

THE IMPACTS OF TOURISTS' PERCEIVED RISK ON ATTITUDE AND BEHAVIORAL INTENTION TOWARDS STREET FOOD: A CASE STUDY OF CENTRAL COLOMBO

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Abstract

Consumers' perceived risk can be identified as a major impact creator to attitude and behavioural intention towards street food. Therefore, perceived risk should minimize to enhance the tourist experience and minimize negative attitude. Many researchers have been taken into account about various risk factors which differ from country to country, target population and culinary culture. Among those studies, the researcher only considers four factors. They are hygienic risk, health risk, environmental risk and socio-psychological risk. The main aim of the research was to identify the impact of perceived risk on attitudes and behavioral intention of street foods. The study mainly focused about street food consumers in central Colombo in Sri Lanka. Further, unknown population can be identified because there is no any system to calculate the visitor amount in particular area. The scope of the sample included adult male and female travelers in the Central Colombo area. This research was conducted under Quantitative method and deductive approach. 145 questionnaires were distributed, and 5 questionnaires were removed due to missing data. And also, two models are fitted in order to check the two hypotheses considered in this study. Model 1 analyzed using Multiple Linear Regression Model and Model 2 analyzed using Binary Logistic Regression Model via SPSS. According to the findings of first model, there is a negative relationship between perceived risk and attitude. Further, this research has found that hygienic risk, health risk and environmental risk factors were highly influenced on attitude. Considering second model, there is a positive relationship between perceived risk and behavioural intension can be identified. Considering the positive relationship, it can be concluded that tourists are recommending the street food to other travelers despite the risk.

Keywords: Attitude, Behavioral Intention, Perceived Risk, Street Food Tourism

1. Introduction

1.1 Background of the study

Sri Lanka have become one of the most popular tourist destinations in the world because of its great variety of attractions that unique to its own. More recently, attention in the promotion of this crucial sector of the food supply has been developing in many countries which had previously unnoticed. Hence, tourism in many countries attracted tourists by offering unique food culture to them. Therefore, Gastronomy tourism being a new type of tourism and one of the key components of tourism, happens to be presented as a tourism product of tour operators and travel agents abroad who market tourist destinations (Chaney & Ryan, 2012). Hence

gastronomy tourism can be identified as special interest tourism under cultural tourism. Further, street food can be identified as a niche segment of gastronomy tourism. Prepared or pre-cooked food and beverages sold by the sellers on the street or public areas and bought by consumers for immediate consumption can be defined as street food (Choi, Lee, & OK, 2013). Street foods and vendors become cultural icons and tourist attraction and can be considered as a destination attribute (Winarno & Allain, 1991; Dawson, 1991). Whilst all travelers can enjoy fair share of elaborate meal and refined cuisine in hotels and restaurants, many people consume street food for a number of reasons. Also, there is no better way to learn about the local culture and customs of a destination than experiencing its unique food and drinking customs and traditions. Nowadays, consumer's hygienic attitudes have become a significant factor in this growth (Kaldeen, 2019). Therefore, it is important to identify customers' perceived risk effect on attitude and behavioral intention towards street food either positively or negatively. Attitudes and perceived risk are very critical factors in this sector, since they reduce hygienic malpractices of street food and have to ensure the safety of street vended foods. Hence, addressing this concept is important to develop the sector with proper guidelines.

1.2 Problem statement

The researcher did a pilot survey in central Colombo to identify the true context of the issue. In here researcher tried to identify perceived risk dimensions and its effect on attitude towards street food and behavioral intention by conducting few interviews and discussed about their experiences comparing to other countries who have consumed street foods in central Colombo area. The researcher identified the tourist perceived risks through interviewing them. Five respondents were present their opinion and experiences in relation to the Street Food. Those respondents have emphasized some perceived risk can be aroused while selling and preparing food in outdoor locations. Among them highly criticized threats are the way street foods are manufactured, traded and stored under various environmental conditions and exposure to the dust in the environment. Most travelers are keen on quality of food, health concerns, environmental concerns and hygienic concerns on street food and beverages (Rane, 2011). Further, this study aims to provide information about existing street food consumption of travelers in Central Colombo area and their perceived risk under general conditions related to the hygienic issues, quality, safety and other risk. But consumption decision is not always weighing on the perceived risk, there are many other factors which influence on same.

Consequently, the purchase decision relatively relies upon the perceived risk. For such evaluation, the evaluation process needs to have a sound knowledge for food consumption. Easy access of hygienic food is one of the main concerns of travelers at present (Belia, Pilato, & Seraphin, 2016). It directly affected to the traveler's decision on choosing the destination. As well as they are looking for different kinds of culinary experiences. Therefore, this research aims to discover the nature and degree of consumers' perceived risk on attitude towards street food and how their behavioral intention changes according to those perceived risk factors. Further, better understanding of tourist risk in the attitude of consuming street food can be used as a marketing tool to maximize tourist experiences at destinations. But tourists have not clear picture about street food and no promotion or support from relevant sections, and hygienic concerns. The potentials of food tourism were not reached and relevant professional and responsible bodies need to get steps to develop this concept in order to narrow the existing gap between Sri Lankan food culture and international food culture and international traveler by enhancing destination capacity. Therefore, this research addresses "The impact of consumers' perceived risk on attitude and behavioural intention towards street food".

1.3 Research questions

- How does consumer perceived risk effects on attitude toward street foods?
- How does consumer perceived risk effects on behavioral intentions towards street foods?

1.4 Objectives of the study

- To identify the effects of consumers' perceived risk on attitude towards street food.
- To identify the effects of consumers' perceived risk on behavioral intention towards street food.

1.5 Significance of the study

Street foods are inherently quick, handy, tasty and relatively inexpensive. These qualities make it a perfect supply for the demand of a wide range of customers including tourists. It can be said that Sri Lanka has very important gastronomic tourism potential that not completely used, when its gastronomic wealth is considered. When considering arrival figures, India and China claimed almost one third of traffic to the country. Therefore, proper night life should establish within the destination to retain Chinese market. Hence, night life street food plays a major role to make the customer delight. Moreover, street food is an important element for the marketing of destination as it is a concept of tourism that can be performed 12 months of a year. Also, street food does not affect by seasonality, as such it does not make big impact for the tourists' arrivals. According to the survey on departing tourists done by SLTDA, 1% represent the disappointed clients. This is risky, because this 1% out of 2.2 million can developed a huge negative word of mouth. Tourists always expect a quality service which worth the amount they spend in the country. Through this study, we can identify the reasons for negative word of mouth and also the positive impact on the behavioral intention of tourists. Today, local street food is one of the most important tourist-aimed activity. But no studies have particularly addressed the "dimensionality" of street food risks in Sri Lanka. This study contributes to fill this lacuna.

2.Literature review

2.1 Street food and street food vending

World Health Organization (2007), defines a street food as a ready to eat foods prepared or sold by vendors and hawkers especially in the street and public places. Privitera & Nesci, (2015) in his article reported respect history and tradition, contains a lot of typical ingredients produced in a local area, adoption of ethical respect, respect of environment, combine nutritious food as some of characteristics. Concept of SIT or forms of tourism appeared in 1980s (Trauer, 2006). SIT strengthen the image of particular destination and enhance first hand tourists experience and locals also benefited from it (Jin & Sparks, 2017). Tan & Bakar, (2016) in their article mentioned that street food, local cuisine and culinary culture have become a main pull factor of some Asian destinations. Hence, street food can be considered as a window which opens to the local culinary culture. From an economic point of view, local businesses can only be benefited if they managed as locals and it should not be best promoted inward investment and large scale of tourism enterprises (Mshenga & Owuor, 2009). From a social point of view, Handayani, Seraphin, & Korstanje, (2018) emphasizes that street food can be considered as a tool of socialization and travelers can communicate with host and experience their lifestyle (Mubarak, 2019). In cultural perspective, gastronomy tourism leading visitors to learn about different culture of societies other than inherent and to meet and encounter with locals (Hegarty & O'Mahony, 2001; Thanh, 2016; Sezgin & Sanlier, 2016).

When considering Sri Lanka; Bhowmik, (2005) reported that street food vending in most urban areas (Central Colombo) is not totally illegal because have paid daily taxes to the Municipal Council. Further, BTOptions, (2013) in this article mentioned that Sri Lanka has authentic street food culture which mainly differentiated by place of origin and sale.

2.2 Perceived risk

Kim, Ferrin, & Rao, (2008) revealed that every purchase decision of consumers has a certain risk and benefit. The concept of perceived risk in consumer behavior was initially introduced by Bauer in 1960. Perceived risk can be defined as an uncertainty and potential undesirable consequences which faced by consumers as a consequence of use or purchase of particular product or service (Ivan, 1975). Choi, Lee, & OK, (2013) mentioned that perceived risk is a function of purchase decision and subjective certainty feeling or importance or danger. Jacoby & Kaplan, (1972) addressed that basic structure of the risk components such as financial, performance, physical, psychological and social. Lack of portable water, toilets, washing and waste disposal mechanisms and vendors have used raw foods, infected handlers caused to hygienic problems (Rane, 2011; Thanh, 2016; Morris & Yeung, 2001; Tonelada, Silaran, & Bildan, 2018). Hygienic factors and freshness of the ingredients often discourages some people from eating street food (Njaya, 2014; FAO, 2007). Considering Environment risk, street food vendors can be found out in main street corners, train terminals, public places and main towns (Akinbode & Dipeolu, 2011; Alimi, 2016). The environmental condition where contamination and cross-contamination happen from adulterant such as airborne synthetic compounds in dusts, vehicles and factories emission, hostile smell from amassed waste and gushing from engine release, bugs and rodents and street food (Bandusena et al., 2020) can be considered as an on-site food where high utilization of disposables like cardboard and plastic holder is almost inescapable, and sustenance utilization in the city may create huge measures of rubbish (Proiette, Frazzoli, & Mantonani, 2013). As another main risk, Lim, (2003) Socio-psychological risk can be defined as a possibility to suffer from loss of self-image because of their unexpected purchasing behavior. Undesirable appraisal by peers, damage to dignity, reduce self-esteem and potential loss of status or image are the factors mentioned by Choi at el., (2013). However, the possible risk that consumer may experience are identified in this study.

2.3 Consumer attitude

According to Akinbode & Dipeolu, (2011) in their article described that little or nothing is reported about customers' view of food quality and how they influence demand towards food in Nigeria. Hogg & Vaughan, (2010) in their study mentioned that the attitude consists of three components which called "the three-component attitude model". A cognitive (thinking) component; an affective (feeling) component and behavioural (acting) component. Hence, attitude can be defined as a general feeling or evaluation positive or negative about some person, object or issue (Hogg & Vaughan, 2010). Winarno & Allain, (1991) mentioned that negative attitude towards street food reflected the poor hygienic condition and the spread of diseases. Further, Customers are the real risk takers of the outcome of the street food safety (Alimi & Workneh, 2015). It can be identified that consumers' attitude towards safety of street food are varied and depend on socio – economic factors (Alimi, Oyeyinka, & Olohngbebe, 2015). Many studies revealed the impact of these factors on the consumers' attitude to safety of consumption of street food which are inherent (Alimi, 2016).

2.4 Behavioral intention

Marakanon & Panjakajornsak, (2016) in this study found that the perceived risk directly influenced the customer loyalty and influenced to behavioral intention. However, it can be identified two theories; The Theory of Reasoned Action (TRA) and The Theory of Planned Behavior (TPB). Both TRA and TPB originally introduced by Fishbein and Ajzen in (1975) and (1991). According to TRA mentioned that someone's belief and intentions are crucially involved in how they behave and it consists following components: Subjective norm, attitude towards the behaviour and behavioural intention – an internal declaration to act, Behaviour – the action performed (Hogg & Vaughan, 2010). In TPB by Ajzen, (1991) explained that behavioural intention as a central factor of human behaviour and it can be affected by subjective norm, attitude towards behaviour and perceived behavioural control. In general, when people aware of associated health problems and taking decisions about the risk of not changing their behaviour, individuals make rational decisions about the health behaviour (Akinbode & Dipeolu, 2011; Ajzen, 1991). Many studies explore impact of customer adaptation on behavioral intentions, (purchase intention, repurchase intention, and revisit intention) (Yuan & Chu, 2013, p. 106). Moreover, the marketing success of street food vendors are highly depending on the word of mouth recommendation and location (Winarno & Allain, 1991).

3. Methodology

3.1 Research approach

This research used deductive approach and depends on quantifiable observations which lead to statistical analysis. DeFranzo, (2011) states that way of gathering data which used to quantitative research should be numerical or data that can be transferred to usable statistics. Hence, this is a quantitative study, test the hypotheses related to perceived risk, Attitude and behavioural intention using deductive approach.

3.2 Conceptualization

This model consists of the independent and dependent variables. In here attitude and behavioural intention are the dependent variables, perceived risks are the independent variables.

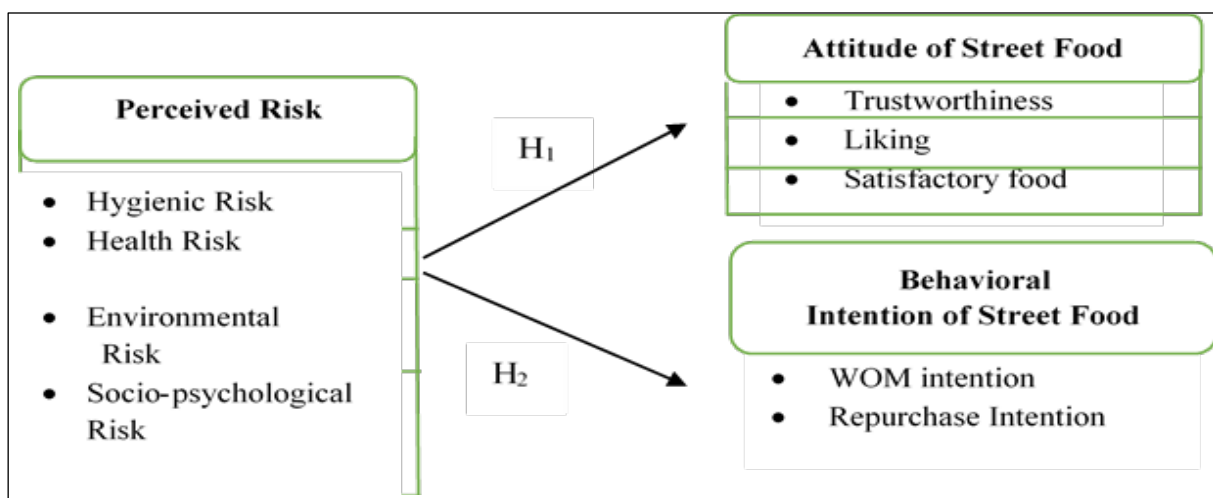


Figure 3. 2: Conceptual Framework
Source: (Choi, Lee, & OK, 2013)

3.3 Population of the study

The study mainly focused about street food consumers in central Colombo in Sri Lanka. The customers consisted individuals of all genders and across all age groups above eighteen years. This population consisted all the travelers who visited Central Colombo. Further, unknown population can be identified because there is no any system to calculate the visitor amount in particular area. The scope of the sample included adult male and female travelers in the Central Colombo area.

3.4 Sample design

According to Saunders et al. (2009) sampling means a subset of the entire population which prevent from the surveying entire population and it is inferential statistics to generalized sample to the population. Since the target population for the study is unknown the researcher used the following formula to identify the sample of the unknown population which was used by previous researchers. The researcher assumed that variability level is 50 percent, confident level is 95 percent and precision rate of ± 5 percent to calculate the sample size because population is unknown and the researcher doesn't know what level of variability to expect (Arachchi, Yajid, & Khatibi, 2015).

$$n_0 = \frac{Z^2(1-p)}{e^2} = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 385$$

n = Sample size Z = Confidence level
p = Degree of variability e = Level of precision

The 'confidence interval' or 'sampling error', is the range in which the population's actual value is assessed to lie. Here the researcher used an exact practice with a precision rate of ± 5 percent. The 'confidence level' shows how likely it is that the real answer falls within the range confidence interval. For a confidence level of 95 per cent, $Z=1.96$; for 90 per cent, $Z= 1.64$; and for 99 per cent, $Z=2.58$ (Arachchi, Yajid, & Khatibi, 2015). Therefore, the study should take minimum level of 385 tourists, according to the calculation. But, the major problem is unexpected situation (terrorist attack) immensely affected to the industry. Due to this situation, it affected to the data collection and sample size of the research. Therefore, logistic regression analysis which need large data point to analysis. So, level of model significance can be reduced. Hence, sample size limited to 145 respondents.

4. Analysis and discussion

4.1 Reliability test

Reliability analysis measures the overall consistency and stability with the instrument measures that are used to define a scale or measure the quality of measures. To check the reliability of the study and to measure the reliability of a questionnaire, Cronbach's alpha value was used.

Table 4. 1 The table of reliability test analysis results

Scale	No of items	Cronbach's Alpha	Accepted or Rejected
Hygienic Risk	5	0.719	Accepted
Health Risk	3	0.761	Accepted
Environmental Risk	3	0.756	Accepted
Socio-Psychological Risk	4	0.720	Accepted

Source: Survey Data, 2019

According to the above table (Table 4.1), Cronbach's alpha value of all the independent variables are greater than 0.7. Therefore, all the independent variables can be used for further analysis.

4.2 Validity test

In this study, researcher measured content and face validity by asking opinions from academics. Further, KMO and Bartlett's test was used in order to test the external validity of the questionnaire.

Table 4. 2 KMO Statistics

Scale	No of items	KMO Value	Bartlett
Hygienic Risk	5	0.759	
Health Risk	3	0.693	
Environmental Risk	3	0.643	
Socio-Psychological Risk	4	0.722	

Source: Survey Data, 2019

KMO should be above 0.5 to confirm the external validity of the model with adequate sample size. According to the table 4.2, all KMO values are greater than 0.5. Therefore, it confirmed the external validity of the model was adequate and objectives achieve the expected results via collected data. Two models are fitted in order to check the two hypotheses considered in this study.

Model 1 (H₁): Multiple Linear Regression Model

Attitude = 8.545 - 0.630 Hygienic Risk - 0.589 Health Risk – 0.378 Environmental Risk

Model 2 (H₂): Binary Logistic Regression Model

Behavioral Risk = -6.439 + 0.707 Health Risk + 0.665 Environmental Risk

4.3 Multiple linear regression

There are four principal assumptions which justify the use of linear regression models for purposes of inference or prediction (Draper and Smith, Applied regression analysis, 2nd Edition).

4.3.1 Checking for normality

The values for asymmetry and kurtosis between -2 and +2 are considered acceptable in order to prove normal univariate distribution (George & Mallery, 2010).

Table 4. 3: Skewness and Kurtosis of Variables

Variables	Skewness	Kurtosis
Hygienic Risk	-0.383	0.519
Health Risk	-0.772	-0.215
Environmental Risk	-0.417	0.768
Socio-Psychological Risk	0.274	-0.861
Attitude	0.490	-1.105
Behavior	0.157	-0.323

Source: Survey Data, 2019

According to the table 4.3, skewness and kurtosis values of all variables in this study are within the +2 to -2 range. Therefore, it can be concluded that data of this study are approximately normally distributed.

4.3.2 Checking for multicollinearity

This test is used to determine whether correlations among the independent variables in a model. Multicollinearity should be tested as a basis the VIF value. If the VIF value lies between 1 and 10, then there is no multicollinearity.

Table 4. 3: Collinearity Statistics

Variables	Tolerance Level	VIF Value
Hygienic Risk	0.708	1.412
Health Risk	0.673	1.486
Environmental Risk	0.693	1.444

Source: Survey Data, 2019

Since the tolerance level is greater than 0.2 and VIF value is less than 5 there are no multicollinearity issue in the fitted models.

4.3.3 Checking for Homoscedasticity

Homoscedasticity describes a situation in which the error term (that is, the “noise” or random disturbance in the relationship between the independent variables and the dependent variable) is the same across all values of the independent variables. Scatter plot of the standardized residuals against the predicted values was used to check for homoscedasticity. If assumptions are satisfied residuals should vary randomly around zero.

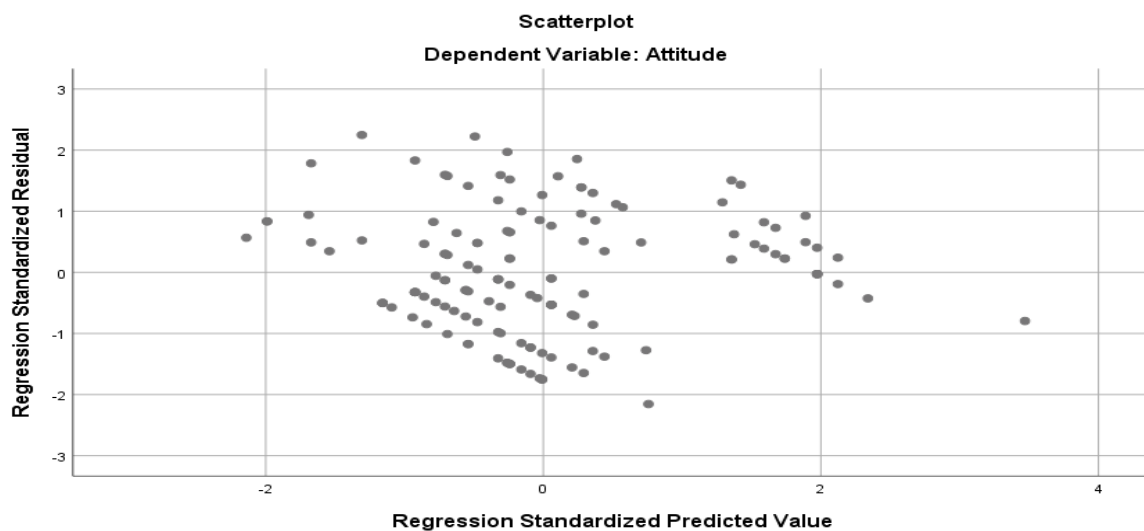


Figure 4. 1: homoscedasticity as the residuals of fitted models

Source: Survey Data, 2019

As shown in the Figure 4.1 indicates that residuals have homoscedasticity as the residuals of fitted models were randomly distributed among zero line.

4.3.4 Checking for independency

Data independency is measured by using Durbin-Watson coefficient. This is the number which test for autocorrelation in the sample. According to Durbin-Watson test, value should stand between 1.6 and 2.3 which means there is no autocorrelation in the sample.

Table 4. 4: Test for independency

Model	Durbin Watson Coefficient
Model 1	2.076

Source: Survey Data, 2019

As the Durbin-Watson coefficients of the fitted models are between 1.5 and 2.5 independency assumption is not violated.

4.8 Binary logistic regression

There are five major assumptions which are considered in checking the adequacy of a fitted binary logistic regression model. Here, the considered response variable is Behavioral Intention and it has a binary response level. Also, the observations are collected randomly without repetition and the observations do not depend on each other.

4.8.1 Assumption of linearity of independent variables and log odds

To check this assumption Box-Tidwell test can be used (Best Practices in Logistic Regression, Osborne, 2015). This assumption can be tested by including in the model interactions between the continuous predictors and their logs. If such an interaction is significant, then the assumption has been violated.

Table 4. 5: Test for linearity of independent variables and log odds (Box- Tindell Test)

Interaction Term	P value	Justification	Significance
Health Risk* Health Risk_LN	0.086	P value>0.05	Not significant
Environmental Risk*Environmental_Risk_LN	0.565	P value>0.05	Not Significant

Source: Survey Data, 2019

According to the table 4.6 neither interaction term is significant. Therefore, the assumption of independent variables and log odds is not violated.

4.9 Correlation between the Independent Variables and Dependent Variables

The Pearson correlation coefficient is used to assess the degree of linear connection between two variables and to assess the power of the link between any two metric factors. Correlation coefficient (r) value can range from -1 to +1.

Table 4. 6: Summary of the correlations of the independent variables and dependent variables.

Selected Variable	N	Correlation Between Behavioral Intention and Selected Independent Variable	Sig. (2-tailed)
Hygienic Risk	140	0.418	.000
Health Risk	140	0.465	.000
Environmental Risk	140	0.457	.000
Socio-Psychological Risk	140	0.103	.224

Source: Survey Data, 2019

As shown in table 4.7 there is a weak positive relationship between each independent variable and dependent variable (Behavioral Intention). However, a very weak positive relationship can be observed between Socio- Psychological Risk and Behavioral intension compared to other independent variables.

Table 4. 7: Summary of the correlations of the independent variables and dependent variables.

Selected Variable	N	Correlation Between Attitudes and Selected Independent Variable	Sig. (2-tailed)
Hygienic Risk	140	-0.6	.000
Health Risk	140	-0.643	.000
Environmental Risk	140	-0.528	.000
Socio-Psychological Risk	140	-0.150	.078

Source: Survey Data, 2019

As shown in table 4.8 there is a moderate negative relationship between Hygienic Risk and Attitude. In addition, there is a moderate negative relationship between Health Risk and Attitude. A weak negative relationship can be observed between Environmental Risk and Attitude. However, a very weak negative relationship can be observed between Socio-Psychological Risk and Attitude.

4.10 Regression analysis

The researcher, use multiple linear regression to explore impact. Model significance can be measured via ANOVA Test. If the output p value is less than 0.05 that model is significant. The Model 1 (first objective) - As the first step a multiple linear regression was fitted with all the independent variables in this study and then Backward elimination method was used to eliminate insignificant independent variables. Then the model having all significant independent variables was selected as the best model (modell).

Table 4. 8: Summary of the regression analysis for model 1 to identify the effects of consumers' perceived risk on attitude towards street food.

Model 1	Unstandardized B	Unstandardized Std. Error	Significance	Adjusted R ²	Significance of the Model
Constant	8.545	0.528	0.000	0.538	0.000
Hygienic Risk	-0.630	0.132	0.000		
Health Risk	-0.589	0.105	0.000		
Environmental Risk	-0.378	0.143	0.009		

Source: Survey Data, 2019

Model 1: Attitude = 8.545 - 0.630 Hygienic Risk - 0.589 Health Risk – 0.378 Environmental Risk

According to the Table 4.9 it can be observed that the coefficients of all the significant independent variables (Hygienic Risk, Health Risk and Environmental Risk) are negative. Also, the independent variables describe 53.8% of the variation of the dependent variable Attitude in this model. Since the p value of the model (0.000) is lesser than 0.05, the fitted model is significant.

The Model 2 (Second Objective) as the response variable (behavioral intention) is having a binary response, a binary logistic regression model was fitted with all the independent variables in this study and then backward elimination method was used to eliminate insignificant independent variables.

Table 4. 9: Summary of the regression analysis for model 2 to identify the effects of consumers' perceived risk on behavioral intention towards street food.

Model 2	B	Std. Error	Significance	Exp(B)	95% C.I for Exp(B)		Nagelkerke R ²
					Lower	Upper	
Constant	-6.439	1.845	0.000	0.002			0.264
Health Risk	0.707	0.341	0.038	2.028	1.039	3.957	
Environmental Risk	0.665	0.422	0.044	1.945	0.850	4.452	

Source: Survey Data, 2019

Model 2: Behavioral Risk = -6.439 + 0.707 Health Risk + 0.665 Environmental Risk

According to the Table 4.10 it can be observed that the coefficients of all the significant independent variables (Health Risk and Environmental Risk) are positive. Also, the independent variables describe 26.4% of the variation of the dependent variable Behavioral Intention in this model. Increase in the health risk is associated with an increased likelihood of respondent's subjective probability that he or she will buy street food again. In addition, increase in the Environmental risk is associated with an increased likelihood of respondent's subjective probability that he or she will buy street food again.

5. Discussion and conclusion

5.1 Discussion

In Sri Lankan context, there is a lacuna of research conduct on impact of perceived risk on attitude towards street food. Previous literature also clearly mentioned that there is a relationship between consumers' perceived risk and attitude. Hence, this study found out that consumers' perceived risk effect on attitude towards street foods. According to the correlation between attitude and selected independent variables, hygienic risk and health risk showed the moderate negative relationship. Environmental risk and socio psychological risk showed very weak negative relationship among variable. However, it can be identified negative relationship between hygienic, health, environmental psychological risk and attitude.

According to the factor analysis (Cronbach's Alpha test) found that hygienic risk was the most critical variable among other risk variables. When considering current condition of the Sri Lankan street food, they are not properly maintained and it can be identified high possibility to food contamination. All those factors cause to reduce the trustworthiness, as well as they argued that street food is not pleasant and appeal because vendors did not cover the foods with proper way. According to findings of the Choi, Lee, & Ok (2013), perceived risk affected immensely and negatively affected to the attitude. To measure the impact of the identified independent variables the researcher used the coefficient table of regression analysis. The hypothesis can be tested by using the p value of each independent variables and p value should be equal or less than 0.05 in 95% confident interval. If p value is not equal or less than 0.05, the alternative hypothesis is not supported.

H₁ – There is a relationship between consumers' perceived risk and attitude towards street food.

Regression analysis clearly indicated that there is a significant negative relationship between Hygienic Risk, Health Risk and Environmental Risk with 95% influence on Attitude because the p values are greater than 0.050. But as the p value of Socio- Psychological Risk is greater than 0.05, there is no significant relationship between Socio- Psychological Risk and Attitude.

H₂ – There is a relationship between consumers' perceived risk and behavioral intension towards street food.

Binary Logistic regression analysis indicated that there is a significant positive relationship between Health Risk and Environmental Risk with 95% influence on Behavioural Intention because the p values are greater than 0.050. But as the p value of Hygiene Risk and Socio- Psychological Risk is greater than 0.05, there is no significant relationship between hygiene risk and socio- psychological risk with behavioral intention. The researcher has analysed this relationship by using binary logistic regression because the responses for the behavioural intension (dependent variable) are categorical and binary. As well as another main point that researcher want to emphasize is R² value. In this model R² value shows the less value because the sample that collected to the research was not adequate. Binary logistic regression model needs large point of data. Because of the unexpected situation and due to the direct impact on tourism industry, tourist arrivals, it was not possible to collect sufficient data for the analysis.

As both the above independent variables are significant it can be concluded that there is an association between health risk and the probability of behavioral intention, moreover, there is indeed an association between the environmental risk and probability of behavioral intention.

5.2 Conclusion

The study was researched the impact of consumers' perceived risk on attitude and behavioral intention: towards street food. The researcher conducted this study based on the two objectives. First one is to identify the effects of consumers' perceived risk on attitude towards street food. Second objective is to identify the effects of consumers' perceived risk on behavioral intention towards street food. Multiple linear regression was performed to achieve first objective and binary logistic regression was performed to achieve second objective. Considering the coefficients of all the significant independent variables (Hygienic Risk, Health Risk and Environmental Risk) are negative. The independent variables describe 53.8% of the variation of the dependent variable Attitude in the model 1 (first objective). Therefore, it can be identified

that consumers perceived risk negatively affected to the attitude. Considering binary logistic analysis, there is a significant positive relationship between Health Risk and Environmental Risk with 95% influence on Behavioural Intention because the p values are greater than 0.050. But as the p value of Hygiene Risk and Socio- Psychological Risk is greater than 0.05, there is no significant relationship between hygiene risk and socio- psychological risk with behavioral intention. It can be concluded that they give their priority to experience without considering all the perceived risk. And also, travelers like to get authentic food experience.

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