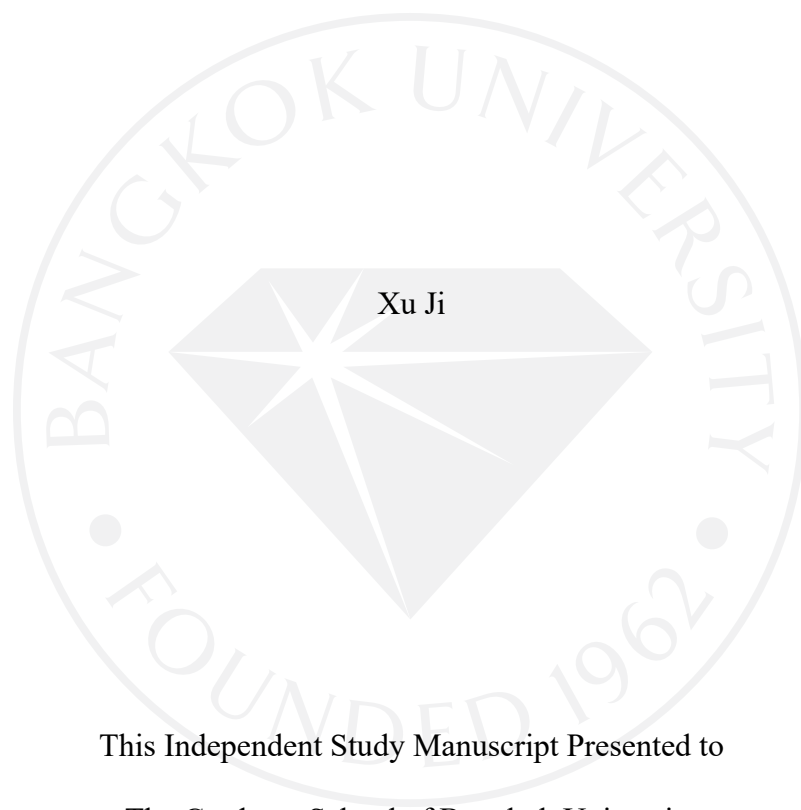


FACTORS AFFECTING CONSUMERS' PURCHASE DECISIONS OF STREET FOOD IN
BANGKOK



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BANGKOK



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**This Independent Study has been approved by
the Graduate School
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Factors Affecting Consumers' Purchase Decisions of Street Food in Bangkok (109 pp.)

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ABSTRACT

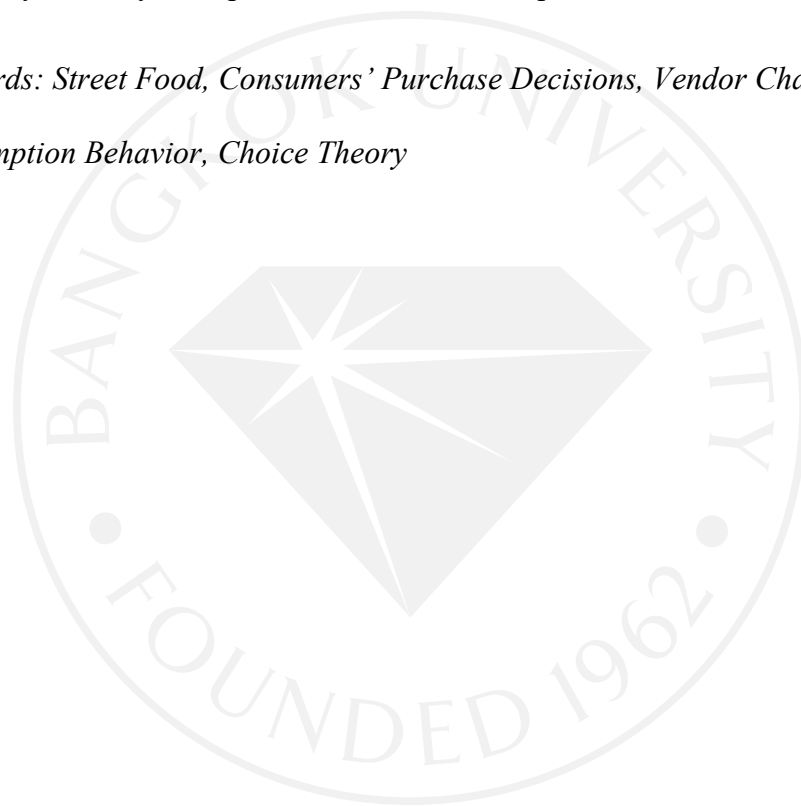
The purpose of this research is to study about factors affecting consumers' purchase decisions of street food in Bangkok. The data was collected from 397 respondents from the customers who purchased street food in Bangkok. The author used IOC (Item Objective Congruence) to examine consistency between questions and objectives and used Cronbach's Alpha model to measure reliability for each of the nine independent variables. The author used binary logistic regression to analyze the main independent variables and used binary logistic regression to analyze in more detail within each independent variable. The author also used cross tabulation to examine and presented the relationship between the respondents' demographic information and their purchase decision and examined the relationship between respondents' purchase behavior and their purchase decision.

The hypothesis testing results showed that for main independent variables, the price, place, and vendor characteristics were significant factors affecting consumers' purchase decisions of street food in Bangkok. For the more detailed independent variables testing, "Taste good", "Smell good", "Hygienic", "Cheap price", "Service quality", "Vendor-buyer relationship", "Busy lifestyle/busy day (need something quick on the run)", "Personal recommendations (friends & families)", "It's only available in certain areas (local cultural food)", "Have fun eating street food" were

significant factors affecting consumers' purchase decisions of street food in Bangkok.

About the biographic information, the cross tabulation analysis showed that the females more likely to enjoy buying street food in Bangkok, and most of respondents were students from Thailand. For the purchase behavior, most of respondents purchase street food sometimes on dinner time, most of them purchase street food when they are busy and spent about 51-100 Bath per time.

Keywords: Street Food, Consumers' Purchase Decisions, Vendor Characteristics, Consumption Behavior, Choice Theory



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Xu Ji

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CHAPTER 1

INTRODUCTION

In this chapter, the researcher describes about the background of street food in Bangkok, explain the problems, purposes, importance, limitation of this study and definition of terms. The contents of first chapter are as following:

1.1 Background of Study

Street food is always about ready-to-eat foods and beverages. It's sold on both sides of the street or in public places in the city. The FAO (food and agriculture organization of the United Nations) Regional Workshop on Street Foods in Asia, held in Jogjakarta, Indonesia in 1986 was agreed upon the definition of street foods (Marras, Companion, & Cardoso, 2014).

The street food is like the fast food, when the customer purchases the street food it can be consumed where it is purchased or taken away. Street food is also in low cost compared with restaurant meals and it offers an attractive alternative to home-cooked food (Winarno & Allain, 1991).

Street food of Thailand is famous all over the world. Almost every city in Thailand has a variety of street food to sell along the street. There are ready to eat foods, snacks, beverages and all kinds of tropical fruits. Bangkok is the best place to eat street food in Thailand (Wiens, 2011). In 2012, due to Bangkok is famous for both its variety of street food offerings and the abundance of street food vendors, VirtualTourist.com website named Bangkok as the number one spot for street food in

the world (Killalea, 2012). Bangkok has become famous city with its many famous tourist attractions and famous Thai food. Total number of visitors to Thailand increased from 32.59 million in 2016 to 35.38 million in 2017 (Bank of Thailand, 2017).

Bangkok is the most important tourist destination of most visitors. In Bangkok, street food are sold on both sides of the almost of street. Bangkok has a variety of street food, very popular with foreign tourists and Thai local people. In recent years Bangkok has become the famous destination for street food lovers. Many tourists flock to Bangkok for street food.

There are many kinds of traditional street foods in Thailand. Bangkok as the capital of the Thailand, there are various street food on both sides of the main road or a narrow alley. It might be sold on a humble cart, also could be stalls on a little market and some traditional shop-house. Sometimes it may looks not clean but the ingredients should be fresh.

The followings are the most popular traditional street food dishes in Bangkok (Smith, 2018):

- Som Tam - Papaya Salad
- Khao Mun Gai - Steamed Chicken with Oil Rice
- Pad Thai - Fired Noodles
- Khao Pad - Fried Rice
- Tom Yum Goong - Spicy Shrimp Soup
- Pad krapao moo - Stir-fried pork with basil

- Pla Pao - Fish barbecued in salt
- Yum Wen Sen - Glass Noodle Salad
- Kao Moo Dang - Red Pork with Rice
- Pak Boong - Morning Glory
- Laab - Thai Meat Salad
- Gai Yang - Grilled Chicken
- Khao Kha Moo - Thai Pork Leg Stew
- Gai/Moo Bing - Grilled chicken/pork skewers
- Sai Krok Issan - Sour Issan sausage
- Pla Pao - Fish barbecued in salt
- Malang Tod - Fried Insects

In the street of Bangkok, in addition to many Ready-to-eat foods, there are also many popular traditional Thai desserts or snacks. According to Rosemay (2019), the followings are the most popular traditional Thai desserts and snacks:

- Khao Niow Ma Muang - Mango with Sticky Rice
- Khao Niao Toorien - Durian Sticky Rice
- Khao La- Bamboo Sticky Rice
- Kao Tom Mud - Thai Sticky Rice Cake
- Khanom Sod Sai - Filled Coconut Cream
- I-Tim - Thai Ice Cream
- Itim Kati - Coconut Ice Cream
- Khanom Buang - Thai Crispy Pancakes
- Thai Roti - Thailand Dessert with Indian Influence

- Tuang Muan Sot - Thai Sweet Rolled Sesame Pancakes
- Bua Loy Nam King - Black Sesame Dumplings in Ginger Soup
- Sang Kaya Fug Tong - Thai Pumpkin and Custard Dessert
- Tong Yord - Round Egg Yolk Drop
- Mamuang Nam Pla Wan - Green Mango with Sweet Chili Spices
- Khanom Mo Kaeng - Mung Bean Cake
- Khanom Ba Bin - Grilled Coconut Cakes
- Roti Sai Mai - Unusual Candy Floss Crepes Thai Dessert

Thailand has fertile plains and hot tropical climate. In northern regions has a temperate climate that means anything can grow in Thailand. As a result, Thailand has gorgeous tasting fruit in almost every corner.

In Bangkok there are many gorgeous fruits on the fruit stalls besides street. Not only is the fruit cheap, healthy and nutritious, but it's also a great way to for human body to rehydrate - a superb snack. Local consumers usually eat fruit with some salt, sugar and chili. There are the most common fruits in Bangkok (bangkok.com, 2017):

- Ma Muang - Thai Mango
- Mang Kut - Mangosteen
- Ngor – Rambutan
- Tu Rian - Durian
- Sapparod – Pineapple
- Ma La Kaw – Papaya
- Gao Mung Gorn – Dragon Fruit
- Farang – Guava

- Som O – Pomelo
- Chom Poo – Rose Apple
- Kanoon – Jackfruit
- Noi na – Custard Apple
- Lang sard – Langsat
- Lam Yai – Longan
- Linjee – Lychee
- La Mut – Sapodilla
- Ma Praow – Coconut
- Gluay – Banana
- Sala – snake Fruit
- Tangmo – Watermelon

Thailand is a tropical country. Bangkok as the capital of Thailand is one of the world's hottest city. If you don't keep yourself hydrated, you may get sick. There are hundreds of thousands of stalls and small shops selling beverages in Bangkok, which are cheap, delicious and made fresh. The best place to buy beverages in Bangkok is at the street stall.

A variety of special beverages are also an important component of Bangkok's street food. Fruit juice, coffee, ice-shakes and more are very popular with pedestrian. According to Statista (2018), here are some common popular beverages in Bangkok:

- Fruit Juices - Thailand is rich in tropical fruits, and in Bangkok there are many beverages made of fresh fruit. Such as orange juice, coconut juice, pineapple juice, guava juice, watermelon juice, longan juice, carrot juice, papaya juice, mango juice,

rambutan juice, litchi juice, and combinations of fresh fruit juices are also available at Bangkok street stalls. The most of popular juice is orange juice that you can buy in most of stalls in Bangkok. Usually, Orange juice is squeezed fresh at the stall.

- Fruit Shakes – Fruit shakes are very popular in Thailand, shake stalls are everywhere in Bangkok. In different stores you can add different fruits mix together or you can choose according to the menu. The stall owner will create mix fruit shake according to every customer's taste.

- Tea Drink – Tea drinks are also popular in Thailand, especially green tea. We can buy it at almost any beverage store. There are varieties of green tea drinks, we can get a straight green tea, hot, cold or frappe. There are also green tea shakes, green tea with ice cream or green tea smoothies. Thai tea is another option, Thai tea is a popular drink among tourists in Bangkok. It usually comes in different colors and added lots of sugar and milk. It tastes sweet, but delicious.

- Sweet Syrup Drinks - You will also find many beverage stalls selling brightly colored syrups in Bangkok. These are usually in color of bright yellow, bright red, or bright green. They are made from syrupy juices, usually packaged in plastic cups filled with ice and straw.

- Coffee Drinks – there are varieties of coffee in the beverage store, including Thai traditional coffee, normal coffee, Americanos, coffee lattes, lattes with caramel, lattes with chocolate, lattes with vanilla and a lot more flavors besides, they are always have ice, hot or a frappe.

In Bangkok, there are many blocks or streets famous for the variety of street food, such as Yaowarat, Ratchada Train Night Market, Asiatique night market, Anusawari

Chai Samoraphum, Wongwian Yai, Wang Lang, Tha Din Daeng, Talat Phlu etc, (Maureen, 2018).

1.2 Statement of Problems

In the early period, the main business activities in Bangkok happened in some river area or floating markets (Babiano, 2012). During the reign of King Rama IV (1851–1868), Bangkok began to construct the streets on the land, Bangkok changed the city structure from water-based to land-based. Vendors who used to trade in canals or water markets began to move into the streets. After the 1950, large number of agricultural people have moved to the cities and started to sell street food in the streets of Bangkok. Today, the streets of Bangkok are filled with street food vendors. Both men and women, some come as couples (Nirathron, 2006).

In recent years, Thailand has been recognized as the capital of street food by tourists from all over the world, especially the city Bangkok. Street food is everywhere in the streets, on the sidewalks and the roadside, becoming a part of charm of Bangkok (Charoensuthipan, 2018). Recently, a jointed research by Thammasat University and Wiego found that street food vendors can bring convenience for the consumer who are purchased the food at low price, because these customers are able to buy street food on public transport or within walking distance. The research also found that the majority of street food consumers were lower-income white-collar workers, blue-collar workers and students. 60% of them earn less than 9,000 baht on average each month (Charoensuthipan, 2018).

Thammasat University and Wiego's research also found that if street food vendors are ordered off on the roadside, the lower income customers would have to purchase the food from other more expensive shop or restaurant, and the monthly living expenses of these customers will exceed 357 baht, which brings some difficulties to their life. Street food can lower the daily expenses of low-income workers, but also bring income to street food vendors, bring economic income to the local government and promote economic development. In some area of Bangkok, such as the Soi Rang Nam in Ratchathewi district of Bangkok, which is a very deep alleyway with people walking through every hour, the street food stalls give pedestrians sense of safety when they walk alone deep in the alley (Charoensuthipan, 2018).

In Bangkok, more than 70% the Street food vendors are over 40 years old (Charoensuthipan, 2018). They have long been considered urban poor because most of them have only received basic education and it is very difficult for them to choose a normal job. Selling street food beside roadside is an important source of income for them (Maneepong, 2013).

The total number of street stalls in Bangkok is not clear, because some vendors are registered and others are not. According to the City Law Enforcement Department (2016), in 2011, there are 773 locations registered for vending, the number of street stalls in Bangkok reached 22,573 high in history. In 2014, Thailand's military government came to power and launched a nationwide campaign "Reorder public spaces for pedestrians and tourists" (Phra Nakhon Distric, 2014). The campaign not only applied to the streets of Bangkok, but also applied to Phuket, Hua

Hin, Pattaya (BangkokPost, 2014). In addition, in July 2014, the governor of Bangkok announced the start of the campaign “Reclaiming pavements for pedestrians” (Phra Nakhon Distric, 2014). The aim was to reduce the number of street vendors and place them in designated markets in a safe and orderly manner across all 50 districts of Bangkok metropolitan area. In October 2016, Bangkok's registered vendors and stalls went down significantly to only 243 registered locations for vending, and number of registered vendors went down to only 10,676 (City Law Enforcement Department, 2016). Meanwhile, the number of street food stalls in Bangkok has reduced too.

Street food is very important for some customers. Including some office worker who is busy with work, students and low-income people must choose to buy street food as a daily food source. At the same time, selling street food is also an important source of income for low-income people and those with low education. Therefore, the study of the factors that affect customers’ purchase decisions of street food in Bangkok is necessary.

1.3 Purposes of Study

1. To study if product factors affect consumers’ decisions to purchase the street food in Bangkok.
2. To study if price affects consumers’ decisions to purchase the street food in Bangkok.
3. To study if place affects consumers’ decisions to purchase the street food in Bangkok.

4. To study if vendor characteristics affect consumers' decisions to purchase the street food in Bangkok.

5. To study if customers' lifestyle affects consumers' decisions to purchase the street food in Bangkok.

6. To study if references affect consumers' decisions to purchase the street food in Bangkok.

7. To study if consumption behavior affects consumers' decisions to purchase street food in Bangkok.

8. To study if street food's culture affects consumers' decisions to purchase the street food in Bangkok.

9. To study if hedonic value affects consumers' decisions to purchase the street food in Bangkok

1.4 Importance of Study

The result of the study will help street food vendors and other related organizations in Bangkok to gain more understanding about when customer purchases the street food and what are they are more concerned with. At the same time, it can make street food vendors pay more attention to the production of street food, whether it is healthy, how to attracts customers, how to satisfy unique customer needs and how to diversify products. What details should pay attention to when selling street food, such as whether street food vendors should pay attention to wear clean clothes or to be friendly with customer. The street food vendors should consider the customer's lifestyle and consider whether the location is convenient for most customers to

purchase. The result also can help the street food vendors to decide whether they need to put street food on social networks to spread awareness to attract more customers. In addition, whether vendors need to make traditional Thai street food with unique Thai culture in order to attract more customers to buy, and at the same time let them have a unique emotion for this street food. In this way, street vendors can earn more money to make a living, and customers can buy street food they want.

The result of the study will help Thai government better management of street vendors, so that they can reduce the number of street vendors and place them in designated markets in a safe and orderly manner across all 50 districts of Bangkok metropolitan area, in order to bring convenience to street food customers. It's will bring profit to street vendors. At the same times, it's will increase Thailand's fiscal revenue. If the Thai government standardized management street vendors, it will also promote the development of Thai street food and attract tourists to Bangkok.

1.5 Limitation of Research

The respondents in this study are the people living in Bangkok or tourist to Bangkok, the scope of this study also is Bangkok, so the result may not applicable for areas outside Bangkok.

Due to the distribution of the questionnaire of this paper, the majority of the respondents are young and middle-aged people between 18 and 60, so the study result may not be applicable to primary and secondary school students without income and old people aged over 60.

Because the author is a Chinese living in Bangkok, therefore Chinese tourists account for a relatively high proportion in foreign tourist respondents, while foreign tourists from other countries account for a relatively small proportion. Therefore, the study results may vary due to the dietary habits of different countries.

The questionnaires were collected in August 2018, so the social, the policy and market changes after that time were not reflected in the research. The results of this study are only applicable to street food in Bangkok, It may not applicable the other restaurants or retail stores in Bangkok.

1.6 Definition of Term

a. Street Food

Street foods are always about ready-to-eat foods, fruit, dessert, snacks and beverages. It's sold on both sides of the street or in public places in the city.

b. Customer

In this study customers are people who buy street food to eat.

c. Factor

The factor is the cause or condition of success or failure.

d. Purchase Decision

Purchase decision is the thought process that leads a consumer to identify the purchase demand, determine the demand, and select the desired product or brand when they purchase something.

e. Product

Product is an article or substance that is manufactured or refined for sale. In marketing, its an object or system made that consumer can use. It is anything that offered to a market to satisfy the deed or demand of customer (Kotler, Armstrong, Brown, & Adam, 2006). In this study the product is mainly refers to street food in Bangkok.

f. Price

Price is the value of goods, services and assets expressed in money. In this study the price include cheap price and reasonable price.

g. Place

Place is where your street food is bought. In this study it's location where the street food is. When customer purchases the street food they will think about if the location of street food stall is convenient, available or accessible.

h. Vendor Characteristics

It mainly refers to some service quality of vendors, such as whether they are keep clean, whether they wear a smile, and whether they are friendly to customers. In this study the author mainly research whether the service quality of vendors and the relationship between buyer and vendor would be the factors influencing the purchase decision of street food.

i. Lifestyle

Lifestyle is the daily life activities of individuals and their families include clothing, food, housing, transportation, and the use of leisure time. In this study, it's about the customers' busy lifestyle or easy lifestyle.

j. References

Reference is some nice street food recommendations from others through social media or personal channel.

k. Consumption Behavior

Consumer behavior is about all brain activities of consumers in searching, purchasing, using and evaluating goods and services to meet their needs. In this study, it include the customer think they can taste many things in one meal and they think they can have street food any time the customer want.

l. Culture

Culture is the general name of the life elements of human beings in a region: clothing, crown, culture, material, food, shelter, transportation, etc. In this study street food cultural include It's only available in certain areas and you get to experience or learn some culture from interacting with street vendors

m. Hedonic Value

Hedonic value is the customer receives fun and play fullness through the base on subject experience (Pousttchi & Wiedemann, 2009). It's associated with feelings, senses, emotions and pleasures.

CHAPTER 2

LITERATURE REVIEW

The concepts, review of literature and theories for this research focuses on the factors affecting customers' purchasing decisions of street food in Bangkok. The related concepts and researches as the following:

- 2.1 Street Food
- 2.2 Customer Purchase Decision
- 2.3 Factors Affecting Customers' Purchase Decision
- 2.4 Related Research
- 2.5 Theoretical Framework
- 2.6 Conceptual Framework
- 2.7 Hypothesis

2.1 Street Food

Street food is always about ready-to-eat foods and beverages. It's sold on both sides of the street or in public places in the city. The FAO (Food and Agriculture Organization of the United Nations) Regional Workshop on Street Foods in Asia, held in Jogjakarta, Indonesia in 1986 was agreed upon the definition of street foods (Marras et al., 2014).

The street food is like the fast food. When the customer purchases the street food, it can be consumed at place or taken away. Street food is also in low cost compared

with restaurant meals and it offers an attractive alternative to home-cooked food (Winarno & Allain, 1991).

In Southeast Asia, street food and vendors are considered an important part of social, cultural and economic organizations (Toh & Birchenough, 2000). Especially in Southeast Asian countries such as Singapore, Thailand and Malaysia, street food is even regarded as part of tourism resources. Local governments encourage street food diversification, which can bring various food and tourism diversity to tourists and also increase local people's income (Torres Chavarria & Phakdee-auksorn, 2017).

2.2 Customer Purchase Decision

Customer's decision is a cognitive problem solving process that individuals go through when they provide multiple choices for the action path (Resnik, 1987). The choice among alternatives depends on the number of options, the current state of the consumers (Resnik, 1987). Consumer behavior is a series of activities that consumers experience from entering the market to purchase goods, through the decision-making process of final purchase choice (Engel, Blackwell, & Miniard, 1995). Consumers' interest in buying a product or service always depends on their willingness to buy and their ability to pay for the product at the same time, and it's influenced by psychological factors, personal factors, cultural factors, social factors, family members, economic factors, social media and other factors. Consumers' willingness and ability to pay also changes their purchase decisions (Trivikram, 2016). The decision-making process of consumers includes identifying needs, searching information, evaluating alternatives, making purchase decisions and post-purchase

behaviors. Therefore, decisions can be made before, during, and after the purchase of a product or service (Trivikram, 2016).

2.3 Factors Affecting Customers' Purchase Decisions

Food plays an important role in everyone's social life. Therefore, each person will be influenced by different factors when choosing their own food, such as food type, personal motivation, personal lifestyle, culture, religion, socio-demographic factors, previous food experiences, food-related personality traits and other psychological factors (Cruwys, Bevelander, & Hermans, 2015).

Consumers' purchase decisions is influenced by psychological factors, personal factors, cultural factors, social factors, family members, economic factors, social media, consumers' willingness and ability to pay (Trivikram, 2016).

a. Product Factors

There are many elements that affect customers' purchase of food, including: physical environmental hygiene, food quality and service quality, price and value, lifestyle, emotion, satisfaction, (R. Liu, Pieniak, & Verbeke, 2013). Product factors include taste, attractiveness, smell, hygienic, variety, freshness, texture, juiciness and service temperature (Mosavi Seyed & Mahnoosh, 2013). To a large extent, customers' decisions and purchasing behaviors depend on the satisfaction evaluation of the overall emotional experience and performance of products and services (Oliver, 1980).

According to Kim and Eves (2012), the taste, appearance and variety of food are the basis to attract customers to purchase. In addition to the taste and quality of food, hygienic will also be an important criterion when customers purchase food.

b. Price

Kotler and Keller (2009) explained that proper pricing will affect consumers' emotions related to products, product quality awareness, and effect of family members. A. Liu and Niyongira (2017) found that the behavior of consumers will be affected by the price, namely, more price sensitive consumers find that safe food is more expensive; As a result, price sensitive consumers occasionally buy only safe food. Radder and Roux (2005) found that when consumers make a purchase decision, price can be influential.

c. Place

Location is critical to the success of a retail store (Scarborough & Zimmerer, 2000). There is extensive literature on the relationship between retail locations and transportation (Lin, Chen, & Liang, 2018). With the diversifications of retail types in urban areas, the location of retail stores has become more complex than in the past. At the same time, with rapid urbanization and improved accessibility in different regions, transportation has become a key factor affecting the location of stores. Therefore, the impact of transportation on retail locations has become a topic of

concern for scholars and policy makers (Lin et al., 2018). Street centrality is a key factor affecting the layout of retail stores, and it has been found that street centrality affects land use and socio-economic activities (Kang, 2015). Therefore, the most central community (that is, the area with a higher street center) is often a hot spot of regional economic activities, especially for the retail business (Hillier, 1999).

d. Vendor Characteristics

Chokenukul, Sukhabot, and Rinthaisong (2018) pointed out that Consumer's purchase decision is affected by their previous experience with the food, which can be perceived by sensory organs. If the seller creates a satisfying experience for the consumer, it would be easy to have return customers. Dimensions of service quality include the speed and efficiency of service personnel, their friendliness and tendency to help (Han & Hyun, 2017). According to Trafialek, Drosinos, and Kolanowski (2017) the personal hygiene of street vendors, as well as the environment in which food is prepared, will be the key to the cleanliness of food. Although some street food vendors are aware of personal hygiene, they do not understand key aspects of personal hygiene, such as cleaning food surfaces and controlling the temperature at which food is cooked. These will affect the health aspect of food.

e. Lifestyle

“Lifestyle is the pattern of individual and social behavior characteristic of an individual or a group” defines by Veal (1991). Bourdieu (1984) elaborated the

concept of habit and lifestyle. From Bourdieu (1984) point of view, consumers follow practical logic, and economic and cultural capital plays an important role in decision-making and is reflected by their tastes. Individuals carry and accumulate memories and display their lifestyle through them. Therefore, car models, clothing brands, travel styles and food types are all examples of lifestyle. Many people usually choose street food according to their lifestyle (Simopoulos & Bhat, 2000). In the food choice theory of Sobal, Bissogni, Devine, and Jastran (2006), the factors influencing the purchase food are described as: 1) personal lifestyle (environment and personal concept); 2) influencing factors (mood-related product products and family members); 3) my own food preference (the convenience of purchasing and preparing food, price related and health related).

f. References

Chokenukul et al. (2018) research results show that before consumers purchase food, they will also search for food information through various channels so as to make a purchase decision. During the search process, consumers can use various sources, such as people, documents, books or magazines. The results of a study by Bagozzi (2012) show that some consumers do some research before deciding to buy a product. Therefore, the information source of food also influences the decision-making process of consumers to some extent. In general, family members influence each other's purchasing decisions, and family members have to make decisions together (Chokenukul et al., 2018). This concept is consistent with the findings of

Chikweche and Fletcher (2010) that most purchasing behaviors are influenced by the interaction between family members.

g. Consumption Behavior

Hawkins and Mothersbaugh (2013) proposed, through the theory of consumer's consumption behavior, that external influencing factors (such as family members) and internal influencing factors (such as mood and attitude) stimulate demand, and affect the decision-making process of consumers and then affect their purchase of products. Kotler and Keller (2009) describe that the external stimulus for consumers to decide whether to buy include the product, price and location, which leads to the internal or psychological factors of perception, experience and consumer attributes (including family members), all of which will affect their purchase decisions and purchase behaviors.

h. Cultural

Research shows that many people buy food when they travel, with the main motivations to get to know the preparation process and the ingredients (Okumus, Okumus, & McKercher, 2007).

At the same time, consumers can gain knowledge about delicious food or learn about different cultures (Kim, Eves, & Scarles, 2009). Some local delicacies not only represent the culture of the region, but also add value to the tourism image of the region. Because it is believed that the culinary tradition from one generation to

another generation is one of non-material heritage, so if you don't visit specific areas and interact with the locals, it is impossible to participate in real local dining experience (Pullphothong & Sopha, 2013). In this sense, food offers visitors a lot of the cultural experience of prices, as some form of cultural tourism (Horng & Tsai, 2010). The "learning knowledge" and "real experience" found in the work of Kim and Eves (2012) can be classified as cultural motivators. Fields (2003) pointed out that food can be included in cultural motivators, because "when we experience new local cuisine, we are experiencing new culture". For example, Getz (2000) points out that the wine experience provides an opportunity to learn about local wine culture, explore table manners for drinking wine, and gain wine knowledge. In different countries, differences in food ingredients, preparation process, cooking and preservation can be seen as authentic or traditional culture (Fields, 2003).

i. Hedonic Value

According to Kim and Eves (2012), through interviews with 20 people, they found that nine motivational factors influenced local food consumption: exciting experience; escape from routine; health concern; learning knowledge; authentic experience; togetherness; prestige; sensory appeal; and physical environment. Lupton (1996) argued that eating experience brought excitement to the life of people, Fields (2003) also consider fields through people's sensory perception, such as visual, taste and smell, and taste the local cuisine as experience. "Exciting dining experience" can be seen as a kind of experience, is characterized by the "excited" as the key factor for leisure activities. As for the excitement of food experience, Otis (1984) believed that

trying new food reflects the general preference for various exciting activities. That is, the desire or willingness to taste foreign and unfamiliar foods may come from the need for excitement.

2.4 Related Research

Torres Chavarria and Phakdee-auksorn (2017) study “Understanding international tourists' attitudes towards street food in Phuket, Thailand” choose Phuket of Thailand as the research place of street food, this paper mainly studied the attitudes of customers towards buying street snacks in Phuket, and what factors would influence the customers to purchase street food. The aim of the study was to describe the general attitudes of international tourists towards street food in Phuket and to identify the most important dimensions in predicting their behavioral intentions. The authors used multiple regression models to determine hygiene, affection, food quality, service quality, satisfaction and value. Affection is the most important predictor of tourist's behavioral intentions towards street food in Phuket of Thailand.

Lee, Packer, and Scott (2015) study “Travel lifestyle preferences and destination activity choices of slow food members and non-members” this study mainly discusses the relationship between travel lifestyle preferences and destination activity choice of slow food members and non-members. The authors tested this proposition by comparing the responses of 337 slow food members and 207 non-members. The results show that there are significant differences between slow food members and non-members in their travel-related lifestyle preferences and destination activity

choices. Slow food members were less interested in comfortable travel and less interested in local culture than non-members.

Mak, Lumbers, Eves, and Chang (2012) study “Factors influencing tourist food consumption” this study attempted to find out the important factors that influence the consumption of tourism food. By reviewing existing studies in the hotel and tourism literature and integrating insights from food consumption and sociological research, five socio-cultural and psychological factors affecting tourism food consumption were identified: cultural/religious influences, socio-demographic factors, food-related personality traits, exposure effects/past experience and motivational factors.

Choe and Kim (2018) study “Effects of tourists’ local food consumption value on attitude, food destination image, and behavioral intention” this study investigated the impact of tourists' consumption value of local food on tourists' attitude towards local food, the image of food destination, the intention of recommending local food and the visit to food tourism destination. The study used original, valid and reliable measures. The results showed that taste/quality value, emotional value and cognitive value have a positive direct impact on tourists' positive attitude towards local food.

Jelison (2018) study “Factors Positively Affecting Purchase Behavior of Coffee Consumers in Wattana District in Bangkok”. The author studied the positive effects of perceived attractiveness, such as brand, service quality, environmental protection, perceived health concerns, perceived hedonic values and subjective norms on the purchasing behavior of consumers along the packaging of coffee in Wattana District in Bangkok. Using descriptive statistical analysis and multiple regression analysis, the author found that packaging, brand and sensory attraction had positive effects on

perceived hedonic value. In addition, perceived health problems had a positive effect on subjective norms, but no positive effect was found on environmental protection. In addition, it is also found that perceived hedonic value has a positive impact on consumers' purchase. However, service quality, subjective norms have no any significant impact on consumer behavior to buy coffee.

2.5 Theoretical Framework

1. Choice Theory

Choice theory developed by Dr. William Glasser (1998). It is the explanation of human behavior base on internal motivation. In our life everything we do and all lives is behavior, Dr. Glasser explains. We choose behavior in an attempt to meet one or more of the five basic human needs built into our genetic structure.

Choice theory posits behaviors we choose are central to our existence. Our choices are driven by five genetically driven needs: survival, love and belonging, freedom, fun, and power. Survival needs include: food, clothing, shelter, breathing, personal safety, security and sex, having children. There are four fundamental psychological needs: Belonging, connecting and love; Power, significance and competence; Freedom and autonomy; Fun and learning.

An understanding of these needs as well as the other major components of Choice Theory (the Basic Needs, the Quality World, the Perceived World, the Comparing Place, and the Total Behavior System) can help us build and maintain

better relationships with the important people in our lives and lead happier, more satisfying lives.

2. Substitution Effect and Income Effect

Substitution effect describes how consumption is impacted by changing relative income and prices. The substitution may occur when a consumer replaces cheaper or moderately priced items with ones that are more expensive when a change in finances occurs. For example, When Coca-Cola price more than Pepsi, many customers may be more inclined to purchase Pepsi.

The income effect expresses the impact of increased purchasing power on consumption. The income effect is the change in consumption of goods based on income. This means consumers will generally spend more if they experience an increase in income, and they may spend less if their income drops (Investopedia, 2019).

3. Supply and Demand Theory

In microeconomics, supply and demand is an economic model of price determination in a market. The relationship between the quantity of goods producers want to sell at different prices and the quantity of consumers want to buy. It is the main model of price determination used in economic theory. The price of a commodity depends on the interplay of supply and demand in the market. The resulting price is called the equilibrium price and represents an agreement between

the producer and the consumer of the commodity. In equilibrium, the quantity of goods supplied by the producer is equal to the quantity demanded by the consumer.

4. Consumer Behavior Theories

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. Consumer behavior is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics, especially behavioral economics. It examines how emotions, attitudes and preferences affect buying behavior. Characteristics of individual consumers, such as demographics, personality lifestyle and behavioral variables, such as usage rate, context, loyalty, brand promotion, willingness to provide referrals, attempts to understand people's needs and consumption are investigated in formal studies of consumer behavior. The study of consumer behavior covers all aspects of purchasing behavior - from pre-purchase activities to post-purchase consumption, evaluation and disposal activities.

2.4 Conceptual Framework

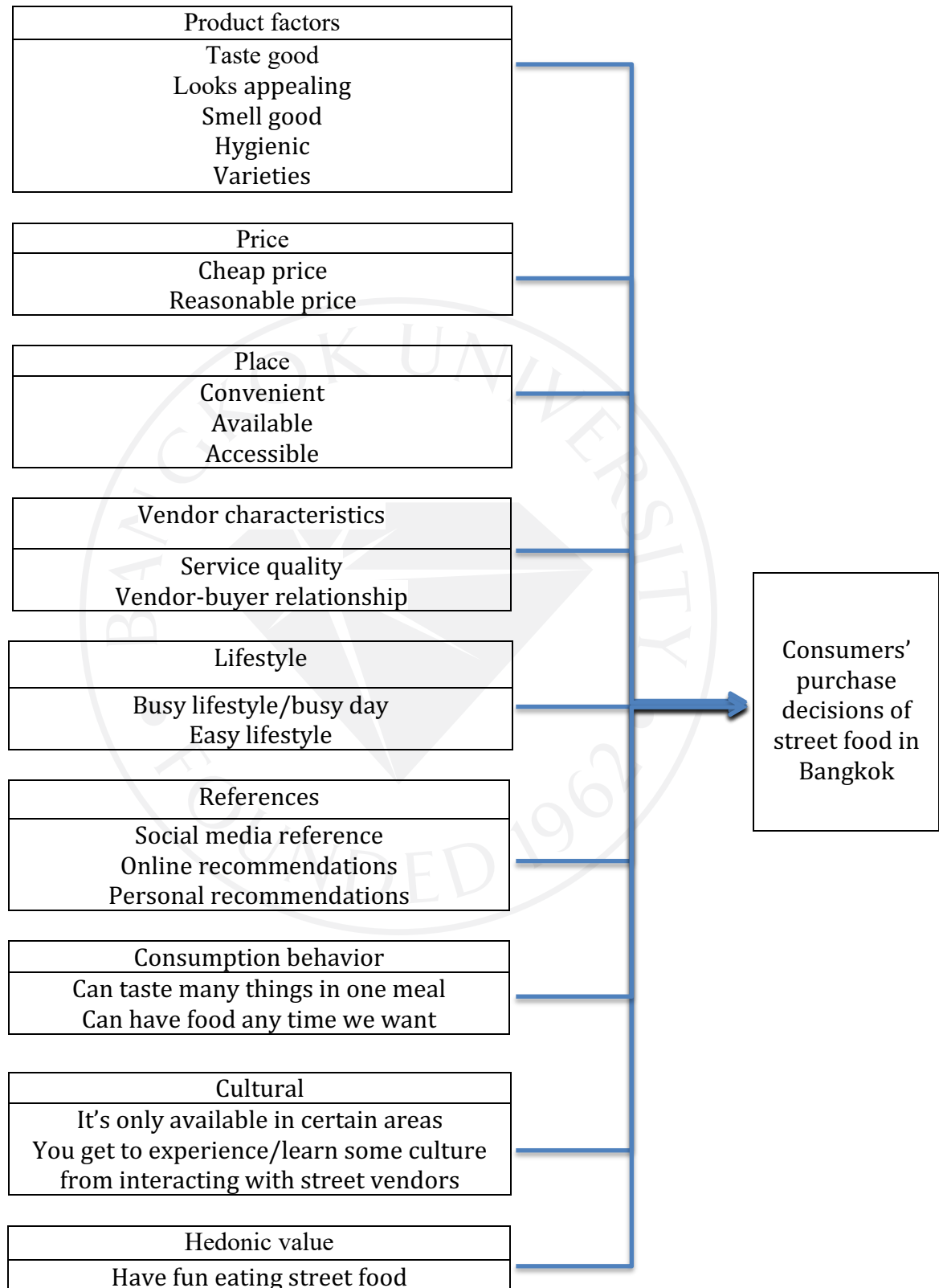


Figure 2.1: Conceptual Model

2.7 Hypothesis

This study has two sets of hypotheses testing:

First, to test the main independent variables affect, we test the following hypotheses:

1. **H1o:** Product factors do not affect consumers' purchase decision of street food in Bangkok.

H1a: Product factors do affect consumers' purchase decision of street food in Bangkok.

2. **H2o:** Price does not affect consumers' purchase decision of street food in Bangkok.

H2a: Price does affect consumers' purchase decision of street food in Bangkok.

3. **H3o:** Place (location) does not affect consumers' purchase decision of street food in Bangkok.

H3a: Place (location) does affect consumers' purchase decision of street food in Bangkok.

4. **H4o:** Vendor characteristics do not affect consumers' purchase decision of street food in Bangkok.

H4a: Vendor characteristics do affect consumers' purchase decision of street food in Bangkok.

5. **H5o:** 'Fit with my lifestyle' does not affect consumers' purchase decision of street food in Bangkok.

H5a: 'Fit with my lifestyle' does affect consumers' purchase decision of street food in Bangkok.

6. **H6o:** 'References/recommendations from others' do not affect consumers' purchase decision of street food in Bangkok.

H6a: 'References/recommendations from others' do affect consumers' purchase decision of street food in Bangkok.

7. **H7o:** 'Fit with my consumption behavior' does not affect consumers' purchase decision of street food in Bangkok.

H7a: 'Fit with my consumption behavior' does affect consumers' purchase decision of street food in Bangkok.

8. **H8o:** Cultural does not affect consumers' purchase decision of street food in Bangkok.

H8a: Cultural does affect consumers' purchase decision of street food in Bangkok.

9. **H9o:** Hedonic value does not affect consumers' purchase decision of street food in Bangkok.

H9a: Hedonic value does affect consumers' purchase decision of street food in Bangkok.

Second, to test the more-detail aspects of each independent variables, we test the following hypotheses:

1. **H1.1o:** 'Taste good' does not affect consumers' purchase decision of street food in Bangkok.

H1.1a: 'Taste good' does affect consumers' purchase decision of street food in Bangkok.

H1.2o: 'Looks appealing' does not affect consumers' purchase decision of street food in Bangkok.

H1.2a: 'Looks appealing' does affect consumers' purchase decision of street food in Bangkok.

H1.3o: 'Smell good' does not affect consumers' purchase decision of street food in Bangkok.

H1.3a: 'Smell good' does affect consumers' purchase decision of street food in Bangkok.

H1.4o: 'hygienic' does not affect purchase decision of street food in Bangkok.

H1.4a: 'hygienic' does affect consumers' purchase decision of street food in Bangkok.

H1.5o: 'Varieties' do not affect consumers' purchase decision of street food in Bangkok.

H1.5a: 'Varieties' do affect consumers' purchase decision of street food in Bangkok.

2. **H2.1o:** 'Cheap price' does not affect consumers' purchase decision of street food in Bangkok.

H2.1a: 'Cheap price' does affect consumers' purchase decision of street food in Bangkok.

H2.2o: 'Reasonable price' does not affect consumers' purchase decision of street food in Bangkok.

H2.2a: 'Reasonable price' does affect consumers' purchase decision of street food in Bangkok.

3. **H3.1o:** 'Convenient' does not affect consumers' purchase decision of street food in Bangkok.

H3.1a: 'Convenient' does affect consumers' purchase decision of street food in Bangkok.

H3.2o: 'Available' does not affect consumers' purchase decision of street food in Bangkok.

H3.2a: 'Available' does affect consumers' purchase decision of street food in Bangkok.

H3.3o: 'Accessible' does not affect consumers' purchase decision of street food in Bangkok.

H3.3a: 'Accessible' does affect consumers' purchase decision of street food in Bangkok.

4. **H4.1o:** 'Service quality' does not affect consumers' purchase decision of street food in Bangkok.

H4.1a: ‘Service quality’ does affect consumers’ purchase decision of street food in Bangkok.

H4.2o: ‘Vendor-buyer relationship’ does not affect consumers’ purchase decision of street food in Bangkok.

H4.2a: ‘Vendor-buyer relationship’ does affect consumers’ purchase decision of street food in Bangkok.

5. **H5.1o:** ‘Busy lifestyle/busy day (need something quick on the run)’ does not affect consumers’ purchase decision of street food in Bangkok.

H5.1.a: ‘Busy lifestyle/busy day (need something quick on the run)’ does affect consumers’ purchase decision of street food in Bangkok.

H5.2o: ‘Easy lifestyle’ does not affect consumers’ purchase decision of street food in Bangkok.

H5.2a: ‘Easy lifestyle’ does affect consumers’ purchase decision of street food in Bangkok.

6. **H6.1o:** ‘Social media reference (Facebook, IG, Line, etc.)’ does not affect consumers’ purchase decision of street food in Bangkok.

H6.1a: ‘Social media reference (Facebook, IG, Line, etc.)’ does affect consumers’ purchase decision of street food in Bangkok.

H6.2o: ‘Online recommendations (bloggers, etc.)’ do not affect consumers’ purchase decision of street food in Bangkok.

H6.2a: ‘Online recommendations (bloggers, etc.)’ do affect consumers’ purchase decision of street food in Bangkok.

H6.3o: ‘Personal recommendations (friends & families)’ do not affect consumers’ purchase decision of street food in Bangkok.

H6.3a: ‘Personal recommendations (friends & families)’ do affect consumers’ purchase decision of street food in Bangkok.

7. **H7.1o:** ‘Can taste many things in one meal’ does not affect consumers’ purchase decision of street food in Bangkok.

H7.1a: ‘Can taste many things in one meal’ does affect consumers’ purchase decision of street food in Bangkok.

H7.2o: ‘Can have food any time we want’ does not affect consumers’ purchase decision of street food in Bangkok.

H7.2a: ‘Can have food any time we want’ does affect consumers’ purchase decision of street food in Bangkok.

8. **H8.1o:** 'It's only available in certain areas (local cultural food)' do not affect consumers' purchase decision of street food in Bangkok.

H8.1a: 'It's only available in certain areas (local cultural food)' do affect consumers' purchase decision of street food in Bangkok.

H8.2o: 'You get to experience/learn some culture from interacting (asking/talking) with street vendors' do not affect consumers' purchase decision of street food in Bangkok.

H8.2a: 'You get to experience/learn some culture from interacting (asking/talking) with street vendors' do affect consumers' purchase decision of street food in Bangkok.

9. **H9.1o:** 'Have fun eating street food' does not affect consumers' purchase decision of street food in Bangkok.

H9.1a: 'Have fun eating street food' does affect consumers' purchase decision of street food in Bangkok.

CHAPTER 3

METHODOLOGY

The research methodology in this study was conducted as follows:

- 3.1 Research Method
- 3.2 Population and Sample
- 3.3 Questionnaire Structure
- 3.4 Content Validity
- 3.5 Reliability Analysis
- 3.6 Data Collection
- 3.7 Data Processing and Analysis

3.1 Research Method

The author firstly conducted 30 samples pre-test in order to check the reliability of the questions in the questionnaire. After that, the author collected 400 survey questionnaires in total, within which 397 questionnaires were complete. Then, the author performed quantitative analysis through using SPSS statistical software to process and analyze data and verify this research's hypothesis.

3.2 Population and Sample

The research population include all people living or travelling in Bangkok, because everyone who live or travel in Bangkok can be consumer of street food in Bangkok.

In order to calculate the sample size, the author used the sample size calculation formula from (Cochran, 1953), set confidence level to 0.95 and margin of error to 0.05.

$$n = \frac{p(1 - p) * z^2}{e^2}$$

In this formula,

n means	Required sample size
p means	Population proportion picking a choice (0.5)
z means	Z value (1.96 for 95% confidence level)
e means	Margin of error (0.05).

$$n = \frac{0.5(1 - 0.5) * 1.96^2}{0.05^2} = 384.16$$

Considering there may be some incomplete or damaged questionnaires, the author decided to collect 400 questionnaires in total, and received 397 complete questionnaires in the end, which satisfy the minimum 385 requirement. Moreover, the author also collected a pre-test of 30 samples from pedestrians on Sukhumvit street in Bangkok by convenience sampling.

3.3 Questionnaire Structure

The author divided the questionnaire into four main parts.

Q1: Would you enjoy buying street food in Bangkok? (Nominal Scale)

Yes _____ No _____

Q2: Please rank the following factors that influence your decision in Q1. (0=no effect, 1=minimum effect, 2=mild effect,....., 5=maximum effect) (Ordinal Scale)

Table 3.1: Main Factors

Effect factors		No effect---> Maximum effect					
		0	1	2	3	4	5
1	Product factors						
2	Price						
3	Place (location)						
4	Vendor characteristics						
5	Fit with my lifestyle						
6	References/recommendations from others						
7	Fit with my consumption behavior						
8	Cultural						
9	Hedonic value (have fun eating street food)						

Q3: Please rank the following factors that influence your decision in Q1.(1=strongly disagree, 2=somewhat disagree, 3=neutral, 4=somewhat agree, 5=strongly agree)

(Ordinal Scale)

Q3.1 Product

Table 3.2: Product Factors

Product	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.11 Taste good					
3.12 Looks appealing					
3.13 Smell good					
3.14 hygienic					
3.15 Varieties					

Q3.2 Price

Table 3.3: Price Factors

Price	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.21 Cheap price					
3.22 Reasonable price					

Q3.3 Place

Table 3.4: Place Factors

Place	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.31 Convenient					
3.32 Available					
3.33 Accessible					

Q3.4 Vendor characteristics

Table 3.5: Vendor Characteristics Factors

Vendor characteristics	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.41 Service quality					
3.42 Vendor-buyer relationship					

Q3.5 Lifestyle

Table 3.6: Lifestyle Factors

Lifestyle	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.51 Busy lifestyle/busy day (need something quick on the run)					
3.52 Easy lifestyle					

Q3.6 References

Table 3.7: Reference Factors

References	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.61 Social media reference (Facebook, IG, Line, etc.)					
3.62 Online recommendations (bloggers, etc.)					
3.63 Personal recommendations (friends & families)					

Q3.7 Consumption behavior

Table 3.8: Consumption Factors

Consumption behavior	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.71 Can taste many things in one meal					
3.72 Can have food any time we want					

Q3.8 Cultural

Table 3.9: Cultural Factors

Cultural	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.81 It's only available in certain areas (local cultural food)					
3.82 You get to experience/learn some culture from interacting (asking/talking) with street vendors					

Q3.9 Hedonic value

Table 3.10: Hedonic Value Factors

Hedonic value	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.91 Have fun eating street food					

Q4: Demographic & lifestyles

Instruction: Please mark in [] for the most possible answer

Q4.1 Gender (Nominal Scale):

Male Female

Q4.2 Age (Ordinal Scale):

- <18 years old
- 18-35 years old
- 35-60 years old
- > 60 years old

Q4.3 Nationality (Nominal Scale):

- Thai
- Chinese
- Others; _____

Q4.4 Marital Status: What is your marital status? (Nominal Scale)

- Single
- Married or domestic partnership
- Widowed
- Divorced
- Separated

Q4.5 Education (Ordinal Scale):

- < high school
- High school
- Bachelor's Degree

\geq Master Degree

Q4.6 What's your profession? (Nominal Scale)

Student

Businessman

company employee

Doctor

Teacher

Freelance work

Housewife

Retired

Unemployed

Other

Q4.7 Income per month (Ordinal Scale):

\leq 10,000 baht

10,001 - 30,000 baht

30,001 - 50,000 baht

\geq 50,001 baht

Q4.8 How often do you purchase the street food? (Ordinal Scale)

Everyday

Twice a week

Once a week

Sometimes

Q4.9 When will you go to purchase street food? (Nominal Scale)

Breakfast

Lunch

Dinner

Other times

Q4.10 What type of street food you mostly purchase? (Nominal Scale)

Ready-to-eat meals

Snack

Fruits

Drinks

some of them

All of them

Q4.11 In what situation you want to purchase some street food? (You can choose more than one answer) (Nominal Scale)

When you are busy

when you do not have enough money

when you want try some new food

when you go to play with friends

when you want to eat some street food

Q4.12 On average, how much money do you spend on street food per time? (Ordinal Scale)

[] \leq 50 Bath

[] 51-100 Bath

[] 101-200 Bath

[] \geq 201 Bath

3.4 Content Validity

All variables and questionnaire questions in this paper were obtained by consulting literature and previous works. In order to ensure the consistency of each variable and question in questionnaire, the questionnaire was evaluated the by the thesis advisor and three experts in related fields including:

Expert1. Mr. Locus Oines - A manager of a chain of street food brands in Thailand.

Expert2. Mr. Pongpan Chantarawatit - A professor of economics in Nakhon Pathom Rajabhat University of Thailand.

Expert3. Mr. Yuqing Xia - A professor works at Yunnan Normal University China traveling in Bangkok.

The author use index of Item Objective Congruence (IOC) to examine consistency between questions and objective or objective and content (Turner & Carlson, 2009), it's can be calculate from formula:

$$IOC = \frac{\Sigma R}{N}$$

Where:

IOC= Consistency between questions and objective or objective and content.

ΣR = Total assessment points that given from all qualified experts.

N= Number of qualified experts.

There are 3 levels of assessment point as follow:

+1 means The questionnaire's questions are certainly consistent with the objective.

0 means The questionnaire's questions are unsure to be consistent with the objective.

-1 means The questionnaire's questions are inconsistent with the objective.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item Objective Congruence (IOC) from three experts result are as followed:

Table 3.11: Index of Item Objective Congruence (IOC) from Three Experts Result

No.	Expert1			Expert2			Expert3			Total Scores Σ	IOC $\frac{\Sigma R}{N}$	Data Analysis
	1	0	-1	1	0	-1	1	0	-1			
Q1	√			√			√			3	1	Acceptable
Q2	√				√			√		1	0.33	Reject
Q3	√			√			√			3	1	Acceptable
Q3.1	√			√			√			3	1	Acceptable
Q3.2	√			√			√			3	1	Acceptable
Q3.3		√		√					√	0	0	Reject

(Continued)

Table 3.11 (Continued): Index of Item Objective Congruence (IOC) from Three

Experts Result

Q3.4	√			√			√			3	1	Acceptable
Q3.5	√				√			√		1	0.33	Reject
Q3.6	√			√			√			3	1	Acceptable
Q3.7	√				√		√			2	0.67	Acceptable
Q3.8	√			√			√			3	1	Acceptable
Q3.9	√			√			√			3	1	Acceptable
Q4	√			√			√			3	1	Acceptable
Q4.1	√			√			√			3	1	Acceptable
Q4.2	√			√			√			3	1	Acceptable
Q4.3	√			√			√			3	1	Acceptable
Q4.4	√			√			√			3	1	Acceptable
Q4.5	√			√			√			3	1	Acceptable
Q4.6	√			√			√			3	1	Acceptable
Q4.7	√			√			√			3	1	Acceptable
Q4.8	√			√			√			3	1	Acceptable
Q4.9	√			√			√			3	1	Acceptable
Q4.10	√			√			√			3	1	Acceptable
Q4.11		√		√			√			2	0.67	Acceptable
Q4.12	√			√			√			3	1	Acceptable

$$IOC = \frac{\Sigma R}{N}$$

Where:

IOC= Consistency between questions and objective or objective and content.

ΣR = Total assessment points that given from all qualified experts.

N= Number of qualified experts.

Therefore

$$\text{IOC} = \frac{22}{25}$$

$$= 0.88$$

The value index of item objective congruence (IOC) assessment result of this questionnaire is equal to 0.88. There are three questions which have IOC index less than 0.5.

The value of IOC is 0.88, its more than 0.5, it is proved the questions in this questionnaire are consistent.

3.5 Reliability Analysis

In this study, the author used Cronbach's Alpha model to measure reliability for each of the nine independent variables, including product, price, place, vendor characteristics, lifestyle, references, consumption behavior, cultural, and hedonic value. The author adopted the minimum reliability threshold of 0.7 as the judgment criteria in order to save effort according to (Nunnally, 1978). The author performed reliability analysis on SPSS statistical software for both 30 pre-test data and 397 actual data, and the results were as follows:

Table 3.12: Cronbach's Alpha of 30 samples pre-test data 385 samples actual data

Scale	Pre-test 30 samples	Actual data 397 samples	N of Items
	Cronbach's Alpha (Standardized Items)	Cronbach's Alpha (Standardized Items)	
3.1 Product	0.873	0.876	4
3.2 Price	0.802	0.844	2
3.3 Place	0.819	0.873	3
3.4 Vendor Characteristic	0.852	0.899	2
3.5 Lifestyle	0.776	0.777	2
3.6 References	0.744	0.881	3
3.7 Consumption Behavior	0.711	0.817	2
3.8 Cultural	0.796	0.757	2
3.9 Hedonic Value	NA	NA	1

As the table above shows, for both the 30 pre-test samples and the actual 397 samples, the Cronbach's Alpha values of all of the eight variable categories were greater than 0.7 thresholds. The Cronbach's Alpha of the last variable can't be calculated because it includes only one question. Therefore, both the pre-test sample and actual data sample passed the reliability test.

3.6 Data Collection

The researcher designed the questionnaire and distributed the questionnaire through both online channel and offline paper format. 200 questionnaires were collected by sharing Google Form link to social platforms including Facebook, Line

and WeChat that all respondents are living or the tourists in Bangkok, and the researcher received back 197 complete questionnaires in the end from online channel. The other 200 paper format questionnaires were collected from the 50 districts of Bangkok, which are the most crowded streets in Bangkok by common sense in Thailand, all 200 paper format questionnaires were complete in full.

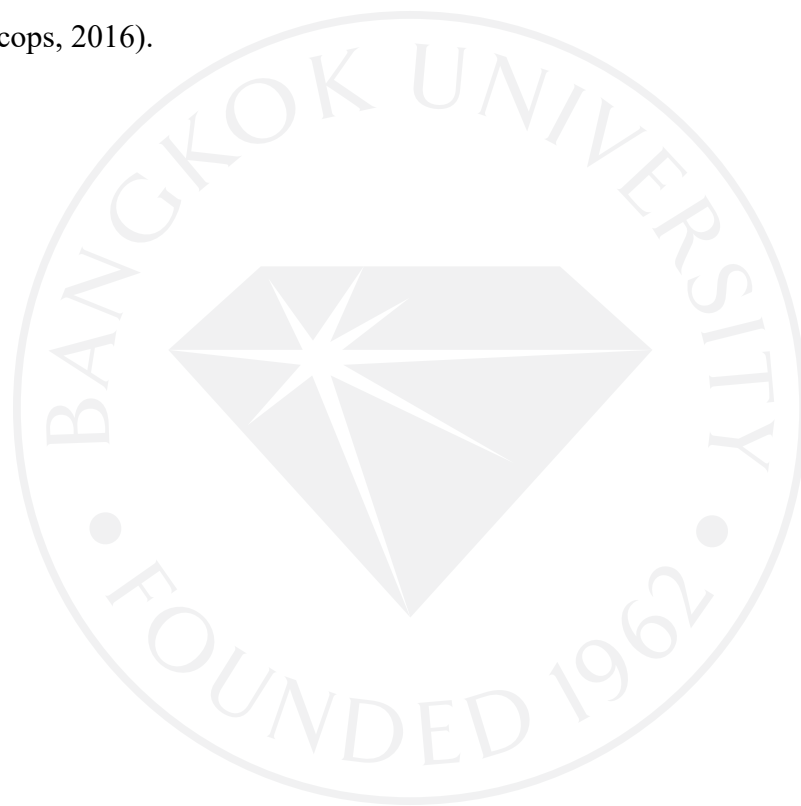
The time period to collect the 30 pre-test questionnaires was in July 2018, and the time period to collect the actual 397 questionnaires was in August 2018.

3.7 Data Processing and Analysis

The author analyzed the actual 397 sample data by using the following statistical tools:

The author used binary logistic regression to analyze which independent variable (product, price, place, vendor characteristics, lifestyle, references, consumption behavior, cultural, and hedonic value) will affect the consumers' purchase decision of street food. Then, the author used binary logistic regression to analyze in more detail within each independent variable, examined the relationship between each aspect within each independent variable and the dependent variable. Logistic regression is the statistical technique used to predict the relationship between predictors (the independent variables) and a predicted variable (the dependent variable) where the dependent variable is binary. It's a classification algorithm that is used to predict a categorical variable based on a set of independent variables (Statisticssolutions, 2018).

The author also used cross tabulation to examine and present the relationship between the respondents' demographic information and their purchase decision and examine the relationship between respondents' purchase behavior and their purchase decision. Cross tabulation is a method to quantitatively analyze the relationship between multiple variables. Cross tabulation is known as contingency tables or cross tabs, and it groups variables to understand the correlation between different variables (Socialcops, 2016).



CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, the author presents the result of the research “Factors Affecting Consumers’ Purchase Decisions of Street Food in Bangkok”. The result of this study will be presented in four parts as follows:

- 4.1 Analysis of Main Independent Variables
- 4.2 Analysis of More Details of Each Independent Variables
- 4.3 Summary of Analysis
- 4.4 Analysis of Respondent’s Demographic and Lifestyles

4.1 Analysis of Main Independent Variables

Table 4.1: Main Independent Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Product factors	.122	.206	.347	1	.556	1.129
Price	.546	.252	4.675	1	.031	1.725
Place (location)	-.620	.271	5.243	1	.022	.538
Vendor characteristics	-.566	.286	3.901	1	.048	.568
Fit with my lifestyle	.258	.245	1.110	1	.292	1.294
References/recommendations from others	-.440	.259	2.882	1	.090	.644
Fit with my consumption behavior	.305	.309	.974	1	.324	1.357
Cultural	.037	.281	.017	1	.896	1.037
Hedonic value (have fun eating street food)	-.297	.292	1.037	1	.308	.743

From the main independent variables perspective, the result of binary logistic regression shows that price, place, and vendor characteristics are significant factors affecting consumers' purchase decision of street food in Bangkok (p-values < 0.05). Therefore, we can reject the following null hypotheses:

H2o: Price does not affect consumers' purchase decision of street food in Bangkok.

H3o: Place does not affect consumers' purchase decision of street food in Bangkok.

H4o: Vendor characteristics do not affect consumers' purchase decision of street food in Bangkok.

And accept the following alternative hypotheses:

H2a: Price does affect consumers' purchase decision of street food in Bangkok.

H3a: Place does affect consumers' purchase decision of street food in Bangkok.

H4a: Vendor characteristics do affect consumers' purchase decision of street food in Bangkok.

4.2 Analysis of More Details of Each Independent Variable

Table 4.2: More Details Independent Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Taste good	5.763	2.035	8.018	1	.005	318.438
Looks appealing	.345	.939	.135	1	.713	1.412

(Continued)

Table 4.2(Continued): More Details Independent Variables in the Equation

Smell good	-3.430	1.121	9.362	1	.002	.032
Hygienic	-2.150	.869	6.120	1	.013	.116
Varieties	-1.818	1.266	2.061	1	.151	.162
Cheap price	3.669	1.613	5.175	1	.023	39.213
Reasonable price	-1.528	1.428	1.146	1	.284	.217
Convenient	-2.736	1.670	2.683	1	.101	.065
Available	-.191	1.050	.033	1	.855	.826
Accessible	2.893	1.634	3.133	1	.077	18.045
Service quality	4.430	1.474	9.035	1	.003	83.960
Vendor-buyer relationship	-5.533	1.855	8.900	1	.003	.004
Busy lifestyle/busy day (need something quick on the run)	3.699	1.620	5.213	1	.022	40.388
Easy lifestyle	.645	1.179	.300	1	.584	1.907
Social media reference (Facebook, IG, Line, etc.)	.074	.823	.008	1	.928	1.077
Online recommendations (bloggers, etc.)	2.123	1.620	1.716	1	.190	8.354
Personal recommendations (friends & families)	-4.977	1.761	7.989	1	.005	.007
Can taste many things in one meal	-.904	.803	1.266	1	.260	.405
Can have food any time we want	2.238	1.264	3.134	1	.077	9.378
It's only available in certain areas (local cultural food)	-3.371	1.358	6.162	1	.013	.034
You get to experience/learn some culture from interacting (asking/talking) with street vendors	1.631	1.009	2.614	1	.106	5.109
Have fun eating street food	-3.649	1.586	5.296	1	.021	.026

But when we look further into more details of each independent variable, the result of binary logistic regression shows that the following aspects of independent

variables are also significant factors affecting consumers' purchase decision of street food in Bangkok (p-values < .05).

- Taste good
- Smell good
- Hygienic
- Cheap price
- Service quality
- Vendor-buyer relationship
- Busy lifestyle/busy day (need something quick on the run)
- Personal recommendations (friends & families)
- It's only available in certain areas (local cultural food)
- Have fun eating street food

4.3 Summary of analysis

In summary, from this study the following factors affect consumers' purchase decisions of street food in Bangkok.

- Product (Taste good, Smell good, hygienic)

Even though, from main-effect analysis, product factors do not significantly affect consumers' purchase decision of street food in Bangkok, but certain product features such as 'Taste good, smell good, hygienic' seem significant. This is simply because, when asking consumer for general product factor, they are too general from consumer perception to be significant enough to affect their street choice decision.

For example, consumer will not buy Pad Thai because it's street food but would buy street food Pad Thai if it smells so good while they walk pass especially if it looks hygienic, it would be more influential to their decision. Price (Cheap price)

- Place

For this variable, place in general seems significant but consumer does not really feel whether any specific dimension of place in particular (e.g. convenient, available, accessible) significantly influence their decision.

- Vendor characteristics (Service quality, Vendor-buyer relationship)
- Fit with my lifestyle (Busy lifestyle/busy day (need something quick on the run))

From main-effect analysis, fit with my lifestyle do not significantly affect consumers' purchase decision of street food in Bangkok. When talk about lifestyle, lots of people feel like they will not buy street food in their life, and some people focus on eating healthier food. But when it comes to busy time or busy day, many people will choose street food to satisfy their hunger when they don't have time to cook or go to restaurants.

- References/recommendations from others (Personal recommendations (friends & families))

For many customers, street foods recommended by online strangers or people we don't know are unacceptable. For street foods recommended by friends or relatives, many people may be interested to buy.

- Cultural (It's only available in certain areas (local cultural food))

When we talk about the main factor cultural, it's too general, some customers think the street food doesn't seem to have much to do with culture. But when it comes to a specific street food, such as Khao Niow Ma Muang, which is only available in Thailand, many respondents think this factor will affect their purchase decision.

- Hedonic value (Have fun eating street food)

For many customers the purpose of buying street food may be simply to buy meals to fill their stomach, while some tourists in Bangkok are look for Thai street food for fun purpose. So when it comes to hedonic value, many people don't feel it, but most people have fun when they are eating street food.

Compared to previous studies from the literature reviews on this topic, we found some similar findings that are in line with the previous publications such as price (cheap price), place and vendor characteristics (service quality, Vendor-buyer relationship). However, there are some differences as follows:

- Product was significant in study “Understanding international tourists' attitudes towards street food in Phuket, Thailand” (Torres Chavarria & Phakdeekauksorn, 2017) and “Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention” (Choe & Kim, 2018), but insignificant in this paper except “taste good”, “smell good” and “hygienic”.
- “Fit with my lifestyle” was significant in study “Travel lifestyle preferences and destination activity choices of slow food members and non-members” (Lee et al., 2015), but insignificant in this paper except “Busy lifestyle/busy day (need something quick on the run)”.

- References recommendations from others was significant in study “A causal relationship model of purchasing behavior of consumers in Thailand regarding processed fish products” (Chokenukul et al., 2018) and “Alternative approaches for thinking about and modeling consumer decisions in relationships ” (Bagozzi, 2012), but insignificant in this paper except “Personal recommendations (friends & families)”.

- Cultural was significant in study “Factors influencing tourist food consumption” (Mak et al., 2012), but insignificant in this paper except “It’s only available in certain areas (local cultural food)”.

- Hedonic value was significant in study “Factors Positively Affecting Purchase Behavior of Coffee Consumers in Wattana District in Bangkok” (Jelison, 2018) , but insignificant in this paper except “Have fun eating street food ”.

4.4 Analysis of Respondent’s Demographic and Lifestyles

Table 4.3: Gender * Would you enjoy buying street food in Bangkok? (Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
Gender	Male	Count	162	10	172
		% within Gender	94.2%	5.8%	100.0%
		% within Would you enjoy buying street food in Bangkok?	42.7%	55.6%	43.3%
		% of Total	40.8%	2.5%	43.3%
	Female	Count	214	8	222
		% within Gender	96.4%	3.6%	100.0%

(Continued)

Table 4.3(Continued): Gender * Would you enjoy buying street food in Bangkok?

(Cross tabulation)

		% within Would you enjoy buying street food in Bangkok?	56.5%	44.4%	55.9%
		% of Total	53.9%	2.0%	55.9%
Prefer not to say		Count	3	0	3
		% within Gender	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	0.8%	0.0%	0.8%
		% of Total	0.8%	0.0%	0.8%
Total		Count	379	18	397
		% within Gender	95.5%	4.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%
		% of Total	95.5%	4.5%	100.0%

From Cross tabulation study, about the gender there are 172 male, 222 female and 3 prefer not to say be investigated. The result shows that female more likely than male to enjoy buying street food in Bangkok. There were 43.3% male respondents (94.2% of whom enjoy buying street food in Bangkok), 55.9% female respondents (96.4% of whom enjoy buying street food in Bangkok), and 0.8% respondents prefer not to say about their gender (100% of whom enjoy buying street food in Bangkok).

Table 4.4: Age * Would you enjoy buying street food in Bangkok?

(Cross tabulation)

	Would you enjoy buying street food in Bangkok?		Total
	YES	NO	

(Continued)

Table 4.4(Continued): Age * Would you enjoy buying street food in Bangkok?

(Cross tabulation)

Age	<18 years old	Count	11	0	11
		% within Age	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	2.9%	0.0%	2.8%
		% of Total	2.8%	0.0%	2.8%
	18-35 years old	Count	342	18	360
		% within Age	95.0%	5.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	90.2%	100.0%	90.7%
		% of Total	86.1%	4.5%	90.7%
	35-60 years old	Count	26	0	26
		% within Age	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	6.9%	0.0%	6.5%
		% of Total	6.5%	0.0%	6.5%
Total	Count	379	18	397	
	% within Age	95.5%	4.5%	100.0%	
	% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%	
	% of Total	95.5%	4.5%	100.0%	

About the 3 age-groups investigated, 2.8% respondents were less than 18 years old (100% of whom enjoy buying street food in Bangkok), 90.7% respondents were 18-35 years old (95.0% of whom enjoy buying street food in Bangkok), 6.5% respondents were 36-60 years old (100% of whom enjoy buying street food in Bangkok).

Table 4.5: Nationality * Would you enjoy buying street food in Bangkok? (Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
Nationality	Chinese	Count	76	2	78
		% within Nationality	97.4%	2.6%	100.0%
		% within Would you enjoy buying street food in Bangkok?	20.1%	11.1%	19.6%
		% of Total	19.1%	0.5%	19.6%
	Thai	Count	278	16	294
		% within Nationality	94.6%	5.4%	100.0%
		% within Would you enjoy buying street food in Bangkok?	73.4%	88.9%	74.1%
		% of Total	70.0%	4.0%	74.1%
	Other	Count	25	0	25
		% within Nationality	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	6.6%	0.0%	6.3%
		% of Total	6.3%	0.0%	6.3%
Total	Count	379	18	397	
	% within Nationality	95.5%	4.5%	100.0%	
	% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%	
	% of Total	95.5%	4.5%	100.0%	

About nationality, there are 78 Chinese, 294 Thai and 25 from other countries be investigated. 19.6% respondents were Chinese (97.4% of whom enjoy buying street food in Bangkok), 74.1% respondents were Thai (94.6% enjoy buying street food in Bangkok). The result shows that Thai are account for most of the investigator about three times likely to eat street food.

Table 4.6: Marital Status: What is your marital status * Would you enjoy buying street food in Bangkok? (Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
Marital Status: What is your marital status	Single	Count	276	10	286
		% within Marital Status: What is your marital status	96.5%	3.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	72.8%	55.6%	72.0%
		% of Total	69.5%	2.5%	72.0%
	Married or live with partner	Count	97	6	103
		% within Marital Status: What is your marital status	94.2%	5.8%	100.0%
		% within Would you enjoy buying street food in Bangkok?	25.6%	33.3%	25.9%
		% of Total	24.4%	1.5%	25.9%
	Widowed	Count	4	0	4
		% within Marital Status: What is your marital status	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	1.1%	0.0%	1.0%
		% of Total	1.0%	0.0%	1.0%
	Divorced	Count	2	2	4
		% within Marital Status: What is your marital status	50.0%	50.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	0.5%	11.1%	1.0%
		% of Total	0.5%	0.5%	1.0%
Total	Count	379	18	397	
	% within Marital Status: What is your marital status	95.5%	4.5%	100.0%	

(Continued)

Table 4.6(Continued): Marital Status: What is your marital status * Would you enjoy buying street food in Bangkok? (Cross tabulation)

	% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%
	% of Total	95.5%	4.5%	100.0%

About marital status, 72.0% respondents were single (96.5% of whom enjoy buying street food in Bangkok), 25.9% respondents were married or live with partner (94.2% of whom enjoy buying street food in Bangkok), 1.0% respondents were widowed (100% of whom enjoy buying street food in Bangkok), and 1.0% respondents divorced (50.0% of whom enjoy buying street food in Bangkok).

The respondents who married or live with partner are less than the respondents who are single. This could be due to the respondents who single don't want to cook at home or going to a restaurant without others accompany.

Table 4.7: Education * Would you enjoy buying street food in Bangkok? (Cross tabulation)

		Would you enjoy buying street food in Bangkok?		Total	
		YES	NO		
Education	< high school	Count	17	0	17
		% within Education	100.0%	0.0%	100.0%

(Continued)

Table 4.7(Continued): Education * Would you enjoy buying street food in Bangkok?

(Cross tabulation)

		% within Would you enjoy buying street food in Bangkok?	4.5%	0.0%	4.3%
		% of Total	4.3%	0.0%	4.3%
	High school	Count	31	0	31
		% within Education	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	8.2%	0.0%	7.8%
		% of Total	7.8%	0.0%	7.8%
	Bachelor's Degree	Count	255	12	267
		% within Education	95.5%	4.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	67.3%	66.7%	67.3%
		% of Total	64.2%	3.0%	67.3%
	≥Master Degree	Count	76	6	82
		% within Education	92.7%	7.3%	100.0%
		% within Would you enjoy buying street food in Bangkok?	20.1%	33.3%	20.7%
		% of Total	19.1%	1.5%	20.7%
Total	Count	379	18	397	
	% within Education	95.5%	4.5%	100.0%	
	% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%	
	% of Total	95.5%	4.5%	100.0%	

About education, 4.3% respondents educated lower than high school (100% of whom enjoy buying street food in Bangkok), 7.8% respondents have high school diploma (100% of whom enjoy buying street food in Bangkok), 67.3% respondents have bachelor's degree (95.5% of whom enjoy buying street food in Bangkok), and 20.7% respondents have master's degree (92.7 of whom enjoy buying street food in Bangkok).

We found that those who got bachelor's degree tend to prefer street food more often than those who got master degree. This could be due to their potentially less earning power.

Table 4.8: What's your profession * Would you enjoy buying street food in Bangkok?

(Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
What's your profession	Student	Count	135	8	143
		% within What's your profession	94.4%	5.6%	100.0%
		% within Would you enjoy buying street food in Bangkok?	35.6%	44.4%	36.0%
		% of Total	34.0%	2.0%	36.0%
	Businessman	Count	22	0	22
		% within What's your profession	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	5.8%	0.0%	5.5%
		% of Total	5.5%	0.0%	5.5%
	company employee	Count	96	7	103
		% within What's your profession	93.2%	6.8%	100.0%
		% within Would you enjoy buying street food in Bangkok?	25.3%	38.9%	25.9%
		% of Total	24.2%	1.8%	25.9%
	Doctor	Count	9	0	9
		% within What's your profession	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	2.4%	0.0%	2.3%

(Continued)

Table 4.8(Continued): What's your profession * Would you enjoy buying street food in Bangkok? (Cross tabulation)

		% of Total	2.3%	0.0%	2.3%
	Teacher	Count	46	1	47
		% within What's your profession	97.9%	2.1%	100.0%
		% within Would you enjoy buying street food in Bangkok?	12.1%	5.6%	11.8%
		% of Total	11.6%	0.3%	11.8%
	Freelance work	Count	25	0	25
		% within What's your profession	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	6.6%	0.0%	6.3%
		% of Total	6.3%	0.0%	6.3%
	Housewife	Count	5	0	5
		% within What's your profession	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	1.3%	0.0%	1.3%
		% of Total	1.3%	0.0%	1.3%
	Retired	Count	1	0	1
		% within What's your profession	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	0.3%	0.0%	0.3%
		% of Total	0.3%	0.0%	0.3%
	Unemployed	Count	3	0	3
		% within What's your profession	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	0.8%	0.0%	0.8%

(Continued)

Table 4.8(Continued): What's your profession * Would you enjoy buying street food in Bangkok? (Cross tabulation)

		% of Total	0.8%	0.0%	0.8%
	Other	Count	37	2	39
		% within What's your profession	94.9%	5.1%	100.0%
		% within Would you enjoy buying street food in Bangkok?	9.8%	11.1%	9.8%
		% of Total	9.3%	0.5%	9.8%
Total		Count	379	18	397
		% within What's your profession	95.5%	4.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%
		% of Total	95.5%	4.5%	100.0%

About profession, 36.0% respondents were students (94.4 of whom enjoy buying street food in Bangkok), 5.5% respondents were businessmen (100% of whom enjoy buying street food in Bangkok), 25.9% respondents were company employees (93.2% of whom enjoy buying street food in Bangkok), 2.3% respondents were doctor (100% of whom enjoy buying street food in Bangkok), 11.8% respondents were teachers (97.9% of whom enjoy buying street food in Bangkok), 6.3% respondents were freelance workers (100% of whom enjoy buying street food in Bangkok), 1.3% respondents were housewives (100% of whom enjoy buying street food in Bangkok), 0.3% respondents were retired (100% of whom enjoy buying street food in Bangkok), 0.8% respondents were unemployed (100% of whom enjoy buying street food in Bangkok), and 9.8% respondents do other profession (94.9% of whom enjoy buying street food in Bangkok).

For the profession, the most of respondents are students, company employees and teacher. Most of respondents who enjoy buying street food in Bangkok are students. This could be due to student not has much alimony and cooking by themselves are not very convenient either.

Table 4.9: Income per month * Would you enjoy buying street food in Bangkok?

(Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
Income per month	≤ 10,000 baht	Count	92	2	94
		% within Income per month	97.9%	2.1%	100.0%
		% within Would you enjoy buy ing street food in Bangkok?	24.3%	11.1%	23.7%
		% of Total	23.2%	0.5%	23.7%
	10,001 - 30,000 baht	Count	168	7	175
		% within Income per month	96.0%	4.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	44.3%	38.9%	44.1%
		% of Total	42.3%	1.8%	44.1%
	30,001 - 50,000 baht	Count	103	4	107
		% within Income per month	96.3%	3.7%	100.0%
		% within Would you enjoy buying street food in Bangkok?	27.2%	22.2%	27.0%
		% of Total	25.9%	1.0%	27.0%
	≥ 50,001 baht	Count	16	5	21

(Continued)

Table 4.9(Continued): Income per month * Would you enjoy buying street food in Bangkok? (Cross tabulation)

		% within Income per month	76.2%	23.8%	100.0%
		% within Would you enjoy buying street food in Bangkok?	4.2%	27.8%	5.3%
		% of Total	4.0%	1.3%	5.3%
Total		Count	379	18	397
		% within Income per month	95.5%	4.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%
		% of Total	95.5%	4.5%	100.0%

About income per month, 23.7% respondents earned not higher than 10,000 Baht (97.9% of whom enjoy buying street food in Bangkok), 44.1% respondents earned 10,001 to 30,000 Baht (96.0% of whom enjoy buying street food in Bangkok), 27.0% respondents earned 30,001 to 50,000 Baht (96.3% of whom enjoy buying street food in Bangkok), 5.3% respondents earned 50,001 or higher Baht (76.2% of whom enjoy buying street food in Bangkok).

Table 4.10: How often do you purchase the street food * Would you enjoy buying street food in Bangkok? (Cross tabulation)

	Would you enjoy buying street food in Bangkok?		Total
	YES	NO	

(Continued)

Table 4.10(Continued): How often do you purchase the street food * Would you enjoy buying street food in Bangkok? (Cross tabulation)

How often do you purchase the street food	Everyday	Count	105	1	106
		% within How often do you purchase the street food	99.1%	0.9%	100.0%
		% within Would you enjoy buying street food in Bangkok?	27.7%	5.6%	26.7%
		% of Total	26.4%	0.3%	26.7%
	Twice a week	Count	72	1	73
		% within How often do you purchase the street food	98.6%	1.4%	100.0%
		% within Would you enjoy buying street food in Bangkok?	19.0%	5.6%	18.4%
		% of Total	18.1%	0.3%	18.4%
	Once a week	Count	35	2	37
		% within How often do you purchase the street food	94.6%	5.4%	100.0%
		% within Would you enjoy buying street food in Bangkok?	9.2%	11.1%	9.3%
		% of Total	8.8%	0.5%	9.3%
	Sometimes	Count	167	14	181
		% within How often do you purchase the street food	92.3%	7.7%	100.0%
		% within Would you enjoy buying street food in Bangkok?	44.1%	77.8%	45.6%
		% of Total	42.1%	3.5%	45.6%
Total	Count	379	18	397	
	% within How often do you purchase the street food	95.5%	4.5%	100.0%	
	% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%	
	% of Total	95.5%	4.5%	100.0%	

About purchase frequency, 26.7% respondents purchase everyday (99.1% of whom enjoy buying street food in Bangkok), 18.4% respondents purchase twice a week (98.6% of whom enjoy buying street food in Bangkok), 9.3% respondents purchase once a week (94.6% of whom enjoy buying street food in Bangkok), and 45.6% respondents purchase sometimes (92.3% of whom enjoy buying street food in Bangkok).

Table 4.11: Usually when will you go to purchase street food * Would you enjoy buying street food in Bangkok? (Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
Usually when will you go to purchase street food	Breakfast	Count	28	4	32
		% within Usually when will you go to purchase street food	87.5%	12.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	7.4%	22.2%	8.1%
		% of Total	7.1%	1.0%	8.1%
	Lunch	Count	53	3	56
		% within Usually when will you go to purchase street food	94.6%	5.4%	100.0%
		% within Would you enjoy buying street food in Bangkok?	14.0%	16.7%	14.1%
		% of Total	13.4%	0.8%	14.1%

(Continued)

Table 4.11(Continued): Usually when will you go to purchase street food * Would you enjoy buying street food in Bangkok? (Cross tabulation)

	Dinner	Count	153	4	157
		% within Usually when will you go to purchase street food	97.5%	2.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	40.4%	22.2%	39.5%
		% of Total	38.5%	1.0%	39.5%
	Other times	Count	145	7	152
		% within Usually when will you go to purchase street food	95.4%	4.6%	100.0%
		% within Would you enjoy buying street food in Bangkok?	38.3%	38.9%	38.3%
		% of Total	36.5%	1.8%	38.3%
Total	Count	379	18	397	
	% within Usually when will you go to purchase street food	95.5%	4.5%	100.0%	
	% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%	
	% of Total	95.5%	4.5%	100.0%	

About time to purchase street food, 8.1% respondents purchase on breakfast time (87.5% of whom enjoy buying street food in Bangkok), 14.1% respondents purchase on lunch time (94.6% of whom enjoy buying street food in Bangkok), 39.5% respondents purchase on dinner time (97.5% of whom enjoy buying street food in

Bangkok), 38.3% respondents purchase on other times (95.4% of whom enjoy buying street food in Bangkok).

Table 4.12: What type of street food you mostly purchase * Would you enjoy buying street food in Bangkok? (Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
What type of street food you mostly purchase	Ready-to-eat meals	Count	47	0	47
		% within What type of street food you mostly purchase	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	12.4%	0.0%	11.8%
		% of Total	11.8%	0.0%	11.8%
	Snack	Count	28	0	28
		% within What type of street food you mostly purchase	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	7.4%	0.0%	7.1%
		% of Total	7.1%	0.0%	7.1%
	Fruits	Count	55	5	60
		% within What type of street food you mostly purchase	91.7%	8.3%	100.0%
		% within Would you enjoy buying street food in Bangkok?	14.5%	27.8%	15.1%
		% of Total	13.9%	1.3%	15.1%

(Continued)

Table 4.12(Continued): What type of street food you mostly purchase * Would you enjoy buying street food in Bangkok? (Cross tabulation)

	Drinks	Count	13	4	17
		% within What type of street food you mostly purchase	76.5%	23.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	3.4%	22.2%	4.3%
		% of Total	3.3%	1.0%	4.3%
	some of them	Count	114	3	117
		% within What type of street food you mostly purchase	97.4%	2.6%	100.0%
		% within Would you enjoy buying street food in Bangkok?	30.1%	16.7%	29.5%
		% of Total	28.7%	0.8%	29.5%
	All of them	Count	122	6	128
		% within What type of street food you mostly purchase	95.3%	4.7%	100.0%
		% within Would you enjoy buying street food in Bangkok?	32.2%	33.3%	32.2%
		% of Total	30.7%	1.5%	32.2%
	Total	Count	379	18	397
		% within What type of street food you mostly purchase	95.5%	4.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%
		% of Total	95.5%	4.5%	100.0%

About type of street food to purchase, 11.8% respondents purchase Ready-to-eat meals (100% of whom enjoy buying street food in Bangkok), 7.1% respondents purchase snack (100% of whom enjoy buying street food in Bangkok), 15.1%

respondents purchase fruits (91.7% of whom enjoy buying street food in Bangkok), 4.3% respondents purchase drinks (76.5% of whom enjoy buying street food in Bangkok), 29.5% respondents purchase “some of them” (97.4% of whom enjoy buying street food in Bangkok), 32.2% respondents purchase “all of them” (95.3% of whom enjoy buying street food in Bangkok).

Table 4.13: In what situation you want to purchase some street food? (When you are busy) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
In what situation you want to purchase some street food?(When you are busy)	No	Count	152	8	160
		% within In what situation you want to purchase some street food?(When you are busy)	95.0%	5.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	40.1%	44.4%	40.3%
		% of Total	38.3%	2.0%	40.3%
	Yes	Count	227	10	237
		% within In what situation you want to purchase some street food?(When you are busy)	95.8%	4.2%	100.0%
		% within Would you enjoy buying street food in Bangkok?	59.9%	55.6%	59.7%
		% of Total	57.2%	2.5%	59.7%

(Continued)

Table 4.13(Continued): In what situation you want to purchase some street food?

(When you are busy) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

Total	Count	379	18	397
	% within In what situation you want to purchase some street food?(When you are busy)	95.5%	4.5%	100.0%
	% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%
	% of Total	95.5%	4.5%	100.0%

Table 4.14: In what situation you want to purchase some street food? (when you do not have enough money) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
In what situation you want to purchase some street food?(when you do not have enough money)	No	Count	306	18	324
		% within In what situation you want to purchase some street food?(when you do not have enough money)	94.4%	5.6%	100.0%
		% within Would you enjoy buying street food in Bangkok?	80.7%	100.0%	81.6%
		% of Total	77.1%	4.5%	81.6%

(Continued)

Table 4.14(Continued): In what situation you want to purchase some street food?

(when you do not have enough money) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

	Yes	Count	73	0	73
		% within In what situation you want to purchase some street food?(when you do not have enough money)	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	19.3%	0.0%	18.4%
		% of Total	18.4%	0.0%	18.4%
Total		Count	379	18	397
		% within In what situation you want to purchase some street food?(when you do not have enough money)	95.5%	4.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%
		% of Total	95.5%	4.5%	100.0%

Table 4.15: In what situation you want to purchase some street food? (when you want to try some new food) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

	Would you enjoy buying street food in Bangkok?		Total
	YES	NO	

(Continued)

Table 4.15(Continued): In what situation you want to purchase some street food?

(when you want to try some new food) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

In what situation you want to purchase some street food?(when you want try some new food)	No	Count	243	4	247
		% within In what situation you want to purchase some street food?(when you want try some new food)	98.4%	1.6%	100.0%
		% within Would you enjoy buying street food in Bangkok?	64.1%	22.2%	62.2%
		% of Total	61.2%	1.0%	62.2%
	Yes	Count	136	14	150
		% within In what situation you want to purchase some street food?(when you want try some new food)	90.7%	9.3%	100.0%
		% within Would you enjoy buying street food in Bangkok?	35.9%	77.8%	37.8%
		% of Total	34.3%	3.5%	37.8%
		Total	Count	379	18
	% within In what situation you want to purchase some street food?(when you want try some new food)	95.5%	4.5%	100.0%	
% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%		
% of Total	95.5%	4.5%	100.0%		

Table 4.16: In what situation you want to purchase some street food? (when you go to play with friends) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

		Would you enjoy buying street food in Bangkok?		Total	
		YES	NO		
In what situation you want to purchase some street food?(when you go to play with friends)	No	Count	206	9	215
		% within In what situation you want to purchase some street food?(when you go to play with friends)	95.8%	4.2%	100.0%
		% within Would you enjoy buying street food in Bangkok?	54.4%	50.0%	54.2%
		% of Total	51.9%	2.3%	54.2%
	Yes	Count	173	9	182
		% within In what situation you want to purchase some street food?(when you go to play with friends)	95.1%	4.9%	100.0%
		% within Would you enjoy buying street food in Bangkok?	45.6%	50.0%	45.8%
		% of Total	43.6%	2.3%	45.8%
		Total	Count	379	18
	% within In what situation you want to purchase some street food?(when you go to play with friends)	95.5%	4.5%	100.0%	
% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%		
% of Total	95.5%	4.5%	100.0%		

Table 4.17: In what situation you want to purchase some street food? (when you want to eat some street food) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

	Would you enjoy buying street food in Bangkok?	Total
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(Continued)

Table 4.17(Continued): In what situation you want to purchase some street food?

(when you want to eat some street food) * Would you enjoy buying street food in Bangkok? (Cross tabulation)

		YES	NO		
In what situation you want to purchase some street food?(when you want to eat some street food)	No	Count	122	8	130
		% within In what situation you want to purchase some street food?(when you want to eat some street food)	93.8%	6.2%	100.0%
		% within Would you enjoy buying street food in Bangkok?	32.2%	44.4%	32.7%
		% of Total	30.7%	2.0%	32.7%
	Yes	Count	257	10	267
		% within In what situation you want to purchase some street food?(when you want to eat some street food)	96.3%	3.7%	100.0%
		% within Would you enjoy buying street food in Bangkok?	67.8%	55.6%	67.3%
		% of Total	64.7%	2.5%	67.3%
Total	Count	379	18	397	
	% within In what situation you want to purchase some street food?(when you want to eat some street food)	95.5%	4.5%	100.0%	
	% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%	
	% of Total	95.5%	4.5%	100.0%	

About the situation to purchase street food (in which respondents can choose multiple answers), 59.7% respondents purchase when they are busy (95.8% of whom enjoy buying street food in Bangkok), Maybe due to most of respondents are student, they are study very day no have enough time to cook themselves. 18.4% respondents purchase when they do not have enough money (100% of whom enjoy buying street food in Bangkok), 37.8% respondents purchase when they want to try some new food (90.7% of whom enjoy buying street food in Bangkok), 45.8% respondents purchase

when they go to play with friends (95.1% of whom enjoy buying street food in Bangkok), and 67.3% respondents purchase when they want to eat some street food (96.3% of whom enjoy buying street food in Bangkok).

Table 4.18: On average, how much money do you spend on street food per time

*Would you enjoy buying street food in Bangkok? (Cross tabulation)

			Would you enjoy buying street food in Bangkok?		Total
			YES	NO	
On average, how much money do you spend on street food per time	≤ 50 Bath	Count	28	0	28
		% within On average, how much money do you spend on street food per time	100.0%	0.0%	100.0%
		% within Would you enjoy buying street food in Bangkok?	7.4%	0.0%	7.1%
		% of Total	7.1%	0.0%	7.1%
	51-100 Bath	Count	190	11	201
		% within On average, how much money do you spend on street food per time	94.5%	5.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	50.1%	61.1%	50.6%
		% of Total	47.9%	2.8%	50.6%
	101-200 Bath	Count	116	4	120
		% within On average, how much money do you spend on street food per time	96.7%	3.3%	100.0%
		% within Would you enjoy buying street food in Bangkok?	30.6%	22.2%	30.2%
		% of Total	29.2%	1.0%	30.2%

(Continued)

Table 4.18(Continued): On average, how much money do you spend on street food per time * Would you enjoy buying street food in Bangkok?
(Cross tabulation)

	≥ 201 Bath	Count	45	3	48
		% within On average, how much money do you spend on street food per time	93.8%	6.3%	100.0%
		% within Would you enjoy buying street food in Bangkok?	11.9%	16.7%	12.1%
		% of Total	11.3%	0.8%	12.1%
Total		Count	379	18	397
		% within On average, how much money do you spend on street food per time	95.5%	4.5%	100.0%
		% within Would you enjoy buying street food in Bangkok?	100.0%	100.0%	100.0%
		% of Total	95.5%	4.5%	100.0%

About how much money to spend per time, 7.1% respondents spent not higher than 50 Baht per time (100% of whom enjoy buying street food in Bangkok), 50.6% respondents spent 51 to 100 Baht per time (94.5% of whom enjoy buying street food in Bangkok), 30.2% respondents spent 101 to 200 Baht per time (96.7% of whom enjoy buying street food in Bangkok), and 12.1% respondents spent higher than 200 Baht per time (93.8% of whom enjoy buying street food in Bangkok).

CHAPTER 5

CONCLUSION AND DISCUSSION

In this chapter, the researcher summarized all the important information of the research “Factors Affecting Consumers’ Purchase Decisions of Street Food in Bangkok”, and provides some discussions about this study and about future researches. This chapter will be presented in three parts:

5.1 Summary of the Result of Data Analysis and the Theoretical Implications

5.2 Managerial Implications

5.3 Research Limitations and Recommendations for Future Research

5.1 Summary of the Result of data Analysis and the Theoretical Implications

For the nine main independent variables (including product, price, place, vendor characteristics, lifestyle, references, consumption behavior, cultural, and hedonic value), the results of the binary logistic regression support three of the alternative hypothesis (H2a, H3a, and H4a), and did not support the other six of the alternative hypothesis (H1a, H5a, H6a, H7a, H8a, H9a). It means that price, place and vendor characteristics are significant factors affecting consumers’ purchase decision of street food in Bangkok.

When the author look further into the detailed aspects within each independent variable, the results of the binary logistic regression support the alternative hypothesis (H1.1a, H1.2a, H1.3a, H2.1a, H4.1a, H4.2a, H5.1a, H6.3a, H8.1a, and H9.1a), and did not support the other alternative hypothesis (H1.4a, H1.5a, H2.2a, H3.1a, H3.2a, H3.3a, H5.2a, H6.1a, H6.2a, H7.1a, H7.2a, H8.2a). It means that detailed aspects including “Taste good”, “Smell good”, “Hygienic”, “Cheap price”, “Service quality”, “Vendor-buyer relationship”, “Busy lifestyle/busy day (need something quick on the run)”, “Personal recommendations (friends & families)”, “It’s only available in certain areas (local cultural food)”, “Have fun eating street food” were significant factors affecting consumers’ purchase decision of street good in Bangkok.

Compared with previous studies from the literature reviews on this topic, there are both similarity and contrary. Similar to Kotler and Keller (2009), Radder and Roux (2005), variable price in general is significant in this paper especially aspect “cheap price”. Similar to Scarborough and Zimmerer (2000), variable place in general is significant in this paper. Similar to Han and Hyun (2017), variable vender characteristics in general is significant in this paper, especially aspects “service quality” and “vendor-buyer relationship”. Contrary to Torres Chavarria and Phakdeekauksorn (2017) and Choe and Kim (2018), product variable in general is insignificant in this paper except aspects “taste good”, “smell good” and “hygienic”. Contrary to Lee et al. (2015), variable “Fit with my lifestyle” in general is insignificant in this paper except aspects “Busy lifestyle/busy day (need something quick on the run)”. Contrary to Chokenukul et al. (2018) and Bagozzi (2012), variable “references recommendations from others” in general is insignificant in this paper except aspects “Personal recommendations (friends & families)”. Contrary to Mak et al. (2012),

variable “Cultural” in general is insignificant in this paper except aspects “It’s only available in certain areas (local cultural food)”. Contrary to Jelison (2018) , variable “Hedonic value” is insignificant in this paper except aspects “Have fun eating street food ”.

The cross tabulation results for demographic information of respondents showed that female was more likely than male to enjoy buying street food in Bangkok. There were 55.9% female respondents (96.4% of whom enjoy buying street food in Bangkok). Most respondents (90.7%) were 18-35 years old (95.0% of whom enjoy buying street food in Bangkok). About nationality, 19.6% respondents were Chinese (97.4% of whom enjoy buying street food in Bangkok), 74.1% respondents were Thai (94.6% enjoy buying street food in Bangkok). Most respondents (72.0%) were single (96.5% of whom enjoy buying street food in Bangkok). Most respondents (67.3%) have bachelor’s degree (95.5% of whom enjoy buying street food in Bangkok). Most respondents were students (36.0%) (94.4 of whom enjoy buying street food in Bangkok) and company employees (25.9%) (93.2% of whom enjoy buying street food in Bangkok). Most respondents (44.1%) have monthly income 10,001 to 30,000 Baht (96.0% of whom enjoy buying street food in Bangkok).

The cross tabulation results for respondent’s purchase behavior showed that most respondents (45.6%) purchase street food sometimes (92.3% of whom enjoy buying street food in Bangkok). About time to purchase street food, most respondents purchase on dinner time (39.5%) (97.5% of whom enjoy buying street food in Bangkok). About type of street food to purchase, most respondents purchase “all of them” (32.2%) (95.3% of whom enjoy buying street food in Bangkok). About the

situation to purchase street food (in which respondents can choose multiple answers), most respondents purchase when they want to eat some street food (67.3%) (96.3% of whom enjoy buying street food in Bangkok). About how much money to spend per time, 50.6% respondents spent 51 to 100 Baht per time (94.5% of whom enjoy buying street food in Bangkok) and 30.2% respondents spent 101 to 200 Baht per time (96.7% of whom enjoy buying street food in Bangkok).

The result of the study will help researchers who want to study the food culture in Thailand and provide some reference theories and help street food vendors and other related organizations to gain more understanding about customer's purchase behavior to increase profitability.

5.2 Managerial Implications

The result of the study will help street food vendors and other related organizations in Bangkok to gain more understanding about when customer purchases the street food and what are they are more concerned with. At the same time, it can make street food vendors pay more attention to the production of street food, whether it is healthy, how to attract customers, how to satisfy unique customer needs and how to diversify products. What details should vendors pay attention to when selling street food, such as whether street food vendors should pay attention to wear clean clothes or to be friendly with customer. The street food vendors should consider the customer's lifestyle and consider whether the location is convenient for most customers to purchase. The result also can help the street food vendors to decide whether they need to put street food on social networks to spread awareness to attract

more customers. In addition, whether vendors need to make traditional Thai street food with unique Thai culture in order to attract more customers to buy, and at the same time let them have a unique emotion for this street food. In this way, street vendors can earn more money to make a living, and customers can buy street food they want.

The result of the study will help Thai government better management of street vendors, so that they can reduce the number of street vendors and place them in designated markets in a safe and orderly manner across all 50 districts of Bangkok metropolitan area, in order to bring convenience to street food customers. It's will bring profit to street vendors. At the same times, it's will increase Thailand's fiscal revenue. If the Thai government standardized management street vendors, it will also promote the development of Thai street food and attract tourists to Bangkok.

5.3 Research Limitations and Recommendations for Future Research

The respondents in this study are the people living in Bangkok or tourist to Bangkok, the scope of this study is limited to Bangkok, so the result may not applicable for areas outside Bangkok. But since it's possible that Thai people and foreign tourists may have different point of view about street food, the author suggest future research to do comparison research for local Thai people and foreign tourists under the topic of this article.

Because the author is a Chinese living in Bangkok, therefore Chinese tourists account for a relatively high proportion in foreign tourist respondents, while foreign

tourists from other countries account for a relatively small proportion. Therefore, the study results may vary due to the dietary habits of different countries.

The questionnaires were collected in August 2018, so the social, the policy and market changes after that time were not reflected in the research. The results of this study are only applicable to street food in Bangkok, It may not applicable the other restaurants or retail stores in Bangkok.

Due to the distribution of the questionnaire of this paper, the majority of the respondents are young adult and middle age people between 18 and 60, so the study result may not be suitable to apply to primary and secondary school students without income and old people aged over 60. The author suggest to future researches to increase the proportion of respondents under 18 years old and respondents over 60 years old, in order to make the age distribution in survey questionnaire better match the real age structure of street food consumers in Bangkok.

Another suggestion for future research is to expand the research scope from Bangkok to the whole Thailand, in order to see whether the situation for the whole Thailand would match the situation in Bangkok. Furthermore, future research could do comparison research for Bangkok urban area and Bangkok suburb area, to examine if there is any difference for urban people and suburb people regarding the factors that affecting consumers' purchase decision of street food.

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Appendix A: Questionnaire

Questionnaire: Factors affecting consumers' purchase decisions of street food in Bangkok

Instruction: The objective of this survey is to collect data for use in Master of Business Administration Research of Bangkok University. The result of this research will be beneficial for the vendor to know the factors affecting consumers' purchase decisions of street food. In this regard, cooperation from the respondents is needed. I, XU JI, Master's Degree of Business Administration student from Bangkok University thank you for your cooperation.

Q1: Would you enjoy buying street food in Bangkok?

Yes _____ No _____

Q2: Please rank the following factors that influence your decision in Q1. (0=no effect, 1=minimum effect, 2=mild effect,....., 5=maximum effect)

Effect factors		No effect---> Maximum effect					
		0	1	2	3	4	5
1	Product factors						
2	Price						
3	Place (location)						
4	Vendor characteristics						
5	Fit with my lifestyle						
6	References/recommendations from others						
7	Fit with my consumption behavior						
8	Cultural						
9	Hedonic value (have fun eating street food)						

Q3: Please rank the following factors that influence your decision in Q1.

(1=strongly disagree, 2=somewhat disagree, 3=neutral, 4=somewhat agree, 5=strongly agree)

3.1 Product factors

Product factors	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.11 Taste good					
3.12 Looks appealing					
3.13 Smell good					
3.14 Hygienic					
3.15 Varieties					

3.2 Price

Price	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.21 Cheap price					
3.22 Reasonable price					

3.3 Place

Place	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.31 Convenient					
3.32 Available					
3.33 Accessible					

3.4 Vendor characteristics

Vendor characteristics	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.41 Service quality					
3.42 Vendor-buyer relationship					

3.5 Lifestyle

Lifestyle	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.51 Busy lifestyle/busy day (need something quick on the run)					
3.52 Easy lifestyle					

3.6 References

References	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.61 Social media reference (Facebook, IG, Line, etc.)					
3.62 Online recommendations (bloggers, etc.)					
3.63 Personal recommendations (friends & families)					

3.7 Consumption behavior

Consumption behavior	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.71 Can taste many things in one meal					
3.72 Can have food any time we want					

3.8 Cultural

Cultural	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.81 It's only available in certain areas (local cultural food)					
3.82 You get to experience/learn some culture from interacting (asking/talking) with street vendors					

3.9 Hedonic value

Hedonic value	Strongly disagree---> strongly agree				
	1	2	3	4	5
3.91 Have fun eating street food					

Q4: Demographic & lifestyles

Instruction: Please mark in [] for the most possible answer

4.1 Gender:

Male Female

4.2 Age:

- <18 years old
 18-35 years old
 35-60 years old
 > 60 years old

4.3 Nationality:

- Thai
 Chinese
 Other ; _____

4.4 Marital Status: What is your marital status?

- Single
 Married or domestic partnership
 Widowed
 Divorced
 Separated

4.5 Education:

- < high school
 High school
 Bachelor's Degree

\geq Master Degree

4.6 What's your profession?

- Student
- Businessman
- company employee
- Doctor
- Teacher
- Freelance work
- Housewife
- Retired
- Unemployed
- Other

4.7 Income per month:

- \leq 10,000 baht
- 10,001 - 30,000 baht
- 30,001 - 50,000 baht
- \geq 50,001 baht

4.8 How often do you purchase the street food?

- Everyday
- Twice a week
- Once a week
- Sometimes

4.9 When will you go to purchase street food?

- Breakfast
- Lunch
- Dinner
- Other times

4.10 What type of street food you mostly purchase?

- Ready-to-eat meals
- Snack
- Fruits
- Drinks
- some of them
- All of them

4.11 In what situation you want to purchase some street food? (You can choose more than one answer)

- When you are busy
- when you do not have enough money
- when you want try some new food
- when you go to play with friends
- when you want to eat some street food

4.12 On average, how much money do you spend on street food per time?

≤ 50 Bath

51-100 Bath

101-200 Bath

≥ 201 Bath



Appendix B: Content Validity

All variables and questionnaire questions in this paper were obtained by consulting literature and previous works. In order to ensure the consistency of each variable and question in the questionnaire, and evaluated the questionnaire by the thesis advisors and three experts in related fields, they are:

Expert1. Mr. Locus Oines- A manager of a chain of street food brands in Thailand

Expert2. Mr. Pongpan Chantarawatit- A professor of economics in Nakhon Pathom Rajabhat University Thailand

Expert3. Mr. Yuqing Xia- A professor works at Yunnan Normal University China traveling in Bangkok.

The Author use index of Item Objective Congruence (IOC) is consistency between questions and objective or objective and content (Turner & Carlson, 2009), it's can be calculate from formula:

$$IOC = \frac{\Sigma R}{N}$$

Where:

IOC= Consistency between questions and objective or objective and content.

ΣR = Total assessment points that given from all qualified experts.

N= Number of qualified experts.

There are 3 levels of assessment point as follow:

+1 means The questionnaire's question is certainly consistent with the objective.

0 means The questionnaire's question is unsure to be consistent with the objective.

-1 means The questionnaire's question is inconsistent with the objective.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item Objective Congruence (IOC) from three experts result are as followed;

No.	Expert1			Expert2			Expert3			Total Scores Σ	IOC $\frac{\Sigma R}{N}$	Data Analysis
	1	0	-1	1	0	-1	1	0	-1			
Q1	√			√			√			3	1	Acceptable
Q2	√				√			√		1	0.33	Reject
Q3	√			√			√			3	1	Acceptable
Q3.1	√			√			√			3	1	Acceptable
Q3.2	√			√			√			3	1	Acceptable

Q3.3		√		√				√	0	0	Reject
Q3.4	√			√			√		3	1	Acceptable
Q3.5	√				√			√	1	0.33	Reject
Q3.6	√			√			√		3	1	Acceptable
Q3.7	√				√		√		2	0.67	Acceptable
Q3.8	√			√			√		3	1	Acceptable
Q3.9	√			√			√		3	1	Acceptable
Q4	√			√			√		3	1	Acceptable
Q4.1	√			√			√		3	1	Acceptable
Q4.2	√			√			√		3	1	Acceptable
Q4.3	√			√			√		3	1	Acceptable
Q4.4	√			√			√		3	1	Acceptable
Q4.5	√			√			√		3	1	Acceptable
Q4.6	√			√			√		3	1	Acceptable
Q4.7	√			√			√		3	1	Acceptable
Q4.8	√			√			√		3	1	Acceptable
Q4.9	√			√			√		3	1	Acceptable
Q4.10	√			√			√		3	1	Acceptable
Q4.11		√		√			√		2	0.67	Acceptable
Q4.12	√			√			√		3	1	Acceptable

$$IOC = \frac{\Sigma R}{N}$$

Where:

IOC= Consistency between questions and objective or objective and content.

ΣR = Total assessment points that given from all qualified experts.

N= Number of qualified experts.

Therefore

$$\text{IOC} = \frac{22}{25}$$

$$=0.88$$

The value index of item objective congruence (IOC) assessment result of questions on this questionnaire is equal to 0.88. There are three questions IOC index less than 0.5.

The value of IOC is 0.88, its more than 0.5, it is proved the questions in this questionnaire are consistent.



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