

Factors Affecting Purchase Intention of Thai Halal Restaurants of Foreign Consumers

Tanyamai Chiarakul^{*}

^{}International Business Management, Business of Administration, Thai-Nichi Institute of Technology, Bangkok,
Thailand*

^{*}Corresponding Author. E-mail address: tchiarakul@gmail.com

Received: 6 July 2021; Revised: 18 July 2021; Accepted: 28 September 2021

Published online: 13 December 2021

Abstract

The objectives of this research report were to analyze the path analysis of the factors affecting to the purchasing intention to Thai halal restaurants of the foreign tourists. This research was a quantitative research. Questionnaires were collected to 315 foreign tourists by accidental sampling. The statistics used for data analysis were frequency, percentage, average, standard deviation, and path analysis. The results showed that the brand equity (BE) was directly influenced by service quality (SQ) country of origin of Products (COO) and Integrated Marketing Communications (IMC), respectively. The purchase intention (PI) was directly influenced by BE, COO, SQ and IMC, respectively. The results of this research will be useful to all stakeholders in the field of Halal tourism. Thai Halal restaurants can be utilized for commercial benefits. In addition, government and private agencies related to the restaurant industry and SMEs can be used for policy making and supporting to Thai Halal restaurant business in order to create the attractiveness of being the Halal tourism center in Thailand.

Keywords: Integrated marketing communication, Service quality, country of origins, Brand equity, Purchase intention, Thai Halal restaurants

I. INTRODUCTION

In the past decade, the tourism industry has become a main industry that generates a lot of income to various countries. And it is likely that the growth rate of tourism industry will increase every year. The problems encountered in tourism are restrictions on food and tourist attractions of Muslims and searching for halal restaurants to meet the needs of Muslims. The innovation college of Thammasat University, consequently, have the idea led to the establishment of the "Halal Tourism in Thailand". The startup program begins to gather tourist attractions, accommodations and restaurants that meet the need of Muslim tourists in Thailand by looking at the online information for tourists who want to search for Halal tourism such as hotels, restaurants, tourist attractions.

Halal market is an interesting market in many ways. First of all, is the growth rate of the fastest growing Muslims in the world. Nowadays, the number of Muslims is less than Christian. But the research from the Pew Research Center states that the trend of demographic growth between 2010–2050, Muslims has the highest rate of 73 percent, while Christianity will increase 35 percent, Hinduism will increase 34 percent, and Jews increased by 16 percent. The second is Muslims are more religious than other religions around the world. In addition, Muslims still have a lower average age than other religious groups. Currently, the average age of Muslims is only 23 years, while other religious groups are around 30–36 years. (PrachachatOnline, 2018)

There are opportunities for Thai SMEs to compete in the world halal market. Halal food market has approximately 2,140 million Muslim consumers around the world, which it considered to have high potential with a trade value of approximately US\$ 162,000 million in 2017. At present, Thailand is a food exporter the 9th largest halal in the world. The world's Muslim

population is estimated at 2.14 billion people (2016), and it is predicted that by 2030 the Muslim population will increase to 2.2 billion. The majority of the Muslim population, 53 percent, live in Africa, follow by Asia 32 percent, Europe 8 percent and North America 2 percent, the remaining 5 percent are in South America and Oceania. It is worth noting that 5 countries with an important role in halal food markets of the world, including Brazil, India, Russia, US and Argentina, are not Muslim countries. Same as Thai, which has a market share ranked at no. 9 of the world, showing a food market that is quite open for production from various locations. Thai entrepreneurs also interested in this halal food market based on the number of Halal certified entrepreneurs (Halal Institute, Prince of Songkla University, 2018) there were 4,683 companies, an increase compared to 2,188 companies in 2011. Of these, 90 percent are companies involved in food production.

Halal Trip's CEO, Fazal Bahardeen, and Mastercard credit card companies, has studied the trends of travel among Muslims, they found that most of Muslims like to travel with a large family once a year, while a new generation of young Muslims between the ages of 20–36 years, travel several times each year, and always choose to shop for new and more challenging destinations, which is different from the tastes of the parents in the past, although the amount of shopping on each trip may not be as much as the older tourists, but with the increasing frequency of tourism each year, the total expenditure on Muslim tourism has increased as a result. In addition, it is predicted that in the next 5–10 years, most Muslims will have more life cycles in the form of working, using money and traveling more than ever. The rate of new Muslim's tourism spending for in 2016 was 550 million dollars and is expected to increase to 1,000 million dollars by 2025, while the amount of shopping the total usable area for tourism

of Muslims is US\$ 1,560 million and is expected to increase to US\$ 3 billion by 2026 (Halal Institute, 2018). In addition, the Global Tourism Index of Muslims (GMTI) states that Muslim tourists spending a total of US\$1.550 million in 2016, This amount represents 13 percent of the total tourism expenditures of the world population. Malaysia is considered the first choice for Halal tourism businesses. This country is crowned as a tourist destination "Friendly to Muslims, while other countries considered to be popular among similar Muslim tourists are the Arab Republic, Indonesia, Turkey, Saudi Arabia and Qatar. Each year, the steady growth in the number of Muslim tourists ranged from an estimated 117 million in 2015 to 121 million in 2016. By 2020, it is expected that the number of tourists will exceed 168 million people around the world and should grow to US\$ 3 billion by 2026. Halal tourism is growing and coming. Muslims are starting to travel more and more, and ready to search for new destinations at any time, as long as the tourist attraction has a warm halal culture to welcome visitors (Andalas, 2017).

Halal Tourism is considered a new issue related to tourism management. To meet the needs of Muslims Starting from the country of origin to the destination country, such as hotels, transportation, restaurants, recreation including providing various entertainment, must not conflict with Islamic principles or rules. With the increasing number of Muslim tourists, the demand for Muslim tourist facilities, therefore, increases accordingly. But although the number of Muslim tourists is increasing, we still see a huge gap in the market of halal tourism, which one of the facilities of Halal tourism is Halal Restaurant.

With spending as high as US\$ 1.55 billion in 2016, the Muslim tourism market is an important driver for the Muslim consumer market as a whole, which is expected to be worth up to US\$ 2 to 3 trillion in the Halal industry, both in the food, lifestyle and service

industries (Saenyen, Sirijaruanant, Haso, & Khathangchol, 2018). Currently, Halal food has more market share increasingly as the Muslim population is expanding, it is expected that by 2030 there will be 2,200 million Muslims around the world, equivalent to 26.4% of the world population. Currently there are 2,000 million people, or 25%, while Halal food manufacturers are still small, making the Halal economy market an emerging, powerful and fastest growing market. The Halal food market in Thailand is the market that is expanding to the third in the world, follow the food market in China and India. (Brandinside, 2017)

In addition, Thai halal restaurants are becoming more and more popular. There is still an issue that the researcher is interested in studying, which is why any factors that cause the behavior of choosing Halal restaurants in Thailand to be accepted and can grow with the growth of Halal tourism. The researcher is interested in finding factors that directly and indirectly affect the purchase intention of Halal restaurants of Muslim and non-Muslim tourists visiting Thailand.

II. OBJECTIVES

To analyze the path analysis of the factors affecting to the purchasing intention to Thai halal restaurants of the foreign tourists.

III. LITERATURE REVIEW

Data from the Halal Science Center indicates that there are over 3,500 restaurants in Thailand that are certified to be halal. Muslim tourists can be assured that every meal will be satisfied during their trip to Thailand. It is estimated that revenue from Muslim tourists will reach US\$220 billion (approximately 6.9 trillion baht) in 2020, with Thailand occupying a considerable share of the market. By the year 2017, there are 3.6 million Muslims entering Thailand, a

number worth marketing to attract this group of tourists. (PrachachatOnline, 2018)

An important characteristic of halal food is that the chef must first be a Muslim, kitchen utensils used for cooking must be clean and never contaminated with haram or prohibited things such as animal blood or alcohol. We know that pork is forbidden to eat (Haram) by Muslims, but haram actually contains other meats such as meat of carnivores, the meat of a poisonous animal like a scorpion, including meat that is forbidden to slaughter according to Shariah law, such as ants, etc., edible meat must go through the slaughtering process that is halal in order not to cause the animal to suffer. Moreover, the animal used for cooking must not be alive anymore.

Halal food means food or food products that are approved by Islamic law for Muslims to consume or use, or it can be said that it is a food product that is processed throughout the production chain according to Islamic law, free from anything forbidden by religious law, especially raw materials, components, additives, toxic substances, various contaminants, etc.

Therefore, most of the food produced in Thailand can be produced as halal food. But the source of raw materials and components must be correct according to religious principles, not contaminated or contain prohibited ingredients through the production process according to religious commandments, including meeting the standards according to personal hygiene.

In terms of marketing, it was found that Muslims in Thailand have similar eating patterns to the food that Buddhists eat, but there may be a mixture of spices (Spices) mainly. Thai dishes that Muslims in the country like to eat such as massaman curry with beef/chicken, green curry, mixed vegetable curry, beef/chicken satay, hot tea / coffee, bread with chili paste. come through the production process according to religious principles Combined with a variety of raw materials, meat, local

spices. It can be halal food at all. It can be said that the opportunity for Thai food menus to enter the halal food market is not difficult. You just have to study and learn the rules of religion, culture, and dietary behavior according to the Muslim way. and used to develop and improve it properly and meet the needs of consumers in the global market as well. Even though, Thailand is not a Muslim country, but it is not an obstacle and limitation in the development of becoming a leader in the world halal food market because the country that dominates the world halal food market today is India. (PrachachatOnline, 2018)

It is well known that the halal food market is not limited to local Muslims but has become widespread and accepted among non-Muslim consumers. which they regard halal food as food of high quality and safety. Therefore, the halal food export market value analysis here considers food products covering animal products, grains, vegetables, fruits, processed foods and beverages, but does not include alcoholic beverages and pig products. Without taking the proportion of Muslim population to weight the market value, to analyze the demand for food products in each country around the world, both Muslim and non-Muslim consumers. (PrachachatOnline, 2018)

Integrated Marketing Communication (IMC) highlights the need for maintaining a clear and consistent message throughout all marketing channels and across all marketing communication messages. Marketing communications are required to be integrated to deliver a clear message and to achieve the strategic positioning of any organization (Kotler & Keller, 2016). IMC today is shifted from traditional one-way marketing communications channels to two-way channels, which are characterized by customers participation through various communication processes.

The tools of IMC can be defined as the coordination techniques or strategies of the organization that uses

communication channels to persuade customers to perceive and involve with their products or services (Belch & Belch, 2011). Ferrell and Hartline (2011) supported the idea and stated that promotional should be focused and efforts are required to stimulate customer demands to ensure that the targeted customer can receive the message and decide to purchase mainly due to the relationship that they have towards the brand. IMC tools are used to pursue Advertising, Public Relations, Direct Marketing, Sale promotion and Personal Selling.

In Brady and Cronin (2001) revised framework, the reliability, responsiveness, and empathy are the variables to retain customers, but they are not identified as direct determinants of service quality. Rather, they serve as descriptors of the nine subdimensions. Tangibles dimensions are not identified as descriptors because of the evidence that customers use tangibles as a proxy for evaluating service outcomes (Booms & Bitner 1981; McDougall & Levesque 1994). The Nine subdimensions identified in the qualitative research reflect a composite set of factors that customers consider when they evaluate the quality of the service interaction, environment, and outcome the service.

Mohamad, Ahmed, Honeycutt, and Tyebkhan, (2000) examined Malaysian consumer perceptions of products originating in developed, newly industrialized, and developing countries. that study found that the Country-of-Origin image, effects on consumer attitudes or preferences which were measured by four product constructs: innovativeness, design, prestige, and workmanship.

Aaker (1991) developed the foundation for consumer-based brand equity research. From a cognitive psychology approach, Aaker (1991, p. 15) defines brand equity as “a set of brand assets and liabilities linked to a brand, its name and symbol that

add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”. These assets are brand awareness, perceived quality, brand associations, brand loyalty and other proprietary assets.

Purchase intention is not the final destination in the consumer buying cycle. It is a step before making a purchase or actual purchase. Therefore, the marketing mix aims to persuade consumers to buy through communication (Morrison, 1979; Kotler & Keller, 2006; Belch & Belch, 2011), previously said Brand value from a consumer perspective also affects purchase intention (Aydin & Uengin, 2015; Gunawardane, Munasinghe, & Dissanayake, 2016; Bougenvile & Ruswant, 2017).

Purchase intent refers to the probability that a consumer in a particular situation makes a purchase. It is possible to select future product groups (Crosno, Freling, & Skinner, 2009), or it can be said that purchase intent occurs when the consumer feels the need to obtain it (Omar, Mat, Imhemed, & Ali, 2012). Influencing consumers' future purchasing decisions (Omar et al., 2012), Varinli, Erdem, and Avcilar (2016) states that intention precedes actual purchase. That is, intent affects future consumer behavior (Omar et al., 2012; Ajzen, 1991; Sparks & Browning, 2011). Significant Halal Food Purchase Behavior

Healthy food purchase intent is explained by Planned Theory (TPB). Purchase intent is a cognitive demonstration of a person's readiness to perform a given behavior. And it is considered an immediate behavior, for example, TPB has been applied in the consumption of healthy food products based on reference group conformity and perception. Ability to control behavior Intention is the willingness of a person to perform a behavior. It is something that will happen before the action. Using the Theory of Planned Behavior (Ajzen, 1991), this theory of Planned Behavior has been widely used by many researchers until today.

As a result, many researchers agree that purchase intent can be indicative of personal belief in purchasing food products. For example, Muslim consumers are intent on purchasing halal food products at point of sale (Aziz & Vui, 2012; Grewal, Dhruv, Monroe, Kent, & Krishnan, 1998; Jin & Suh, 2005).

Purchase intention means the probability that the consumer in a particular situation of purchase can choose a product group in the future (Crosno, Fraling, & Skinner, 2009) or may say that buying intentions arise when consumers feel that there is a need to find them (Omar et al., 2012). The effect on future consumer buying decisions (Omar et al., 2012), which Varinli et al. (2016) states that intention comes before the actual purchase. That is the intention that affects the behavior of consumers in the future (Omar et al., 2012; Ajzen, 1991; Sparks & Browning, 2011; Bashir, 2019) found that purchase intention has an impact to buying behavior of Halal food significantly compared to other products.

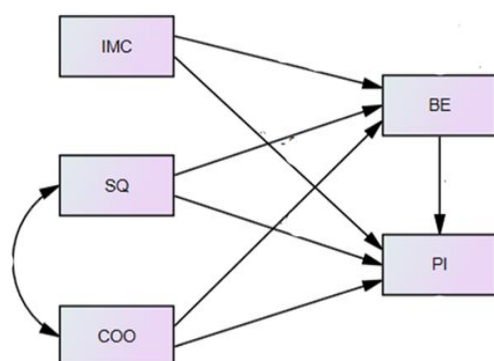


Figure 1: Conceptual Framework

Ramseook-Munhurrin, (2012) have studied Perceived service quality in restaurant service: evidence from Mauritius. The purpose of this survey was to survey service issues that contributed to customer satisfaction and intention of using restaurants in Ireland (Mauritius) by using factor analysis statistics. Service quality variables Used to assess consumer satisfaction

in using the restaurant service may be divided into 3 variables: quality - reliability of food. Rapid response-trust-caring and tactile and multiple regression statistics were used to study service quality issues affecting consumer satisfaction. Service significantly affects the satisfaction and intention of using the service of consumers.

Ali, Xiaoling, Sherwani, and Ali (2018) studied factors affecting the intention to buy Halal brand products: an integrated method research showed that brand quality awareness had a positive impact on buying intentions.

Saenyen et al. (2018) studied the market trends of the hospitality and tourism industry in a friendly way with Muslim methods. The research showed that in the area of Thai halal restaurants, tourists wanted to have the Halal logo as clearly as possible, followed by the service minded and friendliness of the staff.

Awan, Siddiquei, and Haider (2015) studied the factors affecting the intention to buy halal food: Evidence from the halal food sector of Pakistan, the findings also showed that customers were influenced by halal marketing and branding of food products, influenced by sales promotions and celebrity endorsements.

Ghalandari and Norouzi (2012) studied the impact of country of origin on purchasing intentions: the role of product knowledge. Country of Origin did not affect the purchase intention whether that person had high or low product knowledge

Sripongpun and Polyorat (2014) studied the influence of the national image of the country of origin on product evaluation and consumer purchase intention: literature review, which can be analyzed that if the product had a positive image of the country of origin, consumers would evaluate the product at a high level. At the same time, it would lead to increase consumer purchase intention.

Josiassen and Assaf (2010) that studied obligations in the country of origin: common influence on consumer behavior. Their results showed that when inquiring from consumers with relatively low level of product involvement, it was found that the country of origin of the product and its consistency with the origin of the product were important.

Bougenvile and Ruswant (2017) studied the brand value of customers to their willingness to pay high prices for fruit juices. The overall research showed that Brand value affects the willingness to buy and the willingness to pay at a high price.

Jeamad and Chiarakul (2017) studied the guidelines for expanding Muslim restaurants market for non-Muslim customers, the findings showed that Image, Product, Promotion and Process effected to service selecting decision. The result of in-depth interview found that the majority of non-Muslim consumers still not view promotional activities as an important factor in deciding to choose halal restaurants. It is just what motivates consumers to pay more attention or increase their spending. In terms of marketing promotion, entrepreneurs must promote Muslim restaurants through word of mouth, media, and storefronts, which is the source that consumers use to find information.

IV. RESEARCH METHODOLOGY

A. Population and Samples

The population were both Muslims and non-Muslims foreign tourists, that have been used Thai Halal restaurants which does not know the exact population.

The samples were 190 Muslim foreign tourists and 125 non-Muslim foreign tourists, totaling 315 tourists.

B. Research Instrument

Quantitative research was used by questionnaires distribution with the following sampling processes.

1) The researcher has specified the area used in the research quantitative by selecting the Bangkok and suburbs, Chiang Mai and Phuket that have foreign tourists visiting Thailand. By purposive sampling by specifying the foreign tourists who are Muslims and non-Muslim that have been used Thai Halal restaurants

2) Data sources used in this study consist of 3 types of data sources as followings.

2.1) Source of document types, including academic textbooks, weekly / daily newspapers, magazines, as well as articles related to business operations in the restaurant industry and related research, and used in creating the conceptual framework. As well as methods of education Analyze and discuss results

2.2) Personnel sources of information include foreign tourists visiting or living in Thailand That have been used Thai Halal restaurants. By distributing the questionnaires with 315 samples. The number of samples used in testing with the multiple regression statistics, 15-20 samples are needed per forecasting an independent variable. In this research, there are 19 independent variables. Therefore, the sample number is $15 * 19 = 285$ samples, which is enough to analyze with multiple regression statistics. (Hair, Black, Babin, Anderson, & Tatham, 2006)

In this research, questionnaires were distributed a total of 315, consisting of 190 Muslim foreign tourists and 125 non-Muslim foreign tourists. Data collected between November 1, 2018 - October 7, 2019.

C. Collection of Data

This research Is a quantitative research using the questionnaire in which the researcher drafted a questionnaire based on the conceptual framework, theories, concepts, and related research. And the content validity was evaluated by 3 marketing experts using IOC method, which $IOC = 1$

To collect 315 questionnaires and then use the questionnaire to analyze the confidence (Reliability) using Cronbach's Alpha Coefficient method, with Cronbach's Alpha = 0.70 or higher. The results of the confidence analysis of this research found that Cronbach's Alpha = 0.953, which registered acceptable. The Goodness of Fit Measure such as Chi-square Statistics, Goodness of fit Index (GFI), Adjusted Goodness of fit Index (AGFI), Root Mean Square Residual (RMR, Root Mean Square Error of Approximation (RMSEA) and qualitative analysis were employed for the data analysis.

D. Data Analysis

The researcher used the analysis by the social science statistics program for analysis. The statistics tools were frequency, percentage, average, standard deviation, and path analysis.

V. RESULTS AND DISCUSSION

It was found that a general survey of 315 respondents could be classified by location, most of them belonging to Bangkok and its suburbs 41.6%, followed by Chiang Mai 39.4% and Phuket 19.0%. The type of respondents found that most are Muslims 60.3% and non-Muslims 39.7%. Most of them liked Yaring Cuisine Halal Restaurant, 22.5%, followed by Mira Cuisine 18.7% and Jeerapan Phraram 9, 14.0%. The countries where the respondents live are mostly from Indonesia was 16.8%, followed by China, India 16.2% and 12.4% of the respondents were mostly men 58.4%, were women 41.6%, status found that most are single status 62.5%, followed by marriage 32.4% and widowed / divorced / separated 5.1%. About age, it found that most are 26-35 years old, 44.1%, followed by less than 25 years, 26.3% and aged 36-45 years, 22.5% and higher than 45 years, 7.0%. Most of them are graduated in bachelor's degree, 69.5%, followed by Higher than

secondary school, 22.2% Secondary school 6.3%, lower than secondary school is 1.9%. The duration of the stay in Thailand is that most live in Thailand for more than 1 year, 39.7%, followed by less than 6 months 34.6 percent higher than 6 months but less than 1 year, 13.0% and 6 months with 12.7% Monthly income, most of them have monthly income 10,001-25,000-baht, accounting for 39.7%, followed by 25,001-50,000 baht, 36.5% higher than 50,000 baht, 12.7% and below 10,000 baht, 11.1%.

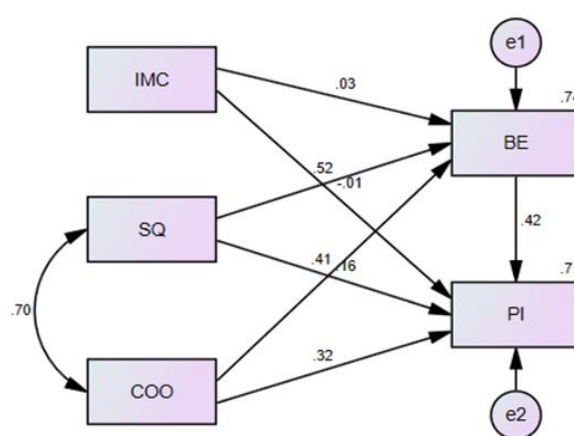


Figure 2: Path analysis of causal factors that affect the purchase intention to the Halal restaurants in Thailand (PI)

From the figure 2, path analysis of the factors that affect the purchase intention to Halal restaurant in Thailand (PI), the model was consistent with the empirical data. Considering the statistics used to check the consistency between the model and the empirical data, namely, the chi - square value was 4.568 degrees of freedom, equal to 2, the relative chi - square value was 2.284, which was acceptable. The consistency index (GFI) was 0.915. The benchmark index (CFI) was 0.907. The adjusted consistency index (AGFI) was 0.904, which is greater than 0.90. The mean square root index of the rest the standard (SRMR) is equal to 0.05 and the root index of the mean square of the remainder of the estimation (RMSEA) is 0.064, which is within acceptable

criteria. Therefore, it can be concluded that the model is consistent with the empirical data.

The direct and indirect influences analysis found that causal factors affecting the purchase intention to Thai Halal restaurants (PI) were shown in Table 1.

Table 1: The results of direct effect (DE), indirect effect (IE), total effect (TE) and multiple squares coefficient (R2) of factors affecting the intention to use Thai Halal restaurants.

Independent Variables	Dependent Variables					
	BE			PI		
	DE	IE	TE	DE	IE	TE
IMC	.031	-	.031	-.005	.013	.008
SQ	.520*	-	.520*	.165*	.219*	.384*
COO	.410*	-	.410*	.320*	.172*	.492*
BE	-	-	-	.420*	-	.420*
Statistics	Chi-square =4.568 GFI=0.915 AGFI=0.904 RMR=0.063					
R²	0.738			0.708		

*Significant at 0.01

From Table 1, it found that the intention of choosing Halal Restaurant in Thailand (PI) is directly influenced by Integrated Marketing Communication Variables (IMC), Service Quality (SQ), Country of Origin (COO) and Brand Equity (BE) with influence sizes equal to -0.005, 0.165, 0.320 and 0.420, respectively. Brand equity (BE) is directly influenced by integrated marketing communication variables (IMC), service quality (SQ) and country of origin (COO), with influence sizes equal to 0.031, 0.520 and 0.410, respectively.

The intention to choose Halal restaurants in Thailand (PI) was indirectly influenced by Integrated Marketing Communication Variables (IMC), Service Quality (SQ), Country of Origin (COO) through Brand equity (BE) with influence sizes equal to 0.013, 0.219 and 0.172, respectively.

The predictive coefficient (R-SQUARE) of the intention to choose Thai Halal restaurants (PI) was 0.708, indicating that Integrated Marketing Communication (IMC), Service Quality (SQ), Country of origin (COO) and Brand equity (BE) can explain the variance of intention of choosing Halal restaurant in Thailand (PI) by 70.8%

The prediction coefficient (R2) of the brand equity variable (BE) equal to 0.738, indicating that the integrated marketing communication (IMC), service quality (SQ) and country of origin (COO) variables can explain the variance of the brand equity variable equal to 73.8%.

VI. DISCUSSION

From the results, there were issues for discussion of the results as follows.

From the research, it found that BE was directly influenced by the size of descending influence, SQ COO and IMC respectively, which was consistent with the research of Ramseook-Munhurrin (2012) studied Restaurant Service Perceptions: Restaurant Evidence from Mauritius, it found that service quality was directly significantly influenced consumer satisfaction and purchase intention (PI). According to size of influence from high to low, BE COO SQ and IMC respectively, which was consistent with the research of Ali et al. (2018) studied factors affecting the intention to buy Halal brand products: an integrated method research showed that brand quality awareness had a positive impact on buying intentions, and consistent with the research by Saenyen et al. (2018) studied the market trends of the hospitality and tourism industry in a friendly way with Muslim methods. The research showed that in the area of Thai halal restaurants, tourists wanted to have the Halal logo as clearly as possible, followed by the service minded and friendliness of the staff. And consistent with the research of Awan, Siddiquei, and Haider (2015), studied

the factors affecting the intention to buy halal food: Evidence from the halal food sector of Pakistan, the findings also showed that customers were influenced by halal marketing and branding of food products, influenced by sales promotions and celebrity endorsements. Moreover, the results showed that the most influential factor was COO, which was not consistent with Ghalandari and Norouzi (2012) studied the impact of country of origin on purchasing intentions: the role of product knowledge. Country of Origin did not affect the purchase intention whether that person had high or low product knowledge. But consistent with the research of Sripongpun and Polyorat (2014) studied the influence of the national image of the country of origin on product evaluation and consumer purchase intention: literature review, which can be analyzed that if the product had a positive image of the country of origin, consumers would evaluate the product at a high level. At the same time, it would lead to increase consumer purchase intention. But the results might need to consider in-depth conditions, according to the research by Josiassen and Assaf (2010) that studied obligations in the country of origin: common influence on consumer behavior. Their results showed that when inquiring from consumers with relatively low level of product involvement, it was found that the country of origin of the product and its consistency with the origin of the product were important. However, when interview consumers who were highly associated with the product, they thought that the country of origin of the product and the consistency with the origin of the product were not important to product evaluation and purchase intention. BE was the most directly influenced by SQ, which was relevant to Akroush, Al-Mohammad and Odetallah (2015) studied the multidimensional model of marketing culture and efficiency: different approaches to use the culture meter to Webster's Market, the research findings showed that staff

selection and communication were important in the success of the restaurant, especially employees, who had to interact directly with customers.

PI was the most directly influenced by BE, consistent with Bougenvile and Ruswant (2017) studied the brand value of customers to their willingness to pay high prices for fruit juices. The overall research showed that Brand value affects the willingness to buy and the willingness to pay at a high price.

In the matter of IMC, both Muslim and non-Muslim tourists disagree that marketing promotion affects willingness to use halal restaurants, which is consistent with the research results of Jeamad (2016); and Jeamad and Chiarakul (2017), who studied the approach to expanding the Muslim restaurant market for non-Muslim consumers. It was found that the majority of non-Muslim consumers still not view promotional activities as an important factor in deciding to choose halal restaurants. It is just what motivates consumers to pay more attention or increase their spending.

VII. RECOMENDATIONS

From this research, there were suggestions for halal restaurant entrepreneur in Thailand as follows.

1. The study of the factors affecting to the purchasing intention to Thai halal restaurants of the Muslim and Non-Muslim foreign tourists, would help the local government to realize, what would be the causal factors of purchasing intention to Thai halal restaurants of the Muslim and Non-Muslim foreign tourists, and it helped them to increase the right factors for improving the achievement in the future.

2. Research has shown that IMC does not affect intentions to use halal restaurants for both Muslim and non-Muslim tourists. If entrepreneurs start a business, they should start with an attractive halal restaurant design to motivate foreign tourists to have the intention of using Thai halal restaurants.

3. An in-depth study of factors affecting the selection of halal restaurants in Thailand through interviews will be conducted for further benefits to entrepreneurs.

ACKNOWLEDGEMENTS

Thank you to the Faculty of Business Administration, Thai-Nichi Institute of Technology. Funding from the fiscal year 2018.

REFERENCES

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York, NY: The Free Press.
- Ajzen, I. (1991). Theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Akroush, M. N., Al-Mohammad, S. M., & Odetallah, A. L. (2015). A multidimensional model of marketing culture and performance: A different approach to the use of Webster's marketing culture measurement scale. *International Journal of Contemporary Hospitality Management*, 27(7), 1442–1478.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735.
- Andalas, F. (2017, July). Statistics indicate Halal tourism continues to grow. (in Thai). *Halal Life Magazine*, Retrieved from <https://www.halallifemag.com/halal-tourism-keeps-getting-stronger>
- Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector. *Management Research Review*, 38(6), 640–660.
- Aydin, G., & Ulengin, B. (2015). Effect of consumer based brand equity on purchase intention: Considering socioeconomic status and gender as moderating effects. *Journal of Euromarketing*, 24(1), 107–119.
- Aziz, Y. A., & Vui, C. N. (2012). The role of Halal awareness and Halal certification in influencing non-Muslims' purchase intention. *3rd International Conference on Business and Economic Research Proceeding* (pp. 1819–1830). Selangor, Malaysia: Conference Master Resources
- Bashir, A. M. (2019). Applying the institutional theory at the level of halal consumers: the case of Cape Town in South Africa. *Journal of Food Products Marketing*, 25(5), 527–548. doi: 10.1080/10454446.2019.1607645
- Belch, M., & Belch, E. (2011). *Advertising and Promotion an Integrated Marketing Communications Perspective* (9th ed.). New York, NY: McGraw-Hill Education.
- Booms, B. H., & Bitner, M. J. (1981). Marketing strategies and organization structures for service firms. In J. H. Donnelly & W. R. George, (Eds.), *Marketing of Services* (pp. 47–52). Chicago, IL: American Marketing Association.
- Bougenvile, A., & Ruswant, E. (2017). Brand Equity on Purchase Intention Consumers' Willingness to Pay Premium Price Juice. *Journal of Economics and Finance*, 8(1), 12–18.
- Brandinside. (2017, September). *Guiding food business entrepreneurs accelerate the market through "Halal" market, enormous expansion opportunities*. (in Thai). Retrieved from <https://brandinside.asia/halal-food-thai>
- Crosno, J. L., Freling, T. H., & Skinner, S. J. (2009). Does brand social power mean market might? Exploring the influence of brand social power on brand evaluations. *Psychology & Marketing*, 26(2), 91–121.
- Ferrell, O. C., & Hartline, M. D. (2011). *Marketing strategy*. Mason, OH: South-Western Cengage Learning.
- Ghalandari, K., & Norouzi, A. (2012). The effect of country of origin on purchase intention: The role of product knowledge. *Research Journal of Applied Sciences, Engineering and Technology*, 4(9), 1166–1171.
- Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(4), 46–59.
- Gunawardane, N., Munasinghe, A., & Dissanayake, D. M. R. (2016). Relationship between perceived brand equity and purchase intention of life insurance brands in Sri Lanka: A concept paper. *International Journal of Business and Management Inventon*, 5(12), 106–111.
- Hair, J. F. Black, W. C. Babin, B. J. Anderson R. E., & Tatham, R. L. (2006). *Multivariate Data Analysis* (6th ed.). New Jersey, NJ: Prentice Hall.
- Halal Institute, Prince of Songkhla University. (2018, October 8). Halal tourism was boom and young Muslim people like to travel which revenue were expected to exceed US\$ 3 billion. (in Thai). Retrieved from <https://bit.ly/3lxVha9>
- Jin, B., & Suh, Y. G. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 22(2), 62–71.

- Josiassen, A., & Assaf, A. (2010). Country-of-origin contingencies: Their joint influence on consumer behavior. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 294–313.
- Kotler, P., & Keller, K. L. (2006). *Marketing Management* (12th ed.). Upper Saddle River, NJ: Prentice-Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Upper Saddle River, NJ: Prentice-Hall.
- Kullanun Sripongpun & Kawpong Polyorat. (2014). The influence of country of origin image on consumer's product evaluation and purchase intention: Literature review. (in Thai). *Executive Journal*, 34(2), 66–79.
- McDougall, G. H. G., & Levesque T. J. (1995). A Revised View of Service Quality Dimensions: An Empirical Investigation. *Journal of Professional Services Marketing*, 11(1), 189–210.
- Mohamad, O., Ahmed, Z., Honeycutt, E. D., & Tyebkhan, T. H. (2000). Does "Made In..." Matter to Consumers? A Malaysian Study of Country-of-Origin Effect. *The Multinational Business Review*, 8(2), 69. Abstract retrieved from <https://is.gd/9ftNmA>
- Morrison, G. (1979). Purchase intentions and purchase behaviors. *Journal of Marketing*, 43(2), 65–74.
- Omar, K. M., Mat, N. K. N., Imhemed, G. A., & Ali, F. M. A. (2012). The direct effects of halal product actual purchase antecedents among the international Muslim consumers. *American Journal of Economics*, 2(4), 87–92.
- Ramseook-Munhurrin, P. (2012). Perceived Service Quality in Restaurant Services: Evidence from Mauritius. *International Journal of Management and Marketing Research*, 5(3), 1–14.
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32(6), 1310–1323.
- Taksina Saenyen, Thanapat Sirijaruanant, Arpaporn Haso, & Suchat Khathangchol. (2018). Marketing trend in Friendly Muslim tourism. (in Thai). *Journal of Pacific Institute of Management Science*, 4(1), 286–297.
- Varinli, İ., Erdem, E., & Avcilar, M. Y. (2016). Exploring the factors affecting purchase intention of halal certified foods in Turkey: a PLS-path modeling study. *European Journal of Business and Management*, 8(4), 68–78.
- Wilairat Jeamad & Tanyamai Chiarakul. (2017). Guidelines for Expanding Muslim Restaurants Market for Non-Muslim Customers. In *proceedings of the 4th TNIAC National Conference* (pp. 531–536). Bangkok, Thailand: Thai-Nichi Institute of Technology.
- Wilairat Jeamad. (2016). *Guidelines for Expanding Muslim Restaurants Market for Non-Muslim Customers*. (in Thai). (Master's thesis). Thai-Nichi Institute of Technology, Bangkok. Thailand.