

A STUDY OF BRAND CHOICE DECISION OF TOP 3 GLOBAL BRAND QUICK
SERVICED RESTAURANT (KFC, MCDONALD'S, BURGER KING) IN
BANGKOK



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BANGKOK**

Xin Guan

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QUICK SERVICED RESTAURANT (KFC, MCDONALD'S, BURGER KING)
IN BANGKOK

Author: Miss Xin Guan

Independent Study Committee:

Advisor



(Dr. Sumas Wongsunopparat)

Field Specialist



(Dr. Ithi Tontyaporn)



(Asst. Prof. Dr. Aunya Singsangob)
Vice President for Academic Affairs
Acting Dean of the Graduate School

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Advisor: Sumas Wongsunopparat, Ph.D

ABSTRACT

Fast food or quick meal is one of the world's fastest growing food types. The development of fast food is one of the effects of urban development; the quick service restaurant (QSR) industry has been developing rapidly throughout the world. As the economic develop and major changes in lifestyle, education, income of the Thailand consumers in the two last decades have encourage the young consumers to eat out. This independent study aims to exam the consumer's preference and perception toward quick service restaurant and aims to explore the key factors influencing for KFC, McDonald's and Burger King customer choice decision in Bangkok.

The survey research used questionnaire survey method to collect the data. The target populations are the consumer of KFC, McDonald's and Burger King in Bangkok with the age of 14-60 years old in both male and female gender of all nationalities, and the sample size for this study is 400.

This research discusses about the consumer choice behavior, consumption demand, and social demographic variables. The results of the study are that the Gender and Location doesn't have significant relationship with consumer's brand choice. In this study, the delivery service, easy access to the restaurant and good product taste are the top 3 primary factors influencing the choice of quick service restaurant. According to the results of the study, provide for using of academic research, and hope that can help operator when making decision in Thailand QSR market, and provide reference suggestions for marketing strategy.

Key words: Quick Service Restaurant, Consumer choice decision, Marketing Mix

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TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOLEGDMENT.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	ix
CHAPTER 1: INTRODUCTION.....	1
1.1 Relational and problem statement.....	1
1.2 Research Objectives.....	3
1.3 Scope of study.....	3
1.4 Research question.....	3
1.5 Significant of research.....	4
CHARTER 2: LITERATURE REVIEW.....	5
2.1 Quick Service Restaurant Industry.....	5
2.2 The Related Theories.....	9
2.3 Marketing Mix and Consumer Purchasing Decision Behavior.....	11
2.4 Previous Research.....	13
2.5 Hypotheses.....	16
2.6 Theoretical Framework.....	18
CHAPTER 3: METHODOLOGY.....	19
3.1 Research Design.....	19
3.2 Population and Sample Selection.....	19
3.3 Research Instrument.....	20
3.4 Data Collection Procedure.....	21

TABLE OF CONTENTS (Continued)

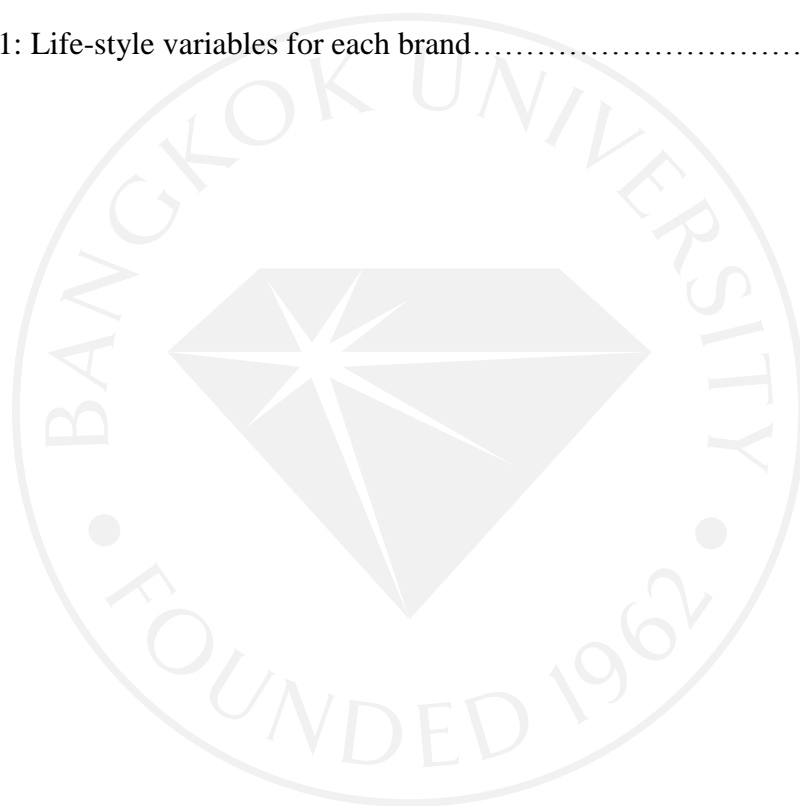
	Page
CHAPTER 4: DATA RESULTS.....	22
4.1 Frequency Distribution	22
4.2 Data Result of Influencing Factors.....	29
4.3 Findings of Hypotheses Testing	31
4.4 Other Findings.....	43
CHAPTER 5: DISCUSSION.....	45
5.1 Conclusion	45
5.2 Discussion.....	49
5.3 Limitation and Suggestion for Future study.....	50
BIBLOGRAPHY.....	52
APPENDIX.....	56
Appendix A: Survey Questions.....	56
BIODATA	60
LICENSE AGREEMENT	61

LIST OF TABLES

	Page
Table 1 : Major Players and their Products.....	6
Table 2 : The results of Demographic Information	22
Table 3 : Brand Preference.....	24
Table 4 : Demographic Information for each Brand.....	24
Table 5 : Demographic Information for each Brand (age)	25
Table 6 : Demographic Information for each Brand (marital status)	26
Table 7 : Demographic Information for each Brand (education level)	26
Table 8: Demographic Information for each Brand (occupation).....	27
Table 9: Demographic Information for each Brand (income).....	28
Table 10: Demographic Information for each Brand (liked-level).....	28
Table 11: Demographic Information for each Brand (eating frequency).....	29
Table 12: Descriptive Statistics for Influencing Factors.....	30
Table 13: Likelihood Ratio Tests for H1, H2, H3.....	31
Table 14: Likelihood Ratio Tests for H4	32
Table 15: Gender X Food Safety Cross tabulation.....	32
Table 16: Gender X Saving the Meal Time Cross tabulation	33
Table 17: Gender X Easy access to the restaurant Cross tabulation.....	33
Table 18: Age X Brand image Cross tabulation.....	34
Table 19: Age X Product variety Cross tabulation.....	34
Table 20: Age X Good product taste Cross tabulation.....	35
Table 21: Age X Convenient operating hours Cross tabulation.....	35
Table 22: Age X Easy access to the restaurant Cross tabulation.....	36
Table 23: Age X Gift Cross tabulation.....	36
Table 24: Age X No alternative choice Cross tabulation.....	37
Table 25: Age X To accompany with others Cross tabulation.....	37

LIST OF TABLES (Continued)

	Page
Table 26: Income X Brand image Cross tabulation.....	38
Table 27: Income X Easy access to the restaurant Cross tabulation.....	39
Table 28: Income X Delivery Service Cross tabulation.....	40
Table 29: Income X Gift Cross tabulation.....	41
Table 30: Multinomial Logit Model Burger King VS McDonalds' & KFC.....	42
Table 31: Life-style variables for each brand.....	43



LIST OF FIGURES

	Page
Figure 1 : Theory of planned behavior.....	9
Figure 2 : Maslow’s Extended Hierarchies of Need.....	10
Figure 3 : Kotler’s Buyer Decision Process.....	11
Figure 4: Theoretical Framework.....	18



CHAPTER 1

INTRODUCTION

1.1 Relational and Problem Statement

Fast food or quick meal is one of the world's fastest growing food types. The development of fast food is one of the effects of urban development. The entry of women in working place and the growth of IT sector, which increase the sales of ready cooked meals. In the era of globalization, American style fast food became popular through the world within the spread of western culture.

The Quick Serviced Restaurant (QSR) industry has been developing rapidly throughout the world. According to a report from Datamonitor (2010), the global fast-food market is predicted to have a value of \$239.7 billion and a projected volume of 248.7 billion transactions by 2014.

Fast foods include not only pizza, burger, chicken but also a wide range of easy prepared food items. However in some countries there are some especial styles of fast food items such as Kebab in Middle East, America style fast food are still the common fast food. The most famous Fast food restaurants all over the world are McDonalds, Subway, Dominos, Burger king etc.

There is a variety of factors such as socioeconomic, technological, and ecological and market perspectives have contributed towards its growth. Now fast food accounts for half of the revenue of restaurant in developed countries, however the most growth is occurring in developing countries. Eating fast food is not a new phenomenon by recent years, it has grown after 1950s, which gradually change people way of eat.

Quick Serviced Restaurant has become an essential part of Thailand lifestyles. As Quick Serviced Restaurant which is defined as a "branded convenience food" (Mohammad, Barker & Kandampully 2005, p. 97), since 1980s, America style quick service restaurant entry into Thai market, more and more are associate with it.

Teenagers and the young adults is the main target customer of fast food.

Bangkok as the capital of Thailand has a population of 8,280,925 according to the 2010 census, or 12.6 percent of the national population. As the economic center of Thailand, Bangkok attracted many other nations to registered, for instance people from Japan, China, as well as America and Europe. Bangkok is also one of world top tourist destination cities, with 15.98 million projected visitors in 2013. In addition, over 14 million people (22.2%) live within the surrounding Bangkok Metropolitan Region, a large number of Bangkok's daytime population commutes from those people who work or study in Bangkok. The large number of foreigners and population in daytime demand a huge number of convenience food service, which promote the restaurant service, especially the quick restaurant service in Bangkok.

According to a survey of the Bangkok fast food sector, conducted by ACNielsen, KFC leads the market with a 43% share, dominating 70% of the burger and chicken segment. The top 3 restaurant from chicken segment are KFC, McDonalds and Chester's Gill, while from the burger segment are McDonalds, KFC and Burger King. Other quick service restaurant chain popular in Thailand are: Subway, Pizza Hut, the Pizza Company and Dominos. Thus this study will investigate the consumer's perception of KFC, McDonald's and Burger King.

Researchers (Ali, Kara, Erdener & Orsay, 1997) studied the food consumption trend and predicted the fast growth of QSR in a long term period in the future; therefore QSR markets will still offer greater growth opportunities for marketers.

While the global development of QSRs has created opportunities, at the same time, significant challenges exist. In this era of globalization, there are many factors tend to increase the challenges and threats faced by companies and nations such as economic crisis, political unrest, imbalances in income distribution, environmental degradation and a plethora of other factors. While these factors can be threats to a business, marketers try continuously to convert them into opportunities.

The rising income, hygiene consciousness and different preferences for food

have given scope for the QSRs to attract youngsters and other consumers. With more companies, especially the multinational companies enter the quick service restaurant industry; competition has increased and paved way for innovative dishes, attracting consumers. Thus understanding the preference and perception of consumers toward the fast food is necessary for the market players to get the final triumph in the intense competition.

1.2 Research Objectives

The main objective of this study is to exam the consumer's preference and perception toward quick service restaurant.

In detail, first, to study the factors influencing the choice of quick service restaurant such as price, taste, convenience service etc. And to understand the association of demographic factors, lifestyle, and quick service restaurant consumption patterns.

Second, to tell the difference among the consumer profile of KFC, McDonald's and Burger King.

In addition, to get an insight about the influence of age and gender toward fast food preference.

1.3 Scope of Study

This research is in the category of descriptive research which study the factors -brand, product, taste, convenience service, ambience, price and promotion-influence the consumer choice of quick service restaurant in Bangkok, Thailand. The scope of the study is confined to study the consumers' preference and perception toward the three quick service restaurant chains KFC, McDonald's and Burger King in Bangkok. The target populations are the consumers of KFC, McDonald's and Burger King in Bangkok with the age of 14-60 years old in both male and female gender of all nationalities.

1.4 Research Question

The main objective of this study is to examine the consumer choice decision toward quick service restaurant in Bangkok. In detail, first, to study the factors influencing the choice of quick service restaurant such as price, taste, convenience service etc. Second, this study also seeks to understand the association of demographic factors, lifestyle, and consumption of quick service restaurant, and to tell the difference among the consumer profile of KFC, McDonald's and Burger King.

The research questions are:

- 1 What are the important factors influencing the consumer choice of Quick Service Restaurant?
- 2 What is the difference among the consumer profile of KFC, McDonald's and Burger King?

1.5 Significant Of Research

This study will provide benefit for QSR players in management level and marketing level to develop the strategies in order to improve the product and service. The data can help to predict the consumer purchasing behavior of QSR. There are studies in the areas of factors influencing consumer buying behavior in the other country, but the studies and data are much lacking in Thailand. This study intends to understand the consumer's preference and perception from Bangkok according to real data, it is look to provide better understanding to the consumer of QSR in Bangkok and for further study in marketing field.

CHAPTER 2

LITERATURE REVIEW

The purpose of the study is to examine the consumer's preference and perception toward quick service restaurant in Bangkok. The study intends to study the factors that influence the consumer choice of QSR in Bangkok, and the relationship with demographic variables.

Thus, this following chapter consists with four sections:

Quick Service Restaurant Industry

The Theory of Planned Behavior and Maslow's Hierarchies of Needs

Marketing Mix and Consumer Purchasing Decision Behavior

Previous Research Related to Quick Service Restaurant

2.1 Quick Service Restaurant Industry

2.1.1 Fast Food

Fast food is low cost, quick service, usually high calories and served by chain restaurant. Bender and Bender (1993) defined fast food as: "Food items which have a limited menu and which fall under production line techniques are termed as fast food items." Later Davies and Smith (2004) added "products such as pizza, sandwiches or hamburgers where the supplier tends to specialize."

Fast food is a wide range of food items, including not only the heavy fast food such as burger, pizza, chicken but also light fast food as doughnut, premium ice-cream etc.

Quick service restaurant (QSR), as known as fast food restaurant originated in United States in the early of 1900s, with the opening of fast food outlet named Automat in New York, which served simple drink and food by coin based vending machines. Automat became the America first fast food chain and remained extremely popular throughout 1920s and 1930s.

2.1.2 The Development of Quick Service Restaurant

Quick service restaurant developed rapidly from 1905s. In 1960s, more women in United States returned to job market, which meant they had less time to spend in the kitchen, therefore households depended more on quick service restaurant.

Since the middle of 1990s, quick service restaurant had an explosive growth through the world as a result of globalization. The United States take the lead of worldwide quick service restaurant industry and currently control 52.4% market share, and America style fast food restaurants are now franchised in over the 100 countries (Datamonitor 2009).

According to Hanson (2002), people were forced to find quicker meal solutions by the shortened lunch hours and the fast pace of life. Quick service restaurant chain adopted standardization in raw materials of their food, processing, price and service, therefore it is popular for supply safe and convenient fast food to people who are in hurry. The huge market attracted big food chains such as McDonalds, Burger King and TV Dinner, Kentucky Fried Chicken, and these organized QSR grown gradually into worldwide reputed brand in the industry.

Table 1: Major Players and their Products

Players	Popular Dishes
McDonalds	Burgers French Fries Ice creams Shakes Cold drinks
Kentucky Fried Chicken (KFC)	Chicken Plated meals Flavors and snacks KFC famous bowls Sandwich

(Continued)

Table 1 (Continued): Major Players and their Products

Kentucky Fried Chicken (KFC)	Desserts Sides Kids Salads Big box meals
Dominos Pizza	Pizzas Feasts Sides Drinks Whoppers sandwich Other fire grilled burgers
Burger King	Lean and greens Chicken and fish Breakfast Treats Sides and beverages Kids menu

2.1.3 Quick Service Industry in Thailand

QSR industry is an economically important business in Thailand; the sales in 2014 are over 239,414 million Baths (World Industry & Market Outlook Report, 2015). QSR continued to maintain healthy growth in Thailand at past years. Up to 99% of the overall value of fast food in Thailand belongs to chained operators. KFC, McDonalds, Burger King are the main popular QSR chains in Thailand.

Kentucky Fried Chicken (KFC) is operated by the YUM Restaurants International (Thailand) Co., Ltd and Central Restaurants Group Co., Ltd, which also operates other two restaurant brands Pizza Hut and Taco Bell. KFC restaurants offer fried and non-fried chicken products such as sandwiches, chicken strips, chicken

on-the-bone products, and other chicken products marketed under a variety of names. KFC restaurants also offer a variety of entrees and side items.

KFC opened first restaurant in 1984 in Thailand and now has more than 400 branches across the country. KFC has become the market leader in Thai QSR industry. (Global Restaurants Industry Profile, 2015)

KFC took their social responsibility to launch event to promote active lifestyles and support educations in Thai society, which earned recognition from the public.

The McDonalds chains, which began operation in 1995 and now operate more than 36,000 restaurants over the 119 countries, entered in Bangkok in 1985 (Global Restaurants Industry Profile, 2015). Until now there are over 100 McDonald's restaurants to provide convenience service in Thailand.

The McDonalds chain is one of the world's largest food service retailing chains. McDonald's restaurants offer a standardized menu, although geographic variations exist. McDonald's key product offerings include hamburgers and cheeseburgers, chicken sandwiches, French fries, wraps, chicken nuggets, salads, oatmeal, desserts, sundaes, soft serve cones and pies. It also offers beverages such as shakes, soft drinks, coffee, flavored tea and others. In Thailand McDonald's restaurant also offer breakfast including muffins, biscuits, hotcakes, and bagel sandwiches.

Burger king is the third largest global quick service restaurant chains following The McDonalds chains and Yum! Brands. To the end of 2013, Burger King had over 13,000 outlets in 79 countries, of these, 66 percent are in the United States and 99 percent are privately owned and operated by independent franchisees.

Burger King entered Thailand market in year 1994, which cooperated with Minor Food Group, operated more than 20 restaurant outlets. The main product of Burger King is the signature hamburgers, as well French fries, soft drinks, milkshakes and desserts are also provided. In Thailand, between 65 per cent and 70 per cent of Burger King's sales were mainly to foreign tourists. The sales volume of Burger King ranked the third in the burger segment, after KFC and McDonalds

Beyond these QSR chains, there are other reputed brands within the industry, for instance Burger King, Pizza Hut. Because the huge market and intense competition, studying the factors influencing the customer choice could provide an important guidance to the market players

2.2 The Theory of Planned Behavior and Maslow's Hierarchies of Needs

2.2.1 The Theory of Planned Behavior

The theory of planned behavior (TPB) which is an improvement of theory of reasoned action, explain the process of the decision making.

The TPB proposes that the best determinant of behavior is intention which is influenced by three factors: attitude, subjective norm, and perceived behavioral control.

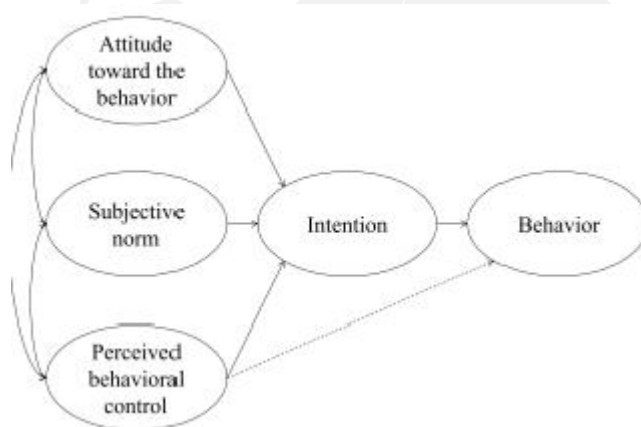


Figure 1: Theory of planned behavior

Consumer behavior is defined most often as a result of a system of dynamic relationships between the processes of perception, information, attitude, motivation and the actual event. In this process, attitude is one the one that presents the greatest stability over time.

Attitude is nowadays defined as “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor” (Eagly & Chaiken, 1993, p.1). This state of mind influences the responses of the audience towards all objects and situations with which the audience interacts (Allport, 1935)

Attitudes are the result of affective processes and knowledge that create the predisposition to act on convictions. They are an important factor influencing consumer behavior. Some researchers define attitude as a latent dimension of consumer behavior.

The theory of planned behavior models a proposed explanation for the relationship between attitudes and behavior. People may have different level of positive or negative attitude toward objective, previous research has conduct to evaluate people's attitude. Therefore, it is helpful through measuring the attitude to predict the consumer behavior.

2.2.2 Maslow's Hierarchies of Needs

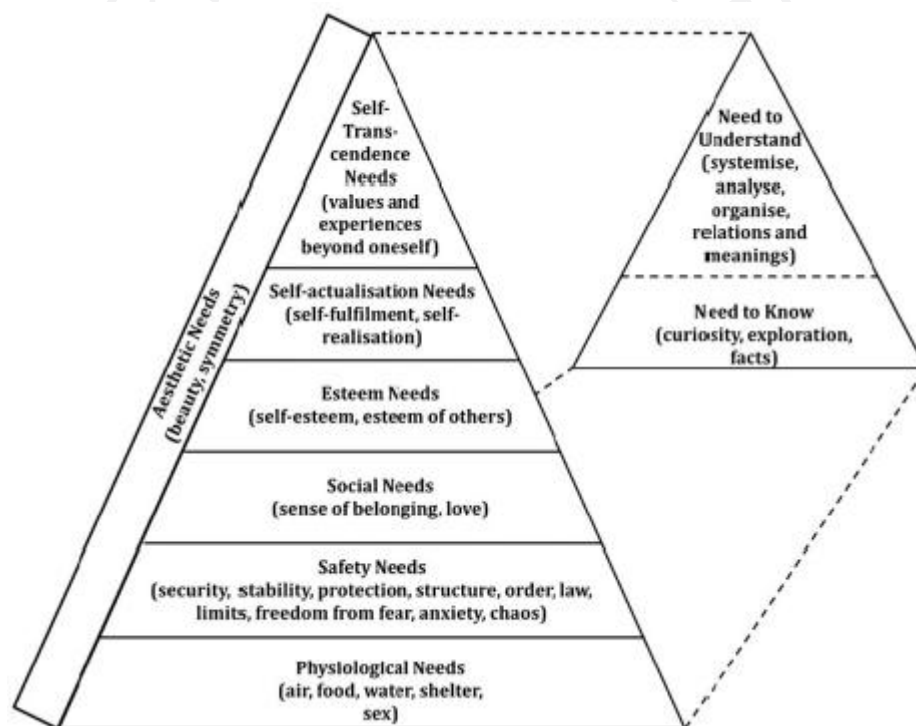


Figure 2: Maslow's Extended Hierarchies of Needs (based on Maslow 1943; 1987)

Maslow's (1943; 1948a; 1948b; 1967; 1987) hierarchy of needs is a widely used model of customer needs (Kotler, Keller and Burton 2009). Maslow (1943) suggested categories of basic (conative) needs to motivate the consumer behavior: physiological, safety, belongingness and love, esteem and, self-actualization. Later Maslow (1987)

extended needs hierarchies and adds self-transcendence needs to complete the concept.

Maslow's hierarchy of needs states that once the most fundamental needs-physiological needs have been largely satisfied, individuals seek to satisfy safety needs. After that, needs for love, affection, and belonging guide individual's actions. Afterwards, self-esteem becomes the most important, and then individuals attempt to self-actualization, and they eventually strive for self-transcendence.

Maslow's theory has been adapted successfully to explain the motivation of consumer behavior.

2.3 Marketing Mix and Consumer Purchasing Decision Behavior

2.3.1 The Marketing Mix

The concept of marketing mix is introduced by Borden in 1953. Borden (1964) point out that marketing mix is an important element in helping marketers to formulate effective marketing strategies, and the marketing mix concept has been studied and developed by various researchers (Booms & Bitner, 1981; Magrath, 1986; McCarthy, 1960). In early time, Borden (1964) introduced 12 elements, namely, product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding and analysis. McCarthy (1960) simplified it into four elements, termed "The Four Ps"- product, price, promotion, and place.

Product plays a central role in the marketing mix. Kotler and Keller (2012) argued that a product is either goods or services offered to the market to satisfy demand. In quick service restaurant, product covers a wide range of variables such as brand name, quality, taste, convenient service.

Price is the amount of money paid by customers for a product. Kotler and Keller (2012) suggested that by offering value pricing, a strategy of low pricing with high-quality offering, will win loyal customers.

Place or distribution can create value for customers by making the products

available in accessible locations when needed.

Promotional activities and tools are vital as it communicates the merits of the products and services through influencing the respond, belief, and attitude of consumer, in order to persuade and convince target customers, (Kotler & Armstrong, 2010). Promotion involves in advertising, personal selling, sales promotion, publicity, and direct marketing.

2.3.2 Consumer Purchasing Decision Behavior

Consumer behavior defined as “The study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” (Solomon, et al, 2010, p6) Consumer behavior is a process with a lot of activities such as selection, purchase, consumption, evaluation etc. it is affected by internal and external factors, and is different for different people.

Kotler’s Buyer Decision Process



Figure 3: Kotler’s Buyer Decision Process

According to Kotler, Buyer Decision Process in consisted by five stages, after people are conscious of their needs, they initiate to seek relevant information. Usually, the information are from two source: internal and external search. Internal search involves the consumers’ memory about the products, and external search includes word of mouth, stores visit, trial and online social networking and social media (Kardes, et al, 2011).

Consumers' and social environment have huge influences on consumers' purchase decision and can make a big difference in their desire and motives for product purchase (Blythe, 2008).

In the step of evaluation of alternatives, consumers compare the compare and evaluate several alternatives in terms of products to choose the best to fulfill their need (Blythe, 2008)

After the comparison, consumer they should make their choice among the alternatives and choose the certain product. In the after purchasing decision stage of process consumer evaluate how well the choice worked out and start to compare their perceptions of the product with their expectations (Kardes, et al, 2011)

Buyer decision process influenced by cultural factors - social, group- individual psychological factors, and situational factors guild working of the marketing mix

2.4 Previous Research

Because the ORS industry is viewed as a service industry (Parasuraman, Zeithaml, and Berry 1985), there is increasing attention on the importance of service quality, service value, and customer satisfaction

According to Auty (1992), the main reasons for consumers to choose a particular restaurant are food type and food quality. The study also found that restaurant style and atmosphere also attract the customers. The three segments considered for the study—students and middle-aged and older people with moderate income—prefer restaurants based on their style of living.

Clarke and Wood (1998) studied the same grounds and found that the type of food and the quality are the key factors in determining consumer loyalty towards a particular restaurant.

Kara et al. (1995) studied consumers' perceptions of and preferences for fast food restaurants in the US and Canada. According to their study, the consumers in the age of 12 to 24 years look for variety, price, delivery service and location in America

and for price and novelties in Canada. In the age group of 46 to above 55 years cleanliness, nutritional value, quality and taste are considered by Americans and preference is given to nutritional value and seating capacity by Canadians in identifying fast food restaurants. In the middle age group of 25 to 45 years, Americans preferred speed and friendly personnel whereas Canadians looked for speed, quality and service.

Ergin & Akbay (2014) suggested five dominant factors which including brand name reputation, cost, convenience, consistency and quality have an impact on young consumers' preference of different brands of fast food restaurant; these factors are significantly related to several demographic variable such as age, gender, income level.

A study by Agnes et al (2004) revealed that the waiting time, staff attitude, food quality and variety significantly influence and affect customer satisfaction.

Law, Hui, and Zhao (2004) studied the same group found that waiting time, staff attitude; environment, seat availability, and food quality influence return frequency.

Maria (1994) found that Chinese consumers prefer American fast food because of their taste, packaging and service speed.

Lee and Ulgado (1997) investigated difference between the consumer from United States and South Korea and found that customer' expectations and perceptions of QSR service quality, food price, service time, and location are significantly difference.

A research conducted by Monika and Morven (2005) found that brand value, nutritional value, ethical value and food quality are the four factors that influence the purchase behavior of the consumers.

A study by Keillor, Hult, and Kandemir (2004) revealed that service encounter including physical good quality, service quality, and service scape positively influence consumer behavioral intentions to buy.

According to Qin and Prybutok (2008), they examined the five key determinants

of service quality (tangibles, reliability, responsiveness, assurance, and empathy), food quality and price are found to be significant factors on customer satisfaction and behavioral intentions.

Goyal & Singh (2007) conducted a research seeks to estimate the importance of various factors affecting the choice of fast food outlets by Indian young consumers. The study estimated Consumer acceptance of food served by OSR is critically important for the future growth of ORS in any economy. Though the rating of fast food outlets' attributes under study is very high but still consumers visit fast food outlets for fun, change o entertaining their friends but certainly not as a substitute of homemade food.

Despite the fast growth of QSR industry, there have been several issues concerning fast food in recent times. Large fast food chains are being questioned in the context of nutritional content of the food products and hygiene. Fast food is a cause of great concern to children because it can lead to problems like diabetes, obesity, etc.

Brown et al (2000) emphasized the need for nutritional awareness and fast food preferences of young consumers during adolescent years. Davies and Smith (2004) have analyzed the importance of nutritional values of fast food and also information printed/disclosed by the fast food providers in London.

Tassalina and Augustine (2007) found that food choices were influenced by health/nutritional benefits (60.8%), safety/sanitation (60.0%), and the price of menu (55.8%), and celebration of a special occasion (60.8%) was the most popular reason for 'eating out'.

Davies and Smith (2004) have analyzed the importance of nutritional values of fast food and also the information printed/disclosed by the fast food providers in London. In addition to the factors considered for choosing a fast food outlet, there are research studies towards the nutritional value of fast food. A survey of more than 9,000 consumers nationwide in US has shown that about 25% of those who eat fast

food and drink sugary, carbonated soft drinks generally consume more calories, fats, carbohydrates, added sugars and proteins than those who do not (Bowman, 2005). According to the study of Mc Neal et al. (1980), respondents felt that meals were moderately nutritious and a good food buy, but they were fattening and contained harmful additives. These findings further indicate that although the consumers perceive the nutritional aspects of fast food meals to be important, they often ignore the aspects in practice.

Adams (2005) paper outlines the basis for establishing fast food industry, responsible for obesity as articulated in litigation against fast food chains in the US. In the Indian context, there is high concern towards health in the 21st century. There are health-related articles in daily newspapers, and health shows on television. There are special health-related magazines that are now very popular. Health-related articles do advise readers to consume more fruits, vegetables, and water and less or nil of junk food including fast food, being high on fat and calories.

2.5 Hypotheses

Based on the previous search, food type and food quality are found as the common factors influencing the choice of QSR. Other factors such as service speed, service quality, taste, price, brand image, are also considering factors influencing the consumer choice (Auty, 1992; Lee and Ulgado, 1997; Clarke & Wood, 1998; Keillor, Hult, and Kandemir, 2004; Monika and Morven, 2005; Qin and Prybutok, 2008;).

Based on the above discussions we propose the following research questions:

1 What are the important factors influencing the consumer choice of Quick Service Restaurant?

2 What is the difference among the factors influencing the consumer choice of KFC, McDonald's and Burger King?

The first question examines how the marketing mix variable influence the consumer choice and investigate the relationship among demographic factors,

marketing mix variable and consumer's choice of quick service restaurant. Hence the hypotheses for RQ1 are:

H1: Age has significant relationship with the consumer's choice,

H2: Income has significant relationship with the consumer's choice,

H3: Gender has significant relationship with the consumer's choice,

H4: Location has significant relationship with the consumer's choice.

The second question intends to tell the difference among the factors influencing the consumer choice of KFC, McDonald's and Burger King. Hence the hypotheses for RQ2 are

H5: Marketing mix factors are significant impact in choosing KFC over Burger king.

H6: Marketing mix factors are significant impact in choosing McDonalds' over Burger king.

2.6 Theoretical Framework

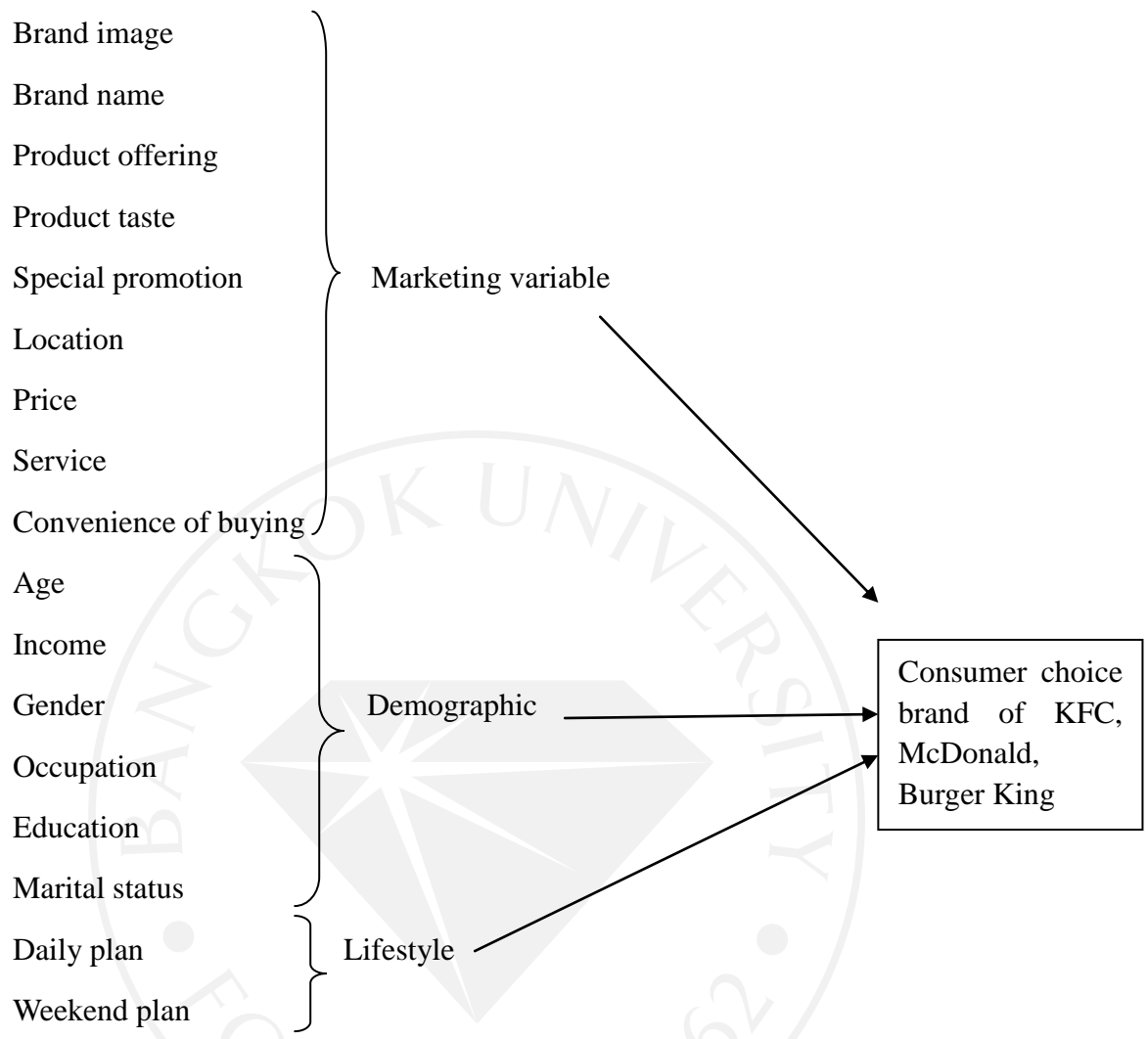


Figure 4: Theoretical Framework

CHAPTER 3

METHODOLOGY

This chapter provides a summary of research methodology

3.1 Research Design

To answer the research question, a descriptive research has been adopted to conduct the captioned study by interacting with consumers to understand the factors influencing the choice of quick service restaurant. A quantitative approach was applied in the research.

Participants were asked to complete a cross-sectional self-administered survey. The questionnaire stated that respondents' answers were completely anonymous but other demographic information such as age, income, education. The privacy of participants was protected. All participants were voluntary and agree to use of their answers in the data set. There was no cost and minimal time requirement to answer the questionnaire that allowed a large number of participants.

3.2 Population and Sample Selection

As the research aimed to study the consumer's perception and choice of quick service restaurant in Bangkok. The target population of this research was the male and female consumers who consumed QSR, aged from 14-55 years old, living in Bangkok. The questionnaire survey were distributed to consumers who experienced KFC, McDonalds and Burger King in Bangkok.

The samples size is calculate according to the follow formula:

$$n = \frac{Z^2 p(1-p)}{E^2}$$

n = sample size

Z^2 = square of the confidence level in standard error units (1.96 for 95% confidence level)

p = Sample proportion of successes (favorable outcomes)

Usually, $p = 0.5$, when there is no prior knowledge or estimate proportion p

(Berenson, 1999).

$(1-p) = (1-p)$ = Sample proportion of failures (unfavorable outcomes); often called "q"

$E^2 = 0.05$ or 5%, the acceptable sampling error in estimating the population proportion.

According to the formula

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$\approx 385 \text{ samples}$$

So the sample size is 385 at least.

3.3 Research Instrument

The research conducted an English cross-sectional self-administered survey. The questionnaire (APPENDIX A) was consisted with three sections demographic information and lifestyle, degree of the influencing factors and last sections is consumer's preference and consumer behavior.

Section I would explore the consumer demographic information and lifestyle of participants including gender, age, marital status, occupation, education level, income years of living in Bangkok and the way of pass time.

Section II provided the influencing factors of consumer choice, including Brand image, product variety, product taste, price, food safety, ambience, convenient operating hours, convenient service in the restaurant, easy access to the restaurant, delivery service, promotion, gift, no alternative choice, to save the meal time, and to accompany with others. Participants would rank the degree of agreement to the factors.

Section III investigated the consumer's attitude toward fast food, preference of three QSR brands, frequency, channels and food variety.

3.4 Data Collection Procedure

The questionnaire surveys were distributed face to face in Bangkok city from 10th, June, 2015 to 18th, June, 2015. Random sampling method was used to collect data. After the 400 questionnaires were collected, the data were entered into SPSS statistical program and analysis was run to determine significant findings.

Questionnaires were collected and entered into a SPSS statistical program. To answer the RQ1, multinomial logistic statistic was used to investigate the factors influencing the consumer choice of Quick Service Restaurant. Regarding the hypothesis of RQ2, cross tabulation were used to examine the difference among the consumer profile of KFC, McDonald's and Burger King. A level of .005 was set for significance to accept or reject a hypothesis.

CHAPTER 4

RESULTS

This chapter will analyze the result of SPSS, and give answer to the research questions. Collect the data total of 400 consumers completely the survey and 100% participates live in Bangkok.

4.1 Frequency Distribution

In the questionnaire, the first part including the customer's demographic and consumer brand choice. Mainly use percentage (%) to analysis. The Table 2 shows that the results of demographic information

Table 2: The results of demographic information.

Demographic Information		Frequency (persons)	%
Age	14– 25 years	329	82.2
	26 – 35 years	69	17.2
	36 – 45 years	0	0
	46-55 years	2	0.5
Gender	Male	171	42.8
	Female	229	57.2
Education	Under High School	7	1.8
	High School	127	31.8
	Bachelor Degree	211	52.8
	Above Bachelor Degree	50	13.8
Marital	Single	373	93.2
	Divorced	7	1.8
	Married	20	5.0
Occupation	Student	280	70

(Continued)

Table 2 (Continued): The results of demographic information

Occupation	Government Officers/ Employees of state enterprise	31	7.8
	Business owner	44	11
	Individual Companies	38	9,5
Income	Less than 10,000 Bath	127	31.8
	10,001-15,000 Bath	99	24.8
	15,001-20,000 Bath	68	17.0
	20,001-25,000 Bath	53	13.2
	More than 25,000 Bath	53	13.2
Living in BKK	Less than 1 year	32	8.0
	1-5 year	106	26.5
	5-10 year	46	11.5
	More than 10 year	216	54.0

Age: majority of the samples aged between 14-25 years old (82.2%, n=329), and samples aged between 26 – 35 years old (17.2%, n=69), It is provide that QSR consumer in Bangkok is young ages.

Gender: majority of the samples gender are female (57.2%, n=229), respectively minority of samples gender are male (42.8%, n=171).

Education level: majority of the samples are Bachelor Degree (52.8%, n=211), and High school (31.8%, n=127), respectively minority of samples are Above Bachelor Degree (13.8%, n=55), and Under High School (1.8%, n=7).

Marital status: majority of the samples marital status are single (93.2%, n=373), respectively minority of samples marital status are married (5.0%, n=20).

Occupation: majority of the samples are Student (70.0%, n=280), respectively minority of samples are Business owner (11.0%, n=44), individual companies (9.5%, n=38) and government officers/employees of state enterprise (7.8%, n=31).

Income: majority of the samples incomes ranged in Less than 10,000 Bath (31.8%, n=127), and 10,001 – 15,000 Bath (24.8%, n=99) respectively minority of

samples incomes ranged in 15,001-20,000Bath (17%, n=68), 20,001-25,000 Bath (13.2%, n=53), and more than 25,000 Bath (13.2%%, n=53).

Living in BKK: majority of the samples lived in Bangkok more than 10 years (54.0%, n=216), and respectively minority of samples lived in Bangkok Less than 1 year (8%, n=32).

The Table 3 to Table 9 are show that the consumer brand preference and demographic information for each brand.

Table 3: Brand Preference

Brand name	Frequency	%
KFC	169	42.2
McDonald's	153	38.2
Burger King	78	19.5
Total	400	100.0

About the brand preference, as shown in table 3 the descriptive statistic revealed that majority of the samples prefer KFC (42.2%, n=169), and McDonald's (38.2%, n=153), respectively minority of samples prefer Burger King (19.5%, n=78).

Table 4: Demographic Information for each Brand (gender)

Brand	Gender	Frequency (persons)	%
KFC	Male	66	39.1
	Female	103	60.9
McDonald's	Male	64	41.8
	Female	89	58.2
Burger King	Male	41	52.6
	Female	37	47.4

As shown above on table 8, the majority of samples who prefer KFC are female (60.9%, n=103), respectively minority of samples who prefer KFC are male (39.1%,

n=66). The majority of samples who prefer McDonald's are female (58.2%, n=89), respectively minority of samples who prefer McDonald's are male (41.8%, n=64). The majority of samples who prefer Burger King are male (52.6%, n=41), respectively minority of samples who prefer Burger King are female (47.4%, n=37).

Table 5: Demographic Information for each Brand (age) cross tabulation

		age range			Total
		14-25	26-35	46-55	
2. Which brand do you most prefer?	KFC	128	41	0	169
	McDonald's	135	17	1	153
	Burger King	66	11	1	78
Total		329	69	2	400

The Cross tabulation revealed that the majority of samples who prefer KFC aged between 14-25 years old (n=128), respectively the minority aged between 26-35 years old (n=41). The majority of samples who prefer McDonald's aged between 14-25 years old (n=135), respectively the minority aged between 26-35 years old (n=17) and 46-55 years old (n=1). The majority of samples who prefer aged between 14-25 years old (n=66), respectively the minority aged between 26-35 years old (n=11) and 46-55 years old (n=1).

Table 6: Demographic Information for each Brand (marital status) Cross tabulation

		6. What is your marital status?			
		Single	Divorced	Married	Total
2. Which brand do you most prefer?	KFC	155	3	11	169
	McDonald's	145	4	4	153
	Burger King	73	0	5	78
Total		373	7	20	400

The Cross tabulation revealed that the majority of samples who prefer KFC are single (n=155), respectively the minority are married (n=11) and divorced (n=3). The majority of samples who prefer McDonald's are single (n=145), respectively the minority are married (n=4) and divorced (n=4). The majority of samples who prefer Burger King are single (n=73), respectively the minority are married (n=5).

Table 7: Demographic Information for each Brand (education level) Cross tabulation

		8. What is your highest education level?				
		under High School	High school	Bachelor Degree	Above Bachelor Degree	Total
2. Which brand do you most prefer?	KFC	4	51	81	33	169
	McDonald's	3	56	83	11	153
	Burger King	0	20	47	11	78
Total		7	127	211	55	400

The Cross tabulation revealed that the education level of majority of samples who prefer KFC are bachelor degree (n=81), and high school (n=51), respectively the education level of minority are above bachelor degree (n=33) and under high school

(n=4). The education level of majority of samples who prefer McDonald's are bachelor degree (n=83), and high school (n=56), respectively the education level of minority are above bachelor degree (n=11) and under high school (n=3). The education level of majority of samples who prefer Burger King are bachelor degree (n=47), and high school (n=20), respectively the education level of minority are above bachelor degree (n=11).

Table 8: Demographic Information for each Brand (occupation) Cross tabulation

		7. What is your current occupation?					
		Student	Government Officers/employees of state enterprise	Individual companies	Business owner	Other	Total
2.	KFC	110	11	19	23	6	169
Which brand do you most prefer?	McDonald's	114	10	15	13	1	153
	Burger King	56	10	4	8	0	78
	Total	280	31	38	44	7	400

The Cross tabulation revealed that the majority of samples who prefer KFC are student (n=110), respectively the education level of minority are Business owner (n=23), individual companies (n=19), government officers/employees of state enterprise (n=11) and others (n=6). The majority of samples who prefer McDonald's are student (n=114), respectively the education level of minority are individual companies (n=15), Business owner (n=13), government officers/employees of state enterprise (n=10) and others (n=1). The majority of samples who prefer Burger King are student (n=56), respectively the education level of minority are government officers/employees of state enterprise (n=10), Business owner (n=8), and individual companies (n=4).

Table 9: Demographic Information for each Brand (income) Crosstabulation

	9. How much your monthly income?					Total
	Less than 10,000 Bath	10,001 – 15,000 Bath	15,001-20,000 Bath	20,001-25,000 Bath	More than 25,001 Bath	
2. Which brand do you most prefer?						
KFC	54	32	31	25	27	169
McDonald's	55	49	16	15	18	153
Burger King	18	18	21	13	8	78
Total	127	99	68	53	53	400

The Cross tabulation revealed that the incomes of majority of samples who prefer KFC ranged in less than 10,000 Bath (n=54), 10,001 – 15,000 Bath (n=32), and 15,001-20,000 Bath (n=31), respectively the incomes of minority ranged in More than 25,001 Bath (n=27), and 20,001-25,000 Bath (n=25). The incomes of majority of samples who prefer McDonald's ranged in less than 10,000 Bath (n=55), 10,001 – 15,000 Bath (n=49), respectively the incomes of minority ranged in more than 25,001 Bath (n=18), 15,001-20,000 Bath (n=16) and 20,001-25,000 Bath (n=15). The incomes of majority of samples who prefer Burger King ranged in 15,001-20,000 Bath (n=21), less than 10,000 Bath (n=18), and 10,001 – 15,000 Bath (n=18), respectively the incomes of minority ranged in 20,001-25,000 Bath (n=13), and more than 25,001 Bath (n=8).

Table 10: Demographic Information for each Brand (liked-level) Crosstabulation

	26. How much do you like fast food?					Total
	Strongly Unlike	Unlike	Neutral	like	Strongly like	
2. Which brand do you most prefer?						
KFC	0	8	51	86	24	169
McDonald's	0	7	48	80	18	153
Burger King	2	2	26	37	11	78
Total	2	17	125	203	53	400

The Cross tabulation revealed that the liked-level of majority of samples who prefer KFC ranged in "Like" (n=86), "Neutral" (n=51), respectively the liked-level of

minority ranged in “Unlike” (n=8) and “Strongly like” (n=24). The liked-level majority of samples who prefer McDonald’s ranged in “Like” (n=80), “Neutral” (n=48), respectively the liked-level of minority ranged in “Unlike” (n=7), “Strong like” (n=18). The liked-level of majority of samples who prefer Burger King ranged in “Like” (n=37), “Neutral” (n=26) and “strongly like” (n=11), respectively the liked-level of minority ranged in “strongly unlike” (n=2) and “unlike” (n=2).

Table 11: Demographic Information for each Brand (Eating Frequency) Crosstabulation

		27. How often do you eat fast food?				Total
		More than three times in one week	Once or twice in one week	Once or twice in one month	Once or twice in one year	
2. Which brand do you most prefer?	KFC	35	69	57	8	169
	McDonald’s	17	79	50	7	153
	Burger King	12	30	31	5	78
Total		64	178	138	20	400

The Cross tabulation revealed that the eating-frequency of majority of samples who prefer KFC ranged in once or twice in one week (n=69), once or twice in one month (n=57), respectively the eating-frequency of minority ranged in more than three times in one week (n=35) and once or twice in one year (n=8). The eating-frequency majority of samples who prefer McDonald’s ranged in once or twice in one week (n=79), once or twice in once month (n=50), respectively the eating-frequency of minority ranged in more than three times in one week (n=17), once or twice in one year (n=7). The eating-frequency of majority of samples who prefer Burger King ranged in once or twice in one week (n=30),once or twice in one month (n=31), respectively the eating-frequency of minority ranged in more than three times in one week (n=12), and once or twice in one year (n=5).

4.2 Data Result of Influencing Factors.

The result of influencing factors would be shown in Table 10 next page. As this survey adopt Linker scale 5 point questions, the average level of influencing factors

will be defined as following:

1.00 – 1.80 = Very low

1.81 – 2.60 = Low

2.61 – 3.40 = Medium

3.41 – 4.20 = High

4.21 – 5.00 = Very High

Table 12: Descriptive Statistics for Influencing Factors

	N	Minimum	Maximum	Mean	Std. Deviation
11. Brand image	400	1	5	3.80	.774
12. Product variety (burger, fried chicken, chips	400	1	5	3.83	.731
13. Good product taste	400	1	5	3.89	.787
14. Favorable price	400	1	5	3.55	.869
15. Food safety	400	1	5	3.45	.924
16. Ambience	400	1	5	3.38	.743
17. Convenient operating hours	400	1	5	3.73	.815
18. Convenient service in the restaurant	400	1	5	3.70	.828
19. Easy access to the restaurant	400	1	5	3.91	.791
20. Delivery service	400	1	5	4.01	.807
21. Promotion	400	1	5	3.78	.825
22. Gift	400	1	5	3.04	.918
23. No alternative choice	400	1	5	3.24	.871
24. To save the meal time	400	1	5	3.57	.870
25. To accompany with others	400	1	5	3.39	.777
Valid N (list wise)	400				

As shown in table 12, except no alternative choice (Mean=3.24, SD=.871), and

gift (Mean=3.04, SD=.918) fall in the medium average level in Likert scale questions, the other factors fall in the high average level, therefore none fall in the low average.

The results predict that comparing with other factors; no alternative choice and gift have less influence on the consumer's choice.

The result also predict that delivery service (Mean=4.01, SD=.807), easy access to the restaurant (Mean=3.91, SD=.791) and good product taste (Mean=3.89, SD=.787) are the top 3 primary factors influencing the choice of QSR.

4.3 Findings of Hypotheses Testing.

To test hypothesis 1, a likelihood Ratio Tests has been used.

Table 13: Likelihood Ratio Tests for H1, H2, H3

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	1.246E2 ^a	.000	0	.
Gender	128.294	3.710	2	.156
Age	134.156	9.572	4	.048
Income	142.541	17.957	8	.022

As shown in table 17, a likelihood Ratio Tests indicates that gender doesn't have a significant relationship with consumer's brand choice ($p=.156 > 0.05$), which reject the H3

While, age has a significant relationship with consumer's brand choice ($p=.048 < 0.05$), which support the H1.

Income also has a significant relationship with consumer's brand choice ($p=.022 < 0.05$), which also support the H2.

To test hypothesis 4, a likelihood Ratio Tests has been used.

Table 14: Likelihood Ratio Tests for H4

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	35.057 ^a	.000	0	.
location	41.564	6.507	8	.591

As shown in table 14, a likelihood Ratio Tests indicates that location doesn't have a significant relationship with consumer's brand choice ($p=.591 > 0.05$), which reject the H4.

Gender has a relationship with these factors which are including food safety, location and saving time to influence the consumer's choice.

Table 15: Gender X Food Safety Cross tabulateon

		Food safety					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	6	24	53	62	26	171
	Female	2	22	104	76	25	229
	Total	8	46	157	138	51	400

From the table 15, a majority of female samples consider neutral ($n=104$) that food safety is an important influencing factor on choosing QSR, a minority of female samples strongly disagree ($n=2$) that food safety is an important influencing factor on choosing QSR. While, a majority of male samples agree ($n=62$) that food safety is an important influencing factor on choosing QSR, a minority of male samples strongly disagree ($n=6$) that food safety is an important influencing factor on choosing QSR.

Table 16: Gender X Saving the Meal Time Cross tabulation

		Saving the Meal Time					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	5	16	67	55	28	171
	Female	1	11	88	100	29	229
Total		6	27	155	155	57	400

From the table 16, a majority of female samples agree (n=100) that saving the meal time is an important influencing factor on choosing QSR, a minority of female samples strongly disagree (n=5) that saving the meal time is an important influencing factor on choosing QSR. While, a majority of male samples consider neutral (n=67) that saving the meal time is an important influencing factor on choosing QSR, a minority of male samples strongly disagree (n=1) that saving the meal time is an important influencing factor on choosing QSR.

Table 17: Gender X Easy access to the restaurant Cross tabulation

		Easy Access to The Restaurant					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	1	9	45	89	27	171
	Female	0	6	49	111	63	229
Total		1	15	94	200	90	400

From the table 17, a majority of female samples agree (n=111) that easy access to the restaurant is an important influencing factor on choosing QSR, a minority of female samples strongly disagree (n=0) that easy access to the restaurant is an important influencing factor on choosing QSR. However, a majority of male samples agree (n=89) that easy access to the restaurant is an important influencing factor on choosing QSR, a minority of male samples strongly disagree (n=1) that easy access to the restaurant is an important influencing factor on choosing QSR

Age has a relationship with these factors which are including brand image, product variety, taste, operation time, location, gift, no choice and accompany with others to influence the consumer's choice.

Table 18: Age X Brand image Cross tabulation

		Brand image					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	14-25	5	6	74	207	37	329
	26-35	2	6	17	28	16	69
	46-55	0	0	0	1	1	2
Total		7	12	91	236	54	400

From the table 18, a majority of samples between 14-25 years old agree (n=207) that brand image is an important influencing factor on choosing QSR, a minority of samples between 14-25 strongly disagree (n=5) that brand image is an important influencing factor on choosing QSR. While, a majority of samples between 26-35 years old agree (n=28) that brand image is an important influencing factor on choosing QSR, a minority of samples between 26-35 years old strongly disagree (n=2) that brand image is an important influencing factor on choosing QSR.

Table 19: Age X Product variety Cross tabulation

		Product variety					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	14-25	1	12	68	206	42	329
	26-35	0	5	21	27	16	69
	46-55	0	0	1	1	0	2
Total		1	17	90	234	58	400

From the table 19, a majority of samples between 14-25 years old agree (n=206) that product variety is an important influencing factor on choosing QSR, a minority of samples between 14-25 strongly disagree (n=1) that product variety is an important influencing factor on choosing QSR. While, a majority of samples between 26-35 years old agree (n=27) that product variety is an important influencing factor on choosing QSR, a minority of samples between 26-35 years old strongly disagree (n=0) that product variety is an important influencing factor on choosing QSR.

Table 20: Age X Good product taste Cross tabulation

		Good product taste					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	14-25	0	8	84	161	76	329
	26-35	2	4	15	38	10	69
	46-55	0	0	1	1	0	2
Total		2	12	100	200	86	400

From the table 20, a majority of samples between 14-25 years old agree (n=161) that good product taste is an important influencing factor on choosing QSR, a minority of samples between 14-25 strongly disagree (n=0) that good product taste is an important influencing factor on choosing QSR. While, a majority of samples between 26-35 years old agree (n=38) that good product taste is an important influencing factor on choosing QSR, a minority of samples between 26-35 years old strongly disagree (n=2) that good product taste is an important influencing factor on choosing QSR.

Table 21: Age X Convenient operating hours Cross tabulation

		Convenient operating hours					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	14-25	2	12	120	145	50	329
	26-35	0	5	18	27	19	69
	46-55	0	0	0	1	1	2
Total		2	17	138	173	70	400

From the table 21, a majority of samples between 14-25 years old agree (n=145) that convenient operating hours is an important influencing factor on choosing QSR, a minority of samples between 14-25 strongly disagree (n=2) that convenient operating hours is an important influencing factor on choosing QSR. However, a majority of samples between 26-35 years old agree (n=27) that convenient operating hours is an important influencing factor on choosing QSR, a minority of samples between 26-35

years old strongly disagree (n=0) that convenient operating hours is an important influencing factor on choosing QSR. The difference is the more samples between 14-25 years old consider it neutral rather than strongly agree, which is opposite the result of samples between 26-35 years old.

Table 22 :Age X Easy access to the restaurant Cross tabulation

		Easy access to the restaurant					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	14-25	1	6	76	181	65	329
	26-35	0	9	17	19	24	69
	46-55	0	0	1	0	1	2
Total		1	15	94	200	90	400

From the table 22, a majority of samples between 14-25 years old agree (n=181) that easy access to the restaurant is an important influencing factor on choosing QSR, a minority of samples between 14-25 strongly disagree (n=1) that easy access to the restaurant is an important influencing factor on choosing QSR. While, a majority of samples between 26-35 years old strongly agree (n=24) that easy access to the restaurant is an important influencing factor on choosing QSR, a minority of samples between 26-35 years old strongly disagree (n=0) that easy access to the restaurant is an important influencing factor on choosing QSR.

Table 23: Age X Gift Cross tabulation

		Gift					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	14-25	14	55	175	68	17	329
	26-35	7	17	25	13	7	69
	46-55	0	0	1	0	1	2
Total		21	72	201	81	25	400

From the table 23, a majority of samples between 14-25 years old consider neutral (n=175) that gift is an important influencing factor on choosing QSR, a minority of

samples between 14-25 old strongly disagree (n=14) that gift is an important influencing factor on choosing QSR. However, a majority of samples between 26-35 years old consider neutral (n=25) that gift is an important influencing factor on choosing QSR, a minority of samples between 26-35 years old strongly disagree (n=7) that gift is an important influencing factor on choosing QSR.

Table 24: Age X No alternative choice Cross tabulation

		No alternative choice					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	14-25	6	40	170	94	19	329
	26-35	5	12	27	15	10	69
	46-55	0	0	0	1	1	2
Total		11	52	197	110	30	400

From the table 24, a majority of samples between 14-25 years old consider neutral (n=170) that no alternative choice is an important influencing factor on choosing QSR, a minority of samples between 14-25 old strongly disagree (n=6) that no alternative choice is an important influencing factor on choosing QSR. However, a majority of samples between 26-35 years old consider neutral (n=27) that no alternative choice is an important influencing factor on choosing QSR, a minority of samples between 26-35 years old strongly disagree (n=5) that no alternative choice is an important influencing factor on choosing QSR.

Table 25: Age X To accompany with others Cross tabulation

		To accompany with others					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	14-25	2	21	172	113	21	329
	26-35	2	12	21	28	6	69
	46-55	0	0	1	0	1	2
Total		4	33	194	141	28	400

From the table 25, a majority of samples between 14-25 years old consider neutral

(n=172) that to accompany with others is an important influencing factor on choosing QSR, a minority of samples between 14-25 old strongly disagree (n=2) that to accompany with others is an important influencing factor on choosing QSR. However, a majority of samples between 26-35 years old agree (n=28) that to accompany with others is an important influencing factor on choosing QSR, a minority of samples between 26-35 years old strongly disagree (n=5) that to accompany with others is an important influencing factor on choosing QSR.

Income has a relationship with these factors which are including the brand image, operation time, delivery service and gift to influence the consumer's choice.

Table 26: Income X Brand image Cross tabulation

		Brand image					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Income	Less than 10,000 Bath	4	4	34	73	12	127
	10,001 – 15,000 Bath	0	1	17	74	7	99
	15,001-20,000 Bath	1	4	18	35	10	68
	20,001-25,000 Bath	1	2	7	29	14	53
	More than 25,001 Bath	1	1	15	25	11	53
Total		7	12	91	236	54	400

From the table 26, a majority of samples with incomes ranged in less than 10,000 Bath agree (n=73) that brand image is an important influencing factor on choosing QSR, a minority of samples with incomes ranged in less than 10,000 Bath strongly disagree (n=4) or disagree (n=4) that brand image is an important influencing factor on choosing QSR.

However, a majority of samples with incomes ranged in 10,001 – 15,000 Bath

agree (n=74) that brand image is an important influencing factor on choosing QSR, a minority of samples with incomes ranged in 10,001 – 15,000 Bath strongly disagree (n=0) that brand image is an important influencing factor on choosing QSR, as well as the samples with incomes ranged in 15,001-20,000 Bath, 20,001-25,000 Bath, and more than 25,001 Bath. The minority samples with incomes ranged in 20,001-25,000 Bath rather strongly agree (n=14) than consider neutral (n=7) that brand image is an important influencing factor on choosing QSR, which is different with other income groups.

Table 27: Income X Easy access to the restaurant Cross tabulation

		Easy access to the restaurant					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Income	Less than 10,000 Bath	0	2	25	78	22	127
	10,001 – 15,000 Bath	0	2	22	58	17	99
	15,001-20,000 Bath	1	5	21	26	15	68
	20,001-25,000 Bath	0	3	15	20	15	53
	More than 25,001 Bath	0	3	11	18	21	53
Total		1	15	94	200	90	400

From the table 27, a majority of samples with incomes ranged in less than 10,000 Bath agree (n=78) that easy access to the restaurant is an important influencing factor on choosing QSR, a minority of samples with incomes ranged in less than 10,000 Bath strongly disagree (n=0) that brand image is an important influencing factor on choosing QSR, as same as other incomes group. The minority samples with incomes ranged in more than 25,001 Bath rather strongly agree (n=21) than consider neutral (n=11) that easy access to the restaurant is an important influencing factor on

choosing QSR, which is different with the samples with incomes ranged in less than 10,000 Bath , 15,001-20,000 Bath and 20,001-25,000 Bath.

Table 28: Income X Delivery service Crosstabulation

		Delivery service					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Income	Less than 10,000 Bath	1	4	26	67	29	127
	10,001 – 15,000 Bath	0	2	15	53	29	99
	15,001-20,000 Bath	0	2	21	27	18	68
	20,001-25,000 Bath	0	2	9	21	21	53
	More than 25,001 Bath	1	0	15	18	19	53
Total		2	10	86	186	116	400

From the table 28, a majority of samples with incomes ranged in less than 10,000 Bath agree (n=67) that delivery service is an important influencing factor on choosing QSR, a minority of samples with incomes ranged in less than 10,000 Bath strongly disagree (n=1) that delivery service is an important influencing factor on choosing QSR, as same as other incomes group.

Table 29: Income X Gift Crosstabulation

		Gift					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Income	Less than 10,000 Bath	6	24	66	27	4	127
	10,001 – 15,000 Bath	1	13	49	29	7	99
	15,001-20,000 Bath	5	10	33	14	6	68
	20,001-25,000 Bath	4	12	27	6	4	53
	More than 25,001 Bath	5	13	26	5	4	53
Total		21	72	201	81	25	400

From the table 29, a majority of samples with incomes ranged in less than 10,000 Bath consider neutral (n=66) that gift is an important influencing factor on choosing QSR, a minority of samples with incomes ranged in less than 10,000 Bath strongly disagree (n=6) that gift is an important influencing factor on choosing QSR, as same as other incomes group

To test hypotheses 5 and 6, an multinomial logit to figure out the result of

hypotheses

Table 30: Multinomial Logit Model Burger King VS McDonalds' & KFC

2. Which brand do you most prefer?		B	Std. Error	Wald	df	Sig.
KFC	[Food safety =Neutral]	1.293	.656	3.885	1	.049
	[Convenient service =disagree]	-2.954	1.279	5.330	1	.021
	[Favorable price=Disagree]	-1.842	.855	4.645	1	.031
McDonalds '	Intercept	1.178	1.162	1.029	1	.310
	[Good product taste=Neutral]	1.476	.621	5.657	1	.017
	[Good product taste=agree]	1.106	.522	4.495	1	.034
	[Ambience=Neutral]	-2.216	1.130	3.849	1	.050
	[Convenient service =disagree]	-2.725	1.194	5.209	1	.022

From table 30, the result reveals that food safety in the restaurants is significant indifferent in choosing between KFC and Burger King ($p=0.049<0.05$), which reject the hypothesis 5. Consumer disagree that convenient service in the restaurants is significant important in choosing KFC over Burger King ($p=0.021<0.05$), which also reject the hypothesis 5. Consumer disagree that favorable price is significant in choosing KFC over Burger King ($p=0.031<0.05$), which reject the hypothesis 5. There is no other significant p value to support the hypothesis 5, thus hypothesis 5 is rejected.

From table 30, the result reveals that that good product taste in the restaurants is significant different in choosing McDonalds' over Burger King ($p=0.034<0.05$), which support the hypothesis 6. While ambience in the restaurants is significant

indifferent in choosing between McDonalds' and Burger King ($p=0.050=0.05$), which reject the hypothesis 6. Consumer disagree that convenient service in the restaurants is significant important in choosing McDonalds' over Burger King ($p=0.021<0.05$), which also reject the hypothesis 6.

4.4 Other Findings

Table 31: life-style variables for each brand

Brand name	life-style variables	Frequency	%
KFC	Sport	48	28.4
	Reading	43	25.4
	movie	93	55
	Music	70	41.4
	shopping	55	32.5
	Sleeping	59	34.9
	drinking	34	20.1
	others	9	5.3
McDonald's	Sport	50	32.7
	Reading	21	13.7
	movie	73	47.7
	Music	63	41.2
	shopping	35	39.3
	Sleeping	38	23.8
	drinking	36	23.5
	others	6	3.9
Burger king	Sport	36	46.2
	Reading	20	22.5

(Continued)

Table 31 (Continued): life-style variables for each brand

Burger king	movie	39	50.0
	Music	34	43.5
	shopping	22	24.7
	Sleeping	22	24.7
	drinking	16	18.0
	others	1	1.1

For KFC consumers, the main ways to pass the spare time is watching movie (55.0%, n=93), enjoying music (41.4%, n=70) and Sleeping (34.9%, n=59). A minority of KFC samples prefer drinking (20.1%, n=34) and others (3.9%, n=6) to pass the spare time.

For McDonalds' consumers, the main ways to pass the spare time is watching movie (47.7%, n=73), enjoying music (41.2%, n=63), and Shopping (39.3%, n=35). A minority of McDonalds' samples prefer reading (13.7%, n=21) and others (5.3%, n=9) to pass the spare time.

For Burger King Consumers, the main ways to pass the spare time is doing sport (46.2%, n=36), watching movie (50%, n=39), and enjoying music (43.5%, n=34). A minority of Burger King Samples prefer reading (18.0%, n=16) and others (1.1%, n=1) to pass the spare time.

CHAPTER 5

DISCUSSION

This chapter will conclude and interpret the result of research. The limitation will also be described and the suggestion for further study will be given.

5.1 Conclusion

As fast food is one of the worlds's fastest growing food types, a great amount of researchers have been done to examine the factors influencing on the consumer choice of quick service restaurant. Previous researchers have examined the consumer of quick service restaurant and found the common factors that influence on choosing the QSR, for instance, food quality, taste, price, service quality, brand image (Auty, 1992; Lee and Ulgado, 1997; Clarke & Wood, 1998; Keillor, Hult, and Kandemir, 2004; Monika and Morven, 2005; Qin and Prybutok, 2008;). The objective of this study is to exam the consumer's preference and perception toward quick service restaurant KFC, McDonald's and Burger King in Bangkok, especially, to study the factors influencing on the consumer choice of quick service restaurant KFC, McDonald's and Burger King in Bangkok.

To achieve the research objectives, two research questions were raised as follow:

1 What are the important factors influencing the consumer choice of Quick Service Restaurant?

According to the data collected in this study, Age has significant relationship with the consumer's choice ($p=0.048<0.05$), which support the H1.

Income has significant relationship with the consumer's choice ($P=0.022<0.05$), which support the H2.

Gender doesn't have a significant relationship with consumer's brand choice ($p=.156>0.05$), which reject the H3.

The majority of the samples aged between 14-25 years old (82.2%, $n=329$). A majority of samples who prefer KFC aged between 14-25 years old, as same as McDonalds' and Burger King, young consumer more like fast food.

Regarding to the incomes, a majority of the samples incomes ranged in Less than 10,000 Bath, instead a minority of samples incomes ranged in 15,001-20,000Bath (17%, n=68), 20,001-25,000 Bath (13.2%, n=53), and more than 25,001 Bath (13.2% %, n=53). A majority of samples who prefer KFC and McDonalds' ranged in less than 10,000 Bath, meanwhile, a majority of samples who prefer Burger King ranged in 15,001-20,000 Bath.

Thus, gender doesn't have significant relationship with the consumer choice of quick service restaurant, while age and incomes has significant relationship with the consumer choice of quick service restaurant. The data can be interpreted as people of new generation or on the middle and low incomes prefer more quick service restaurant in this research, consumer of Burger King are higher-earning than KFC and McDonalds' .

According to the data collected, location doesn't have a significant relationship with consumer's brand choice ($p=.591 > 0.05$), which reject the H4.

The results that regarding to the factors which influence the consumer choice, except no alternative choice (Mean=3.24, SD=.871), and gift (Mean=3.04, SD=.918) fall in the medium average level in Likert scale questions, the other factors fall in the high average level, therefore none fall in the low average. The result predict that comparing with other factors, no alternative choice and gift have less influence on the consumer's choice and delivery service (Mean=4.01, SD=.807), easy access to the restaurant (Mean=3.91, SD=.791) and good product taste (Mean=3.89, SD=.787) are the top 3 primary factors influencing the choice of QSR. The result can be interpreter.

Gender has a relationship with the factors of food safety, location, and saving times) which influence the consumer's choice.

a. The majority of female samples consider neutral (n=104) that food safety is an important influencing factor on choosing QSR, instead, a majority of male samples agree (n=62) that food safety is an important influencing factor on choosing QSR.

b. The majority of female samples consider neutral (n=104) that saving the meal time is an important influencing factor on choosing QSR, instead, a majority of male samples agree (n=62) that saving the meal time is an important influencing factor in choosing QSR.

c. The majority of female samples agree (n=111) that easy access to the restaurant is an important influencing factor on choosing QSR as same as male samples.

Age has a relationship with the factors of brand image, product variety, taste, operation time, location, gift, no choice and accompany with others, which influence the consumer choice.

a. The majority of samples between 14-25 years old agree (n=207) that brand image is an important influencing factor on choosing QSR, instead, a majority of samples between 26-35 years old agree (n=28) that brand image is an important influencing factor on choosing QSR.

b. The majority of samples between 14-25 years old agree (n=206) that product variety is an important influencing factor on choosing QSR, as same as other group.

c. The majority of samples between 14-25 years old agree (n=161) that good product taste is an important influencing factor on choosing QSR, as same as other group.

d. The majority of samples between 14-25 years old agree (n=145) that convenient operating hours is an important influencing factor on choosing QSR, as same as other group. The difference is the more samples between 14-25 years old consider it neutral rather than strongly agree, which is opposite the result of samples between 26-35 years old.

e. The majority of samples between 14-25 years old agree (n=181) that easy access to the restaurant is an important influencing factor on choosing QSR, and a majority of samples between 26-35 years old strongly agree (n=24) that easy access to the restaurant is an important influencing factor on choosing QSR.

f. The majority of samples between 14-25 years old consider neutral (n=175) that gift is an important influencing factor on choosing QSR, as same as other group.

g. The majority of samples between 14-25 years old consider neutral (n=172) that to accompany with others is an important influencing factor on choosing QSR, while a majority of samples between 26-35 years old agree (n=28) that to accompany with others is an important influencing factor on choosing QSR.

Income has a relationship with the factors of brand image, operation time, delivery service, gift, which influence the consumer's choice.

a. The majority of samples with incomes ranged in less than 10,000 Bath agree (n=73) that brand image is an important influencing factor on choosing QSR, as same as other incomes group.

b. The majority of samples with incomes ranged in less than 10,000 Bath agree (n=78) that easy access to the restaurant is an important influencing factor on choosing QSR, as same as other incomes group.

c. The majority of samples with incomes ranged in less than 10,000 Bath agree (n=67) that delivery service is an important influencing factor on choosing QSR, as same as other incomes group.

d. The majority of samples with incomes ranged in less than 10,000 Bath consider neutral (n=66) that gift is an important influencing factor on choosing QSR, as same as other incomes group.

2 What is the difference among the factors influencing on the consumer choice of KFC, McDonald's and Burger King?

According to the data collected in this study, food safety in the restaurants is significant indifferent in choosing between KFC and Burger King ($p=0.049 < 0.05$), which reject the hypothesis 6. Consumer disagree that convenient service in the restaurants is significant important in choosing KFC over Burger King ($p=0.021 < 0.05$), which also reject the hypothesis 6. There is no other significant p

value to support the hypothesis 6, thus hypothesis 6 is rejected. Therefore, the data result can be interpreted as there is no difference between the factors influencing on the consumer choice of KFC and Burger King.

The data result reveals that that good product taste in the restaurants is significant different in choosing McDonalds' over Burger King ($p=0.034<0.05$), which support the hypothesis 7. While ambience in the restaurants is significant indifferent in choosing between McDonalds' and Burger King ($p=0.050=0.05$), which reject the hypothesis 7. Consumer disagree that convenient service in the restaurants is significant important in choosing McDonalds' over Burger King ($p=0.021<0.05$), which also reject the hypothesis 7. Therefore, good product taste significantly influence consumer's choice on McDonalds' than Burger King, while other factors have not differences in influencing on consumer's choice.

5.2 Discussion

As the economic develop and major changes in lifestyle, education, income of the Thailand consumers in the two last decades have encouraged the young consumers to eat out. Factors such as food taste, price, service, time cost, consumers' attitudes, preferences play an important role in influencing the choice of QSR.

Consumer acceptance of food served by QSR is critically important for the future growth of quick service restaurant in any economy. According to these study, as the primary reason that people choose QSR are convenient location, delivery service, consumer or food taste, while no alternative reason and gift are not important reason, thus Consumer demand less time cost and more convenient location due to the fast pace in modern life and still visit fast food outlets for fun, change or entertaining their friends but certainly not as a substitute of homemade food.

Cheap food and speedy service are still the traditional factors emphasized in consumer preference. Therefore, value for money is another important factor in differentiating a business from its competitors. The product taste and product variety

are also the common factors which influencing the consumer choice, the quick service restaurant marketers can make the menu attractive by improving the food taste and keeping food innovation in the cuisine.

A comparison of consumer's choice among different gender indicates that female consumers are considering less important than male samples in food safety and time cost. Both genders consider convenient location is important.

A comparison of consumer's choice among different ages indicates that all the age groups consider brand image, product variety, taste, operation time, location are important. But consumers age between 14-25 years old consider less important than consumers between 26-35 years old in accompany with others. That might because consumer age between 14-25 years old engage more in social activities.

A comparison of consumer's choice among different incomes indicates there is no difference in the different attributes. All incomes group consider brand image, operation time, delivery service are important factors.

A comparison of McDonalds, KFC and Burger King clearly indicates that there is no difference in the different attributes, except good product taste which was comparatively found better in McDonalds than Burger king.

Because of the change in lifestyle and the more and more consumer consider health status, consumers demand more and more information related to hygiene issues and nutritional values of the products of fast food outlets. The restaurateurs can make an attempt to increase revenues by introducing special menu offers like weight watchers.

5.3 Limitation and Suggestion for Future study

One limitation for the recent study is the sample. The data were collected in several days and the age concentrated between 14-36 years old. The result might be more accurate if survey lasted a long term and age distributed more reasonable.

Second, because the questionnaire was sent in English, the consumer were

demand to have ability to read English, the sample might concentrate the consumer well educated and that might affects the truthful answers of participants because of the language understanding problem.

However, a more detailed experimental analysis would be able to determine the effect of perceptual attributes on consumer demand as well. . Specific qualities of taste, consumer self-esteem, the reputation of each restaurant and other non-measurable may be relevant to a consumer choice toward QSR.

For the further study, to measure the consumer choice, consumer purchase behavioral intention can be brought into the study, Consumer behavior can be defined as the decision process and physical activity that individuals engage in while evaluating, using or disposing goods and services. Behavioral variables include usage rate and loyalty. According to the theory of planned behavior, consumer behavior is determined by purchase intention, it benefit for investigating consumer behavior through studying consumer purchase intention.

According to a widely accepted conceptualization, consumer satisfaction is “a customer’s post-consumption evaluation of a product or service” (Mittal & Frennea 2010, p. 3) that occurs if the perceived performance of a product or service meets or exceeds customers’ prior expectations (e.g., Bearden and Teel 1983; Oliver 1980, 2010). Generally, consumer satisfaction translates into steady or increasing company sales. Therefore, businesses rely heavily on customer-satisfaction surveys to learn about how they can improve their products and services to meet their customers' expectations more accurately. Because of this, consumer satisfaction can be introduced into the body of studying consumer perception in quick service restaurant industry.

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A questionnaire of influential factors of quick service restaurant

I.

1. Do you eat fast food?
A. YES B. NO
2. Which brand do you most prefer?
A. KFC B. McDonald's C. Burger King
3. What's your gender?
A. Male B. Female
4. How long are you living in Bangkok?
A. Less than 1 year B. 1-5 years C. 5-10 years
D. More than 10 years
5. What is your age range?
A. 14-25 B. 26-35 C. 36-45 D. 46-55 E. 55+
6. What is your marital status?
A. Single B. Divorced C. Married D. Widowed
7. What is your current occupation?
A. student B. Government Officers/employees of state enterprise
C. Individual companies D. Business owner E. Other _____
8. What is your highest education level?
A. under High School B. High school C. Bachelor Degree
D. Above Bachelor Degree
9. How much your monthly income?
A. Less than 10,000 Bath B. 10,001 – 15,000 Bath
C. 15,001-20,000 Bath D. 20,001-25,000 Bath
E. More than 25,001 Bath
10. What do you like to do in your spare time?
A. Sport B. Reading C. watching movie D. Listen to music
E. Shopping F. Sleeping G. Drinking/ Party H. Others

II.

Following is the list of reasons why you prefer KFC/ McDonald's/ Burger King most.

Please indicate how far you agree with it.

I prefer this brand because.....

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11. Brand image					
12. Product variety (burger, fried chicken, chips, salad...)					
13. Good product taste					
14. Favorable price					
15. Food safety					
16. Ambience					
17. Convenient operating hours					
18. Convenient service in the restaurant					
19. Easy access to the restaurant					
20. Delivery service					
21. Promotion					
22. Gift					
23. No alternative choice					
24. To save the meal time					
25. To accompany with others					

26. How much do you like fast food?

A. Strongly like B. like C. Neutral D. Unlike E. Strongly Unlike

27. How often do you eat fast food?

A. More than three times in one week B. Once or twice in one week

C. Once or twice in one month D. Once or twice in one year

28. What is the channel when you usually take the fast food?

A. Eating in the restaurant

B. Buying in the restaurant and getting take-out meals

C. Ordering delivery service

29. Which product variable do you like (multiple choice)?

A. burger B. fried chicken C. chips D. salad

E others _____

30. Do you consider yourself health conscious?

A. Always B. Frequently C. Sometimes

D. Infrequently E. Never

BIODATA

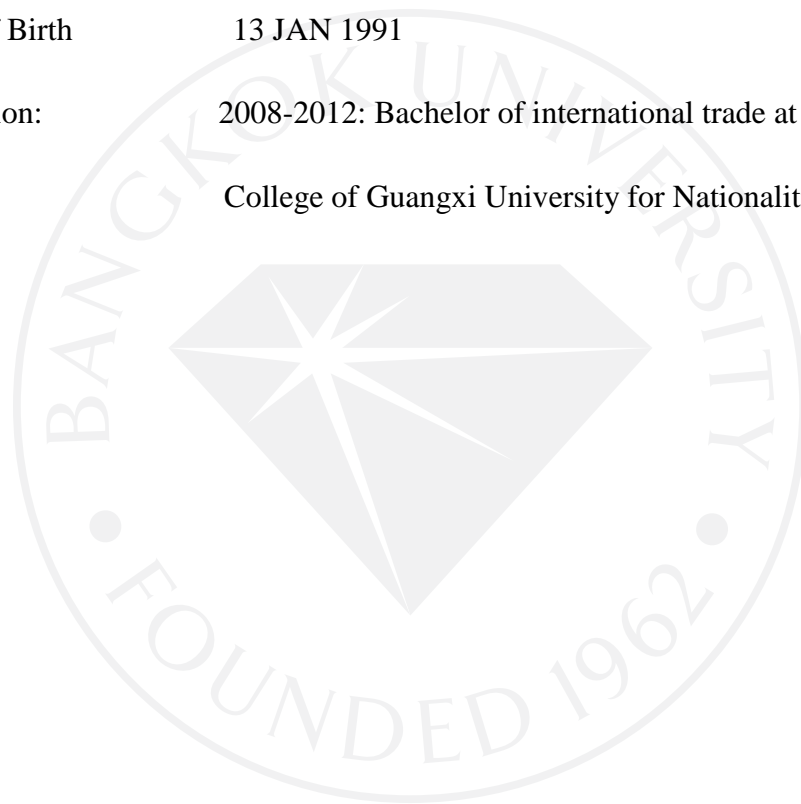
Name in full: Xin. Guan

Residential Address Tichapong Apartment, 3 soi poonsapsin ramkanheang road
24/12, huamark, bangkapi, Bangkok, 10240

Telephone No. 0909630463

Date of Birth 13 JAN 1991

Education: 2008-2012: Bachelor of international trade at Xiangsihu
College of Guangxi University for Nationalities.



Bangkok University

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Sub-district Huamark District BangkaPi
Province Bangkok Postal Code 10240 being a Bangkok
University student, student ID 7550203165

Degree level Bachelor Master Doctorate

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The Study of Brand Choice Decision of TOP 3 Global Brand (Quick Serviced Restaurant (KFC, McDonald's, Burger King) in Bangkok

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of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").


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