FOOD TOURISTS' LOCAL STREET FOOD EXPERIENCE AND ITS EFFECT ON THEIR BEHAVIORAL INTENTIONS TOWARDS THE DESTINATION

A Thesis submitted to the University of Hyderabad
in partial fulfilment of the requirements for the award of degree of

DOCTOR OF PHILOSOPHY
in
MANAGEMENT

by

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DECLARATION

I, R.S.S. Sri Harsha, hereby declare that the thesis entitled, "**Food tourists' local street food experience and its effect on their behavioral intentions towards the destination**", submitted by me under the guidance and research supervision of Prof. B. Raja Shekhar is a bonafide research work which is also free from plagiarism. I also declare that it has not been submitted previously in part or in full to this University or any other University or Institution for the award of any degree or diploma. I hereby agree that my thesis can be deposited in Shodganga /INFLIBNET.

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R.S.S.SRI HARSHA

Abstract

Travel and tourism have become one of the most popular and feasible leisure activity in the present decade. Increased geographical connectivity and improved transportation systems have aided to the growth of tourism and various forms of tourism. One of such recently evolving form of tourism is food tourism. Food tourism gives the tourists an opportunity to experience and interact with various culinary, gourmet and gastronomic themes. Local street food is unique in its own way. While consuming local street food, food tourists have the opportunity to engage and interact with local culture and heritage. They can know about the rich history, facts, culinary and culture of the destination.

Consumption value and Experiential value played a pivotal role in understanding customer experience in the context of many services. Surprisingly, nascent research is conducted in the area of food tourism when it comes to understanding consumption experiences by employing consumption value and experiential value. Very few studies had linked consumption value and experiential value to attitude towards local food, food destination image and behavioural intentions. Further, the prior research in food tourism were conducted in the context of western and European countries. Present study is conducted with an intent to address these gaps.

Objectives of this study are formulated in line with the above-mentioned gaps in the literature. Primary objective of this study is to understand food tourists' local food experience and evaluate its effect on their attitude towards local food, food destination image, and behavioural intentions of food tourists towards the destination. This study had developed hypothesis based on the proposed relationships among food tourists' local food consumption value, local food experiential value, social media influence, attitude towards local food, food destination image and behavioural intentions.

Field survey was conducted in the street food markets of Delhi and Hyderabad. 700 responses were collected from the food tourists when they were consuming street food in the food markets of Delhi and Hyderabad. Post data collection, data was cleaned and analysed through statistical methods like confirmatory factor analysis (CFA) and structural equation modelling (SEM). Smart PLS-4 software was used to conduct these set of statistical analysis. All eight hypotheses of the study were accepted.

From theoretical perspective this study had linked food tourists, local food consumption value, local food experiential value, social media influence, attitude towards local food, food destination image and behavioural intentions. This linkage among these constructs have contributed significantly to the literature related to consumption value theory, experiential value theory, social learning theory and theory of surprise.

From management perspective, food marketers and ministry of tourism can gain better understanding about tourists, local food experience, social media influence, attitude towards local food, food destination image and behavioural intentions through this study. Additionally, this study also indicated various issues hampering the growth of food markets at ground level. Referring these aspects can aid the stakeholders involved in the food service industry and the government to take better strategic decisions which can resolve problems the problems faced by Indian food markets.

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List of ABBREVIATIONS

Alpha	Cronbach's Alpha
ATLF	Attitude towards local food
AVE	Average Variance Extracted
BI	Behavioural Intentions
CB-SEM	Co-variance Based Structural Equation Modelling
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Construct Reliability
FDI	Food Destination Image
GOF	Goodness of Fit Index
PCA	Principle Component Analysis
PLS-SEM	Partial Least Square- Structural Equation Modelling
RL	Reliability
RMSEA	Route Mean Square Error of Approximation
SMI	Social Media Influencers
SPSS	Statistical Package for Social Sciences
TLFCV	Tourist local food consumption value
TLFEV	Tourist local food experiential value
VIF	Variance Inflation Factor

List of ANNOTATIONS

%	Percentage
H	Hypothesis
P	Probability value of significance level
f^2	Effect Size
Q^2	Predictive Relevance
Df	Degrees of freedom
SE	Standard Error
N	Number of observations
M	Mean
SD	Standard Deviation
SEB	Standardized Error of Beta
B	Standardized Beta Coefficient
C	Constant
T	t-statistic
R^2	Coefficient of determination

Chapter- I

Introduction

Food consumption is one of the basic activity for humans to carry out for their survival (Telfer, 2012). The preliminary facet of food contains many dimensions within itself. Food contributes to mental wellbeing and physical wellness of people. Food is a source of pleasure, and the absence of food is always a cause of worry (Rozin et al., 1999). Success of any country or nation depends on food availability to its population. History speaks of the downfall of many countries due to food crisis. Furthermore, delicacies of any country represents the country's culture and lifestyles (Counihan & Van Esterik, 2012; Steel, 2013). It is surprising to note that along with food different countries usage of cutlery is quite different. For example, Thailand people use fork only to transfer food to their spoon but would not use fork to eat food. Italians do not combine fish with cheese (Dewan, 2023). Dishes of the different countries relays on the weather along with vegetation in those regions. Turkish food cuisine includes lamb in almost all its delicacies owing to its huge breeding of lambs. Italian food had caught the attention worldwide due to its pizza and pasta where Italian bread is made from its home grown wheat (Hotspot, 2022)

Extensive research concerning food and consumption was conducted from the perspective of many disciplines like sociology anthropology, and culinary within the last few decades (Beardsworth & Keil, 2002; Bell & Valentine, 1997; Fine, 2009; Lupton, 1996; MacClancy, 1992; Mennell et al., 1992; Warde, 1997; Warde & Martens, 2000; Watson, 2020).

Researchers from sociology discipline had studied food consumption from the point of ration provisions, traditional meal taking and the bases for people to eat out (Wood, 1990), food politics (Goodman & DuPuis, 2002), healthy eating (Germov, 1997), ethical consumption

(Beagan et al., 2010) Anthropology research had dealt food and its consumption from the lines of eating as a ritual, as an identity, as a medium of social change and food security (Mintz & Bois, 2002), while the culinary researchers had studied food consumption focussing on the areas of culinary culture (AĞAoĞLu et al., 2022), gastronomy, diet and culinary movements (Türker & Süzer, 2022).

Researchers in marketing examined the facets regarding food business by treating them as services and placing them in the umbrella of services marketing. Food business and restaurants had been one of the oldest service-based business. In the context of restaurants, the majority of marketing research have looked at concepts like customer experience (Roy, 2018), perceived value (Yrjola et al., 2019), service quality (Namin, 2017), satisfaction (Qin & Prybutok, 2009), etc. Functional aspects of food and culinary services were only recognised as a focal point of research when it comes to restaurants by marketing research. It is crucial to note that food and gastronomy themes were addressed less by the prior researchers. (Okumus et al., 2018). Moreover, the culinary and experiential dimensions of food have received very little attention, thereby restricting their significance of these services to a single facet of the consumer journey. However, the essence of food and culinary services is similarly experiential.

A major contribution to defining the distinctive experiential elements of food and culinary services was made by the literature on tourism. Food and culinary services have gained attention as key components of tourist research by scholars in the field. According to Goldschmidt (2019), Food tourism has become a major part of the travel experience and is no longer merely an isolated sector. Over the past ten years, there has been a notable increase in food tourism (Bu et al., 2020). Food and culinary services have been found in recent research to be important factors in drawing tourists (Tsai & Wang, 2017), It led to the development of food tourism as a separate field of study within the tourism industry. By 2027, the market value of food tourism is projected to reach a value of 1796.5 billion dollars, from 1116.7 billion

dollars in 2019, demonstrating a 16.8% compound annual growth rate (Businesswire, 2020). During the 2019 fiscal year, the Indian food services business had a market size of four trillion rupees. Surprisingly a large portion of the market is provided by the unorganized sector, which includes Dhaba's, ready-to-eat food carts, and street food vendors. When compared to other locations, the Asian Pacific area is showing particularly promising potential for the expansion of food tourism (Research, 2020).

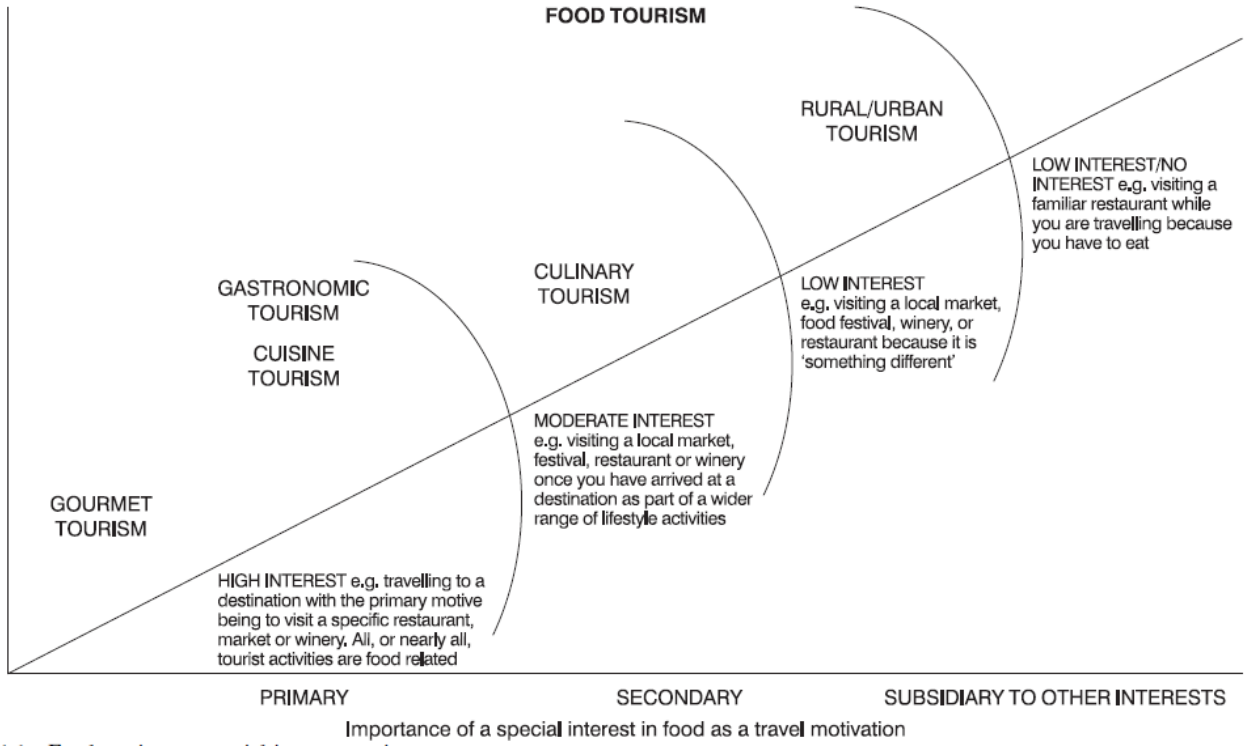
Food Tourism

Food tourism is sometimes referred to by terms like gourmet tourism, gastronomic tourism, and culinary tourism. (Ellis et al., 2018; Horng & Tsai, 2012; Pratt et al., 2020; Stone et al., 2019). Tourism has been defined in many ways by prior researchers. Hall and Sharples (2004) food tourism has been defined as "tourist and visitation activities to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and experiencing the attributes of specific food production region are the primary interests and motivating factors for travel". Presenza and Simone (2012) described food tourism as a travel behaviour motivated by a desire to experience certain foods. Further, Bertella (2011) food tourism can be referred to as tourism in which food is one of the motivating factors for a person to travel. Customers that travel for food can encounter real food and beverage experiences as well as new tastes, flavours, textures, and traditions and culinary heritage from the surrounding (Association, 2020). Food tourism is described by Erik Wolf the executive director of the World Food Travel Association as an "act of traveling for a taste of place in order to get a sense of place." Here there is a need to delineate the motivations of the tourists. There are tourists who come to eat at a food joint or dine at a restaurant when they visit the destination and there are few tourists who plan to visit a specific restaurant or plan to try out a specific dish. The former tourists do not have any motive to eat at a specific restaurant or try out a particular dish, they just walk into the food point or restaurant to satisfy their hunger.

But this is not the case with the later one, they visit a specific restaurant or order the popular dish available there as a part and parcel of their plan. They have a clear-cut goal of having that delicacy in that restaurant during their travel to gain the experience of the consumption of that item. These kinds of people are categorized as food tourists. Furthermore, clear inferences can be drawn from the below figure 1 and the explanation that follows.

Figure 1

Spectrum of Food Tourism



Source: Ellis et al., (2018)

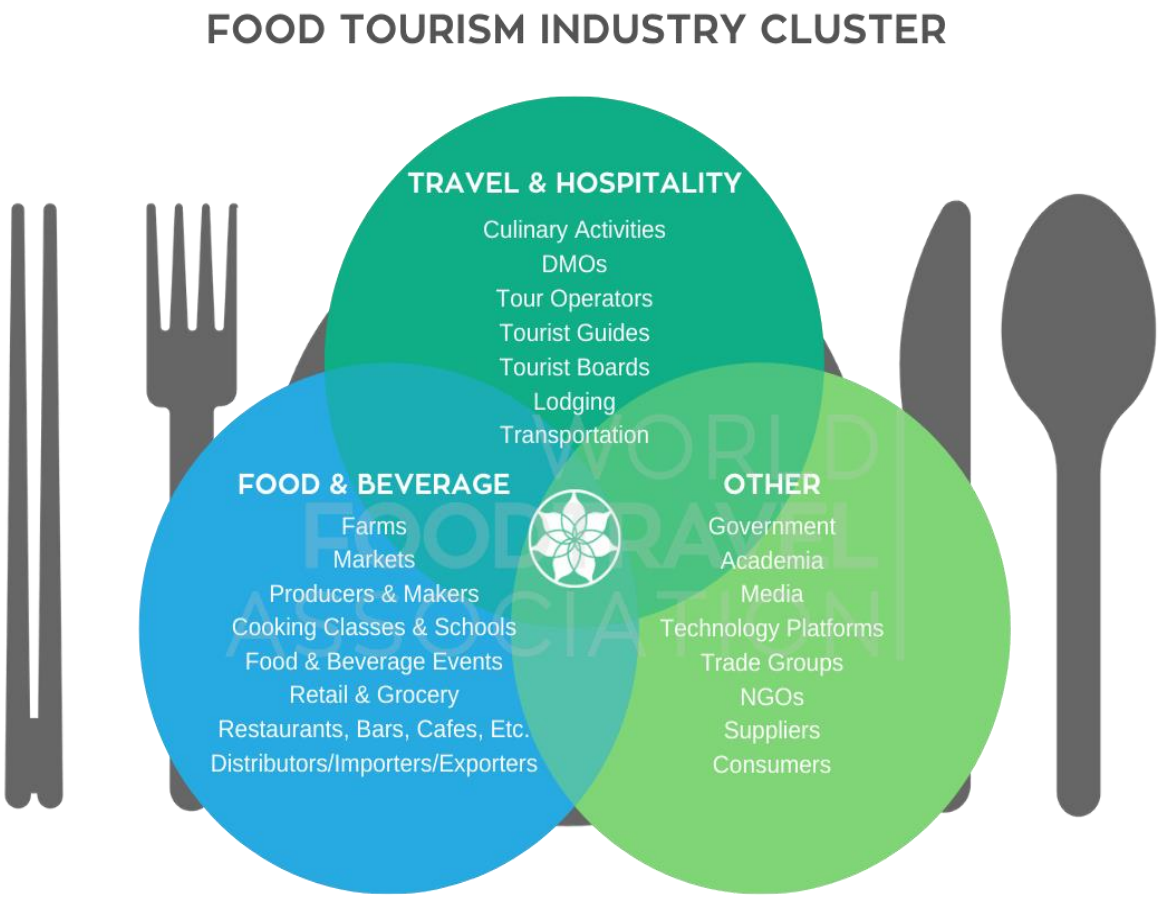
The broad spectrum of food tourism has different subsets of tourism related to the aspects of food. These subsets of Gourmet Tourism, Gastronomic or Cuisine Tourism, Culinary Tourism and Rural/Urban Tourism have emerged solely due to the different travel motivations and interests of food tourists. Gourmet, Gastronomic and Cuisine Tourism involves tourists with high level of interest and these food tourists travel to a particular place or location with a primary motive to visit a specific restaurant, café, winery, or street food market and all their tourist activities are food related. Culinary tourism involves tourists who exhibit moderate

interest in food-related aspects. These tourists visit the destination and try out food at restaurants or food markets with a secondary motive of understanding the lifestyle of understanding the local lifestyle along with their travel. Lastly, we have Rural/Urban tourism where the tourists visit the local restaurants or food markets either considering the food to be different or to eat to satisfy their hunger. This phenomenon indicates that it becomes very crucial for tourism researchers to understand the priorities and motives of food tourists. Therefore, this study had given due consideration to this perspective and had tried to evaluate food tourist's consumption experience through their consumption value and experiential value. Further, by employing these constructs the researcher was able to dive deep into the inner motives of food tourists by evaluating their experiences through value-based items.

Food tourism heavily relies on the local landscape. Popular foods of the destinations are often cooked by the local varieties of agricultural produce or meat. Food tourism exhibits a great potential to nourish the local economies as they have other stakeholders involved in the entire chain. Figure 2 below portrays a pictorial representation of various stakeholders. Figure 2 portrays the intersection of various stakeholders associated with food tourism industries. The first subset is the Travel and Hospitality Industry involves Culinary Activities, Tour Operators, Tourist Guides, Tourist Boards, Lodgings and Transportation. This subset involvement is vital. Their presence plays a crucial role as the tourists who visit the destination for consumption experiences need to accommodate themselves in hotels and plan their tours, involvement of tour operators makes the planning of the tour and other logistical support possible and lastly without transportation tourists cannot avail the accessibility to reach the food destination.

Figure 2

Food Tourism Industry Cluster



Source: World Food Travel Organization

The Second Subset is the Food and Beverage Industry is the crux of food tourism, it includes Farms where the agricultural produce is gathered, Markets of agricultural and its complementary products, Producers and Makers of food, cooking classes and schools where the traditional gastronomic methods are taught for the tourists who are interested in learning the processes involved in the cuisine of the tourism destination. Food and beverage events like food festivals, Restaurants, Bars and Cafes and at last the distributers, importers and exporters of food. The Third subset involves the other parties like government, which is instrumental in drafting the laws and policies, Academia for transforming the current phenomenon into

knowledge base, Media for creating awareness, Technology, Trade groups, NGOs interested in safeguarding the environmental and ecological balance, Suppliers and Customers.

Food Tourism around the World

Food tourism had attracted foodies all over the world and had emerged as a popular segment of tourism. Cities like Tokyo, Bangkok, Hawaii and Durban are attracting food tourists from every corner of the world. Alongside Bangkok's beaches, its street food at Wang Lang Market has many food options to offer the tourists like Kaya toast, Thai Iced Milk Tea, Spicy long bean pork belly rice, Beef noodles, Vegetable dumplings and Barbecued beef and pork skewers. Tokyo food tours offer authentic style Tokyo recipe food options like Takyoki, Gayoza, Dango, and Ikayaki. The Market share of Tokyo street food accounts for 42.7 Billion dollars contributing to the country's economy (GlobalData, 2022). Similarly, Hawaii has many items of food and especially beverages to offer like lomi salmon, haupia pie, kalua pig, spam musubi and shave ice. Tourists all over the world spend most of their tour budget on their dining and food consumption experiences. For example international tourists visiting south Africa spend around 8 percent of their tour budget food and dining on while the domestic tourists pend around 24 percent of their tour budget on food and dining (Rand et al., 2003). At a global level Chinese travelers spend the most on an average of 6070 dollars followed by American tourists who spend an average of 5899 dollars. American tourists spend 18 percent of their food tour budget on food during their travel. Tourists from Europe and Indonesia spend around 5411 dollars and 5279 dollars on an average respectively. Tourists from New Zealand spend the least among the European countries i.e., 1808 dollars on an average (Australian Bureau of Statistics, 2022).

Third world countries like South Africa have identified the importance of promoting and developing food tourism for their sustainable growth. South Africa is an agrarian economy

which used to depend on their agricultural exports. However, the government had faced and identified the threats and uncertainties associated with exporting agricultural produce. Being perishable in nature, agricultural produce always faced the risks of getting spoiled in transit. South African government had passed a white paper in its parliament to develop Food tourism and its allied activities using the agricultural produce to boost its economy. Government of South Africa strategized that it would result in local employment, promote overall regional development along with generation of foreign exchange reserves. This step had resulted in the gradual development of sea life, fish cultivation and wine brewing and water sports as tourism activities in South Africa along with its greenery and wildlife. There are many places which became quite popular because of their quality produce and had grown independently like Tuscany of Italy, Niagara, Yarra Valley in Australia, Vermont in U.S.A etc.

Ludlow, a small town in U.K had become a trading hub for the top chefs of U.K. This is because of the food festival that occurs every year at Ludlow. The castle at the heart of Ludlow hosts an art festival and the food festival. The town boasts of a variety of restaurants and hotels with various budgets. This food festival has been identified as a National event by U.K. This food festival was carefully designed to attract suppliers and every year it is made sure that the event is covered by the press to attract tourists.

Countries like New Zealand have identified the significance of Halal food. They had grown as the largest producer of halal meat. 80 percent of meat and 50 percent of cattle and 80 percent of sheep in New Zealand are Halal. These steps had been taken after taking note of huge number of Muslim tourists and the demand for halal. According to New Zealand International visitors' survey, most of the Muslim tourists are from United Arab Emirates, Saudi Arabia, Malaysia and Indonesia (NZTB, 2021). It may be surprising to think why New Zealand went to halal mode for Muslim tourists who are a few when compared with tourists

from many countries who flock to New Zealand. This is because of the spending and the revisit intentions of the travelers from these Muslim communities. Tourists coming to New Zealand from United Arab Emirates and Saudi Arabia visit New Zealand in small groups, spend lavishly and undertake their travel and leisure activities in premium and luxury mode. Additionally, they even stay for longer durations than the other tourists on average. Even though their number is small, the revenue they generate for the hotels and restaurants are very huge. These steps taken by New Zealand had opened up favorable trade routes at global level. New Zealand had started exporting dairy products to Middle East. Dairy products from New Zealand account for over 14 percent of the entire diary market of Middle East. It is generating a foreign exchange revenue of whooping 11.46 billion U.S dollars creating a great boost for the New Zealand Economy.

Beverages cannot be ignored in Food Tourism; Tea is seen as the second largest beverage in the world taken by the people after water. Present literature identifies that it is well connected with tourism. Tea is grown in many countries in various varieties. Tea is grown in countries like China, India, Sri Lanka and other Asian Pacific Countries. Even though Tea has become a common household beverage, its cultivation and processing is quite fascinating. Tea is grown on huge plantations in the form of tea estates. Tea estates had become a great place for esthetic charm and natural beauty attracting many nature lovers. China has around 3.31 million hectares of Tea plantations (Statista, 2021), while India have 6.39 million hectares (Statista, 2022a) of Tea plantations in their geographical areas. Apart from commercial production tea plantations are a great source for generating revenue through tourism and leisure activities. Like wine enthusiasts, there are tea enthusiasts too who travel for tasting the tea (Cheng et al., 2010). These food tourists come specifically for tasting and enjoying the aromas of freshly brewed Tea. Each country has designed its own style of blending, brewing and serving Tea. With tea imbibed into many societies and culture along with food it has become a

primary motive for travel too (Jolliffe, 2007). Tea tours are offered for the tourists visiting the countries like China, Tibet, Mongolia and Iran. Even in western countries like England where tea is dominated by coffee, tea tours are offered by Carnelian Rose Tea Company. The tour of this company explains the history of tea in England and by the end of the tour offers late evening tea at Kensington Palace (Yelp, 2018).

Papua New Guinea, an island in Australia and an independent state under British commonwealth states, has explored the avenues for food tourism to a great extent. The islands are full of deep valleys clad in greenery and the High Mountains creating a natural advantage for sustaining themselves as a great tourism spot. Diverse lifestyle of people and rich cultural heritage of Papua New Guinea is attracting many tourists, but very few tourists come down to this place. High level of crimes, and Civil unrest is hampering the growth of tourism in Papua New Guinea, Post Covid-19, it had only 39000 tourists in 2020 (worlddata.info, 2020). Employment generation is the only solution for reducing such crimes. Papua New Guinea is blessed with flora and fauna of enchanting nature, alongside it is also having a coastal line having a rich source of seafood. The restaurants here procure food stocks from local suppliers. 85 percent of the population is engaged in agricultural activity and the people here depend heavily on natural foods. Their cuisine is still at a very nascent stage. With lots of scope and potential Papua New Guinea has a long way to evolve as a food tourist's friendly destination. Sago, Saksak., Mumu., Kokoda fish., Chicken pot, Talautu, Kaukau.and Bugandi egg drop soup ae some of the delicacies that Papua New Guinea offers its tourists.

Food Tourism in India

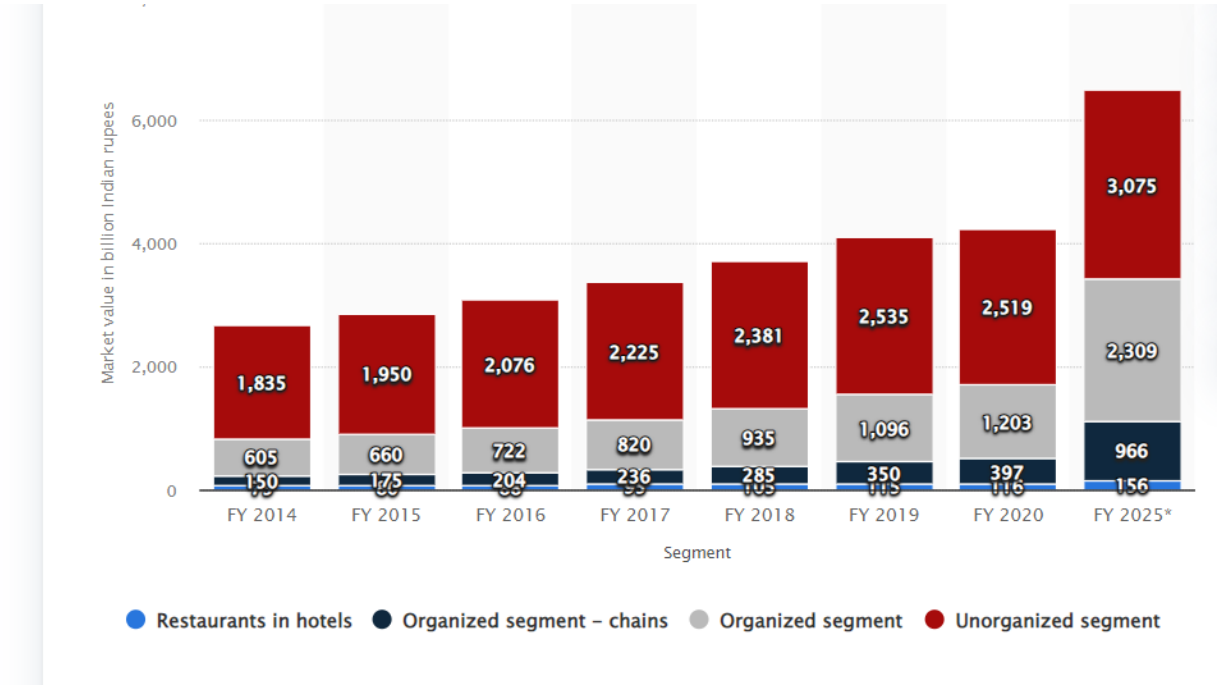
Food is considered as an integrated part of Indian society and its culture. Indians had given great priority in development of different cuisines and delicacies. India does not have a single cuisine; it is so rich and diversified such that it has numerous varieties of cuisines. Every state of India has its own set of process for preparing their food items. According to latest rankings by Tasteatlas (2022), Indian Cuisine is ranked as Fifth best cuisine in the world. This global site had also listed top 10 foods that one has to taste when they visit India. These items include Roti, Chutneys, Naan, Biryani, Dal, Paneer, Ghee, Tandoori, Butter Chicken and Thali. Latest reports by EconomicTimes (2022), a study was conducted by Godrej Food Trends which stated that India is emerging as a fasted growing food tourism market and this decade will be going to witness the boom of food tourism in India. In the study conducted 90 Percent of respondents conveyed that they would like to travel with culture and food related itinerary. The study also interviewed 200 food service industry experts like restaurateurs, food bloggers, nutritionists, professional chefs, health professionals. 87.9 percent of the experts predicted that people will be opting more for culinary tours and is bound to start as a new trend. Further, the report had highlighted about the growing interest among the tourists among “Food Walks”, where the experts opinioned that Indian street food markets have a lot of potential for hosting memorable food walk tours owing to their aesthetically charming and unsurprisingly buzz filled environments.

Market Value of Indian Food Service Industry

From food service industries perspective there is no doubt in denial that the size of Indian food service industry is gigantic. Recent data by Statista (2022b) predicts Indian food service industry to reach 6,506 Billion Indian rupees by the end of 2025.

Figure 3

Market value of Indian food service industry



Source: Statista database

Indian food service businesses include 'Restaurants attached to the hotels, Restaurant Chains in organized sector, Standalone restaurants in organized sector and the food services provided through unorganized sector. Unorganized sector includes Dhaba's, Street food markets, food stalls, individuals or families selling ready to eat food through vendors, food carts and more. Surprisingly, the unorganized sector is contributing nearly double the organized sector to the market value of the food service industry on a continuous basis.

For the financial year 2020-21 the organized sector contributed over 1716 billion Indian rupees to market value of Indian food service industry, whereas the unorganized sector had

contributed to over 2,519 billion Indian rupees (Figure 3) which grabs the attention of both practitioners and researchers.

Nature of Indian Street Food Markets

Indian street food holds immense significance in the context of food tourism, both in India and abroad. Street food has always been an integral part of Indian culture, with a diverse range of dishes available in every nook and corner of the country. From the mouth-watering chaat in Delhi to the spicy vada pav in Mumbai, Indian street food is a reflection of the country's vibrant culture and traditions. Tourists flock to India to experience the flavors and aromas of this cuisine, making it an essential aspect of food tourism in the country.

One of the reasons Indian street foods is popular with tourists is its affordability. Street food is not only delicious but also pocket-friendly, making it accessible to a wide range of people. It is an excellent way for tourists to sample local cuisine without burning a hole in their pockets. In addition, street food is prepared using fresh ingredients, and the dishes are often made in front of customers, giving them an authentic culinary experience.

Moreover, Indian street food provides a unique cultural experience. Many street food vendors have been serving their specialties for generations, and the recipes have been passed down through families. This traditional method of cooking and serving food reflects the country's rich cultural heritage, making it an essential aspect of food tourism. Furthermore, the popularity of Indian street food has increased in recent years due to its appearance in popular media, such as documentaries and cooking shows. These programs have helped to create a buzz around Indian street food, and many tourists now plan their trips around trying different street food dishes in different parts of the country.

According to a report by the Ministry of Tourism in India, food tourism has been identified as a significant driver of tourism growth in the country. The report states that "food tourism can attract a large number of tourists to the country, and Indian street food has a significant role to play in it."

In conclusion, Indian street food holds immense significance in the context of food tourism. Its affordability, cultural experience, and appearance in popular media have helped to make it an essential part of the tourism experience in India. With its diverse range of flavors and aromas, Indian street food had become a must-try for any tourist visiting the country.

Popular Street Food Markets of India

From savory chaat and spicy samosas to sweet jalebis and kulfi, India's street food markets offer a plethora of delicious, affordable, and convenient options for foodies and locals alike. Here are some of the most popular street food markets in India:

1. Chandni Chowk, Delhi: Known as the food capital of India, Chandni Chowk is a bustling street food market in Old Delhi that offers an extensive range of mouth-watering dishes, including parathas, chole bhature, aloo tikki, and much more. The narrow lanes are lined with vendors selling everything from spicy chaat, crispy samosas, and jalebis to buttery parathas, kebabs, and kulfi.
2. Mohammad Ali Road, Mumbai: Mohammad Ali Road is one of Mumbai's busiest street food markets, famous for its delectable kebabs, tandoori chicken, biryani, and other meat dishes. During the holy month of Ramadan, the market is transformed into a foodie's paradise with vendors serving up an array of special delicacies.
3. Charminar, Hyderabad: Charminar is one of Hyderabad's most iconic landmarks, and the street food market surrounding it is equally famous for its mouth-watering

Hyderabadi biryani, haleem, and kebabs. Other popular dishes include Mirchi ka salan, qubani ka meetha, and khubani ka sherbet.

4. Kankaria Lake, Ahmedabad: Kankaria Lake in Ahmedabad is a popular destination for foodies, with its street food market offering a wide range of vegetarian delicacies such as pav bhaji, kachori, and dabeli. The market also serves up delicious desserts like malpua and kulfi.
5. Jawahar Circle, Jaipur: Jawahar Circle in Jaipur is a popular street food market that is known for its delicious chaat, gol gappas, and samosas. The market is also famous for its sweet treats, including the traditional Rajasthani dessert, ghewar.
6. MG Road, Bangalore: MG Road in Bangalore is a popular street food market that offers a diverse range of cuisines, including North Indian, South Indian, and Chinese. The market is particularly famous for its dosas, idlis, vada pavs, and kebabs.
7. Lawrence Road, Amritsar: Lawrence Road in Amritsar is famous for its street food, including kulchas, chole bhature, lassi, and jalebi. The market also offers a range of traditional Punjabi sweets.
8. Gali Paranthe Wali, Delhi: Gali Paranthe Wali in Delhi is famous for its parathas. The street is lined with shops that sell a variety of parathas, including aloo paratha, gobhi paratha, and paneer paratha.

These are just a few of the many popular street food markets in India. Whether you're a local or a visitor, a foodie or a casual diner, these markets offer a unique culinary experience that is sure to tantalize your taste buds and leave you wanting more. There are around 10 Million Street Food vendors in India, estimated to generate revenue of 8000 crores in Indian rupees (Hokart, 2021).

Street Food

"Street foods" are defined as slightly to extremely processed food items that are vended on streets or other civic spaces, which are consumed on the spot or delivered to the workplace or homes for consumption (Keeble et al., 2015). Food tourism literature identifies the segment of local street food as a niche area for research in food tourism and indicated significant gaps in local food consumption and marketing of destinations (Björk & Kauppinen-Räisänen, 2016; Okumus, 2021; Okumus & Sonmez, 2019). Further, most food tourism research studied food tourist behavioural aspects before and during the experience stage, whereas studies concerning the post-experience stage are very few (Gupta et al., 2018; Stone et al., 2019). However, the multisensory nature of food plays a significant role in shaping tourist's perception in terms of decision-making (Prayag et al., 2020). Furthermore, it is imperative that the food services sector efficiently attend to the needs of tourists; hence, it becomes critical to comprehend their mindsets and behaviours regarding local cuisine that is unique to the specific location becomes significant (Chen & Huang, 2016). It is important to highlight that a recent study performed by, The better India (2018), 2,203 Indian visitors reported that 67% of Indian travellers focus their travel decisions on the local cuisine and dining experiences. As previously stated, a large portion of the food services sector is made up of the Indian local street food market and most of the tourist attempt to try out local street food. This warrants attention from both researchers and practitioners.

Significance of the Study

India in the last few years witnessed rapid growth in food tourism. Currently, there are hundreds of street food markets within the country and there are plans to establish more. Tourism ministry of India is planning for promoting food of the regional states and their respective culinary for promoting local tourism. Regrettably, a number of challenges are linked

to these plans for promotion, such as uneven food quality, cleanliness and hygiene, food laws, the placement of street food in the unorganized sector, etc. The future holds great potential for development of street food markets and consequently Indian government is focusing on improving and growing food markets. Though these steps are in line with the recent trends in tourism, they raise some serious problems. Indian Street food markets must promise quality and hygiene of food ought to be uncompromising.

The quality of the street food experience is being negatively impacted by the establishment of street food markets without sufficient planning and basic requirements like infrastructure, open areas, and sustainable waste disposal facilities.

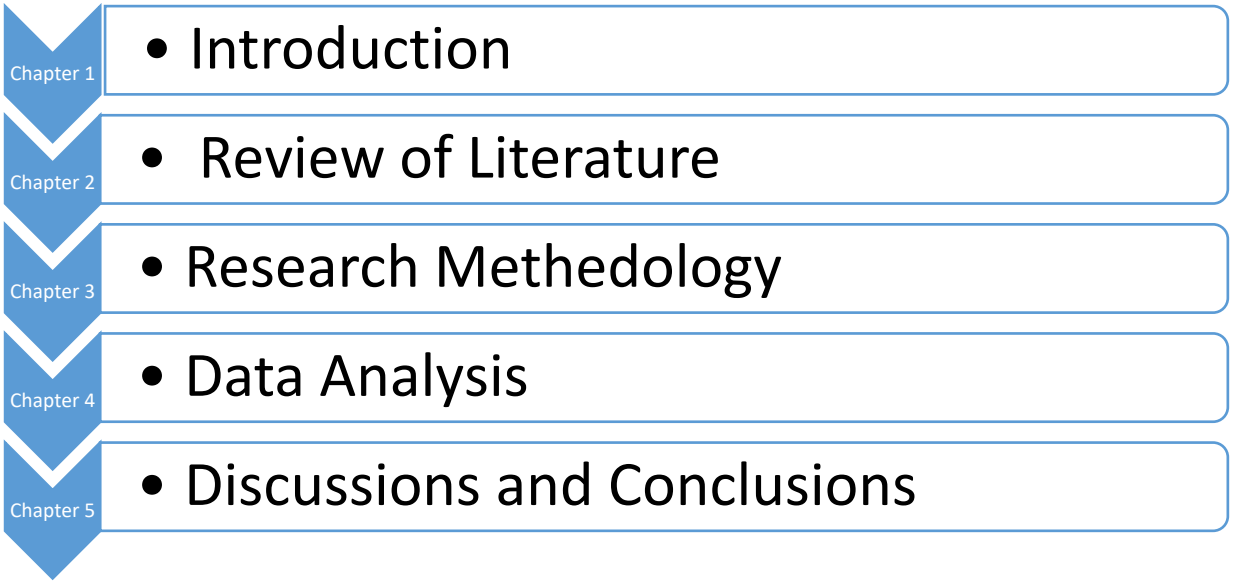
The current study investigates the factors influencing the local street food experience. Additionally, the study attempts to create a structural model to determine the interrelationships among the tourist local food experience, social media influencers (SMI) and attitude towards local street food (ATLF), food destination image (FDI) and the cumulative effect of these variables on behavior intentions towards the destination (BI).

Research Process and Structure of the Thesis

For conducting the present study, initial review of latest literature of food tourism was conducted. At construct level, customer experience was reviewed from value perspective. Bringing consumption value and experiential value, this study had measured food tourist street food experience. Furthermore, this study examined the literature on the concepts of social media influencers, attitudes towards regional cuisine, and food destination perception in literature on tourism and services marketing, with an emphasis on street food in specific. The research gaps for interpreting the connections between these constructs in the context of Indian street food have been identified with the assistance of this review.

A conceptual model was formulated based on the identified research gap. Consumption value theory, Experiential value theory and Social learning theory were used to prepare the conceptual model to understand food tourist experiences. The same structures are proposed to be antecedents for understanding attitudes towards regional cuisine, perceptions of culinary destinations, and intentions of behavior towards those destinations. Survey instruments were employed to collect data about their perceptions towards the variables under the study. Data analysis was conducted by using multivariate analytical techniques like Structural Equation Modelling (SEM) and Confirmative Factor Analysis (CFA).

STRUCTURE OF THESIS



Chaptalization of the Thesis

The following section provides a brief review of each chapter.

Chapter 1: Chapter 1 summarizes the introduction and overview of the current study. It starts off by indicating the prominence of food and discusses food as a service and as a crucial component of food tourism. It further discusses the segment of street food as a component of tourism and the significance of the present study. In addition, this chapter presents the structure of the thesis.

Chapter 2: Chapter 2 reviews the prior literature of experiential value, consumption value, attitude towards local food, behavioral intentions, social media influencers, food tourism and services marketing in general, food destination image. The consumption and experiential value theories are taken as support for evaluating tourist local food experience. The literature related to the tourists' experiences of street food and the relationships between other related constructs are reviewed. Further, this chapter also covers the Research Gap, Research Objectives, consequently framed research questions. Additionally, it also covers the conceptual research model and the related hypothesis framed for conducting the study.

Chapter 3: This chapter denotes the research methods the research design that had been employed for data collection and analysis process. Further part of this chapter describes the Sampling distribution and selection, sample size justification and a brief explanation about data analysis tools and techniques.

Chapter 4: Chapter 4 deals with data analysis part of the study. Comprehensive discussion is made about the structural and measurement models have been discussed comprehensively. Output of the data analysis is portrayed.

Chapter 5: Chapter 5 discusses the conclusion of the thesis. The whole research process is summarized. It discusses the outcomes of the study, while highlighting related theoretical and

managerial implications. Lastly, the contributions of the current study are highlighted further, indicating directions for future research.

Chapter-II

Review of Literature

Current chapter comprises of prior literature of the constructs included in the present study, proposed model, and the formulated hypothesis thereof. In this section of the literature review, previous research on food tourism, consumption value, experiential value, social media influencers, attitudes towards local street food, food destination image, and behavioural intentions are reviewed, defined, and synthesised. Further, theoretical rationale, literature support for formulating the hypothesis and research model is discussed along with the description of research questions and research objectives that are attempted to be answered in this study.

Review Methodology

Major objective of literature review is to understand the prevailing standpoint or perspective about a phenomenon. Reviewed literature helps us to understand regarding the level of exploration and research done on a specific area or the construct. It also helps the prevailing research to find the gap make a standpoint for them to continue the further research. Research papers from top tier journals of marketing, tourism and social sciences were considered for the review process. Key words like, “Food Tourism”, “Street Food” “Consumption Value”, “Experiential value”, “Social media influencers” “Attitude towards local street food”, “Food destination image” and Behavioural Intentions were used as keywords to search the relevant articles for the present study. Before selecting the papers for review prior self-introspection was made

1. If these papers fit into the scope of the study and lastly,

2. If these papers have the potential to strengthen the research argument and can drive the point home.

Food Tourism

Food tourism is considered a relatively new area in academic research, as considerable works have been progressive in recent years, i.e., from 2015 (Okumus et al., 2018). Initial studies investigated the aspects of tourist preferences (Guan & Jones, 2015), motivation (Ignatov & Smith, 2006), and satisfaction (Lin & Chen, 2014) of food tourists. At the same time, some researchers had studied the aspects concerned with food tourism aiding in destination branding (Williams et al., 2014) and destination promotion (Okumus et al., 2013).

A recent review of food tourism research was conducted, using the cognitive mapping approach by Ellis et al. (2018), where the results exhibit that aspects related to motivation, satisfaction, and consumer behavior were addressed considerably, whereas factors influencing food tourist experiences, destination image based on food, and the involvement of the culinary culture to promote 'the location' are essential research areas warranting more attention. Further, the authors propose food tourism as cultural anthropology concept grounded on experience economy, stating local food consumption as a cultural experience basing on the heritage of the place. The desire of the tourists to gain new experiences drives them to interact and engage with local culture, motivating the tourists to consume local foods as local foods are considered an authentic representation of the cultural image (Avieli, 2012; Chang, 2011) of destination.

According to the very recent 'Theory of surprise' developed from food tourists' experiences, food tourists' attribution of values is highly diverse based on their cultural capital, indicating food tourists' experiences to be studied in various cultures and contexts for better insights.

The quantity of food consumed locally has a major effect on how tourists feel about their journey overall. (Kandampully et al., 2018; Mak et al., 2017). Further, during COVID-19 crisis,

researchers' opinion food tourism to have a broader scope for becoming a major driving force in the development and domestic tourism's retention for aiding sustainability (Bertella, 2020), social (Hall, 2020) and economic development (Star et al., 2020) of the regions near to the destinations. This indicates the prominence of studying local food consumption experience to gain better insights into food tourists' destination-specific behavior and attitudes.

Some initial works like Quan and Wang (2004) studied food consumption in the hospitality and tourism sectors in general. They tried to understand the tourist experience by conceptualizing food consumption as a peak tourist experience and supporting tourist experience to understand their interchangeability. Indicating that tourists, in some instances, do travel with a motive to taste, supporting Hamilton-Smith (1991) work where they claim tourism to consist of soundscapes, smell scapes, and tastescapes in addition to landscapes.

Kivela and Crotts (2006) conducted an empirical study with a survey sample of 1200 to understand if tourists visited Hong Kong to taste the local food to identify it as a separate market segment. Results empirically described the food as a motivating factor for tourists to visit Hong Kong and had further indicated the tourists' revisitation to the destination.

A survey-based cross-sectional study was performed by Adongo et al. (2015) employing a sample of 654 tourists in Ghana to understand if food tourist experience of local food will influence intention to recommend, which exhibited significant results confirming a strong relationship.

Tsai (2016) had conducted a self-administered survey-based study with 378 tourists in Taiwan. The study portrayed memorable tourist experiences gained through local food consumption to significantly affect behavior intentions mediated through place attachment.

Caber et al. (2018) studied the influence of food tourists' neophobia, food tourists' involvement in local food consumption, and tour guide performance on local food consumption intentions

by surveying 216 food tourists. Results exhibited, tourist guide performance to have a moderately positive effect on food tourist's consumption intentions. Food involvement displayed a significant adverse effect on food tourists' neophobia, and food involvement did not show a strong relationship with local food consumption intention.

Recent studies conducted by Choe and Kim (2018) had employed a value-based approach to evaluate food tourists' local food consumption to gain a more detailed understanding of local food consumption of food tourists and food tourists' behavior. The study was designed in the context of Hong Kong local food market with data collected from 875 food tourists. The study exhibited consumption value to have a strong effect on attitude towards local food, which further displayed a strong relationship with food tourist's behavioral intentions, mediated through food destination image.

Tsai and Wang (2017) had studied the role of experiential value in food tourism by analyzing the effect of local food's experiential value on food image and behavioral intention. The study employed a survey instrument for collecting data from 360 tourists in the Taiwan food market. The results described weak relationships between experiential values apart from customer return on investment and food image, indicating further investigation.

Ozcelik and Akova (2021b) had tried to establish a relationship between street food experience and behavioral intentions and had studied the impact of street food on behavioral intentions. Data was collected from 350 tourists who had visited Istanbul, out of which responses of 317 tourists were considered for the study. Fish sandwich, chickpea nut, mussel and Simit are the food items consumed most by the Turkish tourists. Where the foreign tourists preferred fish sandwich and the local tourists preferred Simit. Foreign tourists had more cultural experiences than the local tourists. Structural equation modelling portrayed positive relationship between Turkish street food experience and behavioural intentions. Further, street food experience had a strong effect on behavioural intentions.

Recent study was conducted by Cifci et al. (2021) to capture the street food experiences of tourists who had visited the Bangkok street food market, the researchers here evaluated the tourist experiences while they were in a food tour. Qualitative approach was adopted to draw deeper and rich ground level inferences. Interviews were conducted for 384 tourists and their narratives were considered as data. Content analysis was conducted on the narratives to draw inferences. Post content analysis, researchers were able to identify 4 distinct components or dimensions that contribute to the street food experience of Bangkok. Perceived food authenticity, perceived hygiene, local culture and local guide's attributes, are identified as the determinants forming the tourist food experience. While cleanliness is one of the major concerns and the indicator pointing out as a negative side of food tourism. Post Covid 19, people had become cautious of consuming street food. Cooking in open spaces which are exposed to different health hazards are the cause of reluctance for most people not having street food.

Khanna et al. (2022) had conducted a study to understand and incorporate the phenomenon of food neophobia. Food neophobia s a fear of trying new food. Researchers had tried to test the effect of perceived value, perceived risk and food neophobia effect the tourists' attitude towards street food and their consumption intentions towards street food. 445 tourists who had visited Kashmir were taken as a sample for the study. Structural equation modelling was employed to test the hypothesised relationships and the model. Results of this study portrayed that food tourists' perceived value of street food created through WoM influenced the tourists' attitude towards the street food positively along with their consumption intention. Whereas food neophobia had a negative effect on tourists' attitude towards the street food and their consumption intentions. In similar lines, studies were conducted on neophilia too along with neophobia. Neophilia refers to the enthusiasm of people to try new foods.

Hussain et al. (2023) had attempted a study for evaluating the impact of perceived consumption value of Pakistani food and its effect on attitude towards local food. Further, its consequent effect on tourists' behavioural intentions towards the destination moderated by neophobia and neophilia. In order to evaluate this phenomenon, opinions of 250 food tourists from the areas of Rawalpindi, Islamabad and Peshawar were taken into account. Post analysis of results from survey data revealed that the dimensions of consumption value i.e., epistemic value, interaction value, price value, location value and emotion value exhibit strong effect on attitude towards local food. The researchers have also reported that food neophilia contributes to the creation of positive reception of tourists towards local food and food neophobia hampers the positive opinions towards local food.

A very recent study conducted by Pham et al. (2023) tried to evaluate the impact of tourist's consumption emotions on tourists local food experience in the context of Vietnamese street food market. Semi structured interviews were conducted with 38 international tourists and responses were collected in the form of emoji and their subjective feelings about their street food experiences were gathered and synthesised.

While the studies related to the positive responses' food experiences create for simulating the behavior intentions of food tourists are becoming established across tourism and hospitality literature. It is necessary to study local food consumption experiences from a value perspective to gain deeper insights. However, considering the consumption value alone may provide us with a limited view of the food tourists' behavioral intentions. The literature on tourism frequently discusses the significance of experience consumption (Kim, 2014).

Prior studies indicates that behavioral intentions can be influenced by experiencing value and associated concepts (Gannon et al., 2019). Hence, the present study tries to incorporate both consumption value and experiential value to understand local food consumption experiences. Further, it is argued that food service experiences will exhibit an

influence on attitude towards local food (ATLF), and the formation of destination image (FDI) (Maghnati & Ling, 2013). The study contends that food tourists' attitudes towards local food (ATLF) are determined by their local food consumption value (TLFCV) and local food experiential value (TLFEV), which in turn significantly contribute to the development of food destination image (FDI). It is essential to acquire a greater understanding of the interaction between food tourism and the consumption value, experiential value, attitude of visitors, and food destination image, since each could impact the post-consumption behavioral intentions of food tourists (Gannon et al., 2017), positivity towards local cuisine and the perception of food destinations can foster behaviors that contribute to sustainable tourism, such as the desire to return and recommend others (Kivela & Crotts, 2006).

However, it's essential to note that food destination image is not formed in isolation; it is influenced highly by social media. Nowadays, people post their food travel experiences online, on various social media platforms, and virtual travel community groups, making them a major source of information (Liu et al., 2020), thereby creating expectations on the destination (Narangajavana et al., 2017). Social media influencers have emerged as a result of increased use of social media (Dedeoğlu et al., 2020; Xu & Pratt, 2018) who exhibit the potential of influencing the attitudes of the tourists (Lim, 2017), decision making (Xu & Pratt, 2018) and destination image. Therefore, this study will also try to study the impact of social media influencers on ATLF and FDI.

Hence, altogether present study tries to understand the local food consumption experiences of food tourists and their behavioral intentions by evaluating the combined effect of Tourists' Local Food Experiential Value (TLFEV), Tourists' Local Food Consumption Value (TLFCV) Social Media Influencers (SMI's), and their direct effect on Attitude Towards Local Food (ATLF) and Food Destination Image (FDI). Further, the impact of Attitude

Towards Local Food (ATLF) and Food Destination Image (FDI) on Behavioral Intentions (BI) of food tourists.

Prior Studies of Food Tourism at a glance:

Author	Constructs	Context	Sample	Findings
Quan and Wang (2004)	Motivation, Consumption of Food	Tourism in general	Conceptual framework	Tourists' experiences can be classified as peak or supporting experiences on the basis of their motivation
Kivela and Crotts (2006)	Motivation, Destination image	Hong Kong street food Market	1200	Food had been identified as a motivating factor for tourists' revisiting the destination.
Adongo, Anuga, and Dayour (2015)	Food experience, Intention to recommend	Ghana	654	Study had exhibited strong relationships between the constructs.
Tsai (2016)	Tourist experience, Place attachment Behavior Intention	Taiwan	378	Significant relationships among the constructs
Tsai and Wang (2017)	Local food's experiential value, food destination image and behavioural intention	Taiwan	360	The results described weak relationships between all the experiential values apart from customer return on investment and food image, indicating further investigation.
Choe and Kim (2018)	Consumption value, Attitude towards local food, food destination image, behavioral intention towards the destination	Hong Kong	875	It exhibited a strong relationship between consumption value and attitude towards local food, which further displayed a strong relationship with food destination image and food tourist's behavioral intentions.

Constructs under the Study

Tourists' local food consumption value (TLFCV)

"Consumption value refers to the utility derived from consuming a product or service (Sheth et al., 1991)". It draws its theoretical standpoint from 'Consumption value theory proposed by Sheth et al. (1991) which states consumption value as a multi-dimensional construct comprising of functional value, conditional value, social value, emotional value and epistemic value, where the contribution of these values change according to the specific services consumed.

Consumption value had been used widely by the researchers for evaluating goods and services after the post-consumption stage in the context of industrial goods, consumer durable goods and services (Sheth et al., 1991), management educational services (LeBlanc & Nguyen, 1999), public health services (Nelson & Byus, 2002), organic food (Finch, 2006), apparels (Park & Rabolt, 2009), etc. Recent study was conducted in the context of food delivery applications by Kaur et al. (2021). Authors here tried to test the value dimensions of consumption value of food delivery applications and its effect on their purchase intentions. The study was conducted through an exploratory approach by employing focused group discussions and survey-based questionnaire to gather the relevant data. A total of 423 respondents were interviewed and the proposed model was evaluated using structural educational modelling. Results revealed Epistemic value to be the primary value driving the consumption experience followed by Social value and Prestige value, further they had demonstrated significant effect on the purchase intentions in the context of food delivery applications.

When it comes to tourism, very few studies had used the construct of consumption value to evaluate the tourists' perceived value of general tourism (Williams & Soutar, 2000), tourism package program (Sánchez et al., 2006) and adventure tourism (Williams & Soutar, 2009).

While there are very few studies that use consumption value in food tourism, few researchers like Choe and Kim (2018) tried for investigating the effect of the dimensions of consumption value (Health Value, Taste Value, Price Value, Emotional Value, Prestige Value, Epistemic Value and Interaction Value) on tourists attitude toward local street food (ATLF). Further, the consequent influence of attitudes towards local street food and its effect on food tourists' behavioral intentions. Present study tries to incorporate consumption value to evaluate tourists' local food consumption value (TLFCV) in the context of Indian street food markets in order to bridge this pivotal gap and gain deeper insights. Functional value has been identified as the main role-playing aspect in food consumption experiences, as was previously noted regarding the significance of distinct value dimensions according to the services.

Functional value

"Functional value refers to the utility derived from the functional, physical and utilitarian aspects of goods or services". Function value is broad in nature and should be assessed according to parameters that are in line with the services. (Kim et al., 2018; Perrea et al., 2015; Sánchez et al., 2006; Sweeney & Soutar, 2001; Williams & Soutar, 2009).

Finch et al. (1998) identified three dimensions of functional values namely price/value for money, taste/quality, and health, as dimensions for evaluating food consumption functional value. This study will use the same dimensions as previous research, which shown that when tourists eat at tourist places, they seriously evaluate factors such as flavor, cost, and health (Finch et al., 1998; Kim & Eves, 2012; Nield et al., 2000). Given that eating local food is connected with excitement and fun, tourists' consumption of it is certain to have an emotional value. (Kim & Eves, 2012; Sánchez et al., 2006).

Emotional value

"Emotional value refers to the perceived utility derived from consuming goods or services capable of arousing feelings or affective states". When visitors eat authentic food, their tour experiences become more intense (Mitchell & Hall, 2003). After an event, tourists' emotional value might reveal whether they were satisfied and provide insight into their future behavior. (Sánchez et al., 2006). Therefore, emotional value is taken into account in this study to assess the local food consumption value (TLFCV) of tourists.

Social value

Traveling is rarely done alone; instead, visitors view their experiences through the social interactions of other travelers, which have a social significance (Williams & Soutar, 2009). "Social value refers to the utility derived from the consumption of goods or services". A large number of tourists go in groups with friends and family, eat, and gain social value from these activities. Since these social values influence the tourists' behavioral intentions, it is essential to comprehend them. Numerous earlier research have highlighted the social value that is created during group activities, which is certain to affect tourists' pleasure and influence their future behavior (Goolaup & Mossberg, 2017; Kim et al., 2009).

Accordingly, when travelers talk about their dining experiences at their destinations, a feeling of prestige is generated (Williams & Soutar, 2009). Existing studies exhibit prestige value as a crucial attribute in travel and tourism studies. (Duman & Mattila, 2005; Ha & Jang, 2013; Perrea et al., 2015). Thus, studying social value with the dimensions of interaction and prestige can aid in obtaining better insights into the social value of food tourists.

Epistemic value

When learning about a dish, food travelers frequently want to know how it is prepared, what components give it its flavor, and occasionally even more about the meal's cultural and historical origins (Choe & Kim, 2018; Prayag et al., 2020). This gives rise to the possibility that food tourists' consuming experiences will include epistemic value. “Epistemic value refers to the ability of the goods or services to arose a sense of curiosity, provide novelty and satisfy a desire for knowledge (Jagdish N. Sheth et al., 1991)”. Thus, in order to capture the value of local food intake by food tourists, the dimension of epistemic value is taken into consideration.

Tourists’ local food experiential value (TLFEV)

Even though the nature of food is tangible, food consumption is experiential. Tourists relish the food and its aroma, creating pleasant experiences (Addis & Holbrook, 2019). Tourism activities and services offered at destinations aids in the creation of feelings, behavioral responses’ and sensations (Brakus et al., 2009). Further, it is argued that these evoked experiences and feelings will impact tourists’ perceptions and behaviors towards destinations (Barnes et al., 2014; Kumar & Kaushik, 2018). So, it becomes essential to study experiential value for understanding customer experiences. The multi-sensory nature of local street food creates experiential value, where a tangible product along with intangible service with distinctive features is served to the tourist (Mohamed et al., 2020). Hence, this research work will study tourists’ local food experiential value (TLFEV) to get the whole picture.

Experiential value

“Experiential value (EV) is defined as the value of customers’ judgments based on experiential perceptions produced as a result of interactions both direct and indirect during the eating process (Chen & Lin, 2015)”. Prior studies had analyzed experiential value with a single

dimension (Barnes et al., 2020). Researchers studied tourists' local food experiential value (TLFEV) using multiple dimensions for gaining better insights. Present study had used the dimensions drawn by Mathwick et al. (2001), i.e., Service Excellence, Customer Return on Investment, Playfulness and Aesthetics, as these determinants aptly captures multi-dimensional nature of Tourists' local food experiential value.

Customer Return on Investment

"Customer return on investment is an active source of extrinsic value; it refers to the active investment of financial, temporal, behavioral, and psychological resources that potentially yield a return." It is a perception of affordable quality (Mathwick et al., 2001). For example, food tourists purchase local food with their available financial resources during their tour, engage with food consumption, and gain pleasant experiences contributing to their well-being.

Service excellence

"Service excellence refers to an inherently reactive response in which the consumer comes to admire a marketing entity for its capacity to serve as a means to a self-oriented end (Holbrook & Corfman, 1985)." This dimension of value is described as a standard by which final quality assessments are made (Oliver, 2002). Within common parlance, service excellence is the customer's appreciation towards the service provider's service for delivering it with expertise. For example, local food is prepared by the local cooks and chefs who have expertise in particular cuisines or dishes.

Aesthetics

Aesthetics refer to the visual and the entertaining aspects of the service performance (Deighton & Grayson, 1995; Mano & Oliver, 1993; O'Cass & Grace, 2008). For example, local

Street foods look attractive and colorful, and their food preparation process also creates a visual treat to the food tourists. Moreover, food consumption at destinations is not always seen as a basic need but as an entertainment and fun-seeking activity (Henderson, 2009). Hence, the role of aesthetics in local food services can be observed.

Playfulness

"Playfulness refers to the intrinsic enjoyment derived from engaging in those activities that provide a sense of escapism from everyday routine"(Huizinga, 1955; Unger & Kernan, 1983). People voluntarily engage in leisure activities without any materialistic considerations to take a break from their day-to-day activities (Babin et al., 1994; Day, 1981). Tourists travel to the destinations, engage in various tourist activities, and taste various foods exhibiting playful behavior (Tsai & Wang, 2017).

Social media influencers (SMI's)

The last decade has seen a tremendous increase in internet usage, both in terms of the number of users and usage. Availability of smart devices at low cost is a major contributing factor for this rise (Kim & Law, 2015). The diffusion of internet facilities to millions had resulted in people engaging themselves in social media platforms. Social media platforms like Facebook and YouTube facilitated people to create content and express their opinions to the world (Khan, 2017). Conversely, social media has become a source of gaining firsthand information for the tourists' decision-making. It had changed the tourist's decision-making process (Hudson & Thal, 2013). Social media has created an ambiguous stage referred to by marketing researchers as 'Messy Middle.' Customers go through this stage when they either explore products and services or try to evaluate multiple alternatives using abundant information created by content creators in social media (Zmuda, 2021). Hence it has become crucial to include the aspects of social media to understand consumer behaviors. Tourists view

the videos and photos of destinations and food posted on social media platforms when they plan to visit a destination. This media creates a perception about the destination, which plays a crucial role in formulating food tourists' experiences and behavior (Huertas, 2018). Researcher of this study opinion that the same may be true in case of tourists' local food experience, too. The surge in social media had resulted in the growth of social media influencers; many tourism content creators like You Tubers and bloggers have their viewer base and followers. These social media influencers have the potential to shape the opinions and decisions of their viewers (Magno & Cassia, 2018). As per the theoretical framework of "Social Learning Theory (SLT), which states that individuals are driven by socialization agents through their direct or indirect social interactions (Moschis & Churchill, 1978)", food tourists are often motivated to taste local street food after watching vlogs and videos posted by popular social media channels and influencers. Prior studies had taken the support of social learning theory to understand customer behavior formed due to celebrity-endorsed advertisements(Makgosa, 2010). SMIs establish trusting, dependable, and powerful relationships with their audience (Dedeoğlu et al., 2020). According to a Forbes report, 80% of internet marketers recommend SMI help to increase marketing effectiveness (Forbes.com, 2017). The involvement of SMIs in destination marketing initiatives may have the ability to influence the attitudes, behaviors, and intentions of food tourists (Lim et al., 2017). Therefore, present study takes the theoretical support of Social learning theory to understand food tourists' experience with local street food and further explore if social media influencers (SMIs) shape food tourists', FDI and their effect on BI towards the destination.

Attitude towards local food (ATLF)

Individuals have a set of likes and dislikes, favoritism and opposition based on their opinions and beliefs. "Attitude towards a specific commodity or service is defined as a

summary evaluation of an object of thought (Bohner & Wänke, 2002).” Further, Eagly and Chaiken (1993) defined attitude as “psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor.” The authors had defined attitude as a tendency because of its nature to change. A study conducted by Bagozzi (1992) mandates the presence of attitude to activate certain behavior intentions. Based on the above definitions, “Attitude towards local food refers to a psychological tendency expressed by a summary evaluation of local food containing some degree of favor or disfavor”. Attitude is observed based on affective, behavioral, and cognitive dimensions, where sometimes these dimensions become inseparable, making it a single measure.(Ajzen, 1989; Eagly & Chaiken, 1998). Thus, attitude towards local food refers to food tourists’ response towards local food and foodservice providers. Therefore, this study proposes, tourists’ local food experience impacts tourists’ ATLF.

Food Destination Image (FDI)

“Destination image refers to the beliefs, ideas, and impressions that a person has about a destination (Crompton, 1979)”. Whether true or untrue, real or imaginary, impressions create a specific image about the destination in the tourist’s mind, and images shape the tourists' purchasing behavior (Papadopoulos & Heslop, 2014). Destination image plays a significant role in tourism and specifically for formulating strategies for destination marketing. Destination image have been defined in different research contexts. In recent times, food and cuisine tourism studies have been analyzing destination image. Berg and Sevón (2014) assert that the food and cuisine of the destination contribute to the destination image formation. Hence, tourism researchers had applied destination image to food and conceptualized food destination image (Ab Karim & Chi, 2010; Lertputtarak, 2012; Peštek & Činjarević, 2014).

The term food destination image (FDI) refers to the perceptions held by tourists about the culinary services, produce, and heritage available at the destinations they visit, with these food-centric characteristics arguably more relevant within the food tourism context (Promsivapallop & Kannaovakun, 2019). Understanding food destination image is vital to understanding the impression tourists carry about the destination, formed due to the food served.

Behavioral Intentions towards the Destination (BIs)

Behavioral intentions of tourists' post-service are regarded as crucial aspects of study in tourism literature. "Behavioral intention is defined as the likelihood that a person will engage in a specific behavior (Azjen, 1980)." Tourism studies infer behavioral intention to include tourist's willingness to revisit and recommend a destination through word of mouth. "Behavioral intentions are defined as the visitor's judgment about the likeliness to revisit the same destination or the willingness to recommend the destination to others (Chen & Tsai, 2007)". Behavioral intention is studied extensively in tourism literature as positive behavioral intentions towards destination signals loyalty and trust of the tourists (Dedeoglu et al., 2018; Olya et al., 2018). Furthermore, tourists' behavioral intentions formed due to food-related attributes had been portrayed to contribute to the tourists' retention substantially (Han et al., 2019; Mannaa, 2020). Thereby, indicating the predominance of analyzing the behavioral intentions of tourists to formulate effective tourism strategies at destinations to maintain tourism.

Operational Definitions of the constructs:

Tourists' local food consumption value (TLFCV): Tourists' local food consumption value is defined as the utility derived from local food consumption comprising dimensions of functional value, emotional value, social value, and epistemic value.

Tourists' local food experiential value (TLFEV): Tourists' local food experiential value is defined as the value of consumers' assessments based on firsthand impressions developed via contact with food and foodservice providers both directly and indirectly throughout the consuming process.

Social media influencers (SMIs): Social media influencers are defined as people creating content on social media which have the potential to shape the opinions and decisions of their viewers.

Attitude towards local food (ATLF): Attitude toward local food is defined as a psychological inclination represented by a brief assessment of local cuisine that includes some degree of favoritism or disapproval is known as ATLF.

Food Destination Image (FDI): The concept of "food destination image" refers to how travelers view the culinary offerings, local products, and cultural legacy of the places they visit. These aspects of the destination that revolve on food are likely more significant when discussing food tourism.

Behavioral Intentions towards the Destination (BIs): Behavioral Intentions towards the Destination is defined as the likelihood of food tourists revisiting the destination and recommending the destination to others after their tour experience.

Research Gap:

Food tourism is an emerging area of research. There are many sets of phenomena that need to be investigated from a tourist's perspective. Most of the prevalent research has been conducted from suppliers' perspectives. Constructs like motivation, satisfaction, and consumer behavior were addressed considerably, whereas factors influencing food tourist experiences, the involvement of the culinary culture to promote 'the location' and destination image based

on food, are essential areas of research warranting more attention (Ellis et al., 2018). After detailed review of literature it is found that tourists' local food consumption is not given much attention. Secondly, consumption experiences and post consumption behavioral consequents are found to be mostly under investigated. Therefore, the purpose of the current study is to close these gaps by examining how tourists' post-consumption behavioral intentions towards the sites are shaped by their experiences consuming street food in the tourist destinations. The empirical research on Indian street food is at nascent stage. Constructs like consumption value and experiential value was used in the context of other services. When it comes to street food and food tourism, these constructs need more empirical investigation.

Research Questions

The following research questions are posed and addressed by the study in accordance with the gaps identified in the literature.

1. How do consumption value, experiential value, and social media influencers contribute to food tourists' local food experience?
2. Will food tourists' local food consumption value influence their attitude towards local food?
3. Will food tourists' local food consumption value contribute to the formation of food destination image?
4. Will food tourists' local food experiential value influence their attitude towards local food?
5. Will tourists' local food experiential value contribute to the formation of food destination image?
6. Will social media influencers contribute to the formation of tourists, attitudes towards local food?
7. Will social media influencers contribute to the formation of food destination image?

8. What is the effect of food tourists' attitude towards local food on their behavioral intentions?
9. What is the effect of food destination image on the behavioral intentions of food tourists?

Research Objectives

Main Objective:

The broad objective of this research is to study food tourists' local food experience and its effect on their ATLF, food destination image, and behavioral intentions of food tourists towards the destination. To achieve the main objective, the following sub-objectives are to be achieved. They are:

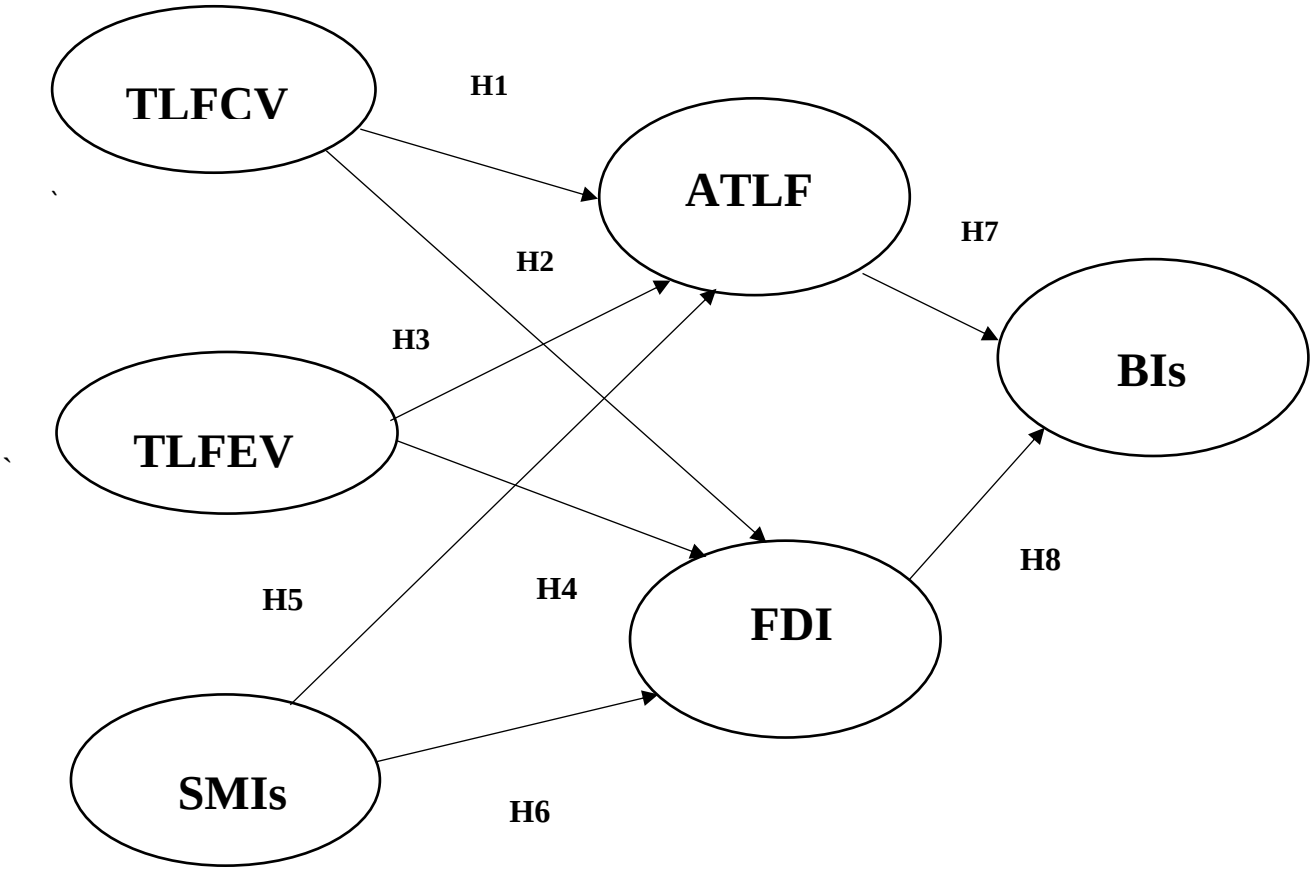
Sub Objectives:

1. To evaluate food tourists' local food consumption experiences, and social media influence for understanding food tourists' local food experience.
2. To understand how food tourists' local food consumption experiences form their attitude towards local food and food destinations image.
3. To study if social media influencers have any effect on the formation of food tourists' attitudes towards local food and food destination image.
4. To study the effect of food tourists' attitude towards local food and food destination image on behavioral intentions of food tourists towards the destination.

Based on extensive literature review and synthesis of prevalent literature, the above relationships are to be tested empirically and the research model in figure 4 was constructed. The following sections below explain the underlying theoretical relationships, logical explanation for linking the constructs and the formulated hypothesis.

Figure 4

Proposed Research Model



Relationships between the Constructs:

Tourists' local food consumption value and Attitude towards local food:

A customer's main objective is to purchase and use high-quality goods and services; when they do so, they experience favorable emotions that can incite similar behaviors in future visits from travelers. (Kim & Stepchenkova, 2018). The combination of delicious food and a lively service environment at local restaurants influences visitors' perceptions of food. (Namkung & Jang, 2010; Ozcelik & Akova, 2021a). Tourism-related attitudes and behaviors are influenced by culinary features such as quality, taste, and emotional response to food. (Kim & Eves, 2012; Kivela & Crotts, 2006). In addition to the objective of experiencing new things through local cuisine, it is critical to take into account the health benefits of local food because it greatly influences the opinions of tourists. Local street food is often associated with health and hygiene problems (Choe & Kim, 2018). For neophobic reasons, many visitors avoid eating street food from the local (Caber et al., 2018), which local food vendors need to handle. Travelers are advised that local food has health benefits. (Kim & Eves, 2012). Pricing is usually an essential consideration in deciding what products or services to purchase. There is a positive attitude toward local foods available at reasonable prices among tourists (Yee, 2015). Consumers of local cuisine seek enjoyment, amusement, and excitement from the culinary experience, which leads them to assess local food services emotionally. (Lee et al., 2011), This will motivate food tourists to have a positive attitude (Ha & Jang, 2010). Travelling is rarely done on one's own. Visitors may boast about eating local cuisine at specific locations with their social circles. Tourists' happiness is increased by social interactions, which cultivates a favorable opinion of local cuisine (Perrea et al., 2015). Furthermore, food tourists are always willing to try novel foods and exhibit a curiosity about the local cuisine. They also seek to acquire epistemic value, which helps consumers develop a good attitude towards local cuisine (Fields, 2003). In the literature on tourism, epistemic value is regarded as an essential

precondition for attitude formation (Williams & Soutar, 2009). Summation of above inferences lead us to the formation of Hypothesis 1.

H1: Tourist local food consumption value (TLFCV) positively effects Attitude towards local food (ATLF) among food tourists.

Tourist' local food consumption value and Food destination image:

While the primary determinants of choosing a destination are identified by tourist consumption value, the perception of a food place is both affective and cognitive. (Lee & Kim, 2002). Consequently, the researcher believes that travelers' opinions of a destination's local cuisine are determined according to their TLFCV, or tourists' local food consumption value. A prior study by Ramkissoon et al. (2009) implied, traveler behaviors and destination perception are influenced by consumption value. Travelers select their locations based on the perception of those places created by their consumption value. In light of this, it is essential to comprehend how consumption value affects the perception of food destinations (Prayag & Ryan, 2012). Pressing need for understanding this relationship in more detail had led to conjecture hypothesis 2.

H2: Tourist local food consumption value (TLFCV) has a positive relationship with Food destination image (FDI) in food tourism.

Tourist's local food experiential value and Attitude toward local food:

Attitudes are built on the consumers' cognitive, behavioral, and emotional aspects (Solomon et al., 2006). Emotional aspects are based on the customers' feelings in general; emotional components of attitude need not necessarily depend on the customers' experiences

(Malhotra, 2005). In contrast, the behavioral aspects of consumers depend on their prior experiences. Further, the cognitive aspects of attitude depend on the consumers' beliefs and attributes towards the services, either positive or negative (Solomon et al., 2006). Cognitive aspects can change over time as they are influenced by consumers' experiences. If the consumers have plenty of experiences, their attitude is based on their cognitive aspects. If they lack prior experiences, their attitude is based more on emotional aspects (Malhotra, 2005). Experiential value is driven primarily by customers' personalities and positively influences their attitude towards the service (Keng et al., 2007; Nambisan & Baron, 2007). Based on the above shreds of evidence, Hypothesis 3 is proposed.

H3: Tourist local food experiential value (TLFEV) has a positive effects Attitude towards local food (ATLF) among food tourists.

Tourist's local food experiential value and Food destination image

As stated earlier, Customer Return on Investment (CROI), Service Excellence, Aesthetics, and Playfulness determine the experiential value that tourists consider for the local food. Price is a crucial deciding factor for understanding if the tourists engage in tourism activity or not (Masiero & Nicolau, 2012). However, CROI is based on the personal evaluation of the tourist (Tsai & Wang, 2017). A high level of CROI may positively affect FDI, while a low CROI can adversely affect FDI. Secondly, service excellence can enhance the perception of the food destination. (Tsai & Wang, 2017); it's applicable to food tourism also (Wu, 2013). Thirdly, the image of a food location can be shaped by the aesthetics of food tourism encounters. (Tsai & Wang, 2017). Aesthetics stimulate emotional feelings and contribute towards creating positive behavioral intentions (Lochrie et al., 2019). Lastly, entertainment activities occurring alongside food delivery at tourist destinations comprise playfulness,

influencing tourists' opinions post their tourism experience (Teng & Chang, 2013), contributing to the food destination image. Hence Hypothesis 4 of this study is formulated as:

H4: Tourist local food experiential value (TLFEV) positively impacts Food destination image (FDI) in food tourism.

Social media influencers and Attitude toward local food:

Social media influencers are viewed as having the potential to influence tourists' perceptions (Goldsmith et al., 2000). The professional expertise and knowledge base of the social media influencers make them credible and shape the behaviors and attitude of the tourists' (Dedeoglu et al., 2018). Effective internet marketing campaigns can arise from a compatible link between social media influencers and the attitudes that travelers create about the services that are advertised in the media. This happens because travelers typically have good thoughts about the services that are provided. Commercial advertisements in 90's which were then booming (Fowles, 1996), played the same role then like the new age social media now. Hence, the study hypothesizes the Hypothesis 5 as below:

H5: Social media influencers (SMIs) positively influence Attitude towards local food (ATLF) among food tourists.

Social media influencers and food destination image:

Travelers firm and destination integrate social media influencers into their marketing strategies to enhance the destination image and reach a wider set of audiences (Xu & Pratt, 2018). Goods and services endorsed will have higher brand value because of the social standing of the people endorsing (Davies & Slater, 2015), making endorsements by social media

influencers, a powerful tool for increasing the destination image. Furthermore, destinations endorsed by appropriate social media influencers create favorable perceptions towards the destinations (van der Veen, 2008). Hence, there is a pressing need to empirically test this relationship. Through the above basis of above shreds of evidence, the present study hypothesized the 6th Hypothesis as below:

H6: Social media influencers (SMIs) positively influence Food destination image (FDI) in food tourism.

Attitude toward local food and behavioral intentions

Many research works were conducted to predict the behavioral intentions of customers at pre, during, and post-service based on customers attitude towards the services (Bagozzi et al., 2003; Boisvert & Ashill, 2011; Reinders et al., 2008), as attitude towards the services are indicated as an effective precedent to understand behavioral intentions of customers (Morris et al., 2009), this relationship is studied empirically in various contexts. Attitudes towards the surroundings determine the behavior (Maio et al., 2009). In these same lines, attitude towards the service determines the customers' behavioral intentions (Solomon, 2010). Studies exhibit that if tourists hold a positive attitude towards the service, they form favorable behavioral intentions towards the destinations, i.e., revisiting the destination and recommending to others (Lee, 2009). Hence Hypothesis 7 of this study can be framed as:

H7: Attitude towards local food (ATLF) has a positive impact on Behavioral intentions (BIs) for food tourists.

Food destination image and behavioral intentions

Behavioral intentions of tourists are formed through their travel experiences (Gannon et al., 2017; Tian-Cole et al., 2002). Prior affective and cognitive components formed through perceptions and acquired through tourism experiences form an image for destinations in tourists' minds and influence tourists' future behavior towards the Destination (Tian-Cole et al., 2002). Moreover, behavioral intentions to return to or promote the destination are influenced by the combined formation of intellectual and emotive impressions. (Zhang et al., 2014). In similar lines, Lai et al. (2020) hypothesized that travelers' behavioral intentions are influenced by their cognitive and affective food image. With an aim to gain empirical justification for above postulations, Hypothesis 8 of the present study is framed as:

H8: Food destination image (FDI) has a positive relationship with Behavioral intentions (BIs) for food tourists.

CHAPTER-III

RESEARCH METHODOLOGY

Further parts of this chapter comprise of a summation of the research methods, data collection techniques and statistical tools and techniques used for analyzing the data. Additionally, this chapter speaks about various reliability and validity tests and checks that are conducted. Research techniques employed for testing the research hypothesis have been indicated in brief along with their justification. Present chapter exhibits the flow and an elaborated strategy driving this empirical investigation. Further, it facilitates the provision for making right judgement towards providing rationale for the research, additionally this chapter documents how this study was conducted.

Research Methodology:

In many instances research methodology is traditionally confined to either quantitative or qualitative approach. Narrowing it to if it's a qualitative study or a quantitative study entirely depends on research question (De Vaus & de Vaus, 2013). Present study is conducted through quantitative approach. Data for all the variables under the study are in the form of set of scores which are obtained through interval scale. Data for the study was collected through self-administered survey instrument. The quantitative approach has aided the researcher to evaluate the constructs rationally with objectivity.

Method:

Evaluating the effect of food tourists' experience is essential to understand but not easy to observe. Credible data is required to understand this phenomenon. Surveys are a quickest, efficient and inexpensive form of data collection (Zikmund et al., 2013). These advantages of

survey instruments make them the best methodological alternative to collect the primary data. As mentioned above, the present study is quantitative in nature. All the items in the survey instrument are quantitative in nature. From late nineties questionnaire-based surveys and statistical techniques have been used to draw inferences from consumer research (Belk, 2009). The majority of the studies had used quantitative data over qualitative data for testing the hypothesis empirically. Primary data can help to gain deeper and ground level insights about tourist experiences (Wilson, 2002).

Research design:

This study is descriptive in nature. Present research employed a cross-sectional approach for collecting quantitative data.

Target Population and Sampling:

The study focuses on Indian street food markets. India is a place for many street food markets delivering many cuisines and unique dishes. A recent report by 'make my trip,' one of India's popular travel and tourism companies, ranked Delhi, Amritsar, Kolkata, Indore, and Lucknow as the top 5 tourist destinations having the best street food market. Further reports from 'Thomas Cook' and 'CNN' add Mumbai and Hyderabad to the list. Further, the researcher had filtered the top four destinations based on ranking given by the Ministry of Tourism, Government of India 2019, their cuisine, total tourist arrivals, and local street food services market turnover. Most of the prior studies in food tourism are conducted mainly through taking a single geographical area or a food market (Guan & Jones, 2015; Lertputtarak, 2012; Tsai & Wang, 2017). Studies related to local street food in food tourism had chosen Delhi to collect primary data (Gupta et al., 2018). By considering the diversified nature of Indian culinary and further, to arrive at more generalizable findings, the researcher had decided to take two tourist

destinations with different cuisine cultures. Mumbai and Hyderabad portray a higher number of tourist arrivals. Being cities with many heritage sites, they are hubs for businesses, attracting many leisure tourists and business class tourists. This study chose Delhi and Hyderabad for data collection as the two cities are home to a rich heritage and have diversified cultures. Food tourists' consumption experiences with regards to these cities are evaluated.

Tourist arrivals and Market Turnover of Delhi and Hyderabad Cities

City	Tourist arrivals (in Crs)	Market Turnover (in Crs)
Delhi	3.18	₹ 31,132
Hyderabad	9.31	₹ 52,146

Source: Ministry of Tourism 2019, Government of India and National Restaurant Association of India

Sampling and Data collection:

The universe of current study is food tourists having food at street food stalls in the markets. It is difficult to adopt a random sampling technique because of the unavailability of the entire tourists' list. Moreover, it is not easy to take the responses of all the tourists as they travel to many places and stay for less periods. Hence, the current study adopted the purposive sampling technique, it is a non-probabilistic sampling technique. For the study purpose, the respondents were selected from the street food stalls of Delhi and Hyderabad. Adequate care was taken to make the sample representative by collecting the data from the tourists in the destinations (i.e., the respective cities). Hence, the researcher took 50% of our sample from Delhi and 50% from Hyderabad. Data was collected from the food tourists using the mall-intercept (food stall-intercept) survey method. i.e., on-site data collection was done.

Sample size:

Most food tourism studies had determined their sample size based on 'the ten times rule of thumb' proposed by Hair et al. (2018). The 10-times rule recommends that the minimum sample size be equal to 10 times the number of items or indicators used to measure constructs in the study. The survey instrument used in the present study has 52 total items. Therefore, although the minimum sample size required for this study is 520, researcher had collected 800 responses. Hair et al. (2018) Sample size calculation helps to obtain the best model fit when employing structural equation modeling. Additionally, the sample size of the present study is more than 384, which is adequate to study the population, according to Krejcie and Morgan (1970).

Data Collection Technique

Data has been collected through a survey approach. Questionnaires have been used as a measuring instrument. The questionnaire consists of three parts. The first part of the questionnaire comprises of scale items related to consumption value and experiential value. The second part of the questionnaire comprises of items related to social media influencers and attitude towards local food. The third part of the questionnaire consists of items related to food destination image and behavioral intentions towards the destination. Researcher of this study had conducted a pilot study to test the reliability validity and to test if the participants can understand the language of the questionnaire. Respondents have been chosen after explaining the objective of the study to the food tourists present in the street food market. Post their approval for participating in the survey, food tourists are considered as respondents for the study. After conducting the pilot study, it was found out that there are no modifications required in the questionnaire. Before conducting the data collection, proper care and time was invested in understanding the data collection field. Food tourists are hard to catch and getting their time is usually tough as food markets are usually crowded. So, for smooth data collection and to

avoid practical hindrances support was taken from the food tour agents and street food vendors of Delhi and Hyderabad. Questionnaires were circulated to the food tourists after they consumed food in the street food markets. The researcher was present in the field in person. Any doubts in the questionnaire were clarified by the researcher. The answered responses were collected back by the researcher and were verified if all the responses were filled or not, if not filled completely, food tourists were asked to complete the survey. Food tourists were not influenced when they were participating in the survey. A total of 12 minutes was given to the food tourists for completing the survey. They were given complete freedom to drop off from the survey in between if they feel to. Incomplete responses were not considered for the study. A total of 800 questionnaires were circulated out of which only 700 questionnaires were considered as responses for the study with an overall 90% response rate.

Participants:

Present study participants are tourists, consuming food prepared by street food vendors and at street food stalls popular among the locals and tourists for their authentic local cuisines. Tourists who visited the street food markets for eating specific food items and tourists who had participated in the food tours in Hyderabad and Delhi respectively are considered as the participants for this study. A tourist can visit the market casually too, so care had been taken to confirm if the tourists had come for consumption of food or not. In order to arrive at this decision of considering a tourist as food tourist or not, the researcher had questioned the participants weather they came specifically for eating food or not. The participants who had agreed upon this has been considered as the participants for the study. For gaining better inferences and to confirm the participants motive, data related with their liking towards the street food and their frequency of having the street food too was collected. The main objective of identifying food tourists with such specificity is for achieving near to accurate results. The

researcher opinions that only the people who visit the street food market with the motive of having specific foods can help us to gain insights about food tourists consumption experience.

Table 1

Demographic details of the respondents

Demographic Factor	Category	Frequency	Percentage
Age	Below 20	64	9.1 %
	20-30	499	71.2 %
	30-40	129	18.4 %
	40-50	06	9 %
	Above 50	03	4 %
Gender	Male	449	64.1 %
	Female	244	34.8 %
	Prefer Not to Say	8	1.1 %
Education Qualification	Matriculation	39	5.6 %
	Graduation	360	51.4 %
	Post Graduation	250	35.7 %
	Others	52	7.4 %
Income per Annum	Below ₹2,50,000	359	51.2%
	₹2,50,000-₹5,00,000	189	27%
	₹5,00,000-₹10,00,000	99	14.1%
	₹10,00,000-₹15,00,000	33	4.7%
	Above ₹15,00,000	21	3%
Travel Type	Tour with Friends	441	62.9%
	Solo Trip	149	21.3%
	Tour with Family	96	13.7%
	Business Trip	15	2.1%

Demographic Factor	Category	Frequency	Percentage
Size of the Travel group	0-2	210	30%
	3-4	322	45.9%
	5-6	105	15%
	More than 6	64	9.1%
Frequency of eating street food	A Few Times a Week	304	43.4%
	A Few Times a Month	234	33.4%
	Less than a few times a month	88	12.6%
	Everyday	75	10.7%

Post screening of initial data reveals that majority of food tourists (71.2%), belong to young and active age group, i.e., within the age group of 20 years to 30 years. Followed by them food tourists who are in their middle age, from 30 years to 40 years accounting to around 18.4%. Tourists from other age groups were very few owing to their dependency. It is well known fact that Indian teens and older generations are mostly dependent population and have few instances of having independent travel or tourism activity. From tourism point of view, it is interesting to know from the above data that most people are travelling with their friends and next major chunk are opting for solo travel, solo travel is becoming quite popular these days. Present generation of tourists are travelling solo to have peaceful travel experiences. In terms of the size of the travel group, it can be seen that nearly half i.e., 62.9% of tourists travel to food market with their friends. Secondarily, it can be seen that 21.3% food travellers preferred to have a solo trip to food markets. Busy lifestyle with many social interactions is compelling today's youth and working population to crave for self-time and self-care. It can be observed that buzz words like 'Me-Time', and 'Self-love' are motivating today's youth for solo travel. Additionally, the researcher tried to understand the eating habits of food tourists. Near to half of food tourists, around 43.4% food tourists reported that they eat street food on a casual basis

frequently few times a week. During previous decades eating out was a rear or occasional phenomenon for Indian households. This decade has witnessed a major change in Indian economy, where major chunk of Indian middle class and upper middle-class families had a huge increase in disposable income. Added to this, the spending levels have increased among the present age millennial's where they believe in present day experiences rather than futuristic savings.

Construct Measures

Every construct used in the present study is a latent second-order construct. They cannot be evaluated directly. They are usually measured with a set of statements. Well established scales in the literature had been selected for evaluating the constructs. A total of 52 items or statements which includes attention retention questions were asked to the participants. Questionnaire was divided into 3 sections. Part A, Part B and Part C, where Part A consisted of Demographics/Control Variables. Part B have items related to TLFCV, TLFEV and SMI. Part C consists of items related to Attitude towards local food (ATLF), Food Destination image (FDI) and Behavioural intentions towards the destination (BI). The researcher had used the below-mentioned well-established scales for measuring the constructs in the present study.

Tourist's local food consumption value (TLFCV):

Multi-dimensional tourist's local food consumption value (TLFCV) scale constructed by Choe and Kim (2019) was used for measuring the consumption value of food tourists in the study. This scale was specifically developed within the context of food tourism. This scale was able to attain better inferences than the other single dimension customer experience scale. Total items of the scale were 21. This scale consisted of items with 5 Likert, from 1- strongly disagree to 5- strongly agree. Items from 1 to 9 indicated the measures for three dimensions of taste/quality price/value for money, functional values and health. Items from 10 to 12 had

evaluated emotional value. Social value was evaluated by items from 13 to 17. Items from 18 to 21 had the indicators for evaluating epistemic value.

Tourist's local food experiential value (TLFEV):

Experiential value scale build by Mathwick et al. (2001) was employed to assess the value of tourists' local food experiences. This scale is proven to give deeper understanding of experiential value when compared to other scales measuring experiential value. Authenticity of this scale is mostly attributed to the four dimensions of this scale. Experiential value scale build by Mathwick et al. (2001), is a multidimensional scale comprising the dimensions of Customer Return on Investment (CROI), Service Excellence, Aesthetics, and Playfulness. There were other scales developed before this scale for evaluating the experiential value, but this scale proved to be more efficient in capturing the vivid aspects of experiential value (Joseph & Gilmore, 1999; Mahler, 2000). The reliability and validity of this scale has been tested time and again in the context of various services and proved to be highly reliable in all the service contexts. Present study had adopted this scale in the context of food tourism to measure food tourist's local food experiential value (TLFEV). Experiential Value scale of Mathwick et al. (2001) consists of 15 items. Where items from 1 to 6 of the scale measure the customer's return on investment (CROI). Next, items from 7 to 9 of the scale measure the dimension of Service excellence. Further the next 3 items i.e., items from 10 to 12 evaluate the dimension of aesthetics. The last 3 items i.e., items from 13 to 15 measure the dimension of playfulness. The scale was designed in 5 Likert format, from 1- strongly disagree to 5- strongly agree.

Social media influencers (SMI's):

Construct of social media influencers (SMI's) are evaluated in this study by using the scale items adapted from a survey instrument developed by Cooley and Parks-Yancy (2019).

This scale attempted to observe the role of influencers in the formation of food tourism experiences. Social media influencers scale was designed in 5 Likert scale format, from 1- strongly disagree to 5- strongly agree. The scale consists of 4 items, predominantly trying to test the role of social media influencers in creation of food tourism experiences and tourists' perception towards social media influencers. The items of the scale try to pose enquiry into aspects like, if the food tourists got to know about this particular street food items and are they encouraged through the channels of social media influencers.

Attitude towards local food (ATLF):

Attitude towards local food was measured by employing 'attitude towards food' scale developed by Bredahl (2001). This scale's primary objective is to measure the attitude of people towards food. In the present study this scale evaluated the attitude of food tourists towards local street food. This scale developed by Bredahl (2001) consists of 4 items, designed in 5 Likert scale format. These items investigate the tourists' liking or disliking of local street food.

Food Destination Image (FDI):

The image scale, developed in context of food tourism by Horng et al. (2012), is used to measure food destination image. This scale's primary objective is to measure tourists' perception towards a certain destination. In the present study this scale evaluated the perception of food tourists that is created in their minds about the destination due the food consumption activity in local street food markets.

Behavioral intentions towards the Destination (BI's):

Scale items were adapted from the behavioral intentions scale constructed by Zeithaml et al. (1996) to measure behavioral intentions of food tourists. Behavioral intentions here have two key components, intention to recommend food and intention to revisit the destination for

food tourism. The scale consisted of 6 items, where the first 3 items evaluate the intentions of food tourist to recommend the food market. Further, the last 3 items measure their intentions to visit the food market again in the near future or whenever possible.

Data Analysis procedure:

The present study adopted statistical techniques of Structural Equation Modelling and Multivariate analysis for deriving the empirical results. Data collected through primary investigation was verified for validity and reliability as a primary criterion. Prior to that the researcher had verified the prima face completeness of data manually while entering the data into the excel file. Post this the data collected at two geographical locations were consolidated into a single excel file. Even though the researcher had used reliable and standardized valid scale, reliability and validity tests are conducted on the data to check the validity and reliability of scale items. Various descriptive and inferential statistical analysis were conducted on the data of this study through the aid of statistical software like SPSS 28 and Smart-PLS 4 keeping the reflective second-order constructs in mind. The study has followed Partial Least Square (PLS) approach for formulating the measurement model. Partial Least Square (PLS) approach has numerous advantages over other multivariate approaches such as OLS regression and covariance based structural equation modelling. To note a few, it has minimal limitations like, soft modelling approach, measurement scales, residual distributions and sample size (Chin et al., 2003; Vinzi et al., 2010). PLS is much suitable for complex models comprising of multidimensional relationships and having more number of variables and dimensions (Chin, 1998; Fornell et al., 1990; Kleijnen et al., 2007). Moreover, it is crucial to note that PLS runs on the logic underlying 3 precise steps. The first step is the weight relations of the indicators which predict the variables that are unobservable are predicted. Further, the value of every case indicator is calculated by taking the averaged weights of their corresponding indicators respectively. Lastly, these case indicators after their computation are employed in the regression

analysis for the purpose of predicting the endogeneity and exogeneity in the variables of the study, their interrelationships and their structural parameters (Fornell & Bookstein, 1982).

Hence, PLS showcases a clear advantage when compared with other approaches like covariance-based approach or regression. PLS makes use of principle component analysis to increase the explained variance of the model without supporting random error's variance (Chin et al., 2003). It focusses on bringing high percentage of variance in observed variables. Specifically, the purpose of SEM is to frame the covariance matrix by using the logic of Maximum Likelihood function. It focusses on goodness of fit rather than explained variance. When trying to identify the characteristics for optimising total variance of the studied endogenous variable in the suggested framework, PLS approach focuses on increasing the variance explained by the independent on dependent variables. Additionally, it leads to avoidance of unfavourable solutions (Chin, 1998; Haenlein & Kaplan, 2004). PLS approach puts less weight and stress on sample size, residual distributions and measurement instruments (Cha, 1994; Urbach & Ahlemann, 2010). It is emphasised and empirically tested widely that PLS approach holds good for testing of second order and context specific constructs. Owing to these benefits of PLS, this study had considered the PLS approach for testing the hypothesised model. PLS comprises of inner model or structural model that explains the relationships among the constructs that can be predicted and outer model or measurement model which portrays the relationship among the constructs and their dimensions respectively. Extant research suggests partial least square method to be best suited to second order constructs and variables. However, many empirical studies have tested their model successfully through PLS approach and had arrived at fruitful results.

Unlike archival data primary data have some challenges. One of the major challenges faced during the employment of primary data in the studies is that, when the data is collected through Likert scale, it can be perceived as different data type by different researchers. Where

some school of researchers think with the data collected by Likert scale, the researchers can use ordinal based statistical techniques. However, when perceptions or experiences of people are gathered through Likert scale researchers can use interval based statistical techniques (Brown & Swartz, 1989; Zeithaml et al., 1988). In addition to this most of the behavioural science researchers agree with (Nunnally, 1978). Nunnally (1978) stated that "it is permissible to treat most of the measurement methods in psychology and other behavioural sciences as leading to interval scales,". He asserts that "no harm is done in most studies in the behavioural sciences by employing methods of mathematical and statistical analysis which take intervals seriously".

PLS-SEM is a suitable approach for handling both reflective and formative constructs. In this study, all the constructs have been considered as a reflective second-order constructs. Repetitive indicator technique with path weights was applied for evaluating the constructs. This method is proven effective for than other methods due to lesser bias and precise estimation of parameters (Becker et al., 2012).

Common Method Bias

Adequate care has been taken to avoid common method bias in data. During the pre-test phase, data was collected by the responses by shuffling the items of the scale through split half method. Usually, empirical studies employ post hoc tests to check for bias in the data. After data was collected and cleaned post-hoc test was conducted. Following the recommendations of (Podsakoff et al., 2003) , Harmen's single factor test was conducted to understand if data have any common method bias.

Testing of Measurement Model

Prior to testing of the measurement model, the researcher verified the validity of the data in terms of the measurement scales adopted. This was done to check the internal

consistency and reliability of the data. Cronbach's alpha is usually considered as a measure for evaluating the reliability, validity and consistency of the data. According to prior research Cronbach's alpha of the corresponding variables should be greater than 0.70 for considering the data to be consistent (Nunnally, 1978). Researcher of this study has valuated the Cronbach alpha of all the variables and found the Cronbach's alpha of the corresponding variables to be greater than 0.70. Post to this confirmatory factor analysis (CFA), correlation and Average variance extracted are taken into account for evaluating the validity of the latent constructs of the hypothesised model. CFA is considered as a better indicator compared to EFA for evaluating the indicators in terms of different parameters. Reliability of the indicators were accessed on the basis of the loadings obtained through CFA. In order to consider the indicators to be reliable, factor loadings which are more than 0.70 and statistically significant are taken into account (Chin, 1998). Secondly, convergent validity was measured, i.e. the extent to which the latent variables are related to each other. Which means, that these constructs should be able to explain the phenomenon with a logic in a common direction and not in a haphazard or abstract manner. AVE i.e. the average variance explained is evaluated on two basic conditions. Firstly, the value of AVE foe all the constructs under the study must be greater than 0.50. This indicates that the constructs of the study are able to explain more than half of the variance among the items.

Table 2

Parameters for evaluating the measurement model.

Purpose of evaluation	Test criteria	Heuristics applied	Explanation
Item liability	"Item Loadings (λ) Target Constructs"	"Item Loadings of 0.70 or higher are recommended widely, for exploratory models or new measurement scales, a threshold value of 0.60 can be used. (Richard P Bagozzi & Yi, 1988; Nunnally, 1978)"	"The item loadings on their target constructs represent the strength of substantive association between items and their constructs"
Convergent Validity	"Communality Index or Average Variance Extracted (AVE) for a Construct"	"Value of Communality Index or AVE should be greater than .50 (Chin, 1998; Fornell & Larcker, 1981)"	"Communality Index or AVE represents a measure of the proportion of variance captured by a construct from its indicators AVE of .50 or higher implies that a latent construct can account for at least 50 percent of the variance in the items"
Composite Reliability (CR)	"Value of composite reliability should be greater than .60 (Richard P Bagozzi & Yi, 1988), or according to some researchers, it should be greater than .70 (Fornell & Larcker, 1981)."	"Composite reliability is a measure of internal consistency reliability of a construct as compared with other constructs in the model"	
Cronbach's	"Value of Cronbach's alpha should exceed	"Cronbach's alpha also measures the internal	

Purpose of evaluation	Test criteria	Heuristics applied	Explanation
Alpha (α)	0.70 (Chin, 1998; Cronbach, 1951; Gefen & Straub, 2005; Nunnally, 1978)."	consistency reliability of a construct but only on the basis of a single construct, i.e. it is not a relative index like composite reliability"	
Discriminant Validity	"Inter correlation among constructs cross tabulated with square roots of AVE"	"The square root of AVE should exceed the inter correlations of a construct with other constructs in the model (Chin, 1998; Fornell & Larcker, 1981; Gefen & Straub, 2005)"	"A construct should have discernible as a valid individual component within the overall model"
Item Cross Loadings	"Item Correlations with Target Construct should be higher as compared to its correlations with other constructs in the model (Chin, 1998)."	"Indicators that are meant to measure their target construct should be more strongly associated with them as compared to other constructs in the model"	

Secondly, discriminant validity which means the the square root of AVE for a construct is greater than its correlation with all other constructs (Chin, 1998; Fornell & Bookstein, 1982). In addition to this cross loading of the variables were checked too for confirming with the discriminant validity. Factor loadings were compared with other set of scores measuring other

constructs. If the loadings of the focal construct are higher than other construct and further if the loading of the other respective constructs portray higher value, then it is considered to be establishing discriminant validity. Alongside discriminant validity, Composite reliability was evaluated as per the parameters indicated by (Werts et al., 1974). Composite reliability of above 0.70 is considered as an acceptable value for establishing composite reliability. Table 2 above summarized the set of criterions used for evaluating the measurement model. The correlation analysis was conducted primarily to validate the relationship between food tourists' local food experience and their behavioral intentions. Indicators of consumption experience and behavioral intentions were checked for correlation and the correlations are significant and positive. These results lead the researcher to arrive at conclusions that consumption experiences of food tourists and their behavioral intentions are related to a phenomenon. Hence further analysis for gaining deeper insights was carried out.

Assessment of Structural Model

Path loadings of structural model were predicted through bootstrapping technique for evaluating the structural model (T Statistic). Bootstrapping takes samples from within the existing sample to calculate the path loadings (for example 9000). Which means whenever a case is drawn randomly, it returns back to the sampling population before drawing the next case. Bootstrapping value should be more than the sample of the study. A minimum of 5000 was set as a suggested parameter for bootstrapping (Hair et al., 2013). Bootstrapping method is preferred to other methods owing to its stable estimates for the model (Efron & Tibshirani, 1997). Additionally, compared to other techniques, bootstrapping can be employed to non-normal data too. Sample of the present study are food tourists whose population is non-normal in nature. Therefore, the researcher had opted bootstrapping technique for arriving to the results (Chin, 1998; Fornell & Bookstein, 1982). "Cross validated redundancy" had been employed to calculate "Stone- Geisser Q^2 to access the predictive relevance of the model. Similar to the case

of average variance explained, Q^2 and R^2 are needed to be evaluated for the dependent variables under the study. Below Table 3 summarizes the parameters for assessing the structural model. Finally, to sum up and conclude briefly, this chapter consisted of methodological approach and techniques for answering the research questions and testing the hypothesis under study.

Table 3

Parameters for structural model

Purpose of evaluation	**Test criteria**	**Heuristics applied**	**Explanation**
Nomological Validity	"Model Fit/ Predictability Variance Explained (R) for all constructs in the model"	"No specific heuristics available Value needs to be interpreted in comparison with other similar studies or norms in the discipline. (Gefen & Straub, 2005)"	"R2 value for an endogenous variable represents the proportion of its variance that can be explained by the predictors in the model".
Path Validity Coefficients Significance (p values) and Magnitude (β) of all inner model paths	"Inner model paths should be significant at $p < .05$ level to provide support for propositions in the theoretical model. The paths can also be interpreted relative to one another using the magnitude of relationship as represented by low or high coefficient values (β)"	"A significant path represents that an association between two latent variables was not a chance happening. Paths with higher coefficients represent stronger associations between variables"	

Purpose of evaluation	Test criteria	Heuristics applied	Explanation
Effect Size	"Predictability Effect Size Effect Size (f2) for criterion variables based on the exclusion of a predictor variable from the model"	"Predictor variables should ideally have a large or medium effect The following scheme can be used to determine effect sizes Small Effect .02, Medium Effect .15, Large Effect .35 (Chin, 1998)"	"F^2 value between a predictor and a criterion variable represents the effect of the predictor on the criterion variable Higher values imply that greater importance"
Predictive Relevance	"Predictive Relevance Stone-Geisser (Q2) for all constructs in the model "	"Value of Q2 should be greater than zero (Chin, 1998; Tenenhaus et al., 2005)"	"Q2 value represents how well the observed values of manifest variables can be reconstructed from the model parameters"

CHAPTER-IV

RESULTS

This chapter IV comprises of three parts. First part deals with the descriptive statistics of the constructs under study i.e. Tourist local food Consumption value (TLFCV), Tourist local food Experiential value (TLFEV), Social Media Influencers (SMI), Attitude towards local food (ATLF), Food Destination Image (FDI) and Behavioural Intensions (BI). Second part of this chapter deals with the evaluation of measurement model and structural model (validity, dimensions and reliability). The third part of this chapter involves results of PLS. Descriptive statistics of the study are obtained through SPSS 24. Further confirmatory analysis was performed using Smart-PLS 4. In addition to this PLS-SEM conducted with the help of Smart-PLS had accessed the structural model and measurement model.

Descriptive Statistics of the Study

Descriptive statistics of the items related to the constructs are summarised in the below tables. Data should be appropriate and clean PLS-SEM cannot give proper inferences if the data is erroneous (Enders, 2006). Sufficient care is taken by the researcher in cleaning the data. Data is scrutinised manually for missing value. Later, data was loaded in Smart PLS to check the data for missing values and errors through its algorithm. Post these duplicate and incomplete responses were removed and 701 valid responses were considered for the analysis. Moreover tourists who had flocked in casually without intent of trying the street food were not considered for this study to eliminate the occurrence of researcher bias (Allison, 2001).

Even though data being normal is not a criterion for operating in PLS, the researcher had evaluated the normality of the data. Skewness and Kurtosis had been taken as parameters for evaluating the normality of the data. Dimensions of consumption value and experiential value have exhibited the skewness and kurtosis within the accepted thresholds indicating the set of

scores to be normal, Table 4 revels the summary of skewness and kurtosis for the dimensions of Consumption value. For the dimensions of quality, health and price in consumption value, the standard statistic of skewness ranged between -0.685 and -1.203, dimensions of emotional value and prestige value revealed skewness values between -0.794 and -1.249. Interaction value and epistemic value portrayed skewness values between -0.808 and -1.054. Considering the dimensions of Experiential value, Customer Return on Investment (CROI) and Service Excellence revealed skewness values between -0.939 and -1.129. While aesthetics and playfulness portrayed skewness value between -0.951 and -1.185. It is crucial to note that, prior research indicated the standard parameters of ideal skewness and kurtosis indicating normality to be between the range of -3 and +3. Therefore, considering the above parameters it can be said that all the scores of the indicators are normal. In addition to this it can be observed that the mean values are between 3.90 and 4.28, standard deviation is between 0.741 and 1.173. Among the means p.CVPres1 had highest mean.

Table 4

Summary of Descriptives and Cronbach Alpha of TLFCV

	Mean	**SD**	**Skewness**	**Kurtosis**	**Alpha**
p.CVQua1	4.06	.949	-.887	.321	
p.CVQua2	3.99	.944	-.867	.447	
p.CVQua3	4.22	.742	-1.203	3.023	
p.CVHeal1	3.90	.943	-.685	.232	
p.CVHeal2	3.95	.992	-.750	-.004	
p.CVHeal3	3.94	.981	-.731	-.042	
p.CVPri1	4.21	.803	-1.238	2.408	
p.CVPri2	4.21	.803	-1.139	1.805	0.832
p.CVEmo1	4.13	.739	-.897	1.657	
p.CVEmo2	4.13	.737	-.794	1.326	

	Mean	SD	Skewness	Kurtosis	Alpha
p.CVEmo3	4.17	.797	-.976	1.390	
p.CVPres1	4.28	.748	-1.249	2.709	
p.CVPres2	3.81	1.173	-.819	-.216	
p.CVPres3	4.03	.970	-1.056	.916	
p.CVInte1	4.16	.840	-1.068	1.378	
p.CVInte2	4.21	.756	-.945	1.322	
p.CVEpi1	4.13	.741	-.808	1.101	
p.CVEpi2	4.15	.774	-1.025	1.859	
p.CVEpi3	4.14	.810	-1.032	1.432	
p.CVEpi4	4.14	.787	-.945	1.454	
p.CVEpi5	4.16	.787	-1.054	1.782	

Note: p.CV-Consumption Value, Qual-Quality, Heal-Health, Pri-Price, Emo-Emotional, Pres-Prestage, Inte- Interaction, Epi- Epistemic

For the construct of Experiential value (Table 5), skewness of each dimension is spread between -0.939 and -1.286. In terms of kurtosis the values are between 0.721 and 2.156. The value of Skewness and Kurtosis are within the threshold limits of standard values; hence this construct has obtained normality. Coming to the mean value, the mean values of this construct is between 3.94 and 4.29, among the other dimensions, p.EVCROI2 has a higher mean value of 4.29.

Table 5

Summary of Descriptives and Cronbach Alpha of TLFEV

	Mean	SD	Skewness	Kurtosis	Alpha
p.EVCROI1	4.16	.787	-1.038	1.386	
p.EVCROI2	4.29	.820	-1.091	1.880	
p.EVCROI3	4.07	.734	-.953	1.026	
p.EVCROI4	4.19	.871	-1.286	2.117	
p.EVCROI5	4.08	.857	-1.047	1.757	
p.EVCROI6	4.19	.819	-.939	1.544	
p.EVSE1	4.24	.759	-.957	1.806	
p.EVSE2	4.19	.723	-1.129	1.955	0.823
p.EVSE3	4.16	.812	-1.047	1.062	
p.EVAsth1	4.13	.877	-.951	.721	
p.EVAsth2	4.15	.891	-1.132	1.456	
p.EVAsth3	4.14	.875	-.978	1.057	
p.EVPla1	4.07	.840	-1.135	1.072	
p.EVPla2	3.94	.972	-.993	.788	
p.EVPla3	4.20	.988	-1.185	2.156	

Note: p.EV: Experiential Value, CROI: Customers Return on Investment, SE: Service Excellence, Asth: Aesthetics, Pla: Playfulness.

For the construct of Social media influencers (Table 6), skewness of each dimension are spread between -1.339 and -1.459. In terms of kurtosis the values are between 1.486 and 3.223. The value of Skewness and Kurtosis are within the threshold limits of standard values; hence this construct has obtained normality. Coming to the mean value, the mean values of this construct is between 4.08 and 4.27, among the other dimensions, p.SMI3 and p.SMI4 has a higher mean value of 4.27.

Table 6

Summary of Descriptives and Cronbach Alpha of SMI

	Mean	SD	Skewness	Kurtosis	Alpha
p.SMI1	4.08	1.042	-1.339	1.486	0.793
p.SMI2	4.25	.857	-1.423	2.563	
p.SMI3	4.27	.805	-1.459	3.223	
p.SMI4	4.27	.810	-1.363	2.699	

Note: p.SMI- Social media influencers

For the construct of Attitude towards local food (Table 7), skewness of each dimension is spread between -0.881 and -1.190. In terms of kurtosis the values are between 1.070 and 2.191 The value of Skewness and Kurtosis are within the threshold limits of standard values; hence this construct has obtained normality. Coming to the mean value, the mean value of this construct is between 4.24 and 4.36, among the other dimensions, p.ATLF2 has a higher mean value of 4.36.

Table 7

Summary of Descriptives and Cronbach Alpha of ATLF

	Mean	SD	Skewness	Kurtosis	Alpha
p.ATLF1	4.31	.702	-1.082	2.191	0.744
p.ATLF2	4.36	.634	-.881	1.966	
p.ATLF3	4.27	.792	-1.190	1.927	
p.ATLF4	4.24	.775	-.966	1.070	

Note: p.ATLF- Attitude towards local food.

For the construct of Food destination image (Table 8), skewness of each dimension are spread between -0.815 and -0.990. In terms of kurtosis the values are between 0.209 and 1.295. The value of Skewness and Kurtosis are within the threshold limits of standard values; hence this construct has obtained normality. Coming to the mean value, the mean values of this

construct is between 4.19 and 4.28, among the other dimensions, p.FDI2 and p.FDI3 has a higher mean value of 4.28.

Table 8

Summary of Descriptives and Cronbach Alpha of FDI

	Mean	SD	Skewness	Kurtosis	Alpha
p.FDI1	4.22	.745	-.870	.915	0.712
p.FDI2	4.28	.695	-.815	1.139	
p.FDI3	4.28	.738	-.990	1.295	
p.FDI4	*4.19*	*.840*	*-.819*	*.209*	

Note: p.FDI- Food destination image.

For the construct of Behavioural intentions (Table 9), skewness of each dimension are spread between -1.101 and -1.267. In terms of kurtosis the values are between 1.635 and 3.069. The value of Skewness and Kurtosis are within the threshold limits of standard values; hence this construct has obtained normality. Coming to the mean value, the mean values of this construct are between 4.30 and 4.41, among the other dimensions, p.BI2 has a higher mean value of 4.41. Thus, after considering all the constructs of the study are in normal distribution.

Table 9

Summary of Descriptives and Cronbach Alpha of BI

	Mean	SD	Skewness	Kurtosis	Alpha
p.BI1	4.30	.717	-1.241	2.983	0.810
p.BI2	4.41	.675	-1.267	3.069	
p.BI3	4.40	.662	-1.101	2.181	
p.BI4	4.38	.714	-1.175	1.841	
p.BI5	4.32	.756	-1.136	1.635	
p.BI6	4.35	.753	-1.232	2.035	

Note: p.BI- Behavioural Intention

Evaluation of Measurement Model

Measurement model estimation had accessed the dimensions of the constructs. Assessment had been done for all the second order reflective constructs. Data sufficiency test is performed for checking if the data is sufficient for factor analysis and structural equational modelling. Kaiser-Meyer- Olkin and Bartlett's Test are conducted to know about the sufficiency of data. KMO test value closer to 1 and bartlett test value less than 0.5 are considered as ideal value for the data to be sufficient for factor analysis. Factor loadings were higher than 0.5, so all the dimensions were considered and involved in the study. Reliability tests were conducted to evaluate the internal consistency of the measures. Internal consistency refers to the interrelatedness between the scale items. Cronbach alpha is predominantly considered as a measure for reliability. Scale containing items exhibiting coronachs alpha of greater than 0.70 is considered as a reliable measure. Further, item to item correlations were tested to confirm the reliability of the scales (Nunnally, 1978). The researcher was able to get Cronbach alpha, Composite reliability and Average variance extracted through the output of Smart-PLS 4. Average variance extracted and Composite reliability can be considered valid if the value of average variance extracted (AVE) is greater than 0.6 and if the value of composite reliability is greater than 0.5 (Fornell & Bookstein, 1982). Hence, internal consistency can be established by considering Cronbach's alpha, item to item correlation, composite reliability and average variance extracted.

Validity of the constructs under study were evaluated on the basis of convergent validity and discriminant validity. Data collected through survey was tested to arrive at the results of convergent validity and discriminant validity. Convergent validity refers to "the degree to which two constructs designed to be correlated are observed to be related". Discriminant validity is "the degree to which two constructs which are conceptually different should not be

related to each other" (DeVellis, 2003). Ample care has been taken to review the correlation values among the dimensions of the constructs.

Table 10

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.936
Bartlett's Test of Sphericity	Approx. Chi-Square	15460.913
	Df	1431
	Sig.	0.000

Measurement and Structural Model

This section of chapter 4 deals with the discussion of results pertaining to structural and measurement model. Smart PLS-4 had been employed to design the model under study (Ringle et al., 2013). Parameters have been estimated on the basis of path weighing scheme (Henseler et al., 2009). Recommendations suggested by Hair et al. (2013) and (Chin et al., 2003) were implemented to evaluate and design measurement and structural models through PLS-SEM. Reflective second order constructs with different measurement items are involved in the present study. The predictor variables are intended to explain the outcome variable (behavioural intentions). Both structural and measurement elements of the model were considered by the study for examining the model under study. For such kind of reflective model, the researcher can use either covariance-based SEM (CB-SEM) or Partial Least squares SEM (PLS-SEM). The study tends to estimate the path coefficients and factor loadings of the structural model and measurement model respectively. The population of the study needs to be in normal distribution in order to evaluate through covariance-based SEM (Hair et al., 2011). However, the present study is conducted with respect to the population of food tourists. Tourist population is usually not normal in nature (Choe & Kim, 2018). Prior studies in management suggest PLS-

SEM as a better choice for populations which are not normal (Chin et al., 2008). Further, Shah and Goldstein (2006) suggested that CB-SEM, on an average can effectively accommodate only four latent variables but present study have six latent variables. He further suggested that researchers can employ PLS-SEM when working with complex models. Additionally, one weakness of CB-SEM is that even if one dimension of any construct is weak, then it effects the whole model. Therefore, after considering all these conditions, PLS-SEM approach is opted for this study.

Cleaning and Refinement of Data

Surveys through questionnaires may sometimes become biased due to the respondent error. Few respondents give the response in a systematic manner, whereas some respondents may not answer all the questions in the questionnaire. This results in non-response bias. Present study does not have non-response bias. Responses of the participants were screened properly, Questionnaires which are unfinished and are duplicate in nature are not considered for analysis. These careful steps taken have resulted in unbiased results. Employing good quality data is vital for quantitative analysis. Refinement of data involves many steps to be taken like common method bias, outliers and missing values. Furter the data should be suitable for multivariate assumptions and should be in standard distribution.

Common Method Bias

Adequate care has been taken to address common method bias in this study. There is a chance for common method bias to occur when data is collected with same approach at different times. Data of the present study is collected through cross sectional approach i.e. at a single point of time. Therefore, there would be a chance for common method bias to crept in. Split Half method was administered during the circulation of the survey instrument where the questionnaire was divided, and the order of the questions were jumbled. After the data

collection, as per the recommendations made by Philip M. Podsakoff et al. (2003) the study has conducted Harmen's single factor test to identify the presence of common method bias. If a single factor in the study explains most of the whole variance, then there is common method bias. Factors explaining the variance were observed to identify if any single factor standalone is explaining the majority of variance. No such instance was found, indicating that there is no occurrence of common method bias in the study. Further as an additional evidence, the correlation matrix did not exhibit significant high correlation ($r>0.90$) among the constructs, which validated the absence of common method bias (Pavlou et al., 2007).

Path modelling with partial least squares (PLS)

PLS path modelling had been employed for designing and evaluating the model. This modelling approach relies on weighted approach. This enables the analysis of data which are not compatible with the covariance based SEM (Haenlein & Kaplan, 2004; Hulland, 1999). Weighted approach gives deeper explanation about the variance. Partial least squares approach is robust for dealing with multicollinearity and skewness. Assumptions with regard to scale and sample size too doesn't have prominent effect (Fornell & Bookstein, 1982). In PLS estimation, the case values are computed, and the constructs are assessed in linear combination of their empirical dimensions (Dijkstra, 1983; Haenlein & Kaplan, 2004). Secondarily, weights are assigned to every case to evaluate the level of explained variance for every dependent variable in the model. Lastly, values of the latent constructs were arrived at, through weighted average of the individual variables' dimensions. Core function of partial least square is the estimation of case weights and utilising them for evaluating the values of the variables under the study (Haenlein & Kaplan, 2004). PLS based SEM is distinct than CB-SEM as it can give better inferences when the dimensions of the constructs are more or if the sample size is small. Hence this study has followed the standard PLS approach for evaluating the inner model and outer

models suggested by Hair et al. (2013). Total of 9000 bootstrap samples were estimated from the sample. Total sample size was employed for constructing the model through factor weighting. Relationships among the constructs as shown through structural model. Results had revealed the results of all the proposed hypothesis. Coefficient of the structural path had revealed the predictive relevance between the variables. Bootstrapping analysis revealed the statistical significance of the path coefficients. Predictive power of the predictive variable is shown by R^2. Figure 6 exhibits the structural model with their path coefficients. This part of thesis tried to evaluate the hypothesised relationship among the constructs.

Measurement Model

Measurement model had been executed with proper evaluation of reliability and validity so that the dimensions of the variables or the indicators can measure the variables under the study (Aibinu & Al-Lawati, 2010; Hair et al., 2010). The study consists of second order reflective constructs, the indicators were also inferred to understand how much they contribute to the respective construct. Reliability and validity of the constructs was evaluated after running them through Smart-PLS 4 software.

Reliability

Reliability of the scales employed by the study was validated through Cronbach's alpha and composite reliability. They are validated post considering the second order scales used for the study. Present study consists of second order reflective model under the investigation. Value of Cronbach's alpha with respect to different variables are as follows. For Consumption Value, the Cronbach's alpha value is, 0.832 Experiential value the Cronbach's alpha value is 0.823. Coming to social media influencers the Cronbach's alpha value is 0.793, the Cronbach's alpha value of attitude towards local food is 0.744, the Cronbach's alpha value of food destination image is 0.712, lastly the Cronbach's alpha of behavioural intentions is 0.810.

Below Table 11 depicts the composite reliability and average variance extracted (AVE) along with Cronbach's alpha.

Table 11

Construct Reliability and Validity

Variables under Study	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
p.ATLF	0.744	0.839	0.566
p.BI-	0.810	0.864	0.615
p.CV	0.832	0.874	0.601
p.EV	0.823	0.882	0.652
p.FDI	0.712	0.822	0.636
p.SMI	0.793	0.865	0.616

p.ATLF- Attitude towards local food, p.BI- Behavioural Intentions, p.CV- Consumption Value, p.EV- Experiential Value, p.FDI- Food destination image, p.SMI- Social media influencers.

Convergent validity

For satisfying the condition of convergent validity, i.e., to validate if the variables are exhibiting convergent validity, it is a mandate that the factor loadings of the constructs should be more than 0.70 and the average value extracted must be more than 0.50 (Fornell & Bookstein, 1982). All the constructs being second order in nature, there is no need to consider the condition of factor loadings. Average variance extracted for attitude towards local food is 0.566. For behavioural intentions the value of average variance extracted is 0.615, average variance extracted of consumption value is 0.601. The average variance extracted of experiential value is 0.652. For food destination image and social media influencers the values of average value extracted are 0.636 and 0.616 respectively. Hence all the constructs of the study are exhibiting convergent validity.

Discriminant validity

The extent to which one construct of the study differ from other construct and will not measure the other constructs unintentionally is referred to as discriminant validity. Results of the discriminant validity are portrayed through the below tables. The results strongly indicate that all the items relate with its own constructs rather than relating with other constructs of the model. Discriminant validity is evaluated by comparing the square root of average variance extracted and their correlations (Fornell & Bookstein, 1982). In the cross loadings table of discriminant validity, ideally the diagonal values should be greater than non-diagonal values present in the rows and columns of the table. Latest technique of Hetrotrait-Metrotrait ratio (HTMT) advocates discriminant validity to be found by estimation of correlation among the constructs. After observing the tables of Cross-loadings in Table 12, Fornell-Larcker criterion in Table 13 and HTMT ratio, in Table 14 mentioned below it can be understood that all the constructs had satisfied the condition of discriminant validity.

Table 12

Cross loadings

	p.ATLF	**p.BI-**	**p.CV**	**p.EV**	**p.FDI**	**p.SMI**
p.ATLF-1	**0.730**	0.307	0.382	0.414	0.355	0.332
p.ATLF-2	**0.735**	0.393	0.354	0.383	0.345	0.261
p.ATLF-3	**0.806**	0.361	0.453	0.518	0.384	0.360
p.ATLF-4	**0.734**	0.358	0.427	0.481	0.437	0.367
p.BI-1	0.270	**0.606**	0.285	0.275	0.409	0.238
p.BI-2	0.353	**0.731**	0.356	0.397	0.451	0.294
p.BI-3	0.314	**0.709**	0.333	0.354	0.379	0.281

	p.ATLF	p.BI-	p.CV	p.EV	p.FDI	p.SMI
p.BI-4	0.391	**0.772**	0.404	0.407	0.395	0.352
p.BI-5	0.339	**0.753**	0.417	0.384	0.375	0.333
p.BI-6	0.350	**0.722**	0.406	0.393	0.392	0.337
p.CV-Emo	0.339	0.390	**0.724**	0.493	0.359	0.344
p.CV-Epi	0.500	0.474	**0.772**	0.559	0.424	0.420
p.CV-Heal	0.356	0.341	**0.730**	0.512	0.309	0.362
p.CV-Inte-	0.297	0.299	**0.588**	0.377	0.301	0.356
p.CV-Pres-	0.418	0.353	**0.763**	0.565	0.369	0.433
p.CV-Pri	0.354	0.308	**0.641**	0.403	0.327	0.300
p.CV-Qua	0.374	0.348	**0.715**	0.497	0.374	0.324
p.EV-Asth	0.424	0.340	0.512	**0.780**	0.427	0.407
p.EV-CROI	0.575	0.505	0.641	**0.827**	0.507	0.471
p.EV-Pla	0.482	0.413	0.561	**0.827**	0.464	0.517
p.EV-SE	0.440	0.388	0.509	**0.794**	0.443	0.438
p.FDI-1	0.411	0.396	0.441	0.494	**0.743**	0.346
p.FDI-2	0.346	0.426	0.370	0.404	**0.767**	0.304
p.FDI-3	0.379	0.425	0.331	0.383	**0.733**	0.269
p.FDI-4	0.346	0.382	0.312	0.386	**0.684**	0.290
p.SMI-1	0.304	0.297	0.409	0.497	0.281	**0.768**
p.SMI-2	0.328	0.311	0.411	0.433	0.294	**0.795**

	p.ATLF	p.BI-	p.CV	p.EV	p.FDI	p.SMI
p.SMI-3	0.375	0.351	0.381	0.445	0.347	**0.816**
p.SMI-4	0.370	0.376	0.417	0.421	0.368	**0.760**

*All the dimensions related to individual constructs have higher loadings when compared with the construct itself, indicating discriminant validity.

Table 13

Fornell- Larcker Criterion

	p.ATLF	p.BI-	p.CV	p.EV	p.FDI	p.SMI
p.ATLF	**0.752**					
p.BI-	0.471	**0.718**				
p.CV	0.541	0.515	**0.707**			
p.EV	0.602	0.517	0.694	**0.807**		
p.FDI	0.508	0.556	0.501	0.573	**0.732**	
p.SMI	0.442	0.429	0.515	0.570	0.415	**0.785**

Table 14

HTMT- Matrix

	p.ATLF	p.BI-	p.CV	p.EV	p.FDI	p.SMI
p.ATLF						
p.BI-	0.605					
p.CV	0.674	0.617				
p.EV	0.753	0.621	0.826			
p.FDI	0.693	0.737	0.641	0.739		
p.SMI	0.565	0.527	0.632	0.705	0.543	

*There is a high correction among the constructs portraying discriminant validity

Table 15

Outer loadings

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistics (|O/STDEV|)	P values
p.ATLF-1 <- p.ATLF	0.730	0.730	0.027	26.596	0.000
p.ATLF-2 <- p.ATLF	0.735	0.732	0.033	22.542	0.000
p.ATLF-3 <- p.ATLF	0.806	0.807	0.015	52.715	0.000
p.ATLF-4 <- p.ATLF	0.734	0.734	0.023	31.973	0.000
p.BI-1 <- p.BI-	0.606	0.606	0.039	15.604	0.000
p.BI-2 <- p.BI-	0.731	0.731	0.029	24.982	0.000
p.BI-3 <- p.BI-	0.709	0.708	0.028	25.641	0.000
p.BI-4 <- p.BI-	0.772	0.771	0.021	35.979	0.000
p.BI-5 <- p.BI-	0.753	0.754	0.022	33.689	0.000
p.BI-6 <- p.BI-	0.722	0.723	0.026	28.194	0.000
p.CV-Emo <- p.CV	0.724	0.723	0.026	27.799	0.000

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistics (|O/STDEV|)	P values
p.CV-Epi <- p.CV	0.772	0.771	0.022	35.870	0.000
p.CV-Heal <- p.CV	0.730	0.729	0.023	31.329	0.000
p.CV-Inte- <- p.CV	0.588	0.587	0.029	20.060	0.000
p.CV-Pres- <- p.CV	0.763	0.762	0.020	37.752	0.000
p.CV-Pri <- p.CV	0.641	0.639	0.034	18.699	0.000
p.CV-Qua <- p.CV	0.715	0.713	0.027	26.776	0.000
p.EV-Asth <- p.EV	0.780	0.780	0.021	37.666	0.000
p.EV-CROI <- p.EV	0.827	0.826	0.017	48.794	0.000
p.EV-Pla <- p.EV	0.827	0.826	0.017	48.776	0.000
p.EV-SE <- p.EV	0.794	0.793	0.021	38.204	0.000
p.FDI-1 <- p.FDI	0.743	0.742	0.022	33.452	0.000
p.FDI-2 <- p.FDI	0.767	0.765	0.025	30.087	0.000
p.FDI-3 <- p.FDI	0.733	0.731	0.030	24.738	0.000
p.FDI-4 <- p.FDI	0.684	0.684	0.028	24.791	0.000
p.SMI-1 <- p.SMI	0.768	0.767	0.026	29.542	0.000
p.SMI-2 <- p.SMI	0.795	0.794	0.025	31.467	0.000
p.SMI-3 <- p.SMI	0.816	0.816	0.020	40.685	0.000
p.SMI-4 <- p.SMI	0.760	0.760	0.024	32.029	0.000

Above table depicts the outer loadings of the measurement model concerning the dimensions of the constructs. Table 15 illustrates the external loadings of food destination image, dietary intents, social media influencers, consumption value, and experiential value. It can be observed that for all indicators the p values are less than 0.005 ($p<0.005$) indicating all the indicators to be statistically significant.

Structural Model

After the evaluation of various aspects of measurement model, the present study discusses about structural model. The structural model of this study is evaluated and designed by employing PLS-SEM approach. Structural equational modelling for this study is performed with the help of Smart-PLS software. The core objective of the study at this level of analysis is to estimate the relationships between the proposed constructs of the model. Structural model includes evaluation of coefficient of determination (R^2), path coefficient (β), predictive relevance (Q^2). Bootstrapping with 9000 subsamples was performed to evaluate path estimates. Results of the above tests had been used for evaluating the proposed model. Results of the structural model are depicted in Figure 5.

Coefficient of determination (R^2)

Coefficient of determination is used to estimate the accuracy of the path model. Values of R^2 for the structural model are indicated in the below Table 16. If the coefficient of determination values are glanced, it can be seen that for, attitude towards local food the value R^2 is 0.399, i.e. it can be inferred that 39.9% of variance in attitude towards local food is explained by its predictor variables. Secondly, the value of coefficient of determination for Behavioural intentions is 0.411 (R^2=0.411). Lastly, the value of coefficient of determination for food destination image is 0.356 (R^2=0.356).

Table 16
Coefficient of determination values (R^2)

	R-square	R-square adjusted
p.ATLF	0.399	0.397
p.BI-	0.411	0.407
p.FDI	0.356	0.353

Path Coefficients(β)

Path coefficients of all the constructs under study are presented in the below Table 17 and are depicted in Figure 6 that follows. Results portray significant relationships among the constructs. There is strong relationship between Consumption value and Attitude towards local food (β= 0.212, p<0.01). Additionally, there is a relationship between attitude towards local food and behavioral intentions (β= 0.118, p<0.01).

Figure 5

Coefficient of determination (R^2) of the research model

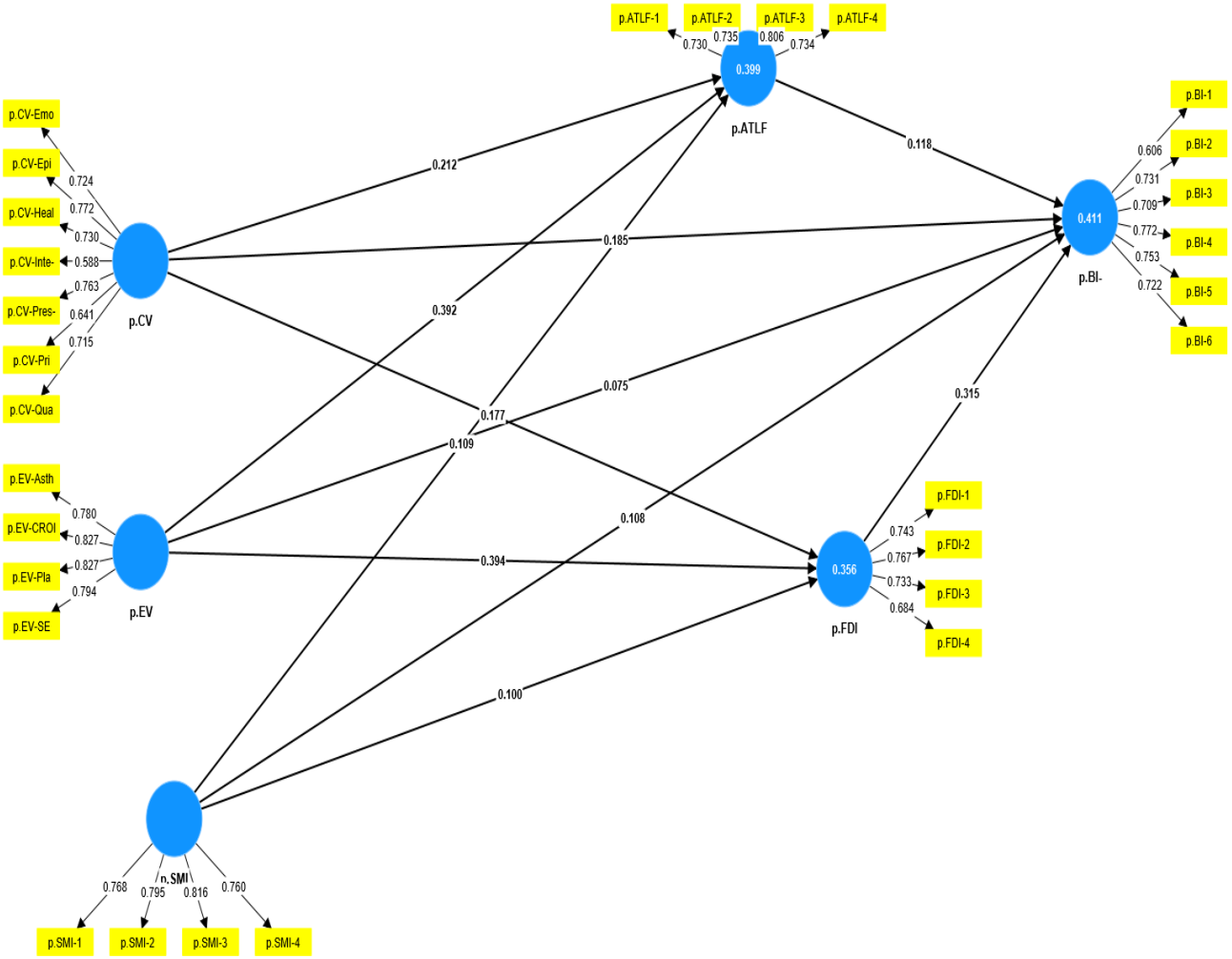


Table 17

Path Coefficients

	Path Coefficients (β)	T statistics (|O/STDEV|)	P values
p.ATLF -> p.BI	0.118	2.449	0.014
p.CV -> p.ATLF	0.212	4.155	0.000
p.CV -> p.BI-	0.185	4.136	0.000
p.CV -> p.FDI	0.177	3.463	0.001
p.EV -> p.ATLF	0.392	7.724	0.000
p.EV -> p.BI	0.075	1.258	0.008
p.EV -> p.FDI	0.394	7.457	0.000
p.FDI -> p.BI	0.315	7.242	0.000
p.SMI -> p.ATLF	0.109	2.506	0.012
p.SMI -> p.BI	0.108	2.490	0.013
p.SMI -> p.FDI	0.100	2.611	0.009

* p.ATLF- Attitude towards local food, p.CV- consumption value, p.EV- Experiential value, p.FDI- Food destination image, p.SMI – Social media influence, p.BI- Behavioral intentions.

It is interesting to note that apart from the above consecutive relationships, there is a direct relationship between consumption value and behavioral intentions (β= 0.185, p<0.01). There is a positive effect of consumption value on food destination image (β= 0.177, p<0.01), and food destination image on behavioral intentions (β= 0.315, p<0.01). The second construct evaluating consumption experience i.e. experiential value too had established noteworthy relationships with other constructs. Experiential value has a significant effect on attitude towards local food (β= 0.392, p<0.01), food destination image (β= 0.394, p<0.01). Further as mentioned above, both ATLF and FDI had a significant effect on BI. Interestingly experiential value too like consumption value have a minimal direct effect on behavioral intentions (β=

0.075, p<0.01). Third most antecedent of the research model, social media influence indicates moderate effect on attitude towards local food (β= 0.109, p<0.01), food destination image (β= 0.100, p<0.01) and the end consequent behavioral intentions (β= 0.108, p<0.01).

Effect size (f^2)

Along with coefficient of determination, effect size (f^2) was also evaluated. Effect size is the change that can occur in R^2, if the predictor variable is pulled out from the research model. This step is conducted to see the extent to which respective constructs effect the other constructs. Cohen's formula of f square is used for evaluating the effect size of the model (Cohen, 2013). This step of analysis involves observation of change in coefficient of determination with respect to inclusion and exclusion of predictor variable. In the present study's research model, effect size of all the variables under study is above zero.

Figure 6

Structural model indicating path coefficients(β)

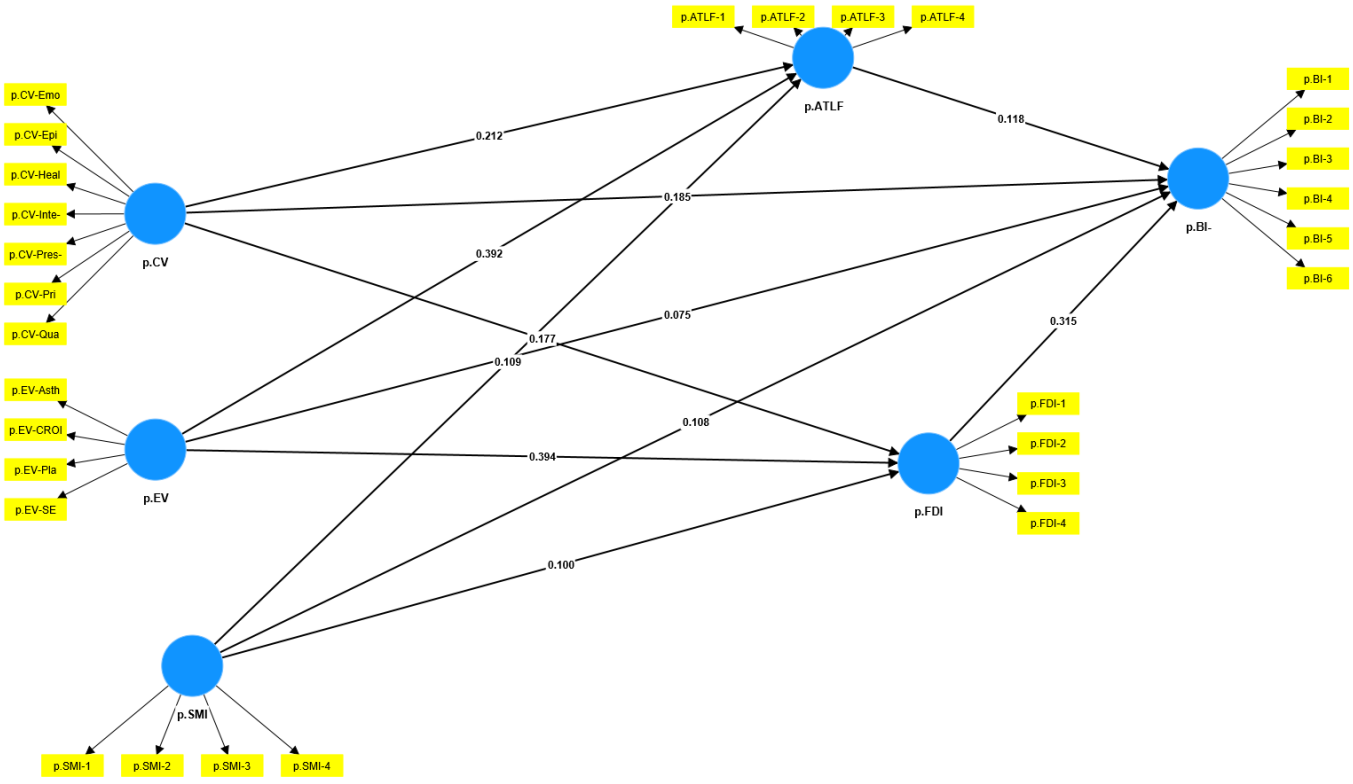


Table 18

Effect size

	p. ATLF	p.BI-	p.CV	p. EV	p.FDI	p.SMI
p. ATLF		0.214				
p.BI-						
p.CV	0.137	0.027			0.224	
p. EV	0.117	0.004			0.210	
p.FDI		0.304				
p.SMI	0.313	0.013			0.210	

* p. ATLF- Attitude towards local food, p.CV- consumption value, p.EV- Experiential value, p.FDI- Food destination image, p.SMI – Social media influence, p.BI- Behavioral intentions.

Predictive Relevance

Predictive relevance (Q^2) i.e. the model's capability of estimation is evaluated by employing the recommendations made by Henseler et al. (2015). Q^2 of all the latent variables in this study has been calculated through cross validated redundancy index. As per this approach, the value of predictive relevance needs to be greater than zero. If the value of Q^2 is greater than zero, then the structural model is considered to have predictive relevance. Post observation of the Q^2 predict values from Table 19 below, it can be known that all the values of Q^2 are greater than zero. Therefore, the model is considered to have predictive relevance.

Table 19

Predictive relevance (Q^2)

Variables under Study	Q^2predict
p. ATLF	0.390
p.BI-	0.318
p.FDI	0.346

* p. ATLF- Attitude towards local food, p.FDI- Food destination image, p.BI- Behavioral intentions.

Collinearity

Any probable occurrence of collinearity among the independent variables of the study was tested. Collinearity refers to high correlation among the independent variables. Collinearity is undesirable while studying any phenomenon as it can lead to biased results. Therefore this study had taken the help of Smart-PLS to identify if there is any collinearity among the constructs in the model (Henseler et al., 2009). As a test for identifying multi collinearity, Smart PLS has run multiple regression among the latent independent variables. Variance inflation factor (VIF) arrived through Smart-PLS indicates the presence or absence of collinearity. Table 19 showcases the results of VIF. If the value of the variance inflation are below 5 then the results can be considered as good and if the value of the variance inflation are below 10 then the results can be considered as satisfactory and with this, it can be determined whether there is a presence of collinearity in the model or not. All the values of VIF in the table below are less than 5 indicating no trace of collinearity in the model. Thus, it can be concluded that the model is unbiased, and the estimations made through the model are viable.

Table 20
Variance inflation factor

	p.ATLF	**p.BI-**	**p.CV**	**p.EV**	**p.FDI**	**p.SMI**
p.ATLF		1.742				
p.BI-						
p.CV	2.010	2.113			2.010	
p.EV	2.187	2.597			2.187	
p.FDI		1.625				
p.SMI	1.544	1.573			1.544	

* p.ATLF- Attitude towards local food, p.CV- consumption value, p.EV- Experiential value, p.FDI- Food destination image, p.SMI – Social media influence, p.BI- Behavioral intentions.

Goodness of Fit

Usually PLS-SEM works with the assumption that the model by default is having goodness of fit. This study takes various parameters advocated in the recent literature for evaluating the fitness of the model. "The goodness of the model is determined by the strength of each structural path and by R-square value for dependent variable (Briones et., al., 2018)".

"R-square value indicates the predictive capability and Q-square value indicate predictive relevance". "F-Square is the change in R-Square when an exogenous variable is removed from the model." Coming to the aspects of threshold limits, R^2 values should be equal to or greater than 0.10 in order for the variance explained of a particular endogenous construct to be deemed adequate (Falk & Miller, 1992). According to Sorted et al, (2014) R^2, Q^2, F^2 and SRMR are considered as parameters for good model fit. Q-square is predictive relevance, measures whether a model has predictive relevance or not (> 0 is good). If SRMR < 0.08 then it is considered as good model fit.

Table 21

Values indicating Goodness of Fit

Variables	Outcomes	R^2	Q^2	F^2	SRMR
Tourists' local food Consumption Value	Behavioural Intentions	0.411	0.318	0.027	0.062
Tourists' local food Experiential Value				0.004*	
Social Media Influence				0.013*	
Attitude Towards local food				0.014*	
Food Destination Image				0.0104	
Tourists' local food Consumption Value	Attitude towards local food	0.399	0.39	0.037	
Tourists' local food Experiential Value				0.157	
Social Media Influence				0.013*	
Tourists' local food Consumption Value	Food Destination Image	0.356	0.346	0.024	

Variables	Outcomes	R^2	Q^2	F^2	SRMR
Tourists' local food Experiential Value				0.11	
Social Media Influence				0.010*	

Through the support of well-established theories and statistical methods, the study has empirically validated the set of hypotheses that were formulated. All the hypotheses were set in line with the objectives of the study. Below table 22 indicates the hypothesised relationships and their respective metrics. It further indicates the acceptance or rejection of the hypothesis in line with the results of the metrics.

Table 22

Decision about the Hypothesis

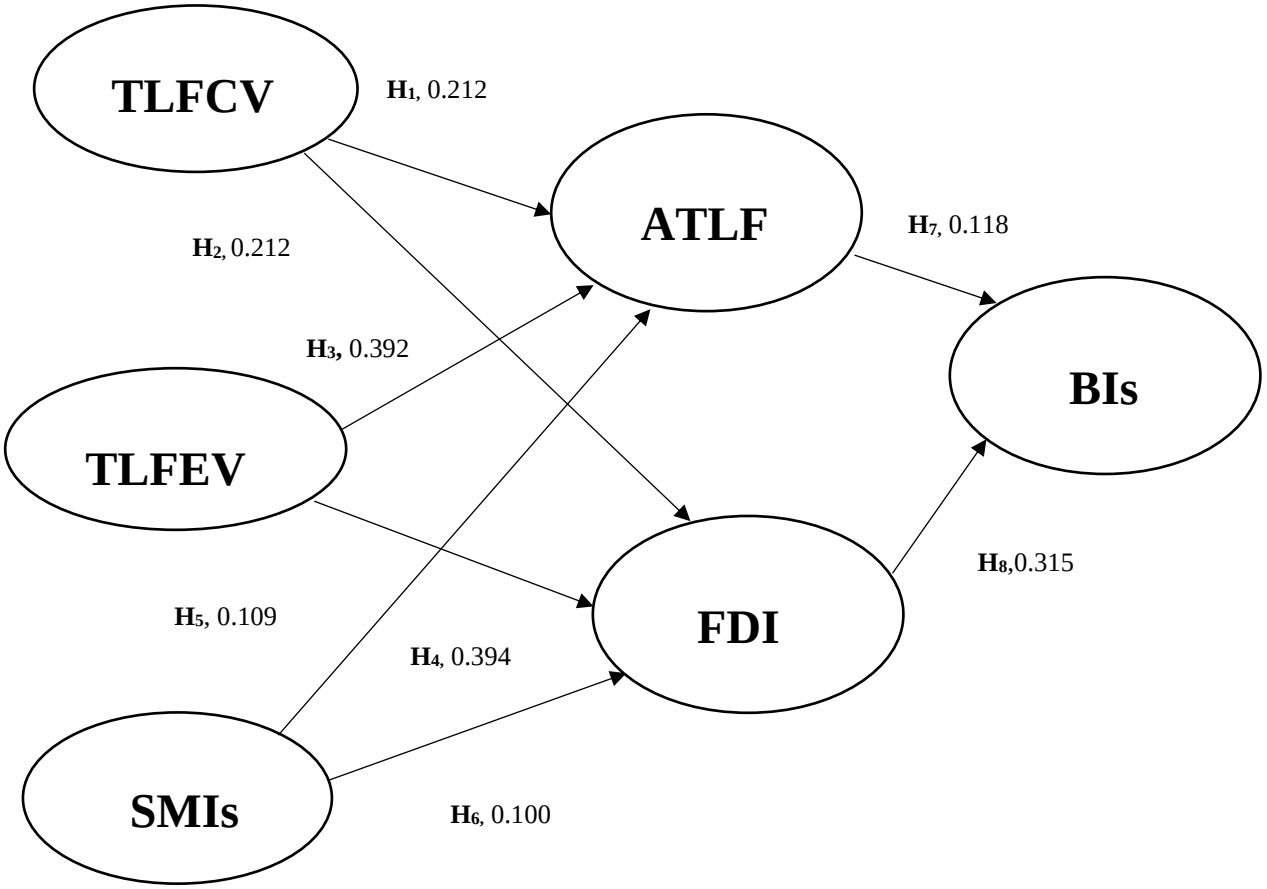
Hypothesis	Path	Beta Coefficient	T Statistic	P Value	Status
H1	TLFCV->ATLF	0.212	4.155	0.000	Accepted
H2	TLFCV-> FDI	0.177	3.463	0.001	Accepted
H3	TLFEV->ATLF	0.392	7.724	0.000	Accepted
H4	TLFEV-> FDI	0.394	7.457	0.000	Accepted
H5	SMI->ATLF	0.109	2.506	0.012	Accepted
H6	SMI-> FDI	0.100	2.611	0.009	Accepted
H7	ATLF-> BI	0.118	2.449	0.014	Accepted
H8	FDI -> BI	0.315	7.242	0.000	Accepted

Results of the study portray that the hypothesis 1 "*Tourist local food consumption value (TLFCV) positively effects Attitude towards local food (ATLF) among food tourists"* (β=0.212, $p<0.01$) is statistically significant. Hence hypothesis 1 is accepted and the result in line with

the previous researchers (Choe & Kim, 2018). Results of the study portray that the hypothesis 2 "*Tourist local food consumption value (TLFCV) has a positive relationship with Food destination image (FDI) in food tourism"* (β=0.177, p<0.01) is statistically significant. Hence hypothesis 2 is accepted. Results of the study portray that the hypothesis 3 "*Tourist local food experiential value (TLFEV) has a positive effects Attitude towards local food (ATLF) among food tourists."* (β=0.392, p<0.01) is statistically significant. Hence hypothesis 3 is accepted. Results of the study portray that the hypothesis 4 "Tourist local food experiential value (TLFEV) positively impacts Food destination image (FDI) in food tourism.*"* (β=0.394, p<0.01) is statistically significant, hence hypothesis 4 is accepted. Results of the study portray that the hypothesis 5 "*Social media influencers (SMIs) positively influences Attitude towards local food (ATLF) among food tourists."* (β=0.109, p<0.01) is statistically significant. Hence hypothesis 5 is accepted. Results of the study portray that the hypothesis 6 "*Social media influencers (SMIs) positively influences Food Destination image (FDI) among food tourists."* (β=0.100, p<0.01) is statistically significant. Hence hypothesis 6 is accepted. Results of the study portray that the hypothesis 7 "*Attitude towards local food (ATLF) has a positive impact on Behavioral intentions (BIs) for food tourists."* (β=0.118, p<0.01) is statistically significant. Hence hypothesis 7 is accepted. Results of the study portray that the hypothesis 8 "*Food destination image (FDI) has a positive relationship with Behavioral intentions (BIs) for food tourists."* (β=0.315, p<0.01) is statistically significant. Hence hypothesis 7 is accepted. Apart from this it is interesting to note that both TLFCV (Tourist local food consumption value) and TLFEV (Tourist local food experiential value exhibited a direct relationship with BI (Behavioral intention). These findings had helped to identify that both ATLF and FDI individually mediate the relationship between TLFCV and BI. Secondly ATLF and FDI individually mediated the relationship between TLFEV and BI.

Figure 7

Structural Model with Hypothesis and their β Scores.



Chapter V

Discussion

This chapter of the present study tries to shed some light on the results of the empirical work. The discussion section takes the support of the results indicated in the previous section and tries to answer the research objectives that were framed with the support of prior literature. Therefore, the results of the study will be emphasised with the support of the theories used in the study and conclusions for the findings will be drawn and reported in this chapter. Secondly, this chapter elaborates the theoretical contribution and the practical contribution made to the literature through this study, Next part of this chapter deals with conclusions made through the study including the insights and outcomes of the study. This chapter ends with the limitations of the study and thereby indicating key areas for future research.

Core intent which has motivated this study is to understand consumption experiences of food tourists while consuming local street foods and their behaviour intentions towards the destination, post their consumption experience. As per the prior discussion made in both the introduction and literature section of this study, consumption value, experiential value, FDI and ATLF are some of key aspects that are driving the food tourism and are some of the focal areas in tourism research as well as industry. Present research had highlighted that positive consumption experience at a destination can lead to positive behavioural intentions (intention to revisit and recommend). Additionally, it has asserted that FDI and ATLF play a key role in formulation of behavioural intentions towards the destination. Through the whole study, it has been emphasised that favourable or positive street food consumption promotes good behavioural intentions towards the destination. Further these behavioural intentions are driven through ATLF and FDI. Entire study was conducted in these lines, hypothesis was framed in

the same direction and data was analysed to arrive at the results. The findings of the hypothesis are discussed in below sections.

Effect of Food tourist local food consumption value on attitude towards local food

First hypothesis of the study tried to understand the effect of TLFCV on ATLF. Post analysis the results revealed TLFCV to have a positive effect on ATLF i.e. good level of consumption value perceived by food tourists helps in creation of favourable ATLF in the minds of food tourists. After analysing the results, it is observed that the dimensions like epistemic value (β= 0.772), emotional value (β=0.724), prestige value (β=0.763) and health value (β=0.730) have contributed bit more significantly to the formation of consumption value of local street food when compared to other factors. From this it can be understood that food tourist perceives local street food of India to be health. Further tourists tend to feel happy and emotional connected to the taste and flavour of the food. Food tourists also feel a sense of prestige when they travel to the tourist destination for consuming street food, and they want all their social connections to know about it. Therefore, they feel to post their pictures while consuming Indian street food in the social media. Additionally, food tourists feel that they are gaining some knowledge about the ingredients and culinary when they are consuming Indian local street food in the destination. Hypothesis 1 of the study H_1 "*Tourist local food consumption value (TLFCV) positively effects Attitude towards local food (ATLF) among food tourists"* (β=0.212, t=4.155 p<0.01) is statistically significant and the hypothesis is supported. These findings are in line with the prior studies conducted by Choe et al., (2018). These authors make noteworthy statements with the support of previous literature of food service research that food quality and its other functional aspects drive the overall food consumption experience (Quan & Wang, 2004). Present empirical study to evaluate TLFCV and its effect on ATLF with respect to Indian street food markets have come up with similar findings and had validated the same. Thus the findings of the H_1 are in same school of thought as that of Choe and Kim

(2018) and indicate that in terms of Indian street food markets too. Food tourists' consumption value of local Indian street food had significant influence on their ATLF. Moreover, when compared to prior studies, the study conducted by Choe and Kim (2018) pointed that the price value and prestige value does not play role in creating attitude towards local street food. But in our present study the price value and prestige value too had played a major role in forming ATLF and FDI. Additionally, emotional value as a dimension has explained more about the relationship between consumption value and attitude towards local street food when it comes to Indian street food markets. This finding provides strength to viewpoint of seeing food as a cultural anthropological concept and contributes to "Theory of Surprise."

Effect of tourist local food consumption value on Food destination image

Second hypothesis of the study tried to understand the effect of TLFCV on FDI. Post analysis the results revealed TLFCV to have a positive effect on FDI i.e., good level of consumption value perceived by food tourists promotes the destination as a place comprising of good local street food. Hypothesis 2 of the study H_2 "*Tourist local food consumption value (TLFCV) positively effects food destination image (FDI) among food tourists"* (β=0.177, t=3.463 $p<0.01$) is statistically significant and the hypothesis is supported. These findings are in line with the prior studies and even the latest contemporary studies conducted in recent times had portrayed similar findings thus providing sufficient support for strengthening the findings of the present study (Choe & Kim, 2018; Gupta et al., 2023; Mohammad et al., 2022). However, considering both the street food markets where the study was undertaken, the researcher findings reveal that Interaction value and Health value are aspects which needed to be taken care, even when it comes to health value the tourists are not complaining about the food, but the surroundings where it is served, the same is hampering the interaction value too, small undesignated places and unhygienic market areas are creating obstruction towards forming positive attitude towards Indian local street food and favorable FDI. Further, the respondents

of the two street food markets have given a differed view in terms of food destination image of the two destinations. Food tourists visiting Delhi feel that being the capital of the country, Delhi's food and heritage is cherished and promoted creating a great expectation and image in the minds of people adding to its food destination image. Whereas when it comes to Hyderabad, it has a potential to gain good image as a food destination and still have a long way to go. Local government with the aid of technology and social media can aid in promoting Hyderabad's food heritage and culture.

Effect of tourist local food experiential value on attitude towards local food

Third hypothesis of the study tried to understand the effect of TLFEV on ATLF. Post analysis results revealed TLFEV to have a positive effect on ATLF i.e. good level of experiential value perceived by food tourists helps in the formation of favourable attitude towards the local street food in the minds of food tourists. After analysing the results, it is observed that all the 4 dimensions had played an equal role proportionally for capturing the experiential value. Customer return on investment (CROI), for food tourists is found to be optimum and contributed to the formation of experiential value (β=0.827). India is economically viable destination for tours and travelling. Indian street food is economical, and the street vendors do not compromise on the quality of food. This has made the food tourists to like Indian street food and form positive attitude towards local street food. Rich natural locations and colourful cities create playful experiences to the food tourists. Therefore Playfulness (β=0.827) and aesthetics (β=0.780), contributed effectively in capturing and understanding food tourists' experiential value and had an effect on attitude towards local food. Hypothesis 3 of the study H_3 "*Tourist local food experiential value (TLFEV) positively effects Attitude towards local food (ATLF) among food tourists"* (β=0.392, t=7.724 $p<0.01$) is statistically significant and the hypothesis is supported. The results of these hypothesis are valuable as they had become successful in empirically proving this relationship. Prior studies

conducted by (Tsai & Wang, 2017) were unable to establish a relationship between TLFEV and ATLF. Whereas present study conducted in the context of Indian street food market was able to establish moderate to strong empirical relationship between TLFEV and ATLF. This has helped in filling long awaited gap and contributed to the literature.

Effect of tourist local food experiential value on Food destination image

The fourth hypothesis of the study tried to understand the effect of Tourist local food experiential value (TLFEV) on Food destination image (FDI). Post analysis the results revealed TLFEV to have a positive effect on FDI i.e., good level of experiential value perceived by food tourists promotes the destination as a place comprising of good local street food. Hypothesis 4 of the study H_4 "*Tourist local food experiential value (TLFEV) positively effects food destination image (FDI) among food tourists"* (β=0.394, t=7.757 $p<0.01$) is statistically significant and the hypothesis is supported. Low-cost tourism availability in India attracts many tourists, rich street food culture and warm hospitality attract many tourists. While observing the present study results, it can be understood that good economic value, quality food and service excellence can be attributed as reasons for perceived experiential value of food tourists and its positive influence on food destination image. Further the results of this study contradicts with the prior study made by (Tsai & Wang, 2017). These authors were unable to establish a relationship between TLFEV and FDI. Whereas present study conducted in the context of Indian street food market was able to establish moderate to strong empirical relationship between TLFEV and FDI. This has helped in filling long awaited gap and contributed to the literature.

Effect of Social media influencers on Attitude towards local food

As discussed in the previous chapters this study tried to include the component of social media for getting better insights about the food tourists experience. In this era of social media

tourists take their decisions based on social media reels and posts. To understand these aspects more clearly, fifth hypothesis is formulated. The fifth hypothesis of the study tried to understand the effect of Social media influencers (SMI) on Attitude towards local food (ATLF). Post analysis the results revealed Social media influencers to have a positive effect on ATLF i.e. Food vlogs and travel videos helps in the formation of favourable attitude towards the local street food in the minds of food tourists. H_5 "*Social media influencers (SMIs) positively influences Attitude towards local food (ATLF) among food tourists."* (β=0.109, t=2.506, $p<0.01$) is statistically significant. Hence hypothesis 5 is accepted. While observing the results, it can be understood that tourists believe in the information provided by social media influencers and find it credible.

Effect of Social media influencers on Food destination image

Food destination image is not formed in isolation, social media helps in the promotion of destinations and culinary. The sixth hypothesis of the study tried to understand the effect of Social media influencers (SMI) on food destination image (FDI). The researcher's attempt to test the role of Social media influence (SMI) was a notable success. Social Media influence had a considerable effect on all the other consequents thereby contributing to "Social learning Theory". Post analysis the results revealed Social media influencers to have a positive effect on Food destination image i.e. Food vlogs and travel videos helps in the formation of favourable destination image concerning food in the minds of food tourists. H_6 "*Social media influencers (SMIs) positively influences food destination image (FDI) among food tourists."* (β=0.100, t=2.611, $p<0.01$) is statistically significant. Hence hypothesis 6 is accepted. While observing the results, it can be understood that tourists believe in the information provided by social media influencers and find it credible.

Effect of Attitude towards local food on Behavioural intentions

Behavioural intentions are very crucial for sustaining tourism activity at any location. Positive behavioural intentions towards food i.e. (intention to recommend the food & intention to revisit the destination for food) is the foremost consequent for attitude towards local food. In this study attitude towards local food had a positive effect on behavioural intentions, Food tourists carrying positive attitude towards the food had resulted in favourable behavioural intentions towards the destination. H_7 "*Attitude towards local food (ATLF) has a positive impact on Behavioural intentions (BIs) for food tourists."* (β=0.118, t= 2.449 p<0.01) is statistically significant. Hence hypothesis 7 is accepted. While observing the results, it is interesting to note that along with association between ATLF and BI, there is a moderate level of direct effect of TLFCV on BI (β=0.185). Thus, apart from the acceptance of hypothesis 7, there is a presence of mediation. Where TLFCV has an effect on BI mediated through ATLF. Thus, it can be concluded that Food tourists' intention to revisit the destination for consumption of local street food and their intention to recommend the food is influenced by TLFCV through ATLF.

Effect of Food destination image on Behavioural intentions

Generating positive behavioural intentions play a pivotal role for sustaining tourism activity at any location. Positive behavioural intentions towards food i.e. (intention to recommend the food & intention to revisit the destination for food) is the foremost consequent of Food destination image. In this study, food destination image had a positive effect on behavioural intentions, Food markets having good image in terms of culinary and food had resulted in favourable behavioural intentions towards the destination. H_8 "*Food destination image (FDI) has a positive impact on Behavioural intentions (BIs) for food tourists."* (β=0.315, t= 7.242, p<0.01) is statistically significant. Hence hypothesis 8 is accepted. While observing the results, it is interesting to note that along with association between FDI and BI, there is a

moderate level of direct effect of TLFCV on BI (β=0.185). Thus, apart from the acceptance of hypothesis 8, there is a presence of mediation. Where TLFCV has an effect on BI mediated through ATLF. Thus, it can be concluded that Food tourists' intention to revisit the destination for consumption of local street food and their intention to recommend the food is influenced by TLFCV along with FDI.

Contribution of the Study

Results and findings of the present study provide valuable takeaways in terms of theoretical and practical contributions. These contributions are instrumental in aiding the current food tourism research. The managerial contribution of this study can give recommendations to help the food tourism practitioners, entrepreneurs and government in the decision-making process.

Theoretical Contribution

First and foremost, this present study explores Indian street food experiences, which is a niche area in terms of tourism literature (Okumus et al., 2018). Most of the prevalent research has been conducted from suppliers' perspectives. Constructs like motivation, satisfaction, and consumer behaviour were addressed considerably, whereas factors influencing food tourist experiences, destination Image based on food, and the involvement of the culinary culture to promote 'the location' are essential research areas warranting more attention (Ellis et al., 2018; Okumus, 2021). Functional aspects of food and culinary services were only recognised as a focal point of research in the context of restaurants by marketing research. A limited number of studies addressed food and gastronomy themes (Okumus et al., 2018). Moreover, the culinary and experiential aspects of food were mostly under-investigated. Present study explores Indian food tourist experiences, their consequent attitudes and behaviours thereby contributes to the current literature by filling these significant gaps.

Secondly, the present study had empirically tested the relationship among TLFCV, ATLF, FDI and BI. TLFCV has been strongly empirically validated as a significant variable for explaining the variance in ATLF. Hence, it can also be considered as a good predictor for food tourist's neophobia, neophilia and sensory experiences. Many studies were conducted to predict the behavioral intentions of customers at pre, and post-service based on customers attitude towards the services (Bagozzi et al., 2003; Boisvert & Ashill, 2011; Reinders et al., 2008). This study had tried to evaluate the behavioral intentions of customers during the service consumption i.e., right after when the food tourists had their food, this approach has enabled the researcher to arrive at noteworthy findings. Furthermore, the behavioral intentions in this study are evaluated through two dimensions (intention to recommend and intention to revisit the destination for consuming the local street food) for getting more specific inferences about behavioral intentions of food tourists.

Next, this study contributed to the consumption value theory by empirically testing the theory in the context of street food. Consumption value theory was used to understand food tourist's consumption experiences. The dimensions of consumption value theory were analyzed by making them tailored to street food services thereby contributing to the literature of both street food and consumption value theory. Hence this study can provide valid evidence about making small modifications to the seminal consumption value theory while applying it to niche contexts.

Secondly, this study has bought experiential value theory to evaluate consumption experiences to gain complete understanding of the street food experiences. Prior studies had evaluated the consumption experience only through consumption value theory and had arrived at limited their findings to certain aspects. Even though Tsai and Wang (2017) tried to involve experiential value in their study, their attempt was not fruitful as the relationships among constructs was insignificant, further it is important to note that they had not involved

consumption value in their study. The present study had empirically tested the relationship among TLFEV, ATLF, FDI and BI. The study is successful and the relationships among all the variables are strongly empirically validated. These results help in answering the long-awaited gap in the literature. Additionally, this study has involved consumption value theory along with experiential value theory to gain overall understanding of food tourist's consumption experiences. Hence this study can help the researchers and can act as evidence when they want to understand value-based customer experiences.

Next, the results revealed are diverse in terms of their dimensions like price value and prestige value. The study conducted by Choe and Kim (2018) pointed out that price value and prestige value do not play role in creating attitude towards local street food. But in the present study the price value and prestige value too had played major role in forming attitude towards local street food and the food destination image. These findings have provided strength to consider food as a cultural anthropological concept. These findings contribute significantly and strengthen the Theory of Surprise.

Thirdly, this study insisted that now in the digital era, the experiences are not formed without the contribution of social media. This study brings social media influence (SMI) as a variable with the support of social learning theory. The study tried to understand the impact of social media (SMI) on ATLF, FDI and BI. The study is successful and the relationships among all the variables are strongly empirically validated. These results help in contributing to the Social learning theory.

Lastly, even though not hypothesized, post analysis the results of the study portrayed that the TLFCV and BI, were mediated partially through ATLF and FDI. As per the researcher's understanding of the prevalent literature, this mediated relationship among these constructs is novel and contributes to the food tourism literature.

Managerial Contribution

The present study can deliver valuable insights while formulating marketing strategies for street food points and restaurants serving local street food in the street food markets. Perceptions and opinions of food tourists about their experiences are mirrored in this study. Hence this study can act as firsthand information to both government and food marketers to understand the ground reality of street food market. Additionally, both government and food marketers can understand the problems and the areas to be addressed that are causing hurdles in delivery of pleasant street food experiences. Present study is conducted in the context of Indian Street food markets (in two metropolitan cities, Delhi, and Hyderabad). Hence the following managerial suggestions are suggested to Tourism Ministry of India, Street food marketers, budding food entrepreneurs and street food enthusiasts in India.

Firstly, The Ministry of tourism needs to focus on promoting the local delicacies along with the tourist attractions for creating more buzz. Indian culinary attracts many tourists worldwide, the street vendors and restaurants serving local street food should receive grants and support from the government for developing the street food markets. Organizing food festivals and granting permission for operating the food market round the clock can help in attracting more food tourists and gaining popularity at global level.

Secondly, care needs to be taken by the street food vendors to maintain the same taste and quality. Reduced taste or inferior food quality will hamper their street food experience. Food tourists' patronage cannot be taken for granted and it can flip in no time. Delivery of superior food service on continuous basis is the only key to retain positive behavioral intentions towards the street food market. In addition to these fusion foods and new delicacies should be introduced in the street food markets to retain the existing food enthusiasts and attract more food tourists. However, care should be taken to retain the traditional delicacies and preserve the cultural heritage.

Thirdly, major complaint made about Indian street food is with regards to hygiene of the dish served by the street vendors. Street food vendors need to acknowledge and adhere to hygienic practices like wearing gloves, caps and restricting the entry of any foreign material into food items. Most importantly, India is a tropical hot country. Preparation and serving of street food during summers is very challenging as there is a chance of food spoilage owing to scorching heat. Food vendors and chefs operating in the open markets need to check the quality, freshness and shelf life of the ingredients before using them. Additionally, food inspectors need to be proactive and check for any malpractices or adulteration of food.

Fourthly, India is a densely populus country. Street food markets are usually crowded. It is not only because of the flocking of the tourists. Apart from that, street food markets are crowded as situated mostly at the heart of the cities. Both Delhi and Hyderabad are metropolitan cities buzzing with businesses and active workforce going to their offices. Street food markets are situated in the middle of busy areas of the city often leading to heavy traffic jams and noise. These external factors create hassle for the creation of memorable food experiences. Many food tourists who participated in the present study have complained about the lack of parking space and well-maintained small spaces for enjoying their food. Food tourists share their opinion that even though they love the street food in these food markets, they are unable to enjoy the food because of blowing horns and moving crowds. This poses as a great problem for the growth of Indian street food markets. Government should focus on planning of cites in a well-ordered manner. Restructuring the city in a smart way without disturbing the heritage of the destinations will solve these issues.

Lastly, local street food in the street food markets is vended with plates and spoons made with materials like plastic and thermos. This resulted in the creation of huge amounts of non-recyclable junk which was found littered in the food markets of Delhi and Hyderabad. This food waste is very difficult to process and leads to landfills and cloggage of water in the areas

surrounding the street food markets. If this waste is burnt down, then it leads to emission of greenhouse gases and results in air pollution and degradation of the environment. To overcome these ill effects governments, need to come up with sustainable alternatives for food vending and serving. There is a need to install effective waste management and waste processing systems in place.

Conclusion

The present study tried to understand food tourist local food consumption experiences through the lens of Consumption value and Experiential value. Further this study tried to understand the TLFCV and TLFEV, SMI's and their direct effect on ATLF and food destination image (FDI). Secondly, the impact of ATLF and FDI on behavioral intentions of the food tourists (BI) (i.e., revisit and recommend). The study had used standard valid second order multi-dimensional scales to collect the responses. The reliability and validity of the empirical model was found to be good with acceptable predictive relevance. The model of the study had evaluated the street food consumption experiences, their interrelationships with the constructs under study and the consequent effect on behavioral interactions towards the destination. The study contributed to the literature related to consumption value theory, experiential value theory, social learning theory and food tourism. Statistical findings and well-established theories support the validation and acceptance of the hypothesis under study. Results indicate that there is a strong effect of tourist local food consumption value (TLFCV), tourist local food experiential value (TLFEV) on attitude towards local food (ATLF) and food destination image (FDI). Secondly, there is a strong impact of attitude towards local food (ATLF) and food destination image (FDI) on behavioral intentions of the food tourists (BI). In addition to this the tourist's local food consumption value (TLFCV) and the Behavioral intentions (BI), were mediated partially through Attitude towards local food (ATLF) and Food

destination image (FDI). Therefore, it can be concluded that providing superior street food consumption experiences will lead to positive behavioral intentions towards the destination.

Limitations of the study

There is no denial that this study had unearthed several valuable inferences about local street food experiences, social media influence and predictors of behavioral intentions towards the destination. However present study is not free from limitations. Firstly, the study had taken only two street food markets of India. Indian street food is diverse in nature, future studies can try to include some more street food markets for their study. Methodologically, the study was conducted with a cross sectional survey approach. Future researchers can try to incorporate more stringent methods like field experiments to arrive at more authentic causal effects. The present study has followed convenience sampling, to gain more generalizable findings, future researchers can go for random sampling to validate the model if they have access to the details of tourist arrivals of that specific period. Lastly, due to the outbreak of Covid 19, there are very few responses concerning international tourists in this study. Future researchers can try to incorporate the responses of both international tourists and domestic tourists. This will enable the researchers to understand significant differences, if there are any, in the food consumption experiences of domestic tourists and international tourists.

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APPENDICES

Annexure 1

SURVEY INSTRUMENT

Study on local street food experience **R. No:**

Greetings,

I am R. Sri Sourya Sri Harsha, a Research fellow from the University of Hyderabad. This survey is taken as a part of my Ph.D. thesis to understand the experience of customers with Hyderabad's street food. This survey is conducted purely for academic purposes and does not contain any questions that are either sensitive or confidential. Data gathered through this survey will be kept confidential and used for research purposes only.

Please note that you need to have Hyderabad's street food at least once, for your response to be considered for this study.

Thank you.

PART A: DEMOGRAPHIC PROFILE

1.Age (In Years): ☐ Below 20 ☐ 20-30 ☐ 30 -40 ☐ 40- 50 ☐ Above 50

2. Gender: ☐ Male ☐ Female ☐ Prefer not to say

3. Highest Education Qualification :

☐ Matriculation ☐ Graduation ☐ Post Graduation ☐ Others

4. Income per Annum:

☐ Below ₹2,50,000 ☐ ₹2,50,001 – ₹5,00,000 ☐ ₹5,00,001-₹7,50,000

☐ ₹7,50,001 – ₹10,00,000

☐ ₹10,00,001-₹12,50,000 ☐ ₹12,50,001-₹15,00,000 ☐ Above ₹15,00,000

5. Travel Type: ☐ Solo Trip ☐ Tour with Friends ☐ Tour with family ☐ Business Trip

6. Size of Travel group: ☐ 0-2 ☐ 3-4 ☐ 5 – 6 ☐ More than 6

7. Are you an active user of social media? ☐ Yes ☐ No

8. Do you search for travel related information on social media? ☐ Yes ☐ No ☐ Sometimes

9. What are the online sources do you usually use for gathering travel related information? *

☐ Google ☐ Facebook ☐ YouTube ☐ Instagram ☐ Travel websites ☐ Twitter

10. About how often do you eat street food?

☐ Every day ☐A few times a week ☐A few times a month ☐ Less than a few times a month

11. Do you like Hyderabad's street food? ☐Yes ☐No

12. Did you have food now? ☐Yes ☐No

PART B- Consumption Experience

13. Please convey your agreement or disagreement with the below statements by **ticking one option**

Sl. No	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	I feel that the ingredients of Hyderabad Street food are of high quality					
2	I feel the quality of Hyderabad Street food to be of a high standard					
3	I feel Hyderabad Street food very tasty					
4	I feel that Hyderabad Street food is hygienic					
5	I believe Hyderabad Street food does not endanger my health					
6	I believe Hyderabad Street food is nutritious					
7	I feel the price of Hyderabad Street food to be reasonable					

Sl. No	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
8	I feel Hyderabad Street food offers value for Money					
9	I was born on February 30.					
10	Eating Hyderabad Street food makes me feel happy					
11	I believe eating Hyderabad Street food gives me pleasure					
12	I believe eating Hyderabad Street food changes my mood positively					
13	I feel to share my eating experiences with others after having Hyderabad's street food					
14	I believe eating popular Hyderabad Street food gives me higher social status					
15	I feel it is valuable to show pictures of my Hyderabad Street food experiences to others					
16	I feel eating Hyderabad Street food with my travel companion improved our friendship					
17	I feel that Hyderabad Street food gives me the opportunity to interact with people I travel with					

Sl. No	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
18	I feel that I learned new things by eating Hyderabad's street food					
19	I feel, I got to know Hyderabad culture by eating Hyderabad's street food					
20	I opinion that by eating Hyderabad Street food I learned the eating habits of Hyderabadis.					
21	I am more curious now about Hyderabad street food.					
22	I want to seek out more information about Hyderabad street food					
23	The Economic Value of Hyderabad Street food is good.					
24	Overall, I am happy with Hyderabad's Street food prices					
25	Waiting to eat Hyderabad Street food does not bother me					
26	I have great cravings for Hyderabad Street Food					
27	I have never brushed my teeth.					
28	Hyderabad's Street food fascinates me					

Sl. No	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
29	I feel relaxed while eating Hyderabad's street food					
30	Food service in Hyderabad is friendly					
31	Hyderabadi street food service is unique					
32	Hyderabad's street food providers have professional culinary skills					
33	The dining setting of the place where Hyderabad street food is served are aesthetically charming					
34	The decoration of the place where Hyderabad street food is served is very attractive.					
35	The style of the place where Hyderabad street food is served is very impressive					
36	I forget my worries by eating Hyderabad's street food					
37	I do not understand a word of English.					
38	By eating Hyderabadi street food, I feel that I am in another world					

Sl. No	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
39	I enjoy the warmth and excitement of Hyderabad's street food providers					
40	A social media influencer in tourism introduced Hyderabad street food to me					
41	I was encouraged to eat Hyderabad street food by watching photos, videos and reading texts about Hyderabadi culture posted by social media influencers in Tourism					
42	I believe Social media influencers in the field of tourism who have the experience of traveling to Hyderabad and eating Hyderabad street food					
43	Social media influencers who travel to Hyderabad are the most useful source of information about Hyderabad street food					
44	I feel good about Hyderabad street food					
45	I like Hyderabad street food					
46	Hyderabad street food can satisfy my needs					
47	In my opinion, Hyderabad street food service is adequate					

Sl. No	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
48	My dining experience in Hyderabad is consistent with my expectations.					
49	Visiting Hyderabad provides a wonderful opportunity to try the cuisine					
50	From Hyderabad street food, it can be understood that Hyderabad has a rich food culture.					
51	Hyderabad cuisine is unique.					
52	I will say positive things about Hyderabad street food to other people					
53	I will recommend Hyderabad street food to family and friends					
54	I am willing to recommend Hyderabad street food when other people ask for					
	Suggestions					
55	I would like to revisit Hyderabad to explore diverse local street foods within the next three years.					
56	I would like to travel to Hyderabad for food tourism within the next three years					

Sl. No	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
57	In the next three years. I plan to return to Hyderabad and enjoy Hyderabad's local street food.					

Annexure-2

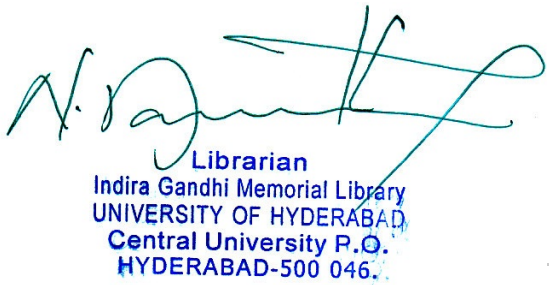
Publication

Published a paper in the Journal of Academy of Marketing Studies which is a B-category journal in the ABDC journals list.

1. Rongala, S., & Bellamkonda, R.S. (2023). Food tourists' local food consumption value and its effect on their behavioral intentions towards the destination. *Academy of Marketing Studies Journal, 27*(S5), 1-10.

FOOD TOURISTS' LOCAL STREET FOOD EXPERIENCE AND ITS EFFECT ON THEIR BEHAVIORAL INTENTIONS TOWARDS THE DESTINATION.

by RSSS SHAURYAA



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