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泰國的飲食、目的地意象、
旅客行為意圖與重遊意願
之相關性研究-以台灣旅客為例

The Relationship among Thai Food Image, Destination Image, Tourist's
Behavioral Intention and Revisit Intention of Thailand
- A case of Taiwanese Tourists

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ABSTRACT

This study was conducted to investigate the relationship between Thailand's food image and destination image, and tourist's behavioral intentions and revisit intentions regarding Thailand. Since Thai cuisine is popular in Thailand and in many other countries including Taiwan, the best way to promote the country is with the word "food". It is the taste of the food that perks the senses and is part of the travel experience. The role of food could be used to improve the marketing of many destinations. This study applied a quantitative method that surveyed Taiwanese travelers who have been to Thailand. The results of this study found that Taiwanese tourists perceived Thailand as having interesting cultural activities and attractions and also unique street food; most of them intend to revisit Thailand in the future. Moreover, this study also found that Thailand's food image has a relationship with its destination image, tourist's behavioral intentions and tourist's revisit intentions; a positive food image can increase Taiwanese tourist satisfaction leading them to recommend Thai food and Thailand to their friends and relatives, and also to return to visit Thailand again in the future.

Key words: Thai food, food image, destination image, behavioral intention, revisit intention, Thailand

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CHAPTER ONE

INTRODUCTION

1.1 Research background and motivation

The tourism industry is one important factor for various countries in the world. According to data from the World Travel and Tourism Council (WTTC), tourism contributed 9.5 percent of global Gross Domestic Product (GDP), and in 2013 the total contribution of Travel and Tourism to employment grew 1.8 percent (WTTC 2013). For Thailand, the promotion of the tourism industry is also a significant contributor to Thailand's economy. The tourism industry has the potential to generate foreign exchange income, investments and employment, and to promote the development of various parts of the country. It can also connect many sectors of the national economy, help to reduce poverty and enhance the standard of living.

Thailand is a popular tourist destination among travelers from all over the world. Thailand is a well-known, sophisticated destination due to its long history and culture for travelling: mysterious temples, beautiful islands and beaches, crystal clear waters, delicious food, marvelous culture and the hospitality of its people. All these factors combine to attract tourist's attention, bringing them to this precious land. Over the past ten years tourism in Thailand has grown rapidly, since the Tourism Authority of Thailand (TAT) has launched many new campaigns such as "Amazing Thailand" and "Unseen Thailand" to attract both international and domestic tourists. Moreover, TAT has also helped Thailand to become a favorite destination for global travelers. The number of foreign tourists who come to Thailand has increased steadily; visitor arrival numbers rose from 81,000 tourists in 1960 to 26 million in 2013 (Tourism Authority of Thailand, 2013).

Until now, Thailand's tourism industry has continued its strong performance. There were 22,353,903 and 26,735,583 tourists who visited Thailand in 2012 and 2013 respectively. To make a comparison from 2012, foreign tourist numbers in 2013 have increased by 19.60 percent. In 2013, visitors from East Asia were in the majority with 16,078,963 tourists, followed by Europe with 6,307,503 tourists, South Asia with 1,346,462 tourists, America with 1,170,642 tourists, Oceania with 1,040,420 tourists, the Middle East with 627,435 tourists, and Africa with 164,158 tourists (Department of Tourism, 2013).

The Thai Government began concentrating on the development of tourism in 1980 and has steadily increased the number of tourists and expanded its tourism economy since then. The number of international tourist arrivals to Thailand and tourism incomes during the last seven years are shown in Table 1-1.

Table 1-1 Summary of number of international tourist arrivals to Thailand and income during last seven year

| Year (A.D.) | Number of Arrivals | | Tourism Receipts | |
|-------------|--------------------|-----------------|------------------|-----------------|
| | People | Growth Rate (%) | Million Bath | Growth Rate (%) |
| 2007 | 14,464,228 | +4.65 | 547,781.81 | +13.57 |
| 2008 | 14,584,220 | +0.83 | 574,520.52 | +4.88 |
| 2009 | 14,149,841 | -2.98 | 510,255.05 | -11.19 |
| 2010 | 15,936,400 | +12.63 | 592,794.09 | +16.18 |
| 2011 | 19,230,407 | +20.67 | 776,217.20 | +30.94 |
| 2012 | 22,353,903 | +16.24 | 983,928.36 | +26.76 |
| 2013 | 26,735,583 | +19.60 | 1,171,651.42 | +19.08 |

Source: Department of Tourism, Thailand (2013)

According to the table, Taiwanese tourists are the one of the 14 main markets for Thailand tourism and Thailand has always been one of the favorite travel destinations for Taiwanese travelers due to its natural attractions like beautiful beaches (Tourism Authority of Thailand, 2013). However Taiwanese tourists place an emphasis on safety when they travel, and TAT has also promoted Thailand as a safe and friendly destination. Nevertheless, nowadays Thailand also has a negative image because of pollution, traffic jams and prostitution (Rittichainuwat, Qu and Brown, 2001). This negative image might affect Taiwanese travelers' decisions to travel to Thailand. For example, in 2012 the overall number of Taiwanese travelers to Thailand decreased due to the problems in the country such as the flooding in 2011 and the decrease in the number of flights from Taiwan to Thailand (Tourism Authority of Thailand, 2013). Figure 1-1 shows the number of Taiwanese tourists that arrived Thailand between 2007 and 2013, suggesting the number tends to fluctuate.

Taiwanese tourist arrivals to Thailand in 2007-2013

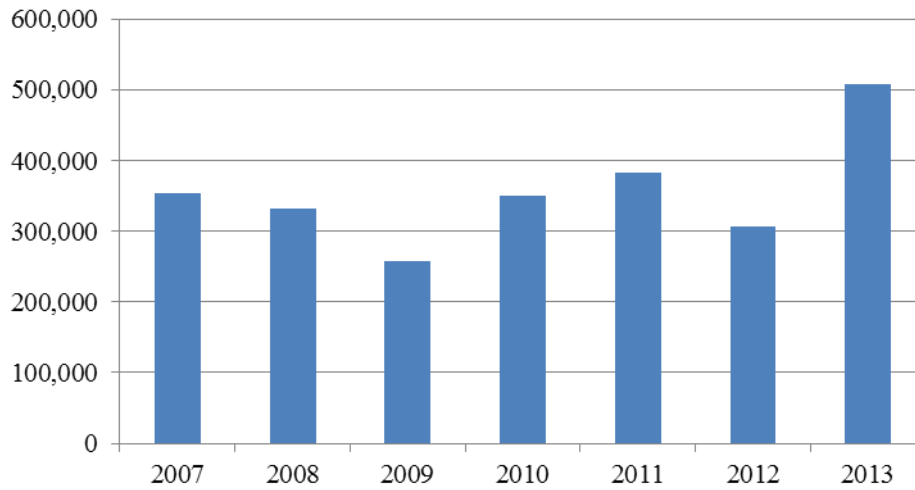


Figure 1-1 Number of Taiwanese tourist arrivals to Thailand in 2007-2013

Source: National Statistical Office, Thailand (2014)

Over the last decade competition has grown amongst tourist destinations, with many countries developing more tourist attractions and increasing tourism. Tourist attractions, activities and culture are not all that brings people to destinations, but food also encourages the tourism industry (Hjalager & Richards 2002; Hall *et al.*, 2003). Thai cuisine is popular in Thailand and many other countries, since it is one of the outstanding cultural factors that foreigners have been interested in for a long time. Thai food is flavorful, has unique textures, great variety and high nutritional value. It is ranked fourth after Italian, French and Chinese for ethnic food that first appears in people's minds when cuisine perceptions are surveyed for international popularity (Sunanta, 2005). The Tourism Authority of Thailand (TAT) also promotes the "Amazing Thai Food" project through their website showing info-graphics, pictures, articles and videos for visitors to learn about all the varieties of food from different regions in Thailand and to gain further knowledge about Thai food. "Kitchen of the World" has also been used as a slogan by the Thai government in order to promote Thai food in the global market, focusing not only on the domestic level but also showing international opportunities for its world reputation. The internationalization of Thai cuisine is interlaced within the Thai tourism industry (Sunanta, 2005). Thai food tourism or Thai gastronomic tourism relates to the culinary heritage foundation and the tourist destinations which result from the long history of Thai culinary heritage resources. Gastronomic tourism is all about experiencing the food of the country, region

or area. The main factors in gastronomic tourism that motivate a people to travel to a particular destination are food and beverages. Thus, food has also become an important component of culture and heritage tourism (Bessière, 1998).

The best way to promote Thailand is the word “food”. Through the sense of taste, food marketing strategies are emerging and play the main role in many countries; for example, South Korea is seeking to turn its local food, Hansik, into haute cuisine, while Japanese food is recognized worldwide for its uniqueness. Thailand is also a country that has been using cuisine to promote its tourism (Karim & Chi, 2010). In authentic Thai restaurants, customers will not only experience good, tasty food but also a cozy Thai atmosphere. Thai restaurants in many countries are filled with Thai decoration creating the impression of “Thainess”. For example, food may be served in wooden bowls and there may be sculpted fruits or vegetables, classic paintings, pictures of places in Thailand and Thai people, and much more. The staff generally welcome guests while wearing Thai traditional dress and displaying Thai hospitality.

Although food might not always be the main reason for travelling, it remains a critical part of the travel experience and memories, because tourists must consume food while they travel. Quan and Wang (2004) indicate that eating while travelling can also support the consumer experience. Food is a major part of the travel experience and the role of food could be used to improve the marketing of destinations. Tourist destinations can have an effect on individuals’ beliefs, attitudes, emotions and behavior (Kim, Hwang & Fesenmaier, 2005). Dining in a destination can also be important toward tourist’s experiences and further influence their satisfaction and perceptions of the destination.

According to Baloglu and McCleary (1999), it was found that a valuable concept behind the understanding of tourist’s destination selection process is image. Image is based on beliefs, ideas and impressions relating to products and destinations. Destination image also influences the destination choice in the decision-making process (Cooper, Fletcher, Gilbert & Wanhill, 1993). Some studies focus on factors influencing behavioral revisit intentions (Som *et al.*, 2012), with results showing for example that the most important factor for repeat visitors to Sabah was “destination image”. Lin (2006) investigated the effects of food image in destination marketing. Several researchers have discussed the influence of food on tourist’s destination choice (Kivela & Crotts, 2006; Lertputtarak, 2012; Chi *et al.*, 2013). According to Kivela and Crotts

(2006), tourists perceived that Hong Kong is a gastronomy destination, and its gastronomy plays an important role in creating the tourist experience, as well as influencing tourist's revisit intentions. Furthermore, a positive food image increases international tourist satisfaction in Malaysia leading visitors to recommend the food and revisit the country (Chi *et al.*, 2013).

In Taiwan, Thai food is one authentic sector of the food industry, because many Taiwanese people like to eat out and love to try different kinds of food. Thai food is also one of the most popular foreign foods, with at least 165 Thai restaurants in the metropolitan area that offer Thai fusion food, combining ingredients and flavors from Thai, Yunnan and Burmese cuisine. However, Thai cuisine in Taiwan also includes the diversity of local Thai style restaurants opened by Thai workers, but these small restaurants tend not to specifically attract Taiwanese customers (Chi & Jackson, 2011). Hence Taiwanese people trying the Thai culinary experience in Taiwan, and Taiwanese travelers who have savored real Thai food in Thailand might differ in their experience of Thai food. Due to the fact that most Thai restaurants in Taiwan serve fusion Thai food as mentioned above, it does not have the same taste as the real Thai food in Thailand that tourists consume when they travel. Therefore, this study will focus on tourist's behavioral intentions, and revisit intentions related to the destination food or cuisine.

Prior research has found that positive attitude and eating experience were significant tourist behavioral intentions (Ryu & Jang, 2006). Moreover, Hjalager and Corigliano (2000) proved that food had an impact on tourist's attitudes, decisions and behavior. If visitors have a positive image of local cuisine, they will return to savor it again. Therefore, in this study, the researcher will focus on the food image of Thailand and investigate the roles of Thai food image and destination image toward behavioral intentions of tourists and their intentions to revisit Thailand. The study will therefore investigate the relationship between food image, destination image, tourist's behavioral intentions and revisit intentions.

1.2 Research objectives

Based on the research motivations outline above, the objectives of this study are:

- 1) To examine the relationship between food image and destination image
- 2) To examine the relationship between food image and tourist's behavioral intentions.
- 3) To examine the relationship between tourist's behavioral intention and revisit intentions.
- 4) To examine the relationship between destination image and revisit intentions.

1.3 Scope of the study

This study is to survey Taiwanese tourists who have been to Thailand, and discusses about Thailand's food image and Thailand's destination image from the Taiwanese tourist's perspective, while considering their behavioral intentions and revisit intentions to Thailand.

1.4 Research procedure

The detailed description of research methodology and data analysis is shown in Chapter three. To sum up, the flow chart of this research project is shown in Figure 1-2.



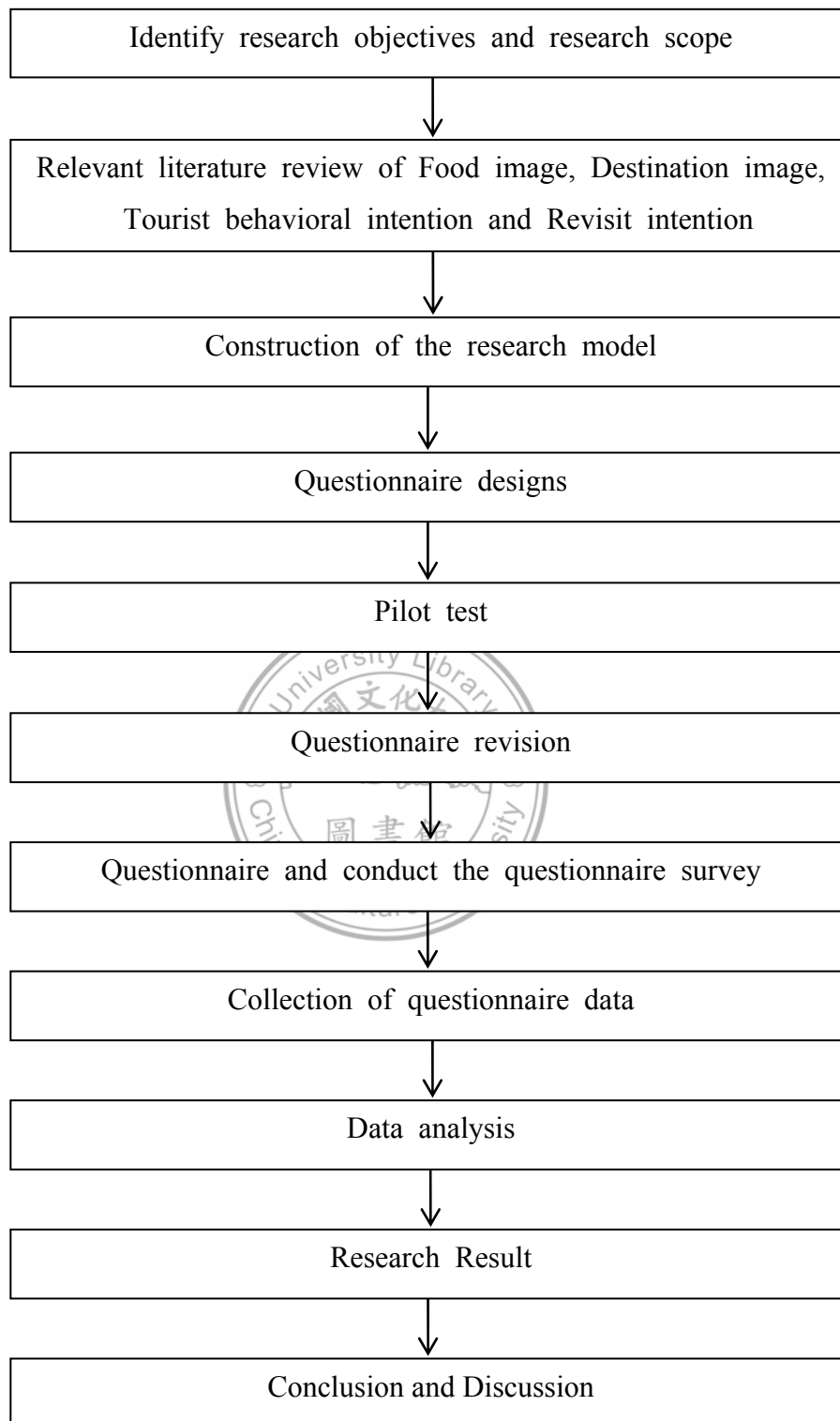


Figure 1-2 The flow chart of this research procedure

1.5 The structure of research

This study contains five chapters, and the summary for each is as follows:

Chapter one outlines the research background, motivations, objectives, procedure, and the structure of this study. The research procedure is also discussed in this chapter.

Chapter two traces the previous literature related to expatriate antecedents, expatriate stress, cultural adjustment, and expatriate outcomes. Finally, the hypothesized relationships are proposed to integrate the results of previous studies.

Chapter three presents the construct measurements and research design for this study. A research model that suggests the general relationship among the key research constructs include Thai food image, destination image, tourist's behavioral intention and revisit intention. Meanwhile, the research design including the sampling plan, data collection procedures and data collection techniques has also been discussed.

Chapter four presents the descriptive results and the research results of several analyzes. Including data collection, the basic characteristics of respondents, descriptive statistics of research items, and item analysis and reliability test. The results of data analysis associated with each research hypotheses are also presented in this chapter. The research results are presented using Person Correlation and Regression Analysis. Furthermore, all of them are presented in this Chapter.

Chapter five presents the conclusion of this research effort and make recommendations for future research. The first section summarizes the significant research findings of this study including managerial implications. The second section describes the major contribution of this research and the third section outlines some recommendations for future research.

CHAPTER TWO

LITERATURE REVIEW

This chapter presents a review with detailed descriptions of the theory pertaining to the research model and each of the research constructs upon which concrete definitions were drawn by this study. Finally, an introduction to the proposed hypotheses and the relationships among research constructs is presented.

2.1 Food image

Food has a strategic importance in each national economy as food and beverage expenditure amounts to one third of overall tourist expenditure (Meler & Cerovic, 2003). In the tourism industry and in tourism research, food and wine tourism has been recognized by researchers as a part of tourism promotion for several decades (Hall & Mitchell, 2005). Previous research has revealed that nearly 40% of tourist's budgets were spent on food when they were travelling (Boyne, Williams & Hall, 2002). Karim and Chi (2010) stated that since food has a very close relationship with tourism, food or cuisine can also be used as a precious tourism resource. Meanwhile, Santich (2004) emphasized that food and wine tourism is becoming a major sector of the travel and tourism industry.

Food tourism can be called culinary tourism or gastronomic tourism (Karim & Chi, 2010) and it refers to the food experience in the country or region visited; at present it is considered a crucial component of the tourism experience (McKercher, Okumus & Okumus, 2008). Hall and Mitchell (2005) determine food tourism as “a visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions is the primary motivating factor for travel”. When tourists visit any destination and consume food, it is an opportunity for the local people to present local culture by food. Food is the one of the basic and vital elements of the tourism product and tourist experience (Hall & Mitchell, 2005). Hjalager and Richards (2002) also mentioned that food can be a tourist attraction. Furthermore, Hu and Ritchie (1993) found that other than climate, accommodation and scenery, food was one of the most important attractions in tourist's perceptions of the destination.

The gastronomic experience plays a major part in defining tourist's perceptions and satisfaction in the overall travel experience (Nield & LeGrys, 2000). Lertputtarak

(2012), who studied the image of Pattaya in Thailand, explained the Thai food image as a combination of tastes with the major ingredients being garlic, basil, lemongrass and galangal. And in terms of cultural experience, this study also found that Thai food was ranked first by international tourists. Moreover Bee-Lia and Salleh (2008) claimed that food is closely involved with tourism and that when people mention the main dish of a particular region, people always recognize that country; for example, dim sum in Hong Kong or Tom Yam in Thailand. Regarding the gastronomy of Hong Kong, Au and Law (2002) found that people travel to Hong Kong to savor its cuisine, so the number of Hong Kong tourists was growing because the number of restaurants in Hong Kong was increasing. Richards (1996) stated that cultural tourism involved not only experiencing the cultural attractions, but also savoring the local food. Moreover, dining habits can help visitors to understand the cultural differences between their travel destination and their own country (Hegarty & O'Mahony, 2001).

Several studies also indicated that the uniqueness of food or cuisine can be connected with a specific region or destination; therefore, the uniqueness of food or cuisine within a specific region or destination can be used to increase the number of visitors to the destination. Bessière (1998) stated that food can be perceived as a label of a society and a given destination, and can also be a cultural element that presents the image of a destination positively (Jones & Jenkins, 2002). Thus, food can be applied as a competitive tool in global tourism (Frochot, 2003). Moreover, Kivela and Crofts (2006) suggest that gastronomy is significant in creating a quality visiting experience for tourists and influences their revisit intentions.

Based on the above explanation, this study defined food image as one of the significant elements in tourism that can attract tourists, identify a region and present a destination's culture to visitors.

2.2 Destination image

Destination image (Baloglu & McCleary, 1999) or tourism image (Bigne *et al.*, 2001) is one of the important factors in tourism research and other fields. Laws (1995) defined a tourism destination as “a place where people spend their holidays”; it is a country, region or area that tourists visit. Hu (2003) conceptualizes a destination as a general travel product that possesses both tangible and intangible attributes and includes

a series of individual products (such as accommodation and transportation) and leisure activities.

In marketing and consumer behavior research, image was found to play a major role that influenced personal purchase intentions and decisions (Stern, Zinkhan & Jaju, 2001). Echtner and Ritchie (1991) defined destination image as “not only the perceptions of individual destination attributes but also the holistic impression made by the destination”. In the field of tourism, previous research also confirmed that image has a significant effect on tourist’s decision making processes (Tapachai & Warysza, 2000; Bigne *et al.*, 2001; Chen, 2001; Beerli & Martin, 2004), while Baloglu and McCleary (1999) noted that a valuable concept to understand tourist’s destination selection process is image. Furthermore, the tourism image may also be used in the primary activities of establishing a tourism destination’s brand (Cai, 2002).

Destination image was defined by several researchers and has been indicated to be one of a number of significant factors that influence travelers to select a particular destination. Previous studies determined that images are ordinarily based on beliefs, ideas and impressions relating to products and destinations (Crompton, 1979; Cooper, Fletcher, Gilbert & Wanhill, 1993). It is a psychological representation based on overall perception. Boulding (1956) claimed in an early study that human behavior was dependent on image. Regarding tourism literature, Gunn (1997) explained that illustration of a destination’s image could be divided into two dimensions: “organic image” and “induced image”. Organic image refers to tourist’s impression of a destination without ever having visited the place. This image comes from different sources such as newspapers, television, films, books, or word of mouth. Induced image is converted through promotional materials like advertising or brochures to attract tourists to a destination.

Besides, Hunt (1975) stated that destination image is the tourist’s perception of the destination. Dobni and Zinkhan (1990) observed that perceiver characteristics and incentive elements of the product all affect image. Uysal, Chen and Williams (2000) believed that destination image should be context specific as each place has its own unique characteristics. Hence, the significant role of destination image is not only to influence tourist’s perceptions and destination selection process, but also to affect tourist’s satisfaction, subsequent evaluations and intentions to revisit (Fletcher, Gilbert & Wanhill, 1993; Baloglu & McCleary, 1999; Castro, Armario & Ruiz, 2007). Chi and

Qu (2008) believed that destination image directly affected tourist satisfaction and overall satisfaction also influenced tourist's loyalty, leading tourists to repeatedly visit the destination again and again. Therefore, to develop a positive image for achieving a competitive advantage is a key in every tourist destination's strategy. Positioning can differentiate the destination from competitors and lead to prominence in the visitors' minds.

Nevertheless, in terms of the destination image model, Baloglu and McCleary (1999) believed that the main factors behind the image are perceptual/cognitive and effective evaluations; perceptual or cognitive relate to beliefs and effective relates to feelings toward the destination. In terms of tourist behavior, destination image not only significantly affects the decision making process in selecting the destination, but also conditions behavior after decision making, including influencing the intention to revisit and willingness to recommend (Ashworth & Goodall, 1988; Cooper *et al.*, 1993; Bigne *et al.*, 2001).

Thailand is often called the "Land of Smiles", because of the country's friendly people and fascinating culture, with beautiful natural and historical riches. These distinctive points form the image of Thailand and these views can be linked to tourist's motivation to travel.

2.3 Behavioral intention

Behavioral intention has always been an important topic in marketing and tourism research. Tourist behavior can be divided into three stages, namely pre-visitation, during-visitation and post-visitation (Williams & Buswell, 2003). Chen and Tsai (2007) determined behavioral intention as "the visitor's judgment about the likeliness to revisit the same destination or the willingness to recommend the destination to others". A number of previous studies incorporated three variables that are used in behavioral intention: intention to return, willingness to recommend and word-of-mouth (Cronin *et al.*, 2000). Lee *et al.* (2005) noted that a more personal favorable destination image would lead to tourist satisfaction and positive behavioral intentions.

In terms of marketing, Zeithaml (1988) stated that behavioral intentions are a consequence of perceived value. Empirical studies also showed that people's positive perceived values had an impact on behavior and future behavioral intentions. When customers perceive high levels of value from consumption experiences, they tend to

express positive behavioral intentions. Based on the above explanation, this study focuses on behavioral intention and willingness to recommend as specific forms of behavioral intentions.

2.4 Revisit intention

Generally, revisit intention is a part of behavioral intention. In the consumer behavior field, Hu (2003) explained that repeat purchase is a well-developed research area both theoretically and empirically. A common definition of revisit intention is a visitor's willingness or plan to return to a previous destination again (Cole & Scott, 2004). Customers who have high efficient value from previous experiences will be more likely to have revisit intentions (Swinyard, 1993). Ross (1993) mentioned that tourists who have enjoyed better than expected experiences are more likely to return in future.

According to Milman and Pizam (1995), individuals with past experience of the destination had more positive images of that destination and were more likely to revisit compared to individuals who were only aware of the destination but had never vacationed there. Petrick, Morais and Norman (2001) also claimed that past behavior, satisfaction and perceived value can be used to predict entertainment vacationers' intention to revisit an entertainment destination, with past behavior as the best predictor.

Furthermore, Kozak (2001) found that the level of overall satisfaction and the number of previous visits have a very strong effect on repeat visits. Huang (2007) defined revisit intention as a subjective judgment regarding the probability of a traveler revisiting Hong Kong. Revisit intention can be measured by the likelihood of realizing the targeted revisit behavior. Based on the above explanation, this study investigates tourist's intention to revisit. A repeat visit is defined as any place or location to which people return one or more times.

2.5 Hypothesis development

2.5.1 The influence of food image on destination image

Karim and Chi (2010) emphasized that the importance of the relationship between food and tourism cannot be ignored, because food is one of the elements of a destination's image. Lin, Pearson and Cai (2011) examined the relationship between the uniqueness of the food and the destination image of Taiwan. Many studies have showed the result that food can affect tourist's choice of destination. Au and Law (2002) found

that past experience with Hong Kong's cuisine is the major reason that leads tourists to visit Hong Kong. Hjalager and Corigliano (2000) state that the Italian tourism industry was promoted by Italian cuisine and wine, which is a major factor that motivates people to visit Italy (Boyne *et al.*, 2002).

The quality of food that consumers perceive would also affect the image (Kotler, Bowen & Makens, 1996). If visitors perceive a positive image of a destination's cuisine, that would give an advantage to that destination. According to Kivela and Crotts (2006), culinary experience has an interrelationship with destination and tourism image. This study showed that food plays a leading role in tourist's destination experience; some tourists would return to the destination just to savor the unique food. Likewise, Rimmington and Yüksel (1998) claimed that visitors return to Turkey because of its cuisine as a main reason.

Food can be perceived as a label of a society and a given destination (Bessi re, 1998). Some studies indicated that the uniqueness of food or cuisine can define a specific region or destination (Frochot, 2003). Food tourism is a factor in the destination's marketing which increases the destination's value and reputation (Boniface, 2003; Rand *et al.*, 2003). Moreover, Karim (2006) claimed that reputation had always motivated tourists to travel to a destination. However, Lertputtarak (2012) found that international tourist's perception of the image of Thai food in Pattaya, Thailand, was ranked lowest. Based on the above literature, the first hypothesis is developed as follows:

H1: The Thai food image positively influences Thailand's destination image

2.5.2 The influence of food image on tourist's behavioral intentions

Food image is the one of the key variables in influencing tourist's perceptions and behavioral intentions. Previous studies examined the role of food image toward behavioral intention. For example, Chi *et al.* (2013) investigated the role of Malaysian food's image in influencing tourist's behavioral intentions. Ryu and Jang (2006) also commented on tourist's behavioral intentions concerning local food, finding that a positive attitude and eating experience were significant in terms of tourist's behavioral intentions. If visitors have a positive food image, it will lead them to return to savor the destination's food again.

Moreover, Hjalanger and Corigliano (2000) proved that food had an impact on tourist's attitudes, decisions and behavior. Mak *et al.* (2012) indicated that past experience with food can also essentially affect food consumption behavior. Tourist's past consumption of the local food of a destination can lead to the tourists becoming familiar with that food thus potentially enhancing their preference. Based on the above literature, the hypothesis is developed as follows:

H2: The Thai food image positively influences Taiwanese tourist's behavioral intentions

2.5.3 The influence of tourist's behavioral intentions on tourist's revisit intentions

Previously, consumer behavior intentions have been applied in all kinds of consumer and marketing studies, but few studies have considered the relationship between tourist's consumption behavior intentions and repeat visit intentions. Kim, Suh and Eves (2010) have examined the food-related personality traits of food neophobia, and food involvement may have a significant relationship with customers' loyalties, in terms of intention to revisit and recommend to others. Kim, Kim and Goh (2011) studied food tourist's behavioral intention to revisit based on perceived value and satisfaction. Chen and Gursoy (2001) applied consumer behavior to evaluate tourist's destination loyalty.

Bee-Lia and Salleh (2008) stated that creating a positive food image could enhance tourist's satisfaction and encourage tourist's behavioral intentions to recommend and revisit Malaysia to try the local food again. Lee *et al.* (2006) defined loyalty as repeating purchase behavior, characterized in terms of repurchase intentions, word-of-mouth communication and recommendations. Hjalanger and Corigliano (2000) mentioned, regarding tourist's behavior, that if visitors have a positive image of the local cuisine they would return to savor it again. Based on the above literature, the hypothesis is developed as follows:

H3: Taiwanese tourist's behavioral intentions positively influence revisit intentions

2.5.4 The influence of destination image on revisit intention

Destination image can be considered a part of the conditioning of tourist's behavior (Bigne *et al.*, 2001). It was explained as a psychical representation of knowledge, beliefs, ideas and impressions relating to products and destinations. Image

can play a part in conditioning tourist's behavior. The influence of image is not limited to the stage of destination selection, but also affects the behavior of tourists, including the intention to revisit (Ashworth & Goodall, 1988; Cooper *et al.*, 1993).

A number of prior studies have investigated the influence of destination image on intention to revisit. The research of Campo-Martínez *et al.* (2010) examined the influence of destination image that tourists build up during their trip toward those tourist's intention to make repeat visits. Bigne *et al.* (2001) indicated that tourism image was a direct antecedent of evaluation of the experience and intention to revisit.

Boulding, Kalra, Staelin and Zeithaml (1993) applied "intention to return to destination" and "willingness to recommend" to refer to consumer behavior. Furthermore, Chen and Tsai (2007) proved that destination image is the major factor influencing behavioral intention whether directly or indirectly. A study by Som *et al.* (2012) focusing on factors influencing behavioral revisit intentions showed that destination image was the most important factor having an effect on visitors' intentions to make repeat visits to Sabah. However, Hui *et al.* (2007) argue that satisfied tourists are more likely to recommend others to visit a destination than to make a repeat visit themselves in the future.

For Thailand's destination image, Rittichainuwat, Qu and Brown (2001) observed that the country has both positive and negative images, and therefore they investigated the image of one international travel destination within Thailand and evaluated the influences of that destination's image on travelers' potential to revisit. Finally, a study of the destination image of Pattaya, Thailand, (Lertputtarak, 2012) found that destination image has a positive relationship with intention to revisit.

Based on the above literature, the hypothesis is developed as follows:

H4: Thailand's destination image positively influences Taiwanese tourist's revisit intentions

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter explains the conceptual model and measurement for research constructs including Thai food image, destination image, tourist's behavioral intention and revisit intention. Then, the research hypotheses and the research design, which includes details of the sampling and data collection, are described. Finally, the data analysis technique is explained.

3.1 Research framework

According to the literature review in the previous chapter, the study develops the research framework which is drawn as Figure 3-1. There are three major constructs in the research framework.

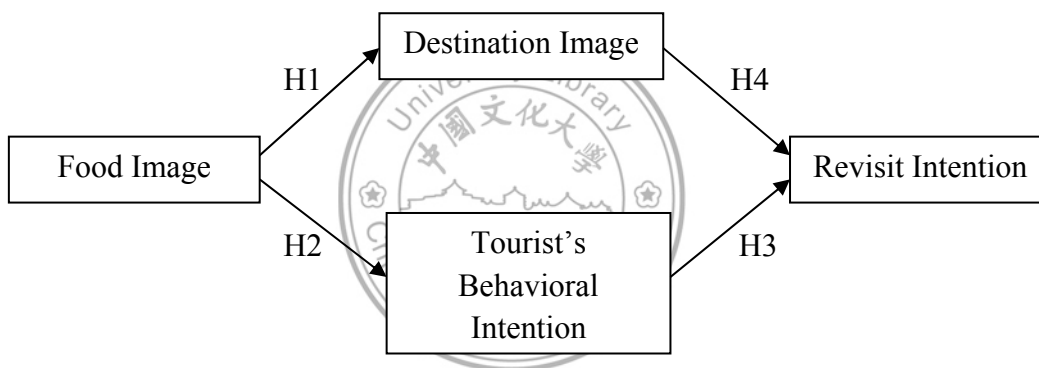


Figure 3-1 Research framework

3.2 Research hypotheses

Based on the literature review that has been discussed in chapter 2, four hypotheses are developed in this study as follow:

H1: The Thai food image positively influences Thailand's destination image

H2: The Thai food image positively influences Taiwanese tourist's behavioral intentions

H3: Taiwanese tourist's behavioral intentions positively influence revisit intentions

H4: Thailand's destination image positively influences Taiwanese tourist's revisit intentions

3.3 Construct measurement

For the purpose of testing these hypotheses, the following four major constructs were operated in this study: (1) Thai food image; (2) destination image; (3) tourist's behavioral intention and (4) revisit intention. Firstly, the construction of the food image was adopted from Lertputtarak's (2012) study about the role of Thailand's destination image and the Thai food image toward tourist's intentions to revisit Pattaya, Thailand. Secondly, the destination image was adopted from Chao (2005), who conducted a survey to compare the image of California from the differing perspectives of Taiwanese tourists who either did or did not use marketing tools. The third construct concerning tourist's behavioral intention was adopted from three surveys by Som *et al.* (2012) measuring factors influencing tourists to make repeat visits to Sabah, Malaysia, in 2011. Ling *et al.* (2010), investigated tourist's satisfaction with Malaysian food and their behavioral intentions in 2009, while Bee-Lia and Salleh (2008) examined the Malaysian food image and food satisfaction by measuring food attribute satisfaction from international tourist's experiences in 2007. The final construct, involving revisit intention, was adopted from Huang (2007), who examined the effects of motivation, past experience, perceived constraints and attitude on revisit intention to Hong Kong from mainland Chinese tourists through a survey conducted from December 2005 to January 2006. For this study, a survey questionnaire has been designed. The operational definitions of each section are described as follows:

3.3.1 Food image

Food is the one of the basic and essential components of the tourist product and is also one of the necessary components of the tourist experience. Food and drink can help visitors to understand a destination's culture and social life. This section included questions designed to measure tourist's perceptions of the Thai food image. Scale items are adopted and modified from Lertputtarak (2012) to measure respondents' perceptions of the Thai food image.

- (1) Thai food is a well-known/popular cuisine in the world
- (2) Thai food has variety of menu
- (3) Thai food gives a culture experience
- (4) Thai food has specific ingredients
- (5) Thai food is tasty
- (6) Thai food is nourishing food

- (7) Thai food is unique
- (8) Thai food is safe and clean
- (9) Thai herb is good for health
- (10) Thai fruits are tasty
- (11) Thai food presentation is attractive
- (12) Thai food is delicious
- (13) Thai food is fresh
- (14) Thai food has an exotic cooking method
- (15) Thai restaurants have good environment and unique style of decoration
- (16) Reasonable price/value for money
- (17) Street food in Thailand is unique

All the above items were measured on a five-point Likert scale. Respondents were asked to indicate their level of agreement with each statement, where 1 = strongly disagree and 5 = strongly agree.

3.3.2 Destination image

Destination image is the tourist's perception of the destination and its image, based on beliefs, ideas and impressions relating to products and the destination. A positive image of the destination can also influence the destination choice in the decision making process. This section included questions designed to measure tourist's perceptions of Thailand's image. Scale items are adopted and modified from Chao (2005) to measure the respondents' perception of the image of Thailand.

- (1) Thailand has interesting culture activities and attractions
- (2) Thailand has interesting historical attractions
- (3) Thailand has beautiful scenery and natural attractions
- (4) Thailand has varied outdoor and activities
- (5) Thailand is a good place for shopping
- (6) Thailand has a good night-life and entertainment
- (7) Thailand has good food
- (8) Thailand has pleasant weather
- (9) Thai people is friendly and hospitable people
- (10) Thailand has a good reputation
- (11) Thailand is a pleasant place

- (12) Thailand is a relaxing place
- (13) Thailand is an exciting place
- (14) Thailand is a good place

All the above items were measured on a five-point Likert scale. Respondents were asked to indicate their level of agreement with each statement, where 1 = strongly disagree and 5 = strongly agree.

3.3.3 Tourist's behavioral intention

Thailand's food tourism relates to its culinary heritage resources foundation and its tourist destinations result from the long history of Thai culinary heritage resources. Local food and drink presented with traditional hospitality can create a positive image for tourists of both the cuisine and the destination. One factor in overall tourist satisfaction for visitors leading to revisit intentions and recommendations is food. Scale items are adopted and modified from Som *et al.* (2012), Ling *et al.* (2010), and Bee-Lia and Salleh (2008) to measure respondents' behavior.

- (1) I am willing to return to Thailand in the future
- (2) I am willing to recommend Thailand to family and friends as a holiday destination
- (3) I have wonderful image of Thailand as a holiday destination
- (4) I have good impression on Thai food
- (5) I strongly remember my food experience in Thailand
- (6) I have the intention of returning back to Thailand to savor the food
- (7) I will give positive recommendation of the culinary experience in Thailand to my family and friends
- (8) I would like to try other types of Thai food
- (9) I consider Thailand the first on my list of culinary destination
- (10) I will encourage my family and friends to go to visit Thailand
(Based on food experience)
- (11) I would highly recommend Thai food to others
- (12) Thailand is a good food tourism destination

All the above items were measured on a five-point Likert scale. Respondents were asked to indicate their level of agreement with each statement, where 1 = strongly disagree and 5 = strongly agree.

3.3.4 Revisit intention

Behavioral intention relates to the probability that a person will take a particular course of action. Tourist's behavior can be classified as pre-visit, during visit and post visit. Positive realization has an effect on tourist's revisit intentions. Future behavioral intentions are related to tourist's decisions about the potential for revisiting past destinations. Scale items are adopted and modified from Huang (2007), to measure respondents' behavior in terms of intention to revisit Thailand.

- (1) I intend to revisit Thailand in the next 2 years
- (2) I plan to revisit Thailand in the next 2 years
- (3) I desire to revisit Thailand in the next 2 years
- (4) I probably will revisit Thailand in the next 2 years

All the above items were measured on a five-point Likert scale. Respondents were asked to indicate their level of agreement with each statement, where 1 = strongly disagree and 5 = strongly agree.

3.4 Questionnaire design

This study used the survey questionnaire to obtain the responses from Taiwanese respondents. The questionnaire was made in Chinese to ensure that it would be easy to answer. These questions can be separated into five sections, including demographic information (8 items), food image (17 items), destination image (14 items), behavioral intention (12 items) and revisit intention (4 items). The attributes were measured on a 5-point Likert scale ranging from strongly disagree to strongly agree. All of the questions were tested to ensure the reliability and validity of the constructs. The results suggested that the measurement scales were reliable and ready to be adopted.

3.5 Sampling plan

This study used purposive sampling, which is virtually synonymous with quantitative research. It is a non-representative subset of some larger population, and constructed to serve a very specific need or purpose. The data was collected through both online and delivered survey questionnaires from respondents in Taiwan. This survey was conducted during a period of almost two months from 4th of April 2014 to 30th of May 2014. A total of 379 valid responses were obtained from 440 overall responses from Taiwanese travelers who had been to Thailand before. Respondents

were promised that their answers would be treated with strict confidentiality by the author, so that no individual information was disclosed, only collective data analysis.

3.6 Validity and reliability

In this quantitative study, a survey instrument was adopted from prior studies; content validity was determined by the use of validated survey instruments from previous research. Besides, the instruments were examined by academics to ensure the content validity. Three professors from the tourism field were asked to edit and improve the questions to enhance their clarity, readability and content validity.

The pilot test was conducted with a convenient sample of 62 to investigate its reliability and validity. A reliability analysis (Cronbach's Alpha) was also performed to test the reliability and consistency of all of the dimensions. The results of the pilot test provided helpful information on the questionnaire design, wording and measurement scales.

3.6.1 Descriptive analysis

To better understand the characteristics of each variable, descriptive statistical analysis was used to illustrate the mean and standard deviation of each research variable and to provide information about the characteristics of the respondents.

3.6.1.1 Characteristics of respondents

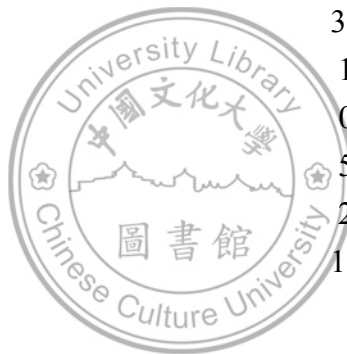
This section provides the information about characteristics of respondents that was shown in table 3-1.

Table 3-1 Characteristics of respondents for pilot test

| Classification | Frequency | Percentage (%) |
|----------------|-----------|----------------|
| Gender | | |
| Male | 27 | 43.5 |
| Female | 35 | 56.5 |
| Age | | |
| Less than 20 | 16 | 25.8 |
| 21-30 | 26 | 41.9 |
| 31-40 | 15 | 24.2 |
| 41-50 | 5 | 8.1 |
| 51-60 | 0 | 0.0 |
| More than 61 | 0 | 0.0 |

Table 3-1 Characteristics of respondents for pilot test (continued)

| Classification | Frequency | Percentage (%) |
|---------------------------------------|------------------|-----------------------|
| Marital Status | | |
| Single | 50 | 80.6 |
| Engaged | 7 | 11.3 |
| Married | 4 | 6.5 |
| Divorced | 1 | 1.6 |
| Education Level | | |
| High school or lower | 7 | 11.3 |
| Bachelor Degree | 46 | 74.2 |
| Master Degree | 7 | 11.3 |
| Doctoral Degree | 2 | 3.2 |
| Occupation | | |
| Student | 36 | 58.1 |
| Servant, Teacher | 1 | 1.6 |
| Government employee | 0 | 0.0 |
| Service Industry | 5 | 8.1 |
| Business person | 2 | 3.2 |
| others | 18 | 29.0 |
| Monthly Income (NTD) | | |
| Less than 20,000 | 30 | 48.4 |
| 20,001 to 40,000 | 20 | 32.3 |
| 40,001 to 60,000 | 9 | 14.5 |
| 60,001 to 80,000 | 2 | 3.2 |
| 80,001 to 100,000 | 1 | 1.6 |
| 100,001 or above | 0 | 0.0 |
| Type of travelling in Thailand | | |
| Group Package Tour | 34 | 54.8 |
| Individual | 28 | 45.2 |



3.6.1.2 Measurement result of relevant variables

Table 3-2 provides descriptive statistics with respect to each of the research variables for the 62 respondents, including mean values and standard deviations. These research variables including 17 items about food image, 14 items of destination image, 12 items for behavioral intention and 4 items of revisit intention.

In term of food image (FI), the highest mean value was FI4 (4.06) and the lowest mean was FI8 (3.10). For destination image (DI), the highest mean value was DI2 (4.08) and the lowest mean was DI10 (3.42). Next, in terms of behavioral intention (BI), the highest mean value was BI1 (4.06) and the lowest mean was BI9 (3.61). For the last variable, revisit intention (RI), the highest mean value was RI1 (4.02) and the lowest mean was RI4 (3.84).

Table 3-2 Descriptive analysis for variables of pilot test

| Item | Description | Total | |
|-------------------------------|---|-------------|---------------------------|
| | | Mean | Standard Deviation |
| Food image (FI) | | | |
| FI1 | Thai food is a well-known/popular cuisine in the world | 3.90 | 0.824 |
| FI2 | Thai food has variety of menu | 3.84 | 0.751 |
| FI3 | Thai food gives a culture experience | 4.00 | 0.789 |
| FI4 | Thai food has specific ingredients | 4.06 | 0.744 |
| FI5 | Thai food is tastiness | 3.69 | 0.861 |
| FI6 | Thai food is Nourishing food | 3.40 | 0.839 |
| FI7 | Thai food is Unique | 3.65 | 0.851 |
| FI8 | Thai food is safe and clean | 3.10 | 0.936 |
| FI9 | Thai herb is good for health | 3.35 | 0.943 |
| FI10 | Thai fruits are tastiness | 3.79 | 0.890 |
| FI11 | Thai food presentation is attractive | 3.87 | 0.877 |
| FI12 | Thai food is delicious | 3.79 | 0.960 |
| FI13 | Thai food is Fresh | 3.37 | 0.854 |
| FI14 | Thai food has an exotic cooking methods | 3.90 | 0.863 |
| FI15 | Thai restaurants have good environment and unique style of decoration | 3.84 | 0.853 |
| FI16 | Reasonable price/value for money | 3.71 | 0.894 |
| FI17 | Street food in Thailand is unique | 3.94 | 0.847 |
| Destination Image (DI) | | | |
| | | Mean | Standard Deviation |
| DI1 | Thailand has interesting culture activities and attraction | 3.98 | 0.799 |
| DI2 | Thailand has interesting historical attraction | 4.08 | 0.855 |
| DI3 | Thailand has beautiful scenery and natural attraction | 3.94 | 0.847 |

Table 3-2 Descriptive analysis for variables of pilot test (continued)

| Item | Description | Total | |
|----------------------------------|---|-------|--------------------|
| | | Mean | Standard Deviation |
| Destination Image (DI) | | | |
| DI4 | Thailand has varied outdoor and activities | 3.82 | 0.840 |
| DI5 | Thailand is a good place for shopping | 3.74 | 0.904 |
| DI6 | Thailand has a good night-life and entertainment | 3.89 | 0.889 |
| DI7 | Thailand has good food | 3.79 | 0.943 |
| DI8 | Thailand has pleasant weather | 3.23 | 0.948 |
| DI9 | Thai people is friendly and hospitable people | 3.60 | 0.949 |
| DI10 | Thailand has a good reputation | 3.42 | 0.933 |
| DI11 | Thailand is a pleasant place | 3.82 | 0.820 |
| DI12 | Thailand is a relaxing place | 4.02 | 0.859 |
| DI13 | Thailand is an exciting place | 3.79 | 0.813 |
| DI14 | Thailand is a good place | 3.85 | 0.884 |
| Behavioral intention (BI) | | | |
| BI1 | I am willing to return to Thailand in the future | 4.06 | 0.765 |
| BI2 | I am willing to recommend Thailand to family and friends as a holiday destination | 3.98 | 0.779 |
| BI3 | I have wonderful image of Thailand as a holiday destination | 4.00 | 0.810 |
| BI4 | I have good impression on Thai food | 3.92 | 0.855 |
| BI5 | I strongly remember my food experience in Thailand | 3.87 | 0.839 |
| BI6 | I have the intention of returning back to Thailand to savor the food | 3.85 | 0.865 |
| BI7 | I will give positive recommendation of the culinary experience in Thailand to my family and friends | 3.71 | 0.894 |
| BI8 | I would like to try other types of Thai food | 3.87 | 0.820 |
| BI9 | I consider Thailand the first on my list of culinary destination | 3.61 | 0.894 |
| BI10 | I will encourage my family and friends to go to visit Thailand (based on food experience) | 3.77 | 0.913 |
| BI11 | I would highly recommend Thai food to others | 3.81 | 0.807 |
| BI12 | Thailand is a good food tourism destination | 3.71 | 0.894 |

Table 3-2 Descriptive analysis for variables of pilot test (continued)

| Item | Description | Total | |
|------|--|-------|--------------------|
| | | Mean | Standard Deviation |
| | Revisit intention (RI) | | |
| RI1 | I intend to revisit Thailand in the next 2 years | 4.02 | 0.713 |
| RI2 | I plan to revisit Thailand in the next 2 years | 3.87 | 0.735 |
| RI3 | I desire to revisit Thailand in the next 2 years | 3.98 | 0.713 |
| RI4 | I probably will revisit Thailand in the next 2 years | 3.84 | 0.729 |

3.6.2 Item analysis and Reliability tests

This research adopted item analysis to extract the relevant factors. The essential criteria in terms of the value of each variable were that the p value be less than 0.05 and in the reliability analysis, Cronbach's Coefficient Alpha (α) must be larger than 0.7.

3.6.2.1 Food image

Table 3-3 shows the results of the item analysis and reliability tests on the Thai food image of Taiwanese travelers. The results show that the p-value in all items was less than 0.001. The Cronbach's Alpha of food image was 0.961, indicating high internal reliability within each item. Therefore, this variable can retain all items.

Table 3-3 Results of item analysis and reliability tests on food image

| Item | Food Image | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|--|---------|----------|----------------------------------|------------------|
| FI1 | Thai food is a well-known/popular cuisine in the world | -4.793 | 0.000*** | 0.959 | 0.961 |
| FI2 | Thai food has variety of menu | -4.026 | 0.000*** | 0.959 | |
| FI3 | Thai food gives a culture experience | -4.165 | 0.000*** | 0.96 | |
| FI4 | Thai food has specific ingredients | -4.119 | 0.000*** | 0.959 | |
| FI5 | Thai food is tastiness | -7.077 | 0.000*** | 0.957 | |
| FI6 | Thai food is Nourishing food | -7.407 | 0.000*** | 0.958 | |
| FI7 | Thai food is Unique | -6.577 | 0.000*** | 0.959 | |
| FI8 | Thai food is safety and clean | -6.644 | 0.000*** | 0.961 | |
| FI9 | Thai herb is good for health | -6.078 | 0.000*** | 0.959 | |
| FI10 | Thai fruits are tastiness | -6.916 | 0.000*** | 0.959 | |
| FI11 | Thai food presentation is attractive | -8.105 | 0.000*** | 0.957 | |

Note : *** p < 0.001, ** p<0.01, * p< 0.5*

Table 3-3 Results of item analysis and reliability tests on food image (continued)

| Item | Food Image | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|---|---------|----------|----------------------------------|------------------|
| FI12 | Thai food is delicious | -7.524 | 0.000*** | 0.958 | |
| FI13 | Thai food is Fresh | -7.172 | 0.000*** | 0.959 | |
| FI14 | Thai food has an exotic cooking methods | -6.231 | 0.000*** | 0.958 | |
| FI15 | Thai restaurants have good environment and unique style of decoration | -6.517 | 0.000*** | 0.959 | |
| FI16 | Reasonable price/value for money | -5.865 | 0.000*** | 0.959 | |
| FI17 | Street food in Thailand is unique | -8.238 | 0.000*** | 0.957 | |

Note : *** p < 0.001, ** p<0.01, * p< 0.5*

3.6.2.2 Destination image

Table 3-4 shows the results of the item analysis and reliability test on destination image of Taiwanese travelers. The results show that the p-value in all items was less than 0.001. The Cronbach's Alpha of food image was 0.967, indicating high internal reliability within each item. Therefore, this variable can retain all items.

Table 3-4 Results of item analysis and reliability tests on destination image

| Item | Destination Image | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|--|---------|----------|----------------------------------|------------------|
| DI1 | Thailand has interesting culture activities and attraction | -5.188 | 0.000*** | 0.963 | 0.967 |
| DI2 | Thailand has interesting historical attraction | -5.628 | 0.000*** | 0.965 | |
| DI3 | Thailand has beautiful scenery and natural attraction | -5.556 | 0.000*** | 0.964 | |
| DI4 | Thailand has varied outdoor and activities | -6.555 | 0.000*** | 0.963 | |
| DI5 | Thailand is a good place for shopping | -7.263 | 0.000*** | 0.964 | |
| DI6 | Thailand has a good night-life and entertainment | -6.538 | 0.000*** | 0.964 | |
| DI7 | Thailand has good food | -9.573 | 0.000*** | 0.963 | |
| DI8 | Thailand has pleasant weather | -5.367 | 0.000*** | 0.967 | |

Note : *** p < 0.001, ** p<0.01, * p< 0.5*

Table 3-4 Results of item analysis and reliability tests on destination image
(continued)

| Item | Destination Image | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|---|---------|----------|----------------------------------|------------------|
| DI9 | Thai people is friendly and hospitable people | -9.199 | 0.000*** | 0.963 | |
| DI10 | Thailand has a good reputation | -8.683 | 0.000*** | 0.963 | |
| DI11 | Thailand is a pleasant place | -7.401 | 0.000*** | 0.962 | |
| DI12 | Thailand is a relaxing place | -7.697 | 0.000*** | 0.962 | |
| DI13 | Thailand is an exciting place | -6.689 | 0.000*** | 0.964 | |
| DI14 | Thailand is a good place | -8.066 | 0.000*** | 0.962 | |

Note : *** $p < 0.001$, ** $p < 0.01$, * $p < 0.5$ *

3.6.2.3 Tourist's behavioral intention

Table 3-5 shows the results of the item analysis and reliability test on tourist's behavioral intentions of Taiwanese travelers. The results show that the p-value in all items was less than 0.001. The Cronbach's Alpha of food image was 0.972, indicating high internal reliability within each item. Therefore, this variable can retain all items.

Table 3-5 Results of item analysis and reliability tests on tourist's behavioral intention

| Item | Tourist's Food Behavioral Intention | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|---|---------|----------|----------------------------------|------------------|
| BI1 | I am willing to return to Thailand in the future | -4.669 | 0.000*** | 0.97 | 0.972 |
| BI2 | I am willing to recommend Thailand to family and friends as a holiday destination | -5.488 | 0.000*** | 0.971 | |
| BI3 | I have wonderful image of Thailand as a holiday destination | -6.473 | 0.000*** | 0.969 | |
| BI4 | I have good impression on Thai food | -9.154 | 0.000*** | 0.969 | |
| BI5 | I strongly remember my food experience in Thailand | -8.031 | 0.000*** | 0.969 | |
| BI6 | I have the intention of returning back to Thailand to savor the food | -8.769 | 0.000*** | 0.969 | |

Note : *** $p < 0.001$, ** $p < 0.01$, * $p < 0.5$ *

Table 3-5 Results of item analysis and reliability tests on tourist's behavioral intention (continued)

| Item | Tourist's Food Behavioral Intention | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|---|---------|----------|----------------------------------|------------------|
| BI7 | I will give positive recommendation of the culinary experience in Thailand to my family and friends | -9.908 | 0.000*** | 0.97 | |
| BI8 | I would like to try other types of Thai food | -5.678 | 0.000*** | 0.971 | |
| BI9 | I consider Thailand the first on my list of culinary destination | -8.056 | 0.000*** | 0.97 | |
| BI10 | I will encourage my family and friends to go to visit Thailand (based on food experience) | -9.433 | 0.000*** | 0.968 | |
| BI11 | I would highly recommend Thai food to others | -8.866 | 0.000*** | 0.969 | |
| BI12 | Thailand is a good food tourism destination | -7.906 | 0.000*** | 0.969 | |

Note : *** p < 0.001, ** p < 0.01, * p < 0.5*

3.6.2.4 Revisit intention

Table 3-6 shows the results of the item analysis and reliability test on revisit intentions of Taiwanese travelers. The results show that the p-value in all items less than 0.001. The Cronbach's Alpha of food image was 0.972, indicating high internal reliability within each item. Therefore, this variable can retain all items.

Table 3-6 Results of Item analysis and reliability tests on revisit intention

| Item | Revisit intention | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|--|---------|----------|----------------------------------|------------------|
| RI1 | I intend to revisit Thailand in the next 2 years | -6.495 | 0.000*** | 0.915 | 0.934 |
| RI2 | I plan to revisit Thailand in the next 2 years | -6.195 | 0.000*** | 0.906 | |
| RI3 | I desire to revisit Thailand in the next 2 years | -6.937 | 0.000*** | 0.909 | |
| RI4 | I probably will revisit Thailand in the next 2 years | -6.701 | 0.000*** | 0.923 | |

Note : *** p < 0.001, ** p < 0.01, * p < 0.5

3.7 Data analysis procedures

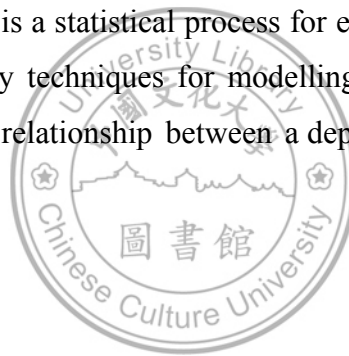
The data analysis procedure includes Pearson correlation and regression analysis. Furthermore, in order to test the hypotheses, this study used SPSS to analyze the collected data. The following data analysis procedures were conducted:

3.7.1. Pearson's Correlation Coefficient

This is a type of correlation coefficient that represents the relationship between two variables that are measured on the same interval or ratio scale. The Pearson coefficient is represented in the same way as a correlation coefficient that is used in linear regression; ranging from -1 to +1. A value of +1 is the result of a perfect positive relationship between two or more variables. Conversely, a value of -1 represents a perfect negative relationship. It has been shown that the Pearson coefficient can be deceptively small when it is used with a non-linear equation.

3.7.2. Regression analysis

Regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modelling and analyzing several variables when the focus is on the relationship between a dependent variable and one or more independent variables.



CHAPTER FOUR

RESULTS AND DATA ANALYSIS

This chapter presents the empirical results and is divided into three sections. The first section contains the descriptive analysis of the respondents including the data collection and the attributes of the respondents. The second section covers the item analysis and reliability of the measurement scales. It consists of the evaluations of t-value and Cronbach's Alpha. The third section is the hypotheses testing. It consists of Pearson's correlation and multiple regression analysis.

4.1 Descriptive analysis

4.1.1 Characteristics of respondents

This section provides information about the characteristics of respondents, as shown in table 4-1. This table shows the basic characteristics of the 379 respondents, including gender, age, marital status, education, occupation, income per month and type of travel in Thailand. 40.1% of respondents were male and 59.9% of respondents were female. Most of the respondents' ages were between 21 to 30 years (46.7%), followed by 31 to 40 years (25.9%) and less than 20 years (14.5%). Few respondents were 41 years and older (12.9 %). Most of the respondents were single (70.2%) and almost 80% held bachelor's degrees for their highest education.

Most of the respondents were students (43%), followed by others (23.5%) and service industry staff (21.1%). A smaller number were civil servants/teachers, government employees and business persons (12.3%). Nevertheless, 42.2 % of the respondents reported a monthly income of under NT20,000. The next income group was NT20,001 to 40,000 (34.3%) while around 22% of the respondents reported a monthly income of NT40,001 and above. On average, 49.6% of them had travelled to Thailand by group package tour and 50.4% were independent travelers.

Table 4-1 Characteristics of respondents

| Classification | Frequency | Percentage (%) |
|---------------------------------------|-----------|----------------|
| Gender | | |
| Male | 152 | 40.1 |
| Female | 227 | 59.9 |
| Age | | |
| Less than 20 | 55 | 14.5 |
| 21-30 | 177 | 46.7 |
| 31-40 | 98 | 25.9 |
| 41-50 | 33 | 8.7 |
| 51-60 | 14 | 3.7 |
| More than 61 | 2 | 0.5 |
| Marital status | | |
| Single | 266 | 70.2 |
| Engaged | 19 | 5.0 |
| Married | 87 | 23.0 |
| Divorced | 7 | 1.8 |
| Education level | | |
| High school or lower | 65 | 17.2 |
| Bachelor Degree | 276 | 72.8 |
| Master Degree | 33 | 8.7 |
| Doctoral Degree | 5 | 1.3 |
| Occupation | | |
| Student | 163 | 43.0 |
| Servant, Teacher | 13 | 3.4 |
| Government employee | 18 | 4.7 |
| Service industry | 80 | 21.1 |
| Business person | 16 | 4.2 |
| others | 89 | 23.5 |
| Monthly income (NTD) | | |
| Less than 20,000 | 160 | 42.2 |
| 20,001 to 40,000 | 130 | 34.3 |
| 40,001 to 60,000 | 60 | 15.8 |
| 60,001 to 80,000 | 20 | 5.3 |
| 80,001 to 100,000 | 4 | 1.1 |
| 100,001 or above | 5 | 1.3 |
| Type of travelling in Thailand | | |
| Group package tour | 188 | 49.6 |
| Individual | 191 | 50.4 |



4.1.2 Measurement results of relevant variables

Table 4-2 provides descriptive statistics with respect to each of the research variables for the 379 respondents, including mean values and standard deviations. These research variables include 17 items about food image, 14 items for destination image, 12 items for behavioral intention and 4 items for revisit intention.

In terms of food image, Taiwanese tourists realize that street food in Thailand is unique (FI17), which was reflected by the highest mean score of 4.23. The lowest mean score was FI8 “Thai food is safe and clean” (3.12). For destination image, Taiwanese tourists realized that Thailand has interesting cultural activities and attractions, with the highest mean value of 4.17, while the lowest mean of 3.35 was for “Thailand has pleasant weather” (DI8), so perhaps the weather in Thailand is too hot and the sunshine too strong. Next, in terms of behavioral intentions, the highest mean value was BI1 (4.20), with most of the tourists willing to return to Thailand in the future, and the lowest mean was BI9 (3.73), for which Taiwanese tourists did not consider Thailand as the first country on their list of culinary destinations. For the last variable, revisit intention, tourist’s intention to revisit Thailand in the next 2 years (RI1) was reflected by the highest mean score (4.06), while the lowest mean was RI4: they probably will revisit Thailand in the next 2 years (3.75).

Table 4-2 Descriptive analysis for variables

| Item | Description | Total | |
|------|--|-------|--------------------|
| | | Mean | Standard Deviation |
| | Food image (FI) | | |
| FI1 | Thai food is a well-known/popular cuisine in the world | 4.12 | 0.715 |
| FI2 | Thai food has variety of menu | 4.04 | 0.693 |
| FI3 | Thai food gives a culture experience | 4.15 | 0.688 |
| FI4 | Thai food has specific ingredients | 4.16 | 0.702 |
| FI5 | Thai food is tastiness | 3.80 | 0.809 |
| FI6 | Thai food is Nourishing food | 3.47 | 0.849 |
| FI7 | Thai food is Unique | 3.79 | 0.870 |
| FI8 | Thai food is safe and clean | 3.12 | 0.874 |
| FI9 | Thai herb is good for health | 3.41 | 0.928 |
| FI10 | Thai fruits are tastiness | 3.92 | 0.905 |
| FI11 | Thai food presentation is attractive | 4.09 | 0.783 |

Table 4-2 Descriptive analysis for variables (continued)

| Item | Description | Total | |
|-------------|---|--------------|---------------------------|
| | Food image (FI) | Mean | Standard Deviation |
| FI12 | Thai food is delicious | 3.98 | 0.811 |
| FI13 | Thai food is Fresh | 3.52 | 0.821 |
| FI14 | Thai food has an exotic cooking methods | 4.02 | 0.778 |
| FI15 | Thai restaurants have good environment and unique style of decoration | 3.84 | 0.816 |
| FI16 | Reasonable price/value for money | 4.03 | 0.857 |
| FI17 | Street food in Thailand is unique | 4.23 | 0.777 |
| | Destination image (DI) | Mean | Standard Deviation |
| DI1 | Thailand has interesting culture activities and attractions | 4.17 | 0.701 |
| DI2 | Thailand has interesting historical attractions | 4.13 | 0.751 |
| DI3 | Thailand has beautiful scenery and natural attractions | 4.07 | 0.765 |
| DI4 | Thailand has varied outdoor and activities | 4.04 | 0.724 |
| DI5 | Thailand is a good place for shopping | 4.01 | 0.839 |
| DI6 | Thailand has a good night-life and entertainment | 4.02 | 0.857 |
| DI7 | Thailand has good food | 3.96 | 0.797 |
| DI8 | Thailand has pleasant weather | 3.35 | 0.927 |
| DI9 | Thai people is friendly and hospitable people | 3.86 | 0.886 |
| DI10 | Thailand has a good reputation | 3.48 | 0.868 |
| DI11 | Thailand is a pleasant place | 4.08 | 0.785 |
| DI12 | Thailand is a relaxing place | 4.14 | 0.778 |
| DI13 | Thailand is an exciting place | 3.98 | 0.792 |
| DI14 | Thailand is a good place | 4.05 | 0.848 |
| | Behavioral intention (BI) | Mean | Standard Deviation |
| BI1 | I am willing to return to Thailand in the future | 4.20 | 0.751 |
| BI2 | I am willing to recommend Thailand to family and friends as a holiday destination | 4.16 | 0.727 |
| BI3 | I have wonderful image of Thailand as a holiday destination | 4.09 | 0.795 |
| BI4 | I have good impression on Thai food | 4.04 | 0.760 |

Table 4-2 Descriptive analysis for variables (continued)

| Item | Description | Total | |
|----------------------------------|---|-------|--------------------|
| | | Mean | Standard Deviation |
| Behavioral intention (BI) | | | |
| BI5 | I strongly remember my food experience in Thailand | 4.02 | 0.766 |
| BI6 | I have the intention of returning back to Thailand to savor the food | 4.07 | 0.778 |
| BI7 | I will give positive recommendation of the culinary experience in Thailand to my family and friends | 3.80 | 0.836 |
| BI8 | I would like to try other types of Thai food | 4.05 | 0.763 |
| BI9 | I consider Thailand the first on my list of culinary destination | 3.73 | 0.839 |
| BI10 | I will encourage my family and friends to go to visit Thailand (based on food experience) | 3.93 | 0.845 |
| BI11 | I would highly recommend Thai food to others | 3.89 | 0.830 |
| BI12 | Thailand is a good food tourism destination | 3.89 | 0.810 |
| Revisit intention (RI) | | | |
| RI1 | I intend to revisit Thailand in the next 2 years | 4.06 | 0.836 |
| RI2 | I plan to revisit Thailand in the next 2 years | 3.78 | 0.955 |
| RI3 | I desire to revisit Thailand in the next 2 years | 4.01 | 0.850 |
| RI4 | I probably will revisit Thailand in the next 2 years | 3.75 | 0.967 |

4.2 Item analysis and Reliability tests

This research adopted item analysis to extract the relevant factors. The essential criteria in terms of the value of each variable were that the p-value be less than 0.05 and in the reliability analysis, Cronbach's Coefficient Alpha (α) must be larger than 0.7.

4.2.1 Food image

Table 4-3 shows the results of item analysis and reliability tests on the Thai food image of Taiwanese travelers. The results show a p-value in all items less than 0.001. The Cronbach's Alpha of food image was 0.926, indicating high internal reliability within each item. Therefore, it can be concluded that all items are acceptable.

Table 4-3 Results of Item analysis and reliability test on food image

| Item | Food image | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|---|---------|----------|----------------------------------|------------------|
| FI1 | Thai food is a well-known/popular cuisine in the world | -10.477 | 0.000*** | 0.922 | 0.926 |
| FI2 | Thai food has variety of menu | -13.003 | 0.000*** | 0.922 | |
| FI3 | Thai food gives a culture experience | -10.358 | 0.000*** | 0.923 | |
| FI4 | Thai food has specific ingredients | -12.094 | 0.000*** | 0.923 | |
| FI5 | Thai food is tastiness | -18.433 | 0.000*** | 0.919 | |
| FI6 | Thai food is Nourishing food | -17.636 | 0.000*** | 0.919 | |
| FI7 | Thai food is Unique | -16.784 | 0.000*** | 0.919 | |
| FI8 | Thai food is safe and clean | -11.836 | 0.000*** | 0.923 | |
| FI9 | Thai herb is good for health | -13.322 | 0.000*** | 0.922 | |
| FI10 | Thai fruits are tastiness | -11.600 | 0.000*** | 0.922 | |
| FI11 | Thai food presentation is attractive | -14.704 | 0.000*** | 0.919 | |
| FI12 | Thai food is delicious | -17.271 | 0.000*** | 0.918 | |
| FI13 | Thai food is Fresh | -16.573 | 0.000*** | 0.919 | |
| FI14 | Thai food has an exotic cooking methods | -14.224 | 0.000*** | 0.920 | |
| FI15 | Thai restaurants have good environment and unique style of decoration | -13.666 | 0.000*** | 0.922 | |
| FI16 | Reasonable price/value for money | -15.238 | 0.000*** | 0.921 | |
| FI17 | Street food in Thailand is unique | -15.491 | 0.000*** | 0.920 | |

Note : *** p < 0.001, ** p<0.01, * p< 0.5

4.2.2 Destination image

Table 4-4 shows the results of item analysis and reliability tests on destination image of Taiwanese travelers. The results show a p-value in all items less than 0.001. The Cronbach's Alpha of food image was 0.929, indicating high internal reliability within each item. Therefore, it can be concluded that all items are acceptable.

Table 4-4 Results of Item analysis and reliability test on destination image

| Item | Destination image | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|---|---------|----------|----------------------------------|------------------|
| DI1 | Thailand has interesting culture activities and attractions | -14.486 | 0.000*** | 0.923 | 0.929 |
| DI2 | Thailand has interesting historical attractions | -12.269 | 0.000*** | 0.925 | |
| DI3 | Thailand has beautiful scenery and natural attractions | -12.508 | 0.000*** | 0.924 | |
| DI4 | Thailand has varied outdoor and activities | -12.290 | 0.000*** | 0.923 | |
| DI5 | Thailand is a good place for shopping | -16.223 | 0.000*** | 0.924 | |
| DI6 | Thailand has a good night-life and entertainment | -15.728 | 0.000*** | 0.923 | |
| DI7 | Thailand has good food | -14.972 | 0.000*** | 0.923 | |
| DI8 | Thailand has pleasant weather | -9.945 | 0.000*** | 0.930 | |
| DI9 | Thai people is friendly and hospitable people | -17.715 | 0.000*** | 0.921 | |
| DI10 | Thailand has a good reputation | -13.090 | 0.000*** | 0.925 | |
| DI11 | Thailand is a pleasant place | -18.452 | 0.000*** | 0.918 | |
| DI12 | Thailand is a relaxing place | -18.668 | 0.000*** | 0.919 | |
| DI13 | Thailand is an exciting place | -17.786 | 0.000*** | 0.919 | |
| DI14 | Thailand is a good place | -20.985 | 0.000*** | 0.917 | |

Note : *** p < 0.001, ** p < 0.01, * p < 0.05

4.2.3 Tourist's behavioral intention

Table 4-5 shows the results of item analysis and reliability tests on tourist's behavioral intentions of Taiwanese travelers. The results show a p-value in all items less than 0.001. The Cronbach's Alpha of food image was 0.949, indicating high internal reliability within each item. Therefore, it can be concluded that all items are acceptable.

Table 4-5 Results of Item analysis and reliability test on tourist's behavioral intention

| Item | Tourist's behavioral intention | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|---|---------|----------|----------------------------------|------------------|
| BI1 | I am willing to return to Thailand in the future | -17.331 | 0.000*** | 0.946 | 0.949 |
| BI2 | I am willing to recommend Thailand to family and friends as a holiday destination | -16.740 | 0.000*** | 0.946 | |
| BI3 | I have wonderful image of Thailand as a holiday destination | -18.579 | 0.000*** | 0.944 | |
| BI4 | I have good impression on Thai food | -19.869 | 0.000*** | 0.944 | |
| BI5 | I strongly remember my food experience in Thailand | -18.226 | 0.000*** | 0.944 | |
| BI6 | I have the intention of returning back to Thailand to savor the food | -19.948 | 0.000*** | 0.943 | |
| BI7 | I will give positive recommendation of the culinary experience in Thailand to my family and friends | -19.347 | 0.000*** | 0.945 | |
| BI8 | I would like to try other types of Thai food | -14.458 | 0.000*** | 0.946 | |
| BI9 | I consider Thailand the first on my list of culinary destination | -14.921 | 0.000*** | 0.946 | |
| BI10 | I will encourage my family and friends to go to visit Thailand (based on food experience) | -22.657 | 0.000*** | 0.943 | |
| BI11 | I would highly recommend Thai food to others | -22.145 | 0.000*** | 0.944 | |
| BI12 | Thailand is a good food tourism destination | -23.123 | 0.000*** | 0.942 | |

Note : *** p < 0.001, ** p < 0.01, * p < 0.5

4.2.4 Revisit intention

Table 4-6 shows the results of item analysis and reliability tests on revisit intentions of Taiwanese travelers. The results show a p-value in all items less than 0.001. The Cronbach's Alpha of food image was 0.937, indicating high internal reliability within each item. Therefore, it can be concluded that all items are acceptable.

Table 4-6 Results of Item analysis and reliability test on revisit intention

| Item | Revisit intention | t-value | p-value | Cronbach's Alpha If Item Deleted | Cronbach's Alpha |
|------|--|---------|----------|----------------------------------|------------------|
| RI1 | I intend to revisit Thailand in the next 2 years | -16.687 | 0.000*** | 0.925 | 0.937 |
| RI2 | I plan to revisit Thailand in the next 2 years | -25.004 | 0.000*** | 0.906 | |
| RI3 | I desire to revisit Thailand in the next 2 years | -17.789 | 0.000*** | 0.909 | |
| RI4 | I probably will revisit Thailand in the next 2 years | -24.235 | 0.000*** | 0.921 | |

Note : *** p < 0.001, ** p<0.01, * p< 0.5

4.3 Pearson's Correlation analysis

Correlation represents the relationship between two or more variables; a value of +1 is the result of a perfect positive relationship between two or more variables. Conversely, a value of -1 represents a perfect negative relationship. The results of the correlation between construct are shown in Table 4-7. All correlations are significant for the Thai food image, destination image, tourist's behavioral intentions and revisit intentions.

Table 4-7 Results of Correlation analysis

| | | Food image | Destination image | Behavioral intention | Revisit intention |
|-----------------------------|---------------------|------------|-------------------|----------------------|-------------------|
| Food image | Pearson Correlation | 1 | .827** | .813** | .576** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 379 | 379 | 379 | 379 |
| Destination image | Pearson Correlation | .827** | 1 | .825** | .692** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 379 | 379 | 379 | 379 |
| Behavioral intention | Pearson Correlation | .813** | .825** | 1 | .723** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 379 | 379 | 379 | 379 |
| Revisit intention | Pearson Correlation | .576** | .692** | .723** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 379 | 379 | 379 | 379 |

Note : *** p < 0.001, ** p<0.01, * p< 0.5

4.4 Multiple regression analysis

For the purpose of empirically investigating the relationships among Thai food image, destination image, tourist's behavioral intentions and revisit intentions, regression analysis was used to identify the relationships between dependent and independent variables. Significance was shown by a result of $p < 0.001$, indicating that the model was reliable. The detailed information of the regressions is shown in Tables 4-8 to 4-11.

4.4.1 Result of the relationship between food image and destination image

The hypothesis has only one factor in this variable; Table 4-8 shows the result of the regression analysis for food image as an independent variable and destination image as dependent variable. The results show that *Food Image* has a relationship with dependent variable *Destination Image* ($R^2 = 0.684$, $p < 0.001$, $F = 815.911$). It is desirable to obtain a high value of R^2 to explain more about the variance of the dependent variable. This independent variable is a good predictor of the dependent variable. R^2 for each model is greater than 0.1 with a p-value of 0.000. H1 is significant as t-test results have shown that the p-value is less than 0.05. Lastly, since the probability of the F statistic has a p-value of 0.000, we can conclude that the relationship of the independent variable and dependent variable is fully supported.

Table 4-8 Results of multiple regression– H1

| Hypotheses | R Square | Adjusted R Square | F-value | p-value | Beta (β) | VIF |
|------------|----------|-------------------|---------|----------|------------------|-------|
| H1 | 0.684 | 0.683 | 815.911 | 0.000*** | 0.827 | 1.000 |

Note : *** $p < 0.001$, ** $p < 0.01$, * $p < 0.5$

4.4.2 Result of the relationship between food image and tourist's behavioral intention

The hypothesis has only one factor in this variable; Table 4-9 shows the result of the regression analysis for food image as an independent variable and tourist's behavioral intention as a dependent variable. The results show that *Food Image* has a relationship with dependent variable *Tourist's Behavioral Intention* ($R^2 = 0.660$, $p < 0.001$, $F = 733.383$). It is desirable to obtain a high value of R^2 to explain more about the variance of the dependent variable. This independent variable is a good predictor of the dependent variable. R^2 for each model is greater than 0.1 with a p-value of 0.000.

H2 is significant as t-test results have shown that the p-value is less than 0.05. Lastly, since the probability of the F statistic has a p-value of 0.000, we can conclude that the relationship of the independent variable and dependent variable is fully supported.

Table 4-9 Results of multiple regression– H2

| Hypotheses | R Square | Adjusted R Square | F-value | p-value | Beta (β) | VIF |
|------------|----------|-------------------|---------|----------|------------------|-------|
| H2 | 0.660 | 0.660 | 733.383 | 0.000*** | 0.813 | 1.000 |

Note : *** p < 0.001, ** p < 0.01, * p < 0.5

4.4.3 Result of the relationship between tourist’s behavioral intention and revisit intention

The hypothesis has only one factor in this variable; Table 4-10 shows the result of the regression analysis for tourist’s behavioral intention as an independent variable and revisit intention as a dependent variable. The results show that *Tourist’s Behavioral Intention* has a relationship with dependent variable *Revisit Intention* ($R^2 = 0.523$, $p < 0.001$, $F = 412.957$). It is desirable to obtain a high value of R^2 to explain more about the variance of the dependent variable. This independent variable is a good predictor of the dependent variable. R^2 for each model is greater than 0.1 with a p-value of 0.000. H3 is significant as t-test results have shown that the p-value is less than 0.05. Lastly, since the probability of the F statistic has a p-value of 0.000, we can conclude that the relationship of the independent variable and dependent variable is fully supported.

Table 4-10 Results of multiple regression– H3

| Hypotheses | R Square | Adjusted R Square | F-value | p-value | Beta (β) | VIF |
|------------|----------|-------------------|---------|----------|------------------|-------|
| H3 | 0.523 | 0.521 | 412.957 | 0.000*** | 0.723 | 1.000 |

Note : *** p < 0.001, ** p < 0.01, * p < 0.5

4.4.4 Result of the relationship between destination image and revisit intention

The hypothesis has only one factor in this variable; Table 4-11 shows the result of the regression analysis for tourist’s behavioral intention as an independent variable and revisit intention as a dependent variable. The results show that *Destination Image* has a

relationship with dependent variable *Revisit Intention* ($R^2 = 0.478$, $p < 0.001$, $F = 345.794$). It is desirable to obtain a high value of R^2 to explain more about the variance of the dependent variable. This independent variable is a good predictor of the dependent variable. R^2 for each model is greater than 0.1 with a p-value of 0.000. H4 is significant as t-test results have shown that the p-value is less than 0.05. Lastly, since the probability of the F statistic has a p-value of 0.000, we can conclude that the relationship of the independent variable and dependent variable is fully supported.

Table 4-11 Results of regression analyses for destination image and revisit intention

| Hypotheses | R Square | Adjusted R Square | F-value | p-value | Beta (β) | VIF |
|------------|----------|-------------------|---------|----------|------------------|-------|
| H4 | 0.478 | 0.477 | 345.794 | 0.000*** | 0.692 | 1.000 |

Note : *** $p < 0.001$, ** $p < 0.01$, * $p < 0.5$



CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

This chapter addresses the conclusions of this empirical study as well as managerial implications in the first section. Suggestions and limitations of this research are subsequently delineated.

5.1 Research conclusions

The major objectives of this study were to investigate the relationship between Thai food image, destination image, tourist's behavioral intentions and revisit intentions. Based on the analyses discussed in the preceding chapter, the results of the hypothesis testing are summarized in Table 5-1.

Table 5-1 Hypothesis and result of empirical test

| Research hypotheses | Result |
|---|-----------|
| H1 Thai food image positively influenced Thailand destination image | Supported |
| H2 Thai food image positively influenced Taiwanese tourist's behavioral | Supported |
| H3 Taiwanese tourist's behavioral intention positively influenced revisit intention | Supported |
| H4 Thailand's destination image positively influenced Taiwanese tourist's revisit intention | Supported |

In conclusion, Taiwanese tourists perceived the image of Thailand at a high level. Most of them perceived that Thailand has interesting cultural activities and attractions (highest rank), while Thailand is a relaxing place and has interesting historical attractions (second and third rank). The lowest ranked item was that Thailand has pleasant weather. For the image of Thai food, Taiwanese tourists perceived that Thailand has a uniqueness of street food (highest rank) followed by the perceptions that Thai food has specific ingredients, gives a cultural experience and is a well-known cuisine in the world. However, the image of food safety and cleanliness had the lowest score.

Based on the data analysis results, all of the hypotheses are supported. The result of Hypothesis 1 supported the conclusion that the Thai food image in Taiwanese

tourist's opinion positively influenced Thailand's destination image. The result was supported by Kivela and Crofts (2006) who found that culinary experience had an interrelationship with destination and tourism image; they indicated that culinary factors play a major role in tourist's experience in the destination, and that some travelers would return to previous destinations to taste the uniqueness of the food again. Therefore, food can be an imperative contributor in any tourist destination (Chi *et al.*, 2013).

Hypothesis 2 supported the notion that the Thai food image positively influenced Taiwanese tourist's behavioral intentions. This result was consistent with the previous findings of Chi *et al.* (2013) who indicated that food image influenced tourist's behavioral intentions through the quality of the food. The efficacy influenced tourist's perceived image, satisfaction and food quality, and affected tourist's behavior in selecting the destination for travel. Moreover, Bigne *et al.* (2001) also support the conclusion that image had an effect on tourist's behaviors.

For the result of Hypothesis 3, that Taiwanese tourist's behavioral intentions positively influenced revisit intention is supported. This result correlates with Hjalanger and Corigliano (2000) who stated that if visitors have a positive image of local cuisine, they would return to savor it again. Bee-Lia and Salleh (2008) claimed that great food images and tourist satisfaction could influence tourist's behavioral intentions to recommend and revisit Malaysia for savoring food. Moreover, Chen and Tsai (2007) addressed tourist's behavior including destination choice, post-visit evaluations, and future behavioral intentions. Therefore, positive satisfaction has a positive influence on tourist's revisit intentions.

The last hypothesis, that Thailand's destination image positively influenced Taiwanese tourist's revisit intention, was supported by previous research which found that destination image positively influenced tourist's revisit intention (Baloglu & McCleary 1999). Bigne *et al.* (2001) illustrated that destination image was a direct predictor of subsequent evaluations of the experience and intention to revisit. The findings of Lertputtarak (2012) supported the idea that destination image has a positive relationship with revisit intention in Thailand's tourism sector, while Som *et al.* (2012) also found that the destination image of Sabah had an effect on visitors' repeat visits.

All the results of this study stated that Thai food image has a relationship with Taiwanese tourist's behavioral intentions and tourist's returning to Thailand; a positive

food image can increase Taiwanese tourist satisfaction leading them to recommend Thai food and Thailand to their friends and relatives, while also enticing them to return to visit Thailand in the future.

5.2 Managerial implication

In the tourist industry, competition between destinations has always been growing and many countries try to develop more tourist attractions to increase the number of visitors. Therefore, marketing strategies could be modified and improved to present different selling points from those of competitors.

Nowadays, food tourism has become a tourism trend in many countries including Thailand. Since Thai cuisine is one of the outstanding culture attractions, which is unique, local and has a great variety of flavors, it is well-placed to attract visitors and enhance Thailand's destination image. Thus, Thailand is trying to apply the food concept to support its tourism industry and give a better tourism experience to visitors. This approach refers to the results which showed that food image has a significant relationship with destination image. The role of food could be used to improve the marketing of destinations.

Taiwanese visitors' perception of Thailand's image as a country that has interesting cultural activities and attractions was ranked first, while the perceptions of Thailand as a relaxing place with interesting historical attractions were listed second and third. Regarding the image of Thai food that Taiwanese tourists perceived, Thailand has a uniqueness of street food, Thai food has specific ingredients, gives a cultural experience and is a well-known cuisine in the world. However, the image of safety and cleanliness was given the lowest score. Therefore, to improve the reputation of the Thai food image, destination managers should encourage and vendors of street food to provide clean and enchanting food. This conforms to study findings that a positive food image can influence tourist's behavioral intentions. Tourists would have the desire to return again in the future, would try more and various types of Thai food and could spread positive opinion and recommend Thai food to their friends and relatives.

As a destination's food or cuisine is becoming one of the main reasons for travelling, Thailand is trying to use food to attract tourists and give a better tourism experience. Thai cuisine could give a cultural experience on account of the local variety and unique flavors. Understanding how Taiwanese tourists perceived Thailand's image

and the Thai food image will allow strategies to be developed which can improve tourist destinations and attractions to better serve tourist's needs when they come to travel in Thailand.

However, the result of tourist's behavioral intentions showed that most of the respondents were willing to return to Thailand in the future, but they still did not consider Thailand as the first country on their list of culinary tourism destinations.

In conclusion, the promotion of the Thai food image should be emphasized more strongly and more attention should be given to it. Both the government and private sectors can help each other to promote the good image of Thai food. Promotional campaigns should be established to focus on stimulating domestic demand, and campaigns such as Thai Food Festivals that are held overseas should continue to be considered to create and improve the good image in foreign visitors' minds.

5.3 Research limitation and suggestion

There are a number of limitations to this study: firstly this study was limited to a survey only in Taiwan; future research could study more in other countries or specific regions. Secondly, this study did not specify criteria about the tourist's travel period. To improve the study, future research could specify more criteria and could evaluate and compare tourist's perceptions by period of time. Moreover, future research could use larger samples, taken from different population groups; for example, travel frequency or travelling style, to obtain greater empirical validation and comparisons between respondents' characteristics, because they might have different perceptions and perspectives in terms of food image and destination image.

Finally, future research could conduct personal interviews for more intensity and higher quality information in the research.

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APPENDICES

Appendix A: Survey questionnaire (English version)

QUESTIONNAIRE

Dear Respondents:

My name is Neeracha Kosawantana. I am a graduate student in the Department of Tourism Management, Chinese Culture University, Taiwan. I am conducting my academic research; this academic questionnaire is to investigate the relationship between Food Image, Destination Image, Tourist's Behavioral Intention and Intention to Revisit to Thailand.

There are five sections in this questionnaire. Each section includes questions about one particular issue. Your answer will be treated in strict confidence. Please answer the following questions in the light of the guidance of each single question. I would be grateful if you could participate in the study by filling out the questionnaire below. All your responses will be kept strictly confidential. Thank you for your understanding and support.



Prof. Chia-Yuan Hsu, PhD

Assistant Professor

Department of Tourism Management

Chinese Culture University

Neeracha Kosawantana

Graduate Student

Department of Tourism Management

Chinese Culture University

Section 1: Respondent information

1. Have you ever been to Thailand before?
 Yes No

2. Which kind of travelling you chose when went to Thailand
 Group Package Tour Individual

3. Gender
 Male Female

4. Age
 Less than 20 21-30 31-40 41-50 51-60
 More than 61

5. Status
 Single Engaged Married Divorced

6. Education Level
 High school or lower Bachelor Degree
 Master Degree Doctoral Degree

7. Occupation
 Student Servant, Teacher Government employee
 Service Industry Business person others.....

8. Monthly Income (NTD)
 Less than 20,000 20,001 to 40,000 40,001 to 60,000
 60,001 to 80,000 80,001 to 100,000 100,001 or above



Section 2: Food Image

This section, there are 17 statements regarding your images of Thai food that you have perceived. Please CIRCLE the level of agreement on each the item below based on your opinion. (5 indicates “Strongly Agree” and 1 indicates “Strongly Disagree”)

| Image of Thai food | Level of Agreement | | | | |
|---|--------------------|----------|------------|-------|----------------|
| | Strongly Disagree | Disagree | No Opinion | Agree | Strongly Agree |
| 1. Thai food is a well-known/popular cuisine in the world | 1 | 2 | 3 | 4 | 5 |
| 2. Thai food has variety of menu | 1 | 2 | 3 | 4 | 5 |
| 3. Thai food gives a culture experience | 1 | 2 | 3 | 4 | 5 |
| 4. Thai food has specific ingredients | 1 | 2 | 3 | 4 | 5 |
| 5. Thai food is tasty | 1 | 2 | 3 | 4 | 5 |
| 6. Thai food is Nourishing food | 1 | 2 | 3 | 4 | 5 |
| 7. Thai food is Unique | 1 | 2 | 3 | 4 | 5 |
| 8. Thai food is safe and clean | 1 | 2 | 3 | 4 | 5 |
| 9. Thai herb is good for health | 1 | 2 | 3 | 4 | 5 |
| 10. Thai fruits are tasty | 1 | 2 | 3 | 4 | 5 |
| 11. Thai food presentation is attractive | 1 | 2 | 3 | 4 | 5 |
| 12. Thai food is delicious | 1 | 2 | 3 | 4 | 5 |
| 13. Thai food is Fresh | 1 | 2 | 3 | 4 | 5 |
| 14. Thai food has an exotic cooking methods | 1 | 2 | 3 | 4 | 5 |
| 15. Thai restaurants have good environment and unique style of decoration | 1 | 2 | 3 | 4 | 5 |
| 16. Reasonable price/value for money | 1 | 2 | 3 | 4 | 5 |
| 17. Street food in Thailand is unique | 1 | 2 | 3 | 4 | 5 |

Section 3: Destination image

This section, there are 14 statements regarding your images of Thailand that you have perceived. Please CIRCLE the level of agreement on each the item below based on your opinion. (5 indicates “Strongly Agree” and 1 indicates “Strongly Disagree”)

| Image of Thailand | Level of Agreement | | | | |
|--|--------------------|----------|------------|-------|----------------|
| | Strongly Disagree | Disagree | No Opinion | Agree | Strongly Agree |
| 1. Thailand has interesting culture activities and attractions | 1 | 2 | 3 | 4 | 5 |
| 2. Thailand has interesting historical attractions | 1 | 2 | 3 | 4 | 5 |
| 3. Thailand has beautiful scenery and natural attractions | 1 | 2 | 3 | 4 | 5 |
| 4. Thailand has varied outdoor and activities | 1 | 2 | 3 | 4 | 5 |
| 5. Thailand is a good place for shopping | 1 | 2 | 3 | 4 | 5 |
| 6. Thailand has a good night-life and entertainment | 1 | 2 | 3 | 4 | 5 |
| 7. Thailand has good food | 1 | 2 | 3 | 4 | 5 |
| 8. Thailand has pleasant weather | 1 | 2 | 3 | 4 | 5 |
| 9. Thai people is friendly and hospitable people | 1 | 2 | 3 | 4 | 5 |
| 10. Thailand has a good reputation | 1 | 2 | 3 | 4 | 5 |
| 11. Thailand is a pleasant place | 1 | 2 | 3 | 4 | 5 |
| 12. Thailand is a relaxing place | 1 | 2 | 3 | 4 | 5 |
| 13. Thailand is an exciting place | 1 | 2 | 3 | 4 | 5 |
| 14. Thailand is a good place | 1 | 2 | 3 | 4 | 5 |

Section 4: Behavioral intention

This section, there are 12 statements regarding your behavioral intention. Please CIRCLE the level of agreement on each the item below based on your opinion. (5 indicates “Strongly Agree” and 1 indicates “Strongly Disagree”)

| Behavioral intention | Level of Agreement | | | | |
|--|--------------------|----------|------------|-------|----------------|
| | Strongly Disagree | Disagree | No Opinion | Agree | Strongly Agree |
| 1. I am willing to return to Thailand in the future | 1 | 2 | 3 | 4 | 5 |
| 2. I am willing to recommend Thailand to family and friends as a holiday destination | 1 | 2 | 3 | 4 | 5 |
| 3. I have wonderful image of Thailand as a holiday destination | 1 | 2 | 3 | 4 | 5 |
| 4. I have good impression on Thai food | 1 | 2 | 3 | 4 | 5 |
| 5. I strongly remember my food experience in Thailand | 1 | 2 | 3 | 4 | 5 |
| 6. I have the intention of returning back to Thailand to savor the food | 1 | 2 | 3 | 4 | 5 |
| 7. I will give positive recommendation of the culinary experience in Thailand to my family and friends | 1 | 2 | 3 | 4 | 5 |
| 8. I would like to try other types of Thai food | 1 | 2 | 3 | 4 | 5 |
| 9. I consider Thailand the first on my list of culinary destination | 1 | 2 | 3 | 4 | 5 |
| 10. I will encourage my family and friends to go to visit Thailand (based on food experience) | 1 | 2 | 3 | 4 | 5 |
| 11. I would highly recommend Thai food to others | 1 | 2 | 3 | 4 | 5 |
| 12. Thailand is a good food tourism destination | 1 | 2 | 3 | 4 | 5 |

Section 5: Revisit intention

This section, there are 4 statements regarding your intention to revisit Thailand. Please CIRCLE the level of agreement on each the item below based on your opinion. (5 indicates “Strongly Agree” and 1 indicates “Strongly Disagree”)

| Intention to revisit | Level of Agreement | | | | |
|---|--------------------|----------|------------|-------|----------------|
| | Strongly Disagree | Disagree | No Opinion | Agree | Strongly Agree |
| 1. I intend to revisit Thailand in the next 2 years | 1 | 2 | 3 | 4 | 5 |
| 2. I plan to revisit Thailand in the next 2 years | 1 | 2 | 3 | 4 | 5 |
| 3. I desire to revisit Thailand in the next 2 years | 1 | 2 | 3 | 4 | 5 |
| 4. I probably will revisit Thailand in the next 2 years | 1 | 2 | 3 | 4 | 5 |

We sincerely appreciate your time and efforts to answer all questions.

Thank you for your participation

問卷

親愛的受訪者，您好：

這是中國文化大學觀光事業學系碩士班的學術性研究問卷，主要目的在探討台灣人對泰國的飲食意象、目的意象、飲食行為意象與重遊意願之概況。這個問卷大約將需要 10 分鐘就能夠完成。本問卷僅為學術研究之用，採不記名方式，且絕不對外公開，敬請安心填答。您寶貴的意見對本研究有莫大的幫助。感謝你的協助！

中國文化大學觀光事業學系碩士班

指導教授：許家源 博士

研究生：許美玲(Neeracha Kosawantana) 敬上



本問卷共有 5 部分。每一部分涉及一個特定主題。請在回答問題前認真閱讀問題說明。本問卷僅為學術研究之用，絕不對外公開，敬請安心填答。

第一部分：基本資料

1. 您以前到過泰國沒有？
 有 沒有

2. 到泰國的時候，您選擇什麼樣的旅遊？
 跟團 自由行（含背包客）

3. 您的性別：
 男 女

4. 您的年齡：
 20 歲以下 21 - 30 歲 31 - 40 歲
 41 - 50 歲 51 - 60 歲 60 歲以上

5. 婚姻狀態：
 單身 訂婚 結婚 離婚

6. 您的最高學歷：
 高中（含以下） 大學 研究所 博士

7. 您的職業：
 學生 教師 公務員
 服務業 商人 其他_____（請自填）

8. 您個人的平均月收入是多少？（台幣）
 20,000 元以下 20,001-40,000 元 40,001-60,000 元
 60,001-80,000 元 80,001-100,000 元 100,001 元以上



第二部分

本部分包括 17 個小項，請您仔細的思考關於泰國的飲食意象，並在每個項目後面適當的數字上畫圈，表明您同意或不同意的程度。5 為“非常同意”，1 為“非常不同意”。

| 我所認為的泰國菜是… | 非常 不同意 | 不同 意 | 普通 | 同意 | 非常 同意 |
|----------------------------|-----------|---------|----|----|----------|
| 1. 泰國菜是知名且熱門的美食。 | 1 | 2 | 3 | 4 | 5 |
| 2. 泰國菜單裡有各式各樣的種類。 | 1 | 2 | 3 | 4 | 5 |
| 3. 泰國菜給人一種文化體驗。 | 1 | 2 | 3 | 4 | 5 |
| 4. 泰國菜具有特定的成分。 | 1 | 2 | 3 | 4 | 5 |
| 5. 泰國菜很鮮美。 | 1 | 2 | 3 | 4 | 5 |
| 6. 泰國菜具有高營養價值。 | 1 | 2 | 3 | 4 | 5 |
| 7. 泰國的食物獨一無二。 | 1 | 2 | 3 | 4 | 5 |
| 8. 泰國菜衛生而且乾淨。 | 1 | 2 | 3 | 4 | 5 |
| 9. 泰國食物香料對健康很有幫助。 | 1 | 2 | 3 | 4 | 5 |
| 10. 泰國水果很鮮美。 | 1 | 2 | 3 | 4 | 5 |
| 11. 泰國具有吸引人的美食。 | 1 | 2 | 3 | 4 | 5 |
| 12. 泰國飲食很美味。 | 1 | 2 | 3 | 4 | 5 |
| 13. 泰國食品是新鮮的。 | 1 | 2 | 3 | 4 | 5 |
| 14. 泰國菜具有異國情調的烹飪方法。 | 1 | 2 | 3 | 4 | 5 |
| 15. 泰國餐廳具有獨特風格的環境及優美的空間設計。 | 1 | 2 | 3 | 4 | 5 |
| 16. 價格合理。 | 1 | 2 | 3 | 4 | 5 |
| 17. 泰國街上具有特色小吃。 | 1 | 2 | 3 | 4 | 5 |

第三部分

本部分包括 14 個小項，請您仔細的思考關於泰國目的地意象，並在每個項目後面適當的數字上畫圈，表明您同意或不同意的程度。5 為“非常同意”，1 為“非常不同意”。

| 我所認為的泰國意象是… | 非常 不同意 | 不同意 | 普通 | 同意 | 非常 同意 |
|----------------------|-----------|-----|----|----|----------|
| 1. 泰國有吸引人的文化活動。 | 1 | 2 | 3 | 4 | 5 |
| 2. 泰國有很多吸引人的歷史遺跡。 | 1 | 2 | 3 | 4 | 5 |
| 3. 泰國有很多自然景觀。 | 1 | 2 | 3 | 4 | 5 |
| 4. 泰國有很多戶外活動。 | 1 | 2 | 3 | 4 | 5 |
| 5. 泰國是一個購物的好地方。 | 1 | 2 | 3 | 4 | 5 |
| 6. 泰國有好的夜生活，夜店及成人娛樂。 | 1 | 2 | 3 | 4 | 5 |
| 7. 泰國有很好吃的飲食。 | 1 | 2 | 3 | 4 | 5 |
| 8. 泰國有舒適的氣候。 | 1 | 2 | 3 | 4 | 5 |
| 9. 泰國人很友善。 | 1 | 2 | 3 | 4 | 5 |
| 10. 泰國的聲譽良好。 | 1 | 2 | 3 | 4 | 5 |
| 11. 泰國是一個令人愉快的地方。 | 1 | 2 | 3 | 4 | 5 |
| 12. 泰國是一個放鬆的地方。 | 1 | 2 | 3 | 4 | 5 |
| 13. 泰國是一個令人興奮的地方。 | 1 | 2 | 3 | 4 | 5 |
| 14. 泰國是一個很好的地方。 | 1 | 2 | 3 | 4 | 5 |

第四部分

本部分包括 12 個關於您次到泰國飲食和旅遊行為意象的問題，請您認真考慮，並在每個項目後面適當的數字上畫圈，表明您同意或不同意的程度。5 為“非常同意”，1 為“非常不同意”。

| 行為意象 | 非常不同意 | 不同意 | 普通 | 同意 | 非常同意 |
|-------------------------------|-------|-----|----|----|------|
| 1. 我願意未來再次訪問泰國。 | 1 | 2 | 3 | 4 | 5 |
| 2. 我願意向家人和朋友們推薦泰國作為假期旅遊的目的地。 | 1 | 2 | 3 | 4 | 5 |
| 3. 我把泰國當做是一個具有良好印象的度假目的地。 | 1 | 2 | 3 | 4 | 5 |
| 4. 我對泰國菜有很好的印象。 | 1 | 2 | 3 | 4 | 5 |
| 5. 我對泰國的美食體驗有很深刻的記憶。 | 1 | 2 | 3 | 4 | 5 |
| 6. 我會再回泰國去品嚐泰國食物。 | 1 | 2 | 3 | 4 | 5 |
| 7. 我會積極的向家人朋友推薦泰國的烹飪經驗。 | 1 | 2 | 3 | 4 | 5 |
| 8. 我想嘗試其他類型的泰國食物。 | 1 | 2 | 3 | 4 | 5 |
| 9. 我會把泰國當成我清單中最佳美食的國家。 | 1 | 2 | 3 | 4 | 5 |
| 10. 我會鼓勵我的家人和朋友訪問泰國。(根據飲食的經驗) | 1 | 2 | 3 | 4 | 5 |
| 11. 我會極力推薦泰國食物給別人。 | 1 | 2 | 3 | 4 | 5 |
| 12. 泰國是很好的美食天堂。 | 1 | 2 | 3 | 4 | 5 |

第五部分

本部分包括 4 個關於到泰國旅遊意向的問題，請您認真考慮，並在每個項目後面適當的數字上畫圈，表明您同意或不同意的程度。5 為“非常同意”，1 為“非常不同意”。

| 重遊意願 | 非常不同意 | 不同意 | 普通 | 同意 | 非常同意 |
|-----------------------|-------|-----|----|----|------|
| 1. 我願意在未來 2 年內再次訪問泰國。 | 1 | 2 | 3 | 4 | 5 |
| 2. 我計劃在未來 2 年內再次訪問泰國。 | 1 | 2 | 3 | 4 | 5 |
| 3. 我想在未來 2 年內再次訪問泰國。 | 1 | 2 | 3 | 4 | 5 |
| 4. 我可以在未來 2 年內再次訪問泰國。 | 1 | 2 | 3 | 4 | 5 |

問卷到此全部結束，再次感謝您的參與協助！

