

**WHAT FACTORS INFLUENCE BANGKOK METROPOLITAN
REGION POPULATION TO CONSUME THAI SALAD (YUM)?**



JATURON LIMWATANANON

**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2023**


COPYRIGHT OF MAHIDOL UNIVERSITY


Thematic paper
entitled
**WHAT FACTORS INFLUENCE BANGKOK METROPOLITAN
REGION POPULATION TO CONSUME THAI SALAD (YUM)?**


was submitted to the College of Management, Mahidol University
for the degree of Master of Management


on
28 April 2023




.....
Mr. Jaturon Limwatananon
Candidate


.....
Assoc. Prof. Randall Shannon,
Ph.D.:
Advisor


.....
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson


.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University


.....
Asst. Prof. Manjiri Kunte,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

I would like to express my gratitude to all the participants who generously shared their time and insights for this research. Without their cooperation and willingness to participate in interviews, this study would not have been possible. Additionally, the academic institutions that supported this research endeavor. Special thanks are also due to the staff and owners of Yum establishments who provided valuable perspectives and assistance throughout the data collection process. Finally, I appreciate the guidance and support of our colleagues and mentors who contributed to the development and execution of this research project.

Jaturon Limwatananon



WHAT FACTORS INFLUENCE BANGKOK METROPOLITAN REGION POPULATION TO CONSUME THAI SALAD (YUM)?

JATURON LIMWATANANON 6549047

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., ASST. PROF. MANJIRI KUNTE, Ph.D.

ABSTRACT

This research delves into the multifaceted factors influencing Thai salad (Yum) consumption in the Bangkok metropolitan region, focusing on social norms, health motivations, taste preferences, affordability, product quality, and biology. Through qualitative analysis involving interviews with consumers and staff from Yum establishments, the study uncovers nuanced insights into the drivers of Yum consumption behavior. Social norms, particularly within the LGBT community, emerge as influential in promoting Yum consumption as a communal and social dish. While health considerations are acknowledged, taste remains the primary motivator for consumption, with a growing awareness of the health benefits associated with Yum's vegetable-rich composition. Bold and intense flavor profiles, affordability, and product quality are identified as key factors shaping consumer preferences for Yum. Additionally, while biological factors such as gender and hormonal influences may play a role, the overarching influence stems from social dynamics and individual taste preferences. This research provides valuable insights into the complex interplay of factors driving Thai salad consumption in the Bangkok metropolitan region, informing strategies for catering to diverse consumer preferences and fostering a deeper understanding of Thai culinary culture.

KEY WORDS: THAI SALAD/ YUM/ BANGKOK METROPOLITAN REGION POPULATION

21 pages

CONTENTS

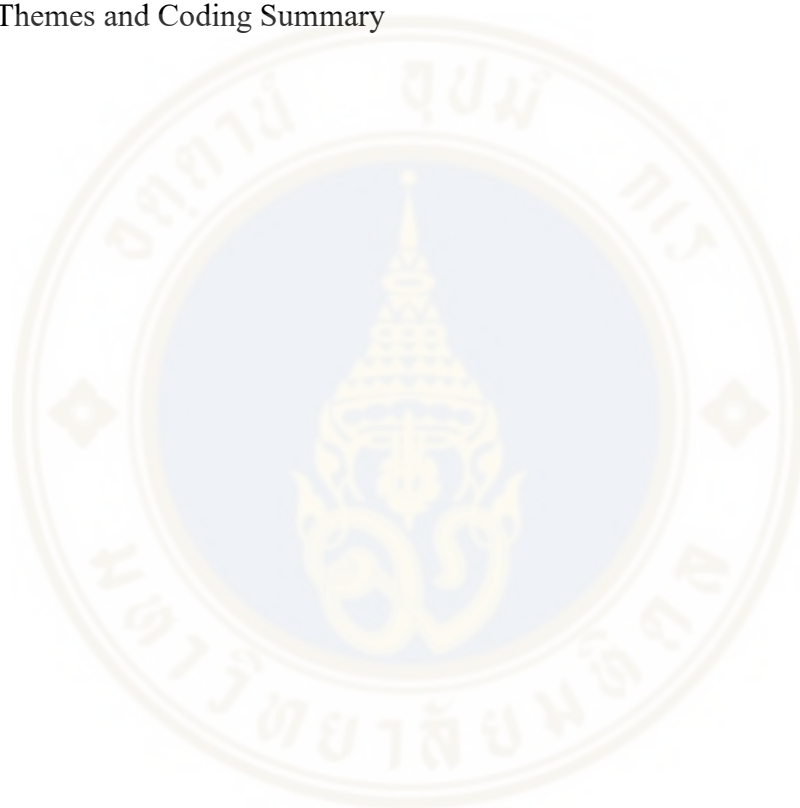
	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION AND RESEARCH QUESTION	1
1.1 Introduction	1
1.2 Research Question	1
CHAPTER II LITERATURE REVIEW	2
2.1 Social Norm	2
2.2 Health Motivations	2
2.3 Taste Preferences	3
2.4 Affordability	3
2.5 Quality of product	3
2.6 Biology	4
2.7 Conceptual Framework	4
CHAPTER III RESEARCH METHODOLOGY	6
3.1 Sampling plan	6
3.2 Qualitative Method	6
3.3 Qualitative Analysis Based on Angles of Variables:	6
3.3.1 Social Norm	6
3.3.2 Health Motivations	7
3.3.3 Taste Preferences	7
3.3.4 Affordability	8
3.3.5 Product Quality	8
3.3.6 Biology	8

CONTENTS (cont.)

	Page
CHAPTER IV FINDINGS AND DISCUSSION	10
4.1 Findings	10
4.1.1 Themes and Coding Summary	10
4.2 Discussion	12
4.2.1 Social Dynamics and Cultural Influences	12
4.2.2 Taste Preferences and Flavor Profiles	12
4.2.3 Affordability and Value Perception	13
4.2.4 Product Quality and Authenticity	13
4.2.5 Biological Influences and Gender Dynamics	13
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	15
5.1 Conclusions	15
5.2 Recommendations	16
5.2.1 Recommendations for the Food Service Sector	16
5.2.2 Recommendations for Food-Related Governmental Sectors	17
5.3 Limitations	17
5.4 Future Research	18
REFERENCES	19
BIOGRAPHY	21

LIST OF TABLES

Table		Page
4.1	Consumer Demographic Information	10
4.2	Service Provider Demographic Information	11
4.3	Themes and Coding Summary	11



LIST OF FIGURES

Figure	Page
2.1 Conceptual Framework	4



CHAPTER I

INTRODUCTION AND RESEARCH QUESTION

1.1 Introduction

Thai cuisine is known for its bold flavors, with a strong emphasis on spice. Thai salad (Yum) and other spicy dishes play an important role in Thai cuisine. Understanding Thai people's preference for spicy food is critical to investigating the factors influencing Thai salad consumption in the Bangkok metropolitan region (Chalerm Sri et al., 2020; Byrnes & Hayes, 2015). According to research, gender influences people's preferences for spicy foods. According to studies, men and women have different preferences for and intakes of spicy foods. This gender disparity could have an impact on Thai salad consumption in the Bangkok metropolitan region (Byrnes & Hayes, 2015). Biological factors may also influence people's preferences for certain types of food, such as spicy Thai salad. Understanding the biological mechanisms that underpin food preferences can provide valuable insights into consumption patterns in the Bangkok metropolitan region (Chalerm Sri et al., 2020). Cultural norms and peer influences can have a significant impact on food choices and eating habits. Exploring the social context surrounding Thai salad consumption can shed light on the factors that contribute to its popularity in the Bangkok metropolitan region (Watanasin, 2020).

1.2 Research Question

1. The study aims to look into the factors that influence Thai salad (Yum) consumption in the Bangkok metropolitan region. Specifically, the study aims to answer the following research question:

2. "What factors influence the population of the Bangkok metropolitan region to consume Thai salad (Yum), considering preferences for spicy food, the role of gender, biological aspects, and social influences?"

CHAPTER II

LITERATURE REVIEW

Thai salad (Yum) consumption in the Bangkok metropolitan region is influenced by a multitude of factors, as evidenced by a growing body of literature. This review synthesizes findings from existing research to provide a comprehensive understanding of the factors shaping Yum consumption. The review focuses on six key factors: social norms, health motivations, taste preferences, affordability, product quality, and biology.

2.1 Social Norm

Social norms have a significant impact on people's eating habits and preferences. Chalermisri et al. (2020) conducted a qualitative study to investigate the factors influencing food choices and eating habits among elderly Thai people. The findings highlighted the impact of social norms on dietary behaviors, implying that cultural expectations and traditions influence food choices. In the Bangkok metropolitan region, where Thai salad (Yum) is a popular dish, understanding the social norms surrounding food consumption can provide insights into the factors influencing its consumption.

2.2 Health Motivations

Individuals frequently make specific food choices based on health reasons. Watanasin (2020) investigated how historical events such as World War II and the Vietnam War influenced Central Thai food culture. The study found that health considerations, such as the use of fresh and nutritious ingredients, had a significant impact on food preferences during times of scarcity and adversity. Understanding how

health motivations influence food choices in the Bangkok metropolitan region can provide useful insights into consumer behavior.

2.3 Taste Preferences

Taste is an important factor in determining food preferences and consumption patterns. Nugroho et al. (2023) investigated the advantages and innovations associated with Som Tum, a popular Thai salad. The study emphasized the importance of taste in influencing food choices, claiming that Thai salads' distinct flavor profile, which includes a balance of spicy, sour, sweet, and savory flavors, contributes to their popularity among consumers. Understanding taste preferences and flavor profiles can help reveal the factors driving Thai salad consumption in the Bangkok metropolitan area.

2.4 Affordability

Affordability is another important factor influencing food choices, especially among urban residents. Low (2021) investigated the descriptive language used on restaurant menus to better understand how perceptions of affordability influence consumer behavior. According to the study, price-related descriptors and value propositions influence consumer perceptions and purchasing decisions. In the Bangkok metropolitan region, where a diverse range of dining options are available, understanding the role of affordability in shaping consumer preferences for Thai salad can provide valuable insights into consumption patterns.

2.5 Quality of product

The quality of the food product is a significant factor in consumer preferences. Sinsawasdi et al. (2022) examined the chemical properties and sensory characteristics of Thai cuisine, emphasising the role of product quality in shaping consumer preferences. The study emphasised the importance of freshness, authenticity, and sensory appeal in shaping consumer preferences. Understanding perceptions of product quality in the

context of Thai salad consumption in Bangkok can shed light on the factors that influence consumer preferences and consumption behavior.

2.6 Biology

Recent research (Byrnes et al., 2020) shows that men prefer spicy foods due to higher sensation-seeking behavior and openness to experience. Women, on the other hand, eat less spicy food because they are more agreeable and sensitive to negative emotions. The menstrual cycle adds complexity because hormonal fluctuations cause increased cravings for spicy foods during the luteal phase (Zellner et al., 1999), which is attributed to increased progesterone levels. Understanding these dynamics is critical in the Bangkok Metropolitan Region, where Thai salad is popular, in order to cater to diverse preferences. Men may prefer Thai salad due to their sensation-seeking tendencies, whereas women's preferences may change throughout the menstrual cycle, with a greater desire for spicy flavours during the luteal phase.

2.7 Conceptual Framework

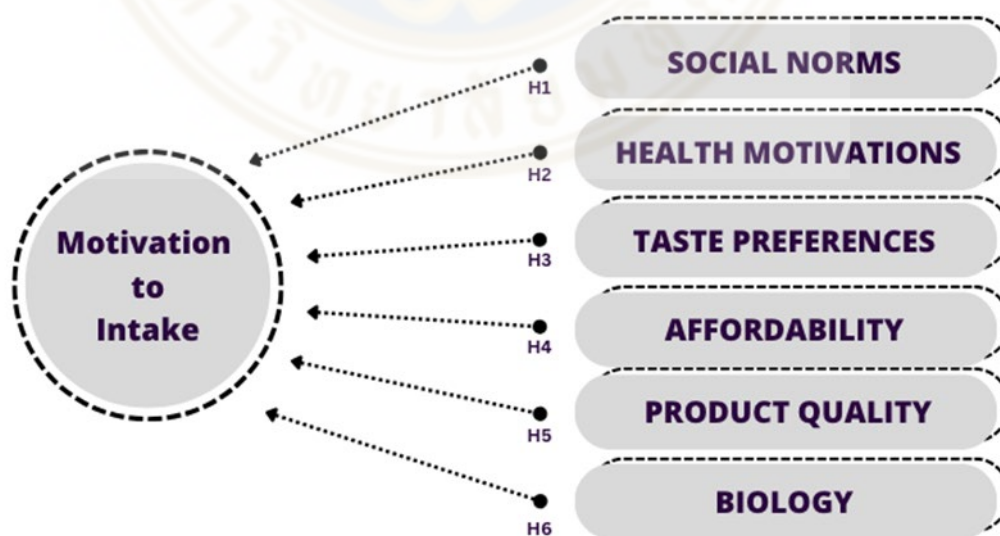


Figure 2.1 Conceptual Framework

This review, which synthesises the literature on social norms, health motivations, taste preferences, affordability, product quality, and biology provides a comprehensive understanding of the factors influencing Thai salad (Yum) consumption among the Bangkok metropolitan population.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Sampling plan

The study utilized purposive sampling to select participants who have experience with and knowledge of Thai salad consumption in the Bangkok metropolitan region. Participants will be selected based on criteria such as age, gender, socioeconomic status, cultural background, and level of engagement with Thai cuisine.

3.2 Qualitative Method

In this study, interviews are used as a qualitative method. The interviews were conducted with 10 participants divided into 2 groups of samples which were 5 consumers and 5 staff who work in Yum Industrial. For consumers, the interviews were mostly LGBT gender, who have consumed Thai salad regularly. For service providers including 2 Yum restaurant owners and 3 staff who work in Yum Industrial. Individual interviews will be asked about their demographic, attitudes, motivations, and experiences with Thai salad consumption. Questions may focus on cultural influences, taste preferences, health motivations, accessibility, affordability, social norms, and biological reasons that shape Yum consumption habits. The interview will then be transcribed for coding to identify the themes for the qualitative result.

3.3 Qualitative Analysis Based on Angles of Variables:

3.3.1 Social Norm

Yum Customers group: social norms and cultural expectations play a diverse role in influencing the decision to consume Yum in social settings. Some customers prioritize their own preferences. While some customers feel a strong pressure to conform to

traditions of sharing Yum with friends circles and communities can also play a part. Yum is popular within its LGBT social circle and its appeal as a shared dish makes it a popular choice for social gatherings, particularly within the LGBT community for some customers.

Yum Owners and staff group: Staff members perceive social norms, especially within the LGBT community, as influential in driving the consumption of Thai salad (Yum). The key message is that Yum serves as a dish that facilitates social gatherings and is particularly popular among the LGBT community for its communal and social appeal.

3.3.2 Health Motivations

Yum Customers group: While health considerations are not always the primary driver for choosing Yum, there is a notable trend of consumers appreciating its lighter and vegetable-rich composition. The key message is that while taste remains paramount, there is a growing awareness of the health benefits associated with consuming Yum.

Yum Owners and staff group: While some customers may consider health factors when ordering Yum, staff members note that taste and satisfaction often take precedence over health concerns. The key message is that while Yum may be perceived as a healthier option due to its vegetable-rich composition, taste remains the primary motivator for consumption.

3.3.3 Taste Preferences

Yum Customers group: Feedback from customers consistently highlights the preference for bold and intense flavors in Thai salad (Yum). The key message is that the unique taste profile of Yum, characterized by its spicy, sour, salty, and sweet elements, is a significant factor driving its popularity among consumers. Yum, offers a unique blend of flavors of fermented fish, and lime with outstanding taste this component makes Yum different from other Thai street foods.

Yum Owners and staff group: Feedback from customers emphasizes the importance of intense and flavorful taste profiles in Thai salad (Yum). Staff members highlight the necessity of ensuring each dish is packed with bold flavors to meet

customer expectations. The key message is that maintaining the intense taste profile of Yum is crucial for customer satisfaction.

3.3.4 Affordability

Yum Customers group: Customers perceive Yum as an affordable option, particularly considering its generous portion sizes and versatile nature. The key message is that Yum offers good value for money, allowing consumers to enjoy a satisfying meal without breaking the bank.

Yum Owners and staff group: Staff members perceive Yum as an affordable option for customers, particularly due to its vegetable-heavy, meat and seafood composition. The key message is that the perceived affordability of Yum contributes to its popularity among diners, as it offers good value for money without compromising on quality.

3.3.5 Product Quality

Yum Customers group: Customers prioritize freshness and authenticity when it comes to Yum ingredients, with a keen eye on the quality of produce used. The key message is that maintaining high standards of ingredient sourcing and preparation is crucial for ensuring customer satisfaction and repeat patronage.

Yum Owners and staff group: Staff members prioritize the freshness and authenticity of ingredients used in Yum to ensure customer satisfaction. The key message is that maintaining high-quality standards in ingredient sourcing and preparation is essential for meeting customer expectations and maintaining the reputation of the dish.

3.3.6 Biology

Yum Customers group: While there may be slight differences in consumption patterns based on gender and hormonal influences, the key message is that individual taste preferences and social dynamics have a more significant impact on Yum consumption behavior than biological factors.

Yum Owners and staff group: LGBT individuals emerge as the primary consumers of Yum, with feelings and hormonal influences subtly affecting their preferences for spicy foods like Yum. While gender differences may exist in consumption patterns,

the overarching influence appears to stem from social dynamics and personal taste rather than solely from biological factors. Thus, the key takeaway underscores the significance of social context and individual preferences, particularly within the LGBT community, in driving Yum consumption behaviors.



CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Findings

4.1.1 Themes and Coding Summary

This table provides an overview of the demographic characteristics of individuals who participated in interviews related to the consumption of Thai salad (Yum) within the Bangkok metropolitan region. The interviewees are divided into two groups: consumers and staff members within the Yum industry.

Table 4.1 Consumer Demographic Information

No.	Age	Gender	Occupation	Nationality	Level of Education	Income Level	Yum Consumption Frequency within a month
1.	23	Female	Student	Thai	Bachelor's degree	10,000 - 29,999	2-3 times
2.	40	LGBT	Business Owner	Thai	Bachelor's degree	50,000 - Higher	4-5 times
3.	27	Female	Lawyer	Thai	Master's degree	50,000 - Higher	2-3 times
4.	29	LGBT	Content Creator	Thai	Bachelor's degree	30,000 - 49,999	5-8 times
5.	28	LGBT	Graphic Designer	Thai	Bachelor's degree	30,000 - 49,999	5-6 times

Table 4.2 Service Provider Demographic Information

No.	Age	Gender	Occupation	Nationality	Income Level
1.	30	LGBT	Yum Restaurant Owner	Thai	50,000 - Higher
2.	32	LGBT	Yum Restaurant manager	Thai	30,000 - 49,999
3.	25	Female	Chef	Thai	30,000 - 49,999
4.	28	Male	Waiter at Yum Industry	Thai	10,000 - 29,999
5.	29	Male	Yum Restaurant Owner	Thai	50,000 - Higher

From the qualitative research and interviews, six themes were identified, including social dynamics, health considerations, taste preferences, affordability, product quality, and biological influences. The major themes are extracted to investigate why and what are the factors of consuming Thai salad (Yum) from the spicy food service sector in Thailand.

Table 4.3 Themes and Coding Summary

Themes	Codes	Key Messages
Social Dynamics	Social Influence	play a diverse role. Some customers prioritize their own preferences. While some customers conform to sharing Yum with friends circles.
	LGBT Community	The LGBT community emerges as a significant consumer group for Yum.
Health Considerations	Nutritious Aspects	Some customers appreciate Yum's nutritious aspects, such as abundance of fresh vegetables.
	Flavor Preference	Customers prioritize "bold and intense" taste experiences over health considerations.
Taste Preferences	Bold Flavors	Yum is praised for its "bold and harmonious blend" of flavors, including sour and spicy profiles.
	Sour and Spicy	Sour and spicy flavors are "perennial favorites" among Yum consumers.
	Preference Over Others	Customers choose Yum over other foods for its refreshing and vibrant flavors.
Affordability	Perceived Value	Yum is perceived as "affordable" due to generous portion sizes and diverse ingredients.
	Overall Experience	Affordability is not the sole determinant; overall dining experience is crucial.

Table 4.3 Themes and Coding Summary (cont.)

Themes	Codes	Key Messages
Product Quality	Freshness	Freshness and authenticity of ingredients paramount for Yum quality.
	Rigorous Standards	Staff undergo "rigorous training" to maintain quality standards.
Biological Influences	Emotional Influence	Feelings and hormonal influences subtly affect Yum consumption.
	Gender Dynamics	Gender and hormonal factors may influence taste preferences to a certain extent.

4.2 Discussion

4.2.1 Social Dynamics and Cultural Influences

The research underscores the significant role of social dynamics and cultural norms, as highlighted by Chalerm Sri et al. (2020), in shaping Thai salad (Yum) consumption patterns within the Bangkok metropolitan region. Particularly noteworthy is the emergence of the LGBT community as a key consumer group. Even though they individually prefer the taste of yum, undeniable that Yum is indicating that communal dining experiences and social bonding play pivotal roles in influencing food choices and dining Yum becomes cultural for this group of people. This aligns with findings from previous studies, emphasizing the importance of understanding cultural expectations and traditions in food consumption (Chalerm Sri et al., 2020). They sharing Yum during social gatherings might have fostered a sense of community and belonging within the LGBT community. This highlights the importance for food service providers to tailor their offerings and marketing strategies to align with the social context and cultural norms prevalent among different consumer segments.

4.2.2 Taste Preferences and Flavor Profiles

A salient finding is the strong preference for bold and intense flavors, particularly sour and spicy profiles, driving Thai salad (Yum) consumption. This preference emphasizes the necessity for food service providers to prioritize flavor customization

and authenticity in terms of ingredients such as lime, fermented fish sauce, and meat to meet consumer expectations. Findings from Nugroho et al. (2023) emphasize the importance of taste in influencing food choices, particularly the unique taste profile of Yum, characterized by its harmonious blend of flavors. Understanding and leveraging this unique taste profile can be a key strategy for enhancing consumer satisfaction and loyalty.

4.2.3 Affordability and Value Perception

The perceived affordability of Thai salad (Yum), combined with its ample portion sizes and diverse ingredients, significantly contributes to its popularity among consumers. This aspect underscores the importance of offering value for money while maintaining quality standards. Low's (2021) study on affordability in consumer behavior provides insights into the language used on menus to influence perceptions of affordability, further emphasizing the importance of this factor in consumer decision-making. Striking a balance between affordability and quality is essential for ensuring a positive dining experience and fostering repeat patronage.

4.2.4 Product Quality and Authenticity

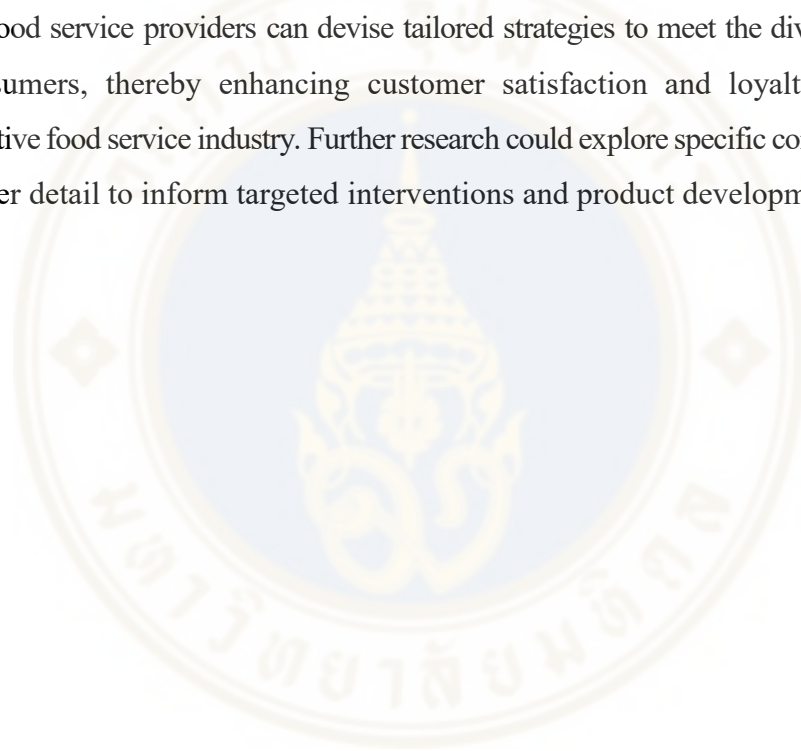
The emphasis on freshness and authenticity of ingredients, as highlighted by Sinsawasdi et al. (2022), underscores the critical role of product quality in influencing consumer preferences. Maintaining stringent standards in ingredient sourcing and preparation is imperative for upholding the reputation of Thai salad (Yum) and meeting consumer expectations. The study by Sinsawasdi et al. (2022) on the chemical properties and sensory characteristics of Thai cuisine emphasizes the importance of freshness, authenticity, and sensory appeal in shaping consumer preferences. Food service providers should prioritize quality control measures to ensure consistency and authenticity in their offerings, thereby enhancing customer satisfaction and trust.

4.2.5 Biological Influences and Gender Dynamics

While biological factors like gender and hormonal influences may have some impact, our research indicates that social dynamics and individual preferences carry more weight. Byrnes et al. (2020) show that men and women have different preferences for and intakes of spicy foods, indicating a potential gender disparity in Yum

consumption patterns. However, within the LGBT community, Yum is often chosen as a communal meal, fostering social bonding and a sense of community. This suggests that social dynamics within the LGBT community may override biological factors in influencing Yum consumption patterns. While gender and hormonal influences may play a role, the overarching influence stems from the social context and communal traditions within the LGBT community.

In summary, the research provides valuable insights into the multifaceted nature of Thai salad (Yum) consumption patterns, encompassing social, cultural, economic, and individual dimensions. By integrating findings from the literature review into each factor, food service providers can devise tailored strategies to meet the diverse preferences of consumers, thereby enhancing customer satisfaction and loyalty in the highly competitive food service industry. Further research could explore specific consumer segments in greater detail to inform targeted interventions and product development initiatives.



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

In conclusion, this research has provided valuable insights into the factors influencing the consumption of Thai salad (Yum) within the Bangkok metropolitan region. The study was conducted using a qualitative method through a comprehensive analysis of social dynamics, cultural influences, taste preferences, affordability, product quality, and biological factors, we have gained a nuanced understanding of the drivers behind Yum consumption.

1. Social dynamics and cultural influences emerged as significant factors shaping Yum consumption patterns, with the LGBT community playing a notable role in driving demand for the dish. Communal dining experiences and social bonding were identified as key drivers of Yum consumption, highlighting the importance of understanding cultural norms and social contexts in food consumption.

2. Taste preferences, characterized by a preference for bold and intense flavors, particularly sour and spicy profiles, were found to be crucial in driving Yum consumption. Leveraging the unique taste profile of Yum can enhance consumer satisfaction and loyalty in the highly competitive food service industry.

3. Affordability and value perception were identified as important considerations for consumers when choosing Yum, with the dish being perceived as offering good value for money without compromising on quality. Striking a balance between affordability and quality is essential for fostering repeat patronage and maintaining customer loyalty.

4. Product quality and authenticity were identified as key factors influencing consumer preferences, with consumers prioritizing freshness and authenticity in ingredient sourcing and preparation. Maintaining high standards of quality control is crucial for meeting consumer expectations and upholding the reputation of Yum in the Bangkok metropolitan region.

5. Biological influences, such as gender dynamics and hormonal influences, were found to play a relatively minor role compared to social dynamics and individual preferences, however, in groups of LGBT gender tends to consume spicy food more than others. While biological factors may influence taste preferences to some extent, the overarching influence appears to stem from social dynamics and cultural norms.

5.2 Recommendations

In light of the comprehensive research conducted on the consumption patterns of Thai salad (Yum) within the Bangkok metropolitan region, tailored recommendations are proposed for both the Food Service Sector and Food Related Governmental Sectors. This research has unearthed valuable insights into the multifaceted factors influencing Yum consumption, ranging from social dynamics and taste preferences to affordability and product quality. Based on this research, to convince people to consume more Thai salad (Yum), the vendors' intention should focus on the following components:

5.2.1 Recommendations for the Food Service Sector

Tailor Marketing Strategies to the LGBT Community: Given the significant presence of the LGBT community as consumers of Yum, it's advisable for Yum vendors and other food service providers to tailor their marketing strategies to resonate with this demographic. This could involve inclusive advertising campaigns and promotions targeting LGBT events or venues.

Focus on Flavor Innovation: As taste preferences play a crucial role in driving Yum consumption, prioritize flavor innovation to meet consumer expectations for bold and intense flavors. Experiment with new flavor combinations while maintaining the authentic profile of Yum to attract and retain customers.

Maintain Affordability with Quality: While affordability is important, it's essential not to compromise on quality. Continue offering generous portion sizes and diverse ingredients while ensuring freshness and authenticity. Communicate the value proposition effectively to customers to justify pricing while maintaining a competitive edge.

5.2.2 Recommendations for Food-Related Governmental Sectors

Support Cultural Competency Training: Provide support and resources for food service providers or advertising agencies to undergo cultural competency training. Understanding the social dynamics and cultural influences, including the significance of communal dining experiences and the role of diverse consumer segments such as the LGBT community, is crucial for effectively catering to the needs of the local population.

Facilitate Access to Quality Ingredients: Support initiatives that facilitate access to high-quality, fresh ingredients for Yum vendors and other food service providers. This could involve collaborations with local farmers or initiatives to ensure the availability of authentic Thai ingredients, contributing to the maintenance of product quality and authenticity.

Promote Food Safety and Standards: Collaborate with relevant government departments, such as the Department of Health or the Food and Drug Administration, to establish and enforce quality standards for Yum vendors and other food service providers. These standards should encompass guidelines for freshness, ingredient sourcing, handling, and preparation to ensure the safety and authenticity of Thai salad (Yum). Regular inspections and certifications can help maintain compliance with these standards and build consumer trust in the quality of Yum products.

5.3 Limitations

While this study provides valuable insights into the factors influencing Thai salad (Yum) consumption in Bangkok, it's important to acknowledge some limitations. These limitations highlight areas where the current research design might not capture the full picture and areas for potential improvement in future studies there are some limitations to consider

Qualitative Method, this would be data dependence and sample bias. The study relied on qualitative interviews, which can be subjective and influenced by personal experiences and biases of both researchers and participants. The study used purposive sampling, focusing on the LGBT community and Yum industry staff. This provides specific details about these groups, but may not be representative of the entire Bangkok population's reasons for consuming Yum.

Limited Exploration of Biological Factors: While the study acknowledges biological influences like gender and hormones, it doesn't delve deep into this aspect. Further research could explore the biological basis of taste preferences in more detail.

5.4 Future Research

This research opens doors for further exploration into the fascinating world of Yum consumption. By building on the current findings, future research can delve deeper into specific aspects and broaden our understanding of the factors that drive people to enjoy this delicious Thai dish. This would be recommendations for future studies:

Quantitative Study: Conduct a quantitative survey with a larger, more diverse sample across Bangkok to confirm and generalize the qualitative findings.

LGBT Community Focus: Conduct in-depth studies within the LGBT community to understand their specific cultural norms and social motivations surrounding Yum consumption.

Biological Factors Investigation: Design studies to explore the biological underpinnings of taste preferences, particularly the role of hormones and genetics in influencing Yum consumption, especially among different genders.

By addressing these limitations and pursuing further research recommendations, researchers can gain a more comprehensive understanding of the factors influencing Yum consumption in Bangkok and beyond.

REFERENCES

- Byrnes, N. K., & Hayes, J. E. (2015). Gender differences in the influence of personality traits on spicy food liking and intake. *Food quality and preference*, 42, 12-19.
- Byrnes, N. K., & Hayes, J. E. (2020). Gender differences in the influence of personality traits on spicy food liking and intake. *Food Quality and Preference*, 86, 104019.
- Chalerm Sri, C., Herzig van Wees, S., Ziaei, S., Ekström, E. C., Muangpaisan, W., & Rahman, S. M. (2020). Exploring the experience and determinants of the food choices and eating practices of elderly Thai people: A qualitative study. *Nutrients*, 12(11), 3497.
- Chalerm Sri, C., Herzig van Wees, S., Ziaei, S., Ekström, E. C., Muangpaisan, W., & Rahman, S. M. (2020). Exploring the experience and determinants of the food choices and eating practices of elderly Thai people: a qualitative study. *Nutrients*, 12(11), 3497.
- Chuenban, P., Sornsaruht, P., & Pimdee, P. (2021). How brand attitude, brand quality, and brand value affect Thai canned tuna consumer brand loyalty. *Heliyon*, 7(2).
- Jeaheng, Y., Al-Ansi, A., Chua, B. L., Ngah, A. H., Ryu, H. B., Ariza-Montes, A., & Han, H. (2023). Influence of Thai street food quality, price, and involvement on traveler behavioral intention: exploring cultural difference (eastern versus western). *Psychology research and behavior management*, 223-240..
- Low, P. (2021). Descriptive language of Thai SELECT premium restaurant menus: Appealing perception and collocations. *Journal of Language and Linguistic Studies*, 17(4), 1669-1683.
- Nugroho, D., Surya, R., Janshongsawang, J., Thinthasit, A., & Benchawattananon, R. (2023). Som tum, the famous ethnic food of Thailand: its benefit and innovations. *Journal of Ethnic Foods*, 10(1), 37.
- Sinsawasdi, V. K., Toschka, H. Y., & Rattanapanone, N. (2022). *The Science of Thai Cuisine: Chemical Properties and Sensory Attributes*. Taylor & Francis Ltd

REFERENCES (Cont.)

- Watanasin, R. (2020). Central Thai food culture and acculturation during World War II and the Vietnam war. *Manusya: Journal of Humanities*, 23(2), 205-223.
- Zellner, D. A., Garriga-Trillo, A., Rohm, E., Centeno, S., & Parker, S. (1999). Food selection changes during menstrual cycle. *Physiology & Behavior*, 67(1), 37-42.

