

FACTORS AFFECTING THE SATISFACTION ON THE CONSUMPTION OF STREET FOOD OF FOREIGN TOURISTS IN PATTAYA, THAILAND

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Abstract: The street food is the alternative for foreign tourists traveling to Thailand and everyone wants to experience the atmosphere as well as tasting the local Thai food. Pattaya City, Thailand, is the most popular tourist destination for foreign tourists and there are various street food businesses. The objectives of this study are 1) to study the factors affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand, 2) to study the factors of service provision quality affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand, and 3) to study the factors of brand image affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand. The research population consists of 109 tourists specifically random from foreign tourists in Pattaya City, Chonburi Province, Thailand. The data was collected from May – July, 2017. The research methodology is the survey research. The research tools are questionnaires. Part 1 is about general data of the questionnaire respondents. Part 2 is about the satisfaction on the consumption of street food for 34 items. The researcher creates it from the idea, marketing factors (7Ps), factors of service provision quality, factors of brand image. The statistics used in the data analysis are mean and standard deviations.

The research reveals that the factors affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya as a whole have the level of satisfaction in the high level with the average of 4.36 (S.D. = 0.57). When considering each aspect, it is found that:

1. Entire marketing factors having the satisfaction in the high level with the mean of 4.45(S.D. = 0.56)
2. Entire factors of service provision quality having the satisfaction in the high level with the mean of 4.34(S.D. = 0.58)
3. Entire factors of brand image affecting high satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand in the high level with the mean of very good and the mean of 4.27(S.D. = 0.58)

1. INTRODUCTION AND BACKGROUND

1.1. Background

As Thai food is very popular among tourists all over the world, the tourism industry has expanded rapidly and continuously, tourism has focused more on specific objectives. To persuade the tourists to taste Thai food more and more is one thing that can earn income from the tourism industry. The charm of Thai food can attract foreigners from all nations currency. The uniqueness of

the food taste is so popular that people of every nationality want to taste it. It is a touch of Thai culture in the form of a unique flavor. There are also food decorations splendidly done for 5 groups of nutritional value. Thai food can also reflect the lifestyle of Thai people from the past until now. The food can reflect the culture and tradition of Thai people well. It is the foundation of the way people live in the society.

Thai food culture is the valuable resource of the country due to the accumulation of the ancestor's wisdom

in bringing the local natural resources as the raw materials for food preparation in the household's and the community's consumption. The food culture was transferred from the experiences and skills of people generation to generation and transmitted to the descendants. Moreover, the food culture is also absorbed into the way of life, religions customs, and traditions. ApinyaTanthaweewong (2013: 20) said, "The food culture is based on beliefs, values, way of life, and knowledge of each society. It is both related to science and art of food of each society." Therefore, the food culture is the strength of each country as there is the unique identity which is difficult for anyone in different cultures to imitate.

Thai food lifestyle is diverse with savory food, main dishes and appetizers which are authentic Thai food and intercultural food. Thai food is unique and different. It is available in various forms in shopping malls, restaurants, food outlets and on the streets. For Thailand, the street food is one of the uniqueness of Thai culture. It is another interesting thing and can generate income directly to the villagers. According to the data from the website virtualltourist.com conducting the survey on the tourist's opinions about the impression on street food from many major cities around the world in 2013, it is found that in ASEAN, there are 4 tourist cities that have the impressive street food shops in the first top ten ranks; Ho Chi Minh City, Penang, Singapore and Bangkok. And it is even more delightful to know that Bangkok is the first.

Moreover, when viewing the popular food items among foreign tourists on the street food according to CNN's report in the part of websites related to tourism, <http://travel.cnn.com/>, it is found that the street food in Bangkok is very popular among foreign tourists in 10 ranks with the descriptions of each type of food and the place to eat as follows:

1. Pad seeew
2. Som tam
3. Moo ping
4. Boat noodles
5. Khaopad poo
6. Moo dad diew
7. Khanomjeen
8. Cha yen

9. Khaoniew ma muang

10. Kanomkrok

It can be seen that the food items are common Thai food eaten in everyday life. The food can be prepared by general people without the need for a chef at the hotel. It is low cost food. If the tourists are encouraged to easily access, there is the control on the raw material quality, cleanliness and tastes by relevant government agencies, it is believed that it will be another cultural product that will help generating income for people in general. The approaches in promoting the street food to become widely known are, for example, arranging Thai street food festival in Bangkok or in other provinces continually. Apart from preparing 10 food items as mentioned above, other items can also be added to introduce to the tourists more such as maw soup, chicken rice, pork rice, chicken with sticky rice, beef noodles, fried oysters, fried rice pancake, ice dessert, Roti, tea, Thai desserts, etc. (SantipojKlabdee, 2015).

Pattaya is known as the city visited by tens millions of foreign tourists. The trip is not far from Bangkok. The two airports are linked; Suvarnabhumi and U-Tapao airports. It is considered the tourist attraction which various activities that can be travelled all day all night. This makes the food is the main factor of all tourists.

From the growing number of tourists from all regions especially Europe, Asia, and USA, Thai food becomes one of the most popular tourist destinations in the world. Therefore, the plan should be handled to make the foreigners know and have measures to good food management everywhere whether it is restaurant, roadside shops, trolleys, or street foodshops and the department stores if needed.

1.2. Problems and objectives

The street food is the selling point of the tourist cities especially the Pattaya city where a lot of tourists from many races and nationalities rotating to travel throughout the year. It is the city where a lot of street food is sold in several places whether the night destinations, on the beaches, and along the footpath. However, previously, there was no study on the problems and marketing factors affecting the decision to consume the street food

including the quality and image of the products available to be sold to the tourists. Therefore, in order to enhance the street food business of Thailand to have quality, the researcher is interested in studying the “Factors affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand”.

Research Objectives

- 1) To study the marketing factors affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand.
- 2) To study the factors of service quality affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand.
- 3) To study the brand image factors affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand

2. RESEARCH METHODOLOGY

This research is the study of the factors affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand. The sample group in the research consists of 109 tourists selected by purposive sampling from the foreign tourists in Pattaya area, Chonburi Province, Thailand. The data was collected in May-July, 2017. This is the survey research. The research instruments are questionnaires. Part 1 is to ask about general information of the respondents. Part 2 is to ask about the satisfaction on the consumption of street food for 34 items. The researcher creates the questionnaires from the ideas, Marketing Factors (7Ps), service quality factors, and brand image factors. The statistics used in the data analysis include means and standard deviation.

3. RESEARCH RESULTS

In this research, the researcher has collected the data from the sample group using 110 questionnaires. The data is collected and examined for selecting the completed ones for 109 questionnaires calculated as 99%. After that, the data is analyzed with the steps as follows:

Part 1: Analyze the status of the respondents from Part 1 of the questionnaires by frequency distribution and percentage finding

Table 1
Factors of status of the respondents affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya by frequency distribution and percentage finding (N = 109)

<i>Genders</i>	<i>f</i>	<i>%</i>
Male	67	61.47
Female	42	38.53
Total	109	100

According to Table 1, it is found that the sample group using in the data collection consists of 109 persons divided into 67 men calculated as 61.47% and 42 women calculated as 38.53%.

Table 2
Ages of the respondents by frequency distribution and percentage finding (N = 109)

<i>Ages</i>	<i>f</i>	<i>%</i>
Less than 20 years	20	18.35
20 – 40 years	87	79.82
40 – 60 years	2	1.83
Total	109	100

According to Table 2, it is found that the sample group using in the data collection consists of 109 persons divided into less than 20 years for 20 persons calculated as 18.35%, 20-40 years for 87 persons calculated as 79.82% and 40-60 years for 2 persons calculated as 1.83%.

Table 3
Status of the respondents by frequency distribution and percentage finding (N = 109)

<i>Status</i>	<i>f</i>	<i>%</i>
Single	59	54.13
Married	47	43.12
Other	3	2.75
Total	374	100

According to Table 3, it is found that the sample group using in the data collection consists of 109 persons divided into 59 single persons calculated as 54.13%, 47 married persons calculated as 43.12% and others such as 3 divorced persons calculated as 2.75%.

Table 4
Occupations of the respondents by frequency distribution and percentage finding (N = 109)

<i>Occupations</i>	<i>f</i>	<i>%</i>
Business owners	33	30.28
Company's employees	45	41.28
Government officials	16	14.68
Students – University students	14	12.84
Freelancers	1	0.92
Total	109	100.00

According to Table 4, it is found that the sample group using in the data collection consists of 109 persons divided into 33 business owners calculated as 30.28%, 45 company's employees calculated as 41.28%, 16 government officials calculated as 14.68%, 14 students – university students calculated as 12.84% and 1 freelancer calculated as 0.92%.

Table 5
Education of the respondents by frequency distribution and percentage finding (N = 109)

<i>Education</i>	<i>f</i>	<i>%</i>
Lower than bachelor's degree	30	27.52
Bachelor's degree or equivalent	72	66.06
Higher than bachelor's degree	7	6.42
Total	109	100.00

According to Table 5, it is found that the sample group using in the data collection consists of 109 persons divided into 30 persons with bachelor's degree calculated as 27.52%, 72 persons with bachelor's degree or equivalent calculated as 66.06%, and 7 persons with higher than bachelor's degree calculated as 6.42%.

Table 6
Monthly income of the respondents by frequency distribution and percentage finding (N = 109)

<i>Monthly income</i>	<i>f</i>	<i>%</i>
Less than 1,500 Us	41	37.61
1,500 – 2,000 Us	46	42.20
2,000 – 4,000 Us	19	17.43
4,000 – 6,000 Us	2	1.83
More than 6,000 Us	1	0.92
Total	109	100.00

According to Table 6, it is found that the sample group using in the data collection consists of 109 persons divided into 41 persons with monthly income less than 1,500 Us calculated as 37.61%, 46 persons with monthly income of 1,500 – 2,000 Us calculated as 42.20%, 19 persons with monthly income of 2,000 – 4,000 Us calculated as 17.43%, 2 persons with monthly income of 4,000 – 6,000 Us calculated as 1.83%, and 1 person with monthly income more than 6,000 Us calculated as 0.92%.

Table 7
Regions of residence of the respondents by frequency distribution and percentage finding (N = 109)

<i>Regions of residence</i>	<i>f</i>	<i>%</i>
Africa	11	10.09
Europe	63	57.80
Asia	33	30.28
America	2	1.83
Total	109	100.00

According to Table 7, it is found that the sample group using in the data collection consists of 109 persons divided into 11 persons residing in Africa calculated as 10.09%, 63 persons residing in Europe calculated as 57.80%, 33 persons residing in Asia calculated as 30.28%, and 2 persons residing in America calculated as 1.83%.

Table 8
Times of traveling to Pattaya City of the respondents by frequency distribution and percentage finding (N = 109)

<i>Times of traveling in Pattaya City</i>	<i>f</i>	<i>%</i>
First time	11	10.09
2-4 times	60	55.05
More than 4 times	38	34.86
Total	109	100.00

According to Table 8, it is found that the sample group using in the data collection consists of 109 persons divided into 11 persons traveling to Pattaya City for the first time calculated as 10.09%, 60 persons traveling to Pattaya City for 2-4 times calculated as 55.05%, and 38 persons traveling to Pattaya City for more than 4 times calculated as 34.86%.

Table 9
Duration in traveling in Pattaya per time of the respondents by frequency distribution and percentage finding (N = 109)

Duration in traveling in Pattaya	f	%
1 – 2 days	4	3.67
3 – 7 days	55	50.46
More than 7 days	50	45.87
Total	109	100.00

According to Table 9, it is found that the sample group using in the data collection consists of 109 persons divided into 4 persons having the duration in traveling in Pattaya per time for 1-2 days calculated as 3.67%, 55 persons having the duration in traveling in Pattaya per time for 3-7 days calculated as 50.46%, and 50 persons having the duration in traveling in Pattaya per time for more than 7 days calculated as 45.87%.

Table 10
How often in choosing to eat the street food of the respondents by frequency distribution and percentage finding (N = 109)

How often in choosing to eat the street food	f	%
Once a year	2	1.83
Once a month	6	5.50
Once a week	8	7.34
More than once a week	93	85.32
Total	109	100.00

According to Table 10, it is found that the sample group using in the data collection consists of 109 persons divided into 2 persons choosing to eat the street food once a year calculated as 1.83%, 6 persons choosing to eat the street food once a month calculated as 5.50%, 8 persons choosing to eat the street food once a week calculated as 7.34%, and 93 persons choosing to eat the street food for more than once a week calculated as 85.32%.

Table 11
represents the mean and standard deviation as a whole for the factors affecting the satisfaction on the consumption of street food of foreign tourists in Pattaya, Thailand (N = 109)

Points of assessment	\bar{X}	S.D.	Levels of satisfaction
1. Marketing factors	4.45	0.56	Much
2. Service quality factors	4.34	0.58	Much
3. Brand image factors	4.27	0.58	Much
4. Satisfaction on the street food shops	4.39	0.57	Much
Total	4.36	0.57	Much

According to Table 11, when considering the levels of satisfaction on the consumption of street food of foreign tourists in Pattaya, it is found to be entirely in the high level ($\bar{X} = 4.36$, S.D. = 0.57). When considering each item, the marketing factors are found to have the highest mean ($\bar{X} = 4.45$, S.D. = 0.56) followed by satisfaction on the street food shops ($\bar{X} = 4.39$, S.D. = 0.57), service quality factors ($\bar{X} = 4.34$, S.D. = 0.58), and brand image factors ($\bar{X} = 4.27$, S.D. = 0.58).

Table 12
Represents the mean and standard deviation of marketing factors (N = 109)

Points of assessment	\bar{X}	S.D.	Levels of satisfaction
1. The street food is tasty.	4.61	0.51	Most
2. The food is fresh.	4.58	0.67	Most
3. Food's cleanness	4.42	0.55	Much
4. Varieties of food menu	4.53	0.52	Most
5. The street food is cheaper.	4.45	0.57	Much
6. The food price is suitable for the quality of food.	4.52	0.50	Most
7. The food is clean and safe.	4.36	0.57	Much
8. Food shop's atmosphere	4.32	0.58	Much
9. Convenience in the shops	4.28	0.58	Much
Total	4.45	0.56	Much

According to Table 12, when considering the marketing factors, it is found to be entirely in the high level ($\bar{X} = 4.45$, S.D. = 0.56). When considering each item, that the street food is tasty has the highest mean ($\bar{X} =$

4.61, S.D. = 0.51) followed by the food is fresh (\bar{X} = 4.58, S.D. = 0.67) and the food menus varied (\bar{X} = 4.53, S.D. = 0.52), respectively.

Table 13
Represents the mean and standard deviation of service quality factors (N = 109)

<i>Points of assessment</i>	\bar{X}	<i>S.D.</i>	<i>Levels of satisfaction</i>
1. The food service is fast.	4.35	0.57	Much
2. There are recommendations on the food in the menu.	4.32	0.56	Much
3. The employees have sufficiency in the service provision.	4.29	0.60	Much
4. The employees provide the correct and quick services.	4.30	0.62	Much
5. The employees provide the service correctly.	4.37	0.56	Much
6. The employees can understand and communicate with the consumers correctly.	4.36	0.55	Much
7. There are service provisions with standards similarly every time.	4.37	0.56	Much
8. The employees are friendly for the service provision.	4.39	0.58	Much
9. There are service provisions with standards similarly every time.	4.33	0.62	Much
Total	4.34	0.58	Much

According to Table 13, when considering the service quality factors, it is found to be entirely in the high level (\bar{X} = 4.34, S.D. = 0.58). When considering each item, that the employees are friendly for the service provision has the highest mean (\bar{X} = 4.39, S.D. = 0.58) followed by the service provisions with standards similarly every time (\bar{X} = 4.37, S.D. = 0.56), and the employees provide the service correctly (\bar{X} = 4.37, S.D. = 0.56), respectively.

Table 14
Represents the mean and standard deviation of brand image factors (N = 109)

<i>Points of assessment</i>	\bar{X}	<i>S.D.</i>	<i>Levels of satisfaction</i>
1. The food shop's name is easily remembered.	4.25	0.58	Much
2. The shop's symbol can signify the shop directly.	4.31	0.57	Much
3. The food's taste uniquely signifies the shop.	4.23	0.55	Much
4. The service provision is unique and memorable.	4.25	0.58	Much
5. The food shop decoration is unique and can represent the shop.	4.30	0.59	Much
6. The image of food can represent the shop.	4.29	0.55	Much
7. The employees dress uniquely following the shop uniforms.	4.18	0.60	Much
8. The tourists popularly eat food in the reliable network food shops.	4.36	0.59	Much
Total	4.27	0.58	Much

According to Table 14, when considering the level of service quality factors, it is found to be entirely in the

Table 15 represents the mean and standard deviation of satisfaction on the street food shops (N = 109)

<i>Points of assessment</i>	\bar{X}	<i>S.D.</i>	<i>Levels of satisfaction</i>
1. Satisfaction on the customer service provision of the shops.	4.41	0.60	Much
2. Satisfaction on the perception of consumer's information	4.42	0.55	Much
3. Satisfaction on the image of the shop's products	4.37	0.52	Much
4. Satisfaction on the taste of the shop's products	4.45	0.59	Much
5. Satisfaction on the price suitable for the products	4.41	0.56	Much
6. Satisfaction on the marketing of the shops	4.39	0.58	Much
7. Satisfaction on the facilitation of the shops	4.34	0.56	Much
8. Satisfaction on the freshness and cleanness of raw materials	4.37	0.59	Much
Total	4.39	0.57	Much

high level ($\bar{X} = 4.27$, S.D. = 0.58). When considering each item, that the tourists popularly eat food in the reliable network food shops has the highest mean ($\bar{X} = 4.36$, S.D. = 0.59) followed by the shop's symbol can signify the shop directly ($\bar{X} = 4.31$, S.D. = 0.57) and the food shop decoration is unique and can represent the shop ($\bar{X} = 4.30$, S.D. = 0.59), respectively.

According to Table 15, when considering the level of satisfaction of the street food shops, it is found to be entirely in the high level ($\bar{X} = 4.39$, S.D. = 0.57). When considering each item, that the satisfaction on the taste of the shop's products has the highest mean ($\bar{X} = 4.45$, S.D. = 0.59) followed by the satisfaction on the perception of consumer's information ($\bar{X} = 4.42$, S.D. = 0.55) and the satisfaction on the customer service provision of the shops ($\bar{X} = 4.41$, S.D. = 0.60), respectively.

4. DISCUSSION & CONCLUSION

According to the research conclusion, it is found that the level of satisfaction on the consumption of street food of foreign tourists in Pattaya as a whole is in the high level ($\bar{X} = 4.36$, S.D. = 0.57). When considering each item, the marketing factor has the highest mean ($\bar{X} = 4.45$, S.D. = 0.56) followed by the satisfaction on street food shops ($\bar{X} = 4.39$, S.D. = 0.57), service provision quality factor ($\bar{X} = 4.34$, S.D. = 0.58), and brand image factor ($\bar{X} = 4.27$, S.D. = 0.58). When considering each item, it is found that:

1. The marketing factor in 3 items have less mean than others such as the food shop is clean, safe, shop of the restaurant, and convenience in the shop.
2. The service provision quality factor in 3 items have less mean than others such as the employees have sufficiency in the service provision, the employees provide the service correctly and quickly with the service provision of standards similarly at all times.
3. The brand image factor in 3 items having less mean are that the employees dress uniquely following the shop uniforms, the service provision is unique, recognizable, and the shop's name is easily remembered. All of the three

items may serve as the guidelines for improving the image of the brand because Thai food shop will have the name.

Therefore, the operators must focus on the service quality, marketing, and brand image including food quality to promote the quality strength by considering all processes from raw materials, cooking, placing, distribution and service. This is as stated by Wasin Chantharasiri (2011) that strengthening Thai food needs to be done in the production, improvement of quality of all kinds of food whether the fresh, raw, and processed food at all levels from the local level to the international level to come from the research and developments to increase value. The attention must be paid from the input, process and output, focusing on human capital, social capital and efficient logistics. As Thailand is the country with the perfect production base of food, it should be strengthened at all levels of production such as the farmer community produces the food with quality and safety. The food industry at all levels has the standardized food processing and all groups of consumers to access the food with quality, safety, and nutritional value. In the public sector or policy-makers, the measures must be taken to control food safety from household level to street food and food served in the restaurants. Relevant agencies must ask for the cooperation from the operators to join improving the shops and the cleanness for good hygiene of consumers. This is in consistent with the research of Snit Leelaamorn (2014) found that the quality of individual customer care services has the greatest influence on customer satisfaction. The speed of service has the greatest influence on street food sales.

Moreover, in the service provision, the operators must consider the culture of foreign customers. The food must be improved in accordance with national or international culture to create more popularity of Thai food among. The foreigners should consider the culture of other nations believing that Thai food is delicious but for foreign, it may not be delicious. There may be an agency or organization to assist in the research and development of quality of food to international standards in order to maintain quality and taste as standard or may lead to the business to export abroad.

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