

MASTER THESIS

**Local food consumption in a tourism destination:
a proposal of a tourists' behavioral model
A case study of Ayutthaya, Thailand**

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ABSTRACT

Local food in Ayutthaya represents a major tourist attraction due to cultural heritage food experiences. The main objective of this study is to analyse the tourists' behavioral components and examines the influence of the tourists' attitudes, motivation, satisfaction on their loyalty towards local food consumption in Ayutthaya. A self-administered questionnaire was conducted to collect data with a total of 211 tourists responded. The data analyzed by using SPSS and Mplus software. A frequency analysis was firstly employed to examine the demographic and behavioral characteristics. Exploratory factor analysis (EFA) was then conducted to validate the data. Confirmatory factor analysis (CFA) was used to assure a suitable of the proposed factor, and structural equation modelling (SEM) is applied to test the hypothesized relationship between the constructs. The empirical results revealed that (a) tourist motivations had a significant influence on satisfaction; (b) tourist attitudes directly and significantly affect satisfaction; (c) Tourist satisfaction directly and significantly affects on their loyalty. Therefore, any study related to local food should take these factors into consideration.

Key Words: Attitude, Motivation, Satisfaction, Loyalty, Structural Equation Modelling

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ABBREVIATIONS

CFI	Comparative fit index
CAPI	Computer-assisted personal interviewing
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
GOF	Goodness of Fit
H	Hypothesis
KMO	Kaiser-Meyer-Olkin
QR Code	Quick Response Code
RMSEA	Root mean square error of approximation
SD	Standard Deviation
SEM	Structural equation modelling
SPSS	Statistical Package for the Social Sciences
SRMR	Standardized Root Mean Square Residual
TLI	Tucker-Lewis Index

CHAPTER 1. INTRODUCTION

1.1. Research Background

The Tourism Industry is one of the major economic factors in Thailand, it is represented by a 7.65% of Thailand's Gross Domestic Product (GDP) (CEIC Data, 2019; Division of Tourism and Sports Economy of Thailand, 2019). Tourism revenue earned from the tourism industry worth over a 100 billion baht (2.94 billion €) every year, which is a very high income. It does not only generate revenue by being the number one in the country's total service trade, but also an industry which causes many related businesses such as hotels and accommodation, restaurants, souvenir shop, and transportation, etc. In addition, it causes investment, employment and income distribution to the locals. Thailand is a well-known international travel destination because of its long history, cultural attractions, diverse natural resources, famous festivals and gastronomy. Moreover, Thailand is introduced with unique local experiences to the world such as the street market, gorgeous beaches and islands.

Dining out is found that it is the most important activity for international visitors (57%) in a destination (Mckercher, Okumus, & Okumus, 2008). Thai food is part of the image to attract tourists from around the world to visit Thailand. One cannot deny that food is a major component of tourism. Thai food is listed in CNN travel world's 50 best food. The Tourism Authority of Thailand (TAT) uses the slogan "Amazing Thailand" to promote Thailand internationally. In 2015, this was supplemented by a "Discover Thainess" campaign. According to the Tourism Authority of Thailand Action Plan for 2019, five main travel sectors are set out to promote tourism in Thailand under the campaign "Open to the New Shade", including Gastronomy, Arts and Crafts, Thai Culture, Nature and Thai Way of Life (TAT, 2018). Gastronomy plays a major role in the way tourists experience the destination, and indicate that some travelers would return to the same destination to taste its unique gastronomy. To this direction, more and more tourism providers are now focusing on the food element as a central part of its destination tourism product. In addition, the gastronomic tourism provides visitors with both of an authentic culinary education and a far greater understanding, appreciation and connection to a destination (Crotts, 2006).

Ayutthaya is a town that has unique historical significance, outstanding both physical history and civilization throughout the period of 417 years. Ayutthaya was the capital of the Kingdom of Thailand. There are important tourist attractions linked to history, culture, and tradition. Moreover, Ayutthaya local food has a unique identity. Local food is an element of cultural tourism. However, gastronomic products have not been known much among tourists. At the present, Ayutthaya has prospered into a major gastronomic tourism destination due to unique local products (Ladapha & Chiranut, 2013). In order to provide Ayutthaya with the opportunity to develop local food and to be known and accepted at the national level, it is necessary to

understand the certain factors affecting to the improvement of local food. This is important to make more attractive to domestic and international tourists visiting Ayutthaya. In Ayutthaya, there is little research on gastronomic tourism and it is hardly to find (Kamkaen, Weerakul, & Damapong, 2016; Ladapha & Chiranut, 2013). Furthermore, to the moment, there are no studies that investigate the tourists' behavior in a local food tourism destination, such as Ayutthaya. Therefore, the aim of this research is to examine the tourists' behavioral components (i.e. attitudes, motivations, satisfaction and loyalty) towards local food in Ayutthaya. Hopefully, the results from this study can be a data source for the Government of Thailand to promote Thai local food in Ayutthaya as value added and tourist industry sustainability in the future, as well as a good source of information to improve the knowledge about local food in Ayutthaya from both locals and tourists. In addition, from a theoretical point of view, there is the hope that this research helps in understanding the behavior of tourists in a local food destination.

1.2. Research Objectives

As mentioned above, the main aim of this research is to analyse the tourists' behavioral components (i.e. attitudes, motivations, satisfaction and loyalty) towards local food in Ayutthaya. In order to achieve it, the following objectives are formulated:

1. To analyze the sociodemographic and behavioural characteristics of the visitors of a local food destination.
2. To explore each component of the tourists' behavior model in a food tourism destination (i.e. attitude, motivation, satisfaction, and loyalty).
3. To explain the relationships between the different components (i.e. attitude, motivation, satisfaction, and loyalty) of tourists' behavior in a local food destination.

This research focuses on a specific case study, Ayutthaya, Thailand. However, behavioural patterns found in this research should be tested, replied and proved again in other food destinations to refine it, as it will be specified later on.

1.3. Research Questions

Research questions are developed based on the above-mentioned objectives. Therefore, this study aims at answering the following research questions:

- 1) What are the main sociodemographic and behavioral characteristics of the visitors of Ayutthaya?
- 2) How should we address the analysis of motivations, attitudes, satisfaction and loyalty in a local food destination?
- 3) What are the effects of tourists' attitudes, motivations and satisfaction on loyalty regarding local food?

1.4. Structure of the thesis

This thesis dissertation includes seven chapters. Chapter 1 provides introductory information for this dissertation study, describing an overview of tourism industry in Thailand and background of Ayutthaya. The objectives of the research and research questions are covered in this chapter. At the end, the structure of this report is presented. Chapter 2 reviews the relevant literature based on six key concepts: local food and tourism, socio-demographic and behavioral profile of tourists visiting local food destinations, tourist attitudes, tourist motivations, tourist satisfaction, and tourist loyalty. This review provides the context of the study, with both theories and definitions used in this thesis in order to refer the theoretical background for the data analysis. Chapter 3 defines the research hypotheses to be tested and explains the proposed conceptual model for the study. Chapter 4 is the presentation of the case related to the thesis, including destination background and local food information in the selected location. Chapter 5 provides the detail of methodology used in the research conducted. The chapter begins by explaining the positivist paradigm. Then, the sampling selection of the population is discussed. Besides, the chapter examines the method of data collection and limitations used in the research. In addition, data analysis process, including selection of appropriate statistical techniques, is explain. Chapter 6 presents the results of the empirical research by discussing the findings of sociodemographic profile of the sample, behavior, attitudes, motivations, satisfaction, and loyalty of tourists, as well as, the relationships among these elements. In addition, the verification and validation of the research model, the discussion of the results, and the hypotheses testing procedures are included in the end of chapter. Chapter 7 concludes the study and includes the limitations of this research, as well as proposes recommendations for future research.

CHAPTER 2. LITERATURE REVIEW

2.1. Local Food and Tourism

Gastronomy has become one of the main sources of attraction in the tourist destinations. Pérez Galvez, López-Guzmán, Cordova Buiza & Medina-Viruel (2017) present the results of a research conducted on the foreign tourists in the city of Lima, a World Heritage Site, which is considered as one of the main gastronomic leaders of the world. The principal results indicate that foreign tourists have different attitudes toward the local gastronomy. Food tourism supports regional development by setting the link between food and beverages and tourism and strengthens local identity and culture as well as financial conditions should be more active and maintained. So, this will also contribute to protecting historical and cultural heritages and handing down them to next generations and ensuring its permanence (Sormaz, Akmeşe, Güneş, & Aras, 2016). Previous tourism literature involving gastronomy (Berbel-pineda, Palacios-florencio, & Ramírez-hurtado, 2019) indicates that gastronomic experience is a principal factor of motivation in the tourist movements. Similarly, a paper Pérez Gálvez et al. (2017) studies gastronomy as an element of attraction in a tourist destination in Peru. Their work reveal that the foreign tourists have different motivations toward gastronomy. Furthermore, the results of this study show that the dimensions of new food experience and socialization increase the level of gastronomic satisfaction of tourists.

2.2. Sociodemographic Profile

Sociodemographic characteristics have been widely studied in tourism research to understand tourist characteristics in each destination as shown in several studies (Beerli & Martín, 2004; C. G. Q. Chi, 2009; Cossío-Silva, Revilla-Camacho, & Vega-Vázquez, 2018; Hanqin & Lam, 1999; Vuuren & Slabbert, 2011). Demographic factors, such as gender, age, level of education, occupation, income, marital status are found to have an effect on satisfaction and consumer loyalty (C. G. Q. Chi, 2009; Tasci, 2016). Chi (2013) explained that the income of the senior travel market has a role in increasing attention in the travel. Gender has also inspired for tourist to travel, male and female travelers had different levels of expectations and perceptions. Most gender-based travel studies have focused on addressing the needs and preferences of female travelers (Howell, Moreo & DeMicco, 1993; cited by Chi, 2009). Besides, Ozdemir, Aksu, Ehthiyar & Çizel (2012) research studied the tourist profile visiting Turkey, and variables measured were: age, gender, occupancy, and education. These relevant studies lead to the assumption that the tourist sociodemographic profile is associated with tourist behavior at a destination. Based on the previous literature, the study employed six demographic variables, including: gender, age, education level, marital status, occupation and monthly income.

2.3. Tourist Attitudes

From the theory of planned behavior (Netemeyer & Ryn, 1991) a theoretical model to predict of behavior is presented. In this study, attitude, subjective norms, perceived behavioral control are considered to be a direct and significant impact toward behavioral intention. The same authors explain that attitude toward the behavior, and subjective norm each reveals a different aspect of the behavior. Several studies describe that tourist attitudes comprise cognitive, affective and behavioral components (Lee, 2009; Li, Deng, & Pierskalla, 2018; Lu, Wu, & Hsiao, 2019; Ragheb & Tate, 1993). According to the literature reviewed by Li et al. (2018), state that the cognitive response of an attitude refers to the beliefs and thoughts each person has of an object, while the affective component is a psychological response based on an individual's feelings and emotions about an entity, and the behavioral component refers to people's responses and actions to visit or use that entity.

Thus, attitude defines the person who will act in an exact manner as shown in previous studies (Ivanov et al., 2018; Recuero, Aldas, Francisca, Blasco, & Miranda, 2018). The study on a behavioral model of leisure participation, based on leisure attitude, motivation and satisfaction (Ragheb & Tate, 1993) exposes that tourist attitude is a direct predictor of motivation. However, some literature argue that tourists' attitudes positively affect the image of their food destination (Young, Choe, & Sam, 2018). The indicators to measure the tourist attitude toward local food applied in the study refer from the study of gastronomy as an element of attraction in a tourist destination (Pérez Gálvez et al., 2017), which is in line with the previous research defining whether attitude comprises of three components: cognitive, affective, and behavioral (or conative).

2.4. Tourist Motivations

Travel motivations have significant role in developing tourism because they affect tourist behavior. Travel motivation is the inner state of an individual, or certain needs and wants of the tourists that can be considered as one of the most important psychological influences of tourist behavior (Vuuren & Slabbert, 2011). In tourism research, indicates that motivation concept is sometimes classified into two main factors, which are push and pull motivations (Dann, 1977). Those factors drive a tourist to travel. Push factors refer to factors when people making their travel decisions due to internal forces or the desire to travel while pull factors are about making the decision to travel by external forces or the attractiveness of a destination. Push motivations can be seen as the desire for escape from a perceived mundane environment, relaxation, exploration and evaluation of self, regression, prestige, enhancement of kinship relationships and facilitation of social interaction, and two cultural, or pull motives which are novelty and education (Crompton, 1979; cited in Jaapar et al. (2017).

Many studies relating to travel motivations have attempted to identify push and pull motivational factors. The most common push factors found in researches were knowledge-seeking, relaxation, family togetherness, while most main pull factors are natural and historic environment, cost, facilities, safety, and easiness to access. Shawn & Wu (2006) study the travel motivations of Taiwanese seniors by using five push factors: ego-enhancement, self-esteem, knowledge-seeking, relaxation and socialization and three pull factors: cleanliness and safety, facilities, event and cost and natural and historical sights. They reviewed that knowledge-seeking and cleanliness and safety were the most important push and pull factors, respectively. Yoon & Uysal (2005) conduct the study related to the effects of senior tourist's motivation and satisfaction on destination loyalty that tourist satisfaction is described as how well a destination fulfilled a tourist's needs, and motivation has been acknowledged as one of the antecedents to satisfaction. This study supports the idea that tourists' motivations are associated with satisfaction and destination loyalty. Therefore, to make a better tourism products and services, it must understand the motivation factors which lead to traveling decision and tourist behavior.

By analyzing a behavioral model regarding to leisure participation Ragheb & Tate (1993) state that the direct cause of leisure satisfaction is attitude (affective). Gug and Eves (2012) study the construction of a scale to measure tourist motivation to consume local food. They proposed that tourism motivation can be measured by five constructs of motivation: cultural experience; interpersonal relation; excitement; sensory appeal; and health concern. Likewise, Building a model of local food consumption on trips and holidays by (2009). In the study, nine motivational factors influencing local food consumption are identified: exciting experience, escape from routine, health concern, learning knowledge, authentic experience; togetherness, prestige; sensory appeal, and physical environment.

2.5. Tourist Satisfaction

In a study by Meesala & Paul (2016), satisfaction is defined as 'the key factor that drives when the performance of the product or service exceeds expectations. Satisfaction is a post-purchase state of consumer's mind whether mirrors how much the consumer likes or dislikes the service after experiencing it'. In tourism, satisfaction comes from all the tourists that are happy with the result of the comparison between their expectations and the experience lived during their trips. Many works in the tourism sector have studied the tourist's satisfaction. Some of them use the travel motivation as a component of the behavior leading to the satisfaction with the tourist destination (Albayrak & Caber, 2018; Arugsomboon, n.d.; Jaapar et al., 2017; Kee, Wong, Musa, & Taha, 2017; Meesala & Paul, 2016; Ragheb & Tate, 1993; Thaothampitak & Weerakit, 2006). Hence, it is proved by previous research that tourist satisfaction is significantly and directly affected by motivation.

Besides, the satisfaction of tourist is a requirement for the success of a tourist destination due to the fact that this satisfaction is one of the most important predictors in building tourists' loyalty (Cossío, Revilla & Vega, 2017). Both the repetition of the visit and the recommendation are considered two key indicators of customer loyalty, a consequence of the tourist's satisfaction (Prayag, Hosany, & Odeh, 2013). The relationship and tourists' satisfaction and their loyalty have been studied widely. In the field of tourism there are various works which have used this indicator as a measure of loyalty. Most of the research state that tourist's satisfaction field are major constructs in explaining tourist loyalty as shown in empirical studies (eg. (Alberto, González, Parra-lopez, & Buhalis, 2016; Cevdet Altunel & Erkut, 2015; Chiu, Zeng, & Cheng, 2016; Han & hyup, 2018; Ozdemir et al., 2012; Wu, 2015; Yürük, Akyol, & Simsek, 2017). It is thus clear that satisfaction mediates the relationship between tourists' motivation and behavioral intentions (Lee, 2009).

On the other side, Nyer (1997) argues that consumption' emotions as well as satisfaction are significant predictors of word-of-mouth transmission and repurchase intention. He explain that satisfaction occurs together with consumption emotions and for this reason, post-consumption behaviors should be best modeled using both satisfaction and the other consumption emotions. Whereas the results of the study of tourism and gastronomy in Hong Kong (Crotts, 2006) reports that tourists' satisfaction with gastronomy depends on the image of the destination's gastronomy before visiting which is compared with the actual experience of foodie that they had experienced.

However, Chi, Chua & Othman (2013) investigate the structural relationships between food image, food satisfaction, culinary quality, and behavioral intentions in Malaysia. According to this work, there are three main factors of tourists' satisfaction: restaurant atmosphere and service; convenience and local cultural experience; and food quality and variety. Similarly, research on the role of food service in tourist satisfaction visiting the Black Sea resorts of Romania (Nield, Kozak, & Legrys, 2000) finds that the satisfaction of customers based on their perceptions of food quality, value for money, variety of dishes, attractiveness of surroundings and presentation of food increase their level of loyalty intentions. This study defines that food service is a major factor to determine tourist satisfaction. On the other hand, the study of tourist motivation and satisfaction in case study of Trang province in Thailand (Thaothampitak & Weerakit, 2006), explores that price of food and beverage is one of the principal factor affecting tourist satisfaction.

2.6. Tourist Loyalty

Loyalty concept has received increasing attention from tourist researches. Destination loyalty is achieved satisfying all the expectations that the tourists have and providing them unique experiences. Numerous studies focus on the tourist loyalty modeling (Alberto et al., 2016; Almeida-santana & Moreno-gil, 2018; Cossío-Silva et al., 2018; Forgas-coll, Palau-saumell, Sánchez-garcía, & Callarisa-fiol, 2012; Sun et al., 2013; Wu, 2015). According to the literature review by Shukor, Hanim, Salleh, Hajar & Idris (2017), the degree of loyalty is considered as a critical indicator used directly to measure the success of tourism marketing strategies. In the tourism context, loyalty is investigated through psychological attachment of the customers (i.e. the attitudinal approach) and the behavioral dimension (i.e. the composite approach) (Croes, Shani, & Walls, 2010).

Research by Vega-Vázquez (2018) argues that the tourist loyalty is categorized into two dominant components comprising both revisit and recommendation intentions. Similarly, most research linked to the destination loyalty consider intention to revisit and the intention to recommend as key elements of the loyalty construct (Cossío-Silva et al., 2018; Lee, 2009; Wu, 2015; Yürük et al., 2017). If we just consider tourists behavior through repeated visits to a destination, we will not really be reflecting loyalty. Loyalty is multidimensional, behavioral and attitudinal components having the greatest acceptance. From the first perspective, loyalty is reflected in repeat purchase, while attitudinal loyalty considers recommendations to friends and family. If both aspects are considered, the construct is predicted better (Dimitriades, 2006). The intention to revisit to the destination is considered to be a key component of loyalty and many authors have gone thoroughly into this concept, trying to determine the factors which enable attaining high values in the probability of repetition (Backman, Crompton, & Backman, 2009). The intention to recommend refers to 'the informal person-to-person communication between a perceived noncommercial communicator and a receiver regarding a brand, a product, an organization, or a service' (Harrison, 2001). The study of Lee (2009) reports that tourist loyalty can be predicted from the tourist satisfaction model.

However, it is limited with the literature review of the current study associated with gastronomy-based tourist studies. Although previous research studies the relationship between tourist attitude, motivation, satisfaction and loyalty, the whole model of tourists towards local food in tourism destination has not been yet examined.

CHAPTER 3. RESEARCH HYPOTHESES

Based on the literature review set out above, the attitude, motivation, satisfaction and loyalty studies have been noticed as the major element to understand the pattern of tourists' behavior. According to the literature review, the relationship between motivation and satisfaction at tourist destination are often considered together to analyze a behavioral model. For example, Han & Hyun (2018) examine the relationships between motivation and satisfaction in building traveler loyalty for luxury cruise traveling. Other studies (Albayrak & Caber, 2018; Kee et al., 2017; Ragheb & Tate, 1993) identify the causal relationship between motivation and satisfaction by different approaches. Thus, the following hypothesis is proposed:

H1. Tourists motivations toward local food have a direct and positive effect on tourist satisfaction.

Previous studies use the attitudes of tourists to assess the level of satisfaction and loyalty of tourists (Lee, 2009; Ragheb & Tate, 1993; Young et al., 2018). According to the research of Lee (2009), it is proved that tourists' attitudes directly drive the behavioral intention via their satisfaction by particular reasons. In accordance with the previous studies, the following hypothesis is proposed:

H2. Tourists attitudes toward local food have a direct and positive effect on tourist satisfaction.

It is proved that satisfaction has a significant and direct effect on loyalty. This idea is formed in empirical research of tourism in various contexts (Dimitriadis, 2006; Gallarza & Gil, 2006; Lee, 2009; Shukor et al., 2017; Yürük et al., 2017). Studies show that the tourist satisfaction leads to the loyalty to the tourist destination.

Satisfied tourists are more likely to revisit and recommend the destination to others (Ozdemir et al., 2012). Thus, the loyalty is an indicator to explain behavioral pattern from a satisfactory tourist experience. Accordingly, the following research hypothesis is defined:

H3. Tourist satisfaction regarding the consumption of local food has a direct and positive effect on loyalty based on behavioral intentions.

The research model of this study is designed to identify the relationship among attitudes, motivations, satisfaction, and destination loyalty intentions of tourists to local food in Ayutthaya.

The proposed model also illustrates the latent constructs used. The observed items used to evaluate each of these behavioral components are chosen based on previous research and explained later on. The proposed hypothetical model of this research adapted from previous studies is shown in Figure 1 below.

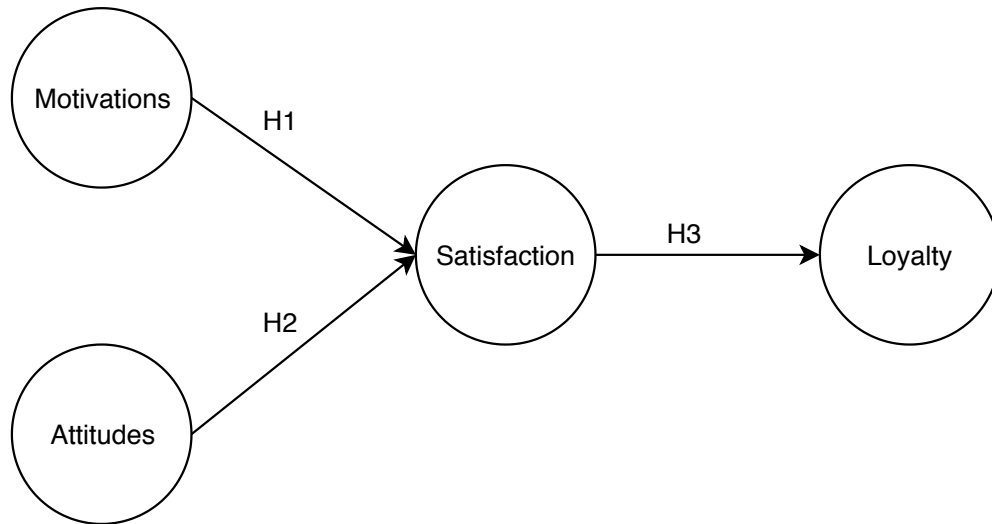


Figure 1: Proposed Model.

CHAPTER 4. CASE STUDY

4.1. Destination Background

The study is carried out in the city of Ayutthaya. The Ayutthaya is officially named “Phra Nakhon Si Ayutthaya”. Ayutthaya is located in the central region of Thailand, being approximately 90 kilometers away far from Bangkok. The current population of Ayutthaya in 2019 is 435,000. The city of Ayutthaya is on an island between 3 rivers. Ayutthaya is an ancient city with full of historical attractions due to the fact that it was the capital of Thailand. The historic city of Ayutthaya is well known for gorgeous temples and palaces. For this reason, it has become an attract tourist destination. Based on the statistics obtained from Ministry of Tourism and Sport (2019), the number of tourists spending their holidays in Ayutthaya in 2018 was 376,101 people (by 88,260 foreigners and 287,841 domestic tourist). The ancient city of Ayutthaya is managed as a historical park, granted World Heritage site by UNESCO in 1991. Ayutthaya historical park contains palaces, numerous ruins of Ayutthaya temples, monasteries and statues. Famous attractions can be seen in the Figure 2.



Figure 2: Ayutthaya Historical Park Map (Source: Patricklepetit)

4.2. Authentic Food in Ayutthaya

In addition to the outstanding historical sites, Ayutthaya has also presented its fabulous culture and history through its heritage food. Ayutthaya in the present day has prospered into a major gastronomic tourism destination due to cultural heritage food experiences. Most of the products are freshwater fish. Some local dishes are mingled by Thai, Chinese and Muslim cultures providing a unique menu. The most popular authentic dishes in Ayutthaya among those Thai and foreign tourists include the following: Kouy Tiew Rue or called Boat Noodle, Thai styled rice noodle dish with vegetable and meat (see Figure 3). Usually, this type of noodles is served with either pork or beef, with entrails, such as the liver, and meat balls. It's made of broth, cinnamon, dark soy sauce, garlic, radish and pig or cow blood. Besides, beansprout, chopped spring onion, fried garlic, and Thai basil are added to the aromatic noodles. The type of the noodles for boat noodle are diverse, such as thin rice noodles and egg noodles. Boat noodles are commonly served with pork crackling. Another special dish from Ayutthaya is Kung Mae Nam Pao, the succulent charcoal grilled river prawn which is a signature food of Ayutthaya (see Figure 4). The prawns are typically sliced in a half, grilled and served with spicy seafood sauce. The delicious part is the head's fat which is salty and creamy. Roti Sai Mai, Thai-style candy floss wrapped with roti flour (see Figure 5). It was adapted by Thai-Muslim communities and it is a unique local dessert in Ayutthaya. This sweet dessert looks like fine pastel colored crepe and tastes like cotton candy. The thin silk strands are actually spun sugar. Candy floss crepes called 'roti' are cooked by vendors who whip up dough gooey and spread it on a heated pan by hand, then flip each crepe into a pile using a spatula. It's typically eaten rolled up in a very thin rice flour crepe. The colors of the candy floss and the roti are acquired from Natural fruits and flowers while the panda leaf is used to make the color of green and for aroma. This dessert can be found throughout in the south-central part of the island, along the side of the streets lined with stalls selling the snack in big plastic bags. It is frequently sold by Muslim vendors. It is well known as the renowned local dessert souvenir.



Figure 3: Kouy Tiew Rue. (Source: ชินเฮง).



Figure 4: Kung Mae Naam Pao (Source: MGR Online, 2019).



Figure 5: Roti-Saai-Mai. (Source: Krisana.nim, 2018).

Some destinations have begun to realize that there is great potential for food tourism in Ayutthaya, especially the local Thai restaurants in the river markets (see Figure 6), night markets (see Figure 7), and local street food (see Figure 8). Floating markets uniquely remain to preserve the characteristics of the ancient communities. The highlight of the Floating market is local food. Tourists can find dishes cooked on boats and served to customers sitting and eating on decks next to the boats. The night markets and local street food are the most popular for tourists to discover the local cuisine and to taste a variety of small snacks or dishes. There are all kinds of food on offer here at a series of food stalls. Street food is located in various locations around town.



Figure 6: Ayutthaya Floating Market (Source: Suttha, 2018).



Figure 7: Night Market in Ayutthaya. (Source: ‘ถนนคนเดินกรุงศรี ตลาดน้ำกรุงศรี พระนครศรีอยุธยา’, 2019).



Figure 8: Street Food in Ayutthaya (Source: own elaboration).

CHAPTER 5. METHODOLOGY

5.1. Research Paradigm

A paradigm presents a world-view to the research process, defining the nature of the world and the individual's place in the world, and the range of possible relationships to that world and its parts (Guba & Lincoln, 1994). According to Kankam (2019), a research paradigm comprises three essential components, namely: Ontology (view on the nature of reality); Epistemology (how the researcher knows); and Methodology (the methods applied in the process). According to the science theory, relationships between these elements stated by Guba & Lincoln (1994) as 'what we believe about reality defines what we construct as legitimate knowledge and how we obtain it, which in return, defines our principles of scientific investigation, which sequentially define the research techniques we apply'. In other words, Slevitch (2014) explains that 'ontology defines epistemology, which in turn defines methodology'. The three most common paradigms used in research are: positivism, interpretivist, and critical paradigms (Kivunja, Ahmed, & Kuyini, 2017; Rehman, 2018). Thus, to understand relationships of the analyzed data in the research, the three foundational elements of paradigm assumptions for the positivist paradigm are defined as 'its ontology naive realism, its epistemology is said to be objectivist, and its methodology experimental' (Kankam, 2019).

This study is therefore based on philosophical assumptions with regard to the positivist paradigm to examine the relationships among attitude, motivation, satisfaction and loyalty of tourist towards local food in Ayutthaya. Because of this assumption, the positivist paradigm encourages the quantitative research methods with statistical and objective data. Positivist paradigm provides the objective realities based on measured variables and provable propositions in the data that are collected and analyzed by using verification methodologies such as laboratory experiments and surveys (Slevitch, 2014). The quantitative positivist approach defines methods based on 'statistical analysis including such techniques as inferential statistics, hypothesis testing, mathematical analysis, experimental, and questionnaires with limited range of predetermined responses' (Slevitch, 2014). Likewise, most research in the field of tourism and hospitality based on quantitative approach are informed by the positivistic paradigm and data collected from surveys using structured questionnaires (Nunkoo, 2018). Positivist methodology is therefore applied in this research in order to investigate the hypotheses and answer the research questions effectively. Table 1 gives a more detailed overview of quantitative approach by using positivist paradigm adapted from Slevitch (2014).

Table 1: Overview of quantitative approach by using positivist paradigm

	Positivist paradigm
Ontology (Views on reality)	Single, objective, and independent reality exists and it can be known or described as it really is.
Epistemology (Views on knowledge)	Dualist/objectivist <ul style="list-style-type: none"> • Knowledge is summarized in the form of time-, value-, and context-free generalizations. • Truth is a correspondence among the data and the independently existing reality. • Validity corresponds to how reflective of reality and generalizable results are matter of prescribed techniques properly applied.
Methodology (Aims of scientific investigation)	Experimental research, survey research: <ul style="list-style-type: none"> • Aiming at objectivity and generalization through finding causal effects that allow prediction. • Sample size is critical for generalization purposes.
Methods (Research techniques and tools)	Empirical examination and measurement, hypothesis testing, randomization, blinding, structured protocols, questionnaires, etc.

5.2. Survey Questionnaire

Survey questionnaires were deployed to explore relations between tourists' attitudes, motivation, satisfaction and loyalty towards Ayutthaya local food. From the research purpose, questionnaire was designed to measure the constructs in the proposed research model (see Figure 1). Besides, the survey instrument consists of six main parts, including sociodemographic characteristics, tourist behavior profile, attitudes, motivations, satisfaction and loyalty. In addition, the measurement indicators of constructs were selected and developed from relevant prior research (see Table 2, 3 and 4). In terms of measurement, the first two parts of the survey instrument included closed and open-ended questions purposed to understand the demographic information and tourist behavior (Table 2). The four other components are measured on a five-point Likert-type scale to measure the importance score of each item: travel attitudes (indicating (1) completely disagree and (5) indicating completely agree); tourist motivation (indicating (1) very unimportant to (5) very important); tourist satisfaction (from (1) very dissatisfied to (5) very satisfied); and tourist loyalty (ranging from (1) strongly disagree to (5), strongly agree), respectively.

Table 2: Sociodemographic and behavioral characteristics, Items and Sources.

Construct	Scale items	Item/Questions	Source
Socio-Demographic characteristics	Gender	- Male - Female	(Fard & Saberi, 2015; Hau, 2015; Shukor et al., 2017; Zhang, Li, Yang, & Zhang, 2018)
	Marital status	- Single - Married - Divorced or widowed - Others	
	Education Level	- Secondary or below - Undergraduate degree - Master's degree and above	
	Age	- Under 20 years old - 21 – 30 years old - 31 – 40 years old - 41 – 50 years old - 51 -60 years old - Above 60 years old	
	Occupation	- Student - Company employee - Business owner/self-employed - Housewife - Retired - Unemployed - Others	
	Annual income	- Less than 1,000 €. - 1,000-2,000 €. - 2,001-3,000 €. - 3,001 € or higher	
Tourist Behavior		- How many times (including this trip) have you been to Ayutthaya? - How have you heard about Local food in Ayutthaya? - How many times have you eaten local food in Thailand? - How many times have you eaten local food in Ayutthaya? - Have you tasted local food in other foreign countries? - How did you make the decision to try local food in Ayutthaya?	Own elaboration.

Table 3: Attitudes and motivations, items and sources.

Construct	Scale items	Item/Questions	Source
Attitudes		<ul style="list-style-type: none"> - How would you rate your knowledge on Local food in Ayutthaya? - How would you rate your interest in Ayutthaya local food? - How much local food influenced your visit to Ayutthaya? 	(Pérez Gálvez et al., 2017)
Motivations	Exciting experience	<ul style="list-style-type: none"> -Experience of local food in its original place makes me excited -Tasting local food makes me feel exhilarated 	(Gug & Eves, 2012; Gug, Eves, & Scarles, 2013; Kim et al., 2009)
	Escape from routine	<ul style="list-style-type: none"> - Tasting local food on holiday helps me to relax 	
	Health concern	<ul style="list-style-type: none"> - Local food contains a lot of fresh ingredients produced in a local area - Tasting local food keeps me healthy - Local food is nutritious 	
	Cultural experience	<ul style="list-style-type: none"> - Experiencing local food gives me an opportunity to increase my knowledge about different cultures - Experiencing local food allows me discover something new - Tasting local food in an original place is an authentic experience - Tasting local food served by local people in its original place offers a unique opportunity to understand local cultures 	
	Sensory appeal	<ul style="list-style-type: none"> - It is important to me that the local food I eat on holiday tastes good - The taste of local food in its original countries is different to the taste of same food in own my country 	
	Interpersonal relationship	<ul style="list-style-type: none"> - I like to talk to everybody about my local food experiences - Having local food increases friendship or kinship - I want to give advice about local food experiences to people who want to travel - Tasting local food enables me to have an enjoyable time with friends and/or family 	

Table 4: Satisfaction and loyalty, items and sources.

Construct	Scale items	Item/Questions	Source
Satisfaction	Restaurant atmosphere and service	- Service quality - Service personnel - Attractive restaurant	(C. G. Chi et al., 2013)
	Convenience and local cultural experience	- Availability of ethnic restaurants - Locally produced food - Experience local culture - Variety of cooking methods	
	Food quality and variety	- Food quality - Food variety - Meal experience	
	Price	- Price of food	
Loyalty	Intensions to return	- I would like to come back to eat local food in Ayutthaya. - I will probably revisit Ayutthaya in two years.	(Young et al., 2018)
	Willingness to recommend	- I will recommend Ayutthaya food to friends and others. - I will encourage other people to visit Ayutthaya.	

5.3. Pilot Test

After the questionnaire was completed, it was provided in two languages: Thai and English. Before the actual survey, the pretest can be used to ascertain the comprehensibility, order and duration of the questionnaire (O'Leary, 2004). The pilot survey was tested by six participants to estimate a questionnaire length, collect format, as well as to test the clarity and the appropriateness of the questions. Based on results from the pilot test, some statements were rephrased in order to make it easier to understand for tourists. Furthermore, the layout of questions was modified. Demographic section was moved to the end of survey because of sensitive questions included in it. The demographic profile might scare away respondents who feel such questions are intrusive. Eventually, the questionnaires were made ready for the data collection stage. The final version is attached in the appendix A.

5.4. Sample Selection

In order to analyze the influence of the attitudes, motivation, satisfaction and loyalty of tourists regarding local food consumption, the target population was domestic and foreign tourists visiting Ayutthaya. From this population, since accurate statistics of the number of visitors in the city of Ayutthaya was unknown at the time of the survey, sample selection was based on nonprobability sampling by using the convenience sampling method. Based on sample size table from Taherdoost (2018) with a confidence coefficient of 95% and an error of 5%, the sample size for this study was set at 384 national and international tourists visiting Ayutthaya. In order to achieve the purpose of this study, data were collected at different times of the day at major attractions. The survey was carried out during four months in 2019, between February and May. However, the participants in this study were on a voluntary basis. The samples were screened based on if they (a) were not residents in the Ayutthaya, (b) had eaten local food during their stay in Ayutthaya, and (c) could understand English or Thai since the questionnaires were provided in English and Thai version.

5.5. Data Collection

This study acquired the primary data collected through a questionnaire with three different approaches. Firstly, the data were collected via personal face-to-face interviews with individual tourists using Computer-assisted personal interviewing (CAPI). Questionnaires were carried out in front of train station at Ayutthaya and at the entrances of major attractions, including Wat Mahathat temple and Wat Phra Si Sanphet during february and March 2019, whereas self-administered questionnaires were conducted using QR codes to access the questionnaires platform. QR code was distributed to tourists who do not have time to answer at the time as well as posted in tourist accommodations located in the city. Afterwards, the questionnaires were distributed online via Facebook. The link to the survey was posted to Facebook pages and personal Facebook messages. All responses were submitted through the Google Forms separating English and Thai versions. And then, both forms were exported to Excel in order to merge the whole data. A final sample of 211 tourists could be reached.

5.6. Data Analysis

The data was analyzed by using SPSS and Mplus software to obtain the empirical results. The data analysis consists four stages. Firstly, a frequency analysis was employed to examine the demographic characteristics and tourist behavior profile relating consuming local food by frequency distribution and percentage. Secondly, the exploratory factor analysis (EFA) was conducted to validate the reliability of the data by using IBM SPSS 23 software. The validity test of each factors was performed by Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Sphericity, varimax rotation, total variance explained. For the reliability test used Reliability Test-Cronbach's Alpha. Thirdly, the confirmatory factor analysis (CFA) was used to assure the validity of the

measurement model. Lastly, structural equation modelling (SEM) is applied to test the hypothesized relationship between the constructs in the proposed model. The analysis variables (Table 5) in the proposed model comprise 4 constructs with 30 attributes from the survey: attitudes (3), motivations (16 items), satisfaction (11 items), and loyalty (3 items).

Table 5: Indicators/ Measurement Items

Latent Constructs	Abbreviation	Indicators/Measurement Items
Attitudes	ATT1_kno	How would you rate your knowledge on Local food in Ayutthaya?
	ATT2_int	How would you rate your interest in local food?
	ATT3_loc	How much local food influenced your visit to Ayutthaya?
	MOT1_cul	Tasting local food served by local people in its original place offers an unique opportunity to understand local cultures
	MOT2_new	Experiencing local food allows me discover something new
	MOT3_cul	Experiencing local food gives me an opportunity to increase my knowledge about different cultures
	MOT4_aut	Tasting local food in an original place is an authentic experience
	MOT5_exc	Experience of local food in its original place makes me excited
	MOT6_rel	Tasting local food on holiday helps me to relax
	MOT7_exh	Tasting local food makes me feel exhilarated
	MOT8_tal	I like to talk to everybody about my local food experiences
	MOT9_fri	Having local food increases friendship or kinship
	MOT10_adv	I want to give advice about local food experiences to people who want to travel
	MOT11_fam	Tasting local food enables me to have an enjoyable time with friends and/or family
	MOT12_tasg	It is important to me that the local food I eat on holiday tastes good
	MOT13_tasd	The taste of local food in its original countries is different to the taste of same food in own my country
Satisfaction	MOT14_nut	Local food is nutritious
	MOT15_fre	Local food contains a lot of fresh ingredients produced in a local area
	MOT16_heal	Tasting local food keeps me healthy
	SAT1_serq	Service quality
	SAT2_serp	Service personnel
	SAT3_att	Attractive restaurant
	SAT4_res	Availability of ethnic
	SAT5_prod	Locally produced food
	SAT6_exp	Experience local culture
	SAT7_met	Variety of cooking methods
	SAT8_qua	Food quality
Loyalty	SAT9_var	Food variety
	SAT10_exp	Meal experience
	SAT11_pri	Price
	LOY1_Com	I would like to come back to eat local food in Ayutthaya
	LOY3_Rec	I will recommend Ayutthaya food to friends and others.
	LOY4_Enc	I will encourage other people to visit Ayutthaya.

CHAPTER 6. RESULTS AND DISCUSSION

6.1. Sociodemographic and behavioral profile

The demographic information and behavior regarding local food consumption of respondents are presented in table 6 and 7, including a descriptive statistical analysis and frequency analysis of the questionnaire respondents. The total of received responses was 211 tourists visiting Ayutthaya, including national tourists (N=103) and international tourists (N=108). Table 6 summarizes the demographic characteristics of the respondents. The descriptive statistics from the demographic profiles revealed that more than half of the sample (69.2%) were Asian, whereas respondents being domestic tourists, half of them (53.5%) came from the center of Thailand. From the total sample, female respondents (53.1%) outnumbered male respondents (46.9%). Half of the respondents accounted being single (50%), followed by married (39.9%), and divorced (10.1%). The majority of respondents were well educated (undergraduate 49.3% and Master and above 33.5%). In terms of occupation, over half of respondents (54.3%) were employed.

Table 6: The demographic characteristics

Variable	Category	Distribution (N=211)
Continent	Asia	146 (69.2%)
	Europe	51 (24.2%)
	South America	1 (0.5%)
	North America	11 (5.2%)
	Australia	2 (0.9%)
Region (Thailand) (For national tourist))	Northern	10 (9.9%)
	Eastern	19 (18.8%)
	Central	54 (53.5%)
Gender	Southern	18 (17.8%)
	Male	99 (46.9%)
Marital status	Female	112 (53.1%)
	Single	104 (50%)
Education level	Married	83 (39.9%)
	Divorced	21 (10.1%)
	Secondary or below	36 (17.2%)
	Undergraduate	103 (49.3%)
Employment status	Master's and above	70 (33.5%)
	Student	29 (13.8%)
	Employee	114 (54.3%)
	Business owner	24 (11.4%)
	House worker	10 (4.8%)
	Retired	21 (10.0%)
	Unemployed	12 (5.7%)
Monthly income	1000€ or less	97 (46.9%)
	1001 to 2000 €	55 (26.6%)
	2001-3000€	26 (12.6%)
	3000€ or higher	29 (14%)
Age	Mean	38.80
	Median	36

Table 6, with regard to tourist behavior characteristics of respondents, varied in their answers, 46.4% of them declared that they came to Ayutthaya for the first time. For those repeating the visit for the second time, third times and four times were about 12.8 %, 11.4%, 4.3%, respectively, while 25.1% of total respondents repeated to travel to Ayutthaya for 5 times or more. About the frequency of eating local food in Ayutthaya, about 29.7% of them was for the first time, 40.2 % for 2-3 times, 6.7% for 6-9 times, and 23.4% for more than 9 times. A majority of them, approximately 25.7% obtained the information of local food in Ayutthaya from the Internet and 24.8% from friends and relatives. In response to the question “How did you make the decision to try local food in Ayutthaya?”, the most common reason is their own decision (39.3%). However, they agreed that their decisions are also influenced by friends and relatives (31.2 %). At last, the results show that 65.4% of tourists had eaten Thai food in other foreign countries.

Table 7: Tourist behavior information on local food consumption

Variable	Category	Distribution (N=155)
The number of times of visiting Ayutthaya	This is the first time	98 (46.4%)
	2 times	27 (12.8%)
	3 times	2 (11.4%)
	4 times	9 (4.3%)
	5 times or more	53 (25.1%)
The number of times of eating local food in Thailand (For foreigner)	This is the first time	4 (3.7%)
	2-5 times	16 (15%)
	6-9 times	33 (30.8%)
	10 times or more	54 (50.5%)
The number of times of eating local food in Ayutthaya	This is the first time.	62 (29.7%)
	2-5 times	84 (40.2%)
	6-9 times	14 (6.7%)
	10 times or more	49 (23.4%)
Information sources of local food in Ayutthaya	Internet	106 (25.7%)
	Media	70 (17%)
	Travel agency	21 (5.1%)
	I already knew of it	51 (12.4%)
	Friends/relatives	102 (24.8%)
	Books/magazines	26 (6.3%)
	Fairs/exhibitions	19 (4.6%)
Reasons of tasting local food	Tourism Authority of Thailand (TAT)	17 (4.1%)
	It was my own decision.	116 (39.3%)
	A friend/relative recommended it to me.	92 (31.2%)
	A tour guide / a tourism professional recommended it to me.	18 (6.1%)
Used to eat local food in other cities	I read information on a guide book, the media or the internet.	69 (23.4%)
	No	74 (35.4%)
	Yes	135 (64.6%)

6.2. Behavioral components analysis

The behavioral patterns of respondents are analyzed with different factors related to: tourist attitudes, motivations, satisfaction and loyalty. First, mean and standard deviation are given (Table 8). The mean values of attitude towards local food in Ayutthaya are, from the highest to the lowest: rate of interested in local food in Ayutthaya (mean = 3.80); rate of the level of influence of local food on the visit (mean = 3.64); and the rate of the knowledge about local food (mean = 3.44). Respondents perceived 'tasting local food in an original place is an authentic experience' was the most important among all motivation factors (mean = 4.23), followed by 'Experiencing local food gives me an opportunity to increase my knowledge about different cultures' (Mean = 4.10) while 'Having local food increases friendship or kinship' was considered as the least motivation (Mean = 3.63). In terms of satisfaction, all the value items obtained mean scores over 4 points, then it represents that respondents feel "satisfied" on local food consumption in Ayutthaya. The highest value of satisfaction item was 'Experience local culture' (Mean = 4.10). The highest value on the loyalty construct was 'encouraging other people to visit Ayutthaya' (mean = 4.36).

A histogram graph is commonly used to investigate normal distributions of a dataset. The mean and standard deviation of distribution are represented by density curve. The histograms in Appendix B illustrate the distribution of different variables. From the results of histograms, the curves exhibit the normal-curve shape is verified in some variables, while others do not have this normal distribution. In this case, as it will be seen in the later analyses, maximum likelihood parameter estimates (MLR) will be used as they are robust to non-normality and non-independence of observations.

Table 8: Means and Standard Deviations

Variable	Category	Mean	SD
Attitude	How would you rate your knowledge on Local food in Ayutthaya?	3.44	1.276
	How would you rate your interest in local food ?	3.80	1.013
	How much local food influenced your visit ?	3.64	1.181
Motivation	Tasting local food offers a unique opportunity to understand local cultures	4.09	1.008
	Experiencing local food allows me discover something new	4.00	0.892
	Experiencing local food gives me an opportunity to increase my knowledge about different cultures	4.10	0.897
	Tasting local food in an original place is an authentic experience	4.23	0.865
	Experience of local food in its original place makes me excited	3.99	1.023
	Tasting local food on holiday helps me to relax	3.87	1.046
	Tasting local food makes me feel exhilarated	3.84	1.001
	I like to talk to everybody about my local food experiences	3.68	1.142
	Having local food increases friendship or kinship	3.63	1.128
	I want to give advice about local food experiences to people who want to travel	3.70	1.061
	Tasting local food enables me to have an enjoyable time with friends and/or family	3.82	1.073
	It is important to me that the local food I eat on holiday tastes good	4.09	0.996
	The taste of local food in its original countries is different to the taste of same food in own my country	3.77	1.085
	Local food is nutritious	3.78	0.896
	Local food contains a lot of fresh ingredients produced in a local area	3.93	0.892
	Tasting local food keeps me healthy	3.73	0.930
Satisfaction	Service quality	3.79	0.953
	Service personal	3.86	0.886
	Attractive restaurant	4.01	0.949
	Availability of ethnic restaurants	4.08	0.877
	Locally produced food	4.08	0.883
	Experience local culture	4.58	0.650
	Variety of cooking methods	3.96	0.935
	Food quality	3.96	0.844
	Food variety	3.98	0.856
	Meal experience	4.02	0.913
	Price	4.19	0.942
Loyalty	I would like to come back to eat local food in Ayutthaya	4.24	0.957
	I would like to revisit in two years	3.44	1.375
	I will recommend Ayutthaya food to friends and others	4.24	0.986
	I will encourage other people to visit Ayutthaya.	4.36	0.941

6.3. Exploratory Factor Analysis of Motivations

Exploratory Factor Analysis (EFA) is carried out to test the validity of factors. In this study the factor analysis is carried out, first, for motivations. To determine the dimensions of motivations, a principal component analysis using Varimax rotation was undertaken in EFA. The test results of the KMO and Bartlett's test presented in Table 9 show that the value of KMO was 0.847 which is greater than 0.5, indicating the adequate sample. The value of Bartlett's Test of Sphericity (P) was less than 0.001, indicating the valid Factor Analysis (Shukor et al., 2017).

Table 9: KMO and Bartlett's Test for Motivation

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.887
	Approx. Chi-Square	1661.945
Bartlett's Test of Sphericity	df	120
	Sig.	0.000

For considering factor loadings of the items in this study, a standardized cut-off value of 0.5 is taken (Gassiot, Prats, & Coromina, 2016). The number of factors grouping items is based on factor analysis with an Eigenvalue higher than 1 extracted and variance explained. In order to verify the reliability of each factor, Cronbach's alpha was tested. According to Taber (2016), a scale with Cronbach's alpha coefficient above 0.7 is relatively high to ensure its reliability. However, Cronbach's alpha coefficient was described as 'the acceptable values of 0.7 or 0.6'. The results of the model's reliability presented in Table 10.

16 items were grouped into three factors of motivations. The first identified group of motivations was named 'Culture and Escape' (MOTIV1), related to cultural experience and Escape from routine reasons. The second group of motivations was named 'Interpersonal Relationship' (MOTIV2), representing interpersonal relationships. The third group was named 'Health Concern' (MOTIV3), associated with concern for health. Finally, the last group was named 'Sensory Appeal' (MOTIV4), including the items about taste. Total variance explained for motivation factors indicate that more than 50 percent of the value (67.426%). In addition, table 10 presenting the Cronbach alphas' values of each factor reveals that the value of factor 4 is quite low, only 0.611. This could be due to that this factor comprised only two items, and Cronbach's alpha is sensitive to the number of items in a scale (Beerli & Martín, 2004).

Table 10: The Exploratory Factor Analysis Results of Motivation Scale

Factor/Item	Factor Loading	Eigenvalue	Variance Explained (%)	Cronbach' Alpha (Reliability)
Factor 1: 'Culture and Escape' (MOTIV1)		6.595	41.219	0.880
Tasting local food served by local people in its original place offers an unique opportunity to understand local cultures (MOT1_cul)	0.757			
Experiencing local food allows me discover something new (MOT2_new)	0.775			
Experiencing local food gives me an opportunity to increase my knowledge about different cultures (MOT3_cul)	0.779			
Tasting local food in an original place is an authentic experience (MOT4_aut)	0.775			
Experience of local food in its original place makes me excited (MOT5_exc)	0.605			
Tasting local food on holiday helps me to relax (MOT6_rel)	0.551			
Tasting local food makes me feel exhilarated (MOT7_exh)	0.572			
Factor 2: Interpersonal Relationship (MOTIV2)		1.769	11.059	0.836
I like to talk to everybody about my local food experiences (MOT8_tal)	0.735			
Having local food increases friendship or kinship (MOT9_fri)	0.835			
I want to give advice about local food experiences to people who want to travel (MOT10_adv)	0.842			
Tasting local food enables me to have an enjoyable time with friends and/or family (MOT11_fam)	0.697			
Factor 3: Health concern (MOTIV3)		1.314	8.211	0.847
Local food is nutritious (MOT14_nut)	0.762			
Local food contains a lot of fresh ingredients produced in a local area (MOT15_fre)	0.799			
Tasting local food keeps me healthy (MOT16_heal)	0.856			
Factor 4: Sensory Appeal (MOTIV4)		1.110	6.937	0.611
It is important to me that the local food I eat on holiday tastes good (MOT12_tasg)	0.774			
The taste of local food in its original countries is different to the taste of same food in own my country (MOT13_tasd)	0.799			

6.4. Exploratory Factor Analysis of Attitudes

The same proceeding and criteria of EFA above were performed to determine suitable items for factor of attitudes related to local food consumption. According to Table 11, the obtained value of KMO was 0.685, being higher than the standard criteria (0.5). It can be then concluded that the sample size is adequate. Further, the Bartlett's Test of Sphericity shows that items are suitable for performing and the Bartlett's Test of Sphericity (P) was less than 0.001. It explains that the correlation matrix of this factor is significantly different from an identity matrix. Thus, the values can be used to analyse factor loading in Table 12.

Table 11: KMO and Bartlett's Test for Attitude

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.685
Approx. Chi-Square		167.059
Bartlett's Test of Sphericity	df	3
	Sig.	0.000

The EFA result of 'attitude' is represented in Table 12. The reliability coefficient of attitude construct was calculated with Cronbach's alpha, being 0.776. Hence, the items of attitude used for this measurement can be considered as reliable enough. Besides, the whole items of 'attitude' have high factor loadings exceed 0.8. It is clear that between the identified factors and their individual items, there are high correlations. In terms of eigenvalue, it is over 1 (2.055) and a single factor is extracted, and approximately 68.503% of the total variance is explained. From these results, 'Attitude' comprises a single factor with three items. The items are named 'the knowledge on Local food in Ayutthaya', 'the interesting rate in local food', and 'the influence of local food'.

Table 12: The Exploratory Factor Analysis Results of Attitude Scale

Factor/Item	Factor Loading	Eigenvalue	Variance Explained (%)	Cronbach' Alpha (Reliability)
Attitude (ATTITUDE)		2.055	68.503	0.776
The knowledge on Local food in Ayutthaya (ATT1_kno)	0.820			
The interesting rate in local food (ATT2_int)	0.800			
The influence of local food (ATT3_loc)	0.862			

6.5. Exploratory Factor Analysis of Satisfaction

First, part of the KMO and Bartlett's test are presented in Table 13. From the test, it can be concluded that items of satisfaction are suitable for performing a factor analysis. This is due to the KMO value of .897 which is bigger than cut-off values established. Besides, it is obvious that Bartlett's Test of Sphericity is 499.405 with p-value less than 0.01. Thus, the data obtained is reasonable.

Table 13: KMO and Bartlett's Test for Satisfaction

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.897
	Approx. Chi-Square	499.405
Bartlett's Test of Sphericity	df	55
	Sig.	0.000

Table 14 shows the EFA results of 'Satisfaction'. All eleven items loaded onto a factor with a factor loading greater than the acceptable 'cut-off' value of 0.6, ranging from 0.620 (lowest) to 0.846 (highest). Thus, no items had to be removed. Based on the rotated components matrix generated with the Varimax rotation method, the identified factor was grouped into three main factors. The factors were named according to the satisfaction's items that they include. Factor 1 comprises six items and is named 'Restaurant atmosphere, Convenience, Local cultural experience, and Price' (SATISF1), loaded with the satisfaction on restaurant atmosphere, convenience, local cultural experience, and Price of local food. Factor 2 includes three items related to both Food Quality and Variety of food and cooking methods, and can therefore be named 'Food Quality and Variety' (SATISF2). The last group of satisfaction with two items is named 'Service' (SATISF3) as it is represented with Service Quality and Service Personnel. Concerning the total variance explanation table, it shows that 67.31% of the variance is explained by three factors: with only 1 factor 49.097% is already explained. The eigenvalues ranged from 5.401 to 0.853. For the reliability analysis of the items, Cronbach's alpha values are 0.874, 0.807, and 0.802, respectively (see Table 14). Therefore, the items used to measure the Satisfaction scale can be considered as reliable data.

Table 14: The Exploratory Factor Analysis Results of Satisfaction Scale

Factor/Item	Factor Loading	Eigenvalue	Variance Explained (%)	Cronbach' Alpha (Reliability)
Factor 1: 'Restaurant atmosphere, Convenience, Local cultural experience, and Price' (SATISF1)		5.401	49.097	0.874
Attractive restaurant (SAT3_att)	0.712			
Availability of ethnic restaurants (SAT4_res)	0.627			
Locally produced food (SAT5_prod)	0.731			
Experience local culture (SAT6_exp)	0.794			
Meal experience (SAT10_exp)	0.645			
Price (SAT11_pri)	0.763			
Factor 2: 'Food Quality and Variety' (SATISF2)		1.150	10.457	0.807
Variety of cooking methods (SAT7_met)	0.620			
Food quality (SAT8_qua)	0.715			
Food variety (SAT9_var)	0.765			
Factor 3: 'Service' (SATISF3)		0.853	7.756	0.829
Service quality (SAT1_serq)	0.846			
Service personal (SAT2_serp)	0.732			

6.6. Exploratory Factor Analysis of Loyalty

Based on Table 15 , EFA Analysis on loyalty factor started with the KMO value and Bartlett's Test for Loyalty. The test results found that the KMO is 0.734 which higher than the criteria. Moreover, determining the correlation of matrix by Bartlett's Test of Sphericity shows significant values for loyalty, is 343.797 with $p < .001$. It can conclude that the data has a good fit for factor analysis.

Table 15: KMO and Bartlett's Test for Loyalty

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.734
Approx. Chi-Square		343.797
Bartlett's Test of Sphericity	df	3
	Sig.	0.000

Table 16 contains the results related to factor loadings, Eigenvalue, Variance Explained, and the test of Reliability for 'loyalty'. Test results for Varimax rotation on three items for loyalty factor variables found that items were grouped into one cluster. One item named 'Intention to revisit in two years' (LOY2_Rev), was eliminated to ensure construct validity due to lower factor loadings than standardized cut-off value of 0.5. Thus, three items were employed to measure the construct of loyalty. The remaining three items had factor loading above 0.5, including items named 'Intention to come back' (0.890), 'Intention to recommend' 0.932, 'Intention to encourage other to visit Ayutthaya' (0.891). The total variance explanation shows 81.27% of the variance is explained by these three items with eigenvalue of 2.438. In addition, Cronbach's alpha coefficients for loyalty is 0.885, being over 0.6, indicating a good construct reliability.

Table 16: The Exploratory Factor Analysis Results of Loyalty Scale

Factor/Item	Factor Loading	Eigenvalue	Variance Explained (%)	Cronbach' Alpha (Reliability)
Loyalty (LOYALTY)		2.438	81.270	0.885
Intention to come back (LOY1_com)	0.890			
Intention to recommend (LOY3_rec)	0.932			
Intention to encourage other to visit Ayutthaya (LOY4_enc)	0.891			

6.7. Confirmatory Factor Analysis (CFA)

After doing the test of EFA, then Confirmatory Factor Analysis (CFA) was performed to first verify the fit of the proposed components. Confirmatory factor analysis was conducted using software of Mplus version 6.12 and 7.4. To approach to Structural Equation Modeling, the measurement models were employed to validate items used to measure talent variables. Measurement models for each construct proved that all dependent variables hypothesized are higher than the validity level. After testing CFA, all research variables obtained by EFA, were still retained in a measurement model. Moreover, it is found that the result of CFA factor loadings obtained via Mplus tended to similar value with the output of EFA factor loading analysis through SPSS software. In addition, the Goodness-of-fit for the measurement model showed that there are good model fit indexes for each component. Clearly, all factor loadings between latent construct and observed variables were significant, as it will be shown in the whole behavioral model later on in figure 9.

Then, the structural model and the causal relationships between constructs are measured. The structural model comprises four latent constructs: 'attitude', 'motivation', 'satisfaction', and 'loyalty'. To test the overall measurement model fit, a list of goodness of fit measures are computed. The criteria for goodness of fit (GOF) is used by looking at the value of seven fit indices. The indices employed, consist of: the Chi-square test (χ^2), the Probability Level (P), the Chi-square test by degrees of freedom (χ^2/DF), Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). Hooper, Coughlan, & Mullen (2008) suggest the acceptable cut-off points are: TLI and CFI >0.95, RMSEA <0.06 and SRMR <0.08.

At the first, the results of GOF test found that the overall fit indexes for structural model appeared that the model is not suitable enough to accept because the model was not well fit. It is perhaps possible because of a result of its sensitivity sample size and the complexity of the model (C. G. Chi et al., 2013; Lee, 2009). In order to achieve the acceptable goodness-of-fit, the model was analysed and improved in order to have an acceptable goodness of fit. Thus, the next SEM analysis has considered indicator modification indices and has been developed step by step. After adjustment, it was decided to consider only a main latent variables of motivation, which is the only type of motivations that have a significant effect on satisfaction, named 'Motiv3' and linked to health concerns. This is due to that this type of motivation has an effect on satisfaction whereas 'Motiv1' and 'Motiv2' found not to be significant predictors of satisfaction. It can be thereby concluded that type of motivation named 'Motiv3' is clearly determinant of satisfaction. Once the structural model is modified (see Figure 9), the goodness-of-fit indexes provided are satisfactory. The results of overall goodness of fit indices for structural model are summarized on the following criteria in Table 17.

Table 17: The overall goodness-of-fit indices for the estimated structural model

	Goodness of Fit Index							
	χ^2	DF	P	χ^2/DF	CFI	TLI	RMSEA	SRMR
Obtained Value	236.092	165	0.0002	1.430	0.959	0.952	0.045	0.065
Criteria				<2	>0.95	>0.95	<0.06	<0.08
Result				Passed	Passed	Passed	Passed	Passed

As it can be observed in Table 17, p-value < 0.05 can explain that the model is a good data descriptor. The Chi-squared value (χ^2) is 236.092 with 165 degrees of freedom. Looking at Comparative Fit Index (CFI), it equals to 0.959. Likewise, to the value of Tucker Lewis Index (TLI), it is approximately 0.952. When considering Root Mean Square Error of Approximation (RMSEA), it equals 0.045, and Standardized Root Mean Square Residual (SRMR) is 0.065. According to these results, overall goodness-of-fit indexes of structural model are quite good and reasonably acceptable. Thus, the theoretical model fits for testing the observed hypotheses. Figure 9 shows the whole accepted structural model and standardized estimates for this analysis.

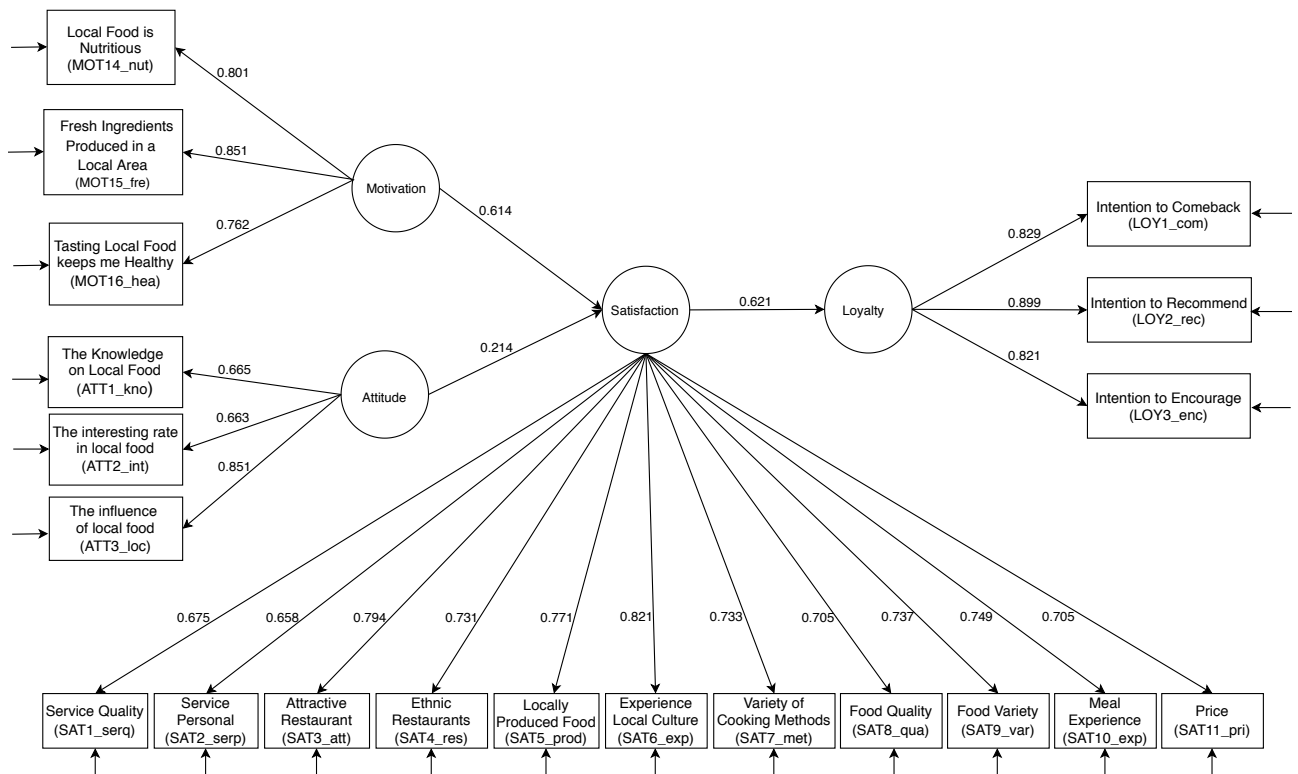


Figure 9: The result of Structural Equation Model (SEM)

6.8. Hypothesis Test

Structural Equation Modelling (SEM) is used to test the proposed hypotheses of the study. The critical ratio (CR) was included in this analysis to measure the significant level of a regression weight in SEM. If its value is higher than +1.96 or less than -1.96, the difference between two regression weights is significant at $p < 0.05$ level. However, all critical ratios for this study were well above +1.96, indicating statistical significance (see Table 16). The test of hypotheses in this study are summarized in Table 14.

Table 18: Summary of Hypotheses Testing

	Hypotheses	Path	Standardized Estimate (β)	Critical Ratio (C.R.)	P-Value ($p < 0.01$)	Result
H1	Tourist motivation toward local food has a direct and positive effect on tourist satisfaction	Motivation ⇒ Satisfaction	0.614	8.607	0.000	Supported
H2	Tourists attitudes toward local food has a direct and positive effect on tourist satisfaction	Attitude ⇒ Satisfaction	0.214	2.701	0.007	Supported
H3	Tourist satisfaction regarding the consumption of local food has a direct and positive effect on loyalty	Satisfaction ⇒ Loyalty	0.621	9.693	0.000	Supported

As presented in table 14, hypothesis H1 was firstly tested by examining the path coefficient between “motivation” and “satisfaction”. The path analysis reveals that the tourist motivation on local food consumption in Ayutthaya significantly and directly affects satisfaction ($C.R.=8.607 > 1.96$, $\beta=0.614$, $P=0.000 < 0.01$). Therefore, hypothesis 1 proposed in this case study is accepted. Concerning hypothesis H2, it is accepted that there is a significant and direct effect between tourist attitude toward Ayutthaya local food and satisfaction ($C.R.=2.701 > 1.96$, $\beta=0.214$, $P=0.007 < 0.01$). And this also leads us to confirm hypothesis H3 that confirms that tourist satisfaction toward consuming local food directly and significantly influences loyalty ($C.R.=9.693 > 1.96$, $\beta=0.621$, $P=0.000 < 0.01$), resulting in hypothesis H3 being confirmed. Thus, it clearly indicates that all relationships are significant ($p < 0.001$). Moreover, it can be observed that the effect of tourist motivation on satisfaction is high, while the influence of tourist attitude on satisfaction is quite low.

CHAPTER 7. CONCLUSIONS, LIMITATIONS AND FURTHER RESEARCH

Tourist attitude, tourist motivation, and tourist satisfaction are significant elements for predicting the future behavior. There are some studies assessing the behavioral model of food tourism but only few refer to it in Ayutthaya, Thailand. Thus, the main aim of this study is to explore the tourists' behavioral components based on local food consumption by exploring the case of tourists visiting Ayutthaya, Thailand. This research analyses attitudes, motivations, satisfaction and loyalty to examine the behavioral model towards local food in Ayutthaya.

According to the main aim, to understand tourists' behavioral components, the first objective is analysing the sociodemographic and behavioural characteristics of the tourists of a local food destination. This study found that the majority of visitors in Ayutthaya are national tourists who live in the center part of Thailand and they tend to revisit frequently, while Ayutthaya is still a popular tourism destination for European travelers. Most of them are female with married. The average age of tourist is approximately 38 years old receiving a monthly income of less than 1000 euros. Furthermore, more than half of tourists are company employees who graduated with a bachelor degree. When considering tourist behavior information on local food consumption, it can be explained that although most of visitors came to Ayutthaya for the first time, they tried local food in the past. Finding the result, mostly of the tourists got the information about local food in Ayutthaya from the internet. The interesting point of views is that tourist decided to taste local food from Ayutthaya by their own decision. The result also reveal that most visitors ate local food before in other cities.

The second objective is to explore each component of the tourists' behavioral model in a food tourism destination, which are: tourist attitude, motivation, satisfaction, and loyalty. The findings show that although the view of tourist attitude did not have much knowledge on local food in Ayutthaya, they are extremely interested in local food. For the exploration of tourist motivation based on gastronomic tourism, it can suggest that the important factors of tourist motivation influencing to consume local food in Ayutthaya were 'tasting local food in an original place is an authentic experience', and 'Experiencing local food gives me an opportunity to increase my knowledge about different cultures'. In the context of significant factors of tourist satisfaction, the satisfaction scores indicated that tourists visiting Ayutthaya have a high level of satisfaction. In addition, the findings show that tourist satisfied local food in Ayutthaya due to perceiving experience local culture. Another reason is that they are satisfied on food price. Thus, these factors should be considered primarily in order to address the level of satisfaction towards local food. Finally, looking at loyal tourists, it can be clarified that the influence of local food is important to future behavior because tourists tend to encourage others to visit Ayutthaya.

The last and key objective of this research is to explain the relationships among attitude, motivation, satisfaction, and loyalty in a local food destination. Uncovering these relationships is mainly based on the findings of the estimated structural equation model. Test results find that there are direct causal relationships between attitude and satisfaction, motivation and satisfaction, and satisfaction and loyalty. Based on finding the relationships between the different components of tourists' behavior in a local food destination, it suggests that tourist motivation directly and significantly affects tourist satisfaction. Moreover, the strength of the relationship between motivation and satisfaction is higher than with attitude. Tourist felt highly absorbed in 'Local food containing a lot of fresh ingredients produced in a local area' as well. This study also proves that tourist attitudes directly and significantly influences satisfaction at a higher level. Finally, satisfaction directly and significantly affects tourist loyalty and is a significant mediating variable in the behavioral model of the study. Besides, the result of the study validates the research hypothesis that tourist motivation on local food consumption is stronger significant factor to satisfaction than tourist attitude. In addition, it can recommend that that a higher level of satisfaction is more related to willingness recommend others to visit Ayutthaya. Thus, as proposed, the results expose that motivation can be used as a predictor of recommendation.

The present study is a beginning point for further research in the extent of behavioral models on local food and tourism. It is noted that this research focuses on a specific case study which is Ayutthaya, Thailand. However, behavioural patterns found in this research should be tested and proved again in other gastronomic tourism destinations to verify it. Hopefully, the results from this research can be a data source for related departments or organizations to promote Thai local food in Ayutthaya as gastronomic tourism destination which is a value addition and tourism sustainability in the future. On the other hand, the results obtained from the study are hoped to be an academic source of information to improve the knowledge regarding local food in Ayutthaya about both locals and tourists. In addition, from a theoretical point of view, there is the wish that this research helps in understanding the behavioral patterns of tourists in a local food destination.

There are some limitations of this study that should be pointed out. Due to the small sample size, there are some problems of robustness that need to be addressed with further data collection. This is because of limited time in the study and low response rate of questionnaire answer. It needs a larger sample to confirm the findings of this study. In addition, using structured questionnaires to measure variables has a gap analysis because researchers might ignore some significant attributes or salient points. Therefore, future research would be more efficient result if using both qualitative and quantitative approaches for analysis of tourist behavior patterns towards local food in order to understand deeply about it. Either focus group discussions or personal interviews is suggested to capture the important attributes before designing survey. Another view regarding local food, the variables used in this study to explore the relationships of behavioral model on local food consumption were limited only the frameworks of attitude, motivation, satisfaction, and loyalty. Other variables affecting future behaviors could also be examined to improve the model in the future research. Additionally, the proposed model tested in the study only investigates the relationship between the main constructs of model, but it has

not focused on analysis the influence of observed variables on other latent variables. Hence, subsequent research it recommends to test hypotheses between them in order to consider that which indicators are significant impact on behavioral intention. Finally, the future research should investigate the role of tourist demographics and behavioral characteristics on decision to consume local food. The result would have important implications of destination competitiveness and local food product development as well as marketing in accordance with the characteristics of the target markets.

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APPENDICES


Appendix A: Questionnaire

The influence of the tourists attitudes, motivation, satisfaction and loyalty towards local food consumption in Ayutthaya, Thailand

This questionnaire is a part of a master thesis, University of Girona, Master in Management and Tourism Planning.

Your answers will be very helpful and greatly appreciated for the success of this study.

 Thank you very much for your co-operation. 

For queries about the survey, please contact at p.pimsuporn@gmail.com 

***Required**

1. Email address *

Part 1: Tourist Behavior

Please write down your answer.

2. 1. How many times (including this trip) have you been to Ayutthaya? *

3. 2. How have you heard about Local food in Ayutthaya? *

Tick [✓] as many as appropriate.

Tick all that apply.

- ☐ Internet
- ☐ Media
- ☐ Travel agency
- ☐ I already knew of it
- ☐ Friends/relatives
- ☐ Books/magazines
- ☐ Fairs/exhibitions
- ☐ Tourism Authority of Thailand
- ☐ Other:

4. **3. How many times have you eaten local food in Thailand?**

Please tick [•] in the appropriate box.

Mark only one oval.

- ☐ This is the first time.
- ☐ 2-5 times
- ☐ 6-9 times
- ☐ 10 times or more

5. **4. How many times have you eaten local food in Ayutthaya?**

Please tick [•] in the appropriate box.

Mark only one oval.

- ☐ This is the first time.
- ☐ 2-5 times
- ☐ 6-9 times
- ☐ 10 times or more

6. **5. Have you tasted local food in other foreign countries?**

Mark only one oval.

- ☐ Yes
- ☐ No

7. **6. How did you make the decision to try local food in Ayutthaya?**

You can choose more than one.

Tick all that apply.

- ☐ It was my own decision.
- ☐ A friend/relative recommended it to me.
- ☐ A tour guide / a tourism professional recommended it to me.
- ☐ I read information on a guide book, the media or the internet.
- ☐ Other: _____

Part 2: Tourists' Attitudes

Please put a tick [•] in the appropriate box.

8. Please indicate how much do you agree with these opinions or attitudes towards local food in Ayutthaya (where 1 = completely disagree; 5 = completely agree) *

Please tick [●] in the appropriate box.

Mark only one oval per row.

	1	2	3	4	5
How would you rate your knowledge on Local food in Ayutthaya?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your interest in local food in Ayutthaya?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much local food influenced your visit to Ayutthaya?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 3: Tourist Motivation

9. How important to you are the following elements for making decisions for eating local food in Ayutthaya? (where 1 = not important at all; 5 = very important) *

Please tick [●] in the appropriate box.

Mark only one oval per row.

	1	2	3	4	5
Tasting local food served by local people in its original place offers a unique opportunity to understand local cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local food allows me discover something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local food gives me an opportunity to increase my knowledge about different cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local food in an original place is an authentic experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience of local food in its original place makes me excited.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local food on holiday helps me to relax.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local food makes me feel exhilarated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to talk to everybody about my local food experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having local food increases friendship or kinship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to give advice about local food experiences to people who want to travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local food enables me to have an enjoyable time with friends and/or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me that the local food I eat on holiday tastes good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The taste of local food in its original countries is different to the taste of same food in own my country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food is nutritious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food contains a lot of fresh ingredients produced in a local area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasting local food keeps me healthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 4: Tourist's Satisfaction

10. Please indicate how much satisfaction to you are the following elements for eating local food in Ayutthaya? (where 1 = completely dissatisfied; 5 = completely satisfied) *

Please tick [•] in the appropriate box.

Mark only one oval per row.

	1	2	3	4	5
Service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of ethnic restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally produced food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience local culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of cooking methods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meal experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 5: Behavioral Intention

11. Please indicate how much do you agree with these attitudes towards local food in Ayutthaya (where 1 = Strongly disagree; 5 = Strongly agree)

Please tick [•] in the appropriate box.

Mark only one oval per row.

	1	2	3	4	5
I like to come back to eat local food in Ayutthaya.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will probably revisit Ayutthaya in two years.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will recommend Thai food to friends and others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will encourage other people to visit Ayutthaya.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 6: Personal Information

12. 1. Which country are you from? *

13. 2. Gender:

Mark only one oval.

☐ Female

☐ Male

14. 3. What is your marital status

Mark only one oval.

- ☐ Single
- ☐ Married
- ☐ Divorced or widowed
- ☐ Other: _____

15. 3. What is your age?

16. 4. What is your highest level of education?

Mark only one oval.

- ☐ Primary or below
- ☐ Secondary
- ☐ Undergraduate degree
- ☐ Master's degree and above
- ☐ Other: _____

17. 5. What is your current occupation (employment status)?

Tick all that apply.

- ☐ Student
- ☐ Company employee
- ☐ Business owner/self-employed
- ☐ Housewife
- ☐ Retired
- ☐ Unemployed
- ☐ Other: _____

18. 6. What is your annual income in Euro, ? (monthly)

Mark only one oval.

- ☐ 1,000 € or less (1100 \$ or less/ 7600 CNY or less)
- ☐ 1,000-2,000 € (1101-2200 \$ / 76001-15300 CNY)
- ☐ 2,001-3,000 € (2201-23000 \$/ 15301-30600 CNY)
- ☐ 3,001 € or higher (23001 \$ or higher/ 30601 CNY or higher)
- ☐ Other: _____

☐ Send me a copy of my responses.

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4. 3. จำนวนครั้งที่รับประทานอาหารท้องถิ่นใน จ.พระนครศรีอยุธยา *

Mark only one oval.

- ☐ นี่เป็นครั้งแรก
- ☐ 2-5 ครั้ง
- ☐ 6-9 ครั้ง
- ☐ 10 ครั้ง หรือ มากกว่า

5. 4. ท่านเคยรับประทานอาหารพื้นเมืองอยุธยาในจังหวัดอื่นหรือไม่ *

Mark only one oval.

- ☐ เคย
- ☐ ไม่เคย

6. 5. ปัจจัยใดบ้างมีผลต่อท่านในการตัดสินใจลองรับประทานอาหารพื้นเมืองใน จ.พระนครศรีอยุธยา *

ท่านสามารถตอบได้มากกว่า 1 คำตอบ

Tick all that apply.

- ☐ ฉันตัดสินใจด้วยตนเอง
- ☐ การแนะนำจากเพื่อน / ครอบครัว และคนรู้จัก
- ☐ บริษัทตัวแทนจัดการท่องเที่ยว/ ไกด์
- ☐ การอ่านข้อมูลจากนิตยสารการท่องเที่ยว, สื่อต่างๆ หรือ อินเทอร์เน็ต
- ☐ Other: _____

ตอนที่ 2: ทักษะคตินักท่องเที่ยว

7. คำชี้แจง : กรุณาระบุระดับความเห็นด้วย หรือ ทักษะคตินี้มีต่อการรับประทานอาหารพื้นเมืองใน จ.พระนครศรีอยุธยา (1 = ระดับความสำคัญน้อยที่สุด; 5 = ระดับความสำคัญมากที่สุด) *

Mark only one oval per row.

	1	2	3	4	5
คุณให้คะแนนความรู้เกี่ยวกับอาหารพื้นเมืองในอยุธยาอย่างไร?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
คุณให้คะแนนความสนใจในอาหารท้องถิ่นในอยุธยาอย่างไร?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
อาหารท้องถิ่นมีอิทธิพลต่อการมาเที่ยวอยุธยาของคุณมากแค่ไหน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ตอนที่ 3: แรงจูงใจของนักท่องเที่ยว

8. คำชี้แจง : กรุณาระบุระดับระดับความสำคัญของปัจจัยต่างๆ ที่ดึงดูดให้ท่านตัดสินใจรับประทานอาหารพื้นเมือง ใน จ.พระนครศรีอยุธยา (1 = ระดับความสำคัญน้อยที่สุด; 5 = ระดับความสำคัญมากที่สุด) *
Mark only one oval per row.

	1	2	3	4	5
การชิมอาหารท้องถิ่นที่เลิฟ โดยคนในพื้นที่นั้น เป็น โอกาสที่จะได้เข้าใจวัฒนธรรมท้องถิ่น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ประสบการณ์การรับประทานอาหารท้องถิ่นทำให้ฉันค้นพบประสบการณ์ใหม่	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ประสบการณ์กับอาหารท้องถิ่นทำให้ฉันมีโอกาสดูแลความรู้เกี่ยวกับวัฒนธรรมที่แตกต่าง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การรับประทานอาหารไทยในท้องถิ่นดั้งเดิมเป็นประสบการณ์ที่แท้จริง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ประสบการณ์การกินอาหารท้องถิ่นทำให้ฉันตื่นเต้น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การรับประทานอาหารท้องถิ่นในวันหยุดช่วยให้ฉันผ่อนคลาย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การชิมอาหารท้องถิ่นทำให้ฉันรู้สึกเบิกบานใจ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันชอบพูดคุยกับทุกคนเกี่ยวกับประสบการณ์อาหารท้องถิ่นของฉัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การได้รับประทานอาหารพื้นเมือง ช่วยเพิ่ม มิตรภาพ และความเป็นมิตรกับบุคคลต่างๆ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันต้องการให้คำแนะนำเกี่ยวกับประสบการณ์อาหารท้องถิ่นให้กับผู้ที่ต้องการเดินทาง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การชิมอาหารท้องถิ่นทำให้ฉันมีช่วงเวลาสนุกสนานกับเพื่อนและ / หรือครอบครัว	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
เป็นสิ่งสำคัญสำหรับฉัน ที่อาหารท้องถิ่นที่ฉันกิน ในวันหยุดนั้น ต้องมีรสชาติอร่อย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
รสชาติของอาหารท้องถิ่นในอยุธยานั้นแตกต่างจากรสชาติอาหารในจังหวัดของฉัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
อาหารท้องถิ่นมีคุณค่าทางโภชนาการ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
อาหารท้องถิ่นประกอบด้วยวัตถุดิบสดใหม่จำนวนมากที่ผลิตในพื้นที่ท้องถิ่น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การรับประทานอาหารท้องถิ่นทำให้ฉันมีสุขภาพที่ดี	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ตอนที่ 4: ความพึงพอใจของนักท่องเที่ยว

9. คำชี้แจง : กรุณาระบุระดับความพึงพอใจในด้านต่างๆ ที่มีต่อการรับประทานอาหารท้องถิ่นใน จ.พระนครศรีอยุธยา (1 = พึงพอใจน้อยที่สุด; 5 = พึงพอใจมากที่สุด) *
Mark only one oval per row.

	1	2	3	4	5
คุณภาพการให้บริการของร้านอาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การให้บริการส่วนบุคคล	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ร้านอาหารน่าดึงดูดใจ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความพร้อมของร้านอาหารท้องถิ่น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
อาหารที่ผลิตในท้องถิ่น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
วัฒนธรรมท้องถิ่น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
วิธีการทำอาหารที่หลากหลาย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
คุณภาพของอาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
อาหารมีความหลากหลาย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ประสบการณ์มีอาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ราคาอาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ตอนที่ 5: เจตนาเชิงพฤติกรรม

10. คำชี้แจง : กรุณาระบุระดับความเห็นด้วย (1 = ไม่เห็นด้วยมากที่สุด; 5 = เห็นด้วยมากที่สุด) *
Mark only one oval per row.

	1	2	3	4	5
ท่านอยากกลับไปกินอาหารไทยที่ จ.พระนครศรีอยุธยา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ท่านคิดว่าจะกลับมาเที่ยวที่ อยุธยา ภายใน 2 ปี	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ท่านจะแนะนำอาหารไทยให้เพื่อนและคนอื่น ๆ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ท่านจะแนะนำให้คนอื่นมาเที่ยวอยุธยา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 6: ข้อมูลทั่วไปของนักท่องเที่ยว

11. 1. จังหวัดภูมิลำเนา *

12. 2. เพศ: *

Mark only one oval.

- ☐ ชาย
☐ หญิง

13. 3. สถานภาพการสมรส *

Mark only one oval.

- ☐ โสด
- ☐ สมรส
- ☐ หย่า, แยกกันอยู่
- ☐ Other: _____

14. 3. อายุ *

15. 4. ระดับการศึกษา *

Mark only one oval.

- ☐ ประถมศึกษาหรือต่ำกว่า
- ☐ มัธยมศึกษา
- ☐ ปริญญาตรี
- ☐ ปริญญาโท หรือ สูงกว่า
- ☐ Other: _____

16. 5. อาชีพปัจจุบัน *

Tick all that apply.

- ☐ นักเรียน
- ☐ พนักงานบริษัท, รัฐวิสาหกิจ, ข้าราชการ
- ☐ เจ้าของกิจการ, ผู้บริหาร
- ☐ แม่บ้าน
- ☐ ปลดเกษียณแล้ว
- ☐ว่างงาน
- ☐ Other: _____

17. 6. รายได้เฉลี่ยต่อเดือน (บาท) *

Mark only one oval.

- ☐ ต่ำกว่า 38,000 บาท
- ☐ 38,001-76,000 บาท
- ☐ 76,001-114,000 บาท
- ☐ 114,001 บาท หรือมากกว่า
- ☐ Other: _____

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Appendix B: Variables histograms

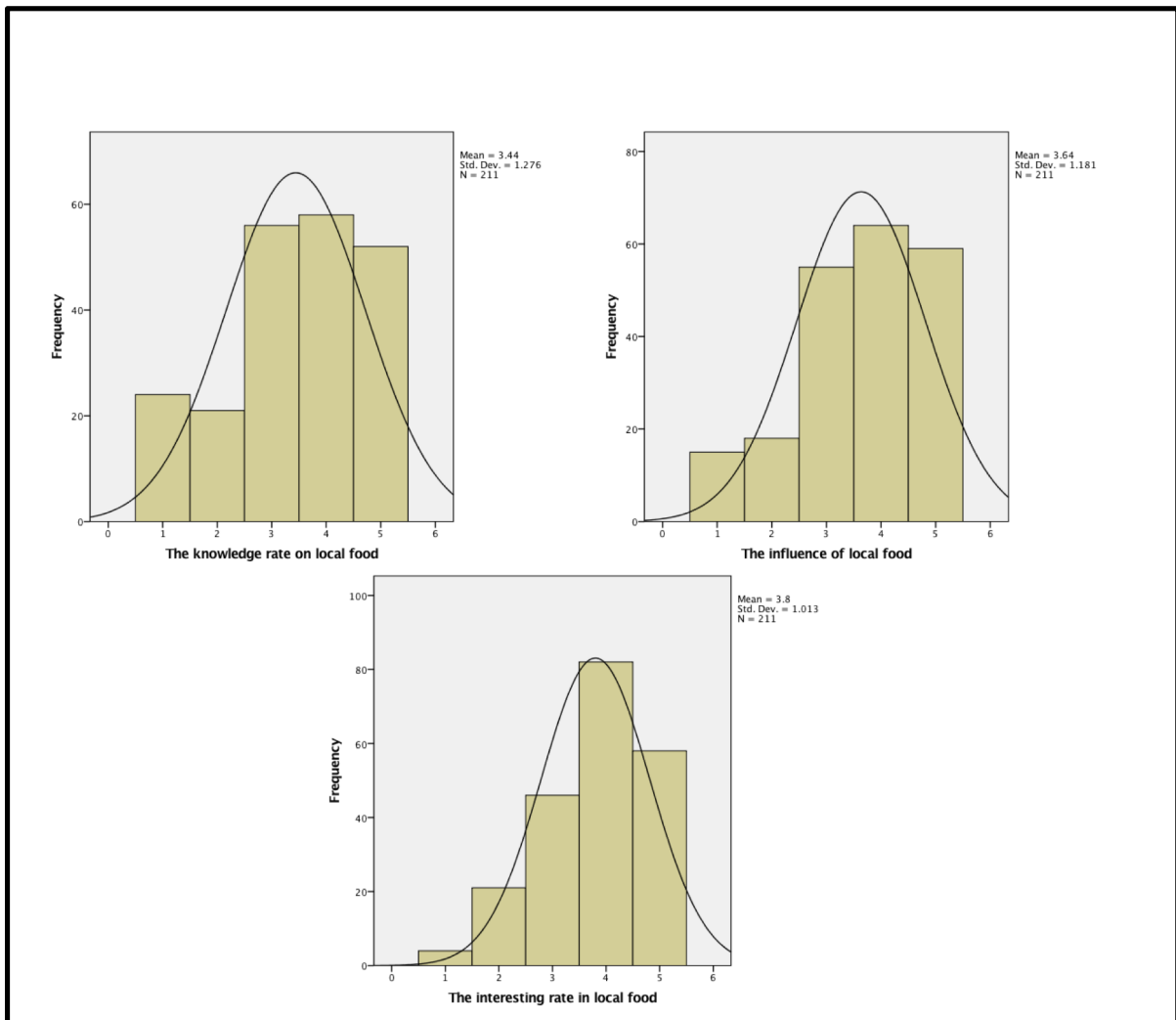


Figure 10: The histograms of attitude towards local food in Ayutthaya

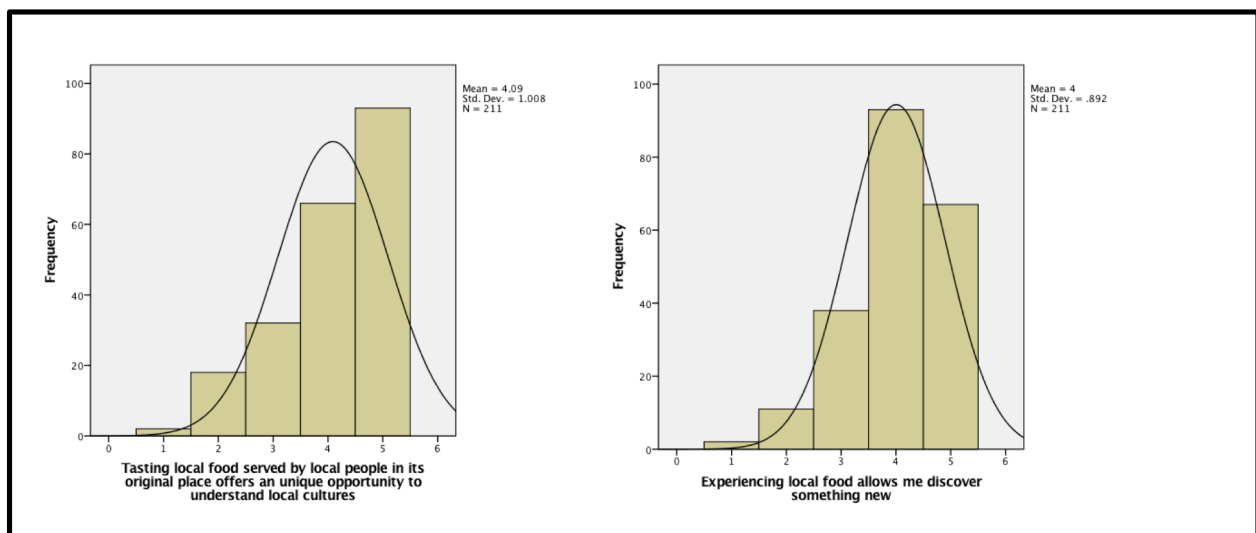
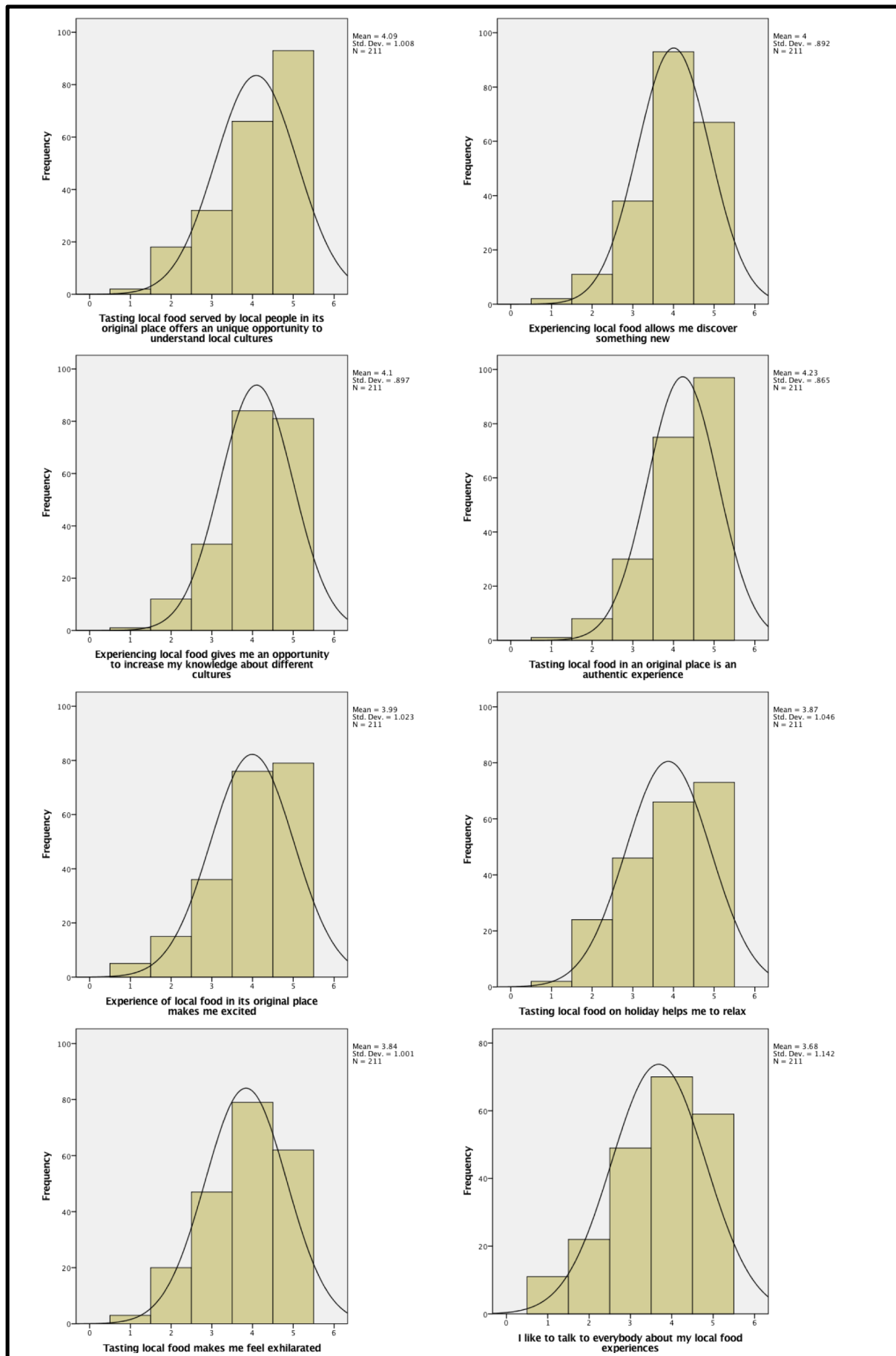
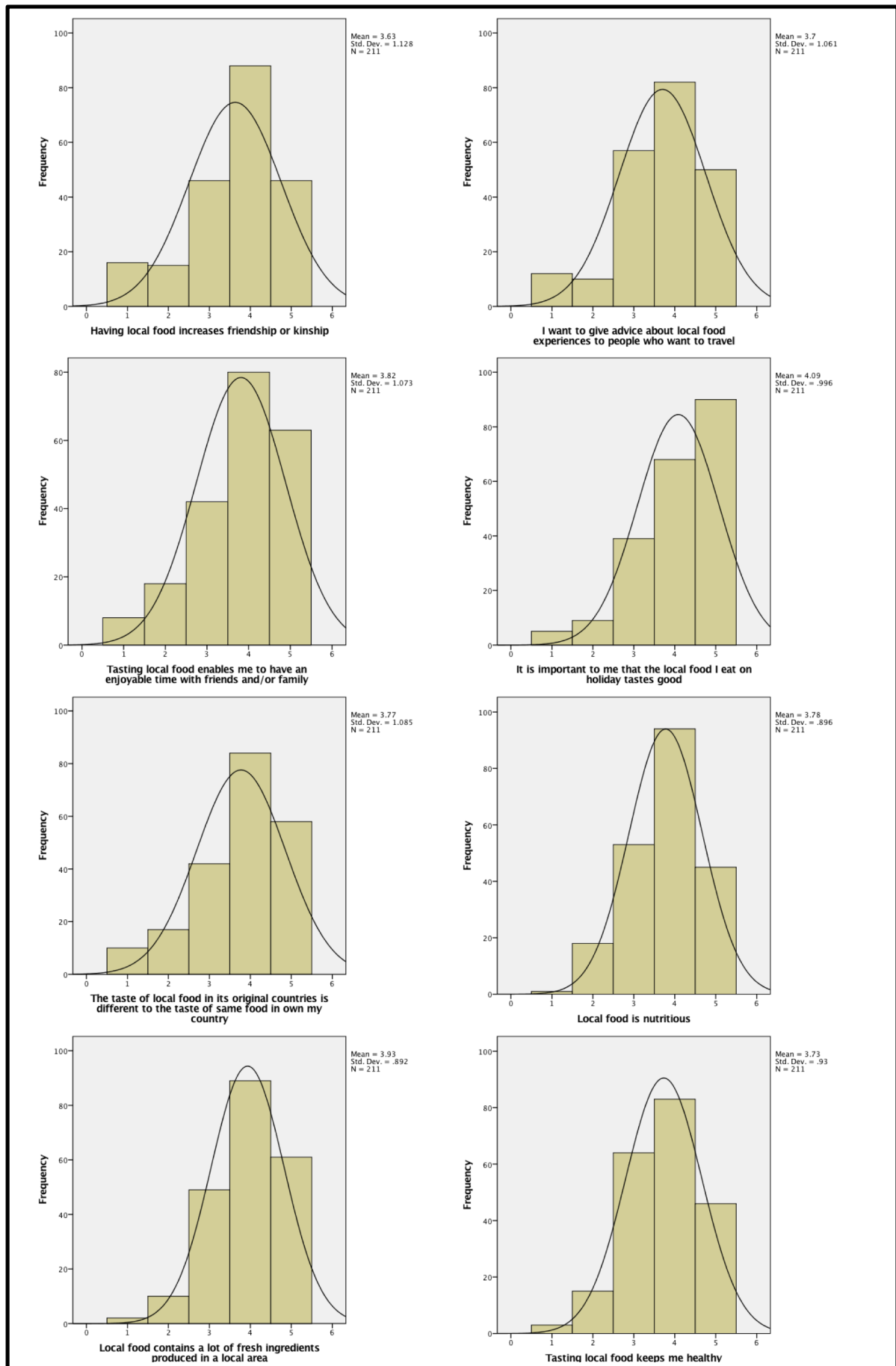


Figure 11: The histograms of motivation towards local food in Ayutthaya





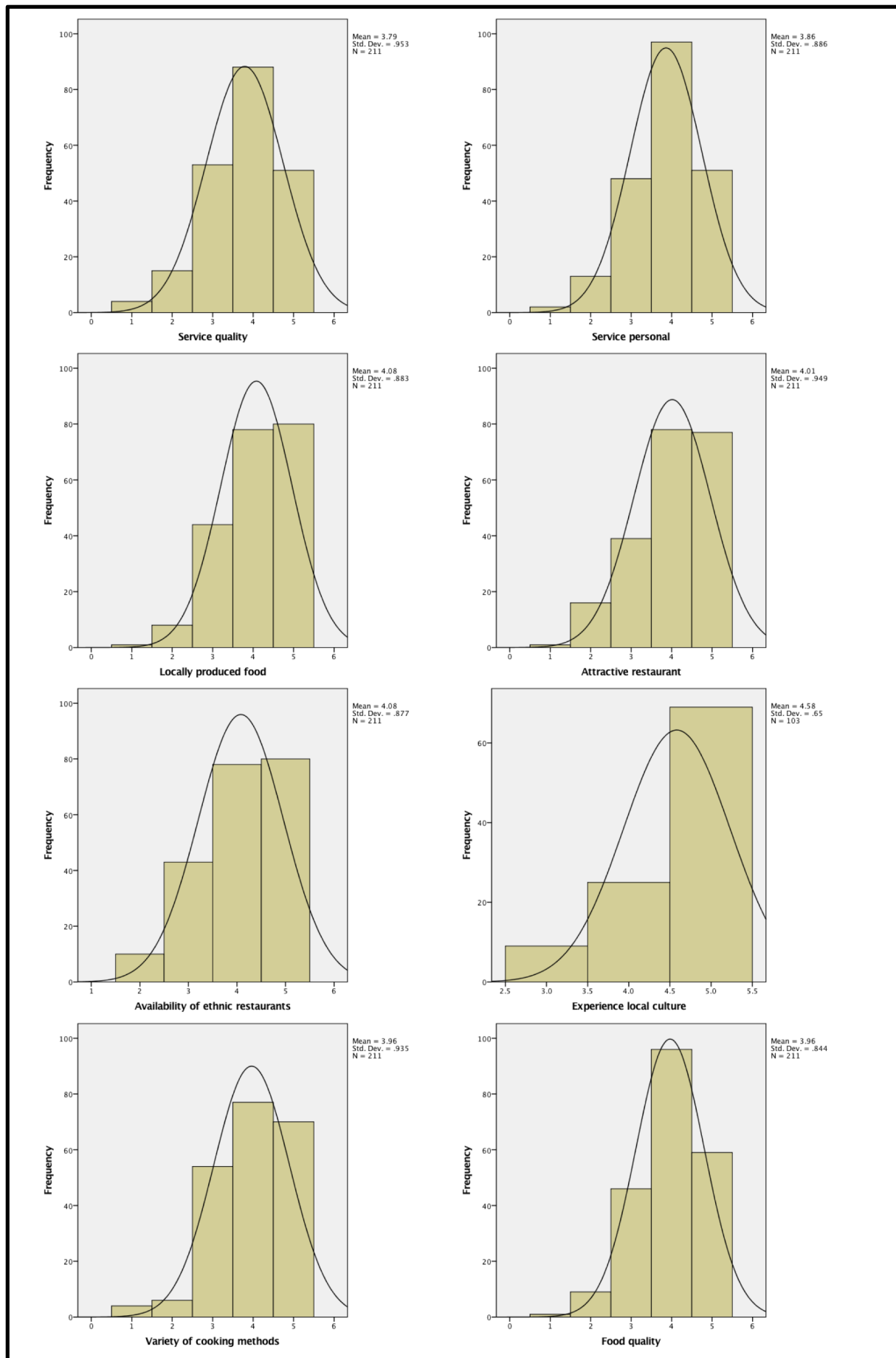


Figure 14: The histograms of satisfaction towards local food in Ayutthaya

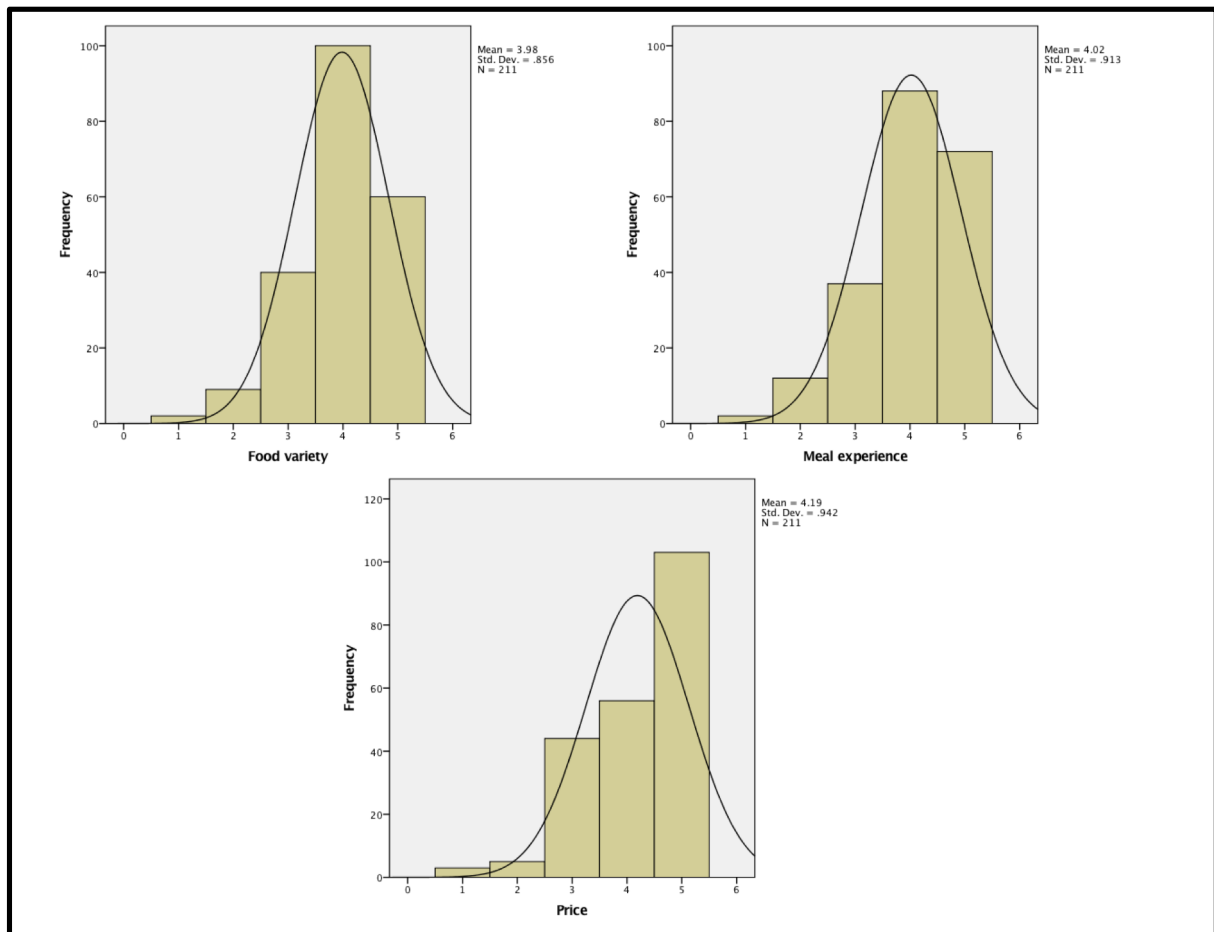


Figure 15: The histograms of satisfaction towards local food in Ayutthaya

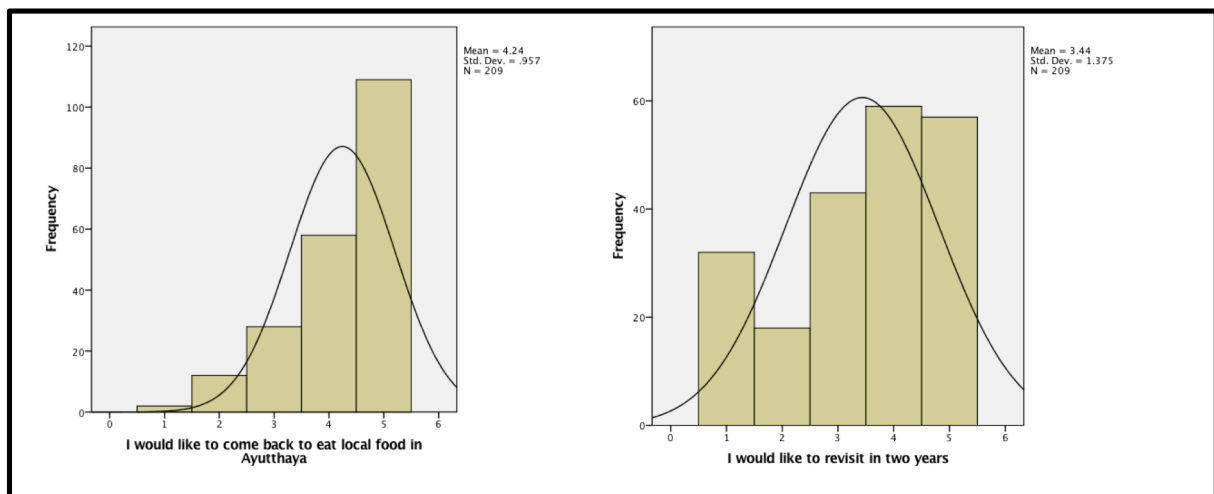


Figure 16: The histograms of loyalty towards local food in Ayutthaya

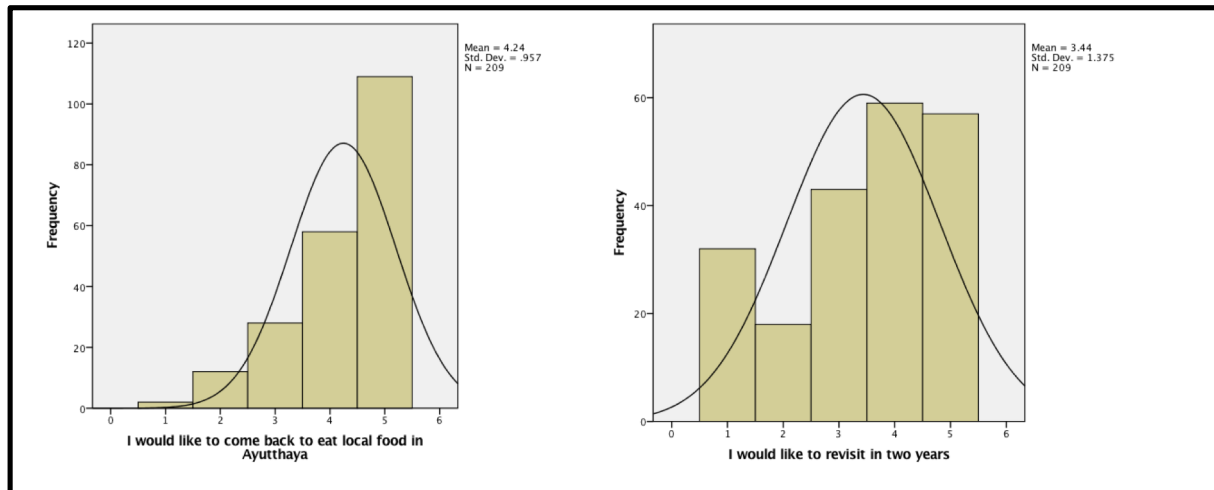


Figure 17: The histograms of loyalty towards local food in Ayutthaya