

Image Affecting the Loyalty of Food Consumers in the San Joa Market, Surat Thani Province, Thailand

Boonrirk Boonkong¹

Abstract

Due to consumer preference for freshly cooked food, the street food market has a huge role to play. The purpose of this research was to study the level of opinions about food image and image affecting the loyalty of food consumers at San Joa Market in Surat Thani Province. Data were collected with questionnaires from 400 Thai food consumers, aged 18 years and over at San Joa Market in Surat Thani Province. The samples were randomly chosen. Data were analyzed by frequency, percentage, mean, standard deviation. The data were analyzed for the brand image affecting consumer loyalty with a Logistic Regression Analysis. The results revealed that most consumers eat noodles/Lhong Tong/Khanom Jeen most often 1-2 times a week, spending an average of 101-150 baht per time, often consumed Monday to Friday in the form of dine-in and take-out. They normally go to the Market with friends. The reason for choosing to consume in the San Joa Market is the variety of food types. Consumers have a high level of opinions on the overall image of food. Factors that affect food consumer loyalty include uniqueness and creativity, which had a statistically significant positive correlation with consumer loyalty. It showed the chance that consumers will come back to buy or eat more. For those who did not come back to buy more, they were tourists. Policy recommendations include the Eco-friendly Food and Packaging Policy and the Street Food Identity Policy. This research focused on the relationship between food image and consumer loyalty. It will be valuable to develop each aspect of the food at San Joa Market in Surat Thani Province to be the image of the consumer.

Keywords: Image; Loyalty; Food In The San Joa Market

Corresponding Author: Boonrirk Boonkong

E-mail: bboonrirk@gmail.com

(Received: April 29, 2022; Revised: June 12, 2023; Accepted: June 23, 2023)

¹ Assistant Professor in Faculty of Management Sciences, Surat Thani University. E-mail: bboonrirk@gmail.com

ภาพลักษณ์ที่ส่งผลต่อความจงรักภักดีของผู้บริโภคอาหารในตลาดศาลเจ้า จังหวัดสุราษฎร์ธานี

บุญฤกษ์ บุญคง¹

บทคัดย่อ

จากพฤติกรรมการนิยมรับประทานอาหารปรุงสดใหม่สำเร็จรูปของผู้บริโภคทำให้ตลาดอาหารริมทางมีบทบาทเพิ่มขึ้นอย่างมาก งานวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาระดับความคิดเห็นเกี่ยวกับภาพลักษณ์อาหาร และภาพลักษณ์ที่ส่งผลต่อความจงรักภักดีของผู้บริโภคอาหารในตลาดศาลเจ้า จังหวัดสุราษฎร์ธานี เก็บรวบรวมข้อมูลด้วยแบบสอบถามจากผู้บริโภคชาวไทยอายุ 18 ปีขึ้นไปในตลาดศาลเจ้า จังหวัดสุราษฎร์ธานี จำนวน 400 คน โดยสุ่มเลือกแบบบังเอิญ วิเคราะห์ข้อมูลด้วยค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน และวิเคราะห์ภาพลักษณ์ที่ส่งผลต่อความจงรักภักดีของผู้บริโภค ด้วยการวิเคราะห์การถดถอยโลจิสติก ผลการวิจัย พบว่า ผู้บริโภคส่วนใหญ่รับประทานอาหารประเภทก๋วยเตี๋ยว/ไส้โต้ง/ขนมจีนบ๋วยที่สุด สัปดาห์ละ 1 - 2 ครั้ง ใช้จ่ายเฉลี่ยต่อครั้ง 101 - 150 บาท บริโภคบ่อยในวันจันทร์ถึงวันศุกร์ ในรูปแบบรับประทานที่ร้านและซื้อกลับบ้าน ผู้ที่ร่วมบริโภค คือ เพื่อน เหตุผลที่เลือกบริโภคในตลาดศาลเจ้า คือ ความหลากหลายของประเภทอาหาร ผู้บริโภคมีความเห็นต่อภาพลักษณ์อาหารโดยรวมในระดับมาก ภาพลักษณ์ที่มีผลต่อความจงรักภักดี ได้แก่ ความเป็นเอกลักษณ์และความคิดสร้างสรรค์ ซึ่งมีความสัมพันธ์เชิงบวกกับความจงรักภักดีของผู้บริโภคอย่างมีนัยสำคัญทางสถิติ แสดงถึงโอกาสที่ผู้บริโภคจะกลับมาซื้อซ้ำ ส่วนผู้ที่ไม่กลับมาซื้อซ้ำ คือ ผู้บริโภคที่เป็นนักท่องเที่ยว ผลการเสนอแนะเชิงนโยบาย ได้แก่ นโยบายอาหารและบรรจุภัณฑ์ที่เป็นมิตรกับสิ่งแวดล้อมและนโยบายอัตลักษณ์อาหารริมทาง งานวิจัยนี้จะมีคุณค่าต่อการพัฒนาภาพลักษณ์แต่ละด้านของอาหารในตลาดศาลเจ้าให้เป็นภาพจำของผู้บริโภค เพื่อความเป็นเอกลักษณ์ทางอาหารของจังหวัดสุราษฎร์ธานี

คำสำคัญ: ภาพลักษณ์; ความจงรักภักดี; อาหารในตลาดศาลเจ้า

ชื่อผู้ติดต่อบทความ: บุญฤกษ์ บุญคง

E-mail: bboonrirk@gmail.com

¹ ผู้ช่วยศาสตราจารย์ คณะวิทยาการจัดการ มหาวิทยาลัยราชภัฏสุราษฎร์ธานี E-mail: bboonrirk@gmail.com

1. Introduction

The abundance of resources in agriculture in Southeast Asia makes Thailand have high potential in the production of fiber foods and other kinds of food. Thai government is progressively focusing on the food economy as a food source for people in the country and as a source of income for export. It can be seen from the campaign called ‘Kitchen of the World’ how it influences the number of markets in every local area. Besides, the market areas can be used to organize a variety of activities and interactions between people in the communities, especially, venders, small manufacturers, students, travelers, and hawkers. Moreover, the markets also illustrate local food culture, the local image, and support the employment in the country. The Thai government continues to pay attention to this campaign and supports street food projects in many areas around Bangkok (Department of International Trade Promotion, 2018).

Surat Thani Province is the 3rd most populous province in the southern region of Thailand. An average monthly household income of the population in 2019 is 23,490 baht. The province has a potential in tourism which attracts both Thai and foreign travelers. Food culture of the locals can be illustrated through the restaurants people choose to eat in 5 periods of time. Starting with early morning, the hawkers and street food restaurants; Then in the late morning, street food restaurants nearby the office and canteens; In the late afternoon, fruit carts and coffee shops; In the early evening, rice and curry shops; at night markets and food stalls for takeaway; Lastly, in the late evening, rice porridge restaurants nearby the residences. This kind of food culture accelerates the food business; thus, the venders choose to install their restaurants or food stalls along the main roads in Mueang District, Surat Thani. This kind of market represents society, lifestyle of the locals and the local culture. (Surat Thani Municipality, 2018).

The San Joa market, also known as ‘Talat Torung’ is a place that demonstrates the lifestyle and culture of the locals. It is a night market where people can enjoy walking along the street that displays a variety of food and various kind of products. The market has the same characteristic as Yaowarat Road or China Town in Bangkok where a lot of San Joa are established along the street. The San Joa market will be crowded from 4 PM to 10 PM every day. Even though, most of the foods are sold in the carts or stalls along the street, the quality of food is not different from the food sold in hi-end restaurants and is very delicious. The management of the San Joa market requires a good image to create a good experience as well as a sentimental value to influence consumer loyalty. A good image consists of fame, identity, quality, taste, creativity, hygiene, diversity, nutritional value, price and

packaging design (Rocharungsat, 2018). If the San Joa market has a good image, it will create a relationship between consumers and the market which will result in repurchasing behavior of the consumers. Consumer loyalty can be explained as satisfaction or repurchasing behavior or habitual use of the service which consists of the positive telling and repurchasing action (Watchana, 2017).

Street food is very popular among local consumers and tourists from all over the world visiting Thailand. Thailand has the best street food city out of 23 cities around the world, as ranked by Forbes magazine. The key factors that make street food popular are delicious tastes, affordable prices, and a variety of menu options. It is convenient to shop as many food markets in big cities open from early morning until late at night. Therefore, consumers can buy every day in their daily lives. San Chao Market, Muang District, Surat Thani Province, opens from 3:00 PM to 10:00 PM in the downtown area of Surat Thani City. It is an open market with many entrances and exits. There are a variety of local foods with good taste and reasonable prices. Consumers are working people, housewives, students, and students as well as both Thai and foreign tourists who like to buy a lot of food in the San Chao Market.

However, the survey results of the Nutrition Society of Thailand under the patronage of Her Royal Highness Princess Maha Chakri Sirindhorn found that many street foods have average calories and fat per serving that are up to 33 percent higher than your daily calorie intake, with high sodium content, contaminated with pathogenic microorganisms in amounts higher than the standard values. The concern from the above report is the issue for the person in charge of the shop operation in the San Chao Market, Muang District, Surat Thani Province. There was an interview with the Supervisor of Sanitation and Environmental Health of Surat Thani Municipality about the plan to develop the market to be clean, convenient, organized, to increase the safety of consumers in shopping for food and to develop hygienic food, especially during the outbreak of the COVID-19. Traders must place raw materials for cooking in a clean, tidy, closed container. Trader should wear gloves, and a mask at all times, wear clean clothes, use appropriate packaging in order to create a good image for consumers to be more confident in buying food from the San Chao Market, Muang District, Surat Thani Province. Moreover, to encourage traders to think of identity, create the distinctiveness of their restaurant's food for consumers to remember when buying food from the San Chao market, including giving importance to the creation of food items for the elderly as well. In addition, the agency also has a policy to increase the number of food vendors. If a shop that rents space that is not a food trader, such as clothing, gift shop, is returned, the next trader who comes to rent the space must only manage food.

After opening the country for tourists to enter Thailand from October 11, 2021, the role of street food has become even more important. This can be seen from many street food restaurants that have adapted to the delivery system more. The report of the Electronic Transactions Development Agency (ETDA) found that during the outbreak of the Covid-19 virus (2020), cooked to order, and various kinds of noodles were the second and third most popular food after fast food. The study is of an image that influences attracting the consumer loyalty in the San Joa market, Surat Thani Province, in order to discover the behavior of the consumers, to find the level of opinion concerning food image, and to ascertain that good image has an effect on consumer loyalty. If the San Joa market has a good food image and good food quality, it will benefit the vendors and the consumers, as well as increasing revenue and creating careers for the people in Surat Thani Province.

2. Research Objectives

- 2.1 To study the behavior of food consumers in the San Joa market, Surat Thani Province.
- 2.2 To study the level of opinion concerning food image in the San Joa market, Surat Thani Province.
- 2.3 To study an image that has an effect on the loyalty of food consumers in the San Joa market, Surat Thani Province.

3. Literature Review And Conceptual Framework

3.1 Literature Review

3.1.1 Concept Of Loyalty

Smithikrai (2018, pp. 109-110) stated that loyalty refers to the emotional connection a consumer has with a brand. If consumers are satisfied after using a product or service, there is a high likelihood that a repeat purchase will occur, and repeated purchases many times lead to satisfaction. There is a high probability that consumers will develop loyalty and brand loyalty occurs due to a number of factors. Whether it is the satisfaction with the interaction between consumers and businesses, quality and value of products; The social benefits gained from using the product personality traits of consumer's image of a business organization and the level of service quality. In addition, there are two important conclusions. First of all, brand loyalty is a phenomenon that occurs only for a specific product. There is not the type of consumer who is ready to be loyalty prone consumer. Consumers who have brand loyalty in a particular product category may not have brand loyalty in

another product category. Second, brand loyalty consumers have higher levels of product satisfaction than consumers without or with low brand loyalty.

3.1.2 Concept Of Image

An image depends on the experience and information received by the consumers. It can be a good impression or bad impression which can be illustrated as follows (Boonklang, 2017, pp. 10 - 11).

1) An image is not real. It was built in response to the specific objectives and creates some impressions. It may be created for the reputation of the trademarks or the brands to impress the consumers and used for commercial purpose.

2) An image is reliable. It will not benefit or respond to any objectives if the consumers do not trust in the image. It will only exist if it is not contrary to the general common sense of the consumers and requires a reasonable time.

3) An image is created to serve some strategy. The creators will determine to create an image to suit the reality. Besides, it is created to suit the organization, to indicate the behavior and value of the organization, and can be used as an operating philosophy of the organization.

4) An image is simple though it was built for something that is complicated. Most of the products that relate to high technology are presented by a simple image to avoid the boredom of the targets.

3.1.3 The Previous Research conclusions and synthesized variables showing differences from the original research is shown in Table 1.

Table 1: The summary table synthesizes the variables and shows the differences from the original research.

Researcher's name	Research topic title	Variables/conceptual frameworks	Differences from the original research
Rocharungsat (2018)	Developing Local Food image Management Model to Increase Tourist Loyalty: Case Study of Petch-buri	Variable 1. Uniqueness 2. Creativity 3. Nutritional value	Using the concept of street food consumption behavior in 7 aspects: 1. Fame 2. Identity and creativity 3. Quality and taste

Table 1: The summary table synthesizes the variables and shows the differences from the original research. (Continued)

Researcher's Name	Research Topic Title	Variables/Conceptual Frameworks	Differences From The Original Research
Rocharungsat (2018) (Continued)			4. Hygienic and nutritional value 5. Diversity 6. Cost worthiness 7. Packaging design It is in addition to the original research referenced in both. The study concerned the local consumers.
Uddin (2019)	Customer loyalty in the fast food restaurants of Bangladesh	Variable 1. Food quality 2. Price 3. Service quality	The study focused on Consumer behavior and food image.
Cheng, et.al. (2011)	A Study on exploring the relationship between customer satisfaction and loyalty in the fast food industry: With relationship inertia as a mediator	Variable 1. Consumption frequency 2. Perceived price 3. Convenience 4. Customer satisfaction 5. Relationship inertia 6. Customer loyalty	The study involved street food consumer loyalty.

Table 1: The summary table synthesizes the variables and shows the differences from the original research. (Continued)

Researcher's Name	Research Topic Title	Variables/Conceptual Frameworks	Differences From The Original Research
Cha and Lee (2021)	The Effects of User Experience Factors on Satisfaction and Repurchase Intention at Online Food Market	Variable 1. System 2. Products 3. Brand 4. Price 5. Satisfaction 6. Repurchase	The study involved street food consumer loyalty.
Singh, et.al. (2021)	Antecedents involved in developing fast-food restaurant customer loyalty	Variable 1. Food Quality 2. Physical Environment Quality 3. Employee Service Quality	The study involved street food consumer loyalty.
Suhartanto, et.al. (2020)	Loyalty formation toward Halal food Integration the Quality-Loyalty model and the Religiosity-Loyalty Model	Variable 1. Product quality 2. Perceived value 3. Religiosity 4. Satisfaction 5. Loyalty	This study measured the relationship between food image and consumer loyalty.
Sudari, et.al. (2019)	Retracted: Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products	Variable 1. Product 2. Promotion 3. Place 4. Price	The study applied marketing mix to more variables which concern food image.

Table 1: The summary table synthesizes the variables and shows the differences from the original research. (Continued)

Researcher's Name	Research Topic Title	Variables/Conceptual Frameworks	Differences From The Original Research
Zhong and Moon (2020)	What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender	Variable 1. Perceived Price 2. Food Quality 3. Service Quality 4. Physical Environment 5. Satisfaction 6. Loyalty 7. Happiness	The study selected some variables (Perceived price, food quality and loyalty) and eliminate some (Service quality, Physical environment, satisfaction, and happiness).
Zhang, et.al. (2019)	Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience	Variable 1. Food authenticity 2. Food quality 3. Service quality 4. Physical environment 5. Satisfaction 6. Loyalty	The study selected some variables (Food quality and loyalty) and eliminate some (Service quality, Physical environment and Satisfaction)

Source: Synthesis by researcher

From Table 1, the researcher had reviewed related works to extract important variables in order to find gaps in the research. In the previous studies found that “Food quality/Quality of product/Diversity”, “Price/Perceived price”, and “Loyalty” are the most popular variables among others (Rocharungsat, 2018; Uddin, 2019; Cheng et al., 2011; Cha & Lee, 2021; Suhartanto et al., 2020; Singh et al., 2021; Sudari et al., 2019; Zhong & Moon, 2020; Zhang et al., 2019); Observed Variable). However, it is interesting that there are some researches that still have a little study about them: Brand Characteristics (Cha & Lee, 2021; Singh et al., 2021), Consumption frequency (Cheng et al., 2011; Zhong & Moon 2020), Nutritional value (Rocharungsat, 2018; Suhartanto et al., 2020), Identity/Uniqueness

(Rocharungsat, 2018), Fame (Rocharungsat, 2018) and Creativity (Rocharungsat, 2018). From the study, variables can be divided into 12 variables as can be seen in Table 2.

Table 2: Various synthetic variables.

Variable in the previous study	Sources									
	Rocharungsat (2018)	Uddin (2019)	Cheng et.al. (2011)	Cha and Lee (2021)	Suhartanto et.al. (2020)	Singh et.al. (2021)	Sudari et.al. (2019)	Zhong and Moon (2020)	Zhang et.al. (2019)	Observed Variable
1. Food quality/Quality of product/Diversity		/		/	/	/	/	/	/	/
2. Price/Perceived price	/	/	/	/		/	/	/		/
3. Service quality	/	/	/	/	/	/		/	/	-
4. Consumption frequency			/					/		/
5. Convenience/Packaging design	/		/				/			/
6. Brand Characteristics				/		/				-
7. Physical Environment	/	/				/		/	/	-
8. Nutritional value	/				/					/
9. Identity/Uniqueness	/									/
10. Fame	/									/
11. Creativity	/									/
12. Loyalty		/	/		/	/	/	/	/	/

Source: Synthesis by researcher

From the study of knowledge about image it can be concluded that image is the view of people or individuals. It is a feeling that arises from the touch or perception of food. It may be intentional or unintentional to present the image to the public from the point of view of the perceiver. If it is a good image, it will impress people or consumers with credibility, but if it is a bad image, it will

not impress and be unreliable. The image is the impression made in the mind of a person towards the food in the San Chao Market. Food's image is critical to the success of a street food business in the San Chao market in both the short and long term. The advancement of communication technology, especially mass communication, is what allows people in different societies to be informed of news. Every consumer wants to be informed and involved in their opinions in order to make informed decisions. The image is therefore the foundation of the stability of the San Chao Market. If they have a good image, they are more prepared than usual for market operators. For this reason, it is necessary to create a good image in the minds of food consumers in the San Chao Market. To create knowledge, understanding and have a good attitude towards food. It is accepted and supported by consumers and in order to maintain a good image that lasts longer. This will result in repeat consumption and eventually become food loyalty in the San Chao market.

Summarizing knowledge about product loyalty, which in this research refers to the loyalty of food consumers in the San Chao Market. There are many scholars such as Oliver (1999, p.34) as cited in Chaudhuri and Holbrook (2001, p.81) who summarized the meaning of loyalty in a nutshell that brand loyalty is continuous purchase behavior as in the case of buying food in the San Chao Market of consumers. In addition to the reason that there is a wide variety of food items, good taste, and affordable prices, creating good feelings or consumer satisfaction with food leads to purchasing behavior. The researchers listed above studied brand loyalty and concluded that there are two types of product loyalty: attitude loyalty and behavioral loyalty. This research aimed to measure the image levels of various aspects of food in the San Chao Market, to analyze the relationship between image level and consumer loyalty to food in San Chao markets in order to find a way to create a better image of food in the San Chao Market in the minds of consumers. This will help consumers buy food in the San Chao Market repeatedly and continuously. It has a positive effect on food shop operators and Surat Thani society both in terms of income and creating sustainable careers.

3.2 Conceptual Framework

The concepts and theories concerning the image and loyalty as well as related research were synthesized in this study, which can be illustrated as Figure 1.

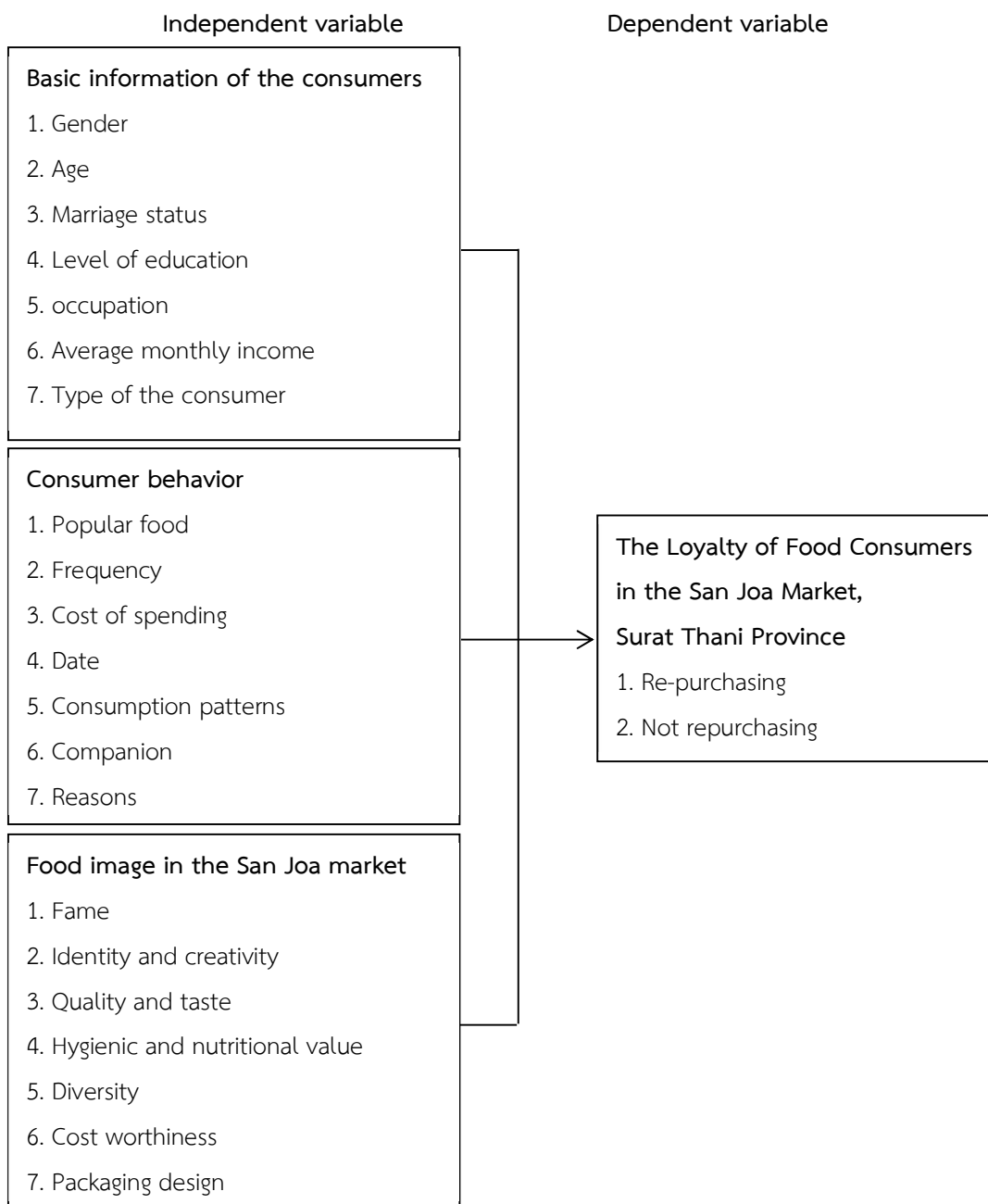


Figure 1: Theoretical Framework

Source: From the Literature Review

4. Research Methodology

4.1 Population And Sample

The population used in this study were Thai food consumers aged 18 years and over in the San Joa Market in Surat Thani Province. The exact population is unknown. The sample size was determined using the formula of Cochran (Cochran, 1953, p. 428) with a level of error of 0.05. The formula was calculated as follows:

$$n = \frac{P(1-P)Z^2}{d^2}$$

n = number of samples

P = Proportion of the population required by the researcher (0.5)

Z = The confidence that the researcher set at the statistical significance level of 0.05.

d = Proportion of tolerance allowed (0.05)

Substitute the values in the formula as follows:

$$n = \frac{0.5(1-0.5)1.96^2}{0.05^2}$$

$$n = \frac{0.25(1-0.5)1.96^2}{0.05^2}$$

$$n = \frac{0.25(3.8146)}{0.0025}$$

$$n = \frac{0.25(3.8146)}{0.0025}$$

$$n = 384.16 \approx 385$$

The size of the sample group that needs to collect data is 385 people. Accidental sampling was used to collect food samples from food consumers in the San Joa Market in Surat Thani Province.

In this research we collected data from 400 respondents. The accidental sampling was employed for data collection since the population of interest is large, we need to complete the investigation in a short time frame and can collect responses from only the subsets we find.

The instrument used in this research was a questionnaire, which can be divided into 3 parts as follows.

Part 1: Basic information and consumer behavior. 14 questions were employed using the checklist method.

Part 2: Food image. This part was created using a 5-point Likert Scale, consisting of 5 levels of agreement. which were; Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree.

Part 3: Level of loyalty. One question was employed using the checklist method. The question was about re-purchasing or not repurchasing.

Check the quality of the instrument. Sending the draft to 3 experts in order to check precision, coverage, accuracy of the detail, wording, and then revised according to the suggestions. IOC was 0.96.

Preliminary tryout the questionnaire to the general consumers that were not in the sample group. 30 questionnaires were employed to find the reliability of the instrument, using Cronbach's Alpha Coefficient. The reliability of the questionnaire was 0.882.

4.2 Data Collection Methods

4.2.1 Request a permission letter to collect the data from the Faculty of Management Science, Surat Thani Rajabhat University.

4.2.2 Collect the data from 400 respondents for 7 days, the days of the week, which can provide reliable data, using the questionnaires. The duration was suggested by the chairman of food traders club.

4.2.3 Collect the information and verify the completeness of the answer in the questionnaires. 400 set of questionnaires are equivalent to 100 percent.

4.2.4 Categorize the information from the questionnaires for statistical analysis.

4.3 Data Analysis

4.3.1 Analyze the basic information and consumer behavior in the San Joa market, Surat Thani Province, using the frequency and the percentage.

4.3.2 Analyze the level of Street food image in Surat Thani, Thailand using mean (\bar{X}) and standard deviation (S.D.)

4.3.3 Analyze the impact of image on loyalty of Street food Surat Thani, Thailand using a Logistic Regression Analysis.

5. Results and Discussion

5.1 Result

The analysis of basic information and food consumer behavior of the San Joa market in Surat Thani Province showed that, most of the consumers are female (61.00%), aged 21- 30 years (36.75%), single status (63.00%) held a bachelor's degree (54.75%), work in private companies (28.75%), with an average income of 10,000 baht or less (29.75%), and are the population of Surat Thani Province (91.50%).

As for food consumption behavior, the most popular type of food was noodles (27.50%). The frequency of buying food in the San Joa market was once or twice a week (34.75%). The average cost of spending was 101- 150 baht per time (29.50%). The most frequent dates of purchase ranged from Monday to Friday (53.75%). The consumption patterns were eaten at the store and takeaway (45.00%). The companions of food consumption at the store were friends and family (46.00%). The most significant reason for choosing the San Joa market was the diversity of food (43.00%).

The analysis on an overview image of food in the San Joa market, Surat Thani Province, can be drawn from the findings of the mean and the standard deviation as Table 3.

Table 3: Level of food image in general

Food image	\bar{X}	S.D.	Level of an agreement to food image
Diversity	4.16	0.59	high
Fame	3.93	0.58	high
Quality and taste	3.84	0.64	high
Identity and creativity	3.78	0.64	high
Cost worthiness	3.77	0.65	high
Hygienic and nutritional value	3.75	0.65	high
Packaging design	3.69	0.69	high
Total	3.85	0.16	high

The result showed that, the overview and each aspect are at a high level, namely, diversity, fame, quality and taste, identity and creativity, cost worthiness, hygienic and nutritional values, and packaging design.

1. The findings in Table 3 indicated that the opinion of street food image in San Joa market for the whole and each aspect were high; It can be ordered as follows, diversity, fame, quality and taste, identity and creativity, cost worthiness, hygienic and nutritional value, and packaging design.

2. The analysis on basic information of the respondents on loyalty to food in the San Joa market, Surat Thani Province, can be demonstrated in Table 4.

Table 4 The model of factors toward the consumer's loyalty in the San Joa market

Variable	B	S.E.	Wald	df	Sig.	Exp(B)
X_1	0.550	0.221	6.199	1	0.013*	1.733
X_2	1.793	0.510	12.385	1	0.000*	6.009
X_3	0.378	0.175	4.670	1	0.031*	1.459
Constant	-3.199	1.259	6.454	1	0.011	0.041

The result of goodness of fit model showed that the likelihood value was equal to -2Log likelihood or 509.953, the Hosmer and Lemeshow Test expressed that Chi-square = 42.002, p-value = 0.000, It can be seen that the logistics regression model was fit to employ in the study. Pseduo R^2 = 0.133, it meant that the independent variables can explain the changing of dependent at 13.30%. The percentage correct = 62.25, it can forecast the market 62.25%.

-2Loglikelihood = 509.953

Cox & Snell R^2 = 0.100

Nagelkerke R^2 = 0.133

Percentage Correct = 62.25

* Significant level at 0.05

The result from logistics regression equation indicated that the impact factors to the consumer's loyalty at the significance level 0.05 can be written as

Image Affecting the Loyalty of Food Consumers in the San Joa Market etc.

$$\text{Revisit} = -3.199 + 0.550X_1 + 1.793X_2 + 0.378X_3$$

When X_1 = Gender

X_2 = Type of the consumer

X_3 = Imaging of identity and creativity

From Table 4, It can be described as follows:

1. Gender has a positive relationship to the consumer's loyalty at significance of 0.05. Females have a higher opportunity to express their loyalty than males, around 1.733.
2. Type of the consumer has a positive relationship to the consumer's loyalty at significance level of 0.05. The local people in Surat Thani have a higher opportunity to show their loyalty than the tourist by 6.009.
3. Imaging of identity and creativity has a positive relationship to the consumer's loyalty at significance level of 0.05. It can be concluded that when the identity and creativity increased by 1 unit, the consumer's loyalty might be increase by 1.459%. The result showed the good opportunity of consumer re-purchasing.

5.2 Discussion

The findings can be discussed as follows.

1. The analysis on an image of food in the San Joa market towards loyalty showed that, hygienic and nutritional value affected directly consumer loyalty with statistical significance. It is in accordance with the finding from Agmapisarn and Decastro (2018) Factor analysis of Thai consumer's attitudes towards street food consumption: A case study of the victory monument roundabout area, Bangkok. Their summary recommendations are that street food providers should pay attention to food safety standards, the variety of street food offered for sale, the unique characteristics of the street food, and pay more attention to street food hygiene, especially the cleanliness of the place. Zhang et al. (2019) conforms to Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. as well. Their study showed that in Chinese restaurants, the perception of food quality has a positive impact on diners' loyalty. When the diners decide to return to the restaurant, food quality may be considered the most critical factor.
2. The result from the Binary logistic regression expressed that the factors significantly impacted on the consumer's loyalty are type of the consumer, gender and the identity and creativity.

2.1 Gender has a positive relationship to the consumer's loyalty at a significance level of 0.05. Females have a higher opportunity to express their loyalty than males around 1.733. It may be due to females preferring to consume food, goods or products more than males, Furthermore, females usually cook and serve food for the families' members. It is in accordance with the finding from Watcharin and Anantachart (2022, p. 32) who studied Lifestyle, Media Exposure, and Online Purchasing Behavior of Working-Age Female Consumers. In conclusion, the group of consumers with purchasing power tends to be in the working age group. The types of products that sell well tend to be products that are primarily targeted by women. "The female consumer market" is therefore an interesting market. It is a large audience and also has distinctive complicated characteristics including buying behavior that tends to make decisions easily and has high purchasing power. Becoming an important consumer group to watch and one of the world's major trends (Global Mega-trends) is the trend that "women drive the economy" (SHeconomy) due to being a housewife. Therefore having time to choose products at a shopping center or supermarket by yourself. This is in line with the lifestyle that has to leave the house to buy products regularly having time to shop without haste by using your own experience to help you decide.

Type of the consumer has a positive relationship to the consumer's loyalty at a significance level of 0.05. The local people in Surat Thani have a higher opportunity to show their loyalty than the tourist by 6.009. It is because the majority of the respondents are the local people of Surat Thani. They have more opportunity for re-purchasing more than tourism. Rocharungsat (2018, p. 13) proposed a way to promote tourist loyalty in terms of repeat purchases for local food image management. Local organizations involved in managing the image of local food can promote tourist loyalty in terms of repeat purchases by giving importance to the development of uniqueness and promoting creativity.

Imaging of identity and creativity has a positive relationship to the consumer's loyalty at a significance level of 0.05. It can be concluded that when the identity and creativity increased by 1 unit, the consumer's loyalty might be increase by 1.459%. The result showed the good opportunity of consumer re-purchasing. The consumers emphasized the identity and creativity since the San Joa market is a place that demonstrates local lifestyle and culture. It is in accordance with the finding from Rocharungsat (2018), who studied Developing Local Food Image Management Model to Increase Tourist Loyalty: Case study of Phetchaburi. The study found that identity and creativity has positively impacted on the tourists.

2.2 Research findings showed the average of the safety image ($\bar{X} = 3.75$) was at a high level. This was consistent with Bualuang (2021) which found that for consumers of street food Lopburi Province the satisfaction of the safety of food utensils was at a high level ($\bar{X} = 4.62$).

2.3 The research found that food consumers in the San Joa market paid attention to the image of food prices, with the average being at a high level. It complies with the Bureau of Food and Water Sanitation, Department of Health (n.d.) road food standards. The project for “food safety health promotion support Thai tourism” found economically, food was cheap (Starred Rat) and the price was also consistent with Lamsiri et al. (2022). Marketing mix factors affecting fast food restaurant brand loyalty of consumers in Bangkok consisted of service process, price, marketing promotion. Physical characteristics and service quality factors consisted of the aspect of knowing and understanding the service recipients and the concrete aspect of the service and credibility or reliability. Brand image factors consisted of atmosphere and environment and the brand aspect affects the brand loyalty of fast food restaurants of consumers in Bangkok at a statistical significance level of 0.05.

2.4. From the research findings, it was found that consumers have opinions on the image of food in the San Joa market in Surat Thani Province, and opinions on uniqueness and creativity was at a high level. This was consistent with Wuttipan et al. (2019) which found that Image value consisted of 6 variables as street food made people want to revisit Bangkok in the future.

2.5 The results of the research found that consumers had opinions on the image of food in the San Joa market in Surat Thani Province and opinions on quality and taste was at a high level. This was consistent with Suwannarak et al. (2021) which found that factors directly influencing attitudes were food images, food quality, and factors directly influencing tourist loyalty were food images and food quality.

2.6 The results of the research revealed that the unique image of food in the San Joa market in Surat Thani Province was at a high level. It is consistent with Bangkheow (2022), where it was found that street food was unique and important in social and cultural aspects and variety of flavors and deliciousness, including a tangible price. It is a product that can show the art of cooking and attractive appearance for consumption.

2.7 The research results showed that the quality image and food prices in the San Joa market were at a high level. It was consistent with Poltanee and Boonphetkaew (2020) that found that food quality and price meet the hypothesis and are acceptable.

2.8 The results of the research showed that food consumers in the San Joa market in Surat Thani province had opinions on the image of using quality raw materials and cleanliness at a high level.

It corresponds to Jithpakdeepornrat and Pooripakdee (2021) who found that street food identity affects satisfaction of Generation C customers in various aspects: the location of the store, building good relationships with customers, the use of quality local raw materials, cleanliness, service quality, the design and decoration of restaurants, food kiosks, or food carts.

2.9 Research results showed the average of the food image in the San Joa market in Surat Thani Province as an overall was at a high level. This will also affect consumer loyalty in the San Joa market. It was consistent with Ding et al. (2022) found that tourists' perceptions of restaurant menu, technology-based service and experiential innovativeness played essential roles in enhancing destination cognitive food image. In addition, the destination cognitive food image strengthened the destination brand image and increased tourists' revisit intentions for the future. It was also consistent with Cheng et al. (2022) whose findings indicate the significance of interrelationships between service innovation, tourist satisfaction, destination image, and destination loyalty, with destination image being a mediating factor on tourist satisfaction and destination loyalty.

6. Conclusion

In conclusion, the level of opinions regarding the image of food among consumers in the San Joa market in Surat Thani Province is at a high level in every aspect both in an overall and in each aspect. There are customers' opinions about variety, fame, quality and taste, uniqueness, and creativity value for money, hygiene, nutritional value, and packaging format. Consumers consume food in the shrine market 1-2 times a week and consume food in the shrine market most often Monday through Friday. The most important reason for choosing to consume at the shrine market is the variety of food types. Most consumers are very loyal to the San Joa market in Surat Thani Province. Factors that significantly affect the loyalty of food consumers in San Chao Market, Surat Thani Province at the 0.05 level are person type, gender, uniqueness. Creativity is positively related to food consumer loyalty in the San Joa market in Surat Thani Province.

7. Suggestions

7.1 Suggestions For Research

From the outcome of the research, the researcher recommends as follows:

7.1.1 From the result that most of the consumers chose takeaway option over eating-in option, the vendors should consider to use an appropriate packaging including a packaging that is made from

environmentally friendly materials. Besides, the finding found that consumers had a moderate opinion on the food containers that are made from environmentally friendly materials. Therefore, packaging design should be reconsidered to meet the standard and be suitable for takeaway.

7.1.2 The consumers in the San Joa market agreed on food image on a variety traditional dishes in an average of 3.88. Thus, the related authorities should reconsider to grant more permission to traditional food vendors and support them to learn more about how to make popular traditional food such as ‘Khanom Chin’.

7.1.3 The sellers in the San Joa market and the municipality of Surat Thani should be concerned with identity and creativity of food. The identity and uniqueness of local food should be promoted. For example, food container can be used as banana leaf for “Pad Thai Chai-Ya”.

7.1.4 The local officials have to urgently do public relations on the identity of food in the San Joa market. It can remind the consumer’s imagination and as well as the tourists or visitors in order to visit the San Joa market in the long holiday/vacation.

7.1.5 At present, although the situation of COVID-19 has begun to subside the government has not yet lifted the lockdown and people have begun to resume normal economic and social activities. However, vendors in the San Chao market should expand the market and create a good image on the convenience of consuming food from the San Joa market. The vendors may adjust and increase sales channels to the delivery system because some consumers are still used to ordering food to eat at home during the Covid-19 that makes consumers feel safe and convenient as before.

7.2 Suggestions For The Future Study

7.2.1 Qualitative or participation action research should be studied, furthermore some variable such as the consumer’s confidence should be added in the model.

7.2.2 The sample of the study should focus on the visitors so as to promote the San Joa market.

7.2.3 A study on nutrition of food for the elderly.

7.3 Policy Suggestions

7.3.1 Environmentally friendly food and packaging policy to provide consumer rights protection policy and those involved to operate effectively sanitation office, environmental health, Surat Thani Municipality, and Surat Thani Province should establish a plan for the visit and recommending traders and strictly and regularly consumers of food in the San Joa market; to bring the results to be evaluated

in planning to maintain cleanliness and hygiene and use of raw materials as consistently environmentally friendly cooking materials.

7.3.2 The country's overall street food identity policy found that agencies involved in supporting the operation of street food businesses should formulate policies that promote the image and identity of the food market in each area in order to help build loyalty to the food of each market. This will cause more demand for repeat purchases.

8. Acknowledgement

This research was funded by Suratthani Rajabhat University. I would like to express my sincere thanks to Management science for their invaluable help and constant encouragement throughout the duration of this research. I am most grateful for Associate Professor Dr.Nantawan Changkid for her teaching and advice the research methodologies. I would not have achieved this far and this research would not have been completed without all the support that I have always received from her. In addition, I am grateful for the expatriates for their suggestions and all their help. Finally, I most gratefully acknowledge Mrs.Pajit Kamolrungreang and Mr.Tepsin Pongkeaw for all their support to promote my research results to community.

9. References

- Agmapisarn, C. & Decastro, N. (2018). Factors analysis of Thai consumer's attitudes towards street food consumption: A case study of the victory monument roundabout area, Bangkok. *Journal of Research and Development Journal Loei Rajabhat University*, 13(45), 56-67.
- Bangkheow, P. (2022). Thonburi Street Food: The Change of Urban Society for Sustainable Development. *Journal of Art and Cultural Perception*, 21(1), 145-165.
- Boonklang, P. (2017). *The organization image impact to customers royalty of bank for agriculture and agricultural co-operative: Dan khun tod brunch, Nakhonratchasima province*. [Unpublished master's thesis]. Rajamangala Technology of North-East University.
- Bualuang, C. (2021). Public polity: The model development of Process in Street Food in Lopburi Province. *Thai Journal of Public Health and Health Sciences*, 4(1), 175-190.

- Bureau of Food and Water Sanitation, Department of Health. (n.d.). *Development and elevation of street food standards*. <https://foodsan.anamai.moph.go.th/th/street-food/download/?did=204151&id=70952&reload=>
- Cha, S., & Lee, S. (2021). The Effects of User Experience Factors on Satisfaction and Repurchase Intention at Online Food Market. *Journal of Industrial Distribution & Business*, 12(4), 7-13. <https://doi.org/10.13106/jidb.2021>.
- Chaudhuri, A. and Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Cheng, B., Abu, N. K., Yap, C. S., Mansori, S., & Cham, T. (2022). Service-driven Advocacy: From Tourists' Felicity to Preeminent Destination Loyalty. *Asian Journal of Business Research*, 12(1), 124-146. <https://doi.org/10.14707/ajbr.220123>
- Cheng, C. C., Chiu, S., Hu, H., & Chang, Y. (2011). A Study on exploring the relationship between customer satisfaction and loyalty in the fast food industry: With relationship inertia as a mediator. *African Journal of Business Management*, 5(13), 5118-5126. <https://doi.org/10.5897/AJBM10.870>.
- Cochran, W. G. (1953). *Sampling Techniques*. New York: John Wiley & Sons.
- Department of International Trade Promotion. (2018). *THAIFEX – World of Food Asia 2018*, <https://gnews.apps.go.th/news?news=20106>.
- Ding, L., Jiang, C., & Qu, H. (2022). Generation Z domestic food tourists' experienced restaurant innovativeness toward destination cognitive food image and revisit intention. *International Journal of Contemporary Hospitality*, 34(11), 4157-4177. <https://doi.org/10.1108/IJCHM-07-2021-0903>
- Jithpakdeepornrat, T., & Pooripakdee, S. (2021). The Effects of Street Food Identity on “Generation Z” Customers's Purchasing Intention, Satisfaction and Advocacy. *Humanities and Social Science Research Promotion Network Journal*, 4(1), 14-28.
- Lamsiri, S., Tase, S., & Chawna, L. (2022). Factors Affecting Consumers' Brand Loyalty towards Fast Food Restaurants in Bangkok. *SSRU Graduate Studies Journal*, 15(1), 68-86.
- Oliver, R. L., (1999). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: The McGraw Hill.

- Poltanee, I. & Boonphetkaew, U. (2020). Structural equation model of positive psychology and consumer satisfaction of European backpacker tourists on street food at Yaowarat Street. *Journal of Humanity and Social Science Journal Ubon Ratchathani University*, 11(2), 205-224.
- Rocharungsat, P. (2018). The model of image development for tourists' royalty in Petch-buri Province. *Journal of International Thai Academic*, 14(1), 152-167.
- Singh, G., Slack, N., Sharma, S., & Sharma, K., (2021). Antecedents involved in developing fast-food restaurant customer loyalty. *The TQM Journal*, 33(8), 1753-2731.
<https://doi.org/10.1108/TQM-07-2020-0163>
- Smitikrai, C. (2018). *Consumer behavior* (6th edition). Bangkok: Chulalongkorn University Press.
- Sudari, S., Tarofder, A., Khatibi, A., & Tham, J., (2019). Retracted: Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 9(1), 1385-1396.
<https://doi.org/10.5267/j.msl.2019.5.012>.
- Suhartanto, D., Marwansyah., Muflih, M., Najib, M., & Faturohman, I. (2020). Loyalty formation toward Halal food Integration the Quality-Loyalty model and the Religiosity-Loyalty Model. *British Food Journal*, 122(1), 48-59. <https://doi.org/10.1108/BFJ-03-2019-0188>.
- Surat Thani Municipality. (2018). *Briefing document*, Bureau of Public Health and Environment 2, Surat Thani Municipality.
- Suwannarak, J., Pungnirund, B., & Sangma, W. (2021). Casual Factors Influencing Tourist Loyalty to the Consumption of Local Food in the Eastern Economic Corridor. *Journal of MCU Peace Studies*, (9)5, 1858-1870.
- Uddin, M. (2019). Customer loyalty in the fast food restaurants of Bangladesh. *British Food Journal*, 121(11), 2791-2808. <https://doi.org/10.1108/BFJ-02-2019-0140>.
- Watchana, D. (2017). *The relation between image, service quality, and the royalty of the customers: Government saving bank in Surat Thani Province*. [Unpublished master's thesis]. Suratthani Rajabhat University.
- Watcharin, N., & Anantachart, S. (2022). Lifestyle, Media Exposure, and Online Purchasing Behavior of Working-Age Female Consumers. *Journal of Public Relations and Advertising*, 15(1), 30-52.
- Wuttipan, C., Kaewnuch, K. & Chaimongkol. W. (2019). International Tourist' Perceived Value in Food Tourism Service: Street Food in Bangkon, Thailand. *Dusit Thani College Journal*, 13(3), 109-126.

Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. *Sustainability*, 11(3437), 1-18. <https://doi.org/10.3390/su11123437>

Zhong, Y., & Moon, H. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, 9(460), 1-19. <https://doi.org/10.3390/foods9040460>

ประวัติแนบท้ายบทความ



Name and Surname:	Assistant Professor Boonrirk Boonkong
Highest Education:	Master's degree
University or Agency:	Suratthani Rajabhat University
Field of Expertise:	Business
Address:	272 Moo 9 Surat-Nasan Road, Khun Talae, Muang Surat Thani 84000
E-mail:	bboonrirk@gmail.com