

# CONSUMER RESPONSES TO ONLINE FOOD DELIVERY SAFETY VIOLATIONS IN CHINA

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## INTRODUCTION

There is a large market for online food delivery in China. Statista (2020) data indicate that China has the largest users of online food delivery services in the world, which reached about 419 million people by the end of 2020. The outbreak of coronavirus increased 15% of the restaurants shifting their business from offline to online. As the development of this trend, food safety of online food delivery has been surfaced as a major issue. According to the China Quality Million Travel Complaint Platform (Li, 2020), which the State Council supports, there were 1,436 food and beverage takeout complaints in 2019. There is a significant gap between the number of food safety violations and actual customer complaints. As not many restaurants always follow the food safety policies and regulations in China (Harris, Depietro, Klein & Jin, 2020), in September 2019, the State Council called for establishing systems such as "whistle-blowers" and placing internal informants. This new system provides high rewards and strict protection for meritorious personnel who report any serious violations against laws and regulations or major risks and hidden dangers for public food safety. Researchers have also been emphasizing the critical role of consumers in minimizing food safety problems. Zhang (2013) indicates that reporting food safety violations is one of the most important and effective public participation approaches, especially. Moreover, the Chinese government does not have enough resources to regularly monitor the implementation of food safety regulations for restaurants offering online order and food delivery. Thus, it is crucial to understand consumers' responses to online food delivery safety violations.

Protection motivation theory (PMT) is a

framework developed by Rogers (1975) to explain how people choose to behave when facing threats. Under the context of online food delivery, the general food safety violations and negative information about online ordered food delivery might act as threats for consumers, while reporting violations is one way for consumers to respond. The theory suggests two sources of information, environmental sources and intrapersonal sources, followed by two cognitive mediating processes, threat appraisal and coping appraisal (Floyd, Prentice-Dunn & Rogers, 2000). Threat appraisal includes intrinsic (e.g. pleasure) and extrinsic (e.g. social approval) rewards, severity, and vulnerability, while coping appraisal is composed of response efficacy, self-efficacy, and response costs (Connor & Norman, 1996). PMT is widely used in different fields related to health research, such as functional food consumption (Henson, Masakure & Cranfield, 2008) and safe food choices (Chen, 2016). However, food-safe issues of online food delivery have never been viewed from the consumers' responses applying the PMT in the past. This study also considers customer subjective knowledge (SKW) about online food delivery and food safety violation as source of their appraisals. Only when consumers receive and feel the threats from the information sources will prompt them to take coping approach against the threats (e.g. not buying the product and reporting the violation). Besides, moral obligation is another construct included in PMT by some researchers to enhance the prediction of intention.

Thus, the objectives of this study are 1) to test the effect of food safety-related subjective knowledge on threat appraisal (severity, vulnerability), coping appraisal (response efficacy, and self-efficacy), 2) to identify the effect of threat appraisal (severity, vulnerability) and coping

appraisal (response efficacy, and self-efficacy) on protection motivation (intention not to order food online from the restaurants that have violated food safety and intention to report the restaurants), and 3) to test the effect of moral obligation on protection motivation.

## LITERATURE REVIEW

Environmental and intrapersonal sources of information combine to pose a potential health threat, and these threatening messages will then initiate threat appraisal and coping appraisal (Ying, Stanton, Xiaoming, Galbraith & Cole, 2005). Subjective knowledge is considered in this study as the source of threat information, which leads to consumers perceived risks/threats. Only when consumers have the food safety information and violations, then their perception of risks (severity and vulnerability) will be initiated (Floyd et al., 2000). As subjective knowledge (SKW) refers to self-assessments of knowledge (Lehberger & Becker, 2020), it is understood as individual consumers' perceived knowledge and understanding of online food delivery and its food safety risks in this study. The increasing number of violations will also increase respondent's perceived vulnerability and response efficacy (Choi, Nelson & Almanza, 2011). Subjective knowledge is the antecedent of PMT and will influence both threat appraisal and coping appraisal (De Kimpe, Walrave, Verdegem & Ponnet, 2021). Perceived vulnerability measures the probability of the threat occurring (Wang, Huang, Liang & Bai, 2021), and means consumers' belief about the likelihood of online food delivery violations occurring. It is a significant predictor of intention to consume natural functional foods and supplements (Cox, Koster & Russell, 2004). Individuals' perceived vulnerability to food safety scandals plays an essential role in their protection motivation to mitigate food safety problems (Chen, 2016). Perceived severity refers to "the degree of physical harm, psychological harm, social threat, economic harm, and danger to oneself and others" (Kala, Wamba-Taguimdje, Wamba & Kake, 2021, p6). It is considered as how serious consumers believe that the food safety violations with online delivery will be. The perceived severity of the threat in a restaurant with foodborne illness outbreaks negatively influences consumer's choices to dine

in that restaurant (Ali, Harris & Ryu, 2019). Self-efficacy is a person's belief in his/her ability to execute recommended actions to prevent harmful events (Choi et al., 2011). Self-efficacy is considered as consumers' belief about their own ability to initiate recommended behaviours to reduce the risk of online food delivery violations. Self-efficacy is an essential predictor of intentions to consume natural functional foods (Cox et al., 2004). A person's protection motivation is enhanced by perceived self-efficacy to deal with food safety problems (Chen, 2016). Response efficacy concerns consumers' beliefs that whether the recommended coping response will effectively reduce the threats (Maddux & Rogers, 1983). It is considered as consumers' perceived effectiveness of the recommended behaviour to reduce the risk of online food delivery violations. Both response efficacy and self-efficacy are significant predictors of protection motivation (Choi et al., 2011). Moral obligation refers to people's feeling of their guilt or responsibility to perform or refuse to perform a particular behavior (Yoon & Kim, 2013). It is related to consumers' feeling of responsibility to report restaurants with online delivery food safety violations or not buying delivery from these restaurants. Ibrahim & Al-Ajlouni (2018) indicate that moral obligation significantly affects people's green purchase intention as threat and coping appraisal. Lee (2011) includes moral obligation in PMT to investigate the intention to adopt anti-plagiarism system. Thus, this study proposes the following hypotheses:

- *H1(abcd)*: Subjective knowledge has significant influences on consumers' perceived vulnerability (severity, response efficacy, and self-efficacy).
- *H2(ab)*: Moral obligation has significant influences on consumers' intention not to buy from the restaurant with food safety violations/intention to report the restaurant.
- *H3(ab)*: Vulnerability has significant influences on consumers' intention not to buy from the restaurant with food safety violations/intention to report the restaurant.
- *H4(ab)*: Severity has significant influences on consumers' intention not to buy from the restaurant with food safety violations /intention to report the restaurant.

- *H5(ab)*: Self-efficacy has significant influences on consumers' intention not to buy from the restaurant with food safety violations /intention to report the restaurant.
- *H6(ab)*: Response efficacy has significant influences on consumers' intention not to buy from restaurant with food safety violations/ intention to report the restaurant.

## METHOD

In 2019, most food delivery app users in China were young people, that 53% of them are under the 30s (Statista, 2020). This study will use convenience sampling to collect data among people in universities and office buildings, where groups of people ordering food online are easily found. Individuals who are over 18 years old and had the experience of ordering food from online food apps in the past two months will be qualified to participate in this study. The two months are given considering it is short enough for people still can remember and share their opinion and feelings about their online food delivery experiences. As many campuses and businesses have returned to normal from the COVID-19 in the major cities in China, it will be feasible to enter universities and business districts. A paper-pencil questionnaire includes two parts: questions based on each variable's measurement items and respondents' demographic information. Most of the measurement items for the key constructs have been adapted from the previous studies. Subjective knowledge is measured by three items (e.g., in comparison with an average person, I know a lot about the online food delivery system) (Ali et al., 2019). For PMT items, severity is measured by three items (e.g., if I encounter online food delivery safety violations, it would seriously affect me) (Choi et al., 2011). There are three items for vulnerability (e.g., I know many people who have suffered from an online food delivery safety violation) (Choi et al., 2011), six items for self-efficacy (e.g., I am able to report restaurants with online food delivery safety violations to prevent encountering these violations) (Witte, 1996), and six items for response efficacy (e.g., reporting restaurants with online food delivery safety violations works in preventing encountering these violations) (Witte, 1996). Finally, protection motivation is measured by seven items for the two

dimensions of intentions (e.g., I am likely to report to government authorities about the violations) (Ali et al., 2019). As for moral obligation, it is measured by six items (e.g. I have a moral obligation to report restaurants with online delivery food safety violations) (Ibrahim & Al-Ajlouni, 2018).

All measurement items are based on a seven-point Likert scale (1 = definitely less likely; 7 = definitely more likely). This study takes a two-step approach to analyze the collected data. First, Confirmatory Factor Analysis (CFA) is used to analyze the reliability, measurement model validity, and model fit. Second, Structural Equation Model (SEM) will be used to test the paths proposed in the hypotheses.

## IMPLICATIONS AND CONCLUSION

This study can contribute to the current literature by applying PMT to learn two consumer protection motivations: reporting food safety violations done by restaurants offering online order and delivery services and not buying food from them. Only a few empirical studies have investigated consumers' intention to report food safety violations from restaurants ( Harris et al., 2020; Yin, Li, Chen, Wu & Yan, 2018) but never viewed with a strong theoretical base such as PMT from online food delivery. This study also includes subjective knowledge as the sources of risk information, while previous researches rarely include the source information in their models, let alone subjective knowledge in online food delivery context. Besides, this study also includes moral obligation in the model as one of the predictors to enhance the explanation of PMT on intention. Practically, the findings of this study can suggest some practical implications to the foodservice industry specifically for those restaurants offering online food delivery services and the policymakers involved in food safety violations and public health in China.

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# A QUALITATIVE STUDY ON THE MOTHER'S EXPERIENCES OF SCHOOL MEAL SERVICES FOR CEREBRAL PALSY CHILDREN

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## INTRODUCTION

In the Charter on the Rights of Persons with Disabilities (1998), 'A person with a disability should not be denied or restricted the rights, honors, and privileges enjoyed by others in the same society in the same era. It is stipulated that the special needs and circumstances of persons with disabilities must be considered in policies and facilities such as education established and implemented by the state.' However, it is a reality that eating that influence the quality of life of the disabled are far from full social participation and equality. In particular, the special school meal service, which is especially important for the growth and development of children with disabilities, is centered on ordinary students, so some students are difficult to eat the provided meals (Myeng & Han, 2007).

Among the various areas of disability, cerebral palsy is a sensorimotor disorder and is accompanied by various disorders related to movement, posture, and balance due to brain damage or brain development abnormalities occurring before birth, during birth, or within several years after birth (Sullivan & Rosenbloom, 1996). Decreased eating capacity due to physical disability limits food intake, which can consequently affect nutritional status, leading to underweight or poor growth. In general, growth sluggishness and malnutrition in children with cerebral palsy are known to be inevitable consequences, but it is known that correction is possible and more effective correction is possible if appropriate intervention is taken early (Park et al., 2003). Therefore, the proper intervention of school meals in special schools that spend most of the growth and development period is very important.

However, in the case of school meals, which

are an important part of the eating of children with cerebral palsy, sufficient research has not been conducted for their importance. To provide meals that consider the characteristics of children with cerebral palsy, it is necessary to first identify the needs of children with cerebral palsy, the beneficiaries of school meal services. Therefore, exploratory research through qualitative research methods approaching the school meal experience of children with cerebral palsy is needed. However, since most of the children with cerebral palsy are unable to communicate due to their physical characteristics, this study aims to target parents who know the child's physical and mental state best and have extensive experience in school meal services.

The purpose of this study is to examine the essential meaning of school meals for children with cerebral palsy through exploration of the mother's experiences of school meal services.

Research Question: What experiences do mothers of children with cerebral palsy have in school meal service, and what does that mean?

## LITERATURE REVIEW

### *Status of students with cerebral palsy*

According to the special education statistics (2020), special education students are classified into 10 groups by disability types: visual impairment, hearing impairment, intellectual disability, physical disability, emotional/behavioral disorder, autistic disorder, communication disorder, learning disability, health impairment, developmental delay. Total number of special needs students are 95,420, of which 9,928 (10.40%) are students with physical disability. Special schools by disability category are classified into five schools: intellectual disability, physical disability, hearing impairment, visual

impairment, and emotional disorder. There are total of 182 special schools, of which 22 (12.09%) are schools with physical disabilities. Among students with physical disabilities, 3,751 (37.78%) attend special schools, 6,081 (61.25%) attend general schools, and 96 (0.97%) attend special education support centers. According to a study by Jeon and Do (2002), more than 80% of students in special schools with physical disabilities are students with cerebral palsy with various and complex disabilities.

### ***Physical exercise characteristics of children with cerebral palsy***

The motor characteristics of children with cerebral palsy differ depending on the degree of individual paralysis, but they have a common point in which head control and stability of the trunk (center of the body) are generally poor. Head control and stability of the trunk (center of the body) are important factors in the development of movement, sight, hearing, breathing, eating, speaking, sensory and cognitive development (Bobath, 1991). These physical characteristics have a great influence on the movement when eating food. Due to the disorder of the central nervous system, the hands and arms cannot be moved voluntarily, and the lips and tongue cannot move smoothly, resulting in an eating disorder. Normal nutrient intake is difficult due to a series of problems in the process of picking up food by hand, putting it in the mouth, and chewing and swallowing it (Fung et al., 2002). In addition, deformation of joints or muscles and related posture instability, limitation of movement in which both hip joints cannot be sufficiently bent forward, and difficulty in maintaining a posture holding objects with hands cause many problems in normal eating. Moreover, it is almost impossible for children who cannot bring their hands to their mouths or have difficulty in hand-eye coordination to consume food on their own (Sullivan & Rosenbloom, 1996).

### ***Nutrition of children with cerebral palsy***

In a study of 100 children with disabilities, a quarter of the subjects were under normal weight, 11% were skinny, and 9% were very skinny. Most children with disabilities had severe nutritional problems, and children with cerebral palsy were the most severe (Bax, 1989). In a study of 41 children with cerebral palsy, most children were in various nutritional deficiencies. Vitamin B complex

deficiency was 90.2%, vitamin A deficiency was 75.6%, Low vitamin D level was 65.9%, severe anemia was 12.2%, and moderate anemia was 63.4% (Hariprasad, Elizabeth, Valampampil, Karpana, & Anish, 2017). Since the energy requirement is greatly affected by the type of disability, the degree of disability, individual differences, etc., it is difficult to accurately estimate the energy requirement of children with disabilities. Berg and Isaksson (1970) estimated that children with cerebral palsy who have normal physical activity have an energy requirement of 15 kcal / cm based on their height, and children with cerebral palsy who have reduced physical activity have an energy requirement of 10 kcal / cm. Cully and Middleton (1969) found that children with moderate cerebral palsy had an energy requirement of 13.9 kcal / cm and children with severe cerebral palsy had an energy requirement of 11.1 kcal / cm.

## **METHOD**

### ***Phenomenology as a research method***

In this study, a phenomenological study will be conducted to explore the mother's experience and its meaning, who experienced school meal service for cerebral palsy children. Phenomenological research reveals the meaning of phenomena experienced by humans through analysis of research participants. And it is a research method to understand the meaning or nature of experiences in specific situations (Park & Seo, 2014). Among the phenomenological methods, this study intends to use the essentialist research method of Edmund Husserl, which observes the phenomena as they are without addition or subtraction. Through this, the parents' experiences of school meal services for children with physical disabilities will be dealt with in a comprehensive and in-depth.

As a data analysis method, A six-step analysis method will be used developed by Colaizzi (Colaizzi, 1978). Colaizzi's method is a suitable method to derive the common attributes of all participants rather than individual attributes (Kim et al., 1999).

### ***Research participants***

The study will be conducted on mothers at Y Special School in Seodaemun-gu, Seoul. Y

Special schools is physical disability school which consist of 17 classes from kindergarten to vocational training program. The grade levels in which parents participate in meal guidance are kindergarten, elementary school, and vocational training program. So, participants in this study will be selected kindergarten, elementary school, and vocational training program's mothers. Total 6 mother (2 in each grade levels) will be selected through the mother's voluntary support and homeroom teacher's recommendation. Interview questions for this study and methods of selecting study participants will be approved by the Institutional Review Board and prior consent from the study participants.

#### ***How to collect data***

The main methods of data collection are participant observation and in-depth interview, and the implementation plan is as follows. For participant observation as a passive participant, the researcher will observe and record how each mother helps students eat. During the month of July 2021, each mother will be subject to participant observation for two days.

In-depth interview will be conducted twice per person and about 60 minutes per session after participant observation. The content of the interview is planned to be approved by the participant in advance. The interview will be recorded in MP3 to use it as the original material. The interview location will be conducted in the school cafeteria, school meal management room, and quiet cafe in consultation with the participants. After the second interview, if additional interviews are needed, a third interview can be conducted.

#### ***How to secure validity and reliability***

Triangulation is a method to increase the reliability and validity of qualitative research. This is a technique that re-examines research through a multi-faceted method. Mathison (1988) presents data triangulation, researcher triangulation, and methodological triangulation. In this study, the data triangulation to verify reliability using various data and researcher triangulation that exclude excessive prejudice and subjectivity by involving many researchers will be used. In addition, the methodological triangulation that applies three methods: participatory observation, interview, and

document analysis will be used. In other words, a variety of materials related to school meals, such as participant observation, interviews, and school life records, will be used for research, and the research results will be shared with teacher and mother to secure reliability and validity.

### **EXPECTED FINDINGS**

This study will be conducted to examine the school meal service experience and meaning of mothers of children with cerebral palsy using qualitative research methods. As a result of the study, a common meaning will be found along with the personal experiences of the participating parents.

The mothers of kindergarten and elementary school, whose children's school life remains for a long time, are expected to convey their demands and expectations for school meals. The mothers of vocational training program, whose children already become an adult are expected to convey the overall experiences and meanings of the school meal service that have been experienced for a long time. And it is also expected to convey the fear of the future eating of children who will leave school after graduation. Through this, the essential meaning and needs of school meals of children with cerebral palsy will be identified.

### **IMPLICATIONS**

The results of this study will provide as the basis for the necessity of research on school meals for students with disabilities, such as children with cerebral palsy, and can be used as basic data for institutional supplementation such as the school meal law. In addition, it will be the basis for the proper implementation of the free school meal system, which is a universal welfare service.

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# THE TAMALES OF GUAGUA AND SASMUAN: ENDURING EXISTENCE OF A KAPAMPANGAN CULINARY HERITAGE

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## INTRODUCTION

Heritage food is a powerful medium in the expression of the identity of a place or a nation. The Philippines has a wealth of food products and dishes representative of each of the provinces across the seventeen regions. The dishes usually have characteristics distinct of the province where they come from. Heirloom recipes have been disseminated mostly by passing them down orally from the older generation to the next. Literature about the majority of these dishes are scarce, if not non-existent.

According to historical records, the Galleon Trades brought with them influences on the different aspects of society, the culinary aspect included. In the course of history, these culinary influences became acculturated in the local cuisine, thus producing dishes that have adapted and assimilated to the way-of-life and environment of the different areas in the early Philippines. Most of the dishes from the lowlands such as Central Luzon are reminiscent of the Hispanic influences from the Spanish colonizers.

### ***Background and locale of the study***

The tamales have its origins from Meso-America dating from 7000B.C. (Barksdale, 2018). The Mexican tamales are made from corn-based dough with meat, chili beans, or vegetable fillings, wrapped in a corn husk and then steamed to cook (Hoyer, 2008). It is an example of a dish that was introduced to the Philippines by traders from New Spain. The tamales have since been indigenized into the local palate. They are sometimes referred to as tamalis, tamalos, or bobotu, depending on which province or region is highlighted (R.O., 2014). In the central plains of

Luzon island, a province called Pampanga is known for their tamales, among various other dishes. Several municipalities in this province have a lot of tamales producers and the dish is regarded as part of Kapampangan daily life. This research will focus on the tamales that are produced in the municipalities of Guagua and Sasmuan only.

Guagua is a first class municipality in the south-western part of Pampanga. It is situated in a strategic location along the major river known as the Rio Grande de Pampanga, which served as the primary route and trading port during the pre-colonial era. Because of this, the area became a melting pot of different cultures that came along with the trading activities (History of Pampanga, n.d.). Sasmuan, on the other hand, is a 4th class municipality that is a neighboring town of Guagua. It is one of the three towns in the province of Pampanga whose shores touch Manila Bay. The name was said to have been derived from the ancient Kapampangan root word, “sasmo”, which means to meet, and is synonymous to “pitagmuan”, which means meeting place of the datus. The municipality was christened as such because it was said that the Pampangeños then, secretly met in this place whenever “they were at war with the Chinese settlers in Guagua” (Adrian, 2019).

Tamales in both of these towns are being sold in the marketplace and along the streets every morning and afternoon. Some families have their own small pop-up stalls along the streets. Local folks and students buy them on a regular basis as snacks for school or for breakfast (Sasmuan Tourism Officer, personal interview, February 21, 2019). The dish is also served during special occasions or during town “fiestas”. In spite of the complexities in preparation and cooking, the tamales remain to be part of the daily food fare of the communities

in Guagua and Sasmuan.

### ***Research question and objectives***

This research aims to investigate how the foreign tamales came to be acculturated in the way-of-life of Guagua and Sasmuan. It aims to trace the history of the dish in the two localities as well as the social, economic, and cultural adaptations and transformations that the dish underwent as it remained part of the everyday lives of the locals and have since become associated with Kapampangan cuisine. Ultimately, this study aims answer the question: how and why the tamales was able to maintain its existence and value as a foreign dish towards a transformation to a common and popular dish in the municipalities of Guagua and Sasmuan?

### ***Theoretical Background and conceptual framework***

The author used Pierre Bourdieu's concepts on habitus, distinction, field and capital, practice, and relations as theoretical lenses to examine if tamales is a product of the dynamic assimilation of memory, identity, traditions, adaptations, and economics to define how the dish endured the test of time.

Habitus is a way of portraying the embodiment of social structures and history in people. It could be a set of dispositions that are inherent to individuals. These dispositions are both reflective of social structures external to a person and, at the same time, shape his perception of the world. However, habitus is not solely the product of said structures and producers of practices, but more importantly, it is the means by which said structures are replicated. In so doing, some modifications may happen along the way (Power, 1999). The author posits that this idea of transformation and modification may be one of the underlying reasons why the tamales of Guagua and Sasmuan have maintained its existence across generations.

As each of the concepts of field, practice, and habitus exist, they also relate to one another to give meaning to experience and way-of-life. The

interaction of each concept to one another may create a set of dispositions that may propel the communities in Guagua and Sasmuan to carry on the tradition that is the tamales. Habitus, according to Pierre Bourdieu, is "the physical embodiment of cultural capital, the deeply ingrained habits, skills, and dispositions that a group of people possess due to their life experiences". As habits form, it eventually becomes what a person is. Bourdieu noted that habitus was "so ingrained that people often mistook the feel for the game as natural instead of culturally developed" (Social Theory Rewired, 2016). Thus, in consideration of the attributes of cultural capital, the author argues that experiences and other symbolic heritage acquired from cultural memory may form part of cultural capital.

Bourdieu's theories on "distinction" in connection to habitus (1979) is also taken into consideration. Distinction is a manner of classifying people according to their class, along with the corresponding values and tastes that are acquired or assigned by belonging to a particular class. This idea of predisposition of choices according to the habitus of a certain social class puts the spotlight on the possible stratification of the people residing or have resided in Guagua and Sasmuan with regard to the production and consumption of tamales over the years.

The idea of distinction may also be viewed from the perspective of generational differences, in consideration to the changing landscape of taste across time. According to Lee and Packer (2014), taste is an iteration of lifestyle. Lifestyle in turn may be symbolically reflected in food choices, clothing, language, and the like. Moreover, taste is socially constructed according to the habitus formed and acquired in a particular class (Lee, 2014). The varied age group of the population of Guagua and Sasmuan, together with the influences and changes on the lifestyle of younger residents, may bring about differences in taste and preferences in the different aspects of daily life. This would include the perceptions on tamales. The conceptual framework of the research is as follows:

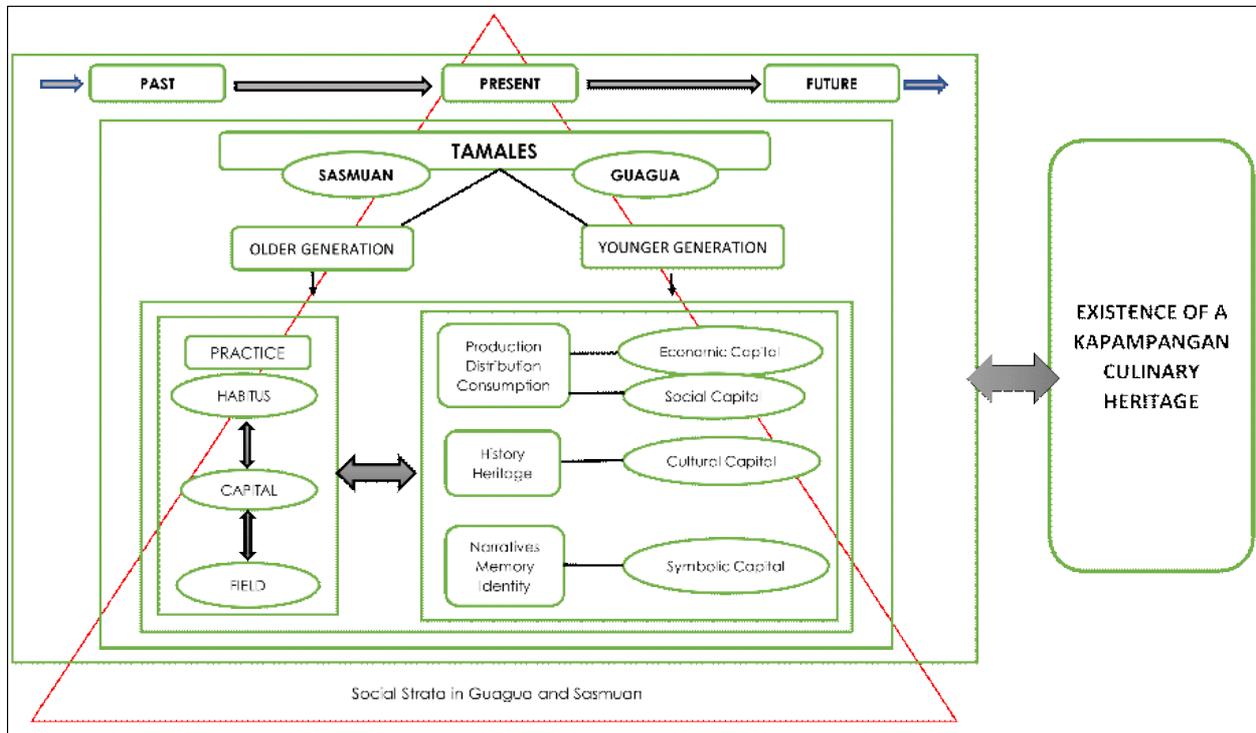


Figure 1. Relational model for the continued existence of tamales in Guagua and Sasmuan

### Significance of the study

The findings of this study are worthwhile contributions to the preservation of tamales which are part of the cultural memory and identity of the Kapampangan people residing in Guagua and Sasmuan. An inquiry and investigation about the history of this dish can facilitate the transcendence of its relevance to the consciousness of not only the locals, but also of those from neighboring municipalities and provinces. More importantly, valuable knowledge may be gained on how to guarantee the continued preservation of a heritage cuisine which plays a big role in keeping culinary traditions like that of tamales-making alive for the next generations of producers and consumers. This can further lead to greater public awareness about tamales-making in the said areas which, in turn, may enhance entrepreneurship opportunities for the tamales-makers and encourage domestic tourism. This aspect, however, would require a separate study.

### METHOD

The author used a qualitative case study

research design in the implementation of this research project. Emphasis was given on in-depth insights, meanings, and contexts. The dish's history, symbolic relationships, and development were analyzed vis-à-vis the interaction between social units, belief systems, and everyday practices. Participants of the study were 4 tamales makers from Guagua, 3 tamales makers from Sasmuan, 1 tamales maker from another town (Cabalantian, Bacolor), 3 town elders, 1 culinary historian, 2 Kapampangan chefs, 1 historian from the Center for Kapampangan Studies in Holy Angel University, 1 Kapampangan linguist, Guagua town Mayor, Sasmuan Tourism Officer, and 157 community residents plus 46 online participants as survey respondents. Thematic analysis and coding, aided by NVivo qualitative data analysis software was undertaken to dissect and give meaning to the data collected. A mix of deductive and inductive approaches to analysis were employed coupled with a latent approach to coding. This hybrid approach to analysis was due to a number of emergent themes aside from the identified variables in the framework. Below is a summary of the different questionnaires and guide questions used for data collection:

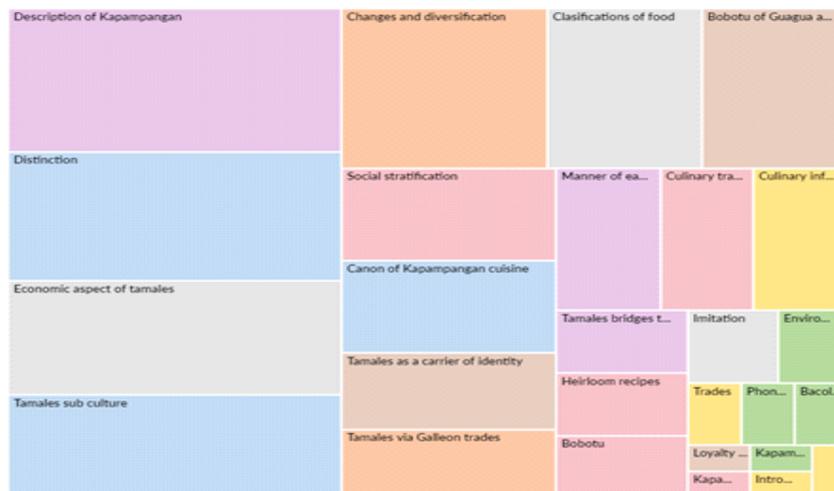
**Table 1. Comparison of questionnaires or guide questions for each type of respondent for the study**

Questionnaire / Guide Questions	Who they are	What information is needed	Why the information is needed	How this will be implemented
Producers	<ul style="list-style-type: none"> <li>Targeted tamales producers from the locales of study: Guagua with 4 producers</li> <li>Sasmuan with 3 producers</li> </ul>	<ul style="list-style-type: none"> <li>How they came to be tamales makers</li> <li>Length of time that the recipe was with their family</li> <li>Motivations in making tamales on a daily basis</li> <li>Personal narratives about tamales</li> </ul>	<ul style="list-style-type: none"> <li>To analyze the responses according to the researcher's framework</li> <li>To categorize responses into themes</li> </ul>	<ul style="list-style-type: none"> <li>Online interviews</li> </ul>
Food Historians  Culinarians  Holy Angel University  Town elder	<ul style="list-style-type: none"> <li>Culinary historian</li> <li>Kapampangan Chef</li> <li>Kapampangan Historian</li> <li>Kapampangan linguist</li> <li>Sasmuan Tourism Officer</li> <li>Mayor, Municipality of Guagua</li> <li>Culinary instructor</li> <li>3 town elders</li> </ul>	<ul style="list-style-type: none"> <li>History of Pampanga and its people</li> <li>Changes in the Kapampangan way-of-life and environment</li> <li>History of tamales in Pampanga</li> <li>Adaptation of tamales in Kapampangan cuisine</li> <li>Heritage cuisine</li> <li>Heritage preservation</li> <li>Known narratives about tamales</li> <li>Initiatives in the preservation of heritage cuisine</li> <li>Initiatives in organizing the community of tamales makers</li> </ul>	<ul style="list-style-type: none"> <li>To develop additional themes for cases that do not fall into any of the given themes as indicated in the framework</li> <li>Interpret data and give a thorough analysis guided by the framework and objectives of the study</li> </ul>	<ul style="list-style-type: none"> <li>Virtual discussion</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>Locals of Guagua and Sasmuan</li> <li>Online respondents</li> </ul>	<ul style="list-style-type: none"> <li>Tamales consumption</li> <li>Reasons for eating tamales</li> <li>Occasions when tamales are eaten or served</li> <li>Manner of eating tamales</li> <li>Personal narratives about tamales consumption</li> </ul>		<ul style="list-style-type: none"> <li>On-site survey</li> <li>Online implementation</li> </ul>

**FINDINGS**

Preliminary findings from partial coding of interview and survey data show that the emergent themes are family heirloom recipes, family livelihood, habits from childhood, food choices, and distinction, among others. Based on the emergent relationships, the three important components of the

existence of tamales are the art of tamales making, the tamales producers, and the tamales consumers. From these three major components, a myriad of connections and interrelations between family traditions, economic livelihood, and habitus, among others, become evident. The author has yet to continue with the analysis of data in order to arrive at sound conclusions and make recommendations.



**Figure 2. Initial coding hierarchy of collected data**

## IMPLICATIONS

The hallmark of a heritage cuisine is that it is a gift from the past that the present values and strives to preserve for the future. This case study on the existence of tamales in small pockets of communities in the municipalities of Guagua and Sasmuan in the province of Pampanga will answer questions about how the tamales transcended through time and adapted to the changing socio-economic, cultural, and environmental setting. The findings may prove that it is the dynamic interrelatedness of habitus, capital, and field, as well as transformational change that bring forth an enduring existence of a Kapampangan tamales culinary heritage.

The results of this study have implications on the preservation of heritage cuisines if upon completion of the analysis and recommendations, the framework and methods are deemed replicable in other locales and with other Filipino dishes. It may likewise create a jump-off point in the development of organizational policies for the tamales makers as well as rural tourism projects. These aspects can be studied in future research endeavors.

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# THE ROLE OF NEGATIVE EMOTIONS EMBEDDED IN ONLINE REVIEWS ON CUSTOMER DECISION MAKING: DO ONLINE REVIEW PLATFORM MATTERS?

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## INTRODUCTION

### *a. Problem Statement*

Due to the rapid development of information and communications technology (ICT), social media marketing takes the most critical role in customers' and operators' mindsets (Lee et al., 2021; Xiang et al., 2017). Social media enables customers to actively create, search, and transmit various kinds of information and content (Liu et al., 2017), and as a result, exert influence on their behavior. Consequently, hospitality firms are paying increased attention to analyzing social media data (e.g., online reviews) (Zhao et al., 2015). The customer decision-making process is complex in the hospitality context because of diverse options, including accommodation, transportation, attractions, and restaurants (Filieri et al., 2015). As a result, customers actively seek information from others in social media and engage in consuming, producing, and sharing online reviews (Filieri et al., 2015; Kim and Hyun 2021). Therefore, there have been efforts to explore the role of online reviews on customer decision-making. For example, recent research demonstrates that customers perceive negative online reviews as more helpful, but extreme negative reviews adversely affect review helpfulness (Lee et al., 2017).

As prior research demonstrated, distinct review characteristics depend on the type of online review platforms (Kim and Hyun 2021; Yan et al., 2018). The two representative types of online review platforms are social networking sites (SNS) and

integrated websites. SNS (e.g., Facebook, Instagram, Twitter) serve the primary purpose of creating and sharing contents with peers (Kim and Hyun 2021), whereas integrated websites (e.g., TripAdvisor and Yelp) display travel information and reviews for attractions, restaurants, and hotels (Yan et al., 2018). Social networking with existing relationships is a distinct function in SNS, which generates social tie strength (Chen et al., 2016). Thus, each platform's unique nature can affect the reviewer's different writing patterns regarding negative emotions and the reader's evaluation of the reviews. However, little attention has been paid to investigating platform type's impact on customer's decision-making processes regarding negative online hotel reviews.

### *b. Research Justification*

Prior research finds that online customer reviews or emotional motivation are likely to be positive and short in SNS but long and negative in the integrated websites (Kim and Hyun 2021; Yan et al., 2018), leading to the difference in characteristics and popular topics (Xiang et al., 2017). In addition, each review platform has different user groups and relationships in terms of individual preference, review purpose, and pursuing values (Xiang et al., 2017). Thus, online reviews can be written, used, and interpreted differently and influence potential customers' decision-making process differently in each review platform. However, there is no attempt to compare SNS and integrated websites in terms of review style, review

helpfulness, and the relationship between a reviewer and a reader. Therefore, theoretical and practical approaches are needed to understand how and why those differences occur in writing and evaluating online reviews due to review platform types.

### *c. Purpose of Study*

Our study aims to explore the impact of negative online hotel reviews in different platforms on customer decision-making by analyzing aspects of reviewers and readers. We address the following three research questions to accomplish our research purpose: 1) is there any difference between SNS and integrated websites expressing extreme negative emotion in online reviews? 2) how can the intensity of extreme negative emotions affect review helpfulness in two different platforms? and 3) does tie strength moderate the negative effect of extremely negative emotion on review helpfulness in SNS? In response to these research questions, we propose three research hypotheses based on the dramaturgical theory (Goffman, 1959) and a social group utility maximization framework (Chen et al., 2016). This research adopts a mixed-method approach to test the three hypotheses.

## LITERATURE REVIEW

### *a. Theoretical Background*

Online customer review is defined as "as peer-generated product evaluations posted on company or third party websites" (Mudambi & Schuff, 2010, p.186). The widespread online customer review causes information overloading issues, which contributed to inventing the concept of review helpfulness (Zhao et al., 2015). Review helpfulness evaluates online customer reviews based on helpfulness (Mudambi & Schuff, 2010). Review helpfulness not only increases customer's convenience to find useful information, but it also influences customer decision-making. Therefore, there have been many efforts to explore antecedents of review helpfulness, such as the impact of review sentiment on review helpfulness (Kim and Hwang 2020; Lee et al., 2017; Li et al., 2020).

Prior research finds that expressing positive and negative emotions is perceived differently considering SNS types (Waterloo et al., 2018). Compared to positive emotion, negative emotion is

perceived as less appropriate to be shared on SNS and is more preferred in a private chat on SNS (Waterloo et al., 2018). We propose that reviewers are unwilling to share negative emotions on SNS because of the desire to create a positive image. The dramaturgical theory explains an individual's intended behaviors to develop a preferred image when someone watches by applying theater circumstances into human life (Goffman, 1959). According to the dramaturgical theory, an audience (e.g., readers) creates the impression of the performer (e.g., reviewers) by observing the performance of the performer on stage (Goffman, 1959).

The readers who evaluate a negative review as too extreme deem it less helpful (Lee et al., 2017), but the relationship between reviewers and readers can affect the evaluation of the review in a different way. Tie strength is defined as a "combination of the amount of time, the emotional intensity and intimacy (mutual confiding), and the reciprocal services which characterize the tie" (Granovetter, 1973, p.1361). Many studies demonstrate that social ties can change customers' emotions or behavior. For example, a strong tie has positive impacts on reducing negative emotions and intention of spreading negative WOM caused by dissatisfaction with service (Yang and Mattila, 2012). A social group utility maximization framework (Chen et al., 2016) specifically explains what occurs between strong-tie relationships. When the relationship is based on a strong tie, each user considers the other's wellbeing (Chen et al., 2016).

### *b. Conceptual development*

According to the dramaturgical theory, readers predict the reviewer's moral character through performance (e.g., online reviews) (Goffman, 1959). Therefore, reviewers gently express their negative emotions in the SNS because reviewers are likely to prove their morality and good personality through the reviews. On the other hand, reviewers of integrated websites easily express their extreme negative emotions because their moralities or personalities are not judged by readers due to anonymity. In other words, integrated websites create a more comfortable environment for reviewers to express extreme negative emotions than SNS.

- *Hypothesis 1: Reviewers of SNS tend to express less extreme negative emotions than integrated websites.*

As the previous study demonstrated that the impact of overly extreme negative information lowers the review helpfulness (Lee et al., 2017), readers perceive excessively negative reviews as less helpful regardless of platform types because extreme emotional contents are undiagnostic and uncertain (Lee et al., 2017). Therefore, the intensity of negative emotion negatively affects the review helpfulness in both platforms.

- *Hypothesis 2: As the reviews contain more extreme negative emotions, readers evaluate them as less helpful in both SNS and integrated websites.*

However, the way readers evaluate the reviews can differ according to the tie strength between reviewers and readers. This gap occurs because customers tend to change their behaviors and attitudes positively when a strong tie is involved (Mattke et al., 2020; Yang and Mattila, 2012). According to the social group utility maximization framework, a strong tie makes users take care of each other to maximize the positively tied group's

revenue (Chen et al., 2016). Readers who observe extreme negative emotions of reviewers sharing a solid tie with them are more likely to care about the reviewer's negative experiences and sympathize with their feelings, rather than considering the irrationalities or personalities of reviewers. In this case, readers may still evaluate too negative reviews as helpful due to strong tie effects. On the other hand, weak or no tie would have no impact on review helpfulness because there is no connection between readers and reviewers. We assume readers would objectively evaluate reviews and be indifferent to the reviewer's feelings or situations because of an absence of emotional intensity and intimacy (Granovetter, 1973).

- *Hypothesis 3: Readers perceive reviews embedding extreme negative emotions as helpful when a strong tie exists with reviewers, while readers perceive reviews embedding extreme negative emotions as less helpful when weak or no tie exists with reviewers.*

### c. Research Model

We propose the following conceptual framework based on social tie theory and dramaturgical theory to address the proposed research questions.

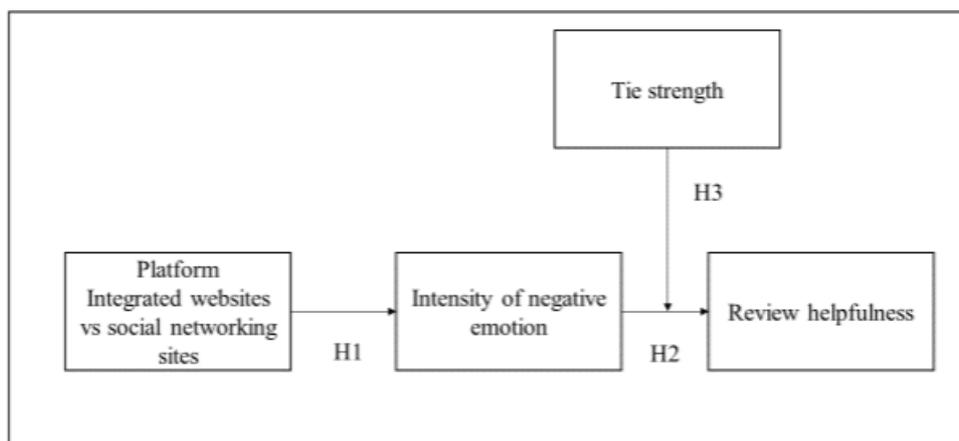


Figure 1. Conceptual Framework

## METHOD

We adopt the mixed method to test our research hypotheses. Study 1 measures the different intensity of negative emotions (i.e., research hypothesis 1) using big data analytics. We measure

the intensity of negative emotions by the frequency of negative words when the number of positive words is fixed (Lee et al., 2017) using text mining techniques of XLminer. We conduct ANOVA to compare the intensity of negative emotions in Facebook and TripAdvisor.

Study 2 consists of two approaches to see the impact of negative emotions' intensity on review helpfulness (i.e., research hypothesis 2). In big data analytics, we conduct regression analysis with a dependent variable as review helpfulness being coded helpful reviews 1 and non-helpful reviews 0 in both websites. In the second approach, we adopt a quasi-experimental design approach with a 2(negative emotion intensity: weak vs. strong)  $\times$  2(Platform type: SNS vs. Integrated website) factorial design to confirm the second research hypothesis. We recruit participants from the random sampling process. We conduct ANOVA analysis with review helpfulness as the dependent variable for the data analysis of the experimental design test.

Study 3 examines the moderating role of

social tie strength (i.e., research hypothesis 3). We use the random sampling process to select samples from the population. We conduct a quasi-experiment with a 3(Social tie strength: no tie vs. weak tie vs. strong tie)  $\times$  2(negative emotion intensity: weak vs. strong) factorial design. We adopt the method of Mattke et al. (2020) to manipulate the social tie strength. The method categorizes the social tie strength by defining a close friend as a strong tie, an acquaintance as a weak tie, and people who don't know each other as no tie (Mattke et al., 2020). We set the dependent (i.e., review helpfulness) and independent (i.e., negative emotion intensity) variables to test the moderating effect of tie strength and conduct ANOVA analysis.

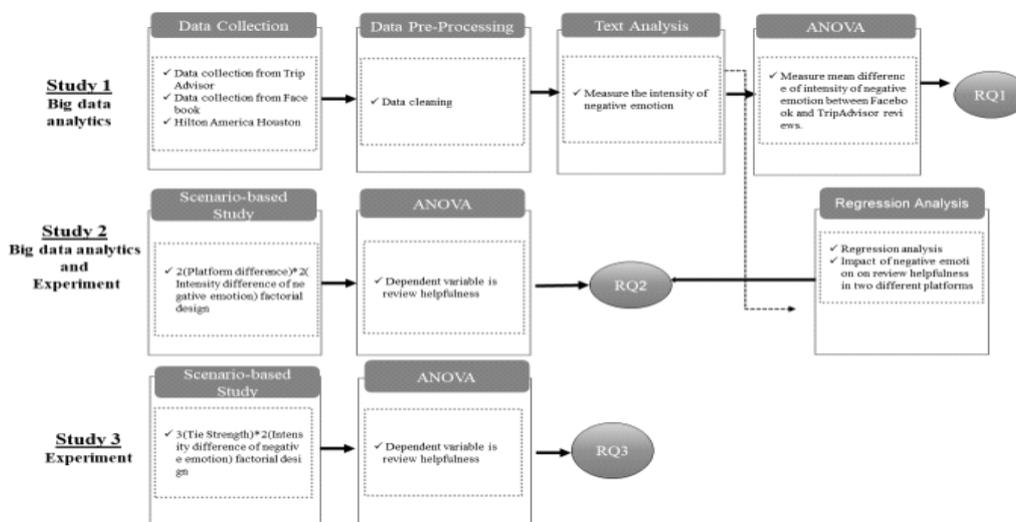


Figure 2. Overall framework of research methodology

## IMPLICATIONS

Several theoretical implications in the online review of the hospitality context are demonstrated. First of all, this research is the first attempt to measure negative emotions' different intensities across two platforms. Secondly, the study investigates the moderating role of tie strength in SNS in the relationship between negative reviews and review helpfulness. Finally, this research includes both readers' and reviewers' approaches to online reviews in two platform types, allowing both a deeper and broader understanding of online reviews' production and use. This research has several practical implications regarding a manager's

priorities for engaging and responding to negative reviews. First of all, hotel managers should encourage customers to post reviews on SNS rather than integrated websites because reviewers tend to express less intense negative emotions on SNS than on integrated websites. Secondly, hotel managers should prioritize SNS when reviews include extreme negative information because readers may perceive the extreme negative online reviews of a strong tie as helpful without further consideration. The direct use of negative reviews without evaluation reviews can severely impact the hotel's brand image or sales. Finally, managers can better shape their engagement with online reviews by knowing what platforms are most important for customer reviews.

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# CUSTOMER-RELATED SOCIAL STRESSORS, SELF-ESTEEM AND TOURISM INVOLVEMENT FOR FRONTLINE-SERVICE EMPLOYEES IN INTEGRATED RESORTS

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## INTRODUCTION

Nowadays, integrated resorts have been vigorously developed in the worldwide, such as America, Singapore, Macao, Malaysia, Mexico, Vietnam and so forth, which offer casinos, exclusive shops, star hotels and upscale restaurants to tourists. Integrated resorts are good complexes to keep tourists' expenditure within their boundaries (Andriotis, 2008). Thus, frontline employees as service providers in integrated resorts are endeavored to provide high-quality service to secure customer loyalty. Even facing disliked customers with unreasonable requirements, they are required to react with positive attitudes and warm smiles. However, unpleasant interaction with customers may lead them under work stress, which is known as customer-related social stressors (CSS) (Zhang et al., 2016; Dudenhöffer and Dormann, 2013). Past studies indicate CSS has a bad influence on employees' emotions and psychology (Dormann and Zapf, 2004; Zhang et al., 2016; Dudenhöffer and Dormann, 2015; Kim et al., 2012). Self-esteem is an important determinant of psychological health, which has been verified that can be lowered by work stress that may lead to feelings of incompetence and pessimism (Golembiewski and Aldinger, 1994; Kivimäki and Kalimo, 1996). Previous studies usually investigate the relationship between stress and self-esteem focusing on generic works. However, CSS has been one of the most important sources of work-related stress, the significance of how CSS affects self-esteem should be heeded by scholars (Dudenhöffer and Dormann, 2013).

Tourism involvement is a process of getting pleasure, enjoyment and refreshment (Suhartanto et al., 2018). Past studies identify tourism involvement

as an antecedent to positively predict frontline employees' work engagement, job satisfaction and service performance, while stress is regarded as a motivation for tourism that people are eager to seek relief and recovery by involving in tourism activities ((Yeh, 2013; Suhartanto et al., 2018; Amara, 2018; Chen et al., 2016). Moreover, people involve in tourism to maintain self-esteem and keep psychological health (Todd, 2001). Consequently, CSS and self-esteem are drivers for people to engage in tourism. It is therefore reasonable to treat tourism involvement as an outcome variable in this study.

The aim of this paper is two-fold. First, we close the research gap by exploring the relationship among CSS, self-esteem and tourism involvement, which provide both theoretical and practical contributions to the tourism literature. Second, our study confirms that tourism involvement is positively affected by CSS and self-esteem, which could be a good reference for human resource managers of integrated resorts to have a better understanding about relieving employee's CSS and improving their psychological health so as to maintain sustainable development of the industry.

## LITERATURE REVIEW

As one kind of work-related stressors, CSS is firstly identified by Dorman and Zapf (2004) that consists of four dimensions – disproportionate customer expectation, ambiguous customer expectations, disliked customers and customer verbal aggression. Previous research demonstrates that CSS not only has a negative effect on work performance and job satisfaction but also causes bad psychological issues for service providers, such as emotional exhaustion burnout (Dormann and Zapf,

2004; Zhang et al., 2016; Dudenhöffer and Dormann, 2015; Kim et al., 2012).

Previous literature suggests that work stress is closely related to self-esteem (Golembiewski and Aldinger, 1994; Kivimäki and Kalimo; 1996). Self-esteem is an important personality trait that has a significant influence on individuals' daily life, which reflects a person's subjective self-evaluation (Zhang, 2009). Lee et al. (2012) confirm that work-related stress lowers self-esteem and leads to depression. Despite CSS being an inevitable factor to reduce employees' self-esteem, there is a lack of related research that formally study their relationship to the best of our knowledge. We therefore contribute in the present study by testing the effect of CSS on self-esteem under the first hypothesis

- H1: CSS is negatively related to self-esteem.

Havitz and Dimanche (1990) identify the definition of tourism involvement as "a psychological state of motivation, arousal or interest between an individual and recreational activities, tourism destinations or related equipment, at one point in time, characterized by the following elements: importance, pleasure value, sign value, risk probability and risk consequences". Individuals

experience the freedom of getting away from work and enjoy the feeling of self-control while involving in tourism (Yeh, 2013). Existing studies show that stress is a motivator of tourism and tourism experience helps people to gain refreshment and recovery (Amara, 2018; Chen et al., 2016). Moreover, Todd (2001) points out that people want to maintain self-esteem needs or improve self-concept by 'showing off' their tourism experience. Different from simply participating in tourism activities (e.g. vacation), tourism involvement not only has long-term effects on tourists' attitudes and behaviors but also profound influences on people's lifestyle (Yeh, 2013). Therefore, relationships among CSS, self-esteem and tourism involvement, rather than short-term travel or vacations, are valuable to explore with the goal of improving the psychological health of the integrated resort employees. In this research, we thus examine how tourism involvement is affected by CSS and self-esteem. Accordingly, we present the second and third hypothesis with the proposed model (Figure 1) shown as below:

- H2: CSS is positively related to tourism involvement.
- H3: Self-esteem is negatively related to tourism involvement.

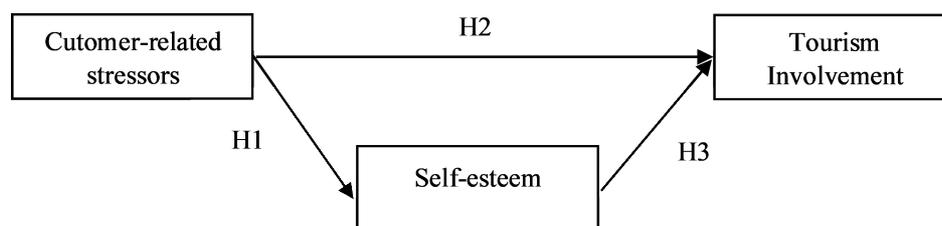


Figure 1. The proposed model

## METHOD

The target respondents are employees who have full-time customer-facing jobs in the 6 integrated resorts of Macau, as a tourist jurisdiction in the world that is developing the industry most aggressively. After deleting the invalid ones, 788 questionnaires are used for the study. The questionnaires consist of 3 sections to measure CSS, self-esteem and tourism involvement respectively and all items are measured with a 7-point

Likert-type scale (1 = "strongly disagree", 7 = "strongly agree"). Structural equation modeling (SEM) with maximum likelihood estimation is applied for data analysis using AMOS21.0.

## FINDINGS

Before the data analysis, confirmatory factor analysis is conducted. The overall goodness of fit of the estimated model indicates an acceptable fit (Chi-square = 753.87,  $p = 0.000$ , CFI = 0.917, TLI

= 0.906, RMSEA = 0.050, SRMR = 0.070, CD = 0.870). The standardized factor loadings of all items are above 0.40, while the average extracted values and composite reliability of each latent construct are larger than 0.5 and 0.7 respectively, which show good validity and reliability (Fornell and Larcker, 1981). The SEM helps to examine the effects among CSS, self-esteem and tourism involvement. As we

can see from Table 1, results are supportive of our proposed Hypotheses 1, 2 and 3. CSS indeed has a significantly negative influence on self-esteem. More importantly, while CSS exerts a significantly positive impact on tourism involvement, self-esteem significantly affects tourism involvement negatively.

**Table 1. Estimated results**

Hypothesis		Coefficients	Accept/ Reject
CSS	→ Self-esteem (H1)	-0.12***	Accept
CSS	→ Tourism involvement (H2)	0.48***	Accept
Self-esteem	→ Tourism involvement (H3)	-0.11***	Accept

Note: \*\*\*p < 0.001

## CONCLUSION

In this research, we use customer-facing employees of integrated resorts in Macau as sample participants and identify the negative relationship between CSS and self-esteem. Low self-esteem is not only bad for employees' work performance in a short time but also has profound negative impacts on subjective well-being in a long time. More strategies should be put forward by managers to encourage employees to transfer CSS into the motivation of self-improving, such as offering more professional job training and psychological counseling. Meanwhile, one of the results shows frontline employees are more involved in tourism with a higher level of CSS. Tourism as a good stress reliever should be aware by managers, which could be welfare offered to encourage employees to gain both physical and psychological relaxation. After all, the good condition of employees is the guarantee of service quality and firm success.

Another finding of this research indicates self-esteem has a negative relationship with tourism involvement. People with low self-esteem are more eager to get away from stressful work and gain recovery from tourism. Word of mouth of tourism experience, sharing tourism photos on the social network are good ways for them to fulfill self-esteem needs. This research helps human resource managers of integrated resorts to better understand of relieving employee's CSS and improving their psychological health. Meanwhile,

a good reference for tourist industries and travel agents to understand the psychology and decision-making process of tourists who under CSS and what they want to pursue from tourism activities, which is beneficial to make marketing strategies and commercial advertising more accurately.

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