



EXPLORE, EAT, REVISIT: DOES LOCAL FOOD CONSUMPTION VALUE INFLUENCE THE DESTINATION'S FOOD IMAGE?

Journal:	<i>British Food Journal</i>
Manuscript ID	BFJ-10-2022-0844.R2
Manuscript Type:	Research Paper
Keywords:	Local food, Gastronomy, India, Revisit Intention, Food consumption value

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Purpose- This research investigates how foreign tourists' revisit intentions are influenced by their local food consumption (LFC) value by emphasizing their attitude towards the local food and the corresponding destination food image. It will also reveal the foreign tourists' food consumption value and explore its influences on the destination's food image.

Methodology- The data collection was performed from 433 foreign tourists who visited **Delhi, India**, using a structured survey instrument and chief constructs were measured as the first-order reflective variables. The 39 items associated with the local food consumption value underwent both exploratory and confirmatory evaluations. We employed partial least square structural equation modelling (PLS-SEM). The model's discriminant and convergent validity, consistency, and overall fit were evaluated using Confirmatory Factor Analysis (CFA).

Findings- The findings revealed that "tourists' attitudes and behaviors toward the local cuisine" had a significant and positive influence on their "intention to visit/revisit" and "intention to recommend". Also, "destination food image" significantly and positively influenced the "intention of tourist to visit/revisit"; however, it negatively and insignificantly influenced the "intention of tourists to recommend".

Originality- Understanding tourists' food-linked behaviors is critical for effective market conduct. However, the interrelations between travelers' destination food image, LFC value, their perceptions of the local cuisine, and behavioral intentions are still unknown, and this will be one of the first attempts to discuss these behaviors.

Limitations- This research used five variables related to local food consumption—quality, health/nutrition, emotion, prestige, and price—that impact tourists' attitudes and behaviors toward local foods in Delhi. However, in addition to these constructs, other factors or constructs may be involved that could affect the tourists' attitudes and behaviors. Future studies might explore and include these constructs to provide a more comprehensive image of Delhi's local food consumption value.

Keywords- Local food, India, Local Food consumption value, Gastronomy, Destination Image

"Local food is the currency of tourism. It's what gives a place its unique charm and makes it memorable for the traveler." - **John T. Edge**

INTRODUCTION

Customer desire for local food has risen substantially recently, especially in developing countries like India, South Korea, and Southeast Asia (Gupta et al., 2021). Several businesses and restaurant owners have seen this prospect and have made significant investments in purchasing locally grown food to communicate with customers and enhance revenue (Badu-Baiden et al., 2022; Rousta & Jamshidi, 2019; Šedík et al., 2021). Food-related publications, television programs, and commercials reflect this local fascination with food (Zhang et al., 2020). Gastronomic tourism has become a pressing topic; hence food is increasingly a key factor stressed by studies conducted in destination management (Promsivapallop & Kannaovakun, 2019; Zhang et al., 2020). Previous studies (Choi et al., 2021) suggest that travelers' preferences for local foods at a place can significantly influence their destination choice. Thus, food destination marketers should look for every feasible way to improve visitors' local food consumption (LFC) value to encourage local cuisine (Choi et al., 2021).

LFC (Local Food Consumption) has garnered significant attention in studies related to hospitality and travel, emerging as a key factor shaping travelers' cherished experiences (Adamashvili et al., 2021; Hsu et al., 2018; Rousta & Jamshidi, 2019; Roy et al., 2021). It significantly enhances visitors' destination experiences and correlates with higher tourist satisfaction levels (Choi et al., 2021; Goolaup et al., 2018; Roy et al., 2022). The consumption of local food holds immense importance in visitors' overall visitation experience due to its unique character (Gani et al., 2023; Mak et al., 2017) and also holds implications for tourist attractions. Despite its significance, a dearth of research explores how visitors' local food consumption impacts their travel behavior (Suntikul et al., 2020). Existing literature suggests that travelers' preferences for local food consumption influence their destination choices (Rousta & Jamshidi, 2019; Suntikul et al., 2020). LFC evokes emotional, epistemological, functional, and sociological responses, motivating travelers to visit or revisit destinations and recommend them to others. Recognizing tourists' food-related behaviors is highlighted as essential for effective market strategies (Feldmann & Hamm, 2015). However, the complex interplay between travelers' perceptions of destination food image, the value they attach to LFC, their understanding of local cuisine, and their behavioral intentions remains unexplored (Gupta & Duggal, 2021; Promsivapallop &

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3 Kannaovakun, 2019). This research aims to delve into these interrelations, shedding light on the
4 intricate dynamics contributing to travelers' decision-making processes and subsequent actions.
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8 Recent studies have found that travelers are increasingly drawn to trying to find new
9 engrossment and interventions as a response to understanding the customs and gastronomic
10 ethnicity of a specific area (Balıkçioğlu Dedeoğlu et al., 2022). While examining travelers' local
11 food experiences is indeed a new concept of academic research, prior studies (Chakraborty &
12 Dash, 2022) suggest that consuming local food can impact travelers' local food consumption
13 value, which may further influence their behaviors concerning the destination's food image and
14 attitudes toward the local cuisine (Balıkçioğlu Dedeoğlu et al., 2022). Therefore, as a factual
15 representation of modern Indian culinary traditions, examining the impact of travelers' food
16 consumption value on their subsequent behavior within the context of local Indian food remains
17 critical and essential.
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26 The story of Indian local cuisine often involves blending foreign influences into distinct
27 regional flavors (Nandy, 2004). Foreign culinary traditions were introduced and uniquely adapted
28 across India. The nation's culinary diversity comes from historical openness to the unfamiliar
29 (Gupta et al., 2018; Gupta & Sajnani, 2020). For example, kebabs from Central and Western Asia
30 transformed on India's warm plains. Similar changes happened with dishes like pulao and biryani,
31 rice-based dishes often paired with meat (Nandy, 2004). Street food vending in India has become
32 traditional symbols, including Cholley Bhature, butter chicken, Rogan josh, and northern kebabs;
33 dhokla, Pav Bhaji, Goan fish curry, and Mutton Kohlapuri from the west; Momos, Sandesh, and
34 macher jhol from the east; and Dosa, Idli, and Biryani from the south (Kim & Huang, 2021).
35 Tourists' preferences drive them to explore local eateries, impacting a destination's appeal. This
36 study will explore how the significance of consuming local food influences tourists' intentions to
37 revisit.
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47 While earlier research had recognized the significance of motivations in analyzing
48 tourists' local food consumption behavior, they have focused more on a particular type of cuisine
49 or festivity (Kim & Huang, 2021; Rousta & Jamshidi, 2019). This could lead to a failure to reflect
50 the complexities and variability of food consumption in tourism, creating a vacuum in our overall
51 view of the motivations that drive tourists' local food consumption (Kim & Huang, 2021). This
52 study will explore how foreign tourists' perceptions of local foods shape their image of Delhi as a
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culinary destination and influence their future actions. By examining tourists' LFC value in the context of Delhi and assessing its impact on their attitudes, perceptions of the city's food offerings, and behavioral intentions, we can gain a deeper insight into the interplay between local foods and tourism services. Considering the above discussions, the following research questions have been considered in this research:

- a. To what extent does the local food consumption value influence travelers' destination choice, particularly in countries with distinct culinary traditions such as India?
- b. How does the image of a destination's local cuisine and gastronomic uniqueness affect travelers' behavioral intentions, including their decision to revisit or recommend the destination?
- c. What role does local food consumption play in shaping a destination's image for tourists, particularly in the context of Delhi's culinary diversity? and.
- d. What are the potential emotional, epistemological, functional, and sociological implications of LFC that motivate travelers to visit/revisit or recommend destinations to others?

This research aims to enrich the burgeoning literature on local food consumption (LFC) and its pivotal role in tourism. Specifically, it delves into the intricate interplay between travelers' preference for indigenous culinary experiences and their choice of travel destinations, particularly spotlighting countries with rich culinary traditions like India. The study meticulously unpacks how the unique gastronomic offerings of a locale, such as the multifaceted culinary diversity of Delhi, shape its image and, in turn, influence travelers' intentions to either revisit or recommend the destination to peers. Further accentuating the study's significance is its nuanced exploration of the multifaceted implications of LFC. This research unveils the deeper emotional and cognitive processes by examining the emotional, epistemological, functional, and sociological motivations underpinning tourists' decisions. It offers invaluable insights to stakeholders in the tourism and hospitality sectors. This study delivers a complete understanding of how local culinary experiences can be harnessed to bolster tourism and enhance destination branding.

LITERATURE REVIEW

The theoretical framework of the study

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3 Food tourism is a rapidly growing industry involving travellers seeking unique culinary
4 experiences worldwide (Gupta et al., 2022; Shah et al., 2021). The Indian food industry is one of
5 the most diverse and vibrant in the world, with its unique regional cuisines and traditional cooking
6 methods. Recently, food tourism has emerged as an indispensable constituent of India's tourism
7 industry, and local food consumption has become a vital aspect of this trend. India's rich tapestry
8 of culinary cultures, steeped in unique histories and traditions, represents an astounding diversity
9 (Fiore, 2016; Gani et al., 2022). Each state of the country offers its distinct gastronomical practices,
10 lending incredible variety to regional cuisine. Recently, food tourism in India has experienced a
11 notable upswing, with an influx of tourists exploring and appreciating genuine local gastronomic
12 experiences (Fiore et al., 2020; Gupta et al., 2022). This evolving trend has motivated local food
13 artisans, vendors, and eateries to uphold and amplify the authenticity and quality of their culinary
14 offerings. In India, food tourism is a powerful vehicle to bolster local food consumption and
15 stimulate support for indigenous food manufacturers (Khoshkam et al., 2022).
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26 Exploring regional cuisines and enjoying local delicacies fosters tourists' appreciation for
27 the dedication of local food artisans. This encourages them to support local food establishments,
28 creating a positive cycle of local food consumption (Gupta et al., 2021). A growing trend in health-
29 conscious and sustainable eating highlights the use of local and organic ingredients (Šedík et al.,
30 2019). This sustainability and authenticity focus also extends to food tourism, as visitors seek
31 experiences aligned with these values (Gupta & Sharma, 2023). In India, traditional culinary
32 practices using local and organic elements align with this trend and are gaining popularity,
33 safeguarding the cultural heritage of Indian gastronomy (Khoshkam et al., 2022). The rich Indian
34 culinary culture, rooted in history and tradition, holds a range of ancestral recipes. However, the
35 rise of food globalization poses a risk to these dishes (Rasool et al., 2021). Promoting food tourism
36 and supporting local eating can secure the survival of these traditional recipes in Indian cuisine
37 (Khoshkam et al., 2022).
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48 The perceived value acquired from product usage is considered consumption value (Lang
49 & Conroi, 2021). Food consumption in tourism has been subjected to the theory of consumption
50 value. According to the consumption value approach, customer buying behavior is affected by
51 various significant consumption values, including social, functional, emotional and epistemic
52 values. Consumers make selections depending on several value dimensions, including value for
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3 money, enjoyment, quality, society, and exchange (Lang & Conroi, 2021). This theory concept
4 has been frequently referred to in several research studies, effectively communicating various
5 consumer decision behaviors (Zhang et al., 2020). In various settings, this theoretical model has
6 shown good predictive validity (Williams & Soutar, 2009). The Theory of Consumer Values
7 (TCV) asserts that consumers' decisions are impacted by various purchase behavior (including
8 psychological, practical, cognitive, and societal), each of which may affect a given setting
9 differently (Khatami et al., 2021; Zhang et al., 2020).

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16 Consumers' inclusive appraisal of a product offering grounded on their evaluations of what
17 they deliver and what they end up receiving is recognized as perceived value (Chakraborty and
18 Das, 2022); it provides a pragmatic basis for competitive benefit in the marketplace (Galati et al.,
19 2023; Khoshkam et al., 2022). The core premise influencing consumption value is the perceived
20 usefulness that a product or service provides (Williams & Soutar, 2009). Extending the TCV,
21 Sweeney and Soutar (2001) created a measure of customer perception that includes
22 quality, emotional, social, and price (Kim & Huang, 2021). They also added financial value as a
23 component of dimensions of consumer perception. Visitor food consumption has also been given
24 the consumption value evaluation. Functional value is generally the prime motivator affecting
25 customer decisions (Williams & Soutar, 2009). Nevertheless, the investigations on local food (Kim
26 & Huang, 2021) have also used economic value, service quality, or other distinct practical (like
27 health function) or functional features to describe functional value. Since they affect both the
28 probability of going and feeling satisfied (by attempting something new, resting, enjoying oneself,
29 etc.) (Galati et al., 2021), psychological advantages might be crucial when assessing a location's
30 perceived worth (Sweeney & Soutar, 2001). Lastly, every service or product may have a social
31 value (Choe & Kim, 2018; Galati et al., 2023), and people who are motivated by social values
32 select goods that represent the social standing they want to portray or any other image that
33 corresponds to the values of their peers or associates (Kim et al., 2020). As per Williams and Soutar
34 (2009), personal status or acknowledgement of tourism experience might be linked to social value
35 in the tourism sector.

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42 However, Choe and Kim (2018) propose that social value is also related to interpersonal
43 relations and an individual's status or recognition. Researchers have emphasized the significance
44 of interactions or "mutual support" in culinary tourism (Chang et al., 2022). According to Williams
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3 and Soutar (2009), social connections between food producers and customers (tourists) are a
4 significant component of celebrations that are focused on gastronomy. Gastronomic tourism might
5 employ TCV since it acknowledges the multifaceted composition of customer perceived value
6 (Hussain et al., 2023). TCV could assist in resolving issues with consumer value frameworks based
7 on just one element in the tourism and hospitality sectors (Gupta & Duggal, 2021). According to
8 studies (Lin et al., 2022), a multifaceted understanding of customer value can anticipate
9 consumers' intentions more accurately than one-dimensional strategies. The discovered value
10 dimensions must be examined and operationalized to uncover the essential links describing
11 visitors' decisions and behaviors (Kim & Choe, 2019).
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19 **Hypothesis formulation**

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22 To foster favourable and positive perceptions, the quality of visitors' meal experiences,
23 particularly regarding food flavour, cuisine's perceptual features, and food premises,
24 are significant (Badu-Baiden et al., 2022). According to Balıkcıoğlu Dedeoğlu et al. (2022) and
25 Sweeney and Soutar (2001), the significance of quality is critical for long-term accomplishment
26 and the sole factor influencing consumers' attitudes. If the quality or taste of the products/services
27 offered at a tourist destination is reasonable and per the tourists' preferences, it leads to positive
28 tourist behaviors and return intentions (Badu-Baiden et al., 2022). Considering this, we propose:
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35 ***H1: Quality value positively influences tourists' attitudes and behaviors about local foods***

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38 Besides taste and quality value, nutrition and balanced food are significant concerns for travelers
39 (Hussain et al., 2023). The significance of the health benefits in tourist food intake has been
40 recognized in prior research (Badu-Baiden et al., 2022). According to Chang et al. (2022),
41 providing tourists with balanced and nutritious meals that care about their health and nutritional
42 benefits is critical. Guests must be protected from health problems, especially those linked to
43 sanitation and food hygiene, to help create a pleasant meal experience at a tourist place (Choe &
44 Kim, 2018). According to Kim et al. (2009), tourists also worry about the importance of the meal
45 for their well-being while traveling to their destinations. Therefore, we consider the following:
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52 ***H2: Nutrition value positively influences tourists' attitudes and behaviors about local foods***

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3 As (Ha & Jang, 2010) described, emotional value is the subjective sensation from a customer
4 experience that triggers emotional states or sentiments. Visitors' assessments of tourist experience
5 and hospitality are also influenced by emotional value (Kim & Choe, 2019). Individuals attach a
6 more significant emotional value to an item or service that gives them more satisfaction (Ha &
7 Jang, 2010). Literature suggests that when consumers perceive 'pleasure' through the consumption
8 of an item or service, their interaction contributes hedonistic value to the overall bundle of the
9 product/service; this condition could consequently impact their attitudes (Kim & Choe, 2019).
10 Thus, patrons who identify themselves as gaining emotional value (e.g., exhilaration, enjoyment,
11 relaxation, or satisfaction) after consuming local cuisine are contented and excited to return to an
12 ethnic food joint, according to Khanna et al. (2022). Hence, we propose:

21 ***H3: Emotional value positively influences tourists' attitudes and behaviors about local foods***

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24 Prestige value is also crucial in hospitality and travel (Lang & Conroi, 2021). When the usefulness
25 of a service or a product is connected with one or more clusters of people, prestige value is created
26 (Bianchi, 2017). Travelers who "have been around" and "have consumed different foods"
27 generally have a high cultural value (Kim et al., 2009). Prestige value influences travelers'
28 attitudes and beliefs as it helps them strengthen their acceptance and identity (Lin et al., 2020); the
29 fundamental idea is that the perspectives and behaviors of tourists are influenced by a perception
30 of esteem and social value (Gurbaskan, 2019). Consequently, these encounters in foreign nations
31 are unique, and since they generate a heightened sense of adventure, they may augment tourists'
32 status in society. Thus, we hypothesize:

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40 ***H4: Prestige value positively influences tourists' attitudes and behaviors about local foods***

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43 Price is also an additional significant functionality aspect. Vargas et al. (2021) demonstrate that
44 customers primarily assess quality and price while buying goods and services (Goncalves et al.,
45 2016). According to Lai (2019), value-conscious consumers who think Hong Kong tea cafés
46 provide an excellent price-to-value balance acquire favourable opinions towards the local dishes
47 served at these eateries and are frequently satisfied with the services. Consumers with generally
48 positive views towards products are willing to pay higher costs to preserve their benefits (Lang &
49 Conroi, 2021). Choe and Kim (2018) analyzed the responses among the most prominent food
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critics. They discovered that tourists who see good value for their money have a positive attitude towards local cuisine because the pricing is more affordable. Thus, we propose:

H5: Price value positively influences tourists' attitudes and behaviors about local foods

How LFC value influences tourists' attitudes and behavioral intentions

Positive behavioral intentions are frequently linked to tourists' positive attitudes regarding food products and services (Bianchi, 2017; Seo et al., 2017). Additionally, positive attitudes of tourists affect their willingness to choose or return to a place, suggest Huang and Hsu (2009). The two major behavioral intentions of travelers are to recommend a local cuisine and to travel to a destination for local food consumption (Bianchi, 2017; Hsu et al., 2018; Kim & Choe, 2018). A study suggests that tourists with a more favourable opinion regarding Malaysian cuisine would be more content with their tourism encounters and more likely to promote and revisit Malaysia (Seo et al., 2017). Thus, we further propose,

H6: Tourists' attitudes and behaviours about the local cuisine have a positive impact on their decision to visit/revisit there for culinary tourism

Individuals are more likely to adopt a specific type of behavior under the following situations: (a) when they assume the behavior and attitude will result in a particular outcome that is beneficial to them; (b) when they possess the essential resources, competencies, and potentials for doing so; and (c) when the behavior and attitude are significant to other individuals who will appreciate and endorse it (Bianchi, 2017). Since perceptions toward a commodity and behavioral intentions are two common and significant constructs, managers and marketing researchers have commonly utilized them in the tourism food industry, as research focusing on customer behavior demonstrates the same (Bianchi, 2017). In a similar line, research specifies that consumers' positive feelings concerning a specific dish may motivate them to buy the food in consideration and suggest it to others, as per Choe and Kim (2018). Thus, we postulate the following:

H7: Tourists' attitudes and behaviors about the local cuisine have a favorable influence on how likely they are to recommend it to others.

According to food tourism researchers (Cohen & Avieli, 2004; Mak et al., 2012), using the local dishes as a suitable tool can help build and enhance a destination's image. It's also a convincing

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3 component of how tourists behave before, during, and after their journey (Quan & Wang, 2004).
4 A distinctive regional cuisine speciality can be exploited as a doorway to entice guests and involve
5 them in the location's history (Okumus, 2021), cultures (Mak et al., 2012), distinctiveness (Lin et
6 al., 2011), and customs (Seo et al., 2017). Destination managers have worked to incorporate the
7 regional dishes to try and replicate their location's image after recognizing the ability of the local
8 gastronomy to increase tourists' perceived destination satisfaction (Kim et al., 2015) and
9 favourably influence their motivations to return (Seo et al., 2017). However, it is still essential to
10 look into the elements influencing how visitors feel about foods prepared or provided domestically
11 (Bianchi, 2017). Visitors perceive Delhi as a culinary attraction and highly regard the local cuisine
12 in this city. These attributes may substantially impact how they perceive Delhi's overall cuisine
13 experience favourably. An image is altered by a stimulus linked to a service or product, suggests
14 Phau et al. (2014). Gupta and Duggal (2021) note that visitors who give local food high grades
15 also think favourably of the place and exhibit overall happiness with their trip. Destination food
16 images assessed by visitors' attitudes and experiences of local cuisine must be extensively
17 researched as a critical element of a location (Seo et al., 2017). Thus, we propose:

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30 ***H8: Tourist attitudes and behaviors toward local cuisine have a positive impact on the***
31 ***destination food image***
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34 Local cuisines are crucial in improving and reviving the destination's reputation and image,
35 reinforcing guests' intentions to return, and promoting positive word-of-mouth and comprehensive
36 contentment (Gupta et al., 2018). (Kim et al., 2015). According to earlier studies (Rasool et al.,
37 2021), visitors' conceptual and perceptual evaluations of an entity's characteristics and appraisals
38 involving their emotional responses and attitudes toward a specific object influence their
39 destination's image. Additionally, they support the idea that a product's emotional value is
40 influenced by its cognitive component, increasing the tourist's attitude toward the place. As a
41 result, it was further discovered that tourists cognitively use memorable location involvement and
42 participation to reinvigorate their desire to visit in the future and to memorialize their trip, with
43 local cuisine experiences constituting an integral part of these valued experiences (Rasool et al.,
44 2021). Thus, we postulate:

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54 ***H9: The destination's food image amongst the tourists has a positive impact on their intention***
55 ***to visit/revisit***
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Cuisine or gastronomy significantly impacts a tourist's inclusive location perceptions; however, few studies (Lin, 2006; Gupta et al., 2018; Rasool et al., 2021) have discussed local culinary features from a traveler's perspective. Some research used multi-trait analysis to examine tourists' perceptions of cuisine (Choe & Kim, 2018). A destination's image also impacts tourism-related behavior via repetition, optimistic attitude, and behavioral change (Phau et al., 2014). Kim et al. (2014) suggest that visitors' favourable perception of a destination's food is linked to their willingness to recommend and revisit. According to these studies, the local cuisine image is a multi-parameter extravaganza that includes travelers' meal experiences and perceptions regarding food qualities. Therefore, it can be hypothesized:

H10: The destination's food image amongst the tourists positively impacts their intention to recommend the place.

METHODOLOGY

Study Instrument

The study tool employed in this work was derived from previous research on the consumption value of local foods (Choe & Kim, 2018; Hsu et al., 2018; Rousta & Jamshidi, 2019). There were three parts to it. The first segment focused on the participants' social demographic characteristics, which included their nationality, age, sex, levels of education, profession, period of stay, the reason for travel, type of local restaurant visited, and the number of visits to Delhi. In the second segment, statements on a seven-point Likert scale were used to gauge visitors' attitudes toward the local cuisine. The study performed by Rousta and Jamshidi (2019), along with Hsu et al. (2018), served as the basis for the measuring items (25), that were utilized for this part. The third section, which also used a seven-point Likert scale, asked visitors about their attitudes towards the local cuisine in Delhi, whether they planned to revisit the place again to eat there in the future, and whether they would recommend the local foods to their friends and acquaintances (Hsu et al., 2018) through fourteen measurement items. There were two filter questions in the survey tool at the start of the questionnaire. The first question asked the participants if they had consumed any local dishes in Delhi, and the second asked whether they had stayed in Delhi for at least two nights. Before collecting the data, ethical clearance was taken by the principal author from their institution, who also provided respondents with the written consent forms.

Study Participants and Sampling Universe

Given the numerous well-known and recognized restaurants and establishments selling delicacies that define Delhi's unique cuisine, Delhi was the proper choice for the data collection. Due to its Historical Monuments, Landmarks, and Galleries, Delhi is also the hub of all international tourism activity in India and serves as a must-visit location for visitors abroad. Data for this research was obtained at prominent restaurants and dining establishments serving authentic local cuisine. This comprises upscale restaurants (in 5-star hotels), renowned local street food joints, and essential food marketplaces in Delhi's surrounding neighbourhoods (Gurugram, Ghaziabad, Noida, and Faridabad). Based on the typical customer traffic, restaurants and eateries were chosen. At two well-known restaurants in Old Delhi, a random selection of 40 foreign tourists underwent a nine-day pilot survey of the questionnaire. Minor changes have been made to the instrument (including two more measurement items related to tourists' intention to recommend) to maximize accuracy and precision. Only foreign visitors who were accessible and eager to contribute to the study were considered by employing the convenience sampling approach. While convenience sampling has confines, such as probable sampling bias and inadequate generalizability, it can still be a valid approach depending on the research goals, available resources, and constraints (Gupta et al., 2018). In this study, convenience sampling was justified based on the accessibility of foreign tourists, time and cost efficiency, representation of the target population, and the utilization of a high-response data collection method i.e., the Location Intercept technique. Only visitors over 18 years old, were "Foreign nationals" and had consumed and tasted local cuisine during their trip to Delhi were questioned on-site using the Location Intercept approach because it delivers the maximum response rates (Khoshkam et al., 2022).

To remove the self-selection biases that could have resulted from the utilization of convenience sampling for data gathering, the multiple-imputation approach was used (by correcting and substituting the missing data with logical estimations chosen from the information obtained) (Keeble et al., 2015). It took us over ten weeks (from May to July 2022) to gather all of the information from 503 out of 850 respondents, with a response rate of around 59.17%. To analyze the data, SPSS Software version 25 was used. Afterwards, twelve surveys were eliminated using outlier detection employing Z-scores. In the end, skewness results were computed for 39 measurement research items, with values ranging from -0.781 to -0.411 and an absolute value of

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3 1. Scores for kurtosis ranged from -0.531 to 1.168, with an absolute value of 3. Additionally, no
4 evidence of a data breach was discovered when the multivariate normality of data was studied. A
5 total of 433 responses were included in the research after the non-consumers of local dishes (n=53)
6 and the surveys with missing data or inconsistencies (n=17) were eliminated.
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10 **RESULTS AND DISCUSSION**

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13 A detailed analysis of the questionnaires revealed that most foreign travelers were males (54.50%),
14 primarily in their middle age brackets between 25 to 44 years combined (69.04%). Most
15 respondents had either a graduate degree (41.33%) or a post-graduation (35.56%), indicating that
16 most were well-educated. Most individuals were salaried (53.34%) and self-employed (23.78%).
17 Most of the foreign tourists to India came for leisure/holiday (63.43%), VFR (17.09%), and
18 business (8.77%). Furthermore, 63.43% of the foreign visitors said it was their first chance to visit
19 Delhi. The majority of respondents were discovered to be from Asia (55.19%), followed by Europe
20 (14.08%), North America (12.93%), Africa/Oceania (6.69% for both), and South America
21 (4.38%), in terms of their country of origin. According to the findings, most visitors had annual
22 incomes between US\$25,001 to 45,000 (38.33%) and US\$45,001 to 65,000 (35.10%). With
23 regards to the food vending sites, the majority of the tourists were found to be patronizing the
24 Quick Service restaurants (31.40%), followed by street food joints (27.94%), restaurants in five-
25 star hotels (21.01%), standalone theme restaurants (14.78%) and other category food joints
26 (4.84%). Table 1 lists the socio-demographic characteristics of each traveler.
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38 **[Insert: Table I: Socio-demographic profiles of foreign tourists who consumed local foods**

39 **(N=433)]**

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42 The consistency and validity of data were evaluated using Cronbach's Alpha (α) scores, which
43 were found to range from 0.812 to 0.923 (Nunally & Bernstein, 1978) (Above the 0.7 basic
44 requirements). It was discovered that the Kaiser-Meyer-Olkin (KMO) sample adequacy
45 values ranged between 0.790 and 0.943, much higher than the advised 0.60. Bartlett's Sphericity
46 Test results were also discovered to be significant statistically. This demonstrates the
47 dependability, validity, and sufficiency of the collected data. All 39 study observed variables were
48 subjected to exploratory and confirmatory assessment to investigate each factor component
49 thoroughly. Promax and Maximum Likelihood rotations were used to gather the information. All
50 five measurement items were sustained by the construct "Quality value," which produced an
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Eigenvalue of 2.721 and a variance explained of 53.43 per cent. The “Nutrition/Health value” construct’s Eigenvalue was revealed as 2.232 with a variance explained of 61.39 per cent. Three of the five observed factors for this construct were preserved during analysis. Four of the initial five observed variables were retained due to the low loading values of one item for the component “Emotional Value,” which showed a variance explained of 69.38 per cent and an Eigenvalue of 4.109. A 59.99 per cent variance was presented, with an Eigenvalue of 3.765, and all four observed variables from the “Prestige value” construct were retained. With an Eigenvalue of 3.091 and 62.32% of the variance explained, the “Price value” construct also kept all five measurement items. According to the results, the “Tourists' attitude and behavior toward local foods” construct maintained four of the five measurement items, an Eigenvalue of 3.013, and a variance explained of 60.91%. With Eigenvalues of 3.009 and 2.963 and variance explained of 65.90% and 53.31%, respectively, the constructs "Intention to recommend the food tourism destination" and "Intention to visit/revisit the food tourism destination" were found to sustain all of their respective measurement items. Lastly, with an Eigenvalue of 3.623 and variance explained of 67.10%, the construct of "Influence on destination food image" was found to sustain four of the five measurement items (presented in Table II).

[Insert Table II: Results of Eigenvalues, factor Analysis, AVE]

Confirmatory Factor Analysis (CFA) was conducted to evaluate the measurement model's discriminant and convergent validity, consistency, and overall fit. The analysis yielded promising results, indicating a strong alignment between the hypothesized model and the observed data. The goodness-of-fit indices demonstrated a favourable overall fit, surpassing the required threshold. The chi-square value ($\chi^2=965.882$, $df=425$, $p<0.001$) indicated statistical significance, but when considering the chi-square ratio ($\chi^2/df=2.578$), the model achieved an acceptable fit. The Comparative Fit Index (CFI=0.912) and Incremental Fit Index (IFI=0.921) indicated a satisfactory fit between the hypothesized model and the observed data. Additionally, the Root Mean Square Error of Approximation (RMSEA=0.092) fell within an acceptable range, further confirming the model's goodness of fit. Reliability analysis indicated strong internal consistency, with Composite Reliability (CR) exceeding the minimum threshold of 0.70. The CR values ranged from 0.854 to 0.939, suggesting reliable measurement of the constructs within the model.

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Convergent validity was assessed through the Average Variance Extracted (AVE), which determines the proportion of variance captured by the latent constructs. The AVE values exceeded the required threshold of 0.50, indicating satisfactory convergent validity and supporting the notion that the constructs were effectively measured. Examining the AVE scores and squared correlations (r-squared) is recommended to evaluate the discriminant validity of the data. According to Hair et al. (2014), the constructs possess discriminant validity if the AVE scores exceed the squared correlation values. In this study, the AVE scores were higher than the squared correlation values, confirming the discriminant validity of the measurement model (See Table III for detailed results). These findings demonstrate the robustness and adequacy of the measurement model in capturing the underlying constructs related to tourists' local food consumption in Delhi. The results provide confidence in the measurement model's reliability, convergent validity, and discriminant validity, laying a solid foundation for further analyses and interpretations in the study.

[Insert Table III. Results of Mean, Standard deviation, Squared Correlations, AVE, CFI, and Composite reliability]

Additionally, the HTMT (Heterotrait Monotrait) ratio has recently been recognized as a preferable measure concerning discriminant validity assessment, as per Rasoolimanesh et al. (2017). Compared to the average correlations among variables within a construct, this analysis examines the correlation value among variables across constructs (Henseler et al., 2015). The HTMT ratio for the constructs used in this investigation is all less than 0.85 (the restrictive requirements), which suggests discriminant validity is confirmed, following Henseler et al. (2015) 's recommendation (Presented in Table IV).

[Insert Table IV: Heterotrait-Monotrait ratios for the constructs]

Hypothesis testing and SEM (Structural Equation Modelling)

The findings of the testing hypotheses confirmed and supported eight of the ten hypotheses (The model framework showing relationships among the hypotheses is presented in Figure I). The parameters were above the required threshold and were deemed to be significant statistically, based on the statistics used to test the structural model's goodness of fit ($X^2=1342.093$, $df = 452$, $X^2/df = 2.314$, TLI 0.86, CFI = 0.916, NFI = 0.749, GFI 0.93, RMSEA = 0.089) (Hair et al., 2017). The standardized estimations were revealed to be ($\beta= 0.644$, $p <.001$), ($\beta= 0.843$, $p <.001$), and ($\beta =$

0.761, $p < .001$) for the associations between quality, nutrition/health, & emotional value and "Attitude and behaviors towards local foods", respectively. These findings imply strong significant, and favourable relations between these constructs. This supports our hypotheses 1, 2, and 3. This finding was supported by additional research (Kim & Eves, 2012), which revealed that visitors who thought Indian food had a good taste/quality worth were more inclined to form a favourable opinion of the local dishes in Delhi. According to Yüksel and Yüksel's investigations in 2008, the quality of food has been significantly related to visitors' favourable assessments of their travel destination's cuisine.

[Insert Figure I: Model framework showing the relationships between construct and hypothesis proposed]

Our observations concurred with those about nutrition and health value, which indicated that visitors' overall assessment of local foods was influenced by health/nutrition value (Kim & Eves, 2012). According to Seo et al. (2017), travelers' attitudes towards or preferences for Korean food were substantially influenced by the healthy perception of Korean cuisine. Similarly, the results regarding the emotional value have also been consistent with earlier research that showed tourists spend money on goods, facilities, and experiences (like dining services) that could arouse emotions such as exuberance, joy, and romantic inclinations, which are positive and metaphorically stimulating. As a tourist attraction, the emotional value of the cuisines offered in Delhi must be particularly emphasized since the emotional value may considerably alter the visitors' perception of Persian food.

Our findings revealed an insignificant negative relationship ($\beta = -0.078$, $p < .001$) between the prestige value and "Attitude and behaviors towards local foods"; thus, hypothesis 4 is not supported. Astonishingly, this was a contrary finding to the earlier research, which revealed that prestige value is also positively associated with the attitude and behaviors of tourists towards the local foods as the visitors who shared memories of local foods with acquaintances felt prouder or dignified since they had "been there" and "eaten the strange dish (Choe & Kim, 2018)." This surprising finding might be due to the reason that various tourism items might be linked to variable levels of prestige value based on visitors' cultural backgrounds (Chang et al., 2022), and the ethnic background of the majority of visitors might not be linked or aligned with the varieties of local foods on offer in Delhi.

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3 Further to our findings, price value revealed a strong positive association ($\beta = 0.736$, p
4 $<.001$) with "Attitude and behaviors towards local foods," supporting hypothesis 5. This finding
5 indicated that visitors in Delhi had a favorable opinion of the local dishes when they thought Indian
6 food was reasonably priced. This finding was consistent with the results of most other
7 investigations (Gupta & Sharma, 2023; Shah et al., 2020); travelers who prioritized financial gain
8 were more likely to view foods or establishments favorably. However, it's possible that this study's
9 respondents thought Delhi's local food costs were reasonably priced and affordable.

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16 Our findings revealed that "tourists' attitudes and behaviors toward the local cuisine" had
17 a significant and positive influence on their "intention to visit/revisit" ($\beta = 0.421$, $p <0.001$) and
18 "intention to recommend" ($\beta = 0.738$, $p <0.001$) the destination for food tourism, thus supporting
19 our hypotheses 6 and 7. This result was contrary to the findings of Jamshidi and Roustia (2019),
20 who revealed that the visitors to Shiraz who had a positive view of the local dishes did not always
21 intend to recommend the same to others. However, our results related to the significant influence
22 of tourist's attitude and behaviours on the intention to visit/revisit the destination is in line with
23 the findings of earlier studies (Promsivapallop & Kannaovakun, 2019) which stated that favourable
24 behavioral intentions have often been associated to favourable perceptions towards foods in the
25 setting of consumption of food, which increases the intention to visit/revisit the destination.

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34 This research also showed that 'tourist's attitudes and behaviour towards local foods'
35 positively influenced 'destination food image' ($\beta=0.0.343$, $p<0.001$), validating hypothesis 8. This
36 result was significant because the majority of previous investigations were concentrated on how
37 the image of a tourist destination affected visitors' attitudes regarding tourism products or
38 destination preferences; however, this research concentrated on how tourism products and services
39 boosted visitors' image regarding a destination (Kim et al., 2015). Food experiences are vital to
40 visitors (Balıkçioğlu Dedeoğlu et al., 2022); accordingly, the food image of the destination is
41 significant (Hsu et al., 2018). With regards to our findings for hypothesis 9 and hypothesis 10, it
42 was revealed that the "destination food image" significantly and positively influenced the
43 "intention of tourist to visit/revisit" ($\beta=0.0.823$, $p<0.001$); however, negatively and insignificantly
44 influenced the "intention of tourists to recommend" the food tourism destination ($\beta=-0.0.085$,
45 $p<0.001$). Thus, hypothesis 9 was supported, and hypothesis 10 was rejected. These were
46 contradictory findings to the study results of Jamshidi and Roustia (2019), who revealed the
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opposite (destination food image's positive and significant influence on tourist's recommendation intention but insignificantly negative influence on their visit/revisit intentions in Iran). According to the investigations by Promsivapallop & Kannaovakun (2019), tourists' behaviors and attitudes toward visiting/revisiting a food tourism destination are influenced by the positive destination food image. However, the study by Hussain et al. (2023) confirms that a positive destination food image does not guarantee a significant influence on tourists' recommendation intentions. Even though tourists have a positive image of a tourist destination, they don't need to recommend it to their peers and friends (Gupta & Duggal, 2021).

The scores of R^2 (total variance explained) were also assessed to ascertain the individual construct's explanatory power. The emotional value construct's R^2 value was discovered to be comparatively high ($R^2 = 0.892$). However, "influence on destination brand image" was revealed to have the highest R^2 value ($R^2 = 0.903$) out of all the variables in the structural equation model. The model's additional factors, such as quality value ($R^2 = 0.689$), nutrition/health value ($R^2 = 0.723$), prestige value ($R^2 = 0.701$), price value ($R^2 = 0.881$), and tourists' attitudes & behaviors toward local foods ($R^2 = 0.659$), intention to recommend ($R^2 = 0.756$), and intention to visit/revisit ($R^2 = 0.698$), are all listed in Table V. In accordance with the findings, the factor "emotional value" had the highest impact on tourists' intentions to visit or revisit ($\beta = 0.865$). Additionally, it was found that the nutrition/health value also significantly affected tourists' intentions to visit/revisit ($\beta = 0.801$) the food tourism destination. The measurement model and SEM results are presented in Figure II.

[Insert Table V. Results of Hypotheses testing and Structural Equation modeling (SEM)]

[Insert Figure II: Measurement model and Structural equation modelling results]

Finally, indirect influence analysis was conducted to determine the influence of model parameters on mediation. All food consumption constructs except prestige value were found to indirectly affect tourists' intentions to recommend and visit/revisit a food tourism destination. Emotional value was revealed to have the strongest indirect effect on tourists' intentions to recommend ($\beta = 0.467$; $p < 0.05$) and visit/revisit ($\beta = 0.631$; $p < 0.05$). Similarly, the price value also had a substantial and strong indirect effect on tourists' intentions to recommend ($\beta = 0.431$; $p < 0.05$) and visit/revisit ($\beta = 0.578$; $p < 0.05$). The indirect effects of tourists' intention to recommend ($\beta = 0.012$; $p < 0.01$) and intention to visit/revisit ($\beta = 0.037$; $p < 0.01$) on their attitudes and behaviors toward

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3 local foods were found to be insignificant. Furthermore, it was discovered that the influence of
4 destination food image had a significant indirect effect on tourists' attitudes and behaviors toward
5 local foods ($\beta = 0.231$; $p < 0.01$). In addition, it was determined that none of the food consumption
6 value constructs significantly impact the destination food image. The evaluation of independent
7 impacts is reported in Table VI.
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12 **[Insert Table VI. Results of indirect impact assessment amongst the variables]**
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14 CONCLUSION

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17 This research investigated factors influencing tourists' attitudes and behaviors towards local foods
18 in Delhi and their subsequent impact on intentions to revisit and recommend the destination. The
19 study confirms that quality, nutrition/health, and emotional value have significant and positive
20 associations with attitudes and behaviors towards local foods, aligning with previous research
21 (Jamshidi & Rousta, 2019). Unexpectedly, our findings indicate no positive relationship between
22 prestige value and local food attitudes, diverging from prior studies. This might be attributed to
23 differing cultural backgrounds affecting tourists' perceptions of food consumption in Delhi. A
24 positive relationship between the perceived price value of Indian food and favourable attitudes was
25 also observed. The data further reveals that tourists' positive attitudes towards local foods
26 influence both their intention to revisit and recommend a destination, albeit our findings on
27 recommendation intention contradicted those of some earlier studies (Jamshidi & Rousta, 2019;
28 Promsivapallop & Kannaovakun, 2019). Moreover, this study highlights the role of 'destination
29 food image' in shaping tourists' behaviors, indicating its potential to enhance revisit and
30 recommendation intentions. The analysis of R^2 scores underpins the significant explanatory power
31 of emotional value and destination brand image. The indirect influence analysis reveals emotional
32 and price values as strong determinants affecting tourists' revisit and recommendation intentions,
33 while the prestige value remains inconsequential. Overall, this study underscores the significant
34 interplay of various factors in shaping tourists' food-related behaviors and their potential
35 implications for destination marketing.
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50 THEORETICAL AND PRACTICAL IMPLICATIONS

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53 From an academic standpoint, this research clarifies how tourists' appreciation for local food
54 impacts their perceptions and actions regarding native dishes. It demonstrates that this appreciation
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3 significantly affects aspects of local cuisine evaluations, such as satisfaction, overall travel
4 experience, connection to the place, and destination reputation. Notably, the nutritional and health
5 benefits of local Delhi cuisine play a major role in shaping the views and behaviours of travelers,
6 especially those from Asian countries. As such, underscoring the health advantages of local dishes
7 is vital. This can be done by spotlighting specific foods and detailing their nutritional benefits.
8 Delhi's restaurateurs should also focus on serving nutritious and safe meals to meet tourists' needs
9 and desires. Ensuring the quality and safety of the food served can enhance visitors' satisfaction
10 and contribute to a positive perception of local cuisine. Thus, this study not only adapts the
11 consumption value theory to the context of Delhi's local food consumption but also sheds light on
12 the intricate relationship between tourists' local food consumption value and their overall attitude
13 and behavior. The findings highlight the importance of nutrition and health in shaping tourists'
14 perceptions and provide valuable insights for researchers and stakeholders in the tourism and
15 hospitality industry.

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27 This research also provides significant implications for marketing professionals in the local
28 food service and local food businesses. As the study's results demonstrate that tourists' attitudes
29 and behaviors regarding local cuisines positively affect a destination's food image, destination
30 players can create dishes and cuisines to draw in more visitors and promote their comprehensive
31 food satisfaction. This can be accomplished by creating unique gastronomic itineraries (culinary
32 routes) that combine traditional food legacy with authentic settings, particularly by allowing
33 tourists to participate in hands-on learning to learn about local food recipes and foster positive
34 emotions about destination cuisine image. According to the results of this study, emotional value
35 influences behavior and attitudes towards the consumption of local foods; therefore, food business
36 providers can effectively use these tendencies to attract, engage, and increase the number of their
37 revisits by improving Delhi's comprehensive destination image (Goolaup et al., 2018).

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46 To enhance the gastronomic experience of the visitors and increase their degree of trust,
47 the decision makers must also work to disclose all necessary and relevant details about the food
48 offered for sale, such as menu descriptors, recipes, raw materials used in the dish, particularly the
49 edible cooking oils, and dietary and food allergy details. This study utilized the fundamental
50 principles of the consumption value theory to examine tourists' local food consumption behavior,
51 focusing on the context of Delhi. While the initial variables of the consumption value theory were
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3 employed, certain adjustments were made to suit the unique setting of Delhi's local food
4 consumption. Consequently, the research findings expanded the visitors' local food consumption
5 value to encompass quality, nutrition/health, prestige, price, and emotional value. It is worth noting
6 that future researchers may need to consider further modifications to the original consumption
7 value theory to align it with diverse research scenarios. By doing so, the theory can be better
8 applied to various contexts and yield more comprehensive insights.
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14 Our findings indicate that the price value of the food was a key factor in determining the
15 attitudes and behaviors of tourists. This demonstrates that travelers need to feel "reassured" about
16 their eating experience in terms of price and value. Delhi's tourism and hospitality promoters might
17 need to ensure a framework to guarantee affordability to meet this need. Our research observations
18 also offer crucial information for promoting Delhi's local cuisine as a varied and unique product,
19 emphasizing that it imitates rich destination culture and gastronomic extravagance. Therefore,
20 tourists from other countries can engage in authentic traditional and social traditions by consuming
21 local dishes in Delhi. Consuming local food can therefore be essential for attracting tourists. The
22 local authority may provide valuable information on its website, social networking sites, and flyers
23 by identifying Delhi's best local restaurants and food joints. DMOs (Destination marketing
24 organizations) may also establish online and virtual forums where tourists from other countries
25 can discuss their views about local food consumption with others, which could help Delhi develop
26 its standing as a center for food tourism.
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37 **LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

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40 While conducting this research, we encountered some limitations that called for more research.
41 Firstly, this research used five variables related to local food consumption—quality,
42 health/nutrition, emotion, prestige, and price—that impact tourists' attitudes and behaviors toward
43 local foods in Delhi. However, in addition to these constructs, other factors or constructs may be
44 involved that could affect the tourists' attitudes and behaviors. Future studies might explore and
45 include these constructs to provide a more comprehensive image of Delhi's local food consumption
46 value. In the data-collection process, foreign tourists who have been discovered to be non-
47 consumers of local foods (n = 53) were excluded from further examination; however, their
48 comments may also be valuable and valid in terms of offering perspectives on the local food
49 consumption value and its impact on their behaviors and attitudes. Future studies may consider
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3 non-consumers of local foods when assessing the local food consumption value. This study
4 primarily examined tourists' local food consumption value in Delhi without considering the impact
5 of contextual factors such as the physical environment, social interactions, and cultural events.
6 Future research should delve deeper into these contextual factors to understand how they interact
7 with tourists' attitudes and behaviors towards local food consumption, thus providing a more
8 holistic understanding of the phenomenon. Lastly, this study focused on tourists' immediate
9 attitudes and behaviors towards local food consumption. However, exploring the long-term effects
10 and loyalty patterns of tourists who have experienced local cuisine in Delhi would be valuable.
11 Investigating whether positive experiences lead to repeat visits and recommendations can provide
12 insights into building sustained tourism growth and promoting culinary tourism in the region. By
13 addressing these limitations, researchers can broaden the scope of knowledge surrounding tourists'
14 attitudes and behaviors towards local food consumption in Delhi. This expanded understanding
15 will facilitate the development of targeted strategies to enhance tourists' experiences, promote local
16 cuisine, and ultimately drive economic growth in the tourism and hospitality sectors.
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consumption: An empirical study in China and Denmark”, *Food Quality and Preference*, Vol. 83,
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Table I: Socio-demographic profiles of foreign tourists who consumed local foods (N=433)

Parameters	Frequency	Percentage	Parameters	Frequency	Percentage
<u>Nationality</u>			<u>Type of Employment</u>		
Asia	239	55.19	Self Employed	103	23.78
Africa	29	06.69	Salaried	231	53.34
North America	56	12.93	Student	22	05.08
South America	19	04.38	Home Maker	26	06.00
Europe	61	14.08	Any other	51	11.77
Oceania	29	06.69			
<u>Gender</u>			<u>Frequency of Visit</u>		
Male	236	54.50	Once	303	69.97
Female	196	45.26	Twice	112	25.86
Non-binary	01	00.24	Three or more	18	04.16
<u>Age</u>			<u>Purpose of Visit to Delhi</u>		
18-24	61	14.08	Leisure/Holiday	279	63.43
25-34	145	33.48	Visiting Friends/relatives	74	17.09
35-44	154	35.56	Business trip	38	08.77
45-59	46	10.62	Education	16	03.69
60 and above	27	06.23	Medical	09	02.07
			Any other	17	03.92
<u>Education Attainment</u>			<u>Type of Food vending site patronized</u>		
High School	22	05.08	Street food vending	121	27.94
Professional Education	49	11.31	Standalone theme restaurant	64	14.78
Graduate	179	41.33	Quick Service restaurant	136	31.40
Postgraduate	153	35.33	Restaurants in Five-star hotel	91	21.01
Doctorate	30	06.92	Any other	21	04.84
<u>Annual Income (in US\$)</u>			<u>Visit patterns to food establishment</u>		
Below \$25,000	79	18.24	Visiting alone	114	26.32
Between \$25001 to \$ 45000	166	38.33	With spouse	135	31.17
Between \$ 45001 to \$ 65000	152	35.10	With friends	157	36.26
Between \$ 65001 to \$95000	13	03.02	With family, including children	27	06.24
Between \$ 95001 to \$ 125000	10	02.30			
Above \$ 125001	13	03.00			

Source: Author/s

Table 2. Results of Eigenvalues, factor Analysis, AVE

Constructs/ Measurement Items	Loadings	Variance Explained	Eigen Values	Cronbach's Alpha (α)
Quality Value		53.43%	2.721	0.835
The local foods of Delhi are tasty	0.812			
Local foods of Delhi look very attractive in the presentation	0.798			
Local foods of Delhi are prepared from quality raw materials	0.866			
The quality and taste of local foods served in Delhi are above par	0.892			
Local foods of Delhi are prepared from fresh and aromatic ingredients	0.901			
(Bartlett Test: $X^2 = 932.012$, $df = 10$, $p < 0.00$; KMO = 0.790)				
Nutritional/Health Value		61.39%	2.232	0.812
Local foods served in Delhi provide good nutritional value	0.862			
Local foods of Delhi are nutritionally balanced	0.702			
Local foods of Delhi are easily digestible	0.891			
(Bartlett Test: $X^2 = 801.622$, $df = 10$, $p < 0.00$; KMO = 0.902)				
Emotional Value		69.38%	4.109	0.909
The local foods of Delhi provide me enjoyment and happiness	0.926			
I feel better after consuming local foods served in Delhi	0.941			
The local foods of Delhi elevate my mood	0.896			
The local foods of Delhi look interesting to me	0.808			
(Bartlett Test: $X^2 = 989.712$, $df = 10$, $p < 0.00$; KMO = 0.920)				
Prestige Value		59.99%	3.765	0.843
The local food of Delhi helps me in making an impression on others	0.895			
The local foods I patronize in Delhi reflect how much I have achieved in life	0.786			
Visiting local food outlets in Delhi symbolizes my reputation in the society	0.882			
Consuming the local foods of Delhi helps to keep my self-esteem high	0.912			
(Bartlett Test: $X^2 = 869.093$, $df = 6$, $p < 0.00$; KMO = 0.849)				
Price Value		62.32%	3.091	0.901
The local foods of Delhi give me good value for my money	0.961			
I can easily afford the local foods in Delhi	0.913			
I think the local foods of Delhi are relatively cheaper compared to other countries	0.906			
I think the local foods of Delhi are reasonably priced	0.872			
(Bartlett Test: $X^2 = 1029.032$, $df = 10$, $p < 0.00$; KMO = 0.867)				
Tourists' attitudes and behavior towards the local food		60.91%	3.013	0.923
I think the local foods of Delhi are tasty and delicious	0.910			
The local foods of Delhi are worthless	0.801			
I think the local foods of Delhi attract me as a tourist	0.897			
I didn't like the local foods in Delhi	0.823			
(Bartlett Test: $X^2 = 2021.102$, $df = 6$, $p < 0.00$; KMO = 0.943)				
Intention to recommend the food tourism destination		65.90%	3.009	0.879
I would recommend the local foods of Delhi to my peers, family and friends	0.810			

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3	I would motivate my acquaintances to try the local foods of Delhi	0.797		
4	(Bartlett Test: $X^2 = 1122.721$, $df = 6$, $p < 0.00$; $KMO = 0.856$)			
5				
6	<u>Intention to revisit the food tourism destination</u>		53.31%	0.854
7	I would like to revisit Delhi for its local food varieties on offer	0.878		
8	I would revisit Delhi to try the new dishes	0.845		
9	I will definitely revisit Delhi for its varied cuisine	0.901		
10	(Bartlett Test: $X^2 = 923.688$, $df = 3$, $p < 0.00$; $KMO = 0.821$)			
11				
12	<u>Influence on destination food image</u>		67.10%	0.901
13	I think the local foods of Delhi attract visitors from all over the world	0.735		
14	Local foods of Delhi help promote food tourism in India	0.896		
15	Delhi is famous for its local foods on offers to the visitors	0.823		
16	Local foods of Delhi help in building a favorable destination food image	0.785		
17	(Bartlett Test: $X^2 = 901.889$, $df = 6$, $p < 0.00$; $KMO = 0.807$)			
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40 **Source: Author/s**

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Table 3. Results of Mean, Standard deviation, Squared Correlations, AVE, CFI, and Composite reliability

Constructs	QUVL	NHVL	EMVL	PRVL	PCVL	TALF	INRM	INRV	IDFI
QUVL	0.922^a	0.732 ^c	0.464	0.821	0.711	0.922	0.519	0.610	0.702
NHVL	0.901 ^b	0.939	0.467	0.600	0.780	0.521	0.560	0.523	0.689
EMVL	0.874	0.652	0.896	0.756	0.803	0.669	0.763	0.787	0.804
PRVL	0.751	0.823	0.735	0.901	0.812	0.714	0.666	0.409	0.785
PCVL	0.786	0.721	0.888	0.763	0.854	0.749	0.701	0.700	0.702
TALF	0.923	0.689	0.741	0.778	0.721	0.877	0.693	0.868	0.746
INRM	0.863	0.742	0.723	0.799	0.763	0.802	0.921	0.752	0.712
INRV	0.874	0.789	0.711	0.800	0.700	0.836	0.741	0.920	0.804
IDFI	0.812	0.839	0.763	0.766	0.789	0.745	0.703	0.789	0.869
MEAN	6.506	5.821	5.061	6.821	6.043	6.063	5.041	5.032	6.125
SD	1.203	1.091	1.003	1.271	1.157	1.262	1.074	1.113	1.278
AVE	0.534	0.613	0.693	0.599	0.623	0.609	0.659	0.533	0.671

- a. Goodness of fit: ($X^2=965.882$, $df=425$, $p<0.001$, $X^2/df=2.578$, $CFI=0.912$, $RMSEA=0.092$, $IFI=0.921$)
- b. MEAN= Mean; AVE= Average Variance Explained; SD= Standard deviation; QUVL= Quality Value; NHVL= Nutrition/Health value; EMVL= Emotional value; PRVL= Prestige value; PCVL= Price value; TALF= Tourist's attitude and behavior towards local food; INRM= Intention to recommend the food tourism destination; INRV= Intention to re-visit the food tourism destination; IDFI= Influence on destination food image
- c. Notes: ^a Composite reliabilities were denoted in bold along the diagonal
^b Correlation
^c Squared correlation

Source: Author/s

Table IV: Heterotrait-Monotrait ratios for the constructs

Constructs	QUVL	NHVL	EMVL	PRVL	PCVL	TALF	INRM	INRV	IDFI
QUVL	0.611								
NHVL	0.432	0.565							
EMVL	0.788	0.623	0.822						
PRVL	0.639	0.645	0.763	0.435					
PCVL	0.654	0.780	0.707	0.412	0.803				
TALF	0.431	0.632	0.739	0.563	0.656	0.654			
INRM	0.736	0.811	0.621	0.566	0.745	0.622	0.765		
INRV	0.749	0.781	0.701	0.765	0.731	0.765	0.722	0.764	
IDFI	0.808	0.819	0.626	0.781	0.794	0.721	0.431	0.541	0.436

Note: QUVL= Quality Value; NHVL= Nutrition/Health value; EMVL= Emotional value; PRVL= Prestige value; PCVL= Price value; TALF= Tourist's attitudes and behaviors towards local food; INRM= Intention to recommend the food tourism destination; INRV= Intention to re-visit the food tourism destination; IDFI= Influence on destination food image

Source: Author/s

Table V. Results of Hypotheses testing and Structural Equation Modeling (SEM)

Relationship between the proposed hypotheses	t-values	Standardized Estimates	Supported/ Not Supported
H1: Quality value → Attitude and behaviors towards local foods	10.219*	0.644	Supported
H2: Nutrition/Health value → Attitude and behaviors towards local foods	5.210*	0.843	Supported
H3: Emotional value → Attitude and behaviors towards local foods	15.209*	0.761	Supported
H4: Prestige value → Attitude and behaviors towards local foods	1.022*	-0.078	Not Supported
H5: Price value → Attitude and behaviors towards local foods	4.002*	0.736	Supported
H6: Tourist's Attitude and behaviors toward local cuisine → Intention to visit/revisit	2.684*	0.421	Supported
H7: Tourist's Attitude and behaviors toward local cuisine → Intention to recommend	9.623*	0.738	Supported
H8: Tourist's Attitude and behaviors toward local cuisine → Destination food image	6.256*	0.343	Supported
H9: Destination food image → Intention to visit/revisit	2.647*	0.823	supported
H10: Destination food image → Intention to recommend	11.009*	-0.085	Not supported
Goodness of fit: ($X^2=1342.093$, $df = 452$, $X^2/df = 2.314$, TLI 0.86, CFI = 0.916, NFI = 0.749, GFI 0.93, RMSEA = 0.089), $*P < 0.001$			
Total variance explained by the Constructs: R ² (Quality value) = 0.689 R ² (Nutrition/Health value) = 0.723 R ² (Emotional value) = 0.892 R ² (Prestige value) = 0.701 R ² (Price value) = 0.881 R ² (Tourist's attitude and behaviors towards local foods) = 0.659 R ² (Intention to recommend the food tourism destination) = 0.756 R ² (Intention to revisit the food tourism destination) = 0.698 R ² (Influence on destination brand image) = 0.903		Influence of constructs on tourist' intention to visit/revisit QUAL = 0.654 NHVL = 0.801 EMVL = 0.865 PRVL = 0.012 PCVL = 0.606	
QUVL = Quality Value; NHVL = Nutrition/Health value; EMVL = Emotional value; PRVL = Prestige value; PCVL = Price value; TALF = Tourist's attitudes and behaviors towards local food; INRM = Intention to recommend the food tourism destination; INRV = Intention to re-visit the food tourism destination; IDFI = Influence on destination food image			

Source: Author/s

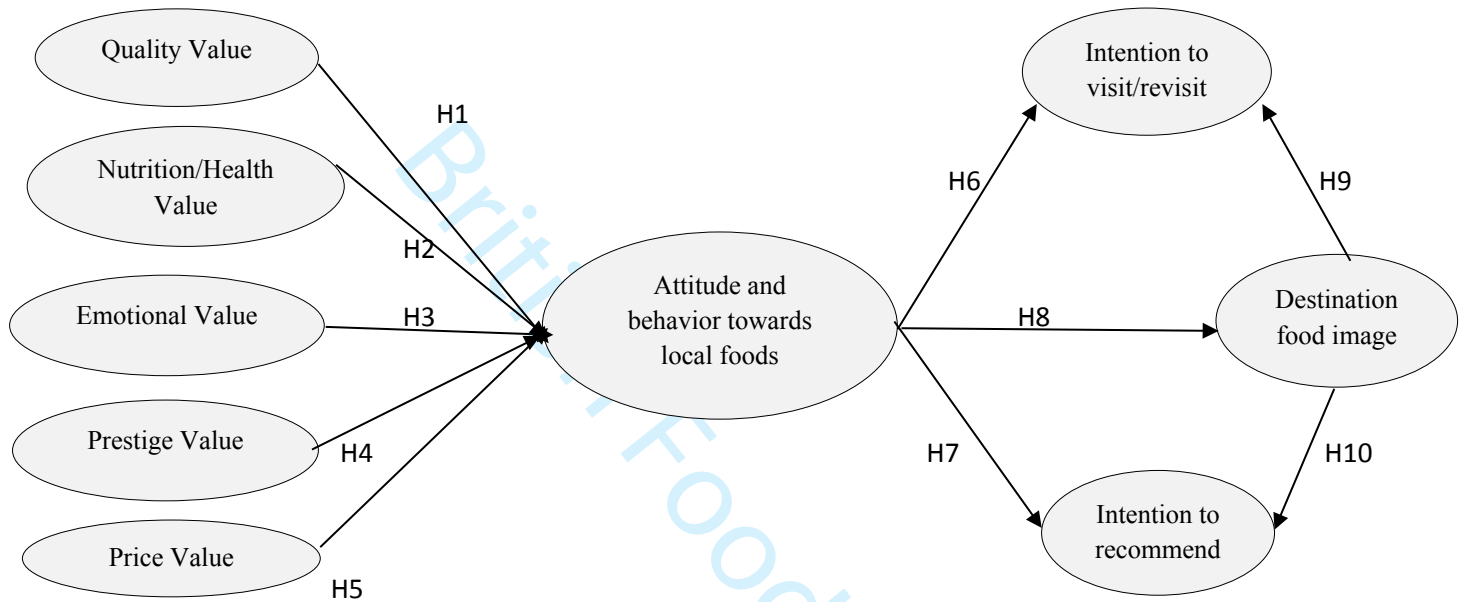
Table VI. Results of indirect impact assessment amongst the variables

Indirect impact assessment of	On		
	<i>INRM</i>	<i>INRV</i>	<i>IDFI</i>
<i>QUVL</i>	0.251**	0.243**	-
<i>NHVL</i>	0.250**	0.363**	-
<i>EMVL</i>	0.467**	0.631**	-
<i>PRVL</i>	0.034	0.062	-
<i>PCVL</i>	0.431**	0.578**	-
<i>TALF</i>	0.012*	0.037*	0.231*

QUVL= Quality Value; **NHVL**= Nutrition/Health value; **EMVL**= Emotional value; **PRVL**= Prestige value; **PCVL**= Price value; **TALF**= Tourist's attitudes and behaviors towards local food; **INRM**= Intention to recommend the food tourism destination; **INRV**= Intention to re-visit the food tourism destination; **IDFI**= Influence on destination food image
*p < 0.01, **p < 0.05

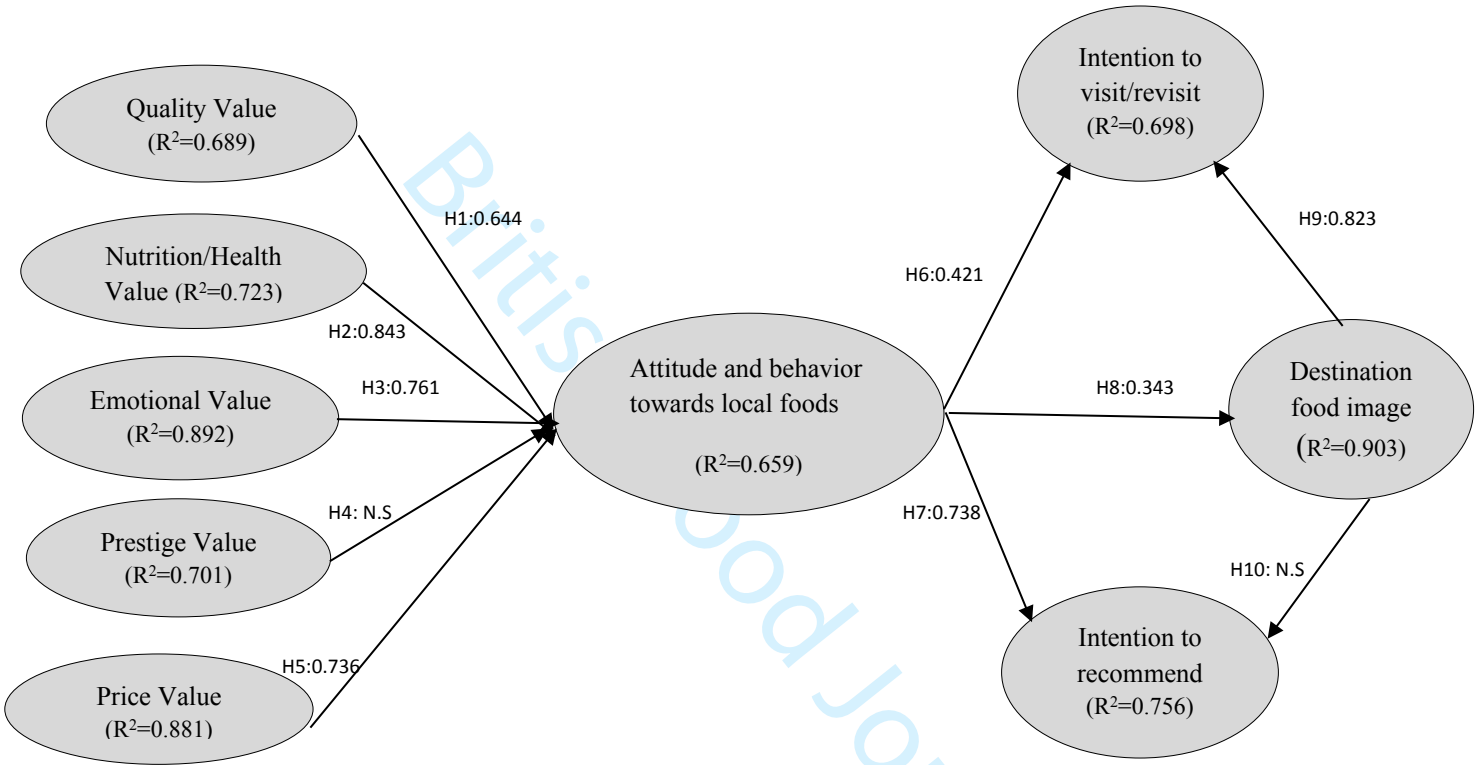
Source: Author/s

Figure I: Model framework showing the relationships between construct and hypothesis proposed



Source: Author/s

Figure II: Measurement model and Structural equation modeling results



Notes: N.S. = Not supported, *p < 0.001

Source: Author/s

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When revising your paper, please prepare this report explaining how you have responded to each reviewer's comments and suggestions.

Comments by Reviewers (Revision 2)

Suggestions/comments from Editor	Response from the Author(s)
<p>There are still some improvements to do, please upgrade the paper for all the comments below. Professional proofreading is needed. Good luck</p>	<p>Thank you for taking the time to review the manuscript and for providing further feedback. We sincerely appreciate your constructive comments, which guide us towards enhancing the quality of our work.</p> <p>In response to your feedback:</p> <p>We have addressed and made amendments based on each of the specific comments you provided. These revisions have been incorporated into the manuscript to ensure clarity and coherence.</p> <p>As advised, we have also engaged the services of a professional proof-reading agency to ensure the paper adheres to the highest standard of language and presentation. This took us around one week to get professional proofreading done for the manuscript. The document has been thoroughly reviewed and refined to rectify grammatical, typographical, and stylistic errors.</p> <p>We hope that these revisions make the manuscript suitable for publication in BFJ.</p>
Suggestions/comments from Reviewer 1	Response from the Author(s)
<p>1. Accepted- Thank you for addressing my comments. Well done.</p>	<ul style="list-style-type: none"> • Thank you for finding our paper interesting and accepting it. Considering the reputation of this journal, we have sent the manuscript to a

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	<p>professional proofreading agency to make it more refined and polished for the readability of the BFJ audience.</p>
<p>Comments by Reviewer 2</p>	<p>Author Response</p>
<p>1. Thank you for sending the revised version of the manuscript. However, I could not see any significant improvement compared to the original version.</p>	<ul style="list-style-type: none"> • Thank you for taking the time to evaluate the revised version of our manuscript. We respectfully disagree with the perception that no significant improvement has been made. We diligently addressed each of the comments and suggestions provided by all reviewers in the previous round of review. To facilitate clarity, we have meticulously listed the changes made in the manuscript in our response to the reviewers, delineating where and how each modification was incorporated. Notably, the other two reviewers found our revisions satisfactory, with one recommending an outright acceptance and the other suggesting only minor changes. We understand that opinions can differ, and we appreciate diverse perspectives. However, in light of the positive feedback from the other reviewers and our belief in the significant enhancements made, we kindly request a detailed explanation for any specific concerns or areas of improvement you might identify. This would not only help us in further refining our work but would also ensure a constructive and transparent review process.
<p>Comments by Reviewer 4</p>	<p>Response by Author</p>

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<p>1. This research has an interesting topic and has the potential to contribute to the literature. Since the manuscript has been already revised, I have some minor comments to polish it.</p> <p>1. In the abstract, where “Delhi” has been mentioned for the first time, it is better to also mention “India” to specify where this city is located. Not all readers know where Delhi is.</p>	<ul style="list-style-type: none"> • Thank you for this suggestion. We have made the changes in the abstract and added “India” to better specify where Delhi is located. The same is highlighted in the manuscript for your reference.
<p>2. On page 4, it is mentioned that “Considering the above discussions, we suggest the following research questions”. As these research questions are being studied in the current research, they are not “suggested”. So, please revise the sentence, saying something like “..., the following research questions have been considered in this research.”</p>	<ul style="list-style-type: none"> • We thank you for this suggestion and we have made the requisite change and changed the statement to “the following research questions have been considered in this research”. The same is highlighted in the manuscript for your reference.
<p>3. Figures 1 and 2 can be more attractively presented.</p>	<ul style="list-style-type: none"> • As suggested, we have made the figures better in presentation, however, keeping the contents of the figures the same.
<p>Ultimately, we would like to thank the reviewers for their valuable comments and suggestions to improve the manuscript. We hope the revised version is refined and in better shape for the journal readership.</p>	