

The Impact Of Street Food Tourism Routes To Promote Tourism On Consumer Purchasing Decision Trends On Consumer Consumption Trips In The Northern Bangkok Area

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ABSTRACT

The study Street food tourism route design to promote world-class tourism in the northern Bangkok aims to study 1) To create a street food tourism route in the northern Bangkok area. 2) To study the purchasing decision trend of consumers in the northern Bangkok area and 3) to search for Baseline Data of street food tourism routes in the Northern Bangkok area.

The research was mixed research between quantitative and qualitative research by using research tools, namely questionnaires and interview forms, to collect data from 300 food consumers and 30 restaurant operators in the Sai Mai, Bangkhen and Don Muang districts. The quantitative data were then analyzed by statistics, percentage, mean, standard deviation. The qualitative analyzing the content and using imagery according to the research objectives.

The results showed that Street food tourism routes in the Northern Bangkok and Baseline Data 3 routes (1) the Sai Mai consisting of Red Racha, Rad Na Sai Mai, Sai Mai Chaew Hon Nong Khai Restaurant, Saimai Kitchen, Khao Tom Pla Restaurant 164, Jae Ads Porridge Restaurant, Pork Blood Soup, fish porridge, Nai O's spotted knifefish fish balls, Song Ped Palo, Lim Sang Chicken Rice, and Phak Wan Noodle. (2) Songprapha route consists of Tee Khor Sor Bor Pork Blood Soup, Jae Im Boran Noodle, Line Sen Restaurant, Seng Yentafo Restaurant, Fish Porridge, Stewed pork leg on rice, Pae Tee Phochana, Pen Tor Chicken Noodle, Ab Saap Restaurant, Mabuba Halal Food, Mae Sommai, Chicken Rice, Pad Thai, Fried Clams, and Ayutthaya Boat Noodle and (3) Lat Pla Khao route, consisting of stewed chicken noodle (Mae Kim recipe), Udon Vietnamese noodle. Steak Dek Naew, Pad Thai-Fried Clams Km.2, Napat Kuicheai, Hue City Kitchen, Steam pork Lat Pla Khao 62 Noodle, Rad Na Yot Phak Km.2 and dry porridge. The trend of consumer purchasing decisions on consumer travel in the Northern Bangkok area. The overall was at a high level ($\bar{x} = 4.14$, $SD = .821$). It was found that the majority was the product aspect ($\bar{x} = 4.23$, $SD = .785$), followed by the price ($\bar{x} = 4.17$, $SD = .812$) and physical aspects ($\bar{x} = 4.17$, $SD = .798$) and the last one is marketing promotion ($\bar{x} = 4.04$, $SD = .810$).

Keywords: Street food, food consumption behavior, Bangkok.

INTRODUCTION

Thailand is the world's most important and quality food production source. Because of the location of Thailand, which is in the peninsula north of the equator. There are hot and humid climate along with the topography of mountains, rivers, natural water sources and tropical rainforests that are rich in biodiversity All of the above are natural costs that facilitate innovation. Create and modify food to create a uniqueness of Thai food with a variety of

flavors. Apart from the mellow taste of Thai food, the ingredients and ingredients have been carefully selected. There is also a variety of food types such as savory food, sweet food and fruit that are abundant all year round. (Tourism of Thailand, 1997) In addition, Thai food It has also been developed as a communication channel and an important marketing presentation in disseminating the symbol of Thailand in the distinctive "Thai way" that has a continuous impact. causing the overall picture of Thai culture to be at an international level. The trend of Thai

popularity in the long run and will also help to support the tourism industry in Thailand in another way.

Fundamental economic development will be an important action in the development and upgrading of the country to be a high-income country. with an even distribution of income This is to lay a solid foundation for the Thai economy in the future by promoting a strong local community economy. Competitive potential self-reliant This will help to raise the standard of living and livelihood of people in the community better and lead to poverty alleviation. bias and inequality according to the development goals of the national strategy especially in terms of creating opportunities and social equality so that everyone can benefit from fair and inclusive development through economic and behavioral restructuring and in terms of building competitiveness (Master Plan under the National Strategy (16) Foundation Economic Issues (2018) - 2037).

Bangkok has a wide variety of food. both local Thai food in the central region Exotic food from the region and international food Especially Thai food is a food that has a variety of types, tastes, colors, beauty and the unique identity of each area. Popular with both Thais and foreigners' movement of the population into the capital Local food is therefore used as a food of Bangkok as well. and become one of the staple foods of Bangkok people mixed with traditional food Make Bangkok a variety of food. And it is easily available for consumption along various routes throughout Bangkok, where each interesting food route has not been explored and compiled in a systematic way. Therefore, Phranakhon Rajabhat University, which has a service area in the northern Bangkok area, has a duty to survey. Collect food to develop tourism routes, street food, economic foundations, northern Bangkok, and combine them with other survey data. In the area of Bangkok Rajabhat University, this research network is Suan Sunandha Rajabhat University. Bansomdetchaopraya Rajabhat University and Thonburi Rajabhat University that covers the floor throughout Bangkok

Concept of Gastronomy Tourism and Food Tourism

Food tourism is, in fact, nothing new in the tourism industry. But tourism academics have paid attention to the issue of "food" as the main topic of study. because they saw the importance of food even more This food tourism influence on culture, society, environment and economy. The global society has drawn attention to food in different cultures. And at present, there has been the emergence of exotic eating places. It is also a variety of marketing promotion that uses food as an attraction as a new approach that can

create popularity among tourists such as together and getting out to try food from other sources is more of an experience than eating at home. This is another form of cultural exchange of tourists.

Hall and Sharples (2003) said that food makes tourists feel and experience that attraction in depth, known as the Sense of Place. It was considered a unique feature of that tourist destination. Although in today's era, food from various sources It was influenced by so many other places that it was difficult to differentiate the characteristics of food by geography, climate or history, but it was a culture that has changed over time. and external factors

Food tourism a definition between Cuisine and Gastronomy has been defined that Cuisine preparation and cooking where gastronomy was concerned and refers to the art of eating and drinking. It also means to food. Culinary tourism or food tourism has different opinions by many translators and scholars as follows:

Hall and Mitchell (2000: 29-37) claimed that food tourism as the travel of tourists resulting from the motivation to go to tourist attractions that there was a food identity related to food production, food festivals, restaurants, or food-specific tourism destinations. The meaning degree of food tourism in English can be broken down into Gastronomic Tourism or Culinary Tourism as a meaning by looking at the level of tourists' interest in food as a whole. Moderate interest this may include other elements of tourism as well, such as local culture, but if the term Cuisine Tourism or Gourmet Tourism means that tourists. The tour had a specific food interest, for example, attending a culinary workshop where food interests and motivations are greater than the first two words at the event. Many studies used the term of food tourism or food tourism.

Cohen and Avieli (2004: 755-778) say that Culinary Tourism was a way of making local food stand out and popular. Many of them should be promoted as tourism. "Food tourism" in food management for tourism, sometimes local food may be adapted to satisfy tourists, especially foreign tourists. At the same time, cultural exchange processes can occur whereby the locality may influence the food of the tourists and adapt to the culture or taste of the locality as well. which can be considered as a cultural product.

Wolf (2004) said that Culinary Tourism is the primary destination for tourists to find gain experience Enjoying food and drink in a specific tourist destination

From the opinions of the scholars mentioned above about food tourism. Therefore, it can be said that food

is not just something that was consumed for survival. Food was also related to the expression of identity, culture, production process, consumption process and includes the integration of the area's nature, culture, services, facilities, accessibility, good hosts and local identity which is included as an experience that tourists get from that tourist destination, especially the experience of both tasting food learning the cooking process, etc., and also add value to the tourist experience.

Types of Tourism in Food Tourism

Cohen (1972: 174-182) said that tourists were divided into Institutionalized Tourist and non-Institutionalized Tourist and Plog (2001: 13-24) said that tourists can be divided into Allocentric and Psychocentric which all have similarities, namely, adventurous tourists. Unique and tourists like to follow the trend, like safety, etc.

Hjalager (2003: 195-201) claimed that tourists in gastronomic tourism. It is said that it can be divided into 4 important groups which are Recreational, Diversionary, Existential and Experimental. It can be concluded that Recreational and Diversionary Gastronomy Tourist are surfers. Traveling for those who do not like peace They don't like trying unfamiliar food, while the Existential and Experimental Gastronomy Tourist are the gastronomic tourists who love to try weird food or new dining experiences. It is also said that tourists have different attitudes and preferences in regard to food, whether they have preferences or it is not in the direction of Neophobic and Neophilic that Neophobic are unfamiliar with food, whereas Neophilic prefer strange food. come from differences in cultures, environments, and different experiences

Kivela and Crofts (2006: 354-377) address food safety concerns. Fear of foreign food also known as Food-Neophobia Happens to western tourists

traveling to Asian countries. which will cause concern Fear of being insecure and disappointment. These tourists would opt for an international franchise restaurant or dining in a hotel. Eating familiar foods will make you feel at home. Communicating with the locals is a problem that may reduce the good experience, especially at the restaurants along the road. and local shops that cannot speak English.

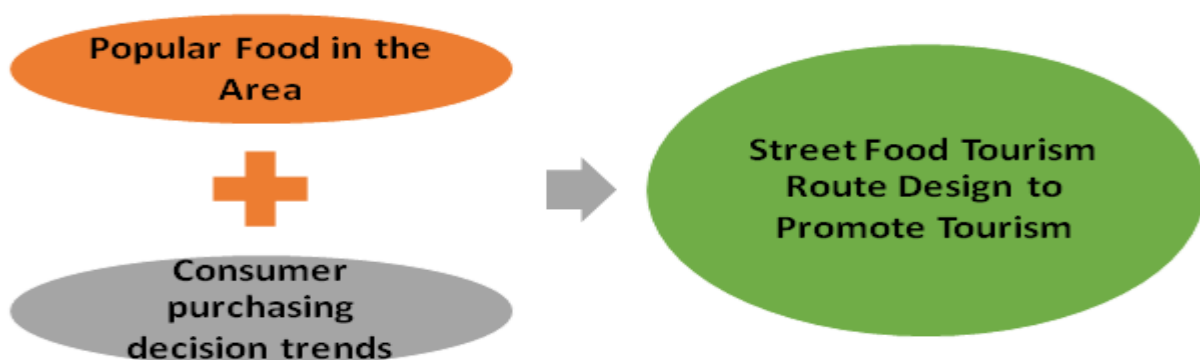
Hu and Ritchie (1993: 25-35) said that food is the 4th element in attracting tourists. and to increase the need for tourists to travel beyond air, accommodation and scenery, as Jenkins (1999) prioritized food as a component of the route. No. 9 in attracting tourists to travel as well.

Buhalis (2000: 97-116) said that tourism can be classified as important to attract a particular type of tourist. can say Tourist attractions are an important factor in attracting different tourists. from the unique characteristics of that tourist destination, whether it was a tangible product or an intangible product and food tourism was one of the main components that can create contact with both tangible products and intangible.

Concept and Theory of Marketing Mix

Kotler (1997: 92) said that Marketing Mix means variables or marketing tools that can be controlled. Companies often use together to meet Satisfaction and needs of target customers Originally, the marketing mix had only 4 variables (4Ps), namely the product (Product), price (Price), location or product distribution channel (Place), and marketing promotion (Promotion). Added 3 more variables, namely People (People), Physical Evidence (Physical Evidence) and Process (Process) to be consistent with important concepts in modern marketing. especially with business in service Therefore, it was collectively known as the 7Ps marketing mix.

Research Conceptual Framework



OBJECTIVES

1. To study the purchasing decision trend of consumers in the consumer journey in the North Bangkok area.
2. To search for Baseline Data of street food tourism routes in the North Bangkok area.

METHODOLOGY

Data Collection and Participants

The quantitative population was food consumers in Sai Mai, Bang Khen and Don Mueang areas. The quantitative sample group was food consumers in Sai Mai, Bang Khen, and Don Mueang areas, The three districts, by quota sampling, 100 people per district, totaling 300 people using the Accidental Sampling method.

The research tool was a questionnaire for collecting data from tourists and/or consumers in Bangkok. The method of testing the tools used in the research was to test the questionnaire and analyze it for confidence. (Reliability) or internal conformity with Cronbach's alpha coefficient.

DATA COLLECTION

The researcher conducted quantitative and qualitative data collection as follows:

Quantitative data by distributing questionnaires. The researcher requested cooperation for food consumers and restaurant operators in Sai Mai, Bang Khen, and Don Mueang Districts.

DATA ANALYSIS

The researcher used the collected data to analyze which were quantitative and qualitative analysis as follows: Data obtained from the questionnaires collected. The researcher used the statistical analysis by finding the percentage, mean, standard deviation.

RESULTS

Quantitative Research

1. The results of the analysis of personal data of the respondents found that most of the respondents were male, 51.7% were aged 21-30 years, 50.3% had a bachelor's degree, 43.3% had a civil service/state enterprise employee, 31.7% had Income 15,001-25,000 baht, 48.3%, 51.3% have online sources such as Facebook, Line, 51.0% do not specify when they go to eat (at their convenience).
2. The results of the analysis of the decision to choose a restaurant service in the northern Bangkok area The overall picture was at a high level ($\bar{x} = 4.14$, S.D.= .821). It was found that the majority was product aspect ($\bar{x} = 4.23$, S.D.= .785), followed by price ($\bar{x} = 4.17$, S.D.= 0.812) and physical characteristics ($\bar{x} = 4.17$, S.D.= .798) and the last order is marketing promotion ($\bar{x} = 4.04$, S.D.= .810).

2.1 Products Overall, it was at the highest level ($\bar{x} = 4.23$, S.D.= .785). Considering each item, it was found that the majority was the taste and quality of food, fresh, clean, and safe food ($\bar{x} = 4.34$, S.D.= .738), followed by Come is that there are a variety of menu items to choose from ($\bar{x} = 4.32$, S.D.= .720) and the last order is that there is a certification from relevant agencies such as Public Health, Bangkok. Food programs on TV and magazines, journals, etc. ($\bar{x} = 4.08$, S.D.= .803)

2.2 Overall price aspect is at a high level ($\bar{x} = 4.17$, S.D.= .812) when considering each item. It was found that most of the food items were clearly labeled with price tags ($\bar{x} = 4.22$, S.D.= .756), followed by the food prices were reasonable and not expensive compared to other stores ($\bar{x} = 4.20$, S.D.= .748) and finally, the promotion package is created to suit the needs of the customer ($\bar{x} = 4.12$, S.D.= .829).

2.3 Distribution channels Overall, it was at a high level ($\bar{x} = 4.11$, S.D.= .856) when considering each item. It was found that the majority of customers were able to order via telephone and online, etc. ($\bar{x} = 4.17$, S.D.= .867), followed by the location of the restaurant, which is convenient for travelling ($\bar{x} = 4.15$, S.D.= .866) and finally, the store has many branches to serve ($\bar{x} = 3.96$, S.D.= .865)

2.4 Marketing promotion Overall, it was at a high level ($\bar{x} = 4.04$, S.D.= .810) when considering each item. It was found that most of them had attractive and attractive public relations forms ($\bar{x} = 4.15$, S.D.= .828), followed by discounts on food prices during various festivals ($\bar{x} = 4.04$, S.D.= .773) And the last is advertising and public relations through various media such as online, television, radio, brochures, vinyl banners, etc. ($\bar{x} = 3.95$, S.D.= .829)

2.5 In terms of personnel, the overall level was at a high level ($\bar{x} = 4.16$, S.D.= .832) when considering each item. Found that most of the service staff are friendly. Service is fast and attentive, enthusiastic in service ($\bar{x} = 4.27$, S.D.= .769), followed by entrepreneurs who are skilled and skilled in cooking ($\bar{x} = 4.23$, S.D.= .784). is that employees have enough to provide services ($\bar{x} = 3.90$ S.D.= .927)

2.6 Service process Overall, it was at a high level ($\bar{x} = 4.07$, S.D.= .885) when considering each item. It was found that the majority of services were equitable, queued and standardized ($\bar{x} = 4.19$, S.D.= .778), followed by fast and accurate service ($\bar{x} = 4.16$, S.D.= .778) and lastly, there is an advance reservation service ($\bar{x} = 3.77$, S.D.= 1.03).

2.7 Physical characteristics Overall, it was at a high level ($\bar{x} = 4.17$, S.D.= .798) when considering each item. It was found that most of the places were clean and hygienic ($\bar{x} = 4.24$, S.D.= .818), followed by

spacious restaurants with enough seating ($\bar{x} = 4.21$, S.D. = .805), and finally, there was Meals served while dining such as TV, music and free Wi-Fi ($\bar{x} = 4.12$, S.D.= .876)

DISCUSSION AND CONCLUSION

From the results of the research, it was found that Consumers value the product the most. In terms of products ($\bar{x} = 4.23$), entrepreneurs must pay attention to products, namely food that must have important characteristics: 1) taste 2) cleanliness 3) beauty 4) quantity that is suitable for the price 5) variety of types food Consumer behavior that pays attention to such products Corresponding to Siriwan Sereerat, Prin Laksitanon and Supon Sereerat (1998: 337-339) Siriwan Sereerat, Prin Laksitanon and Supon Sereerat (2003: 434) who have mentioned the part. Marketing mix and decision-making process in 7 steps: 1) Product (Product) 2) Price 3) Distribution channel (Place) 4) Marketing promotion 5) People (People) or employees 6) the creation and presentation of the physical characteristics (Physical Evidence and Presentation) and 7) the process (Process).

Price and physical characteristics are the reasons for the decision of food consumers. Therefore, entrepreneurs and government agencies the private sector involved must pay attention to the price to be suitable for the quality of the food. not taking advantage of consumers and related agencies such as the Bangkok District Office must take care, support and organize them into street food. This corresponds to Anne-Mette Hjalager and Greg Richards (2002: 29-31) that must arrange street food to look like: 1) Food Tours or Routes, also known as Taste Paths, 2) Food Museum, 3) Food Festival or Event, and 4) Cooking classes.

consumer purchasing decision trends in traveling for consumer consumption, such as the street food route in Wang Lang area, there is a possibility to determine the street food route. because it is an interesting route and there is a possibility should be defined as the most street food route. Image of savory food Along the street food route: (1) image aspect, such as food quality (2) quality, such as delicious food, (3) restaurant atmosphere, such as a clean restaurant atmosphere, (4) value for money, such as the price is reasonable (5) the novelty, such as having a unique taste, as well as the tendency of consumer purchasing decisions about The attractiveness of savory and sweet food products along the street food route were : (1) the attractiveness of the food, such as its colorful and attractive appearance, (2) the restaurant environment, such as the reputation of the restaurant, and (3) the quality of the food. such as the taste of food, and in addition, consumer purchasing decisions about Attractive views of the street food route such as

cheap food and stylish dishes with beautiful decorations, etc. This can be described as consumers who are food tourists may think that the per-consumption spending was worthwhile. Consistent with the concept of MacCannell (1999), the novelty, for example, is that some restaurants bring back the kitchen to reveal the cooking process to customers. which causes More interesting than just a typical restaurant this was the same approach as the Living Museum (Kingkanok Saowapawong, Jiradon Thin-Uan, Natnaree Samit, 2018) in order to create the interest of gastronomic tourism in the old city area. Therefore, the shop should be renovated to be something new. Bringing the process of cooking to a demonstration for learning of tourists, etc. If tourists have new experiences, they can create "special interest", which will provide a unique experience for tourists. By tourism through tasting local food and perceived through the five senses, namely sight, smell, sound and touch (Pattaraporn Phanthuree, 2015), etc.

Food tourism behavior of consumer groups the behavioral trends were: (1) the decision to purchase savory food such as the quality and taste of the product was stable; (2) the intention to use the food route, such as the nutritional value Makes you know the amount of nutrients that the body receives. (3) Food tourism behavior, such as having clean street food. This can be described as which is an information principle that is based on the principles of primary health care, food consumption, etc. Food tourism It has influence on culture, society, environment and economy, food tourism. It has been attracted by popular trends that have emerged on issues such as (1) the global society has drawn attention to food in different cultures, (2) the emergence of exotic and diverse dining venues (3) Promoting food-based marketing is a new way to popularize tourists. (4) Food is an experience rather than dining at home as a cultural exchange among tourists (5). Food makes tourists feel and experience that attraction in depth or it can be said that Sense of Place was the identity of that tourist attraction (Hall, 2003) (Kingkanok Saowapawong, Jiradon Thin-Uan, Natnaree Samit, 2018).

RESEASRCH RECOMMENDATION

1. Sai Mai District, Bang Khen District, and Don Mueang District There should be a policy to promote food tourism in important and appropriate areas. is to prepare as a food route (street food).
2. To ensure health safety the district should come in to inspect the food quality and issue a

- certificate to the shop that has passed the quality check. to build confidence for consumers.
3. To provide safety and convenience to traffic and parking for people Districts and police officers should organize food route traffic.
 4. Government sectors should use the food route information obtained from this research to drive success.
 5. The government should support shops in the food route in terms of public relations, materials, equipment, etc.

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