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Finally, I would like to special thank to my family, who support me for everything and always gives me the greatest love. My graduation would not be achieved without the best wish from them.

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A MAIN FACTOR INFLUENCING ON STREET FOOD CONSUMPTION IN
BANGKOK METROPOLIS

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M.M. (ENTREPRENEURSHIP MANAGEMENT)

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ABSTRACT

The street food trade is a growing sector in many developing countries today especially in Bangkok which is a metropolis of Thailand. Most street food stalls have high traffic as consumers are willing to wait in a long queue comparing with consumption in the restaurants even though restaurants are formal sector in terms of food safety and cleanliness. Therefore, the purposes of this research are to investigate and prioritize the most influencing factors on street food consumption in everyday lives and also find out other potential factors toward consumers’ expectation in Bangkok Metropolitan area.

The research utilizes the qualitative approach using the in-depth interview. The interview was conducted in Bangkok area with 15 Thai respondents in the age group of 20-50 years old.

This study revealed that “reasonable price” was considered as the most influencing factor on street food consumption in Bangkok. Convenience, tasty and speed of cooking are viewed as second, third and fourth rank accordingly. In addition, the other potential factors that have been found in this research were atmosphere, reputation, and new experience seeking.

KEY WORDS: Street food / Bangkok Metropolis / Stalls / Consumption

32 pages
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CHAPTER I
INTRODUCTION

Thailand, officially the Kingdom of Thailand, formerly known as Siam, is a country located at the centre of the Indochina peninsula in Southeast Asia. There is Bangkok, or known as KrungThep MahaNakhon, is the capital and the most populous city of Thailand, also has a population of over eight million, or 12.6 percent of the country's population (Statistics Thailand, 2014). A distinct feature of Bangkok is the ubiquity of street vendors selling goods ranging from food items to clothing and accessories. It has been estimated that the city may have over 100,000 hawkers and many city's residents depend on these vendors for their meals (Bhowmik, 2005). By definition, street food is food sold in a street or public place generally from a portable stall. The central characteristic of street food in this definition is retail location that is "on the street". To differentiate street food vendors from formal sector food establishments, such as restaurants, the Equity Policy Center (EPOC) adds further qualification that street food is sold on the street from pushcarts or baskets or balance poles, or from stalls or shops having fewer than four permanent walls (Tinker, 1987). In terms of production, street food may be centrally processed foods made by the formal sector food industry, or they may be processed within the street food trade either by the vendor her/himself or another small-scale processor. Recently street food trade has become increasingly contested because food is central to Thai culture and plays an integral part in Thai social relations (Marilyn, 1996).

Street food trade is one of the channels through which agricultural produce finally get to consumers. Its growth in many developing countries is attributed to several factors by many researchers (Aidoo, 2009). As population is growing up, global food demand is also increasing. With increasing income and urbanization, demand for food not only increases drastically, but changes with shifts in consumption patterns for instance, having meals outside home is a usual characteristic of urban daily life (Delisle, 1990). People tend to spend long hours outside home, take a bit time
to have breakfast which contributed to huge demand for inexpensive and convenient food near such environments (Johnson and Yawson, 2000). In some other countries such as Kenya, street food mostly sees in suburban in contrast with Thailand, that is popular in the metropolis area, Bangkok.

In Bangkok, ‘street food’ is always around and there are some food which are almost exclusively to the streets. Meat barbecues, for example, are almost exclusively found outside and on streets due to excessive smoke. In Thailand, moo ping (grilled pork), isaan sausages, plapao (grilled fish) and kai yang (grilled chicken) rarely cooked indoors (Allan, 2013). Website Virtual tourist also confirmed that Bangkok has the best street food in the world (rank number 1) which Yaowarat, Sukhumvit and Silom are the most popular areas refer to the research that was conducted by 1.2 million people around 220 countries over the world (Manager online, 2012).

1.1 Problem Statement & Research Objectives

In Bangkok, currently, street vendors are abundant along streets. Citizens in Bangkok are gradually familiar with foods in plastic bag from the stalls or kiosk pattern. Khun Apisit Laistroograi, the director of TCDC (2009) stated that Thai people have been spending with street food around 150 million baht per day or total value at 54,750 million baht per year which is high value and high potential to growth while restaurants value in Thailand in 2009, decelerate around 3-4% (bangkokbiznews, 2009). Most street food stalls have high traffic as consumers are willing to wait in a long queue comparing with consumption in the restaurants even though restaurants are formal sector in terms of food safety and cleanliness.

Therefore, the purposes of this study are to investigate and prioritize the most influencing factors on street food consumption in everyday lives and also to find out other potential factors toward consumers’ expectation in Bangkok Metropolitan area.
1.2 Scope of Study

This research focuses on street food stalls and investigates key factors affecting the consumption pattern in Bangkok which has various types of street food around and growing up. This study will benefit to entrepreneurships and any investors who have ideas or inspirations to open their own small-medium restaurants or doing a food stall franchise. Likewise, this research would provide some guidance and the core attribute that can help them to make a decision on street food business.
CHAPTER II
LITERATURE REVIEW

2.1 History of Bangkok street food

Street food vending stands have begun since early Bangkok period, both on land as peregrine vending sold from house to house and in the canal as sold in the floating market. The street food became more popular after the construction of roads during King Rama IV’s era (1851-1868) (Narumol, 2006). Therefore, Bangkok street food vendor has been found closely to Thais for long time ago and continuously evolved and developed thoroughly (Thayuth and Atjaneeya, 2009). In addition, there are three factors that pushed Thais joining the street trade in Bangkok: (1) economic mobility to improve their economic and social status (Skinner, 1957); (2) Thai government’s encouragement to Thai people to engage in trade and industry (Skinner, 1957); (3) difficulties experienced by Thai farmers due to the significant decrease in the price of rice in the world market and the economic depression after World War I (Tantuvanit, 1999). Also, street food business is a good channel to increase employment for people in urban areas where there are limited work opportunities (Mwangi, Hartog, Foeken, Riet, Mwadime and Stayeren, 2001).

2.2 Determinants of street food consumption

Street food, by definition is ready-to-eat food or drink sold in a street or other public place, such as a stand, cart or kiosk on pavement, by a hawker or vendor, often from a small portable stall (Artemis and Ramech, 2000) and it is an economic activity (Narumol, 2006). Thai food had only single class but different eating behaviors (Thayuth et. al, 2009). A 1993 handbook on street food in Bangkok (Yee and Gordon, 1996) classified food sold on the streets of Bangkok as main dishes, noodles, snacks, desserts, and beverages. Classification by cooking methods such as
grilling, roasting, steaming, and deep frying is also used (Yee et. al, 1996). In places such as South Africa most common food items purchased on the street were fruit, cold drinks, savory snacks, biscuits and cooked food such as fried meat (Nelia, 2011). In ancient Rome, street food was purchased because the urban poor did not have kitchens in their homes. In Mexico, it was found that vendors charged lower prices to regular customers (Bueno, 1988). Dan and Kevin (2010) stated that differences in culture, social stratification, and history have also resulted in different street consumption patterns, for example, in Japan, walking on the street while eating is considered rude (Michael and Jeanne, 2003), consequently most of Japan people do not concentrate on public eating.

A review of literature revealed that people are magnetized to consume street food for a number of reasons including reasonable price, ease of access, vendor-consumer relationship, various types of food, tasty, lifestyle, and speed of cooking time.

**Reasonable price**

Street food is consumed because of its low cost (FAO of the United Nations, 1989). Khongtong (2014) confirmed that the food price is also cheaper than restaurants. Consumers normally spent about 300 baht for whole family but when having food in restaurants, 300 baht is enough for only one person (Khongtong, 2014). The cost of street foods is usually competitive compared with that of food purchased from larger food establishments, such as restaurants and fast food outlets. Also, due to the high costs of fuel and ingredients in urban contexts, street foods are still cheaper than the same food prepared at home (FAO, 1989). In addition, Suvatti’s (1980) research revealed that street food vending offers cheap goods which enables workers to subsist under low wage conditions. Other studies argued that consumption of street food was not limited to people in low income households (Van Esterik, 1992; Bamroongchon, 1998), confirming the significant role of street food vending in Bangkok. Thus, consumption of street food can be explained by reasons other than economic factors.
Easy to access

Street food is mostly located in proximity to home or office which is along the way to access easily, saving time (Narumol, 2006). FAO of the United Nations (1989) also confirmed that there are 20,000 street food vendors in Bangkok, provided in city residents which are more convenient for consumers. Additionally, Street food is more attractive to consumers than a formal restaurant (except for a special occasion) (Gunniga, 2009) because the location of street food business is located beside the road that consumer can purchase food easily (Rajagopal, 2010). Also, consumers perceived either via sense of vision or the sense of smell, or via both of these sense simultaneously (Schroder and Monika, 2003). Furthermore, Thais have relied on street eating because it is 24 hours affordable, cheap, convenience and available near the communities, industrial factories, academies (Thayuth et. al, 2009).

Relationship between vendors and consumers

Geertz (1978) referred to this as “clientelization” which is relevant to the informal relationship that benefits both vendors and regular consumers. The Geertz’s study stated that, in many cases, transactions between street vendors and their consumers emerged out of a relationship of trust, one which assures quality of food and reasonableness of the price (Murray, 1992). This relationship is considered as “warm and powerful” which is vital in the activity in the informal sector (Aeousrivongse, 1998). Therefore, it let customers want to help vendors and probably change customers’ status from casual customers to regular customer (Narumol, 2006). Also, consumers may bargain food price which is Thai’s cultural characteristic since ancient trade period.

Diversity in types of street food

Street food sold in Bangkok could be categorized into five groups namely, main dishes, noodles, snacks, desserts, and beverages. Consumers can find all kinds of food in street market which makes street food market very popular today such as when people feel nostalgic they could find some street food which is similar to their hometown easily (Narumol, 2006). The diversity of street food is extensive, as they vary widely not only from country to country, but also from vendor to vendor. Street
food ingredients are country specific and mostly undocumented. There are so many varieties that it is impossible to provide a menu of all the different street food consumed around the world (Alizon, 1996). However, the customers could not expect excellent service at the street food like when dining in a restaurant because the vendors had a limited maximum workers, so self service was the best service at the street food (Khongtong, 2014).

**Tasty and uniqueness**

Taste is consistently reported as a major influence on food behavior. In reality ‘taste’ is the sum of all sensory stimulation that is produced by the ingestion of a food and delicious for consumers. All sensory aspects are thought to influence, in particular, spontaneous food choice (EUFIC, 2005). Richard’s (2013) research confirmed that taste was the strongest variables toward re-purchase decision on ready-to-eat meals. Thairathnews (2013) revealed that street food was still the most popular consumption in Thailand as there are a mix of taste, for instance, sweet, sour, salty and especially spicy which is a unique taste in Thailand. Most street food stalls, currently, usually have those mixes of taste as a result to attract Thai people consumes street food regularly. Schroder and Earle (1998) also exposed that taste and sensory responses to food tend to be rated very highly as an influence on food consumption in general. However, Parry (2001) declared that taste is only experienced or evaluated post-purchase or consume, unless of course samples are give to consumers prior to purchase or consume (Parry, 2001).

**Lifestyle**

Kongchuntuk (2002) stated that most of Thai people do not cook anymore as they tend to having meals outside. Most people also work harder and longer hours per day, have no time or perceive a lack of time to prepare a home cooked meal (Richard, 2013), thus this has benefit on street food vendors that are able to expand in almost all public places around the city (Yasmeen, 2001; Nirathorn, 2005).
Speed of cooking time

Cooking time plays an important role in a purchase decision toward convenience food, as time is at the heart of reasons consumers pick products such as street food and other pre packaged products (Darian, 1995). The increasing demand for convenience-orientated food is time-poverty (Berry, 1979). Richard (2013) confirmed that street food is convenient for people who are very time poor. Speed of cooking time is placed at high importance on street food consumption as they perceived benefits of great convenience outweigh other factors such as healthiness (Richard, 2013).

As can be seen from the above review of literature, previous research revealed diverse reasons of street food consumption including reasonable price, easy to access, relationship between vendors and consumers, diversity in types of street food, tasty and uniqueness, lifestyle, speed of cooking time. These reasons are based on the studies conducted in developing countries including South Africa (Nelia, 2011), Ghana (James et. al, 2013), Indonesia (Aizon, 1996), Malaysia (Allan, 2013), Mexico (Rajagopal, 2010). Only a few number of studies have been conducted in Thailand including a survey of food consumption in Thailand (Marilyn, 1996), consumption pattern on street food in Nakhon Si Thammarat province (Khongtong, 2014) and Thailand’s food safety project on restaurants and street vendors (Kongchuntuk, 2002). However, these three studies did not focus on the affecting factors toward street food consumption. Hence, this current study aims to investigate the leading factors that consumers use for choosing street food consumption within Bangkok Metropolis society.
CHAPTER III
RESEARCH METHODOLOGY

The research methodology used in this paper is described in this section. The location where the study was conducted, the study design, population and sampling, and also data collection and analysis are described.

3.1 Research design

This research used qualitative design approach which is a type of scientific research and defines as primarily an inductive process of organizing data into categories and identifying patterns (relationships) among categories (McMillan and Schumacher, 1993). The qualitative design was used to collect data from respondents because this design was suitable for exploring and understanding a social problem in order to develop the strategy which was called phenomena by identifying people’s own experience in the particular situation (Creswell, 2009). Qualitative research seeks to understand a given research problem or topic from the perspectives of local population. It involves especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations (Denzin and Lincoln, 2000).

In addition, with qualitative methods, the relationship between researcher and participants is often less formal than in quantitative research. Participants have an opportunity to respond more elaborately and in greater detail than is typically the case with quantitative methods. In turn, researchers have an opportunity to respond immediately to what participants said by tailoring subsequent questions to information participants have provided (Denzin et al., 2000).
3.2 Population and sampling

The target population constituted all street food consumers in Bangkok. The fifteen participants, who were willing to take part in this study and have been consuming street food from stalls in Bangkok area, were interviewed by in-depth interview. The sample group, which has the age range between 20-50 years old, was chosen by non-probability sampling techniques in types of purposive sampling method which were engaged to share about their experiences. Purposive sampling was a common method used to search for respondents in qualitative design (Merriam, 2009). This means that participants are selected because they are likely to generate useful data for the project. To ensure that this sample is credible, and covers main group which researcher is interested in, one strategy is a maximum variation sample. The pattern of interview was more conversational than the formal interview, and the conversation based on participant not interviewer (Marshall and Rossman, 1999). After that the pattern of data was developed and evaluated the meaning (Creswell, 2009; Moustakas, 1994).

3.3 Data collection

To answer the research question, in-depth interviews and non-participant observation techniques were adopted as the primary data collection approaches because these methods can describe more understanding of a social or cultural phenomenon in order to develop strategies. Then the data were interpreted to find the meaning of them (Tesch, 1990). In-depth interviews are optimal for collecting data on individuals’ personal histories, perspectives, and experiences, particularly when sensitive topics are being explored (Denzin et al., 2000).

An interview, whose purpose is to gather descriptions of the life-world of the interviewee with respect to interpretation of the meaning of the described phenomena. Interview process can be done in several ways, of which face-to-face interviews are the most common. Besides Face to Face (FtF) interviews, the researcher also interviewed by telephone which is popular way too (Kvale, 1983).
A list of open-ended questions was used as an instrument and developed because it helped interviewees providing examples and opinions toward interview. With open-ended questions, participants are free to respond in their own words, and these responses tend to be more complex than simply “yes” or “no” (Denzin et al., 2000). Some examples of questions in this chapter are provided below:

- What do you think about street food stalls in Bangkok?
- What is the difference between street food stalls and restaurants in your opinion?
- What are your factors/ criteria that attract you to choose street food consumption? Which one that you give on priority?
- Could you please share your expectation toward street food stalls?

Also, demographic characteristics of street food consumers were captured focusing on mainly gender, income, age and level of education. Reflective note taking is also used to record observed data since it helps the researcher to categorize information given by interviewees. Furthermore, it helps to provide detail and idea of interviewees during interview. The interview was conducted in March, 2014. Each interviewee was interviewed about 30 minutes with a complete interview guide (see Appendix A).

### 3.4 Data analysis

Qualitative content analysis, which is a research method for subjective interpretation of the content of text data through a systematic classification process of coding and identifying themes or patterns (Hsieh & Shannon, 2005), was used to analyze the data from reflective note taking. The content analysis emphasizes an integrated view of speech/texts and their specific contexts. It goes beyond merely counting words or extracting objective content from texts to examine meanings, themes, and patterns that may be manifest or latent in a particular text (Weber, 1990). It is most often used to analyze interview transcripts in order to reveal or model people’s information related behaviors and thoughts (Patton, 2002). The unit of analysis refers to the basic unit of text to be classified during content analysis.
Messages have to be unitized before they can be coded, and differences in the unit definition can affect coding decisions as well as the comparability of outcomes with other similar studies (De Wever et al., 2006). Therefore, defining the coding unit is one of the most fundamental and important decisions (Weber, 1990). The conclusion from the coded data involves making sense of the themes or categories identified, and their properties. At this stage, the researcher will make inferences and present the reconstructions of meanings derived from the data. It may involve exploring the properties and dimensions of categories, identifying relationships between categories, uncovering patterns, and testing categories against the full range of data (Bradley, 1993). The typical quotations and incorporation with data display including table lists are a common practice to justify conclusions (Schilling, 2006). The research findings will be presented in the next chapter.
CHAPTER IV
FINDINGS AND DISCUSSION

In this chapter, the results of the data were gathered including the demographic characteristics profiles will be presented. This research investigated the leading factors influencing on street food consumption in Bangkok Metropolis. The data were collected by in-depth interviews from 15 respondents who have been consuming street food in Bangkok Metropolis area.

4.1 Observation findings

Figure 4.1 Local traditional food “Kuoy-teaw-tom-yum” (a kind of noodles) at Sri-Pra-Ya street food during non-participant observation

Figure 4.2 Types of street food stalls along the foot path
During a non-participative observation on street food characteristics as shown in Figure 4.1, a number of consumers were consuming local traditional food “Kuoy-teaw-tom-yum” (a kind of noodles) at Sri-Pra-Ya street food, which was located beside the road. Most people came by public transportation, by walking which is the best way to visit street food and by motorcycle which they can park beside the foot path, next to stalls or in small alleys (or sois which are called in Thailand) around there. Consumers were conveniently purchasing and consuming food which is easy to access. Additionally, there are other types of street food stalls along the foot path as shown in Figure 4.2 which consumers will have new experiences on street food eating that can be selected by themselves with economy price. Also, the researcher noticed that a speed of vendors’ cooking time was no longer than 5-10 minutes as a result to high traffic on consumers’ transaction.

However, the stalls were located on the foot path without any permanent construction. There were 4-5 tables with seats, and a few umbrellas to protect consumers and vendors from the sunlight. Sometimes, there were motorcycles driving pass on the foot path during street food consumption which might lead to unexpected accident. It looks disorder and unhygienic refer to a period of observing time but consumers still visit and order food without any cautiousness. The good taste will be another gravitated factor that makes consumers are willing to wait in the queue.

4.2 Demographic profiles of respondents

Demographic characteristics of the respondents obtained from in-depth interviews were analyzed and presented in Table 4.1. The study included 15 participants in Bangkok Metropolis, five men (33.3%) and ten women (66.7%). Over 80.0% of people interviewed were ranged in the age group 20-30 years old. With regards to the educational level, 53.3% were of Bachelor level, while 46.7% attended Master’s degree. The majority for average monthly income earning was ranged from 30,001-40,000 baht for 33.4%. 66.7% were employees which are a main occupation of respondents.
Table 4.1 Demographic Background of Respondents Classified by Gender, Age range, Educational level, Income range and Occupation.

<table>
<thead>
<tr>
<th>Demographic Background</th>
<th>Qty. (n)</th>
<th>Frequency Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>5</td>
<td>33.3</td>
</tr>
<tr>
<td>Female</td>
<td>10</td>
<td>66.7</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Age range group</strong></td>
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</tr>
<tr>
<td>20-30</td>
<td>12</td>
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</tr>
<tr>
<td>31-40</td>
<td>1</td>
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<tr>
<td>41-50</td>
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<td>13.3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Educational level</strong></td>
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<td></td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>8</td>
<td>53.3</td>
</tr>
<tr>
<td>Master’s degree</td>
<td>7</td>
<td>46.7</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Income range (baht/month)</strong></td>
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<td></td>
</tr>
<tr>
<td>10,000-20,000</td>
<td>2</td>
<td>13.3</td>
</tr>
<tr>
<td>20,001-30,000</td>
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</tr>
<tr>
<td>30,001-40,000</td>
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</tr>
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<td>40,001-50,000</td>
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<td>13.3</td>
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<td>More than 50,001</td>
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<tr>
<td>Total</td>
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<td>100.0</td>
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<tr>
<td><strong>Occupation</strong></td>
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</tr>
<tr>
<td>Employee</td>
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<td>66.7</td>
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<tr>
<td>Housewife</td>
<td>2</td>
<td>13.3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.3 Factors toward street food consumption

Whilst in-depth interviews, 15 respondents were interviewed on their experiences toward street food and their expectation about street food stalls. The themes of data were provided from qualitative data analysis process (Tesch, 1990).

From the interviews, respondents are from different area in Bangkok including Pradipat, Silom, Samsen, Yaowarat, Kualapaprek, Ratchada, and Ladproad. The results revealed that the majority of respondents decided to consume street food in Bangkok for reasons that are reasonable price as the 1st rank since there are respondents totally 14 out of 15, followed by convenience (10 out of 15 respondents), tasty (8 out of 15 respondents), and speed of cooking time (5 out of 15 respondents) accordingly.

Reasonable price

Almost all respondents agreed that street food stalls are affordable and amicable price which normally they have an average spending no more than 100 baht per transaction and as can be seen from sharing respondent’s experience as following.

“When I bought the roasted duck noodles, MK charged at 100 baht per dish but street food stalls charged me at only 40 baht per dish and I also can ask for more soup which I think it is worth for me.”

“I have found Som-Tum on street food stall priced at only 25 baht has more traffic than Som-tum in the stores beside which priced at 40 baht and of course, I choose street food stall as it is cheaper.”

“Street food stalls offered an economy price together with ability of bargaining including any detail needs such as taste that I desired vendors to cook especially a made-to-order main dish while restaurants have higher food price. I think it probably causes from an added cost from dish decoration.”

“Even though I order for the special dish at the special price which costs no more than 40-50 baht, it is still cheaper than the restaurant’s regular dish and match with quantity. It is my favorite choice when I am so hungry.”

This finding is in line with the previous studies that street food is consumed because of its low cost (FAO of the United Nations, 1989). Also, most street food price is cheaper than the restaurant (Khongtong, 2014). The slowdown of
economy also makes most consumers who have low to middle income turning to street food more consumption or more frequency as food price is lower than other food stores (United nations, 1989). Thailand Kasikorn Research Center Bangkok (2010) confirmed that expected income for Bangkok people is declining which make people high concern about the future income among the sluggish economy therefore consumers are focus on saving and more price sensitive.

**Convenience**

Respondents gave this determinant as mainly since they favor places where are easy to access. As Bangkok is a city which is full of competition all the time, convenience is a factor that matched with their rush hour. Some of respondents mentioned as below example.

“I have business activities like getting back for meeting, seminar and sometimes I have to meet my clients after lunch so street food is the first place that I can find easily when I am out of the office.”

“I can find street food stalls in everywhere even in small alley that it is very convenience for me as I am able to walk thru and no need to travel long way because of high cost of fuel as well as avoid paying parking fee in some places.”

“I always buy food from street stalls as it located on the way home and they normally do not move to any other location such as when I get off BTS or MRT station, I can see many outdoor street stalls easily. It really saves my time to go to the department store.”

“Sometimes, I decide to consume street food from stalls because I am allured by good smell when I just walk pass. So, the location which is easy to access would impulse my consumption’s decision as well.”

From the interviews, it found out that the period of time respondents usually consume, is in the afternoon for lunch time as a result, they looked for the places that are near their offices or their home. This finding is compatible with the previous studies which found that location of street food business is located beside the road that consumer can purchase food easily (Rajagopal, 2010). Schroder and Monika (2003) revealed that consumers perceived either via sense of vision or sense of smell, or via both of these senses simultaneously. The economic growth and the social
changing in the present have an effect on human life very much including a hustle of everyday life, a race against time, as a result people tend to rely on having a meal outside home and no longer wasting time in unnecessary activities (Vongsakorn, 2010).

Tasty

Tasty is a factor that respondents gave significantly when they decide to consume street food as can be seen from their experience toward street food as following.

“I prefer to consume street food because of taste which is a familiar with my sensory and tasty. Some vendors used to be a restaurant’s chef that makes both taste and quality can compare with restaurants.”

“I always return to stalls that their food has good taste as it makes me happy when I consume it and I can also trust on their quality of food.”

This finding are in line with the previous studies that Richard’s (2013) research confirmed that taste was the strongest variables toward re-purchase decision on ready-to-eat meals. Taste is consistently reported as a major influence on food behavior (EUFIC, 2005). Furthermore, Thai cultural pattern makes Thai people are accustomed with spicy taste which is from herb ingredients such as coriander, basil, paprika, garlic, lemon grass, pepper, shallots and so on hence tasty is a prominent feature for Thai preference (Gronow, 1997). From an early age, taste and familiarity influence behavior toward food. Taste preferences and food aversions develop through experiences and are influenced by attitudes, beliefs and expectations (Clarke, 1998).

One respondent, however, commented that sometimes taste did not go along with visual appearance in photos or display. It depends on street food stall’s operation. During the interview, it found that respondents did not concern much on health certification guarantee because most of stalls they went to consume still do not have it but they notice from waiting in queue and word of mouth as their criterion.

Speed of cooking time

From the interviews, it found that basically speed of cooking time that respondents can accept, is about 5-10 minutes. It could relate to their appreciated
waiting time which is about 15 minutes maximum, otherwise it will be hard to visit again. Some example from respondents can be seen as below.

“I choose street food stalls because of their fast cooking. They spend less than 5 minutes to cook and serve me therefore it is no need to wait for long time.”

“In my point of view, time is money so speed of cooking time is my considerable factor to consume street food since I do not want to waste my time with irrational waiting.”

This finding is congenial with the previous research which found that cooking time plays an important role in the purchase decision toward convenience food, as time is at the heart of reasons consumers pick products such as street food and other pre packaged products (Darian, 1995). In addition, Thai behavior does not like to wait something too long and think of their own self more than others especially new generation which is in the technology era. Everything seems to be hurry. They tend to be low tolerance (Siriwan, 2000).

The other potential factors that respondents specified in these interviews and the previous studies did not mention are atmosphere, reputation, and new experience seeking.

Street food atmosphere

From the interviews, it found that most respondents prefer to consume at stalls (80.0%) more than taken-away (20.0%) except snacks as ro-tees and desserts as fruits. Some examples have been provided as below.

“Street food not only made me enjoy eating but also delight in atmosphere involvement since I like to see other people’ activities and some stalls can be a meeting place as well.”

“Street food atmosphere is more familiar than restaurants especially when I go with friends as it does not need to be a formal place such as Moo-kra-ta, Jim-joom.”

This finding can be advocated from Thai culture reference as Thailand tends to be one of the highest in being collectivistic society and social needs (Hofstede, 1984). Becker (1997) revealed that human would like to exposure something surrounding in order to relax themselves and fill up their experience and
Surin (2012) confirmed curiosity is a common human behavior and able to led to new exploration.

**Reputation**

Reputation is another factor that was found in this research. Respondents mentioned as following examples.

“The ancient history of street food stalls together with long selling duration can make me reliable on quality and taste.”

“I usually consume at a well-known stall since it is able to guarantee its standard by their brand name.”

These interviews indicated that regular consumers and friends’ recommendation are a source that can stimulate people to visit and consume at that stalls. Additionally, reputation has long been recognized as an important intangible asset. Well reputation itself can result in customers’ will to pay more for products or services and recommend to others (Forum research, 1993).

**New experience seeking**

From the interviews, respondents usually consume main dishes (rice) and noodles as majority. They shared their perspective as below examples.

“I like trying new things also seeking for new places or menus which always attract me to consume there.”

“I realize that each street food stalls even they buy the same type of food but vendors definitely cooked into different outcome so that is the reason why I love to seek new experiences on each stalls.”

Furthermore, this research revealed a source that respondents find any information about new interesting street stalls usually from the media such as TV, social network which are a common searching way today. This finding can sustain with Thai personality which does not like long-term commitment, love fun or ruk-sa-nook consequently they end up with feel bored easily and then always search for the new changing (Herbert, 2008).

This interview has found that almost all respondents are relying on street food every day and think that is necessary for Bangkok people because Bangkok
lifestyle is as fast, easy, convenience. During the interview, the fifteen respondents gave an average of overall satisfaction rating score on street food stalls at 3.4 out of 5. The rest score is deducted since some of them had bad experiences in consuming street food and also concerned regarding below issues.

(a) Hygiene/Sanitation problem

Most respondents agreed that food practices of vendors were not hygienic and messy. The respondents’ points of views were showing as follow.

“Actually, I do not know exactly where vendors go to the toilet and how can I ensure that vendors wash their hands before cooking including where do they get water from?”

“They use low quality utensils which were not food grade. Some vendors used a painted pail to fill water for cooking.”

“When they wash the utensil, they use water from gallon which has limited quantity hence water will be changed after many times wash up. I think it is not clean enough.”

“I saw there are some dusts and flies around stalls.”

“The worker does not dress in the proper way such as slippers, shorts. Some workers have long hair but they do not wear hair net.”

Respondents also mentioned that they normally evaluate superficially by themselves from food placement, cookery, utensil, staff’s costumes, clearing up floor from garbage before they decide to consume at street food stalls. The other possible sanitation problems such as diarrhea, waste accumulation in the streets and the congestion of waste water drains which will lead to having cockroaches, rats and so on around street food area. Although many respondents attach importance to hygiene in selecting a street food vendor, consumers are often unaware of health hazards associated with street vended food.
(b) Traffic problem

Respondents mentioned that street hawkers parked their stalls that blocked the traffic on a footpath as a result to traffic congestion.

(c) Illegal occupation problem

Respondents stated that they also concern about illegal occupation such as burglar and social problems for instance child labour, unfair competition to a formal trade etc. It could lead to criminality.
CHAPTER V
RECOMMENDATIONS

5.1 Practical Implications

The street food trade is a growing sector in many developing countries today especially in Bangkok. Its expansion is linked with urbanization and need of urban populations for both employment and food. The major influences on street food choices with a focus on the key driver for eating which is of course hunger but what they choose to eat is not determined solely by nutritional needs. From the findings, factors that influence street food consumption’s choices are reasonable price, convenience, tasty, speed of cooking, atmosphere, reputation, new experience seeking.

This study’s findings will benefit directly to entrepreneurs/food stall vendors, food stall franchisees and any investors who are interested in street food business such as Chai-see-mee-keuw (dumpling chinese egg noodles), Kai-yang-hadow (5 stars roasted chicken) in order to develop stalls matching with consumer’s needs and being an initial information for making a business decision. Street food stalls would rather focus on affordable price which is suitable for majority of consumers who has low to middle income and also located near a community that is convenient and easy to access. Selecting on high traffic area of population could provide high opportunity to see and visit. The taste is an important factor that vendors should improve their cooking skill all the time in order to reach consumers’ satisfaction including a performance on speed of cooking that have better no more than 10 minutes as most consumers do not want to wait so long especially businessmen. Street food vendors or practitioners should consider ways of creating a positive, unique image of their foods for Bangkok consumers by employing distinctively significant attributes of their foods in various street food contexts such as splendid taste, providing specific street food area with different types of food like one stop service or a kind of fusion food on street as currently is quite monotonous like Kaw-moo-daeng (red pork with rice), Kaw-man-kai (chicken with oil rice) etc.
Furthermore, hygiene has been the weak point of street food. Bangkok buyers are highly concerned about cleanliness of street food. Vendors themselves should adhere to higher standards of cleanliness when handling food. They should locate far away from garbage, polluted water, no cockroaches around there as currently, street food is convenience but not sanitary and unsafe enough in consumers’ perspective including the quality standard on raw materials/ingredients/equipments selecting as sometimes consumers see a fragile of plastic chair that is nearly break out but stalls just pile up chairs instead of buying new ones then the availability of seat will be deducted. The problem of chaos and obstruction of streets results from the congestion of vendors in one place. To minimize this problem, a parking area should be provided to avoid traffics on the footpath and more organized.

5.2 Limitations of the study & Recommendations for future research

There are potential limitations in the current study. First, as street food participants are small sample size in using an in-depth interview (N=15) therefore it would suggest that the future research may use quantitative approach to test the relationships between independent variables found in this study and the decision making to buy street food in Bangkok in order to plan marketing strategies or policies and also develop business for the future success. The data will collect more sampling so as to give the study’s result more integrity or escalate sampling framework to foreigners, who want to know eating culture, for another aspect because of the opportunity for AEC which is coming in Y2015. The researcher should do research factors affecting periodically. The results were compared to the development and improvement to accommodate needs and cover all customers.

The second is the interference from several sources such as car stereo, phone ringing and also several biases could emerge during the interview. It depends on respondents’ experience and expectation. The proper place should be arranged in the future research and the participants will be asked for allowance to switch off a mobile phone before the interview begins.
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Appendix A: The interview guide

Introduction: This interview is the part of research in order to study behavior of consumers on street food consumption in Bangkok. Street food for this study are categorized into 5 groups: main dish (rice), noodles, snacks, dessert, beverage.

Objective: To investigate and prioritize the most influencing factor on street food consumption in everyday lives and also find out other potential factors towards consumers’ expectation.

Length of interview: 20-30 minutes approximately.

Interview guide questions

1. Normally, do you consume street food? How often?
2. Which area in Bangkok do you usually go for street food consumption?
3. How much do you spend per time by average?
4. What kinds of street food do you usually consume? (from above 5 groups)
5. Do you consume street food either eat-in or take away?
6. When do you consume street food? (Period of time)
7. How do you know the street food stalls? Which source? (e.g. internet, friends etc.)
8. What do you think about street food stalls in Bangkok?
9. What is the difference between street food stalls and restaurants in your opinion?
10. What are your factors/ criteria that attract you to choose street food consumption?
11. Which factors that you give on priority when you decide to consume street food?
12. Do you think there are any other factors that probably affect to street food consumption in Bangkok?
13. Could you please share your expectation toward street food stalls?
14. What is the rating score (out of 5) of your overall satisfaction level on street food in Bangkok nowadays?
15. Demographic questions (Gender, Age, Education, Occupation, Income)