

An Empirical Study of Value for Money Perceptions and Satisfaction Levels Among Students with Reference to the On-Campus Student-Run Cafeteria

Atul Vijay P.*, Vijay Vinod**

Abstract

This study investigated student perceptions of a student-run college cafeteria, focusing on value for money (VFM), overall satisfaction, and preferences for key cafeteria attributes. Employing a mixed-methods approach, Garrett Ranking was used to prioritize five attributes (Location, Cleanliness, Taste, Portion Size, Cyclic Menu) based on 59 student responses. The location and cleanliness were identified as the most important, while the cyclic menu was ranked least important. Inferential statistical analyses (ANOVA and Generalized Linear Model) were conducted on a subset of 27 students to examine relationships between semester (II, IV, VIII), VFM, and overall satisfaction. ANOVA revealed no significant differences in VFM perceptions across semesters [$F(2, 24) = 0.18, p = .834$]. However, the GLM indicated that higher VFM significantly predicted greater overall satisfaction ($b = -2.54, p = .006$), while semester was not a significant predictor of satisfaction after accounting for VFM. The findings highlight the importance of cafeteria accessibility and hygiene, and the significant influence of perceived value on student satisfaction. Future research could explore qualitative dimensions of key attributes and longitudinal changes in student perceptions.

Keywords: Student Perceptions, Value for Money, College Cafeteria, ANOVA, Generalized Linear Model (GLM)

INTRODUCTION

Cafeterias play a vital role in the daily lives of college students, providing convenient and affordable access to meals and refreshments. For many students, the college cafeteria is not just a place to eat but also a social hub where they connect with friends and classmates. As such, the quality of service and value offered by a cafeteria can significantly impact student satisfaction and overall

campus experience.

In today's competitive food service landscape, student-run cafeterias face unique challenges in meeting the diverse needs and expectations of their peers. Understanding how students perceive the value for money and what features they prioritize can provide valuable insights for cafeteria management to enhance service quality and optimize resource allocation.

Statement of the Problem

This study focuses on a student-run cafeteria operating within our college, aiming to investigate student perceptions of value for money, their levels of satisfaction and their preferences for various cafeteria features. Specifically, the research seeks to:

- Identify key factors that influence student's perception of value for money in the cafeteria.
- Determine if there are differences in value for money perceptions among students of different semesters (II, IV, and VIII).
- To examine the influence of student's semester of study and their overall satisfaction level with the cafeteria food on their perception of value for money (VFM).

By addressing these objectives, this study aims to provide actionable insights for the student-run cafeteria to improve its offerings, enhance student satisfaction, and ensure its long-term sustainability. The findings will not only benefit the cafeteria management but also contribute

* Assistant Professor, St. Joseph's Institute of Hotel Management and Catering Technology, Palai, Kerala, India.
Email: atulvijay.p@gmail.com, atul@sjhmcet.ac.in

** VIII Semester, BHM, St. Joseph's Institute of Hotel Management and Catering Technology, Palai, Kerala, India.

to a better understanding of student needs and preferences in the context of campus food services.

LITERATURE REVIEW

When describing the most preferred attributes Garrett Ranking method is a very useful analysis (Gupta et al., 2020) Rank Based Quotient (followed by Value-Based Index (VBI)). There are various studies that have used Garrett Ranking method to determine the most preferred and least preferred attributes of an aspect. For example, a study on the satisfaction of tourist destinations in Ooty Garrett ranking was used to find the most disconcerting aspects a tourist experiences while visiting ooty (Maheswari & Thenmozhi, 2022). In another study Garrett ranking was used to find the most important sustainability factors that affects the tourist visiting Kumbalangi (Manoj, 2016). Further a comparative study on two home stay destination in Darjeeling was conducted using Garrett Ranking technique (Lama & Singh, 2024). In another study on consumer behaviour while purchasing consumer durables was analysed using Garrett Ranking (Kottoor & Mathews, 2024).

In the study on tourists satisfaction on Ooty one way ANOVA and T test was used for find any statistical difference in the opinion based on socioeconomic factors (Maheswari & Thenmozhi, 2022). However in case of data collected through Likert scale questions, which is an ordinal scale the non-parametric one way ANOVA (Kruskal-Wallis test) is the right method to test for significance in the median rank among groups (Gupta et al., 2020) Rank Based Quotient (Followed By Value Based Index (VBI)). Another study conducted among college students of Puducherry region used Garrett ranking to identify the factors that influence student's decision in becoming an entrepreneur, the student concluded that; while family background has the least impact, risk-taking attitude is the most significant factor influencing students' decisions to become entrepreneurs, followed by creativity and innovation (Selvaraju, 2018).

Similar studies involving student cafeterias is also available, Research conducted within a French university cafeteria setting, where typical barriers to vegetarian main dish consumption were removed, revealed that motivations are the primary drivers of vegetarian food choices among students, overshadowing the influence of socio demographic factors. Furthermore, the study demonstrated a positive correlation between the

frequency of selecting vegetarian main dishes and the overall nutritional quality and reduced environmental impact of student meal choices. These findings suggest that interventions aimed at enhancing motivations for consuming vegetarian meals in university cafeterias hold significant promise for promoting healthier and more sustainable dietary patterns among students (Arrazat et al., 2025) which offer a unique opportunity to promote meat-free meals to new generations by addressing barriers such as accessibility, price, and cooking skills. This study aimed to analyse the individual characteristics associated with the proportion of vegetarian main dish choices in a university cafeteria and to determine whether this behaviour influenced the nutritional quality and environmental impact of student meals. A sample of 257 French students who ate regularly at a large university cafeteria took part in an observational study with repeated measures. They took pictures of their meal trays each time they ate at the cafeteria for three months. They completed an online questionnaire to assess their sociodemographic characteristics and various behavioural determinants of the choice of a vegetarian main dish based on the Capability, Opportunity, Motivation Behaviour (COM-B). A study conducted in Italian cafeteria examined the reasons for food wastage using MANOVA and conclude that making the most critical food more familiar and appealing can help reduce wastage (Piochi et al., 2025) emotions, and food waste in different age groups in primary school cafeterias. The aims were to assess the effect of age and gender on perceptions of the cafeteria's meals, emotions, and food waste, and to assess the relationships among food waste, meal perception, and emotions. 1,092 children (5–11 years old [y.o.], 53 % females. In another study conducted in Spain about purchase behaviour concluded that in order to improve satisfaction with campus food, the study indicates that future initiatives should focus on sustainability, increasing the availability of high nutritional quality (HNQ) products, implementing viable price-manipulation strategies, and improving allergen information on labelling, while also taking taste preferences into account (Martinez-Perez et al., 2022).

METHODOLOGY

Garrett Ranking and Statistical Analyses

This study employed a mixed-methods approach, utilizing Garrett Ranking for prioritization and inferential statistics

(ANOVA and Generalized Linear Model) to examine relationships between variables.

Participants

The study involved a total of 59 student respondents who regularly dine at the student-run cafeteria. The semester-wise count of students from the II, IV, and VIII semesters was 9, 18, and 32, respectively. These respondents participated in the Garrett Ranking exercise. A subset of 27 student respondents was used for the Analysis of Variance (ANOVA) and Generalized Linear Model (GLM) analyses. The selection criteria for this subset involved random sampling to select 9 students each from the IV and VIII semesters; this was aimed at equalizing the sample size across semesters.

Data Collection

Participants were presented with five key attributes of the cafeteria: Location, Cleanliness, Taste of dishes, Portion size, and Cyclic Menu. For the Garrett Ranking, respondents rated the importance or preference of each attribute using a five-point ranking scale. Data for the variables used in the ANOVA and GLM (Value for Money Perception, Overall Satisfaction, and Semester) were collected through five-point Likert scale questions within the survey.

Garrett Ranking Procedure (n = 59)

The raw ratings for the five cafeteria attributes from all 59 respondents were analysed using Garrett Ranking. Respondents were asked to rank the five attributes in order of importance, with Rank 1 indicating the most preferred attribute and Rank 5 the least. The ranks obtained from respondents were converted into scores using Garrett's ranking conversion formula:

$$\text{Percent Position} = \frac{(R_{ij} - 0.5) \times 100}{N_j}$$

Where:

- R_{ij} = Rank given for the i th item by the j th respondent.
- N_j = Total number of items ranked by the j th respondent.

The percent position was then used to obtain the corresponding Garrett Score from Garrett's Table. For each attribute, the individual scores given by all respondents were summed and then averaged to get the mean Garrett Score. Finally, the attributes were ranked based on their mean Garrett Scores. The attribute with the highest mean score was considered the most important, and the one with the lowest was the least important.

This method allows for a direct comparison of the relative importance of each attribute based on the collective preferences of the respondents. The resulting ranks provided a prioritized order of these attributes based on the overall perceptions of the student population.

Statistical Analyses (ANOVA and GLM, n = 27)

A subset of 27 respondents was used for inferential statistical analyses. The rationale for this sample size for ANOVA and GLM was to equalize the sample size across the semesters, given the initial unequal distribution of respondents from the II, IV, and VIII semesters (9, 18, and 32, respectively). Nine respondents were selected by random sampling from the IV and VIII semesters using Microsoft Excel.

Analysis of Variance (ANOVA)

A one-way ANOVA was conducted to determine if there were differences in value for money perceptions among students of different semesters (II, IV, and VIII) using the data from the 27 respondents. The independent variable was Semester, and the dependent variable was Value for Money Perception. Prior to conducting the ANOVA, the assumptions of normality (refer Table 3) and homogeneity of variances were assessed. Visual inspection of Q-Q plots suggested that the VFM data within each semester group was approximately normally distributed (refer Fig. 1). Levene's test for equality of variances indicated that the assumption of homogeneity of variances was met, $F(2, 24) = 0.73$, $p = .493$ (refer Table 4). The ANOVA was performed using JASP (Version 0.19.3), with the alpha level set at 0.05. Post-hoc analyses were planned only if the overall ANOVA yielded a statistically significant result. The statistical model for the one-way ANOVA can be represented as:

$$Y_{ij} = \mu + \tau_i + \epsilon_{ij}$$

where Y_{ij} represents the VFM perception score for the j th student in the i th semester, μ is the overall grand mean of VFM perception, τ_i is the effect of the i th semester on VFM perception, and e_{ij} is the error term.

Generalized Linear Model (GLM)

A Generalized Linear Model was employed to examine the influence of students' semester of study and their overall satisfaction level with the cafeteria food on their perception of value for money (VFM). The dependent variable was Overall Satisfaction, with Value for Money Perception as a covariate and Semester as a factor. Prior to this analysis, the normality of overall satisfaction scores within each semester group (II, IV, and VIII) was assessed using the Shapiro-Wilk test. The results indicated significant deviations from normality for all semester groups: Semester II ($W = 0.805$, $p = .024$), Semester IV ($W = 0.655$, $p < .001$), and Semester VIII ($W = 0.813$, $p = .028$) (refer table 3).

To examine the influence of semester and overall satisfaction on VFM perception, a Generalized Linear Model with ordinal logistic regression (Family = other, Model = Ordinal Logistic Regression in JASP) was employed on the subset of 27 respondents. Overall Satisfaction was the dependent variable (treated as ordinal), with VFM perception as a continuous covariate and Semester (with Semester II as the reference group) as a categorical factor. The logit link function was used to model the cumulative probabilities of satisfaction levels.

The functional relationship for the GLM was: $\text{logit}(P(Y \leq j)) = \alpha_j + \beta_1 \cdot \text{VFM} + \beta_2 \cdot I(\text{Semester} = \text{IV}) + \beta_3 \cdot I(\text{Semester} = \text{VIII})$ where $P(Y \leq j)$ is the cumulative probability of reporting a satisfaction level less than or equal to j , α_j are the threshold parameters, β_1 is the coefficient for VFM, and β_2 and β_3 are the coefficients for Semester IV and VIII respectively (compared to the Semester II reference group).

The different sample sizes for Garrett Ranking and the inferential statistics are due to the unequal distribution of each semester's number of respondents in the initial sample. The Garrett Ranking provides a broad prioritization across the larger respondent group, while the ANOVA and GLM allow for more in-depth statistical examination of relationships within a more focused and balanced sample.

The Hypothesis Statements

Null Hypothesis (H_0): "There is no statistically significant difference in the mean 'Value for Money' (VFM) perceptions among students in the II, IV, and VIII semesters."

Alternative Hypothesis (H_1): "There is a statistically significant difference in the median 'Value for Money' (VFM) perceptions among students in the II, IV, and VIII semesters."

Alternative Hypothesis (H_2): "There is a statistically significant difference in the mean overall satisfaction levels with cafeteria food among students in at least one of the semester groups (II, IV, or VIII) compared to the others, after accounting for the influence of value for money (VFM) perception."

FINDINGS AND DISCUSSION

Demographic Profile

The demographic profile of the survey respondents is summarized in the table below, detailing the distribution by semester and gender.

Table 1: Demographic Profile

Profile	Variable	Frequency	Selected Frequency
Semester	II SEM	9	9
	IV SEM	18	9
	VIII SEM	32	9
	Total	59	27
Gender	Male	51	21
	Female	8	6
	Total	59	27

Most respondents (54%) were from the VIII semester, followed by IV semester (31%) and II semester (15%). The sample is predominantly male (86%), with only 14% female respondents. However, the sample was downsized to 27 by selecting only 9 responses from each semester, since the variance between the number of respondents was high. The 9 respondents each from IV and VIII semester was selected by random sampling using excel spreadsheet.

Garrett Ranking Analysis

Table 2: Garret Ranking Analysis for the Features of the Cafeteria

Rank		1	2	3	4	5	Total Score	Garret Mean Score	Mean Rank
Garret Weights	X	75	60	50	40	24			
Location of the Cafeteria	F	30	7	5	4	13	3392	57.49152542	1
	FX	2250	420	250	160	312			
Cleanliness	F	3	28	12	12	4	3081	52.22033898	2
	FX	225	1680	600	480	96			
Taste of the Dishes Served	F	5	5	33	9	7	2853	48.3559322	4
	FX	375	300	1650	360	168			
Portion Size of the Dishes Served	F	11	10	4	31	3	2937	49.77966102	3
	FX	825	600	200	1240	72			
Cyclic Menu	F	10	9	5	3	32	2428	41.15254237	5
	FX	750	540	250	120	768			

The location of the cafeteria is the most important attribute with a mean score of 57.49. Cleanliness comes second, with a mean score of 52.22. Portion size ranks third, with a mean score of 49.78. Taste of the dish is fourth, with a mean score of 48.35. Finally, the cyclic menu is fifth, with a mean score of 41.15.

The analysis reveals that the location and cleanliness being the most ranked feature by the students. The least ranked feature is the cyclic menu.

Shapiro-Wilk Test for Normality

Table 3: Descriptive Statistics VFM and Satisfaction

	VFM			Satisfaction		
	II SEM	IV SEM	VIII SEM	II SEM	IV SEM	VIII SEM
Valid	9	9	9	9	9	9
Mode	3.750	3.000	4.000	4.000	5.000	4.000
Median	4.250	4.250	4.250	4.000	5.000	4.000
Mean	4.250	4.111	4.278	4.333	4.556	4.222
Std. Deviation	0.612	0.741	0.507	0.707	0.527	0.667
Variance	0.375	0.549	0.257	0.500	0.278	0.444
Shapiro-Wilk	0.942	0.903	0.958	0.805	0.655	0.813
P-value of Shapiro-Wilk	0.605	0.269	0.780	0.024	< .001	0.028
Minimum	3.250	3.000	3.500	3.000	4.000	3.000
Maximum	5.000	5.000	5.000	5.000	5.000	5.000

^a The mode is computed assuming that variables are discrete.

Shapiro-Wilk Test for Value for Money Perception

Shapiro-Wilk value for II, IV and VIII semesters are 0.942, 0.903, 0.958; These values are close to 1, suggesting

that the data within each semester group is likely not significantly different from a normal distribution.

The p-values for SEM II, IV, and VIII are 0.605, 0.269, and 0.780, respectively. These values are greater than 0.05, indicating that we fail to reject the null hypothesis,

and the VFM scores at all semesters are approximately normally distributed.

Hence the data is suitable for conducting a one-way ANOVA test. The Q-Q plot listed below helps visualize the normality of the distribution. While the bulk of the residuals align well with the theoretical normal distribution, the mild deviations observed in both the lower and upper tails suggest a potential for some departure from perfect normality, particularly in the extremes.

Q-Q Plot

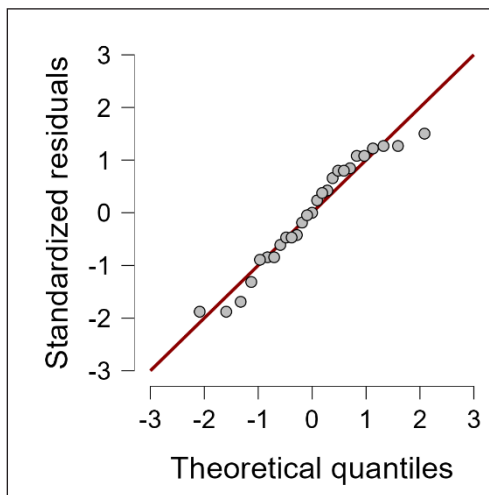


Fig. 1: Q-Q Plot to Showing the VFM Scores at all Semesters are Approximately Normally Distributed

Shapiro-Wilk Test for Satisfaction Levels

Shapiro-Wilk value for II, IV and VIII semesters are 0.805, 0.655 and 0.813 and the p-values for SEM II, IV, and VIII are 0.024, less than 0.001, and 0.028, respectively. These values being less than 0.05, indicating that we reject the null hypothesis. These values indicate that the Satisfaction scores are not normally distributed at any of the semesters. Given these violations of the normality assumption, a Generalized Linear Model (GLM) was deemed an appropriate analytical approach. In this model, overall satisfaction (measured on a five-point Likert scale) was the dependent variable, with

VFM (treated as a continuous covariate) and semester (II, IV, and VIII, treated as a categorical factor) as the independent variables.

Analysis of Variance Between the Semesters with Respect to Value for Money Perception (VFM)

Null Hypothesis (H₀): “There is no statistically significant difference in the mean ‘Value for Money’ (VFM) perceptions among students in the II, IV, and VIII semesters.”

Alternative Hypothesis (H₁): “There is a statistically significant difference in the median ‘Value for Money’ (VFM) perceptions among students in the II, IV, and VIII semesters.”

To determine if there were statistically significant differences in the mean value for money perception scores between the three semester groups, a one-way Analysis of Variance (ANOVA) was conducted. One-way ANOVA is an appropriate statistical test for comparing the means of a continuous or approximately continuous dependent variable across three or more independent groups. The Shapiro-Wilk test was used to assess the normality of the distributions. Levene’s Test was used to test for equality of variances as prerequisites for ANOVA.

Levene’s Test

Table 4: Test for Equality of Variances (Levene’s)

F	df1	df2	p
0.729	2.000	24.000	0.493

Since the p-value (0.493) is greater than the conventional significance level of 0.05, we fail to reject the null hypothesis of equal variances. Therefore, based on Levene’s test, there is no statistically significant evidence to suggest that the variances of the groups being compared are different. This indicates that the assumption of homogeneity of variances, often required for statistical tests like ANOVA, is likely met for this data.

Comparison of Mean Value for Money Perception Across Each Semester

Table 5: ANOVA – Value for Money Perception Between Semesters

Cases	Sum of Squares	df	Mean Square	F	p
Semester	0.144	2	0.072	0.182	0.834
Residuals	9.444	24	0.394		

Note: Type III Sum of Squares.

To investigate whether students’ perception of value for money (VFM) of cafeteria food differed across their semester of study, a one-way analysis of variance (ANOVA) was performed. The independent variable was Semester (II, IV, VIII), and the dependent variable was VFM perception. Descriptive statistics for each semester group are as follows: Semester II (M = 4.25, SD = 0.61), Semester IV (M = 4.11, SD = 0.74), and Semester VIII (M = 4.28, SD = 0.51). The ANOVA results indicated no statistically significant difference in mean VFM scores between the semester groups, $F(2, 24) = 0.18, p = .834$. Thus, we fail to reject the null hypothesis since the value of 0.834 is much greater than the conventional significance level of 0.05.

The Effect of Students’ Semester of Study and Overall Satisfaction with Cafeteria Food on Their Perception of Value for Money (VFM)

Null Hypothesis (H₀): There is no statistically significant difference in the mean overall satisfaction levels with cafeteria food among students in the II, IV, and VIII semesters, after accounting for the influence of value for money (VFM) perception.

Alternative Hypothesis (H₁): There is a statistically significant difference in the mean overall satisfaction levels with cafeteria food among students in at least one of the semester groups (II, IV, or VIII) compared to the others, after accounting for the influence of value for money (VFM) perception.

GLM Model Fit Statistics for Overall Satisfaction

Table 6: Model Summary - Satisfaction

Model	Deviance	AIC	BIC	df	χ^2	p
H ₀	48.876	52.876	55.468	52		
H ₁	36.284	46.284	52.763	49	12.593	0.006

The overall fit of the model predicting satisfaction was evaluated using a Generalized Linear Model. A comparison between the null model (H₀ Deviance = 48.88, df = 52) and the model including predictors (H₁ Deviance = 36.28, df = 49) revealed a statistically significant improvement in model fit, $\chi^2(2) = 12.59, p = .006$. The Akaike Information Criterion (AIC) was lower for the model with predictors (46.28) compared to the null model (52.88), as was the Bayesian Information Criterion (BIC) (H₀ BIC = 52.76, H₁ BIC = 55.47), indicating a better balance of fit and parsimony for the more complex model.

Influence of Value for Money and Semester on Overall Satisfaction

Table 7: Coefficients

	Estimate	Standard Error	z	p
(Intercept)* 1	7.514	3.587	2.095	0.036
(Intercept)* 2	11.346	4.085	2.777	0.005
VFM	-2.542	0.919	-2.766	0.006
Semester IV SEM	-1.418	1.139	-1.245	0.213
Semester VIII SEM	0.459	1.019	0.450	0.652

Note: Satisfaction levels: 1:3, 1:4, 1:5. Linear predictors: logitlink(P[Y<=1]), logitlink(P[Y<=2]).

The coefficients from the ordinal regression model predicting overall satisfaction revealed a statistically significant negative association for value for money perception (VFM; $b = -2.54, SE = 0.92, z = -2.77, p = .006$). This indicates that higher perceived value for money was associated with a greater likelihood of reporting higher

levels of satisfaction. The effect of semester, relative to the II Semester reference group, was not statistically significant for Semester IV ($b = -1.42$, $SE = 1.14$, $z = -1.25$, $p = .213$) or Semester VIII ($b = 0.46$, $SE = 1.02$, $z = 0.45$, $p = .652$). The intercepts for the cumulative probabilities are also reported.

CONCLUSION

This study investigated student perceptions of value for money, overall satisfaction, and preferences for cafeteria features within a student-run college cafeteria. The findings from the Garrett Ranking analysis revealed a clear hierarchy of student priorities regarding five key cafeteria attributes. The location of the cafeteria was identified as the most important factor, followed by cleanliness, portion size, taste of the dishes, and finally, the cyclic menu. This suggests that the accessibility and hygiene of the cafeteria are paramount to students, while the variety offered by the cyclic menu is considered the least critical aspect among those examined.

The one-way ANOVA conducted to determine if value for money (VFM) perceptions differed across student semesters (II, IV, and VIII) yielded non-significant results. This indicates that students across different stages of their undergraduate program hold similar perceptions regarding the value offered by the cafeteria, at least within the scope of this study.

However, the Generalized Linear Model analysis provided significant insights into the predictors of overall satisfaction. Value for money perception emerged as a significant predictor, with higher perceived value being associated with greater overall satisfaction. This highlights the crucial role of pricing and perceived worth in shaping students' contentment with the cafeteria services. In contrast, the students' semester of study did not significantly predict their overall satisfaction levels after accounting for the influence of value for money perception.

In conclusion, this research underscores the importance of the cafeteria's location and cleanliness as key areas of student concern. Furthermore, it emphasizes the significant impact of value for money perception on overall student satisfaction. While students across different semesters share similar views on value for

money, their satisfaction levels are strongly influenced by whether they believe they are receiving good value for their money. Future efforts to enhance student satisfaction should prioritize maintaining convenient location and high standards of cleanliness, alongside strategies to improve the perceived value of the food and services offered. The relatively low importance assigned to the cyclic menu suggests that other factors might be more influential in shaping students' overall cafeteria experience.

Scope for Further Study

- *Beyond Satisfaction:* This study found a link between VFM and satisfaction. Future research could explore other factors influencing VFM perception, such as food quality, variety, serving size relative to price, and comparison with off-campus options.
- *Detailed Price Sensitivity Analysis:* Conducting price sensitivity analysis for different menu items could provide valuable insights into how price adjustments might impact students' perception of value.
- *Tracking Changes Over Time:* This study was cross-sectional. Longitudinal research could track how students' perceptions of value for money and satisfaction evolve across their academic journey, potentially identifying trends or changes in priorities as they progress through different semesters or years.
- *Testing the Impact of Changes:* Based on the findings, intervention studies could be conducted to test the impact of specific changes (e.g., improving cleanliness, adjusting prices of certain items, altering the menu cycle) on student perceptions of value for money and overall satisfaction.

REFERENCES

- Arrazat, L., Teil, F., Nicklaus, S., & Marty, L. (2025). Sociodemographic and behavioural determinants of vegetarian main dish selection in a French University cafeteria: A three-month observational study with repeated measures. *Appetite*, 207, 107856. doi:<https://doi.org/10.1016/j.appet.2025.107856>
- Gupta, S. K., Gorai, S., & Nain, M. S. (2020).

- Methodologies for constraints analysis. *Journal of Extension Systems*, 36(2), 22–27. doi:<https://doi.org/10.48165/JES.2020.36205>
- Kottoor, N. S., & Mathews, A. T. (2024). Consumer behaviour towards durable goods: A study on Thiruvananthapuram district. *IOSR Journal of Humanities and Social Science*, 29(9), 16–22. doi:<https://doi.org/10.9790/0837-2909051622>
- Lama, D., & Singh, D. A. K. (2024). Understanding homestays success in rural Dajeeing: A comparative study between Lepchajagat and Sittong In Darjeeling using Garrett ranking. *Library Progress International*, 44(3), Article 3.
- Maheswari, S., & Thenmozhi, E. (2022). A study on tourist satisfaction towards ecotourism with special reference to Ooty. *HuSS: International Journal of Research in Humanities and Social Sciences*, 23–28. doi:<https://doi.org/10.15613/hijrh/2022/v9i1/213622>
- Manoj, P. (2016). Determinants of sustainability of rural tourism: A study of tourists at Kumbalangi in Kerala, India. *International Journal of Advance Research in Computer Science and Management Studies*.
- Martinez-Perez, N., Telleria-Aramburu, N., Insúa, P., Hernández, I., Telletxea, S., Ansotegui, L., Rebato, E., Basabe, N., de Pancorbo, M. M., Rocandio, A., & Arroyo-Izaga, M. (2022). On-campus food purchase behaviors, choice determinants, and opinions on food availability in a Spanish University community. *Nutrition*, 103–104, 111789. doi:<https://doi.org/10.1016/j.nut.2022.111789>
- Piochi, M., Franceschini, C., Fassio, F., & Torri, L. (2025). A large-scale investigation of eating behaviors and meal perceptions in Italian primary school cafeterias: The relationship between emotions, meal perception, and food waste. *Food Quality and Preference*, 123, 105333. doi:<https://doi.org/10.1016/j.foodqual.2024.105333>
- Selvaraju, P. (2018). Factors influencing the entrepreneurial culture among the rural college students in Puducherry region: A study with Garrett ranking technique. *Asian Journal of Managerial Science*, 7(2), Article 2. doi:<https://doi.org/10.51983/ajms-2018.7.2.1324>