THE STUDY OF FACTORS THAT INFLUENCE CONSUMER PURCHASING
DECISIONS TOWARDS TOP THREE FAST FOOD BRANDS INCLUDING KFC,
PIZZA HUT AND LOTTERIA IN HOCHIMINH CITY, VIETNAM

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<u>The Study of Factors that Influence Consumer Purchasing Decisions towards Top Three Fast Food Brands Including Kfc, Pizza Hut and Lotteria in HoChiMinh City, Vietnam</u> (86 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

This research intends to investigate and identify factors that influence consumer purchasing decisions towards top three fast food brands including KFC, Pizza Hut and Lotteria in HoChiMinh city, Vietnam. The objectives of the studies are to understand fast food consumer behavior as well as examine factors affecting purchase intension towards fast food in Vietnam. It is a quantitative study using self-administered questionnaire which is randomly distributed at shopping complex, supermarket, stores in HoChiMinh city, Vietnam. The sample size is 400 respondents who live in HoChiMinh, regularly consume fast food. The surveys reliability was tested by Cronbach's alpha coefficient in which showed 0.966 (very high reliability level). The data analysis process for this research is analyzed by SPSS statistic program and present in table format with explanation on each. Several methods were used to analyze statistics such as frequency and percentage, cross tabulation and multinomial logistic regression was used to test hypotheses.

Keywords: KFC, Pizza Hut and Lotteria.

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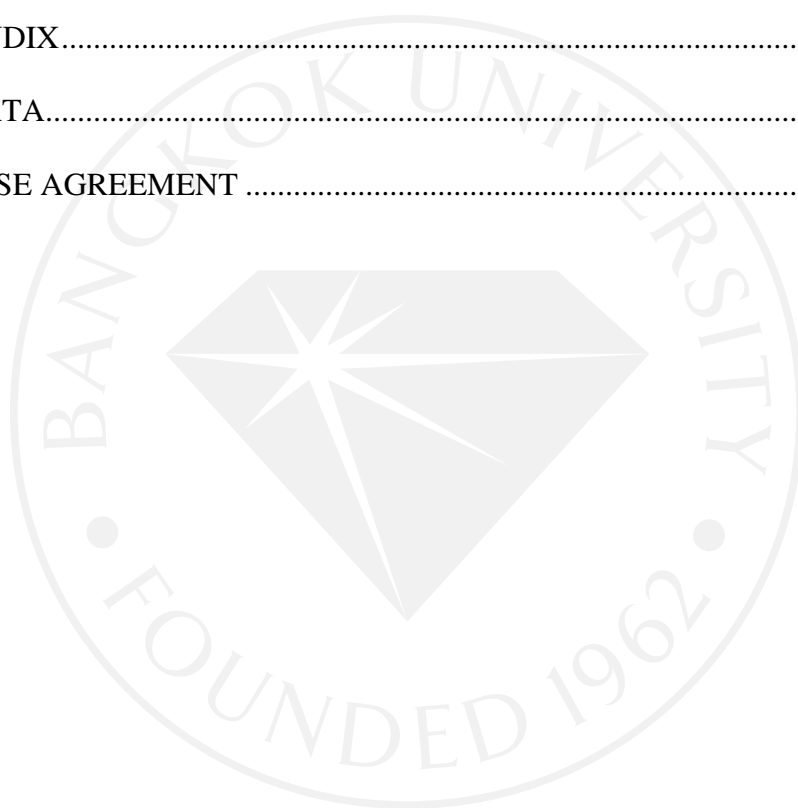
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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Nowadays, with the developing society and people's living standards is raising, the human life span has also increased. Therefore, people have more new demands of life and one of them is the timing issue. The consumption of time for daily activities includes many things in that may include the human meal. In addition to being delicious, have enough quality to guarantee health, it must require less time. This leads to contribute to promoting the establishment and development of fast food system over the world.

According to market research firm IBISWorld, the total revenue of the fast food restaurant industry generated approximately 191 billion U.S. dollars in 2013. And in 2012, Yum! Brands who is the parent company of fast-food chains KFC, Pizza Hut and Taco Bell, has earned 1.1 billion dollars in profits outside the United States accounted for 70% of total revenue (IBISWorld, 2012). And in 10 emerging markets, with a million people, Yum! Brands will build two fast food outlets. Meanwhile, according to a survey of 14.134 consumers in 28 countries by the end of 2012 showed that Asia is the market of fast food consumption hottest growth in the world (Nielsen, 2012). With only the Asia Pacific region has 30% of consumers go to eat outside at least 1 time / week. Specifically, the percentage of the population eat outside family at least 1 week/time is Hong Kong 61%, Malaysia 59%, Philippines 54%, Singapore 50% (Nielsen, 2012).

Vietnam with over 90 million inhabitants, of which 65% are young people under the age of 35 and the economic growth rate in 2016 is expected to reach 9.5% is attractive markets business conglomerates formula fast food (CIA, 2015). Currently, apart from the fast food brand has been active abroad for many years, the fast food market in Vietnam also began a fairly active. The presence of fast-food brands in the country, as well as other foreign investors prepared penetration, making the fast food market in Vietnam increasingly diverse and multiple options. Therefore, habits and tastes of consumers will change. Therefore, the fast food chain store decorated space should follow different groups including family space, friend space, to entice a large range of clients, diversity ages.

In Vietnam, since fast food shops first appeared in Vietnam in 1994 (Chicken Texas on Nguyen Trai Street, District 1), so far appeared fast food chain stores, according to the European style, America, Asia mixed with the habits Vietnam cuisine. Besides the hamburger, fried chicken, potato Cajun sauces with rice, cabbage salad and corn salad, fast food market has currently in Vietnam is going on the competition's extreme of his big three are KFC, Lotteria and Pizza Hut.

In Ho Chi Minh City (HCMC), on major routes have dense fast food outlets. Each brand has its own strengths in order to please the guests. Most shops are located in the corner of the spacious, attracting all glances. The foreign fast food when entering Vietnam is processed "localized" in line with the taste of people.

Therefore the topic "**The study of factors that influence consumer purchasing decisions towards top three fast food brands including KFC, Pizza Hut and Lotteria in Ho Chi Minh City, Vietnam**" is very important and necessary.

1.2 Top Three Fast Food brands in Vietnam

    1.2.1   KFC Brand

    KFC is the phrase stands for Kentucky Fried Chicken, KFC famous over the world with Orginal Recipe traditional chicken processing, created by the same secret recipe mix between 11 spices and various herbs.

    Owns 20,000 restaurants in 109 countries and territories worldwide, KFC brought a great taste made from fresh chicken. In Vietnam, KFC has 136 stores, 68 own stores in HoChiMinh, large and small (FTA Research and Consultant). Each place brings a cozy atmosphere, hot chicken flavor, spicy, crispy. Also KFC has many promotions with attractive special price.

    1.2.2   Pizza Hut Brand

    Pizza Hut (also known under the name Pizza Hut, Inc.) is an American restaurant chain is the international franchise specializing in providing dishes from pizza with different styles, along with the side dishes including pasta, beef thigh, breadsticks, and garlic bread. Pizza Hut is a subsidiary of Yum! Brands.

    Appearing for the first time in Vietnam since 2007, until now Pizza Hut has confirmed strong position with large network throughout the land of the letter S, especially with the system 19 Pizza restaurant located in Ho Chi Minh potential and development.

    1.2.3   Lotteria Brand

    Lotteria is the fast food chain stores first appeared in Japan in 1972, has now developed in many East Asian countries such as China, Taiwan, Korea, Vietnam, ... Lotteria imitated style bread McDonald's hamburger but famous as specialties created its own brand for the shrimp burger in 1977.

Imported into Vietnam market in 2004, far Lotteria has a solid foothold in the fast food market in here. With the continuous promotion of the unique, Lotteria always attract attention and customer choice.

1.3 Problem Statement

In Vietnam, the number of fast food consumption increased mainly in urban areas, especially in Ho Chi Minh City (HCMC) where developing day by day and people have a better conditions, this reflects the overall growth and improved to life thanks to the developing economies.

According to a market survey of fast food in big cities by the company Market Research online W&S announced the end of 2012, the brands of fast food such as KFC, Lotteria, Pizza Hut were the most used in Vietnam market (W&S Group, 2012). The survey results of 272 people from 16 years old and up showed that the subjects are studied go to fast food outlets at least 1 time in 3 months. In particular, the customers from 24-29 ages are a group have highest rate in using fast food. Type of fast food has many advantages such as convenience, product diversity and can meet the demands of youth in space friendly, youthful. Under the common development, fast food consumption trends will continue to growing in the future, especially in the youth. These figures showed that the strong growth of the fast food market, the number of sellers and buyers are increasing rapidly.

Currently, the fast food market in Vietnam in general is ongoing competition of extreme of his three big as KFC, Lotteria and Pizza Hut. Meanwhile, the Vietnamese fast food brand is quite rare with Pho 24, Vietmac, and Wrap & Roll. In order to contribute to finding new solutions for Vietnamese enterprises on the fast food market, the author will conduct dissertation research "**the study of factors that**

influence consumer purchasing decisions towards top three fast food brands including KFC, Pizza Hut and Lotteria in Ho Chi Minh City, Vietnam" based on research on consumer behavior about fast food has been conducted by many authors on the world and published several models related to using behavior of fast food and some studies have been done in Vietnam.

1.4 Aims of the Study

To clarify the main objective, the research conducted two targets following details:

1. Identify the Factors that influence consumer purchasing decisions towards top three fast food brands including KFC, Pizza Hut and Lotteria in HCMC, Vietnam.

2. To understanding fast food consumer behavior in Vietnam.

1.5 Research Questions

To achieve these objectives the study, the research question was posed as follows:

(1) What factors that influence consumer purchasing decisions towards top three fast food brands including KFC, Pizza Hut and Lotteria in HCMC, Vietnam?

(2) The degree of impact these factors that influence consumer purchasing decisions towards top three fast food brands including KFC, Pizza Hut and Lotteria in HCMC, Vietnam.

(3) From the result, how to apply it to develop marketing strategies for a brand in the market.

1.6 Research Scopes

- The scope of content

This study surveys factors that influence consumer purchasing decisions and investigates the relation of independent variables and purchase decision towards top three fast food brands in Vietnam including KFC, Pizza Hut and Lotteria.

- The scope of methodology is quantitative.

- The scope of sample population: The survey is implemented by distributing a self-administered questionnaire such as shopping complex, supermarket, store in HCMC where have KFC, Pizza Hut and Lotteria brands and the sample size is 400 respondents being consuming fast food living in HCMC, Vietnam.

1.7 The Layout of The study

Following is the chapter's plan of this research:

Chapter 1: Introduction: In this first chapter of the research, following are the main sections: background of the research, problem statement, objectives and aims, research questions and scopes of the research.

Chapter 2: Literature Review: This chapter introduces the theoretical basis and model studies of decision making by consumers and the Factors that influence consumer purchasing decisions towards top three fast food brands including KFC, Pizza Hut and Lotteria in HCMC, Vietnam. The previous studies are on the factors affecting the use of fast-food consumers in the country and abroad. Combined with the current status of business fast food market in Vietnam, the author proposes a research model and hypotheses.

Chapter 3: Methodology: In this chapter of the research, the methodology applied in research is described and discussed in the forms of research design, research method and the research hypothesis.

Chapter 4: Finding and Analysis: This chapter discusses and provides explanation for the research methodology and data analysis used in this study. This chapter explains how to handle research data and analytical results.

Chapter 5: Conclusion: The concluding remarks are the practical significance of the topic and propose some solutions applied research results into practice, limitations and proposed topics subsequent studies.
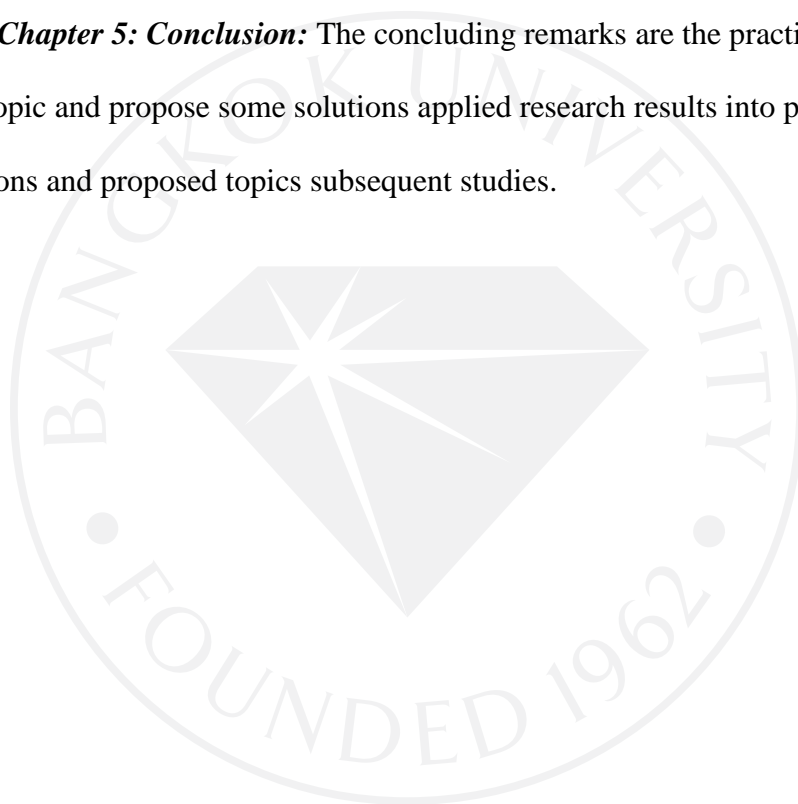
CHAPTER 2

LITERATURE REVIEW

2.1 Definition of Fast Food

Fast food is a general term is used for a restricted menu of food about the amount of food were cooked in a technical process (Bender, 1995). According to Data Moniter's (2005), fast food is defined as the sale of food or beverages is an immediate way for consumers eat at the store or take away. In Vietnam, the most fast food shops commonly known the consumer are KFC, Jollibee, Loteria, and Pizza Hut. According to Franchise Direct in 2011: "Fast food shops" where packaged food production to serve immediately. The fast food restaurant will "produce" the dish in a job chain from order processing to serve (Sharma et al., 2005). The fast-food dishes mainly hamburger (bagels inside clamp cheese, meat, and vegetables), pasta, chicken, and drinks are fizzy drinks like Coca-Cola, Pepsi, 7Up…

2.2 The Theory of Purchasing Behavior

Consumer behavior is a process that involves the personal choice of purchasing, using or abandoning the products, services, ideas, or experiences to meet the needs and wants itself (Solomon, 1998). Consumers are defined as any individual; of all ages participate in the process. According to Solomon (1998), buying behavior of consumers is the behavior that occurs when a consumer decides to buy a product. It is an internal thought process (a process often called buying process) and it starts when consumers recognize a need or desire to buy something, the study of factors before purchase and include the following actions when the consumer purchase

experience consider before deciding whether to use products / services again in the future (Destiny, Cheuk Man LUI, 2012).

The theory of the five-step process to decide to purchase the most widely used is the theory developed by Kotler. According to this theory, the behavior of the buyer is a fairly linear process with a beginning and a clear end point, as shown in Figure 1.This process helps people make marketing work better understand customer and consumer behavior.

Figure 1 : Consumer Buying Process

Researches on consumer decisions in the traditional way can help people better understand consumer behavior and the reasons for making their purchasing decisions. This is also important for marketers to understand the decision-making process of consumers online. Consumers expect different online services at various stages, such as gathering information on stores, compare products - service and customer support services online. The process of online purchasing decisions can be classified into three stages, namely: building trust, the online shopping experience, and needs after purchase.

The entire process of purchasing decisions of consumers includes five stages, namely: Problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In this study, the focus will be placed on four first stage is to research the intentions and attitudes of online consumers. The last phase post-purchase behavior will not be discussed in detail in this study.

(1) *Problem recognition*

The trend of the consumer is to solve a problem depends on the degree of difference between the desired and actual situation related. Problem recognition may be the causes are caused by intrinsic factors such as consumer's financial situation and the advertisements also. Advertising on the internet can be used in activating the needs of consumers. Therefore, online sellers can capture potential customers at this stage by anticipating the needs and problems of consumers.

(2) *Information search*

When consumers have demanded, they will begin collecting information to solve problems that needs. This is very important for online sellers for help salespeople know and understand the process of online purchasing decisions and focus on how to attract consumers who are looking for information and supply giving them the information they wanted. The researchers had previously said that the use of the Internet have a positive impact on online shopping behavior of consumers and intend to shop online (Dennis C., B. Harris L., and Sandhu, 2002). Potential online customers to use the internet as a basis for collecting information and they tend to have a positive attitude towards online shopping. Research by Citrin and partners (2000) also suggested that creative consumers will impact on their propensity to shop online directly. So in the information search stage, the creativity of consumers and the way they use Internet affect positively to the online shopping behavior of consumers (TakKee HUI and David WAN, 2004).

(3) *Evaluation of alternatives*

Whenhaving enough information necessary for the purchase, consumers will assess between different alternatives among that information to make purchasing

decisions. In the traditional purchase decision process, consumers evaluate alternatives by evaluating the performance of the product or service; consider the cost of a purchase, the relevant factors that affect to purchase as social norms and relationships with others and how the products are related to their individual (Jobber D., 1998). As consumers evaluate alternatives in the online shopping process, the safety of the transaction is also very important and has an impact on consumers' decisions.

(4) *Purchase decision*

After the evaluation phase of alternatives, consumers have rated the selected item. There are two factors affecting between evaluation stages and purchasing decisions. The first is the attitude of others, loved ones, friends and colleagues of the reference group may change the ranking of the selected item even if the consumer had intended to buy. Secondly, there may be some situations factor affecting products may suddenly raise or other needs more pressing. However, online shopping is often done in a more private environment to the influence of others may be reduced at the time of purchase decision. Even if a consumer has decided to exact product they will buy, still have some sub decisions in a purchase decision is made. The sub decisions include price range, the point of sale, time of purchase, quantity purchased, and payment methods.

Despite all the theories about the recognition of the needs, searching for information and evaluation as the basis for the decision to buy, there are some situations cannot apply the theory above. This phenomenon is called impulse shopping or impulsive shopping. Impulsive shopping occurs when consumers decide to purchase based on impulse and their momentary feelings. Factors affecting impulse

shopping decisions are the personal standard that consumer has set for himself. If consumers have set goals and targets certain, they will know exactly what they want, so they are less likely to impulse shopping. The second is self-control. The third and most important, the needs of consumers change. Even when the two components are not affected, if they change their mind before, it will change buying decisions.

2.3 Choice Theory

According to the William Glasser Institute (2010), choice theory was developed by Dr. William Glasser in the 1960's which mention that choice theory psychology is a new enlightenment of human behavior (The Glasser Institue Ireland, n.d). According to Glasser's theory (1998), choice theory emphasizes:

- Whatever we do is behave (both good and bad), all behaviors are chosen.

- We are internally motivated, not externally motivated by the world around us.

- If we are upset, unhappy that is because we choose behave like that.

- In the past, we are not victims otherwise we choose to be.

- We are never constantly seeking to live in our quality world (people, things, activities, values and beliefs).

According to choice theory of Glasser (1998) shows that we choose everything we do, it expresses that behavior is a constant attempt to satisfy one or more of our five basic needs include: First is survival, this means people need to eat, to drink, warm clothes, shelter…The second is to love and belonging, it is about our relationship such as friendships, work, family or social that we belong to. Third is to be powerful, people like to achieve things have status feel worthwhile such as victory feeling, and have respect from others. Fourth is to be freedom, it is about our need for independence. And the last one is to have fun, this is gives us contentment and

enjoyment. These needs are thought to be inborn and we are responsible for the choices we make.

Basic concepts of choice theory: 10 Axioms.

1. There is only one person that we can control behavior is ourselves.

2. Information is all what we can get from other. How we solve that information is our choice or their choice.

3. All long-lasting psychological problems are relationship problems.

4. Nowadays, the problem relationship is a part of life.

5. What happened in the past that was hurting has a great deal to do with what we are today, but rethink this painful past contributes a little bit, therefore what we need to do now is improve an important relationship.

6. We can only satisfy our needs by satisfying the all things in our Quality World.

7. Whatever we do is behave.

8. All behavior is Total Behavior and is composed four components: acting, thinking, feeling and physiology.

9. We can only control our feeling and physiology indirectly by how we choose to act and think.

10. All total behavior is nominated by verbs and named by the part that is the most recognizable.

2.4 Marketing Mix Theory (7Ps)

The 7Ps model is a marketing model that modifies the 4Ps model. The 7Ps is generally used in the service industries. 7Ps Marketing model is one of the theories

advanced trends in the marketing status of corporate governance and organizational

governance.

3 LEVELS OF 7Ps MODEL

LEVEL 3 >

LEADERSHIP SOLUTIONS

| P7 Physical Environment |

LEVEL 2 >

MANAGEMENT
SOLUTIONS

| P5 People | P6 Process |

| P1 Product | P2 Price | P3 Place | P4 Promotion |

LEVEL 1 >
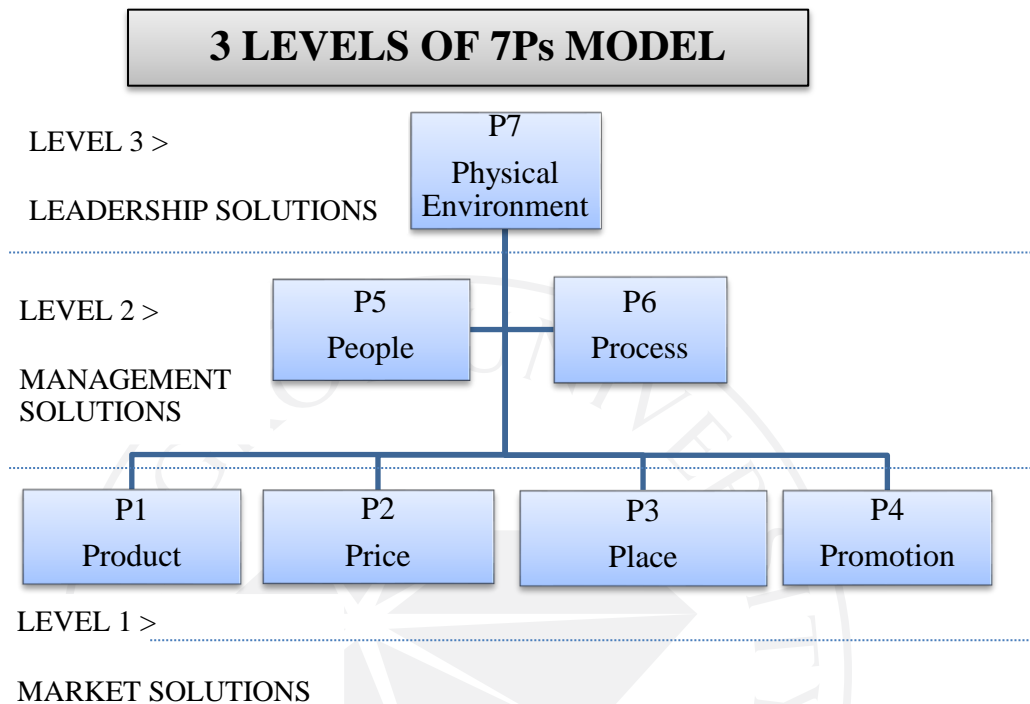
MARKET SOLUTIONS

Figure 2 : Three Levels of 7Ps Model

    7Ps model consists of 3 levels: level 1 is "4P" means 4 basic elements of

marketing management. That group of solution (or strategic) Products, from concept

to product manufacturing, in that product definition is a set of benefits; The next

group is the solution Price, from the cost of distribution of discounting and consumer

prices; Next is the solution for the distribution and sales, and eventual solutions

Promotion of brand products.

    - Product: A product is an item that is produced or built to meet consumer

needs and satisfaction of a certain group of people. The product can be tangible or

intangible objects (goods or service).

- Price: The price of the product is the level of money that a customer pays for buying a product. Price is also a very important component of the marketing mix definition as it determines your firm's survival and profit.

- Place: Place or distribution is very important part of the product mix definition which be used to transfer products from the manufacturers to end users, or who can be industrial users in B2C or B2B.

There are many distribution strategies, including: Exclusive, intensive, selective distribution and franchising.

- Promotion: Promotion is an important component of marketing as defines seller's effort to encourage consumers to buy more products then it can boost brand recognition and sales. Promotion is comprised of various elements like:

o   Sales Organization: is one of popular activities in nowadays because it can be attracting brands, consumers and measurable with the amount of participants. (Wongmontha, 1999).

o   Direct marketing: is communicate directly towards consumers via mail order or catalogue sales.

o   Public Relations: is to increasing brand image or company reputation through press releases, sponsorship deals, seminars or exhibitions and conferences.

o   Advertising.

o   Sales Promotion.

o   Personal Selling.

- People: People are important in marketing because the company's employees related directly to the business. Therefore, to become the successful business that is important to hire and train the right employees to deliver superior service to customer.

- Process: Process is comprised of various elements like:

    o   Especially relevant to service industries.

    o   How are services consumed?

- Physical environment: This is comprised of various elements like:

    o   Facilities.

    o   Infrastructure.

    o   Service delivery.

2.5 Brand Equity Theory

Brand equity is understood as the unique value that the brand brings to the stakeholders (business itself, customers, shareholders, employees ...). When talking about brand equity, it is interested in two aspects. First, the perceived value is the emotions, the feelings of consumers to the brand. Second, the financial value of consumer behavior - they choose to use the brand of the organization or are competitors.
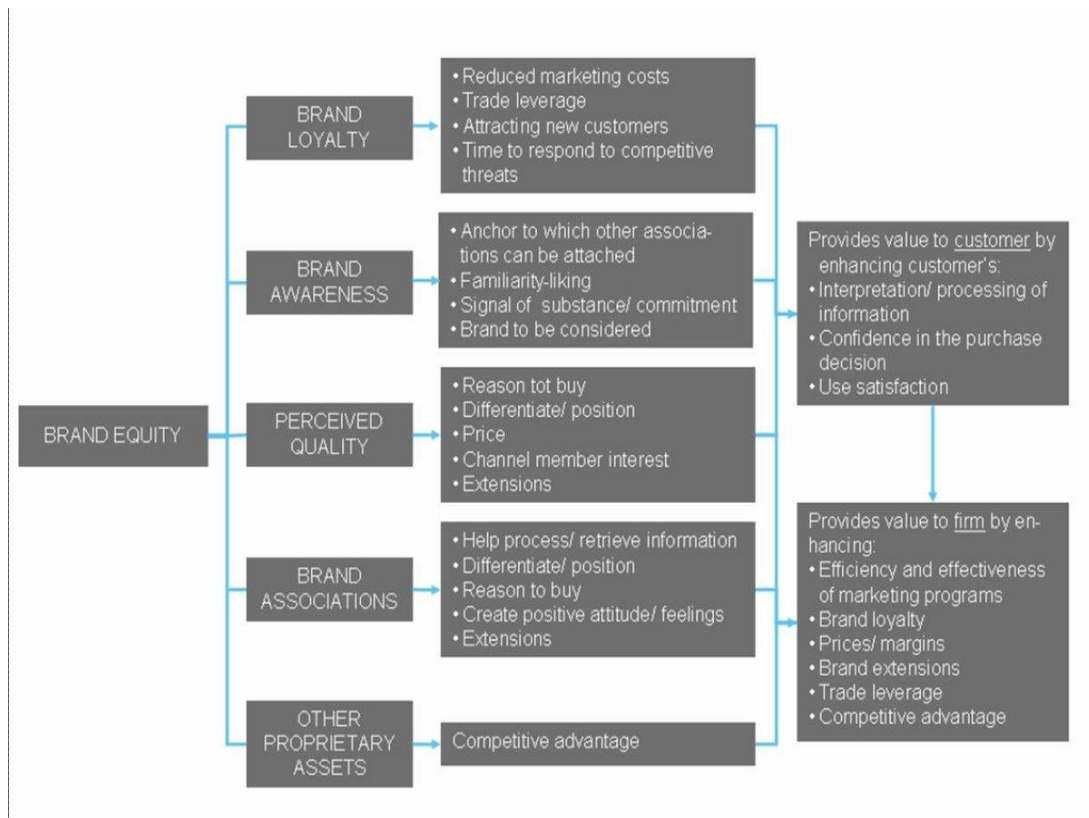
Figure 3 : Brand Equity Model

    According to Aaker (1991), a strong brand is a well-known brand (brand awareness), seen as a good product (Perceived quality), loyal (brand loyalty) and get the brand associations (brand association) to create the different.

But in this study, the author just discussed in detail about brand awareness, brand quality, brand loyalty and brand reputation.

    1. Brand Awareness

    Brand awareness is the possibility that a potential customer can get to know, or is reminiscent of a brand. Buyers often choose the brand they already know because they feel more secure and comfortable. As a routine, the brand is well known to more reliable and better quality (Aaker, 1991). The brand awareness is very important for consumer items, where each when purchasing goods, the brand is often

planned in advance. In this case, the brand is not known will not have the opportunity to choose.

This attribute can be measured by the following indicators ladder:

• Top of mind: Referring to the first time when it comes to product categories.

• Brand recall: They are able to think of brand and products of the brand without suggest or recommend.

• Brand recognition: They are able to think of brand after suggesting them some information related the brand.

• Unaware of brand: Means consumers never know that brand before.

2. Brand Quality

Perceived value, which is the difference between the total value consumers receive and the value they expect from a product when deciding to buy at a certain cost.

A brand often accompanied by an overall feel of the customers on product quality. Brand quality will directly influence purchase decisions and customer loyalty, especially in cases where the buyer does not have time or cannot thoroughly researched product features before buying. Brand quality, and support for the identification of a high-price policy will therefore create more profits for reinvestment in branding.

3. Brand Loyalty

According to the Pareto rule (1896) is usually applied many fields so the 20% of customers will bring 80% of profits for the business. The strongest brands are being recognized and guaranteed by the "fans" is. And add to that, the new clients

seeking a far costlier than maintaining old customers. This is particularly important in markets where the transition to using the products of competitors more easily. For a loyal customer base, the company has been a huge benefit that customers will be introduced and persuaded family and friends use the company's products.

In addition, brand loyalty will make competitors frustrated in trying to entice new customers because of the cost that they would spend so large that it does not effectively bringing high.

It can be asserted that customer loyalty is the greatest asset of a brand.

4. Brand Reputation

Brand reputation refers to how a particular brand as the overall quality or character as viewed by others in general. When consumers trust your company, and always feel good about purchasing your services or goods mean there is a favorable brand reputation. On the other hand, an unfavorable brand reputation will cause consumers to distrust your company and be hesitant about purchasing your products or services.

2.6 Previous Related Researches

2.6.1 Theory of Reasoned Action – TRA

Theory of Reasoned Action TRA (Fishbein & Ajzen, 1975) shows that the combination of the components of the attitude in a structure designed to anticipate and better analysis of consumer behavior in society based on two fundamental concepts:

(1) The attitude of consumers towards the implementation of acts.

(2) The subjective norm of consumer.

The attitude of the TRA can be considered as the model of multi-attribute behavior (Fishbein & Ajzen, 1975).
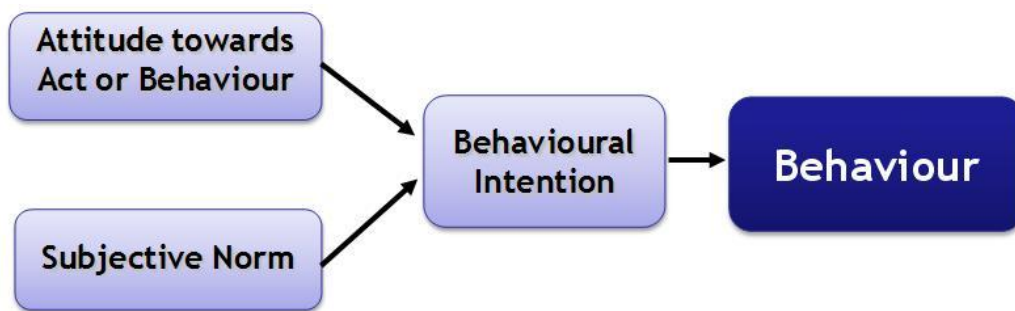
Figure 4 : Model of Reasoned Action – TRA

2.6.2   Theory of Planned Behavior – TPB
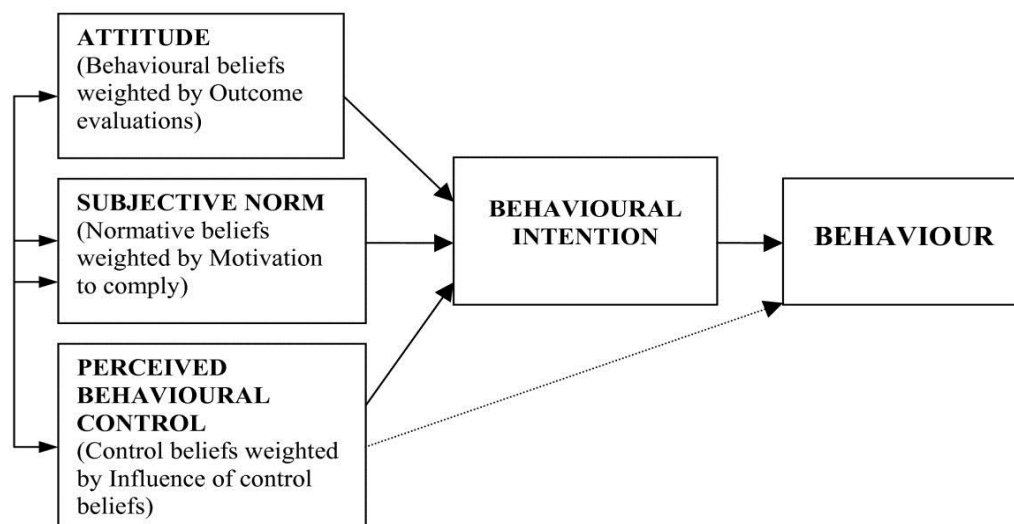
Figure 5 : Model of Planned Behavior – TPB

The model TRA was a limitation when forecasting the performance of behaviors which humans have no control over. Since in this case, the elements of attitudes toward implementation behavior and subjective norm of them are not enough explanation by their actions. Ajzen investigation was completed model TRA by adding elements of *perceived behavioral control* on model.
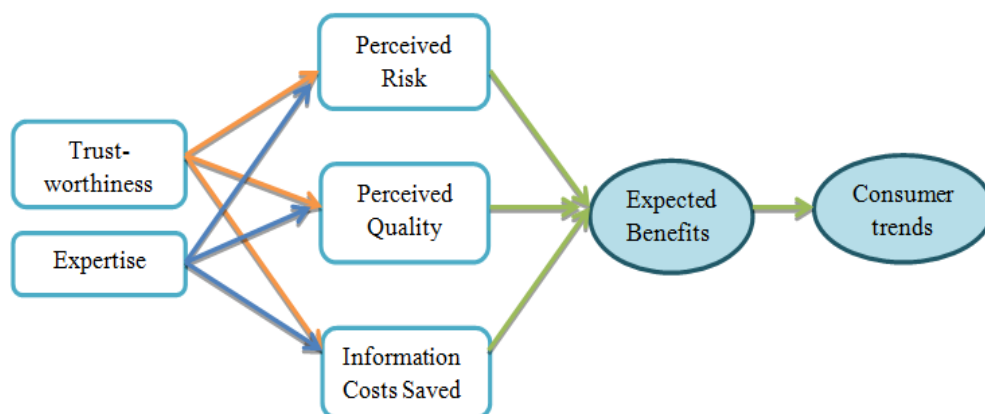
Figure 6 : Model of Theory about Signal Brand

Erdem and Swait (1998) consider the imperfect and asymmetric information of market affects attitudes and behavior of consumers how, led to the appropriate approach in terms of awareness and signal aspect for the consumer behavior, as well as emphasizing the role of trustworthiness and expertise in explaining the perceived quality and perceived risk of human.

2.6.3   Model of Purchase Intention
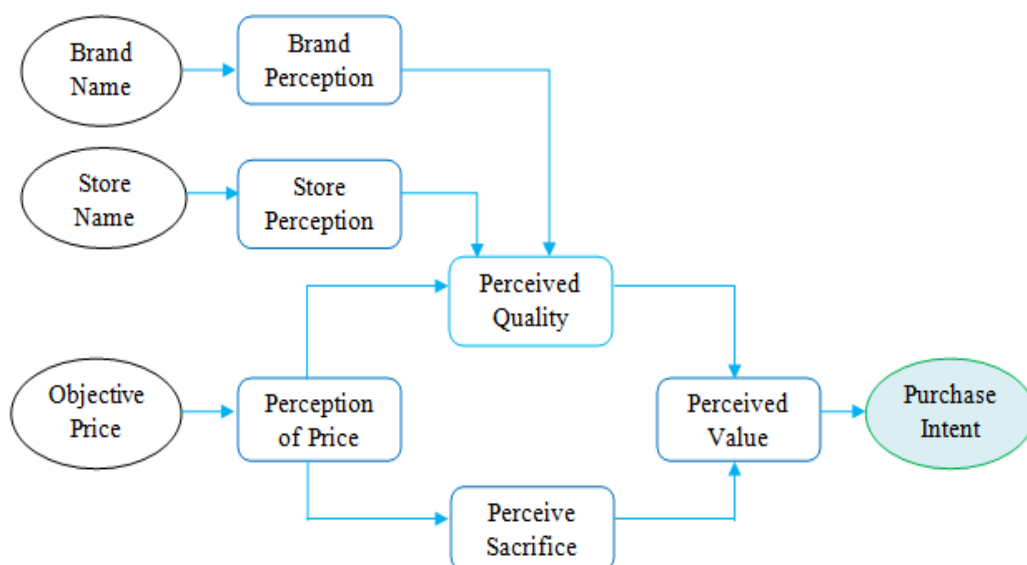
Figure 7 : Conceptual Model of Purchase Intention

Based on the model of Zeithaml (1998) assumed price and brand are two important elements of perceived quality and the positive impact of consumer trends. Dodds, Monroe, Grewal 1991 were built a model to checking the relationship directly and indirectly among exogenous factors (price, brand, store name) to assess buyer's product about factors related to perception and have an impact on consumption trends. Research shows that important roles of the value that consumers perceive. This value may promote or hinder select a brand because this value is the result of received quality and cost was spent of the consumer.

2.7 Theoretical Framework

According to Cuma (2001), price, health issues will greatly affect to consumption of fast food. And follow M. Iqbal Zafar (2002), factors influence to fast food consumer behavior in Pakistan are: the amount of spending on fast food, product's information, feeling about fast food (delicious, taste...), a type of fast food that consumers often use, price, appreciate the style of serving staff. Meanwhile, research by Van (2010) pointed out that convenience, taste, health, television is the main reason to choose fast food. Pattaraporn (2011) theorized that demographic factors, psychological factors, and the marketing mix (7Ps) are the factors that influence selection of fast food, in that the major factors have a big impact to fast food such as the happiness while using fast food, the members in family like fast food, fast food is the modern consumer's style, reasonable price, price variety, packaging, quality prices, promotional discounts. In Vietnam, the study by Luu (2011) shows that the quality, hygiene and food safety are an important group of factors influence consumer behavior canned food originating from China, followed by price and utility

products and feel of the product (presentation packaging, nutrition), consumer habits

and approaches.

After research some model research on consumer behavior of fast food, the

author suggested the theoretical framework as follow:
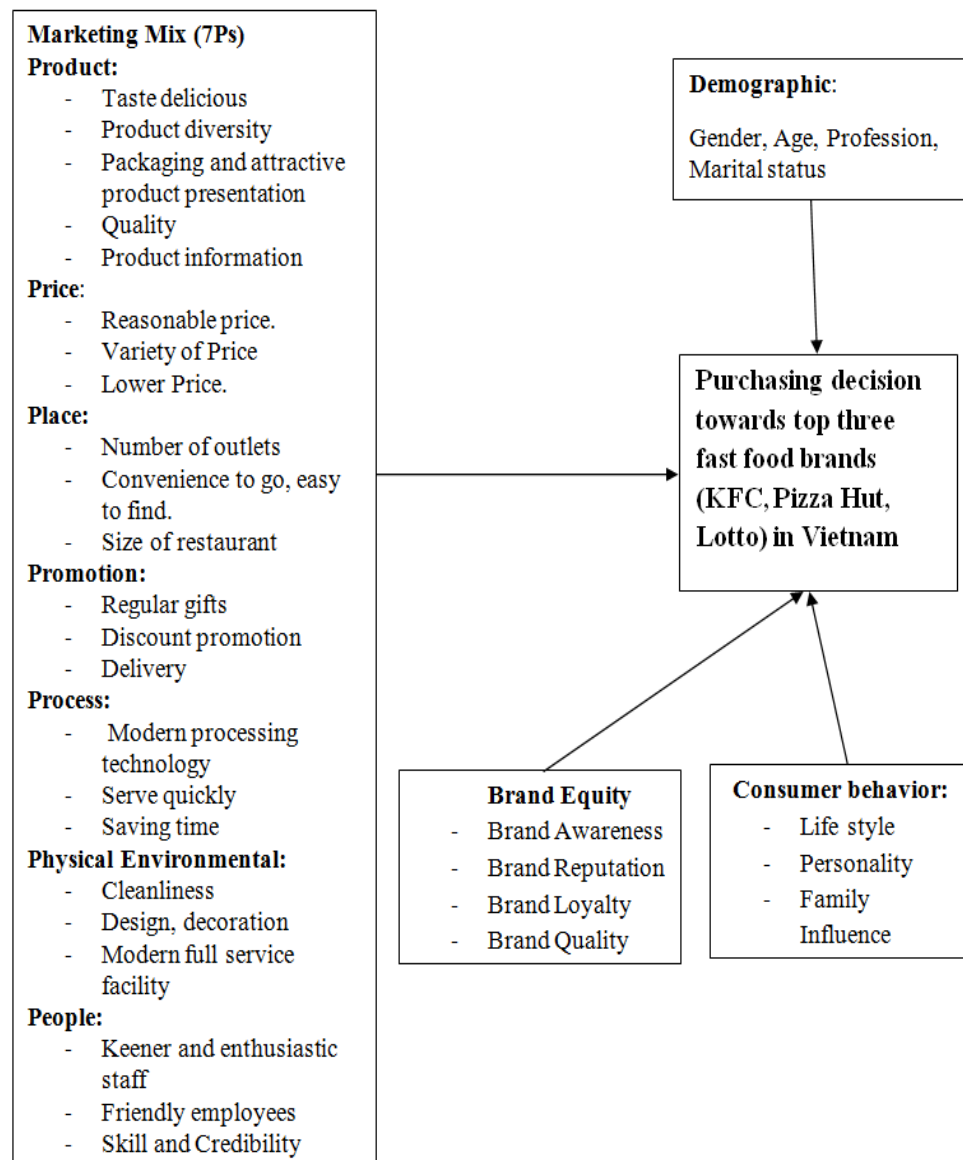
Figure 8 : Research Framework

2.8 Hypotheses

After considering the theories, the research problem and objective for thus study, these are the following hypothesis:

$H1_o$: Product does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

$H1_a$: Product significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

$H1.1_o$: Taste delicious does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

$H1.1_a$: Taste delicious significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

$H1.2_o$: Product diversity does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

$H1.2_a$: Product diversity significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

$H1.3_o$: Packaging and attractive product presentation does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

$H1.3_a$: Packaging and attractive product presentation significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

$H1.4_o$: Quality does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria

H1.4$_a$: Quality significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H1.5$_o$: Product information does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H1.5$_a$: Product information significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H2$_o$: Price does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H2$_a$: Price significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H2.1$_o$: Reasonable price does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H2.1$_a$: Reasonable price significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H2.2$_o$: Variety of price does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H2.2$_a$: Variety of price significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H2.3$_o$: Lower price does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H2.3$_o$: Lower price significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H3$_o$: Place does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H3$_a$: Place significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H3.1$_o$: Number of outlets does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H3.1$_a$: Number of outlets significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H3.2$_o$: Convenience to go, easy to find does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H3.2$_a$: Convenience to go, easy to find significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H3.3$_o$: Size of restaurant does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H3.3$_a$: Size of restaurant significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H4$_o$: Promotion does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H4$_a$: Promotion significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H4.1$_o$: Regular gifts do not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H4.1$_a$: Regular gifts significantly influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H4.2$_o$: Discount promotion does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H4.2$_a$: Discount promotion significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H4.3$_o$: Delivery does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H4.3$_a$: Delivery significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H5$_o$: Process does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H5$_a$: Process significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H5.1$_o$: Modern processing technology does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H5.1$_a$: Modern processing technology significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H5.2$_o$: Serve quickly does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H5.2$_a$: Serve quickly does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H5.3$_o$: Saving time does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H5.3$_a$: Saving time significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H6$_o$: Physical environment does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H6$_a$: Physical environment significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H6.1$_o$: Cleanliness does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H6.1$_a$: Cleanliness significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H6.2$_o$: Design, decoration does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H6.2$_a$: Design, decoration significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H6.3$_o$: Modern full service facility does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H6.3$_a$: Modern full service facility significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H7$_o$: People do not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H7$_a$: People significantly influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H7.1$_o$: Keener and enthusiastic staff does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H7.1$_a$: Keener and enthusiastic staff significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H7.2$_o$: Friendly employee does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H7.2$_a$: Friendly employee significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H7.3$_o$: Skill and Credibility does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H7.3$_a$: Skill and Credibility significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8$_o$: Brand equity does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8$_a$: Brand equity significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8.1$_o$: Brand Awareness does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8.1$_a$: Brand Awareness significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8.2$_o$: Brand reputation does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8.2$_a$: Brand reputation significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8.3$_o$: Brand Loyalty does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8.3$_a$: Brand Loyalty significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8.4$_o$: Brand Quality does not influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

H8.4$_a$: Brand Quality significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.
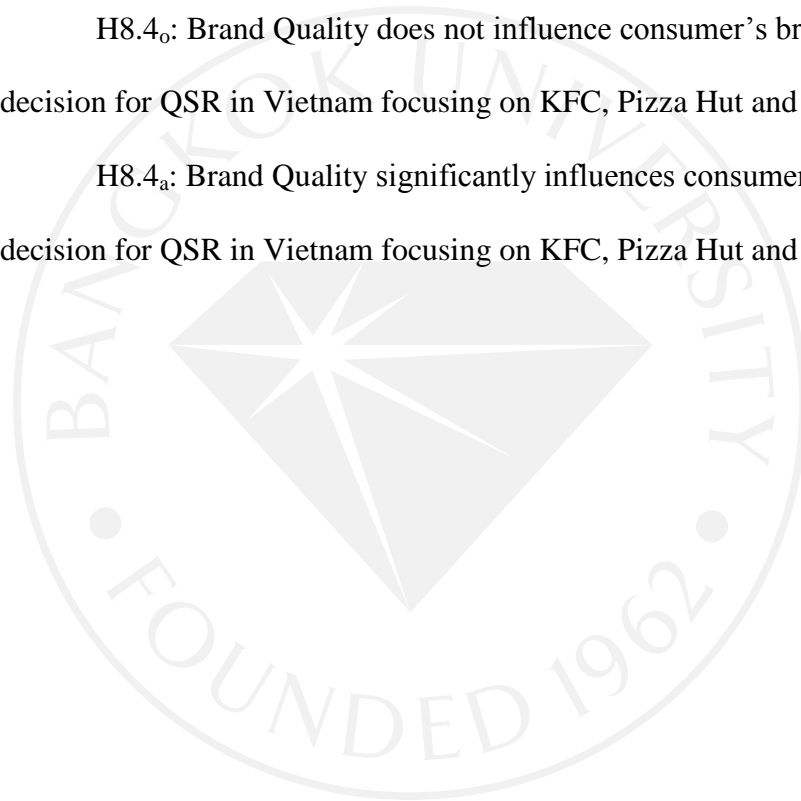
CHAPTER 3

METHODOLOGY

In this chapter, it presents the discussion on research and the methodology be used. It also discusses description of the research design, population and samples, research instrument, research reliability, data collection and statistic for data analysis.

3.1 Research design

The study pursues the quantitative method because its output is derived from a great deal of primary data which makes it more solid and measurable (Qualitative and Quantitative Research, n.d.). The sampling method is convenience sampling, which is a measurement in non-probability sampling category. The survey is implemented by distributing a self-administered questionnaire such as shopping complex, supermarket, and store in HCMC where KFC, Pizza Hut and Lotteria brands have. According to Gingery (2011), answering without skilled interviewers probably mislead respondents in some points.

3.2 Population and Samples

Population

Population from this study identified as the customers from KFC, Pizza Hut and Lotteria which are located in HCMC, Vietnam.

Sample and Sample Size

A sample from this study is customers from KFC, Pizza Hut and Lotteria, which are located in HCMC, Vietnam; however the population in this study is infinite population. So, according to Pongwichai (2009), the researcher will determine sample size by applying an equation at confidences level of 95% and precision levels = 0.05.

Sample size (n) $= \dfrac{1}{[\frac{4e^2}{Z^2}]}$.

Where e = the level of precision (= 0.05 at the confidence level of 95%)

Z = 1.96 at the confidence level of 95%. The value for Z is found in statistical

tables which contain the area under the normal curve.

Applied the fomular: (n) $= \dfrac{1}{[\frac{4(0.05)^2}{(1.96)^2}]}$ = 385 customers

Therefore, the sample size in this study is 385 people who are the customers

from KFC, Pizza Hut and Lotteria, which are located in HoChiMinh, Vietnam.

Nevertheless, this study compares relationship of marketing mix, brand name and

customer behavior among three different fast food brands in HoChiMinh, Vietnam,

consequently the researcher extended the margin of error by adding up sample size

sample to 400 customers.

3.3 Research Instruments

The researcher used questionnaire as an instrument to collect data in order to

examine and identify what aspects within the marketing mix (7Ps), brand equity and

customer behavior that help contribute to purchasing decision. The questionnaire

consists of four parts as followed:

Part 1: Comprise of general information and demographics: Such as gender,

age, profession, status, the most favorite fast food brand, factors… The questions are

close-ended questionnaire and the answer to each question is a check list type with a

total number of 7 questions and the 1 question is in Likert Scale to the checking

influence level of factors.

Table 1: Level of Information Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1. Have you ever consumer fast food	Nominal	1. Yes 2. No
2. The most favorite fast food brand	Nominal	1. KFC 2. Pizza Hut 3. Lotteria
3. Do you always choose the brand that you always like?	Nominal	1. Yes 2. No
4. Gender	Nominal	1. Male 2. Female
5. Age	Scale	1. Below 15 years 2. 15-25 years 3. 26-35 years 4. More than 35 years
6. Profession	Nominal	1. Working 2. Student 3. Other
7. Marital status	Nominal	1. Single 2. Married
8. Factors	Ordinal	1. Marketing Mix (7Ps) 2. Brand Equity

Part 2: Questions about marketing mix (7Ps) in a Likert Scale: The questions

consist of seven dimensions presented in marketing mix which are

1. Product (5 questions)

    1.1   Taste delicious.

    1.2   Product diversity.

    1.3   Packaging and attractive product presentation.

    1.4   Quality.

    1.5   Product information.

2. Price (3 questions)

    2.1   Reasonable Price.

    2.2   Variety of Price.

    2.3   Lower Price.

3. Place (3 questions)

    3.1   Number of outlets.

    3.2   Convenience to go, easy to find.

    3.3   Size of restaurant.

4. Promotion (3 questions)

    4.1   Regular gifts.

    4.2   Discount promotion.

    4.3   Delivery.

5. Process (3 questions)

    5.1 Modern processing technology.

    5.2 Serve quickly.

    5.3 Saving time.

6. Physical environment (3 questions)

     6.1 Cleanliness.

     6.2 Design, decoration.

     6.3 Modern full service facility.

7. People (3 questions)

     7.1 Keener and enthusiastic staff.

     7.2 Friendly employees.

     7.3 Skill and Credibility.

Part 3: Questions about Brand equity in a Likert Scale: The questions consist of four dimensions presented in brand which are:

1. Brand Awareness.

2. Brand Reputation.

3. Brand Loyalty.

4. Brand Quality.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from "Strongly Disagree" to "Strong Agree" statement with the weight (score) are set from 5 points to 1 point.

$$\text{Interval Class} = \frac{Range \ (\max value - \min value)}{Number \ of \ Interval} = \frac{(5-1)}{5} = 0.8$$

Therefore, the average score can be translating as

Average score of $4.21 - 5.00$ refers to a highest level

Average score of $3.41 - 4.20$ refers to a high level

Average score of $2.61 - 3.40$ refers to a medium level.

Average score of $1.81 - 2.60$ refers to a low level

Average score of $1.00 - 1.80$ refers to a lowest level

Part 4: Consumer Behavior: The questions are close-ended questionnaire and the answer of each question is check list type with a total number of 8 questions.

1.   Do you usually cook at home for daily meals or eat outside?

2.   You like to visit food joint with?

3.   How much do you spend for fast food each time?

4.   How often do you purchase fast food?

5.   What is your meal that you prefer to consume fast food?

6.   Which taste do you prefer to eat?

7.   Do you think that fast food restaurant fit well with your lifestyle?

8.   Do you think that personal desire has an effect on your purchasing fast food brands?

3.4 Research Reliability

In this chapter, the researcher used a survey research by distributing the questionnaires to the sample units. Before distributing the questionnaire, the researcher will do with 30 surveys first, for check the reliability statistics. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient. If the reliability statistics of the survey is more than 0.7, the questionnaires reliability is acceptable (Cronbach, 1951; Olorunniwo et al., 2006).

Table a: Reliability Statistics

Cronbach's Alpha	N of Items
.966	50

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaires is 0.966 with n of items = 50. As a result, shown in Table 2, the value of Cronbach's

alpha for general information and demographics, marketing mix (7Ps), brand equity

and consumer behavior are 0.876, 0.980, 0.870, 0.741 respectively. And all acceptable

value of alpha should be about 0.7 (Olorunniwo et al., 2006). From this

questionnaires, the overall Cronbach's alpha coefficient value is all higher than the

benchmark value of 0.7 and has the value higher than 0.9 therefore according to

Cronbach (1951); Olorunniwo et al. (2006) this questionnaire has a high reliability

level and the desirability level is good.

Table 2: The Result of Cronbach's Alpha Test with 30 Try-out Questionnaires

Variables	Cronbach's Alpha	Number of Items
All Parts	.966	50
General Information and Demographics	.876	15
Marketing Mix (7Ps)	.980	23
Brand Name	.870	4
Consumer Behavior	.741	8

3.5 Data Collection

In this study, data used within this research comprise of two types of data,

which are primary and secondary data.

1. Primary Data are data received from questionnaire instruments that has been

self-administered by sample group which are customers from KFC, Pizza Hut and

Lotteria shops that located in HCMC, Vietnam with the total number of

questionnaires is 400 copies.

2. Secondary Data are information that has been collected from the review of literature in related topics such as books, articles, research and the Internet.

Data collection process has been done in the December of 2015 to January of 2016 by distributing a self-administered questionnaire in area of HCMC, Vietnam such as shopping complex, supermarket, and store. In order to receive the target amount of questionnaire from each brand, the researcher used screening question before distributing questionnaire as "Have you ever consumer fast food?" If the respondents choose yes, the researcher will hand out a specific brand questionnaire to the respondents and wait until the respondents finish the questionnaire to collect it. The process will be repeating till target amount has been fulfilled.

3.6 Multinomial Logistic Regression

Multinomial logistic regression is the linear regression analysis to perform when the dependent variable is insignificant with equal or more than two levels. Therefore, it is an extension of logistic regression, which analyzes binary dependents. Since the SPSS output of the analysis is a little different to the logistic regression output, multinomial regression is sometimes used instead.

Same all linear regressions, the multinomial regression is a predictive analysis. Multinomial regression is used to explain and describe data and the relationship between one or more continuous-level independent variables and one dependent nominal variable. In this study, the author assumed that dependent variable is "Purchasing decision towards top three fast food brands KFC, Pizza Hut and Lotteria in Vietnam", and some independent variables are marketing mix (7Ps), brand equity, demographics and consumer behavior.

Standard linear regression requests the dependent variable to be of continuous-level scale. Logistic regression leaps the gap by supposing that the dependent variable is a stochastic event. The dependent variable defines the outcome of this stochastic event with a density function (a function of cumulative probabilities ranging from 0 to 1). The author then contend one event happens if the probability is less than 0.05 and the reverse event happens when probability is greater than 0.05.

There are two kinds of tests for individual independent variables: Likelihood ratio test to estimate every relationship between a dependent variable and an independent variable. The second type is the Wald test evaluates whether or not the independent variable is statistically significant in dissimilar between the two groups in each of the embedded binary logistic collation.

If an independent variable has an overall relationship to the dependent variable, it may or may not be statistically significant in dissimilar between sets of groups described by the dependent variable.

3.7 Statistic for Data Analysis

The data analysis process for this research is analyzed by SPSS statistic program and present in table format with explanation on each.

- Descriptive statistic by using frequency and percentage to finding the most favorite fast food brand in Vietnam.

- Cross tabulation to analyze categorical data classified in different group for explaining general information and demographics data as age, gender, profession, do you always choose the brand that you like and current marital status.

- Multinomial logistic regression analysis to test hypotheses that both variable groups are quantitative.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

In this chapter, it shows the results from the data analyses that are presented. The analysis part will be conducted by using the framework of references from the second chapter and method given in the previous chapter.

Four hundred surveys were initially sent to people inside HCMC, Vietnam such as KFC, Pizza Hut, Lotteria stores, or shopping malls, centers. With 400 returned, the response rate was 100%. It is divided into 3 parts which are following, and SPSS program is used to analysis the data.

Part 1: The analysis of demographic and general information of samples by using cross tabulation.

Part 2: The analysis of marketing mix (7Ps), brand equity by using multinomial logistic regression.

Part 3: The analysis of customer behavior by using cross tabulation.

4.1 The analysis of demographic and general information of samples

For the first part – general information and demographics, the respondents were asked about personal data such as the favorite fast food brand, age, gender, profession, marital status...

Table 1: Frequency and Percentage of General Information; the most favorite fast

food brand

Valid	Frequency	Percent
KFC	167	41.8
Pizza Hut	108	27.0
Lotteria	125	31.3
Total	400	100.0

According to the information displayed in Table 3 shows that the most favorite

fast food brand is KFC which contain 167 respondents (41.8%) while 125 respondents

(31.3%) of Lotteria and 108 respondents (27%) of Pizza Hut.

Table 2: Cross tabulation of General Information; Always choose the favorite brand

Count

		The brand that you always choose		Total
		Yes	No	
The most favorite fast food brand	KFC	119	48	167
	Pizza Hut	91	17	108
	Lotteria	96	29	125
Total		306	94	400

From Table 4, most of respondents choose KFC brand always chooses the

brand they like which equal to 119 respondents, and 48 respondents don't always

choose the brand they like. 91 respondents choose Pizza Hut brand always chooses the brand they like and 17 respondents don't always choose the brand they like. For respondents choose Lotteria brand, most of the respondents always choose the brand they like which equal to 96 respondents, and 29 respondents don't always choose the brand they like.

Table 3: Cross tabulation of Demographics; Gender

Count

		Gender		Total
		Male	Female	
The most favorite fast food brand	KFC	95	72	167
	Pizza Hut	36	72	108
	Lotteria	53	72	125
Total		184	216	400

According to the information displayed in Table 5 shows that the majority gender of respondents chooses the KFC brand are male, which equal to 95 respondents and female 72 respondents. For respondents choose the Pizza Hut brand, the majority gender is female which equal to 72 respondents, male 36 respondents. For respondents choose the Lotteria brand, the majority gender is female which equal to 72 respondents, male 53 respondents.

Table 4: Cross tabulation of Demographics; Age

		Age				Total
		Below 15 years	15-25 years	26-35 years	More than 35 years	
The most favorite fast food brand	KFC	14	124	24	5	167
	Pizza Hut	14	65	26	3	108
	Lotteria	6	95	16	8	125
Total		34	284	66	16	400

From Table 6 the majority age of respondents chooses the KFC brand are 15-25 years old, which equal to 124 respondents, 26-35 years old 24 respondents, below 15 years old 14 respondents and more than 35 years old 5 respondents. For respondents choose the Pizza Hut brand, the majority age is 15-25 years old which equal to 65 respondents, 26-35 years old 26 respondents, below 15 years old 14 respondents and more than 35 years old 3 respondents respectively. For respondents choose the Lotteria brand, the majority age is 15-25 years old which equal to 95 respondents, 26-35 years old 16 respondents, below 15 years old 6 respondents and more than 35 years old 8 respondents respectively.

Table 5: Cross tabulation of Demographics; Profession

		Profession			Total
		Working	Student	Other	
The most favorite fast food brand	KFC	63	95	9	167
	Pizza Hut	57	49	2	108
	Lotteria	60	60	5	125
Total		180	204	16	400

From Table 7 the majority profession of respondents chooses the KFC brand are student which equal to 95 respondents, followed by working 63 respondents and other 9 respondents. For respondents choose the Pizza Hut brand, the majority profession is working which equal to 57 respondents, followed by student 49 respondents and other 2 respondents. For respondents choose the Lotteria brand 60 respondents are student, 60 respondents are working and other 5 respondents.

Table 6: Cross tabulation of Demographics; Marital status

		Marital status		Total
		Single	Married	
The most favorite fast food brand	KFC	144	23	167
	Pizza Hut	91	17	108
	Lotteria	100	25	125
Total		335	65	400

According to the information displayed in Table 8 shows that the majority marital status of respondents chooses the KFC brand are single, which equal to 144 respondents and married 23 respondents. For respondents choose the Pizza Hut brand, the majority marital status is single which equal to 91 respondents and married 17 respondents. For respondents choose the Lotteria brand, the majority marital status is single which equal to 100 respondents and married 25 respondents.

Generally, the most favorite fast-food brand is KFC and respondents always choose the brand they like. Respondents are both male and female, however audience targeting mainly are student, ages 15-25 years, and single, active, able to access information easily.

4.2 The analysis of marketing mix (7Ps), brand equity

Table 7: Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
(Q8.1) Product	424.532[a]	47.105	12	.000
(Q8.2) Price	394.785	17.358	12	.137
(Q8.3) Place	464.531	87.104	12	.000
(Q8.4) Promotion	426.210[a]	48.782	12	.000
(Q8.5) Process	447.771	70.344	12	.000
(Q8.6) Physical Environment	442.695	65.268	12	.000

Table 8 (Continued): Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
(Q8.7) People	470.269	92.842	12	.000
(Q8.8) Brand Equity	427.093	49.666	12	.000

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

   a. Unexpected singularities in the Hessian matrix are encountered. This indicates that either some predictor variables should be excluded or some categories should be merged.

Based on Multinomial Logistic Regression, the author can pretty much reject almost all hypotheses with more than 95% confidence (p-value < .05) except Price variable that seems insignificantly influence brand choices. In conclusion, the author can reject all null hypotheses (except H2o: beta_Price = 0 vs. H2a: beta_Price is not equal zero), and accept alternative hypotheses that product, place, promotion, process, physical environment, people and brand equity significantly influence consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria.

The hypothesis testing results are shown in Table 9 as followings;

H1$_a$: Product significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria (0.000 < 0.05).

H2$_o$: Price does not significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria (0.137 > 0.05).

H3$_a$: Place significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria (0.000 < 0.05).

H4$_a$: Promotion significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria (0.000 < 0.05).

H5$_a$: Process significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria (0.000 < 0.05).

H6$_a$: Physical environment significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria (0.000 < 0.05).

H7$_a$: People significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria (0.000 < 0.05).

H8$_a$: Brand equity significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC, Pizza Hut and Lotteria (0.000 < 0.05).

4.2.1 Findings of hypotheses testing for Marketing mix (7Ps)

Table 9: Finding of hypotheses testing for Product in Marketing mix (7Ps) (KFC)

The most favorite fast food brand[a]		B	Std. Error	Wald	Df	Sig.
KFC	[Q9.1=4] Taste delicious	.615	.520	1.396	1	.237
	[Q9.2=4] Product diversity	.490	.429	1.306	1	.253

Table 10 (Continued): Finding of hypotheses testing for Product in Marketing mix

(7Ps) (KFC)

The most favorite fast food brand[a]		B	Std. Error	Wald	Df	Sig.
KFC	[Q9.3=4] Packaging and attractive product presentation	-.995	.458	4.716	1	.030
	[Q9.4=4] Quality	-1.235	.333	13.722	1	.000
	[Q9.5=4] Product information	1.205	.447	7.263	1	.007

The hypothesis testing results are shown in Table 10 as followings;

H1.1$_o$: Taste delicious does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.237 > 0.05).

H1.2$_o$: Product diversity does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.253 > 0.05).

H1.3$_a$: Packaging and attractive product presentation significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.03 < 0.05).

H1.4$_a$: Quality significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.000 < 0.05).

H1.5$_a$: Product information significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.007 < 0.05).

Therefore, the packaging and attractive product presentation, product quality and product information matters in choosing KFC brand over Lotteria brand.

Table 11: Finding of hypotheses testing for Product in Marketing mix (7Ps) (Pizza Hut)

The most favorite fast food brand[a]		B	Std. Error	Wald	Df	Sig.
Pizza Hut	[Q9.1=4] Taste delicious	.503	.533	.892	1	.345
	[Q9.2=4] Product diversity	.388	.437	.787	1	.375
	[Q9.3=4] Packaging and attractive product presentation	-.604	.471	1.642	1	.020
	[Q9.4=4] Quality	-.395	.355	1.235	1	.266
	[Q9.5=4] Product information	-.196	.433	.204	1	.651

The hypothesis testing results are shown in Table 11 as followings;

H1.1$_o$: Taste delicious does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.345 > 0.05).

H1.2$_o$: Product diversity does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.375 > 0.05).

H1.3$_a$: Packaging and attractive product presentation significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.02 < 0.05).

H1.4$_o$: Quality does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.266 > 0.05).

H1.5$_o$: Product information does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.651 > 0.05).

For product, only the packaging and attractive product presentation matter in choosing Pizza Hut brand over Lotteria brand.

Table 12: Finding of hypotheses testing for Price in Marketing mix (7Ps) (KFC)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
KFC	[Q9.6=4] Reasonable Price	.895	.378	5.611	1	.018
	[Q9.7=4] Variety of Price	-.939	.415	5.108	1	.024
	[Q9.8=4] Lower Price	.804	.436	3.407	1	.065

The hypothesis testing results are shown in Table 12 as followings;

H2.1$_a$: Reasonable price significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.018 < 0.05).

H2.2$_a$: Variety of Price significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.024 < 0.05).

H2.3$_o$: Lower Price does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.065 > 0.05).

Therefore, the reasonable price and variety of price matters in choosing KFC brand over Lotteria brand.

Table 13: Finding of hypotheses testing for Price in Marketing mix (7Ps) (Pizza Hut)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
Pizza Hut	[Q9.6=4] Reasonable Price	.663	.409	2.633	1	.024
	[Q9.7=4] Variety of Price	-.543	.440	1.529	1	.216
	[Q9.8=4] Lower Price	-.032	.475	.005	1	.946

As per above Table 13 shown the hypothesis testing results as followings:

H2.1$_a$: Reasonable price significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.024 < 0.05).

H2.2$_o$: Variety of Price does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.216 > 0.05).

H2.3$_o$: Lower Price does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.946 > 0.05).

For Price, only reasonable price matter in choosing Pizza Hut brand over Lotteria brand.

Table 14: Finding of hypotheses testing for Place in Marketing mix (7Ps) (KFC)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
KFC	[Q9.9=4] Number of outlets	1.138	.499	5.210	1	.022
	[Q9.10=4] Convenience to go, easy to find	-.903	.405	4.968	1	.026
	[Q9.11=4] Size of restaurant.	-.405	.443	.835	1	.361

The hypothesis testing results are shown in Table 14 as followings;

H3.1$_a$: Number of outlets significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.022 < 0.05).

H3.2$_a$: Convenience to go, easy to find significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.026 < 0.05).

H3.3$_o$: Size of restaurant does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.361 > 0.05).

Therefore, for the Place: number of outlets, convenience to go and easy to find matters in choosing KFC brand over Lotteria brand.

Table 15: Finding of hypotheses testing for Place in Marketing mix (7Ps) (Pizza Hut)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
Pizza Hut	[Q9.9=5] Number of outlets	.375	.401	.878	1	.349
	[Q9.10=4] Convenience to go, easy to find	.184	.467	.154	1	.694
	[Q9.11=4] Size of restaurant	-1.063	.467	5.189	1	.023

As per above Table 15 shown the hypothesis testing results as followings:

H3.1$_o$: Number of outlets does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.349 > 0.05).

H3.2$_a$: Convenience to go, easy to find is not significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.694 > 0.05).

H3.3$_a$: Size of restaurant significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.023 < 0.05).

For Place, only size of restaurant matter in choosing Pizza Hut brand over Lotteria brand.

Table 16: Finding of hypotheses testing for Promotion in Marketing mix (7Ps) (KFC)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
KFC	[Q9.12=5] Regular gifts	.824	.344	5.744	1	.017
	[Q9.13=4] Discount promotion	.358	.358	.999	1	.318
	[Q9.14=4] Delivery	-.931	.420	4.918	1	.027

The hypothesis testing results are shown in Table 16 as followings;

H4.1$_a$: Regular gifts significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.017 < 0.05).

H4.2$_o$: Discount promotion does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.318 > 0.05).

H4.3$_a$: Delivery significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.027 < 0.05).

Therefore, for Promotion, the regular gifts and delivery matters in choosing KFC brand over Lotteria brand.

Table 17: Finding of hypotheses testing for Promotion in Marketing mix (7Ps)

(Pizza Hut)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
Pizza Hut	[Q9.12=5] Regular gifts	.673	.363	3.441	1	.046
	[Q9.13=4] Discount promotion	.535	.434	1.521	1	.218
	[Q9.14=4] Delivery	-1.911	.471	16.458	1	.000

As per above Table 17 shown the hypothesis testing results as followings:

H4.1$_a$: Regular gifts significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.046 < 0.05).

H4.2$_o$: Discount promotion does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.218 > 0.05).

H4.3$_a$: Delivery significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.000 < 0.05).

So for Promotion, the regular gifts and delivery matters in choosing Pizza Hut brand over Lotteria brand.

Table 18: Finding of hypotheses testing for Process in Marketing mix (7Ps) (KFC)

The most favorite fast food brand[a]		B	Std. Error	Wald	Df	Sig.
KFC	[Q9.15=5] Modern processing technology	.695	.324	4.591	1	.032
	[Q9.16=4] Serve quickly	.116	.396	.086	1	.769
	[Q9.17=4] Saving time	-.371	.372	.994	1	.319

The hypothesis testing results are shown in Table 18 as followings;

H5.1$_a$: Modern processing technology significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.032 < 0.05).

H5.2$_o$: Serve quickly does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.769 > 0.05).

H5.3$_o$: Saving time does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.319 > 0.05).

Therefore, for Process, only modern processing technology matter in choosing KFC brand over Lotteria brand.

Table 19: Finding of hypotheses testing for Process in Marketing mix (7Ps) (Pizza Hut)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
Pizza Hut	[Q9.15=4] Modern processing technology	1.510	.412	13.409	1	.000
	[Q9.16=4] Serve quickly	-.445	.426	1.093	1	.296
	[Q9.17=4] Saving time	-1.102	.405	7.389	1	.007

As per above Table 19 shown the hypothesis testing results as followings:

H5.1$_a$: Modern processing technology significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.000 < 0.05).

H5.2$_o$: Serve quickly does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.296 > 0.05).

H5.3$_a$: Saving time significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.007 < 0.05).

So for Process, the modern processing technology and saving time matters in choosing Pizza Hut brand over Lotteria brand.

Table 20: Finding of hypotheses testing for Physical Environment in Marketing mix (7Ps) (KFC)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
KFC	[Q9.18=4] Cleanliness	.306	.384	.635	1	.426
	[Q9.19=4] Design, decoration	-2.667	1.304	4.183	1	.041
	[Q9.20=4] Modern full service facility	-.285	.519	.301	1	.583

The hypothesis testing results are shown in Table 20 as followings;

H6.1$_o$: Cleanliness does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.426 > 0.05).

H6.2$_a$: Design, decoration significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.041 < 0.05).

H6.3$_o$: Modern full service facility does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.583 > 0.05).

Therefore, for the Physical Environmental, only design, decoration matter in choosing KFC brand over Lotteria brand.

Table 21: Finding of hypotheses testing for Physical Environmental in Marketing mix

(7Ps) (Pizza Hut)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
Pizza Hut	[Q9.18=4] Cleanliness	.864	.372	5.404	1	.020
	[Q9.19=4] Design, decoration	-.213	.520	.168	1	.682
	[Q9.20=4] Modern full service facility	-.799	.526	2.306	1	.129

H6.1[a]: Cleanliness significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam $(0.020 < 0.05)$.

H6.2[o]: Design, decoration does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam $(0.682 > 0.05)$.

H6.3[o]: Modern full service facility does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam $(0.129 > 0.05)$.

Therefore, for the Physical Environmental, only cleanliness matter in choosing Pizza Hut brand over Lotteria brand.

Table 22: Finding of hypotheses testing for People in Marketing mix (7Ps) (KFC)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
KFC	[Q9.21=4] Keener and enthusiastic staff	2.413	.766	9.930	1	.002
	[Q9.21=5] Keener and enthusiastic staff	.520	.234	4.953	1	.026
	[Q9.22=4] Friendly employees	-.113	.658	.029	1	.864
	[Q9.23=4] Skill and Credibility	-1.499	.513	8.544	1	.003

The hypothesis testing results are shown in Table 22 as followings;

H7.1$_a$: Keener and enthusiastic staff significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.002 < 0.05) and (0.026 < 0.05).

H7.2$_o$: Friendly employees does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.864 > 0.05).

H7.3$_a$: Skill and credibility significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.003 < 0.05).

Therefore, for People, the keener and enthusiastic staff, skill and credibility matters in choosing KFC brand over Lotteria brand.

Table 23: Finding of hypotheses testing for People in Marketing mix (7Ps) (Pizza Hut)

The most favorite fast food brand[a]		B	Std. Error	Wald	df	Sig.
Pizza Hut	[Q9.21=4] Keener and enthusiastic staff	1.104	.910	1.471	1	.225
	[Q9.22=4] Friendly employees	1.018	.854	1.422	1	.233
	[Q9.23=4] Skill and Credibility	-1.636	.574	8.105	1	.004

As per above Table 23 shown the hypothesis testing results as followings:

H7.1$_o$: Keener and enthusiastic staff does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.225 > 0.05)

H7.2$_o$: Friendly employees does not significantly influence consumer's brand choice decision for QSR in HCMC, Vietnam (0.233 > 0.05).

H7.3$_a$: Skill and credibility significantly influences consumer's brand choice decision for QSR in HCMC, Vietnam (0.004 < 0.05).

So for People, only skill and credibility of staff matter in choosing Pizza Hut brand over Lotteria brand.

1.2.2. Findings of hypotheses testing for Brand Equity

Table 24: Finding of hypotheses testing for Brand Equity (KFC)

The most favorite fast food brand	B	Std. Error	Wald	df	Sig.
[Q10.1=4] Brand Awareness	2.789	1.257	4.923	1	.026
[Q10.2=4] Brand Reputation	-3.394	1.093	9.650	1	.002
KFC [Q10.3=4] Brand Loyalty	-1.148	.731	2.471	1	.116
[Q10.4=4] Brand Quality	1.912	.534	12.829	1	.000

The hypothesis testing results are shown in Table 24 as followings;

H8.1$_a$: Brand awareness significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC brand (0.026 < 0.05).

H8.2$_a$: Brand reputation significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC brand (0.002 < 0.05).

H8.3$_o$: Brand loyalty does not significantly influence consumer's brand choice decision for QSR in Vietnam focusing on KFC brand (0.116 > 0.05).

H8.4$_a$: Brand quality significantly influences consumer's brand choice decision for QSR in Vietnam focusing on KFC brand (0.000 < 0.05). Therefore, the brand awareness, brand reputation and brand quality matters in choosing the KFC brand over Lotteria brand.

Table 25: Finding of hypotheses testing for Brand Equity (Pizza Hut)

The most favorite fast food brand	B	Std. Error	Wald	df	Sig.
[Q10.1=4] Brand Awareness	2.955	1.293	5.223	1	.022
[Q10.2=4] Brand Reputation	-3.276	1.097	8.913	1	.003
Pizza Hut [Q10.3=4] Brand Loyalty	-.698	.788	.786	1	.375
[Q10.4=4] Brand Quality	.711	.488	2.120	1	.145

The hypothesis testing results are shown in Table 25 as followings;

H8.1$_a$: Brand awareness significantly influences consumer's brand choice decision for QSR in Vietnam focusing on Pizza Hut brand (0.022 < 0.05).

H8.2$_a$: Brand reputation significantly influences consumer's brand choice decision for QSR in Vietnam focusing on Pizza Hut brand (0.003 < 0.05).

H8.3$_o$: Brand loyalty does not significantly influence consumer's brand choice decision for QSR in Vietnam focusing on Pizza Hut brand (0.375 > 0.05)

H8.4$_o$: Brand quality does not significantly influence consumer's brand choice decision for QSR in Vietnam focusing on Pizza Hut brand (0.145 > 0.05).

Therefore, the brand awareness and brand reputation matters in choosing the Pizza

Hut brand over Lotteria brand.

4.3 The analysis of customer behavior

Table 26: Cross tabulation of Consumer behavior; Eat at home (or) outside

	Eat at home (or) outside		Total
	Eat at home	Eat outside	
KFC	70	97	167
The most favorite fast food brand Pizza Hut	45	63	108
Lotteria	48	77	125
Total	163	237	400

According to this detail analysis Table 26 shows that 70 respondents eat at

home and 97 respondents eat out side choose KFC brand. While 45 respondents eat at

home and 63 respondents eat outside choose Pizza Hut. And respondents choose

Lotteria brand is 48 eat at home and 77 eat outside.

Table 27: Cross tabulation of Consumer behavior; Eat fast food with

	Eat fast food with			Total
	Family	Friends	Alone	
KFC	45	108	14	167
The most favorite fast food brand Pizza Hut	41	62	5	108
Lotteria	30	79	16	125
Total	116	249	35	400

From Table 27 we can see that, 45 respondents choose eat fast food with family, 108 respondents eat with friends, and 14 respondents eat alone choose KFC brand. While in total number 125 respondents choose Lotteria brand, 30 respondents eat with family, 79 respondents eat with friends and 16 respondents eat alone. And for choosing Pizza Hut brand, 41 respondents eat with family, 62 respondents eat with friends and 5 respondents eat alone.

Table 28: Cross tabulation of Consumer behavior; Spend for fast food each time

		Spend for fast food each time				
		Over 1,000,000 VND (>50$)	From 500,000 to 1,000,000 VND (25-50)	Below 500,000 VND (< 25$)	Below 100,000 VND (< 5$)	Total
The most favorite fast food brand	KFC	12	23	96	36	167
	Pizza Hut	4	14	69	21	108
	Lotteria	1	12	72	40	125
Total		17	49	237	97	400

According to this detail analysis Table 28, respondents choose KFC brand spends for fast food each time over 1,000,000 VND is 12 respondents, from 500,000VND to 1,000,000VND is 23 respondents, below 500,000VND is 96 respondents and below 100,000VND is 36 respondents.

Respondents choose Pizza Hut brand spends for fast food each time over 1,000,000VND is 4 respondents, from 500,000VND to 1,000,000VND is 14 respondents, below 500,000VND is 69 respondents and below 100,000VND is 21 respondents.

Respondents choose Lotteria brand spends for fast food each time over 1,000,000VND is 1 respondent, from 500,000VND to 1,000,000VND is 12 respondents, below 500,000VND is 72 respondents and below 100,000VND is 42 respondents.

Table 29: Cross tabulation of Consumer behavior; Frequency of purchasing fast food

| | | Frequency of purchasing fast food | | | | Total |
		Once a week	Over 3 times per week	3 times per week	2 times per week	
	KFC	78	28	18	43	167
The most favorite fast food brand	Pizza Hut	69	6	9	24	108
	Lotteria	83	7	7	28	125
Total		230	41	34	95	400

The majority frequency of purchasing fast food by respondents choose KFC brand are once a week which equal to 78 respondents, twice a week 43 respondents, over 3 times a week 28 respondents and 3 times a week 18 respondents respectively.

The majority frequency of purchasing fast food by respondents choose Pizza Hut brand are once a week which equal to 69 respondents, twice a week 24

respondents, 3 times a week 9 respondents and over 3 times a week 6 respondents respectively.

The majority frequency of purchasing fast food by respondents choose Lotteria brand are once a week which equal to 83 respondents, twice a week 28 respondents, over 3 times a week and 3 times a week are 7 respondents respectively.

Table 30: Cross tabulation of Consumer behavior; Suitable meal

	Suitable meal			Total
	Breakfast	Lunch	Dinner	
KFC	13	36	118	167
The most favorite fast food brand Pizza Hut	3	34	71	108
Lotteria	3	35	87	125
Total	19	105	276	400

From this Table 30, the majority suitable meal of respondents choose KFC brand are dinner which equal to 118 respondents, have lunch 36 respondents, and breakfast 13 respondents respectively. For respondents choose Pizza Hut brand, the majority suitable meal is dinner which equal to 71 respondents, have lunch 34 respondents, and breakfast 3 respondents respectively. For respondents choose Lotteria brand, the majority suitable meal is dinner which equal to 87 respondents, have lunch 35 respondents, and breakfast 3 respondents respectively.

Table 31: Cross tabulation of Consumer behavior; Favorite taste

	Favorite taste				Total
	Salt	Sour	Sweet	Spicy	
The most favorite fast food brand KFC	43	13	26	85	167
Pizza Hut	43	8	30	27	108
Lotteria	53	4	22	46	125
Total	139	25	78	158	400

From this Table 31, the majority favorite taste of respondents choose KFC brand are spicy which equal to 85 respondents, salt 43 respondents, sweet 26 respondents and sour 13 respondents respectively. For respondents choose Pizza Hut brand, the majority favorite taste is salt which equal to 43 respondents, sweet 30 respondents, spicy 27 respondents and sour 8 respondents respectively. For respondents choose Lotteria brand, the majority favorite taste is salt which equal to 53 respondents, spicy 46 respondents, sweet 22 and sour 4 respondents respectively.

Table 32: Cross tabulation of Consumer behavior; Fast food fit well with lifestyle

	Do you think that fast food restaurant fit well with your lifestyle?		Total
	Yes	No	
The most favorite fast food brand KFC	104	63	167
Pizza Hut	58	50	108
Lotteria	80	45	125
Total	242	158	400

From Table 32, most of respondents choose KFC think that fast food restaurant fit well with their lifestyle which equal to 104 respondents, and 63 respondents don't think fast food restaurant fit well with their lifestyle. 58 respondents choose Pizza Hut brand thinks that fast food restaurant fit well with their lifestyle and 50 respondents don't think that fast food restaurant fit well with their lifestyle. For respondents choose Lotteria brand, most of respondents think that fast food restaurant fit well with their lifestyle which equal to 80 respondents, and 45 respondents don't think that fast food restaurant fit well with their lifestyle.

Table 33: Cross tabulation of Consumer behavior; Personal desire effect on purchasing fast food brands

		Do you think that personal desire has an effect on your purchasing fast food brands?		Total
		Yes	No	
	KFC	149	18	167
The most favorite fast food brand	Pizza Hut	94	14	108
	Lotteria	114	11	125
Total		357	43	400

Most of respondents choose KFC brand think that personal desire has an effect on their purchasing decision which equal to 149 respondents and 18 respondents don't think that personal desire has an effect on their purchasing decision. For respondents choose Pizza Hut brand, 94 respondents think that personal desire has an effect on

their purchasing decision and 14 respondents don't think that personal desire has an effect on their purchasing decision. For respondents choose Lotteria brand, most of respondents think that personal desire has an effect on their purchasing decision which equal to 114 respondents and 11 respondents don't think that personal desire has an effect on their purchasing decision.

Generally, from those results we analyzed above show that most of consumers choose fast food in Vietnam often eat outside with friends than eat at home. They like spicy taste and the suitable meal is dinner. Frequency of purchasing fast food is once a week and spend below 500,000VND (below 25$) for fast food each time. Most of respondents think that fast food restaurant fit well with their lifestyle and personal desire has an effect on their purchasing fast food brands.

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, it presents the summary the overall important component of this scholar, discussion and recommends some opinions for future related research.

The study of factors that influence consumer purchasing decisions towards top three fast food brands including KFC, Pizza Hut and Lotteria in HoChiMinh City, Vietnam and then create the marketing strategies. This study has two objective of study as:

- Identify the factors that influence consumer purchasing decisions towards top three fast food brands in Vietnam (KFC, Pizza Hut and Lotteria).

- Understanding fast food consumer behavior in Vietnam.

Following the conceptual framework in order to investigate purchase decision of fast food in Vietnam that the author mentioned in previous chapters, the hypotheses are scoped as:

- $H1_o$ (Product): $beta\_H1.1_o$ (Taste delicious), $beta\_H1.2_o$ (Product diversity), $beta\_H1.3_o$ (Packaging and attractive product presentation), $beta\_H1.4_o$ (Quality), $beta\_H1.5_o$ (Product information) = 0.

  $H1_a$ (Product): at least one of $beta\_H1.1_a$ (Taste delicious), at least one of $beta\_H1.2_a$ (Product diversity), at least one of $beta\_H1.3_a$ (Packaging and attractive product presentation), at least one of $beta\_H1.4_a$ (Quality), at least one of $beta\_H1.5_a$ (Product information) # 0.

- $H2_o$ (Price): $beta\_H2.1_o$ (Reasonable Price), $beta\_H2.2_o$ (Variety of Price), $beta\_H2.3_o$ (Lower Price) = 0.

$H2_a$ (Price): at least one of beta_$H2.1_a$ (Reasonable Price), at least one of beta_$H2.2_a$ (Variety of Price), at least one of beta_$H2.3_a$ (Lower Price) # 0.

- $H3_o$ (Place): beta_$H3.1_o$ (Number of outlets), beta_$H3.2_o$ (Convenience to go, easy to find), beta_$H3.3_o$ (Size of restaurant) = 0.

  $H3_a$ (Place): at least one of beta_$H3.1_a$ (Number of outlets), at least one of beta_$H3.2_a$ (Convenience to go, easy to find), at least one of beta_$H3.3_a$ (Size of restaurant) # 0.

- $H4_o$ (Promotion): beta_$H4.1_o$ (Regular gifts), beta_$H4.2_o$ (Discount promotion), beta_$H4.3_o$ (Delivery) = 0.

  $H4_a$ (Promotion): at least one of beta_$H4.1_a$ (Regular gifts), at least one of beta_$H4.2_a$ (Discount promotion), at least one of beta_$H4.3$ (Delivery) # 0.

- $H5_o$ (Process): beta_$H5.1_o$ (Modern processing technology), beta_$H5.2_o$ (Serve quickly), beta_$H5.3_o$ (Saving time) = 0.

  $H5_a$ (Process): at least one of beta_$H5.1_a$ (Modern processing technology), at least one of beta_$H5.2_a$ (Serve quickly), at least one of beta_$H5.3_a$ (Saving time) # 0.

- $H6_o$ (Physical environment): beta_$H6.1_o$ (Cleanliness), beta_$H6.2_o$ (Design, decoration), beta_$H6.3_o$ (Modern full service facility) = 0.

  $H6_a$ (Physical environment): at least one of beta_$H6.1_a$ (Cleanliness), at least one of beta_$H6.2_a$ (Design, decoration), at least one of beta_$H6.3_a$ (Modern full service facility) # 0.

- $H7_o$ (People): beta_$H7.1_o$ (Keener and enthusiastic staff), beta_$H7.2_o$ (Friendly employees), beta_$H7.3_o$ (Skill and Credibility) = 0.

H7$_a$ (People): at least one of beta_H7.1$_a$ (Keener and enthusiastic staff), at least one of beta_H7.2$_a$ (Friendly employees), at least one of beta_H7.3$_a$ (Skill and Credibility) # 0.

- H8$_o$ (Brand Equity): beta_H8.1$_o$ (Brand Awareness), beta_H8.2$_o$ (Brand Reputation), beta_H8.3$_o$ (Brand Loyalty), beta_H8.4$_o$ (Brand Quality) = 0. H8$_a$ (Brand Equity): at least one of beta_H8.1$_a$ (Brand Awareness), at least one of beta_H8.2$_a$ (Brand Reputation), at least one of beta_H8.3$_a$ (Brand Loyalty), at least one of beta_H8.4$_o$ (Brand Quality) # 0.

The research methodology is quantitative in that the data collecting tool is self-administered questionnaire implemented by distributing questionnaire such as shopping complex, supermarket, store in HCMC where have KFC, Pizza Hut and Lotteria brands. And the sample size is 400 respondents being consuming fast food living in HCMC, Vietnam. The hypotheses are analyzed through cross tabulation, frequency and multinomial logistic regression method.

5.1 Conclusion and discussion

The most favorite fast-food brand is KFC with the number 167 out of 400 respondents (or 41.8%) followed by Lotteria range by the number of 125 out of 400 respondents (or 31.3%) and Pizza Hut with the number of 108 out of 400 respondents (or 27.0%) and almost respondents always choose use the brand they like.

In the analysis of cross tabulation shows that:

The majority respondents choose KFC brand are male with the number of 95 out of 167 respondents (or 46%), are in range 15-25 years old (124 out of 167 respondents), are student (95 out of 167 respondents) and are single (144 out of 167 respondents) respectively. Most of respondents choose KFC brand often go out to eat

(58%) with friends and spend for fast food each time below 500,00VND (57.4%). Usually, they consume fast food once a week (46.7%) for dinner (70.6%) and their favorite taste is spicy (50.9%). The majority respondents think that fast food restaurant fit well with their lifestyle (62.2%) and they also think that personal desire has an effect on their purchasing fast food brands (89.2%).

For the respondents choose Pizza Hut, most of respondents are female with the number of 72 out of 108 respondents, are in range 15-25 years old (65 out of 108 respondents), are working (57 out of 108 respondents) and are single (91 out of 108 respondents) respectively. Most of respondents choose Pizza Hut brand often go out to eat (58.3%) with friends and spend for fast food each time below 500,00VND (63.8%). Usually, they consume fast food once a week (63.8%) for dinner (65.7%) and their favorite taste is salt (39.8%). The majority respondents think that fast food restaurant fit well with their lifestyle (53.7%) and they also think that personal desire has an effect on their purchasing fast food brands (87.0%).

And the majority respondents choose Lotteria brand are female with the number of 72 out of 125 respondents, are in range 15-25 years old (95 out of 125 respondents), are student and working with same number is 60 out of 125 respondents) and are single (100 out of 125 respondents) respectively. Most of respondents choose Lotteria brand often go out to eat (61.6%) with friends and spend for fast food each time below 500,00VND (57.6%). Usually, they consume fast food once a week (66.4%) for dinner (69.6%) and their favorite taste is salt (42.4%). The majority respondents think that fast food restaurant fit well with their lifestyle (64%) and they also think that personal desire has an effect on their purchasing fast food brands (91.2%).

In the analysis of multinomial logistic regression, the result of KFC and Pizza Hut and compare with Lotteria in the standard level of (0.05) are significant and that influence consumer's brand choice decision for QSR in Vietnam.

After analyzing with multinomial logistic regression of marketing mix (7Ps) and brand equity, the output highlights the main reasons to choosing consume fast food are driven by both KFC and Pizza Hut playing in the mainstream segment.

- The first factor is Product is comprised of 5 statements, in that, packaging and attractive product (agree) (0.030 <0.05), product quality (agree) (0.000 < 0.05) and product information (agree) (0.007 <0.05) are significantly influences consumer purchase decision for KFC brand than Lotteria brand. And for Pizza Hut brand, only packaging and attractive product (agree) (0.020 <0.05) is significantly influences consumer purchase decision for Pizza Hut brand than Lotteria brand.

- The second factor is Price is comprised of 3 statements, in that, reasonable price (agree) (0.018 <0.05) and variety of price (agree) (0.024 < 0.05) are significantly influences consumer purchase decision for KFC brand than Lotteria brand. While Pizza Hut brand, only reasonable price (agree) (0.024 < 0.05) is significantly influences consumer purchase decision for Pizza Hut brand than Lotteria brand.

- The third factor is Place is comprised of 3 statements, in that, number of outlets (agree) (0.022 < 0.05) and convenience to go, easy to find (agree) (0.026 < 0.05) are significantly influences consumer purchase decision for KFC brand than Lotteria brand. While Pizza Hut brand, only size of restaurant (agree) (0.023 < 0.05) is significantly influences consumer purchase decision for Pizza Hut brand than Lotteria brand.

-The fourth factor is Promotion is comprised 3 statements, in that, regular gifts (total agree) ($0.017 < 0.05$) and delivery (agree) ($0.027 < 0.05$) are significantly influences consumer purchase decision for KFC brand than Lotteria brand, same as KFC, with regular gifts (total agree) ($0.046 < 0.05$) and delivery (agree) ($0.000 < 0.05$) are significantly influences consumer purchase decision for Pizza Hut brand than Lotteria brand.

-The fifth factor is Process is comprised 3 statements, in that, only modern processing technology (total agree) ($0.032 < 0.05$) is significantly influences consumer purchase decision for KFC brand than Lotteria brand. While Pizza Hut, both of modern processing technology (agree) ($0.000 < 0.05$) and saving time ($0.007 < 0.05$) are significantly influences consumer purchase decision for Pizza Hut brand than Lotteria brand.

-The sixth factor is Physical Environmental is comprised 3 statements, in that, only design, decoration (agree) ($0.041 < 0.05$) is significantly influences consumer purchase decision for KFC brand than Lotteria brand. While the Pizza Hut brand, cleanliness (agree) ($0.020 < 0.05$) is significantly influences consumer purchase decision for Pizza Hut brand than Lotteria brand.

-The seventh factor is People is comprised 3 statements, in that, keener and enthusiastic (agree) ($0.002 < 0.05$) and (total agree) ($0.026 < 0.05$) and skill, credibility of staff (agree) ($0.003 < 0.05$) are significantly influences consumer purchase decision for KFC brand than Lotteria brand. While for Pizza Hut brand, only skill and credibility of staff (agree) ($0.004 < 0.05$) is significantly influences consumer purchase decision for Pizza Hut brand than Lotteria brand.

-The eighth factor is Brand Equity is comprised 4 statements, in that, brand awareness (agree) ($0.026 < 0.05$), brand reputation (agree) ($0.002 < 0.05$), brand quality (agree) ($0.000 < 0.05$) are significantly influences consumer purchase decision for KFC brand than Lotteria brand. While Pizza Hut, only brand awareness (agree) ($0.022 < 0.05$) and brand reputation (agree) ($0.003 < 0.05$) are significantly influences consumer purchase decision for Pizza Hut brand than Lotteria brand.

5.2 Recommendation for Future Research

Overall, the research results achieved its objectives is to identify the factors that influence consumer purchasing decisions toward top three fast food brands including KFC, Pizza Hut and Lotteria in Vietnam. Because of time limited, this study is only focus on specific sample group that is Vietnamese consumers who live in Hochiminh city. The finding and result might not cover total population of Vietnamese consumers. Therefore, further research suggests if the sample should be a larger and include diversified of consumers who live in different cities such as Ha Noi city (the capital of Vietnam) or DaNang city, Haiphong... The result will lead to more understandings of Vietnamese consumers towards the fast food brand.

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APPENDIX
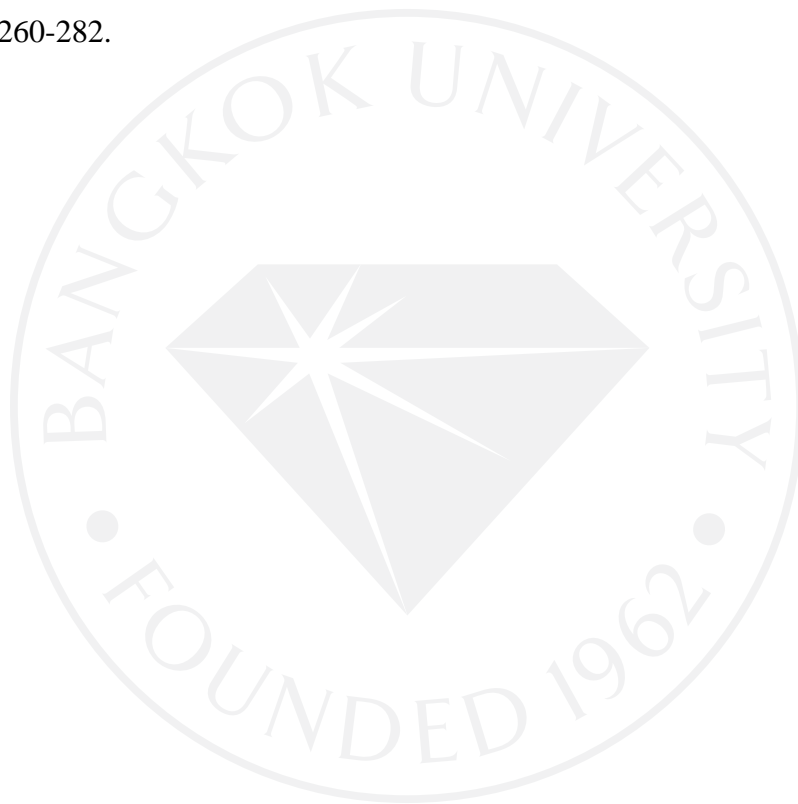
QUESTIONNAIRES (ENGLISH)

THE STUDY OF FACTORS THAT INFLUENCE CONSUMER

PURCHASING DECISIONS TOWARDS TOP THREE FAST FOOD BRANDS

INCLUDING KFC, PIZZA HUT AND LOTTERIA IN VIETNAM

The survey is divided into 4 parts:

Part 1: General Information and Demographics

Part 2: Marketing Mix (7Ps)

Part 3: Brand Equity

Part 4: Consumer Behavior

Part 1: General information and Demographics

Q1. Have you ever consumer fast food?

☐ Yes ☐ No

Q2. What is your most favorite fast food brand? (Choose only one)

☐ KFC ☐ Pizza Hut ☐ Lotteria

Q3. Do you always choose the brand that you always like?

☐ Yes ☐ No

Q4. Gender.

☐ Male ☐ Female

Q5. Age

☐ Below 15 years ☐ 15-25 years

☐ 26-35 years ☐ More than 35 years

Q6. What is your profession?

☐ Working ☐ Student

☐ Others

Q7. Current marital status.

☐ Single ☐ Married

Q8. Ranking the below factors influence your brand purchasing decision in Q2.

Factors	Opinion Level						
	Strongly Disagree	Disagree	Disagree somewhat	Neutral	Agree somewhat	Agree	Strongly Agree
Product							
Price							
Place							
Promotion							
Process							
Physical Environment							
People							
Brand name							

Part 2: Marketing Mix (7Ps)

Q9. Please indicate how much do you think the following factors affect your

brand purchasing decision, from 1) strongly agree, 2) Disagree, 3) Moderate, 4)

Agree, 5) Strongly Agree.

Opinions	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Product					
Taste delicious					
Product diversity					
Packaging and attractive product presentation					
Quality					
Product information					
Price					
Reasonable Price					
Variety of Price					
Lower Price					
Place					
Number of outlets					
Convenience to go, easy to find					
Size of restaurant					
Promotion					
Regular gifts					
Discount promotion					
Delivery					

Q9 (Continued). Please indicate how much do you think the following factors

affect your brand purchasing decision, from 1) strongly agree, 2) Disagree, 3)

Moderate, 4) Agree, 5) Strongly Agree.

Opinions	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Process					
Modern processing technology					
Serve quickly					
Saving time					
Physical environment					
Cleanliness					
Design, decoration					
Modern full service facility					
People					
Keener and enthusiastic staff					
Friendly employees					
Skill and Credibility					

Part 3: Brand Equity

Q10. Please indicate how much do you think the following factors affect your

brand purchasing decision, from 1) strongly agree, 2) Disagree, 3) Moderate, 4)

Agree, 5) Strongly Agree.

Opinions	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Brand Awareness					
Brand Reputation					
Brand Loyalty					
Brand Quality					

Part 4: **Consumer Behavior**

Q11. Do you usually cook at home for daily meals or eat outside?

☐ Eat at home   ☐ Eat outside

Q12. You like to visit food joint with?

☐ Family   ☐ Friends   ☐ Alone

Q13. How much do you spend for fast food each time?

☐ Over 1,000,000 VND   ☐ From 500,000 to 1,000,000 VND

☐ Below 500,000 VND   ☐ Below 100,000 VND

Q14. How often do you purchase fast food?

☐ Once a week   ☐ Over 3 times per week

☐ 3 times per week   ☐ 2 times per week

Q15. What is your meal that you prefer to consume fast food?

☐ Breakfast   ☐ Lunch

☐ Dinner

Q16. Which taste do you prefer to eat?

☐ Salt   ☐ Sour

☐ Sweet   ☐ Spicy

Q17. Do you think that fast food restaurant fit well with your lifestyle?
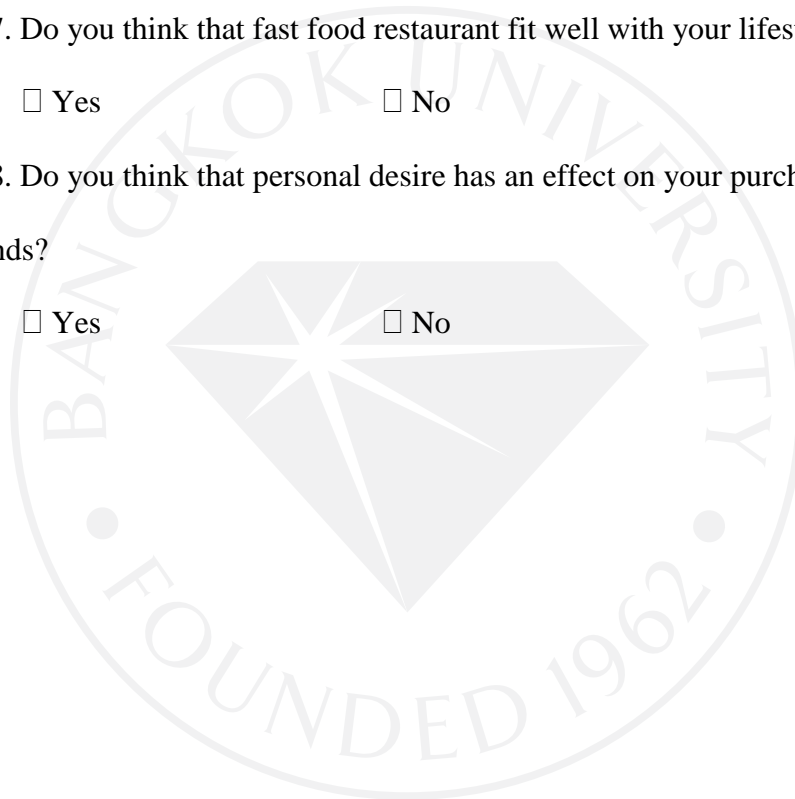
☐ Yes   ☐ No

Q18. Do you think that personal desire has an effect on your purchasing fast food

brands?

☐ Yes   ☐ No

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