SEM Model Analysis on the Reflective Method of Owners Perception with Mediating and Moderating Factors Influencing on the Success of the Food Truck Business

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Abstract

This study is to understand the owners' perception of starting a food truck business and the factors. In Bahrain, the food truck is one of the popularizing businesses, and it provides minimum revenue support of between 500 to 3000 Bahrain Dinar, and it could be even expected more for the seasons. In our research study, we have considered seven hypotheses, and the result of the hypothesis was tested with Wrap PLS. Food variety, food hygiene, investment, owner perception, business success, and delivery are the variables that have been considered for the study. The result of the study ascertains that the owner's perception may reflect the food variety being offered to the customers, but it does not impact the business's success. A successful business investment (P=0.003) and delivery (P=0.014) are the key factors that influence the success of the rood truck business. Further, the study supported that cleanliness or hygiene can influence the perceptions more than the quality of the product. This study focused on measuring the owners' perception of food hygiene, but it was rejected. Likewise, the results also indicate the significant positive moderation of delivery between the owner's perception and business success.

Keywords: food truck, food variety, food hygiene, investment, owner perception

Introduction

The food truck is popularizing as a sole proprietor or partnership business seen in the GCC and Asian, European and Western countries. The food truck concept resulted from the 1800s, and this became more of an economic focus when the recession started taking place in 2008. Over the last few years, Bahrain has opened up the opportunity, especially for college graduates, to undertake the business in several core areas where people could access parking facilities and ambiances and maintain the environment's cleanliness. According to the research done by (Erickson 2015), food trucks are getting popular among the customers, and the regulators are concerned about safety. As the vendors could be aware of the consequence of the health concerns and the regulator policies, most food truck business fulfills the safety procedures relating to the truck and its equipment.

By exploring the safety of food truck products, the municipal, country, and the health department should revise the food inspection and the monitoring process to avoid risk and illness (Okumus et al., 2019). As per the definitions of International Monetary Funds, Bahrain is considered a developing country due to the variations in economic performance. The data about consumer spending between 2000 to 2020 has shown a significant increase even though there are differences in the saving pattern of the consumers. Factors that affect consumers' intention to visit food trucks are quick food serving, correcting mistakes, and providing reliable services to the customers (Shin et al., 2019). Street food refers to sold-out ready-to-eat food in a street or alternative public place (markets, bazaars, and so on) typically ready at a short-term facility. Initially, vendors offered the concept as they crossed a city; today, it is considered a dedicated transportable food cart within the form of changed bikes, motorbikes, and cars referred to as food trucks became progressively standard (Kowalczyk & Kubal-Czerwińska, 2020).

As per the article published in tribune news of Bahrain, 2020, even though there is a fluctuating number of COVID-19 affecter, the taste of the food has grabbed 160000 food lovers towards the truck. This 2020 pandemic has turned economic growth, which resulted in 1.7 million jobs in all sectors. $420 Billion was the loss faced by businesses, especially the core sectors such as the construction, tourism, and hospitality industries. Economic and Social Commission for Western Asia suggested that the Government adopt a supportive measure of the citizens and the counties' residents regarding tax exemptions, reduction in school fees, wage and electricity subsidies as a part of social protection (ESCWA, 2020). Due to the increasing popularity of food truck choices among consumers, this study will investigate customer selection attributes from the owner's perspective and compare factors such as investment, delivery, variety, and hygiene that impact the business's success.

Many countries have a difference in opinion on the operation of the food truck business. Some of the reviews are indicated, In India, the food truck concept is also developing but slightly expensive than street foods. The owner of a food truck shared the opinion that due to COVID-19, the business is moving down. The more common aspect of getting a customer

attracted is that they can see the food is cooked in front of them and served hot. The customers rarely set out of the house because they are more concerned about reaching back home before midnight. Branded restaurants such as Kylin restaurants have more sales compared to pre-COVID-19 situations. Apart from the food business, other branded products such as Levi and Max plan to adapt the mobile store sales business (Eduqas, 2020). The biggest challenge faced by Beansie's Bus was to attract young customers to the truck. Though the food truck concept is getting popular in the US, the customers demanded more gourmet foods. Jay LaShombe, the owner of Beansie's Bus, has not altered the menus for more than a decade, and this could be the reason for not attracting young customers (Olsen & Mitchell, 2017).

The food trucks are located on vacant land. It is presumed to make the neighborhood to be livable, attractive, and vibrant. The food truck is a negative externality because of the trash issue, parking space, and continuous visitors. This aspect hurts the sales prices (Freybote et al., 2017). In their study, Yan et al. 2020 analyze the emotional interaction and vehicle modeling that are summarized. The truck's performance was positioned, and the modeling and style parts of the truck within the future were summarized. Use business information and interaction style to create prototypes of an excellent driverless food truck. Thus the study takes into account and explores the knowledge of industrial design and driving practices. Midwest, the low-income urban neighborhoods continue to be a problem to find healthy foods. Less income group people have limited options on spending high-level ingredients. Six Midwest metropolitan areas were analyzed, the result of the study indicates that incentives for mobile food truck operators to sell healthier food options can improve health outcomes in neighborhoods (Wallace, 2021).

Literature Review and Hypothesis Development

The resulted study concentrates on the nutritional composition of heliciculture species and the factors affecting them. The available data focuses on the extraction and use of raw materials for the food industry. The study's use was to investigate the food and enlighten the future (Pissia et al., 2021). Analyzing the increase Food-Away-From-Home (FAFH) plate waste and economic growth in China resulted in higher food variety, leading to less plate waste, but portion size can result in more waste. Secondly, the increase in consumer income can also lead to plate waste. Serving food with the required portions can reduce both the waste and the amount (Xu et al., 2020). The factor affecting the food wastage in universities is catering features, regional locations, and characteristics. The study highlights that females waste more food than males (Qian et al., 2021).

Origination in food for thought promotion system will help meet the evolving needs of the marketplace, such as consumer preference for healthy and high-quality food products and reducing the negative environmental impacts of food promotional material. Emerging concepts of active and intelligent publicity technologies provide numerous innovative solutions for prolonging shelf-aliveness and improving the quality and safety of food products. There are also new approaches to improving the passive characteristics of food

promotion, such as mechanical strength, roadblock performance, and thermal stability. The development of sustainable or green promotional material can reduce the environmental impacts of food packaging by using edible or biodegradable fabric, plant extracts, and nanomaterials. Active, intelligent, and green packaging technologies can synergistically yield a multipurpose food-packaging system with no adverse interactions between components, and this aim can be seen as the ultimate goal for food packaging technology. This article reviews the rationale of food packaging and recent developments in different eccentric food packaging technologies. Global patents and future research inquiry are also discussed (Han et al., 2018).

In academic debate, the food trade has much importance because of its economic and social significance. More than the quality of the product, cleanliness or hygiene can influence the perceptions (Morano et al., 2018). There are high chances for the outbreak of food-born diseases if the handlers have limited knowledge of hygienic and sanitary practices in food preparation. Half of the respondents in the study of Brazilian food trucks believe that adequately cooked food is free from bacteria (Auad et al., 2019). By examining the 260,000 food inspection reports of Virginia, it was concluded by the researchers that food trucks were more hygienic than restaurants (Gjorgievska, 2014). Though food truck is popular among the customers, the result in the study done by (Erickson, 2015) suggests that food trucks or mobile vendors are safer than the restaurants. As there is limited research on food safety practices, the study done in the USA explores the safety and sanitation of food trucks in the developed destination. The study results that food prepared and sold from the truck could be a potential vehicle of clinically relevant (Okumus et al., 2019).

Food is essential to life; hence food condom is a fundamental human right. Billions of people in the world are at risk of unsafe food. Many zillions become sick while hundreds of consumers die yearly. The food chain starts from farm to fork/plate while challenges include microbial, chemical substance, personal and environmental hygiene. Historically, documented human cataclysm and economic disasters due to consuming contaminated food occurred due to intentional or unintentional personal conduct and unsuccessful governmental person to safeguard food quality and safety. While earlier incidents were mainly chemical contaminants, more recent outbreaks have been due to microbial agents. The Disablement Adjusted Lifetime Class attributed to these agents is most devastating to children younger than five years old, the elderly, and the sick. To ensure food safety and prevent unnecessary foodborne illnesses, rapid and accurate detection of pathogenic agents is essential.

Culture-based runs are being substituted by faster and spiritualist culture-independent diagnostics, including antigen-based assays and polymerase chain reaction (PCR) panels. Innovative technology such as Nuclear Magnetic Resonance (NMR) and nanoparticles can detect multiple target microbial pathogens' DNA or proteins using nucleic dot, antibodies, and other biomarkers assays analysis. The food manufacturer, distributors, manager, and vendors bear primary responsibility, while consumers must remain vigilant and literate. The government office must enforce food safety laws to safeguard public and individual health. Medical exam providers must remain passionate about preventing foodborne illnesses and

consider treating disease with safe diet therapy under proper medical superintendence. The intimate quislingism between all the stakeholders will ultimately ensure food safety in the 21st century (Fung et al., 2018).

By undertaking qualitative interviews with 30 street food vendors in New York City, this research aims to study the perceptions of street food vendors and investigate their place in urban foodscapes. A qualitative interview was done with the 20 food vendors in New York. The results of the study show that street food in the twentieth-first century emerges as a significant part of city profiles where the most relevant issues, from the vendors' perspective, are the role of public urban spaces, the increasing appeal of street food for people, which includes a growing tourism demand, and the social media as a crucial factor to increase revenue. The work considers the implications of international street food events as an avenue for shaping public space and tourism practices in contemporary cities (Fusté-Forné, 2021).

An analytical work done on the street food of Dhaka city ascertains that capital is one factor that affects the profit or the sales revenue. Formal education does not have any significance to the sales revenue (Muzaffar et al., 2009). Food is a vital necessity, and it is a point of discussion on topics such as health, culture, tradition, wellbeing, and many more. From the seed to table, different practices related to the food cycle creates a learning opportunity for leadership. Innovations in food can address the complex challenges of food and agriculture (Fahlevi et al., 2019). Food self-sufficiency gained attention in many countries in the 2007-2008 international food crisis, as countries sought to barrier themselves from the unpredictability of world food markets. The policy choices rely on the fully open trade policy for foodstuff and homegrown food. Food sufficiency is measured in several ways in search of policies to increase domestic food production (Clapp, 2017). The study aimed to investigate the effect of quality perceptions and authenticity of ethnic food trucks from customers to have a great experience. Data are collected from 540 customers, and a structural equation model is used to test the hypothesis. The result indicated that authenticity perception influences quality and dining satisfaction (Shafieizadeh et al., 2021).
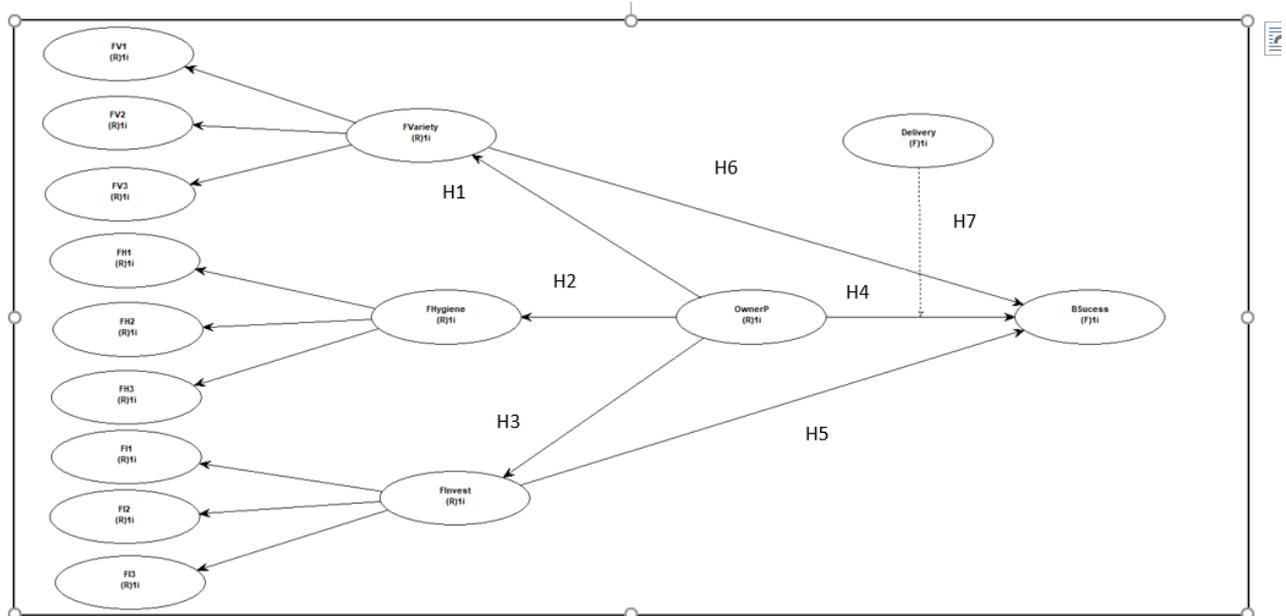
Figure 1: Research Model

The above figure 1 represents the research model consisting of four independent variables (food variety, food hygiene, food investment, and owner's perception), delivery as a moderating variable, and a dependent variable (business success). Therefore it is hypothesized that;

H_1: Owners perception has a positive reflection on the selection of food variety for the food truck business in the Kingdom of Bahrain

H_2: Owners perception has a positive reflection on the food hygiene for the street food truck business of the Kingdom of Bahrain

H_3: Owners perception has a positive reflection on the investment for the street food truck business of the Kingdom of Bahrain

H_4: Owners perception of the selected factors does have positive impacts on the success of food truck business in the Kingdom of Bahrain

H_5: Food truck investment has an impact on the success of the food truck business in the Kingdom of Bahrain

H_6: Food Variety has an impact on the success of the food truck business in the Kingdom of Bahrain

H_7: Delivery is the moderating link between the owner's perception and business success

Methodology

The study population consisted of the food truck owners in the Kingdom of Bahrain in Kharranah, Busiateen, and Isa Town. There are more than 100 trucks located in Bahrain, and each of the owners has a minimum of 1 truck and a maximum of 7 trucks. The questionnaire was utilized in this study with two parts based on the selected variables and interview questions. A total of 33 truck vendors were interviewed face-to-face, and details were later transferred to excel. The collected data were statistically tested in Wrap PLS. The below results are correlation, descriptive statistics, latent variable coefficients, model fit and quality indices, and hypothesis testing.

Table 1: Measurement Instrument

Food Variety (FVariety)	
FV1	The customers are more attracted by the design or package of the food
FV2	Customers are anxious to know about the ingredients in food
FV3	The customers are more attracted to complimentary drinks or water
Food Hygiene (FHygiene)	
FH1	The foods are cooked on the daily basis
FH2	Do you believe that food tuck foods are more hygiene than restaurant food
FH3	Your truck has fulfilled all the safety procedures
Food Truck Investment (FInvest)	
FI1	Investing in a food truck is more profitable than restaurants
FI2	Investing in social media advertisement attract more customers
FI3	Have you fulfilled all the official obligations in terms of fees paid to government regulations
Owners Perception (OwnersP)	
OP1	The pricing point of the competitors is considered to fix the price of the menu
OP2	Are you working on strategies to attract customers multiple times to your food truck
OP3	Male customers are more attracted to buy the food from your tuck than female
OP4	Do you think the changing government rule or competition from other trucks will affect your business
OP5	Do you have more family and friend support due to overextended time off work
Business Success (BSucces)	
BS1	Are you able to promote your product at attractive pricing than compared to other food trucks around you
BS2	Are you able to meet the daily expenses
BS3	Are you able to receive sufficient profit at the end of each day sales
BS4	Do you think about expansions or adding more caravans for the business in future
BS5	Are you able to deliver the order to a customer within 5 minutes
Delivery	
FTPC1	Are you able to promote your restaurants through uniforms

107

FTPC2   Your cook is more professional qualified compared to competitors
FTPC3   Your cook is entirely aware of the Hygiene practices in preparing the food

Results

The questionnaire utilized a 5 point Likert scale (5-strongly agree, 4-agree, 3-neutral, 2-disagree, 1-strongly disagree). The questionnaire was developed based on the research studies of different authors and the direct interview with the truck owners. The variables considered for the study were based on the description given in the table of critical determinants of the food truck Business.

Table 2: Number of Respondents

Area	Number of Truck considered for the survey	Cumulative Percentage
Kharannah (Bahrain)	10	30%
Busaiteen (Bahrain)	8	24%
Isa town (Bahrain)	15	46%
Total	**33**	**100%**

Table 2 shows the number of respondents considered for this study. All the survey was collected face to face from the owners of the truck, and the perceptions were evaluated statistically. The core area of the survey was taken in Bahrain, where the food truck is being more in to popularize.

Table 3: Descriptive Statistics

	FVariety	FHygiene	FInvest	OwnerP	BSuccess	FTdelivery
N	33	33	33	33	33	33
Missing	0	0	0	0	0	0
Mean	**3.59**	**4.11**	**3.76**	**3.60**	**3.82**	**3.94**
Median	3.40	4.00	3.60	3.40	4.00	4.20
Standard deviation	0.605	0.309	0.864	0.665	0.626	0.567
Minimum	2.40	3.20	1.80	1.80	2.20	3.20
Maximum	4.40	4.80	5.00	4.60	4.60	4.60

According to Table 3, the respondents positively agree to the statements between the agreement range of 3.41 to 4.20 of the Likert scale. The responses ranging from "Strongly agree" to "Strongly Disagree" and were classified into three groups, namely: positive, neutral, and negative (Chanwaiwit, 2018). As per the owners, the customers prefer to see the food cooked daily, and there should be hygiene practices in preparing the food. Majority of the trucks that we have surveyed for this study

Table 4: Correlation

	FVariety	FHygiene	FInvest	OwnerP	BSuccess	FTdelivery
FVariety	1.000					
FHygiene	0.484					
FInvest	**0.978**	0.455				
OwnerP	0.335	0.478	0.074			
FT Success	**0.682**	0.433	0.003	**0.894**		
FT delivery	**0.693**	0.300	0.290	**0.852**	0.005	1.000

Table 4 represents correlation indicates that all the variables are positively correlated. The food truck delivery is strongly correlated with food variety but weaker towards the hygeine, investment, and success. These results could be a reason for food tuck getting closed due to not following the government policies that impact the business's success, or hygiene concepts are debatable. According to the articles written by Fouts (2018) indicated that officials are looking for comprehensive regulations that could have a better food truck management business. Owners of the truck are working on multiple strategies to attract customers to the truck. According to Meghanathan (2016), correlation values were adapted from the literature (Wuensch & Evans, 1996), and ranges are listed below in Table 5.

Table 5: Measurement for Level of Correlation

Range of Correlation Coefficient Values	Level of Correlation
0.80 to 1.00	Very Strong Positive
0.60 to 0.79	Strong Positive
0.40 to 0.59	Moderate Positive
0.20 to 0.39	Weak Positive
0.00 to 0.19	Very weak Positive

Tabel 6: Latent Variable Coefficients

	FVariety	FHygiene	FInvest	OwnerP	BSuccess	Delivery
R- Squared	0.090	0.065	0.210		0.653	
Adj. R-Squared	0.061	0.035	0.184		0.617	
Composite. Reliable	**0.879**	**0.905**	0.561	**0.759**	**0.858**	0.028
Cronbachs Alpha	**0.792**	**0.868**	0.175	**0.575**	**0.748**	**0.922**
Avg. Var. extrac	**0.708**	**0.723**	**0.536**	**0.503**	**0.670**	0.445
Full collin. VIF	1.106	2.744	3.127	1.300	1.983	2.575

Q Squared	0.101	0.125	0.225		0.722	
Min	-2.584	-2.946	-2.273	-2.706	-2.595	-1.371
Max	1.241	2.239	1.431	1.503	1.239	0.891
Median	0.341	-0.354	-0.189	-0.301	0.281	0.326
Mode	0.341	-0.354	-0.653	0.902	-0.997	0.891
Skewness	-0.816	-0.190	-0.169	-0.388	-0.480	-0.458
Exc. Kurtosis	0.583	1.271	-0.689	-0.268	-0.463	-1.535
Unimodal-RS	YES	YES	YES	YES	YES	NO
Unimodal-KMV	YES	YES	YES	YES	YES	NO
Normal- JB	YES	YES	YES	YES	YES	YES
Normal-RJB	YES	NO	YES	YES	YES	YES

The validity measurement undertaken through the PLS is presented in the Tabel 6 Latent Variable Coefficients. According to Yuliansyah & Khan (2015), the composite reliability of more than 0.7 signals high reliability of the result and could be seen in food variety, food hygiene, owners perception, and business success. This study is on the exploration of the owner's perception of the success of the food truck. As per Hundleby & Nunnally (1968), the alpha's reliability for the exploratory research can value between 0.5 and 0.60. If the AVE is more than 0.5 indicates the validity of the items analyzed (Hair et al., 2019).

Table 7: Model Fit and Quality Indices

Statistics	Values	Conclusion
Average Path Coefficient (APC)	0.486	Acceptable
Average R- Squared (ARS)	0.356	Acceptable
Average adjusted R-Squared	0.327	Acceptable
Average Block VIF (AVIF)	1.949	Ideally
Average Full collinary VIF (AFVIF)	2.138	Ideally
Tenenhaus GoF (GoF)	0.592	Large
Sympsons Parados Ratio (SPR)	0.933	Acceptable
R- Squared Contribution Ratios (RSCR)	0.992	Acceptable
Statistical Suppression Ratio (SSR)	1	Acceptable
Nonlinear Bivariate causality direction Ratio (NLBCDR)	0.800	Acceptable

In Table 7, Model Fit and Quality Indices are provided: average path coefficient (APC), average R-squared (ARS) 0.356 are acceptable. The results how in the table are to analyze the discrepancies between the hypothesis model and the data. As per Wetzels et al. (2009) for the GoF is small = 0.1 or > 0.1, medium is = 0.25 or > 0.25, and large if = 0.36 or > 0.36. Values lesser than 0.1 could be considered that the exploratory model is shallow to accept. The SPR is more than 0.7, which means the model is free from Simpson's paradox or any causality problems. R-Squared Contribution Ratios is acceptable at 0.992, indicating the model is free from negative R-squared contributions (Kock, 2014).

Structural Equation Modeling (SEM)

The PLS-SEM method is very appealing to many researchers as it enables them to estimate complex models with many constructs, indicator variables, and structural paths without imposing distributional assumptions on the data. The purpose of this paper is to provide a comprehensive yet concise overview of the considerations and metrics required for partial least squares structural equation modeling (PLS-SEM) analysis and result reporting.
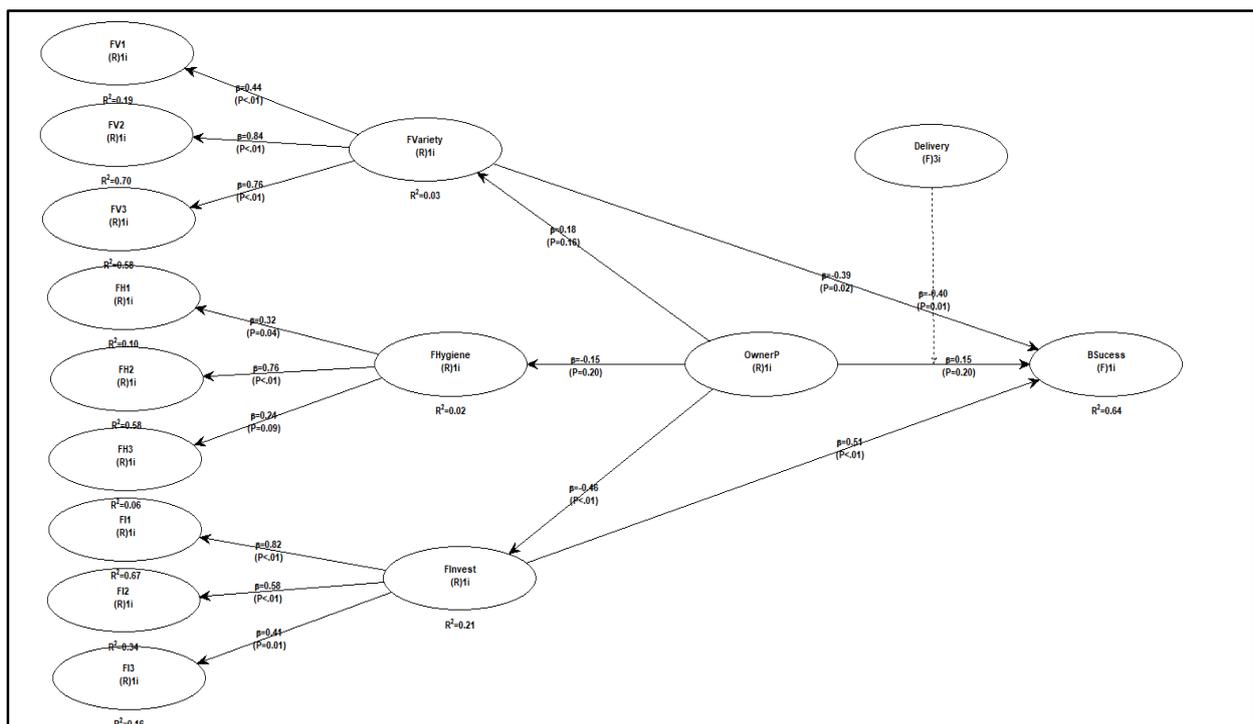

Figure 2: Hypothesis Result Model

Table 8: Result of the Hypothesis Testing

Hypothesis	Relation	Path Coefficient	P-Value	Result
H1	OwnerP – FVariety	0.179	0.151	Not Supported
H2	OwnerP – FHygiene	-0.149	0.331	Not Supported
H3	**OwnerP – FInvestment**	**0.457**	**0.013**	**Supported**
H4	**FInvestment – FTSuccess**	**0.510**	**0.003**	**Supported**
H5	**Food Variety– FT Sucess**	**-0.389**	**0.016**	**Supported**
H6	OwnerP- FTSuccess	0.147	0.203	Not Supported
H7	**Delivery *OwnerP**	**-0.400**	**0.014**	**Supported**

Table 8 hypothesis 1 is not supported or rejected because many food varieties are fried foods or burgers. The truck owners can focus more on traditional foods, which will easily attract customers to the truck. That could be why the customers are more anxious to know about the ingredients of the food. Hypothesis 5 is accepted, and it indicates that the food variety also plays a massive role in the business's success. According to the report of TDT (2021), eight of the food truck owners identified in breach of the regulations. The health inspectors for the Ministry have undertaken a campaign to ensure that each truck has maintained required health and safety standards. Though in many instances, the owners believe that the truck maintains hygiene more than the restaurants, these instances can lead to the rejecting of hypothesis 2 at P-Value (0.331). The 33 owners that we have surveyed agreed that they can earn a net profit percentage of 7% and above. The operation of the food truck could be one year or more to one year, which is helping them sustain with the competition. In this analysis, the H3 about the investment in food truck business success H4 is supported. The available data focuses on extracting and using raw materials for the food industry to investigate the food and enlighten the future (Pissia et al., 2021). The safety and sanitation of food trucks in the developed destination. The study results that food prepared and sold from the truck could be a potential vehicle of clinically relevant (Okumus et al., 2019). Growing tourism demand and social media a crucial factors to increase revenue. The work considers the implications of international street food events as an avenue for shaping public space and tourism practices in contemporary cities (Fusté-Forné, 2021).

Conclusion and Recommendation

The food truck concept is not a new idea, but it is growing depending on business for many middle to low-income families. A larger concept can be debatable in terms of understanding the laws and certificates required for the safety of the food truck. The respondents of the truck strongly recommend that the quality of the food and the taste or the design attract the customers, but in our study, the owner's perception of the food variety is not supported. It is very challenging for the owners to endure the cleanliness of the truck and the preparation of

the food as there are chances for foodborne outcomes. The future researcher needs to see what food concepts are required mainly by the customers by undertaking the customers' perception because food variety is one of the leading factors for the success of the food truck business.

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