

Evaluating Food Court Operation in Shopping Malls to Enhance Customer Satisfaction for Different Market Segments

Noha Saad EL Shaer

Faculty of Tourism and Hotel Management, October 6 University, Egypt

Abstract

Food courts in shopping malls become a huge food operation market. Mall's visitors always seek for good meal with reasonable price. Menus and services in food courts need more attention to reaching for the customers' satisfaction. The overall objective of the study is to analyze the different ways to enhance customer satisfaction for different market segments. The specific objectives of the study are:

1. To identify the influence of prices on different customers ages.
2. To identify the problems of the services provided by the food court restaurants.
3. To identify different services such as E-ordering, ethnical food, and green food items.

There were 500 surveys are distributed in food court of different shopping mall in Egypt (Dandy Mega Mall, Mall of Egypt, and Mall of Arabian). Questions revolved around age categories and purpose of visiting the mall. Cross tabulation had been done between age categories and different preferences in services. The results showed that, price was the most relevant factor for different ages. There was a statistically significant correlation between dissatisfaction and problems in food court such as places availability, food quality, and staff. The wireless services and software application were not activated till now. Green and ethnical food items were begun to take place in food courts. This study concluded that the relationship of food quality attributes and customer satisfaction at food court restaurants.

Keywords: Food Court; Shopping Malls; Fast Food Operations; Customer Service; E-Ordering in Food Court.

Introduction

During the last decade Cairo has witnessed a flourishing of shopping malls, Automated Telling Machine (ATM) and mobile phone use, resort-style recreation, and fast-food consuming, all of which represent a radical departure from previous Egyptian consumer habits. These new behaviors symbolize Egypt's increasing integration into the world capitalist system, if not its growing participation in multiple dimensions of globalization (Abaza, 2005, p.38).

Food court is a special area in shopping malls, which besides accommodating fast-food restaurants is also a special form of common area, in which tables, benches and chairs are placed where customers can serve food, talk and socialize. These are usually placed in central places or upstairs. In terms of drawing power, their combined power is equal to that of an anchor tenant (Reikli, 2012, p.37).

Majid Al Futtaim is the market leader in shopping mall sector, communities, retail and leisure pioneer, and exclusive franchise owner of the Carrefour brand in 38 markets across the Middle East, Africa and Asia. He has signed a cooperation protocol agreement with the Egyptian Ministry of Investment and International Cooperation and the National Service Projects Organization with the aim of opening an additional 100 Carrefour stores in industrial zones across various governorates in Egypt. The evolutionary change in foodservice globally is principally structural, rather than cyclical. People will continue to eat out in greater numbers, driven by unstoppable demographic and consumer forces. The challenge for the shopping center industry is to ensure that foodservice is of the right size, quality and position, is relevant, fresh

and competitive and, crucially, provides the experience to ensure that consumers eat-in, rather than in the myriad alternative food destinations (www.majidalfuttain.com).

In this context, investors and executives of shopping malls offer food-beverage units, cafes and restaurants, which will attract, keep and ensure consumers to spend more inside and outside of their malls. As both resting and eating ensure consumers to stay longer in shopping mall, it will also enable to increase revenues of shopping mall. Besides, the quality and quantity of Shopping Malls (SM) restaurants affect the image of shopping mall (Haseki, 2013, p.43).

Kushwaha, et al. (2017, p.275) were clarified that marketing mix of shopping malls can be seen as a combination of the three ‘manageable’ elements of access and accessibility, range and specialization, and internal environment and service. There was scope for further re-labeling and sub-dividing some elements of the marketing mix of shopping malls to cater more comprehensively to their uniqueness as a service.

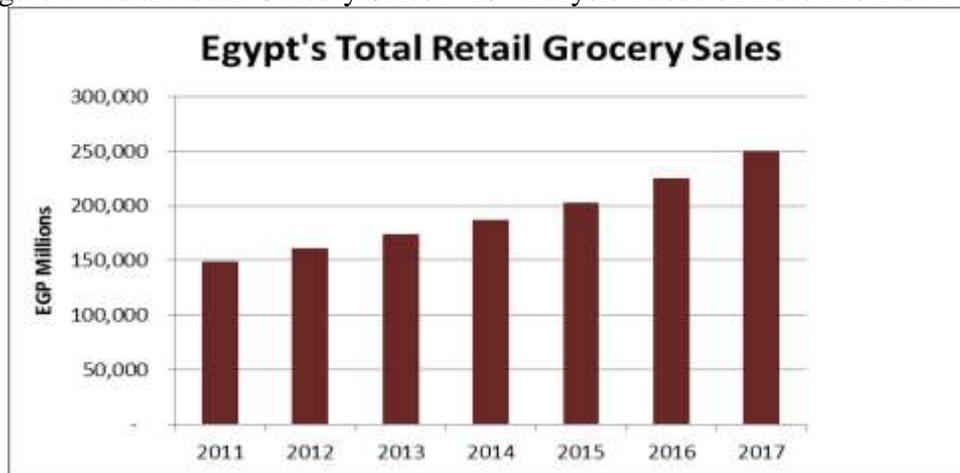
Review of Literature

Financial Vision of Retail Food Sector and Hyper Markets in Egypt

Yehya (2015) had confirmed that, while the global financial crisis has reduced the growth rate in the catering business in Egypt by about 15-20%, retail sales have increased by the same proportion due to the expansion of international chains, variety of products offered and an increase in the level of income and brand advertising. The food retail sector in Egypt continues its rapid development. More hypermarkets and supermarkets are sprouting in suburban of Cairo and Alexandria in addition to more supermarket chains establishing a position in the rest of the governorates, primarily the Red Sea resort area. Carrefour (France) now operates 6 stores and has a plan to open 18 new stores over the next 5 years including 16 small express stores. The local Metro supermarket chain has 39 branches and its affiliated class B and C food chain “Kheir Zaman”, operates 21 branches.

In terms of retail food sales from local grocers or markets, supermarkets, and convenience stores, the 2016 total value of retail food sales stood at close to EGP 226 billion. This was an increase of 11 percent over 2015. Private sector forecasts project similar growth into 2017 with sales reaching EGP 250 billion. Figure 1 explains total retail food sales, including 2017 forecasts.

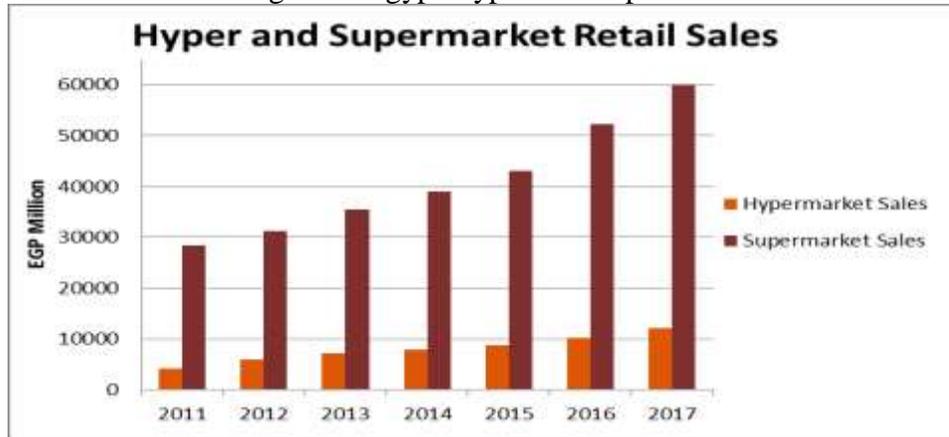
Figure 1: Total Retail Grocery Sales FAS Analysis Based on Euro Monitor Data (2017)



Hypermarkets in Malls

The growth in sales is accompanied by a large increase in the number of small-scale supermarket outlets, with the rapid expansion of Turkish retailer BIM and Egyptian Kazyon over the past three years. In spite of the rapid growth, modern supermarket chains still accounted for less than one percent of the establishments and 23 percent of sales in 2016. The hypermarket segment remained small with only 35 outlets operating in the country in 2016. Those outlets account for 4.5 percent of total retail sales. Sales in modern supermarket and hypermarket chains are expected to continue to grow. Figure 2 compares hypermarket and supermarket sales, including 2017 forecasts, (GAIN, 201.).

Figure 2: Egypt Hyper and Supermarket Retail Sales



FAS Analysis based on Euro-monitor data

Sebastian and Purwanegara (2014, p.76) have ensured that the growth of market share for specialized retailers and large departmental stores depending on the size of the consumer segment in a given urban population. It was observed that customer's buying preferences became more diversified as the extent of retail stores increases within a confined area. Thus, the market size reaches a threshold and the consumer's shopping preferences are jeopardized owing to indecisiveness in shopping. However, shopping centers and hypermarkets have become important elements in the urban landscape, though lack of planning and vision has led to chaotic development and congestion of marketplaces, affecting the growth of the retailers.

The line of argument is that supermarkets are no longer places where only rich people shop; over the past ten years or so, they have spread from the wealthy suburbs of major cities to poorer areas and much smaller towns. This has happened in response to a number of forces, many of them interconnected: rising incomes (also associated with higher ownership of consumer durables like fridges and cars which facilitate supermarket shopping), urbanization, more female participation in the labor force (increased opportunity cost of time) and the desire to emulate (Traill, 2006, p163).

Astono (2014, p.100) had ensured that convenience is one the shopping mall's attribute that people keep demanding for. Convenience examined as precondition attributes for increasing visit of customers, as location and opening hours have leading to a win-win situation between the shopping mall and customers, as strategic location and long operating hours will enable more customers to visit the shopping mall. On the other hand, sub-attributes like lift and escalator accessibility, and floor plan as the internal attributes from the shopping mall itself will ease customers during their shopping trip.

Shifting from Traditional Shopping to Entertainment Malls

Juwaheer et,al (2013,p.178) has noted that there has been a paradigm shift from shopping malls being comprised of traditional shopping activities to treating them as retail-entertainment complexes and community centers for social and entertaining events. Shopping malls are not only centers for shopping but they are now integrated with highly structured social spaces for entertainment, interaction and other types of consumer excitement. Similarly, the shopping climate has been radically transformed with the mushrooming of various shopping malls and centers all over the world.

Hu and Jasper (2007, p.21) were stated why mature prefer shopping malls:

Convenience In the minds of mature shoppers, malls provide convenience mainly because all of the stores in a mall are under one roof, which not only saves them time comparison shopping among stores but also reduces the total walking required, which can be a serious concern for mature consumers that have health conditions.

Choice mature agree that malls offer lots of choices through a wide variety of stores and a food court. However, some are concerned that there is a shortage of retailers that meet their changing needs compared to the number of stores that cater to younger crowds, especially for fashion goods such as clothing.

Ambiance mature mentioned the positive aesthetics of malls, such as pleasing colors, attractive lighting, warmth, and so on.

Parking There are mixed reactions regarding parking in malls. Some of our respondents talked about parking that they think is inconvenient, but others believe that mall parking is easy and convenient.

Hedonic Shopping mature revealed how they use malls for purposes other than making purchases, such as for family gatherings, recreation, socialization, etc.

Reikli (2012, p.37) had clarified nine types or classification of shopping centers:

1. Neighborhood / community center – they are also known as strip shopping centers, usually they describe a connected strip of stores, which are jointly operated. These stores offer parking spaces. Their anchor tenants are usually supermarkets or discount food stores and they urge daily shopping trips.
2. Power center – these usually cluster the so-called big-box retailers, like bigger discount stores, off-price retailers and category killers. In the majority of cases they choose their site in the vicinity of a closed shopping center.
3. Shopping mall – closed building with controlled temperature and lights, in which the shops aligned on two sides are separated by closed streets and alleys.
4. Lifestyle center – this type of centers are very popular nowadays, and they usually denote the aggregation of various specialized stores (mostly fashion apparel), entertainment facilities and restaurants. They usually have a well-maintained open-air common square and main street character.
5. Fashion / specialty center – denotes shopping centers in which mostly higher-priced fashion apparel stores, boutiques and gift stores are incorporated, where higher prices mean better quality and brand value.
6. Outlet center – these line up mostly manufacturers' brand stores and retail outlets, from product assortment point of view they mostly offer fashion apparel with strong brand value, accessories and home furnishings.
7. Theme / festival center – these centers are defined by a certain theme, and the building design and stores are chosen accordingly. It has a tourist attraction character, often a kind of

entertainment center is its main anchor tenant, in other cases it attempts to copy a historical place or event.

8. Omni center – denotes a new type of shopping center and often combines several of the already described types, For instance, shopping mall, lifestyle center or power center. Due to their various characters, provide opportunity for cross-shopping in a single place.
9. Mixed use development (MXD) - these centers operate within a multi-function building complex, thus, besides a shopping center; there could be an office building, hotel or perhaps a residential building, cultural center etc. Retailers like it very much, because it attracts more customers to the center than a simple retail center.

Ahmed (2012,p.101), Sadeh and Samadi (2014,p.328) and Makgopa (2016, p.22) had illustrated that shopping mall visitors tend to engage in various activities during shopping malls visits. This view is further supported by identified activities and grouped them according to the following categories:

1. Consumption activities by shopping mall visitors. Consumption activities are activities that involve visiting coffee-shops/restaurants, gaining new knowledge regarding new products and trends, and window shopping.
2. Participation in shopping mall-initiated activities by shopping mall visitors. Shopping mall visitors can visit shopping malls to participate in mall-initiated activities as part of entertainment. These entertainment activities include children's programs and cultural events.
3. Social activities and entertainment. Social activities are activities that involve human interaction and include strolling; social meetings, sitting in public places, speaking with strangers and watching other shop.

Hyper Malls as a New Concept of Foodservice Outlets

Shopping malls are the most glorious places these days with their attractive shops and a wide variety people where people spend their weekends to relax and shop. With the changing tastes and preferences of customers, shopping malls extend a global impact across metros, cities and towns. The increase in the population will cause a demand for easier and quicker access to food, clothing and home products creating an increase in economic business growth (Mohamed, et al. 2015, p.76).

Malls have grown larger and the convenience of one-stop shopping has expanded to include service outlets and entertainment providers. Shopping malls today offer fast-food courts, restaurants, video arcades, movie theaters, beauty salons, dental clinics and more. Malls have also become important meeting places, especially for young people and seniors (Wong et al 2012, p.53).

Astuti and Hanan (2010, p.76) had ensured that idea of food as a source of entertainment is the dining experience, since the development of gastronomy. The changes in eating activity which have become part of the entertainment activities have encouraged the development of consuming food as a cultural industry. Consuming and producing food as a leisure activity can cause boredom.

Making Food Court More Healthy

Thornton, et al. (2012, p.2) were found that consumption of unhealthy (energy-dense, nutrient poor) snack foods has become common-place in recent decades. These consumption patterns are likely to be influenced by increased opportunities to purchase snack foods. For instance, snack

food can now be purchased in food stores, non-food stores (e.g. pharmacies, gas stations) and at other common amenities (e.g. cinemas, transport termini).

Creel, et al. (2008,p.2) had stated that fast-food places have surpassed full-service restaurants as the largest source of away-from-home foods, which may explain why many researchers believe that consumption of fast-food items is a contributor to obesity. Current investigations point to the increased availability of energy-dense foods as a major contributor to energy imbalance and obesity.

Sharkey, et al. (2011,P.1) were determined that individuals and families seek fast food for many reasons, particularly because of time and budget; fast food is cheap, quick, easy to access, and tasty. Emerging research reports that fast-food consumption, more so than general away-from-home food consumption, is associated with undesirable metabolic outcomes, including higher body weight, waist circumference, and insulin resistance. Some socioeconomically and geographically disadvantaged populations have relatively better access to fast-food outlets and convenience stores than to supermarkets, which may increase exposure to unhealthy foods and negatively influence diet and health.

Lear, et al. (2013,P.2) had observed a positive relationship between the availability of nutritious foods in supermarkets and the foods in the diets of nearby residents, suggesting that certain supermarket characteristics may be related to dietary intake and in turn obesity.

Chen and Wang (2014, p.25) were stated that stores and services in local communities may impose obesity risks because accessibility to these stores can influence residents' eating patterns. A growing number of studies have shown that people living in places with lower accessibility or availability of healthy food options eat fewer fruits and vegetables, while the availability of fast food stores is associated with a more unhealthy dietary quality and with obesity.

Martin, et al. (2014,p.1) were considered that dietary intake is determined by a number of factors, including what types of food items are available (availability), at what prices (affordability), and proximity to grocery stores (accessibility).

Remnant and Adams (2015, p.37) were illustrated that meals in four 'ranges' were included – luxury, standard, value and 'healthier'. Although the specific name of each range varied between supermarkets, it was not difficult to place all meals found in one of the four ranges based on explicit branding on packages.

Siau, et al. (2015, p. 1846) were highlighted over the importance of incorporating regular training among food handlers in food safety and personal hygiene. Study reported that improved knowledge will lead to behavioral changes involving better practices in handling of food and also suggested that other factors including staff attitudes can limit the improvements of staff practices in food safety.

E-Ordering in Food Courts

Developing an Online Food Court Ordering is a system for providing the benefit of the easy ordering process online from anywhere along with ample choices for the customers in less time and less expenditures. This latest effort will definitely usher an edge in the existing manual platform used so far for such an important aspect along with greater flexibility and sophistication in the use of the technology (Reddy, et al .2016,p.1).

Kubde, et al. (2016,p.9) were stated that connecting Food Courts in Mall using Mobile App (CFCMM) which is a mobile application will make it possible for the customers to order food online in particular mall. Furthermore, the list of food item along with the details of price and description can be viewed by the customer. The customer can use the cart option to add items to

the cart or remove items from the cart. This will enable the customer to decide which items they want to order and compare menu cards of different food courts. Once the order is placed, the customer will get the acknowledgement and can proceed for the payment after which the user will get the confirmation message from the server.

Bora and Gupta (2012, p.61) were indicated that with the upsurge in Information and Communication Technology, many industries use web as a medium of exchanging the information. To overcome the problems faced by the restaurants, a wireless application could be designed and implemented in any medium or large scale restaurant. The application is installed on each of the tablets; the customer selects the food from the menu provided to him and gives the order to the waiter. The orders from the customer's tablet are sent wirelessly to the kitchen as well as updated on a central database. The following are some merits of a using such an application:

1. Firstly the person at the reception is empowered to allot the suitable of table(s) to the customers, via a tablet.
2. Then as soon as the table is allotted, the customer is directed to his/her table with a steward waiting for them to take his order.
3. The customer sees the categorized menu card in the digital form on the tablet.
4. The waiter or waitress inputs the orders into the handheld tablets.
5. The orders are sent to the kitchen via Wi-Fi. The kitchen staff sends a notification whether the food is available or not.
6. If there is a need for modification in the food menu, the manager modifies the menu. The menu gets changed in
7. The database. The changed menu then gets updated on the waiter's as well as on the customer's tablet

Encouragement of Food Courts in Some Egyptian Hyper Malls

While the global financial crisis has reduced the growth rate in the catering business in Egypt by about 15-20%, retail sales have increased by the same proportion due to the expansion of international chains, variety of products offered and an increase in the level of income and brand advertising. The food retail sector in Egypt continues its rapid development. More hypermarkets and supermarkets are sprouting in suburban Cairo and Alexandria in addition to more supermarket chains establishing a position in the rest of the governorates, primarily the Red Sea resort area. Carrefour (France) now operates 6 stores and has a plan to open 18 new stores over the next 5 years including 16 small express stores (Maldonado and Mansour 2009, p.2).

Thornton, et al. (2013, p.4) were considered that environmental factors including opportunities to purchase and consume food are increasingly seen as an important determinant of dietary behaviors. Within food stores, consumers are faced with variations in the quantity, quality, price and marketing of food items. Supermarkets are a major source of food for many households as they are usually highly accessible (both in terms of location and opening hours) and enjoy market domination in food/grocery retail expenditure in many developed nations.

Tomic, et al. (2006,p.307) were found that supermarkets, which offer a wide range of fresh produce, whole grain products, and unprocessed foods recommended as part of a healthy diet and at less expensive prices than convenience stores, are an important source of affordable and nutritious foods. However, supermarkets are not equally accessible, with lower access noted in some regions for inner-city, low-income , and visible minority populations.

Sharkey, et al. (2013,p.2) were pointed to factors that may influence household food resources include spatial access to traditional, convenience, and nontraditional retail food stores, transportation, timing and amount of household income, cultural repertoires, food related household technology, and the household environment (e.g., refrigeration and storage).

Maureen (2012,p.4) were found that aside from ready-to-eat fast food, the chain is eyeing the grab-and-go niche, which lets customers purchase items such as pizza and pasta and warm them up at home. C-stores have a bit of an image problem when it comes to fresh food. The change in just how many consumers are turning to C-stores is beginning to show up in the numbers Visits.

Customer Satisfaction in Food Court

Oliver, (1999), Dube et al. (1994),and Vavra (1997) had illustrated that customer satisfaction has received significant attention from several marketing practitioners and scholars and is considered as a key indicator of a brand's past, present, and future performance. customer satisfaction is "an indicator of whether customers will return to a restaurant".Similarly;) reported that "customer satisfaction is the leading criterion for determining the quality delivered to customers through the product/service and by the accompanying servicing".

Furthermore, Homburg and Stock, (2004) and Dapkevicius & Melnikas, (2009) had described customer satisfaction as the degree to which a product or service fulfils or exceeds the expectations of customers. Customer satisfaction is established as one of the most widely researched constructs in marketing studies. In general, customer satisfaction is related to two primary aspects; customer's assessment of product or service quality, and his/ her perception toward the interaction experience with the brand's service provider

There are several definitions being suggested for customer satisfaction in the prior literature. For instance, described satisfaction as the overall evaluation or judgment of customers towards the quality of products or services offered by a service provider. also referred customer satisfaction to the overall assessment of customers towards the products or services of a brand and their emotional reactions regarding the capability of that brand in fulfilling some of their needs and desires (Hanaysha 2016).

Food is the most crucial part of the overall restaurant experience. They lumped all food attributes into only one variable, food quality. Food quality had many attributes. Food quality is an absolute requirement to satisfy the needs and expectations of restaurant customers (Rozekhi, et al. 2016, p.47).

Nadzirah, et al. (2013, p.1464) have defended 'Servicescape' is the overall atmosphere inside the foodservice facility, which is ambience, space, layout, design, cleanliness, lighting, other patron's behavior, and employee appearance. Also refers 'servicescape' as "all of the objective physical factors that can be controlled by the firm to enhance (or constrain) employee and customer actions. The significance of a comfortable atmosphere is growing with time further clarified that Services cape can influence customer behaviors of the food service industry and should not be overlooked.

Popularity of Ethnic Food and Restaurant in Food Courts

Ethnic" refers to any group of individuals that claims a distinct people hood or an identity that sets them apart from others. The word "ethnic" originates from the Greek word "ethnos," which originally meant heathen or pagan points out that the term was used in this manner until the mid-nineteenth century. The term "ethnicity" still connotes minority issues; however, it also refers to aspects of relationships between groups that consider themselves and are regarded by others as

culturally distinct. Among various cultural factors representing national identity, food is cited as a common signifier because food itself can be a cultural symbol (Khalifa, 2015, p.92).

Every community has a distinct dietary culture that symbolizes its heritage and socio-cultural aspects of its ethnicity. Food prepared by different ethnic groups of people is unique and distinct due to the differences in geographical location, environmental factors, food preference, and availability of plant or animal sources. Customary beliefs, food rules and laws, religions, and social groupings are some of the characteristics contributing to the description of a culture, while ethnicity is the affiliation with a race, people, or cultural group. Religions and customary beliefs exert a strong influence on food habits (Kwon 2015, p.45).

Eating and enjoying cultural activities were once seen as obstacles to industrialization, but in this new era, they play an important role. When people travel or experience new cultures, food is always an important topic of conversation. With longer human life spans, people are increasingly interested in how food can help us communicate, build connections, and maintain our health in addition to its primary function of providing us with calories (Kwon 2017, p.211).

Ethnic restaurants usually focus on targeting nationals of the country. The restaurant is located in rather than those of the home culture, aspect described as subjective authenticity. Ethnic restaurant operators create distinctive dining environments by emphasizing authentic atmospherics that create meaningful dining and entertainment experiences, such as interior design, decorations, or music. At the same time, ethnic food is the core of managerial efforts and refers to food expressing the characteristics of a particular region or cultural traditions (Băltescu and Boşcor 2016, p. 114).

For all long-standing food habits and culinary traditions that have developed through the ages, the end product is a balanced diet in harmony with the physiological needs of the people and their occupation, climate, agriculture, and natural resources. The Egyptian has inherited an indigenous food system and traditional food habits that can guarantee a balanced diet (Wassef, 2004, p.898).

In Egypt, the number of new restaurants in Cairo has increased during the last years. Cairo is globally renowned for its vibrant oriental cuisine and diverse restaurant industry, with more than 40,000 food-service establishments. Only 37% of these food service enterprises are classified into five, four and three star restaurants, such as floating restaurants, classical restaurants, ethnic and theme restaurants, and fast food operations (Khalifa, 2015, p.93).

Research methodology

The Egyptian population is growing rapidly. Demand for food products is high and expected to rise in the coming years. The economic policy reforms of late 2016 are having a positive impact on macroeconomic stability; however, at the micro-level consumers are struggling with increases in the cost of living and high inflation rates. The Egyptian retail food sector continues to be dominated by traditional markets, though supermarket chains are growing in number and popularity (GAIN 2017).

This section outlines the research methodology followed to realize the research purpose of this study starting with the research design and data collection method, target population, sampling technique, and data analysis method.

Research design and data collection method

a) The study was quantitative in nature in collecting the primary data to address research objectives. This study was conducted during May to September 2018 in rush hours on weekdays and over the weekends.

Target population

The target population in the study was concentrated on customers of food court at the Dandy Mega Mall, Mall of Egypt, and Mall of Arabian A 500 customers of food court participated in this study at the previous malls.

Measurement levels used on the questionnaire

Respondents indicated the extent to which they agreed with the statements on three rating scale ranging from strongly interested to strongly non interest. The respondents were also requested to provide demographic data regarding age, gender, and food court services. The questionnaire was pre-tested using convenience sample of ten respondents of different age groups, gender and food court services who lately visited Dandy Mega Mall, Mall of Egypt, and Mall of Arabian. It was deemed not necessary to make major adjustments on the draft questionnaire except minor changes on wording, as respondents reported no problems with the questionnaire.

Validity of the Questionnaire

The Questionnaire was presented in its preliminary form to a group of (7) specialists in the field of tourism and hotels to identify their opinions on the extent of appropriate questions for the subject of the study. After the researcher took the observations of the arbitrators the Cooper equation was calculated as the proportions of the agreement.

Table (3) Proportions of agreement's customer in food court (cooper coefficient)

Question No.	Question	Ratio of Agreement	Question No.	Question	Ratio of Agreement
1	What is your age category?	%100	6	What is the reasonable price you can pay in meal?	%100
2	What is the purpose of visiting the mall?	%100	7	Do you prefer ethnical food in food court's restaurants	%100
3	What about interesting in the p of eating in mall?	%100	8	Are you satisfied about services in food court	%100
4	Do you prefer green healthy food items?	%100	9	Do you face any problem in food court area	%100
5	Do you interest in using E-ordering in food court?	%100			

Reliability of the Questionnaire

The Stability of The questionnaire was calculated by a retest method on a sample consisting of (50) a person with a time interval of two weeks between the first application and the second application, Pearson correlation= (0.931) was a function of 0.01.

Digital appreciation for each question = $3 \times \text{Highly Preferred} + (2 \times \text{Prefered} \times 1) + \text{Not preferred at all}$ / Number of sample members

Approval level = $n - 1 / n$

Indicating (n) the number of responses = 3 and the following table shows the level and extent of Approval for each questionnaire response.

Table 4: Questionnaire Response

Availability	range	Approval level
Low	From 1 to $(0.66+1.34) = 1.66$	Not prefered at all
Medium	From 1.67 to $(0.66+1.67) = 2.33$	Prefered
High	From 2.34 to $(2.33+1) = 3$	Highly Preferred

Results and Discussion

Analyzing of Customers of Food Court Questionnaires

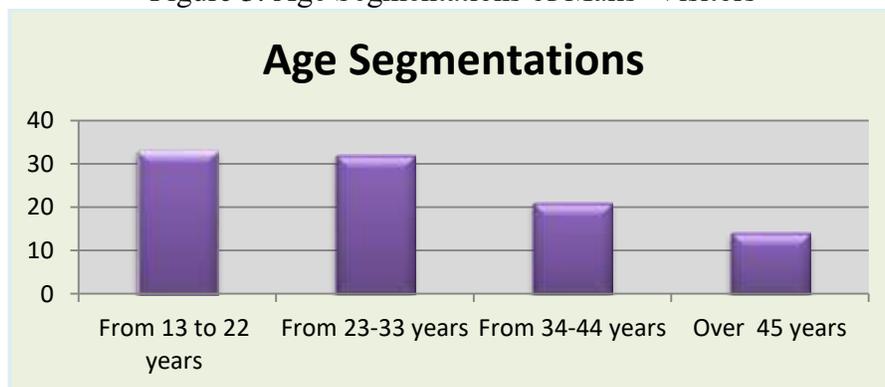
Question No. 1 Age Categories of Malls' Visitors

From table (5) the data showed that 33% of malls' visitors were from 13 to 22 years and 32% were from 23 to 33 this indicated that nearly 65% of teens and adults were interested in visiting malls. Wilhelm and Mottner (2005) had agreed with the pervious result that the growth in size of the teen market and the fact that they are tomorrow's most lucrative target market for malls (18-34 year old), it is in the interests of mall stakeholders to convert teens into satisfied and loyal mall customers. Nearly 21% were from 34 to 44 years most of them were families with children, finally over 45 years presented 14%.

Table 5: Ages of Malls' Visitors

Age Segmentations	No.	%
From 13 to 22 years	165	33
From 23-33 years	160	32
From 34-44 years	105	21
Over 45 years	70	14
Total	500	100

Figure 3: Age Segmentations of Malls' Visitors



Question No. 2 Purpose of Visiting the Mall

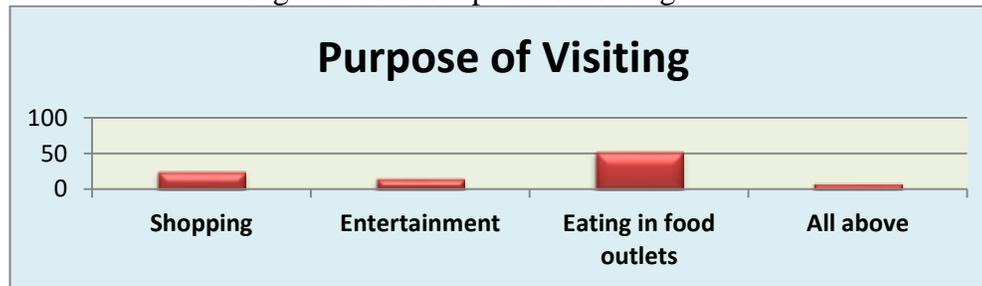
Table (6) illustrated the visitors' different purposes of visiting the mall. Eating was the highest percentage that scored 52%, followed by the shopping 25%.entertainment scored 15% , and for all previous purposes was 8%.

Table 6: Purpose of Visiting Malls

Purpose of Visiting	No.	%
Shopping	125	25
Entertainment	75	15
Eating in food outlets	260	52
All above	40	8
Total	500	100

Shopping centers (or shopping malls) are regarded as contemporary, dynamic and lively centers of life aiming to satisfy all kinds of needs of the 21st century consumer. Because, the act of shopping is frequently a social activity for both utilitarian and recreational purposes, one important component in shopping mall is the restaurant (Haseki ,2013,p.41).

Figure 4: The Purpose of Visiting Malls



Question No. 3 Interesting Eating in Food Court or in Formal Restaurant

Table (7) showed the percentage of the interesting places for eating foods in food courts or in independent restaurants. There were 84.6% of visitors preferring eating in the food outlets of the mall and there were 15.4% preferring eating in the dependent restaurants.

Table 7: Visitors Interesting in Eating in Food Court or in Independent Restaurant

Response	No.	%
Interested Eating in Food Court	423	84.6
Interested Eating in Independent Restaurant	77	15.4
Total	500	100

The previous results agreed with the FICCI (2015,p.26) that ensured food courts offer large numbers of consumers, easy access to food at the time of shopping and entertainment activities and also offer a choice of multiple cuisines.

Question No. 4 Preference of Green and Healthy Menu

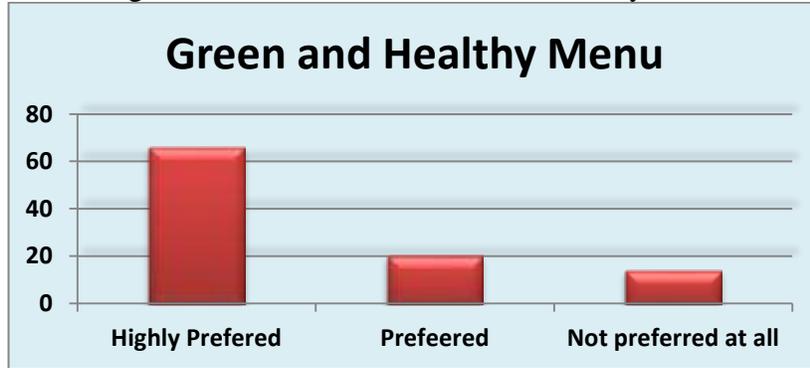
Table (8) showed that the relative weight of this question was 2.52 so there were high preferred of customers in eating the green and healthy or low of calories items.

Table 8: Different Preference of Green and Healthy Menu N=500

Response	Highly Preferred	Prefered	Not preferred at all	Relative Weight	Availability

Preference of Green Menu	R	330	100	20	2.52	high
	%	66	20	14		

Figure 5: Preference of Green and Healthy Menu



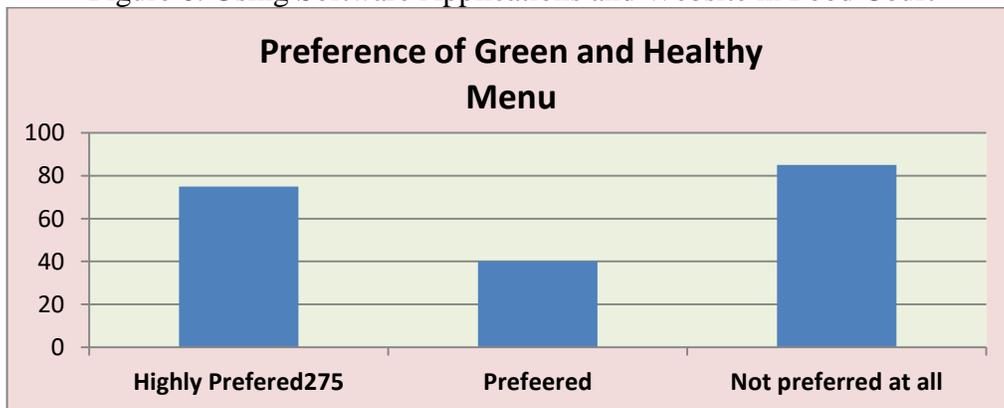
The previous result agrees with Medeiros and Salay (2013, p.176) who stated that increasing relevance of food consumed away-from-home brings new challenges for public health policies. Although, the impact of consumption away-from-home in the diet and health is still unclear, studies have shown that consumers can make healthy food choices in restaurants. For example, in self-service restaurants with a wide variety of food offered, individuals can ingest more vegetables and low energetic density food. However, the elevated consumption of high energetic density food has been associated with the frequency in certain types of foodservice, and in addition, some food borne diseases were shown to originate in the foodservices

Question No. 5 Using E-Ordering in Food Court

Table 9: Using Software Applications and Website in Food Court N=500

Response		Highly Preferred	Preferred	Not preferred at all	Relative Weight	Availability
Using E-Ordering in Food Court	R	375	40	85	2.58	high
	%	75	8	17		

Figure 6: Using Software Applications and Website in Food Court



It was noted from table (9) using software applications and website in food court scored high Relative Weight reached to 2.58 and that means till now there is no using of E- Ordering in shopping malls in Egypt.

Reddy, et al. (2016) stated that working and student community gathers in restaurants during their break time which was limited; therefore, they did not prefer to wait in a queue for any reason. This tool will help such kind of customer to save their valuable time by ordering their food without any manual interference and delay. The following objectives were considered while designing the project:

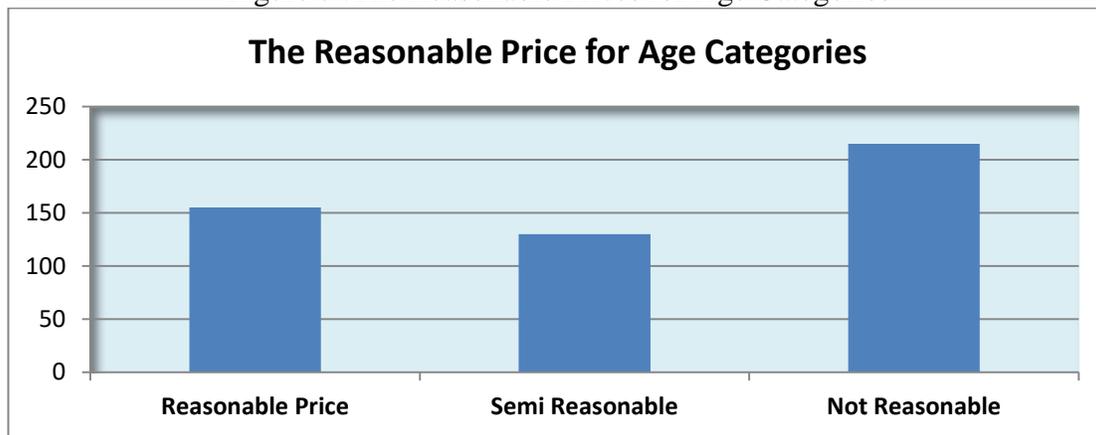
- Ordering food within limited span of time without any interference.
- Providing more convenience and choices to the customers.
- Automated order and billing system.

Question No. 6 The Reasonable Price for Age Categories.

Table 10: The Reasonable Prices for Age Categories N=500

Response		Reasonable Price	Semi Reasonable	Not Reasonable	Relative Weight	Availability
The Reasonable Price for Age Categories	R	155	130	215	1.88	Medium
	%	31	26	43		

Figure 7 :The Reasonable Prices for Age Categories



It was noted from the table (10) that the reasonable price for age categories was in the scope of the medium practice where the Relative Weight reached (1.88) and that mean every age category had its budget according to that food courts in malls divided their menus items and selling price.

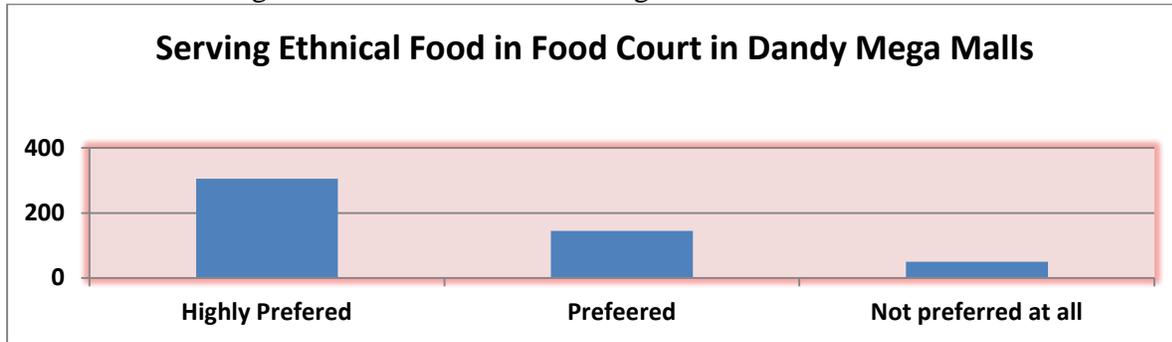
Question No. 7 Serving Ethnical Food in Food Court

Ethnical food is still a popular and highly choice for Egyptians and all different nationalities, so the researcher followed that:

Table 11: The Preference of Choosing Ethnical Food In Food Court N=500

Response		Highly Preferred	Prefered	Not preferred at all	Relative Weight	Availability
The Preference of Choosing Ethnical Food In Food Court	R	305	145	50	2.51	high
	%	61	29	10		

Figure 8: Preference of Choosing Ethnical Food In Food Court



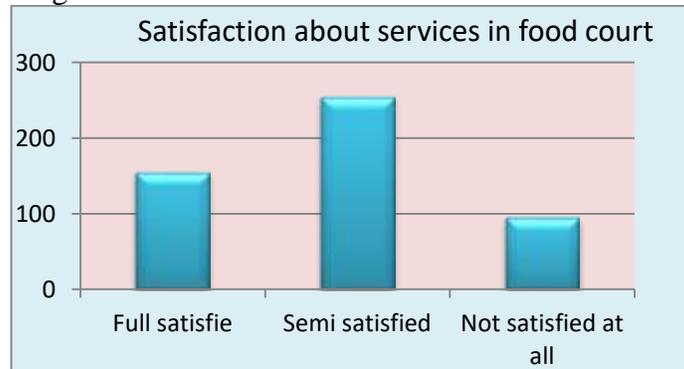
It was noted from the table (11) that serving ethnical food in food court was in the scope of the high practice where the Relative Weight reached (2.51) and that means ethnical food still considered as a nice experience for customers. El-Adly (2007) ensured that shopping mall managers could not ignore ethnic diversity in their trading areas. Therefore, they should have variety of stores, food service, restaurants and entertainment, to meet the diversity factor of shopping centre patrons. This agreed with Băltescu and Boşcor (2016, p. 114) who considered the food as a cultural symbol and among numerous cultural factors representing national identity, food is a significant element. Ethnic food market is one of the fastest growing industries globally. Ethnic restaurants are distinct from general restaurants. All the managerial aspects are based on their own culture and, generally, appeal to visitors. There are some specific factors customers considered when they dined out at an ethnic restaurant: food, service, atmospherics, dining environments, authenticity being critical factors.

Question No. 8 Satisfaction about Services in Food Court

Table 12: Satisfaction about Services in Food Court N=500

Response		Full satisfied	Semi satisfied	Not satisfied at all	Relative Weight	Availability
satisfied about services in food court	R	150	255	95	2.11	Medium
	%	30.00	51.00	19.00		

Figure 9: Satisfaction about Services in Food Court



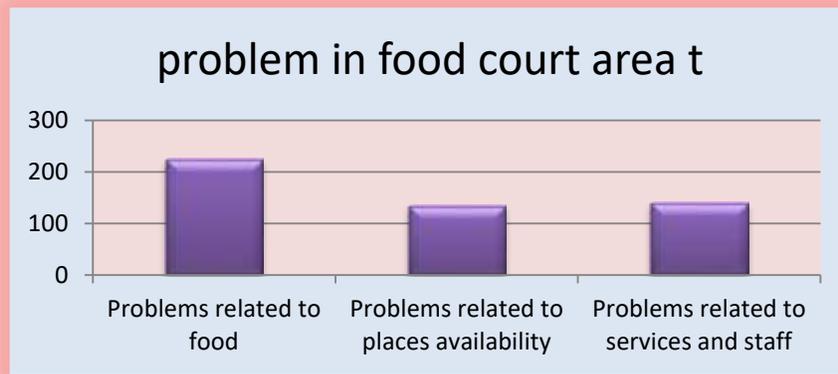
It was noted from table (12) that satisfaction about services in food court was medium where the Relative Weight reached (2.11) and that means some of customers were not satisfied about services and some of them were satisfied.

Question No.9 Facing problem in food court area

Table 13: Problem in Food Court Area N=500

Response		Problems related to food	Problems related to places availability	Problems related to services and staff	Relative Weight	Availability
Problem in food court	R	225	135	140	2.17	Medium
	%	45.00	27.00	28.00		

Figure 10: Problem in Food Court Area



It was noted from the table (13) that problem in food court area is medium where the Relative Weight reached (2.17). The problems were related to food was 45% , problems related to places availability was 27% ,and problems related to staff was28%.

Testing of Hypotheses

Table (14) showed that no statistical significance difference between different age categories and reasonable prices for them because the level of significance = 0.00 was smaller then 0.05

Table 14: ANOVA Significance difference between ages categories and reasonable prices

		Sum of Squares	df	Mean Square	F	Sig.
Reasonable prices for age categories	Between Groups	100.131	3	33.377	64.231	.000
	Within Groups	257.741	496	.520		
	Total	357.872	499			

There was a statistically significant correlation between the dissatisfaction of customers and problems in food court

Table 15: Significant correlation between the dissatisfaction and problems

Problems in Food Court	causes	correlation	Sig
	Problems related to food	0.827**	0.01
	Problems related to places availability	0.821**	0.01
	Problems related to services and staff	0.962**	0.01

Table (15) stated the following results:

Problems related to food

There was a statistically significant correlation between dissatisfaction and problems related to food at a level of significance =0.01. Problems related to food such as:

- It may happen that customer stand in a long queue in a food court and then when their turn comes to place order, they discover that the food item they want to order is not available. This leads to lots of frustration in the customers and their valuable time and energy is just wasted.
- One other huge drawback of food courts is that most of the time, personalized menus are not available there and customers have to stand and decide their order from the common menu that is displayed near the ordering counter. This is very uncomfortable for the customers.

Problems related to places availability

There was a statistically significant correlation dissatisfaction and problems related to places availability at level of significance =0.01. Problems related to places availability such as:

- Due to the very nature and type of operations that food courts have adopted, they have become overcrowded and one cannot expect such places to be a peaceful dining out solution for their customers.
- Sitting areas in the food courts are always congested and the design or the seating arrangement in the food courts is not customer friendly at all.
- If the customers go to a food court during peak hours as in a weekend, they have to face the issue of heavy rush at the counter and they have to stand in a long queue before their turn comes to place an order.

Problems related to services and staff

There was a statistically significant correlation between dissatisfaction and problems related to services and staff at level of significance =0.01. problems related to services and staff such as:

- Due to the long queues and crowd, if the person who is sitting at the counter and issuing tokens is inexperienced, it causes a lot of inconvenience to the customers as there may be some sort of misunderstanding while taking their orders and customers have to stand in a long queue for extended periods of time as the person takes lots of time to process each order.
- Customers cannot customize their food while ordering their meals from a food court. This happens due to the token system and there is certainly little connection between the person who is processing the order, that is mostly centralized and the entity that is preparing food and serving to the customers is totally different. Hence, customization of food orders is currently not possible in a food court.
- One huge problem that customers face in a food court is that they cannot order food in between while they are having their food at a food court. If they want to add to their order and want something afresh, they will again have to stand in a line to take the token and then order. This is a huge drawback of the food courts.

Conclusion

There was a statistically significant correlation between customers' dissatisfaction and the availability of places in food court, problems related to food, and to staff. The wireless ordering system had egresses progressively and revolutionized the restaurant business industry and other fields. This system was convenient, easy and effective thereby improving the restaurant staff's work performance besides providing quality of service and customer satisfaction. Using E-Ordering enabled customers to eliminate standing by counter. Ordering of the food could be

placed by the phone of the customer itself. This eliminated the long queues and the token system and makes life easier for both food court operators and their customers. Food courts in mall need some alternative and creative items to going green. Now many customers need and seeking for healthy food.

Recommendations

- The shopping center industry should begin to recognize the contribution of food tenants and food courts to the overall mall presentation. In the true sense of the marketplace, shopping and eating go hand and hand. The food court shouldn't be penalized, but rather, perhaps, should be subsidized.
- A Wireless Order Management System could be designed and implemented effectively.
- The percentage of preferring eating in the food outlets of the mall is more than eating in the dependent restaurants, so managers should give more important to food court
- Food court managers should develop methods to motivate their food court staff to practice food safety and not only be content with their attainment of structural design requirement for hygiene practice. Food court staff should take their own initiatives to enhance their knowledge in food hygiene and profiling themselves to be more positive towards food safety practices.
- Customers began to seek for the green items, so food outlets should make re-engineering for their menus.
- Food service managers have to increase the ethnical food. There is a high percentage of customers like to take more experience of food.
- In this study, the relationship of food quality attributes and customer satisfaction at food court restaurants is found significant. in correlation between the availability of places in food court and problems related to food, and to staff.
- Managers should review the prices because the food courts in malls are considered as popular place for most of customers especially who with limited budgets.

References

- Abaza,M.(2005)Today's Consumption in Egypt, ISIMREVIEW 15 / SPRING 2 0 0 5,pp37-39
- Ahmed, K.A.(2012),Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls, International Journal of Business Administration, Vol. 3, No. 6.pp.101-112
- Astono ,C.(2014),The Effect of Shopping Malls' Attributes Toward Customer Satisfaction of ABC Mall and XYZ Mall, I Buss Management, Vol. 2, No. 2.pp. 99-106.
- Astuti ,S. and Hanan,H.(2010),The Behaviour of Consumer Society in Consuming Food at Restaurants and Cafes, Journal of ASIAN Behavioural Studies, Vol. 1.No.1,pp. 73-82.
- BĂLTESCU.A.C, and BOȘCOR,D.(2016), Are ethnic restaurants a solution to dine out for the young local population?, Journal of Bulletin of the Transilvania University of Brașov, Vol. 9, No. 2, pp.113-118.
- Bora,P.R.and Gupta,E.(2012), Application on Ordering Management System in Restaurant International Journal of Application or Innovation in Engineering & Management (IJAIEM), Vol. 1, No. 2.pp.59-62.
- Chen,G.H. and Wang, Y. (2014), The changing food outlet distributions and local contextual factors in the United States, BMC Public Health, Vol. 14 No. 42 pp 23-37.

- Creel, J.S., Sharkey, J.R., McIntosh, A., Anding, J. and Huber, C. (2008), Availability of Healthier Options in Traditional and Nontraditional Rural Fast-Food Outlets, *BMC Public Health*, Vol. 8 No. 3 pp1-9.
- Dapkevičius, A., & Melnikas, B. (2009). Influence of price and quality to customer satisfaction: Neuro marketing approach. *Mokslas: Lietuvos Ateitis*, Vol. 1, No. 3. pp. 17-20.
- Dube, L., Renaghan, L. M., & Miller, J. M. (1994). Measuring customer satisfaction for strategic management. *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 35, No. 1. pp.39-47.
- El-Adly, M.I. (2007) Shopping Malls Attractiveness: A Segmentation Approach, *International Journal of Retail & Distribution Management*, Vol. 35 No. 1, pp. 936-950.
- FICCI, (2015) Unlocking the Potential in the Food and Beverage Services Sector, Grant Thornton India LLP (formerly Grant Thornton India) is registered with limited liability with identity number AAA-7677 and has its registered office at L-41 Connaught Circus, New Delhi, 110001.
- GAIN Report 2017, Global Agricultural Information Network, Egypt
- Hanaysha, J. (2016), Testing the Effects of Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Restaurant Industry, *Journal of Asian Business Strategy*, Vol. 6, No. 2., pp. 31-40.
- Haseki, M.I. (2013), Customer Expectations in Mall Restaurant : A Case Study, *International Journal of Business and Society*, Vol. 14, No. 1. pp 41-60.
- Homburg, C., & Stock, R. M. (2004). The link between salespeople's job satisfaction and customer satisfaction in a business-to-business context: A dyadic analysis. *Journal of the Academy of Marketing Science*, Vol. 32, No. 2. pp. 144-158.
- Hu, H. and Jasper, C. (2007), A Qualitative Study of Mall Shopping Behaviors of Mature Consumers, *Journal of Shopping Center Research*, Vol. 14 No. 1. pp 17-38.
- Juwaheer, T., Pudaruth, S. and Ramdin, P. (2013), Enhancing customer shopping experience in malls of emerging countries – the “Mauritius” experience, *World Journal of Entrepreneurship, Management and Sustainable Development*, Vol. 14 No. 2/3. pp 178-190.
- Khalifa, G.A. (2015), Ethnic Restaurants' Meal Experience: Egyptian Customers' Perceptions, *Journal of Faculty of Tourism and Hotels, Fayoum University*, Vol. 9, No. 1, pp. 92 -111.
- Kubde, P., D'Mello, D., D'souza, S. and Falcao, C. Thomas, J. (2016), Connecting Food Courts in Mall using Mobile App, *International Journal of Computer Applications*, Vol. 139, No. 13. pp 9-11.
- Kushwaha, T., Ubeja, S. and Chatterjee, A.S. (2017), Factors Influencing Selection of Shopping Malls: An Exploratory Study of Consumer Perception Vision, *MDI SAGE Publications*, Vol. 21, No. 3. pp. 274–283.
- Kwon, D.Y. (2015), Religious Ethnic Foods, *Journal of J Ethnic Foods*, Vol. 2, No. 1, pp. 45-46.
- Kwon, D.Y. (2017), Why data creation is important for ethnic foods, *Journal of J Ethnic Foods*, Vol. 4, No. 1, pp. 211-212.
- Lear, S., A., Gasevic, D. and Schuurman, N. (2013), Association of Supermarket Characteristics with the Body Mass Index of Their Shoppers, *Nutrition Journal*, Vol. 12 No. 1, pp 1-8.
- Thornton, E.L., Adrian J Cameron, J.A., Sarah A McNaughton, A.S, Waterlander, E.W. Sodergren, M., Svastisalee, C. Blanchard, L. D Liese, L. Sarah Battersby, S., Carter, M. and Sheeshka, J. (2013), Does the Availability of Snack foods in Supermarkets vary

- Internationally?, *International Journal of Behavioral Nutrition and Physical Activity*, Vol. 10 No. 56 pp1-9.
- Makgopa,S.(2016),Determining consumers' reasons for visiting shopping malls, *Innovative Marketing*, Vol. 12, No. 2, pp21-27
- Maldonado,J. and Mansour ,S.(2009),GAIN Report Global Agriculture Information Network, Retail Food Sector,pp.1-15.
- Martin,S.K., Ghosh, D., Page,M. ,Wolff1,M., Mc MinimeeK. and Zhang, M.(2014), What Role Do Local Grocery Stores Play in Urban Food Environments? A Case Study of Hartford-Connecticut, *PLoS ONE*. doi:10.1371/journal.pone.0094033 ,Vol. 9 No. 4 pp 23-37.
- Maureen, M.(2012), Pay Heed, Fast Feeders: C-Stores Out to Eat Your Lunch, *Advertising Age*, Vol. 83 No. 1 pp3-9.
- Medeiros,C. and Salay,E.(2013) A Review of Food Service Selection Factors Important to the Consumer, *Food and Public Health Journal*, Vol. 3, No. 4.pp. 176-190.
- Mohamed, M., Katheeri,F. and Salam,A.(2015) A GIS Application for Location Selection and Customers' Preferences for Shopping Malls in Al Ain City; UAE, *American Journal of Geographic Information System*, Vol. 4, No. 2.pp.76-86.
- Nadzirah,S.,Ab Karim,S.,Ghazali,H. and Othman, M. (2013), University foodservice: An overview of factors influencing the customers' dining choice ,*International Food Research Journal*, Vol. 20, No. 3, pp. 1459-1468.
- Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of Marketing*, Vol. 63, No. 4.pp. 33-44.
- Reddy, S.,Abhinav,C. and Khan,F.(2016) An Online Food Court Ordering System, *TH Journal of Information Technology & Software Engineering*, , Vol. 6, No. 4. pp 17-26.
- Reikli , M.(2012), The Key of Success in Shopping Centers. Composing Elements of Shopping Centers and their Strategic Fit, Ph.D. dissertation, Corvinus University of Budapest, Doctorial School of Business Administration, pp37.
- Remnant,J. and Adams,J. (2015), The nutritional content and cost of supermarket ready-meals. Cross sectional analysis, *Appetite*, Vol.92, 36–42
- Rozekhi, N.A., Hussin ,S., Siddiqe ,A.S. , Rashid, P.D. and Salmi, N.S. (2016),The Influence of Food Quality on Customer Satisfaction in Fine Dining Restaurant: Case in Penang, *International Academic Research Journal of Business and Technology*, Vol. 2, No. 2, pp.45-50.
- Sadeh, D. and Samadi, M.(2014) Analysis of Consumer's Behavior in Tehran City Mall Shopping, *International Journal of Innovative Research in Advanced Engineering*, Vol. 1, No. 10. pp 327-333.
- Sebastian,H.E and Purwanegara, S.M.(2014),Influencing Factors and Attractiveness of Shopping Mall to Mall Behaviour of People in Jakarta, *Journal of Business and Management* , Vol. 3, No.1,pp. 76-80.
- Sharkey, R.J.,Dean, R.W., Nalty,C.C.and Xu,J.(2013), Convenience stores are the Key Food Environment Influence on Nutrients Available from Household Food Supplies in Texas Border Colonias, *BMC Public Health*, Vol. 13 No. 45 pp 1-8.
- Sharkey,J.R. Johnson, C.M., Dean,R.W. and Horel,A.S.(2011), Association Between Proximity to and Coverage of Traditional Fast-Food Restaurants and Nontraditional Fast-Food Outlets and Fast-food Consumption Among Rural Adults, . *International Journal of Health Geographics*, Vol. 10 No. 37 pp1-11.

- Siau, M.F., A., Mohhidin, S.R., 3Toh, P.S. and 4Chai, L.C.(2015), Food Court Hygiene Assessment and Food Safety Knowledge, Attitudes and Practices of Food Handlers in Putrajaya, *International Food Research Journal* , Vol. 22, No. 5.pp. 1843-1854.
- Thornton, E.L., Cameron,J.A., McNaughton,A.S. Worsley,A. and Crawford,A.D.(2012), The Availability of Snack food Displays that May Trigger Impulse Purchases in Melbourne Supermarkets, *BMC Public Health*, Vol. 194 No. 12 pp 1-8.
- Tomic, E.K., Spence,C.J. and Amrhein,C.(2006), Food Deserts in the Prairies? Supermarket Accessibility and Neighborhood Need in Edmonton, Canada, *The Professional Geographer*, Vol. 58 No. 3 pp307-326.
- Trail,B.W.(2006), The Rapid Rise of Supermarkets?, *Development Policy Review*, Vol.24,No. 2,pp. 163-174.
- Vavra, T. G. (1997). *Improving your measurement of customer satisfaction: A guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. ASQ quality press.
- Wassef,H.,(2004), Food habits of the Egyptians: newly emerging trends, *La Revue de Santé de la Méditerranée Orientale*, Vol. 10, No 6, pp. 898-915.
- Wilhelm,B.W. and Mottner,S.(2005), Teens and Shopping Mall Preferences: A Conjoint Analysis Approach to Understanding the Generational Shift Toward an Experience Economy, *Journal of Shopping Center Research*, Vol. 12, No. 1, pp.23-52.
- Wong, C., Cheong, H., Wong ,K. & Wong, M.(2012) The Relationship between Shopping Mall Attributes, Customer Satisfaction and Positive Word-Of-Mouth: China Visitors in Hong Kong, *Global Journal of Management and Business Research*, Vol. 12, No. 3.pp.48-62.
- www.majidalfuttaim.com,last access in 1/3/20018
- Yehya , S. (2015),Retail Business in Egypt, Thai Trade Center, Cairo.