their study measuring the drinking experience of beer in real context situations have deliberated the impact of affects, senses, and cognition. Results showed that there was an insignificant difference in anticipated fondness and intentions to buy between the eight beers that were evaluated. Multiple factor analysis showed that the sensory (flavour, body, aroma, temperature) and cognitive (style, producer, label) systems were more related to liking than the affective system (mood changer, tension reliever, sharing). This study focuses only on measuring the drinking experience of beer; likewise, the drinking experience can be measured via three dimensions (affective, sensory and cognitive) for other alcoholic beverages.

Björk and Räisänen (2017) have researched on how food affects travel satisfaction and the overall holiday experience. The findings showed that there are five dimensions of destination food experiences with varying effects on satisfaction and travel experiences that relates food to the destinationscape, restaurantscape, local culture, food safety, health and ethics and food practice experience disclaimer. Similarly, since the study has not taken into account the drinking experiences in a destination as a travel motive, there is a scope to study the dimensions of destination drinking experiences with its effects on satisfaction and travel experiences and relate the alcoholic beverages to the destinationscape, drinkscapes, local culture, health and ethics.

Wen et al., (2020) integrated dining company into their framework to explain the moderating role of dining companions between the perceived authenticity, customer satisfaction and other behavioural intentions. Likewise, it would be interesting to study the influence of the people who accompany an individual during alcohol consumption experience in various social settings. Experiences may be achieved as an individual, but in the presence of other people, there may be experiences that can influence levels of satisfaction and perceptions of quality. For example, a group of exciting and stimulating tourists will most likely enhance individuals drinking experiences.

 In another study on Elements of Memorable Food, Drink, and Culinary Tourism Experiences a qualitative analysis found that five general elements are leading to memorable food travel experiences: food or drink consumed, the setting or location, companions you are with, the occasion and touristic elements. While the five elements were frequently mentioned together, a single factor was sufficient to create a memorable experience (Stone et al., 2018). Memorable drinking experiences could be connected to aspects like satisfaction and repeat visitation that was not considered in this study. Quantitative research could be used to expand the scope of this study.

Kim et al., (2019) explored the relationship between wine consumption, consumer satisfaction and behavioural purpose in the context of the moderating impact of gender and age of the consumer. They had suggested that future research could examine other moderating variables to develop a better understanding of the essential elements. This study could be extended to other alcoholic beverages besides wine. Besides gender and age, the other antecedents such as the con-

sumer's product knowledge, and prior consumption experience could be studied to gain a better understanding of the alcohol consumption experience. Likewise, the wine tourism experiencescapes remains relatively under-studied and, as a result, calls for further research in understanding experiences of wine tourists and their post-consumption evaluations.

Despite the importance of beverages as an input in the tourism sector, it continues to receive very little attention in the literature. More research in this direction is required to evaluate the role of alcohol to promote tourism and provide them with positive and memorable experiences. In the area of alco tourism, the experiences provided to the tourists are the main argument for the existence of this kind of tourism, yet only a few studies directly address this issue. Literature has failed to examine so far how to enhance and enrich alcohol consumption experiences in order to make them memorable and meaningful experiences. Research work will be needed to identify the components of alcohol consumption experience by developing a scale to investigate the influence of such experiences on Tourist's willingness to recommend or revisit the consumption experience. In-depth awareness of factors influencing tourist alcohol consumption is critical to the hospitality sector to provide the appropriate tourism drinking experiences and experienscapes that can contribute to tourist satisfaction. The findings of a quantitative analysis based on the framework and scale will serve as a clearer road map for managers to implement the consumption experience as a strategy to win customers' loyalty in the drinkscapes. Memorable drinking experiences could be connected to elements like satisfaction and repeat visitation that has not been considered so far. A quantitative study could be used to expand the scope of this study.

Conclusion

Travellers use their past experiences to pick future destinations to visit, and therefore, due to the marketing and competitive implications, the study of food and beverage consumption experiences is relevant. This work is aimed at investigating the current state of research on the topic of Alcohol consumption experience by performing a conceptual study through an appropriate review methodology.

Ninety-nine articles were thoroughly analysed for this purpose. The result of this literature review indicates that beverage tourism is an emerging area with an increase in the number of publications over the past few years. A lack of studies on its sustainability, developing of experiencescapes, and connecting memorable drinking experiences to loyalty intentions indicates an open research area that should be explored by future studies.

The review of the literature reveals that previous studies on Food and Beverage Tourism have majorly focused on food as motivation to travel, the meal experience, food and the local culture, food and the destination image, food and restaurantscape. As suggested in these papers, food and drink experiences can have a significant impact on the development of the destination image. Given the importance of the food and beverage experience for the satisfaction or dissatisfaction of the Tourist, and hence for the competitiveness of tourist destinations, studies focusing on the satisfaction of tourists and highlighting their beverage consumption experience are very minimal. There is little information about what variables tourists use to evaluate their beverage consumption experience. The scarcity of literature on beverage consumption experience was identified in this study. Hence, this paper makes a significant contribution to the literature in the form of a conceptual study on the developments in the field of alcohol tourism.

Managerial Implications

This study has important practical inputs. Firstly, some beverage outlets tend to focus on delivering product-oriented operating and management practices, frequently neglecting the tourists' needs and experiences empathetically. They fail to design and deliver alcohol consumption experiences from the perspective of the Tourist. Sustainable competitiveness and potential for growth in the fierce tourism marketplace are difficult for those drinkscapes to obtain. This research about identifying the variables creating these experiences is helpful to guide the drinkscapes managers to attach importance to the role of the alcohol consumption experiences in these experienscapes. The findings of the conceptual study presented in the form of a proposed framework will help researchers to contribute to the field of beverage tourism by focusing on the alcoholic beverage consumption experience as the dependant variable and revealing the effects of such an experience on their revisit intention. This study serves as a first step towards developing a measurement scale that future researchers and practitioners can use to understand tourist alcohol consumption It will help to provide valuable insights for the development of experienscapes for better provision of memorable alcohol consumption experiences for their customers.

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An Empirical Study of the Predictors of Green Purchase Behaviour

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ABSTRACT

The world has progressed economically in leaps and bounds but sadly at the cost of our environment. Green Consumer Behaviour has become the need of the hour in recent years with the rapid degradation of the environment. This study focuses on green apparel and aims to examine if there is a relationship between i) Personal Norm and Green Purchase Behaviour, ii) Peer Influence and Green Purchase Behaviour iii) Perceived Benefits and Green Purchase Behaviour and iv) to examine if attitude mediates the relationship between Personal Norm and Green Purchase Behaviour. Value-attitude-behaviour hierarchy theory (VABH) has been used. The method used for analyses is the Structural Equation Modelling (SEM) technique using AMOS 22 software. A sample of 146 consumers was used and the convenience sampling technique was followed. The results show that there is a positive and significant relationship between i) Personal Norm and Green Purchase Behaviour, ii) Peer Influence and Green Purchase Behaviour iii) Perceived Benefits and Green Purchase Behaviour and iv) attitude mediates the relationship between Personal Norm and Green Purchase Behaviour. The findings are valuable to green apparel product manufacturers, policymakers, parents, school management and the community at large.

Introduction

In recent years, the increasing deterioration of the natural environment has attracted more consumers' attention. Concern for the safety and long-term condition of the environment has been growing worldwide (Connell, 2010). Hence, the customer attention toward sustainability in clothing has ascended extensively during the recent past period (Jacobs et al., 2018).

Green apparel which is often used as a synonym for sustainable clothing is defined as 'clothing that is designed for long lifetime use, which is produced ethically and cause little or no environmental impact and also makes use of eco-labelled or re-cycled materials' by Niinimaki (2010). Research in the context of green buying behaviour states that green consumers are willing to pay higher prices for green brands as it helps the green consumer display pro-environmental

values. Prior studies have also reported that pro-environmental consumers are more likely to purchase green apparel (Khare & Sadachar, 2017). Harris et al. (2016) found that although green clothing has been gaining popularity, its acceptance as mainstream clothing is still lacking.

The Indian domestic textile and apparel market is estimated at US$ 75 billion in 2020-2021 (Advisors, 2021). Also, the Indian fashion industry is projected to grow annually at the rate of 22.3% by 2023 (Agarwal, 2019). Research on green consumers in India is still at the nascent stage, and thus research on specific product categories is also limited. There has been a significant change in the Indian apparel industry due to the changing demographics and availability of global clothing brands. Due to the introduction of organic clothing line by national and global manufacturers to cater to the emerging ecologically conscious consumers, have led to its increasing popularity in India (Khare & Sadachar, 2017). Hence the market for environmentally friendly apparel is growing progressively (Khare, 2020). Also, Government and apparel manufacturers are undertaking initiatives to develop processes and technologies that reduce the negative impact on the environment. As such, apparel brands like Wills Lifestyles, Van Heusen, Beneton, Arrow and Levis have introduced an organic line of apparel using recycled fibres to produce organic clothing (Khare, 2018). The purpose of this research is to understand and study the predictors of Green Purchase Behaviour (GPB) among consumers in India.

Theoretical framework

Theory of planned behaviour (TPB)

Extensive research on green buying behaviour has commonly applied the TPB to understand the influence of various predictors and influential factors on green buying behaviour. TPB by Azjen (1985) is often referred to by most of the previous studies in an attempt to explain consumer green purchase behaviour and is a prominent theoretical approach followed. Many previous studies have applied the TPB to explore consumer attitudes, intentions and actual buying behaviour concerning green products (Joshi & Rahman, 2015). The TPB model is considered a good predictor of consumers' purchase intentions and behaviour but is based on the assumption that the individuals act rationally (Wiederhold & Martinez, 2018).

The attitude behaviour gap theory (ABG)

In the field of sustainable consumption, the inconsistency between attitudes and actual behaviour is commonly referred to as the Attitude-Behaviour Gap (Jacobs et al., 2018). Many studies that explored green purchase behaviour have reported a gap in consumers' attitudes and actual purchasing practices which is also referred to as the green attitude behaviour gap (Joshi & Rahman, 2015). In emerging sustainable markets, behavioural gaps are found to be the main obstacles to sustainable production and consumption resulting in huge unused market potential. Also, Jacobs et al. (2018) in their study, stressed the ABG and stated that although consumers' were aware of environmental problems, they were reluctant to buy green apparel. Hence, to benefit from such unused market potential and to reduce the gap, a greater understanding of ABG Theory was recommended (Jacobs et al., 2018).

The ABG also referred to as the green gap has proved to be one of the biggest challenges for the marketers, policymakers and the companies in promoting sustainable consumption (White et al., 2019). In the current study, the Attitude Behaviour Gap Theory (ABG) is referred to explicitly understand the link between attitude and behaviour.

Value-attitude-behaviour hierarchy theory (VABH)

The VABH, is one of the most popular models used over the last couple of decades in environmental behavioural studies. However, studies have reported that the role of the VABH in the context of green buying behaviour is still limited (Tan, 2011). The VABH was given by Homer and Kahle (1988). This theory aims to explain the relationships between value, attitude and behaviour. The value here refers to the persistent belief of an individual that a particular mode of behaviour is morally or personally desirable and is also considered to be steady over time (Tudoran et al., 2009). Also, such value is expected to indirectly impact behaviour through attitude. Hence, in this study, the personal norm is considered as a value and hence the VABH model is applied to the current study.

The VABH theory also allows for examining the possible green gap as previous studies have highlighted that there is a gap between consumers' attitudes towards sustainable consumption and the actual purchase behaviour in the context of sustainable consumption (Kummen & Remøy, 2021). As such, the VABH, is used as a theoretical framework in this research study to test the hypotheses developed to examine the predictors of GPB.

Literature review

Green purchase behaviour (GPB)

Green Purchase Behaviour (GPB) is defined as "The purchase of environmentally friendly products or sustainable products that are recyclable and beneficial to the environment and avoiding such products which harm the environment and society" (Chang, 2001). Green buying behaviour involves the purchase of ecologically safe products that are biodegradable, and do not use synthetic dyes and the goal is to protect the environment (Mainieri et al. (1997). Green consumers are defined as the 'individuals who avoid using products that endanger the health of others, use materials that are derived from endangered species, cause environmental waste and consume disproportionately large amounts of resource's (Peattie (2001), 2017). Niinimäki (2010) stated that self-identity and environmental values play a vital role in predicting the organic apparel purchase behaviour of green consumers.

Research in the past indicated that green behaviour does not necessarily influence green purchase behaviour (GPB) and also revealed that the social influence, past green buying behaviour, environmental norms, beliefs and green self-identity do influence purchase decisions (Mishal et al., 2017). Results of the study conducted by Joshi and Rahman (2015) highlighted that the major drivers of GPB were an individual's environmental concern, knowledge, product function and green attributes. Whereas the barriers towards the green purchase behaviour were high prices and inconvenience in purchasing the product.

Personal norm (PN)

Schwartz (1977) defined Personal Norm as "a self-expectation of specific action in a particular situation, experienced as a feeling of a moral obligation" and articulated that it is based on people's personal values. Further, Thogerson (2006) stated that "personal norms are adhered to for internal reasons consistent with internal values, conceptions of right and wrong, good and bad". According to Cowan and Tammy (2014), personal experiences and background have a strong impact on an individual's purchasing choice and their consumption patterns reflect their perceived environmental impact.

A study by Khare and Sadachar (2017), stated that when moral obligation towards the environment is engrained in an individual's personality through their habits, traits and personal values, led to ethical consumption beyond the shopping behaviour. In a study by Sharma (2021), among the factors highlighted depicting a positive influence on green purchase behaviour was personal norms. In the preceding study, moral and personal norms were found to have a significant influence on the purchase intention and the actual purchase (Joshi & Rahman, 2015). Values which are considered as the guiding principles in an individual's life are often cited as key determinants of behaviour in research grounded on pro-environmental behaviour and thus to understand the Attitude Behaviour Gap Theory (ABG) in the context of sustainable clothing, it is vital to examine the relation of attitude to an individual's value (Jacobs et al., 2018). Prior publications have addressed the key influence of values in sustainable consumption. Also, research on pro-environmental and pro-social behaviour as highlighted by literature from Schwartz (1992) & Schwartz (1994) either reflects collective interest (Self-transcendence) or own interest (Self-enhancement) thereby either promoting or inhibiting pro-environmental and pro-social attitudes and behaviour respectively.

The feeling of moral obligation often referred to as personal norms, may lead the people to act in a certain manner as a result of environmental concerns (Schwartz, 1977). The personal norms of pro-environmental behaviour can be activated when young consumers perceive high responsibility towards the environment (Lee, 2008). Prakash and Pathak, (2017), revealed that young consumers tend to have strong ethical motives and associate such moral values with Green Purchase behaviour.. Considering our study context, we have operationalized personal values as personal norms to comply with those pressures to perform the desired behaviour. A study by Bhattacharyya and Biswas (2021) found that personal values have a significant influence on their pro-environmental attitudes and behavioural intentions. Although values are not always fully mediated through attitudes, direct effects of values may exist on behaviour and must be taken into consideration. Hence our next hypothesis:

H_1: Personal Norm has a positive and significant impact on Green Purchase Behaviour

Peer influence (PI)

Preceding research has emphasized the role of peer influence in predicting green buying behaviour (Khare, 2020). However, the degree of peer influence varies (Khare, 2019). Past studies have not examined the role of peer influence concerning a specific green product category (Khare & Sadachar, 2017). According to Cowan and Tammy (2014), there is some societal

pressure which exists that mandates the environmentally-minded behaviour and therefore subjective norms such as peer influence has more persuasion on environmental behaviour. A study by Khare and Sadachar (2017), stated that green peer influence had no impact on the green apparel buying behaviour. Drawing from the extant research it can be concluded that peer influence would affect consumers' perception of green apparel (Khare, 2019). Some findings provided interesting insights but differed from earlier studies indicating that peer influence had no impact on organic apparel purchase behaviour and found that purchasing green apparel helped exhibit one's commitment towards the environment and seeking conformance from others was not considered essential (Khare, 2018). Anuar et al., (2020) examined the role of peer influence and found that peer influence encourages the consumers' to perform certain actions and a significant relationship exists between peer influence and green product purchase intentions and behaviour.

Earlier studies have indicated a significant level of relationship between peer influence and consumers' purchasing behaviour concerning green products (Suki & Suki, 2019). In studies on social groups, subjective or social norms were found to have a positive correlation with green purchase behaviour highlighting consumers who have high trust in other people expected them to engage in green behaviour and themselves purchased green products to express their ecological concern towards the society (Joshi & Rahman, 2015). Past studies have emphasized the role of green peer influence on green apparel buying behaviour (Khare & Sadachar, 2017). Other studies have also indicated significant findings stating that peers were able to influence and persuade others to recognise the deterioration of environmental problems (Suki & Suki, 2019). Thus, on basis of the above discussion, the second hypothesis is proposed:

H₂: Peer Influence has a positive and significant impact on Green Purchase Behaviour

Perceived benefit (PB)

Green apparel perceived benefits are defined as "consumers' perception of green apparel to its incorporating fair trade practices" (Lee et al., 2015) and green apparel perceived effectiveness is defined as "consumers' perception regarding green apparel benefits" which includes product attributes such as style, design, colour and the ecological benefits (Khare & Kautish, 2022). Research indicates that a lack of knowledge and awareness of green apparel can affect consumers' perception of benefits (Khare, 2020). Another research found that perceived benefits of green apparel influenced green apparel purchases (Lee et al., 2015). A study by Khare & Sadachar (2017), found that green products can only be successful if the consumers perceive them to be superior as compared to other `conventional products.

The green purchase behaviour was found to be influenced by knowledge and perceived usefulness (Sharma, 2021). The green apparel product attributes such as price, quality, use of environmentally friendly materials and sustainable production techniques conveyed functional, emotional and psychological benefits and value (Khare, 2020). Hence it is confirmed that the green purchase behaviour of consumers gets influenced by a variety of factors. Previous studies have also shown that negative perceptions of the quality of sustainable products are likely to inhibit purchase behaviour (Jacobs et al., 2018). The benefits associated with purchasing green apparel are critical in predicting consumers' attitudes (Khare & Kautish, 2022). Research suggests

green apparel manufacturers provide product benefits related to style, appeal and quality to encourage green consumers to purchase green apparel. Also, they should focus on psychological benefits rather than focusing only on altruistic aspects (Khare & Kautish, 2022).

Preceding research stated that consumers complained that green clothing failed to cater to their expectations as it lacked individuality, style, design and fashionability. Also, Jacobs et al., (2018) posited that negative perceptions of the consumer must be addressed to improve consumer preference for green apparel. Previous research studies also found that the reason for the delay in acceptance and purchase of green apparel among consumers is low due to a lack of knowledge about the benefits and fair-trade attributes of green apparel (Khare, 2020). Another study by (Khare, 2019) found that perceived benefits of green apparel influence green apparel purchase behaviour. Hence one of the objectives of the current study is to examine the impact of Perceived Benefits (PB) of green apparel on Green Purchase Behaviour (GPB). Hence the third hypothesis is developed:

H₃: Perceived Benefits have a positive and significant impact on Green Purchase Behaviour

Attitude towards green apparels

Attitude in the context of green purchase attitude is defined as an "individual's response and a significant factor that influences green purchase behaviour" (Peattie & Crane, 2005 is defined as "a mental and a neutral state of readiness which exerts a direct influence upon the individual's response to all objects and situations with which it is related". In some of the prior studies, attitudes were observed to impact consumers' intentions to involve in ecological behaviour as people of different attitudes have a different cycle of purchasing and have drastic differences in their purchasing behaviour towards normal apparel themselves so there is no doubt there shall be differences in opinions towards green apparels (Joshi & Srivastava, 2019). According to Cowan and Tammy (2014), an attitude which contributes to beliefs plays a prominent role in decision-making. Research says that environmental attitude based on the perceived environmental problems influenced green purchase behaviour. Also, the influence of environmentally friendly values and attitudes on organic clothing purchase posited that environmental attitudes influence the consumers' willingness to pay for organic clothing (Khare & Sadachar 2017).

Cowan and Tammy (2014), stated that more the environmentally friendly a person's attitude and beliefs are, the more likely a person will shop for environmentally friendly apparel. The attitude behaviour theory suggests that the attitude is built through social interaction and is found to be a resultant blend of environmental consciousness, knowledge and social norms eventually leading to green purchase behaviour (Mishal et al., 2017). The rise in environmental degradation and deterioration has led to the rise in the development of environmental consciousness of consumers' attitudes toward eco-friendly products (Yam-Tam & Chang, 1998). Based on the study conducted in the period between 2010 to 2020, it has been observed that there is a lack of research in detail about the attributes leading to the gap between the attitude and actual purchase behaviour of green consumers. A study conducted by Sharma (2021), observed that Eco-consciousness, knowledge, personal norms and past purchase experiences influenced green purchase attitude. Whereas price, belief and ambivalent behaviour negatively influenced green

purchase attitude. These Findings consider consumers' attitudes toward green products as a significant predictor of green purchase intention.

According to Sun & Wang (2019) attitude mediates between personal norms and intention to purchase. It is also observed that even if the consumers have a positive attitude toward the green products, it may not necessarily reflect in their actual purchase behaviour (Kumar & Godeshwar 2015 in Sharma, 2021). The green purchase attitude further influences green purchase intention and green trust (Sharma, 2021). In the recent past, consumer attitudes towards sustainable products and services have grown more favourable. A study by Jacobs et al., (2018), indicated that a positive attitude towards social-ecological clothing standards, biospheric and altruistic values enhance sustainable clothing purchases. Since an attitude is regarded as a key antecedent of behaviour by many studies, it, therefore, forms an integral component of other behavioural theories such as the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behaviour (TPB) (Ajzen 1991). However, sustainable attitudes only partially translate into purchase behaviour and may lead to a weak or insignificant attitude behaviour relationship. Do Paco et al. (2013) emphasized the effectiveness of attitude as one of the predictors of behaviour in a sustainable clothing consumption context. Just like other behavioural models, the Value-attitude-behaviour hierarchy theory (VABH) is also constructed on the assumption that the behaviour of consumers is formed by their attitudes (Homer & Kahle, 1988). Thus research work based on such models has consistently supported this causal relationship. Despite the increasing environmental awareness and concerns, there exists a gap between the consumers' attitude and their actual purchase behaviour. Hence, the adoption of green products is still low and it is due to this inconsistency in consumers' intentions and buying behaviour (Naz et al., 2020). A study by Tan (2011) where Structural Equation Modeling (SEM) was used revealed that attitude plays a mediating role between values and behaviour and this was presented in the Value-attitude-behaviour hierarchy (VABH) model. Therefore the fourth hypothesis applies the main premise of the Value-attitude-behaviour hierarchy theory (VABH) to this context and thus our fourth hypothesis is developed:

H4: Attitude mediates the relationship between Personal Norm and Green Purchase Behaviour

After developing the hypotheses from literature review, the following model is proposed for empirical testing. It exhibits that Personal Norm, Peer Influence and Perceived Benefits influence Green Purchase Behaviour. The model also proposes that Attitude mediates the relationship between Personal Norm and GPB.

Figure 1.

Model to test the predictors of green purchase behaviour
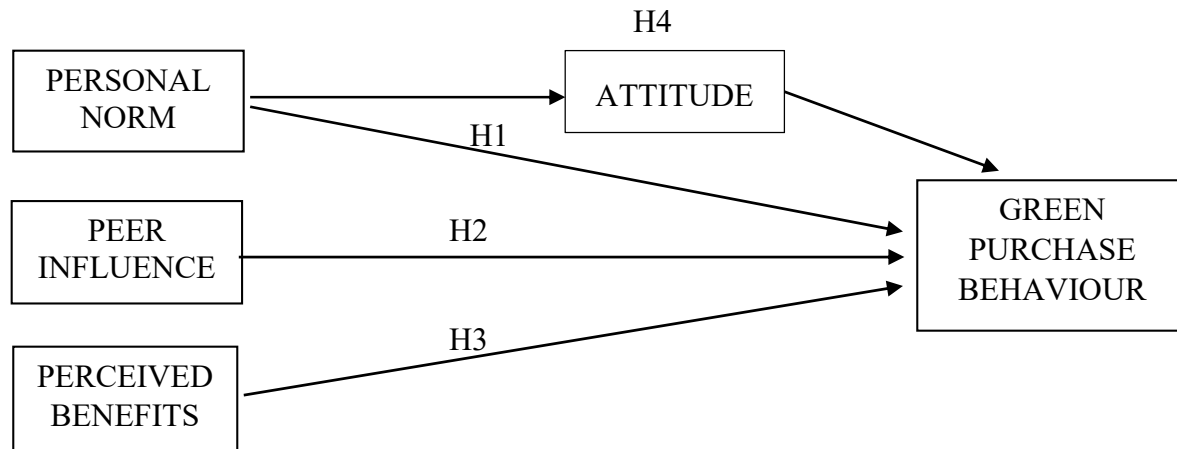
Methodology

Sample and procedure

Data was collected through online surveys using Google Forms. The data collection period was from February 2022 to April 2022. The unit of analysis was the resident of Goa who used or purchased green apparel. The sampling technique used is a non-probability sampling technique, namely convenience sampling, where the criteria for the respondent are someone who knows or has bought ethical or sustainable fashion products. This survey method was used due to time constraints during the survey period to obtain responses. The final total of respondents who filled out the questionnaire was 146 people. The participants consisted of demographically diverse participants. The demographic profile of the respondents showed that 74 (50.7%) respondents were male and 72 (49.3% were female out of the total 146 respondents; a majority of them (80.82%) were in the age group of 18 –30 years. We adopted a 5 point Likert style scale previously validated with reliability to collect responses from the respondents. The hypotheses were tested against the empirical data by using the Structural Equation Modelling (SEM) method.

Instrument

A structured questionnaire having six sections was used to collect the data and examine the proposed model. The items used to operationalize various constructs used in this study were picked up from existing validated scales. This study context was the survey questionnaire designed for self-reporting of the consumers' observations and experiences while purchasing green apparel. All of the scales were formulated based on a 5-point Likert scale from 'strongly disagree' - 5 to 'strongly agree' - 1. The first section contained socio-demographic details like age, occupation and gender. The second section contained 2 - items to measure the Attitude of the consumers toward green apparel (ATT) adopted from Nguyen et al. (2019). The third section comprised of 6-items to measure Personal Norm (PN) adapted from Pickett-Baker and Ozaki (2008). The fourth section contained 5-items to measure Peer Influence adapted from Khar (2018). The fifth section contained 6-items to measure Perceived Benefits (PB) from Lee et al.

(2015) and the sixth section contained 4-items to measure Green Purchase Behaviour adopted from Jog and Singhal (2020).

Table 1.
Reliability and convergent validity of each scale taken individually

Construct	Item		Factor loadings	Alpha	CR	AVE
ATTITUDE	ATT1	Purchase of green apparel products is a smart choice.	0.924	0.781	0.61	0.33
	ATT2	The purchase of green apparel products brings many benefits.	0.696			
PERSONAL NORM	PN1	I buy products that are made or packaged in recycled materials.	0.638	0.743	0.75	0.46
	PN2	I buy products in packages that can be refilled.	0.676			
	PN3	I avoid buying products from companies that are not environmentally responsible.	0.632			
	PN4	I recycle bottles, cans, and glass.	0.549			
PEER INFLUENCE	PI2	My friends often discuss environmental issues/products with me.	0.761	0.851	0.85	0.59
	PI3	My friends often go shopping for green products with me.	0.658			
	PI4	My friends often share their experiences and knowledge about green products with me.	0.866			
	PI5	My friends, often, recommend environment-friendly products to me.	0.784			
PERCEIVED BENEFITS	PB2	I enjoy looking at store displays.	0.570	0.809	0.78	0.37
	PB3	I like to visit new fair-trade clothing stores to see what they have to offer.	0.814			
	PB4	I often browse for fair-trade clothing (green clothing) just to keep up with new products in the market.	0.677			
	PB5	People who matter to me would respect me for purchasing fair-trade clothing (green clothing).	0.630			
	PB6	I like to feel smart about my fair-trade clothing (green clothing) purchases.	0.696			
GREEN PURCHASE BEHAVIOR	GPB1	When I want to buy a product, I look at the label to see the fibre or ingredients used and also environmentally damaging things if at all it contains.	0.749	0.785	0.79	0.49
	GPB2	I prefer green products over non-green products when their product qualities are similar.	0.597			
	GPB3	I choose to buy environmentally friendly products.	0.722			
	GPB4	I buy green products even if it is more expensive than the normal regular ones.	0.712			

Note: CR- composite reliability; AVE – Average variance extracted

Data analysis, and results

After the CFA of every construct was performed and according to Hair et al. (2014) items with loadings of less than 0.5 were removed (Table 1), the measurement model (Figure 2) was developed in the direction of the proposed model (Figure 1). The validity of the measurement model was determined by the construct validity (Table 2) and measurement model fit. The model fit indices were checked and were found to be within acceptable limits displaying a good fit (CMIN/DF≤ 3.00; GFI ≥ .8; AGFI≥ .8; RMR ≤ .08; CFI≥ .9; TLI≥ .8; RMSEA≤ 0.08). After validating the measurement mode, the hypotheses were tested using Structural Equation Modelling (SEM). Path analysis was used to test the hypotheses on the relationships between the constructs in the model.

     The measurement model includes all the constructs in the model. Convergent and discriminant validation of this model is then tested for all the constructs together. Items having shared variance with two or more constructs are removed. The results of the validation are shown in Table 2.

Table 2.

Validity of the measurement model

	CR	AVE	MSV	MaxR(H)	PB	PI	ATT	PN	GPB
PB	0.759	0.513	0.679	0.763	**0.716**				
PI	0.808	0.586	0.317	0.824	0.422	**0.765**			
ATT	0.794	0.661	0.328	0.845	0.344	0.279	**0.813**		
PN	0.655	0.389	0.679	0.664	0.824	0.232	0.573	**0.624**	
GPB	0.775	0.535	0.508	0.786	0.664	0.563	0.539	0.713	**0.732**

Source: The authors

Note: Diagonal value in bold indicates the square root of AVE of the construct

Values below the diagonal are correlations

     From Table 2, it can be observed that the composite reliability (CR) and average variance extracted (AVE) values of the constructs PB, PI, ATT and GPB are above the minimum threshold value as specified by Hair et al. (2014). However, the CR for the construct Personal Norm (PN) is close to the threshold level of 0.7 but the AVE is much below the threshold level of 0.5. According to Fornell and Larcker (1981), Malhotra and Dash (2011) and Lam (2012), AVE is a conservative or too strong a measure of validity. Hair et al. (2014) have suggested that the discriminant validity of a construct can also be verified by comparing the model fit of five, four, three, two and one-construct models. If the model fit of the predetermined number of construct-model (five factor-model) is the best, then it proves that the discriminant validity is achieved. The model fit indices of all the models are shown in Table 3. It can be observed from Table 3 that the model fit indices of the five-factor model are the best. Hence the discriminant validity is achieved.

Table 3.

The model fit indices of all the five models

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI
One-factor model	4.371	.739	.644	.097	.654	.591
Two-factor model	3.741	.768	.68	.102	.722	.668
Three-factor model	3.292	.797	.712	.093	.774	.722
Four-factor model	3.276	.813	.724	.096	.785	.724
Five factor model	2.010	.885	.819	.064	.910	.878

Source: Primary

Since the validity of the measurement model was found acceptable, the structural model was used to test the hypotheses.

Structural equation modelling

The computed values of the constructs were used to test the hypotheses.

Testing Hypotheses H1, H2, and H3, the statistical results and interpretation

Table 4.

Structural model path coefficients and the significance

	Std	Estimate	S.E.	C.R.	P	
H1: PN → GPB	.342	.416	.091	4.578	***	SUPPORTED
H2: PI → GPB	.328	.310	.063	4.951	***	SUPPORTED
H3: PB → GPB	.204	.217	.083	2.623	.009	SUPPORTED

Source: primary data

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

From Table 4, it can be observed that all the three independent variables PN, PI, and PB have a positive and significant influence (at a 1% level of significance) on the dependent variable GPB. *Thus it can be concluded that Personal Norm, Peer Influence and Perceived benefits have a positive and significant impact on Green Purchase Behaviour.*

The results of the mediating analysis is shown in the Table 5. From Table 5 it can be observed that initially there is a positive and significant direct relationship between PN and GPB. Upon introduction of the mediating variable ATT, the strength of the direct relationship decreases but it is positive and significant. There is also an indirect relationship (.094) which is positive and significant (5% level of significance).

Table 5.

Structural model path coefficients and the significance for the mediating effect of attitude on the relationship between personal norm and green purchase behaviour

	Std	Estimate	S.E.	C.R.	P
PN → GPB Direct effect without mediating variable	.532	.646	.085	7,575	***
PN → GPB Direct with mediating variable	.439	.532	.093	5.734	***
PN → GPB indirect effect with mediating variable	.094				.013

Source: primary data

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

Thus it can be concluded that Attitude mediates (Hayes, 2018) the relationship between Personal Norm and Green Purchase Behaviour. Therefore, H4 is supported.

Discussion

The role of the VABH in the context of green buying behaviour is still limited (Tan, 2011). The results of this study revealed that attitude mediates the relationship between PN and GPB thus confirming the VABH theory.

Rearchers in the past such as Cowan & Tammy (2014); Joshi & Rahman, (2015); Jog & Singhal, (2020); Sharma (2021) found that PN showed positive influence on GPB. The current study found that PN has a positive and significant impact on GPB. *Thus, the findings of this study support the findings of earlier researchers.*

Past studies have not examined the role of peer influence with reference to a specific green product category (Khare & Sadachar, 2017). Other studies have indicated significant findings stating that peers were only able to influence and persuade others to recognize the deterioration of environmental problems (Suki & Suki, 2019). Findings of researchers in the past (Khare & Sadachar (2017); Khare (2018); Khare, (2020); Suki & Suki (2019); Anuar et al. (2020) revealed that seeking conformance from peers was not considered essential. Also the previous researchers did not study the impact of PI on GPB. The findings of this study differed from earlier studies indicating that peer influence had positive and significant impact on organic apparel purchase behavior.

Past research found that perceived benefits of green apparel influenced purchase of green apparel (Lee et al. (2015); Khare (2019); Sharma (2021)). The results confirmed that PB has a positive and a significant impact on GPB. Thus, *the findings of this study support the findings of earlier researchers.*

Previous studies have highlighted that there is a gap between consumers' attitudes towards sustainable consumption and the actual purchase behavior (Naz et al. (2020); Kummen and Remøy (2021)). Researchers in the past (Tan (2011); Cowan & Tammy (2014); Sun & Wang (2019); Sharma (2021)) have found that attitude plays a mediating role between values and behavior and this was explained by the VABH theory. The findings of this study revealed that attitude mediates the relationship between the PN and GPB. *Thus, the findings of this study support the findings of earlier researchers.*

Implications

Policymakers can develop educational measures based on the findings of this study to sensitise children in school towards green products, recycling behaviour, and protecting environmental scarce resources so as to instil values that will in the long run lead to Green Purchasing Behaviour and Green Consumption. Apparel companies may also be encouraged by the Government to take more sustainable and green initiatives by adopting green technologies to display their deeper commitment toward society and the environment and also maintain transparency about the sustainability process and efforts. Green apparel manufacturers can spread awareness and educate consumers about environment-friendly attributes and benefits of green apparel. In the Indian

context, where the youth comprises a large segment that is conscious of the latest fashion and styles, may be targeted to spread awareness about the benefits and positive impacts of sustainable clothing on the environment and to encourage the purchase of green apparel.

Limitations and future research

The generalizability of the results is one of the main limitations of the study as it was conducted in the state of Goa-India which was a limited geographical location and the perception of a country as a whole may differ. Further, the study highlights the scope for collecting responses from all the states of the country for better-generalized results. Due to the time constraint, the key focus of this study remains on the Green Purchase Behaviour and thus broadening of the topic is possible with the extension of research on other variables.

Future researchers may conduct a meta-analysis of different predictors of green purchase behaviour for a comprehensive assessment. How emotions influence green consumers' purchase behaviour can be a future research study. Also, the global disparity between the attitude and actual purchase behaviour of green consumers requires devising strategies to bridge this gap. The Value-attitude-behaviour hierarchy theory (VABH) model's application may be extended to other sustainable products and be verified as it is still limited in the context of Green Buying Behaviour (GBB). Also, the causal influences among the variables of Green Purchase Behaviour (GPB) may be explored.

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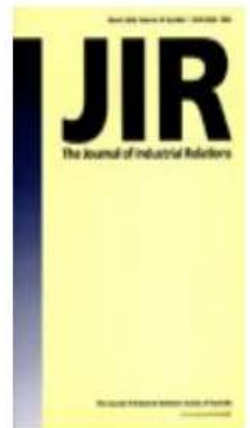
Modern slavery in global value chains: A global factory and governance perspective

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Abstract

'Modern slavery' describes various forms of severe relational labour exploitation. In the realm of global value chains and global factories that are led by multinational enterprises, modern slavery encompasses practices such as forced labour and debt bondage. Multinational enterprises organise and orchestrate global value chains into global factories that are highly adaptive to market pressures and changes in the external environment. We employ the global factory framework to conceptualise when and how global value chains become more vulnerable to modern slavery. We argue that combinations of the three global value chain characteristics: *complexity*, *appropriation arrangements*, and *obligation cascadence*, jointly form an environment in which modern slavery can evolve and take root. The degree to which forms of modern slavery become visible and recognisable depends on the particular combination of these characteristics. External factors can moderate the relationship between these factors (e.g. involvement of non-governmental organisations) or exaggerate their effect (e.g. a pandemic).

Introduction

Modern Slavery is a relatively recent term used to describe various forms of severe relational exploitation. It lacks a definition in international law and has been described as 'a concept in search of a clear legal definition' (Nolan and Bott, 2018: 44). The challenges in defining a universal understanding of modern slavery and the notion that businesses in the global factory may, to varying degrees, feel pressured to engage in exploitative practices, suggest that how we perceive modern slavery, conceptualise and identify this phenomenon, is best thought of as a continuum of exploitative practices that are context dependent. There is strong support for conceptualising modern slavery as existing on a continuum (Hsin, 2020; Marshall, 2019; Nolan and Boersma, 2019). This is particularly in the context of the organisation and orchestration of global value chains (GVCs) into global factories by multinational enterprises (MNEs) that are highly adaptive to market pressures and changes in the external environment (Buckley, 2009a; Buckley and Ghauri, 2004). In these dynamic settings, the configuration and set up of the global factory is shaped by how the MNE as the lead firm can derive greatest value from the geographically and organisationally dispersed production process (Buckley, 2009a). That is, location choices for productive activities and the type of work that is outsourced and handed to (overseas) suppliers, are fine-tuned to maximise efficiency and productivity for the global factory.

These configurational adjustments bring benefit to the lead firm while the inclusion in global value chains can lead to upgrading of the firms and development of the locations

included in the network (Buckley, 2009b; Gereffi, 1989). Yet, the dynamic adaptation of the global supply network may lead inadvertently – or by default as some have argued (Anner et al., 2013; Phillips and Mieres, 2015) – to unfavourable outcomes for suppliers across the tiers. Dindial et al. (2020), for example, have argued that lead firms have such significant power and influence over their suppliers that any additional value that is created through economic upgrading is likely to be appropriated by the lead firm and not by the supplier. The supplier is then caught between higher investment costs and lower margins. This strategic decoupling between lead firm and supplier (Rainnie et al., 2013) can be a contributing factor to suppliers seeking any means to lower their operational costs which may subsequently lead to forms of modern slavery (Clarke and Boersma, 2017; Davies and Ollus, 2019).

In this paper we employ the global factory framework (Buckley, 2009a, 2009b; Buckley and Ghauri, 2004) to conceptualise when and how GVCs become more vulnerable to modern slavery. We ask what GVC characteristics combine to create an environment in which modern slavery can evolve and take root? Guided by the literature, we suggest that there are three characteristics of governance and network configuration that shape interactions along the network. These are *complexity, appropriation arrangements, and obligation cascadence*. Drawing on these we propose that there is a continuum of exploitation that can culminate in forms of modern slavery, and argue that the degree to which forms of modern slavery become visible and recognisable depends on the particular combination of these characteristics, which by themselves do not lead to modern slavery.

We illustrate our framework by mapping out existing research gathered on the football manufacturing industry in Sialkot, Pakistan – an industry long-recognised as a site for modern slavery. Sialkot used to be the global epicentre for the production of hand-stitched footballs. The industry's operations in Sialkot came to prominence in the mid-1990s for their extensive use of child labour within a cottage industry. Since then numerous studies have traced and documented the drivers for child labour and labour exploitation in Sialkot and changes to the industry (see for instance Khan et al., 2010; Lund-Thomsen and Coe, 2015; Save the Children Fund, 1997). This empirical corpus provides us with a rich, 25 year-long narrative to interrogate our framework. The study thus has two aims: the first is to conceptualise the conditions when and how global value chains become more vulnerable to modern slavery by identifying how combinations of characteristics create an environment in which modern slavery can form. Our second aim is to show how, as a result, modern slavery extends beyond being an 'event' or confined to a particular act of severe labour relational exploitation, but instead occurs on a continuum of practices. The paper makes a number of contributions. The first is to contribute to the discourse on how to define and identify modern slavery by providing a conceptual framework that is embedded in the global factory. We extend this discourse by conceptualising and empirically illustrating how, by using this lens, modern slavery moves beyond being considered as an event but rather as a continuum that is embedded by the practices and operations of the global factory in global value chains. The paper thus contributes a fine grained understanding of how lead firms of global value chains, and the so-called global factories influence and exacerbate conditions of

modern slavery. This perspective complements the call by Schulze-Cleven, Herrigel, Lichtenstein, and Seidman (2017) for more cross-disciplinary perspectives on global labour. In developing the framework, we synthesize literature from the international business, economic geography and law literature and explore its efficacy using work published in economic geography, development studies and labour relations journals. We thus contribute a framework that can be used by those from a variety of disciplinary backgrounds.

In the following section, we introduce the key concepts of the global factory and modern slavery, before presenting the conceptual framework. We show the applicability of the framework by relating it to research that investigates how the football manufacturing industry in Sialkot has evolved since the mid-1990s until today.

Key concepts

The global factory

International business transactions are dominated by MNEs. About 30 per cent of global trade has been estimated by the United Nations Conference on Trade and Development (UNCTAD) (2016) to be intra-firm activities. This figure illustrates the immense geographical and organisational spread of MNEs. Subsidiaries and affiliates are established in locations where the internalisation of particular activities makes economic sense to the MNE as it supports the MNE in creating, protecting, and maintaining value. The global network of subsidiaries and affiliates is part of the MNEs' global factory that is complemented by contracted suppliers and non-contracted suppliers of suppliers. Bringing these two networks together, it is estimated that about 80 per cent of global trade is directly and indirectly related to GVCs that are led and orchestrated by MNEs (UNCTAD, 2013). In other words, there are very few economic activities today that occur without the involvement of an MNE somewhere along the process. The above figures reflect this for international trade, yet the reach of economic activities of MNE is also reflected in purely domestic economic transactions. The ubiquity of the MNE has consequences for how global networks operate, which directions they follow, and how they develop and spread codes of conducts and legal compliance.

Buckley (2009a) suggests that the MNE as the lead firm has the capabilities and means to 'orchestrate' its global factory. The emphasis on orchestrating the global factory is distinctively different to the previous conceptualisation of the MNE as a lead firm in GVCs (Gereffi et al., 2005). Implied in the latter framing of how the MNE interacts with the GVC is the understanding that the MNE is the ultimate contractor of goods and services. Yet, its influence over how individual actors within the network operate is limited. It is only within a captive governance structure that the MNE, as the lead firm, exerts considerable influence over firms outside the hierarchical boundaries of the MNE.

Buckley's (2009a) framing of the MNE as an orchestrator of the global factory and its GVC adopts a different perspective. Here, the MNE is not only seen as the instigator of a production process and recipient of the final good, but as an organisation that has the ability and capability to engage with the length and breadth of its global factory. The

MNE orchestrates the types of activities that are carried out in various locations – activities are fine-sliced into discreet operational activities that allow for production processes being placed in locations that make most economic sense for the MNE. Because the MNE is seen as an orchestrator of the global factory, it is also assumed that the MNE has responsibility for how firms within the global factory conduct their business and to what extent this is in line with societal expectations and legal requirements (Enderwick, 2018).

However, the MNE does not orchestrate its global factory through ownership. Buckley (2009a) conceptualises governance within the global factory as enacted through 'control' by the MNEs. Control is exerted through the financial, technological and managerial superiority and power of the MNE which translate into a strong bargaining position concerning, *inter alia*, the appropriation of value created within the global factory (Clarke and Boersma, 2017; Dindial et al., 2020; Rainnie et al., 2013; Taylor et al., 2013) and the dissemination and enforcement of codes of conduct across the global factory (Christmann and Taylor, 2006; Narula, 2019). The latter implies that the MNE is not only capable of monitoring and enforcing product and quality standards that benefit the goods created and by default MNE; but that the MNE is by extension also capable of monitoring and enforcing activities that relate to social and environmental standards.

Modern slavery

The term modern slavery was introduced in the academic discourse on labour exploitation and unfree labour around 2007 (Smith and Johns, 2020). Modern slavery is used today as an umbrella term to describe various forms of severe relational exploitations in the workplace, at home and elsewhere (Nolan and Boersma, 2019; Parliament of Australia, 2017; Voss, et al., 2019). Modern slavery includes a range of exploitative practices that are separately defined in law, as is done directly in the *Modern Slavery Act 2015* (UK; UK Parliament, 2015) and indirectly by reference in the *Modern Slavery Act 2018* (Australia). Modern slavery includes practices such as child labour – although Cullen (2019) argues there is not complete overlap between the worst forms of child labour and modern slavery – human trafficking, various forms of bonded labour, and forced labour. Beyond the immediate context of the global factory and global value chains that is relevant for this research, the term has also been used to describe forced marriage and organ removal, for example. Bales (2005; 2012) and Kara (2014; 2017) and others have shown that workplace practices associated with un- or low-skilled labour also constitute modern slavery because these workers are forced to accept any employment they can find. Moreover, these practices often engage migrant workers because they are vulnerable, less aware of their rights and may not speak the language of the host country or region (David et al., 2019).

Yet, notwithstanding the efforts by the Walk Free Foundation (2018) to empirically account for modern slavery through the Global Slavery Index, identifying instances of modern slavery remains difficult given the lack of a hard and unequivocal definition. Furthermore, Nolan and Boersma (2019) question whether modern slavery is an appropriate 'overarching term' for the practices which it typically embraces, given the

associations with historical slavery and its emotive and sometimes racially charged impli-cations. Nonetheless, they conclude that it is now a commonplace term, and is modern in the sense that it is a response to the abolition of legal forms of slavery which existed in the past Instead of ownership, it is characterised by extreme levels of control (Allain, 2012).

Conceptualising the modern slavery continuum in the global factory

Modern slavery is typically, but not only, found at activities that require fewer skills and are of lower value-adding quality. Indeed, Crane (2013) proposes that modern slavery exists and persists within a particular industrial, socio-economic, geographical, cultural and regulatory context. Nolan and Boersma (2019) argue that even without human traf-ficking or captivity, modern slavery can develop from a deterioration of labour conditions – without recourse to remedy either in law or in practice – that moves workers along a continuum of exploitation which can end in modern slavery. This has also been termed a continuum of unfreedom by Hodgkinson et al. (2014) who argue that workers may move along the continuum, but will struggle to exit exploitation altogether. The concept of the continuum of exploitation was developed to address the complex and dynamic nature of modern slavery, but was initially intended to enable identification of a remedy (Skrivankova, 2010) rather than to suggest a shifting but inescapable situation. The contextual factors that could therefore contribute to modern slavery include, but are not limited to, the labour intensity within an industry, the legitimacy of a firm or industry, persistent poverty and unemployment, geographic isolation and thus lack of enforcement of legislation, entrenched inequalities based on local traditions and values, and the overall strength of government and the rule of law (Crane, 2013). Private governance initiatives such as the Ethical Trading Initiative have attempted to provide a framework and guidance for participating firms on how to operate within such environment while supporting local workers (Hughes, 2001). These risk factors are brought together in the following section where we discuss particular characteristics of how the global factory is structured and governed and consider the implications for the manifestation of forms modern slavery. Guided by the literature, we identify three dimen-sions which we argue capture relational engagements that contribute to a context specific continuum of modern slavery: the complexity of the global factory, the appropriation mechanisms and possibilities, and the capabilities and effectiveness of cascading societal and legal expectations through all levels of the global factory. Although not in the same vein as a relational engagement we further note the importance of external factors in influ-encing the modern slavery continuum in the global factory, and illustrate the importance of external factors in the case of the football stitchers.

Complexity

Global Factories are geographically dispersed, straddling multiple legislative, cultural and socio-economic locations. Depending on the market forces with any given industry

sector and depending on proprietary know-how which the MNE seeks to internalise to protect its competitiveness, the structure of their global factories and GVCs vary in complexity. They vary from short GVCs with only a few tiers to GVCs that are many tiers in length, crossing national boundaries and are often opaque and difficult to navigate (Kano et al., 2020). The length of the GVC is compounded by the breadth of the network, that is, how linear or networked GVCs are. More linear GVCs are captive and can 'belong' to one global factory. They are more likely to be found in vertically integrated businesses. Networked GVCs, on the other hand, supply into multiple, often competing global factories and are more common today; in these cases, the network is not owned or managed by one single MNE, but is reacting to multiple MNE requirements for supply.

Therefore, the nature of the global factory that the MNE is leading and orchestrating has implications for how the MNE establishes, controls, monitors and enforces conditions on firms across its GVC (Wright and Kaine, 2015). GVCs that are shorter and include fewer firms at each tier are, all else being equal, relatively more difficult to establish because they involve a greater degree of vertical integration which binds assets and reduces organisational and operational flexibility. Nonetheless, they are easier to monitor and enforce, as opposed to longer, complex and opaque GVCs over which the lead firm may exert relatively limited influence on supplying firms because it is not the only organisation sourcing from it. The most complex GVCs are long and have significant network breadth (Dindial et al., 2020).

The ability of the lead firm to monitor and enforce its code of conduct and values arguably decreases with the increasing length of the value chain and the broadening scope of actors involved. More complex and fluid structures become less transparent and create an environment where exploitation of institutional deficiencies (Wright and Kaine, 2015) and thus modern slavery, can occur more readily undetected (LeBaron, 2021; Lund-Thomsen, 2008). Consequently, a contributor to the vulnerability to modern slavery can be the breadth of the network and its geographic dispersal. (Anner, 2020; Anner, Bair, and Blasi, 2013).

The case of Sialkot is illustrative of the potential complexities of a global factory. The global football industry predominantly sourced its footballs from Sialkot, Pakistan (Khan et al., 2010). Within Sialkot, multiple suppliers provided the services needed to produce footballs. Until the late-1990s, individual panels of a football were stitched together by hand. This was a time- and labour-intensive activity that required access to an abundant workforce (Boje and Khan, 2009). At the same time, it required a flexible workforce because the demand for football balls fluctuates with the occurrence of major tournaments, the main one being the World Cup which is played every four years. Footballs are stitched for professional and leisure consumption. Sialkot-produced footballs were especially highly regarded within professional circles because of their attributes. Global brands such as Nike and Adidas sourced from Sialkot-based suppliers – who orchestrated their own, miniature global factory. These suppliers outsourced production of footballs to individual households and families, including children (Lund-Thomsen, 2013; Lund-Thomsen and Nadvi, 2010). These households, in turn, may have shared contracts with their extended families – that is, a form of hidden outsourcing.

The complexity of the football stitching GVC is shaped by the structure of the industry and the arrangement of production (Nadvi, 2011). Nike and Adidas dominate the sector and have created a duopoly, especially in the area of professional football balls. A duopoly reduces the relative complexity of the industry as the global factories of Nike and Adidas dominate production. This level of control by the brands should have reduced instances of modern slavery, but in practice did not.

For instance, production was geographically clustered around the city of Sialkot, an area known within Pakistan for its advanced level of industrialisation and export-oriented industries (Nadvi, 1999). Within this space, some 300 suppliers produced footballs, employing about 40,000 workers (Nadvi, 2011). These suppliers outsourced production to the informal sector, namely to private households (Das, 2016; Delany et al., 2015). The spatial clustering of production would suggest, *prima facie*, that oversight of production and labour standards should have been possible (Giuliani, 2016; Lund-Thomsen et al., 2016). The participation of households in the production of hand-stitched of footballs, however, added that extra level of opacity that moved oversight over activities in the GVC outside the immediate sphere of knowledge and control of the global brands because they did not inform themselves of the outsourcing arrangements (Chattha, 2016; Fayyaz et al., 2017).

In response, major retail brands such as Nike, together with the International Labour Organization (ILO), The United Nations Children's Fund (UNICEF), and the Sialkot Chamber of Commerce and Industry (SCCI) agreed in the Atlanta Agreement of 1997 to eliminate child labour through the creation of centralised stitching centres (Boje and Khan, 2009) – that is, through a reduction of complexity by removing the known informal segment from the football stitching GVC – and through the creation of the Independent Monitoring Association for Child Labour (IMAC 2021). As of March 2021, some 1600 stitching centres are now monitored for their business conduct towards the nearly 17,000 workers they employ (IMAC, 2021).

Appropriation

Participation In GVCs is often seen as a precursor for product, process and functional upgrading (Lee, 2016). These forms of economic upgrading are argued to support the business to become more competitive internationally, and to create more economic value for itself and its economy (Blažek, 2016). Upgrading is achieved through the sharing of product protocols and standards, introduction of advanced machinery, production processes, and managerial techniques. Numerous case studies have found that these processes can upgrade the technical expertise of the supplier (Alwang et al., 2019; Evers, Amoding and Krishnan, 2014). Thus, for the supplier, the objective of economic upgrading is the ability to enter and remain with a given GVC (Buckley et al., 2020). Without the upgrading efforts, it is likely that the supplier will be replaced by another firm that is able to produce similar items at a lower cost (Lund-Thomsen, et al., 2012; Siegmann, 2008; Xue and Chang, 2013). As the supplier works towards continuously upgrading its processes to remain within the GVC, the supplier must also work towards capturing the additional economic value it is able to generate as a consequence of the upgrading.

Yet, while the supplier may be able to, *prima facie,* technologically and managerially upgrade processes, no upgrading pathway leads automatically to the supplier capturing the additional economic values that have been created through the upgrading (Dindial et al., 2020; Nachum and Uramoto, 2021; Xue and Chang, 2013). Suppliers can find it difficult to retain the additional value when the upgrading has locked them in the GVC and thus reduced their bargaining power. Firms up the GVC, and ultimately the MNE, can exploit this situation and enforce a price and sourcing squeeze (Anner, 2020). Because the firm has committed itself and its technology to a particular GVC, switching costs can be prohibitive and force the firm into the clutches of the MNE.

These challenges are not restricted to economic upgrading. Changes to the operations that aim to support social upgrading by enforcing occupational safety and health protocols and standards, can likewise lead to productivity and income gains (Hasle and Vang, 2021). Just like gains from economic upgrading, these additional gains can be appropriated by the lead firm through contractual arrangement or its bargaining position.

Failure to capture the additional returns despite the investments made into upgrading increases the economic pressure on suppliers to identify alternative means of sustaining or increasing their margins. This situation becomes even more precarious when the lead firm assumes that suppliers can and will achieve economic upgrading and therefore establish in the contract with the supplier that an increasing share of value-added needs to be passed onto them by means of setting a declining buying price (Anner et al., 2013). A supplier who cannot achieve the implied returns increase through economic upgrading, or considers the retained returns after upgrading insufficient, will seek alternative measures to improve its own economic situation while working towards remaining in the GVC as this offers a stable income.

When the additional economic value is appropriated by the GVC, the business can retain its operational margins by passing on the pressure to its workforce by way of demanding increases in productivity and output. This typically translates into longer working shifts and lower wages; and can contribute to negligence of health and safety standards. Such downward pressure can also engender practices such as sourcing workers who may be from migratory or vulnerable groups. Because they are either less knowledgeable about local standards and their enforcement or because they are in dire need of employment, respectively, they are more willing to accept a steady erosion of working conditions, pay and worker rights for secure employment; thus the seeds for modern slavery are sown within the GVC as a result of the appropriation of any additional economic value within the GVC by the MNE.

Continuous efforts by the suppliers to achieve economic upgrading can therefore be characterised as 'running to stand still'. Depending on the bargaining relationship with the GVC, upgrading will make no material difference to the supplier if the additional returns that can be created after the upgrade end up with the lead firm.

The technological shifts in football production illustrates these challenges. Sialkot produced footballs in the traditional, labour-intensive manner by stitching together hexagonal panels. This particular practice was economical because of the low labour cost but came under stress because the process involved child labour (Nadvi, 1999). A solution to this practice came in the form of innovation and the mechanisation of the football

production. In order for suppliers to participate they had to have the capabilities, or means to acquire the capabilities, to mechanically produce footballs, as well as the production volume to recuperate the expenditures. Producers in Sialkot have not adapted their production processes though (Raza, 2016). Chinese manufacturers were significantly better positioned to produce football at high volume to captured the mechanised football production market. Sialkot therefore has come under pressure as a production location, despite any efforts to address labour exploitation (Lund-Thomsen et al., 2012; Nadvi et al., 2011).

Obligation cascadence

Lead firms have responsibility to respect human rights in their global value chain and avoid any infringement of them (Arnold, 2016). This is enshrined in the UN Guiding Principles on Business and Human Rights which have – to varying degrees – been incorporated into various laws and guidelines in a number of jurisdictions (Ruggie, 2013; Nolan, 2017). The Modern Slavery Acts in Australia (Modern Slavery Act, 2018) and the UK (UK Parliament, 2015) and the French Duty of Vigilance Law (Loi n° 2017-399) are examples of recent legislation that oblige businesses to identify modern slavery risks and train their GVCs to understand what falls under the umbrella term modern slavery (Greer and Purvis, 2016; Voss et al., 2019). The OECD Guidelines for Multinational Enterprises provide detailed frameworks and guidance for responsible business conduct in agriculture, extractives and mining, garments, and finance. Businesses address the responsibility of informing, identifying, and eradicating modern slavery through GVC mapping and, arguably, by cascading up their value chains codes of conduct and training on modern slavery awareness and engagement (Narula, 2019).

These activities can enable and support social upgrading (Kumar and Beerepoot, 2019). Yet, cascading such obligations to directly contracted suppliers and to those that are not contractually linked to the lead firm and thus removed from its direct oversight and control, is challenging (Mamic, 2005). Suppliers tend to engage in the guidance and training provided to the extent required to appear engaged, auditable and trustworthy enough to receive the contract. Beyond that, they pay lip service to the investment in human and organisational resources that diminish their margins (Hasle and Vang, 2021; Huq et al., 2014). This challenge is exacerbated when the network of suppliers extends over multiple tiers and is geographically dispersed across national boundaries (*complexity*), with a particular vulnerability for the informal sector, due to its inherent lack of transparency. Furthermore, codes of conduct and training for suppliers typically focus on the communication of standards the lead firm and its salient stakeholders expect the supplier to adhere to. They do not aim to establish or enforce fundamental rights within a GVC (Anner, 2012; Reinecke and Donaghey, 2021). As such, the MNE also works towards a minimum obligation that absolves it from any supplier misconduct as 'necessary' and 'essential' training are provided.

Essentially, attempts to cascade rules of business engagement and obligations down the GVC become ineffective where they lead to decoupling of organizational structures

and processes (Jamali et al., 2017) that is organizational structures and practices appear in line with expectation from stakeholders but they are not practiced and enacted (Hasle and Vang, 2021). This decoupling is particular pertinent when the lead firm focuses on a specific aspect of operation and thereby misses how this practice is embedded in the wider organisational context and reinforced by it (Hasle and Vang, 2021). Cascading of obligations is further curtailed by a lack among all involved firms of sufficient social management capabilities to support human safety and welfare (Huq et al., 2016; Huq and Stevenson, 2020). The lead firm and its suppliers both need to develop this capability if they seek to address underlying conditions that enable modern slavery. Yet, the particularities of this capability vary by the firm's position with the GVC and whether or not it involves the development of this capability amongst other firms.

The case of football stitching in Sialkot illustrates these tensions. Prior to external interventions into the business practices in Sialkot, production of hand-stitched footballs was decentralised and mainly undertaken at home (Nadvi et al., 2011; Naz and Bögenhold, 2020). The geographically dispersed means of production across hundreds of households meant that the supplier arrangement was purely output driven. Any oversight and transparency of how and by whom footballs were stitched was missing; however, had monitoring of individual households for use of child labour been organised and enforced, then the model of production in households would not have been economical (Nadvi, 2011). Thus, cascadence of instructions on business conduct in a GVC that relied extensively on the informal sector and the cottage industry, was not feasible at the time.

In response to the challenges of cascading business conduct in a dispersed and partially informal GVC, a multi-stakeholder coalition of brands, non-governmental organisations (NGOs) and the ILO developed a model to centralize production in the so-called stitching centres (IMAC 2021). Such centres hosted between three and several hundred stitchers at various times. Because these centres were registered and publicly known, it was possible to enforce business conduct at these sites and, for instance, ensure that children were no longer employed. The model of creating centres of production to ease monitoring was seen as a success and imported, for example, to Jalandhar, India where similar production centres operate (Jamali et al., 2017).

However, the centralisation of production created new challenges. Production in the cottage industry is dominated by female workers. They produce footballs in-between taking care of their household. Carrying out this work from home is thus regarded as compatible with their other duties as well as being safe (Nadvi, 2011; Khan et al., 2007). Thus, although workers in the cottage industry were underpaid and insecure because of the absence of contracts and labour standards, they could work because this work aligned with their parental role (Delaney et al., 2016). When production became centralised, the new production environment was no longer considered appropriate for women and they stayed at home (Delaney et al., 2016).

However, the attempted enforcement of business conduct through centralization led to exclusion of women and children from the workplace which created two novel tensions. As Delaney et al. (2016) describe, households which previously might have had three income earners (parents plus one child), suddenly had to rely on one earner only and

cope with a loss of income. This in itself increased the vulnerability to forms of modern slavery as households needed to make up for the lost income. A new informal sector thus emerged in the form of non-registered stitching centres to which production was out-sourced (Nadvi, 2011; Naseem, 2010). Because of their precarious situation, female workers in these centres were forced to accept lower pay and a less secure environment than they previously enjoyed when working in their own households (Naz and Bögenhold, 2020).

The case of football stitchers in Sialkot thus illustrates that the cascadence of codes of conduct and related measures to raise awareness of labour rights or new legislation reaches a natural boundary where the GVC includes an informal labour sector. Oversight and monitoring of this sector is notoriously challenging because of a lack of transparency (Anner, 2012). Codes of business conduct that attempt to mitigate worker exploitation are not disseminated through the entire GVC. As the case of the football stitchers shows, workers in the informal sector subsequently become exposed to modern slavery risks. Yet, formalizing the informal sector is likewise ineffective in reaching all workers where it collides with social norms and expectations as explicated here. The ability to cascade downwards diminishes with the complexity of the global factory and increases the possibility of modern slavery, or as McGrath-Champ et al. (2015) suggest, the opportunities for further global destruction networks of labour.

External factors

The modern slavery framework in the global factory is complemented by two factors that lie outside the global factory and are therefore less open to influence: non-governmental organisations (NGOs) and external shocks. Interactions with NGOs and civil society complement a global factory perspective. NGOs are involved in the monitoring of business conduct and their exploitation of institutional deficiencies in the countries in which they operate. Their oversight of modern slavery obligations of GVCs can offer independent insights into potential risks and infringements (Burmester et al., 2019; Liu et al., 2020).

Although their involvement can support lead firms in identifying and addressing labour exploitation issues, the MNE-NGO relationship is not friction free (Liu et al., 2020). The ILO (2021) identifies three types of governance of global supply chain operations – public, private, and social where social governance can include a role for NGOs (Donaghey et al., 2014; Marginson, 2016). NGOs have been instrumental in identifying and reporting on labour exploitation and forms of modern slavery such as in the case of Sialkot and they have contributed to finding and monitoring solutions that would reduce modern slavery. But their involvement has not been without friction. Khan et al. (2010) argue that within the context of Sialkot, international NGOs were often regarded suspiciously because they were seen as pursuing an agenda that is shaped by Western perceptions and objectives, not one that is informed by local understandings of the problem and local needs. Fair wages and safe and hygienic workspaces were seen as more important than eliminating child labour. Local NGOs that are working with their international counterparts and global brands were likewise regarded as culprits because they were seen as

the extended arm of Western interests. As explicated above, attempting to eliminate one form of exploitation (child labour) by centralising production has led to the creation of new, potentially more severe forms of exploitation in a newly created informal businesses, and undermined trust in NGOs because they did not work towards local but Western objectives. Constrained by lack of organisational and financial resources and dedication to the single cause of eliminating child labour, NGOs face the same threat of decoupling as businesses do (Jamali et al., 2017). Their organisational structure and focus is turned towards eliminating one form of exploitation (child labour) while neglecting the consequences of their actions and their unintended implications as well as neglecting the real local needs, creates a rift between what the NGOs are setting out to achieve and their actual achievements.

External shocks can be caused by natural disasters or by humans. The COVID-19 pandemic is a recent example of a natural disaster of global reach that has been an external shock to the configuration of global factories. It has brought into question the global interconnectedness and interdependence of value chains as well as their reliance on labour. Acknowledged as increasing risks of modern slavery (UN Special Rapporteur on Contemporary Forms of Slavery, 2020), shocks such as COVID-19 the pandemic may also function as a catalyst in certain industries to ameliorate a reconfiguration of global factories to be closer to their respective markets. The higher labour costs in more proximate production locations can be compensated through greater automation of production; which also reduces downtime due to COVID-19 cases and restrictions. A consequence of such a reconfiguration of global factories could be a retreat from labour-intensive locations that are geographically distant from the target market. For American and European producers this could therefore reduce their presence across common source countries across Asia. A reconfiguration of the global factory to reduce the impact of external shocks and increase its resilience, as well as its easier compliance with legislation that targets global business and human rights conduct, has been identified as a contributing factor for higher risks of exploitation and modern slavery (Tripathi, 2020; Voss, 2020).
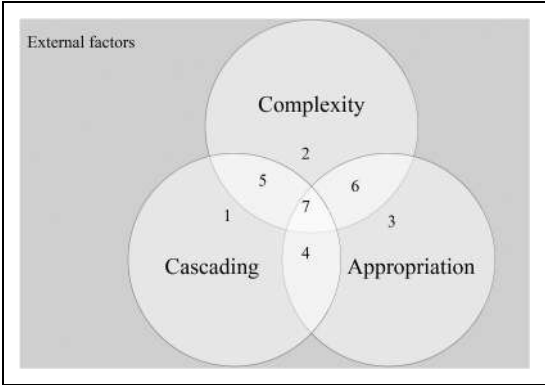

Figure 1. Conditions for the modern slavery Continuum.
Source: Authors.

Although analysis is lacking about how a reconfiguration of the global factory as a result of COVID-19 is affecting football stitchers in Sialkot, in the related garment manufacturing industry throughout Asia, falling consumer demand, supply chain bottlenecks, order cancellations along with concerns about virus transmission through work has led to a collapse of the industry and widespread lay-offs of workers forcing many to find work in the informal sector (ILO, 2021). Lack of social protection enhances their vulnerability to exploitative work practices that may resemble modern slavery.

Figure 1 summarises our conceptual framework as discussed and applied. Against the backdrop of external factors (that is, NGOs and external shocks) sit the three dimensions – complexity, appropriation arrangements, and obligation cascadence. These dimensions are independent of each other and by themselves contribute to modern slavery vulnerabilities (areas 1–3). Under certain conditions, these dimensions can overlap and then mutually reinforce each other's modern slavery vulnerabilities (4–6). The vulnerability is greatest when the global factory has a very complex, multi-tier set-up that is geared towards extracting any additional income generated at any tier for the benefit of the lead firm while not monitoring and enforcing human rights obligations (7).

Discussion and conclusion

Investigating modern slavery through the prism of the global factory has highlighted that characteristics that are typically used to explain the competitiveness of the global factory's lead firm and that reflect industry characteristics can be contributing factors of modern slavery. The analysis also shows that modern slavery does not uniformly occur in GVCs and that particular factors align as enabling factors. The discussion presented here mainly focuses on internal factors pertaining to the global factory. However, contextual factors such as the local presence and engagement by NGOs, although not a panacea, can cushion modern slavery risks while external shocks such as the COVID-19 pandemic heightens the risks (Voss, 2020).

Nonetheless, the analysis shows that even where external actors such as NGOs are actively involved in representing workers' rights, the multi-layered nature of the relationship between the lead firm and supplier firms still leaves workers vulnerable and exposed to various forms of modern slavery. That is, while the activism of NGOs is crucial in mitigating their exploitation, at the same time NGOs and voluntary codes thus far have been unable to stem the exploitation of workers (Donaghey et al., 2014; Marginson, 2016; Robinson, 2010). This is especially when, as the case of the football stitchers shows, a complementary informal sector of labour emerges in response to the effects that formal obligations faced by lead firms may place on suppliers.

Thus it is combinations of the three global value chain characteristics – complexity, appropriation arrangements, and obligation cascadence – that jointly create an environment in which modern slavery can evolve and take root. As the case illustration shows, the complexity of the football stitching GVC suggests that although oversight of production and labour standards should have been possible by lead firms such as Nike and Adidas the ability of these lead firms to monitor and enforce their own private governance code and and others such as the UN Guiding Principles on

Business and Human Rights and the Ethical Trading Initiative that they undoubtedly have a commitment to, arguably decreases with the increasing length of the value chain and the broadening scope of actors involved. However, the case also shows that the complexity of the global factory interconnects with our concept of the appropriation mechanisms and cascading societal and legal expectations whereby because lead firms require economic upgrading to evidence that they are fostering improvements in supplier standards in line with their commitment to the aforementioned private governance codes, suppliers – such as the football stitchers – push production 'down the line' into an invisible realm of production (namely, child labour) that lead firms are unable to monitor through the macro level governance framework that they utilize. However, by appropriating the upgrading that suppliers have undertaken to remain within the lead firm's GVC, lead firms – such as Nike and Adidas – are able to claim an improvement of employment practices, whilst these characteristics combine to create 'new' sources of labour whose work falls within the broad umbrella of modern slavery.

Moreover, the case is also useful in illustrating how, when we analyse modern slavery using the characteristics as outlined here, we can identify a *modern slavery continuum* in the context of the global factory. That is, production of footballs was originally outsourced to individual households and families, including children who, in turn, shared contracts with their extended families. Although lead firms attempted to manage the effects of child labour for instance by becoming signatories to the Atlanta Agreement of 1997 to eliminate child labour by creating centralised stitching centres and various other mechanisms, the case shows that the interconnection of the complexity of the global factory, and the appropriation mechanisms which required suppliers to economically upgrade their production (by eliminating child labour) created a 'chain of suppliers' whereby the formal sector of suppliers who then became responsible for ensuring that the lead firm's commitment to obligations in private governance codes such as the UN Guiding Principles on Business and Human Rights and the Ethical Trading Initiative were adhered to created an informal sector of suppliers residing with thin the extended families linked to the 'lead supplier'. As the case illustration shows, not only were these informal football stitchers women workers in cottage industries able to juggle this work with their household work; the cycle once again returned to conscript child labour as non-registered stitching centres developed to which production was outsourced.

Finally, although the context shaping the employment conditions for football stitchers in Sialkot has unique characteristics, at the same time the phenomenon of worker exploitation as a result of lead firms using an informal labour market emerges elsewhere. The case of the 7 Eleven franchise workers in Australia has generated a great deal of debate not only about levels of worker exploitation but also whose responsibility is it to uphold employment regulations when the status of workers is informal (Farbenblum and Berg, 2017). Whether these acts of exploitation constitute modern slavery is a moot point; however, as has already been suggested, what this and other cases suggest is this exploitation appears to involve migrant workers (though not to our knowledge in the case of Sialkot), especially those whose status in a jurisdiction is temporary (Wright and Clibborn, 2020).

In summary, although the specifics of contexts may differ, key points for consideration emerge from the discussion presented in this paper in terms of the future of regimes to tackle modern slavery. The first is that given the dimensions of appropriation, complexity and cascading as discussed here, regimes of modern slavery need to carefully consider processes of implementation rather than the specifics of the legislation itself. As the cases of the football stitchers in Sialkot and even 7 Eleven franchise workers show, capital has multiple avenues to secure labour. Thus, careful attention should especially be given to how 'cascendence' of legislative effects may (inadvertently) create unintended consequences for certain groups of workers when regulatory frameworks create an impost that capital interests consider to be too great to bear. Related to this is the further principle that regimes to tackle modern slavery need to be time sensitive. That is, as cases of exploitation become known for representing exploitation and subsequently attract a regulatory response to negate this exploitation, new instances of exploitation emerge. Again, the case of the football stitchers illustrates this.

Undoubtedly a key limitation of the analysis is that we rely on secondary material to substantiate our framework. Thus, future research could use the framework and assess its efficacy using primary data. Further, we assess our framework using traditional forms of work, that is, craft manufacturing activity by football stitchers. Thus, future research could assess the framework in the context of changes to work caused by the application of technologies associated with Industry 4.0. We expect that research in both these areas would both fine-tune and nuance the framework identifying new boundaries within the scope of the characteristics that we identify. Finally, current events highlight how external shocks can disrupt the global configuration of a global factory in parts or in whole and lead to an adaptation response by the lead firm that is too rapid and/or too substantial for downstream suppliers to follow. Pulling out of labour intense activities in distant countries may produce detrimental outcomes whereby the risk of modern slavery actually increases as there are less employment opportunities or the industries refocus to produce for local and other markets where the lead firms have less interest (external pressure) in reducing forms of modern slavery or enforcing higher labour standards. Likewise, excluding the informal sector from participation in a global factory can increase the lead firm's compliance and appear to eliminate forms of modern slavery, but it is likely to reduce the power and control individual workers have over their own work conditions and reduce their agency. Any legislative and regulatory response therefore must be cognisant of these potential effects.

In conclusion, while shocks created by COVID-19 have challenged a rethink by capital of the approach to production, in particular how the global factory and GVCs are now structured, the status of workers has undoubtedly increased in precarity. Arguably, as economies and society move towards a post COVID scenario, understanding the sources that foster modern slavery become as important as finding solutions to redress this phenomenon. These need to address the dynamic nature of modern slavery as a continuum of exploitation where workers' experiences may move along the continuum, and thus requires a variety of interventions to remedy the exploitation (Skrivankova, 2010). The framework presented here provides one pathway to responding to this challenge.

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Perception of Pet Parents Towards the Concept of Fresh Food for Dogs

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ABSTRACT

Since there is a notable upsurge in the number of pet parents and which includes plenty of first-time pet parents, who are commonly unaware of the appropriate eating patterns of their companion pets. And this may result in the critical health concerns to their pets which can be easily dodged if they get to know about the nutritional needs of their pet. The motive of the study was to collect the response of the pet parent (of dogs) towards the fresh food for pets (dogs). The concept of FFD (Fresh Food for Dogs) is that the food is prepared fresh, considering the dietary requirements of the pet in a hygienic manner using the best quality ingredients that are free from toxic chemicals. Feedback gathered from the pet (dog) owners concerning the FFD utilizing a questionnaire that incorporated principal elements like the value of pet at home, feeding practices, acceptability of FFD, and recommendations. The data collected through the questionnaire was transformed into numerical values for a better understanding of the recorded responses. The investigation revealed that pet owners had a certain familiarity with the nutritive dietary requirement of the pet but had extremely

restricted alternatives available with them to feed their pet either homemade food for humans or packaged food. There was a pleasant response obtained from the participants involved in the survey regarding the concept of FFD. The research can be utilized by the practitioners for the formulation of FFD in an effective & efficient way to make their venture a success. And it can be adopted as a basis for further studies based on pet food development.

KEYWORDS: Pet ownership & animal care, Parent-pet relationship, Pet food habits, FFD

INTRODUCTION

Human companion - canine familiaris has been domesticated since time immemorial, not only for safety reasons but it has become a trend to keep pets. And the acceptance of dogs as human companion is because they have distinctive remedial potential which has a positive impact on human health (Levinson, 1964; Friedmann et al., 1980; Allen et al., 1991; Serpell, 1991). The number of pet parents has been increasing. Due to the reduction in the number of family components in industrialized countries the role of pet such as dogs and cats as family members have gained increasing importance (Shepherd, 2008) and their health and wellbeing have become a prominent challenge for the owners (Buchanan et al., 2011) The increased popularity of keeping a dog as a pet has earned the dog a right to health (Haraway, 2008).

Unawareness among pet parents regarding food suitable for their pet dog has resulted in short lives of dogs, hence the loss affects pet parents on an emotional front. Due to attractive packaging and advertising of commercial food for dogs, pet parents blindly trust and feed their pets with such processed food without knowing how the product is made and what contents are used in the product. Studies have shown that packaged food is not good for your pet in the long run as it has cancer-causing chemicals such as mycotoxin and aflatoxin (Leung et al 2006; Akinrinmade et al., 2012). Alfatoxin is also a cause for enlarged livers in dogs (Newman et al, 2007). At present there are abundance of pet foods brands available in market. However, many of them are prone to get contaminated because of Salmonella and other bacteria. (Freeman, 2013). The additives & preservatives used in packaged food for pets may be a leading cause for detrimental of their vital internal organs (Martin, 2011).

It is unethical and unhealthy to feed your pet dog with food prepared for humans, leftover food or table scraps (Kelly, 2012). In the early 1960s, the Manufacturers Committee of the National Pet Association chairman complained, "Our biggest competitor is still table

scraps" (Anreder, 1962, p.3). This was a common practice in the recent past as it saved wastage of food.

In many parts of the world parts of the world pets are fed with food scraps rather than food specially prepared for them or packaged food which can meet their nutrional needs (Steiff, 2001). Dogs have a different nutritive requirement according their age or life stages (NRC, 2006) and a different digestive system as compared to humans, hence dogs have to be fed with food which is suitable and beneficial for their growth and wellbeing.

Dog food needs to have a balanced proportion of nutrients like proteins, carbohydrates, and minerals and its requirement varies according to the age and activity of the pet. Grain is a necessary dietary ingredient for a dog, but in low amounts, and protein should be within the limits (National Research Council, U.S., 1985). The role of functional food plays a vital role in pet's (dog's) well being as it has the properties of clinical benefits (Di Cerbo, 2014).

It has been found in research studies that pet illness and cost of pet maintenance are one of the major cause of pet dog abandonment (Herb, 2010 ; Mussa & Prola, 2005). Premium pet foods have a composition of well balanced ingredients and nutrional formula, but are more expensive. Whereas the cheaper quality generally meet the nutritional needs but contain undesirable elements like artificial colours and additives which may lead to physical complications in the pet (Dog Health Nutrition, SPCA). As the previous studies has stated that the market for "chef-inspired" pet foods has vast potential of growth (Grimes, 2012). According to the National Research Council, protein should be added to the diet of pet dogs within in the prescribed limits. Most of pet parent include grains in pet food which is essential, but it has to be in lesser amounts (Souliere, 2014).

Fresh food for dogs (FFD) is a solution for the well being of the pet as it is prepared considering the nutritional requirements of dogs. This Concept of feeding dogs with FFD needs to be introduced to pet parents as it is beneficial for the health and well being of dogs.

The authors in the current study wants to explore the perception of pet parents towards the concept of fresh food for pets which will be customized and delivered according to the pet's requirement.

CONCEPT OF FRESH FOOD FOR DOGS (FFD)

FFD is freshly cooked food for pet dogs using a combination of fresh ingredients like meat (chicken/fish), grain (rice/corn/wheat/oats), and vegetables (carrot/potato/beetroot) in a proportion of 30:35:35 respectively (Colliard et al., 2006; Knight & Leitsberger, 2016) which is healthy and easily digestible by the dog. Food is prepared hygienically and served within 4 hours, it does not contain any adulterant/additive or preservative. As the basic components of FFD are enriched in antioxidants, thus making it suitable for the adequate physical growth of the dog and also helps in the treatment of behavioural disturbance in them (Di Cerbo, 2017). The ingredients of FFD are cooked which reduces the growth of pathogens & make it safe for consumption (Freeman, 2013).

OBJECTIVES

1. To analyze the importance of the concept of fresh food for dogs (FFD).

2. To understand the perception of pet parents towards feeding pet dogs with FFD.

3. To identify variables which refrain pet owners to opt for the concept of FFD.

RESEARCH METHODOLOGY

To study the perception of pet parents towards the concept of FFD, primary data was collected using a structured questionnaire. The study was conducted in Chandigarh city which has a remarkable number of pet owners. The purpose was to determine the feasibility and

acceptability of the concept of FFD in Chandigarh. The study was conducted by surveying 132 pet owners in Chandigarh.

Data Collection and Selection of the Participants

To collect data a structured questionnaire was formulated and which was then circulated to the pet (dog) owners using email, and in person. Participants were asked to answer all the questions.

Instrument development

The survey comprised 12 questions, including multiple-choice questions and descriptive questions (Table 1) adapted from the study of Russo et al., (2017). The questions covered the following themes: pet ownership & animal care, parent-pet relationship, pet food habits and health risks linked to pets. This questionnaire was circulated within pet parents in Chandigarh, Punjab, through email and in person.

Table 1. Survey to study the perception of pet parents towards FFD

1. How long have you been a PET PARENT of pet(s) mentioned above? (Pet Parent = individual who pays for the majority of dog-related expenses and cares for the well being of a dog(s)). □ Less than 1 year　　　□ Between 1 to 5 years □ More than 5 years	7. Are you aware of the concept of freshly prepared food for the dog? □ Yes　　　　　　　□ No
2. How would you describe your dog's primary role in your household? □ Family member　　　□ Guard dog □ House pet　　　　　□ Other _____	8. What is your opinion about FFD? Briefly explain
3. Kindly rate the following attributes according to their importance while selecting food for your pet. 1 = least important　　　5 = very important a. Affordable　　　　1　2　3　4　5 b. Availability　　　　1　2　3　4　5 c. My dog likes it　　　1　2　3　4　5 d. Healthy　　　　　1　2　3　4　5 e. Grain-free/ low-grain　1　2　3　4　5 f. Veterinarian recommend　1　2　3　4　5	9. Rank your perception of FFD in terms of the following : 1 = least preferred　　　5 = most preferred a. Food modifications to your pet's requirement 　　　　　　　　　1　2　3　4　5 b. Delivery of FFD to your doorstep 　　　　　　　　　1　2　3　4　5 c. Take away from an outlet 　　　　　　　　　1　2　3　4　5 d. Order can be placed over the phone 　　　　　　　　　1　2　3　4　5 e. Virtual menu available online 　　　　　　　　　1　2　3　4

	5 f. App for FFD on your mobile 1 2 3 4 5
4. How does your dog's diet impact his or her well-being? □ No impact □ Very little impact □ Some impact □ Moderate impact □ Significant impact	10. How frequently will you prefer purchasing FFD to feed your pet?
5. How many times a year do you visit the veterinarian? □ Once □ Twice □ Three times or more □ Never	11. Do you think this concept will benefit your dog?
6. Do you consult your veterinarian regarding suitable food for your pet? □ Yes □ No □ Other _____	12. Suggestions regarding the Concept of FFD.

Source: Russo et al., (2017)

Analysis

A descriptive statistic has been proposed for this study. The answers were tabulated and analyzed using Google Docs., and results were expressed as percentages. There were a lot of suggestions given by pet parents towards Fresh Food for Dogs (FFD). Also, the frequency of purchase of the product was recorded in percentage through 132 pet owners.

RESULTS AND DISCUSSION

A total of 226 questionnaires were sent to pet parents in Chandigarh, Punjab, through email, out of which 132 pet parents completed the survey. A descriptive statistic analysis has been performed, the responses have been calculated through Microsoft programme (Microsoft

Excel, 2010) and the results are expressed in percentage. Through the survey, it is observed that pet parenting has been a trend in Chandigarh and Punjab since there is an increase in the number of pet parents in the last five years. Many have adopted a pet dog for a year and this analysis suggests that there is a huge scope to make new pet parents aware of the benefits of FFD. This will help them to ensure a safe and healthy diet for their beloved pet. Those owning a pet since the last 5 years could use FFD and study the change in their pet's health and well being. Pet parents with a pet for more than 5 years are much more experienced in terms of pet parenting and would be the best critique towards FFD. Table 2 shows the percentage of participants that own a pet for less than a year until more than 5 years.

Table 2. Owner of a pet dog in years

Number of years as a pet parent	Results in percentage
Less than 1 year	43.1%
Last 5 years	46.2%
More than 5 years	10.8%

Source: Authors compilation

It was surprising to see a huge number of pet parents considering their dog as a family member. The pet dogs are considered as a part of the family and there is a lot of emotional connection between the pet and the owner. Extreme care in terms of grooming, cleanliness, food, and health is taken as the pet is an important part of the owner's life. 16.9% of the pet owners considered their dog as a house pet giving them the same attention as a close and dear one. However, 4.6% of the participants considered their pet as a guard dog to keep strangers and trespassers at bay.

It was found that more than 50 % fed their dogs with food prepared for the family and more than 40 % fed their pet with packaged food, which is not a good practice. It was sad to

know that there are still people who feed their pets with table scraps. Pets are treated as family member and yet the requirement of the pet is misunderstood. The perception that since it's a family member it eats what is cooked for the family is completely wrong. The digestive system of the dog is not like ours. Hence it requires a completely different diet. FFD is the most suitable product that a pet requires for a healthy life. The results suggest that there is a big market for the product.

In every family, the well being of its members is always a priority. Health issues are dealt with seriously and the doctor is always consulted to recover fast. In the case of pets, there is a high chance of any disease that could be communicable and could affect other members of the family. As pets cannot speak, it becomes difficult to know about their well being. It is only when the pet stops eating or drinking we sense that it's feeling uneasy and requires medical attention. When asked pet parents as to how often they visit the veterinary doctor, the results were very pleasant. A maximum number of pet parents consulted their vet for any health-related issues at least once, or more in a year. However, 13.1% never visited a vet for any health-related issue. For the rest of the pet parents, since the veterinary doctor is one point of contact with health-related issues, the veterinary doctors should be more aware of FFD and its benefits for the pet dog. They should be the ones who should suggest pet parents about the product and should encourage FFD as it comes with a lot of health benefits.

The major factors or attributes that contribute towards the selection of food for the pets are whether it is : (i) Affordable (ii) Available (iii) Liked by the pet (iv) Healthy (v) Recommended by the veterinary. Out of these attributes 40.1% agreed that it should be easily available, 33.3% agreed that it depends on the dog's liking, 33.6% strongly agreed that health is a major concern for them while the selection of food for their pet. Whereas, 32.2% had a neutral opinion about affordability being a factor in the selection of food for their pet.

When asked whether their pet had suffered from any kind of disease due to the consumption of food, 77.7% said No, 12.3% were not sure and 10% said yes their pet suffered from a disease due to the consumption of wrong food, which suggests that health of a pet could be affected by consuming food which is not meant for them. A striking 80% of the participants were aware of freshly prepared food for dogs, out of which 72.8% want to avail FFD for their pet.

Certain parameters were set to understand the perception of pet owners towards FFD.

1. Modification of food as per their pet's requirement: 33.8% had a neutral opinion and 44% agreed that this should be an important factor towards FFD.

2. Delivery of FFD at doorstep: 45.6% agreed that this facility shall make it easy to avail FFD at their doorstep as this would save time and efforts in procuring the product.

3. Take away from outlet: 43.5% would like to avail of this facility and 35.18% had a very neutral opinion about the same.

4. Order placed over the phone: 44.6% would prefer to place orders over the phone and avail a delivery or pick up from the outlet.

5. Virtual menu online: 18.91% strongly believed that virtual menus shall be helpful to visualize the food prior ordering, 30.6% agreed with the same as this would help them check upon the ingredients used and its nutritional value before ordering.

6. Mobile app: This is the most important parameter to which 21.42% very strongly agreed to this feature as it has ease of operation and is accessible at all times. 29.46% also agreed as it has all the above-mentioned parameters and a feature of making a payment. Whereas, 25.89% had a very neutral opinion about the use of a mobile app for FFD.

Perception of pet parents towards FFD and the frequency of its purchase revealed that 24.24% of the participants would like to purchase FFD on daily basis, 25.75% weekly, 30.30% would like to purchase it on monthly basis, whereas 12.12% said no to this product. However, 7.59% would like to consider the cost, the veterinarian's opinion before making a purchase. The suggestions towards the concept of FFD by the pet owners were very positive and 97.06% of the participants mentioned FFD as a great concept, a very good initiative for feeding our dogs with the right kind of food suitable for its overall well-being.

Some of the suggestions given by pet parents towards FFD are as follows:

"The popularity of FFD will also depend upon the awareness among pet owners, the pricing of the product, and the fulfillment of the customer's requirement."

"Some suggested that food quality is more important than the price."

"Nothing as such, but healthy food can be prepared at home also and that too nutritious."

"Fresh food is far better than packaged food for the pets."

"Menu should be according to the breed of the pet dog."

"Should be available at an affordable price."

"It's good as you can alter the nutrient requirement according to the dog's need."

CONCLUSION

In the past years, there has been a consistent increase in pet parents and they consider their pet dog as a family member. There is a scope of educating these new pet parents in regards to food best suited for their pet dogs. The majority of them depend on the veterinary's opinion for a suitable diet for their pet (Harrison, 2006). From the findings of current study it is shown that the perception of pet parents towards the concept of fresh food for dogs is that

this food is a healthier option for their dogs provided it is available in the market at a reasonable price and has to be prepared hygienically. A majority of pet parents are aware of diseases caused to the pet due to improper food, presence of preservatives and imbalance in nutrients in the long run (Russo et al., 2017). However, there is a scope to educate the pet parents about the dietary requirements of the pet dogs. The concept of FFD can be popularized with the help of veterinary doctors, as a majority of pet parents in Chandigarh consult them for the right food for their pets. The concept has to be implemented in such a way that it is easily available to the end-user in a consistent manner. The findings of study could be useful for the pet dog owners and FFD providers in many ways. There is good value for researchers to understand the pet owners. Future studies can increase the sample size and can emphasize on a particular aspect.

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