

# Destination Image of street food on China town an impact on tourists' dining experiences

Issarapong Poltanee  
Thanapol Thavornsil

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**Issarapong Poltanee**, Faculty Of Liberal Arts And Science, Kasetsart University, Kamphaeng Saen Campus, Thailand.  
E-Mail: [Faasipp@Ku.Th](mailto:Faasipp@Ku.Th)

**Thanapol Thavornsil**, Faculty Of Social Technology, Rajamangala University Tawan-Ok Chanthaburi Campus, Chanthaburi., Thailand.  
Email: [Thanapol\\_Th@Rmutto.Ac.Th](mailto:Thanapol_Th@Rmutto.Ac.Th)

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## ABSTRACT

*Destination Image is considered that is important for consumers, because consumers they choose vacation destinations based on their image, especially Yaowarat Road Thailand. The purpose of this research is to develop a model of image structure of street food on Yaowarat Road that affects the eating of Thai consumers in Bangkok which is a quantitative research. Data were collected with a sample of 420 people of consumers traveling to eat street food in Yaowarat District, Bangkok. Analysis of the structural equation model revealed that consistent with empirical information by the chi-square value is equal to 1.022, the level of conformity index is equal to 0.915, the comparative fit index is equal to 0.976, the root index of the squared means of the error estimation is equal to 0.049 which has a harmonious with empirical data. The results of the hypothesis test that analyzes the causal influence between the latent variables within the experience, satisfaction, willingness to return to travel and intention of word of mouth. For the external variables, the image of a tourist attraction has a statistically significant direct influence at level 0.001, it can be said that to promote the image of Yaowarat street food needs to be focused on creating an image through creating experiences and if having a good image will affect the satisfaction that will lead to the intention of traveling back and the word of mouth by the tourist in the end.*

**Keywords:** *Destination image, Experience, satisfaction, Revisit Intention, word of mouth.*

## INTRODUCTION

The destination's image is thought to be important for consumers. Because people tend to choose vacation places based on their image, the image of the destination is considered important, which the nature of choosing a place many times will choose from the weather, facilities, safety or specific interest [1-3]. From the characteristics mentioned above, it can be seen that influence of choice of many travel destinations that play an important role in travel decisions are the image of the destination is one of the key decision-making features. Because it helps to make a difference in each place

in the consumer's feelings. [4]. The past research has shown that the image of a destination is related to satisfaction with Tourism that will affect the intention on the return trip and will develop as a recommendation or word of mouth [5-8]. From the importance mentioned above, it shows that image education is a suitable tool for predicting behavior at tourists who can bring the results to develop appropriately in order to attract the attention of consumers and tourists. Most of the research in the past will focus on the development of the location of marketing strategies [1], [8, 9] which has not been studied in the issue of street food much.

Currently, there are new tourist destinations all the time which in many places have not been developed to be a selling point for tourism [10]. This may be due to the lack of public relations or the lack of local people seeing the need to increase the number of tourists or consumers, as a result, there is no information that is useful to the image of the area is not provided, making tourists or consumers unable to perceive the image of the existing destination or that have been renovated. [11]. Therefore, the way to make tourists or consumers perceive the importance of the image in Yaowarat area is to study the image of street food on Yaowarat road that affects the eating of Thai consumers in Bangkok through variables including experience, satisfaction, re-tourism and word of mouth development.

Due to the fact that Bangkok, Yaowarat area has a lifestyle of consuming street food or food on the sidewalk which is ready-to-cook or ready-to-cook food, it is sold as a cart or hawker vehicle or stall on the sidewalk along the footpath in the alley streets as the general public [12], in Bangkok with a period of time for sale from the morning of the day until the evening, the nature of the food for sale is variety of both savory and sweet foods which makes the area popular with both Thai and foreign tourists. The food along the pavement in the Yaowarat area is recognized as the awakening of the popular trend of the word "street food" that everyone pay attention to the atmosphere of being a Thai ethnic Chinese. Therefore, the food along the pavement in Yaowarat is appreciated by people all over the world. From the reason of the important of the area if the image of the place is studied with consumers groups or tourists. This research to develop a model of the structural equation model of street food's image on Yaowarat Road that affects the consumption of Thai consumers in Bangkok, results of the study will enable awareness of perspectives or altitudes and needs of those traveling through education in the form of structural equations. The results of the study can help government agencies, private sector in the area can be presented as a plan to develop the image in response to the needs of consumers and tourist correctly in the future.

## **LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

### **2.1. Destination Image**

The concept of destination images was initiated in a study by [13], [14] and [15] and has been discussed in the study on the issue of image until now [16] which plays an important role in the choice of destination of travel to gain experience and develop satisfaction. Until becoming loyal and will have the intention of word of mouth in returning to travel back again or have the intention of word of mouth about experience gained or recommended a trip [9, 17-23]. The image of a tourist attraction is a multidimensional concept in a mixed form, that is the imagination of the destination of the area to be frequented. It is the imagination in a way that will bring the most value to oneself who is in a place that defines oneself as someone who is imaginary [18, 24], [4], [25-27], where the destination image will be divided into three dimensions as follows: 1) Knowledge and understanding 2) emotion and 3) image ([9, 28]. It may be explained that cognition refers knowledge and beliefs related to the sights to be seen through experience expected to be remembered of the destination environment such as the weather, sightseeing and access housing structures, etc. 2) Emotions are related to feelings and emotions can be stimulated by different aspects of the

destination ([29]. 3) Image is the result of knowledge and emotions that create behavioral intentions of tourists about future activities and resulting in the creation of the destination image. It is a complex process in which the three issues are strong interconnected [30, 31] which will see the importance of the image that has existed since the past. Therefore, it is important to study the image of the area to understand the thinking characteristics of consumers or tourists before traveling to tourist attractions, how they feel.

## **2.2 Experience**

Most tourism or service is intangible. Therefore, to make sure before using the service many times it must rely on relevant experiences and memories from the past studies. However, many researchers have tried to formulated this idea over the past several decades for example [2] offered a Travel experience that comprise consists of personal influences and outcomes that begin before the journey and persist even though tourists have returned from their destination [32] or creating expectations based on the experience of tourists during the service that [33] that provides an interesting idea that experiences are individual assessments related to tourism activities that will be during the pre-trip, essentially, a travel experience includes everything that is a traveler's experience in a destination that depends on different interpretations [34] Currently, scholars have identified several factors that influence tourism experiences. It can be concluded that the traveler's experience is built on personal characteristic such as health, culture, past visits or perceived interactions in the destination area such as community attitudes interpersonal relations and service quality, [35] From the importance of the concept, it can be seen that the importance of experience is something that requires an individual interpretation of the underlying different for each person. Therefore, the experience is applied in the study of structured equations of street eating behavior is therefore something that can be perceived by tourists or consumers received after arriving to use the service or have a meal already. So, the researcher has formulated the research hypothesis based on the concepts and theories which can be summarized as hypothesis of the research as follows:

H1: The image of street food sources has a direct influence on the street food experience.

H2: The image of street food sources has a direct influence on food preferences

H3: Experience has a direct influence on the intention to travel back again.

## **2.3 Satisfaction**

Consumer satisfaction is essential to improving product quality with product presentations to consumers especially food. One form of the expressions of satisfaction is the expression of opinion that is valuable information for management in the development plan that will affect the satisfaction that will cause the behavior of intention of word of mouth that reflects from the satisfaction of consumers by [36], giving the idea that product and service quality is an important factor affecting the satisfaction of word of mouth travelers [37], by word of mouth is recognized as providing information that influences the transmission of information between people [4], that will affect the decision to travel to use the service or eat along the way in the study area.

H4: Satisfaction with street food has a direct influence on the intention to travel back again.

H5: Satisfaction has a direct influence on the intention of word of mouth.

## **2.4 Revisit and word of mouth**

The consumers or tourists who will have the intention at returning to use the service or travel again. It is an issue that is widely study that has a positive effect on the

competitive environment of the tourist attraction market. However, from the research study found that the study of the issue at the reasons that cause consumers or tourists to return to travel is the real reason [38], especially to study the issue of street food in which the related issues have been given by scholars to the idea that repeat tourism. It is the loyalty of the tourists or consumers to the destination that they come to use the service before returning to use the service again which is considered to attract the target group to see the worthiness of having the opportunity to Journey back again ([12]. [17], which will affect the occurrence of word-of-mouth behavior as a means of conveying information that has been used in ancient period [39] and there are many ways of telling [40]), Explanation of exchange of personal information, experience or the nature of opinions of marketing among consumers themselves, including changing attitudes towards products or service that [41] has been suggested that word of mouth is a communication tad between the sender and the receiver which recognizes that the information received. At the same Time, word of mouth is defined as the communication between consumers about product or in relation to obtaining the service is considered independent of commercial influence ([42], these interpersonal exchanges provide access to information about the consumption of that product or service more than official advertising [43]. Therefore, it can be said that word of mouth is recognized as the best form of sending information that is intended to send messages to tourists [4] that are related to the purchasing decisions of tourists or consumers.

H6: Returning intention have a direct influence on word-of-mouth intentions.

## **METHOD**

### **3.1 Population and sample groups used in the research**

Tourists who come to eat street food in Yaowarat District, Bangkok. The researcher chooses the sampling technique regardless of probability (non -probability) by using a random method (accidental sampling), sample size is set to test the questionnaire with a sample number of 42 sets and calculate the value Partial R2 to estimate the sample size by using the program G\*Power 3.1 [4, 44, 45]. From the sample estimation with the influence size value (effect size) is equal to 0.22, calculated from 40 samples values. From using statistics in group testing: Goodness of fit test. probability of discrepancies in a type of test ( $\alpha$ ) equal to 0.05, test power ( $1-\beta$ ) equal to 0.95 [46], resulting in a sample size of 420 samples.

### **3.2 Data Collection**

The characteristics of the tools used in this research can be divided into 1 type of of research method which is a quantitative research tool. This will be the characteristics of the tool used in research that divided into 3 parts as follows:

Part 1 Questionnaire on the general status of people traveling in the study area. The nature of questionnaire is a check list form.

Part 2 Questionnaire about the opinions towards the issue of this study that consists of 5 components as follows: 1) Image of the attraction 2) Experiencing the repeat tourism 3) Satisfaction 4) Intention of returning to travel back again. 5) Intention of word of mouth. It is a rating scale which has the criteria for giving the weight of assessment at 6 levels, according to the method of Likert scale.

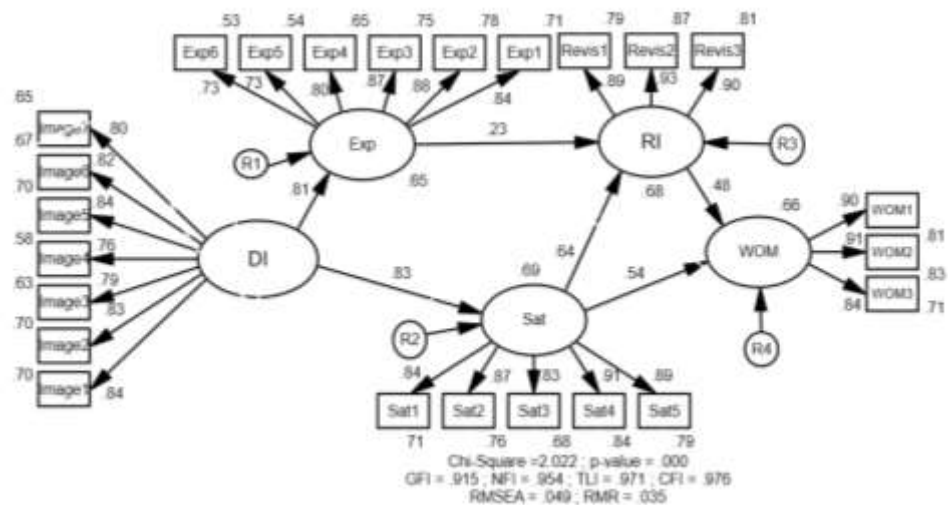
Part 3 Questionnaire on comments and suggestions for traveling to street food. The results of the examination of the consistency Index between questions and the objectives of this research were between 0.80 - 1.00. Take the questionnaire was used to analyze the discrimination by item. In the part of the question that is in the form of check list with standard deviation and an appropriate scale question with a correlation coefficient and find the value of the reliability of the questionnaire. In the part of this question that is in the form of approximate scale question for the value of Cronbach Alpha [33] which the results of the analysis discrimination in each item. The results

were between 0.54 – 2.00 and an approximate scale question with a corrected Item - Total Correlation, the value is between 0.31 - 0.74. For the analysis of the confidence of the questionnaire by finding the confidence of the questionnaire by finding the alpha coefficient of Cronbach has the analysis result is equal to 0.93 In data analysis, the analysis of the model must be developed through the development of component values or latent variable adjustment to be completed by using the criteria for considering the assessment with the consistency of the latent variable a. This research has an initial process of analyzing the data with explaining basic information, descriptive lecture, and multivariate statistic with ready-made software that analyzes the Structure Equation Model (SEM) of the studied [47] issues which the analysis of the model must be developed through the development of component values or latent variable adjustment to be completed by using the criteria.

**RESULTS**

The majority of That consumers surveyed were 268 females, accounted for 63.8% the number of males were 152 accounted for 36.2%, aged 16-25 years, 204 people accounted for 48. 6%, followed by 26 - 35 years of age with 76 people accounted for 18.1% and have a number of single statuses 298 people accounted for 70.9%, followed by 102 married people, accounting for 24.3% with 183 student statuses accounted for 43.6%, followed by 34 civil servants accounted for 8.1%, most of them traveled 160 friends accounted for 38.2%, followed by a family of 128 people, representing 30.5% and there were members who attended 1-3 people, amounting to 283 people, representing 69.4%. The results of the structural equation model analysis

**Figure 1: Structural equation model**



The analysis results of structural equation model on the image of street food on Yaowarat Road that affects the eating of That people in Bangkok, consists of 5 latent variables, divided into 1. Exogenous latent variable including Destination Image of street food sources and endogenous latent variable in the number of 4, namely - street food experience, satisfaction, intention of returning to street food sources and intention of word of mouth that have an effect on the analysis as follows: Destination Image elements of street food sources, the variance was found at 0.62, by directly influencing to satisfaction elements at the weight value (Standardized Regression Weight) of 0.83 with statistical significance at 0.001, the correlation of multiples square ( $R^2$ ) is 0.69, variance is 0.21 and directly influencing to the experience elements at the weight value of 0.81 with statistical significance at 0.001, the correlation of multiples square ( $R^2$ ) is 0.65, variance is 0.16. Experience elements at street food sources, the variance was found at 0.16, by directly influencing to Revisit intention elements of returning to street food sources at the weight value of 0.23 with statistical significance at 0.001, the correlation of multiples square ( $R^2$ ) is 0.68, variance is 0.26. Satisfaction elements, the



variance was found at 0.26, by directly influencing to word of mouth at the weight value of 0.54 with statistical significance at 0.001, the correlation multiples square ( $R^2$ ) is 0.66, variance is 0.24 and also directly influencing to Revisit intention elements of returning at the weight value of 0.64 with statistical significance at 0.001, the correlation multiples square ( $R^2$ ) is 0.68, variance is 0.26

Revisit Intention elements of returning to street food sources, the variance was found at 0.26, by directly influencing to intention element of word of mouth at the weight value of 0.48 with statistical significance at 0.001, the correlation multiples square ( $R^2$ ) is 0.66, variance is 0.24, in Table 1.

*Table 1*

statistical values obtained from structural equation model analysis

Variables	Estimate		Variance	R2	C.R.	P
	Standard	Unstandard				
Destination Image			0.62	0.69		
- Experience	0.81	0.70	0.16	0.65	14.20	***
- Satisfaction	0.83	0.86	0.21	0.69	18.09	***
Satisfaction			0.26	0.69		
- Revisit Intention	0.64	0.70	0.26	0.68	10.71	***
- Word of Mouth	0.54	0.56	0.24	0.66	7.68	***
Experience			0.16	0.65		
- Revisit Intention	0.23	0.30	0.26	0.68	4.05	***
Revisit Intention			0.26	0.68		
- Word of Mouth	0.48	0.45	0.24	0.66	7.76	***
Word of Mouth	0.48	0.45	0.24	0.66		***
- WOM1	0.90	1.00	0.17	0.81	N/A	***
- WOM2	0.91	1.12	0.19	0.83	28.38	***
- WOM3	0.84	1.01	0.31	0.71	24.34	***
Revisit Intention			0.26	0.79		
- Revis1	0.89	1.00	0.21	0.79	N/A	***
- Revis2	0.93	1.12	0.15	0.87	29.55	***
- Revis3	0.90	1.17	0.26	0.81	27.51	***
Experience			0.16	0.51		***
- Exp1	0.84	1.00	0.41	0.71	N/A	***
- Exp2	0.88	0.99	0.39	0.78	17.97	
- Exp3	0.87	1.09	0.31	0.75	17.87	***
- Exp4	0.80	1.20	0.23	0.65	16.48	***
- Exp5	0.73	1.28	0.22	0.54	22.57	***
- Exp6	0.73	1.11	0.24	0.53	23.57	***
Destination Image			0.62	0.79		
- Image1	0.84	1.00	0.26	0.70	N/A	***
- Image2	0.83	1.05	0.30	0.70	17.97	***
- Image3	0.79	0.95	0.33	0.63	17.87	***

- Image4	0.76	1.24	0.70	0.58	16.48	***
- Image5	0.84	1.14	0.34	0.70	22.57	***
- Image6	0.82	1.08	0.35	0.67	20.17	***
- Image7	0.80	1.15	0.45	0.65	17.34	***

Table 2

Conformity assessment results

statistic value	criteria used for consideration	before improvement	After adjustment
CFI	is greater than 0.90	0.932	0.976
CMIN/DF	is less than 2	3.711	1.022
GFI	is greater than 0.90	0.838	0.915
NFI	is greater than 0.90	0.910	0.954
RMSEA	is less than 0.08	0.080	0.049

From Table 2 shows results of the conformity assessment before the model improvement, found that the probability of chi-square probability level is equal to 0.932, the relative chi-square value (CMIN/ DF) is equal to 3.711, the level of conformity index (GFI) is equal to 0.838 and the root index value of the square mean of the error estimate (NFI) is equal to 0.910 (RMSEA) is equal to 0.080 which in some indicators not enough good consistency.

Therefore, the researcher has worked to improve the model in accordance with Arbuckle (2016) by considering the value of the result obtained from the package with theoretical principles. So, after updating the model has been completed, which found that the relative chi-square value (CMIN/DF) is equal to 1.022 that is less than 2, compliance index (GFI) is equal to 0.915, which is greater than 0.90 and CFI value (Comparative Fit Index) is equal to 0.976, which is greater than 0.90, the measure of the suitability level based on the criteria (NFI) is equal to 0.954, which is greater than 0.90, the root index of the square mean of estimation of the error (RMSEA) is equal to 0.049, which is less than 0.08. It was therefore, concluded that all 5 statistics passed the evaluation criteria and consistent with empirical data.

Table 3

Hypothesis test results

Hypothesis	Statement	Decision
H1	The image of street food source, has a direct influence on the street food experience.	significant
H2	The image of street food source has a direct influence on food preference.	significant
H3	Experience has a direct influence on the intention to travel back again	significant
H4	satisfaction with street food was a direct influence on the intention to travel back again	significant
H5	Satisfaction has a direct influence of word of mouth	significant
H6	The intention to travel of returning has a direct influence on the intention of word of mouth	significant

## CONCLUSION AND DISCUSSION

Key points found from the research results which the researcher has presented the issue

for discussion by the relevant research papers are cited supported or given different reasons as follows: From the results of a study on the image of street food sources that consumers choose to eat is quality and variety of food, as well as the excitement of street food and entertainment gained from eating in accordance with the concept of [12] that food quality or food that meet the production standards will give consumers confidence in food consumption. This is considered the highlight of the Yaowarat street food area in Bangkok. In addition, from the travel experience of Thai consumers, it was found that consumers' favorite street food consumption is the experience of being part of a street food source which is consistent with the theory of [35], said that each traveler has different travel incentive, depending on different factors to determine that makes the factors influencing motivation diverse, one of which is Favel experience (past experience). It is the experiences and feelings gained from the journey that affects the travel to eat street food. In terms of consumer satisfaction, the reason why people come to eat street food is satisfaction with the taste of street food in which the aforementioned issues are consistent with the concepts from the study results of [48], said that satisfaction is where it should be and meet needs of expectations of consumers that has been synthesized from individual attitude that expresses appreciation until it affects satisfaction [4] has provided information on related issue that satisfaction is the feeling of having something that is possible in terms at feeling of satisfaction and dissatisfaction that will affect the return to eating street food again. For the street food area in Yaowarat, there is a need and will be planned for Thai consumers to come back for street food which is consistent with [49], that study of causal relationship of street food image, attitude towards the destination, relevance of the reference group, found that visitors will feel comfortable returning to the area they have experienced or are already satisfied. Consumers are of the view that the return journey will be a rewarding experience that can be developed into feelings about the intention of spreading the word of mouth or recommending street food sources that have been to others which is consistent with [37], who received the idea that when customers feel satisfied with the service, they will comment that has been told by word at mouth, talk about the positive aspects of the experience. But if feel dissatisfied, it can turn into bad outcome. According to the results of the study, business entrepreneurs should apply the results of the study to prepare them to accommodate tourists after the opening of the country of Thailand. From the coronavirus covid 19 situations, Because the results of the study will be reflected in the further development of the area.

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Issarapong Poltanee: Conceptualization, Methodology, Investigation, Writing - original draft, Data curation. His email address is faasipp@ku.ac.th

Thanapol Thavornsil: Investigation, Data curation. His email address is thanapol\_th@rmutto.ac.th

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