

How Thai Street Food Vendors Build Brand on Social Media:

A Case Study Comparing Street Food Vener A and B in Banthat Thong Road



Researchers: Patteera Saisuwan & Penpitcha Trangueasanti

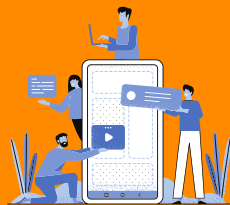
Advisors: Mr. James Robert Haft | Asst. Prof. Dr. Puntarika Rawikul

B.B.A. International Trade and Business Logistics, International College,
King Mongkut's University of Technology North Bangkok

The Dual-Economy of Street Food Branding

Vendors succeed through two distinct models: The Viral **Trend-Driven** Model (TikTok/ FOMO) and the Heritage **Trust-Driven** Model (Facebook/ Reviews).

Crucially, **User-Generated Content (UGC)** dominates over firm-generated marketing, driving more than **62%** of consumer influence.



Objectives

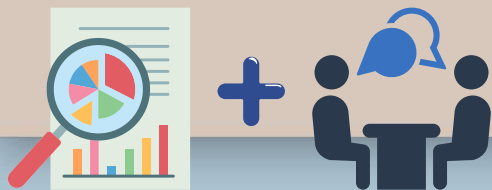
- Examine how social media platforms, strategies, and engagement levels **shape customer perception** and brand development.
- Evaluate the role of **User-Generated Content (UGC)** in shaping brand narratives.
- Explore the **operational challenges** vendors encounter during their digital transition.



Key Research Findings

Research Methods

- Mixed-Methods** Design: Explanatory sequential approach.
- Quantitative: **Survey (n=200)** via quota sampling.
- Qualitative: **Interviews (n=10)** & TikTok Content Analysis.



The Visual Conversion

- High-quality visual content** (e.g., TikTok videos) reduces ambiguity for customers by showing real food expectations.
- Visual stimuli** strongly trigger immediate desire and purchase intention.



Hype-Warning Paradox

- Massive queues act as a digital hook **enhancing online fame**.
- However**, physical discomfort damages long-term loyalty and revisit intention.

Decentralized Trust

Consumers trust peers over brands

Heritage Brands (Vendor B) 73%

Viral Brands (Vendor A) 62%

Two Paths to Equity

Vendor A (Viral Strategy):

Builds brand equity by becoming a "Trendy Destination" driven by FOMO and check-in culture.

Vendor B (Heritage Strategy):

Builds brand equity by becoming a "Trusted Local Legend" relying on operational consistency and long-term community trust

Business Implications & Recommendations

Balance Hype with Infrastructure

Viral vendors must invest in digital queue management to **prevent operational friction** from destroying customer loyalty.



Invest in UGC over Paid Ads

Focus on making food and environments "camera-ready" to encourage **customer reviews**, which are more cost-effective.

Leverage Heritage Utility

Legacy vendors should avoid chasing viral trends and instead focus on utility platforms to sustain their **"Local Legend"** status.

