



Online Media that Affects the Decision to Choose a Street Food in Chiang Mai

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Abstract:- When it comes to street food or street food (Street Foods) with foreigners' Thai street food is one of the first things that foreigners think of. This makes street food look like one of the Thai cultures that foreigners want to try. More importantly, it also indicates that eating is a big issue for Thai people. Wherever you go There is absolutely no way to starve to death. The abundance of rice, and fish dishes in Thailand As a result, many bureaus rank Thai street food at the top of the world. The World Street Food Congress has named Thai street food as one of the top three foods. or CNN news agency also cited Bangkok as one of the 23 cities around the world with the best street food in the world for 2 consecutive years and data from Euro monitor International Global food market research company It is estimated that in 2017, street food in Thailand was able to generate sales of 271,355 million baht, thus attracting tourists. and generate substantial income for the country. This paper aimed to study 1) online media that affects the decision In choosing Street Food in Chiang Mai. This is quantitative research. The target group for this study consisted of study 400 Thai tourists choosing a specific model. The research tools were being consisted of a questionnaire with a precision between 0.67 - 1.00 and a confidence value of 0.894. The data were analyzed by using the frequency, percentage, mean, and standard deviation. The results of the study found that most of the frequency of using social networks is 4-8 hours. The device used to access social media is a mobile phone. Social Media Influencing Food Tourism Decisions in Thailand overall at the highest level, overall was at a high level, which were considered individually by order of average from highest to lowest, namely, Photo Sharing, Social Network, Discuss, Review, Opinion, Online Video, and Weblogs respectively.

Keywords: Online Media; Decision; Street Food

Introduction

The tourism industry in Thailand is aware of the importance of using social media as a medium for disseminating information about various tourist attractions for tourists to know and see thoroughly. We can easily find information about tourist attractions through social media which is a media source to help spread news or search for information easily and faster the more people most often share pictures. Activities and information on various tourist attractions through social media such as Facebook (Facebook), Instagram (Instagram), Pinterest (Pinterest), and travel review sites that people like to use such as Pantip Sanook, etc., which makes people who get to know that media. interest encourages more desire to travel by those who are interested in traveling or love to travel, will be able to find alternatives or have more confidence in choosing a tourist destination through the knowledge of tourist attractions through social media as mentioned (Tourism, A. 2015).

Media people who are highly effective in public relations and focus on direct contact with the audience. Mass media focuses on public relations with a large number of people at the same time quickly. Printed media with various objectives as specified by the agency, such as posters, journals, brochures, etc., and audio-visual media that recipients can receive both images and sounds. Activity media can convey feelings, thoughts, emotions, and stories. It can be seen that the media is diverse and has different uses according to the purpose of the users of that media. At this time, it must be admitted that the world has developed many more modern technologies and devices, both computers that are easier to use and more efficient. The internet signal is stable and very fast and can transmit a large

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amount of data. Today's mobile phones, also known as “smartphones,” are devices that can do many things besides calling or texting each other. The aforementioned devices are all important to the media. Can reach people of all peoples in the world, genders, ages, and races easily, conveniently, and more effectively than the previous generations. In addition to the media that can be published quickly today and can make people in the world know a lot of things. There is also a type of media that arises through websites and programs with internet connection and it is a trend that is rapidly gaining popularity around the world, that is, “social media”.

However, Thailand is a country famous for its food, with its landscape rich in natural resources. As the saying goes, 'There are fish in the water, there is rice in the fields, it is a country with abundant agricultural products. One of the worlds Apart from the famous food, Thailand is also famous for many tourists. Whether it's a beautiful tourist destination, different culture, or uniqueness so it's not surprising To be a country that tourists are looking for and wanting to visit after revisiting the foregoing We can see that Thailand has started to focus on bringing food. However, Thailand is still looking to bring food tourism to support the concept of 'sustainable consumption or Sustainable Consumption, which is part of it that can help and adapt. trend follower that will happen in the future Whether it's supporting local OTOP products that will help villagers. At the same time meeting the needs of Tourists who want to seek uniqueness In addition, we can also see an increase in the number of promotional tourism activities. increased health which is in line with the global trend that people are starting to turn to Grow interest in health, however, Thailand must remain active in the food tourism competition there are more Since we used to be a country famous for food in the region. ASEAN in the past, but at present, our neighboring countries have started to develop fast-food tourism (Tourism, A. 2018).

Street food is another battleground where Thailand's largest chain restaurants all have to come down to attack the market, not in a row, whether it's ZEN GROUP, which created "Kheang", a Thai restaurant with a distinctive flavor, CRG sent the brand "Delicious" to compete for a piece of cake. or even Chester's Grill in a large group such as CP Still have to build the brand "Taliu", it emphasizes the aroma of this market very well. The reason why big restaurant chains are so focused on “Street Food” is that it is one of the most charming businesses in Thailand. For sitting and eating street food many countries don't have a model like this anymore. But nowadays street food in Thailand has evolved even more From roadside carts to modern food trucks with many different designs until the upgrade of the roadside restaurant model to the current shopping mall. Street food in Thailand has become a very big market in 2017 with a value of 276 billion baht, according to a survey by Euro monitor International. Global food market research firm expects the value of 2021 to increase to 340,000 million baht or an average growth rate of 5.3%, although this is a previously estimated number that the world, including Thailand, will experience the epidemic of the virus. Covid-19 is considered the high market number ever.

In Chiang Mai province if talking about street food or street food (Street Foods) with foreigner's Thai street food is one of the first things that foreigners think of. ambiguous due to the proper language defect Chiang Mai This makes street food look like one of the Thai cultures that foreigners want to try. More importantly, it also indicates that eating is a big issue for Thai people. Wherever you go There is absolutely no way to starve to death. The abundance of rice, fish, and food in Thailand causes many bureaus to rank Thai street food at the top of the world. The World Street Food Congress has named Thai street food as one of the top three foods. or CNN news agency also cited Bangkok as one of the 23 cities around the world with the best street food in the world for 2 consecutive years and data from Euro monitor International Global food market research company, It is estimated that in 2017, street food in Thailand was able to generate sales of 271,355 million baht, thus attracting tourists. and generate substantial income for the country.

Today's social media influences the tourism industry, so it's important to use social media in marketing communication, which is an important communication channel to reach target consumers It is low cost, fast, and highly efficient and the area responds to the behavior of searching for source information travel a variety of places to use in decision-making which online media are associated with the increase of factors affecting access to tourist attractions and businesses(Ana, M. & Jens, K. 2014) coupled with social media users. Popular to share, share photos, videos, and travel experiences in



various destinations, which makes people search in various media generate interest and drive search. It also increases confidence in choosing food tourism. More definitely, it also shortened the decision-making time for food tourism.

From the above problem, Therefore, the researcher sees the importance of online media that affects the decision to choose street food in Chiang Mai. Therefore, a study was conducted on how social media influences food tourism decisions in Thailand. The research result of this study will be beneficial to those who are interested or food tourism business operators can be used to improve and develop to meet the needs of tourists more.

Objectives

The objective of this research article was to study online media that affect the decision in choosing Street Food in Chiang Mai.

Conceptual Framework

The conceptual framework research of Online Media that Affects the Decision to Choose a Street Food in Chiang Mai is as follows;

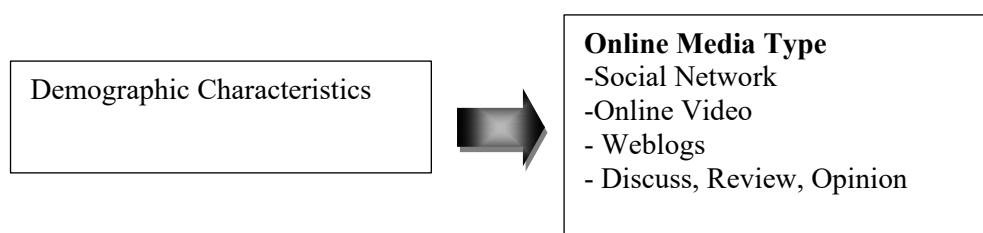


Figure 1 Research Conceptual Framework

Research Methodology

Population and sample: The population studied consisted of the Population used in the research was 16,000,000 Thai tourists traveling in the country in 2018 (Ministry, S. 2018). The sample (Sampling) used in the research was 399 Thai tourists, and the researcher chose to collect 400 people by comparing the tables. Determine the sample from the table comparison formula of (Taro Yamane) from the total population of 16,000,000 people.

$$n = \frac{N}{1+N(e)^2}$$

Where:

n = 95% confidence level

N= Size of the sample group

e = estimation error (0.05).

The acceptance level was under the statistical significance level at 0.5

= 399

The sample size was 399 respondents. However, 400 questionnaires were gathered by using a probabilistic sampling method between June 2021–October 2021.

Research Instrument: In this research study, questionnaires were used. (Questionnaire) is a tool to collect information from the sample. by submitting the questionnaire that was assigned to the sample by themselves and clarifying to the respondents to know the information and the objectives of the



research study The questionnaire created for this study was derived from concepts, theories, and related research. It is divided into 3 parts as follows:

Part 1 questions about general information of the respondents such as gender, age, status, and education level. frequency of access to social networks devices used to access social media career and income The questionnaire was a checklist form, with 8 criteria for answering the questionnaire according to the truth.

Part 2 Questions about how online media affects the decision to choose a street Food in Chiang Mai. The question format was a rating scale, which was a standard for selecting answers on 5 levels, namely, high, high, moderate, low, and minimal.

Part 3 Questions about other comments and suggestions The questionnaire was an open-ended question that the respondents could freely describe.

Data analysis: Research tools consisted of questionnaires and documented data. Quantitative data analysis from questionnaires using statistical software packages. Descriptive Statistical Analysis using frequency, percentage, mean, and deviation.

Results

Regarding the general data of the respondents, the following was:

Summarize the results of the personal factors of the respondents: Thai tourists Most of the respondents were female. accounted for 70.5% and 29.5% were male. In terms of age, most were aged over 46 years 33.8%, followed by aged 15-25 years 27.3%, aged 36-45 years 20.7%, and aged 26-35 years 18.3%. In terms of status, most of them were 55% single, followed by 40.8% marital, and 4.2% divorced/separated. In education, most of them 59.8% have a bachelor's degree, followed by 18.3% postgraduate level, 17.3% lower than a bachelor's degree, and 4.7% diploma level respectively. Occupation Most of them 35.3% civil servants/state enterprises, followed 23% company employees, 19.8% students/students, 14% personal business, 8%, respectively. In terms of income, most had 32% income of 10,001 - 25,000 baht, followed 20.3% less than 10,000 baht, 20.5% 25,001 - 40,000 baht, 18% 40,001 - 55,000 baht, and 9.3% more than 55,000 baht, respectively. In terms of frequency of access to social networks 52.25% use 4-8 hours a day, 29.25% use 8 hours or more per day, 15.75% use 1 - 4 hours a day, and 2.75% use less than 1 hour per day. The device used to access social media uses a cell phone 80.00% use Notebook, Macbook account 12.75%, various PCs 6% use tablets 1.25 percent.

The results of the analysis of online media that affects the decision to choose street Food in Chiang Mai.

The results of the analysis of online media affect the decision to choose street Food in Chiang Mai. It was found that overall, it was at the highest level ($\bar{x}=4.52, S.D.=0.86$). Considering each aspect, it was found that Facebook ($\bar{x}=4.41, S.D.=0.69$) was at the highest level, Line ($\bar{x}=4.32, S.D.=0.71$) Twitter was at The highest level ($\bar{x}=4.33, S.D.=0.68$) respectively.

Table 1 Online media that affects the decision to choose a street Food in Chiang Mai

Online media that affects the decision to choose a street Food	\bar{X}	S.D.	Comment level
Facebook	4.41	0.69	good
Line	4.32	0.71	good
Twitter	4.33	0.68	good
Total	4.52	0.86	very good

Online Video at a high level ($\bar{x}=4.19, S.D.=0.78$). Considering each aspect, YouTube is at the highest level ($\bar{x}=4.28, S.D.=0.77$) Video is at a high level ($\bar{x}=4.17, S.D.=0.76$) Vine is at a high level. ($\bar{x}=4.08, S.D.=0.75$) respectively.



Table 2 Online Video the decision to choose a street Food in Chiang Mai

Online Video of the decision to choose a street Food in Chiang Mai	\bar{X}	S.D.	Comment level
YouTube	4.28	0.77	good
Video	4.17	0.76	good
Vine	4.08	0.75	good
Total	4.19	0.78	good

Weblogs a high level (\bar{x} = 4.15, S.D. = 0.75) Considering each aspect, it was found that Blogging was at a high level (\bar{x} = 4.16, S.D. = 0.75) Blogger was at a high level (\bar{x} = 4.19, S.D. = 0.71) Extern was at a high level (\bar{x} = 4.23, S.D. = 0.72), respectively.

Table 3 Weblogs the decision to choose a street Food in Chiang Mai

Weblogs the decision to choose a street Food in Chiang Mai	\bar{X}	S.D.	Comment level
Blogging	4.16	0.75	good
Blogger	4.19	0.71	good
Extern	4.23	0.72	good
Total	4.15	0.75	good

Discuss, Review a high level (\bar{x} = 4.13, S.D. = 0.78). When considering each aspect, it was found that Wongnai was at a high level (\bar{x} = 4.13, S.D. = 0.80) Life is addicted to Reviews. At a high level (\bar{x} = 4.11, S.D. = 0.76) Michelin star respectively.

Table 4 Discuss, Review the decision to choose a street Food in Chiang Mai

Discuss, and review the decision to choose a street Food in Chiang Mai	\bar{X}	S.D.	Comment level
Wongnai	4.13	0.78	good
Reviews	4.13	0.80	good
Michelin star	4.11	0.76	good
Total	4.11	0.76	good

Discussion

In terms of Social networks, it was found that overall highest level (\bar{x} = 4.52, S.D. = 0.86) which corresponds to (Apichat, P. & Kunthip, S. 2013) discussed public relations under the media. Social networks are expanding more widely both changes in public relations operations and Public relations communication including content for public relations and the use of social media for public relations, Therefore, any organization can manage and operate its business through a public relations mechanism under Social media flows as well. The members of the organization and the target groups will understand. Accepting and supporting cooperation leads to success. in terms of reputation, image, and recognition from the public As a result, the organization can live in harmony with society sustainably Strengthening relationships with customers and prospects in online media for maximum success The most important thing is to build a good relationship through content that the target audience needs. Organizations need to present a new "Content" that meets their needs and feelings. Currently, this method is called Content Marketing, & Sukmongkol, S. (2015) discussed content that can reach audiences well: 1) articles, tips, and methods (How-to), 2) images or infographics, and 3) videos with pictures. The three main types of content (Content) can be used to produce information about products and services in the online world. Through various online media that have a large user base today, including Facebook, Instagram, Twitter, and Youtube. On Online Video a high level (\bar{x} = 4.19,



S.D.=0.78), consistent with Chung & Koo (2015). Today's organizations have adapted and developed communication technology. by the highest ratio in the use of the website and mobile applications Which is a link through social network channels, In addition, the use of the Internet and social media networks are important channels in all sectors. Currently, sector Tourism is one of the top sectors and is adapting to new social networks and using communication technology as a tool of operation (Gulbahar, M. & Yildirim, F. 2015). Social networks in travel are increasingly being explored, especially in the search for information and decision-making behaviors, tourism promotion, and focusing on best practices for responding to consumers. Leveraging social networking into travel marketing has proven to be a great strategy (Zeng, B. & Gerritsen, R. 2014). On the Weblogs a high level ($\bar{x} = 4.15$, S.D. = 0.75), consistent with Benthaus (2016) on the growth of social media. Many organizations have to use social media as a management tool for organizing activities such as organizational awareness. product or service. The use of social networks has resulted in significant changes in the conduct of business activities. Social networking is a way of meeting and making new acquaintances. through social sites, It is the most popular activity nowadays. Such a society helps the organization to attract new customers and target customers. to create new job opportunities is to promote business operations to create brand recognition. Brand (2014) discusses, and reviews a high level ($\bar{x} = 4.13$, S.D.= 0.78) which is consistent with the research in which Kamolwatin, J. (2013) discovered that the perception of information about products via the Internet affects the purchase decision was significant at 0.05 because the perception of advertising through the Internet caused see product illustrations See reviews from other customers. Thus, helping it greatly benefit consumer decision-making. when we get to know the Information, then we will be interested in choosing. By choosing to make people interested in what they feel like, feel satisfied, feel interested, and want to know more. Search for a wide variety of information. from entering to choosing to recognize and listen to suggestions Talking about travel experiences by choosing to recognize and chose to interpret the meaning of the substance they received accordingly to their own experiences Gayenawatana, K. (2015) and choose to remember by remembering what they are Only interested, without remembering what they are not interested in. Lookklom, A. (2015) said that the factor affecting the decision of tourists to choose a tourist attraction is the use of social media to convey. fresh travel experience and factors for using tourist attraction information in social media.

Conclusions

Thailand is a country that is famous for its delicious food that ranks among the top in the world. The landscape is rich in natural resources, thus becoming a destination for tourists from all over the world to visit, in addition to experiencing the beautiful sights, but also having a taste of delicious food. Along with experiencing the traditions, culture, and way of life of the indigenous people.

Food tourism is a new trend in tourism in 2019-2020. This type of tourism is intended for tourists to experience the food in each area. The group toured all over Thailand for entertainment and recreation. Throughout the study, learning about new cultures each area has a unique identity. This type of tour is abroad both in the United States. North America and Europe have long been a hit in the wind because the government has destroyed tourism to link cities with food in the city. Together with the culture that is related to the famous food causes tourists to follow to taste that area.

However, in the past, Asia does not have a travel plan integrated with food tourism like developed countries, so it is not as widespread as it should be. Thailand, only recently started to pay attention to food tours in the form of food tours recent years after Nawat Hospitality Co., Ltd., wanted to offer a different form of Thai tourism from tour companies. Other general and to make foreigners know more about Thai food.

Including the Tourism Authority of Thailand (TAT) launched a campaign to stimulate the economy of secondary cities in 55 provinces across the country and Michelin has explored restaurants and guaranteed deliciousness spread around the world. Successfully linking food to the area and local culture. This made the group of tourists both in Thailand and abroad pay attention to gastronomic tourism as well.

Food tourism is becoming the “new market tourism trend” that is very hot and attractive, partly because of the change in behavior of tourists in the new era. By wanting to explore new places that have

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never been reached (Off the Beaten Path), not just travel, but also look for exotic local food. The taste is different in each area. They also like to enjoy stories and discover their talents through learning with local people. and also have a heart that wants to directly support community products.

Recommendation

A. Recommendations for Practices

The results of the analysis of online media affect the decision to choose street Food in Chiang Mai. It was found that overall, it was at the highest level ($\bar{x}=4.52$, S.D.=0.86). Considering each aspect, it was found that Facebook ($\bar{x}=4.41$, S.D.=0.69) was at the highest level, Line ($\bar{x}=4.32$, S.D.=0.71) Twitter was at The highest level ($\bar{x}=4.33$, S.D.=0.68) respectively.

According to research findings, social media influences the decision to choose food tourism in Thailand. Overall, it is at the highest, Because it is a medium that can be easily accessed. Including a wide variety of applications, and it's as easy as it should be to make media. Or creating more communication channels through these programs to increase opportunities to reach goals and create good interactions in choosing food tourism.

B. Recommendations for Further Research

In terms of Social networks, it was found that overall highest level ($\bar{x}=4.52$, S.D.=0.86). therefore, it should be done (1) There should be research on how social media influences tourists' decision-making. Foreign countries choose food tourism in Thailand. And (2) There should be more research on how the credibility of social media influences decision-making food tourism in Thailand.

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