

# Evaluation of Customer Satisfaction and Behaviour Intension using Expectation confirmation theory: A Study of Home Cooked Food in North India

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## Abstract

Food technology developments are indicating a shift toward more sustainable and personalized food options. Since 2017, the food industry has been experimenting with home-cooked meals. In the pandemic period, thousands of covid patients are confined at home at that time home prepared meals are in high demand. The present study is to attempt the impact of food quality (FQ), price fairness (PF) and service quality (SQ) on Customer satisfaction (CS). Furthermore, the study also examined the impact of customer satisfaction on behavior intention. Data was collected from customers specifically who had experience with home-cooked food through food delivery services in North India (Delhi, Chandigarh and Jammu & Kashmir). The sample respondents were 335. PLS Structural equation modelling has been used to test the relationship between the constructs. The study proposed a model based on several hypothetical relationships which were derived from the extensive review of the literature. The proposed model is then tested empirically, which reflects the influence of FQ, PF, and SQ; on CS and further, the influence of CS on BI in the selected Home Cooked food Suppliers.

## Keywords:

Home-cooked Food; Delivery Services; Customer satisfaction; Price Fairness; Service Quality; and Behaviour Intentions

## 1 Introduction

In today's Contemporary world, people's lifestyle is fast-paced, with everyone rushing to work, particularly in metropolitan areas. People are looking for home-based cooked food that can provide food on a regular basis (Sadhale, M. 2021). The meal is not only of high quality, but it is also nutritious which may lead to living a healthier life (Ali, 2021). Now, the home-based cooked food concept is fast emerging as a trend in India. Due to the Covid-19 Pandemic, When the Whole World dealt with lockdown, it took a severe toll on the hospitality and travel industry. However, because it is human tendency to reinvent ourselves when confronted with a task of this size, the positive effect is visible in the form of an increase of home chefs beginning new businesses for a variety of reasons. Desai, K. (2021) demonstrated that the majority of home cooks have turned their hobby into a thriving company. Some people lost their professional employment as a result of the epidemic, but many found solace in their cooking talents. As a result, they decided to transform their pastime into a home cooking company. Many housewives provide guests with traditionally made cuisine that is not accessible in restaurants in terms of authenticity and regional specialties. Preparing them has allowed specialty home cooks to make a decent living (Kalita, 2021).

Food delivery services have developed as a new trend in the food and beverage business as technology advances in the twenty-first century. Some of the players offered home cooked food in the Indian market are, *Meals by Mom, Homifood, Atithi khana, daily Box*. The rate at which India's online food delivery business is developing (double-digit CAGR), the world's food market in India is expected to reach \$8 billion by 2022. (Google-BCG report, 2020). Many online meals delivery sites and mobile applications allow the reasonable Indian client easily compare the rates as well as reviews of different food outlets and restaurants offering the same cuisines, as well as to pick from a variety of possibilities. (Gera et al., 2018) Food quality is determined by tastiness and food preparation. According to Hanaysha (2016), the customer's food choice is entirely dependent on the quality of the cuisine. Food taste, as per Im and Qu (2017), is a significant indicator for evaluating food quality for consumers. Despite the fact that service quality is another major element determining customer satisfaction (Santos et al., 2020), strategies are still required (Barbosa et al., 2020). Customer happiness (Kim et al., 2010) is seen to be a predictor of customer retention (Kim et al., 2010). Customers' happiness levels drop when they have a negative encounter with the restaurant's service (Kim et al., 2019). Customers who have had negative encounters with a restaurant's quality of service will not visit to that restaurant. Furthermore, these unhappy consumers tell other potential customers about their negative experiences. Furthermore, Price fairness (PF) is another element that customer pays directly. As a result, the restaurant's choice is determined by the customers' perceptions of food pricing. (Yeh et al., 2019) The number of consumers at restaurant whereby quality cuisine is provided at a lower price grows. Furthermore, in third-world nations where people's purchasing power is restricted, food prices have a major influence. Restaurant

proprietors advertise multiple reductions on food costs to attract new clients, according to Pei et al., (2020).

Different scholars have looked at different aspects of food quality, service quality and customer satisfaction constructs in hospitality and tourism Industry (Dedeoğlu & Demirer, 2015; Debata, Patnaik, Mahapatra, & Sree, 2015; Al-Tit, 2015). Still, food consumption values specifically home-cooked concept is little explored in hospitality industry. More specifically, little research has been done in the area of home cooked food (Gooptu, & Chakravarty, 2018; Akther et al., 2022). There is a need for massive research on home cooked food through delivery services from a customer perspective (Ray, 2019; Tech, 2020; Shivaji, 2020; Singh & Nair, 2020; Dospinescu, et al., 2020) Furthermore, most of the empirical studies on food consumption values treat it as theoretical, short and fragmented that too in developed countries like Europe, China, Spain, U.S.A, etc. (Jun et al., 2021, Belanche et al., 2021; Kaur et al., 2021; Zhao & Bacao, 2020). Studies on home cooked food through delivery services in emerging economics are scanty and in the context of Northern India almost negligible (Rishi & Patil, 2021).

Therefore, the present study is a significant attempt to bridge this gap by examining the impact of food quality, service quality, price fairness, on customer satisfaction. Further the impact of customer satisfaction on behavioural intention towards customer home-cooked food through delivery services in North India Jammu and Kashmir (UT). To end with, this article will provide the proposed model on the premise of numerous hypothetical connections which are induced from a broad literature survey. The proposed model is then checked empirically. Ultimately, the article closes with an interpretation of results, discussions, and implications, limitations, and future scope of investigation.

### **1.1 Theoretical Background and Hypotheses Development**

Expectation confirmation theory framed by (Oliver 1980) has focused on the buyers' decision-making procedure, and they are repurchasing a certain service or product in the context of marketing. ECT (Expectation Confirmation Theory) is extensively used in consumer behavior studies to understand consumer satisfaction, post-purchase behavior, or post-adoption behavior expectation factors. The ECT is also considered as an intellectual process that describes the satisfaction or disappointment of a product or service where satisfaction is governed by perceived usefulness and confirmation (Oliver 1980; Alawneh, Al- Refai, and Batiha, 2013; Yi and Nataraajan, 2018; Li et al., 2019; Rahi, S., & Ghani, M. A., 2019) and leads to continuance intention or repurchase intention of a particular service or a product. As per this theory, consumers evaluate their satisfaction levels by equating their expectations with the quality of product and service experience received and their post evaluative performance and customer satisfaction. Expectation Confirmation Theory (ECT) has been used in numerous studies conducted, such as in online buying, internet banking, or online Web continues buying intention (Bhattacharjee, 2001) and restaurants (Lee and Kim, 2020). Previous studies such as Lin

et al. (2005) have extended this theory with playfulness to examine users' continuance intention toward using Web portals. Findings show that playfulness, perceived usefulness, and customer satisfaction considerably influence online users' intention to website reuse. Another study conducted by Sarkar and Khare (2019) extended the ECT with word of mouth and continuance intention. Outcomes revealed that flow and customer satisfaction positively impact users' continuance intention, and users' continuance intention of mobile shopping apps positively impact word of mouth in the information system. According to this ECT model, there is a direct association between customer satisfaction, perceived value, and quality of service and product (Lee & Chen-Yu, 2018; Rajaguru, 2016).

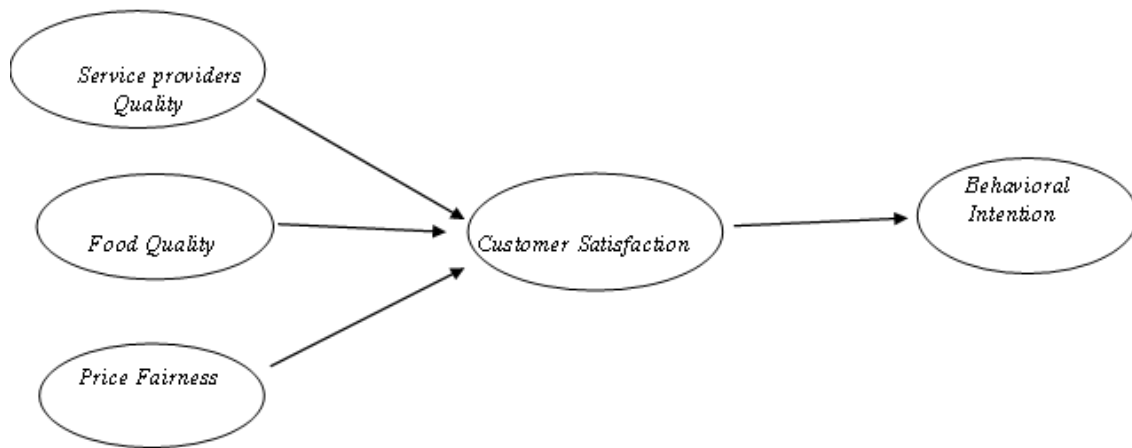


Figure 1: Theoretical framework

Based on the literature review that has been discussed, a research model depicting the three factors of customer satisfaction is illustrated in Figure 1:

## 2 Literature Review

### 2.1 Food Quality and Customer Satisfaction.

Food presentation, taste, menu variety, healthiness, and freshness are all examples of food quality (Hanaysha, 2016). Meal quality encompasses a variety of factors such as food presentation, flavour, menu variety, healthiness, and freshness. The term "satisfaction" refers to a desire to achieve a goal. Customer satisfaction, according to Pooya et al., (2020), is an assessment of product purchases in terms of current and

desired feelings. Food quality is the most essential element of total service quality, according to Anita & Pratomoa (2021), and it has a positive association with customer satisfaction. Food quality is particularly important in determining consumer happiness and loyalty, thus according to Rumagit et al. (2022). According to Gagic et al. (2013), great food quality is a vital marketing technique for satisfying, retaining, and creating a positive buying experience for the customers. According to Peri (2006) and Solunolu (2020), food quality is an absolute prerequisite for satisfying consumers' demands and expectations. All specified requirements relating to food quality that also are intended to fulfill customer demands and expectations are referred to as food quality. 2004 (Alli)

## **2.2 Service Quality and Customer Satisfaction**

After customer make a purchase and enjoy the service or product, quality of service is a determining element for a business, particularly in the culinary industry, to produce customer satisfaction (Tendur et al, 2021). Customer satisfaction may be defined as the fulfilment of a customer's demands (Rajput & Gahfoor, 2020) Several prior research has discovered a strong link between service quality and client happiness (Gopi, Samat and Alam, 2020; Rajput and Gahfoor, 2020; Lu et al., 2020; Chun and Nyam- Ochir, 2020). Service quality is a strategy for improving the hotel industry's effectiveness, competitiveness, and adaptability in order to provide ultimate guest pleasure (Abdullah & Abdul Rahman, 2015) Service quality, according to Kotler (2005), must begin with customers ' demands and ends with customers ' satisfaction, as well as favourable impressions of service quality. The gap between the company's level of services and customer expectation is measured by service quality (Nuryanto & Farida, 2020).

## **2.3 Price Fairness and Customer satisfaction**

A fair price is a price for products or services that the consumer considers to be appropriate and reasonable (Rajendran, 2009). According to Ali et al. (2018), customer satisfaction is influenced by price intentions, that leads to consumer behavioral intent. Customer satisfaction with organic food has a strong beneficial impact from price fairness, as per a study in restaurants consumption intention (Abdullah et al., 2018). Furthermore, according to Konuk (2018), pricing fairness has a positive impact on satisfaction. Recent research in marketing and psychology has shown that satisfaction is positively correlated with fairness perceptions (Bowman & Narayandas, 2001; Huffman & Cain, 2001; Yuan et al., 2019; Octaviani & Rizan, 2021; Singh, et al., 2021). Oliver and Swan (1989) found that customers' fairness perceptions depended on a supplier's commitment and the quality of the goods and services relative to the price paid. As a result, we propose that customers' perceptions of fairness are determined by pricing perceptions for both original costs offered and the many conditions and terms related to the final price (i.e., process).

## **2.4 Customer satisfaction on behavioral intentions**

Any food ordering and delivery firm must identify their shortcomings and establish strategies to improve customer happiness (Hsiao et al., 2016), and hence, customer satisfaction is a key driver for repeated buying behaviour (He and Song, 2009; Lee et al., 2020). Customer satisfaction is related with consumption/purchase to post-purchase experiences such as changes in consumers' attitudes, repeat buying/consumption behaviour, and good word of mouth in customer service (Oliver, 1997; Chun and Nyam-Ochir, 2020; Singh et al., 2021).

According to Edwin and Sheryl (2013), evaluating customers' attitude by evaluating their overall satisfaction offers the service provider a greater chance of influencing customer behaviour. Customer satisfaction influences customer attitudes about products and services, as well as their behavior intentions to purchase in the future (Noyan & imşek, 2014; Ratnasari et al., 2020; Torlak, Demir, & Budur, 2019). A high degree of customer satisfaction is also a strong predictor of repeat business (Kim et al., 2009). Many prior research have found a positive relationship between these two dimensions, namely customer satisfaction and behavioral control (Tuncer et al., 2021; Uslu, 2020; Shahzadi et al.).

## **3 Methodology**

### **3.1 Measures**

The structured questionnaire used for this empirical study is divided into two parts and contains 35 items. The first section consists of seven demographic items. The second section contains 28 items of five constructs adopted from previous studies, and these items were assessed on a 5-point Likert scale varying from strongly disagree up to agree strongly. The first construct for home-cooked food is service providers' quality, consisting of eleven items from Ganapathi & Abu-Shanab (2020). The second construct is food quality which contains six items from Slack et al., (2020); Jang and Namkung, (2009); Zhong and Moon, (2020); Hanaysha, (2016). The third construct is price fairness which consists of three items taken from previous studies Konuk, (2018); Vaidyanathan and Aggarwal, (2003); Kuester, et al., (2015); Severt et al., (2020). The fourth construct is customer satisfaction which again consists of three items adapted from previously available literature Zhong & Moon, (2020); Ryu et al., (2012); Hanaysha, (2016). The fifth construct of this study is the behavioural intention that contains five items which are again adapted from Slack et al., (2020); Wong et al. (2015); Hussein & Hapsari, (2021).

### 3.2 Sample and Data collection

The structured questionnaire was distributed to general consumers of home-cooked food in Jammu using the different web-based and social media platforms. To test the framework, a web-based survey was used to gather the data from the respondents. The sampling technique used is random for calculating the sample size. A brief description of the study was provided to the participants. Only the consumers who had consumed home-cooked food within the last year were qualified to contribute to the survey. The survey was administered during the covid-19 period from April 2020 to September 2020. A total of 335 usable responses were collected through this process.

### 3.3 Descriptive analysis

Table 1 displays the respondents' demographic profiles; 40% of the respondents were males, while 60% were females; 16.71% of the participants were younger than 20 years of age, 38.20% were aged 21–30, 30.74% were aged 31-40, and 14.32% were 41 years or older. The marital status statistics showed that 31.94% of the respondents were single, 56.41% were married, and 8.35% were separated/widowed. More than 60% had a graduation degree, 16.71% had a master's degree, and 17.31% did some other courses or doctorate. As far as financial income of respondents is concerned, 16.71% earned between Rs.10,000-20,000 per month, while 18.80% reported that they had a Rs.20,000-30,000 monthly income; 25.67% earned Rs.30,000– 40,000 and 36.41% earned more than Rs.40,000 per month. In terms of the average billing per order of food, 28.65% spend less than Rs.500, 47.46% spend between Rs.500-1000, 20.29 % spend between Rs.1000-2000, and only 3.58% spend more than Rs.2000. The frequency of home-cooked food consumption in a month, 28.95% consume once a month, 37.01% twice a month, 26.56% consume a month thrice and only 7.46% consume more than three times in a month.

Table 1: Demographic characteristics

Variable	Frequency	Valid Percent
<b>Gender</b>		
Male	134	40.0
Female	201	60.0
<b>Age</b>		
Below 20	56	16.71
21-30	128	38.20
31-40	103	30.74
Above 41	48	14.32
<b>Marital status</b>		
Single	107	31.94
Married	189	56.41
Separated	28	8.35

Prefer not to say	11	3.28
<b>Qualification</b>		
Secondary	0	0
Higher Secondary	20	5.97
Graduation	201	60.0
Masters	56	16.71
Others	58	17.31
<b>Monthly Income</b>		
Not Employed	8	2.38
10,000-20,000	56	16.71
20,000-30,000	63	18.80
30,000-40,000	86	25.67
More Than 40,000	122	36.41
<b>Average Billing Amount per consumption of food (in Rupees)</b>		
less than 500	96	28.65
500-1000	159	47.46
1000-2000	68	20.29
More than 2000	12	3.58
<b>The frequency of home cooked food consumption in a month</b>		
Once	97	28.95
Twice	124	37.01
Thrice	89	26.56
More	25	7.46

#### 4 Data Analysis

To test the present theoretical model, the SEM technique has been applied using the SmartPLS-3.3.3 version. Partial least squares structural equation modelling is considered to be more suitable to analyze the association between different latent variables and data types, as acclaimed by Hair et al (2020); it can also produce accurate results with a small data set while retaining high statistical power (Sarstedt et al., 2014). PLS path modelling illustrates a authenticated method for evaluating composite cause-effect association models with many constructs in marketing management research (Hair et al., 2021). PLS-SEM is specifically appropriate for initial-phase theory building and testing (Hair et al., 2016) and allows the examination of path coefficients in the structural model. In PLS-SEM, the parameter is the sample size would be ten times the sum of arrows pointing towards construct (Hair et al., 2016). This marks PLS-SEM predominantly fit for the present research. The sum of arrows pointing towards the constructs in the current research is 28, although the size of sample in the present study is 335, which is more than the required size. To analyze the research model, the recommended two-step analytical techniques were followed for SEM, tested the measurement model and tested the structural model (Hair et al., 2013). Bootstrapping method was used to analyze the path coefficients and the loadings.



#### 4.1 Measurement model

First, to determine convergent validity, the measurement model was evaluated that consisted of the Factor loading, composite reliability (CR) to calculate internal consistency, Cronbach's Alpha ( $\alpha$ ), Rho\_A, and average variance extracted (AVE). Cronbach's alpha ( $\alpha$ ) value was employed in this study, along with composite reliability values to check the inter-item homogeneity of the measurement indicators. Both the Cronbach's alpha ( $\alpha$ ) coefficient and composite reliability (CR) values should be more than 0.70 (Hair et al., 2011). Table 2 represents the average values of Cronbach's alpha and CR of each construct. CR values and Cronbach's alpha of all constructs surpassed the 0.70 threshold. Hence, construct reliability was confirmed. Although average variance extracted (AVE), which displays the extensive quantity of variance in the items for all latent construct, should surpass the threshold value of 0.5 (Hair et al., 2017). Hence, the convergent validity was passable due the AVE was greater than 0.50. Also, the loading of all the indicators in the proposed model has values over 0.70. Table 2 shows the complete results for the reliability and validity of constructs and the factor loadings for the indicators.

Table 2: Measurement Model

Constructs	Scale Items	Loadings	CR	AVE	Rho_A	Cronbach's Alpha
Service Providers Quality(SPQ)	SPQ1-	0.736	0.914	0.511	0.909	0.895
	SPQ2-	0.711				
	SPQ3-	0.731				
	SPQ4-	0.722				
	SPQ5-	0.708				
	SPQ6-	0.898				
	SPQ7-	0.774				
	SPQ8-	0.724				
	SPQ9-	0.829				
	SPQ10-	0.749				
	SPQ11-	0.791				
Food Quality (FQ)	FQ1-	0.757	0.881	0.553	0.852	0.841
	FQ2-	0.732				
	FQ3-	0.806				
	FQ4-	0.763				
	FQ5-	0.693				
	FQ6-	0.706				
Price Fairness (PF)	PF1-	0.895	0.893	0.737	0.829	0.821
	PF2-	0.865				
	PF3-	0.814				
Customer Satisfaction (CS)	CS1-	0.875	0.901	0.751	0.835	0.834
	CS2-	0.876				
	CS3-	0.849				
Behavioural Intention (BI)	BI1-	0.832	0.923	0.706	0.908	0.896
	BI2-	0.879				
	BI3-	0.874				
	BI4-	0.836				
	BI5-	0.776				

## 4.2 Discriminant validity

Furthermore, the Fornell-Larcker criterion was applied to determine the discriminant validity, which indicates the degree to which the coefficient is not a replication of some other constructs; the correlations suggest this amongst the latent constructs, which is the square root of AVE (Fornell & Larcker, 1981). Table 3 displays the square-root of (AVE) or diagonal values, which is greater than its corresponding associated values, thus validating the discriminant validity of variables drawn in the projected measurement models (Farouk, et al., 2016; Rönkkö, & Cho, 2022; Hair et al.,

2017). Besides, the Heterotrait–Monotrait ratio of correlations was also considered, which is the alternative approach recommended by Henseler et al. (2015) as a contemporary instrument for examining the discriminant validity of variables contained in measurement models. Due to the rule of thumb, an HTMT value should not exceed 0.85 (Hair et al., 2017). As indicated in Table 4 all the values

HTMT is value under the threshold of 0.85. Therefore, discriminant validity was proven. Altogether, these results fulfill all conditions for justifying the reliability and validity of measurement models.

Table 3: Discriminant Validity of Constructs

	BI	CS	FQ	PF	SPQ
Behavioural Intention	0.841				
Customer Satisfaction	0.735	0.867			
Food Quality	0.696	0.731	0.744		
Price Fairness	0.571	0.528	0.619	0.858	
Service Providers Quality	0.659	0.758	0.731	0.548	0.705

Table 4: Heterotrait-Monotrait Criterion (HTMT)

	BI	CS	FQ	PF	S PQ
Behavioural Intention					
Customer Satisfaction	0.806				
Food Quality	0.811	0.749			
Price Fairness	0.781	0.631	0.745		
Service Providers Quality	0.802	0.638	0.632	0.764	

### 4.3 Assessment of The Structural Model

To predict the overall explanatory power of constructs proposed structural model, Hair et al. (2013) advised to observing the R-square, Q-squares value, Beta values, and corresponding t-statistics values via bootstrapping technique with a resampling of 5000. Model's predictive accuracy and relevance are measured by R2 value and Q2. Hair et al., (2017) recommended that coefficient of determination (R2) and path coefficient are most frequently reported parameters to present the goodness of fit of a proposed model. R2 is a statistical ratio of how the data are to the close-fitting with a regression line, representing the degree exactly how to manifest variables can describe the latent variables. The coefficient of determination amid latent variables points out the degree of variation in endogenous variables interpreted by the total amount of exogenous variable associated with it (Hair et al., 2013). R2 values depict the exogenous variables'

collective impact on the endogenous variables. The dependent variables customer satisfaction and behavioral intention have  $R^2 = .627$  and  $.541$ , respectively, which confirms the predictive relevance of the proposed structural model. Hence, Table 5 shows  $R^2$ , path coefficients, demonstrating that the model generally has a goodness of fit. The blindfolding method is used to cross-validate the model's predictive significance for all the independent constructs with the value of  $Q^2$  (Geisser, 1974; Stone, 1974). Table.5 presents Customer satisfaction's  $Q^2 = .363$  and Behavioral Intention's  $Q^2 = .461$ ; this specify large effect sizes. The present proposed structural model had predictive relevance since the  $Q^2$  value of latent constructs was greater than 0.

The relationships between five constructs of food quality, service providers' quality, price fairness, customer satisfaction, and behavioural intention are shown in Figure 2 after bootstrapping. Bootstrapping is a resampling technique that recounts random samples of data and employs these samples to assess the path model many times after moderately altered data constellations (Hair et al., 2013). The major resolution of bootstrapping is to compute the standard error of coefficient estimations to study the coefficient's statistical impact (Vinzi et al., 2010). Service providers quality is positive impact on customer satisfaction in Home-cooked food delivery; H1 is supported as  $\beta$  value (path coefficient) =  $.468$ , T value =  $6.220$ , P-value =  $.000$ . Home-cooked food quality is positively correlated with customer satisfaction; H2 is supported as  $\beta$  value (path coefficient) =  $.321$ , T value =  $4.181$ , P-value =  $.000$ . Price fairness is positively associated with customer satisfaction for home-based cooked food delivery; H3 is supported as  $\beta$  value (path coefficient) =  $.173$ , T value =  $1.196$ , P-value =  $.000$ . Customer satisfaction is positive relationship with behavioural intention of customer home-based cooked food delivery; H4 is supported as  $\beta$  value (path coefficient) =  $.735$ , T value =  $19.438$ , P-value =  $.000$ . Thus H1, H2, H3 and H4 were all vindicated as shown in Table 6.

Table 5: Result of  $R^2$  and  $Q^2$

Endogenous latent variable	R Square	R Square Adjusted	$Q^2 (=1-SSE/SSO)$	Effect
Behavioural Intention	0.541	0.538	0.363	Substantial
Customer Satisfaction	0.627	0.621	0.461	Substantial

Table 6: Results of Hypotheses with Path Coefficients

Hypotheses	Relationship	$\beta$ Values	T Statistics	P Values	Decision
H1	Customer Satisfaction -> Behavioural Intention	0.735	19.438	0	Supported
H2	Food Quality -> Customer Satisfaction	0.321	4.181	0	Supported

	Price Fairness -> Customer				
H3	Satisfaction	0.173	1.196	0	Supported
	Service Providers Quality ->				
H4	Customer Satisfaction	0.468	6.220	0	Supported

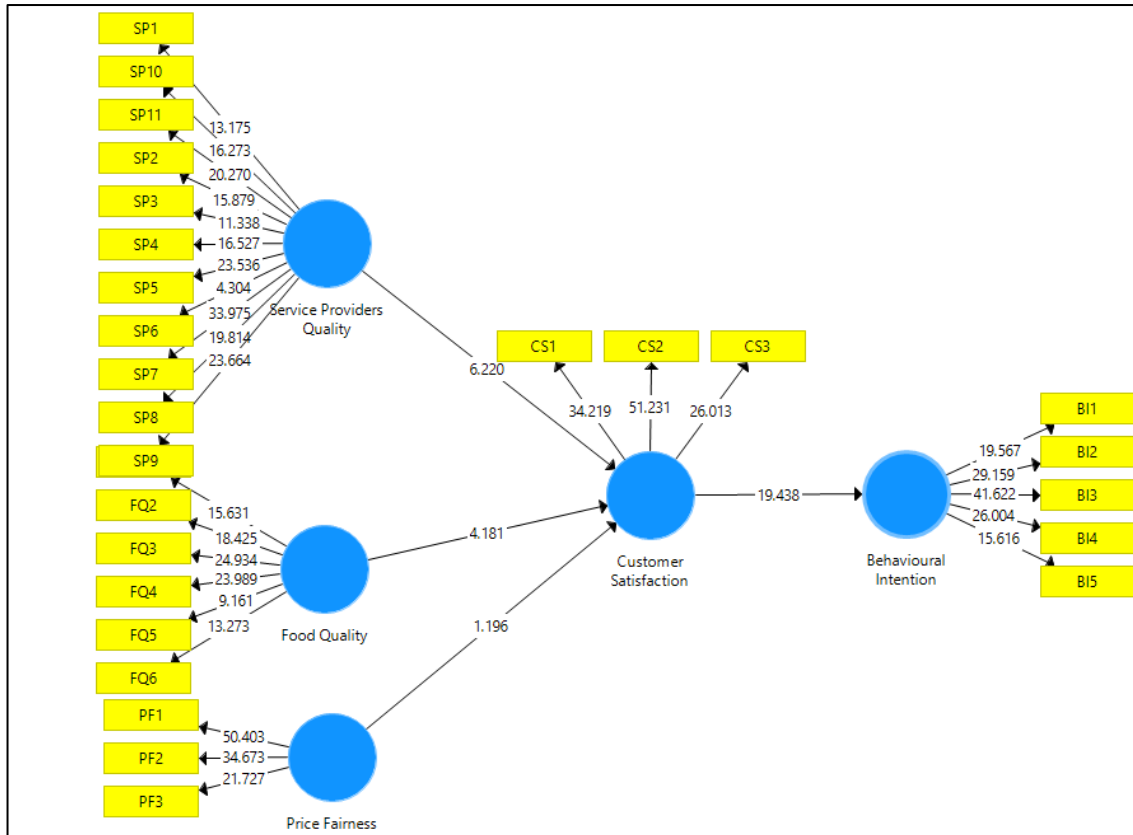


Figure 2: PLS-SEM path analysis

## 5 Discussion

This study's findings contribute to the present literature by adding empirical affirmation for the significance of service quality, food quality, price fairness, and satisfaction specific to home-cooked food delivery services. Hence, this study is among the initial efforts to discover the associations between home-based cooked food service quality, food quality, price fairness and satisfaction and behavioural intention. Taking into consideration the purpose and objectives of this study, four hypotheses were verified. The partial least square structural equation modeling outcomes supported every hypothesis of the study, so we conclude that service quality, food quality, and price fairness of home-cooked food delivery influence customer satisfaction and behavioural intention. Service quality is vital success element in present-day foodservice industry, particularly once it is deliberated as one of the differentiating factors (Namin,

2017; Farooq et al., 20018). Intense competition in the foodservice industry have compelled them to ameliorate service quality to keep and satisfy their consumers (Truitt and Haynes, 1994). The results of this study found the positive association between service quality and customer satisfaction is compatible with previous studies (Mendocilla et al., 2021; Bichler, et al., 2020; Tuncer et al., 2021; Gallarza-Granizo et al., 2020; Han & Hyun, 2017; Tuncer, 2019). Hence, service quality plays a very significant part in satisfying customers.

In addition to this, the study reveals the significance of food quality in shaping customer satisfaction concerning home-cooked food delivery services. The higher the quality of food of home-cooked meals delivery services, the higher the customer satisfaction (CS) . The food quality (FQ) influence on home-cooked food delivery services is through strengthening the customer level of satisfaction and as well as the behavioural intention. Besides, this study ratifies with previous work in the restaurant industry that food quality is a crucial determinant of CS (Han & Ryu, 2009; Al-Tit, 2015, Rozekhi et al., 2016; Kumar et al., 2017; Konuk, 2019; Hidayat et al., 2020). When the food is of excellent quality, consumers incline to rebuy and endorse the food to friends and relatives in the future. It is also imitated in their behavior of constantly consuming the food. Thus, finding of this study infers that food quality is a necessary element in a traditional restaurant setting and in the context of home-cooked food delivery services. This study also vindicate that price fairness has a substantial positive effect on the customer satisfaction that makes H3 to be supported empirically. This outcomes of this study is in accordance with the outcomes of the previous research (Bernarto, et al., 2022; Cuong and Khoi, 2019; Atmaja et al., 2020; Alzoubi, & Inairat, 2020; Hanaysha, 2016; Gagić, et al., 2013 and Erdil, 2015) Consequently, price fairness can be accounted as one of the fair dimensions that companies, establishments or restaurants etc. required to be considered with care while planning their products/services offerings (Opata, et al., 2021; Hanaysha, 2016). Respondents agreed that price fineness is essential for them because they think that the value paid for the service provided should be matched to satisfy their consumers. Cuong & Khoi, (2019) and Erdil, (2015) described that if the restaurant management needed to hike their price, there must be a realistic explanation to the consumers to avoid their visit to the competitors. The final results related to Hypothesis 4 revealed that customer satisfaction also significantly positively affects behavioral intention. The result of the present study supports the outcomes of other studies that customer satisfaction is remarkably relying on the degree of behavioral intention. Customer satisfaction has a notable association with behavioral intention as the satisfaction of consumers induces them to consume from a specific restaurant or fine dining. This relationship is also evidenced significantly with many others previous studies (Wu & Li, 2017; Ayyub, et al., 2019; Shahzadi, Malik, Ahmad & Shabbir, 2018; Torlak et al., 2019; Shahzadi et al., 2018; Kim et al., 2019; Slack et al., 2020; Yasir et al., 2021). That is, in link with the research outcomes by Zhong and Moon, (2020) customers use quality features in the fast-food restaurants to improve a set of rational inferences (e.g., service quality, perceived price), influencing their emotional states (e.g., pleasure and satisfaction), which eventually influence their

behaviour intentions. This result indicates that home-cooked food delivery service providers who want to maintain their competitive dominance in the foodservice industry should constantly seek to increase customer satisfaction levels by concentrating on the three important factors acknowledged in this research, particularly for service quality, food quality and price fairness to ensure their customer satisfaction and intent to make behaviour to purchase again and again. It is essential to note that most of the preceding studies underlined perceived values and product quality as the motivating aspects of customer satisfaction, while, this study delivers equal importance to price and consumer service.

### **5.1 Theoretical Implication**

The overall aim of the present study is to make a contribution in negligible previous knowledge on home-cooked food delivery services consumer behaviour in emerging economies. First, this study has identified home-cooked food delivery services in arising economies have been productive in shifting the consumption attitude of different consumers away from fast-foods to home-cooked or home-based food. From the viewpoints of consumer behavior theories, because of less empirical research work intended to understand consumers' behavioral intentions towards home-cooked food, there is a substantial void in the hospitality and foodservice literature. The present study marks the following four interesting theoretical contributions by filling this gap in the literature. Firstly, the present work broadens this area of knowledge in the hospitality and food industry by understanding the potential impact of SPQ, FQ, PF, and CS on behavioral intentions. The outcomes indicate that SPQ, FQ, PF, and CS are key components in explaining consumers' behavioural intentions. Hence, this study contributes to the literature on consumers' behaviour intentions for home-cooked food and verifies the theoretical framework of the current study. The current study employs theory by extending the expectancy disconfirmation theory on a proliferating and highly significant concept-customer behaviour intention. Confirmation within the existing literature about the finding of customer behavioural intention shows a scarcity of research grounded in the expectancy confirmation theory. As a result, the current paper, discreetly contributes to theory by imparting empirical support from service quality, food quality, price fairness, customer satisfaction and behavioural intention perspective for this fundamentally recognized theory (Rahi & Ghani, 2019; Oh et al., 2022; Rahi et al., 2021 ; Li et al., 2019; within a conceptual framework that describes good explanatory power. Finally, few studies have measured the association of the price fairness with other constructs through direct relationships (Konuk, 2019; Namin, 2017). In this study, the relationship of price fairness to other constructs was measured directly and contributed to strengthening the current relationship. That is if consumer have a high acuity of the PF, then their satisfaction towards home-cooked food could also be higher.

## 5.2 Managerial Implication

The finding of the present paper provides insightful guidance for home-based food providers, marketers, and related food delivery companies to design their strategies. It is suggested that home-cooked meals providers and delivery companies should plan, create and provide technology driven services to target the emerging economy and consumers. By offerings food quality, service quality and fair price of the food which would exquisitely provide customer's value and satisfaction from consumption experience, which is appropriate enough that consumers would not only stay as loyal customers of the service but also provide positive word of mouth (Mendocilla et al., 2021; Tuncer et al., 2020).

Firstly, for small and medium informal home-based food providers do not have their own personal delivery services or the delivery service platforms, this study provides valuable suggestions to boost their business. Intended for the home-cooked providers whose food is shaped by service quality, this study recommends that to increase their business, they need to tie up with delivery services platforms like Swiggy, Zomato, Food Panda, etc. are good at delivering the services. Cooperating with delivery service platforms with a positive reputation will support generating a higher service quality in the consumers' perception. In addition to this, the packaging is also a critical service quality aspect for food delivery businesses that can create or break sales. Guarantee that packages the food in way that there is no spillage and the food delivered in a good state. Home-cooked providers can also influentially packaging design to create a brand name with the logo and motif of the business entity is demonstrated on the packaging. Secondly, the outcomes of this current study will help home-based food providers to identify that consumer are becoming more demanding in terms of food quality. Food quality, shown by its freshness, attractiveness, taste, menu variety, and healthiness, is a primary component that home-cooked food ventures should offer. Thus, considering the food quality elements allows home-cooked food providers to make perfections in components that lead to extreme satisfaction in customers' home-cooked food experience (Alzoubi, & Inairat, 2020). Moreover, these entities are also essential to frequently update their food items to cope with their consumers' ever-fluctuating demands, like cooking nutritious, and appealingly presented meals with local food ingredients to retain their present clientele and enticing potential new consumers.

Thirdly, customer satisfaction in foodservice businesses affects behavioral intention of the consumers. Consequently, customer satisfaction has a crucial role in maintaining long-term relationships between buyers and sellers. Home-based food providers should constantly observe customers' satisfaction and dissatisfaction by taking their feedback on their services. If there is dissatisfaction among consumers, its resolution should be made immediately by adopting various approaches to meet customer needs and wants.



## 6 Limitations and Future Scope

While this study offers a variety of useful information, a few restrictions subsist. For illustration, it has utilized cross-sectional information; so, future researchers can utilize a longitudinal study plan. The size of the sample, the constraints of time and cost and the particular nature of the study led the investigator to limit the scope of the study. Present study was carried out in Chandigarh, Delhi and Jammu; other cities of India ought to be considered in future inquire about, so as to sum up the findings of the study. Therefore, a separate study can be performed to know the impact of home-cooked food on Customer satisfaction and behavior intension in the Indian perspective. This research mainly used a specific type of service, namely home cooked food. This constitutes a certain limitation, since it may not yet be sufficient to draw conclusions for different types of services in the sector. Besides this, comparative studies between different home cooked food services suppliers in India could be carried out in the future. Finally, the current study has not included any moderating variable, so the influence of moderators' can be measured in the near future.

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