

Survey On Food Hygiene and safety and Consumer's perspective on street food



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

Dissertation

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TITLE

***Survey On Food Hygiene and safety and
Consumer's perspective on street food***

Declaration

We, Group 2 declare that this dissertation and the work presented in it are our own and has been generated by us as the result of our own original research.

Research Title: Survey on Food Hygiene and safety and Consumer’s perspective on street food

We confirm that:

1. This work was done wholly or mainly while in candidature for a B. Sc. International Hospitality Management at V M Salgaocar Institute of International Hospitality Education.
2. Where we have quoted from the work of others, the source is always given. With the exception of such quotations, this dissertation is entirely our own work.
3. We have acknowledged all main sources of help.
4. This work has not been previously submitted for publication elsewhere.

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TABLE OF CONTENT

TITLE	PG.NO.
Declaration	
Certificate	
Acknowledgement	
Table Of Content	
CHAPTER I: INTRODUCTION	
Introduction	
Background Of the Problem	
Topic description	
Constructs	
Significance of study	
Research Gaps	
CHAPTER II: LITRATURE REVIEW	14-22
Introduction	
Street Food quality	
Definition of each Dimension	
History of research	
Researchers who studied about street food quality	
Relationship between independent and dependent variable	
Hypothesis	
Mediators	
CHAPTER III: RESEARCH METHODOLOGY	23-32
Introduction	
Qualitative study	
Protocol for case studies	
Methodology	
Sample frame	
Questions asked to vendors	

Questions asked to customer	
Cross tabulation	
Case analysis	
Cross Tabulation	
Sample Size	
Data Collection tools	
Data collecting procedure	
Conclusion	
CHAPTER IV: DATA ANALYSIS	33-48
Data Analysis	
Reliability	
Convergent Validity	
Divergent validity	
Regression analysis	
CHAPTER V: FINDINGS AND CONCLUSION	49-53
Case studies introduction	
Hotel environment practices and guest satisfaction	
Implications	
Limitation	
Future research	
REFERENCES	54

Chapter 1

Introduction

Street food is ready-to-eat food and drinks sold by vendors on the street. Consumers frequently eat street food because it provides convenient, delicious, and cheap meals. Additionally, street food provides benefits to society such as building a local culinary tradition, generating a large source of employment, and enhancing tourism. As such, street food is considered not only a meal replacement for its own people, but also an attractive component of night markets in various Asian countries. Some examples of such attractions are the hawker centers in Singapore, night markets in Taiwan, street stalls in Korea, and mobile food stalls in Japan. Street foods are a nearly worldwide phenomenon of urban life from New York City's hot dog cart to the taco stand of Mexico. Recently, street food prepared in food trucks is evolving street food culture in some places by providing fresh, clean, and delicious food with entertainment. Well-established street food represents unique cultural food traditions and is one way to experience a unique culture and to satisfy the desire to eat a delicious, authentic cuisine .

1.1. Background

The street food industry when thought about globally, is a trend that has been around for many years, street food has always been a concept built around food on the move. But now the street food concept has been a constantly developing genre where the vendors are trying to make it a much more exciting experience for the customers while managing to make the food in a limited time frame.

The street food scene took over India in a hurry as, India is a very fast paced country. Hence the concept of street food, took India by storm and people in India feel in love with street food as the vendors would make for them the dishes they knew and loved, in such a short frame time that they would hardly have to wait for the food they preferred so much.

The street food scene when it comes to Goa as compared to the rest of the world is completely different. The street food concept when introduced to Goa was picked up on very fast. Even though Goa is not a fast paced state, the people of Goa will never pry away from a good tasting meal. The Goan street food scene focuses more on hearty and warm foods which customers love to have at any time of the day. But after the concept of street food developed in Goa, it slowly started giving competition to even restaurants all over Goa.

1.1.1 Street Food:

In and around the world street food has existed for a very long time and has served its customers who are always on the go. But with recent times people becoming more and more health conscious the street food has to adapt to the consumers perception and has to maintain its hygienic quality.

In Goa generally, there are many types of warm and hearty foods served. So at almost every street food cart in Goa serve ross omelette, steak bread and omelette pav. But over Goa in different talukas there are different foods served such as choriz pav, chicken fry, mutton bone soup, cutlet pav, beef croquettes etc.

1.1.2 Constructs:

- Food quality

Since the beginning of nutritional research, food quality (nature, class) has been a central theme; a great deal of effort is concentrated on the goal of improving the quality of foods. To which extent this can be achieved, depends among other things on the definition of the term food quality.

Food quality represents the sum of all properties and assessable attributes of a food item. Usually this is done by the three accepted categories of quality: *sensor value*, *suitability value* and *health value*. All three deal with assessments, that is, judgements with a subjective component.

In addition to the value-related interpretation of quality there is the value-neutral term in the sense of condition, that is the sum of properties of a product. From this can be concluded that quality is not easily definable scientifically and that it comprises many different aspects. Obligatory and uniform definitions are also made difficult since those aspects are subject to constant change.

- Employee Service

Employee empowerment is said to have much to offer hospitality organisations. Empowered employees will respond to customer needs as they arise, they will react appropriately to customer complaints, and they will develop a sense of ownership taking personal pride in ensuring that service encounters are a success. A more considered approach suggests that claims for employee empowerment need to take account of different definitions and meanings used by managers. They fail to recognise the initiatives which are called empowering take different forms which result in different working arrangements and boundaries for what the empowered can do and represent different benefits to employees and employers. Whatever the intentions of managers, the effects of empowerment will be mediated by the experiences of the empowered.

- Environment Quality:

Construction of a multidisciplinary conceptual framework of environmental quality and quality of life is required to advance the field of urban development, environmental quality and human well-being. Such a framework would allow for a more theory-based choice of indicators and for the development of tools to evaluate multidimensional aspects of urban environmental quality. These tools are required

to assess the current and future quality of the urban environment and to have, eventually, the ability to assess the implications of spatial and urban planning policies with respect to these dimensions. Against this background, the National Institute for Public Health and the Environment in the Netherlands (RIVM) performed a major literature review to identify various concepts in the literature concerning environmental quality, the relationships between these various concepts, as well as their respective theoretical bases.

- Price

Food price is a well-established determinant of food choice and diet quality. Nutrient-dense foods are globally more expensive than energy-dense foods, with the latter generally being less healthy. This observation is especially relevant in low-income populations who face budget constraints and make food choices to meet daily energy needs at the lowest cost.

The greater affordability of energy-dense foods has been associated with the high burden of obesity and non-communicable diseases (NCDs) in high-and low-middle-income countries (LMICs) undergoing the nutrition transition. The Food and Agriculture Organization (FAO) recently reported the coexistence of undernutrition, micronutrient deficiencies, and diet related NCDs in Central Asia and Eastern Europe, signalling this as a marker of poor diets and limited access to nutritious diets due to the cost of food.

1.1.3 Mediating Factor

- Utilitarian Value

Utilitarian value is proposed as a formative second-order construct formed by product offerings, product information, monetary savings, and convenience. Hedonic value is also proposed as a formative second-order construct formed by the six hedonic benefits that have been identified in prior research.

Data collected from 782 Yahoo!Kimo customers provide strong support for the research model. The results indicate that both the utilitarian value and hedonic value are positively associated with buyers' repeat purchase intention. A higher level of perceived risk reduces the effect of utilitarian value and increases the effect of hedonic value on repeat purchase intention. Implications for theory and practice and suggestions for future research are provided.

- Hedonic Value

The hedonism and its impact on consumers' behaviour had become an important object of various scientific research during the past 50 years in

marketing literature. It should be noted that current level of the theoretical and empirical research on phenomenon of hedonism in the theory of consumer behaviour notes that hedonism as the expression of value have not been sufficiently analysed. Theoretical and empirical studies have demonstrated the lack of complex models integrating the relations of factors affecting hedonic value and consumers' behaviour, behavioural outcomes.

1.1.4 Significance of Study

Since our research aim is to focus on the hygiene aspect of street food and the consumer's perception of the said street food, Goan street food to be exact. As in the recent times the term street food is taking Goa by storm, and we as a group wanted to figure out how the consumers react and perceive street food in Goa.

The main significance of this study would be to create awareness for the consumers what type of hygienic practices are practiced when the street food is made and how other consumers perceive it as well, because if more and more consumers are made aware about how their food is made it creates more market and increases the tourism ability as well.

1.1.5 Research Gap

Although previous literature has dealt with the food safety issues of street food, researchers have made comparatively little effort to examine the issue of service quality, especially the unique attributes of street food and the structural relationship among 'service quality-perceived value-intention to revisit' in the context of street foods. The results found that street food's service quality had positive impacts on perceived value. This finding corroborates earlier research showing the impact of service quality on utilitarian and hedonic value at coffee outlets and at fine dining restaurants.

Chapter 2

Street Food Quality

Quality (Independent Variable)

Street food quality refers to consumers' perceptions of cleanliness, organisation, and time management at the point of sale, during preparation, and when purchasing raw materials, as well as the knowledge of those who serve the public and the hygienic practices of those involved while serving street food.

We are investigating the calibre of the Goan street cuisine supplied in this study. We examine factors such as the freshness or falsity of the raw materials purchased, the cleanliness of the cart and how it is kept, the method used to prepare the meal and dispose of the waste, and the speed of the service.

Definition of each dimension

Employee service- in general, refers to behaviours that are relevant to organizational goals and that are under the control of individual employees

Price- is the amount of money expended by the buyer to the seller in exchange for any product and service, that is, the amount charged by the willing seller for a commodity is referred to as its price.

Price is the amount of money given or set as consideration for the sale of street food.

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Environmental Quality" refers to a set of environmental properties and characteristics. Environmental quality is a broad term that encompasses a wide range of characteristics such as air and water purity or pollution, noise, access to open space, and the visual effects of buildings, as well as the potential effects that such characteristics may have on physical and mental health. Environmental quality is a set of generalised or localised environmental properties and characteristics.

Quality-Quality is a term that is frequently used in post-harvest studies but rarely defined. Author R.L. Shewfelt

Quality refers to how good something is compared to other similar things.

Quality is the standard or degree of a product or service that is compared to the standard or quality of something similar in the field.

Rapidity service – the quality of being fast and sudden which applies to this scenario wherein the time taken for the food to be received by a customer.

History about the evolution of research study in your Independent Variable

Recent years have seen an upsurge in publications, with over half of them coming out after 2012. Around a third of the pieces came from Asia or Africa. The majority of studies (85.5%) focused on food safety, while street food availability and consumption received substantially less attention (30.3%). Studies often focused on the food (mainly its microbiological contamination) and the vendors (primarily their food handling), while rarely evaluating consumers and vending locations. More than half of the studies lacked a definition for what constitutes street food.

So far, we have not come across a research study that has been done on the topic of Goan street food in particular but with the help of research done in similar fields we have researched about goan street food quality.

Researchers who have studied about street food quality

Food safety knowledge, attitudes and practices of street food vendors in Jashore region, Bangladesh -Md. Toufik HOSSEN¹, Md. Jannatul FERDAUS¹, Md. Mohibul HASAN¹ , Nazia Nawshad LINA¹ , Ashish Kumar DAS² , Shital Kumar BARMAN³ , Dipak Kumar PAUL⁴ , Rajib Kanti ROY

The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty-Bagyalakshmi_Gopi, Nusrath_Samat

Identifying critical risk practices among street food handlers- Alekhya Sabbithi, S.G.D.N. Lakshmi Reddi and R. Naveen Kumar, Varanasi Bhaskar, G.M. Subba Rao, Sudershan Rao V.

Assessment of an evaluation instrument designed for the prevention of food borne diseases- Veronica Cortez. G

Understanding Risk Perception toward Food Safety in Street Food: The Relationships among Service Quality, Values, and Repurchase Intention- Kyung Hwa Seo and Jee Hye Lee

Street food handlers' food safety knowledge, attitudes and self-reported practices and consumers' perceptions about street food vending in Maseru, Lesotho -Ponts'o Letuka, Jane_Nkhebenyane,_Oriël_Thekisoë

And many more.....

Repurchase intention (dependant variable)

Making smart judgements in various areas of your organisation is made easier with the aid of repurchase intent. For instance, by analysing repurchase intent, you may forecast your inventory, reduce waste, and optimise expenses if you have a reasonable idea of whether and how much your consumers are likely to buy in the immediate to near future.

Also, it makes it simpler for salespeople to decide where to concentrate their efforts. It might be challenging to close sales with clients who have no intention of making a purchase.

Relationship between street food quality (independent variable) and repurchase intention (dependant variable)

The relationship between street food quality and repurchase intention is based upon criteria that a consumer evaluates in order to form an opinion about or perceive the worth of street food quality which eventually leads to the customer going back to the street food cart or not. Food quality, employee service, price, environment quality, and rapidity of service are a few of the elements we take into account when determining the quality of street food. Customers then evaluate these elements in-depth, and their decision to make another purchase will depend on how they evaluate them and at what levels.

H1 a) why good quality leads to repurchase intention?

A business that continuously offers high-quality products is able to develop strong relationships with its customers and earn their trust.

H1 b) why good employee service leads to repurchase intention?

One of the key factors in determining customer satisfaction is service quality, which has a direct impact on an organization's success. Every business large or small concentrate on a number of strategies to improve their service quality in order to increase customer satisfaction, which in turn increases customers repurchase intentions and loyalty.

If the employee welcomes the guest, makes them feel at home, or even just talks to them gently, the consumer will feel quite comfortable and satisfied

H1 c) why environment quality leads to repurchase intention?

Today everyone is very environment sensitive and people are much aware about global warming and factors that affect the environment. Today people will check if an items packaging is recyclable or not before buying a product and therefore repurchase intention is based on the upkeep of the environment.

H1 d) why price leads to repurchase intention?

Food price is a well-established determinant of food choice and diet quality and is a big factor when it comes to purchasing of goods and services. One will only buy an item or service when they feel it value for the price they have paid. A price is set taking into consideration the cost of the ingredients, taxes and other miscellaneous expenses keeping in mind a reasonable profit margin. Therefore, if a customer feels that the price is set perfectly for the goods or services purchased, the customer will repurchase the same.

H1 e) why rapid service leads to repurchase intention?

Customers today look at the whole experience while reviewing a product or service that includes rapidity of service in the case of a food cart. People today like a quick clean service when they visit a food cart as they are in a hurry and would like their food warm and fast. So, if food were to be served slowly, they would not buy it.

MEDIATORS

Utilitarian Value

Utilitarian value is proposed as a formative second-order construct formed by product offerings, product information, monetary savings, and convenience. Hedonic value is also proposed as a formative second-order construct formed by the six hedonic benefits that have been identified in prior research.

Understanding Risk Perception toward Food Safety in Street Food: The Relationships among Service Quality, Values, and Repurchase Intention

H3 A) Service quality impacts utilitarian value?

For instance, if you're purchasing a car for transportation, a high-quality vehicle will be more dependable, safe, and effective, increasing its value as a vehicle. Similar to this, if you're purchasing a phone for communication, a high-quality phone will have more features, a longer battery life, and better sound quality, making it more useful for communication.

Therefore, superior quality goods and services have a higher utilitarian value than inferior ones because they give users greater pleasure and more successfully meet their needs.

H3 B) Employee service impacts utilitarian value?

Utilitarian value can be impacted by price and rapid service in various ways. Because price determines whether a good or service is affordable, it has an impact on its utilitarian worth. If the price is too expensive, people might not find the good or service to be worthwhile. On the other hand, if the price is fair, it makes the good or service more accessible and more affordable, which raises the utilitarian worth. Due to increased functionality and efficiency, quick service has an influence on the utilitarian value. For instance, a rapid service will get your vehicle back on the road swiftly if you need a repair, increasing its utilitarian value. Similar to this, a rapid delivery service will increase the usefulness and value of a product if you need it delivered rapidly.

In conclusion, a product's price and speed of service can affect its utilitarian worth by making it more accessible and affordable, or by enhancing its usability and effectiveness.

H3 C) Environment quality impacts utilitarian value?

Due to its effects on a product or service's general functionality and usefulness as well as its effects on the environment, environmental quality can have an impact on its utilitarian value.

Because it is more economical and ecologically friendly, a car with low emissions and good fuel economy has a higher utilitarian value than a car with high emissions and bad fuel economy. In a similar vein, a product with less packaging or made of sustainable materials has a higher practical value due to its greater environmental friendliness. The user's general health and wellbeing are also impacted by environmental conditions. For instance, a building's utilitarian worth is increased by the fact that its occupants will feel more comfortable and healthier in one with excellent air quality, natural light, and low noise levels.

H3 D) Price quality impacts utilitarian value?

Price determines whether a good or service is affordable, it has an impact on its utilitarian worth. If the price is too expensive, people might not find the good or service to be worthwhile. On the other hand, if the price is fair, it makes the good or service more accessible and more affordable

H3 E) Rapid service impacts utilitarian value?

Due to increased functionality and efficiency, quick service has an influence on the utilitarian value. For instance, a rapid service will get your vehicle back on the road swiftly if you need a repair, increasing its utilitarian value. Similar to this, a rapid delivery service will increase the usefulness and value of a product if you need it delivered rapidly.

In conclusion, a product's price and speed of service can affect its utilitarian worth by making it more accessible and affordable, or by enhancing its usability and effectiveness.

Hedonic Value

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Understanding Risk Perception toward Food Safety in Street Food: The Relationships among Service Quality, Values, and Repurchase Intention

H3 A) Service quality impacts hedonic value?

Customer satisfaction through high-quality services increases the firm's ability to compete in the market. High service quality can be accomplished by detecting faults in service and creating measures for service performances and results as well as level of customer happiness.

H3 B) Employee service impacts hedonic value?

Hedonic value is that value a customer receives based on the subject experience of fun and playfulness. So, when a good employee serves or treats the customer according to their satisfactory level a guest tends to revisit due to service offered.

H3 C) Environment quality impacts hedonic value?

Hedonic values appeared to be significantly and negatively related to a range of environmentally relevant attitudes, preferences, and behaviours, even when the other values were controlled for. This suggests that it is indeed important to include hedonic values in environmental studies and that interventions aimed to promote environmental actions should consider hedonic consequences of actions, as these may be important barriers for behaviour change.

H3 D) Price quality impacts hedonic value?

Because "hedonic value" alludes to the user's subjective pleasure or enjoyment from a good or service, price can have an effect on it. When a good or service is overpriced, it might lessen the user's enjoyment, lowering its hedonic worth.

For instance, a higher price may boost a luxury watch's hedonic value because it denotes exclusivity and position if someone wishes to buy it as a status symbol. However, if someone wishes to buy a basic t-shirt, a higher price may reduce its hedonic value because the user will not experience any greater pleasure or enjoyment.

As a result, the user's perception of worth, affordability, and pleasure or enjoyment can be affected by the price, which in turn can affect the hedonic value of a good or service.

H3 E) Rapid service impacts hedonic value?

By enhancing the user's experience and offering a sense of satisfaction and convenience, rapid service can have an effect on hedonic value and increase the user's pleasure or enjoyment.

A person's pleasure or enjoyment may be increased, for instance, if they purchase a product online and receive it quickly because they can use it sooner. Similar to this, quick and effective service at a restaurant or retail establishment can improve the customer's experience and happiness, raising their hedonic value.

A feeling of exclusivity and unique treatment can be produced by quick service, and this can heighten the user's pleasure or enjoyment. For instance, receiving special treatment or priority service can improve an individual's experience and raise their sense of worth.

Chapter 3

QUALITATIVE STUDY – CASE ANALYSIS

The overall aim of the study was to examine the impact of Food hygiene and safety and Consumers perspective on street food has on the of residents/ guests/ employees and if the mediating variable, obtained by the unit of analysis, explain the relationship between IV and DV of unit of analysis.

This was initially gained through a systematic literature review which pointed to the possibility of

relationships between the constructs under study, namely, Food quality, Employee service, Environment Quality, Price and Rapidity Service Quality.

However, to capture the hypothesised relationship in fuller context, a qualitative study of

Street food Vendors and Consumers was undertaken at the following Food Carts:

- 1) Eats Time
- 2) Jantano Fast Food
- 3) Loja De Carne De Porco
- 4) Goan Ross Omlette
- 5) Naik's fast Food
- 6) Kamakshi Fast Food

After the case studies, cross-case analysis was done to compare the answers from different unit if analyses.

3.2.1. PROTOCOL FOR THE CASE STUDIES:

A protocol was first designed and followed in carrying out the Case Study of the above-mentioned Carts .

and Street food vendors for analysis as follows:

3.2.1.1 Objective:

1. To capture the hypothesised relationship in fuller context

2. 3.2.1.2 Methodology:

Holloway (2008) advocates the use of simple semi-structured interviews as they can be employed to

ascertain the thoughts, feelings, and perceptions of participants, which was found to be relevant in this.

research. Exploratory interviews were conducted with Street food vendors The residents were encouraged to be.

descriptive in their responses. The semi-structured interviews included questions about the place of

residence, age, gender, occupation.

3.2.1.3 Unit of analysis: Street Food vendors.

3.2.1.4 Sample frame: The sampling frame of this study consists of a set of a minimum of Six semi-structured interviews of unit of analysis, conducted on 17th January 2023 . Polit and Beck (2003) say that the main purpose of the qualitative study is to have a holistic view of the subject under study and to have a small sample and extract the maximum information from it, hence the correct choice of sampling may not be convenience sample. The respondents were purposively selected from among

3.2.1.5 Questions asked to Vendors.

- When did you start your establishment?
- What are the different items on your menu?
- Did you include variety in your menu?
- What are certain foods you have always served?
- How did your business run during covid?
- How did certain aspects of selling street food change after covid?
- What was the reason you started this business?
- What type of group of people come and eat at your place?
- What do you do to prevent spread of contamination?
- What are the challenges faced while operating a food cart?
- What certain hygiene practices do you follow?
- What in your opinion brings your customers back?

3.2.1.6 Questions asked to the customers.

- How often do you eat here?
- What is your perception of street food?
- What is your perspective on the hygiene aspect of street food?
- What do you value more, the quantity or the quality of the food?
- Would you recommend this place to others?
- When you hear the word street food, what comes to your mind?

3.1.2.7 Cross Tabulation (Vendors)

Questions Asked	Eats time	Jantano Fast food	Loja De Carne	Goan Ross	Naik's Food	Kamakshi
When did you start your establishment?	September 19 th 2022	August 2018	January 2017	1989	October 2022	12 th July 1999
What are the different items on your menu?	Steak bread (chicken and beef), choriz pav, steak plate, chicken gravy bread, ross omelette, Fish cutlets.	Clear soup, Beef chops, Steak bread, Sausage bread, Beef chilly, Pork Sorpatel, beef tongue and steak plate	Steak bread, Chorizo sausages, boiled chorizo, fish cutlets, beef soup, steak plate, pork chops, haad mass and beef xacuti	Ross omelette, chicken leg piece, mutton xacuti, mutton soup, chicken cafreal, fish cutlets, chicken rawa fry	Ross omelette, Chicken gravy, mutton soup, fish cutlet, omelette pav and boiled eggs	Ross omelette, soup, fish cutlets, chicken cafreal, friend chicken leg piece, rawa fry chicken and omelette pav.
Did you include variety in your menu?	No	The menu has always been the same.	Always been the same	Two new dishes were introduced namely the fish cutlets and chicken rawa fry	Clam cutlets, chicken fry and prawns sukha were tried to be introduced	Fish Cutlets and chicken rawa fry were introduced
What are certain foods you have always served?	Steak bread, choriz pav, steak bread and ross omelette.	Steak bread, Beef chops, beef tongue and sausage bread	Same as the second question	Same as answer two	Same as the second answer	Same as answer 2
How did your business run during covid?	Not affected by covid	Business was down, there were close to zero sales.	Not affected by covid as they would	The business closed	Not affected by covid	Closed during covid

			sell from their house.	during covid		
How did certain aspects of selling street food change after covid	After starting they experienced a boost in business	No changes experienced	Hygiene and sanitisation aspects have been given more attention to	No change	A dip in the market for street food was observed	No changes
What was the reason you started this business?	No reason	Family inheritance	Family inheritance	Leaving Previous Job	Leaving of previous job	As a job opportunity
What type of group of people come and eat at your place?	Teenagers, Adults and Couples	Locals, Youngsters, Adults, and couples	People of all ages and groups of people also	All age group people come	All ages, couples and groups	People of all ages
What do you do to prevent spread of contamination	Separate boards for meat and vegetables, use of gloves and hairnet.	Nothing	No special precaution is taken	They have a separate place where the used dishes are washed and wiped.	After every hour the cart is cleaned with Dettol	The dishes and washed in water and wiped
What are the challenges faced while operating a food cart?	After the steady increase of business, a sudden drop was experienced	None	Shortage of helpers	Family interference	No challenges faced	Workload and not enough rest
What certain hygiene practices do you follow?	Frying of beef and chicken is done separately, cleaning of the whole truck is done with sanitiser and water.	Basic cleaning of the truck is the only thing done	At the end of the of the day the whole cart is sanitised and washed	After closing proper sanitisation and washing, sweeping of the place and disposable of trash	The cart is cleaned every night with soap and then wipes down with water. The cook also uses gloves while cooking	The dishes and washed with water and wiped and then washed in proper soap at home

What in your opinion brings your customers back?	As the truck is set up in a known spot and they offer combos on weekends people tend to visit them often.	The taste of the food and the local foods served	Taste of the food, cheap prices and local influence	Taste, impact of the food and the product value	Taste, hygiene quality and the quality of the food	Taste, availability of good ingredients
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3.1.2.8 Case Analysis

a) Eats Time: This truck is located at Cansaulim and opens at around 5:00pm in the and is located on a busy street in Cansaulim and is loved by the locals and serves the goan delights such as steak bread and choriz pav.

b) Jantano Fast Food: This is a food truck located on the highway of Verna and opens every day except Wednesday at around 4:30pm and is a very well-known food truck in all of South Goa. It serves the Goan soul food such as steak bread, Mutton bone broth and even the famous ross omelette.

c) Loja De Carne: This is a food stall located at Majorda and it mainly functions a place that sells pork sausages, but few years ago they started selling Goan delicacies and have caught the heart of the locals in a short time.

d) Goan Ross Omelette (Vasco): This a cluster of food stalls present in the heart of Vasco and is known for selling the infamous dish ross omelette. When asked, they sell about 150 ross omelettes in one night.

e) Naiks Food Cart: This food cart is run by a couple and serve warm small plates of Goan goodness. They serve variety of foods such as ross omelette, chicken fry and omelette bread.

f) Kamakshi Fast Food: This is another food cart that exists within the cluster of food carts in Vasco and they also mainly focus on the ross omelette

3.1.2.9 Cross Tabulation (Customers)

Questions Asked	Consumer 1	Consumer 2	Consumer 3	Consumer 4	Consumer 5	Consumer 6
How often do you eat here?	Twice to thrice a week	Twice a week	5 times a week	20 days a month	25 days a month	2 times a week
What is your perception of street food?	Easy, cheap, and delicious	Convenient, fast and cheap	Tasty food, very local food and feels like home	Very cheap and easy to procure	Tasty, cheap and local	Tasty, cheap and easily available
What is your perspective on the hygiene aspect of street food?	It is a major factor for my decision for eating the street food	Depends on place to place	As good as a 5-star hotel	No major impact	Since the food is visible being made it is okay	Does not affect me
What do you value more, the quantity, the taste or the hygiene?	Taste and hygiene are the most important	Hygiene	Taste and hygiene	Quantity and taste	Hygiene	Taste
Would you recommend this place to others?	Yes	Yes	Yes	Yes	Yes	Yes
When you hear the word street food, what comes to your mind?	A food truck with good smells	A food truck	Sausage bread and steak bread	Hot chicken gravy and crispy bread	A food truck or gaddo	The food in terms of flavour and feeling of home

3.1.3.0 Conclusion

From this qualitative research we can conclude that on a daily basis there are countless people who still consume street foods and have widely different perspectives when it comes to eating it. This research of going and asking the vendors and the customers their own perspectives has given much more scope to carry out the quantitative research.

For the quantitative study convenience sampling technique was used to select respondents, based on their availability and willingness to be a part of this study. Care was taken to include sufficient representation from different groups of residents. The total sample size was 6 vendors.

3.3.1.1 Sample

SIZE

A total of 86 responses were received. Out of which 10-20 were discarded as the respondent had not eaten street food. The survey period was from

Demographic details of sample

From table, it can be seen that give % of male, female and all other demographic details.

3.3.2 DATA COLLECTION TOOLS

A questionnaire with four sections was designed for the study. The first section collected demographic information. The second section measured the Hotel Environment Practices on a five-point semantic scale. The third section measured the Customer Satisfaction of the hotel guest. The fourth section measured the Customer Loyalty of the hotel guest. The third and fourth sections were measured on a five-point likert scale. The questionnaire is shown in appendix.

3.3.3 DATA COLLECTION PROCEDURE

The data for the quantitative study were collected online through Google form questionnaires. The questionnaires were administered through whatsapp and emails. The structure of the questionnaire, its objective and the rating scheme was explained to the respondents in the beginning and confidentiality of their responses was made clear. The respondents belonged to a different gender, age groups, income groups, occupation and educational background

Chapter 4

DATA ANALYSIS

Data was collected online through google forms. The data was then downloaded into an Excel sheet and coding was done. This was then extracted in the SPSS software spreadsheet.

RELIABILITY

First the demographic details were analysed and frequency was calculated. Next the Scales were checked for reliability by calculating the Cronbach's alpha. As seen from Table 2 all the scales were found to have Cronbach's alpha greater than 0.7 and hence were found reliable.

Table 4.2: Reliability Test of every scale

Sr.no	Constructs	Items	Cronbach's Alpha
1	Food Quality (FQ)	3	0.715
2	Employee Service (ES)	3	0.744
3	Physical Environment (PE)	3	0.673
4	Price (PR)	3	0.847
5	(UV)	3	0.783
6	(HV)	3	0.900
7	(RI)	3	0.823

CONVERGENT VALIDITY

Next the correlation between the items of each construct were calculated to check if they measured the same construct. The correlations were found to be moderate i.e., between 0.3 and 0.7 and hence the convergent validity was achieved.

Table 4.3 Correlations Between items of FQ

		FQ1	FQ2	FQ3
FQ1	Pearson Correlation	1	.457**	.470**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
FQ2	Pearson Correlation	.457**	1	.458**
	Sig. (2-tailed)	.000		.000
	N	79	79	79
FQ3	Pearson Correlation	.470**	.458**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

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

In Table 4.3, The Correlations are moderate

Table 4.4: Correlations Between Items of ES

		ES1	ES2	ES3
ES1	Pearson Correlation	1	.550**	.483**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
ES2	Pearson Correlation	.550**	1	.489**
	Sig. (2-tailed)	.000		.000
	N	79	79	79
ES3	Pearson Correlation	.483**	.489**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

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

In Table 4.4, The Correlations are moderate

Table 4.5: Correlations Between Items of PE

		PE1	PE2	PE3
PE1	Pearson Correlation	1	.342**	.471**
	Sig. (2-tailed)		.002	.000
	N	79	79	79
PE2	Pearson Correlation	.342**	1	.425**
	Sig. (2-tailed)	.002		.000
	N	79	79	79
PE3	Pearson Correlation	.471**	.425**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

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

In Table 4.5, The Correlations are moderate

Table 4.6: Correlations Between Items of PR

		PR1	PR2	PR3
PR1	Pearson Correlation	1	.640**	.636**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
PR2	Pearson Correlation	.640**	1	.679**
	Sig. (2-tailed)	.000		.000
	N	79	79	79

PR3	Pearson Correlation	.636**	.679**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

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

In Table 4.6, The Correlations are moderate

Table 4.7: Correlations Between Items of UV

		UV1	UV2	UV3
UV1	Pearson Correlation	1	.626**	.561**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
UV2	Pearson Correlation	.626**	1	.461**
	Sig. (2-tailed)	.000		.000
	N	79	79	79
UV3	Pearson Correlation	.561**	.461**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

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

In Table 4.7, The Correlations are moderate

Table 4.8: Correlations Between Items of HV

		HV1	HV2	HV3
HV1	Pearson Correlation	1	.740**	.745**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
HV2	Pearson Correlation	.740**	1	.767**
	Sig. (2-tailed)	.000		.000
	N	79	79	79
HV3	Pearson Correlation	.745**	.767**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

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

In Table 4.8, The Correlations are moderate

Table 4.9: Correlations Between Items of RI

		RI1	RI2	RI3
RI1	Pearson Correlation	1	.746**	.570**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
RI2	Pearson Correlation	.746**	1	.586**
	Sig. (2-tailed)	.000		.000
	N	79	79	79
RI3	Pearson Correlation	.570**	.586**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

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

In Table 4.9, The Correlations are moderate

DIVERGENT VALIDITY

The Independent variables were tested for non-collinearity (that every construct was different from the other and did not share common variance). If VIF is less than 3 than non-collinearity is achieved.

Next the hypotheses were tested using regression analysis. For this IBM SPSS version 22 was used

Regression Analysis

$$Y = \text{constant} + ax_1 + e$$

$$\text{Dependent variable} = \text{constant} + a * (\text{Independent Variable}) + e$$

H1: HV has a Positive and a Significant Influence on RI

Table 4.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.740 ^a	.548	.542	1.62515	.548	93.200	1	77	.000

a. Predictors: (Constant), HV

Table 4.11: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.812	.488		3.716	.000		
HV	.751	.078	.740	9.654	.000	1.000	1.000

a. Dependent Variable: RI

$$RI = 1.812 + 0.751HV + e \quad \text{equation 1}$$

From Table 4.10, we can see that $R^2 = 0.669$, This means that the Independent Variable (HV) explains the variance in the Dependent variable (RI) by 54.8%. It means that 45.2% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.10 and 4.11 that **HV influences RI significantly**

Hence H1 is Supported

H2: UV has a Positive and a Significant Influence on RI

Table 4.12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.373 ^a	.139	.128	2.24200	.139	12.429	1	77	.001

a. Predictors: (Constant), UV

Table 4.13: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	3.075	.915		3.360	.001		
	UV	.512	.145	.373	3.525	.001	1.000	1.000

a. Dependent Variable: RI

$$RI = 3.075 + 0.512UV + e \quad \text{equation 2}$$

From Table 12, we can see that $R^2 = 0.139$, This means that the Independent Variable (UV) explains the variance in the Dependent variable (RI) by 13.9%. It means that 86.1% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.12 and 4.13 that **UV influences RI significantly**

Hence H2 is Supported

H3: SFQ has a Positive and a Significant Influence on UV

Table 4.14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.508 ^a	.258	.248	1.51692	.258	26.728	1	77	.000

a. Predictors: (Constant), SFQ

Table 4.15: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.514	.707		3.554	.001		
	SFQ	.132	.025	.508	5.170	.000	1.000	1.000

a. Dependent Variable: UV

$$UV = 2.514 + 0.132SFQ + e \quad \text{equation 3}$$

From Table 4.14, we can see that $R^2 = 0.258$, This means that the Independent Variable (SFQ) explains the variance in the Dependent variable (UV) by 25.8%. It means that 74.2% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.14 and 4.15 that **SFQ influences UV significantly**

Hence H3 is Supported

H3a: FQ has a Positive and Significant influence on UV

Table 4.16: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.430 ^a	.185	.174	1.58984	.185	17.431	1	77	.000

a. Predictors: (Constant), FQ

Table 4.17: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.512	.637		5.516	.000		
	FQ	.415	.099	.430	4.175	.000	1.000	1.000

a. Dependent Variable: UV

$$UV = 3.514 + 0.415FQ + e \quad \text{equation 3a}$$

From Table 4.16, we can see that $R^2 = 0.185$, This means that the Independent Variable-UV explains 18.5% of the variance in the Dependent variable- FQ. It means that 81.5% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.16 and 4.17 that **SFQ influences UV significantly**

Hence H3a is Supported

H3b: ES has a Positive and Significant influence on UV

Table 4.18: Model Summary

Model	R	R Square			Change Statistics
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			Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.365 ^a	.133	.122	1.63944	.133	11.804	1	77	.001

a. Predictors: (Constant), ES

Table 4.19: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.013	.625		6.426	.000		
	ES	.298	.087	.365	3.436	.001	1.000	1.000

a. Dependent Variable: UV

$$UV = 4.013 + 0.293ES + e \quad \text{equation 3b}$$

From Table 4.18, we can see that $R^2 = 0.133$, This means that the Independent Variable-UV explains 13.3% of the variance in the Dependent variable- ES. It means that 86.7% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.18 and 4.19 that **ES influences UV significantly**

Hence H3b is Supported

H3c: PE has a Positive and Significant influence on UV

Table 4.20: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.314 ^a	.099	.087	1.67164	.099	8.415	1	77	.005

a. Predictors: (Constant), PE

Table 4.21: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.962	.748		5.293	.000		
	PE	.256	.088	.314	2.901	.005	1.000	1.000

a. Dependent Variable: UV

$$UV = 3.962 + 0.256PE + e \quad \text{equation 3c}$$

From Table 4.20, we can see that $R^2 = 0.099$, This means that the Independent Variable-UV explains 9.9% of the variance in the Dependent variable- PE. It means that 90.1% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.20 and 4.21 that **PE influences UV significantly**

Hence H3c is Supported

H3d: PR has a Positive and Significant influence on UV

Table 4.22: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.554 ^a	.307	.298	1.46578	.307	34.093	1	77	.000

a. Predictors: (Constant), PR

Table 4.23: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.489	.471		7.413	.000		
	PR	.451	.077	.554	5.839	.000	1.000	1.000

a. Dependent Variable: UV

$$UV = 3.489 + 0.451PR + e \quad \text{equation 3d}$$

From Table 4.22, we can see that $R^2 = 0.307$, This means that the Independent Variable-UV explains 30.7% of the variance in the Dependent variable- PR. It means that 69.3% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.22 and 4.23 that **PR influences UV significantly**

Hence H3d is Supported

Multi Co-Linearity of 3a,3b,3c,3d on UV

Table 4.24: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.569 ^a	.324	.287	1.47695	.324	8.855	4	74	.000

a. Predictors: (Constant), PR, PE, ES, FQ

Table 4.25: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.846	.710		4.007	.000		
	FQ	.072	.142	.075	.506	.614	.421	2.374
	ES	.067	.110	.082	.610	.544	.505	1.981
	PE	.024	.106	.029	.223	.824	.538	1.859
	PR	.371	.101	.456	3.681	.000	.595	1.679

a. Dependent Variable: UV

$$UV = 2.846 + 0.072FQ + 0.067ES + 0.024PE + 0.371PR + e$$

From Table 4.24, we can see that $R^2 = 0.324$, This means that the Independent Variable-UV explains 32.4% of the variance in the Dependent variable- FQ, ES, PE, PR. It means that 67.6% is explained by other variables.

H4: SFQ has a Positive and a Significant Influence on HV

Table 4.26: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.594 ^a	.352	.344	1.91543	.352	41.879	1	77	.000

a. Predictors: (Constant), SFQ

Table 4.27: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.200	.893		.224	.823		
	SFQ	.208	.032	.594	6.471	.000	1.000	1.000

a. Dependent Variable: HV

$$HV = 0.200 + 0.208SFQ + e \quad \text{equation 4}$$

From Table 4.26, we can see that $R^2 = 0.352$, This means that the Independent Variable (SFQ) explains the variance in the Dependent variable (HV) by 35.2%. It means that 64.8% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.26 and 4.27 that **SFQ influences HV significantly**

Hence H4 is Supported

H4a: FQ has a Positive and Significant influence on HV

Table 4.28: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.635 ^a	.403	.396	1.83844	.403	52.044	1	77	.000

a. Predictors: (Constant), FQ

Table 4.29: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.712	.736		.968	.336		
	FQ	.829	.115	.635	7.214	.000	1.000	1.000

a. Dependent Variable: HV

$$HV = 0.712 + 0.829FQ + e \quad \text{equation 4a}$$

From Table 4.28, we can see that $R^2 = 0.403$, This means that the Independent Variable-HV explains 40.3% of the variance in the Dependent variable- FQ. It means that 59.7% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.28 and 4.29 that **FQ influences HV significantly**

Hence H4a is Supported

H4b: ES has a Positive and Significant influence on HV

Table 4.30: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.459 ^a	.211	.200	2.11470	.211	20.531	1	77	.000

a. Predictors: (Constant), ES

Table 4.31: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.323	.806		2.883	.005		
	ES	.506	.112	.459	4.531	.000	1.000	1.000

a. Dependent Variable: HV

$$HV = 2.323 + 0.506ES + e \quad \text{equation 4b}$$

From Table 4.30, we can see that $R^2 = 0.211$, This means that the Independent Variable-HV explains 21.1% of the variance in the Dependent variable- ES. It means that 78.9% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.30 and 4.31 that **UV influences RI significantly**

Hence H4b is Supported

H4c: PE has a Positive and Significant influence on HV

Table 4.32: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.362 ^a	.131	.120	2.21876	.131	11.596	1	77	.001

a. Predictors: (Constant), PE

Table 4.33: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.536	.993		2.552	.013		
	PE	.399	.117	.362	3.405	.001	1.000	1.000

a. Dependent Variable: HV

$$HV = 2.536 + 0.399PE + e \quad \text{equation 4c}$$

From Table 4.32, we can see that $R^2 = 0.131$, This means that the Independent Variable-HV explains 13.1% of the variance in the Dependent variable- PE. It means that 86.9% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.32 and 4.33 that **UV influences RI significantly**

Hence H4c is Supported

H4d: PR has a Positive and Significant influence on HV

Table 4.34: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.509 ^a	.259	.249	2.04912	.259	26.873	1	77	.000

a. Predictors: (Constant), PR

Table 4.35: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.615	.658		3.975	.000		
	PR	.560	.108	.509	5.184	.000	1.000	1.000

a. Dependent Variable: HV

$$HV = 2.536 + 0.560PR + e \quad \text{equation 4d}$$

From Table 4.34, we can see that $R^2 = 0.259$, This means that the Independent Variable-HV explains 25.9% of the variance in the Dependent variable- PR. It means that 74.1% is explained by other variables.

The VIF is < 3 which implies there is no multi-Co-linearity

It can be seen from Table 4.34 and 4.35 that **UV influences RI significantly**

Hence H4d is Supported

Multi Co-Linearity of 4a,4b,4c,4d on HV

Table 4.36: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.656 ^a	.431	.400	1.83177	.431	13.997	4	74	.000

a. Predictors: (Constant), PR, PE, ES, FQ

Table 4.37: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.579	.881		.658	.513		
	FQ	.666	.176	.510	3.777	.000	.421	2.374
	ES	.121	.136	.109	.885	.379	.505	1.981
	PE	-.095	.132	-.086	-.718	.475	.538	1.859
	PR	.189	.125	.172	1.513	.135	.595	1.679

a. Dependent Variable: HV

$$HV = 0.579 + 0.666FQ + 0.121ES + (-0.095PE) + 0.189PR + e$$

From Table 4.26, we can see that $R^2 = 0.431$, This means that the Independent Variable-HV explains 43.1% of the variance in the Dependent variable- FQ, ES, PE, PR. It means that 46.9% is explained by other variables.

Chapter 5

5.1 FINDINGS AND THEORETICAL CONTRIBUTION

5.1.1 Case Studies

The qualitative cross case analysis on food trucks and street food consumers confirmed that a majority of the Goan people do consume street food and do enjoy it and do think that the street food vendors do follow proper hygienic practices to make the food. The Case studies contributed to the confirmation of the conceptual model. The first contribution of the case studies is the detailing of the street food vendors about the initiatives taken by the street food carts towards hygienic practices.

The second contribution is the experiences shared by the customers about their perception of street food. The third contribution is the Influence, street food has on the customers as a whole. Thus, providing the hygienic practices don't by the street food vendors and the perception of the vendors as an insight as to why guests willing to pay some price, and their revisit intentions.

5.1.2 Hotel environmental practices and Guest satisfaction

Authors Kyung Hwa Seo and Jee Hye Lee found that Consumer behaviour involves purchasing a product again or recommending it to others according to the customer's experience. In particular, repurchase intention refers to an individual's decision to buy again from the same company, considering his or her situation. Numerous empirical studies determined perceived value as an important factor for understanding a consumer's selection process and showed it to be a good predictor for explaining repurchase intention. As the consumer perceives higher service quality, the perceived value becomes higher, and this influence is related to repurchase intention. As a result, if consumers assess the service quality of street food positively, the perceived value of street food will also improve, which will lead to a repurchase intention. The current study found the hygienic practices carried out by the street food vendors has a positive and significant influence on perception of the street food. This is in line with the findings of Understanding Risk Perception toward Food Safety in Street Food: The Relationships among Service Quality, Values, and Repurchase Intention by Kyung Hwa Seo and Jee Hye Lee.

5.1.3 Food hygiene and safety practices

1. When did you start your establishment?
2. What are the different things on your menu?
3. Do you include variety in your menu in particular time?
4. What are certain food items you have always served?
5. How did you keep your business running during covid?
6. How did certain aspects of selling street food change during covid?
7. What was the reason you started this business?
8. what are the major social groups that come to eat at your place?
9. what do you do to prevent the spread of contamination?
10. what are some of the difficulties faced while operating a food cart.

11. What are certain hygiene practices do you follow?
12. What in your opinion brings your customers back again?

5.1.4 Guest perception and Guest satisfaction for street food

1. how often do you eat here?
2. what is your perception of street food?
3. what do you feel about the hygiene aspect about these street establishments?
4. what do you value more the quantity, taste, hygiene?
5. would you recommend this place to others?
6. when you hear the word street food, what comes into mind?

5.2 IMPLICATIONS

It was found that Food safety and hygiene practices comprising of the following:

1. When did you start your establishment?
2. What are the different things on your menu?
3. Do you include variety in your menu in particular time?
4. What are certain food items you have always served?
5. How did you keep your business running during covid?
6. How did certain aspects of selling street food change during covid?
7. What was the reason you started this business?
8. what are the major social groups that come to eat at your place?
9. what do you do to prevent the spread of contamination?
10. what are some of the difficulties faced while operating a food cart.
11. What are certain hygiene practices do you follow?
12. What in your opinion brings your customers back again?

influenced Guest Satisfaction. Thus, this study going to help people who have second thoughts when it comes to street food and the hygienic practices that are carried out while making the street food and it will also help customers realise the different perceptions that different people have about street food.

It was found that taste and quantity of the street food influenced Customer loyalty the most as compared to Customer satisfaction. Hence this finding is valuable to the street food owners as it shows that customers come back to a food truck because of its tasty food and its quantity rather than quality. Hence Street food owners must spend on having a good tasting food, with a big quantity and cheap price so that their customers feel like coming back to it again and again.

5.3. LIMITATIONS

Time constraint for Case studies

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