Thai Visitors' Street Food Motivation Influencing Destination Loyalty: The Case Study of Bangkok

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Abstract

Food is part of a visitor's experience and is used as a marketing tool for tourism. Few studies have attempted to separate and examine the role played by street foods to the destination loyalty of visitors. Hence, this study evaluated Thai visitors' street food motivation and its influence on destination (Bangkok) loyalty. Moreover, the study proposed a structural model addressing the potential relationships between visitors' street food motivation, street food perception, street food experience, street food satisfaction, and destination loyalty among Thai visitors in Bangkok. Questionnaires were collected from 356 Thai visitors and obtained by simple random sampling. The data were analyzed by SPSS and partial least squares-structural equation modelling by Smart-PLS 3.0. The results found indirect influences of visitors' street food motivation on destination loyalty. Thus, entreprenuers, government agencines, and other involved agencies can utilize street food as a sustainable marketing tool to maintain and attract Thai visitors.

Keywords: 1) Street Food 2) Street Food Motivation 3) Destination Loyalty 4) Thai Visitor

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Introduction

Tourism refers to holistic experiences, including their experience with local food, as it nourishes visitor[3]' bodies and souls (Hjalager and Johansen, 2013). As such, food is a requisite that responds to visitors' physical needs and fulfills tourism experiences. It enhances social relationships and learning among visitors (Chang and Mak, 2018, p. 90). Moreover, food can increase economic, cultural, and identity values, as well as the sustainability of destinations (Horng and Tsai, 2012, p. 43). According to the Twelfth National Economic and Social Development Plan (2017-2021), gastronomy tourism promotion is defined as the creation of Thailand's economic competitiveness by promoting a creative economy with the key purposes of utilizing culture as a cultural product and a service manufacturing industry and publicizing it through online media as a guideline on cultural export to international recognition. Creative tourism is a type of travel focused on real experiences, with connection to participatory learning in culture or special features of destinations (MGR Online, 2017, pp. 1-2). According to the review of literaure related to gastromony tourism, most countries in Europe give precedence to studies on this matter, while research on this topic is still quite limited in Asia, such as in Thailand, China, Japan, Korea, Singapore, and India (Chen and Huang, 2019, p. 545). However, most of the contents of the research on gastronomy tourism are mainly about visitors' perception and attitudes toward images of food components. As for studies on food motivation influencing destination loyalty, they are still rather limited, particularly street food, despite it being very popular and becoming an attraction for visitors to come to their target destinations (Jeaheng and Han, 2020). Bangkok is one of those accepted as a city whose street food as earned world-class reputation (Head, 2017, p. 1).

Thus, this study examined street food in Bangkok, Thailand, particularly about how street food motivation influences street food experiences, street food perception, street food satisfaction, and destination loyalty. The research was conducted among Thai visitors traveling from their permanent domiciles to another place in the country for acitivities without any compensations or rewards. They could be either same-day visitors or overnight visitors, with a duration of stay of less than one year (United Nations World Tourism Organization, 2010, pp. 1-2). This study sought for a deeper understanding on the relationship between street food and gastronomy tourism development in Thailand. The results can be a guideline on marketing strategies using street food to publicize destinations for Thai visitors and to develop street food experiences. In turn, such a guideline aids in stimulating national tourism.

Objective

This study examines the relationship structure of Thai visitors' street food motivation and its influence on destination loyalty (Bangkok).

[3] Visitors refer to "tourists," "over-night visitors," and "same-day visitors"

Literature Review

The definitions of gastronomy tourism

In English, food-related tourism has also been called "cuisine tourism" (Ignatov and Smith, 2006, p. 238), "food tourism," "culinary tourism," (Harrington and Ottenbacher, 2010, p. 18), or "gastronomy tourism" (Sánchez-Cañizares and López-Guzmán, 2012, p. 231). These words can be substituted for one another and can generally be defined as tourism for dining and participation in different places related to food, e.g., farms; paddy fields; garden fields; fresh markets; food festivals; and exhibitions of food shops, local food shops, restaurants, or food manufacturing plants. McKercher, Okumus and Okumus (2008, p. 139) further stated that gastornomy tourism entails traveling to destinations with an intention to dine out, visit food/drink manufacturing sources and material distribution centers, or join any food/drink activities, e.g., cooking classes. Gastronomy tourism is related to food manufacturing materials as well as process and dining methods in accordance with social contexts in those destinations (Updhyay and Sharma, 2014, p. 30). These aspects conform to the study of Chamnancha (2018, p. 106), who stated that gastronomy tourism refers to tourism for dining and for insights into food as well as drinks in those destinations (Ignatov and Smith, 2006, p. 241), which will lead to memorable dining experiences (United Nations World Tourism Organization, 2017, p. 15).

In conclusion, gastronomy tourism refers to tourism for food as the motivation to travel and to obtain food experiences in each particular area, with the purpose of gaining pleasure and cultural insights through food experiences.

General knowledge of street food

Street food is very popular and widely known at the national and international levels. Each particular street food contains various identities and tastes due to a multicultural combination of deliciousness and pleasant experiences for diners (Jeaheng and Han, 2020). Street food is usually cheap, easy to find, and contains nutritive values. In Asia, street food is popular among visitors. It can be either national cuisine or local food, which is usually flavorful and served at affordable prices. It also represents locality for visitors (Chaiyasain, 2020, pp. 124-126) These characteristics conform to the Food and Agriculture Organization of the United Nations (2019, p. 1), which defines street food as instant food and drinks that are cooked and distributed day and night in public, e.g., roadsides, pavements, and footpaths. It is basically available in food stalls, food trucks, and food carts. People of all genders and ages can sell street food because the products sold are quick to cook and are typically served to urban people with low to middle income. This type of food is simply accessible, with low cost of cooking. It is usually cheaper than those served in restaurants and is popular among locals (Tinker, 1997, pp. 80-90).

Hence, we define street food as instant food or drinks that are cheap, delicious, and widely available to the public.

Food motivation

Dann (1981, pp. 190-193) classified the types of visitors' motivation to travel to destinations into two types, i.e., 1) escape and

2) seeking. Visitors travel with such motivation and are driven by motivation or other internal factors because they are attracted by the features of those destinations. McIntosh, Goeldner and Ritchie (1995, pp. 100-110) set four types of food motivation related to destinations, i.e., 1) physical type: fulfillment of needs by obtaining food experiences, 2) cultural type: need to learn the culture, 3) interpersonal type: responsiveness to social needs by interaction with others, and 4) status and prestige type: search for acceptance and social differences. Andersson, Mossberg and Therkelsen (2017, pp. 2-5) classified food motivation based on obtained food experiences into three types, i.e., 1) sensory type, 2) culture type, and 3) socialization type.

According to the literature review, the researchers studied street food motivation and classified it into three types, i.e., 1) new culture, 2) new experiences, and 3) socialization.

Visitor behavior toward food

Consumption behavior refers to a decision-making process (Gilbert, 1991, pp. 80-92) consisiting of five steps, i.e., 1) need for motivation or perceived needs, 2) information search, 3) choice evaluation, 4) purchase decision, 5) and post-purchase behavior (Engel, Kollat and Blackwell, 1968).

Understanding visitors' food-related behavior requires the understanding of basic motivation. (Solomon, et al., 2013, p. 25). Each visitor's motivation is different, and each motivation influences visitor attittudes and behavior. Thus, visitors' food motivation helps determine visitors' needs and predicts food-related behavior. As such, visitors' food motivation is the first factor to consider in the role of food in motivation.

With this motivation, visitors start seaching for information to respond to their needs (Fodness and Murray, 1997). Information search is regarded as food perception. Visitors respond to information based on types and reliability of sources. Thus, studies on food perception among visitors are necessary (Ab Karim and Chi, 2010, pp. 534-536). After information search, visitors will consider other information as well make comparisons before making a final decision. Alternatively, when visitiors are influenced by their food motivation, they will have direct food experiences, i.e., participation in food. To clarify, such participation refers to food motivation or interest in food activities and products. The levels of food experiences vary among visitors. Thus, visitors' food experiences are necessary for understanding visitors' behavior toward food (Mak, et al., 2017, pp. 16-18).

With food perception or direct food experiences, visitors will evaluate their satisfaction levels based on comparision between obtained experiences and their expectation levels. Thus, food satisfaction is also a factor that must be examined in the study of food behavior.

According to the data, four factors of food-related visitors' behavior can be observed, i.e., 1) food motivation, 2) food perception, 3) food experience, and 4) food satisfaction.

Thus, the relationship structure of Thai visitors' street food motivation and its influence on destination loyalty (Bangkok) requires

the specification of factors. According to the literature review, Kim and Brown (2012, pp. 340-347) found that destination loyalty should be considered in visitors' food experiences. Positive experiences toward services, products, and other resources in destinations can create loyalty, e.g., travel repetition and positive word of mouth.

Notably, none of the existing studies have focused on the particular relationship between visitors' food motivation and their behavior toward food. Thus, six hypotheses were suggested as follows.

H1: New culture motivation influences street food experiences that affect street food satisfaction, which eventually leads to Thai visitors' destination loyalty.

H2: New experience motivation influences street food experiences that affect street food satisfaction, which eventually leads to Thai visitors' destination loyalty.

H3: Socialization motivation influences street food experiences that affect street food satisfaction, which eventually leads to Thai visitors' destination loyalty.

H4: New culture motivation influences street food perception that affects street food satisfaction, which eventually leads to Thai visitors' destination loyalty.

H5: New experience motivation influences street food perception that affects street food satisfaction, which eventually leads to Thai visitors' destination loyalty.

H6: Socialization motivation influences street food perception that affects street food satisfaction, which eventually leads to Thai visitors' destination loyalty.

According to the hypotheses;

H1: CL → FEX → SAT → LOY

H2: EX → FEX → SAT → LOY

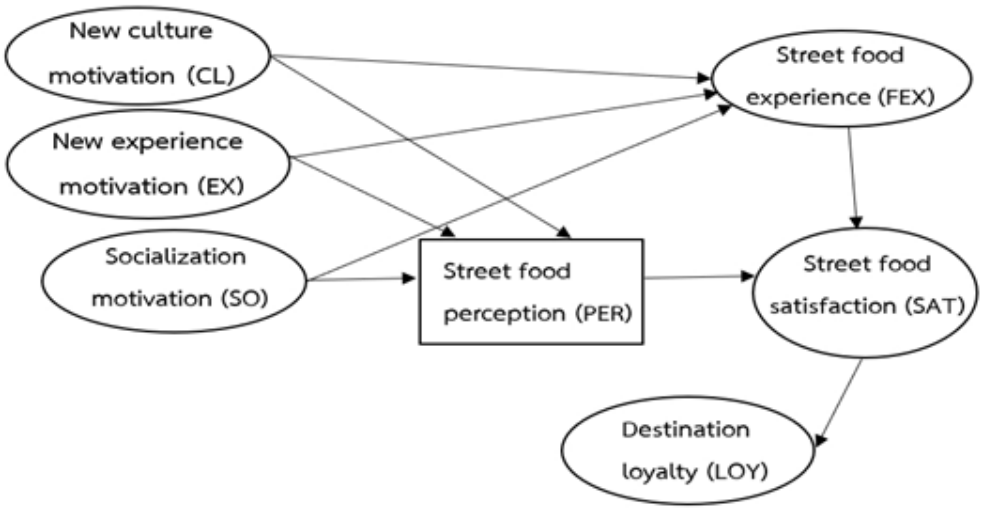
H3: SO → FEX → SAT → LOY

H4: CL → PER → SAT → LOY

H5: EX → PER → SAT → LOY

H6: SO → PER → SAT → LOY

The hypotheses can be concluded into the framework as in Picture No. 1.



Picture No. 1 The hypotheses framework

Methods

The samples consisted of Thai visitors traveling to Bangkok. The appropriate size for the partial least square structural equation model (PLS-SEM) was the minimum size of 100 to 200 samples (Hair, Ringle and Sarstedt, 2011, pp. 142-145). However, to prevent the sample size from being an obstacle for statistics calculation (Henseler, Hubona and Ray, 2016, pp. 8-10), the sample size was set at 400, which was more than the minimum value.

This research is a quantitative study that used a structured questionnaire for testing the theoretical model. The questionnaire was designed in English, which had items with statistical significance from previous related international studies. Then, it was translated into Thai by back-translation to test the goodness of fit (Brislin, 1976, p. 220) and content analysis (Zamanzadeh, et al., 2015, p. 170). The questionnaire consisted of eight parts, i.e., 1) demographic data, 2) new culture motivation, 3) new experience motivation, 4) socialization motivation, 5) street food perception, 6) street food experiences, 7) street food satisfaction, 8) and destination loyalty. The item in the questionnaire used a five-point Likert scale.

The data were collected from the samples of Thai visitors traveling to Bangkok. The samples were obtained by simple random sampling. The data were collected between September and December 2021.

A questionnaire was used for data collection and was tested on 30 samples (Pre-Test) before distributing it to the 400 samples. Then, Cronbach's alpha was analyzed. The acceptance criteria of over 0.7 was used, which implied sufficient reliability (Hair, et al., 2010, p. 200). Moreover, the understanding and clarity of language was tested. After that, the questionnaire was improved to cover the objectives and the composites of all factors for study. The data were collected through the questionnaire. Upon obtaining the samples' consent for data collection, two questions were used for screening and for confirming the appropriateness of each individual, i.e., 1) "Are you a visitor traveling to Bangkok?" Then, the respondents' understanding of the definition of street food was determined. The following question was asked: 2) Do you have any street food experiences? A total of 400 sets of the questionnaire were collected. Incomplete ones were excluded until 356 sets remained for further analysis.

Data Analysis

Demographic data were analyzed by descriptive statistics, i.e., percentage. Causal relationship was analyzed by PLS-SEM using SmartPLS 3.0. This tool is flexible for structural acceptance and appropriate for new conceptual framework development that might not be supported by theories or empirical studies. It is also flexible for non-normal distribution (Blome, Hollos and Paulraj, 2014, pp. 35-38) and does not require a large number of samples for analysis (Peng and Lai, 2012, p. 370).

Before using the PLS-SEM to test the structural model, the missing data were examined, along with exploratory factor analysis by SPSS as follows. 1) The appropriateness of sample size was tested for factor analysis using the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO). The correlation for factor analysis was tested by Bartlett's Test

of Sphericity, which was 14819.765 (p <. 05) after testing. This value implied the significant correlation matrix among observed variables as the identity matrix (p < 0.5) (Hair, et al., 2010, pp. 230-234). This outcome also conformed to KMO = 0.92, which passed the criteria that it must be over 0.60 (Hair, et al., 2010, pp. 234-240). Furthermore, this outcome implied the internal relationship among the variables, which could then be brought for structural analysis. 2) The eigen was also analyzed. This value referred to the variance of all variables in each composite of common factor analysis. It was obtained from the squared sum of the factor loading of each variable. The eigen must be > 1 to be accepted as a composite. Moreover, the covariance of the sample must be at least 60% (Hair, et al., 2010, pp. 266-280). In this study, eigen values of all variables were > 1, with a covariance at 65.319%. 3) Factor loading was tested. The variables with factor loading ≥ 0.60 were selected for each composite (Hair, et al., 2010, pp. 282-290).

Results

Profiles of the respondents

The samples/respondents included 356 Thai visitors traveling to Bangkok with food street experiences. In particular, 42.10% of them were male, while 57.90% were female. Most were aged from 21–30 years (52.80%), followed by 31–40 years (22.20%). In addition, most were single (67.40%), graduated with a bachelor's degree (63.20%), worked as employees at private companies (40.40%), received a monthly income of ≤ 20,000 baht/month (38.50%). They traveled to Bangkok over five times (63.80%), for relaxation (34.00%), and as free individual travelers (F.I.T.) (86.00%).

Model fit (Model quality)

Model fit refers to the testing model fit by SmartPLS 3.0. The results of the standardized root mean squared residual (SRMR) testing are presented in Table No. 1 According to two models, i.e., the estimated model and the saturated model, a good model should have SRMR < 0.080 (Henseler, et al., 2014, p. 190). Henseler, Ringle and Sarstedt (2015, p. 120) suggested the value ≤ 0.080, thus conforming to the study of Hu and Bentler (1999, p. 29).

Table No. 1 Standardized root mean squared residual value.

Model	SRMR Value
Saturated Model	0.062
Estimated Model	0.076

Table No. 1 shows that the SRMR of the estimated model was 0.076, which was > 0.060 and < 0.080. This value implied good quality of the model (Dash and Paul, 2021, p. 121092; Hair, et al., 2019, p. 7).

Evaluation measurement model

Confirmatory Factor Analysis (CFA) was conducted by SmartPLS. The observed variables had a factor loading or relationship between the variables and composites > 0.70 (Hair, et al., 2010, p. 331), which would be used to explain the latent variables in the measurement model (Table No. 2). This study analyzed the measurement model under two steps, i.e., 1) measurement model for testing reflective constructs and 2) measurement model for testing formative constructs.

Evaluation of the reflective measurement model

The validity of reflective constructs could be tested as follows: 1) **testing the internal consistency reliability** of the observed variables by calculating composite reliability (CR), which should be > 0.7 (Hair, et al., 2011, p. 145; Nunnally, 1978, p. 34); 2) **testing the indicator reliability** by calculating the factor loading, which should be > 0.70, with a significance level of 0.05 (Hair, et al., 2011, p. 145); 3) **testing the convergent validity** by calculating the average variance extracted (AVE), which should be at least 0.50 (Hair, et al., 2011, p. 145); and 4) **testing the discriminant validity** to show that the observed variables in each measurement model could indicate composites in that certain measurement model. The square roots of AVE were tested, which must be over the correlation among the composites (Fornell and Larcker, 1981, pp. 40-45). The details are as follows.

Internal consistency reliability was tested to avoid repetition of questioning. High consistency brought high Cronbach's alpha, thus implying efficient measurement of same composites. The observed variables obtained had a qualified factor loading to measure the same matters, thereby indicating the reliability of the questionnaire. According to Table No. 2, the Cronbach's alpha was between 0.722 and 0.841, and the composite reliability was between 0.844 and 0.896, thus implying internal consistency reliability of all latent variables.

For testing the reliability of the observed variables (Indicator Reliability) by calculating the factor loading of the latent variables, Table No. 2 displays factor loading between 0.738 and 0.873, thus indicating good reliability (Hair, et al., 2011, p. 145).

For convergent validity by AVE calculation, Table No. 2 displays AVE between 0.642 and 0.718. In general, it is usually > 0.50, but it is also acceptable in the case of AVE < 0.50 but with composite reliability > 0.70 (Fornell and Larcker, 1981, p. 49). Thus, the reflective measurement model had convergent validity.

The different observed variables should not have a high relationship. If they had a high relationship, then the variables were the same. In contrast, they should have a high relationship with their own latent variables only (Fornell and Larcker, 1981, pp. 47-49). If the relationship between the observed variables and the latent variables was higher than the relationship between a certain observed variable and the other ones, it contained discriminant validity. Testing the relationship between the observed variables and their own latent variables was considered the square roots of AVE. For example, FEX had AVE = 0.678. Thus, this variable had a relationship with its own latent

variable = 0.823 (The square root of AVE)

Thus, the AVE obtained should be higher than the relationship between the observed variables and other variables so that they would be considered containing discriminant validity (Hair, et al., 2019).

Discriminant validity was tested by the Fornell-Larcker Criterion (1981, pp. 42-26), which is a table displaying the relationship among the observed variables. The oblique columns contained the square roots of AVE. If all values of the observed variables in the oblique columns were higher than those in the horizontal and vertical columns, the values in the oblique columns must be higher than the correlation that indicated the relationship between certain latent variables and others. The correlation coefficient was under the values in the oblique columns (Jhantasana, 2019, p. 1888). Thus, that certain construct variable contained discriminant validity.

Table No. 2 Evaluation of the reflective measurement model.

Constructs and Items	Factor loading	AVE >0.5	CR >0.7	Cronbach's alpha
New culture (CL)		0.718	0.885	0.804
1. Prior to my trip, one of the things I anticipate is eating the food there.	0.840			
2. I usually do some research about the street food or Thai restaurants prior to my trip.	0.873			
3. Prior to my trip, I plan food choices to experience Thai culture.	0.830			
New experience (EX)		0.657	0.852	0.742
1. The taste of street food is different from the one prepared in my region.	0.765			
2. Street food lets me discover something new.	0.842			
3. Street food is different from what I eat every day.	0.822			
Socialization (SO)		0.642	0.844	0.722
1. It is important for me to share photos and information of my street food experience with others through social media platforms.	0.815			
2. It is important for me to be able to transmit my experiences with street food with others.	0.800			
3. I will go to street food restaurants recommended by my surrounding social groups and the public.	0.789			
Street Food Experience (FEX)		0.678	0.896	0.841
1. Mean a lot	0.781			
2. Are interesting	0.828			

Constructs and Items	Factor loading	AVE >0.5	CR >0.7	Cronbach's alpha
3. Are attractive	0.840			
4. Are wanted	0.843			
Street Food Satisfaction (SAT)		0.654	0.883	0.823
1. The street food experience exceeded my expectations.	0.838			
2. My choice to taste street food was a wise one.	0.738			
3. I like street food.	0.832			
4. The street food experience gave me high satisfaction.	0.821			
Destination Loyalty (LOY)		0.686	0.868	0.771
1. I would like to experience street food in Bangkok.	0.841			
2. After my experience, I think I'll come back to Bangkok to savor its gastronomy.	0.833			
3. I feel pleased with street food.	0.812			

Table No. 3 Inter-construct correlations and the square roots of AVE.

	CL	EX	SO	FEX	SAT	LOY
- New culture motivation (CL)	0.848					
- New experience motivation (EX)	0.399	0.810				
- Socialization motivation (SO)	0.440	0.438	0.802			
- Street food perception (FEX)	0.486	0.422	0.450	0.823		
- Street food satisfaction (SAT)	0.533	0.510	0.571	0.548	0.809	
- Destination loyalty (LOY)	0.557	0.480	0.546	0.544	0.707	0.828

Note: Square root of AVE is shown on the diagonal of the matrix in boldface.

For example, FEX in Table No. 3 had the square root of AVE = 0.823. The values in the horizontal columns were 0.486, 0.422, and 0.450, and the values in the vertical columns were 0.548 and 0.544. The square roots were higher than all values in the horizontal and vertical columns. Thus, FEX contained discriminant validity. According to the analysis of the square roots of AVE or the square root of each reflective construct that was higher than inter-construct correlation, all reflective constructs contained discriminant validity. Table No. 3 displays the details of discriminant validity.

Table No. 3 shows that this model contained discriminant validity because the Fornell-Larcker Table was in accordance with the criterion (Hair, et al., 2019, p. 11).

Evaluation of the formative measurement model

Content validity was tested at the early stage for formative construct modelling of PER by testing the latent variables. Bootstrapping of SmartPLS 3.0 was used. The loading mea-

surement of the outer weight was considered, along with outer loadings as in Table No. 4, which was displayed in the significant outer weights of some latent variables. However, the values of the outer loading of all latent variables were significant. Hair, et al. (2011, pp. 145-149) suggested that if the outer weights of the latent variables were significant, it passed the quality criteria and could retain those latent variables in the model.

However, if the outer weights did not contain statistical significance with an outer loading of ≥ 0.50, those latent variables could be retained. If the outer weights did not contain statistical significance with an outer loading of ≤ 0.50, those latent variables should be excluded from the model (Hair, et al., 2011, p. 145).

Thus, according to the consideration of the latent variables of PER in Table No. 4, five of them must be excluded, i.e., 1) information/travel news websites, 2) newspaper/magazines ads, 3) travel agency ads, 4) internet advertising, and 5) outdoor advertising. Collinearity or variance inflation factor (VIF) was between 1.373 and 2.705, below criterion 5 (Hair, et al., 2011, p. 145). Thus, no problem of consistency/conformity was observed. As a result, the evaluation could be proceeded in the structural model.

Table No. 4 Evaluation of the formative measurement

Construct and Items	Outer loading	Outer weight	Variance inflation factor (VIF)
Street food perception (PER)			
1. Information/travel news websites	0.454***	0.124	1.567
2. Social media	0.626***	0.497***	1.200
3. Friends or family recommendation	0.577***	0.263***	1.380
4. Word of mouth from other visitors	0.525***	0.178**	1.470
5. TV/Movies/Travel channels /Radio programs	0.543***	0.238***	1.373
6. Newspaper/Magazines ads	0.378***	0.127	2.705
7. Travel agency ads	0.312***	-0.082	2.657
8. Internet advertising	0.399***	0.001	1.506
9. Outdoor advertising	0.397***	-0.037	2.483
10. Past experience/General knowledge	0.624**	0.399***	1.391

Note: *p < 0.10; **p < 0.05; *** p < 0.01 (t-value).

Evaluation of structural model

The researchers tested the measurement model in terms of reliability and validity. Then, the hypotheses were tested in sequence as follows. 1) **Testing the coefficient of determination (R^2)** of the latent variables proved the precision of the prediction. R^2 < 0.25 implied low precision. R^2 = 0.50 or > 0.75 implied moderate and high precision, respectively. 2) For **testing the cross-validated re-**

dundancy (Q^2), the value must be > 0 with statistical significance (Hair, et al., 2011, p. 145). 3) For **testing the total effect** by path coefficient (β) calculation, the value obtained should be < 0.10 with statistical significance (Hair, et al., 2011, p. 145).

Table No. 5 Explained variance (R^2) and the prediction relevance (Q^2) of the constructs model.

Endogenous constructs	Coefficients determination (R^2)	Prediction variance (Q^2)
Street food experience (FEX)	0.336	0.224
Street food perception (PER)	0.434	0.100
Street food satisfaction (SAT)	0.446	0.285
Destination loyalty (LOY)	0.500	0.340

According to Table No. 5, R^2 of PER, FEX, SAT, and LOY were 0.336, 0.434, 0.446, and 0.500, respectively. These values indicated moderate precision of prediction. Moreover, all values of precision for (Q^2) were significantly higher than 0, thus implying sufficient predictive relationship. Hence, this structural model was precise for prediction (Hair, et al., 2019, p. 18).

The last step of structural modelling was bootstrapping. Sampling was repeated 5,000 times to find the path coefficient and t (t-values) of relationship among hypotheses (Chin, 1998, p. 16) according to the path coefficient and related statistical significance. The hypothesis testing results are displayed in Table No. 6.

Table No. 6 Results of hypotheses testing.

Hypothesis	Path coefficient	t-values	Result
H1: CL → FEX → SAT → LOY	0.085***	4.978	Supported
H2: EX → FEX → SAT → LOY	0.056***	2.868	Supported
H3: SO → FEX → SAT → LOY	0.064*	2.728	Supported
H4: CL → PER → SAT → LOY	0.074***	4.221	Supported
H5: EX → PER → SAT → LOY	0.043**	2.162	Supported
H6: SO → PER → SAT → LOY	0.121***	4.968	Supported

Note: *p < 0.10; **p < 0.05; *** p < 0.01 (t-value).

According to Table No. 6, CL, EX, and SO influenced LOY at β = 0.085, p < 0.01, β = 0.056, p < 0.01, and β = 0.064, with p < 0.10 through the two mediators, i.e., FEX and SAT. Moreover, CL, EX, and SO influenced LOY at β= 0.074, p < 0.01, β = 0.043, p < 0.05, and β = 0.121, p < 0.01 through the two mediators, i.e., PER and SAT.

Thus, the hypothesis testing results can be concluded as follows. 1) CL, EX, and SO influenced LOY through the two mediators, i.e., FEX and SAT. 2) CL, EX, and SO influenced LOY through the two mediators, i.e., PER and SAT. According to the conclusions, all of the six hypotheses were accepted.

Conclusions and Discussion

This research collected the key variables of Thai visitors' street food-related behavior and destination loyalty (Bangkok) and combined the study style that focused on domestic visitors. The results found street food perception of Thai visitors through five channels, i.e., 1) social media, 2) friends or family recommendation, 3) word of mouth from other visitors, 4) TV/movies/travel channels/radio programs, and 5) past experience/general knowledge. This classification was different from the study of Chen and Huang (2019, pp. 553-555) on "Understanding the Role of Local Food in Sustaining Chinese Destinations" among 1,353 Chinese visitors. They determined that food perception can be found through 10 channels, i.e., 1) information/travel news websites, 2) social media, 3) friends or family recommendation, 4) word of mouth from other visitors, 5) TV/movies/travel channels/radio programs, 6) newspaper/magazines ads, 7) travel agency ads, 8) internet advertising, 9) outdoor advertising, and 10) past experience/general knowledge. This structural model explained the relationship structure of Thai visitors' street food motivation influencing destination loyalty (Bangkok). The results found that street food was part of Thai visitors' experiences influencing destination loyalty (Bangkok). In addition, Thai visitors' street food motivation consisted of new culture motivation, new experience motivation, and socialization motivation among potential individuals. Such motivation indirectly influenced destination loyalty. Thai visitors' street food motivation influenced their food perception, that is, they needed direct experiences with street food. This exposure would lead to street food satisfaction and eventually to Thai visitors' destination loyalty. This observation conformed to the study of Kivela and Crotts (2006, pp. 372-375) on the roles of Hong Kong street food in in the destination loyalty of 1,200 foreign visitors. Their study also found the similar observation regarding the influence of food motivation on food experiences and its subsequent effect on satisfaction and destination loyalty.

The results of this study supported the previous study of Kim, Suh and Eves (2010, pp. 216-226) on the roles of South Korean food on the destination loyalty of 335 South Korean visitors who joined Gwangju Kimchi, a food festival. Their study also found that their food experiences influenced food satisfaction, which would eventually lead to destination loyalty.

Furthermore, the results of this study also conformed to the study of Chen and Huang (2019, pp. 553-555), who stated that food motivation was an indirect factor on destination loyalty. The survey results found that visitors' food satisfaction was directly influenced by visitors' food experiences, which were positively related to food motivation and food perception (Wan and Chan, 2013, pp. 233-237). They explained that experiences obtained were a primary condition for some types of behavioral outcomes and satisfaction (Prebensen, et al., 2013, pp. 260-261). A number of studies (Kim, 2008, pp. 298-299) also revealed a positive relationship between visitors' overall satisfaction and destination

loyalty. Understandably, their satisfaction was part of the overall satisfaction influencing destination loyalty. (Weiermair and Fuchs, 1999, pp. 1006-1008). Thus, the value of street food development should be supported, as it will be a key marketing tool to publicize the destinations of attractions.

Discussion and Implications

The results implied the roles of street food on destinations. In turn, these findings support street food development as a marketing tool for destinations, as tested among Thai visitors. Thus, entrepreneurs, the government sector, and involved agencies can utilize street food efficiently to retain and attract Thai visitors. The researchers provide operational suggestions as follows.

1) For the positive relationship between Thai visitors' street food experiences and their perception through social media, TV programs, movies, travel channels, and radio programs, entrepreneurs, the government sector, and involved agencies should publicize destinations through street food using channels with complex as well as interesting tools, e.g., good images and quality street food VDOs. Data should be presented on social media, e.g., food route modelling, food places, food festivals, food shops, menus, descriptions, and sounds. Moreover, these materials should be accessible through electronic devices, such as smartphones, tablets, and computers. Short modelling VDOs for street food routes can also be used as advertising material. In addition, TV programs, travel programs focused on street food, or street food advertising through radio programs for Thai visitors' perception should be encouraged to entice viewers to travel and try street foods. Destinations should create positive, unique images of street food through effective positioning and differentiation to attract tourists' attention (Chen and Huang, 2018, pp. 154-155). According to the study of Schimperna, Lombardi and Belyaeva (2021, pp. 75-78), using social media to publicize destinations would influence the development and improvement of brands, images, or identities of destinations as well as their competitiveness.

2) Entrepreneurs, the government sector, and involved agencies should publicize the positive aspects of street food in destinations through "word of mouth" to stimulate Thai visitors' food motivation. It can also be done by regularly asking for suggestions from Thai visitors who have just returned from those destinations through online or offline channels for further improvement and development to prevent negative word-of-mouth advertising.

3) Entrepreneurs, the government sector, and involved agencies should regularly develop creative activities, e.g., street food festivals, street food tours, and cooking classes (Chen and Huang, 2019, pp. 555-558) , to attract Thai visitors and to provide them with experiences that affect street food satisfaction, which would finally lead to Thai visitors' destination loyalty.

Suggestions for Future Research

This research has two limitations.

1) The variables in the structural model were limited. Thus, future studies should find more factors for in-depth studies, e.g., personal

characteristics about food, previous food experiences, and food perception. These factors can influence visitors' experiences, which may in turn influence their destination loyalty. In addition, more inclusive gastronomy tourism structural models can be introduced.

2) Future studies should focus on other destinations with special dishes or local food that can influence visitors' food experiences, food satisfaction, and destination loyalty.

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