# Examining the Relationships between Behavior, Attitudes, Trust and Repurchase Intentions toward Street Food in Yaowarat Area among Thai Tourists

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## Abstract

This study investigates the relationship between Thai tourists' behavior, attitudes, and trust and their repurchase intentions toward street food in the Yaowarat area. Specifically, it analyzes the associations between tourists' repurchase intentions and their behavioral patterns, attitudinal predispositions, and trust in street food vendors. A quantitative research design was employed, utilizing a structured questionnaire to collect data from 130 Thai tourists with prior experience purchasing street food in the area. Descriptive statistics and inferential statistical tests—including Chi-Square and Pearson Correlation analyses—were applied to assess the significance of these relationships.

The findings reveal that tourist behavior related to street food consumption does not exhibit a statistically significant relationship with repurchase intentions. However, attitudes and trust demonstrate strong positive correlations with repurchase intentions ($p < 0.05$). These results highlight the critical role of attitudinal and trust-related factors in shaping tourists' likelihood of revisiting street food establishments, providing valuable insights for policymakers, business owners, and tourism stakeholders. The study contributes to the growing body of research on gastronomic tourism by offering empirical evidence on consumer decision-making in street food consumption.

**Keywords:** *Street food consumption, Tourist behavior, Consumer attitudes, Trust, Repurchase intentions, Gastronomic tourism*

## 1. Introduction

Gastronomic tourism has emerged as a key driver of Thailand's tourism economy, significantly contributing to national revenue and cultural identity. The nation's food industry, including local markets, restaurants, street food vendors, and culinary schools, makes a substantial contribution to job creation and revenue generation (Fakfare and Wattanacharoensil, 2023). For Thai visitors seeking dining, cultural, and retail activities, Yaowarat Road continues to be a popular destination. One of Bangkok's oldest and liveliest avenues, Yaowarat Road is lined with eateries, markets, and historical landmarks. It is well-known for its extensive Chinese heritage and contributes significantly to the draw of both domestic and foreign travelers. Among international tourists, Chinese visitors have exhibited a particular affinity for Thai street food and regional culinary experiences, with Yaowarat Road and Or Tor Kor Market serving as central hubs for food tourism development.

The street food sector constitutes a vital component of Thailand's broader foodservice industry, which encompasses over 150,000 providers with a total market capitalization of 834,856 million baht. Notably, 103,000 street food vendors operate within this sector, accounting for 69% of all food businesses and generating approximately 271,355 million baht (32.4%) of the total foodservice revenue (Saowapreuk, 2025). Furthermore, international tourists allocate an estimated 23% of their total travel budget to food and beverages (Tourism and Sports Economics Division, 2024), underscoring the integral role of street food in Thailand's tourism economy.

Recognizing its economic potential, the Thai government has implemented strategic initiatives to enhance street food quality, hygiene, and authenticity. Efforts by government agencies, including the Ministry

of Tourism and Sports and the Bangkok Metropolitan Administration (BMA), have aimed to reinforce Thailand's global culinary reputation. Programs such as the "Amazing Thai Taste" campaign have been instrumental in positioning Thai cuisine and tropical fruits as premium products. Additionally, Bangkok's recognition as a top street food destination by international platforms such as CNN Travel (Shea, 2018), along with its collaboration with Michelin—which has resulted in six street food vendors receiving Bib Gourmand and Michelin Plate distinctions (Michelin Guide, 2025)—further highlights Thailand's prominence in gastronomic tourism.

Beyond its economic significance, street food is deeply embedded in Thai cultural heritage, with Yaowarat Road serving as a prime example of multicultural gastronomic fusion influenced by Thai-Chinese traditions. The introduction of pedestrian-friendly policies by the BMA has enhanced accessibility and the overall dining experience, further cementing Yaowarat's status as a premier street food hub.

Despite its importance, the factors influencing tourists' repurchase intentions toward street food in Yaowarat remain underexplored. Prior studies have identified various determinants of repurchase behavior across different consumer segments, including price perception, quality expectations, trust, and engagement (Jeaheng et al., 2023; Bernarto et al., 2024). However, few studies have specifically examined the interplay between tourist behavior, attitudes, and trust in shaping repurchase intentions for street food. This study seeks to bridge this gap by investigating these relationships and providing empirical insights for tourism stakeholders, food vendors, and policymakers. The findings are expected to provide actionable insights for enhancing service quality, fostering consumer loyalty, and strengthening Thailand's reputation as a global gastronomic destination.

## 2. Objectives

This study has three main objectives:

1) to explore the relationship between behavioral factors and repurchase intentions toward street food.

2) To examine the relationship between attitudes and repurchase intentions toward street food.

3) To investigate the relationship between trust and repurchase intentions toward street food.

## 3. Materials and Methods

This study adopts a quantitative research approach using a survey-based method to collect data from Thai tourists who consume street food in the Yaowarat area. The primary data collection tool was a structured questionnaire, which was designed to assess the relationships between tourist behavior, attitudes, trust, and repurchase intentions. A total of 130 questionnaires were distributed, and responses were collected on-site. Due to the unknown total population size, this study employed convenience sampling, allowing researchers to gather data from tourists who had previously purchased street food in the Yaowarat area. The sample size was determined using G*Power software, with an effect size of 0.15, a significance level of 0.05, and a statistical power of 0.95, resulting in a recommended sample size of 129 respondents. To ensure statistical reliability and avoid missing data issues, 130 participants were surveyed.

The questionnaire used in this study was developed based on an extensive review of relevant literature concerning the four main variables: tourist behavior, attitudes, trust (independent variables), and repurchase intention (dependent variable). Each variable was carefully operationalized to reflect key dimensions relevant to tourists' engagement with street food in the Yaowarat area.

Tourist behavior was measured through five indicators: number of visits, purpose of visit, mode of transportation, group size, and average spending per visit. These indicators capture the frequency, motivation, and logistical patterns of tourist activity in the area. To assess attitudes, the questionnaire focused on three dimensions: understanding, emotional response, and behavioral inclination toward street food. These elements help reveal how tourists perceive and interact with the street food experience. The construct of trust was evaluated through five dimensions: credibility, confidence, tangibility, attentiveness, and customer

responsiveness, offering a comprehensive view of tourists' trust in vendor integrity, service, and safety. Finally, repurchase intention was measured using four indicators: willingness to repurchase, likelihood of repurchase, increased frequency of repurchase, and repurchase of the same product type, which together capture both psychological readiness and behavioral intention.

The questionnaire was structured into five sections: (1) demographic information (gender, age, income level, and occupation); (2) purchasing behavior (five multiple-choice items); (3) attitudes toward street food (measured using five Likert-scale items); (4) trust in street food vendors (assessing consumer confidence in hygiene, pricing, and reliability); and (5) repurchase intention. To ensure content validity, the instrument was reviewed by three subject matter experts using the Item-Objective Congruence (IOC) Index, with all items scoring between 0.50 and 1.00, confirming alignment with the intended constructs. Internal reliability was tested using Cronbach's Alpha, with all variables achieving values above 0.70, indicating strong consistency and reliability.

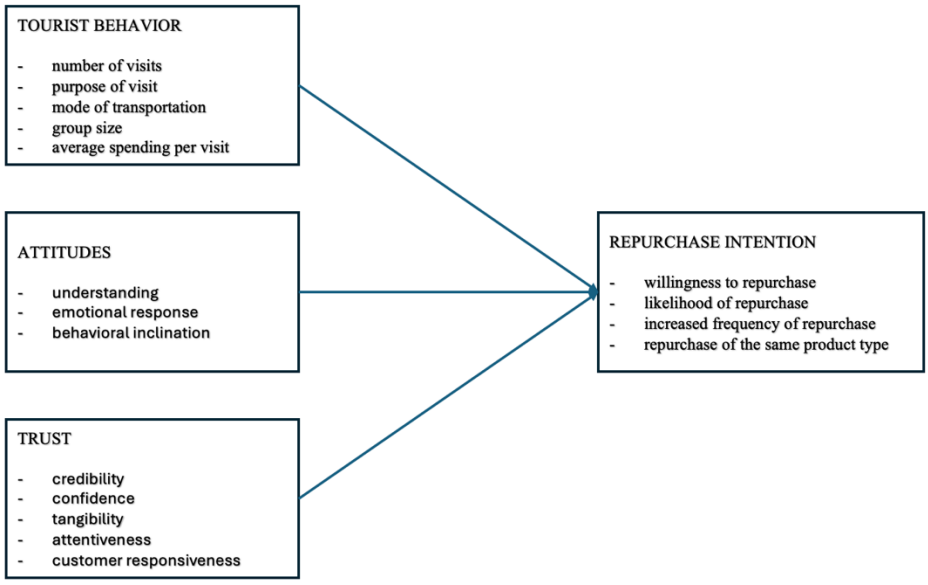


**Figure 1** Research Framework

For data collection, the researcher personally visited designated study locations in the Yaowarat area, distributing and explaining the questionnaires to respondents. Tourists were given detailed instructions on how to complete the questionnaire, and any uncertainties were clarified to ensure accuracy. Responses were recorded and entered into statistical software for analysis. The collected data were examined using descriptive statistics (mean, standard deviation, frequency, and percentage) to summarize respondent characteristics, purchasing behavior, attitudes, and trust levels. Additionally, inferential statistical tests, including Chi-square analysis and Pearson correlation, were performed to assess the relationships between the independent variables (behavior, attitudes, and trust) and the dependent variable (repurchase intention). The findings from these analyses provide insights into the key factors influencing tourists' decision-making processes regarding street food consumption in the Yaowarat area.

## 4. Results and Discussion

### *4.1 Results*

4.1.1 Top Key Demographic & Behavioral Profiles of Respondents

Table 1 presents the key demographic characteristics of the respondents who participated in the study. The majority of respondents were female (60.00%), while male participants accounted for 40.00%, indicating a greater female representation among street food consumers in the Yaowarat area. In terms of age, the 26–35 age group dominated the sample, representing 58.46% of the respondents, suggesting that young working-age adults are the primary demographic engaging with street food in this location. Other age groups were less represented, with 13.08% aged 15–25, 17.69% aged 36–45, and 10.77% aged 46 and above.

Regarding income levels, the largest proportion of respondents (43.85%) reported earning between 15,001 and 30,000 baht per month, followed by 21.54% who earned 15,000 baht or less. A smaller percentage reported higher income brackets, with only 5.38% earning 75,001 baht or more, reflecting a broad spectrum of economic backgrounds among participants. In terms of occupation, private company employees comprised the largest group (45.38%), followed by business owners (18.46%), students (14.62%), and government officers (7.69%), with the remaining 13.85% categorized as 'other'. These demographic patterns underscore the diversity of street food consumers in Yaowarat and provide a foundational understanding of the target population for this study.

**Table 1** Key Demographic Profiles of Respondents

| | Profile | Number | Percentage |
|---|---|---|---|
| 1. Gender: | Male | 52 | 40.00 |
| | Female | 78 | 60.00 |
| 2. Age range: | 15 – 25 years old | 17 | 13.08 |
| | 26 – 35 years old | 76 | 58.46 |
| | 26 – 35 years old | 23 | 17.69 |
| | 26 – 35 years old | 14 | 10.77 |
| 3. Income level: | 15,000 or lower | 28 | 21.54 |
| | 15,001 – 30,000 baht per month | 57 | 43.85 |
| | 30,001 – 45,000 baht per month | 21 | 16.15 |
| | 45,001 – 60,000 baht per month | 14 | 10.77 |
| | 60,001 – 75,000 baht per month | 3 | 2.31 |
| | 75,001 or above | 7 | 5.38 |
| 4. Occupation: | Students | 19 | 14.62 |
| | Business owners | 24 | 18.46 |
| | Private company employees | 59 | 45.38 |
| | Government officers | 10 | 7.69 |
| | Other | 18 | 13.85 |

Table 2 outlines the key behavioral profiles of the respondents in relation to their street food consumption in the Yaowarat area. The majority of respondents (44.62%) reported purchasing food in Yaowarat more than four times, reflecting a strong pattern of repeat visits. An additional 36.15% had visited 1–2 times, while 19.23% reported visiting 3–4 times, indicating that many tourists are familiar with the area and actively engage with its culinary offerings. The primary purpose of visiting was overwhelmingly for



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dining (76.92%), with fewer participants indicating purposes such as networking and socializing (18.46%) or other reasons (4.62%), and none citing learning as their main motivation.

In terms of transportation, the majority (58.46%) used personal vehicles to reach Yaowarat, while public train (21.54%) and road transportation (20.00%) were also common modes of travel, suggesting that ease of access contributes to the area's popularity. Most respondents visited in small groups of 2–3 people (70.77%), emphasizing the social nature of street food consumption. Finally, average spending per visit varied, with 36.92% spending less than 1,000 baht, and another 35.38% spending between 1,001 and 1,500 baht, reflecting a moderate level of expenditure. These behavioral patterns offer important insights into the consumption habits and motivations of tourists frequenting Yaowarat's street food scene.

**Table 2** Behavioral Profiles of Respondents

| Profile | | Number | Percentage |
|---|---|---|---|
| 1. Frequency of purchasing food in Yaowarat area: | 1 – 2 times | 47 | 36.15 |
| | 3 – 4 times | 25 | 19.23 |
| | more than 4 times | 58 | 44.62 |
| 2. Primary purpose of visiting: | Networking and socializing | 24 | 18.46 |
| | Dining | 100 | 76.92 |
| | Learning | 0 | 0.00 |
| | Others | 6 | 4.62 |
| 3. Mode of transportation: | Public road transportation | 26 | 20.00 |
| | Public train transportation | 28 | 21.54 |
| | Personal Vehicle | 76 | 58.46 |
| | Others | 0 | 0.00 |
| 4. Group size: | Visiting alone | 9 | 6.92 |
| | 2 – 3 people | 92 | 70.77 |
| | 4 – 5 people | 22 | 16.92 |
| | More than 5 people | 7 | 5.38 |
| 5. Average spending per visit: | Less than 1,000 baht | 48 | 36.92 |
| | 1,001 – 1,500 baht | 46 | 35.38 |
| | 1,501 – 2,000 baht | 21 | 16.15 |
| | More than 2,000 baht | 15 | 11.54 |

Table 3 presents the respondents' attitudes and trust toward street food in the Yaowarat area, based on mean scores ($\bar{x}$) and standard deviations (S.D.). Among the attitude items, the highest mean scores were observed for "The food tastes delicious" ($\bar{x}$ = 4.20) and "Variety of food options" ($\bar{x}$ = 4.19), indicating that respondents strongly appreciate the taste and diversity of street food in Yaowarat. In contrast, relatively lower mean scores were recorded for "Food prices are reasonable" ($\bar{x}$ = 3.45) and "Street food promotion through media" ($\bar{x}$ = 3.10), suggesting more moderate levels of agreement with these aspects.

In terms of trust, respondents showed the highest confidence in "The taste quality of food" ($\bar{x}$ = 3.97) and "Business honesty and integrity" ($\bar{x}$ = 3.77). Other trust-related items, such as confidence in hygiene and pricing ($\bar{x}$ = 3.62) and service fairness ($\bar{x}$ = 3.70), also received favorable responses. These findings indicate that while tourists generally hold positive attitudes and a moderate to high level of trust in

Yaowarat's street food vendors, there is room for improvement in perceived value for money and promotional outreach.

**Table 3** Respondents' Attitudes and Trust in Street Food in the Yaowarat Area

| Attitudes and Trust | $\bar{x}$ | S.D. |
|---|---|---|
| **Attitudes** | | |
| 1. Variety of food options | 4.19 | 0.845 |
| 2. The food tastes delicious. | 4.20 | 0.782 |
| 3. The food is clean and hygienic. | 3.52 | 0.809 |
| 4. Food prices are reasonable. | 3.45 | 0.989 |
| 5. Street food vendors in the Yaowarat area provide good service. | 3.57 | 0.871 |
| 6. Street food businesses in the Yaowarat area are promoted through various media channels such as television, radio, and magazines. | 3.10 | 1.026 |
| **Trust** | | |
| 7. Street food businesses in the Yaowarat area operate with honesty and integrity. | 3.77 | 0.803 |
| 8. You trust street food vendors in Yaowarat in terms of cleanliness and pricing. | 3.62 | 0.830 |
| 9. You trust the taste quality of food from street food vendors in Yaowarat. | 3.97 | 0.853 |
| 10. Street food vendors in the Yaowarat area provide fair and equitable service. | 3.70 | 0.832 |
| 11. You feel confident about the safety of consuming food from street food vendors in the Yaowarat area. | 3.59 | 0.842 |

4.1.2 Statistical analyses

Chi-square tests were conducted to assess the relationship between tourists' behaviors and their repurchase intentions. Table 4 presents the Chi-square test results examining the relationship between various consumer behaviors and repurchase intentions for street food in the Yaowarat area. The results indicate that none of the tested behavioral variables show a statistically significant relationship with repurchase intention, as all p-values exceed the conventional significance threshold of 0.05.

Among the examined behaviors, mode of transportation ($\chi^2 = 43.460$, $p = 0.09$) yielded the lowest p-value, suggesting a marginal association with repurchase intention, though not statistically significant. Other behaviors, including frequency of purchasing food in Yaowarat ($\chi^2 = 34.957$, $p = 0.33$) and primary purpose of visiting ($\chi^2 = 35.568$, $p = 0.30$), did not demonstrate notable relationships with repurchase intention. Additionally, group size ($\chi^2 = 42.183$, $p = 0.71$) and average spending per visit ($\chi^2 = 50.916$, $p = 0.36$) also exhibited weak associations, indicating that these factors may not be primary determinants of tourists' likelihood to repurchase street food in the Yaowarat area.

These findings suggest that consumer behavior alone may not strongly predict repurchase intention, implying that other factors, such as attitudes, trust, or external influences, may play a more significant role in shaping tourists' decisions to revisit and repurchase street food in the Yaowarat area.

**Table 4** Chi-Square Test Results for Behaviors and Repurchase Intentions

| Behaviors | Chi-square ($\chi^2$) | p |
|---|---|---|
| 1. Frequency of purchasing food in Yaowarat Area | 34.957 | 0.33 |
| 2. Primary purpose of visiting | 35.568 | 0.30 |

| | | |
|---|---|---|
| 3. Mode of transportation | 43.460 | 0.09 |
| 4. Group size | 42.183 | 0.71 |
| 5. Average spending per visit | 50.916 | 0.36 |

Pearson correlation tests were conducted to examine the relationships between 1) tourists' attitudes and their repurchase intentions, and 2) tourists' trust and their repurchase intentions. Table 5 presents the correlation results, demonstrating strong positive associations between both independent variables and repurchase intention. Attitudes ($r^2 = 0.719$, $p = 0.01$) show a significant positive correlation, suggesting that tourists with more favorable attitudes toward street food are more likely to repurchase. Likewise, trust ($r^2 = 0.814$, $p = 0.01$) exhibits an even stronger correlation, indicating that higher levels of trust in street food vendors significantly enhance the likelihood of repeat purchases.

With p-values less than 0.01, both relationships are statistically significant at the 99% confidence level, confirming that attitudes and trust are key determinants of repurchase behavior. These findings underscore the importance of enhancing positive perceptions and building consumer trust to encourage repeat visits and sustained engagement with street food vendors in the Yaowarat area.

**Table 5** Pearson Correlation Results for Attitudes and Trust in Relation to Repurchase Intentions

| | **Pearson Correlation ($r^2$)** | **p** |
|---|---|---|
| 1. Attitudes | 0.719 | 0.01 |
| 2. Trust | 0.814 | 0.01 |

### *4.2 Discussions*

This study examines consumer behavior regarding street food in the Yaowarat area, focusing on factors such as visit frequency, purpose of visit, mode of transportation, number of accompanying members, and expenditure per visit. The findings reveal no significant relationship between these behavioral factors and consumers' intention to repurchase street food in the Yaowarat area. This phenomenon may be attributed to the high number and diversity of street food vendors in the Yaowarat area, encouraging tourists to explore new options rather than consistently returning to the same establishment.

The study highlights that a significant portion of respondents (58 individuals, accounting for 44.62%) have visited street food establishments in the Yaowarat area more than four times. However, this finding contradicts Lacey and Morgan's (2009) study, which posits that repurchasing behavior typically involves returning to the same vendor rather than simply revisiting the same location. In this case, while food tourists may return to the Yaowarat area, they do not necessarily revisit the same food stall.

The study further reveals a significant relationship between consumer attitudes and repurchase intention toward street food in the Yaowarat area. Attitudes encompass knowledge, understanding, and beliefs, which are initially shaped by learning experiences (Schiffman & Wisenblit, 2019). Consumers acquire information through media exposure and direct experiences, which influence their decision-making process. The desire to return to the Yaowarat area for street food may be driven by the variety of culinary offerings, as it is impossible to sample all options in a single visit. This aligns with Jaturongkakul and Jaturongkakul (2007), who argue that knowledge and perception contribute to consumer attitudes and beliefs. Similarly, Klaikaew (2021) found that Michelin Guide street food consumers tend to trust the Michelin award more than recommendations or word-of-mouth, demonstrating the impact of informational exposure on consumer confidence.

Emotional attitudes, reflecting individual preferences, influence consumer behavior (Schiffman & Wisenblit, 2019). A positive attitude toward a product or service increases the likelihood of repurchase and customer loyalty. This aligns with Suphathanachotipong (2019), who found that service attitudes could predict repurchase behavior, increasing by 4.80%. Furthermore, Siamnikorn (2020) discovered that emotional perceptions of Japanese products positively influenced repeat purchases of imported Japanese cosmetics.

Behavioral tendencies stem from personal beliefs and emotions, which shape consumer attitudes and purchase intentions (Schiffman & Wisenblit, 2019). The study suggests that consumers in the Yaowarat area are drawn to diverse and novel culinary experiences, motivating them to explore new food stalls rather than consistently patronizing a single vendor. This finding supports the perspective of Zeithaml, Parasuraman, and Berry (1990, as cited in Soeharso, 2023), who assert that purchase intention reflects a preference for a specific product or service. In this case, the Yaowarat area is perceived as a primary destination for consumers seeking a variety of street food experiences.

The study also establishes a relationship between consumer trust and repurchase intention toward street food in the Yaowarat area. Trust is a fundamental component of long-term business relationships and consumer confidence (McKnight & Chervany, 2002, as cited in Saputra & Sholihah, 2023). When consumers believe they will not be deceived in terms of food quality, pricing, or safety, trust becomes a key factor influencing long-term patronage and loyalty. This aligns with Kongjitrapa (2017), who found that consumer trust in pricing, service quality, and vendor integrity positively affected street food loyalty in the Yaowarat area. Similarly, Punplook (2015) concluded that trust significantly influenced repurchase behavior among food consumers. Klaikaew (2021) also found that consumer trust in Michelin Guide street food vendors was a crucial determinant of their repurchase decisions. However, this contradicts Leelaamorn (2014), who found no significant relationship between consumer trust and satisfaction, which may impact repurchase behavior.

In all business sectors, customer loyalty is the ultimate goal, as it signifies business success (Algesheimer et al., 2005, as cited in Li & Yuan, 2024). Repurchase behavior is driven by various factors, including positive consumer attitudes, trust, perceived product quality, value for money, and external influences such as marketing efforts, information dissemination, packaging, pricing, and word-of-mouth recommendations. This aligns with Punplook (2017), who found that perceived quality significantly influenced customer satisfaction. Kim et al. (2012, as cited in Shabankareh et al., 2024) also noted that initial customer satisfaction determines repurchase decisions. Furthermore, Kongjitrapa (2017) found that perceived value in pricing, service quality, and trust collectively predicted consumer loyalty toward street food in the Yaowarat area. Additionally, Sirathanon (2015) highlighted that economic factors, such as cost of living and fluctuating income, were key considerations in consumers' decisions to dine at street food establishments in the Yaowarat area.

Overall, the study underscores the significance of consumer attitudes and trust in shaping repurchase intention in the street food sector, providing valuable insights for vendors and policymakers aiming to enhance customer retention strategies in highly competitive food markets.

## 5. Conclusion

This study highlights the critical role of attitudes and trust in shaping tourists' repurchase intentions for street food in Yaowarat, reinforcing the broader significance of gastronomic tourism in Thailand's economy. While consumer behavior factors such as visit frequency, purpose, mode of transportation, group size, and spending per visit did not exhibit a statistically significant relationship with repurchase intention, the findings emphasize that positive attitudes and high levels of trust significantly influence tourists' decisions to return. The strong correlation between trust and repurchase intention ($r^2 = 0.814$, $p = 0.01$) suggests that consumer confidence in food quality, vendor reliability, and hygiene standards plays a crucial role in fostering long-term engagement with street food establishments. Likewise, attitudes ($r^2 = 0.719$, $p = 0.01$) reflect the importance of consumer perception, knowledge, and prior experiences in shaping repeat purchase behavior. These insights align with previous research, demonstrating that emotional connections, perceived value, and consumer confidence are key predictors of repurchase behavior in various food service contexts.

### *5.1 Recommendations from the Research*

Given the strong relationship between consumer attitudes and repurchase intention, service providers in the tourism industry must ensure that consumers develop a positive attitude toward products and

services from their first experience. This can be achieved through courteous communication, high-quality service, and pricing strategies that align with perceived value. However, fostering a positive attitude is not solely dependent on service staff; food quality and reasonable pricing also play a crucial role. Therefore, street food vendors in the Yaowarat area should focus on offering unique, signature dishes at competitive prices to attract repeat customers.

Additionally, since consumer trust is a major factor influencing repurchase intention, tourism-related businesses and street food vendors must establish credibility and reliability by providing friendly and honest service while maintaining consistent quality and standards. In the wake of changing consumer behavior due to the COVID-19 pandemic, many customers have shifted toward online food ordering. Street food vendors and restaurant operators should adapt by expanding their sales channels through online purchasing platforms and local delivery services to cater to evolving market demands.

### *5.2 Recommendations for Future Research*

To gain a more comprehensive understanding of the street food industry, future research should explore the perspectives of food vendors. Investigating their challenges and business strategies could provide insights into improving service quality, hygiene standards, and brand positioning for street food vendors, thus making them more attractive to both domestic and international tourists.

Additionally, while this study focused on Thai tourists, future research should examine international tourists as the target population to gather insights on promoting culinary tourism and effectively marketing Yaowarat as a food destination for foreign visitors. Understanding international tourists' preferences, trust-building factors, and decision-making processes could help strengthen Thailand's position as a global gastronomic hub.

Lastly, future research should consider integrating qualitative methodologies, such as in-depth interviews, alongside survey-based quantitative analysis. This would allow for a deeper exploration of consumer motivations, perceptions, and trust-building mechanisms that may not be fully captured through structured questionnaires. By expanding the scope and depth of research, stakeholders can develop more effective policies and marketing strategies to sustain and enhance the vibrancy of street food tourism in Thailand.

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