

# Delving into the Interplay of Marketing factors and Gastronomy Tourism on Thai Sweets Choices among International Visitors in Bangkok

Junyaporn Premudomkit<sup>1</sup> and Wilasinee Yonwikai<sup>2</sup>

<sup>1</sup>Junyaporn Premudomkit, Graduate student, Gastronomy Business Management, Master of Business Administration, Dusit Thani College, Bangkok, Thailand.

<sup>2</sup>Wilasinee Yonwikai, Director of M.B.A. Program, Dusit Thani College, Bangkok, Thailand.

**Abstract**— Confectionery souvenirs enhance cultural experiences and local economies while serving as potent marketing tools in Bangkok, which emphasize sustainable practices, foster social interactions and cultural exchange. This study investigated tourists' purchasing behavior regarding these souvenirs, and analyzed the impact of the 4Ps Marketing Mix, AIO profiles, and gastronomy tourism. The focus was on understanding the purchasing behavior of tourists towards purchase decision confectionery souvenir of foreign tourist in Bangkok, with key factors including the 4P's of Marketing Mix, Activities, Interest, and Opinion), and gastronomy tourism. To achieve this, a quantitative approach utilizing a questionnaire was employed, with a population sample of 460 foreign who travel to Bangkok. Data were collected and analyzed with the application of Structural Equation Modeling (SEM) . Research results were used as a guideline for developing souvenir products in the form of desserts. Food tourism factors and marketing mix could strengthen the income stream for the local area, hoping to understand more travelers' needs that should lead to product improvement to suit customers. Additionally, researchers and interested parties may extend the topic of research on various factors.

**Keywords**— Souvenir, Confectionery Souvenir, Marketing mix, Gastronomy tourism, AIO's, Purchase decision.

## I. INTRODUCTION

The study seeks guidelines for development and elevation of awareness in Bangkok, particularly focusing on the category of desserts. Bangkok, the vibrant capital city of Thailand, holds a rich cultural heritage, bustling street markets, and most notably, exquisite cuisine. Over the past few years, there has been a growing recognition of the importance of Soft Power, which the government promotes to boost the economy. Soft Power serves as a crucial tool in generating interest and popularity towards a country's culture and products. In Thailand's governmental efforts to enhance its Soft Power, there is a plan to increase revenue from cultural products and services, with a particular emphasis on the 5Fs (MEDIA ASSOCIATED CO.,LTD, 2023) [1], among which food plays a significant role. This initiative also intersects with the tourism industry, reflecting the potential of Thai culinary arts.

Recently, culinary tourism has gained substantial attention as a distinct channel within the travel and tourism industry, focusing on exploration, appreciation of food experiences and culinary traditions at various destinations. While global tourism markets become more competitive, countries like Thailand are recognizing the potential of culinary tourism to attract and cater to the needs of international tourists. Consequently, there has been an increase in culinary tourism, where travelers often seek destination experiences based on the cuisine offered.



Thailand, renowned for its diverse and flavorful culinary culture, has gained popularity globally. Thai cuisine ranks high among international preferences, as evidenced by surveys conducted by media companies and magazines like Reader's Digest, where Thai dishes like Pad Thai have been ranked among the top choices.

The expenditure on Thai cuisine by international tourists has been on the rise, reflecting the potential, popularity, and significance of Thai food, accounting for over 20% of the total spending by international tourists. This data, comparing years 2014 and 2019 (Ministry of Tourism and Sport, 2023)[2], categorizes expenditures based on different activities, highlighting the growth in spending on Thai cuisine. Furthermore, Thailand's tourism receipts from international arrivals also show significant spending on food and beverages, with China, Russia, Malaysia, Japan, and the United Kingdom ranking as the top spenders.

Besides number of tourists and revenues attributed to food and beverages, Thai snacks and souvenirs hold a substantial market value. In 2019, the market value for Thai snacks reached a staggering 64 billion baht, with over 43.8% attributed to souvenir items for foreign tourists (Creative Economy Agency, 2019) [3]. Present-day tourism not only contributes directly to the local economy through food consumption but also influences souvenir purchases, particularly snacks and beverages. Travelers are inclined towards purchasing local snacks and souvenirs to take back home, especially those with unique Thai flavors and cultural significance. Thai snacks have a great potential as appealing souvenirs for tourists visiting Bangkok, providing them with a memorable culinary experience.

Moreover, the promotion of Thai cuisine as part of local tourism initiatives could contribute to sustainable tourism by leveraging Thai snacks as part of the local tourism experience. This integration of Thai snacks into Thai culture presentations, whether in art or traditional ceremonies, may help tourists experience authentic Thai culture. Additionally, initiatives such as the "Amazing Thai Food" project, aim to further promote Thai desserts and culinary experiences to a wider audience.

Given the origins and significance of the issues, researchers are interested in studying the marketing mix (4Ps), tourism-related factors, and lifestyle preferences of international tourists influencing their decisions to purchase souvenir snacks in Bangkok. The findings of this research can guide the development of souvenir products tailored to the needs, tourism patterns, and lifestyle preferences of international tourists visiting Bangkok. Multidisciplinary International Journal of Research and Development reserves the right to do the final formatting of your paper.

## **II. PROCEDURE FOR PAPER SUBMISSION**

### ***4P's Marketing mix***

Kotler & Armstrong (2018) [4] in the marketing mix study stated that the goal in consumer-centered marketing is to create value for customers and establish profitable customer relationships by focusing on marketing strategies, which are the business's logic aimed at creating customer value and achieving these profitable relationships. They designed an integrated marketing mix comprising controllable factors: product, price, place,



and promotion (the four Ps). To find the best marketing strategy and mix, businesses engage in marketing analysis, planning, implementation, and control. Through these activities, they monitor and adapt to the marketing environment.

- **Product:** A product refers to the combination of goods and services that a company offers to its target market.
- **Price:** Price is the amount of money that customers must pay to obtain a product and it aligns with the buyer's perception of the value of various goods.
- **Place:** Place (distribution) refers to the locations and business activities that make a product available to target consumers. This may involve collaboration with distributors and other partners.
- **Promotion:** Promotion refers to the activities that communicate the benefits of a product and persuade target customers to purchase. It involves informing consumers about the business and its products, using various tools such as sales promotions, salespeople, and other incentives to encourage additional purchases.

### ***Gastronomy Tourism***

Anne-Mette Hjalager (2002) [5] explained that food tourism has arisen due to the increasing competition among tourist destinations. Local cultures have thus become sources of valuable new products and activities designed to attract and entertain tourists. Culinary arts play a significant role in this, not only because food is central to the tourism experience but also because culinary arts have become an important source of identity in postmodern society. The phrase "we are what we eat" is increasingly applicable, not just in a physical sense but also because we identify with certain types of food we encounter on holidays. The traditional association of specific foods with certain regions is being challenged by the mobility of food, the rise of diverse culinary practices, and the diminishing distinctions between various foods and cuisines. The tension between globalization and localization has not led to a homogeneous food landscape; instead, it has resulted in greater differentiation and the following factors.

- **Creating experiences:** A tourism format that focuses on food and beverage consumption, culinary tourism plays a crucial role in the development and marketing of tourism. Emphasizing the experiential aspect of dining, culinary tourism aims to enhance value and create richer experiences.
- **Selling the destination:** The ability of food to connect with specific countries or regions can be a significant factor in choosing to travel to those destinations. The quest for authentic local and regional cuisine might be a key reason in selecting a destination with cultural significance.
- **Tourism and food production:** Tourism is closely linked with local food production, emphasizing the importance of quality certification of origin and food production methods.
- **Cultural motivators:** Cultural factors serve as strong drivers for the development of food and tourism. Exploring new local culinary experiences also exposes us to new cultural experiences. Cultural factors lead travelers to learn about societies different from their own.
- **Destination image:** One of the key factors that attract tourists to a particular destination is the image it portrays. The image of many destinations often heavily relies on food. Since tourism is a product that doesn't have a tangible form until consumers experience it, destination markets must strive to create an image in the minds of potential tourists.



### *AIO Lifestyle*

Antonides & van Raaij (1998) [6] identified three key components in their model of lifestyle that influence consumer choice. These components help predict the preferences of groups and individuals, and guide marketing strategies to meet consumer needs. The components are detailed as follows:

- **Activities:** This aspect defines the lifestyle of consumers, encompassing what they spend their time doing, their hobbies, preferences, and how much time they spend indoors or outdoors. Activities include leisure time pursuits, sports, shopping, gardening, socializing, traveling, etc. The purpose and value of these activities are considered.
- **Interests:** Interests refer to the objects or events that consumers find most appealing or intriguing. They arise from a special intent towards certain components. One primary motivation for consumers is the sense of involvement and enjoyment in consumption, as well as the desire to gain knowledge about personal and situational benefits. Interests are crucial as they represent the initial step in accepting messages from others.

Before accepting a message, individuals must have three elements: sensory and bodily adjustment, consciousness, and readiness to respond. Interests can be classified into two types:

1. Primary interests: Direct interest in something.
2. Secondary interests: Indirect interest, which is less than primary interest.

Generally, people are stimulated by characteristics like size, shape, color, movement, enthusiasm, and the relevance or novelty of stimuli. Presentation methods that enhance interest include using multiple channels, gestures, and language.

**Opinions:** Opinions reflect what individuals think about themselves and their environment. They can be expressed verbally or in writing about people, places, and things to explain, evaluate, and predict, such as opinions on the appropriate price or quality of goods and services. Opinions often stem from emotions, feelings, and the current environment, and they can change over time. Opinions cannot be judged as right or wrong because they can be liked or rejected by others.

### *Purchase decision*

Consumer purchasing decisions have shown that the defined pattern of consumer behavior involves several steps to make a choice (Sahar, Papamichail, & Holland, 2015) [7]. The decision is a phase in the buyer decision process where the consumer makes the actual purchase (Kotler and Armstrong, 2018) [4]. The purchasing decision is viewed as a process in which consumers buy products through electronic markets. It incorporates trial and repeat purchases as key dimensions, following the decision-making model by Leon G., Kanuk, & Kumar (2010) [8]. A trial purchase occurs when a consumer buys a product for the first time as a trial, whereas a repeat purchase happens when consumers continue to buy a product or service from a store if it is satisfactory or better than offerings from other stores. Peter & Olson (2010) [9] described the purchase decision as an integration process, which involves





merging knowledge used to evaluate different behavioral options and then selecting one. Urfana & Sembiring (2013) [10] explained that a consumer purchase decision is a stage in the buying process where the consumer finally decides to purchase a product or service. In addition, Hongma (2010) [11] conducted a study on the marketing mix factors influencing the purchasing behavior of OTOP products produced by community enterprise groups in Ko Kret, Nonthaburi province. The sample group consisted of 400 consumers who purchased or had previously purchased OTOP products produced by community enterprise groups in Ko Kret, Nonthaburi province. The sampling method employed was random sampling. Product, price, distribution, were found to significantly influence the purchasing of selected OTOP products, at a significant level of 0.05. However, marketing promotion did not have a significant effect on purchasing behavior. Srivetchanan (2020) [12] studied the marketing mix, lifestyle, and interpersonal communication affecting consumers' decisions to purchase plant-based beverages among residents of Bangkok and its suburbs. The research sample consisted of 400 residents aged 18 and above, selected from Bangkok and suburb districts, including Khlong Toei, Bang Sue, Phutthamonthon, and Suan Luang. The sampling method used was stratified random sampling. The research found that lifestyle and interpersonal communication significantly influenced the purchase decisions of plant-based beverages among residents of Bangkok and its suburbs at a statistical significance level of 0.05. However, the marketing mix did not significantly affect the purchase decisions of plant-based beverages among residents of Bangkok and its suburbs. Zhou (2019) [13] conducted a study on the factors influencing the purchasing decisions of souvenir items by independent Chinese tourists in Mueang district, Chiang Mai province. The research sample comprised 400 independent Chinese tourists who had purchased souvenir items. The sampling methods were quota sampling and convenience sampling. The research findings revealed that most respondents were female, aged 21-30, self-employed, single, with a monthly income of 4,001-7,000 CNY (approximately 20,000-35,000 THB), and had a bachelor's degree. Regarding the marketing mix factors (7P's), respondents considered marketing mix factors to be highly important overall, with the top three factors being physical presentation, process, and people. The respondents considered purchase decision factors to be highly important overall, with the top three factors being problem awareness, alternative evaluation, and post-purchase behavior. The study on the perspectives of culinary tourism in terms of tourist satisfaction and destination loyalty in Vientiane, Laos conducted by Khuat (2018) [14] focused on various aspects of culinary tourism that influenced tourist satisfaction and destination loyalty, including food quality perception, destination familiarity, and self-congruity with the destination's culinary scene. The research employed a convenient online sampling method targeting foreign visitors who had stayed in Vientiane for at least one night. The data collected were analyzed using PLS-SEM. The research findings indicated a significantly positive impact of food quality perception on tourist satisfaction and, consequently, enhanced destination loyalty. The study suggested that the findings could help improve culinary tourism experiences and understanding among foreign tourists, leading to better destination branding strategies and marketing campaigns. F.-C. Liu (2022) [15] studied the experiences related to food, place attachment, destination image, and the role of food personality traits. The research analyzed the relationship between food experiences, place attachment, destination image, and the mitigation of new food-related fears. The study conducted a survey in Macau among 450 inbound tourists. The research identified a significant relationship between food experiences, place attachment, and destination image. The study concluded that food participation helps filter the relationship between food experiences and destination

image as well as suggested that positive food experiences can enhance place attachment and destination image, but these impacts are moderated by food personality traits.

### ***Methodology***

Confectionery souvenirs enhance cultural experiences and local economies while serving as potent marketing tools in Bangkok. Emphasizing sustainable practices, fostering social interactions and cultural exchange. This study investigated tourists' purchasing behavior regarding these souvenirs, analyzed the impact of the 4Ps Marketing Mix, AIO Lifestyle, and gastronomy tourism. Using a quantitative sample of 460 foreign tourists, Structural Equation Modeling approach with (SEM) (M. Ringle, Wende, & Becker, 2024) [16] was applied for data analysis. This research intended to develop the dessert souvenir products, potentially bolstering local income streams and catering to travelers' preferences. The findings could lead to future research on factors influencing souvenir purchases by foreign tourists in other regions.

### ***Sample and data collection***

#### ***Population in the Research***

The population in this research consists of international tourists visiting Thailand from countries including China, Japan, South Korea, India, the United States, the United Kingdom, Singapore, Hong Kong, Germany, France, Taiwan, and Vietnam. The selection process employed Stratified Random Sampling and Multi-stage Random Sampling. Data were derived from the average proportions of two sources: the number of tourists from these countries visiting Thailand in 2023, and the latest number of tourists visiting Bangkok in 2017. Additionally, respondents' ability to answer the questionnaire in languages the researcher could provide (English, Chinese, and Japanese) was considered (Ministry of Tourism and Sports, 2023) [2].

#### ***Sample Size Determination***

To ensure the sample size represents the population accurately, the sample was based on the number of tourists from the 12 countries visiting Thailand in 2023, totaling 14,225,113 individuals (Ministry of Tourism and Sports, 2023)[2]. The sample size was determined to be appropriate for Structural Equation Modeling (SEM) analysis, requiring a large sample size with at least 100 participants, so in determining the number of samples using Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E., (2014) [17] recommendations, engaging the number of indicators that later become statements in the questionnaire. So, the number of samples needed is 39 (research indicator) x 5 (standard error5%) = 195 sample of respondents. And for more efficiency of sample size. Comrey and Lee also provided guidelines for determining an appropriate sample size for factor analysis, path analysis, and SEM, suggested that 100 samples: Poor, 200 samples: Fair, 300 samples: Good, 500 samples: Very Good and 1,000 samples: Excellent

Thus, as many as 460 questionnaires were of tourists from the 12 countries visiting Thailand. While the measurement method used comprised of Likert scale of 1-5. The analysis used to prove the hypothesis in this study is a component-based or variant-based Structural Equation Modeling (SEM) known as Partial Least Square (PLS) with the Smart PLS application.



In this study, with 39 observable variables in the model, a suitable sample size would be 460 samples, ensuring a "Good" level for data analysis using SEM techniques (Comrey, 1992) [18] cited in (Singhaprasert, Wilainuch, & Treelayapewat, 2023) [19].

**Table 1. Sample size ratio**

Country of Residence	Frequency	Percent	Sample	Actual
China	3,813,435	31.66%	62	105
Japan	1,270,181	10.54%	21	77
Korea	1,217,595	10.11%	20	29
India	1,092,391	9.07%	18	39
USA	728,767	6.05%	12	30
United Kingdom	674,024	5.60%	11	6
Singapore	629,238	5.22%	10	16
Hong Kong	604,261	5.02%	10	18
Germany	600,047	4.98%	10	10
France	511,148	4.24%	8	15
Taiwan	457,130	3.79%	7	23
Vietnam	448,033	3.72%	7	28
Other	-	-	-	64
<b>Total</b>	<b>12,046,250</b>	<b>100%</b>	<b>195</b>	<b>460</b>

### Variables and Measurement

#### Outer Model, Inner Model and Hypothesis Testing

PLS analysis was conducted in three stages: the outer model analysis, inner model analysis, and hypothesis testing. According to Latan (2015) [20], the evaluation of the measurement model, or the outer model is essential for assessing the model's validity and reliability. For models with reflective indicators, the outer model is evaluated using convergent validity and discriminant validity for the indicators forming latent variables. Convergent validity is determined by examining the loading factor, which should be greater than 0.7. Discriminant validity is assessed by comparing the square root of the AVE for each construct with the correlation value between the constructs in the model. Below is an image depicting the results of data processing using the PLS Algorithm:

**Table 2. Variables and Measurement**

Latent Variable	Indicators	Before adjust					After adjusted				
		Outer loading (>0.70)	Alpha (>0.70)	Composite reliability (rho_a) (>0.70)	Composite reliability (rho_c) (>0.70)	AVE (>0.50)	Outer loading (>0.70)	Alpha (>0.70)	Composite reliability (rho_a) (>0.70)	Composite reliability (rho_c) (>0.70)	AVE (>0.50)
<b>Marketing mix's</b>	Product1	0.7805	0.7197	0.7249	0.8425	0.6409	0.7806	0.7200	0.7250	0.8420	0.6410



	Product2	0.8388					0.8388				
	Product3	0.7810					0.7810				
	Price1	0.8119	0.7029	0.7284	0.8132	0.5964	0.8117	0.7030	0.7280	0.8130	0.5960
	Price2	0.8635					0.8636				
	Price3	0.6201					0.6201				
	Place1	0.7742	0.7249	0.7317	0.8450	0.6453	0.7742	0.7250	0.7320	0.8450	0.6450
	Place2	0.8473					0.8473				
	Place3	0.7865					0.7865				
	Promotion1	0.9279	0.5532	0.8398	0.7563	0.5782	0.9299	0.8380	0.8390	0.9250	0.8610
	Promotion2	0.9258					0.9256				
	Promotion3	0.1284					Eliminated				
<b>Marketing mix's</b>		-					-				
<b>AIO's</b>	Activities1	0.8912	0.7183	0.8610	0.7172	0.3498	0.8926	0.845	0.861	0.892	0.628
	Activities2	0.8471					0.8484				
	Activities3	0.0773					Eliminated				
	Interest1	0.7165					0.7149				
	Interest2	0.8664					0.8677				
	Interest3	0.5987					0.5979				
	Opinion1	-					Eliminated				
	Opinion2	0.0537					Eliminated				
	Opinion3	-					Eliminated				
	<b>AIO's</b>		-					-			
<b>Gastronomy Tourism</b>	Creating Experiences1	0.7197	0.9334	0.9481	0.9448	0.5506	0.7197	0.9450	0.9480	0.9520	0.5900
	Creating Experiences2	0.8645					0.8645				
	Creating Experiences3	0.7327					0.7327				
	Selling the destination1	0.7128					0.7129				
	Selling the destination2	0.8617					0.8617				
	Selling the destination3	0.7010					0.7011				
	Tourism and food production1	0.6590					0.6590				
	Tourism and food production2	0.7657					0.7656				



	Tourism and food production3	0.7426					0.7427				
	Cultural Motivators1	0.7665					0.7664				
	Cultural Motivators2	0.0350					Eliminated				
	Cultural Motivators3	0.7271					0.7271				
	Destination Image1	0.8787					0.8787				
	Destination Image2	0.8732					0.8732				
	Destination Image3	0.7008					0.7008				
	<b>Gastronomy Tourirm</b>	-					-				
<b>Purchase Decision</b>	Purchase Decision 1	0.7915	0.7350	0.7375	0.8500	0.6540	0.7917	0.7350	0.7370	0.8500	0.6540
	Purchase Decision 2	0.8436					0.8437				
	Purchase Decision 3	0.7898					0.7895				
	<b>Purchase Decision Making</b>	-					-				

Table 2 reveals the results of the loading factor of each indicator on each variable have met the validity for Outer loading, Cronbach alpha and Composite reliability should be above  $> 0.7$ . and Average Variance Extracted (AVE) of each latent variable should be above  $> 0.5$ .

According to Hair et al., an item in a measurement model should have an outer loading of at least 0.5 to be considered valid. This criterion ensures that the item significantly contributes to its respective construct. Items with outer loadings below 0.5 may be excluded if they do not meaningfully enhance the construct's validity. Additionally, Hair et al. (2014) [17] advised that while items with outer loadings between 0.4 and 0.7 warrant careful consideration, those with loadings above 0.5 are generally deemed acceptable for inclusion in the model. This recommendation is consistent with structural equation modeling practices, where retaining items with substantial loadings enhances the measurement model's reliability and validity.

Based on the findings, the researcher has adjusted some models that failed to be a criteria. Thus, the total of the results of the loading factor of each indicator on each variable has a composite reliability. The latent variable after adjusted is declared reliable If it has a composite reliability value  $> 0.7$  and Cronbach's alpha  $> 0.7$ . Based on table above, each latent variable is very reliable because it has composite reliability and high Cronbach's alpha above 0.70. All the above variables can be included in the model to analyze the factors that influence purchase decisions. While the value of Average Variance Extracted (AVE) of each latent variable  $> 0.5$ . According to Hair et al. (2014) [17] AVE must be greater than 0.5. This means that the latent variable can explain the average of at least 50% of the variance of the indicators that measure it.

The Inner model is evaluated using R-Square on the variables of Gastronomy Tourism and Purchase Decision. The following is the R-Square value in this study:

**Table 3. R-square**

	R-square	R-square adjusted
<b>Gastronomy Tourism</b>	0.976	0.976
<b>Purchase decision</b>	0.969	0.968

Table 3 gives a value of 0.976 for the Gastronomy Tourism variable which means that overall has an influence on Gastronomy Tourism of 97.6%. The Purchase Decision variable has a value of 0.969 which means that the purchase decision variable is able to influence the purchase decision construct by 96.9%.

### III. HELPFUL HINTS

#### *Result*

#### *Respondent Profile*

Respondents in this study were tourists' purchasing behavior regarding these souvenirs. Based on the results of questionnaires by tourist, the following data were obtained:

**Table 4. Profile of Respondents**

Variable	Category	Frequency	Percentage
<b>Gender</b>	Male	211	45.87
	Female	234	50.87
	Not specific	15	3.26
<b>Age</b>	15-26	134	29.13
	27-43	238	51.74
	44-58	76	16.52
	More than 59	12	2.61
<b>%budget</b>	0-10%	195	42.39
	11%-20%	159	34.57
	21%-30%	86	18.7
	31-50%	10	2.17
	More than 50%	10	2.17

The study results revealed that the majority of participants were female, followed by male and unspecified genders, accounting for 50.87%, 45.87%, and 3.26% respectively. Most participants were aged between 27 and 43 years, representing 51.74%. The largest ethnic group was from China at 22.83%, followed by Japan at 16.74%. The highest proportion of the budget allocated for purchasing souvenirs was within the 0-10% range, accounting for 42.39%. Additionally, the study found that the most popular types of souvenirs among foreign tourists visiting Thailand were durian chips, thong muan (Thai crispy coconut rolls), coconut pie, curry puffs, and various types of crispy rice snacks.



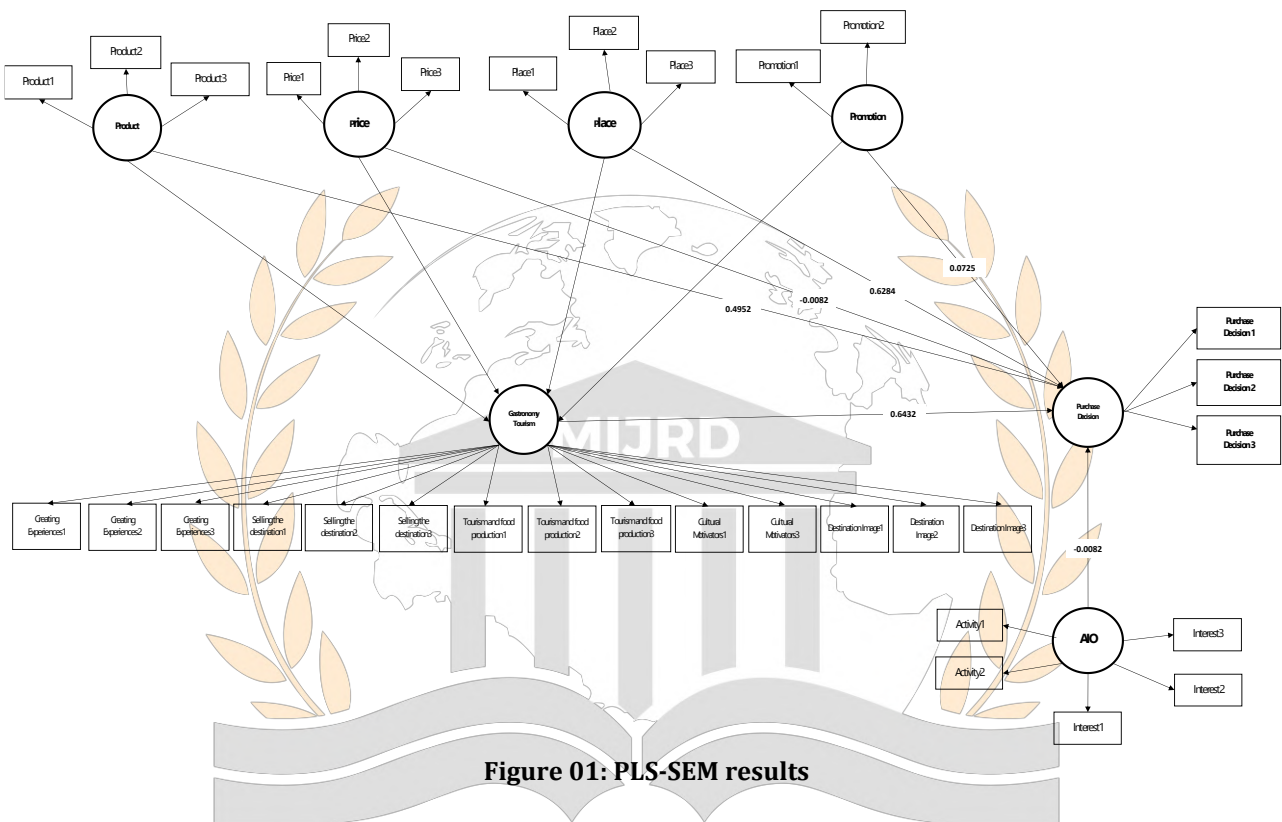
**Table 5. Profile of Respondents**

Model	Mean	Median	Observed min	Observed max	Standard deviation	Level
Product1	3.898	4.000	2.000	5.000	0.749	High
Product2	3.854	4.000	1.000	5.000	0.809	High
Product3	3.948	4.000	1.000	5.000	0.811	High
Price1	3.733	4.000	1.000	5.000	1.055	High
Price2	3.787	4.000	1.000	5.000	0.846	High
Price3	4.002	4.000	2.000	5.000	0.817	High
Place1	3.893	4.000	2.000	5.000	0.728	High
Place2	3.872	4.000	1.000	5.000	0.799	High
Place3	3.967	4.000	1.000	5.000	0.814	High
Promotion1	3.815	4.000	1.000	5.000	0.925	High
Promotion2	3.720	4.000	1.000	5.000	0.988	High
Promotion3	3.957	4.000	1.000	5.000	0.838	High
Creatingexperiences1	3.902	4.000	2.000	5.000	0.717	High
Creatingexperiences2	3.885	4.000	1.000	5.000	0.792	High
Model	Mean	Median	Observed min	Observed max	Standard deviation	Level
Creatingexperiences3	3.976	4.000	2.000	5.000	0.795	High
Sellingthedestination1	3.907	4.000	2.000	5.000	0.742	High
Sellingthedestination2	3.902	4.000	1.000	5.000	0.800	High
Sellingthedestination3	4.015	4.000	1.000	5.000	0.806	High
Tourismandfoodproduction1	3.911	4.000	2.000	5.000	0.700	High
Tourismandfoodproduction2	3.922	4.000	1.000	5.000	0.785	High
Tourismandfoodproduction3	3.950	4.000	1.000	5.000	0.818	High
Culturalmotivators1	3.904	4.000	1.000	5.000	0.769	High
Culturalmotivators2	4.180	4.000	1.000	5.000	0.772	High
Culturalmotivators3	3.880	4.000	2.000	5.000	0.735	High
Destinationimage1	3.863	4.000	1.000	5.000	0.811	High
Destinationimage2	3.878	4.000	1.000	5.000	0.796	High
Destinationimage3	3.954	4.000	1.000	5.000	0.808	High
Activity1	3.904	4.000	1.000	5.000	0.774	High
Activity2	3.920	4.000	1.000	5.000	0.777	High
Activity3	3.952	4.000	1.000	5.000	0.838	High
Interest1	3.952	4.000	1.000	5.000	0.803	High
Interest2	3.883	4.000	1.000	5.000	0.794	High
Interest3	3.552	4.000	1.000	5.000	1.266	High
Opinion1	3.870	4.000	2.000	5.000	0.746	High
Opinion2	3.787	4.000	1.000	5.000	0.846	High
Opinion3	4.002	4.000	2.000	5.000	0.817	High
Purchasedecision1	3.878	4.000	2.000	5.000	0.739	High
Purchasedecision2	3.863	4.000	1.000	5.000	0.811	High

<b>Purchasedecision3</b>	3.950	4.000	1.000	5.000	0.818	High
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The study results indicated that the sample group placed significant importance on all factors of the components, with the overall level being high. When examined individually, the factor with the highest average score was Cultural motivators 2 ( $\bar{x} = 4.180$ ), which was also at a high level. The applied survey question, "Confectionery souvenirs bought from local or community sources tend to reflect the art, traditions, and culture of that place." revealed that the factor of cultural motivators has the greatest influence.

**PLS-SEM results**



**Figure 01: PLS-SEM results**

The results from the analysis of the structural equation model indicated the following influential factors of marketing mix, AIO lifestyle, and gastronomy tourism on the purchase decisions of foreign tourists for confectionery souvenirs in Bangkok as follows.

Product had a positive direct effect (DE) on Purchase Decision with a magnitude of 0.4952, which is statistically significant at the 0.01 level. An indirect effect (IE) was on the purchase decision through Gastronomy Tourism with a magnitude of 0.1389, significant at the 0.05 level.

Price had a negative direct effect (DE) on Purchase Decision with a magnitude of -0.0082.

Place had a positive direct effect (DE) on Purchase Decision with a magnitude of 0.4952, statistically significant at the 0.01 level. An indirect effect (IE) was on the purchase decision through Gastronomy Tourism with a magnitude of 0.4480, significant at the 0.01 level.



Promotion had a positive direct effect (DE) on Purchase Decision with a magnitude of 0.0725, statistically significant at the 0.05 level. An indirect effect (IE) was on the purchase decision through Gastronomy Tourism with a magnitude of 0.0823, significant at the 0.01 level.

Gastronomy Tourism had a positive direct effect (DE) on Purchase Decision with a magnitude of 0.6432, significant at the 0.01 level.

AIO (Activities, Interests, and Opinions) had a negative direct effect (DE) on Purchase Decision with a magnitude of -0.1852.

**Table 6: Hypothesis test result**

Hypotheses	Total effect	Expected sign	Path (B) Coefficients	t-values	p-values	Decision
H1	Product -> Purchasedecision	+	0.4952	3.8155	0.000	Support
H2	Price -> Purchasedecision	+	-0.0082	0.4248	0.671	Not support
H3	Place -> Purchasedecision	+	0.6284	5.3352	0.000	Support
H4	Promotion -> Purchasedecision	+	0.0725	2.6910	0.007	Support
H5	Gastronomy Tourism -> Purchasedecision	+	0.6432	3.6529	0.000	Support
H6	AIO -> Purchasedecision	+	-0.1852	4.1611	0.000	Support
H7	Product -> Gastronomy Tourism -> Purchasedecision	+	0.1389	2.7198	0.007	Support
H8	Price -> Gastronomy Tourism -> Purchasedecision	+	-0.0069	0.8158	0.415	Not support
H9	Place -> Gastronomy Tourism -> Purchasedecision	+	0.4480	3.7711	0.000	Support
H10	Promotion -> Gastronomy Tourism -> Purchasedecision	+	0.0823	3.6326	0.000	Support

Table 6, p-value of the Product on Purchase decision is 0.000 which is smaller than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of Product on purchase decision. Thus, the first hypothesis (H1) which states that Product effect on purchase decision has been supported.

Table 6, p-Value of the Price on Purchase decision is 0.671 which is greater than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is no significant effect of Price on purchase decision. Thus, the second hypothesis (H2) which states that Price effect on purchase decision has not been supported.

Table 6, p-Value of the Place on Purchase decision is 0.000 which is smaller than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of Place on purchase decision. Thus, the third hypothesis (H3) which states that Place effect on purchase decision has been supported.

Table 6, p-Value of the Promotion on Purchase decision is 0.007 which is smaller than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of Promotion on purchase decisions. Thus, the fourth hypothesis (H4) which states that Promotion effect on purchase decision has been supported.

Table 6, p-Value of the Gastronomy Tourism on Purchase decision is 0.000 which is smaller than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of Gastronomy Tourism on purchase

decisions. Thus, the fifth hypothesis (H5) which states that Gastronomy Tourism effect purchase decision has been supported .

Table 6, p-Value of the AIO on Purchase decision is 0.000 which is smaller than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of AIO on purchase decisions. Thus, the sixth hypothesis (H6) which states that AIO effect on purchase decision has been supported.

Table 6, p-Value of the Product on Purchase decision is 0.007 which is smaller than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of Product on purchase decision with Gastronomy Tourism. Thus, the seventh hypothesis (H7) which states that Product effect purchase decision with Gastronomy Tourism as an intervening variable has been supported.

Table 6, p-Value of the Price on Purchase decision is 0.415 which is greater than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of Price on purchase decision with Gastronomy Tourism. Thus the seventh hypothesis (H8) which states that Price effect purchase decision with Gastronomy Tourism as an intervening variable has not been supported.

Table 6, p-Value of the Place on Purchase decision is 0.000 which is smaller than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of Place on purchase decision with Gastronomy Tourism. Thus, the ninth hypothesis (H9) which states that Place effect purchase decision with Gastronomy Tourism as an intervening variable has been supported.

Table 6, p-Value of the Promotion on Purchase decision is 0.000 which is smaller than the significance level  $\alpha = 0.05$  (5%). These results indicate that there is a significant effect of Promotion on purchase decision with Gastronomy Tourism. Thus, the tenth hypothesis (H10) which states that Promotion effect purchase decision with Gastronomy Tourism as an intervening variable has been supported.

#### **IV. CONCLUSION**

##### ***Discussion***

Based on the results of the PLS (Partial Least Square) analysis, this section discusses the calculations that have been performed. This study aims to determine the impact of marketing mix, AIO and gastronomy on purchasing decisions. and marketing ingredients on purchasing decisions with gastronomy as an intervening variable. The following information shows the effect of each variable on the other variables.

Hypothesis testing results reveal a positive and significant effect of Product, Place and Promotion on purchase decision. These are highly preferred and even sought after by consumers. These variables have a strong interest in consumers to generate a sense of interest in buying from customers.

The results of this study are in line with the research by Wongso, Susanti, & Cempena (2022) [21] which indicates that place promotions and product prices have a positive effect on purchasing decisions. But it is not consistent



with the price factor. This is because from the results of the hypothesis testing, it was found that there was no significant effect between price and purchase decision. In answering the questionnaire, it was found that many respondents had a budget ratio of only 0-10% for purchasing souvenirs, which may mean that respondents do not care about the price factor when purchasing souvenirs. The study shows no significant positive effect on purchasing decisions, whereas prices and various culinary tourism endeavors by purchasing souvenirs, such as different prices could not encourage users to purchase for tourism purposes. Nurwitasari (2016) [22] in her research stated that food tourism has a positive and significant effect on buyers' decision making. It was found that the result of research finds that the research findings indicate that gastronomy tourism has a significant influence on the decision to visit Bandung as a desired tourist destination. Therefore, products, places, promotions affect the decision to purchase various souvenirs with Gastronomy tourism as an intervening variable.

Hypothesis testing results show a positive and significant effect of AIO (Activities, Interest and Opinion) on purchase decision. These are highly preferred and even sought after by consumers. These variables can increase interest in consumers to purchase decision.

The results of this study are in line with research by Herawaty, Tresna, & Hatiqah (2019) [23] which states that AIO has a positive effect on purchase decisions. This is because companies provide facilities that are in line with consumer needs and lifestyle which show that there is a positive influence of lifestyle on the process of purchase decision. Ayu & Kuswati (2022) [24] in his research stated that Lifestyle has a positive and significant effect on customer purchase decision.

### **Suggestion**

From the study on the factors of the marketing mix (4Ps) that influence the purchase decisions of foreign tourists for confectionery souvenirs in Bangkok, which analyzed three main factors marketing mix (4Ps), AIO lifestyle, and gastronomy tourism. It was found that two factors are clearly interrelated with the marketing mix (4Ps) and gastronomy tourism, as discussed. Entrepreneurs and relevant stakeholders can use this information to develop strategies that align with tourists' needs and plan promotional strategies to increase awareness among potential customers. Additionally, other researchers can build on these findings to conduct further in-depth studies.

The findings from this research can be used to improve each aspect of the marketing mix (4Ps) for entrepreneurs and related stakeholders as follows:

**Product:** This is the second most important factor for respondents when making purchasing decisions. The study indicates that there is a significant emphasis on products that have a long shelf life and sturdy packaging that is convenient for transportation. Entrepreneurs should design products that are compact and durable, as foreign tourists often buy items to take back home. These products need to be packed in suitcases, endure air travel, and have a long shelf life. Confectioneries with strong packaging and a long shelf life are suitable for being bought as souvenirs.



**Distribution Channels:** This is the most crucial factor for respondents when making purchasing decisions. The study shows that there is a significant emphasis on products sold through intermediaries, such as leading department stores and convenience stores. Entrepreneurs should distribute their products through channels that are easily accessible to target tourists, such as leading department stores in tourist hotspots.

**Promotion:** This is also a significant factor for respondents when making purchasing decisions. The study indicates the importance of promoting products through e-WOM (electronic word-of-mouth) and viral marketing on social media. Entrepreneurs should use Integrated Marketing Communications (IMC) tools, which involve multiple tools to reach diverse target groups through various channels, especially online channels that are cost-effective, modern, and capable of rapid dissemination. Examples include creating short video clips for TikTok and Reels, or using influencers who are popular in the travel community and known for vlogging.

**Price:** This is the least significant factor for respondents when making purchasing decisions. The study shows the importance of offering multiple payment methods, such as cash, credit card, AliPay, and WeChat Pay. Entrepreneurs should provide various payment options to cater to the different needs and conditions of foreign tourists. For instance, for cash transactions, it is important to have different denominations available for change and to accept multiple currencies commonly used by tourists, such as CNY, JPY, USD, and EUR. In an era favoring cashless transactions, offering diverse payment methods like credit cards, AliPay, WeChat Pay, and Line Pay is essential.

The findings from this research can be used to improve various aspects of lifestyle interests, which are the most significant factors that respondents use in their decision-making process. The study shows that respondents place importance on confectionery souvenirs sold in the destination country they favor. Entrepreneurs should highlight the unique aspects of the destination country through the products. In this case, for Thailand, products could feature designs like elephants or the Thai flag. Furthermore, the research findings can improve various aspects of gastronomy tourism for entrepreneurs and related stakeholders as follows:

**Cultural Motivation:** This is the most critical factor for respondents when making purchasing decisions. The study reveals that respondents value confectionery souvenirs bought from local or community sources that tend to reflect the art, traditions, and culture of that place. Entrepreneurs should incorporate cultural elements into the products, such as using traditional Thai scents like candle smoke in Thai desserts to represent traditional dessert-making culture, or Thai motifs like the Kanok pattern on packaging to reflect Thai art.

**Experience Creation:** This is the second most important factor for respondents when making purchasing decisions. The study indicates that respondents buy confectionery souvenirs to reminisce about their eating experiences or events during their travels. Entrepreneurs should design products that align with various activities, such as lotus-shaped sweets made from lotus ingredients sold near prominent temples. This way, when tourists return home and see these sweets, they will be reminded of their experiences visiting Bangkok.



**Destination Image:** This is another significant factor for respondents when making purchasing decisions. The study shows that respondents value souvenirs that symbolize the destination. Entrepreneurs should develop products with designs that represent iconic elements of the destination, such as tuk-tuks, or prominent tourist attractions in Bangkok like Wat Arun, Wat Phra Kaew, and the Giant Swing (Sao ching cha).

### ***Purchase Decision***

The findings from this research could help improving the purchase decision factors for entrepreneurs and related stakeholders. The decision-making process is a crucial factor for respondents when deciding on purchasing confectionery souvenirs.

The study reveals that respondents value the ability to make immediate purchase decisions, meaning that the product's appearance must be attractive and eye-catching. Therefore, entrepreneurs should design products to be clear, unique, and appealing, enabling tourists to make instant purchase decisions.

The actionable insights for entrepreneurs as following;

1. **Design Clear and Distinctive Products:** Ensure that the products stand out on the shelves and are easily recognizable. The design should reflect the unique qualities of the destination and appeal to tourists' aesthetic preferences.
2. **Create Eye-catching Packaging:** Utilize vibrant colors, unique shapes, and culturally relevant motifs that capture the attention of tourists quickly. Packaging should also convey the product's connection to the local culture and heritage.
3. **Highlight Key Features:** Clearly communicate the key features and benefits of the product, such as long shelf life, sturdiness for travel, and cultural significance, on the packaging itself.

By focusing on these aspects, entrepreneurs can create a product presentation that attracts tourists and facilitates immediate purchase decisions, enhancing overall sales performance.

### ***Recommendations for Future Research***

1. **Expand the Sample Size:** Further studies should use a sample of tourists with a higher proportion of confectionery souvenir purchases to obtain more in-depth and comprehensive data. Increasing the sample size will provide more accurate and reliable research results.
2. **In-depth Study on Gastronomy Tourism Factors:** Conduct an in-depth study on the factors of gastronomy tourism that influence the purchase decisions of foreign tourists for confectionery souvenirs in Bangkok. This should expand the knowledge and understanding of each component involved, allowing for a more detailed analysis.
3. **Qualitative Research:** Perform qualitative research, such as focus groups or interviews with the sample group, to gain deeper insights into the reasons behind their decisions or to discover other factors affecting the purchase of confectionery souvenirs.



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