

The structural equation model of variables influencing Chinese tourists consumer's purchase intentions of black-bone chicken snack products in Thailand

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Key words

Chinese Tourists Consumer, Black-Bone Chicken Snack Products, Purchase Intentions.

Abstract

The purpose of this research was to study the Structural Equation Model (SEM) of variables influencing Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken (BBC) Snack Products in Thailand. Black-Bone Chicken is the rare chicken breed which is completely black inside with dry production, packed in a vacuum bag, developed by Kai-Au-Mong Researcher Team and now was widely known as the Thai Food Industrial especially in products value for healthy. However, there was a lack of research concerning the marketing and consumer aspects. The research methodology uses both quantitative and qualitative methods. The instruments used in this research were both interview and questionnaire. The 5-point Likert scale questionnaire was used for the population and sample are Chinese Tourists Consumer, who intend to purchase Black-Bone Chicken Snack Products and using the sample 620 respondents by the SPSS program was used to analyze the statistics and LISREL version 9.2 was used for confirmatory analysis. Causal analysis and analysis of structural equations from all sample data.

The results revealed that all five factors influenced consumers' purchase intention that (1) Product Knowledge positively influenced the Perceived Value, Perceived Risk and affected Purchase Intentions. (2) Perceived Quality positively influenced the Perceived value, Perceived Taste, Trust and affected Purchase Intentions. (3) Perceived the Taste positively influenced the Perceived Value and affected Purchase Intentions. (4) Perceived Risk positively influenced the Perceived Value and affected Purchase Intentions and (5) Trust positively influenced Perceived Value and affected Purchase Intentions. (6) Perceived Value positively affected Purchase Intentions. The study found that direct effects and indirect effects of BBC Snack Products on Perceived Value and Purchase Intentions at the 0.05 level of significance, Factors at high level are consumer expectations. Findings provided by this study will be helpful for marketers and others relevant to this business for improving theirs related marketing activities. The survey was acceptable as all hypothesis.

1. Introduction

Black-bone chicken is a poultry popular among Chinese people for a long time. Because it is believed. If taken through traditional cooking methods will help nourish the health. Because of the nature of the Black Ribbon, black pigmentation of the Black Ribbon (Wisuth, 2007), the black color of the Black Ribbon is caused by the melanin in the connective tissue. The specific cell is The melanocytes (Smyth, 1990) are extremely popular, partly derived from the Chinese medical research. It appears that black appears in the meat. And bones are the result of the work of melanin, which is found to act as an antioxidant and related to the immune function and when eating black chicken will help reduce the incidence of cancer, heart disease, etc., Black meat also contains antioxidants called carnosine more than white chicken (PhysOrg, 2006). Carnosine is a polypeptide composed of two amino acids were Beta-alanine and Lhistidine (Wikipedia, 2009), Affected to Anti-Aging, Alzheimer's Disease, Arterial Plaque, Cancer, Heart Disease, Autism (Rosick, 2006). Black crows are now popular among health-conscious people. Country And abroad (Panuvat, 2014)

Black-bone chicken have been processed to be popular foods in the group of healthy people, fresh chicken, chicken soup extract, dietary supplements and snack foods. In this research, we will study only

new products that are snack foods for Healthy, Healthy snacking is a great way to combat hunger in between meals at home or take on-the-go. as Figure 1



Figure 1 : Processed products from Black- Bone Chicken Snack " (Samart Deebhijarn, 2018)

It will be sold and distributed under the trademark "BBC - Black Bone Chicken Snack" in Thailand with the population of Chinese Tourists in Thailand around 10,262,889 people (Tourism Authority of Thailand, 2017). Purchase Intentions of Black -Bone Chicken Snack Products (BBC) in Thailand, Year 2018 , At the moment's competitive and changing business environment that the power of retailers and the customers' demand level is continuously growing, expanding long-term relationship with customers is vital and necessary for the success and survival of producers. Previous studies have shown that price is an important variable, but other variables such as product and service quality are important in the process of customers' purchase decision (Giovanis et al., 2013). Customers in this era are targeted by mass media and they change the consumers' way of thinking through emotions, needs, wants and demands. Market researchers and organizations spent billions of dollars on consumer research to identify important factors that influence on consumer decisions. The analysis of consumer behavior is effective in detecting the orientation of consumers' behavior. (Thapa, 2011).

According to BBC, a new product with innovative marketing that focuses on health-conscious customers. Therefore, the first step is to identify the factors affecting on customers purchase intention. Due to the lack of research in this area, there is a necessity to address this issue seriously. Consequently, the main purpose of this study is to investigate factors affecting on the purchase intention of Black-Bone Chicken Snack Products. So, several studies have been conducted about marketing issues by researchers. The results of studies about customers' satisfaction and brand awareness showed that while few brands became successful but the majority of them are indistinctive and suffer from brand loyalty reduction (Jalali et al., 2011). Previous studies of marketing mention that the main factor in the success of firms and the creation of competitive advantage is the increase of perceived value, perceived quality and customer satisfaction (Ranjbarian et al., 2012). Also, creating valuable products and inducing the desired brand image are recognized as the basic requirements of customers' behavioral intention (Herman et al., 2006). Consequently, the main purpose of this study is to investigate factors affecting on the purchase intention of BBC customers. The customers pay more money to particular brand against similar products (Eric, et al., 2012). Previous studies show that repeated purchases of customers due to long-term loyalty leads to profitability and growth of companies (Molla & Licker, 2001). As mentioned above, resulting in a large number of Thai-entrepreneurs to compete in this business, the entrepreneurs need to develop quality products and services, including the use technologies of resources, more appropriately. (Porter E., 2008) in order to meet the needs of consumers demand for quality goods and quickly distribution of goods and services, efficiently (Shiffman & Kanuk, 2007) to meet the needs of consumers needed a marketing tool to help. (Kotler, 2004) such as the promotion , public relations and direct marketing , etc. In order to convince and persuade the target audience will need a way to manage an organization to function effectively. (Kotler & Armstrong, 2009) and the advantages of doing business in the future. Therefore, Thai-entrepreneurs of BBC must be have ability to compete with competitors in this business. This research is a search important variable to compete this business in the Thailand.

2. Research objective

- 1). To develop a relationship linear structure of variable Perceived Value , Perceived Risk, Perceived the Taste, Trust , Perceived Quality and Products Knowledge to influencing Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken Snack Products in Thailand.
- 2). To ensure concordance of the relative linear structure of the variables affecting the Purchase Intention in Black-Bone Chicken Snack Products with empirical data.
- 3) . To study Direct effect , Indirect effect and Total effect of variables that affect to Purchase Intentions of Black-Bone Chicken Snack Products in Thailand.

3. Scope of Research

The scope of content, to studied the Perceived Value to influencing the purchase intention of Black-Bone Chicken Snack Products of Chinese's customers in Bangkok Metropolitan Region, Thailand , which consisted of variable Products Knowledge, Perceived Quality, Perceived the Taste, Perceived Risk, Trust and Perceived Value to influencing Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken Snack Products in Thailand and a sampling of Chinese Tourists from the population of 10,262,889 people (Tourism Authority of Thailand, 2017) by systematic simple random sampling and an interview with the relevant authorities and questionnaires to collect data. The time to do research from Jan'2018 to Apr'2018 , including 4 month period.

4. Theoretical background and Literature review

Marketing needs to be consider as a critical issue of companies whether they're big or small, for - profit or not-for-profit, domestic or global, Now the marketing mixed is defined as set of controllable marketing tools that a company uses to create a desired response in the targeted market. (Kotler P. , Armstrong, Wong, & Saunders, 2008). A descriptive research design was used because it was deemed as being suitable to quantitative research on consumer behavior and how it affects consumers' purchase intentions (Zikmund & Babin, 2010). its relationship with purchase intentions, contributed to the content validity of this study (Beneke et al., 2013). The important factor in consumer decision-making to buy are as variable bellows :

Product knowledge is an important factor in consumer decision-making. It can influence how consumers accessing the products (Rao & Monroe, 1988). The knowledge can be expressed in the form of subjective knowledge, which is the knowledge derived from the experience of each person and can be measured from the label knowledge, A positive relationship has been reported between knowledge and dietary health preventive behaviour (Petrovici & Ritson, 2006) as well as between knowledge and positive beliefs towards health-related behavior. (Swanson, 2006). Consumer knowledge is a crucial constructs in consumer behavior and it affects information searching (Brucks, 1985; Rao & Sieben, 1992) and information processing [Alba & Hutchinson, 1987; Bettman & Park, 1980; Rao & Monroe, 1988; Nunnally & Bernstein, 1994). Consumers make choices after they acquire information and recall different information based on different patterns of decision making. They make decisions based on the information in their memories (Lynch et al 1988).

Perceived quality is customer perception of general quality or superiority of one product or service - with attention to the purpose of that product or service- in comparison to other alternatives (keller, 2008). Perceived quality can be defined as the customer perception of general quality or superiority of one product or service in the light of its expected goal case in comparison to other alternatives. Product quality is a key factor in assessing purchase intention. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs. Quality should be improved every moment (Tariq et al., 2013). Perceived Quality Value is determined by the decision consumers are superior. (Zeithaml, 1988) The quality of food has a great influence on the relationship between consumers and restaurants. It is also important to improve consumer satisfaction and consumer perception. Loyalty to The restaurant (Andaleeb, 2006), Su, Swanson & Chen (2016) stated that quality of service Is the perception of consumers about the service of the shop is not much quality. This will be relevant to the overall quality assessment.

Perceived the products taste is an important factor such as good taste, good smell and delicious in consumer decision-making to buy. (Woravat, 2017)

Perceived Risk : (Marakanon & Panjakajornsak, 2016) studied the influence of perceived quality. Recognize customer risk and trust that affect customer loyalty and the integration of standardization that affect service quality. (Kasiri, 2017)

Trust : (Morgan & Hunt, 1994) states that trust is mutual trust, which includes trust and honesty, intention to challenge the exchange between the two parties. The confidence derived from the consumers' trust is expected to be a combination of specific attitudes about the brand, including perceived performance and competence (Li, Zou, Kashyap & Yang, 2008).

Perceived Value : Price Among the numerous consumer perceptual variables, the price-related factors appear to be the most common determinants of store brands' purchase decisions (Jin & Suh, 2005). The perceived price is conceptualized as the subjective interpretation of the product's monetary value, considering the product as cheap or expensive (Dickson & Sawyer, 1985); and Diallo (2012) defined the store brand perceived price as the overall representation. According to Khraim (2011, as cited in Aker, 1991), the price has a significant impact on brand loyalty which in turn effects on customers purchase intention.

Packaging in its new role acts as the representative of manufacturer and through this position it can be used as the carrier of advertising messages, purchase motivational tool, this aspect can have significant momentarily effects on customers' purchases intention due to the fact that customers are affected by appearance aspects of product especially its packaging in unplanned purchases. Rahimniya et al. (2012), According to Khraim (2011), packaging has a significant impact on brand loyalty which in turn effects on customers purchase intention. Similarly, the study of Kawa et al. (2013) showed a significant impact of packaging on customer's purchase intention.

Advertising is a subset of promotion mix that is as 4p (Product, price, place and promotion) in marketing mix. Advertising as one of the strategies of promotion, is an important tool in creating awareness in the minds of potential customers in order to make decision to buy the product. Manufacturers create an emotional link with customers through advertising. As a result, it is more likely that these kinds of customers create an emotional link with the ads of that brand. (Latif and Abideen, 2011).

Purchase intention is the main factor in our research question, thus we need to dig deeper into the theory behind. Researchers have proposed a relationship of dependence between purchase intention and attitudes. (Spears & Singh, 2004). Purchase intentions have been widely used as a predictor of subsequent purchase in the literature. In this study, purchase intentions refer to the consumers' intentions to purchase BBC.

5. Conceptual Framework and Hypotheses Development

This research to studied the Products Knowledge, Perceived Quality, Perceived the Taste, Perceived Risk, Trust and Perceived Value to influencing Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken Snack Products in Thailand , the researchers have to applied and define the concept of the research variables component and assumptions of research has shown Fig. 2

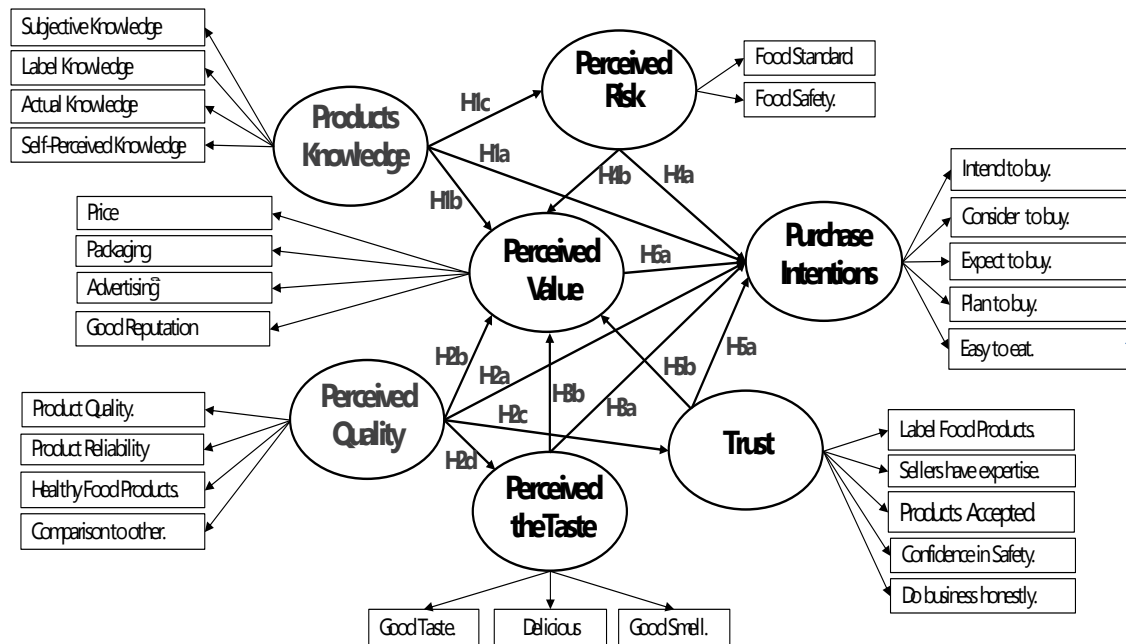


Figure 2 : Framework Research Elements of Variables (Products Knowledge, Perceived Quality, Perceived Taste, Perceived Risk, Trust, Perceived Value, Purchase Intentions) and Hypothesis.

The above explanations can be applied as hypotheses of this study as the hypothesis of this study consists of six main hypotheses and eight secondary hypothesis as follows ;

H1: Products Knowledge influencing, both directly and indirectly to Purchase Intentions in Black-Bone Chicken Snack Products as following this ;

H1a : Products Knowledge has Direct effect to Purchase Intentions in BBC products.

H1b : Products Knowledge has Direct effect to Perceived Value in BBC products.

H1c : Products Knowledge has Direct effect to Perceived Risk in BBC products.

H2: Perceived Quality influencing both directly and indirectly to Purchase Intentions in Black-Bone Chicken Snack Products as following this ;

H2a : Perceived Quality has Direct effect to Purchase Intentions in BBC products.

H2b : Perceived Quality has Direct effect to Perceived Value in BBC products.

H2c : Perceived Quality has Direct effect to Trust in BBC products.

H2d : Perceived Quality has Direct effect to Perceived the Taste in BBC products.

H3: Perceived the Taste influencing both directly and indirectly to Purchase Intentions in Black-Bone Chicken Snack Products as following this ;

H3a : Perceived the Taste has Direct effect to Purchase Intentions in BBC products.

H3b : Perceived the Taste has Direct effect to Perceived Value in BBC products.

H4: Perceived Risk influencing both directly and indirectly to Purchase Intentions in Black-Bone Chicken Snack Products as following this ;

H4a : Perceived Risk has Direct effect to Purchase Intentions in BBC products.

H4b : Perceived Risk has Direct effect to Perceived Value in BBC products.

H5: Trust influencing both directly and indirectly to Purchase Intentions in Black-Bone Chicken Snack Products as following this ;

H5a : Trust has Direct effect to Purchase Intentions in BBC products.

H5b : Trust has Direct effect to Perceived Value in BBC products.

H6: Perceived Value has Direct effect to Purchase Intentions in BBC products.

6. Research Design and Methodology :

The research is the Mixed Methods between Qualitative and Quantitative research. Quantifiable data was obtained through a structured questionnaire from Chinese Tourist's Consumer are 620 sampling by systematic simple random sampling , during January - April 2018.

The research designs of the current study are divided into six variables such as Products Knowledge, Perceived Quality, Perceived the Taste, Perceived Risk, Trust and Perceived Value and Purchase Intention. The instrument used for data collection are three types. 1) Interview 2) Questionnaire and 3) Data recorded of higher education. The questionnaires have been for the quality of validity by 5 experts by using the techniques of Item Objective Congruence (IOC) and selected the questions IOC value over 0.60 and try-out a similar sample group of 30 people, then bring to the quality reliability using the formula alpha coefficient (Cronbach ,1990) with value over 0.966, which is over 0.80 (Kanlaya Wanitbuncha, 2011). The statistical of data analysis from the survey variables description statistics analysis and inferential statistics analysis. the statistical data analysis included Percentage, Average , Standard Deviation(SD), Skewness and Kurtosis , The confirmatory factor analysis included Path Analysis and Structural Equation Model (SEM).

7. Research Results

The results of this research studies included three parts as following ;

1). Research findings of the Products Knowledge, Perceived Quality, Perceived the Taste, Perceived Risk, Trust and Perceived Value to influencing Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken Snack Products in Thailand respectively, see Fig.3

2). The analysis of the causal influence, both directly and indirectly of Products Knowledge, Perceived Quality, Perceived the Taste, Perceived Risk, Trust and Perceived Value to influencing Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken Snack Products in Thailand. Inspection results of hypothesis to compliance with H1a, Products Knowledge has Direct effect to Purchase Intentions in BBC products and compliance with hypothesis H1b, Products Knowledge has Direct effect to Perceived Value in BBC products and compliance with hypothesis H1c, Products Knowledge has Direct effect to Perceived Risk in BBC products and compliance with hypothesis H2a, Perceived Quality has Direct effect to Purchase Intentions in BBC products and compliance with hypothesis H2b, Perceived Quality has Direct effect to Perceived Value in BBC products and compliance with hypothesis H2c, Perceived Quality has Direct effect to Trust in BBC products and compliance with hypothesis H2d, Perceived Quality has Direct effect to Perceived the Taste in BBC products and compliance with hypothesis H3a, Perceived the Taste has Direct effect to Purchase Intentions in BBC products and compliance with hypothesis H3b, Perceived the Taste has Direct effect to Perceived Value in BBC products and compliance with hypothesis H4a, Perceived Risk has Direct effect to Purchase Intentions in BBC products and compliance with hypothesis H4b, Perceived Risk has Direct effect to Perceived Value in BBC products and compliance with hypothesis H5a, Trust has Direct effect to Purchase Intentions in BBC products and compliance with hypothesis H5b, Trust has Direct effect to Perceived Value in BBC products and compliance with hypothesis H6, Perceived Value has Direct effect to Purchase Intentions in BBC products. And the model of Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken Snack Products have the Coefficient of determination (R^2) value 0.622 show that the variables in the model, which includes Products Knowledge, Perceived Quality, Perceived the Taste, Perceived Risk, Trust and Perceived Value, Percent 62.2 as Table 1 and Fig. 3

Table 1 Statistic of Influence analysis.

Output Variable	Pur. Intentions			Per. Value			Per. Taste			Per. Risk		
	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE
Cause variable	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE
Pro. Knowledge	0.454**	0.218*	0.236*	0.218*	-	0.218*	-	-	-	0.216	-	0.216
Per. Quality	0.771**	0.426*	0.345**	0.744**	0.520**	0.224*	0.202*	-	0.202*	-	-	-
Trust	0.634**	0.386**	0.248*	0.386**	-	0.386*	0.450*	-	0.450*	-	-	-
Per. Risk	0.393**	0.225*	0.168	0.225*	-	0.225*	-	-	-	-	-	-
Per. Taste	0.550**	0.318**	0.232*	0.318**	-	0.318**	-	-	-	-	-	-
Per. Value	0.526**	-	0.526**	-	-	-	-	-	-	-	-	-

χ^2 (Chi-Square) = 212.061, df = 140, P -value = 0.001, GFI = 0.98, AGFI = 0.96, IFI = 0.97, TLI = 0.98, CFI = 0.98, RMR = 0.026, RMSEA = 0.018

Structure Equation	Pur. Intentions	Per. Value	Per. Taste	Per. Risk
R ² (Coefficient of determination)	0.622	0.715	0.610	0.525

The result of the consistency check in the overall model of the structural equation. It was found that the values were statistically significant, with values χ^2/df = 1.514, P -value = 0.001, GFI = 0.98, AGFI = 0.96, IFI = 0.97, TLI = 0.98, CFI = 0.98, RMR = 0.026, RMSEA = 0.018, The results of the other statistic tests indicated that they meet the criteria. Therefore, it is concluded that the modified model is consistent with the empirical data. It can be used to describe relationships between variables as Table 2

Table 2 Factor loading for Purchase Intentions.

Fit index	Value	Acceptance area	Acceptability
Chi-square fit (P -value)	0.001	Less better	+
CMIN/ df (related χ^2)	1.51	<5.0	+
GFI	0.98	>0.9	+
AGFI	0.96	>0.9	+
IFI	0.97	>0.9	+
TLI	0.98	>0.9	+
CFI	0.98	>0.9	+
RMR	0.026	<0.05	+
RMSEA	0.018	<0.05	+

3). Research findings of the model of factors affecting the Purchase Intentions of Black-Bone Chicken Snack Products in Thailand. The findings show that figure 2, as the Purchase Intentions the observed variables included Intend to buy, Consider to buy, Expect to buy, Plan to buy and Easy to eat are consist 5 components as the component 1 such as Products Knowledge, the observed variables included Subjective Knowledge, Label Knowledge, Actual Knowledge and Self-Perceived Knowledge respectively, the component 2 such as Perceived Quality the observed variables included Product Quality, Product Reliability, Healthy Food Products and Comparison to others respectively, the component 3 such as Perceived the Taste, the observed variables included Good Taste, Delicious and Good Smell respectively, the component 4 such as Perc rived Risk, the observed variables included Food Standard and Food Safety respectively, the component 5 such as Trust, the observed variables included Label Food Products, Sellers have expertise, Products Accepted, Confidence in Safety and Do business honestly respectively, the component 6 such as Perceived Value, the observed variables included Price, Packaging, Advertising and Good Reputation respectively, The researchers presented the results by weighting the order from highest to lowest and the influence of variables as Figure 2, Fit Model by LISREL version 9.2 and Figure 3, Factors Affecting the Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken Snack Products in Thailand, as Table 3 results of the testing of hypotheses.

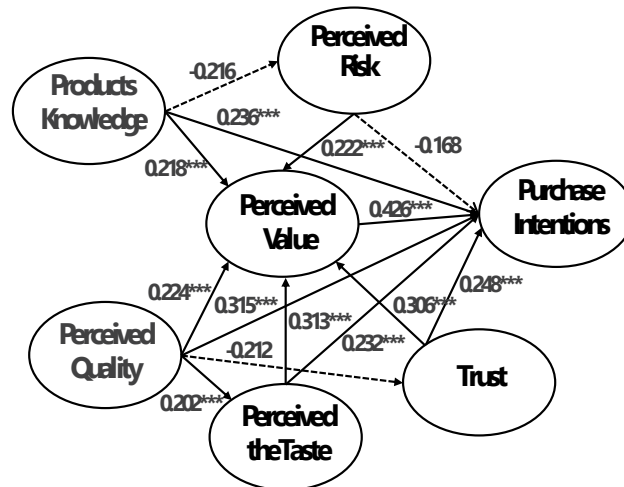


Figure 3. Paths within the hypothesis model. Dotted lines denote hypotheses that were not supported, whereas solid lines denote established hypotheses. Note: *** $p < 0.001$

Table 3. Results of tested Hypotheses H1-H6

Research Hypotheses	Hypothesized Path	Path Coefficient	p-Value	Results
H1a	Pro. Knowledge → Pur. Intentions	0.236	$p < 0.001$ ***	Supported
H1b	Pro. Knowledge → Per. Value	0.218	$p < 0.001$ ***	Supported
H1c	Pro. Knowledge → Per. Risk	- 0.216	$p > 0.05$	Not Supported
H2a	Per. Quality → Pur. Intentions	0.315	$p < 0.001$ ***	Supported
H2b	Per. Quality → Per. Value	0.224	$p < 0.001$ ***	Supported
H2c	Per. Quality → Trust	- 0.212	$p > 0.05$	Not Supported
H2d	Per. Quality → Per. Taste	0.202	$p < 0.001$ ***	Supported
H3a	Per. Taste → Pur. Intentions	0.232	$p < 0.001$ ***	Supported
H3b	Per. Taste → Per. Value	0.313	$p < 0.001$ ***	Supported
H4a	Per. Risk → Pur. Intentions	- 0.168	$p > 0.05$	Not Supported
H4b	Per. Risk → Per. Value	0.222	$p < 0.001$ ***	Supported
H5a	Trust → Pur. Intentions	0.248	$p < 0.001$ ***	Supported
H5b	Trust → Per. Value	0.306	$p < 0.001$ ***	Supported
H6	Per. Value → Pur. Intentions	0.426	$p < 0.001$ ***	Supported

Note: *** $p < 0.001$

The result of the consistency check in the overall model of the structural equation. It was found that the values were statistically significant, with values $\chi^2/df = 1.514$, P-value = 0.001, GFI = 0.98, AGFI = 0.96, IFI = 0.97, TLI = 0.98, CFI = 0.98, RMR = 0.026, RMSEA = 0.018, The results of the other statistic tests indicated that they meet the criteria. Therefore, it is concluded that the modified model is consistent with the empirical data. It can be used to describe relationships between variables as Table 3

8. Results and Discussion

The validity of the model to measure the index to read the data analysis. Using confirmatory factor analysis is followed by a second order analysis model LISREL. The Model that is consistent with empirical data very well. Consideration of the Chi-Square (χ^2) = 212.06, Degree of Freedom (df) = 140, P-value = 0.001, which is the more probable .05 shows that not reject the null hypothesis that the theoretical model assumptions consistent with empirical data and goodness of fit index (GFI) = 0.98, adjusted goodness of fit index: (AGFI) = 0.96, Comparative Fit Index (CFI) = 0.97, Tucker Lewis Index (TLI) = 0.98 which valuable approach close to one(1), standardized root mean squared residual (RMR) = 0.026, root mean square error of approximation (RMSEA) = 0.018 which valuable approach close to Zero(0), The above statistics reflect that the model is based on the concept of index reading research developed are consistent with empirical data. Considering the weight of the variables in the model that all variables are statistically significant. ($P < .001$), the details of results shown in Table 1, 2, 3 and Figure 3

Discussing the findings of this the debate on the conclusions of the research. It can be divided into the following major topics.

1). The Results of confirmatory factor analysis model to measure the variables of Products Knowledge, by the weight of standard components from the most to the least included Subjective Knowledge, Label Knowledge, Actual Knowledge and Self-Perceived Knowledge respectively, causing a positive attitude in the consumption of BBC can affect a Chinese Tourists Consumer's health, Consistent with research of PhysOrg (2006) Black meat also contains antioxidants called carnosine more than white chicken and Carnosine is a polypeptide composed of two amino acids were Beta-alanine and Lhistidine (Wikipedia, 2009) and compliance with Rosick (2006), affected to Anti-Aging, Alzheimer's Disease, Arterial Plaque, Cancer, Heart Disease, Autism and Black crows are now popular among health-conscious people. Country And abroad (Panuvat, 2014) and compliance with Petrovici & Ritson (2006), A positive relationship has been reported between knowledge and dietary health preventive behavior as well as between knowledge and positive of BBC are beliefs towards health-related behavior. (Swanson, 2006).

2). The Results of confirmatory factor analysis model to measure the variables of *Perceived Quality*, by the weight of standard components from the most to the least included Product Quality, Product Reliability, Healthy Food Products and Comparison to others respectively, consistent with the research of (keller, 2008), the customer perception of general quality or superiority of one product or service - with attention to the purpose of that product or service- in comparison to other alternatives and compliance with Tariq et al.,(2013), Quality should be improved every moment and Perceived Quality Value is determined by the decision consumers are superior. (Zeithaml, 1988) and compliance with Andaleeb (2006), The quality of food has a great influence on the relationship between consumers and restaurants. It is also important to improve consumer satisfaction and consumer perception. Loyalty to The restaurant and Su, Swanson & Chen (2016) stated that quality of service Is the perception of consumers about healthy food such as BBC Healthy Snack.

3).The Results of confirmatory factor analysis model to measure the variables of Perceived the Taste, by the weight of standard components from the most to the least included Good Taste, Delicious and Good Smell respectively and compliance with Woravat (2017) the products taste is an important factor such as good taste, good smell and delicious in consumer decision-making to buy.

4). The Results of confirmatory factor analysis model to measure the variables of *Perceived Risk*, by the weight of standard components from the most to the least included Food Standard and Food Safety respectively, consistent with the research of Marakanon & Panjakajornsak (2016) studied the influence of perceived quality Recognize customer risk and trust that affect customer loyalty and compliance with Kasiri (2017) the integration of standardization that affect service quality.

5). The Results of confirmatory factor analysis model to measure the variables of Trust, by the weight of standard components from the most to the least included Label Food Products, Sellers have expertise, Products Accepted, Confidence in Safety and Do business honestly respectively, consistent with the research of Morgan & Hunt (1994) states that trust is mutual trust, which includes trust and honesty, intention to challenge the exchange between the two parties and compliance with Li, Zou, Kashyap & Yang (2008).The confidence derived from the consumers' trust is expected to be a combination of specific attitudes about the brand, including perceived performance and competence.

6). The Results of confirmatory factor analysis model to measure the variables of Perceived Value, by the weight of standard components from the most to the least included Price, Packaging, Advertising and Good Reputation respectively, consistent with the research of Jin & Suh (2005), the price-related factors appear to be the most common determinants of store brands' purchase decisions and compliance with Dickson & Sawyer (1985) and Diallo (2012), the perceived price is conceptualized as the subjective interpretation of the product's monetary value, considering the product as cheap or expensive and purchase motivational tool, this aspect can have significant momentarily effects on customers' purchases intention due to the fact that customers are affected by appearance aspects of product especially its packaging in unplanned purchases (Rahimniya et al.,2012) and compliance with Khraim (2011) as cited in Aker (1991), the price has a significant impact on brand loyalty which in turn effects on customers purchase intention and advertising as one of the strategies of promotion, is an important tool in creating awareness in the minds of potential customers in order to make decision to buy the product.

Manufacturers create an emotional link with customers through advertising. As a result, it is more likely that these kinds of customers create an emotional link with the ads of that brand, Latif and Abideen (2011).

7). The Results of confirmatory factor analysis model to measure the variables of Purchase Intentions, by the weight of standard components from the most to the least included Intend to buy, Consider to buy, Expect to buy, Plan to buy and Easy to eat respectively, consistent with the research of Spears & Singh (2004), the main factor in our research question, thus we need to dig deeper into the theory behind and researchers have proposed a relationship of dependence between purchase intention and attitudes. Purchase intentions have been widely used as a predictor of subsequent purchase in the literature. In this study, purchase intentions refer to Chinese Tourists Consumer's Purchase Intentions of Black-Bone Chicken (BBC) Snack Products in Thailand.

9. Suggestion

The suggestion of this research, the administration should pay more attention to announcement Products Knowledge such as Subjective Knowledge, Label Knowledge, Actual Knowledge and Healthy Food Products for all. This will yield success in the consumer buying decision and choose the Healthy Food Products at the confidence high level in the future.

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