Decision Making Process for Sri Lankan student who likes Gara Yaka

Phase of journey	Stage 1: Problem Recognition	Stage 2: Information Search
Stage 1: What is the need the Sri Lankan student is trying to fulfil? **Stage 2**: Where would the student go searching for a good Sri Lankan restaurant on the Gold Coast? How would the student search for information?	The craving of home cooked authentic food from their childhood A sense of home homesick Busy studying - wanting quick + convenient meal Seeking the comfort of food from their home country meet other Sri Lankans Wanting authentic Sri-Lankan food COVID-19 Restrictions & Difficulties Food close to her university Cheaper options/deals Hunger Reminiscing the taste of homemade food from childhood.	1 (younger generation relies heavily on online) Google search - Sri Lankan Gold Coast options Searching through social media platforms 2 social media serach Recommendations from friends From Mobile Phone, Peers & Colleagues Door Dash Social media - local foodies, friends, coworkers Friends and Family 3 Youtube reviews/what I eat in a day delivery Giri Kana Website Sri Lankan Room-mate/ friends suggestions recommendations 4 Snapchat/Instagram stories shared during a friend visiting the restaurant Travel Blogs Sri Lankan Instagram food bloggers/ influencers residing in QLD 5

Phase of journey	Stage 3: Evaluation	Stage 4: Purchase Decision
Stage 3: What would the students' criteria list look like? **Stage 4:** What is that final push to make the decision to buy food from Gara Yaka?	Is it authentic? Is it close to home and convenient? Is it affordable? Do their hours work with my university/work schedule? Does the menu consist of what Sri Lankans consider home/comfort food? does it have good reviews? Does it have delivery options? Does the interior design authentic to Sri Lanka Do I feel welcome? (sense of home) is it good value for money is the food cooked fresh Is there menu large enough that I won't get bored Do they update social media when new menu options come out	Accessability- take away, delivery, hours, order online Authenticity - are there meals similar to what she misses from home? Affordability Menu Items She Can Purchase From Budget Is to easy to reach the location via Tram/Bus (Some students don't drive) Wanting to try/experience new food to share with family and friends