

IMPACT OF SUBJECTIVE NORMS, ATTITUDES, AND PERCEIVED BEHAVIOURAL CONTROL ON TOURISTS' BEHAVIOURAL INTENTION TOWARDS THAI FOOD IN THAILAND: EXPLORING DIFFERENCES BETWEEN WESTERN AND ASIAN TOURISTS

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ABSTRACT

This study explored the attitudes and behavioural intentions of tourists towards Thai food in Thailand based on three factors from the theory of planned behavior (TPB) using a quantitative approach. The study also explored the differences between Western and Asian tourists in regard to the predictor factors that had a positive effect on their behavioural intentions towards Thai food. A total of 420 usable questionnaires were collected for analysis. Study results showed that the level of tourists' behavioural intentions towards Thai food was not significantly different between Western and Asian tourists. However, subjective norms and perceived behavioral control were significant predictors of behavioural intentions towards Thai food among Western tourists. In comparison, for Asian tourists, subjective norms and attitudes were significant predictors of behavioural intentions towards Thai food. These findings suggest the importance of subjective norms influenced by opinion leaders (such as Youtuber, Online Influencers, Tik Toker and so on, as well as family and friends), on influencing tourists' interest and intention to try Thai food in Thailand. Influencer Marketing is therefore recommended as a tool to promote Thai food among tourists, by both governmental agencies responsible for gastronomic tourism, as well as by restaurants and food outlets within the food and beverage industry in Thailand.

Keywords: Behavioural Intention, Western and Asian Tourists, Travel Behaviour, Theory of Planned Behaviour (TPB)

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