FOOD TOURISM IN THAILAND:
Consumer behaviors of foreign tourists in Thailand on Thai food

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Summary

The importance of the tourism industry to Thailand's economy is indicated by substantial portion of Thailand's Gross Domestic Product from the tourism industry [1][2] [3][4]. Thailand is aware of the intensified competitions in global tourism market, especially from its neighboring countries. One of Thailand's current focuses is food tourism, which is one of various types of tourism with special interests or themes with continuing growth [5]. Thailand has utilized its global reputation of Thai food to promote its tourism, both directly and indirectly.

This study is about food tourism in Thailand, with a focus on consumer behaviors of foreign tourists in Thailand with regards on Thai food. This study aimed to make theoretical and practical contributions: by improving the understanding of consumer behaviors of foreign tourists and categorizing the profiles of potential customers for food tourism by using a case study of foreign tourists in Thailand: and providing guidelines to various parties in Thailand's tourism industry to utilize the findings and make strategic plans specifically on Thai food and related services.

Accordingly, the research questions in this study were designed to find out: 1) What is the relationship between demographic background, attitudes and behaviors regarding food in general, behaviors regarding visiting Thailand in general, and behavior regarding Thai food specifically when they visit Thailand; 2) What is the relationship between foreign tourists experience and motivation, regarding Thai food when they visit Thailand; 3) Based on Marketing Mix theory, what are the factors that drive overall satisfaction on Thai food, and lastly; 4) What is the relationship between foreign tourists' satisfaction and their future action regarding Thai tourism specifically?

Primary data were collected quantitatively and qualitatively. Questionnaire, a quantitative manner, was a major source of information that derived meaningful findings from statistical analyses. Interviews, a qualitative method, were minor but rather supportive information to quantitative data. Among 2,500 foreign tourists being approached for their participation, only 461 tourists willingly agreed to complete the questionnaire and five tourists to the interviews.

After intensive analyses and interviews, all research questions were answered. To answer the first research question, fundamental understandings of foreign tourists are addressed. There are relationships that existed among a foreign tourist's demographic background, attitudes and behaviors regarding food in general, behaviors regarding visiting Thailand in general, and behavior regarding Thai food specifically when they visit Thailand. However, only particular relationships are significant and can be employed for additional application.

To answer the second research question, the relationships between experiences and motivations regarding Thai food are addressed. The finding of the study proves that there are positive relationships between them, meaning that positive experience with Thai food creates higher motivation to eat Thai food. Despite the existing relationship, the same level of experience produces different levels of motivation of Thai food in Thailand and after leaving Thailand. The level of motivation to eat Thai food in Thailand for the first time is higher than motivation to eat Thai food after the foreign tourists leave Thailand, providing the same level of experience.

To answer the third research question, the relationships between foreign tourists' overall satisfaction on Thai food and factors, based on marketing mix theory, that influence such satisfaction are addressed. All relationships were, initially, hypnotized to create a positive influence. The finding of the study proves that there are one-to-one relationships between them, meaning that each factor influences on the level of foreign tourists' overall satisfaction. However, when considering all factors against one another, only selected factors have such influence and, surprisingly, negative influence exists. The seven factors, which are (1) overall reasonable price, (2) delicious good test, (3) good atmosphere, (4) information support within Thailand, (5) special offering with purchase, (6) food safety, (7) good scent, odor, smell, have positive influence, while one factor, which is free additional

product/service with purchase, has negative influence to <u>overall satisfaction</u>.

To answer the last research question, the relationship between foreign tourists' likeliness to take future action on tourism in Thailand and factors, based on marketing mix theory, that influence such actions are addressed. All relationships, initially, were hypnotized to create a positive influence. The finding of the study proves that there are one-to-one relationships between them, meaning that each factor influences on the level of foreign tourists' likeliness to revisit Thailand and recommend friends to visit Thailand for Thai food. However, when considering all factors against one another, only selected factors have such influence and, surprisingly, negative influence exists. The nine factors, which are (1) food safety, (2) quality of Thai food, (3) sufficient information for local food and drink, (4) presenting special exciting cooking method, (5) quality, freshness of ingredient, (6) good scent, odor, smell, (7) quality, freshness of ingredient, (8) good for health, and (9) recognizable name, have positive influence, while two factors, which are (1) attractive presentation, appearance and (2) unique cultural experience, have negative influence to <u>likeliness to revisit Thailand</u>. The five factors, which are (1) delicious, good taste, (2) quality of Thai food, (3) food safety (4) readily available at your convenient time, and (5) good atmosphere, have positive influence to <u>likeliness to recommend friends to visit Thailand</u>.

In conclusion, the study is able to fulfill its initial purposes. The findings reveal the insights and improve the understanding of consumer behaviors of foreign tourists in Thailand with regards on Thai food and Thai tourism. Moreover, the finding of this research can facilitate Thailand's national, regional, provincial, corporate or even individual party to create food-tourism related marketing plan for Thai food in Thailand.

Reference
[1] National Statistical Office (Thailand). "Quarterly Gross Domestic Products", Data update as of 17 Feb 2014.
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[3] Tourism Department, Ministry of Tourism and Sports (Thailand) (2011). "Summary of Foreign Tourists for Year 2005-2010".
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[5] World Tourism Organization (2012). "Global Report on Food Tourism", UNWTO, Madrid, Spain.

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ACKNOWLEDGEMENT

TABLE OF CONTENTS

CHAPTER 1. INTRODUCTION

Section 1.   BACKGROUND OF THIS STUDY

1.1.1. Tourism in Thailand

Thailand is a country located in Indochina peninsula in Southeast Asia. Its neighboring countries are Myanmar, Laos, Cambodia and Malaysia. It has a total area of 510,890 square kilometers, and a population of 65 Million persons [40]. With a tropical climate, weather in Thailand is hot and humid. Thailand weather can be divided into three seasons; hot season, rainy season and cool season. The official language is Thai, with varieties of dialects in geographical regions. The main religion is Buddhism. The capital of Thailand is Bangkok, which is voted as most visited city in the world by international tourists [15]. Thailand's presence in global tourism industry was initially boosted during 1960s from stable political atmosphere, development of air travel in Bangkok, and United States of America's soldier coming for vacation during Vietnam War [31], [23].

Tourism industry has been an important sector for social development and economic growth for both advanced and developing nations [47]. Strong tourism industry enhances job creation, raises national income, and benefits the general competitiveness of economies through infrastructure improvements. All direct, indirect and induced impacts combined; it accounted for 9% of global Gross Domestic Product (GDP) and 9.1% of global jobs [47].

In a global perspective, global international tourist arrivals reached 1,035 million tourists crossing borders in year 2012 while Asia and pacific region alone shared 23% in international tourist arrivals and 30% in international receipts [47]. Thailand shared, as a percentage of Asia and pacific region, 9.6% in term of number of tourists (international tourist arrivals) and 9.3% in term of tourism revenue (international tourism receipts) [47]. Accordingly, Thailand shared 2.2% of the global number of tourists and 2.8% in global tourism revenue in year 2012.

In term of global travel and tourism competitiveness, Thailand ranked at the ninth in Asia Pacific region and 43rd in overall ranking in 2013 [50]. Thailand's position weakened from the previous year, the 41st in year 2011, due to natural disasters and continuing political unrest. Among

1

all indicators stated by World Economic Forum, Thailand's most competitive factors were affinity for travel and tourism (ranked 18th), airport transit infrastructure (ranked 21st), natural resources (ranked in 23rd), price competitiveness (ranked 25th), tourism infrastructure (ranked 31st), prioritization of travel and tourism (ranked 33rd), cultural resources (ranked 36th) [50].

In domestic perspectives, Thailand's Gross Domestic Product (GDP) (at 1988 price) had a compound annual growth rate at 3.01% from year 2005-2013 (Shown in Figure 1). Unidirectional, Thailand's Tourism Receipts in 2013 (tourism revenue) had reached 1,171,651 Million Baht, with compound annual growth rate of 13.75% from year 2005-2013 (Shown in Figure 2). Tourism Receipts had increased its contributions in Thailand's GDP (at current price) (Shown in Figure 3), indicating its importance to Thailand's economies.

Figure 1: Thailand GDP (at 1988 Price)
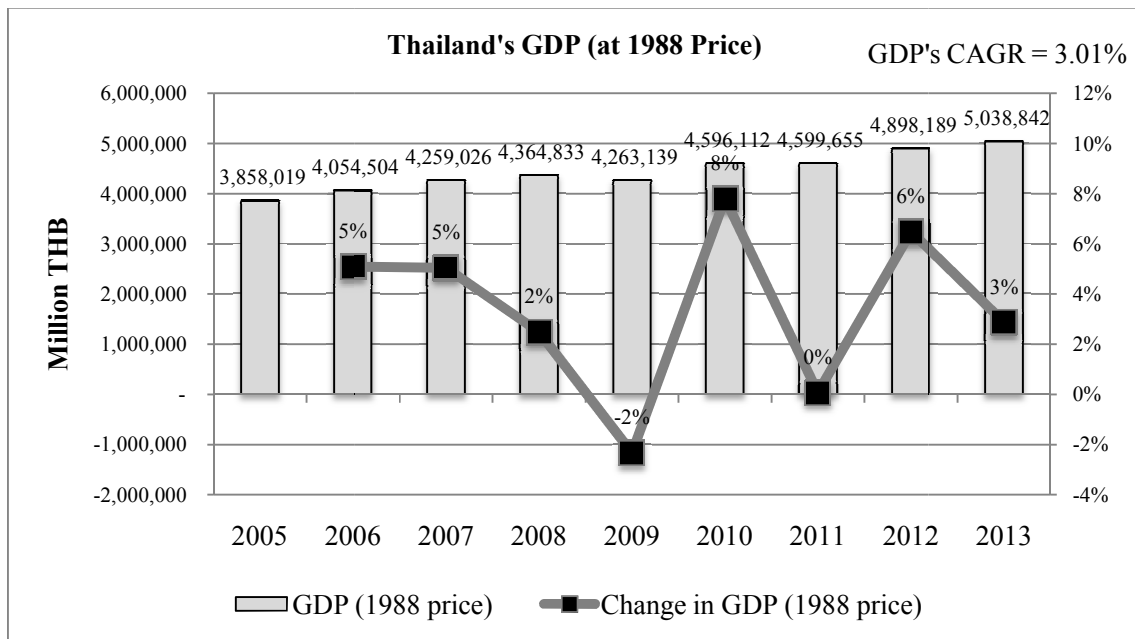
Reference: National Statistical Office (Thailand) [20], Office of the National Economic and Social Development Board (Thailand) [21]

Figure 2: Thailand's Tourism Revenue
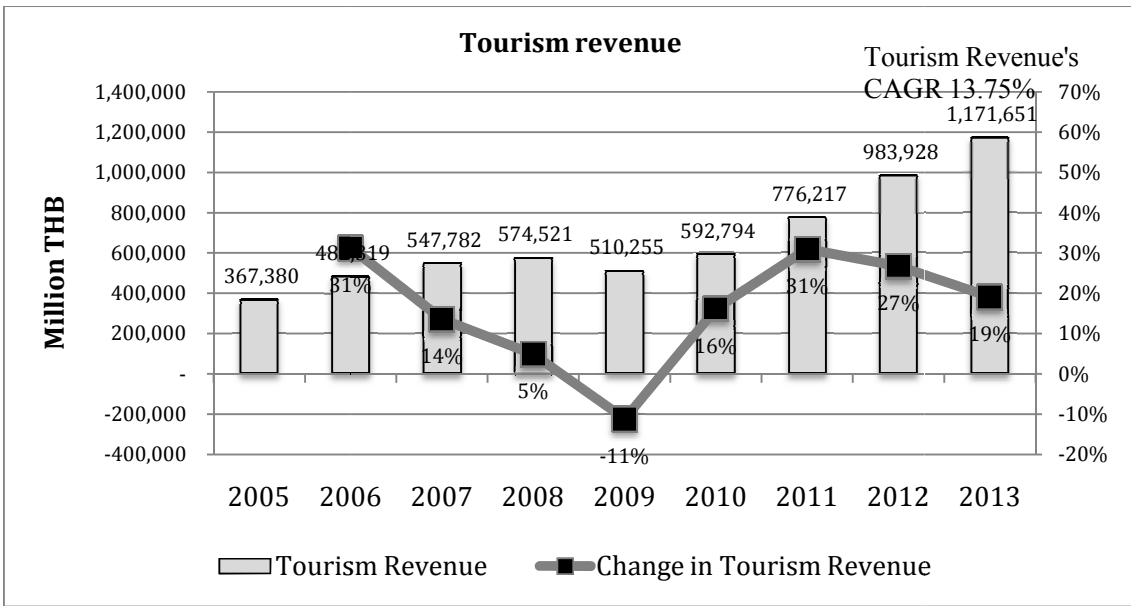
Reference: Tourism Department, Ministry of Tourism and Sports (Thailand) [44], [45]

Figure 3: Thailand's GDP (Current price) and Tourism Receipts
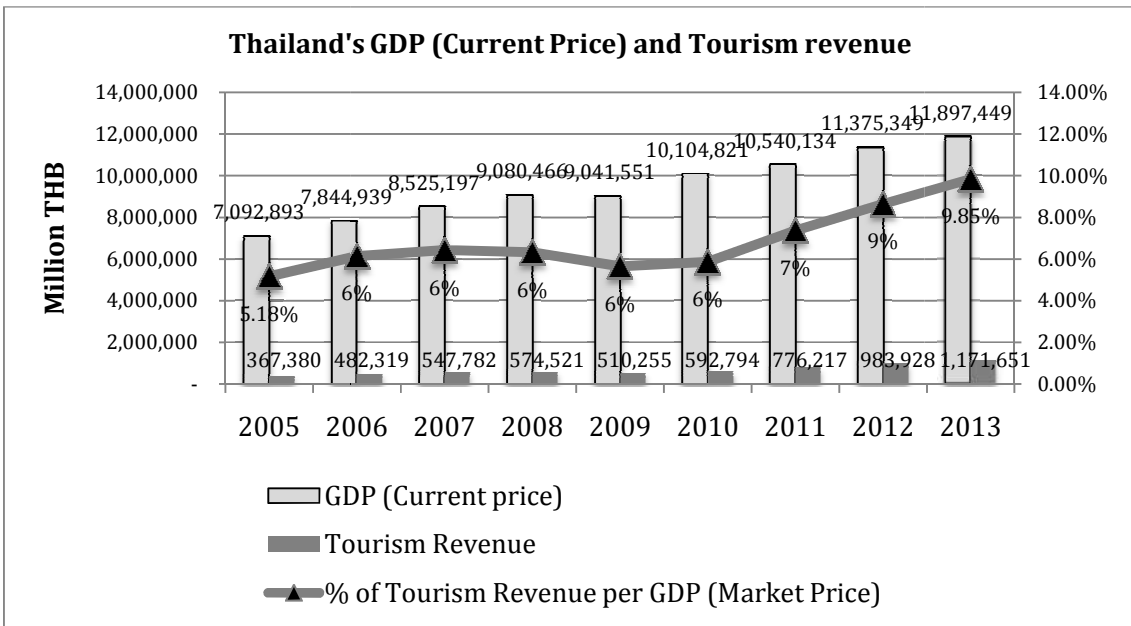
Reference: National Statistical Office (Thailand) [20], Office of the National Economic and Social Development Board (Thailand) [21], Tourism Department, Ministry of Tourism and Sports (Thailand) [44], [45]

The increase in Tourism Receipts was accounted to the continual increase in Thailand's international tourist arrivals. In 2013, Thailand's international tourist arrivals were estimated at 26,735,583 persons [45] with compound annual growth rate of 9.81% from year 2005-2013 (Shown in Figure 4).

Figure 4: International Tourist Arrivals
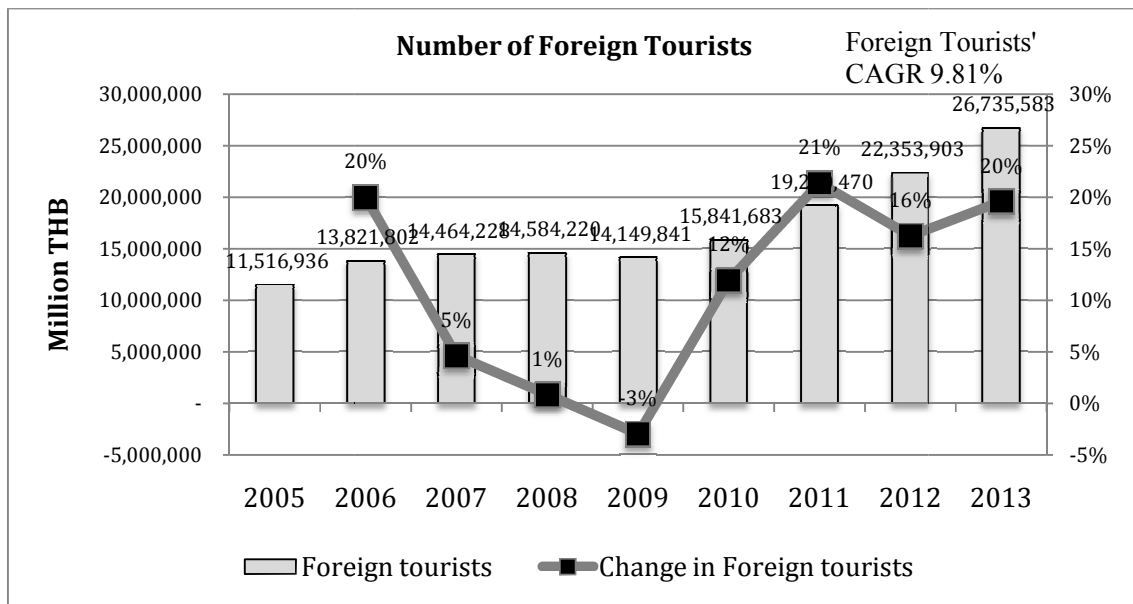
Reference: Tourism Department, Ministry of Tourism and Sports (Thailand) [44], [45]

In classifying the number of foreign tourists in year 2013 by origins [44], [45], tourists from East Asian countries ranked first in term of number of tourist arrivals, following by those from ASEAN and European countries. However, in term of compound annual growth rate from year 2005-2013, tourists from East Asia countries ranked first (at 10.82%), following by ASEAN (10.74%) and South East Asian countries (10.63%).

Table 1: International Tourist Arrivals and Growth

	International Tourist Arrivals (in Million)								
	2005	2006	2007	2008	2009	2010	2011	2012	2013
ASEAN	2.95	3.39	3.52	3.97	3.97	4.42	5.59	6.28	7.38
East Asia	3.45	4.23	4.09	3.63	3.11	3.66	4.75	6.24	8.69
Europe	2.85	3.49	3.91	3.98	4.06	4.34	5.10	5.65	6.31
The Americas	0.83	0.92	0.92	0.91	0.85	0.86	0.95	1.08	1.17
South Asia	0.54	0.63	0.71	0.71	0.83	1.03	1.16	1.29	1.35
Oceania	0.52	0.65	0.76	0.79	0.74	0.81	0.93	1.05	1.04
Middle East	0.29	0.39	0.44	0.46	0.48	0.60	0.60	0.61	0.63
Africa	0.09	0.11	0.12	0.12	0.11	0.13	0.14	0.16	0.16
Total	11.52	13.82	14.46	14.58	14.15	15.84	19.23	22.35	26.74

	Growth								
	2006	2007	2008	2009	2010	2011	2012	2013	CAGR
ASEAN	15%	4%	13%	0%	11%	27%	12%	18%	10.74%
East Asia	23%	-3%	-11%	-14%	18%	30%	31%	39%	10.82%
Europe	23%	12%	2%	2%	7%	18%	11%	12%	9.23%
The Americas	11%	0%	-1%	-6%	0%	11%	14%	8%	3.84%
South Asia	16%	12%	0%	16%	25%	12%	11%	5%	10.63%
Oceania	26%	17%	4%	-7%	10%	15%	12%	-1%	8.10%
Middle East	34%	11%	6%	4%	23%	1%	1%	4%	8.85%
Africa	29%	6%	2%	-6%	13%	9%	13%	5%	7.48%
Total	20%	5%	1%	-3%	12%	21%	16%	20%	9.81%

Reference: Tourism Department, Ministry of Tourism and Sports (Thailand) [44], [45]

In recent years, tourists from European countries contributed most to Thailand's gross tourism receipts [44], [45] following by those from East Asian and ASEAN countries. The growths in both international tourist arrival and tourism receipts increased in the same direction. However, once average tourism revenue per tourist is considered, it appears that foreign tourists from Oceania (Australia, New Zealand, and others) made highest spending per person, following by tourists from American continent and European countries.

Table 2: International tourist arrivals, revenue, and average revenue per person in year 2012-2013

	Arrival (Persons)		Revenue (Million THB)		Avg. Revenue per person		Growth (%)		
	2012	2013	2012	2013	2012	2013	Arrival	Rev	Avg Rev
ASEAN	6,281,153	7,384,631	158,259	187,466	25,196	25,386	18	18	1
East Asia	6,244,061	8,694,332	229,315	325,012	36,725	37,382	39	42	2
Europe	5,650,222	6,307,503	363,708	414,876	64,370	65,775	12	14	2
The Americas	1,083,433	1,170,642	71,397	78,753	65,899	67,273	8	10	2
South Asia	1,286,861	1,346,462	47,076	49,665	36,582	36,886	5	5	1
Oceania	1,046,755	1,040,420	70,155	70,201	67,021	67,474	-1	0	1
Middle East	605,477	627,435	34,921	36,494	57,675	58,164	4	5	1
Africa	155,941	164,158	9,098	9,184	58,345	55,945	5	1	-4
Total	22,353,903	26,735,583	983,928	1,171,651	44,015	43,823	20	19	0

Reference: Tourism Department, Ministry of Tourism and Sports (Thailand) [44], [45]

Thus, it is inevitable that tourism industry plays a significant role to the economic system in Thailand. Thai Government is acknowledged of its importance and has attempted improve infrastructures that enhance travel experience, along with various marketing campaigns to draw and retain foreign tourists to Thailand.

1.1.2. The relationship between food and tourism in Thailand

The story flashed back to about 12 years ago when the first culinary diplomacy initiative was launched in 2002. "The Global Thai" program was the first government-led culinary diplomacy initiative with the intention to build the number of Thai restaurants worldwide [39]. The activities in this campaign included providing loans and training for entrepreneurs seeking to open Thai restaurants overseas, creating the "Thai Select" certification program that encouraged the use of ingredients imported from Thailand, and promoting integration among Thai investors, Thai Airways, and the Tourism Authority of Thailand with Thai restaurants overseas [43].

The attempts to promote Thai cuisines have been conducted consistently. In recent years, Thai Government reemphasized a campaign to promote Thai cuisine internationally by launching

"Thailand: Kitchen of the World." The campaign's goals were to find ways to produce more quality food products, with high food safety and food standards, that would benefit the health of consumers, meet international standards, and be tailor made to meet the needs of the customers [39].

The latest attempt was by launching a separate campaign "Amazing Thai Food" during 2012-2013 [28]. This is a combination of online and offline campaign to specifically promote Thai food and increase understanding of Thai food to foreign tourists [28]. The emphasis of this campaign was on Thai local street food, the food that is readily available at every corner in Thailand. Series of Thai food-related festivals in Thailand were held throughout these two years as main attractions to draw foreign tourists from around the world.

In 2014, without having clearly separated main campaign as in 2012-2013, Tourism of Thailand continues to promote Thai food as part of annual Amazing Thailand campaign. Together with VISA international, Tourism of Thailand organized an exhibition of Thai cuisine and culture known as the "Thailand Splash and Spice Festival" [41] during 10 April – 31 May 2014. The festival showcased the variety and unique flavors of Thai food to visitors, and provided discount and promotional packages in Thailand's major provinces, with attempts to help businesses in travel and tourism industry to make a quick recovery from ongoing political unrest. The campaign included roadshows (in China, Japan, India, Indonesia, Australia, Vietnam), and communication via its website, media events and continuous public relations.

1.1.3. Brief explanation of Thai food

Aside from tourist-friendliness and beautiful sceneries in Thailand, Thai food is well known worldwide. In year 2011, CNNgo.com surveyed online for World's 50 best foods [36] and World's 50 delicious drinks [35]. Four Dishes from Thailand appeared in the list: Massaman curry ranked as the first place, Tom Yum Kung as eighth, Nam Tok Moo as 19th, Som Tum as 46th. Plus, Thai ice tea appeared as 27th in World's 50 most delicious drinks.

Thai food emphasizes on the preparation with strong aroma and tastes. In each dish, it combines at least three out of 5 fundamental tastes: sweet, sour, salty, bitter and spicy. Apart from

the tastes, Thai cuisine is prepared with ingredients that provide medical benefits from fresh herbs and spices. Its common flavors come from garlic, galangal, coriander, shallots, pepper, kaffir lime, chilies, palm sugar, lime, tamarind and coconut milk [48]. A typical Thai meal combines many tastes, textures, and flavors, which aims to create a perfect harmony of tastes and textures, both within each individual dish and throughout the meal as a whole [29]. Also, of course, the meal is never complete without rice, a fundamental component of Thai meal.

Thai food is greatly influenced by both Thai culture and Buddhism, the predominant religion of the country. Thai cultural difference can be obviously distinguished by geographical regions. Since Thai foods are related to Thai culture, the tastes and styles of Thai food also differ by geographic regions. Thai food has varieties of offerings and flavors resulting from regional culture, regional natural condition, and the cultural influence from its neighboring countries [34].

Tourism of Thailand provided classification of Thai food [30] as:

Central region: Due to fertility of the region, food is made with several exotic ingredients and has multifaceted blend of tastes. An emphasis is placed on the taste, the preparation and the presentation of food. Famous dishes from the Central region are Tom Yun Kung, Kaeng Keaw Wan (green curry), Massaman curry and Kanom Jeen Sao Nam. The dishes are usually eaten with normal rice.

Northern region: Northern food is slightly spicy and a little bit sweet. Due to its climate that is colder than other parts of Thailand, the food of the region uses many aromatic spices and animal fat and oil, which make eaters warm and comfortable. Northern Thai people usually eat most of their meals with sticky rice. Famous dishes from the Northern region are Khao Soi, Kaeng Hung Lay, Sai Oua, and Khab Moo and Nam Prik Noom.

North Eastern region: North Eastern uses locally available, fresh ingredients to make simple but spicy flavored food. Its well-known local seasoning is fermented fish ("Pla Ra"), which is a compulsory ingredient for almost every North Eastern dishes. Famous dishes from North Eastern region are Som Tum, Laab Moo, Kaeng Oom and Tom Sab Kai Yang Hed Ruam. The dishes are usually eaten with sticky rice.

Eastern region: Located along the coastline with tropical forest, the Eastern region has a fruitful of herbs and spices, fresh fruits, and fresh seafood. Famous dishes from the Eastern region are Kaeng Moo Chamuang, Sen Chan Phad Poo, Kai Baan Tom Ra Kam and Seafood. The dishes are usually eaten with normal rice.

Southern region: Southern food has spicy flavor from curry paste, seasonings and herbs, and strong aroma. It also has an abundance of fresh seafood. Famous dishes from the Southern region are Kaeng Tai Pla, Pla Kra Bok Tod Khamin, Khao Yum, Kaeng Leung and Pla Tu Tom Khem. The dishes are usually eaten with normal rice.

Section 2.   OVERVIEW OF THIS STUDY

1.2.1.   Statement of the problem

Tourism is a leisure activity enjoyed globally. Different kinds of tourism, such as ecotourism, cultural, sports, health, etc., produce different kinds of experience [13]. One of constantly growing interests of tourism segments is food tourists [52].

Food is considered as a vital component of tourism experience, together with climate, accommodation, and scenery [1]. Food tourism involves food and eating experience when a person travels. Food tourism is considered a subset of cultural tourism, as cuisine is a manifestation of culture [49].

Individuals have different preferences; thus, their participation and contentment from the food aspect in tourism vary correspondingly. When travelling abroad, some travelers prefer to try local foods, while some are reluctant to and select food option that they are acquainted with. Even though they are exposed to similar activity or dine in the same places, foreign tourists obtain different experience and their levels of satisfaction vary.

Thus, the purpose of this study is to understand the consumer behaviors of foreign tourists, regarding their demographic background, attitudes, experience, motivation, behaviors, and

satisfactions on local food (both food and beverage) by using a case study of foreign tourists in Thailand.

1.2.2. Objective of the study

There were three objectives of the study:

1. Understand foreign tourists by examining the relationship between (1) demographic background, (2) attitudes and behaviors regarding food in general, (3) behaviors regarding visiting Thailand in general, and (4) behavior regarding Thai food specifically when they visit Thailand.

2. Understand the relationship between foreign tourists' experience and motivation, regarding Thai food.

3. Identify the factors that drive foreign tourists' satisfaction on Thai food, and understand the relationship between their satisfaction and future action regarding Thai tourism specifically.

1.2.3. Research questions

Based on the above objectives, research questions were developed as:

1. What is the relationship between (1) demographic background, (2) attitudes and behaviors regarding food in general, (3) behaviors regarding visiting Thailand in general, and (4) behavior regarding Thai food specifically when they visit Thailand?

2. What is the relationship between foreign tourists experience and motivation, regarding Thai food when they visit Thailand?

3. What factors of Thai food that drive overall satisfaction?

4. What is the relationship between foreign tourists' satisfaction and their future action regarding Thai tourism specifically?

1.2.4. Significance of the study

This study focuses on analyzing consumer behaviors and their satisfactions of foreign tourists in Thailand. Since there are few studies so far with a specific focus on foreign tourists in Thailand, this study aims to make two contributions in tourism and marketing aspects.

The first contribution is to improve understanding of foreign tourists' consumer behaviors. The behavior analysis assists in categorizing the profiles of potential customers for food tourism, not only for Thailand but also for other countries, based on their demography and their food-related behaviors in general. This is a theoretical benefit of this study.

The second contribution, the main purpose of this study, is to assist various parties in Thailand's tourism industry. Those parties, such as government agencies, hospitality and tourism entrepreneurs and business operators, are able to utilize the findings and make strategic plans specifically on Thai food and related services. The findings facilitate Thailand's government agencies, such as Tourism Authority of Thailand (TAT), to craft an integrated marketing communication plan, with specific focuses, in order to promote food tourism industry to foreign tourists. Local business operators can also use the findings and apply with their marketing plans to promote their food-tourism-related products and services with aims to yield utmost satisfactions among their foreign customers. This is a practical or managerial benefit of this study.

1.2.5. Definition of terms

Tourism: the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes [51].

Tourist: A visitor (domestic, inbound or outbound) whose his/her trip includes an overnight stay [53].

Foreign Tourist: A person visiting another country, rather than the one that he/she usually resides in, and stays at least 24 hours [32]. His/her purpose of visit is among leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage [33].

Food tourism: Tourism activities of tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy [52].

Thai food: Foods and beverages that are known to originate and belong to Thailand. It does not matter whether it is produced within Thailand or not. It is delivered to customers whose consumption may occur either in Thailand or not.

Satisfaction: Consumer's fulfillment response, based on judgment whether a product or service feature, or the product or service itself, provides (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment [22].

1.2.6. Structure of the thesis

This thesis dissertation is composed of 5 chapters. Chapter one features the current states of tourism industry in Thailand, the focuses of the study and the objectives of the research. Chapter two provides the literature review in order to construct the theoretical background for the data analysis. Chapter three states the research approaches and methodologies for the study. Chapter four presents the findings of consumer behaviors of foreign tourists in Thailand on Thai food. Chapter five, the last chapter, concludes the study and provides recommendations academically and practically.

CHAPTER 2. LITERATURE REVIEW

This chapter focuses on the review of related literature in tourism, food tourism and marketing. In addition, each of the theories and frameworks used in the model of the study is reviewed for further clarification and understanding.

Section 1. DEFINITION OF TOURISM AND CLASSIFICATION OF TOURISTS

Tourism has various definitions given by many parties. Goeldner and Ritchie [7] defined tourism as "a composite of activities, services, and industries that deliver a travel experience and serve the needs and wants of travelers. It composes of transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home."

A conceptualized definition is given by United Nations World Tourism Organization (UNWTO), which is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. UNWTO officially defines tourism [51] as "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."

UNWTO classifies tourisms into 4 types [51], which are:

1. International tourism

    1.1. Inbound tourism: visits to a country by nonresidents

    1.2. Outbound tourism: visits by residents of a country to another country

2. Internal tourism: visits by residents and nonresidents of the country of reference

3. Domestic tourism: visits by residents of a country to their own country

4. National tourism: internal tourism plus outbound tourism

Moreover, UNWTO provides the basis glossary for understanding frequently used tourism-related terms [53] as:

"*Travel* refers to the activity of travelers. A *traveler* is someone who moves between different geographic locations, for any purpose and any duration. The *visitor* is a particular type of

traveler and consequently tourism is a subset of travel."

"A ***trip*** refers to the travel by a person from the time of departure from his/her usual residence until he/she returns: it thus refers to a round trip. Trips taken by visitors are tourism trips."

"A ***visitor*** is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a ***tourist*** (or overnight visitor), if his/her trip includes an overnight stay, or as a ***same-day visitor*** (or excursionist) otherwise."

"The ***usual environment*** of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines."

Section 2. SECTION 2. WHY A PERSON DECIDES TO TRAVEL

2.2.1. Consumer Behavior

In order to understand a traveler, a study of consumer behavior arises to attention. The official definition of consumer behavior given by Belch [2] is "the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires."

Solomon [42] defined consumer behavior as "a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires."

Hudson classified seven key factors influencing a consumer's behavior [10], which is shown in Figure 5.

Figure 5: Factors influencing consumer behaviors
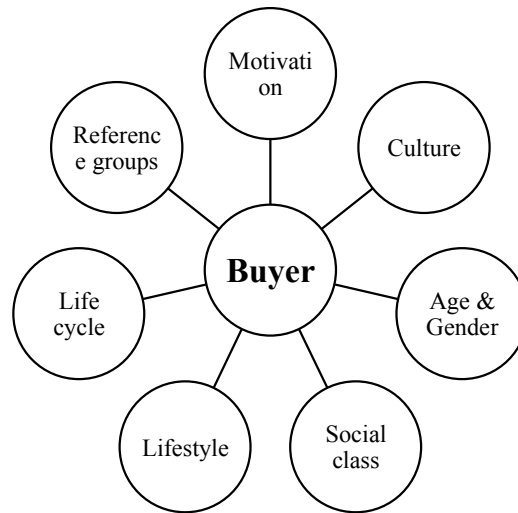
Reference: Hudson, Simon (2009). "Tourism and Hospitality Marketing: A Global Perspective", SAGE Publications Ltd.

The seven key factors influencing a consumer's behavior [10] are:

1. Motivations: inner drives that cause people to take action to satisfy their needs.

2. Culture: norms, beliefs and rituals that are unique to each person and influence how we live, communicate, and think about certain things.

3. Age and Gender

4. Social Class: the position that a person occupies within society, and it is determined by such factors as income, wealth, education, occupation, family prestige, value of home and neighborhood.

5. Lifestyle: the way people allocate time, energy and money.

6. Life Cycle: the stages through which families might pass as they mature

7. Reference group: family, college, workplace or religious group, which set a tone as to how we should behave morally in society.

Motivation is often seen as a major determinant of consumer behavior, but cultural, personal, and social influences will also have an important effect on consumer purchases [10].

2.2.2. Motivation to travel

Maslow's hierarchy of needs [14] is a theory in psychology that describes the pattern that human motivations generally move through. The needs compose of physiological need, safety need, belongingness and love need, esteem need, self-actualization and self-transcendence need. Maslow's theory suggests that the most basic level of needs must be met before the individual will strongly desire (or focus motivation upon) the secondary or higher level needs [14]. Figure 6 shows Maslow's hierarchy of needs.

Figure 6: Maslow's hierarchy of needs

Reference: Maslow, A.H. (1943). "A theory of human motivation", Psychological Review, 50(4),
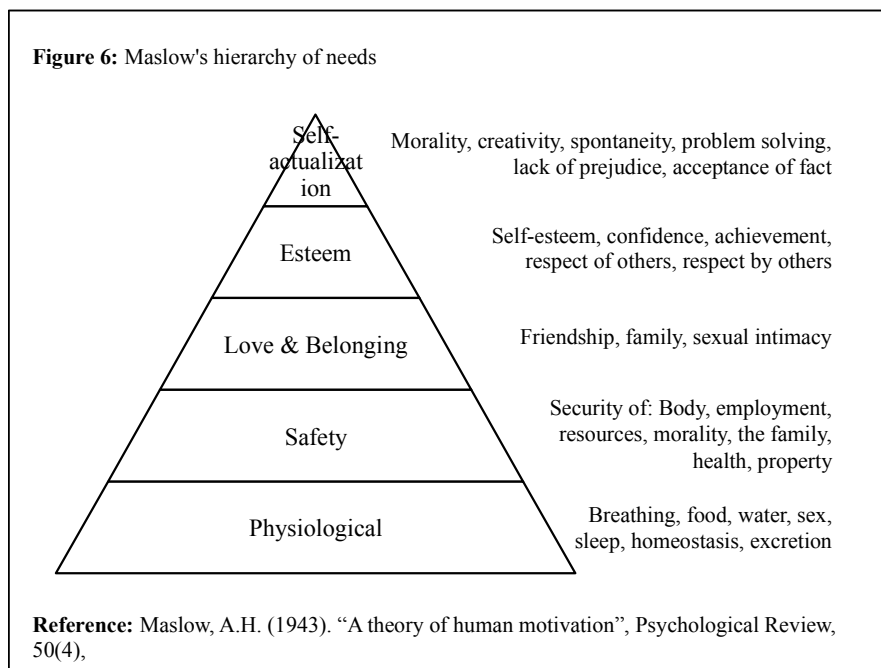
Maslow's model is often portrayed in the form of a pyramid. The base levels are identified at the larger sections in the pyramid, while the higher-level needs reside towards the apex of the pyramid. The implication is that the higher level of development, the lesser number of people who can fulfill and eventually reach up.

For tourism specifically, there are numbers of theories on the motivation of travelers having been developed further from Maslow's hierarchy of needs. One of the theories that are linked to Maslow's theory is Dann's pull factors theory (motivational factors) in tourist motivation factors [3]. There are basically two factors in decision to travel: push and pull factors. The push factors are related to the desires to go on a vacation, while the pull factors are related to the choice of destination.

Dann further explained the push factors and disclosed two reasons people travel to other places [3]. The first reason is anomie, which is the isolation from the daily life in order to become socially interactive. The second reason is ego-enhancement, which is the need to be recognized by others and gain higher status as a result of travel experiences.

McIntosh, Goeldner and Ritchie [18] suggested that there are four categories of tourist motivation, which is shown in Figure 7:

Figure 7: Four categories of tourist motivation

Physical motivators	Cultural motivators	Interpersonal motivators	Status & Prestige motivators
• Thrill seeking • Escape from routine • Sensory seeking • Health concern	• Cultural exploration	• Togetherness	• Prestige seeking

Reference: McIntosh, R. W., Goeldner, C. R., and Ritchie, J. R. (1995). "Tourism principles, Practices, philosophies", 7th edition, New York: Wiley.

1. Physical motivators: the desire to reduce tension and refresh the body and mind, usually through physical activities.

2. Cultural motivators: the desire to know and learn more about other cultures and the local inhabitants.

3. Interpersonal motivators: the desire to either establish or maintain personal relationship with familiar parties, or to escape from the routine relationships with familiar parties

4. Status and prestige motivators: the desire for recognition and attention from the others to boost their own ego. This also includes to personal development in relation to the pursuit of hobbies and education.

2.2.3. Decision making process

John Dewey was the first to introduce consumer's buying process in 1910 [4] Dewey explained that consumer moves through a number of stages leading up to a purchase. Figure 8 outlines these stages in consequence.

Figure 8: The consumer's buying process

Reference: Dewey, John (2007). "How we think", New York: Cosimo
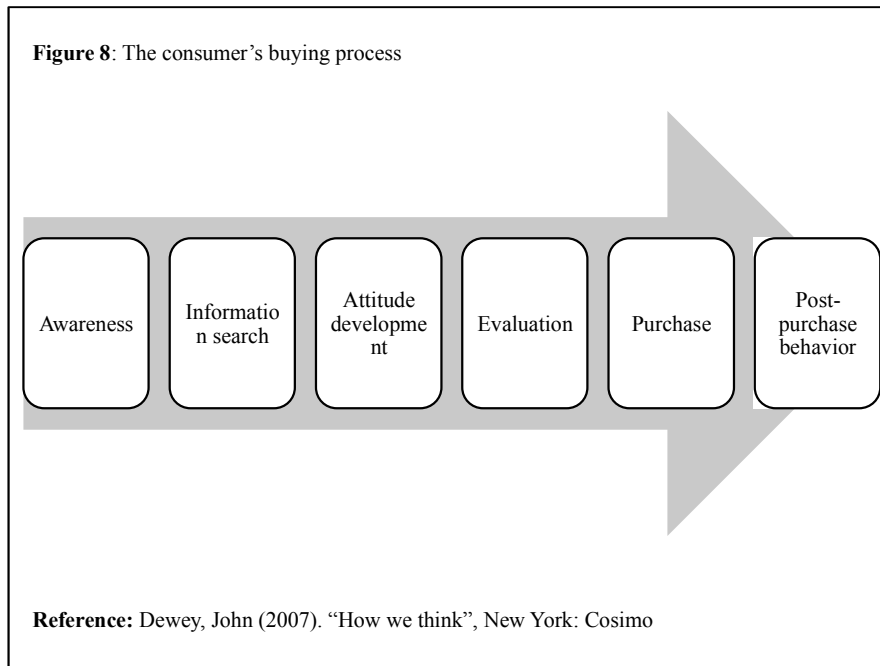
1. Awareness: the process begins with awareness, a stage that may be initiated by internal and external stimuli (such as promotional activities, word of mouth, or informational search both online and offline).

2. Information search: a consumer obtains more information about product/service after he/she is aware of his/her needs or problems.

3. Attitude development: the information that a consumer obtains will form an attitude, reinforce exiting attitudes, or even change an attitude toward the product/service.

4. Evaluation: a consumer makes more detailed comparisons in order to evaluate product/service on the basis of its attributes whether it is able to deliver the benefits that a buyer is seeking.

5. Purchase: a consumer makes a purchase of a product/service.

6. Post-purchase behavior: a consumer compares a product/service with his/her previous expectations and decide whether he/she is satisfied with the product/service or not.

A tourist's buying process is often regarded as similar to buying process for other products and services. A tourist performs these stages when they make decisions on their travel. Mathieson and Wall [16] used Dewey's consumer's buying process as a basis to develop a five-stage model of travel buying behavior, which is shown in Figure 9.

Figure 9: Travel-buying behavior model

Felt need/ travel desire

Information collection and evaluation image

Travel decision (choice between alternatives)

Travel preparation and travel experience

Travel satisfaction outcome and evaluation

Reference: Rai, Alok Kumar (2012). "Customer Relationship Management: Concepts and cases", Edition 2, PHI Learning Pvt. Ltd.
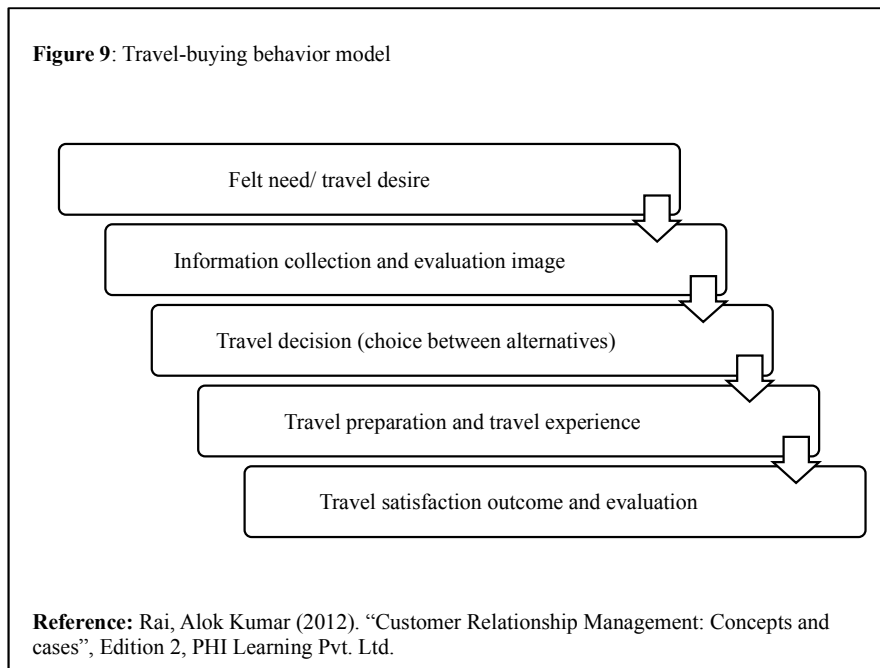
2.2.4. Satisfaction theory

Oliver [22] defined satisfaction as "the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment."

Rai [26] mentioned that "customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction varies from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables, which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products."

Fornell [6] defined satisfaction as "an overall evaluation dependent on the total purchase and consumption experience of the target product or services performance compared with repurchase expectations overtime." Zeithmal and Bitner [55] believed that the extent of satisfaction depends on service quality, product quality, price, image and personal factors.

Fornell [6] examined 27 different businesses and found the loyal customers were not necessarily satisfied customers, but satisfied customers tended to be loyal customers. Jones and Sasser [12] said that completely satisfied customers were much more loyal than satisfied customers and any drop in total satisfaction result in major drop in loyalty.

Section 3.   FOOD TOURISM

2.3.1. Definition of food tourism

Food tourism, along with other synonyms that express the relation between food and tourism such as gastronomic tourism, culinary tourism or gourmet tourism, has grown considerably and has become one of the most dynamic and creative segments of tourism. [52]

Hall and Sharples (2003) gave a definition of food tourism as [8] "An experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food."

UNWTO explained that "the experience of gastronomic tourism is an experiential journey that is related to a particular lifestyle that includes (1) experimentation, (2) learning from different cultures, (3) the acquisition of knowledge and understanding of the qualities or attributes related to tourism products, as well as culinary specialties produced in that region through its consumption. A gastronomic tourist is visitor's main reason or motivation, or at least a particular reason, to travel for visitors to a particular destination. Therefore, gastronomic tourism applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy" [52].

According to Ignatov and Smith [11], culinary tourism may be defined as "tourism trips

during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools) represent a significant motivation or activity"

Hall classified food tourists based on their level of interest and involvement in local food cuisine at travel destinations into four categories [9]. The four categories of food tourists are: (1) Gastronomes: High interest and involvement (2) Indigenous Foodies: High/ Moderate interest and involvement (3) Tourist Foodies: Moderate/ Low interest and involvement, and (4) Familiar Foodies: Low interest and involvement

2.3.2. Food tourism as destination attraction

The cuisine of the destination is an aspect of utmost importance in the quality of the holiday experience, said UNWTO [52]. As over a third of tourist spending is devoted to food [25], gastronomic tourism is developed as a new tourism product. [52].

The uniqueness of the cuisine of the destination has become the major factor that makes the destination popular and attractive, and it also enhances the country's image of its cuisine culture. [46]

Section 4.   THEORETICAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESIS

Based on afore-mentioned theatrical concepts, three propositions of this study are stated as follows:

Proposition P1:

Foreign tourists with interests in Thai food can be classified based on their demographic and behavioral backgrounds.

Proposition P2:

Experience with Thai food encouragingly drives motivation to repeat consumption for Thai food.

Proposition P3:

The satisfactions on specific factors, identified based on Marketing Mix theory, have a positive impact on foreign tourists 's overall satisfaction and future action on food tourism.

Section 5.   TYPOLOGY OF TOURISTS

Researchers have tried to explain tourist recreational behaviors based on classification of tourists. On of the most widely accepted and cited academically is Stanley Plog' model. Stanley Plog developed a model "Typologies of Tourists" [24] to explain tourist behaviors based on typologies of the tourists. According to Plog, travelers may be classified as 'Allocentrics' or 'Psychometrics'. Allocentric travelers tend to prefer exotic destinations, unstructured vacations rather than packaged tours, and more involvement with local cultures. While on the other hand, Psychocentric travelers tend to prefer familiar destinations, packaged tours, and 'touristy' areas. Later, Plog changed the terms from 'allocentrics' to be 'venturers' and 'psychocentrics' to be 'dependables' for ease of understanding.

Figure 10 shows the typologies of tourist (under both the old and new defined terms) with application to a normal population curve.

Figure 10: Plog's Psychographic Personality Types: Current versus [Previous]

Reference: Plog, Stanley C. (1974) "Why destination areas rise and fall in popularity, Cornet Hotel and Restaurant Quarterly" and (2002). "The power of psychographics and the concept of venturesomeness", Journal of Travel Research, 40, pp. 244-251
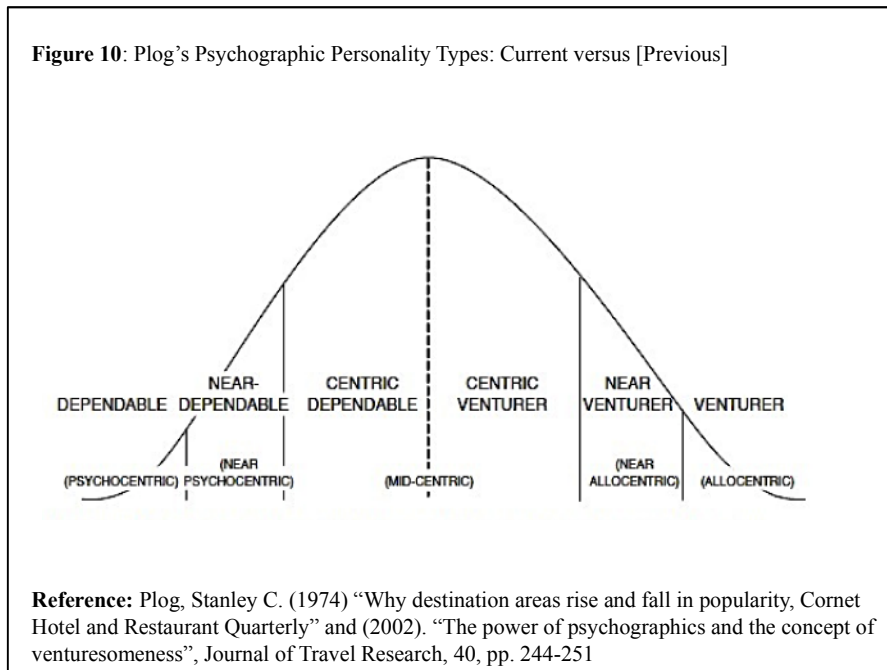
Travelers who are absolute psychocentric/dependable or allocentric/venturer are small in numbers. Most travelers tend to be in the middle, their travel behaviors are adjustable under difference motivation and occasions.

Hypothesis Group01

There is a relationship between foreign tourists' demographic backgrounds. The focus is on what demographic backgrounds that drive decision on how many leisure travel per year and how many day for leisure travel. Hypothesis01 through Hypothesis12 are under this group. Please refer to Table 4 for details.

Hypothesis Group02

There is a relationship between foreign tourists' demographic backgrounds and their usual food tourism-related behaviors. Hypothesis13 through Hypothesis100 are under this group. Please refer to Table 4 for details.

Hypothesis Group03

There is a relationship between foreign tourists' demographic backgrounds and their specific food tourism-related background on Thai food. Hypothesis101 through Hypothesis124 are under this group. Please refer to Table 4 for details.

Hypothesis Group04

There is a relationship between foreign tourists' usual food tourism-related behaviors and their specific food tourism-related background on Thai food. Hypothesis125 through Hypothesis157 are under this group. Please refer to Table 4 for details.

Section 6.   FOOD AND TOURISM AND THE STAGE OF TRAVEL EXPERIENCE

Hall [9] discussed the role of food and tourism during the 5 stages of travel as: pre-visit, travel to the destination, at destination, travel from the destination and post visits. Table 3 show each stage of travel, along with food and wine experience and its opportunity.

Table 3: Food and tourism and the stage of the travel experience

Stage of travel	Food/wine experience	Opportunity
1. Pre-visit (eating at home and in restaurants prior to trip)	Food from the region is consumed at home, prior to traveling. 'Kitchen table travel' in anticipation of the travel experience. Eating out becomes a form of vicarious exploration of the destination	Distribution of produce and associated branding in tourist generating areas
2. Travel to the destination	Encountered en route	On an airline or train
3. At destination (the main focus of gastronomic tourism.)	Culinary and tasting experiences at the destination	Creation of a positive culinary and tourism experience
4. Travel from the destination	Encountered en route	On an airline or train, as well as consumption of a product bought on a destination
5. Post-visit (eating at home and in restaurants after trip)	Experience of the food and cuisine from the destination at home and while eating out after returning from the destination. Each culinary experience is an opportunity to reinforce recollections of experiences at the destination, particularly in a social setting with friends. Every smell and taste has the power to reinforce and recreate memories of the destination experience	Distribution at visitor's place of origin. Direct and relationship marketing opportunities to continue purchase of destination foods and influence future consumption and travel behavior. In the best case the visitor become a brand ambassador for the region food and tourism.

Reference: Hall, Michael C. (2012). "Boosting Food and Tourism-Related Regional Economic Development. Food and the Tourism Experience, The OECD-Korea Workshop. OECD, 2012", Print. OECD Studies in Tourism

Hypothesis Group05

There is a relationship between foreign tourists' background of this trip in Thailand and their specific food tourism-related background on Thai food. Hypothesis158 through Hypothesis187 are under this group. Please refer to Table 4 for details.

Hypothesis Group06

There is a difference between foreign tourists' experience with Thai food outside Thailand and their experience with Thai food in Thailand. Hypothesis188 is under this group. Please refer to Table 4 for details.

Hypothesis Group07

There is a difference between foreign tourists' motivation before having Thai food in Thailand and their motivation after having Thai food in Thailand. Hypothesis189 is under this group. Please refer to Table 4 for details.

Hypothesis Group08

There is a relationship between foreign tourists' prior experience with Thai food and their motivation on Thai food. Hypothesis190 through Hypothesis191 are under this group. Please refer to Table 4 for details.

Hypothesis Group09

Foreign tourists' motivation on Thai food can be determined by their prior experience on Thai food. Hypothesis192 through Hypothesis193 are under this group. Please refer to Table 4 for details.

Section 7.   MARKETING MIX

The most fundamental concept of marketing, the marketing mix, proposed by McCarthy [17], is one of mostly used marketing frameworks for determining a product or brand's offerings that will suit consumers' needs. Marketing mix composes the four elements, usually regarded as four P's: price, product, promotion, and place.

1. Product [5]: the specifications of the actual goods or services, and how it relates to the end-user's needs and wants. Product is considered as the value being delivered to the customers. Value can be delivered through physical product itself, brand name, company reputation, pre-sale education provided by salespeople, post-sale technical support, repair service, financing plans, convenient availability, word-of-mouth reference, reputation of purchase place, etc.

Tourism product [38] consists of a combination of tangible and intangible elements. Since the potential customers "buy" the product before they actually "acquire" the product, purchasing decision made by the tourists is based on the promise of the product, that is established by what they see in the promotional material (i.e. package itinerary, menu)

2. Price [5]: the amount that a customer pays for the product. The combination of product, place and promotion determines value perceived by a customer, which is later translated to the price that customer is willing to pay for.

Price of tourism product [38], at a practical level, can be determined by considering the cost of running the business, the willingness to pay by the demand, the prices of the competition and the commission to be provided to resellers (tour operators or other intermediaries). Two frequently used terms in pricing are rack price and net price. Rack prices are the prices published in promotional materials without discounts. Net prices (or net rates), are the rack prices less the commission offered to resellers.

3. Place (distribution) [5]: the market channel that the product gets to the customer. It is not referred as a physical location, but rather a set of mechanism or network via which a product gets in touch with customers. Rangan [27] identified eight generic market channel functions as product information, product customization, product quality assurance, lot size, product assortment, availability, after-sale service, and logistics.

The tourism product [38] is not distributed to the client, but the clients travel to the product. Thus, tourism distribution is related to where service providers distribute the information about the service (trade shows, resellers, webpages, etc.) and physical location where the product is distributed.

4. Promotion [5]: the communication with customers in order to foster their awareness of the product, knowledge about its features, interest in purchasing, likelihood of trying the product and/or repurchase the product This includes any possible way of communications, such as advertising, sales promotion, publicity, PR, direct marketing, digital marketing, sponsorship and personal selling, etc. Effective marketing requires integrated communication methods, not just a single way.

Hypothesis Group10

There is a relationship between foreign tourists' satisfactions on each factor in Marketing Mix on Thai food and their overall satisfaction on Thai food and their likeliness for future action on tourism in Thailand. Hypothesis194 through Hypothesis318 are under this group. Please refer to Table 4 for details.

Hypothesis Group11

Foreign tourists' likeliness for future action on tourism in Thailand can be determined by their overall satisfaction on Thai food. Hypothesis319 through Hypothesis320 are under this group. Please refer to Table 4 for details.

Hypothesis Group12

Foreign tourists' overall satisfaction on Thai food and likeliness for future action on tourism in Thailand can be determined by their satisfactions on each factor in Marketing Mix on Thai food. Hypothesis321 through Hypothesis323 are under this group. Please refer to Table 4 for details.

Table 4: Hypotheses of this research

Please refer to the questionnaire coding presented in Table 5.

Proposition	Group	Number	Hypothesis description
1	1	1	H0: There is no association between "Demography01" and "Behavior07"
1	1	2	H0: There is no association between "Demography01" and "Behavior08"
1	1	3	H0: There is no association between "Demography02" and "Behavior07"
1	1	4	H0: There is no association between "Demography02" and "Behavior08"
1	1	5	H0: There is no association between "Demography03" and "Behavior07"
1	1	6	H0: There is no association between "Demography03" and "Behavior08"
1	1	7	H0: There is no association between "Demography04" and "Behavior07"
1	1	8	H0: There is no association between "Demography04" and "Behavior08"
1	1	9	H0: There is no association between "Demography05" and "Behavior07"
1	1	10	H0: There is no association between "Demography05" and "Behavior08"
1	1	11	H0: There is no association between "Demography06" and "Behavior07"
1	1	12	H0: There is no association between "Demography06" and "Behavior08"
1	2	13	H0: There is no association between "Demography01" and "Behavior01"
1	2	14	H0: There is no association between "Demography01" and "Behavior02"
1	2	15	H0: There is no association between "Demography01" and "Behavior03"
1	2	16	H0: There is no association between "Demography01" and "Behavior04"
1	2	17	H0: There is no association between "Demography01" and "Behavior05"
1	2	18	H0: There is no association between "Demography01" and "Behavior06"
1	2	19	H0: There is no association between "Demography01" and "Behavior07"
1	2	20	H0: There is no association between "Demography01" and "Behavior08"
1	2	21	H0: There is no association between "Demography01" and "Behavior09"
1	2	22	H0: There is no association between "Demography01" and "Behavior10"
1	2	23	H0: There is no association between "Demography01" and "Behavior11"
1	2	24	H0: There is no association between "Demography02" and "Behavior01"
1	2	25	H0: There is no association between "Demography02" and "Behavior02"
1	2	26	H0: There is no association between "Demography02" and "Behavior03"
1	2	27	H0: There is no association between "Demography02" and "Behavior04"
1	2	28	H0: There is no association between "Demography02" and "Behavior05"
1	2	29	H0: There is no association between "Demography02" and "Behavior06"
1	2	30	H0: There is no association between "Demography02" and "Behavior07"
1	2	31	H0: There is no association between "Demography02" and "Behavior08"
1	2	32	H0: There is no association between "Demography02" and "Behavior09"
1	2	33	H0: There is no association between "Demography02" and "Behavior10"
1	2	34	H0: There is no association between "Demography02" and "Behavior11"
1	2	35	H0: There is no association between "Demography03" and "Behavior01"

1	2	36	H0: There is no association between "Demography03" and "Behavior02"
1	2	37	H0: There is no association between "Demography03" and "Behavior03"
1	2	38	H0: There is no association between "Demography03" and "Behavior04"
1	2	39	H0: There is no association between "Demography03" and "Behavior05"
1	2	40	H0: There is no association between "Demography03" and "Behavior06"
1	2	41	H0: There is no association between "Demography03" and "Behavior07"
1	2	42	H0: There is no association between "Demography03" and "Behavior08"
1	2	43	H0: There is no association between "Demography03" and "Behavior09"
1	2	44	H0: There is no association between "Demography03" and "Behavior10"
1	2	45	H0: There is no association between "Demography03" and "Behavior11"
1	2	46	H0: There is no association between "Demography04" and "Behavior01"
1	2	47	H0: There is no association between "Demography04" and "Behavior02"
1	2	48	H0: There is no association between "Demography04" and "Behavior03"
1	2	49	H0: There is no association between "Demography04" and "Behavior04"
1	2	50	H0: There is no association between "Demography04" and "Behavior05"
1	2	51	H0: There is no association between "Demography04" and "Behavior06"
1	2	52	H0: There is no association between "Demography04" and "Behavior07"
1	2	53	H0: There is no association between "Demography04" and "Behavior08"
1	2	54	H0: There is no association between "Demography04" and "Behavior09"
1	2	55	H0: There is no association between "Demography04" and "Behavior10"
1	2	56	H0: There is no association between "Demography04" and "Behavior11"
1	2	57	H0: There is no association between "Demography05" and "Behavior01"
1	2	58	H0: There is no association between "Demography05" and "Behavior02"
1	2	59	H0: There is no association between "Demography05" and "Behavior03"
1	2	60	H0: There is no association between "Demography05" and "Behavior04"
1	2	61	H0: There is no association between "Demography05" and "Behavior05"
1	2	62	H0: There is no association between "Demography05" and "Behavior06"
1	2	63	H0: There is no association between "Demography05" and "Behavior07"
1	2	64	H0: There is no association between "Demography05" and "Behavior08"
1	2	65	H0: There is no association between "Demography05" and "Behavior09"
1	2	66	H0: There is no association between "Demography05" and "Behavior10"
1	2	67	H0: There is no association between "Demography05" and "Behavior11"
1	2	68	H0: There is no association between "Demography06" and "Behavior01"
1	2	69	H0: There is no association between "Demography06" and "Behavior02"
1	2	70	H0: There is no association between "Demography06" and "Behavior03"
1	2	71	H0: There is no association between "Demography06" and "Behavior04"
1	2	72	H0: There is no association between "Demography06" and "Behavior05"
1	2	73	H0: There is no association between "Demography06" and "Behavior06"
1	2	74	H0: There is no association between "Demography06" and "Behavior07"
1	2	75	H0: There is no association between "Demography06" and "Behavior08"
1	2	76	H0: There is no association between "Demography06" and "Behavior09"
1	2	77	H0: There is no association between "Demography06" and "Behavior10"

1	2	78	H0: There is no association between "Demography06" and "Behavior11"
1	2	79	H0: There is no association between "Demography07" and "Behavior01"
1	2	80	H0: There is no association between "Demography07" and "Behavior02"
1	2	81	H0: There is no association between "Demography07" and "Behavior03"
1	2	82	H0: There is no association between "Demography07" and "Behavior04"
1	2	83	H0: There is no association between "Demography07" and "Behavior05"
1	2	84	H0: There is no association between "Demography07" and "Behavior06"
1	2	85	H0: There is no association between "Demography07" and "Behavior07"
1	2	86	H0: There is no association between "Demography07" and "Behavior08"
1	2	87	H0: There is no association between "Demography07" and "Behavior09"
1	2	88	H0: There is no association between "Demography07" and "Behavior10"
1	2	89	H0: There is no association between "Demography07" and "Behavior11"
1	2	90	H0: There is no association between "Demography08" and "Behavior01"
1	2	91	H0: There is no association between "Demography08" and "Behavior02"
1	2	92	H0: There is no association between "Demography08" and "Behavior03"
1	2	93	H0: There is no association between "Demography08" and "Behavior04"
1	2	94	H0: There is no association between "Demography08" and "Behavior05"
1	2	95	H0: There is no association between "Demography08" and "Behavior06"
1	2	96	H0: There is no association between "Demography08" and "Behavior07"
1	2	97	H0: There is no association between "Demography08" and "Behavior08"
1	2	98	H0: There is no association between "Demography08" and "Behavior09"
1	2	99	H0: There is no association between "Demography08" and "Behavior10"
1	2	100	H0: There is no association between "Demography08" and "Behavior11"
1	3	101	H0: There is no association between "Demography01" and "Food01"
1	3	102	H0: There is no association between "Demography01" and "Food04"
1	3	103	H0: There is no association between "Demography01" and "Food05"
1	3	104	H0: There is no association between "Demography02" and "Food01"
1	3	105	H0: There is no association between "Demography02" and "Food04"
1	3	106	H0: There is no association between "Demography02" and "Food05"
1	3	107	H0: There is no association between "Demography03" and "Food01"
1	3	108	H0: There is no association between "Demography03" and "Food04"
1	3	109	H0: There is no association between "Demography03" and "Food05"
1	3	110	H0: There is no association between "Demography04" and "Food01"
1	3	111	H0: There is no association between "Demography04" and "Food04"
1	3	112	H0: There is no association between "Demography04" and "Food05"
1	3	113	H0: There is no association between "Demography05" and "Food01"
1	3	114	H0: There is no association between "Demography05" and "Food04"
1	3	115	H0: There is no association between "Demography05" and "Food05"
1	3	116	H0: There is no association between "Demography06" and "Food01"
1	3	117	H0: There is no association between "Demography06" and "Food04"
1	3	118	H0: There is no association between "Demography06" and "Food05"
1	3	119	H0: There is no association between "Demography07" and "Food01"

1	3	120	H0: There is no association between "Demography07" and "Food04"
1	3	121	H0: There is no association between "Demography07" and "Food05"
1	3	122	H0: There is no association between "Demography08" and "Food01"
1	3	123	H0: There is no association between "Demography08" and "Food04"
1	3	124	H0: There is no association between "Demography08" and "Food05"
1	4	125	H0: There is no association between "Behavior01" and "Food01"
1	4	126	H0: There is no association between "Behavior01" and "Food04"
1	4	127	H0: There is no association between "Behavior01" and "Food05"
1	4	128	H0: There is no association between "Behavior02" and "Food01"
1	4	129	H0: There is no association between "Behavior02" and "Food04"
1	4	130	H0: There is no association between "Behavior02" and "Food05"
1	4	131	H0: There is no association between "Behavior03" and "Food01"
1	4	132	H0: There is no association between "Behavior03" and "Food04"
1	4	133	H0: There is no association between "Behavior03" and "Food05"
1	4	134	H0: There is no association between "Behavior04" and "Food01"
1	4	135	H0: There is no association between "Behavior04" and "Food04"
1	4	136	H0: There is no association between "Behavior04" and "Food05"
1	4	137	H0: There is no association between "Behavior05" and "Food01"
1	4	138	H0: There is no association between "Behavior05" and "Food04"
1	4	139	H0: There is no association between "Behavior05" and "Food05"
1	4	140	H0: There is no association between "Behavior06" and "Food01"
1	4	141	H0: There is no association between "Behavior06" and "Food04"
1	4	142	H0: There is no association between "Behavior06" and "Food05"
1	4	143	H0: There is no association between "Behavior07" and "Food01"
1	4	144	H0: There is no association between "Behavior07" and "Food04"
1	4	145	H0: There is no association between "Behavior07" and "Food05"
1	4	146	H0: There is no association between "Behavior08" and "Food01"
1	4	147	H0: There is no association between "Behavior08" and "Food04"
1	4	148	H0: There is no association between "Behavior08" and "Food05"
1	4	149	H0: There is no association between "Behavior09" and "Food01"
1	4	150	H0: There is no association between "Behavior09" and "Food04"
1	4	151	H0: There is no association between "Behavior09" and "Food05"
1	4	152	H0: There is no association between "Behavior10" and "Food01"
1	4	153	H0: There is no association between "Behavior10" and "Food04"
1	4	154	H0: There is no association between "Behavior10" and "Food05"
1	4	155	H0: There is no association between "Behavior11" and "Food01"
1	4	156	H0: There is no association between "Behavior11" and "Food04"
1	4	157	H0: There is no association between "Behavior11" and "Food05"
1	5	158	H0: There is no association between "Trip01" and "Food01"
1	5	159	H0: There is no association between "Trip01" and "Food04"
1	5	160	H0: There is no association between "Trip01" and "Food05"
1	5	161	H0: There is no association between "Trip02" and "Food01"

1	5	162	H0: There is no association between "Trip02" and "Food04"
1	5	163	H0: There is no association between "Trip02" and "Food05"
1	5	164	H0: There is no association between "Trip03" and "Food01"
1	5	165	H0: There is no association between "Trip03" and "Food04"
1	5	166	H0: There is no association between "Trip03" and "Food05"
1	5	167	H0: There is no association between "Trip04" and "Food01"
1	5	168	H0: There is no association between "Trip04" and "Food04"
1	5	169	H0: There is no association between "Trip04" and "Food05"
1	5	170	H0: There is no association between "Trip05" and "Food01"
1	5	171	H0: There is no association between "Trip05" and "Food04"
1	5	172	H0: There is no association between "Trip05" and "Food05"
1	5	173	H0: There is no association between "Trip06" and "Food01"
1	5	174	H0: There is no association between "Trip06" and "Food04"
1	5	175	H0: There is no association between "Trip06" and "Food05"
1	5	176	H0: There is no association between "Trip07" and "Food01"
1	5	177	H0: There is no association between "Trip07" and "Food04"
1	5	178	H0: There is no association between "Trip07" and "Food05"
1	5	179	H0: There is no association between "Trip08" and "Food01"
1	5	180	H0: There is no association between "Trip08" and "Food04"
1	5	181	H0: There is no association between "Trip08" and "Food05"
1	5	182	H0: There is no association between "Trip09" and "Food01"
1	5	183	H0: There is no association between "Trip09" and "Food04"
1	5	184	H0: There is no association between "Trip09" and "Food05"
1	5	185	H0: There is no association between "Trip10" and "Food01"
1	5	186	H0: There is no association between "Trip10" and "Food04"
1	5	187	H0: There is no association between "Trip10" and "Food05"
2	6	188	H0: U1-U2 = 0, The difference in population medians of the corresponding two variables is zero
2	7	189	H0: U1-U2 = 0, The difference in population medians of the corresponding two variables is zero
2	8	190	H0: $\rho = 0$, There is no correlation between "Food02" and "Food03"
2	8	191	H0: $\rho = 0$, There is no correlation between "Food06" and "Food07"
2	9	192	"Food03" can not be determined by "Food02"
2	9	193	"Food07" can not be determined by "Food06"
3	10	194	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product01"
3	10	195	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product02"
3	10	196	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product03"
3	10	197	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product04"
3	10	198	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product05"
3	10	199	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product06"
3	10	200	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product07"
3	10	201	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product08"
3	10	202	H0: $\rho = 0$, There is no correlation between "Satisfaction" and "Product09"

3	10	203	H0: ρ = 0, There is no correlation between "Satisfaction" and "Product10"
3	10	204	H0: ρ = 0, There is no correlation between "Satisfaction" and "Product11"
3	10	205	H0: ρ = 0, There is no correlation between "Satisfaction" and "Product12"
3	10	206	H0: ρ = 0, There is no correlation between "Satisfaction" and "Product13"
3	10	207	H0: ρ = 0, There is no correlation between "Satisfaction" and "Product14"
3	10	208	H0: ρ = 0, There is no correlation between "Satisfaction" and "Price01"
3	10	209	H0: ρ = 0, There is no correlation between "Satisfaction" and "Price02"
3	10	210	H0: ρ = 0, There is no correlation between "Satisfaction" and "Price03"
3	10	211	H0: ρ = 0, There is no correlation between "Satisfaction" and "Price04"
3	10	212	H0: ρ = 0, There is no correlation between "Satisfaction" and "Price05"
3	10	213	H0: ρ = 0, There is no correlation between "Satisfaction" and "Price06"
3	10	214	H0: ρ = 0, There is no correlation between "Satisfaction" and "Price07"
3	10	215	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place01"
3	10	216	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place02"
3	10	217	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place03"
3	10	218	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place04"
3	10	219	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place05"
3	10	220	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place06"
3	10	221	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place07"
3	10	222	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place08"
3	10	223	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place09"
3	10	224	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place10"
3	10	225	H0: ρ = 0, There is no correlation between "Satisfaction" and "Place11"
3	10	226	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion01"
3	10	227	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion02"
3	10	228	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion03"
3	10	229	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion04"
3	10	230	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion05"
3	10	231	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion06"
3	10	232	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion07"
3	10	233	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion08"
3	10	234	H0: ρ = 0, There is no correlation between "Satisfaction" and "Promotion09"
3	10	235	H0: ρ = 0, There is no correlation between "Visit" and "Product01"
3	10	236	H0: ρ = 0, There is no correlation between "Visit" and "Product02"
3	10	237	H0: ρ = 0, There is no correlation between "Visit" and "Product03"
3	10	238	H0: ρ = 0, There is no correlation between "Visit" and "Product04"
3	10	239	H0: ρ = 0, There is no correlation between "Visit" and "Product05"

3	10	240	H0: ρ = 0, There is no correlation between "Visit" and "Product06"
3	10	241	H0: ρ = 0, There is no correlation between "Visit" and "Product07"
3	10	242	H0: ρ = 0, There is no correlation between "Visit" and "Product08"
3	10	243	H0: ρ = 0, There is no correlation between "Visit" and "Product09"
3	10	244	H0: ρ = 0, There is no correlation between "Visit" and "Product10"
3	10	245	H0: ρ = 0, There is no correlation between "Visit" and "Product11"
3	10	246	H0: ρ = 0, There is no correlation between "Visit" and "Product12"
3	10	247	H0: ρ = 0, There is no correlation between "Visit" and "Product13"
3	10	248	H0: ρ = 0, There is no correlation between "Visit" and "Product14"
3	10	249	H0: ρ = 0, There is no correlation between "Visit" and "Price01"
3	10	250	H0: ρ = 0, There is no correlation between "Visit" and "Price02"
3	10	251	H0: ρ = 0, There is no correlation between "Visit" and "Price03"
3	10	252	H0: ρ = 0, There is no correlation between "Visit" and "Price04"
3	10	253	H0: ρ = 0, There is no correlation between "Visit" and "Price05"
3	10	254	H0: ρ = 0, There is no correlation between "Visit" and "Price06"
3	10	255	H0: ρ = 0, There is no correlation between "Visit" and "Price07"
3	10	256	H0: ρ = 0, There is no correlation between "Visit" and "Place01"
3	10	257	H0: ρ = 0, There is no correlation between "Visit" and "Place02"
3	10	258	H0: ρ = 0, There is no correlation between "Visit" and "Place03"
3	10	259	H0: ρ = 0, There is no correlation between "Visit" and "Place04"
3	10	260	H0: ρ = 0, There is no correlation between "Visit" and "Place05"
3	10	261	H0: ρ = 0, There is no correlation between "Visit" and "Place06"
3	10	262	H0: ρ = 0, There is no correlation between "Visit" and "Place07"
3	10	263	H0: ρ = 0, There is no correlation between "Visit" and "Place08"
3	10	264	H0: ρ = 0, There is no correlation between "Visit" and "Place09"
3	10	265	H0: ρ = 0, There is no correlation between "Visit" and "Place10"
3	10	266	H0: ρ = 0, There is no correlation between "Visit" and "Place11"
3	10	267	H0: ρ = 0, There is no correlation between "Visit" and "Promotion01"
3	10	268	H0: ρ = 0, There is no correlation between "Visit" and "Promotion02"
3	10	269	H0: ρ = 0, There is no correlation between "Visit" and "Promotion03"
3	10	270	H0: ρ = 0, There is no correlation between "Visit" and "Promotion04"
3	10	271	H0: ρ = 0, There is no correlation between "Visit" and "Promotion05"
3	10	272	H0: ρ = 0, There is no correlation between "Visit" and "Promotion06"
3	10	273	H0: ρ = 0, There is no correlation between "Visit" and "Promotion07"
3	10	274	H0: ρ = 0, There is no correlation between "Visit" and "Promotion08"
3	10	275	H0: ρ = 0, There is no correlation between "Visit" and "Promotion09"
3	10	276	H0: ρ = 0, There is no correlation between "Recommend" and "Product01"
3	10	277	H0: ρ = 0, There is no correlation between "Recommend" and "Product02"
3	10	278	H0: ρ = 0, There is no correlation between "Recommend" and "Product03"
3	10	279	H0: ρ = 0, There is no correlation between "Recommend" and "Product04"
3	10	280	H0: ρ = 0, There is no correlation between "Recommend" and "Product05"
3	10	281	H0: ρ = 0, There is no correlation between "Recommend" and "Product06"

3	10	282	H0: ρ = 0, There is no correlation between "Recommend" and "Product07"
3	10	283	H0: ρ = 0, There is no correlation between "Recommend" and "Product08"
3	10	284	H0: ρ = 0, There is no correlation between "Recommend" and "Product09"
3	10	285	H0: ρ = 0, There is no correlation between "Recommend" and "Product10"
3	10	286	H0: ρ = 0, There is no correlation between "Recommend" and "Product11"
3	10	287	H0: ρ = 0, There is no correlation between "Recommend" and "Product12"
3	10	288	H0: ρ = 0, There is no correlation between "Recommend" and "Product13"
3	10	289	H0: ρ = 0, There is no correlation between "Recommend" and "Product14"
3	10	290	H0: ρ = 0, There is no correlation between "Recommend" and "Price01"
3	10	291	H0: ρ = 0, There is no correlation between "Recommend" and "Price02"
3	10	292	H0: ρ = 0, There is no correlation between "Recommend" and "Price03"
3	10	293	H0: ρ = 0, There is no correlation between "Recommend" and "Price04"
3	10	294	H0: ρ = 0, There is no correlation between "Recommend" and "Price05"
3	10	295	H0: ρ = 0, There is no correlation between "Recommend" and "Price06"
3	10	296	H0: ρ = 0, There is no correlation between "Recommend" and "Price07"
3	10	297	H0: ρ = 0, There is no correlation between "Recommend" and "Place01"
3	10	298	H0: ρ = 0, There is no correlation between "Recommend" and "Place02"
3	10	299	H0: ρ = 0, There is no correlation between "Recommend" and "Place03"
3	10	300	H0: ρ = 0, There is no correlation between "Recommend" and "Place04"
3	10	301	H0: ρ = 0, There is no correlation between "Recommend" and "Place05"
3	10	302	H0: ρ = 0, There is no correlation between "Recommend" and "Place06"
3	10	303	H0: ρ = 0, There is no correlation between "Recommend" and "Place07"
3	10	304	H0: ρ = 0, There is no correlation between "Recommend" and "Place08"
3	10	305	H0: ρ = 0, There is no correlation between "Recommend" and "Place09"
3	10	306	H0: ρ = 0, There is no correlation between "Recommend" and "Place10"
3	10	307	H0: ρ = 0, There is no correlation between "Recommend" and "Place11"
3	10	308	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion01"
3	10	309	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion02"
3	10	310	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion03"
3	10	311	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion04"
3	10	312	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion05"
3	10	313	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion06"
3	10	314	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion07"
3	10	315	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion08"
3	10	316	H0: ρ = 0, There is no correlation between "Recommend" and "Promotion09"
3	10	317	H0: ρ = 0, There is no correlation between "Visit" and "Satisfaction"
3	10	318	H0: ρ = 0, There is no correlation between "Recommend" and "Satisfaction"

3	11	319	"Visit" cannot be determined by "Satisfaction"
3	11	320	"Recommend" cannot be determined by "Satisfaction"
3	12	321	"Satisfaction" cannot be determined by factors in Marketing Mix"
3	12	322	"Visit" cannot be determined by factors in Marketing Mix"
3	12	323	"Recommend" cannot be determined by factors in Marketing Mix"

CHAPTER 3. METHODOLOGY

This chapter indicates the methodologies used in this study.

Section 1.   RESEARCH DESIGN

3.1.1. Empirical Setting

This research focuses on the topic of consumer behaviors to attract and retain foreign tourists in Thailand. Foreign tourists in Thailand serve as empirical setting in this research. The research goals are to understand customer behaviors of foreign tourists in Thailand by answering the afore-mentioned (Chapter 1) research questions of

1. What is the relationship between (1) demographic background, (2) attitudes and behaviors regarding food in general, (3) behaviors regarding visiting Thailand in general, and (4) behavior regarding Thai food specifically when they visit Thailand?

2. What is the relationship between foreign tourists experience and motivation, regarding Thai food when they visit Thailand?

3. What factors of Thai food that drive overall satisfaction?

4. What is the relationship between foreign tourists' satisfaction and their future action regarding Thai tourism specifically?

The foreign tourists in Thailand are chosen as empirical settings because foreign tourists are main interest in this research. Like many countries, tourism industry in Thailand is important source of economic development, which is obviously perceptible from its contribution to Thailand's GDP [21] [22] [44] [45]. Recently, Thailand faces more intensified competition from its neighboring countries that have stepped in to compete in tourism industry by opening up their countries to welcome more foreign visitors. Thailand, not neglecting the increased competition, employed many promotional activities to maintain revenues from tourism industry.

Thai Government, along with related official authorities, is aware of the facts that variety of tourism types with special interests or themes have developed. Interests in food tourism have grown significantly, and food tourism has become one of the important segments on tourism industry [52]. Thailand, with its global reputation of Thai food, can seize this opportunity by utilize Thai food in

order to promote tourism in Thailand. Still, there is limited number of studies in consumer behaviors on food tourism in Thailand

 Therefore, this research is designed to gain more understanding of consumer behaviors of foreign tourists in Thailand on food tourism.

3.1.2. Source of Information

In this research, both secondary and primary information are gathered and studied.

3.1.2.1 Secondary Information

The first part of this study involves around "Secondary Information." Literature review related to tourism, food tourism, consumer behaviors, motivation, satisfaction, typologies of tourists, stage of travel, and marketing mix theory are elaborated in Chapter 2.

3.1.2.2 Primary Information

The later part of this study is concerned with "Primary information" by employing a descriptive research to study consumer behaviors of foreign tourists in Thailand on food tourism. This research collects primary information from quantitative and qualitative information.

Quantitative research: A "Questionnaire" is used as a research tool in order to collect quantitative information about consumer behaviors of foreign tourists in Thailand on food tourism. In order to understand and gain more insights in developing a questionnaire, small interviews with Waseda Business School's MBA students from various nationalities were conducted.

Qualitative research: An "Interview" is employed as a research tool in order to collect qualitative information about consumer behaviors of foreign tourists in Thailand on food tourism. The interviews help gain more understanding on their behaviors and satisfactions on their experience with Thai food both in and outside Thailand.

Section 2.   DATA COLLECTION

3.2.1. Population and sample size

The population of interest for this study consists of all foreign tourists in Thailand. The number of foreign tourists in Thailand reached 26,735,583 persons in 2013 [45], with expected growing number of tourists in later years [19]. With regard to the sample size calculation, the Yamane's simplified formula for proportions [54] is applied with the below equation:

$$n = \frac{N}{1 + N * (e)^2}$$

n: Sample size

N: Population size

e: Acceptable sampling error (at 95% confidence level and 5% margin of error (confidence interval))

According to Yamane's formula [54], sample size of 400 sample and above is proper for population above 100,000 items, providing that 95% of confidence level and 5% of confidence interval were assumed. In case of this research, with target population that exceeded 100,000 foreign tourists, thus, the pre-determined sample size is 400 foreign tourists or above.

3.2.2. Sample selection

Volunteers to participate in this research are foreign tourists who were waiting for boarding their flights at International Departure Terminal, Phuket International Airport, in Phuket, Thailand during 3-8 March 2014. Participants in this research were selected randomly. The researcher or her aides personally approached the passengers and invited them to participated in this research after checking with them that they were not Thai nationals. The respondents of this research were all foreign tourists who are actually in Thailand at the time the research was conducted. The fact of their being in Thailand at that time is the filter to ensure that the data was collected from those who have experienced Thai food in Thailand.

It was made clear that the participation in this research was voluntary and their responses would be kept confidential. Primarily, they were asked to participate in paper-based questionnaire.

The follow-up interviews were conducted individual with those who were willing to participate interview in English.

Approximately 2,500 foreign tourists were approached to participate in this research. There were 461 foreign tourists participated in paper-based questionnaire, and 5 foreign tourists participated in follow-up interviews. The questionnaire and interview guide are attached in the appendices.

Section 3.   MEASUREMENT

The questionnaire was available in 6 languages: English, Russian, Japanese, Traditional Chinese, Simplified Chinese and Spanish. All the questions employed to measure the hypothesis were defined and adapted from the relevant literatures in consumer behavior, both in general and tourism related, and marketing fields. A manageable number of questions in each hypothesis were incorporated based on the feedback on preliminary questionnaire. Small number of preliminary participants, whose profiles were fit to be foreign tourist in Thailand, reviewed the questionnaire and provided feedbacks before the questionnaire was finalized and distributed to targeted samples.

The questionnaire consists of 5 parts. Table 5 showed the codes and the question in the questionnaire

3.3.1.   Part 1: Demography and food-related behavior in general

The **first part** is regard to foreign tourists' personal information using a nominal and ordinal scale. These questions are aimed to profile the tourist based on the theory of **typologies of tourists** [24]. The questions, totaled 19, are divided into two sub-parts: demography and food-related behavior.

The eight demography questions contains of their (1) gender, (2) age, (3) current place of residence, (4) education, (5) occupation, (6) annual income, (7) how many time of travel of leisure purpose in one year, and (8) how many day in average for travel of leisure purpose. These items are coded as "Demography01" to "Demography08" orderly.

The 11 food tourism-related behavior questions asks the participant to rate their behaviors on a five-point Likert scale based on their level of agreement of sentences given, providing that they were on a holiday trip; (9) I search for locally owned restaurants; (10) I try out new local food items even though I am not sure whether I will like them; (11) I prefer locally produced food/drink/beverage; (12) I participate in local-food-related experience; (13) I make effort to travel to another place for locally produced food/drink/beverage or local-food-related experience; (14) I prefer to eat food that I am familiar with; (15) I avoid eating local food; (16) I do not want to make decision when it comes to food; (17) My travel agency organizes all meals; (18) I consider food when I decide where I plan for holiday trip; (19) Local food is the most important factor while I am on holiday trip. These statements are coded as "Behavior01" to "Behavior11" consecutively.

3.3.2. Part 2: Information on current trip in Thailand

The second part of questionnaire is related to foreign tourists' information on current trip in Thailand. This part consists of 6 questions asking (1) how often they visited Thailand for the last 3 years; (2) how many days they spent in Thailand in this visit; (3) who they traveled with-given 5 choices to choose from; (4) how many people were in this trip; (5) how much per person they spent in Thailand on this trip; and (6) what percentage of their spending was related to Thai food. This part constructs the picture of their trip in Thailand when they completed the questionnaire. This data are coded as "Trip01" to "Trip10" orderly.

3.3.3. Part 3: Background of Thai food experience

The third part, consisting of 7 questions, is concerned with foreign tourists' background on Thai food. In this part, the framework of **Food and tourism and the stage of travel experience** [9] is employed when designing the questions. The list of questions consisted of (1) whether a foreign tourist had tried Thai food, at any locations other than Thailand, before he/she visited Thailand first time; (2) a foreign tourist's experience rating with that food at any locations other than Thailand, before he/she visited Thailand first time; (3) a foreign tourist's level of motivation, before he/she visited Thailand for the first time, to eat Thai food in Thailand; (4) how often a foreign tourist had Thai food during his/her visit in Thailand; (5) who had the most influence over a foreign tourist's decision to choose Thai food during the trip; (6) a foreign tourist's experience rating with that food in Thailand; and (7) a

41

foreign tourist's level of motivation after he/she leave Thailand. This data are coded as "Food01" to Food07" orderly.

3.3.4. Part 4: Satisfaction

The forth part, with 42 questions, is associated with satisfaction of Thai food in Thailand based on **Marketing Mix theory** [17], which is the main focus of this thesis. In this section, a foreign tourist is asked to rate their level of satisfaction, on 5-point scale basis, on 41 factors under Marketing Mix theory: product, price, place, and promotion.

This part begins with questions on product factor; (1) delicious, good taste; (2) good scent, odor, smell; (3) quality of Thai food; (4) variety of Thai food; (5) exclusive food items (available in Thailand only); (6) good for health; (7) hygiene, cleanness; (8) seasonal food items (available for limited time); (9) attractive presentation, appearance; (10) recognizable name; (11) sophisticated preparation method; (12) quality, freshness of ingredient; (13) clear information - ingredient, nutrition and allergy; and (14) food safety. These items are coded as "Product01" to "Product 14" consecutively.

Then, questions on price factor are questioned; (15) reasonable price for quality of food; (16) reasonable price for quality of service; (17) reasonable price for portion, amount of food; (18) special offering with purchase; (19) special discount with purchase; (20) free additional product or service with purchase; and (21) overall reasonable price. These items are coded as "Product01" to "Price07" consecutively.

Questions on place (distribution) follows; (22) convenient location; (23) accessible by public transportation; (24) understandable menu (with picture, content); (25) good service; (26) included in tour package's itinerary; (27) unique cultural experience; (28) presenting special, exciting cooking method; (29) readily available at your convenient time; (30) good atmosphere; (31) good layout and decoration; and (32) accepting many methods of payment. These items are coded as "Place01" to "Product 11" consecutively.

The remaining questions ask about promotion factor; (33) sufficient information for local food and drink; (34) frequency of information for local food and drink; (35) timeliness updates of information; (36) information from mass media (TV, radio, newspaper); (37) information from special

interest media (internet, website, magazine, guidebook); (38) information from face-to-face communication (travel agency, travel exhibition, tourist center); (39) information from trusted persons (family, friends, colleague); (40) information support before coming to Thailand; and (41) information support while in Thailand. These items are coded as "Promotion01" to "Promotion09" consecutively.

The last question in this part asks (42) how satisfied a foreign tourist was regarding their overall experience of Thai food in Thailand. This item is coded as "Satisfaction."

3.3.5. Part 5: Future action on food tourism

The last part, part five, deals with two questions on their action regarding food tourism in Thailand specifically. Foreign tourists are asked to rate their likeliness to take future action whether (1) a foreign tourist will visit Thailand again for Thai food; and (2) a foreign tourist will recommend their friends to visit Thailand for Thai food. These statements are coded as "Visit" and "Recommend" sequentially.

For simplification and ease reference, please refer to Table 5 for the coding of questionnaire questions.

Table 5: Questionnaire Coding

Part	Code	Question	Description
1	Demography01	1	Gender
	Demography02	2	Age
	Demography03	3	Place of residence (Continent)
	Demography04	4	Education
	Demography05	5	Occupation
	Demography06	6	Annual Income
	Demography07	7	In one year, how many times do you travel for leisure purpose?
	Demography08	8	How many days, on average, do you spend on your trip for leisure purpose?
	Behavior01	9.1	I search for locally owned restaurants while I am on holiday trip.
	Behavior02	9.2	I try out new local food items even though I am not sure whether I will like them, while I am on holiday trip.
	Behavior03	9.3	I prefer locally produced food/drink/beverage while I am on holiday trip.
	Behavior04	9.4	I participate in local-food-related experience (such as cooking class, farm tour, wine tasting, food/drink festival) while I am on holiday trip.
	Behavior05	9.5	I make effort to travel to another place for locally produced food/drink/beverage or local-food-related experience (such as cooking class, farm tour, wine tasting, food/drink festival).
	Behavior06	9.6	I prefer to eat food that I am familiar with, while I am on holiday trip.
	Behavior07	9.7	I avoid eating local food while I am on holiday trip.
	Behavior08	9.8	I do not want to make decision when it comes to food while I am on holiday trip.
	Behavior09	9.9	My travel agency organizes all meals while I am on holiday trip.
	Behavior10	9.10	I consider food when I decide where I plan for holiday trip.
	Behavior11	9.11	Local food is the most important factor while I am on holiday trip.
2	Trip01	10	How often have you visited Thailand in the last 3 years?
	Trip02	11	On this visit, how many days in total do you plan to spend in Thailand?
	Trip03	12.1	On this visit, who do you travel with? I travel alone
	Trip04	12.2	On this visit, who do you travel with? With local Thai friend(s)
	Trip05	12.3	On this visit, who do you travel with? With non-Thai friend(s)
	Trip06	12.4	On this visit, who do you travel with? With family without kid(s)
	Trip07	12.5	On this visit, who do you travel with? With family with kid(s)
	Trip08	13	Excluding yourself, how many people are in this trip?
	Trip09	14	On this visit, how much per person, approximately, do you plan to spend in Thailand?
	Trip10	15	On this visit, how much percentage of your total expenses (in question 14) is related to buying Thai local food and

3			activities related to Thai local food?
3	Food01	16	Had you tried Thai food, at any locations other than Thailand, before you visited Thailand first time?
	Food02	17	Please rate your experience with eating Thai food, at any locations other than Thailand, before you visited Thailand for the first time?
	Food03	18	How motivated were you on Thai food before you actually came to Thailand?
	Food04	19	How often did you eat Thai food during your visit in Thailand?
	Food05	20	Who had the most influence over your decision to choose Thai food during the trip?
	Food06	21	Please rate your experience with eating Thai food during your visit to Thailand
	Food07	22	How motivated are you to eat Thai food after you leave Thailand?
4	Product01	1	Delicious, good taste
	Product02	2	Good scent, odor, smell
	Product03	3	Quality of Thai food
	Product04	4	Variety of Thai food
	Product05	5	Exclusive food items (Available in Thailand only)
	Product06	6	Good for health
	Product07	7	Hygiene, cleanness
	Product08	8	Seasonal food items (Available for limited time)
	Product09	9	Attractive presentation, appearance
	Product10	10	Recognizable name
	Product11	11	Sophisticated preparation method
	Product12	12	Quality, freshness of ingredient
	Product13	13	Clear information - ingredient, nutrition and allergy
	Product14	14	Food safety
	Price01	15	Reasonable price for quality of food.
	Price02	16	Reasonable price for quality of service.
	Price03	17	Reasonable price for portion, amount of food
	Price04	18	Special offering with purchase
	Price05	19	Special discount with purchase
	Price06	20	Free additional product or service with purchase
	Price07	21	Overall reasonable price.
	Place01	22	Convenient location
	Place02	23	Accessible by public transportation
	Place03	24	Understandable menu (With picture, content)
	Place04	25	Good service.
	Place05	26	Included in tour package's itinerary
	Place06	27	Unique cultural experience
	Place07	28	Presenting special, exciting cooking method
	Place08	29	Readily available at your convenient time
	Place09	30	Good atmosphere
	Place10	31	Good layout and decoration
	Place11	32	Accepting many methods of payment
	Promotion01	33	Sufficient information for local food & drink
	Promotion02	34	Frequency of information for local food & drink
	Promotion03	35	Timeliness updates of information
	Promotion04	36	Information from mass media(TV, radio, newspaper)

	Promotion05	37	Information from special interest media (Internet, Website, Magazine, Guidebook)
	Promotion06	38	Information from face-to-face communication (travel agency, travel exhibition, tourist center)
	Promotion07	39	Information from trusted persons (family, friends, colleague)
	Promotion08	40	Information support before coming to Thailand
	Promotion09	41	Information support while in Thailand.
	Satisfaction	42	How satisfied are you on Thai local food?
5	Visit	1	I will visit Thailand again for Thai food
	Recommend	2	I will recommend my friends to visit Thailand for Thai food

CHAPTER 4. FINDINGS AND DISCUSSION

In this chapter, both quantitative and quantitative data were gathered. Research findings and analyses are discussed and presented in both quantitative and qualitative manners. Approximately 2,500 foreign tourists were approached to participate in this research. There were 461 foreign tourists who participated in paper-based questionnaire, and 5 foreign tourists who participated in follow-up interviews.

Section 1.   DESCRIPTIVE STATISTICS

This part presented the information collected from questionnaire in descriptive manner.

4.1.1.   Demography and food tourism-related background

Figure 11	Figure 12
1) Gender Female 41% Male 59%	**2) Age** > 60 4% 51-60 6% 41-50 10% 31-40 23% < 20 7% 21-30 50%
Figure 13	Figure 14
3) Location (Continent) South America 5% North America 3% Antarctica 1% Europe 26% Asia 49% Australia 11% Africa 5%	**4) Education** No Answer 2% PhD 7% Master's 25% <Bachelor's 24% Bachelor's 42%

Figure 15

5) Occupation

- No Answer 1%
- Student 20%
- Private sector 29%
- ...ic sector 15%
- Freelance 8%
- Entrepreneur 14%
- Other 13%

Figure 16

6) Annual Income

- >150kUSD 7%
- 100-150kUSD 7%
- 50-100kUSD 20%
- No Answer 2%
- <25kUSD 37%
- 25-50kUSD 27%

Figure 17

7) In one year, How many times do you travel for leisure purpose?

- >6 14%
- No Answer 0%
- 1-3 57%
- 4-6 29%

Figure 18

8) How many days, on average, do you spend on your trip for leisure purpose?

- No Answer 1%
- >7 37%
- 1-3 15%
- 4-7 47%

Figure 19

Usual food tourism-related behavior (while on holiday trip)

- 9-1) I search for locally owned restaurants while I am on holiday trip.
- 9-2) I try out new local food items even though I am not sure whether I will like them
- 9-3) I prefer locally-produced food/drink/beverage
- 9-4) I participate in local-food-related experience
- 9-5) I make effort to travel to another place for local food or local-food-related experience
- 9-6) I prefer to eat food that I am familiar with
- 9-7) I avoid eating local food
- 9-8) I do not want to make decision when it comes to food
- 9-9) My travel agency organizes all meals
- 9-10) I consider food when I decide where I plan for holiday trip.
- 9-11) Local food is the most important factor

■ No answer ■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

4.1.2. Current trip to Thailand

Figure 20	Figure 21
10) How often have you visited Thailand in the last 3 years? >3 times 23% 1st time 45% 2-3 times 32%	**11) On this visit, how many days in total do you plan to spend in Thailand?** 1-3 days % More than 7 days 44% 4-7 days 48%

Figure 22	Figure 23
12) On this visit, who do you travel with? (You can choose more than one choice) 250 200 150 100 50 0 47 47 233 92 52 I travel alone / With local Thai friend(s) / With non-Thai friend(s) / With family without kid(s) / With family with kid(s)	**13) Excluding yourself, how many people are in this trip?** 5 persons or more 22% 0. I travel alone 6% 1 person 27% 4 persons 14% 3 persons 14% 2 persons 17%

Figure 24	Figure 25
14) On this visit, how much per person, approximately, do you plan to spend in Thailand? >4kUSD 7% No Answer 1% 3-4kUSD 11% <1kUSD 34% 2-3kUSD 17% 1-2kUSD 30%	**15) On this visit, how much percentage of your total expenses (in question 14) is related to buying Thai local food and activities related to Thai local food?** >70% 12% <10% 8% 56-70% 17% 11-25% 24% 41-55% 12% 26-40% 27%

4.1.3. Background of Thai food experience

Figure 26

16) Had you tried Thai food, at any locations other than Thailand, before you visited Thailand first time?

No. 29%

Yes 71%

Figure 27

17) Please rate your experience with eating Thai food outside Thailand before your first visiing Thailand?
Average = 7.41, No Answer = 137

1 (Na 2 3 4 | 5 | 6 | 7 | 8 | 9 | 10 (Positive)

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Figure 28

18) How motivated were you on Thailand's local food before you actually came to Thailand?
Average 7.46, No answer = 5

1 (Not 2 3 a 4 | 5 | 6 | 7 | 8 | 9 | 10 (Motivated)

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%
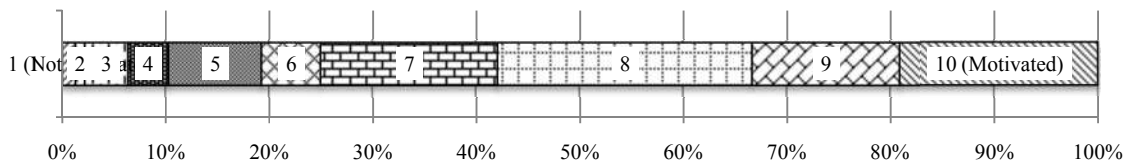
Figure 29

19) How often did you eat Thai food during your visit in Thailand?

- None 2%
- 1-25% 11%
- 26-50% 26%
- 51-75% 23%
- 76-100% 38%

Figure 30

20) Who had the most influence over your decision to choose Thai food during the trip?

- Family (w/ kids) 5%
- Family (w/o kids) 7%
- No Answer 1%
- Non-Thai friends 25%
- Local Thai friends 17%
- Myself 45%

Figure 31

21) Please rate your experience with eating Thai food during your visit to Thailand
Average = 8.00, No answer = 2

1 (Negative) 3 4 5 6 7 8 9 10 (Positive)

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Figure 32

22) How motivated are you to eat Thai food after you leave Thailand

4.1.4. Satisfaction

The following graph shows result by each type of answer

Figure 33

Part 4: Level of satisfaction - Marketing mix factor and Overall

Product – local food, drink, beverage
1. Delicious, good taste
2. Good scent, odor, smell
3. Quality of Thai food
4. Variety of Thai food
5. Exclusive food items (Available in Thailand only)
6. Good for health
7. Hygiene, cleanness
8. Seasonal food items (Available for limited time)
9. Attractive presentation, appearance
10. Recognizable name
11. Sophisticated preparation method
12. Quality, freshness of ingredient
13. Clear information - ingredient, nutrition and allergy
14. Food safety
Price – local food, drink, beverage
15. Reasonable price for quality of food.
16. Reasonable price for quality of service.
17. Reasonable price for portion, amount of food
18. Special offering with purchase
19. Special discount with purchase
20. Free additional product or service with purchase
21. Overall reasonable price.
Place – local food, drink, beverage
22. Convenient location
23. Accessible by public transportation
24. Understandable menu (With picture, content)
25. Good service.
26. Included in tour package's itinerary
27. Unique cultural experience
28. Presenting special, exciting cooking method
29. Readily available at your convenient time
30. Good atmosphere
31. Good layout and decoration
32. Accepting many methods of payment
Promotion – local food, drink, beverage
33. Sufficient information for local food & drink
34. Frequency of information for local food & drink
35. Timeliness updates of information
36. Information from mass media
37. Information from special interest media
38. Information from face-to-face communication
39. Information from trusted persons
40. Information support before coming to Thailand
41. Information support while in Thailand.
Overall
42. How satisfied are you on Thai local food?

□ Not at all ▨ Quite not satisfied ▦ Neutral ▩ Slightly satisfied ■ Very Satisfied

53

The following graph shows average results by questions.

Figure 34

Part 4: Level of satisfaction - Marketing mix factor and Overall

Question	Value
Product – local food, drink, beverage	
1. Delicious, good taste	4.21
2. Good scent, odor, smell	3.91
3. Quality of Thai food	3.92
4. Variety of Thai food	3.98
5. Exclusive food items (Available in Thailand only)	3.83
6. Good for health	3.75
7. Hygiene, cleanness	3.37
8. Seasonal food items (Available for limited time)	3.75
9. Attractive presentation, appearance	3.85
10. Recognizable name	3.63
11. Sophisticated preparation method	3.65
12. Quality, freshness of ingredient	3.94
13. Clear information - ingredient, nutrition and allergy	3.19
14. Food safety	3.43
Price – local food, drink, beverage	
15. Reasonable price for quality of food.	4.13
16. Reasonable price for quality of service.	4.00
17. Reasonable price for portion, amount of food	4.11
18. Special offering with purchase	3.60
19. Special discount with purchase	3.47
20. Free additional product or service with purchase	3.48
21. Overall reasonable price.	4.12
Place – local food, drink, beverage	
22. Convenient location	4.01
23. Accessible by public transportation	3.76
24. Understandable menu (With picture, content)	4.03
25. Good service.	3.96
26. Included in tour package's itinerary	3.42
27. Unique cultural experience	3.93
28. Presenting special, exciting cooking method	3.61
29. Readily available at your convenient time	3.98
30. Good atmosphere	4.04
31. Good layout and decoration	3.84
32. Accepting many methods of payment	3.57
Promotion – local food, drink, beverage	
33. Sufficient information for local food & drink	3.72
34. Frequency of information for local food & drink	3.67
35. Timeliness updates of information	3.56
36. Information from mass media	3.45
37. Information from special interest media	3.65
38. Information from face-to-face communication	3.66
39. Information from trusted persons	3.91
40. Information support before coming to Thailand	3.74
41. Information support while in Thailand.	3.77
Overall	
42. How satisfied are you on Thai local food?	4.20

4.1.5. Future action on food tourism

The following graph shows result by each type of answer

Figure 35

Part 5: Likeliness of future action

The following graph shows average results by questions

Figure 36

Part 5: Likeliness of future action

Section 2.   QUALITATIVE FINDINGS AND DISCUSSION

This part presented the information collected from questionnaire and analyzed in statistical implication by using SPSS application.

4.2.1. Relationship between demographic and behavioral backgrounds

Associations among demographic and behavioral background were investigated. Crosstab and chi-square analyses were conducted to identify association among demographic and behavioral factors. The series of analyses were conducted to understand the relationship among foreign tourists' characteristics in order to identify what kind of foreign tourists would be the potential target customers for tourism in Thailand. Only significant relationships (indicated by Pearson's chi-square $p<0.05$ with minimum expected count >5) were elaborately addressed.

4.2.1.1 Relationship between demographic backgrounds

Hypotheses 01 to 12 (Group 01) were tested. Table 6 presented all results in details. Although there were 11 associations among factors, only 3 associations were significant and subject to discussion.

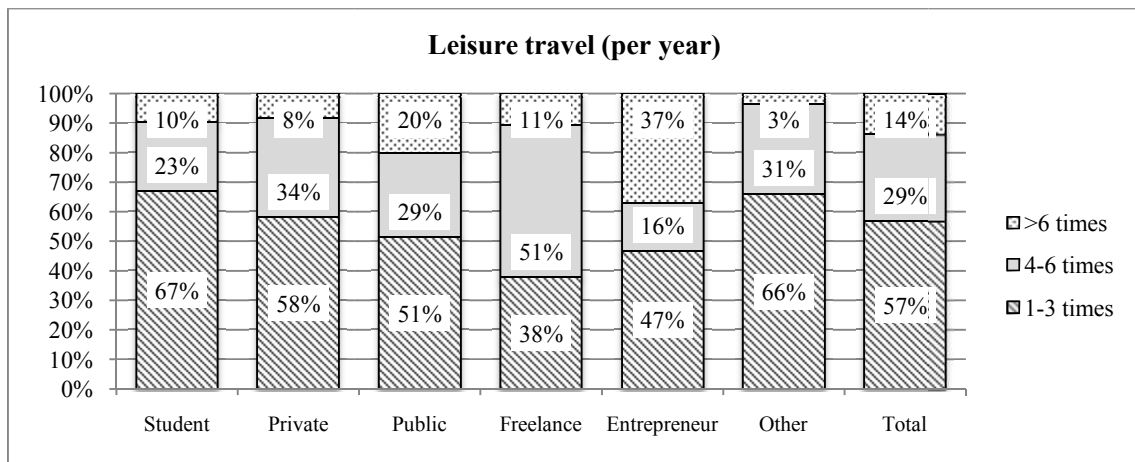*(1) "Gender" and "Usual length of stay for a leisure trip"*

Figure 37
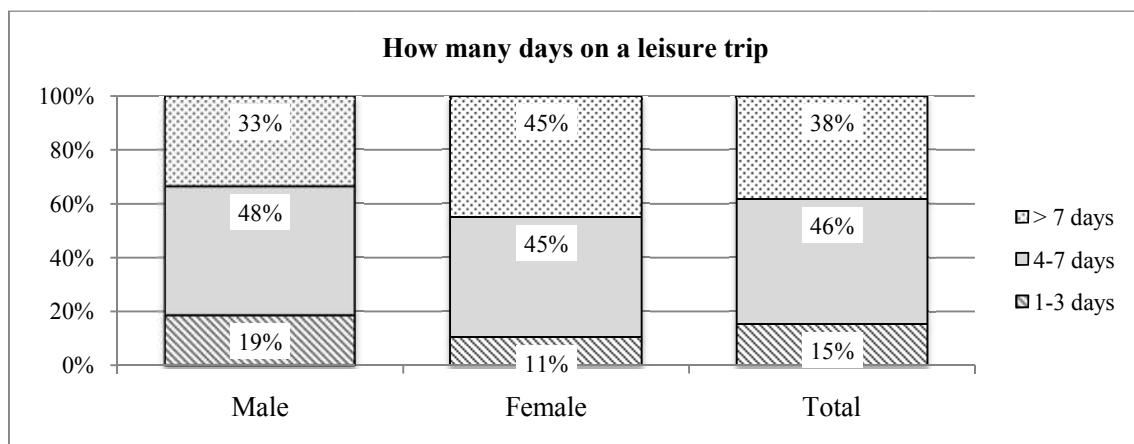
There is significant difference among gender and how many days a foreign tourist spends on leisure trip. *Hypothesis 02* (n=459) showed that 45% of female foreign tourists spent more than 7 days in their leisure trip, while only 33% of male foreign tourists did. More male foreign tourists

spent 1-3 days during their trip than female foreign tourists did.

Conclusion: between 2 genders, fe*male foreign tourists tend to spend longer time (days) during their leisure trip.*

(2) "Occupation" and "Annual frequency of leisure travel"
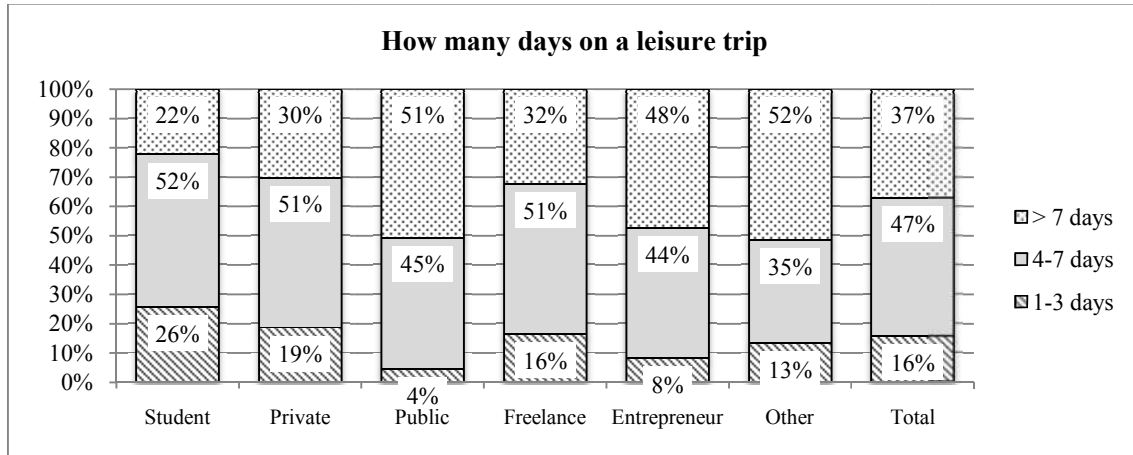
Figure 38

There is significant difference among occupation and how many times per year a foreign tourist travels on leisure trip. *Hypothesis 09* (n=456) showed that majority of students, employees in private sector, employee in public sector and others traveled 1-3 times per year. Majority of freelance and entrepreneur traveled more than 4 times a year.

Conclusion: *Freelance and entrepreneur tend to travel more frequently than other occupations*

(3) "Occupation" and "Usual length of stay for a leisure trip"

Figure 39

There is significant difference among occupation and how many days a foreign tourist spends on leisure trip. *Hypothesis 10* (n=456) showed that majority of students, employee in private sector, and freelance spent 4-7 days on their leisure trip. Majority of employees in public sectors and entrepreneur spent more than 7 days on their leisure trip.

Conclusion: *Employees in public sectors and entrepreneur spend more time during their leisure trip.*

4.2.1.2 Relationship between demographic background and usual food tourism-related behaviors

Hypotheses 13 to 100 (Group 02) were tested. Table 7 presented all results in details. Although there were 62 associations among factors, only 8 associations were significant and subject to discussion.

(1) "Gender" and "Do not want to make decision about food while on holiday trip"

Figure 40

"Do not want to make decision about food while on holiday trip"
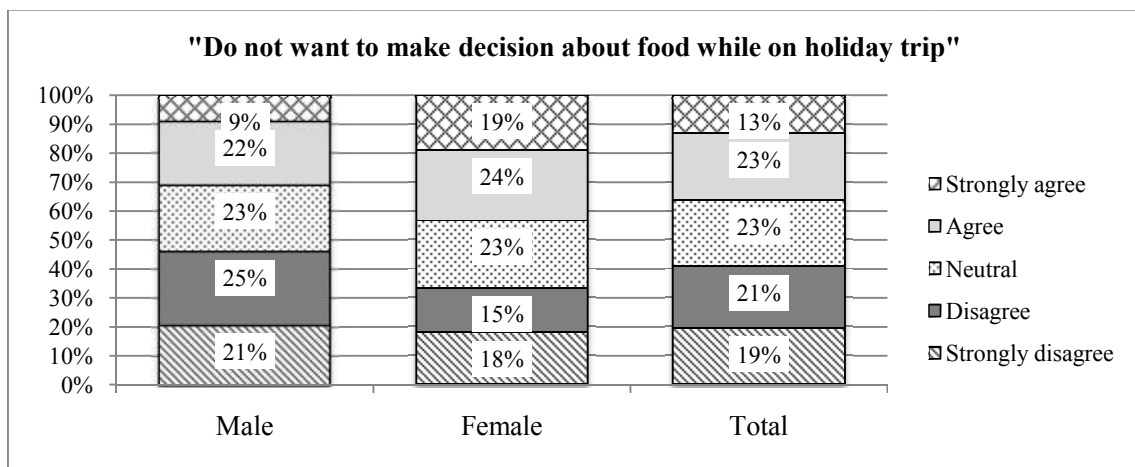
There is significant difference among gender and whether a foreign tourist wants to make decision about food while on holiday trip. *Hypothesis 20* (n=452) showed that 46% of male foreign tourists made decision regarding food while on holiday trip, while only 33% of female tourists did so. Only 31% of male foreign tourists did not want to make decision about food while on holiday trip, comparing to 43% of female foreign tourists.

Conclusion: between 2 genders, *male foreign tourists prefer to make decision about food than female foreign tourists*.

(2) "Annual frequency of leisure travel" and "Avoid eating local food while on holiday trip"
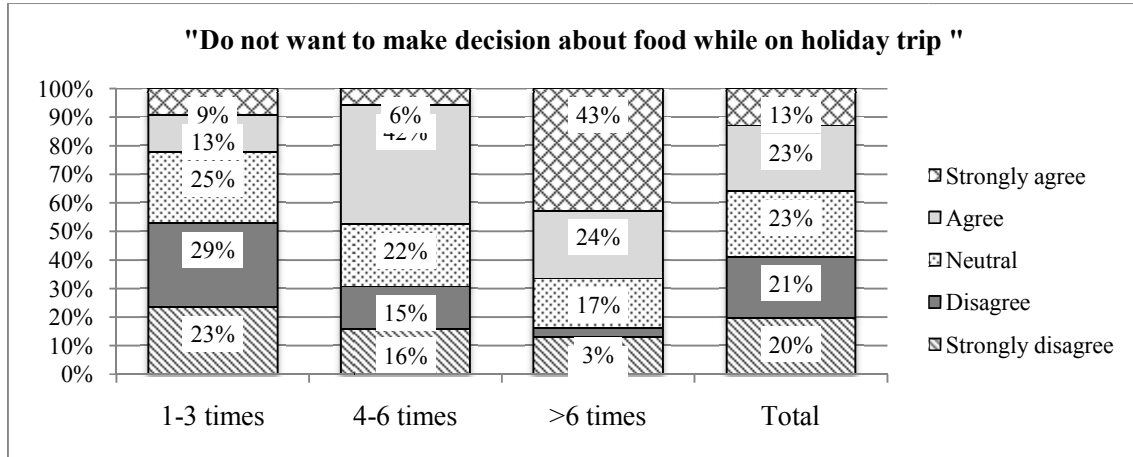
Figure 41
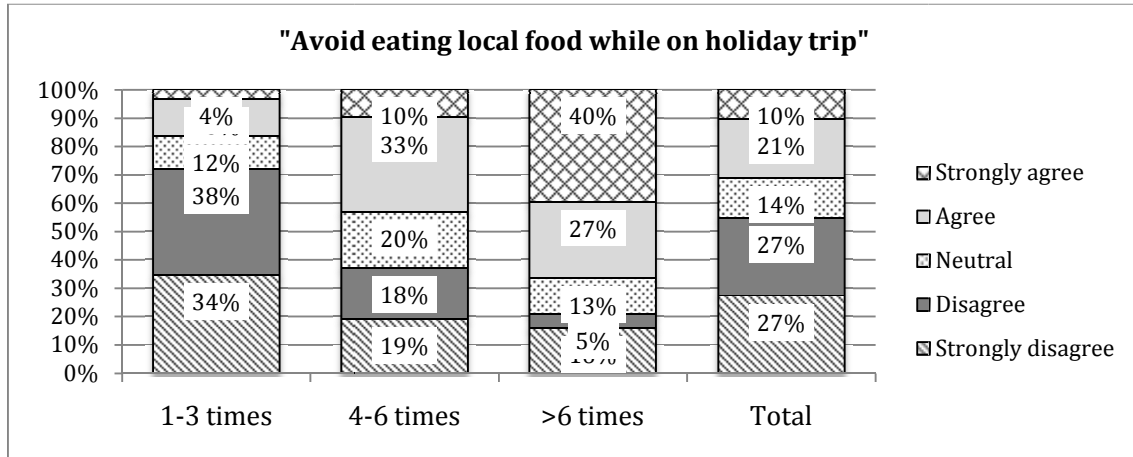
There is significant difference among annual frequency of leisure travel and whether a foreign tourist avoids eating local food while on holiday trip. *Hypothesis 85* (n=451) showed that 72% of foreign tourists who traveled 1-3 times per year for leisure purpose ate local food while on holiday trip. In the mean time, only 37% of foreign tourists who traveled 4-6 times per year for leisure purpose ate local food while on holiday trip, while 33% of these tourists tourist group avoided eating local food. Lastly, majority of foreign tourists who traveled more than 6 times per year for leisure purpose (67%) avoided eating local food while on holiday trip, while only 21% ate local food.

Conclusion: *the more frequent a foreign tourist travels on leisure purpose, the higher likeliness that they will avoid having local food while on holiday trip.*

(3) "Annual frequency of leisure travel" and "Do not want to make decision

about food while on holiday trip"

Figure 42

There is significant difference among annual frequency of leisure travel and whether a foreign tourist wants to make decision while on holiday trip. *Hypothesis 86* (n=450) showed that 52% of foreign tourists who traveled 1-3 times per year for leisure purpose made decision about food while on holiday trip. However, majority of foreign tourists who traveled 4-6 times per year (48%) and foreign tourists who traveled more than 6 times per year (67%) did not want to make decision regarding food while on holiday trip.

Conclusion: *the more frequent a foreign tourist travels on leisure purpose, the higher likeliness that they will not want to make decision regarding food while on holiday trip.*

Figure 43

"Travel agency arrange all meals while on holiday trip"
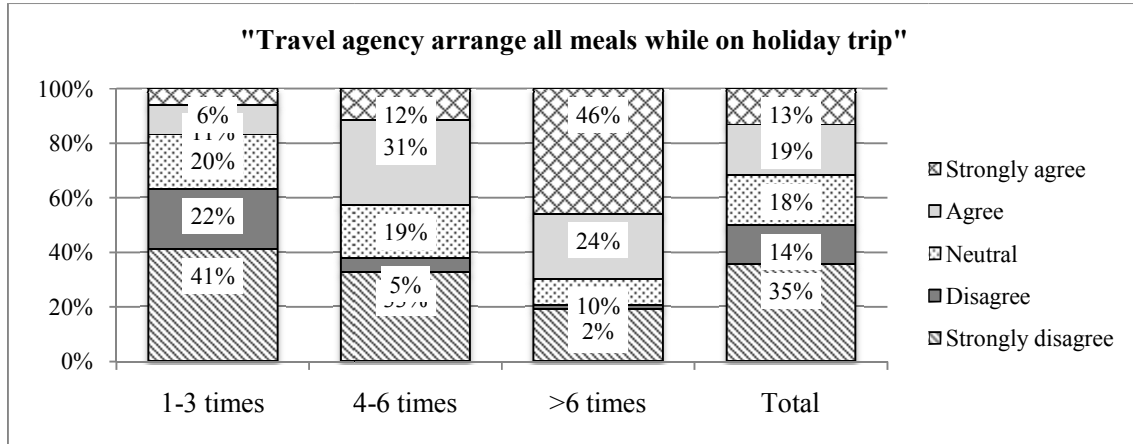
There is significant difference among annual frequency of leisure travel and whether a foreign tourist has a travel agency to arrange all meals on holiday trip. *Hypothesis 87* (n=457) showed that that 63% of foreign tourists who traveled 1-3 times per year for leisure purpose did not have a travel agency to arrange all meals during their holiday trip. This was contradictory to behaviors of those who traveled with higher frequency. The majority of foreign tourists who traveled 4-6 times per year (43%) and foreign tourists who traveled more than 6 times per year (70%) were likely to have their travel agency to arrange all meals during their holiday trip.

Conclusion: *the more frequent a foreign tourist travels on leisure purpose, the higher likeliness that they will have a travel agency arrange all meals during their holiday trip.*

(5) "Annual frequency of leisure travel" and "Considering food when planning a holiday trip"

Figure 44
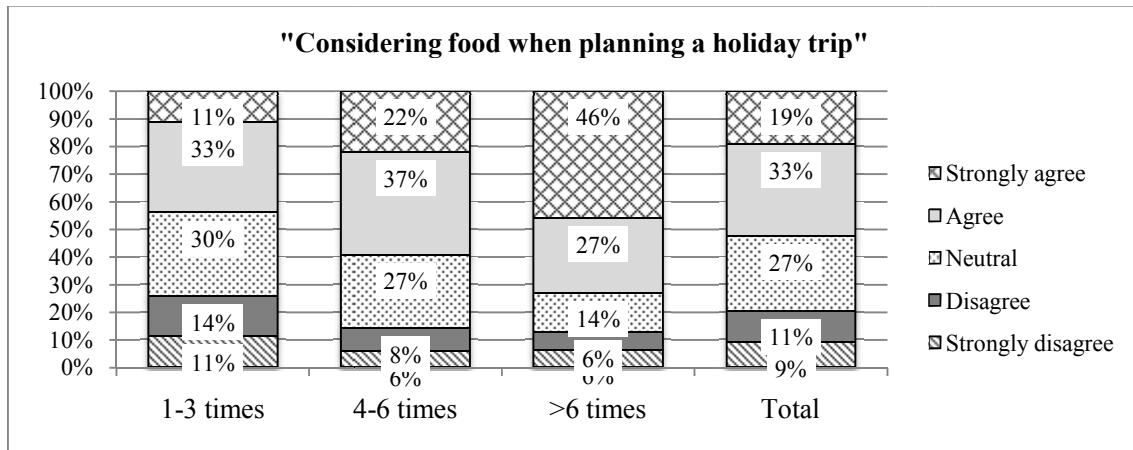
There is significant difference among annual frequency of leisure travel and whether a foreign tourist considers food when planning a holiday trip. *Hypothesis 88* (n=455) showed that 43% of foreign tourists who traveled 1-3 times per year for leisure purpose considered food when they planned a holiday trip. The proportion of food factor in a trip increased when a foreign tourist traveled more frequently. 59% of foreign tourists who traveled 4-6 times per year and 73% of foreign tourists who traveled more than 6 times per year considered food factor when planning for their holiday trip.

Conclusion: *the more frequent a foreign tourist travels on leisure purpose, the higher likeliness that they will consider food when planning a holiday trip*.

(6) "Usual length of stay for a leisure trip" and "Avoid eating local food while on holiday trip"

Figure 45
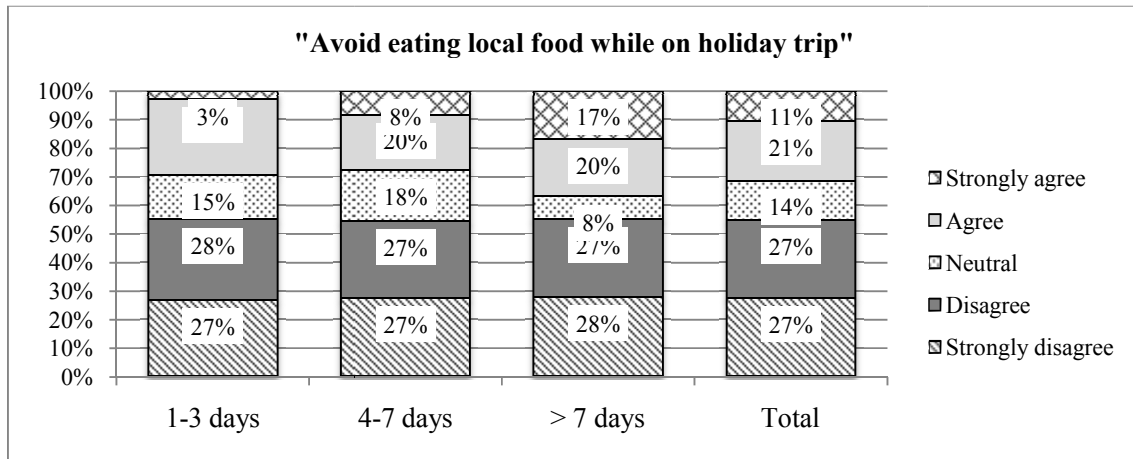
There is significant difference among length of leisure trip and whether a foreign tourist avoids eating local food while on holiday trip. *Hypothesis 96* (n=451) showed that approximately half of foreign tourists, regardless of their duration of stay, ate local food while they were on a holiday trip. Only small proportion of foreign tourists avoided eating local food during their holiday trip. However, noted that foreign tourists with length of stay more that 7 days had higher likeliness to avoid eating local food.

Conclusion: *regardless of length of stay, majority of foreign tourists do not avoid eating local food while they are on a holiday trip*. However, the likeliness that a foreign tourist does avoid eating local food increases when their length of stay increases.

(7) "Usual length of stay for a leisure trip" and "Do not want to make decision about food while on holiday trip"

Figure 46
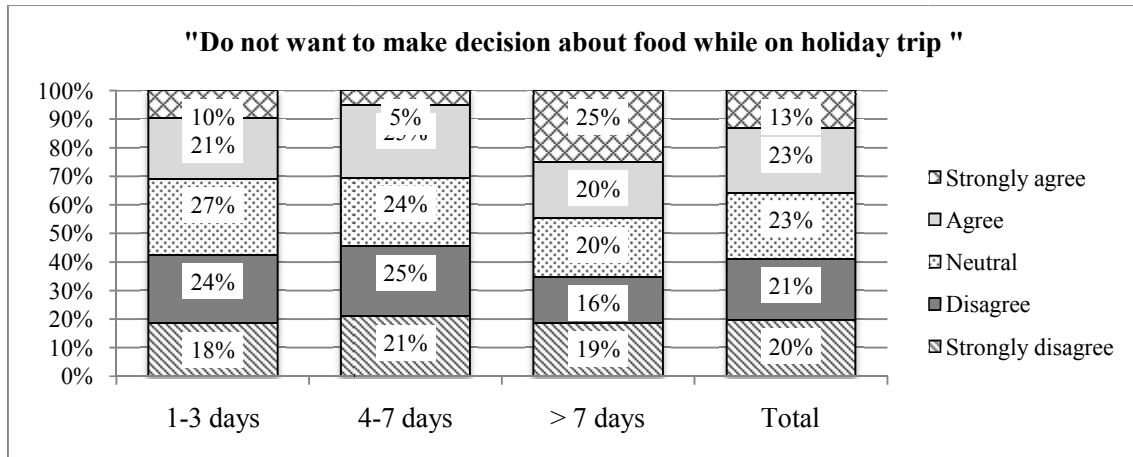
"Do not want to make decision about food while on holiday trip "

There is significant difference among length of leisure trip and whether a foreign wants to make decision about food while on holiday trip. *Hypothesis 97* (n=450) showed that among foreign tourists with length of stay of 1-3 days and 4-7 days, those who did not mind having to make decision about food while on a holiday trip (36% and 46% consecutively) exceeded those who did (31% and 30%). However, majority foreign tourists with length of stay more than 7 days (45%) did not want to make decision about food while on a holiday trip, compared to 35% of those who did.

Conclusion: *the longer a foreign tourist stays on leisure purpose, the higher likeliness that they do not want to make decision about food*.

(8) "Usual length of leisure trip" and "Travel agency arranges all meals while on holiday trip"

Figure 47
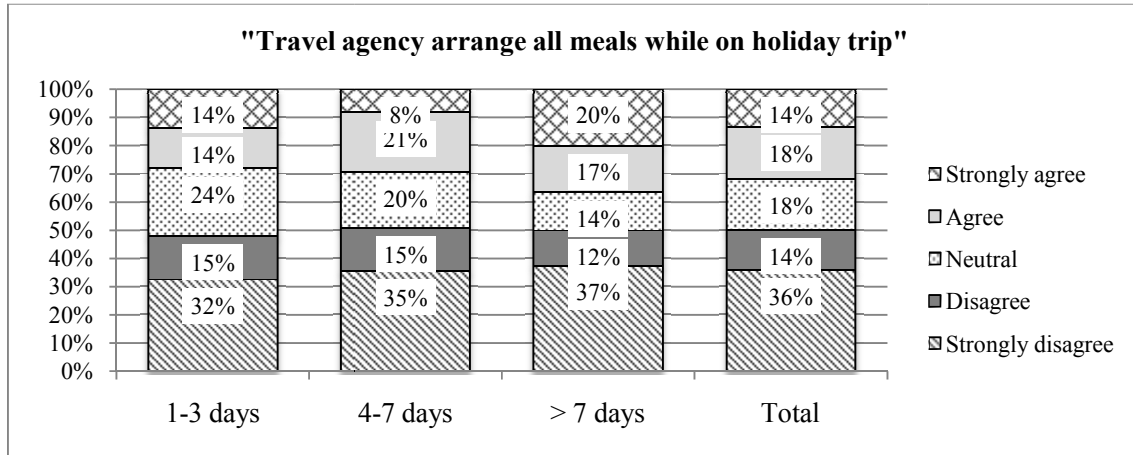
There is significant difference among length of leisure trip and whether a foreign tourist has a travel agency arrange all meals while on holiday trip. *Hypothesis 98* (n=457) showed that majority of foreign tourists, regardless of their duration of stay, did not have their travel agency to arrange all meals while on holiday trip. However, higher proportion of foreign tourists with length of stay of more than 7 days, compared with those with shorter length of stay, had rather have their travel agency to arrange all their meals.

Conclusion: *majority of foreign tourists tend not to have their travel agency to arrange all meals for their holiday trip*. However, the likeliness that travel agency will arrange all meals increases when their length of stay increases.

4.2.1.3 Relationship between demographic background and specific food tourism-related background on Thai food

Hypotheses 101 to 124 (Group 03) were tested. Table 8 presented all results in details. Although there were 15 associations among factors, only 4 associations were significant and subject to discussion.

(1) "Gender" and "The person with most influence on your decision of choosing Thai food"

Figure 48
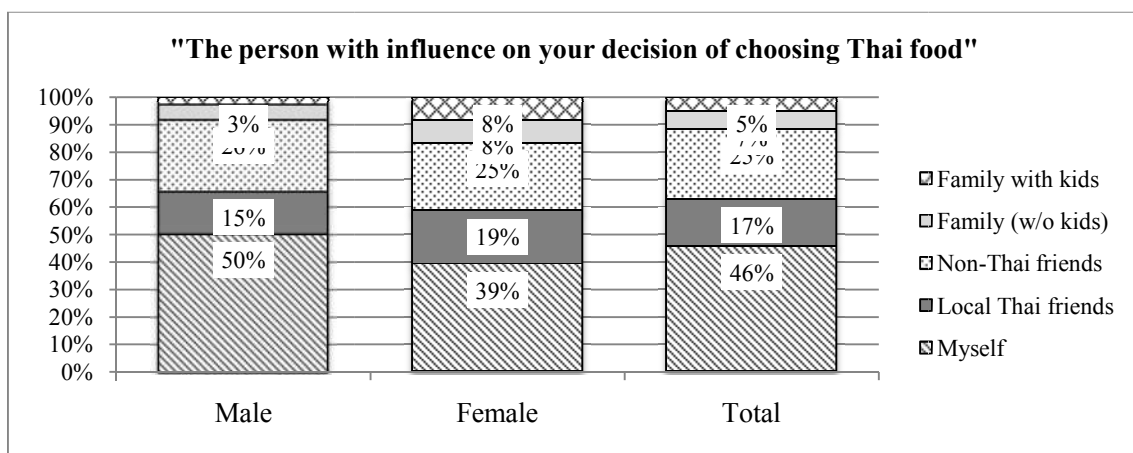
There is significant difference among gender and the parties who most influence a foreign tourist's decision to choose Thai food. *Hypothesis 103* (n=456) showed that 50% of male foreign tourists made decision about food by themselves, while only 39% of female foreign tourists did. Female foreign tourists were more influenced by their surrounding parties when they made decision about food.

Conclusion: *male foreign tourists are more autonomous when it came to decision making about food,* compared to female foreign tourists.

Figure 49

There is significant difference among education and whether a foreign tourist has tried Thai food before the first time to visit Thailand. *Hypothesis 110* (n=451) showed that on 81% of foreign tourists whose education is below Bachelor's Degree had tried Thai food before visiting Thailand, followed by 78% of those with PhD and 72% of those with Bachelor's Degree. Surprisingly, foreign tourists with Master's Degree were the group with highest likeliness that they had never tried Thai food before visiting Thailand.

Conclusion: *Majority of foreign tourists at all levels of education had tried Thai food before they actually visited Thailand for the first time. Though, foreign tourists with Master's Degree tend to have not tried Thai food before they actually visit Thailand for the first time.*

(3) "Annual Income" and "Whether a foreign tourist had tried Thai food

before first time visiting Thailand"

Figure 50

"Tried Thai food before visiting Thailand"
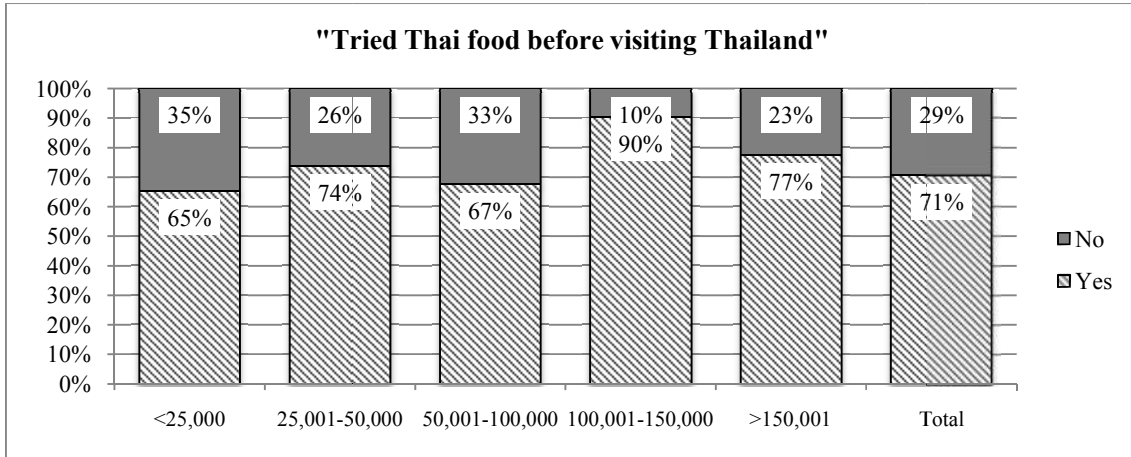
There is significant difference among annual income and whether a foreign tourist has tried Thai food before the first time to visit Thailand. *Hypothesis 116* (n=451) showed that 90% of foreign tourists who earned 100,001-150,000 annually had tried Thai food before visiting Thailand, following by those with annual income more than 150,001 USD per year. Foreign tourists with annual income of 100,000 or below had lower tendency of having tried Thai food before visiting Thailand for the first time.

Conclusion: *foreign tourists with annual income exceeding 100,000 USD tend to have tried Thai food before they actually visit Thailand for the first time than those with lower annual income have*.

(4) "Usual length of leisure trip" and "Whether a foreign tourist had tried Thai food

before first time visiting Thailand"

Figure 51

There is significant difference among length of leisure trip and whether a foreign tourist has tried Thai food before they actually visited Thailand the first time. *Hypothesis 122* (n=458) showed that 77% of foreign tourists who usually stayed 4-7 days on their leisure trip had tried Thai food before visiting Thailand, following by 67% of those with length of stay of more than 7 days, and 62% of those with 1-3 day duration.

Conclusion: *foreign tourists with longer length of stay are more likely to have tried Thai food before they actually visit Thailand for the first time.*

4.2.1.4 Relationship between usual food tourism-related behavior and specific food tourism-related background on Thai food

Hypotheses 125 to 157 (Group 04) were tested. Table 9 presented all results in details. Although there were 22 associations among factors, only 2 associations were significant and subject to discussion.

(1) "Travel agency arranges all meals during holiday trip" and

"Whether a foreign tourist had tried Thai food before first time visiting Thailand"

Figure 52
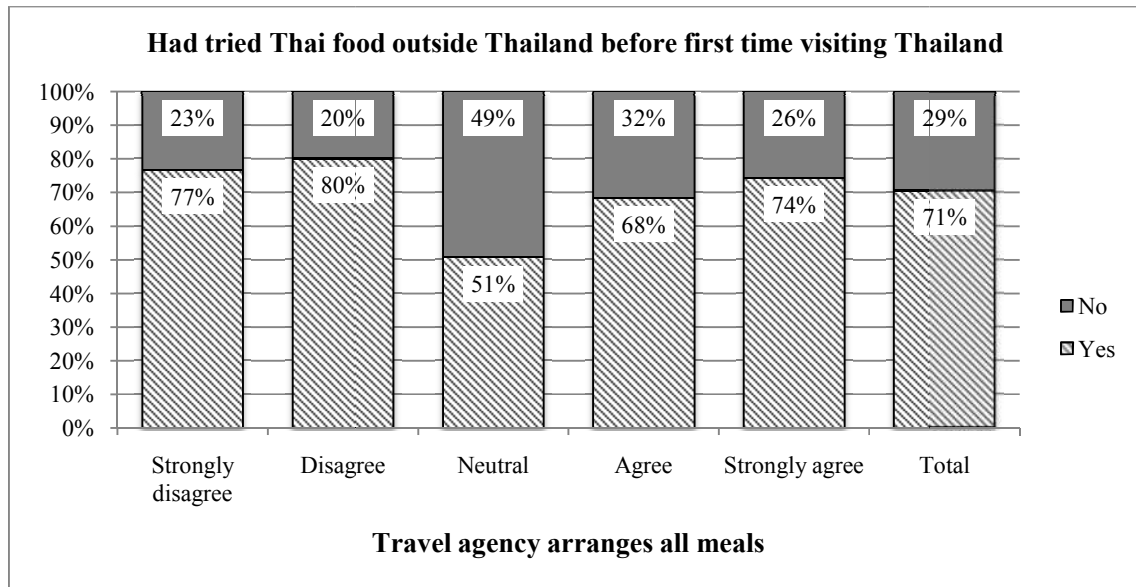
There is significant difference among whether a foreign tourist has tried Thai food before they actually visited Thailand the first time and whether a foreign tourist has a travel agency to arrange all meals while on holiday trip. *Hypothesis 149* (n=458) showed that the foreign tourists who disagreed to have their travel agency to arrange all meals had higher percentage of having tried Thai food before first time visiting Thailand than those who agreed to have their travel agency did.

Conclusion: *foreign tourists who rather not have their travel agency arrange their meals during the trip tend to have tried Thai food before visiting Thailand for the first time.*

71

(2) "Whether a foreign tourist considered food while planning a holiday trip" and "Whether a foreign tourist had tried Thai food before first time visiting Thailand"

Figure 53

Had tried Thai food outside Thailand before first time visiting Thailand

Consider food while on holiday trip
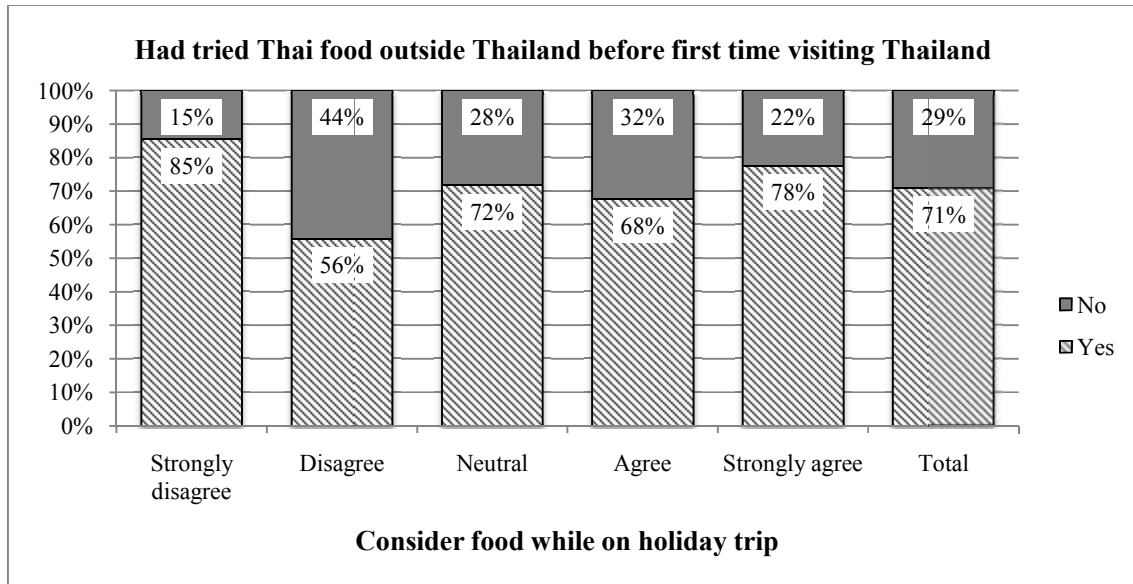
There is significant difference among whether a foreign tourist considers food while planning holiday trip and whether a foreign tourist has tried Thai food before they actually visited Thailand the first time. *Hypothesis 152* (n=456) showed that those who somewhat disagreed to consider food while on holiday trip had higher percentage of not having tried Thai food before first time visiting Thailand.

Conclusion: *foreign tourists who consider food while planning for a holiday trip have tendency of having tried Thai food before they actually visit Thailand for the first time.*

4.2.1.5 Relationship between background of this trip and Specific behaviors for food tourism in Thailand

Hypotheses 158 to 187 (Group 05) were tested. Table 10 presented all results in details. Although there were 15 correlations among factors, only 2 correlations were significant and subject to discussion.

(1) "How often do you visit Thailand in the last 3 years" and "The person most influencing

your decision to eat Thai food during the trip"

Figure 54

"Who had the most influence over your decision to choose Thai food during the trip"

There is significant difference among foreign tourists' frequency of visiting Thailand in last 3 years and the parties most influencing a foreign tourist's decision to choose Thai food. *Hypothesis 160* (n=456) showed that 51% of foreign tourist who visited Thailand once in last 3 year were influenced by themselves to choose Thai food, compared to 41% of those who visited Thailand more than twice. 48% of foreign tourists having visited Thailand 2-3 time and 38% of those who have visited Thailand more than 3 times in last 3 years were influenced by their non-Thai and Thai friends, compared to 31% of those having visited Thailand once in last 3 years.

Conclusion: *the first time visitors are self-influenced on choosing Thai food. Foreign tourists who visit Thailand more than twice in last 3 years are influenced by themselves and their friends, both Thai and non-Thai in making decision to choose Thai food.*

Figure 55

"Who had the most influence over your decision to choose Thai food during the trip"

There is significant difference among whether a foreign tourist travels with non-Thai friends and the parties most influencing a foreign tourist's decision to choose Thai food. *Hypothesis 172* (n=456) showed that 45% and 42% of foreign tourists who traveled with non-Thai friends were mostly influenced by themselves and their non-Thai friends to choose Thai food in Thailand. While a foreign tourist who did not travel with non-Thai friends were mostly self-influenced

Conclusion: *A foreign tourist who travels with their non-Thai friends is influenced to choose Thai food by themselves and the non-Thai friend. A foreign tourist who does not travel with their non-Thai friends is self-influenced*

Table 6: Results of Hypothesis Group 01

Hypothesis	Column (Independent Factor)	Row (Dependent Factor)	Pearson's Chi-square Value	Chi-Square Significance	MEC	Lambda	Lambda's Significance	Phi	Cramer's V	Relationship	Accurate
01	Demography01	Demography07	3.364	0.186	25.94	0.000	NA	0.086	0.086		Yes
02	Demography01	Demography08	6.364	0.041	29.39	0.000	NA	0.118	0.118	Yes	Yes
03	Demography02	Demography07	47.201	0.000	2.47	0.015	0.467	0.321	0.227	Yes	
04	Demography02	Demography08	32.322	0.000	2.78	0.058	0.056	0.265	0.188	Yes	
05	Demography03	Demography07	90.684	0.000	0.69	0.157	0.000	0.444	0.314	Yes	
06	Demography03	Demography08	120.786	0.000	0.77	0.245	0.000	0.513	0.363	Yes	
07	Demography04	Demography07	47.092	0.000	4.41	0.051	0.032	0.323	0.229	Yes	
08	Demography04	Demography08	19.925	0.003	4.91	0.076	0.116	0.210	0.149	Yes	
09	Demography05	Demography07	53.659	0.000	5.11	0.025	0.384	0.343	0.243	Yes	Yes
10	Demography05	Demography08	33.858	0.000	5.76	0.067	0.224	0.272	0.193	Yes	Yes
11	Demography06	Demography07	115.789	0.000	4.20	0.098	0.086	0.507	0.359	Yes	
12	Demography06	Demography08	23.222	0.003	4.82	0.064	0.050	0.227	0.161	Yes	

Table 7: Results of Hypothesis Group 02

Hypothesis	Column (Independent Factor)	Row (Dependent Factor)	Pearson's Chi-square Value	Chi-Square Significance	MEC	Lamda	Lamda's Significance	Phi	Cramer's V	Relationship	Accurate
13	Demography01	Behavior01	6.033	0.197	2.48	0.000	NA	0.115	0.115		
14	Demography01	Behavior02	8.129	0.087	1.66	0.000	NA	0.133	0.133		
15	Demography01	Behavior03	6.773	0.148	2.08	0.000	NA	0.121	0.121		
16	Demography01	Behavior04	3.229	0.520	12.43	0.000	NA	0.084	0.084		Yes
17	Demography01	Behavior05	9.255	0.055	10.49	0.000	NA	0.143	0.143		Yes
18	Demography01	Behavior06	8.705	0.069	13.28	0.000	NA	0.138	0.138		Yes
19	Demography01	Behavior07	9.101	0.059	20.03	0.003	0.919	0.142	0.142		Yes
20	Demography01	Behavior08	14.096	0.007	25.09	0.026	0.541	0.177	0.177	Yes	Yes
21	Demography01	Behavior09	9.435	0.051	25.66	0.000	NA	0.143	0.143		Yes
22	Demography01	Behavior10	7.464	0.113	17.14	0.000	NA	0.128	0.128		Yes
23	Demography01	Behavior11	5.089	0.278	10.36	0.000	NA	0.105	0.105		Yes
24	Demography02	Behavior01	19.807	0.470	0.23	0.008	0.617	0.208	0.104		
25	Demography02	Behavior02	15.138	0.768	0.16	0.000	NA	0.181	0.910		
26	Demography02	Behavior03	25.426	0.186	0.20	0.040	0.144	0.235	0.118		
27	Demography02	Behavior04	28.335	0.102	1.17	0.034	0.389	0.248	0.124		
28	Demography02	Behavior05	29.290	0.082	0.99	0.062	0.041	0.254	0.127		
29	Demography02	Behavior06	33.761	0.028	1.26	0.032	0.058	0.272	0.136	Yes	
30	Demography02	Behavior07	60.510	0.000	1.91	0.076	0.095	0.365	0.183	Yes	
31	Demography02	Behavior08	52.365	0.000	2.39	0.098	0.028	0.340	0.170	Yes	
32	Demography02	Behavior09	52.313	0.000	2.43	0.027	0.227	0.338	0.169	Yes	
33	Demography02	Behavior10	37.566	0.010	1.61	0.013	0.537	0.287	0.143	Yes	
34	Demography02	Behavior11	42.864	0.002	0.98	0.038	0.033	0.305	0.152	Yes	
35	Demography03	Behavior01	37.204	0.042	0.07	0.004	0.564	0.284	0.142	Yes	
36	Demography03	Behavior02	31.781	0.133	0.04	0.031	0.257	0.263	0.131		
37	Demography03	Behavior03	26.120	0.347	0.05	0.068	0.101	0.238	0.119		

38	Demography03	Behavior04	37.589	0.038	0.33	0.012	0.205	0.286	0.143	Yes	
39	Demography03	Behavior05	46.172	0.004	0.27	0.039	0.023	0.319	0.159	Yes	
40	Demography03	Behavior06	62.458	0.000	0.35	0.048	0.154	0.369	0.185	Yes	
41	Demography03	Behavior07	72.352	0.000	0.53	0.097	0.018	0.400	0.200	Yes	
42	Demography03	Behavior08	81.782	0.000	0.66	0.101	0.010	0.425	0.213	Yes	
43	Demography03	Behavior09	94.656	0.000	0.68	0.047	0.008	0.454	0.227	Yes	
44	Demography03	Behavior10	60.536	0.000	0.45	0.052	0.101	0.364	0.182	Yes	
45	Demography03	Behavior11	47.059	0.003	0.27	0.027	0.227	0.320	0.160	Yes	
46	Demography04	Behavior01	19.028	0.088	0.43	0.012	0.564	0.205	0.119		
47	Demography04	Behavior02	21.498	0.044	0.28	0.040	0.357	0.218	0.126	Yes	
48	Demography04	Behavior03	28.564	0.005	0.35	0.051	0.204	0.252	0.145	Yes	
49	Demography04	Behavior04	35.973	0.000	2.12	0.035	0.215	0.282	0.163	Yes	
50	Demography04	Behavior05	33.282	0.001	1.79	0.040	0.215	0.273	0.158	Yes	
51	Demography04	Behavior06	25.378	0.013	2.28	0.029	0.328	0.238	0.137	Yes	
52	Demography04	Behavior07	63.290	0.000	3.39	0.041	0.143	0.378	0.218	Yes	
53	Demography04	Behavior08	68.005	0.000	4.19	0.091	0.015	0.392	0.226	Yes	
54	Demography04	Behavior09	59.398	0.000	4.27	0.045	0.003	0.363	0.210	Yes	
55	Demography04	Behavior10	29.367	0.003	2.93	0.010	0.564	0.256	0.148	Yes	
56	Demography04	Behavior11	37.253	0.000	1.77	0.014	0.449	0.287	0.166	Yes	
57	Demography05	Behavior01	38.511	0.008	0.49	0.000	NA	0.290	0.145	Yes	
58	Demography05	Behavior02	35.595	0.017	0.32	0.028	0.458	0.279	0.140	Yes	
59	Demography05	Behavior03	20.978	0.398	0.39	0.029	0.469	0.214	0.107		
60	Demography05	Behavior04	25.571	0.180	2.42	0.025	0.524	0.236	0.118		
61	Demography05	Behavior05	35.144	0.019	1.94	0.039	0.133	0.279	0.139	Yes	
62	Demography05	Behavior06	51.492	0.000	2.53	0.029	0.345	0.336	0.168	Yes	
63	Demography05	Behavior07	68.346	0.000	3.76	0.086	0.024	0.390	0.195	Yes	
64	Demography05	Behavior08	80.207	0.000	4.73	0.093	0.001	0.423	0.211	Yes	
65	Demography05	Behavior09	75.714	0.000	4.82	0.061	0.015	0.407	0.204	Yes	
66	Demography05	Behavior10	30.712	0.059	3.17	0.030	0.401	0.260	0.130		
67	Demography05	Behavior11	41.708	0.003	2.02	0.038	0.197	0.302	0.151	Yes	

68	Demography06	Behavior01	31.059	0.013	0.41	0.050	0.095	0.262	0.131	Yes	
69	Demography06	Behavior02	23.593	0.099	0.27	0.016	0.432	0.229	0.114		
70	Demography06	Behavior03	29.212	0.023	0.34	0.074	0.005	0.255	0.127	Yes	
71	Demography06	Behavior04	51.200	0.000	2.06	0.045	0.193	0.337	0.168	Yes	
72	Demography06	Behavior05	43.819	0.000	1.74	0.043	0.320	0.313	0.157	Yes	
73	Demography06	Behavior06	50.580	0.000	2.14	0.071	0.042	0.336	0.168	Yes	
74	Demography06	Behavior07	95.095	0.000	3.34	0.081	0.028	0.462	0.231	Yes	
75	Demography06	Behavior08	47.532	0.000	4.19	0.085	0.002	0.327	0.164	Yes	
76	Demography06	Behavior09	70.523	0.000	4.27	0.014	0.393	0.396	0.198	Yes	
77	Demography06	Behavior10	23.990	0.090	2.83	0.040	0.045	0.231	0.116		
78	Demography06	Behavior11	34.519	0.005	1.71	0.018	0.445	0.276	0.138	Yes	
79	Demography07	Behavior01	22.020	0.005	0.83	0.029	0.336	0.219	0.155	Yes	
80	Demography07	Behavior02	32.862	0.000	0.55	0.075	0.006	0.268	0.189	Yes	
81	Demography07	Behavior03	33.743	0.000	0.69	0.101	0.000	0.271	0.192	Yes	
82	Demography07	Behavior04	58.514	0.000	4.12	0.041	0.346	0.357	0.252	Yes	
83	Demography07	Behavior05	63.681	0.000	3.42	0.076	0.055	0.375	0.265	Yes	
84	Demography07	Behavior06	59.813	0.000	4.42	0.023	0.620	0.362	0.256	Yes	
85	Demography07	Behavior07	122.948	0.000	6.57	0.128	0.013	0.522	0.369	Yes	Yes
86	Demography07	Behavior08	107.084	0.000	8.26	0.153	0.000	0.488	0.345	Yes	Yes
87	Demography07	Behavior09	117.645	0.000	8.41	0.058	0.007	0.507	0.359	Yes	Yes
88	Demography07	Behavior10	46.673	0.000	5.68	0.039	0.076	0.320	0.226	Yes	Yes
89	Demography07	Behavior11	53.159	0.000	3.43	0.041	0.089	0.340	0.241	Yes	
90	Demography08	Behavior01	12.642	0.125	0.93	0.000	NA	0.166	0.117		
91	Demography08	Behavior02	23.172	0.003	0.62	0.055	0.215	0.225	0.159	Yes	
92	Demography08	Behavior03	13.201	0.105	0.78	0.065	0.181	0.170	0.120		
93	Demography08	Behavior04	17.052	0.030	4.64	0.016	0.435	0.193	0.136	Yes	
94	Demography08	Behavior05	33.121	0.000	3.86	0.085	0.029	0.270	0.191	Yes	
95	Demography08	Behavior06	21.641	0.006	4.98	0.000	NA	0.218	0.154	Yes	
96	Demography08	Behavior07	19.512	0.012	7.56	0.003	0.873	0.208	0.147	Yes	Yes
97	Demography08	Behavior08	34.776	0.000	9.47	0.032	0.413	0.278	0.197	Yes	Yes
98	Demography08	Behavior09	16.271	0.039	9.63	0.000	NA	0.189	0.133	Yes	Yes

| 99 | Demography08 | Behavior10 | 11.477 | 0.176 | 6.40 | 0.026 | 0.393 | 0.159 | 0.112 | | Yes |
| 100 | Demography08 | Behavior11 | 16.321 | 0.038 | 3.87 | 0.000 | NA | 0.189 | 0.133 | Yes | |

Table 8: Results of Hypothesis Group 03

Hypothesis	Column (Independent Factor)	Row (Dependent Factor)	Pearson's Chi-square Value	Chi-Square Significance	MEC	Lamda	Lamda's Significance	Phi	Cramer's V	Relationship	Accurate
101	Demography01	Food01	0.710	0.400	56.05	0.000	NA	-0.390	0.390		Yes
102	Demography01	Food04	6.334	0.176	3.30	0.000	NA	0.117	0.117		
103	Demography01	Food05	12.423	0.014	9.63	0.000	NA	0.165	0.165	Yes	Yes
104	Demography02	Food01	3.452	0.631	5.28	0.000	NA	0.087	0.087		Yes
105	Demography02	Food04	18.827	0.533	0.31	0.003	0.819	0.202	0.101		
106	Demography02	Food05	73.836	0.000	0.91	0.004	0.866	0.402	0.201	Yes	
107	Demography03	Food01	36.080	0.000	1.47	0.000	NA	0.280	0.280	Yes	
108	Demography03	Food04	59.581	0.000	0.09	0.777	0.000	0.360	0.180	Yes	
109	Demography03	Food05	74.268	0.000	0.25	0.016	0.345	0.404	0.202	Yes	
110	Demography04	Food01	14.032	0.003	9.29	0.000	NA	0.176	0.176	Yes	Yes
111	Demography04	Food04	14.426	0.274	0.57	0.000	NA	0.179	0.103		
112	Demography04	Food05	87.281	0.000	1.65	0.004	0.819	0.442	0.255	Yes	
113	Demography05	Food01	1.439	0.920	10.93	0.000	NA	0.056	0.056		Yes
114	Demography05	Food04	33.493	0.030	0.65	0.032	0.317	0.271	0.135	Yes	
115	Demography05	Food05	71.318	0.000	1.80	0.012	0.564	0.397	0.198	Yes	
116	Demography06	Food01	9.975	0.041	9.14	0.000	NA	0.149	0.149	Yes	Yes
117	Demography06	Food04	23.983	0.090	0.55	0.021	0.220	0.231	0.115		
118	Demography06	Food05	53.675	0.000	1.59	0.000	NA	0.346	0.173	Yes	
119	Demography07	Food01	1.747	0.418	18.43	0.000	NA	0.062	0.062		Yes
120	Demography07	Food04	49.151	0.000	1.10	0.049	0.233	0.328	0.232	Yes	

121	Demography07	Food05	43.357	0.000	3.14	0.000	NA	0.309	0.219	Yes	
122	Demography08	Food01	7.828	0.020	20.62	0.000	NA	0.131	0.131	Yes	Yes
123	Demography08	Food04	11.729	0.164	1.24	0.000	NA	0.160	0.113		
124	Demography08	Food05	23.267	0.003	3.50	0.016	0.555	0.226	0.160	Yes	

Table 9: Results of Hypothesis Group 04

Hypothesis	Column (Independent Factor)	Row (Dependent Factor)	Pearson's Chi-square Value	Chi-Square Significance	MEC	Lamda	Lamda's Significance	Phi	Cramer's V	Relationship	Accurate
125	Behavior01	Food01	5.600	0.231	1.75	0.000	NA	0.110	0.110		
126	Behavior01	Food04	62.214	0.000	0.10	0.017	0.131	0.368	0.184	Yes	
127	Behavior01	Food05	19.265	0.255	0.25	0.000	NA	0.206	0.103		
128	Behavior02	Food01	1.341	0.854	1.18	0.000	NA	0.054	0.054		
129	Behavior02	Food04	44.557	0.000	0.07	0.066	0.013	0.315	0.158	Yes	
130	Behavior02	Food05	36.281	0.003	0.20	0.024	0.479	0.282	0.141	Yes	
131	Behavior03	Food01	5.691	0.223	1.47	0.015	0.593	0.111	0.111		
132	Behavior03	Food04	56.081	0.000	0.09	0.059	0.026	0.350	0.175	Yes	
133	Behavior03	Food05	23.898	0.092	0.25	0.000	NA	0.229	0.115		
134	Behavior04	Food01	2.063	0.724	8.80	0.000	NA	0.067	0.067		Yes
135	Behavior04	Food04	40.700	0.001	0.52	0.031	0.249	0.297	0.149	Yes	
136	Behavior04	Food05	29.146	0.023	1.41	0.000	NA	0.253	0.126	Yes	
137	Behavior05	Food01	3.686	0.450	7.27	0.000	NA	0.090	0.090		Yes
138	Behavior05	Food04	38.629	0.001	0.44	0.031	0.517	0.292	0.146	Yes	
139	Behavior05	Food05	36.775	0.002	1.18	0.000	NA	0.286	0.143	Yes	
140	Behavior06	Food01	1.470	0.832	9.45	0.000	NA	0.057	0.057		Yes
141	Behavior06	Food04	81.540	0.000	0.56	0.084	0.033	0.422	0.211	Yes	
142	Behavior06	Food05	91.430	0.000	1.62	0.000	NA	0.449	0.225	Yes	
143	Behavior07	Food01	6.210	0.184	14.02	0.000	NA	0.117	0.117		Yes
144	Behavior07	Food04	80.752	0.000	0.85	0.085	0.036	0.423	0.211	Yes	
145	Behavior07	Food05	122.760	0.000	2.36	0.045	0.137	0.523	0.262	Yes	

146	Behavior08	Food01	5.580	0.233	17.52	0.000	NA	0.111	0.111		Yes
147	Behavior08	Food04	73.782	0.000	0.93	0.103	0.006	0.404	0.202	Yes	
148	Behavior08	Food05	112.312	0.000	2.85	0.029	0.412	0.501	0.251	Yes	
149	Behavior09	Food01	22.248	0.000	18.28	0.000	NA	0.220	0.220	Yes	Yes
150	Behavior09	Food04	91.184	0.000	1.08	0.133	0.000	0.446	0.223	Yes	
151	Behavior09	Food05	106.932	0.000	3.09	0.028	0.317	0.485	0.243	Yes	
152	Behavior10	Food01	12.652	0.013	11.96	0.000	NA	0.167	0.167	Yes	Yes
153	Behavior10	Food04	42.315	0.000	0.72	0.024	0.616	0.305	0.152	Yes	
154	Behavior10	Food05	46.177	0.000	2.04	0.000	NA	0.320	0.160	Yes	
155	Behavior11	Food01	8.560	0.073	7.34	0.000	NA	0.136	0.136		Yes
156	Behavior11	Food04	31.595	0.011	0.43	0.000	NA	0.262	0.131	Yes	
157	Behavior11	Food05	49.883	0.000	1.21	0.000	NA	0.331	0.165	Yes	

Table 10: Results of Hypothesis Group 05

Hypothesis	Column (Independent Factor)	Row (Dependent Factor)	Pearson's Chi-square Value	Chi-Square Significance	MEC	Lamda	Lamda's Significance	Phi	Cramer's V	Relationship	Accurate
158	Trip01	Food01	4.717	0.095	30.52	0.000	NA	0.101	0.101		Yes
159	Trip01	Food04	16.903	0.031	1.83	0.000	NA	0.192	0.136	Yes	
160	Trip01	Food05	37.783	0.000	5.20	0.000	NA	0.288	0.204	Yes	Yes
161	Trip02	Food01	3.391	0.183	11.45	0.000	NA	0.086	0.086		Yes
162	Trip02	Food04	11.174	0.192	0.68	0.000	NA	0.156	0.110		
163	Trip02	Food05	21.789	0.005	1.92	0.000	NA	0.219	0.155	Yes	
164	Trip03	Food01	0.072	0.789	13.79	0.000	NA	-0.130	0.130		Yes
165	Trip03	Food04	6.462	0.167	0.82	0.000	NA	0.119	0.119		
166	Trip03	Food05	29.079	0.000	2.32	0.000	NA	0.253	0.253	Yes	
167	Trip04	Food01	0.072	0.789	13.79	0.000	NA	-0.130	0.130		Yes
168	Trip04	Food04	11.959	0.018	0.82	0.031	0.116	0.161	0.161	Yes	
169	Trip04	Food05	51.797	0.000	2.37	0.056	0.019	0.337	0.337	Yes	
170	Trip05	Food01	1.554	0.213	66.91	0.000	NA	-0.058	0.058		Yes
171	Trip05	Food04	2.103	0.717	3.97	0.000	NA	0.068	0.068		
172	Trip05	Food05	96.783	0.000	11.45	0.000	NA	0.461	0.461	Yes	Yes
173	Trip06	Food01	3.211	0.073	27.00	0.000	NA	0.084	0.084		Yes
174	Trip06	Food04	1.578	0.813	1.60	0.000	NA	0.059	0.059		
175	Trip06	Food05	56.905	0.000	4.64	0.000	NA	0.353	0.353	Yes	
176	Trip07	Food01	1.898	0.168	15.26	0.000	NA	-0.064	0.064		Yes
177	Trip07	Food04	0.777	0.942	0.90	0.000	NA	0.041	0.041		
178	Trip07	Food05	69.859	0.000	2.57	0.012	0.564	0.391	0.391	Yes	

179	Trip08	Food01	9.688	0.085	8.24	0.000	NA	0.145	0.145		Yes
180	Trip08	Food04	31.591	0.048	0.49	0.045	0.181	0.262	0.131	Yes	
181	Trip08	Food05	76.933	0.000	1.42	0.028	0.236	0.411	0.206	Yes	
182	Trip09	Food01	1.242	0.871	9.44	0.000	NA	0.052	0.052		Yes
183	Trip09	Food04	42.760	0.000	0.56	0.077	0.002	0.307	0.153	Yes	
184	Trip09	Food05	73.500	0.000	1.64	0.004	0.889	0.404	0.202	Yes	
185	Trip10	Food01	6.532	0.258	10.86	0.000	NA	0.119	0.119		Yes
186	Trip10	Food04	54.731	0.000	0.64	0.059	0.140	0.345	0.172	Yes	
187	Trip10	Food05	47.008	0.001	1.82	0.000	NA	0.321	0.161	Yes	

4.2.2. Experience and Motivation

The relationships between experience and motivation were tested whether positive experience with Thai food encouragingly drove motivation to repeat consumption for Thai food.

4.2.2.1 Identifying the differences

(1) "Difference in Experiences"

Wilcoxon signed-rank test was employed to check whether difference between foreign tourists' experience with Thai food outside Thailand and in Thailand exists or not. *Hypothesis 188* (Group 06) was tested.

Table 11: Results of Hypothesis Group 06

Hypothesis	Variable 1	Variable 2	Sig. (2-tailed)	Different
188	Food02	Food06	0.000	Yes

The result showed that there was difference between foreign tourists' experience with Thai food outside Thailand and in Thailand (Sig = 0.000, which is < 0.05). On average, the Thai food experience in Thailand is higher than experience outside Thailand.

Figure 56
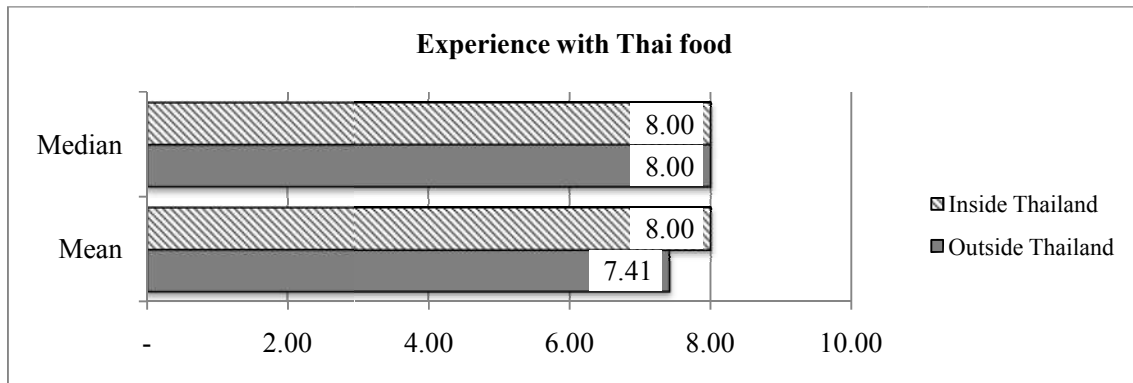
(2) "Difference in Motivation"

Wilcoxon signed-rank test was employed to check whether difference between foreign tourists' motivation with Thai food before and after visiting Thailand exists or not. *Hypothesis 189* (Group 07) was tested.

Table 12: Results of Hypothesis Group 07

Hypothesis	Variable 1	Variable 2	Sig. (2-tailed)	Different
189	Food03	Food07	0.180	No

Figure 57

Motivation in Thai food
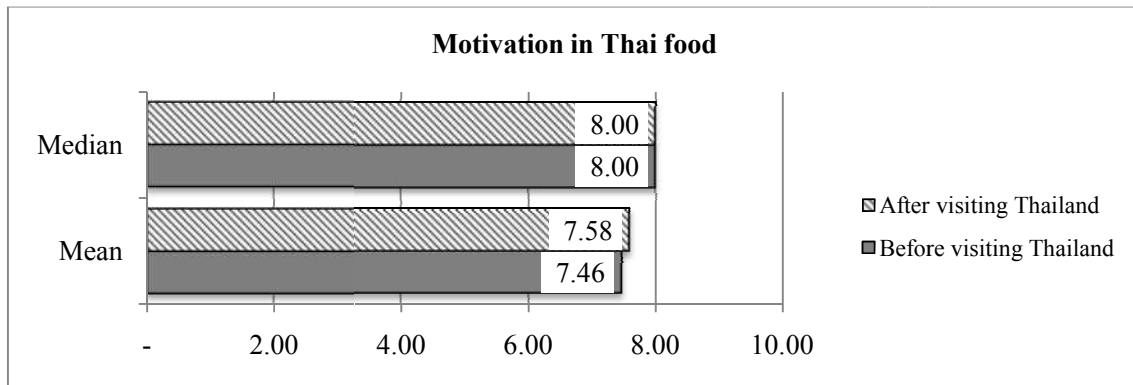
The result showed that there was <u>no</u> difference between foreign tourists' motivation with Thai food before and after visiting Thailand (Sig = 0.180, which is > 0.05).

4.2.2.2 Relationship between "Experience" and "Motivation"

Correlations among foreign tourists' experience and motivation were investigated by using Spearman's correlation analysis. *Hypothesis 190 and 191* (Group 08) were tested and both showed significant relationship between experience and motivation (indicated by Sig. <0.05).

Table 13: Results of Hypothesis Group 08

Hypothesis	Dependent Factor	Independent Factor	Correlation Coefficient	Sig. (2-tailed)	Relationship	Direction
190	Food03	Food02	0.517**	0.000	Yes	Positive
191	Food07	Food06	0.637**	0.000	Yes	Positive

Conclusion: relationship between foreign tourists' prior experience with Thai food and their motivation on Thai food exists.
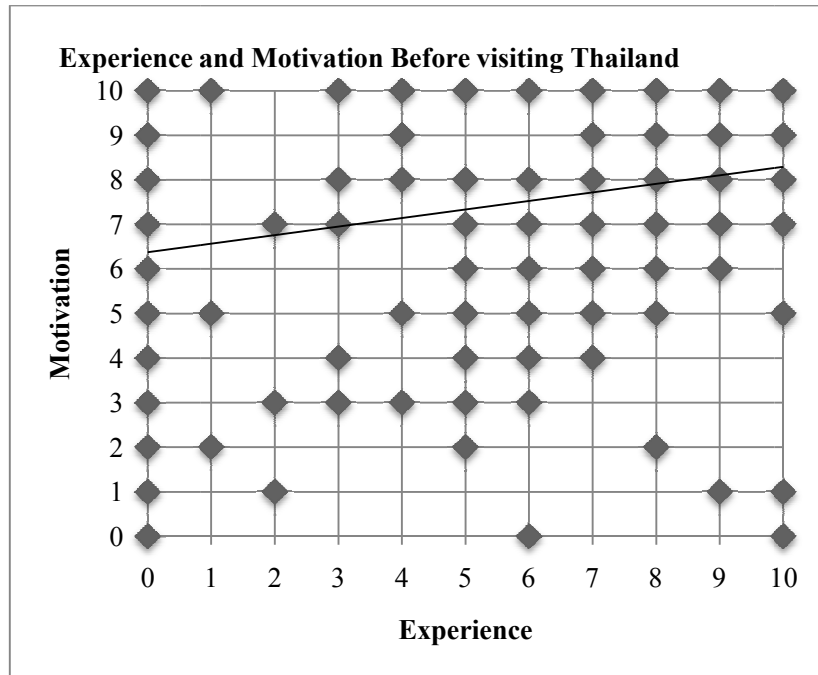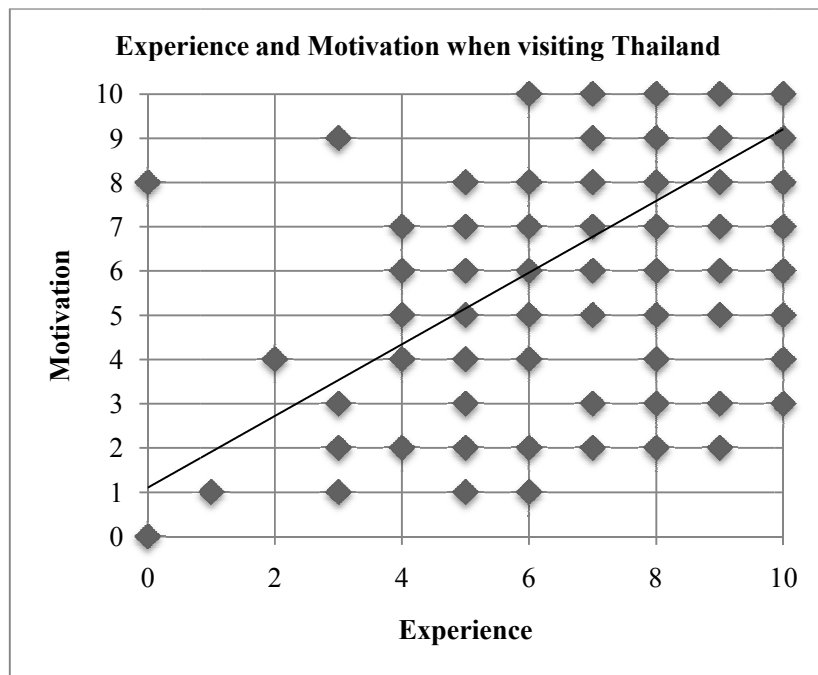
Figure 58

Experience and Motivation Before visiting Thailand

Figure 59

Experience and Motivation when visiting Thailand

88

4.2.2.3 Defining relationship between "Experience" and "Motivation"

Simple linear regression analyses were conducted to define relationship between foreign tourists' experience and motivation.

(1) "Before a foreign tourist visited Thailand for the first time"

Hypothesis 192 (Group 09) was tested. Independent variable (X) was foreign tourists' experience with Thai food outside Thailand. Dependent variable (Y) was foreign tourists' motivation with Thai food before they visited Thailand.

Table 14: Results of Hypothesis Group 09 – Hypothesis 192

Hypothesis	Model		R^2	F-test significant level	Standardized coefficient	t-value	Sig. Prob.
192	1	Food02	0.244	0.000	0.494	10.155	0.000

The result showed that this model can explain 24.4% of variation in foreign tourist's motivation with Thai food before they visited Thailand (R^2 = 0.244). One-way ANOVA showed that this model is useful for future prediction (F-test sig. = 0.000, which is < 0.05). Foreign tourist's experience outside Thailand has influence over their motivation to eat Thai food in Thailand (Sig = 0.000, which is < 0.05). The linear regression equation is:

$$Y = 3.971 + 0.503X$$

Y: Food03, motivation level to eat Thai food in Thailand before first time visiting Thailand

X: Food02, experience level with Thai food outside Thailand before first time visiting Thailand

Conclusion: *the higher foreign tourists' experience with Thai food outside Thailand is, the higher foreign tourists' motivation with Thai food before they visited Thailand becomes*.

(2) "After a foreign tourist visited and left Thailand"

Later, *Hypothesis 193* (Group 09) was tested. Independent variable (X) was foreign tourists' experience with Thai food in Thailand. Dependent variable (Y) was foreign tourists' motivation with Thai food after they leave Thailand.

Table 15: Results of Hypothesis Group 09 – Hypothesis 193

Hypothesis	Model		R^2	F-test significant level	Standardized coefficient	t-value	Sig. Prob.
193	1	Food06	0.426	0.000	.653	18.421	0.000

The result showed that this model can explain 42.6% of variation in foreign tourist's motivation with Thai food after they leave Thailand (R^2 = 0.426). One-way ANOVA showed that this model is useful for future prediction (F-test sig. = 0.000, which is < 0.05). A foreign tourist's experience in Thailand has influence over their motivation to eat Thai food after they leave Thailand (Sig = 0.000, which is < 0.05). The linear regression equation is:

$$Y = 0.790 + 0.848X$$

Y: Food07, foreign tourist's level of motivation after leaving Thailand

X: Food06, a foreign tourist's experience rating with that food in Thailand

Conclusion: *the higher foreign tourists' experience with Thai food in Thailand is, the higher foreign tourists' motivation with Thai food after they leave Thailand becomes*.

4.2.3. Factors that affect satisfaction and future actions

4.2.3.1 Relationship between "Marketing Mix factors", "Overall satisfaction" and "Likeliness to take future action"

Correlations among foreign tourists' satisfaction on marketing mix factors, overall satisfaction, and likeliness to take future actions were investigated by using Spearman's Correlation analysis. *Hypothesis 194 through 318* (Group 10) were tested and all showed significant correlation (indicated by Sig. < 0.05). Table 16 showed detailed results for all tests.

Conclusion: *Satisfactions on all Marketing Mix factors have a relationship with foreign tourists' overall satisfaction on food and their likeliness to take action in the future*. Also, *foreign tourists' overall satisfaction on food has a relationship with their likeliness to take action in the future*

Table 16: Results of Hypothesis Group 10

Hypothesis	Dependent Factor	Independent Factor	Correlation Coefficient	Sig. (2-tailed)	Relationship	Direction
194	Satisfaction	Product01	.526**	0.000	Yes	Positive
195	Satisfaction	Product02	.452**	0.000	Yes	Positive
196	Satisfaction	Product03	.467**	0.000	Yes	Positive
197	Satisfaction	Product04	.450**	0.000	Yes	Positive
198	Satisfaction	Product05	.351**	0.000	Yes	Positive
199	Satisfaction	Product06	.372**	0.000	Yes	Positive
200	Satisfaction	Product07	.373**	0.000	Yes	Positive
201	Satisfaction	Product08	.323**	0.000	Yes	Positive
202	Satisfaction	Product09	.462**	0.000	Yes	Positive
203	Satisfaction	Product10	.343**	0.000	Yes	Positive
204	Satisfaction	Product11	.347**	0.000	Yes	Positive
205	Satisfaction	Product12	.424**	0.000	Yes	Positive
206	Satisfaction	Product13	.221**	0.000	Yes	Positive
207	Satisfaction	Product14	.385**	0.000	Yes	Positive
208	Satisfaction	Price01	.450**	0.000	Yes	Positive
209	Satisfaction	Price02	.444**	0.000	Yes	Positive
210	Satisfaction	Price03	.502**	0.000	Yes	Positive
211	Satisfaction	Price04	.373**	0.000	Yes	Positive
212	Satisfaction	Price05	.310**	0.000	Yes	Positive
213	Satisfaction	Price06	.282**	0.000	Yes	Positive
214	Satisfaction	Price07	.513**	0.000	Yes	Positive
215	Satisfaction	Place01	.456**	0.000	Yes	Positive
216	Satisfaction	Place02	.362**	0.000	Yes	Positive
217	Satisfaction	Place03	.425**	0.000	Yes	Positive
218	Satisfaction	Place04	.395**	0.000	Yes	Positive
219	Satisfaction	Place05	.276**	0.000	Yes	Positive
220	Satisfaction	Place06	.373**	0.000	Yes	Positive
221	Satisfaction	Place07	.348**	0.000	Yes	Positive
222	Satisfaction	Place08	.450**	0.000	Yes	Positive
223	Satisfaction	Place09	.508**	0.000	Yes	Positive
224	Satisfaction	Place10	.424**	0.000	Yes	Positive
225	Satisfaction	Place11	.299**	0.000	Yes	Positive
226	Satisfaction	Promotion01	.416**	0.000	Yes	Positive
227	Satisfaction	Promotion02	.355**	0.000	Yes	Positive
228	Satisfaction	Promotion03	.355**	0.000	Yes	Positive
229	Satisfaction	Promotion04	.302**	0.000	Yes	Positive
230	Satisfaction	Promotion05	.335**	0.000	Yes	Positive
231	Satisfaction	Promotion06	.357**	0.000	Yes	Positive
232	Satisfaction	Promotion07	.407**	0.000	Yes	Positive
233	Satisfaction	Promotion08	.341**	0.000	Yes	Positive
234	Satisfaction	Promotion09	.403**	0.000	Yes	Positive
235	Visit	Product01	.383**	0.000	Yes	Positive
236	Visit	Product02	.396**	0.000	Yes	Positive
237	Visit	Product03	.469**	0.000	Yes	Positive
238	Visit	Product04	.392**	0.000	Yes	Positive
239	Visit	Product05	.279**	0.000	Yes	Positive
240	Visit	Product06	.405**	0.000	Yes	Positive

241	Visit	Product07	.458**	0.000	Yes	Positive
242	Visit	Product08	.368**	0.000	Yes	Positive
243	Visit	Product09	.373**	0.000	Yes	Positive
244	Visit	Product10	.443**	0.000	Yes	Positive
245	Visit	Product11	.428**	0.000	Yes	Positive
246	Visit	Product12	.481**	0.000	Yes	Positive
247	Visit	Product13	.349**	0.000	Yes	Positive
248	Visit	Product14	.484**	0.000	Yes	Positive
249	Visit	Price01	.331**	0.000	Yes	Positive
250	Visit	Price02	.355**	0.000	Yes	Positive
251	Visit	Price03	.313**	0.000	Yes	Positive
252	Visit	Price04	.439**	0.000	Yes	Positive
253	Visit	Price05	.417**	0.000	Yes	Positive
254	Visit	Price06	.420**	0.000	Yes	Positive
255	Visit	Price07	.354**	0.000	Yes	Positive
256	Visit	Place01	.325**	0.000	Yes	Positive
257	Visit	Place02	.310**	0.000	Yes	Positive
258	Visit	Place03	.343**	0.000	Yes	Positive
259	Visit	Place04	.418**	0.000	Yes	Positive
260	Visit	Place05	.329**	0.000	Yes	Positive
261	Visit	Place06	.291**	0.000	Yes	Positive
262	Visit	Place07	.439**	0.000	Yes	Positive
263	Visit	Place08	.401**	0.000	Yes	Positive
264	Visit	Place09	.398**	0.000	Yes	Positive
265	Visit	Place10	.423**	0.000	Yes	Positive
266	Visit	Place11	.353**	0.000	Yes	Positive
267	Visit	Promotion01	.430**	0.000	Yes	Positive
268	Visit	Promotion02	.399**	0.000	Yes	Positive
269	Visit	Promotion03	.430**	0.000	Yes	Positive
270	Visit	Promotion04	.370**	0.000	Yes	Positive
271	Visit	Promotion05	.380**	0.000	Yes	Positive
272	Visit	Promotion06	.329**	0.000	Yes	Positive
273	Visit	Promotion07	.368**	0.000	Yes	Positive
274	Visit	Promotion08	.365**	0.000	Yes	Positive
275	Visit	Promotion09	.384**	0.000	Yes	Positive
276	Recommend	Product01	.474**	0.000	Yes	Positive
277	Recommend	Product02	.440**	0.000	Yes	Positive
278	Recommend	Product03	.465**	0.000	Yes	Positive
279	Recommend	Product04	.423**	0.000	Yes	Positive
280	Recommend	Product05	.296**	0.000	Yes	Positive
281	Recommend	Product06	.372**	0.000	Yes	Positive
282	Recommend	Product07	.311**	0.000	Yes	Positive
283	Recommend	Product08	.309**	0.000	Yes	Positive
284	Recommend	Product09	.359**	0.000	Yes	Positive
285	Recommend	Product10	.343**	0.000	Yes	Positive
286	Recommend	Product11	.279**	0.000	Yes	Positive
287	Recommend	Product12	.405**	0.000	Yes	Positive
288	Recommend	Product13	.243**	0.000	Yes	Positive
289	Recommend	Product14	.411**	0.000	Yes	Positive
290	Recommend	Price01	.351**	0.000	Yes	Positive
291	Recommend	Price02	.390**	0.000	Yes	Positive

292	Recommend	Price03	.419**	0.000	Yes	Positive
293	Recommend	Price04	.349**	0.000	Yes	Positive
294	Recommend	Price05	.279**	0.000	Yes	Positive
295	Recommend	Price06	.300**	0.000	Yes	Positive
296	Recommend	Price07	.386**	0.000	Yes	Positive
297	Recommend	Place01	.388**	0.000	Yes	Positive
298	Recommend	Place02	.282**	0.000	Yes	Positive
299	Recommend	Place03	.379**	0.000	Yes	Positive
300	Recommend	Place04	.348**	0.000	Yes	Positive
301	Recommend	Place05	.231**	0.000	Yes	Positive
302	Recommend	Place06	.331**	0.000	Yes	Positive
303	Recommend	Place07	.340**	0.000	Yes	Positive
304	Recommend	Place08	.424**	0.000	Yes	Positive
305	Recommend	Place09	.436**	0.000	Yes	Positive
306	Recommend	Place10	.358**	0.000	Yes	Positive
307	Recommend	Place11	.295**	0.000	Yes	Positive
308	Recommend	Promotion01	.368**	0.000	Yes	Positive
309	Recommend	Promotion02	.319**	0.000	Yes	Positive
310	Recommend	Promotion03	.310**	0.000	Yes	Positive
311	Recommend	Promotion04	.225**	0.000	Yes	Positive
312	Recommend	Promotion05	.306**	0.000	Yes	Positive
313	Recommend	Promotion06	.300**	0.000	Yes	Positive
314	Recommend	Promotion07	.328**	0.000	Yes	Positive
315	Recommend	Promotion08	.340**	0.000	Yes	Positive
316	Recommend	Promotion09	.316**	0.000	Yes	Positive
317	Visit	Satisfaction	.555**	0.000	Yes	Positive
318	Recommend	Satisfaction	.591**	0.000	Yes	Positive

4.2.3.2 Defining relationship between "Overall satisfaction" and "Likeliness to take future action"

Relationships between foreign tourists' overall satisfaction with Thai food and their likeliness to take future action were tested. The main assumption is that foreign tourists' higher overall satisfaction in Thai food encouragingly drives their likeliness to take future action.

"Overall satisfaction" and "Likeliness to revisit Thailand for Thai food"

Hypothesis 319 (Group 11) was tested. Independent variable (X) was foreign tourist's overall satisfaction with Thai food. Dependent variable (Y) was foreign tourist's likeliness to revisit Thailand for Thai food.

Table 17: Results of Hypothesis Group 11 – Hypothesis 319

Hypothesis	Model		R^2	F-test significant level	Standardized coefficient	t-value	Sig. Prob.
319	1	Satisfaction	0.297	0.000	0.545	13.913	0.000

The result showed that this model can explain 29.7% of variation in foreign tourist's likeliness to revisit Thailand for Thai food (R^2 = 0.297). One-way ANOVA showed that this model is useful for future prediction (F-test sig. = 0.000, which is < 0.05). A foreign tourist's overall satisfaction with Thai food has influence over their likeliness to revisit Thailand for Thai food (Sig = 0.000, which is < 0.05). The linear regression equation is:

$$Y = 0.938 + 0.735X$$

Y: Revisit, likeliness that a foreign tourist will visit Thailand again for Thai food

X: Satisfaction, foreign tourist's overall satisfaction level on Thai food in Thailand

Conclusion: *the higher foreign tourists' overall satisfaction with Thai food is, the higher a foreign tourist's likeliness to revisit Thailand for Thai food becomes*.

"Overall satisfaction" and "Likeliness to recommend friends to visit Thailand for Thai food"

Hypothesis 320 (Group 11) was tested. Independent variable (X) was foreign tourists' overall satisfaction with Thai food. Dependent variable (Y) was foreign tourists' likeliness to

recommend friends to visit Thailand for Thai food.

Table 18: Results of Hypothesis Group 11 – Hypothesis 320

Hypothesis	Model		R^2	F-test significant level	Standardized coefficient	t-value	Sig. Prob.
320	1	Satisfaction	0.363	0.000	0.603	16.159	0.000

The result showed that this model can explain 36.3% of variation in foreign tourist's likeliness to recommend friends to visit Thailand for Thai food (R^2 = 0.363). One-way ANOVA showed that this model is useful for future prediction (F-test sig. = 0.000, which is < 0.05). A foreign tourist's overall satisfaction with Thai food has influence over their likeliness to recommend friends to visit Thailand for Thai food (Sig = 0.000, which is < 0.05). The linear regression equation is:

$$Y = 1.306 + 0.694X$$

Y: Recommend, likeliness that a foreign tourist will recommend their friends to visit Thailand for Thai food

X: Satisfaction, foreign tourist's overall satisfaction level on Thai food in Thailand

Conclusion: *the higher a foreign tourist's overall satisfaction with Thai food is, the higher a foreign tourist's likeliness to recommend friends to visit Thailand for Thai food becomes*.

4.2.3.3 Defining relationship between "Marketing Mix factors", "Overall satisfaction" and "Likeliness to take future action"

Multiple linear regression analyses (step-wise method) were conducted to define relationship between satisfaction based on marketing mix factors, overall satisfaction and likeliness to take future action.

"Marketing Mix factors" and "Overall satisfaction"

Hypothesis 321 (Group 12) was tested. Independent variables (X) were a foreign tourist's satisfactions with Thai food based marketing mix factors. Dependent variable (Y) was foreign tourists' overall satisfaction with Thai food.

Table 19: Results of Hypothesis Group 12 – Hypothesis 321

Hypothesis	Model		R^2	F-test significant level	Standardized coefficient	t-value	Sig. Prob
321	8	"overall reasonable price"	0.521	0.000	0.199	4.344	0.000
		"delicious, good test"			0.271	5.707	0.000
		"good atmosphere"			0.191	4.217	0.000
		"information support within Thailand"			0.161	3.404	0.001
		"special offering with purchase"			0.173	2.971	0.003
		"free additional product/service with purchase"			-0.168	-2.910	0.004
		"food safety"			0.103	2.119	0.035
		"good scent, odor, smell"			0.097	1.990	0.047

The result showed that this model can explain 52.1% of variation in foreign tourist's overall satisfaction with Thai food in Thailand ($R^2 = 0.521$). One-way ANOVA showed that this model is useful for future prediction (F-test sig. = 0.000, which is < 0.05). A foreign tourist's satisfactions on <u>selected</u> marketing mix factors have influence over their overall satisfaction with Thai food (Sig. < 0.05). The linear regression equation is:

$$Y = 0.711 + 0.173 X1 + 0.252 X2 + 0.164 X3 + 0.114 X4 + 0.125 X5$$

$$- 0.106 X6 + 0.066 X7 + 0.077 X8$$

Y: Satisfaction, foreign tourist's overall satisfaction level on Thai food in Thailand

X1: satisfaction level on "overall reasonable price"

X2: satisfaction level on "delicious, good test"

X3: satisfaction level on "good atmosphere"

X4: satisfaction level on "information support within Thailand"

X5: satisfaction level on "special offering with purchase"

X6: satisfaction level on "free additional product/service with purchase"

X7: satisfaction level on "food safety"

X8: satisfaction level on "good scent, odor, smell"

Conclusion: *factors regarding marketing mix theory that drive overall satisfaction are (1) overall reasonable price, (2) delicious good test, (3) good atmosphere, (4) information support within Thailand, (5) special offering with purchase, (6) food safety, (7) good scent, odor, smell.*

Factor that decreases overall satisfaction is free additional product/service with purchase. Degree of influence of each factor depends on the variable coefficient value.

"Marketing Mix factors" and "Likeliness to revisit Thailand for Thai food"

Hypothesis 322 (Group 12) was tested. Independent variables (X) were foreign tourist's satisfactions with Thai food based marketing mix factors. Dependent variable (Y) was foreign tourists' likeliness to revisit Thailand for Thai food.

Table 20: Results of Hypothesis Group 12 – Hypothesis 322

Hypothesis	Model		R^2	F-test significant level	Standardized coefficient	t-value	Sig. Prob
322	10	"Food safety"	0.479	0.000	0.128	2.389	0.017
		"Quality of Thai food"			0.162	2.967	0.003
		"Sufficient information for local food and drink"			0.186	3.595	0.000
		"Presenting special, exciting cooking method"			0.195	3.920	0.000
		"Unique cultural experience"			-0.206	-4.206	0.000
						3.400	0.001
		"Good scent, odor, smell"			0.166		
		"Quality, freshness of ingredient"			0.144	2.799	0.005
		"Good for health"			0.122	2.487	0.013
		"Attractive presentation, appearance"			-0.147	-2.805	0.005
		"Recognizable name"			0.140	2.789	0.006

The result showed that this model can explain 47.9% of variation in foreign tourist's likeliness to revisit Thailand for Thai food (R^2 = 0.479). One-way ANOVA showed that this model is useful for future prediction (F-test sig. = 0.000, which is < 0.05). A foreign tourist's satisfaction on <u>selected</u> marketing mix factors has influence over their likeliness to revisit Thailand for Thai food (Sig. < 0.05). The linear regression equation is:

Y = 1.008 + 0.105 X1 + 0.173 X2 + 0.169 X3 + 0.175 X4 - 0.206 X5

+ 0.170 X6 + 0.147 X7 + 0.120 X8 - 0.153 X9 + 0.129 X10

Y: Revisit, likeliness that a foreign tourist will revisit Thailand for Thai food

X1: satisfaction level on "Food safety"

X2: satisfaction level on "Quality of Thai food"

X3: satisfaction level on "Sufficient information for local food and drink"

X4: satisfaction level on "Presenting special, exciting cooking method"

X5: satisfaction level on "Unique cultural experience"

X6: satisfaction level on "Good scent, odor, smell"

X7: satisfaction level on "Quality, freshness of ingredient"

X8: satisfaction level on "Good for health"

X9: satisfaction level on "Attractive presentation, appearance"

X10: satisfaction level on "Recognizable name"

Conclusion: *factors regarding marketing mix theory that drive overall satisfaction are (1) Food safety, (2) Quality of Thai food, (3) Sufficient information for local food and drink, (4) Presenting special exciting cooking method, (5) Quality, freshness of ingredient, (6) Good scent, odor, smell, (7) Quality, freshness of ingredient, (8) Good for health, and (9) Recognizable name. Factors that decrease overall satisfaction are (1) Unique cultural experience and (2) Attractive presentation, appearance.* Degree of influence of each factor depends on the variable coefficient value.

"Marketing Mix factors" and "Likeliness to recommend friends to visit Thailand for Thai food"

Hypothesis 323 (Group 12) was tested. Independent variables (X) were a foreign tourist's satisfactions with Thai food based marketing mix factors. Dependent variable (Y) was foreign tourists' likeliness to recommend friends to visit Thailand for Thai food.

Table 21: Results of Hypothesis Group 12 – Hypothesis 323

Hypothesis	Model		R^2	F-test significant level	Standardized coefficient	t-value	Sig. Prob
323	5	"Quality of Thai food"	0.383	0.000	0.101	1.780	0.076
		"Food safety"			0.228	4.654	0.000
		"Delicious, good taste"			0.296	5.915	0.000
		"Readily available at your convenient time"			0.139	2.603	0.010
		"Good atmosphere"			0.117	2.169	0.031

The result showed that this model can explain 38.3% of variation in foreign tourist's likeliness to recommend friends to visit Thailand for Thai food (R^2 = 0.383). One-way ANOVA

showed that this model is useful for future prediction (F-test sig. = 0.000, which is < 0.05). A foreign tourist's satisfactions on <u>selected</u> marketing mix factors have influence over their likeliness to recommend friends to visit Thailand for Thai food (Sig. < 0.05). The linear regression equation is:

$$Y = 1.086 + 0.094 \ X1 + 0.162 \ X2 + 0.309 \ X3 + 0.123 \ X4 + 0.112 \ X5$$

Y: Recommend, likeliness that a foreign tourist will recommend friends to visit Thailand for Thai food

X1: satisfaction level on "Quality of Thai food"

X2: satisfaction level on "Food safety"

X3: satisfaction level on "Delicious, good taste"

X4: satisfaction level on "Readily available at your convenient time"

X5: satisfaction level on "Good atmosphere"

Conclusion: *factors regarding marketing mix theory that drive overall satisfaction are (1) Quality of Thai food, (2) Food safety, (3) Delicious, good taste, (4) Readily available at your convenient time, and (5) Good atmosphere.* Degree of influence of each factor depends on the variable coefficient value.

Section 3.   QUALITATIVE FINDINGS AND ANALYSIS

5 foreign tourists participated in the interviews. Each interview is discussed individually. Names of foreign tourists were not disclosed here, only their backgrounds and information provided are disclosed. More detail about interview guide can be seen in appendix. The interviews were conducted in English.

The findings are presented in this manner. First, the general information about participant backgrounds and their current trip to Thailand are outlaid. Then, the foreign tourists' experience and motivation on Thai food, both before they visited Thailand for the first time and after they visited Thailand, are presented. The later part is related to their satisfactions based on Marketing Mix factors (product, price, place and promotion), their overall satisfaction. Finally, the foreign tourists

are asked whether they would revisit Thailand for Thai food and recommend their friends to visit Thailand for Thai food or not.

4.3.1. Case 1: Foreign tourist from South-east Asia

Background:

He was a 20-year-old Singaporean and currently studying at a university in Singapore in natural science field. He was born in Singapore and had lived there for his whole life. He usually traveled abroad 2-3 times a year with his parents and his friends.

Current trip in Thailand:

He stayed in Phuket, Thailand for 3 days. He travelled with his group of 5 university friends from Singapore, Indonesia and Vietnam. This was his second time. He first visited Thailand with his parents in 2010. His friends and he stayed at a 2-star hotel in Thailand. Although they mainly travelled by themselves, they bought a package tour to visit islands around Phuket for 1 day.

Finding

The foreign tourist had tried Thai food before he visited Thailand for the first time. He was motivated to come to Thailand for Thai food, especially Thai fruits. He found Thai food in Thailand superior to ones in his country. He was also motivated to come back to Thailand to eat Thai food. The following shows his expressions for experiences and motivations:

"I had eaten Thai food in Singapore before I visited Thailand. I love Thai fruits, especially mango and durian. I was motivated to come here for local fruits here."

"Thai food in Thailand is much better than those in Singapore. I enjoyed eating Thai food here. If I have a chance I will come back here for Thai local food."

The foreign tourists commented on factors that drove his satisfaction up and down. The positive factors are the smell, the taste, the price, convenient location, and availability of food. The negative factors are poor food safety, and limited information available for foreign tourists. The following shows his expressions on satisfactions:

"We normally ate local street food. The smell of street food is very inviting us to eat. The taste was also good. I was concerned with the hygiene of the food though. Last time my sister had food poison from eating street food. So this time I tried to choose to eat at the vendor that looked popular with local people. It helped me from not getting sick. And I think there should be a health codes and regulation being imposed on food safety and hygiene. It will help ensure foreigners about the foods we consume."

"Thailand is cheap to visit. Thai food is very cheap. I was impressed with the price. Street food cost me around 4-5 USD for all day food, including some drinks and snacks. Most food from the street vendors costs 1 USD for a dish. Very impressive."

"Like in Singapore, Thai street food is very local to find and available twenty four hours. They are all over the streets and corners in Thailand. And no matter what time it is, there is always food available somewhere. It is very convenient."

"I wanted to eat what the locals eat. However, the information available about local foods is quite limited. Only pricey places are recommended on a guidebook and the locals do not eat there. I have read reviews on the Internet. But I wish there were more information about local foods available for foreigners like me."

His response for overall satisfaction was good. He will revisit Thailand and recommend his friends to visit Thailand for Thai food. His answer was expressed as:

"Very impressive. I am very satisfied."

"Of course. Thailand is only a short flight away from Singapore. I will definitely visit Thailand for Thai food, especially Thai fruits."

"I will definitely recommend my friends to come here to eat local fruits. Actually I bought some Thai fruits to bring back for my family and friends."

4.3.2. Case 2: Foreign tourist from Japan

Background

She was a 23-year-old Japanese from Hiroshima, Japan. She just graduated from a university in Hiroshima and was unemployed. She used to live in USA during her childhood. She moved back to Japan with her parents when she was 12-year-old. She usually traveled abroad 1-2 times a year with her friends.

Current trip in Thailand

She traveled alone in South East Asia region for 4 weeks. She spent 12 days in Thailand and already visited Bangkok, the north, northeast, and south of Thailand. This was her first time to visit Thailand. She stayed with her friend and family for 2 nights in Bangkok. For the rest of the trip, she stayed at guesthouses.

Finding

The foreign tourist had tried Thai food before she visited Thailand for the first time. She viewed that Thai food was part of Thai culture and was motivated to experience it. She later found that dining experience in Thailand was quite different from what she encountered in her country. She liked Thai food and would eat Thai food when she returned to Japan. The following shows her expressions for experiences and motivations.

"My first impression on Thai food was that it was so hot and spicy, and very different from Japanese food. My friends and I went to Thai restaurants several times before I visited here. I enjoyed it. When I decided to travel alone, the main purpose is to experience the local cultures and enjoyed the difference. Food is part of the culture and I was looking forward to it. The guidebook that I bought even suggested the menu and restaurants that I should try."

"I found that Thai food in Thailand is different from Thai food in Japan. And Thai food in a region is even different from Thai food in other regions. Probably because the geography of Thailand covers quite a few different climatic zones, I notice that the ingredients are different from place to place. The vegetable, meats, grains, herbs, even

cooking method. For example, in the north part there is not many local menus with seafood. While in other parts of Thailand seafood is common. It is funny when I found out that they do not use chopsticks here. In Hiroshima, every restaurants offered chopsticks and I was expecting that chopsticks would be provided. But it was not unless you eat noodle. But I enjoyed the difference though. I really enjoyed Thailand. I will eat Thai food when I go back to Hiroshima."

The foreign tourists commented on factors that drove her satisfaction up and down. The positive factors are freshness of Thai food, the smell, sophisticated cooking method, cheap price, reasonable price for portion of food, free additional product or service with purchase, sufficient information for local food and information support while in Thailand. The negative factor are food safety, not understandable menu, and cleanness of the food. The following shows her expressions on satisfactions:

"I like the freshness that Thai foods here offer. I like freshly cooked food. I like both soy-sauce-based and turmeric-powder-based Thai style Barbecued pork from street food stand. They smelled so good I could not help trying it. My friend's family took me to a night street vendor with sit-down place. It was fun, just like watching a cooking show. Especially when somebody ordered spicy stir-fried morning glory, the cooking method was unforgettable. Instead of transferring from a wok to a plate, the cook threw it in the air and his assistant caught it by a plate. It was like baseball. But I was very cautious about what I chose to eat prior long or overnight bus rides. I was afraid that I would get sick from eating contaminated food. So before taking a bus, I avoided eating non-heated food. I'd rather eat hot noodle or process foods in order to make sure I would not get sick. I would enjoy Thailand much more if I can make sure I will not get sick from food."

"Very cheap compared to Thai food in Japan. But Thai food served in small portion, compared to ramen bowl in Japan. But the portion is still cheap and reasonable

with the price. And the street vendors were very nice they gave me free extras when I tried to communicate with them in Thai."

"Most of street vendors have their menu in English. Only some street vendors in tourist places offered English menu. But some English names were not understandable. I did not recognize what the food was even when I was actually looking at it. Some vendors could speak easy English but could not give details of what they offered. I feel like I took chance every time I ordered. I was concerned about the cleanness of street food. Some time the food stalls did not look clean at all. The vendor threw the cooking waste away on the public water pipes on the street. It was not hygiene at all"

"Surprisingly guidebooks in Japanese language recommended places that I should go eat. There are both high-class expensive places as well as places where the locals dine. I had copies of free magazine with information on Thai food written in Japanese language in Thailand."

Her response for overall satisfaction was good. She will revisit Thailand and recommend his friends to visit Thailand for Thai food. Her answer was expressed as:

"Satisfied."

"Yes. I think Thai food is part of Thai culture that I enjoyed."

"Yes, I will recommend my friends to visit Thailand for Thai food experience. It is one of a kind and not available in Japan."

4.3.3. Case 3: Foreign tourist from China

Background

He was a 32-year-old Chinese from Shanghai, China. He held a Master's Degree in Architecture. He had his own business in Shanghai. He was an exchange student to Sydney, Australia when he was 18-year-old. He usually traveled abroad 4-5 times a year with his friends.

Current trip in Thailand

This was his third time visiting Thailand. This time, he visited Phuket, Thailand for 4 days with his friend. They stayed at 4-star hotel in Patong beach. They bought 2 package tours: a one-day package tour to visit Phi Phi island and another one-day package tour to visit Phuket town.

Finding

The foreign tourist had never tried Thai food before he visited Thailand for the first time. However, he had been told about Thai food and was motivated to eat Thai food in Thailand. He ate Thai food in China after he visited Thailand. He preferred Thai food in Thailand to ones in his home country. The following shows his expressions for experiences and motivations:

"I had never eaten Thai food before I visited Thailand. I heard about Thai food but never had a chance to try. My friends told me that Thai fruits and local dessert were good. I wanted to try when I visited Thailand. They told me that I could not miss mango with sticky rice."

"Thai food in Thailand and outside Thailand are different. After my first time in Thailand, I went to Thai restaurants in Shanghai. But the experience was not like what I encountered in Thailand. I prefer Thai food in Thailand. But still Thai restaurants in Shanghai helped me when I missed Thai food."

The foreign tourists commented on factors that drove his satisfaction up and down. The positive factors are good taste, quality of Thai food in Thailand, and the service provided. The negative factors are price not charged as agreed beforehand, difficult-to-reach location, difficult-to-use transportation, information available about local food in his preferred language, and lack of information support in Thailand. The following shows his expressions on satisfactions:

"Thai food is always a highlight. It is good taste and healthy. And quality of Thai food in Thailand is much better than outside Thailand. I am not much worried about the food hygiene. These stalls in Thailand are similar to ones in China."

"I had bad experience with street vendor in Phuket. I went out to buy some cut fruits from street vendor. We agreed on the price of 50 Thai Baht for a piece of mango. But when he handed me the fruit, he said I had to pay 100 Thai Baht. That was ridiculous and I tried to walk away. He just kept followed me and asked me to pay. It lasted about 10 minutes until I reached the police. Then, when I turned back he was gone. I was upset with what happened. I searched on the Internet after the incident and found that it was very common and happened quite often in Thailand. I think it would be great if there were an official authority to take care of this and make sure that it will not to happen again. Also, it would be good if there is price tag attached to every food item so I am aware of how much I have to pay. I do not mind paying higher price than local Thai people. But the seller must charge the previously agreed price."

"Although street vendors are everywhere, some good restaurants are quite difficult to reach. There must be some maps or instruction for foreigners about how to use public transportation. I also notice that waiters were more polite to me than they did to local Thai people."

"I wish there was information in Chinese language about local food and restaurants, both distributed in Thailand and in China. Also, I wish there was a hotline for foreigners to ask for help."

His response for overall satisfaction was quite good. He will revisit Thailand and recommend his friends to visit Thailand for Thai food. His answer was expressed as:

"Quite satisfied."

"Yes. Some menus are available only in Thailand. I will come back for Thai food."

"Yes. Thailand has become popular for Chinese tourists. I will suggest my friends about what restaurants they should try."

4.3.4. Case 4: Foreign tourist from Europe

Background

He was a 59-year-old engineer from Munich, Germany. He had a Master's Degree in engineering. He worked for a multinational company in Munich. He usually traveled abroad 2-3 times a year with his wife.

Current trip in Thailand

He first visited Thailand when he was 30-year-old studying in for a Master's Degree at university. This was his fifth time in Thailand. He came with his wife for 20 days to visit the northern and southern parts of Thailand. They had their travel agency to arrange their transportation, accommodation, sightseeing trip and part of their meals.

Finding

The foreign tourist had tried Thai food before he visited Thailand for the first time. He was motivated to come to Thailand fore Thai food. He said that Thai food experience in Thailand was superior to the ones back home. Still, he was motivated to eat Thai food after he returned to Germany. The following shows his expressions for experiences and motivations:

"Thai food is very popular in Germany. The atmosphere of Thai restaurants in Germany is different. The moment I entered, there was a warm welcome from restaurant staffs greeting you in Thai way and saying "Sawadee" (Hello in Thai language). They might be wearing Thai traditional dress. And the decorations are full of Thai crafts, orchids or Buddhist images. The food they served look elegant, and also the taste. I was very keen to visit Thailand."

"I must say that you have never experience Thai food if you have never been to Thailand. Thai food in Thailand is much better than anywhere else in the world. There is more variety and more flavors. The taste and the texture of Thai food in Thailand are different from Thai food you have eaten in Thai restaurants in Germany. Probably some ingredients are not available in your country so they need to skip them or use a substitute.

There are many Thai restaurants nearby my office. I sometimes go there with my colleague to have lunch or dinner."

The foreign tourists commented on factors that drove his satisfaction up and down. The positive factors are variety of food, the taste, the price, restaurant decoration, understandable menu, information from mass media, information of special interest media, and information from trusted party. The negative factors are attractive presentation that does not come with good taste, and too much cultural experience. The following shows his expressions on satisfactions:

"There is huge variety of Thai food in Thailand. Thai food has been influenced by foods from many other cultures and, as a result, it is one of the most eclectic in the world. I like Thai beers. They are good. They are different from ours in Germany but still good. Thai local Whisky is too strong. Some food looks so good to be eaten. For such food, my expectation for that food is so high. Some failed to meet my expectation though."

"We normally eat at restaurants with fine dining experience. I must say that the price is lower than in Germany but not that low. Some restaurants, such as Blue Elephant, charged me almost the price that I paid at Blue Elephant in Copenhagen, Denmark."

"We normally ate at hotel restaurants or at fine restaurants. I had our transportation arranged so we are not sure whether the location is convenient or not. All restaurants had good decoration, provided cozy feelings and offered English menu with active staffs to help explain the menu. But some restaurants were trying hard to present us with Thai-ness. I feel that such restaurants lose Thai characteristics. This kind of experience is common in my country and I want something different in Thailand."

"I saw a lot of TV programs with information on Thailand and Thai food. Also, the information from the Internet. My friends love to travel and they love Thailand too. We normally share information about our trip, including Thailand."

His response for overall satisfaction was good. He will revisit Thailand and recommend his friends to visit Thailand for Thai food. His answer was expressed as:

"Satisfied."

"Umm. I like Thai food, but there are other factors that drive me to revisit Thailand. I like the hospitality of Thai people. I love beaches here. My wife and I are considering a long-stay in Thailand, probably at the south of Thailand, after we retire."

"Most of my colleagues have been to Thailand. We share information."

4.3.5. Case 5: Foreign tourist from Australia

Background

She was a 44-year-old housewife from Melbourne, Australia. She was married for 16 years with 3 children (14, 9 and 4 year-old ones). She traveled abroad once a year with her family.

Current trip in Thailand

This was her second time in Thailand. She visited Thailand for honeymoon 16 years ago. This time she traveled with her husband and three children. They stayed in Thailand for 7 days in total at 3-star hotel in Bangkok and Phuket.

Finding

The foreign tourist had tried Thai food before she visited Thailand for the first time. She was motivated to come to Thailand for Thai food. She and her family had good experience with Thai food in Thailand. She was motivated to cook Thai food by herself. The following shows her expressions for experiences and motivations.

"I had been to Thai restaurants with my parents, friends and husband many times before I got married. To me, Thai food is very healthy. It has lots of vegetables, vitamins, and fish. And I love juicy and healthy fruits. My first time eating Thai food, nobody had told me that Thai food excite every area of my mouth with a mix of sweet, salty, sour, and spicy hot flavors, together in every meal. The Tom Yum soup was the best example. I can say that

Thai food, along with other factors, motivated me and my husband to visit Thailand for our honeymoon."

"My husband and I were worried that our kids could not eat spicy food. But we found that not all Thai foods were spicy. More than half of Thai food was not spicy at all. It just has plenty of flavors. We were relieved that our kids could eat it. I also bought a lot of spicy and paste for Thai curries back home."

The foreign tourists commented on factors that drove her satisfaction up and down. The positive factors are the smell, menu with recognizable name, the reasonable price, availability of Thai food, and the good service. The negative factors are the smell, lack of information about local food, and clear information about food (ingredient, nutrition and allergy). The following shows her expressions on satisfactions:

"Food is plentiful in Thailand. Thai food smelled stronger in Thailand. Maybe from the local ingredients are different and preparation areas are mostly open area. Some food smells awful and looks rotten. Others smell and taste like heaven. I tended to eat the menu that I recognized the names. So I have the idea what the food should taste like. And when I did not feel like eating Thai food, I could opt for other types, or even junk food."

"Price is cheap as the living expenses here are. Even in restaurants or in hotel Thai food is still cheaper than in Australia."

"Thai people consider eating a big deal. There are foods everywhere I go. And Thais eat a lot. They eat all the time. What surprised me the most is that Thais, especially Thai girls, eat a lot but still they remain thin and slim. Service was nice. Some waitresses gave him small toys and played with my baby kid while my husband and I ate. So we had time to enjoy our food."

"We had more information about places to visit than information about Thai food. It would be nice to have a guidebook or independently, without sponsor, advises from local

office to help us choose what to eat. Especially for a family like us with kids who are allergic to some food ingredients."

Her response for overall satisfaction was good. She will revisit Thailand and recommend her friends to visit Thailand for Thai food. Her answer was expressed as:

"Satisfied."

"Yes. But not in the near future. We have other plans for our family vacation."

"Sure. Lots of friends enjoyed Thai food in Australia. I will share my experience here and recommend them what they should not miss in Thailand."

Section 4.   DISCUSSION

In this section, I will discuss findings and analyses of the research and how they answer the research questions.

4.4.1.   Research question 1
What is the relationship between (1) demographic background, (2) attitudes and behaviors regarding food in general, (3) behaviors regarding visiting Thailand in general, and (4) behavior regarding Thai food specifically when they visit Thailand?

To answer this question, series of studies were conducted in order to identify the relationship among these factors. The summary of significant relationships is presented as:

(1) **Among demographic background.** Between 2 genders, female foreign tourists tend to spend longer time (days) during their leisure trip. Occupations are related to number of times a person travels on leisure trip annually and for how many days each leisure trip lasts. Freelance and entrepreneur tend to travel more frequently than other occupations. Employees in public sectors and entrepreneur spend more time during their leisure trip.

(2) **Demographic background and attitudes and behaviors regarding food in general**. Between 2 genders, male foreign tourists prefer to make decision about food than female foreign tourists. Number of times a person travels on leisure trip annually is related to behaviors on holiday trip: likeliness that they will avoid having local food, likeliness that they will want to make decision

regarding food, likeliness that they will have a travel agency arrange all meals, and likeliness that they will consider food when planning a holiday trip. A person who travels more frequently tends to avoid having local food, not to make decision regarding food, to have travel agency arrange all meals, and to consider food when planning a holiday trip.

Length of stay (in days) is related to on behaviors on holiday trip: likeliness that they will avoid having local food, likeliness that they will want to make decision regarding food, and likeliness that they will have a travel agency arrange all meals. Although majority of foreign tourists do not avoid eating local food while they are on a holiday trip, they are likely to avoid eating local food when their length of stay increases. They tend to be not willing to make decision regarding food, and they would rather have their travel agency arranges all meals when they length of stay becomes longer.

(3) Demographic background and behaviors regarding Thai food specifically when they visit Thailand. Similar to behavior in food tourism in general, between 2 genders, male foreign tourists are more autonomous and prefer to make decision about food than female foreign tourists. Education, Annual income and length of usual stay on leisure trip are related to whether a person has tried Thai food outside Thailand before visiting Thailand for the first time or not. Majority of foreign tourists at all levels of education have tried Thai food before their fist time visit. However, foreign tourists with Master's Degree tend to have not tried Thai food before they actually visit Thailand for the first time. Foreign tourists with annual income exceeding 100,000 USD tend to have tried Thai food before they actually visit Thailand for the first time than those with lower annual income. Foreign tourists with longer length of stay are more likely to have tried Thai food before they actually visit Thailand for the first time

(4) Attitudes and behaviors regarding food in general and behaviors regarding Thai food specifically when they visit Thailand. A foreign tourist's usual behaviors of whether having their travel agency arrange all meals during the trip and whether considering food while planning for a trip are related whether that foreign tourist has tried Thai food outside Thailand before visiting Thailand for the first time or not. Foreign tourists who rather not have their travel agency arrange

their meals during the trip tend to have tried Thai food before visiting Thailand for the first time. Moreover, foreign tourists who consider food while planning for a holiday trip have tendency of having tried Thai food before they actually visit Thailand for the first time

(5) Behaviors regarding visiting Thailand in general, and Behavior regarding Thai food specifically when they visit Thailand. The <u>frequency of visiting Thailand in last 3 years</u> and <u>foreign tourist traveling with non-Thai friend</u> are related to parties that can influence foreign tourists' decision to eat Thai food during the trip. Regardless of the how many time they have visited Thailand in last 3 years, the foreign tourists are self-influenced in choosing Thai food. Foreign tourists who have visited Thailand more than twice in last 3 years are also influenced by their friends, both Thai and non-Thai making decision to choose Thai food. Moreover, a foreign tourist who travels with their non-Thai friends is influenced to choose Thai food by themselves and the non-Thai friend, while a foreign tourist who does not travel with their non-Thai friends is self-influenced

4.4.2. Research question 2

What is the relationship between foreign tourists experience and motivation, regarding Thai food when they visit Thailand?

To answer the research question, first, the interests on this part focused on whether there were differences between experience of Thai food outside Thailand and in Thailand, and between motivation to eat Thai food when foreign tourists first visited Thailand and after leaving Thailand. The analysis showed that there is a difference between foreign tourists' experiences with Thai food outside and in Thailand. The Thai food experience in Thailand is rated higher than one outside Thailand. However, the analysis showed that foreign tourists' motivations between before and after visiting Thailand are not different.

Then, further analysis to identify whether there were relationships between experience of Thai food outside Thailand and motivation to eat Thai food when foreign tourists first visited Thailand, and between experience of Thai food in Thailand and motivation to eat Thai food after leaving Thailand. The analysis showed that there is relationship between experience with Thai food

113

outside Thailand and motivation to eat Thai food in Thailand. There is also relationship between experience with Thai food in Thailand and motivation to eat Thai food after leaving Thailand.

Lastly, to understand to what extent the experience rating drives motivation, the study translated the relationships into linear equations and concluded that:

(1) The higher foreign tourists' experience with Thai food outside Thailand is, the higher foreign tourists' motivation with Thai food before they visited Thailand becomes (**Y = 3.971 + 0.503X**), and

(2) The higher foreign tourists' experience with Thai food in Thailand is, the higher foreign tourists' motivation with Thai food after they leave Thailand becomes (**Y = 0.790+ 0.848X).**

These 2 above conclusions were confirmed by results from the interview that the higher motivation comes from higher experience rating. Though, the degree cannot be quantified into numbers. The conclusions can be drawn in a graph as:

Figure 60: Relationships between experience and motivation
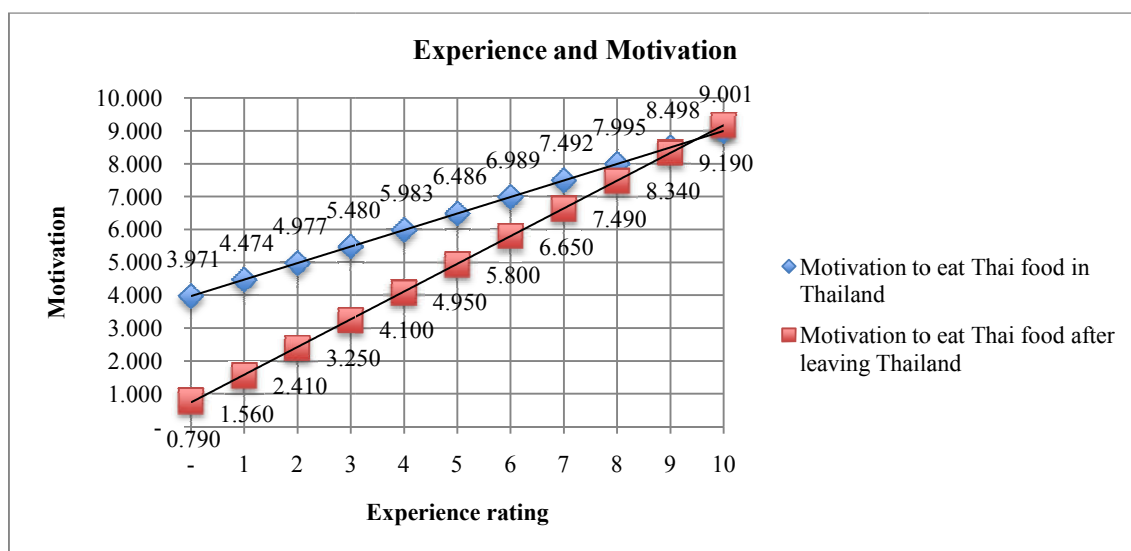
The implication from the graph shows that, at the same level of experience rating, the level of motivation to eat Thai food in Thailand for the first time is higher than motivation to eat Thai food after the foreign tourists leave Thailand. The reason is that, foreign tourists' motivation to eat Thai food after leaving Thailand is more dependent with their experience with Thai food in Thailand,

deriving from lower constant value and higher variable coefficient. Higher variable coefficient is probably a signal that, the better experience with Thai food a foreign tourist has in Thailand, the higher possibility that the tourist becomes fond of Thai food and continues eating Thai food when he leaves Thailand.

While the motivation to eat Thai food in Thailand for the first time is less dependable with the experience rating and more relies on other factors (constant value). Higher constant value is probably because that the foreign tourists feel they should try authentic Thai food when they are in Thailand, no matter what their experience with Thai food outside Thailand has been.

Gradually, it is noted that the levels of both types of motivations become a closer gap once the level of experience rating increases.

4.4.3. Research question 3
What factors of Thai food drive overall satisfaction?

In this study, Marketing Mix theory played important role to identify what causes overall satisfaction on Thai food in Thailand. Accordingly, 41 factors were defined under 4 categories: product (14 factors), price (7 factors), place (11 factors) and promotion (9 factors). Then analyses were conducted to check the relationships between each of 41 factors and overall satisfaction. The analyses showed that all 41 factors have relationships with overall satisfaction with Thai food in Thailand.

Although all 41 factors have relationship with overall satisfactions, a further study was taken to deeply understand what are important factors that drive foreign tourists' overall satisfaction. All factors were carefully analyzed, and only 8 factors were selected. The analysis showed that factors with positive impact on overall satisfaction are (1) overall reasonable price, (2) delicious good test, (3) good atmosphere, (4) information support within Thailand, (5) special offering with purchase, (6) food safety, (7) good scent, odor, smell. Factor that decreases overall satisfaction is free additional product/service with purchase. Degree of influence of each factor depends on the variable coefficient value.

Figure 61: Factors with influences on overall satisfaction
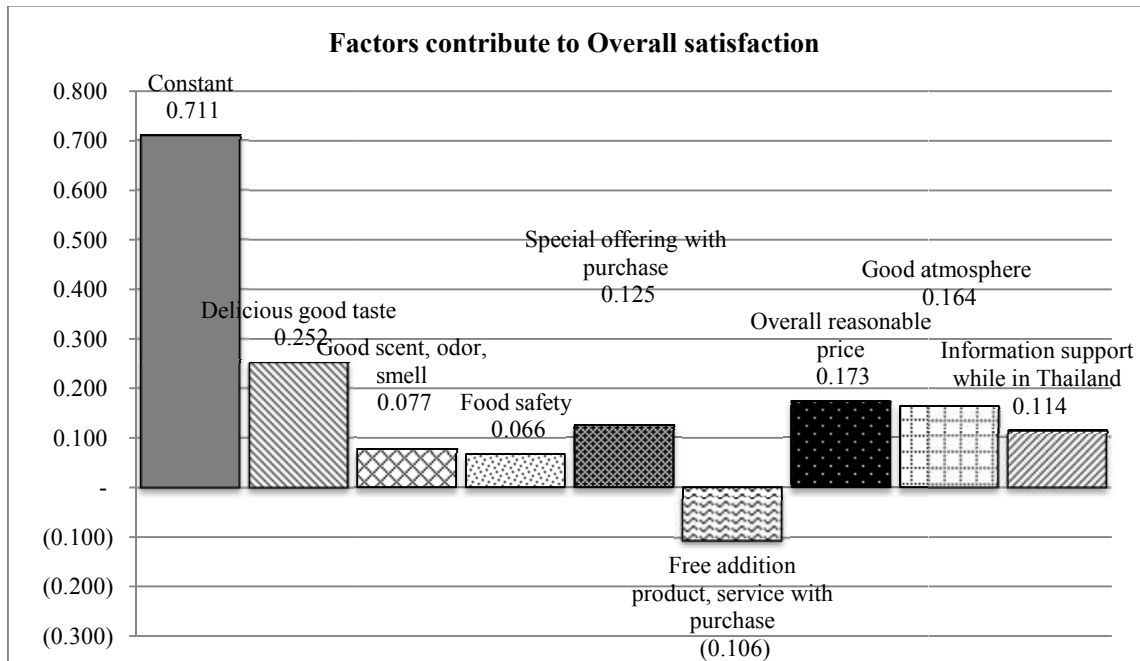
Interesting findings from the analyses were:

(1) When creating the hypothesis, all factors were assumed to increase overall satisfaction. However, the result showed that free addition product or service that came with the purchase, relatively with other selected factors of satisfaction, reduces overall satisfaction.

(2) All four categories from marketing mix theory contributed to overall satisfactions. There are 3 factors from product, 3 from price, 1 from place and 1 from promotion.

4.4.4. Research question 4

What is the relationship between foreign tourists' satisfaction and their future action regarding Thai tourism specifically?

First, in order to define the relationship among above items at easier manner, the relationship between overall satisfaction and likeliness to revisit Thailand for Thai food, and one between overall satisfaction and likeliness to recommend their friends to visit Thailand for Thai food were studied. The analyses showed that there are relationships and can be concluded as

(1) The higher foreign tourists' overall satisfaction with Thai food is, the higher a foreign tourist's likeliness to revisit Thailand for Thai food becomes (**Y = 0.938 + 0.735X**), and

(2) The higher a foreign tourist's overall satisfaction with Thai food is, the higher a foreign tourist's likeliness to recommend friends to visit Thailand for Thai food becomes (**Y = 1.306 + 0.694X**).

These 2 above conclusions were confirmed by results from the interview that the higher satisfaction drives likeliness to take future actions. Though, the degree cannot be quantified into numbers. The conclusions can be drawn in a graph as:

Figure 62: Overall satisfaction and likeliness to take future actions
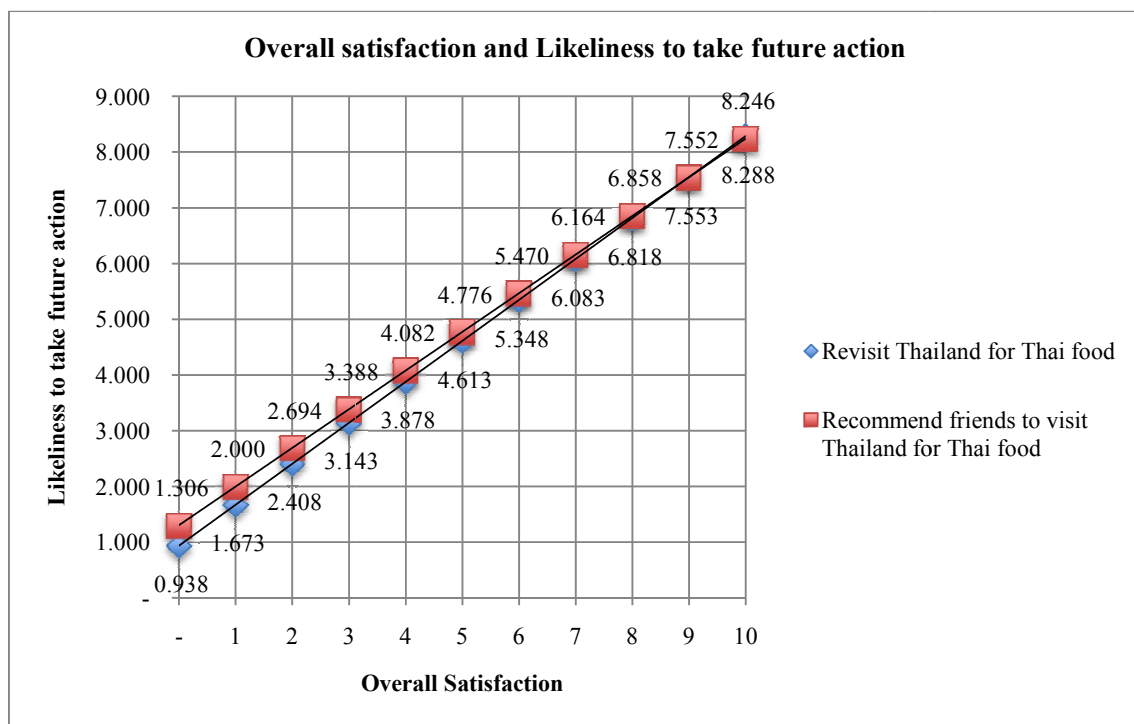
The implication from the graph shows that, at the same level of overall satisfaction, the likeliness to recommend friends to visit Thailand for Thai food is higher than likeliness to revisit Thailand for Thai food. The reason is that, foreign tourists' likeliness to recommend friends is less dependent with their overall satisfaction with Thai food in Thailand, deriving from higher constant value and lower variable coefficient. The reason is probably that the effort required for a person to

recommend a friend is minute, relatively with efforts required to revisit Thailand. A person can express their impressions and recommend other via variety of media: face-to-face conversation, on social network and vice versa.

While the likeliness to revisit Thailand for Thai food is more dependable with their overall satisfaction and less relies on other factors (constant value). The reason is probably that it requires a lot of effort for a person to revisit Thailand: time, energy, money, etc. The foreign tourist must be very satisfied with Thai food that Thai land so that he decides to revisit Thailand for Thai food despite of all efforts required.

Gradually, it is noted that the levels of both types of likeliness to take future action become a closer gap once the level of overall satisfaction increases.

For greater understanding of what factors drive foreign tourists' likeliness to take future action, a further study was conducted. The same factors based on Marketing Mix theory were applied. First, the analysis to define whether each of all factors had relationships with likeliness to take actions regarding Thai tourism was conducted. The analyses showed that all 41 factors have relationships with foreign tourists' likeliness to revisit Thailand and to recommend their friends to visit Thailand for Thai food.

Next, further analyzes taken to deeply understand what are important factors that drive foreign tourists' likeliness to take future actions. The first analysis was conducted for likeliness to revisit Thailand for Thai food. Another analysis was conducted for likeliness to recommend friends to visit Thailand for Thai food.

Although all 41 factors have relationship with likeliness to revisit Thailand for Thai food, a further study was taken and defined only 10 factor that are important factors that drive foreign tourists' likeliness to revisit Thailand for Thai food. The analysis showed that factors regarding marketing mix theory that drive overall satisfaction are (1) food safety, (2) quality of Thai food, (3) sufficient information for local food and drink, (4) presenting special exciting cooking method, (5) quality, freshness of ingredient, (6) good scent, odor, smell, (7) quality, freshness of ingredient, (8) good for health, and (9) recognizable name. Factors that decrease overall satisfaction are (1)

attractive presentation, appearance and (2) unique cultural experience. Degree of influence of each factor depends on the variable coefficient value.

Figure 63: Factors contribute to likeliness to revisit Thailand for Thai food
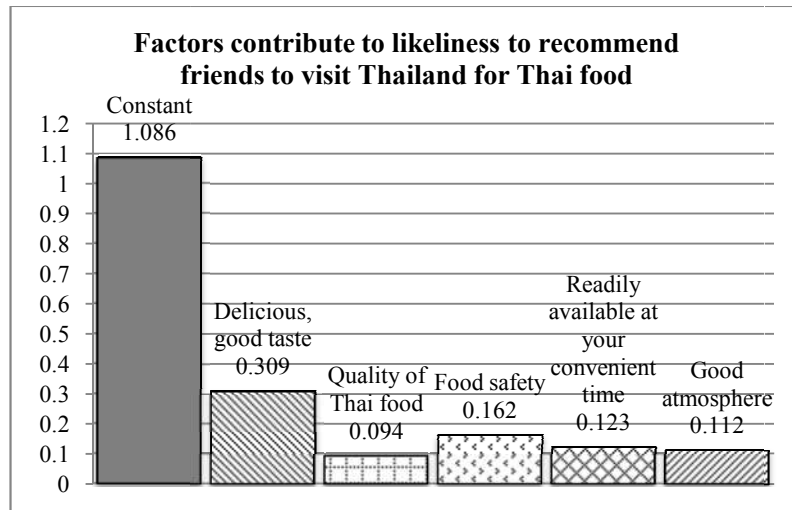

Interesting findings from the analyzes were

(1) When creating the hypothesis, all factors were assumed to increase likeliness to revisit Thailand for Thai food. However, the result showed that attractive presentation, appearance and unique cultural experience, relatively with other selected factors of satisfaction, reduce likeliness to revisit Thailand for Thai food.

(2) Only three out of four categories from marketing mix theory contribute to likeliness to revisit Thailand for Thai food. There are 7 factors from product, 2 from place and 1 from promotion. Surprisingly no factors from price category are important factor to likeliness to revisit Thailand for Thai food.

Lastly, an analysis on likeliness to recommend friends to visit Thailand for Thai food was conducted. Although all 41 factors have relationship with likeliness to recommend friends to visit Thailand for Thai food, only 5 factor that are important factors. The analysis showed that factors

regarding marketing mix theory that drive overall satisfaction are (1) delicious, good taste, (2) quality of Thai food, (3) food safety (4) readily available at your convenient time, and (5) good atmosphere. Degree of influence of each factor depends on the variable coefficient value.

Figure 64: Factors contribute to likeliness to recommend friends to visit Thailand for Thai food

Interesting findings from the analyzes were

(1) Only two out of four categories from marketing mix theory contribute to overall satisfactions. There are 3 factors from product, 3 from price, and 2 from place. Surprisingly no factors from price and promotion categories are important factor to likeliness to recommend friends to visit Thailand for Thai food.

(2) Delicious, good taste factor has higher contribution to likeliness to recommend friends to visit Thailand for Thai food.

CHAPTER 5. CONCLUSION

Section 1.   REVISITING RESEARCH OBJECTIVES

After intensive analyses and interviews, all research objectives in Chapter 1 are answered. First, fundamental understandings of foreign tourists are addressed. There are relationships among a foreign tourist's demographic background, attitudes and behaviors regarding food in general, behaviors regarding visiting Thailand in general, and behavior regarding Thai food specifically when they visit Thailand. However, only particular relationships are significant and can be employed for additional application.

Second, the relationships between experiences and motivations regarding Thai food are addressed. The finding of the study proves that there are positive relationships between them, meaning that positive experience with Thai food creates higher motivation to eat Thai food. However, same level of experience produces different level of motivation of Thai food in Thailand and after leaving Thailand. The level of motivation to eat Thai food in Thailand for the first time is higher than motivation to eat Thai food after the foreign tourists leave Thailand, providing the same level of experience.

Third, the relationships between foreign tourists' overall satisfaction on Thai food and factors, based on marketing mix theory, that influence such satisfaction are addressed. All relationship was, initially, hypnotized to create positive influence. The finding of the study proves that there are one-to-one relationships between them, meaning that each factor influences on the level of foreign tourists' overall satisfaction. However, when considering all factors against one another, only selected factors have such influence and, surprisingly, negative influence exists.

Lastly, the relationship between foreign tourists' likeliness to take future action on tourism in Thailand and factors, based on marketing mix theory, that influence such actions are addressed. All relationship was, initially, hypnotized to create positive influence. The finding of the study proves that there are relationships between them, meaning that all factors influence on the level of foreign tourists' likeliness to revisit Thailand or recommend friend to visit Thailand for Thai food.

However, when considering all factors against one another, only selected factors have such influence and, surprisingly, negative influence exists.

Section 2.   PRACTICAL IMPLICATION

The finding of this research can facilitate Thailand's national, regional, provincial, corporate or even individual party to create food-tourism related marketing plan for Thai food in Thailand.

First, the understanding of foreign tourists' characteristics can be used. Instead of creating a universal plan for all potential foreign tourists to Thailand, the findings of this research can be used as guidelines in segmenting foreign tourists, identify target tourists, and drafting a specific plan for each target group.

Moreover, understanding the relationships between experience and motivations regarding Thai food would be helpful in creating an aforementioned marketing plan. The finding expresses that there are consequence of all actions. Thus, an effective marketing plan not only should cover a specific of time the foreign tourists spend in Thailand, but also should cover extensive timespan according to Hall's framework mentioned in Chapter 2 [9]. It is not only foreign tourists' experience with Thai food in Thailand that matters, but also all their exposures to Thai food: in Thailand and outside Thailand, both before visiting Thailand and after visiting Thailand.

Lastly, understanding the relationship between factors based on marketing mix theory and overall satisfaction and likeliness to take action would be beneficial. Instead of creating an aforementioned plan without focus, the findings help narrow down the area to focus with limited resources. The resource can be spent effectively for influencing factors, resulting in saving time, money and efforts put in. In short-term, factors that are identified to be influencing should be focused in order to drive short-term result. In long-term, creating robust tourism infrastructure by improving greater span of factors will yield long-term, sustainable results.

Section 3.	LIMITATION OF THE RESEARCH

The first limitation of this research is the random characteristics of research participants. The nationalities of research respondents were not in proportion to the nationality of foreign tourist arrivals in Thailand in year 2013, stated in Table 2 in the first chapter [44], [45], as the researcher originally planed to collect data. Initially, research targets were chosen and approached randomly. The research respondents were those who decided whether they would participate in the research or not. It was not up to the researcher to make such decision and select desired participants.

Moreover, the research respondents' responses might have been influenced by their latest experience in Thailand. The research was conducted at Phuket International Airport; thus, majority of the respondents were foreign tourists who visited Phuket as their last place of stay. These foreign tourists might have answered the questionnaire with regards to their latest experience in Phuket, Thailand. The results of this research might change if the research was conducted at different locations in Thailand.

Lastly, the interviews were conducted at the same time as collecting questionnaires. The analyses of the quantitative results were not available at the time of interview. As a result, interview questions did not include specific questions that explain unexpected findings from quantitative analysis, such as factors that negatively affect overall satisfaction and likeliness to revisit Thailand for Thai food.

Section 4.	RECOMMENDATION FOR FUTURE RESEARCH

First, the study to identify what are other additional factors, other than their experience with Thai food, that influence a foreign tourist's motivation to eat Thai food. Further study can be conducted in order to identify a theory to explain a foreign tourist's motivation to eat Thai food.

Moreover, factors regarding marketing mix theory may not be sufficient to explain foreign tourists' overall satisfaction with Thai food and likeliness to take future actions. Additional framework, along with factors regarding marketing mix theory or without, should be considered in order to explain the relationships among them.

Lastly, continuous studies on foreign tourists' consumer behaviors should be conducted. Tourism industry is dynamic and competition tends to intensify steadily. Foreign tourists' preference changes continually, some change happens slowly and some does rapidly. Continuous study will further help us understand foreign tourists' future behavior, the changes of behaviors, and implication of changes.

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APPENDICES

Section 1.   QUESTIONNAIRE (ENGLISH)

Part 1: Personal Information

1.   Gender

1	Male	2	Female

2.   Age

1	Below 20 year-old	2	Between 21 – 30 year-old	3	Between 31 – 40 year-old
4	Between 41 – 50 year-old	5	Between 51 – 60 year-old	6	Above 60 year-old

3.   Place of residence (Continent)

1	North America continent	2	South America continent	3	Europe continent
4	Australia continent	5	Africa continent	6	Asia continent
7	Antarctica continent				

4.   Education

1	Below Bachelor's Degree	2	Bachelor's Degree	3	Master's Degree
4	Doctoral Degree (PhD)				

5.   Occupation

1	Student	2	Employed in Private sector	3	Employed in Public sector/State enterprise
4	Freelance	5	Business owner/ Entrepreneur	6	Other

6.   Annual Income

1	Less than 25,000 USD	2	25,001 – 50,000 USD	3	50,001 – 100,000 USD
4	100,001 – 150,000 USD	5	More than 150,000 USD		

7.   In one year, how many times do you travel for leisure purpose?

1	1 – 3 times	2	4 – 6 times	3	More than 6 times

8.   How many days, on average, do you spend on your trip for leisure purpose?

1	1-3 days	2	4-7 days	3	More than 7 days

9.   Please rate your degree of agreement of below behaviors on given statements.

	Degree of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I search for locally owned restaurants while I am on holiday trip.	1	2	3	4	5
2. I try out new local food items even though I am not sure whether I will like them, while I am on	1	2	3	4	5

	holiday trip.					
3.	I prefer locally produced food/drink/beverage while I am on holiday trip.	1	2	3	4	5
4.	I participate in local-food-related experience (such as cooking class, farm tour, wine tasting, food/drink festival) while I am on holiday trip.	1	2	3	4	5
5.	I make effort to travel to another place for locally produced food/drink/beverage or local-food-related experience (such as cooking class, farm tour, wine tasting, food/drink festival).	1	2	3	4	5
6.	I prefer to eat food that I am familiar with, while I am on holiday trip.	1	2	3	4	5
7.	I avoid eating local food while I am on holiday trip.	1	2	3	4	5
8.	I do not want to make decision when it comes to food while I am on holiday trip.	1	2	3	4	5
9.	My travel agency organizes all meals while I am on holiday trip.	1	2	3	4	5
10.	I consider food when I decide where I plan for holiday trip.	1	2	3	4	5
11.	Local food is the most important factor while I am on holiday trip.	1	2	3	4	5

Part 2: Background of This Trip

10. How often have you visited Thailand in the last 3 years?

1	1 time	2	2-3 times	3	More than 3 times

11. On this visit, how many days in total do you plan to spend in Thailand?

1	1-3 days	2	4-7 days	3	More than 7 days

12. On this visit, who do you travel with? (You can choose more than one choice)

1	I travel alone	2	With local Thai friend(s)	3	With non-Thai friend(s)
4	With family without kid(s)	5	With family with kid(s)		

13. Excluding yourself, how many people are in this trip?

1	0. I travel alone	2	1 person	3	2 persons
4	3 persons	5	4 persons	6	5 persons or more

14. On this visit, how much per person, approximately, do you plan to spend in Thailand?

1	Less than 1,000 USD	2	1,001 – 2,000 USD	3	2,001 – 3,000 USD
4	3,001 – 4,000 USD	5	More than 4,000 USD		

15. On this visit, how much percentage of your total expenses (in question 14) is related to buying Thai local food and activities related to Thai local food?

1	Less than 10%	2	11% – 25%	3	26% - 40%
4	41% - 55%	5	56% - 70%	6	More than 70%

Part 3: Background of Thai food Experience

16. Had you tried Thai food, at any locations other than Thailand, before you visited Thailand first time?

1	Yes	2	No.

17. Please rate your experience with eating Thai food, at any locations other than Thailand, before you visited Thailand for the first time?

Negative	1	2	3	4	5	6	7	8	9	10	Positive

18. How motivated were you on Thai food before you actually came to Thailand?

Not motivated	1	2	3	4	5	6	7	8	9	10	Motivated

19. How often did you eat Thai food during your visit in Thailand?

1	None	2	1% - 25% of total meals	3	26% - 50% of total meals
4	51% - 75% of total meals	5	76% - 100% of total meals		

20. Who had the most influence over your decision to choose Thai food during the trip?

1	Myself	2	My local Thai friend(s)	3	My non-Thai friend(s)
4	Family member (Not kids)	5	Family member (Kids)		

21. Please rate your experience with eating Thai food during your visit to Thailand

Negative	1	2	3	4	5	6	7	8	9	10	Positive

22. How motivated are you to eat Thai food after you leave Thailand?

Not motivated	1	2	3	4	5	6	7	8	9	10	Motivated

Part 4: Based on your experience, please rate degree of satisfaction of each factor of Thai food.

	Degree of satisfaction					
	Not Applicable	Not at all	Quite not satisfied	Neutral	Slightly Satisfied	Very Satisfied
Product – local food, drink, beverage						
1. Delicious, good taste	NA	1	2	3	4	5
2. Good scent, odor, smell	NA	1	2	3	4	5
3. Quality of Thai food	NA	1	2	3	4	5
4. Variety of Thai food	NA	1	2	3	4	5
5. Exclusive food items (Available in Thailand only)	NA	1	2	3	4	5
6. Good for health	NA	1	2	3	4	5
7. Hygiene, cleanness	NA	1	2	3	4	5
8. Seasonal food items (Available for limited time)	NA	1	2	3	4	5
9. Attractive presentation, appearance	NA	1	2	3	4	5
10. Recognizable name	NA	1	2	3	4	5
11. Sophisticated preparation method	NA	1	2	3	4	5
12. Quality, freshness of ingredient	NA	1	2	3	4	5
13. Clear information - ingredient, nutrition and allergy	NA	1	2	3	4	5
14. Food safety	NA	1	2	3	4	5
Price – local food, drink, beverage						
15. Reasonable price for quality of food.	NA	1	2	3	4	5
16. Reasonable price for quality of service.	NA	1	2	3	4	5
17. Reasonable price for portion, amount of	NA	1	2	3	4	5

food					
18. Special offering with purchase	NA	1	2	3	4	5
19. Special discount with purchase	NA	1	2	3	4	5
20. Free additional product or service with purchase	NA	1	2	3	4	5
21. Overall reasonable price.	NA	1	2	3	4	5
Place – local food, drink, beverage						
22. Convenient location	NA	1	2	3	4	5
23. Accessible by public transportation	NA	1	2	3	4	5
24. Understandable menu (With picture, content)	NA	1	2	3	4	5
25. Good service.	NA	1	2	3	4	5
26. Included in tour package's itinerary	NA	1	2	3	4	5
27. Unique cultural experience	NA	1	2	3	4	5
28. Presenting special, exciting cooking method	NA	1	2	3	4	5
29. Readily available at your convenient time	NA	1	2	3	4	5
30. Good atmosphere	NA	1	2	3	4	5
31. Good layout and decoration	NA	1	2	3	4	5
32. Accepting many methods of payment	NA	1	2	3	4	5
Promotion – local food, drink, beverage						
33. Sufficient information for local food & drink	NA	1	2	3	4	5
34. Frequency of information for local food & drink	NA	1	2	3	4	5
35. Timeliness updates of information	NA	1	2	3	4	5
36. Information from mass media(TV, radio, newspaper)	NA	1	2	3	4	5
37. Information from special interest media (Internet, Website, Magazine, Guidebook)	NA	1	2	3	4	5
38. Information from face-to-face communication (travel agency, travel exhibition, tourist center)	NA	1	2	3	4	5
39. Information from trusted persons (family, friends, colleague)	NA	1	2	3	4	5
40. Information support before coming to Thailand	NA	1	2	3	4	5
41. Information support while in Thailand.	NA	1	2	3	4	5
Overall						
42. How satisfied are you on Thai local food?	NA	1	2	3	4	5

Part 5: Please rate how likely you will take action after you leave Thailand.

	Strongly Unlikely	Unlikely	Neutral	Likely	Strongly Likely
1. I will revisit Thailand for Thai food	1	2	3	4	5
2. I will recommend my friends to visit Thailand for Thai food	1	2	3	4	5

Section 2.   INTERVIEW GUIDELINE

   The interview participants were asked series of questions in six categories. The participants could choose to answer some questions and omit to answer some questions according to their willingness.

1. Background
1. What is your current place of residence? (Country)
2. How old are you?
3. What is your current occupation?
4. Do you have any international experience living or studying out of your home country?
5. How many time a year do you travel?
6. Who do you normally travel with?

2. Current trip in Thailand
1. How many times have you visited Thailand for leisure purpose?
2. How many days did you spend in Thailand this time?
3. Who did you travel with?
4. Where in Thailand have you traveled to in this current trip?
5. What kind of accommodation did you stay at?
6. How did you plan for your meals in Thailand?
7. Did you buy a tour package or have your travel agency arrange your trip?

3. Experience with Thai food before first time visiting Thailand and motivation to eat Thai food in Thailand
1. Have you tried Thai food before you visited Thailand for the first time?
2. What was your experience for Thai food outside Thailand like?
3. Were you motivated to visit Thailand for Thai food?

4. Experience with Thai food in Thailand and motivation to eat Thai food after leaving Thailand
1. Have you eaten Thai food in Thailand while you traveled?
2. What was your experience for Thai food in Thailand like?
3. How was it different from Thai food in your country?
4. Were you motivated to eat Thai food after you leave Thailand?

5. Satisfaction with Thai food:
   Please elaborate your experience and satisfaction regarding these factors
1. **Product**
   a. Delicious, good taste
   b. Good scent, odor, smell
   c. Quality of Thai food
   d. Variety of Thai food
   e. Exclusive food items (Available in Thailand only)
   f. Good for health
   g. Hygiene, cleanness
   h. Seasonal food items (Available for limited time)

       i.   Attractive presentation, appearance

       j.   Recognizable name

       k.   Sophisticated preparation method

       l.   Quality, freshness of ingredient

       m. Clear information - ingredient, nutrition and allergy

       n.   Food safety

2. Price

       a.   Reasonable price for quality of food.

       b.   Reasonable price for quality of service.

       c.   Reasonable price for portion, amount of food

       d.   Special offering with purchase

       e.   Special discount with purchase

       f.   Free additional product or service with purchase

       g.   Overall reasonable price.

3. Place

       a.   Convenient location

       b.   Accessible by public transportation

       c.   Understandable menu (With picture, content)

       d.   Good service.

       e.   Included in tour package's itinerary

       f.   Unique cultural experience

       g.   Presenting special, exciting cooking method

       h.   Readily available at your convenient time

       i.   Good atmosphere

       j.   Good layout and decoration

       k.   Accepting many methods of payment

4. Promotion

       a.   Sufficient information for local food & drink

       b.   Frequency of information for local food & drink

       c.   Timeliness updates of information

       d.   Information from mass media (TV, radio, newspaper)

       e.   Information from special interest media (Internet, Website, Magazine, Guidebook)

       f.   Information from face-to-face communication (travel agency, travel exhibition, tourist center)

       g.   Information from trusted persons (family, friends, colleague)

       h.   Information support before coming to Thailand

       i.   Information support while in Thailand.

6. Overall satisfaction and likeliness of taking future action on Thai tourism related activity

1.   In overall picture, how satisfied were you with Thai food in Thailand?

2.   Will you revisit Thailand for Thai food?

3.   Will you recommend friends to visit Thailand for Thai food?