International Tourist' Perceived Value in Food Tourism Services:
Street Food in Bangkok, Thailand
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Abstract

Unique merchandises for tourists are often closely linked with local products. Street food is to provide food and beverage for the daily life of local people that reflects the way of life and local culture, then became a tourist attraction. Bangkok became one of the best city districts for street food in the world. The purpose of this study was to study the key perceived value components in the context of street food in Bangkok, Thailand. The perceived value variables of food and beverage service in general from the previous studies were analyzed by exploratory factor analysis (EFA) with Statistical analysis software program. The data were collected with a five-point rating scale questionnaire from 390 international tourists who ate street food in three famous areas of street food in Bangkok (include: Khao-san Road, Yaowarat

and Chatuchak Market). The analyzed of EFA found that the 26 perceived value variables of food and beverage service in general can be categorized into four factors: Functional value (FV), Image value (IV), Emotional value (EV) and Trust value (TV) by cutting out of 5 variables because the factor loading is less than 0.5.

Keywords: Street Food, Perceived Value, Food Tourism

บทคัดย่อ

สินค้าพิเศษสำหรับนักท่องเที่ยวมักเชื่อมโยงกับผลิตภัณฑ์ท้องถิ่น โดยอาหารริมทางเป็นการบริการอาหาร และเครื่องดื่มสำหรับการใช้ชีวิตประจำวันของคนในพื้นที่ ซึ่งสะท้อนถึงวิถีชีวิตและวัฒนธรรมท้องถิ่นที่ กลายเป็นสิ่งดึงดูดใจทางการท่องเที่ยว โดยกรุงเทพฯ เป็นหนึ่งในเมืองอาหารริมทางที่สำคัญของโลก วัตถุประสงค์ของการศึกษาในครั้งนี้เพื่อศึกษาองค์ประกอบด้านการรับรู้คุณค่าที่สำคัญในบริบทของอาหาร ริมทางในกรุงเทพฯ ประเทศไทย โดยตัวแปรด้านการรับรู้คุณค่าในการให้บริการอาหารและเครื่องดื่มโดยทั่วไป ถูกรวบรวมจากการศึกษาที่ผ่านมาและนำมาวิเคราะห์ด้วยการวิเคราะห์องค์ประกอบเชิงสำรวจด้วยโปรแกรม การวิเคราะห์ปกติ โดยเก็บข้อมูลด้วยแบบสอบถามแบบอัตราส่วน 5 ระดับ จากนักท่องเที่ยวระหว่างประเทศ ที่เคยรับประทานอาหารริมทางจำนวน 390 ตัวอย่าง ใน 3 พื้นที่วิจัย ซึ่งเป็นย่านที่มีชื่อเสียงในด้านอาหาร ริมทางในกรุงเทพฯ (ได้แก่ ถนนข้าวสาร เยาวราช และตลาดนัดจตุจักร) ผลจากการวิเคราะห์องค์ประกอบ เชิงสำรวจ พบว่า ตัวแปรด้านการรับรู้คุณค่าในการให้บริการอาหารและเครื่องดื่มโดยทั่วไปทั้ง 26 ตัวแปร สามารถจัดองค์ประกอบได้ 4 กลุ่ม ได้แก่ คุณค่าด้านประโยชน์ใช้สอย (FV) คุณค่าด้านภาพลักษณ์ (IV) คุณค่า ด้านอารมย์ (EV) และคุณค่าด้านความเชื่อถือ (TV) โดยถูกตัดออก 5 ตัวแปร เนื่องจากค่าน้ำหนักองค์ประกอบ น้อยกว่า 0.5

คำสำคัญ : อาหารริมทาง การรับรู้คุณค่า การท่องเที่ยวเชิงอาหาร

Introduction

The international tourism is a major export commodity. The world's top travel destinations can also generate broad economic and social benefits (Hedrick-Wong and Choog, 2013). According to the report of UNWTO Tourism Highlights 2016 Edition, the number of international tourists (only overnight visitors) in 2015 increased 4.6 percent or a total of 1.186 million people worldwide (World Tourism Organization-UNWTO, 2017). Notably, in Bangkok which is the capital city of Thailand, there were 20,551,785 international tourists arrived in Bangkok in 2016 (Department of Tourism, 2017). According to CNN's news website was rated the best 23 cities for street food from Miami to Tokyo years 2017 stating to Bangkok is one of the best city districts for street food (CNN travel, 2017). In addition, Bangkok has a variety of food, especially street

food that travelers can buy it anywhere and anytime (Travel & Leisure Magazine, 2013). Some tourists feel that the taste of street food is a local taste and it is a charm of Thailand (Tourism Authority of Thailand, 2014a). Street food available in Bangkok serves for both local people and tourists who are interested in dining at reasonable prices, and it also reflects the food culture and lifestyle of Bangkok people.

According to the research studies related to street food, a wide range of topics was interested by researchers, such as the comparative study of tourism (Ab Karin and Chi, 2010), the influence of street food on travelers (Rajagopal, 2010), attitudes, customer behaviors and the image of street food on tourism (Esper and Rateike, 2010), travel motivation related to street food (Kim and Eves, 2012), the safety of street food (Mosupye and Holy, 2000; Ajayi and Oluwoye, 2015) and the street food tourist attraction (Henderson et al., 2012; Lee, Scott and Packer, 2015. The comparative role of perceived value was as of late affirmed by Gallarza and Saura (2006), who confirmed the presence of a quality-value-satisfaction-loyalty chain. Recent studies have recommended that perceived value may be a stronger predictor of behavioral intentions than either satisfaction or quality (Ryu et al., 2008). However, even though tourism researchers have broadly examined the concept of value, there were a restricted number of observational studies in-depth on the concept of the perceived value of street food.

Objective

The purpose of this study was to study the key perceived value components under the context of street food in Bangkok, which will cause the future benefits of food tourism management, especially the street food.

Literature Review

Customer perceived value in the context of food and beverage service

Service quality and customer satisfaction turned into the essential marketing precedencies since they are requirements of consumer loyalty, for instance, repeat sales and positive verbal (Han and Ryu, 2009; Liu and Jang, 2009). In the present actively competitive market, it is mainly supposed that the crucial to obtaining expediency lies in sending high-quality service that will, thus, conduct to satisfied customers (Han and Ryu, 2007). Specifically, in the food and beverage service business, customers typically use food, physical condition, and staff as key segments of restaurant experience in assessing the restaurant service quality (Namkung and Jang, 2008; Ryu and Han, 2010). An appropriate merge of these essential traits

should bring about customers' perceptions of high restaurant service quality, which then should improve consumer satisfaction and customer loyalty in the restaurant business. However, little research has been directed to examine the impact of multiple components of restaurant service quality on result factors, for example, customer perceived value (Ryu, Lee and Kim, 2012). Ryu, Han and Kim (2008)' study presents to be the main experimental proof specify that food quality importantly influenced perceived value. Nevertheless, as a result of the way that perceived product quality influences perceived value and food quality is acknowledged as one of the critical components of perceived product quality with regards to the restaurant, it is intelligent to propose the connection between food quality and perceived value. (Ryu, Lee and Kim, 2012). Customer perceived value can be characterized as the consequence of the individual parallel between perceived overall benefits and the perceived sacrifices or costs paid by the customer (Zeithaml, 1988). The perceived value elements in food and beverage service contexts can be compiled as follows table 1;

Table 1: Perceived value elements in food and beverage service in general

Perceived Value Dimensions in Food and Beverage Service	Authors
Good value for the price (PV1*)	Ryu, Han, & Kim, 2008; Qin & Prybutok, 2009; Chen & Hu, 2010; Qin, Prybutok, & Zhao, 2010; Hyun, Kim, & Lee, 2011; Joon-Wuk Kwun, 2011; Ryu, Lee, & Kim, 2012; Wu , 2013; Nguyen et al., 2015; Joung, Choi & Wang, 2016
The dining experience was worth the money (PV2)	Ryu, Han, & Kim, 2008; Qin & Prybutok, 2009; Chen & Hu, 2010; Ryu, Lee, & Kim, 2012
Provides a great value as compared to others (PV3*)	Qin & Prybutok, 2008; Chen & Hu, 2010; Ryu, Lee, & Kim, 2012; Wu, 2013; Nguyen et al., 2015; Joung, Choi & Wang, 2016
The overall value of dining (PV4*)	Ryu, Han, & Kim, 2008
Improves the way I am perceived by other as in social status (PV5*)	Chen & Hu, 2010
Helped me feel accepted by others (PV6*)	Nguyen et al., 2015
Made me feel the delighted/ good feeling (PV7*)	Chen & Hu, 2010; Hyun, Kim, & Lee, 2011; Nguyen et al., 2015
Was appealing (PV8*), Had a good reputation (PV9*), Locations were convenient for me (PV10*)	Chen & Hu, 2010
Locations were convenient/easy to locate (PV11*)	Chen & Hu, 2010; Hyun, Kim, & Lee, 2011

Table 1: Perceived value elements in food and beverage service in general (continued)

Perceived Value Dimensions in Food and Beverage Service	Authors
Was consistent quality (PV12*)	Chen & Hu, 2010; Nguyen et al., 2015
The food portion was enough to satisfy (PV13*)	Qin, Prybutok, & Zhao, 2010; Joon-Wuk Kwun, 2011; Wu, 2013; Nguyen et al., 2015; Joung, Choi & Wang, 2016
The variety of menu choices (PV14*), Healthy food options (such as a low-fat menu) (PV15), The food is served at the right temperature (PV16*), The restaurant mood felt exotic (PV17*), The restaurant layout and 'look' fun and unique to me (PV18*)	Hyun, Kim, & Lee, 2011
Bill was provided (PV19*)	Wu, 2013
The food was good for health (PV20*), The food was well-made (PV21*), The service was reliable (PV22*), Had an acceptable standard of safety (PV23*), The food was good taste (PV24*), Had an acceptable standard of food quality (PV25), Made me want to revisit (PV26*), Was the one that I enjoy doing (PV27*), Was the one that I feel relaxed about using (PV28*), Reflected local culture and traditions (PV29*)	Nguyen et al., 2015

These all 29 variables were collected as the perceived value dimensions of the food and beverage industry in general. However, after testing for content validity to calculate the index of consistency (IOC) by three experts, thereby cutting out irrelevant and only 26 variables are remaining (variables with an asterisk).

Street Food and Street Food in Bangkok

There are many scholars have provided a means of street food, as follows, Simopoulos and Bhat (2000) Identified street food refers to ready food or drink sold along the street or other public places, such as markets or fairs. Sellers often sell food from mobile food booths or food trucks. Same to D'Antuono (2012) said that street food is a variety of ready-to-eat food and beverages and sometimes it is prepared in public places, especially on the street including food from whole grains and fruits, cooked meat, and drinks. It is often sold in busy public areas such as sidewalks, streets, market, school, bus and train stations, beaches, parks and other public spaces, including land or water (Department of City Planning, 2012), especially in the street (Food and Agriculture Organization of the United Nations,1989). It is served in the smallest amount for one person with a take-home container. The materials used to make food containers are different, such as disposable plastic, paper, and foam in the form of glasses,

dishes and eating utensils (Consumers International, n.d.). It is prepared and served quickly. Street food is usually eaten by hand or can be eaten while walking (Kraig and Sen, 2013, p. xix).

Bangkok was voted for the World's Best Award 2012 and was the best travel destination in Asia in 2012 by the Travel and Leisure magazine of the United States. Most tourists praise Bangkok as a tourist town that is well worth the money, with smiles and friendliness and there is a variety of food, especially street food. Tourists can use the service anywhere and anytime (Travel and Leisure Magazine, 2013). Bangkok is also praised as one of the top ten places selling street food in Asia (CNN International, 2013). Street food in Bangkok is generally known to the gourmets who want to experience the taste and atmosphere of the restaurant reflecting local culture.

Street food areas in Bangkok, there are three known and popular destinations for international tourists to visit and eat street food:1) Soi Rambuttri/Khao-san Road, 2) Yaowarat and 3) Chatuchak Market. This information is consistent with the information of the Tourism Authority of Thailand (cited in National Statistical Office of Thailand, 2012), stating that Chatuchak market is one of the ten most popular tourist destinations in Thailand. According to the survey of Tourism authority of Thailand 2011, which collected data from the international tourists from 69 countries, Chatuchak market was only one tourist attraction in Bangkok that was ranked while the other tourist attractions were all beaches. In addition, Khao-san road and Yaowarat road are tourist areas and popular places for street food. They are recommended for international tourists visiting Bangkok (Thairath Online, 2016; Suvarnabhumi Airport, 2017). Moreover, CNN's news website was rated the best 23 cities for street food from Miami to Tokyo years 2017 stating to Bangkok's Chinatown or Yaowarat is one of the best city districts for street food (CNN, 2017). The researcher, therefore, used these three street food areas for collecting the data in this research.
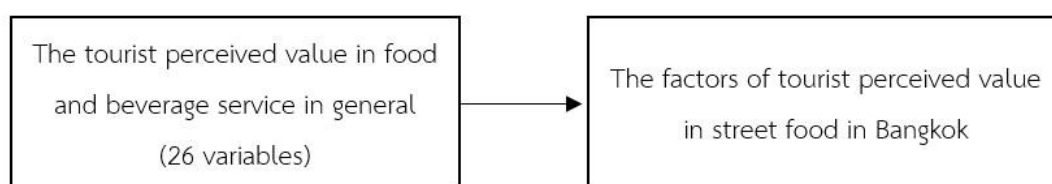
Methodology

Conceptual Framework

Figure 1 Conceptual framework

Figure 1 shows the relationship between the tourist perceived value in food and beverage service in general, which is a causal variables of the factors of tourist perceived value in street food in Bangkok.

The Scope of the Study and Time

The scope of the content is to explore the perceived value components under the context of Bangkok's street food. The study is conducted for 12 months, between July 2017 to June 2018.

Research Instrument

The questionnaire consisted of 26 questions that captured the perceived value variables of food and beverages service in general from the previous studies (Table 1). Respondents were requested to rate their agreement of perceived value levels towards each of the statements on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), self-administered questionnaire. A pilot study was conducted to pre-test Questionnaires for validity (IOC test from three qualified experts) and reliability (Cronbach's alpha = 0.948).

Population Sample and Data Collection

The population samples were the international tourists that aged 15 years and traveling to Bangkok. The samples must be those who used to eat street food in three study areas in Bangkok: 1) Khao-san Road, 2) Yaowarat and 3) Chatuchak Market.

The 322.70 samples were calculated by the formula of W.G. Cochran (1977) which is calculated as unknown population size by set the confidence level at 95% (Z = 1.96), the proportion at 30% (P = 0.3) and the precision at 0.05 (d = 0.05). In this study, 390 samples were collected. This was the appropriate sample size for the data to be analyzed by EFA since it was in accordance with Comrey and Lee (1992) which suggested that the sample size of 300 was appropriate. A purposive sampling method was employed to select 390 international tourists for responding to the questionnaire (130 samples per each study area).

Data Analysis

Given the nature of street food, which differs from other types of food service, and also there were no grouping variables on the perceived value of street food in Bangkok before. EFA was used to analyze the components of the perceived value of the street food in Bangkok. The EFA result gave extensive data concerning the number of factors supported eliminating and/or combining items and measurements for illustrating more good factor

structure (Mitchell and Greatorex,1993). Bartlett's Test of Sphericity (BTS) value and Kaiser-Meyer-Olkin (KMO) measure of sampling sufficiency value were assessed (Kaiser, 1974). In the beginning, the Kaiser criteria used to specify a factor that has an eigenvalue greater than 1 or equal (Meyers, Gamst, & Guarino, 2005). Next, factor loadings must be in any event equivalent to or more noteworthy than 0.5 to be retained and only retained factors with at least three items (Field 2000: 446). Furthermore, any double-loaded items were cut out. Lastly, the specified factors and items should be theoretically comprehensible; internal compatibility reliability was investigated for the identified factors.

Results

The data analyzed by EFA, the suitability of the information on the use of factor analysis techniques. KMO value is 0.915 which more than 0.5 and close to 1, therefore, concluded that the existing data appropriate to use factor analysis techniques. Bartlett's Test of Sphericity used to test the hypothesis that variables are correlated, Chi-square value is equal to 9534.059, and the Sig. is equal to 0.000 ($p < 0.05$), therefore, the variables are correlated. That is, the 26 variables of this data set were associate and suitable to be used in factor analysis.

The analysis of the relationship between the variables of perceived value in the business of food and beverage service, in general, includes all 26 variables by using the Pearson correlation coefficient. It was found that the correlation coefficient has a value ranging from -0.008 to 0.849. The variables that correlated with statistically significant higher are the relationships between variables PV6 and PV7.

Total Variance Explained, the statistics before and after extraction of the elements by a principal component found that the 26 variables with Eigenvalues from 0.072 to 13.039. The Initial Eigenvalues indicated that the first four factors are meaningful as they have Eigenvalues > 1. Factors 1, 2, 3 and 4 explain respectively 50.151%, 11.295%, 5.340% and 4.708% of the variance respectively with a cumulative total of 71.494% (totally acceptable).

When testing the relationships of the variables with using a Varimax Rotation that is the Orthogonal rotation, which assumes that the components are independent of each other. The factor loading values found that:

- Factor 1 consists of 7 variables: PV9, PV10, PV12, PV1, PV13, PV3 and PV11
- Factor 2 consists of 6 variables: PV23, PV26, PV24, PV22, PV25 and PV19
- Factor 3 consists of 5 variables: PV5, PV4, PV6, PV7 and PV8

- Factor 4 consists of 3 variables: PV17, PV21, and PV20

The variables PV2, PV18, PV14, PV15, and PV16 are eliminated because the factor loading less than 0.5 in all groups, therefore cannot be classified into any group. Then, researcher determined the list of elements to convey the meaning that is consistent with the parameters of the individual components by a Factor Group 1 is "functional value", factor group 2 is "image value", factor group 3 is "emotional value" and the factor group 4 is "trust value".

Conclusions and Discussion

EFA analyzed the 26 variables of perceived value in food and beverage service business in general with the Statistical analysis software program. The result shows the Initial Eigenvalues indicated that the first four factors are meaningful as they have Eigenvalues > 1. The researcher determined the list of 4 factors as: functional value, image value, emotional value and trust value. Consistent with Sheth et al. (1991) and Grönroos (1997) approached perceived value through several values such as emotional value, functional value and emotional value. Hyun (2009) said trust makes confidence in relationships and thus assists to build long-term relationships between customer and business. Similar to Morgan and Hunt (1994) who stated that purchaser trust is influenced by the existence of values that the organization and its customer share.

Functional value consists of 7 variables as: opening hours were convenient (PV9), locations of street food in Bangkok were convenient/easy to locate (PV10), the food portion was enough and satisfied (PV12), street food in Bangkok offered good value for the price (PV1), the food menus and options were varied (PV13), level of the overall value of street food in Bangkok (PV3) and the quality of food and service was consistent (PV11). The functional value may have a significant impact on the purchase intention and re-purchase of consumers who focus on only utilization (Chang and Wildt, 1994; Zeithaml, 1988). Consistent with Prendergast and Man's (2002) findings revealed that functional attributes consist of store environment and store location and Ryu, Han and Kim (2008) state that a customer's perception of the functional attributes of quick-casual restaurants consist of restaurant location, food quality, menu variety, and cleanliness.

Image value consists of 6 variables as: street food made me want to revisit Bangkok in the future (PV23), Street food in Bangkok reflected local culture and traditions (PV26), Eating street food was one of the things that I enjoyed doing in Bangkok (PV24), The food was tasty (PV22),

Eating street food in Bangkok made sense to rest (PV25) and The food was well-made (PV19). Lawson and Baud-Bovy (1977) Oxenfeldt (1974-75) and Dichter (1985) stated that the image of a tourist attraction is an expression of knowledge, impression, bias, and emotion through a person or a group of people about that place or overall impression from the personal evaluation. Ryu, Han, and Kim (2008) said the effective management of restaurant image is especially vital in the fast-food restaurant segment in creating perceived value. The quality of the physical environment, food, and service were significant determinants of restaurant image (Ryu, Lee, and Kim, 2012). Consistent with Baker et al. (1994) Nguyen and Leblanc (2002) and Lai et al. (2009) found that the service quality can significantly influence store image and this image can have a subsequent influence on customer perceived value (Lai et al., 2009; Patterson and Spreng, 1997; Prendergast and Man, 2002; Ryu et al., 2008).

Emotional value consists of 5 variables as: street food helped me feel accepted by others (PV5), street food improved my social status as perceived by others (PV4), eating street food on a trip to Bangkok made me feel good (PV6), street food in Bangkok was appealing to me (PV7) and Street food in Bangkok had a good reputation (PV8). Hull (1990) stated that the most critical impact on travel is to combine emotions and feelings which are the factors that influence the behavior and memory of the person for a long time even after that travel. Consistent with Tourism Authority of Thailand (2014b) stated the value of the travel experience consists of local culture exposure and the happiness or the emotions that the tourists have received. Petrick (2004) illustrated that emotional response is significantly linked with the perceived value and affect the perceived value.

Trust value consists of 3 variables as: bill or proof of purchase was provided (PV17), street food had an acceptable standard of food safety or food quality (PV21) and the service was reliable (PV20). Trust is an essential mediator of consumer response (Pivato, Misani, and Tencati, 2008). In the service quality literature, Parasuraman et al. (1985) used to trust or assurance as a dimension of the service quality construct and said trust could likewise be thought as ''trust in the service itself'' Pivato et al. (2008: p. 5) likewise recently recommended that "the creation of trust is one of the most immediate consequences of a company's social performance" (with attitude, behaviors, and financial performance being more distal CSR outcomes). Consistent with Moorman et al. (1993) Morgan and Hunt (1994) and Garbarino and Johnson (1999) stated

trust is normally identified with a combination of brand and product or service attributes – altruism, integrity, and quality and reliability.

Recommendation

Managerial Implementation

The study found the four factors of tourist perceived value of street food in Bangkok as: functional value, image value, emotional value and trust value. In order to promote the food tourism services, especially the street food in Bangkok, street food venders should design strategies to enhance customer perceptions of the value of a service. Lack of understanding of the international tourist perceived value, street food venders might simply set services based on what competitors were doing with little consideration of the possibility of differentiation on the basis of value creation. This study will provide street food venders with a better understanding of their customers' perception, and help them in developing applied for operating the business properly. While, the government and related agencies can be applied the result of this research to promote street food vendors in order to promote tourism properly and the education sector can utilize the information of the key perceived value factors under the context of street food in Bangkok in conducting research or other relevant academic work.

Future Research

As previously noted, this study aimed to study the key perceived value components under the context of street food in Bangkok, Thailand. The results of this study, therefore, is the preliminary observations that requirement to apply with various behavior theories. Future studies should consider other behavior theories concurrently the four factors of international tourist perceived value in this study such as tourist satisfaction, service quality, customer loyalty, etc. The roles of cultural characteristics related to nationality affect both direct and indirect tourism behavior (Pizam and Sussmann, 1995). However, the sample used was not specifying the nationality of the respondents (not only Thai). Thus, the result of the study indicates the perceived value of street food in Bangkok of international tourists in the overview only, specifying the nationality of the respondents is progressive.

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