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The Roles of Motivational and Constraint Factors in International Travellers' Decision-Making Regarding Street Food at Destinations

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Abstract: This study proposes a conceptual model by integrating and testing a comprehensive set of motivational and constraint factors effecting international tourists' attitude and behavioural responses concerning consumption of street food at destinations. A total of 507 completed questionnaires were collected in Phuket, Thailand. Results of the data analyses suggest that price value, convenience, and authentic experience have significant positive effects on the attitude towards destination street food. As for constraints, distrust is a factor with no significant association to attitude, while environmental risk, health risk, and hygienic risk negatively influence the attitude. The overall attitude, perceived behavioural control, and subjective norms predict behavioural intentions. This study contributes to tourism literature by simultaneously testing the explanatory power of both motivational and constraint factors of potential street food consumers in predicting their overall attitude.

Keywords: Motivation, constraint, destination street food, theory of planned behaviour

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Introduction

Local food has become a key tourism resource, offering a gateway to cultural experiences through taste, food preparation, and the dining environment (Björk & Kauppinen-Räisänen, 2016). Tasting local cuisine is a must-do activity for many tourists, enhancing their travel experience and cultural understanding (Promsivapallop & Kannaovakun, 2019). Street food, in particular, provides an authentic culinary experience, allowing tourists to engage with local traditions and flavours not typically found in mainstream restaurants.

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Street food with an urban mainstay has become a part of the local food scene in many countries and a key motivation for tourists and a central factor in their decision-making processes when choosing travel destinations (Henderson et al., 2012). It is also one of the major motivators for travellers to visit Southeast Asian countries, such as Thailand (Chavarria & Phakdeeauksorn, 2017). Street food, prepared and served by hawkers in public spaces, offers delicious and authentic presentations of the traditional gastronomy, attracting tourists to explore local cuisines (Gupta & Duggal, 2021). Its strong ties to tourism highlights its cultural (Chompupor et al., 2024), economic (Ghatak & Chatterjee, 2018), and social significance (Privitera & Nesci, 2015). As a key aspect of destination food offerings, street food provides tourists with novel and culturally rich experiences (Cifci et al., 2021) while contributing to cultural uniqueness (Okumus et al., 2018) and promoting tourism (Gupta et al., 2020). Street food vendors are essential for boosting the local economy (Ghatak & Chatterjee, 2018). They create employment opportunities (FAO, 2009) and support local agriculture by sourcing ingredients from nearby producers (Marras, 2014). Privitera and Nesci (2015) explored the social impact of street food, highlighting its role in connecting food, place, and tourism, while fostering a sense of community and shared experiences.

Street food offers cultural appeal, affordability, variety, and authenticity (Li & Su, 2022; Loh & Hassan, 2022), but raises concerns about food safety, hygiene, and vendor practices. Issues like poor water access (FAO, 2009), waste disposal (Samapundo et al., 2016), and vendor scams (Kalnaovakul & Promsivapallop, 2021) are common. Health risks from poor hygiene, especially in developing countries (Cifci et al., 2021), deter tourists from engaging in local culinary experiences (Adongo et al., 2015). While factors influencing consumption and deterrents have been studied (Gupta et al., 2019; Ha, 2016), post-pandemic research is limited, highlighting the need for further studies on new safety practices (Yasami et al., 2022).

While there is growing interest in understanding motivations and constraints affecting international travellers' behaviours, there is a gap in research examining how these factors shape attitudes toward street food. Most studies have focused on general tourist behaviours and food safety concerns, leaving the interaction between motivational and constraint factors largely unexplored in relation to street food attitudes.

Studies on tourist attitudes towards street food highlight price value, convenience, and local food authenticity as positive factors (Li & Su, 2022; Loh & Hassan, 2022). However, perceived risks related to hygiene, health, and the environment negatively impact attitudes (Choi et al., 2013; Mudunkotuwa & Arachchi, 2020). Trust in vendors is crucial for mitigating these risks (Kalnaovakul & Promsivapallop, 2021; Rheinländer et al., 2008). While previous studies provide insights into consumer perspectives, few explore how these factors predict tourist behaviours. This research

aims to analyse the motivating and constraining factors affecting street food consumption in the post-pandemic era, where health-related concerns have shifted (Skalkos & Kalyva, 2023).

This study addresses a gap by integrating motivating and constraining factors into a single model to explore their impact on tourist attitudes and behaviours in international travel. Drawing on established social science practices (Fisher & Aguinis, 2017), it conceptualises motivational and constraint factors of street food consumption as antecedents to attitude within the theory of planned behaviour (TPB) (Ajzen & Fishbein, 1970). TPB, widely supported for explaining attitude and behaviour changes (Sommer, 2011), has been applied to street food consumption (e.g., Choi et al., 2013; Khanna et al., 2022). This research proposes a framework linking these factors to tourist attitudes and behaviours.

Understanding this relationship is crucial, as street food is central to cultural experiences and local economies. Exploring how motivational and constraint factors shape traveller attitudes and intentions can inform better management of international tourist expectations.

Theoretical Background and Hypotheses Development

Theoretical Background

This study adopted the Theory of Planned Behaviour (TPB) (Ajzen, 1985) to examine how foreign tourists' motivations and constraints influence attitudes and behavioural intentions towards street food consumption. According to TPB, behaviour is linked to the strength of intention, which is shaped by attitude, social norms, and perceived ease or difficulty (Ajzen, 1991).

TPB is widely used in tourism and hospitality research due to its practical applicability, methodological compatibility, and high validity (Ulker-Demirel & Ciftci, 2020). It has been applied to study travellers' intentions to visit destinations (Juschten et al., 2019; Pahrudin et al., 2021), stay at hotels (Wang et al., 2021), and dine at restaurants (Moon, 2021). TPB also serves as a foundation for street food studies, predicting international tourists' intentions to consume street food (Chavarria & Phakdee-auksorn, 2017). Additionally, TPB can be extended with constructs like motivation and constraints, enhancing its explanatory power for behavioural intentions (Choi et al., 2013; Su et al., 2020b).

Constraints and motivation are closely tied to the TPB framework, highlighting the importance of attitudes, social pressures, and control beliefs in predicting travellers' intentions and behaviours regarding street food consumption. For instance, studies (Balasubramanian & Konar, 2022; Choi et al., 2013; Li & Su, 2022) show that motivational factors like price value, convenience, and authentic experience positively influence attitudes, leading to stronger intentions to consume street food.

Constraint factors like perceived hygiene risks, environmental risks, and distrust in food vendors can lead to negative attitudes toward street food, reducing travellers' intentions to consume it (Khanna et al., 2022). Subjective norms, such as social influence or peer pressure, also impact behavioural intentions. Additionally, constraint factors may indirectly affect perceived behavioural control by influencing travellers' confidence in safely enjoying street food.

The study focuses on examining motivational/constraint factors influencing international travellers' street food consumption, with TPB serving as a relevant theory guiding the conceptual framework (see Figure 1).

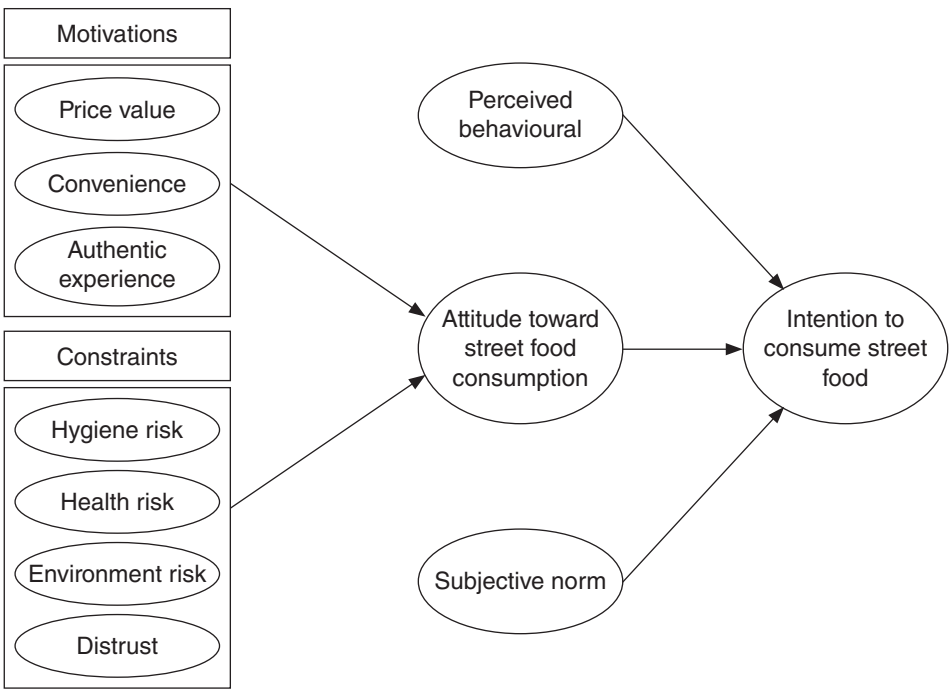

Figure 1. Conceptual framework

Motivational Factors

Motivations are key determinants shaping an individual's attitude (Ajzen & Fishbein, 1975) that trigger behavioural intentions (Perugini & Bagozzi, 2001). Research shows that motivational factors predict attitudes and behavioural intentions (Prayag et al., 2017; Su et al., 2020a). In tourism, motivation refers to the set of needs and desires prompting engagement in touristic activities (Konar et al., 2024; Pizam et al., 1979). Two main types of motivation, "push" and "pull" factors, are

widely recognised (Crompton, 1979; Dann, 1977). Push factors involve internal motives driving tourists to seek experiences, while pull factors are external influences generated by destinations and the perceived knowledge of them (Gnoth, 1997).

Tourists view street food as an exotic activity influenced by internal motives, including food-related personality traits such as food neophobia (fear of unfamiliar foods) and food neophilia (interest in exploring new foods) (Jang & Kim, 2015). Neophilic/neophobic tendencies impact tourists' attitudes and food preferences (Chang et al., 2011), shaping their street food experiences differently. High food neophobia is associated with risk aversion, discomfort with uncertainty, and concerns about food safety, leading to a more cautious approach to street food (Dovey et al., 2008). Studies show that food neophobia results in negative attitudes and reduced intentions to consume street food (Ha, 2016; Khanna et al., 2022).

In contrast, food neophilia refers to the tendency to seek out and enjoy novel food experiences. Neophilic individuals are more open to trying new street foods, viewing them as opportunities for discovery and pleasure. Baah et al. (2020) found that food neophilia plays a key role in shaping international tourists' attitudes towards consuming local cuisine. Neophilic tourists are more likely to try street food, seeing it as a strong representation of a destination's local offerings, even when encountering unfamiliar or unusual dishes. Additionally, tourists' neophilia, as a gastronomy-related trait, significantly impacts their loyalty to the destination and future travel intentions (Badu-Baiden et al., 2022). Push and pull motivational factors further influence tourist attitudes and behavioural intentions regarding activities (Prayag et al., 2018; Soliman, 2021; Su et al., 2020b).

Prior research suggests that street food patrons' attitudes are positively influenced by dimensions like perceived price value, convenience (Choi et al., 2013; Loh & Hassan, 2022), and authenticity (Li & Su, 2022), which contribute to the pull motivation factors of a destination (Sirakaya & McLellan, 1997). Price value refers to the exchange of perceived benefits and monetary cost (Venkatesh, 2012). Higher price value occurs when the cost (money, time, effort) is outweighed by the benefits received. Thus, convenience and authenticity make street food appealing to international tourists.

Convenience in food consumption refers to ease of access, preparation, reduced mental effort, and time required for obtaining the food (Buckley et al., 2007). Street food is perceived as a convenient alternative to home-cooked meals or restaurant dining, leading to a more positive attitude toward its consumption (Winarno & Allain, 1991). As lifestyles become busier, convenience plays a key role in consumer decisions (Verbeke, 2006), fostering a more favourable attitude towards street food. The more convenient street food is perceived to be, the more likely consumers are to develop a positive attitude towards its consumption (Choi et al., 2013).

Consumers seek authentic food experiences along with value for money and ease of access (Li et al., 2021). Authenticity refers to the original and genuine nature of a product or experience (Abarca, 2004). In tourism, travellers' perceptions of authenticity have been widely studied in food tourism (Li et al., 2021). Price value, convenience, and authenticity are key drivers influencing positive attitudes towards consuming destination street food, as highlighted in studies like Choi et al. (2013), Li and Su (2022) as well as Loh and Hassan (2022). Based on these insights, the following hypotheses are proposed:

H1: Price value has a positive effect on attitude towards street food consumption.
H2: Convenience has a positive effect on attitude towards street food consumption.
H3: Authenticity has a positive effect on attitude towards street food consumption.

Constraint Factors

While a destination's local food can enhance the overall tourist experience (Cohen & Avieli, 2004), consuming street food may pose challenges due to travellers' concerns, particularly regarding risk perceptions (Yasami, 2021). Perceived risk encompasses beliefs about potential harm or loss from consuming street food, including hygiene (Mudunkotuwa & Arachchi, 2020), health (Choi et al., 2013), and environmental risks (Choi et al., 2013; Mudunkotuwa & Arachchi, 2020).

Hygiene risk perception involves concerns about cleanliness in food production and serving environments (Kang'ethe et al., 2020). Consumers are sensitive to factors like the cleanliness of utensils, vendor attire, and the overall environment (Yasami, 2021). Concerns about foodborne illnesses, cross-contamination, and unsanitary conditions create barriers to accepting street food, despite its convenience and low cost (Sezgin & Şanlıer, 2016). Perceived health risks relate to concerns about the negative impact of street food on health, including foodborne illnesses and poor nutritional value (Alimi & Workneh, 2016; Steyn et al., 2014). Consumers who view street food as unsafe and unhealthy are less likely to consume it, leading to negative attitudes (Akinbode et al., 2011). Environmental risks involve concerns about pollution, waste disposal, and inadequate hygiene practices in street food preparation and sale (Winarno & Allain, 1991). These risks can reduce consumer confidence in the safety and quality of street food, especially among health-conscious individuals.

However, literature discussions help the researchers to summarise perceived hygiene, health, and environmental risks (Choi et al., 2013; Mudunkotuwa &

Arachchi, 2020) that may act as the constraint factors affecting tourists' attitude towards destination street food consumption in a negative way. Hence, we expect:

H4: Hygiene risk perception has a negative effect on attitude towards street food consumption.
H5: Health risk perception has a negative effect on attitude towards street food consumption.
H6: Environmental risk perception has a negative effect on attitude towards street food consumption.

Distrust is a key constraint factor that may deter foreign tourists from consuming destination street food. Trust is defined as reliance on an exchange partner (Coleman, 1990), while distrust reflects a lack of interpersonal trust between tourists and street food vendors. Despite limited research, Maknu et al. (2021) explored how Muslim tourists' perceptions of non-Muslim countries' street food affect their trust, leading to more positive attitudes towards Muslim-friendly street food. Thus, we anticipate that:

H7. Distrust has a negative effect on attitude towards street food consumption.

The Effects of Attitude, Subjective Norms and Perceived Behavioural Control on Intention

Attitude plays a crucial role in predicting behavioural intention (Huang & Chuang, 2007). Khanna et al. (2022) found that attitude positively influences tourists' intention to consume street food in India. Similarly, Loh and Hassan (2022) demonstrated that attitude predicts customers' intentions to patronise street food markets.

Subjective norm refers to perceived social pressure to engage in specific behaviours (Ajzen, 1985). In food-related behaviours, subjective norms are strong in visible, socially influenced settings (Fishbein & Ajzen, 2010). Street food, often consumed in public or social settings, is influenced by others (Ayodele & Panama, 2016). Perceived behavioural control, which reflects an individual's belief in their ability to control behaviour, predicts behavioural intention (Ajzen, 1985). This control affects consumers' intentions and purchase decisions, especially when resources and barriers are minimal (Tacardon et al., 2023).

The positive and significant impacts of subjective norms and perceived behavioural control on customers' intentions to consume street food were confirmed in studies by Ayodele and Panama (2016) as well as Chavarria and Phakdee-auksorn (2017). These studies demonstrate the strong explanatory power of TPB core

variables on behavioural intention in the context of street food. Thus, we propose the following hypotheses:

H8: Attitude toward street food consumption has a positive effect on intention to consume street food.
H9: Subjective norm has a positive effect on intention to consume street food.
H10: Perceived behavioural control has a positive effect on intention to consume street food.

Methodology

Measures

To measure the study constructs, items were adapted from prior literature (e.g., Choi et al., 2013; Khanna et al., 2022, Liao & Fang, 2019; Ryu & Han, 2010; So et al., 2018). Modifications for face and content validity were made based on input from academic and industry experts in food tourism (Lee et al., 2018). The questionnaire was developed in English and designed to be anonymous, confidential, and voluntary, supported by an Informed Consent Agreement on the first page. A pre-test with 30 international tourists was conducted to ensure clarity and comprehension.

Sampling and Data Collection

The population of the study was well-established, as Phuket welcomed four million international tourists during the first eight months of 2020 (Chuenniran, 2022). Based on Krejcie and Morgan's (1970) sampling formula for known populations, the representative sample size for international tourists visiting Phuket was 368. However, to reduce sampling error, an initial sample size of over 694 was sought (Mehdi, 1992).

The study focused on international tourists aged 18 and older visiting Phuket during the COVID-19 pandemic. Phuket, Thailand's largest island, relies heavily on tourism. To ensure diverse demographics, surveys were conducted at popular tourist attractions like Patong Beach, Chalong Temple, Promthep Cape, and Phuket Old Town. Every third tourist was systematically selected as a respondent at these locations to minimise selection bias. Data collection was also conducted at different times to capture a diverse sample.

With supervision from a researcher, trained research assistants helped administer questionnaires while adhering to COVID-19 preventive measures. Respondents were offered a small gift in exchange for their participation.

Data Analysis

A preliminary analysis, including data cleaning, normality tests, descriptive statistics, and common method bias assessment, was conducted using SPSS 26.0 and Smart-PLS 3.0. Incomplete questionnaires were excluded, and items with kurtosis exceeding ±1 indicate non-normal data distribution (Hair, Hollingsworth et al., 2017). Using Lynch's (2013) Chi-square distribution at the 0.001 level, multivariate outliers were removed via Mahalanobis distance. After data pre-treatment, 507 usable questionnaires were retained, resulting in a 73.1% response rate, with 52.1% male respondents. Further, 48.7% had at least a bachelor's degree. Respondents were grouped into six age categories, with the majority (69%) aged 25–44. Most had visited Thailand before (65.1%) and had tried street food (98.8%). Nationality was categorised into seven groups, with Europeans being the largest group (27.4%), and self-employed respondents formed the largest occupational group (20.1%).

Exploratory factor analysis was used to check for common method bias/variance (CMV). The dataset exhibited no CMV, as a single factor explained only 16.5% of the total variance (Podsakoff et al., 2012). There are no multicollinearity issues among variables in the outer model, with variance inflation factors (VIF) below 5.0, tolerances above 0.20, and the maximum correlation between variables at 0.686, below the threshold of 0.70 (Hair et al., 2014). However, partial least squares SEM (PLS-SEM) was used to extract inferential statistics to make predictions based on the data. PLS-SEM is appropriate for predictive research with non-normal data distribution, and for testing a model in which some constructs have a maximum indicator of three (Hair, Hollingsworth et al., 2017).

Results

Measurement Model

A two-step procedure recommended by Henseler et al. (2015) was conducted to test the measurement model validity. First, the measurement model's convergent validity was evaluated through average extracted variance (AVE), Cronbach's alpha (α), and composite reliability (CR). The items AEX4, HGRP3, and ATT1 were discarded due to unsatisfactory factor loading below 0.40 (Hair et al., 2014). According to Hair, Hollingsworth et al. (2017), the model's convergent validity met the statistical criteria, as AVE was above 0.5. CR and Cronbach's alpha were above 0.7 (see Table 1 and Figure 2).

Table 1. The results of convergent validity of the measurement model

Construct	α	CR	AVE
ATT	0.879	0.917	0.734
AEX	0.786	0.873	0.702
CON	0.875	0.923	0.801
DT	0.883	0.927	0.81
ERP	0.894	0.934	0.825
HRP	0.877	0.924	0.802
HGRP	0.884	0.928	0.812
ICSF	0.882	0.927	0.808
PBC	0.88	0.926	0.807
PV	0.88	0.918	0.736
SN	0.881	0.926	0.806

Note: α = Cronbach's Alpha; CR = Composite Reliability; AVE = Average Variance Extracted

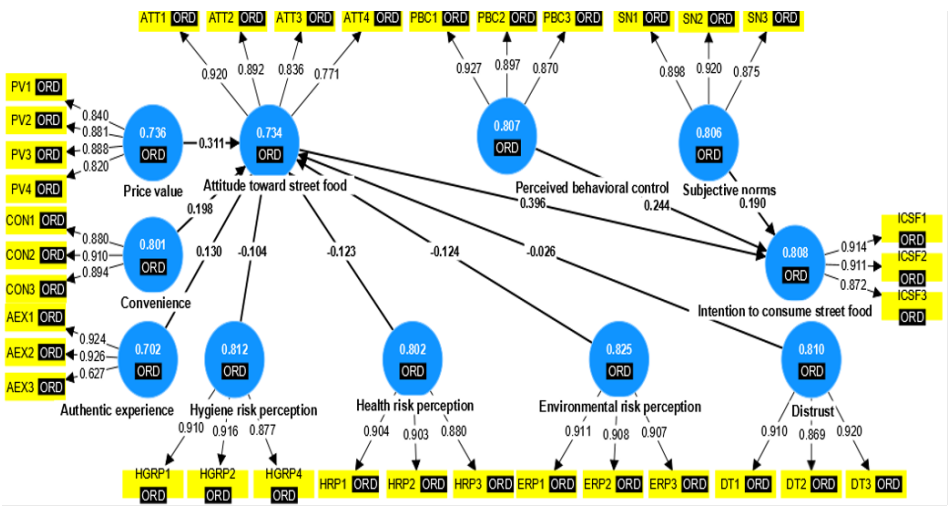

Figure 2. Measurement model with loading and AVE

Discriminant validity was confirmed by the Heterotrait-Monotrait (HTMT) ratio criterion (see Table 2). HTMT ratios of correlation ranged from 0.308 to 0.822, below 0.85 as recommended for HTMT (Henseler et al., 2015). As displayed in Table 3, the standardised root mean residual (SRMR) of 0.056 is below 0.08 which indicates a good model fit (Hair, Hollingsworth et al., 2017). Moreover, the

cross-validated redundancies (Q^2) of the endogenous latent constructs all exceeded zero, with 0.433 for overall attitude and 0.429 for behavioural intentions, thus indicating the model's high predictive relevance for the endogenous variables (Hair, Hult et al., 2017). In addition to the size of Q^2, the coefficient of determination (R^2) effectively acts as an indicator of predictive relevance. According to Hair, Hult et al. (2017), R^2 of 0.75, 0.50, or 0.25 for the endogenous construct could be classified as substantial, moderate, and weak, respectively. As Figure 3 indicates, the R^2 for all endogenous variables exceeded 0.50, and Cohen (1988) suggested this indicates moderate predictive power of the model.

Table 2. Heterotrait–monotrait (HTMT) ratio criterion

	1	2	3	4	5	6	7	8	9	10	11
1-ATT											
2- AEX	0.618										
3-CON	0.724	0.644									
4-DT	0.519	0.359	0.417								
5-ERP	0.57	0.308	0.412	0.748							
6-HRP	0.567	0.395	0.455	0.47	0.582						
7- HGRP	0.575	0.348	0.439	0.712	0.822	0.522					
8-ICSF	0.764	0.569	0.675	0.484	0.512	0.483	0.523				
9-PBC	0.76	0.626	0.731	0.49	0.553	0.516	0.57	0.723			
10-PV	0.769	0.624	0.821	0.467	0.457	0.499	0.477	0.701	0.782		
11-SN	0.698	0.535	0.689	0.459	0.438	0.512	0.463	0.677	0.766	0.784	

Table 3. Quality of the model and fit indices

Variables	R^2 (Adjusted)	Q^2	SRMR
Attitude	0.598	0.433	0.054
Intention to Consume Street Food	0.538	0.429	

Note: R^2 = coefficient of determination; Q^2 = cross-validated redundancy; SRMR= standardised root mean residual.

Structural Model

Following Dijkstra and Henseler (2015), consistent bootstrapping was employed on 5,000 subsamples of the reflective measurement model to examine the hypotheses. Nine hypotheses were supported with $p < 0.001$ and $p < 0.01$ (see Table 4). However, distrust did not have a significant influence on the intention to consume street food ($\beta = 0.045$, $p = 0.204$). Thus, H7 was not supported (Figure 3).

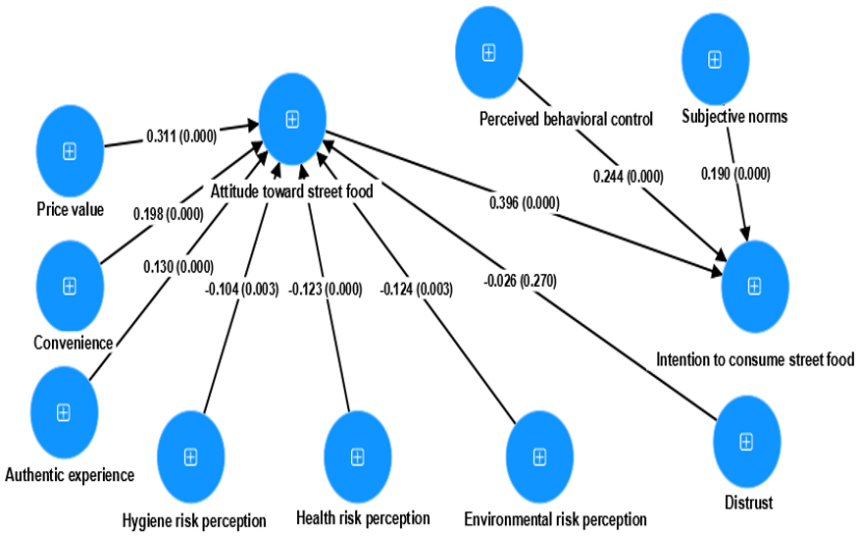

Figure 3. Structural model

Table 4. Results of hypotheses testing

No.	Hypothesis	β	SD	t-value	Sig.	Supported
H1	Price Value → Attitude	0.311	0.048	6.548	<0.001	Yes
H2	Convenience → Attitude	0.198	0.049	4.059	<0.001	Yes
H3	Authentic Experience → Attitude	0.13	0.038	3.465	<0.001	Yes
H4	Hygiene Risk Perception → Attitude	–0.104	0.038	2.718	0.003	Yes
H5	Health Risk Perception → Attitude	–0.123	0.035	3.457	<0.001	Yes
H6	Environmental Risk Perception → Attitude	–0.124	0.045	2.765	0.003	Yes
H7	Distrust → Attitude	–0.026	0.042	0.613	0.27	No
H8	Attitude → Intention to Consume Street Food	0.396	0.055	7.16	<0.001	Yes
H9	Subjective Norm → Intention to Consume Street Food	0.19	0.055	3.445	<0.001	Yes
H10	Perceived Behavioural Control → Intention to Consume Street Food	0.244	0.055	4.408	<0.001	Yes

Note: β = path coefficient

Discussion

A number of significant findings were unravelled in this study for future theoretical developments in the context of street food literature. Building upon prior literature, we confirmed the results of previous research (Choi et al., 2013; Khanna et al., 2022; Li & Su, 2022; Loh & Hassan, 2022; Mudunkotuwa & Arachchi, 2020). Further, additional insights were generated in the present study results. Distrust of street food vendors that was justified in prior literature (Kalnaovakul & Promsivapallop, 2021; Maknu et al., 2021) as an influential factor did not appear to be significant as a driver of attitude inhabiting tourists from consuming destination street food.

Also, past studies (Chavarria & Phakdee-auksorn, 2017) concluded that among the TPB factors influencing consumers' behavioural intention towards street food consumption, subjective norm has the most influence on attitude by having the largest regression weight, making it the most significant predictor of street food patronage intention followed by perceived behavioural control. More research proved the positive impacts of subjective norms and perceived behavioural control on street food consumption intention (Ayodele & Panama, 2016; Loh & Hassan, 2022).

Conclusion

This study examined factors influencing tourists' attitudes and behaviours towards street food. Key findings show that subjective norms and perceived behavioural control are significant predictors of street food consumption, supporting the Theory of Planned Behaviour. Distrust of street food vendors, though once a major constraint, had little impact on tourist attitudes. The study proposes a model integrating motivational and constraint factors that shape tourists' attitudes and behaviours towards street food.

Unlike previous studies (Choi et al., 2013), which focused on second-order constructs, this study offers a first-order model that provides a basic theoretical framework for examining the predictive ability of different motivation and constraint factors on attitudes. For instance, the findings reveal that environmental risk, health risk, and hygiene risk negatively impact tourists' attitudes towards destination street food. These results contrast with those of Mudunkotuwa and Arachchi (2020), which found that environmental risk perception had a lesser negative effect compared to health and hygiene risks.

Theoretical Implications

By introducing and testing a new framework, the study enhances the theoretical discourse on motivational and constraint factors influencing tourists' attitudes. This framework provides a more structured approach to exploring how these factors

impact street food consumption, adding to the existing literature with a refined model.

The study provides robust empirical evidence supporting the relevance of TPB in explaining tourists' consumption behaviours. The findings extend the applicability of TPB beyond previous studies, demonstrating its effectiveness in understanding the complexities of foreign tourists' behaviours towards street food at tourist destinations.

The study also offers nuanced insights into the impact of specific risk perceptions (e.g., environmental, health, hygiene) on tourists' attitudes towards street food. By contrasting these findings with prior research, the study deepens the understanding of how different risks influence consumer attitudes in varying degrees. These contributions advance the theoretical framework surrounding street food consumption, offering a refined and more accessible model for future research in tourism and hospitality studies.

Practical Implications

The practical implications of the study are valuable for the tourism industry, particularly for marketers and destination managers aiming to enhance street food experiences for tourists. The key insights are as follows.

The study provides a holistic view of motivational and constraint factors influencing tourists' attitudes and behaviours. Marketers can allocate resources effectively by understanding which factors, such as price value, convenience, and authentic experience, have the most significant impact on tourist decisions. Tailoring marketing strategies (Islam et al., 2024) to emphasise these factors will improve competitiveness and consumer satisfaction.

The findings highlight the importance of enhancing street food experiences by focusing on elements like affordability, convenience, and authenticity. Marketers should design campaigns that promote these aspects to attract tourists and create memorable experiences. The study reveals that tourists are increasingly concerned about environmental risks, health, and hygiene. Destination managers need to prioritise reducing these perceived risks through improved sanitation, safety measures, and vendor training. Implementing food safety protocols, regular inspections, and promoting responsible practices can mitigate these concerns and foster a safer street food environment.

For destinations like Phuket, where street food is integral to the local culture, enhancing the quality and safety of street food is essential. Offering training and licensing to street food vendors helps tourists have authentic local experiences, ensuring that the menu is priced reasonably while providing confidence in hygiene and environmental sustainability. With the emergence of more environmentally conscious tourists, the study suggests a need for tailored marketing strategies that address specific concerns. This includes promoting sustainable practices and

creating experiences that align with tourists' values regarding health, hygiene, and environmental responsibility.

By addressing these practical implications, tourism stakeholders can effectively improve the street food experience, ensuring a balance between cultural authenticity and safety, which is essential for enhancing tourist satisfaction and destination reputation.

Limitations and Future Research Directions

This study, being cross-sectional, may not fully capture cause-and-effect relationships. Future research should use longitudinal designs to track changes over time. Additionally, the sample was limited to international tourists visiting Phuket, restricting the generalisability of results. Replicating the study in different geographical locations or among diverse tourist demographics could enhance applicability. Data collection during the COVID-19 pandemic also limits the generalisability of the study. Future research should replicate the study in a post-pandemic or stable context to assess the findings. Exploring the influence of cultural similarity on attitudes toward Thai street food is crucial, and future research could examine cultural differences, as street food consumption patterns differ across various cultural food contexts (Kaman & Yazicioğlu, 2024). The study's use of English-only surveys may have limited inclusivity, so multilingual instruments could improve representativeness. Finally, additional factors beyond motivation/constraint should be explored to provide a more comprehensive understanding of attitude determinants.

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