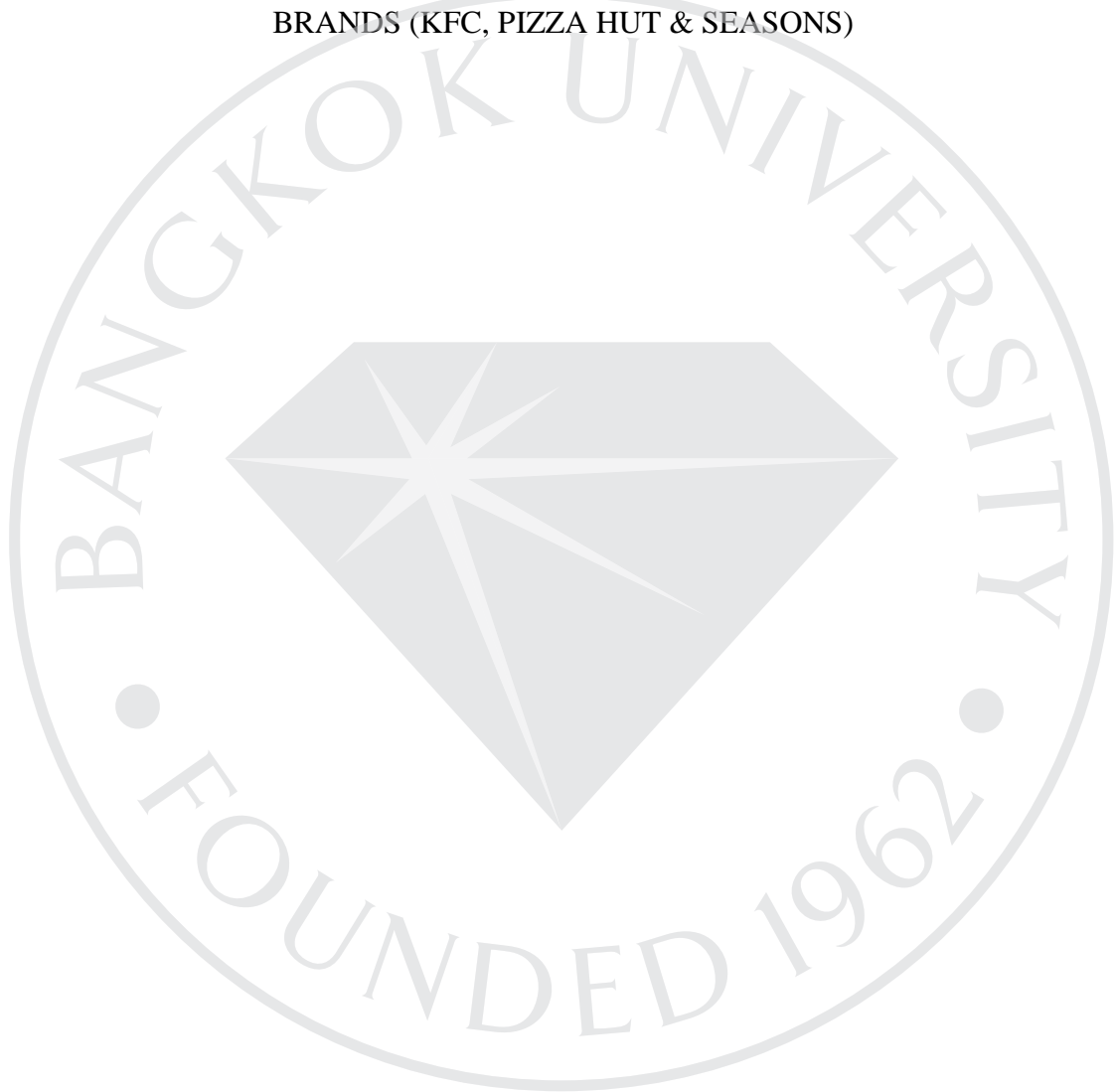


THE STUDY OF CONSUMER'S BRAND CHOICE DECISION FOR QUICK SERVICE  
RESTAURANT (QSR) IN YANGON, MYANMAR FOCUSING ON FAST FOOD  
BRANDS (KFC, PIZZA HUT & SEASONS)



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**Title: THE STUDY OF CONSUMER'S BRAND CHOICE DECISION FOR QUICK  
SERVICE RESTAURANT (QSR) IN YANGON, MYANMAR FOCUSING ON  
FAST FOOD BRANDS (KFC, PIZZA HUT & SEASONS)**

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The Study of Customer's Brand Choice Decision for Quick Service Restaurant (QSR) in Yangon, Myanmar focusing on fast food brands (KFC, Pizza Hut & SEASONS)  
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### **ABSTRACT**

Quick service restaurant (QSR) industry has been developing rapidly throughout the world. Today, the business is grossly illustrated by the rapid transformation caused by the relentless increase in the market globalization. Food is a key part of many cultures in Society. People cannot run away from food to sustain life and growth. Food choices while influenced by taste and nutritional value are also typically influenced by past experiences, many of which are social in nature. Food and eating behaviors of people are closely related with culture and life style.

The survey research used the questionnaires as an instrument to collect the data information. The target population this study is customers of KFC, Pizza Hut and SEASONS which are located in Yangon, Myanmar with the age of 15 to 60 years old in both gender of male and female and all nationalities and sample size is 414.

According to the results, consumer behavior, brand equity and marketing mix factors are strongly influence in making decision for fast food restaurant. This independent study provides the suggestion for the culture of country, Myanmar, and hope that can help somehow when making decision for fast food business in Myanmar for marketing strategy according to the references.

*Keywords: Quick Service Restaurant, Brand Choice Decision, Yangon, Myanmar.*

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This Independent study is from selected topic, planned questionnaire, and choice SPSS model to analyze the respondent's data. I sincerely thanks to all participants who delicate to answer my survey questionnaires. This study would not have been possible unless many support from my friends from Myanmar who has provided all the right information and assisted to me in many ways.

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## TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	v
LIST OF TABLES.....	x
LIST OF FIGURES .....	xi
CHAPTER 1: INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research Objectives.....	4
1.3 Purpose of Study .....	4
1.4 Scope of Study .....	4
1.5 Limitation of Research .....	5
1.6 Research Question .....	5
1.7 Independent Study Outline .....	7
CHAPTER 2: LITERATURE REVIEW.....	9
2.1 Marketing Mix .....	9
2.1.1 Product .....	9
2.1.2 Price .....	10
2.1.3 Place .....	11
2.1.4 Process .....	11
2.1.5 Promotion .....	11
2.1.6 People .....	11

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2: LITERATURE REVIEW (Continued)	
2.1.7 Physical Evidence .....	12
2.2 Brand Equity .....	12
2.2.1 Brand Loyalty.....	14
2.2.2 Brand Awareness .....	15
2.2.3 Brand Familiarity .....	17
2.2.4 Brand Reputation .....	17
2.2.5 Brand Quality .....	17
2.3 Consumer's Brand Choice Decision .....	18
2.3.1 Consumer Behavior .....	18
2.3.2 Consumer's Buying Decision Process .....	19
2.4 Choice Theory .....	21
2.5 Hypothesis .....	22
2.6 Theoretical Framework .....	28
CHAPTER 3: RESEARCH METHODOLOGY .....	29
3.1 Research Strategy .....	29
3.2 Population and Sample Size .....	30
3.2.1 Population .....	30
3.2.2 Sample and sample size .....	30
3.3 Research Instrument .....	31

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: RESEARCH METHODOLOGY (Continued)	
3.4 Questionnaire Design .....	31
3.4.1 The Variables .....	33
3.5 Data Collection Procedure .....	38
3.5.1 Content Validity .....	38
3.5.2 Reliability Test .....	39
3.6 Multinomial Logistic Regression .....	40
3.7 Conclusion .....	42
CHAPTER 4: RESEARCH FINDINGS AND DATA ANALYSIS .....	43
4.1 Analysis of Demographic Information.....	43
4.2 Findings of Hypothesis Testing .....	45
4.3 Factors Analysis .....	47
4.4 Analysis of General Information .....	55
4.5 Summarized Results of Hypothesis Findings .....	58
CHAPTER 5: DISCUSSION AND CONCLUSION .....	61
5.1 Conclusion .....	63
5.1.1 Product Factor .....	64
5.1.2 Place Factor .....	64
5.1.3 Promotion Factor .....	65
5.1.4 Price Factor .....	65

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: DISCUSSION AND CONCLUSION (Continued)	
5.1.5 Process Factor .....	65
5.1.6 People (Staff) Factor .....	65
5.1.7 Physical Evidences Factor .....	66
5.1.8 Brand Equity Factor .....	66
5.1.9 Customer's Behavior and Life Style Factor .....	66
5.2 Recommendation for Future Research .....	66
BIBLIOGRAPHY .....	68
APPENDICES.....	72
APPENDIX A .....	73
APPENDIX B .....	79
APPENDIX C .....	89
BIODATA .....	95
LICENSE AGREEMENT .....	93

## LIST OF TABLES

	Page
Table 1: Popular dishes of top3 brands KFC, Pizza Hut and SEASONS.....	10
Table 2: Information Measurement and Criteria .....	32
Table 3: Reliability Test .....	40
Table 4: Reliability Statistics .....	40
Table 5: Gender .....	43
Table 6: Age .....	44
Table 7: Occupation .....	44
Table 8: Religion .....	45
Table 9: Likelihood Ratio Tests .....	45
Table 10: Hypothesis Finding for KFC Brand .....	47
Table 11: Hypothesis Finding for Pizza Hut Brand .....	51
Table 12: Eat home (or) outside Cross tabulation .....	55
Table 13: Frequency (eat) Cross tabulation .....	55
Table 14: use brand you prefer Cross tabulation .....	56
Table 15: Whom u want to go Cross tabulation .....	56
Table 16: Caring Hygiene .....	57
Table 17: Suitable time to go restaurant .....	57
Table 18: Main Problem in fast food .....	57
Table 19: Summarized Results .....	58

## LIST OF FIGURES

	Page
Figure 1.1: Independent Study Outline .....	7
Figure 2.1: David Aaker's Brand Equity Model .....	13
Figure 2.2: Brand Equity Model .....	14
Figure 2.3: General model of consumer behavior .....	16
Figure 2.4: General model of consumer behavior .....	20
Figure 2.5: Choice Theory Block Diagram .....	22
Figure 2.6: Theoretical Framework .....	28
Figure 3.6: Multinomial Logistic Regression Model .....	41

## CHAPTER 1

### INTRODUCTION

This research is about study of Consumer's Brand Choice Decision for Quick Service Restaurant (QSR) in Myanmar by focusing on the three brands (KFC, Pizza Hut and SEASONS). The statement of problem is established as per following purposes of this study. In this chapter, background of study, the important of study, research objective and Assumption, scope of study and limitation of research are provided as below.

#### 1.1 Background

The development of fast food is one of the effective businesses currently because the quick service restaurant (QSR) industry has been developing rapidly throughout the world. Today, the business is grossly illustrated by the rapid transformation caused by the relentless increase in the market globalization ( Kotler et al., 2003) High technology and digital news may dominate our attention globally, but no matter where you go, people still require to eat food every day. Food is a key part of many cultures in Society. People cannot run away from food to sustain life and growth. Everybody depends on a continuous supply of calories and nutrients when they obtained their food. All of us have to obtain food at one time or another for comfort to help us cope with stressful experiences to control our emotions and to satisfy desires. Food choices while influenced by taste and nutritional value are also typically influenced by past experiences, many of which are social in nature. Food and eating behaviors of people are closely related with culture and life style. There is a strong relationship between memory and food, for example, the taste, smell and texture of food can trigger memories of earlier food- related events and activities in our lives. These relations may even provide comfort during times of sadness or sorrow. There is no question that food plays a major role in life. Consumer purchasing behavior is a sum total of a consumer's manner, favorite, intentions, and choice

according to the consumer's behavior in the marketplace when purchasing a product or service.

## Myanmar

Myanmar is also known as Burma, located in Southeast Asia and boundary with Bangladesh, India, China, Laos and Thailand. The current population of Myanmar is 53.7 million. Myanmar has 135 distinct ethnic groups with 108 languages. The majority of people are Buddhism. Myanmar is the second largest country in Southeast Asia and world's 40<sup>th</sup> largest country. Yangon is the largest city and Naypyidaw is the capital city. Country is rich with the natural resources of jade and gems. They have oil, natural gas and mineral resources. There are three main seasons in Myanmar; cold season, hot season and rainy season. Myanmar is one of the mysterious countries in South East Asia and because of its cultural and geographical diversity has retained much of its historic and unique character. Discover the great attractions in Myanmar and the country's wonderful uniqueness. Myanmar is also one of the poorest and most isolated countries under the military dictatorship, for over 50 years ago.

After analyzing the market of Myanmar, it is very clear that quick service restaurant business in Myanmar are very well and growing up through Myanmar is poor developing country, it is opportunities for our business and we can expend well if we can provide better service and good quality. Myanmar has been receiving a lot of attention in recent years so that a lot of Global companies have been lining up to take advantage of an underpenetrated market in Myanmar. Many opportunities are related industries such as: Food Industry, Telecom Industry, Building and Construction Industry, Hotel and Tourism Industry and Manufacturing Industry. Because of the government's movement to start open the country's economy; this study will investigate the consumer's perception of KFC, Pizza Hut and SEASONS in Yangon, Myanmar.

## KFC

KFC is one of the most popular fast-food chains to expand internationally, opening channel in England, Mexico and Jamaica by the mid-1960. During 1970 and 1980, KFC practiced mixed success domestically, as it went through a series of amendment in business ownership with little or no experience in the restaurant business. In the early 1970s, KFC was sold to the spirits distributor Heublein, which was taken over by the R.J. Reynolds food and tobacco conglomerate, which later sold the chain to PepsiCo. The chain continued to develop overseas, and in 1987 KFC became the first Western restaurant chain to open in China.

In 1997, PepsiCo spun off its restaurants division as Tricon Global Restaurants, which changed its name to Yum! Brands in 2002. Yum has proved a more focused owner than Pepsi, and although KFC's number of outlets has declined in the US, the company has continued to grow in Asia, South America and Africa. The chain has expanded to 18,875 outlets across 118 countries and territories, with 4,563 outlets in China alone, KFC's largest market. According to a survey of Myanmar market analysis, KFC is one of the several western brands to enter the Myanmar market since the end of 2011. There is only one KFC restaurant in Yangon, Myanmar and a lot of customers for Kentucky Fried Chicken (KFC) are waiting to have another new brunch of KFC restaurant. Most customers had a positive review so that Myanmar has huge potential with a population of more than 50 million for KFC restaurant in Myanmar.

## Pizza Hut

Pizza Hut is a one of the successful company that has operated many important marketing and business strategies to achieve success. Pizza Hut is a subsidiary of Yum Brands, which also owns Kentucky Fried Chicken, the world largest restaurant company and other international Brands such as Taco Bell. Pizza Hut has 25 restaurants for every million people in the US. In Asia we have 11 restaurants per million people. Most of the consumers in Myanmar have brand awareness with Pizza Hut brand so that Myanmar has huge potential with a population of more than 50 million for Pizza Hut restaurant in Myanmar.

## SEASONS

SEASON is one of the most famous local bakeries & café shop in Myanmar and it is also a quick service restaurant providing a lot of variety of products such as cakes, bread, soft drinks, cold drinks and hot drink. It is famous for the product of cake for birthday and offering order for cakes for their customers with much kind of variety products. SEASONS Bakery restaurant open together with every City Mart, the bakery has a wide selection of bread and cake. The quality of food is good enough and the prices are quite reasonable.

### 1.2 Research Objectives

The research will try to find out how to provide to get customer satisfaction and how to enhance the value of the company. What is our effectively target customers and also how to improve products and services and how customers view our products versus our competitors' products. The research also tries to find out how many times throughout the day do people make to buy product and also for the study of customers satisfactions on their purchases.

### 1.3 Purpose of Study

There are three main purpose of study in this research.

First, product, place, promotion, price, process, people and physical evidence have an impact on the customer's satisfactions on their purchases.

Second, how brand equity is important to influence on sales, maintain customer's choices and market expands.

Third, to identify the elements of customer buying behavior and customer's life style are effecting on their making decision.

### 1.4 Scope of Study

This research considered the relationship between customer satisfaction and brand choice decision for quick service restaurant in Yangon, Myanmar area. The

author used the questionnaires as an instrument of survey and defined the scope of the study as follow:

#### 1.4.1 Scope of Content

The author identified in this study with the category of descriptive research which studies the factors – product, price, place, people, process, promotions, physical evidence, brand, behavior and life style of quick service restaurant in Yangon, Myanmar. The scope of this study aims to get the individual's perception and acceptance according to their life style and behavior to help in analyzing consumer brand choice decision toward to the three quick service restaurant KFC, Pizza Hut and SEASONS in Yangon, Myanmar.

#### 1.4.2 Scope of Demographic, Sample and Location

The author identified population and sample as customers from KFC, Pizza Hut and SEASONS Café which are located in Yangon, Myanmar with the age of 15 to 60 years old in both gender of male and female and all nationalities.

#### 1.5 Limitation of Research

This study has limitation with short period of time and low budgets. In this study, the limitation area is in specific area, Yangon, Myanmar. The result of this study cannot be applied to the other food industries because this study is focusing on the brands of KFC and Pizza Hut and SEASONS. But this study will provide the benefit for QSR players in the market in order to improve the product and service. The data can assist to forecast the consumer brand choice behavior according to the country of Myanmar.

#### 1.6 Research Question

The major purpose of this study is to inspect consumer brand choice decision for quick service restaurant in Myanmar. In detail, study the basic factors that are influencing the choice of customers for quick service restaurant such as price, taste , packing design, quality of food, convenience area, promotion program, processes time , service skill , communication situation, quality, nature of consumer buying behavior

and life style and tell the differences among the consumers decisions of KFC, Pizza Hut and SEASONS.

The research questions are,

- ✓ About demographic information such as Gender, Age, Occupation, Religion
- ✓ Which factors affecting on your decision for making decision for fast food restaurant?
- ✓ And how are marketing mix factors affecting on your decision in choosing the restaurant?
- ✓ How is the brand equity effecting in your brand choice decision?
- ✓ What is the difference among the consumer profile of KFC, Pizza Hut and SEASONS.
- ✓ How often do you go to fast food Restaurant?
- ✓ How often do you take fast food?
- ✓ What is the most suitable time to go to fast food restaurant?
- ✓ What is the most attractive promotion program for you in purchasing fast food?
- ✓ What is the main problem that you face in Quick service restaurant?

### 1.7 Independent Study Outline

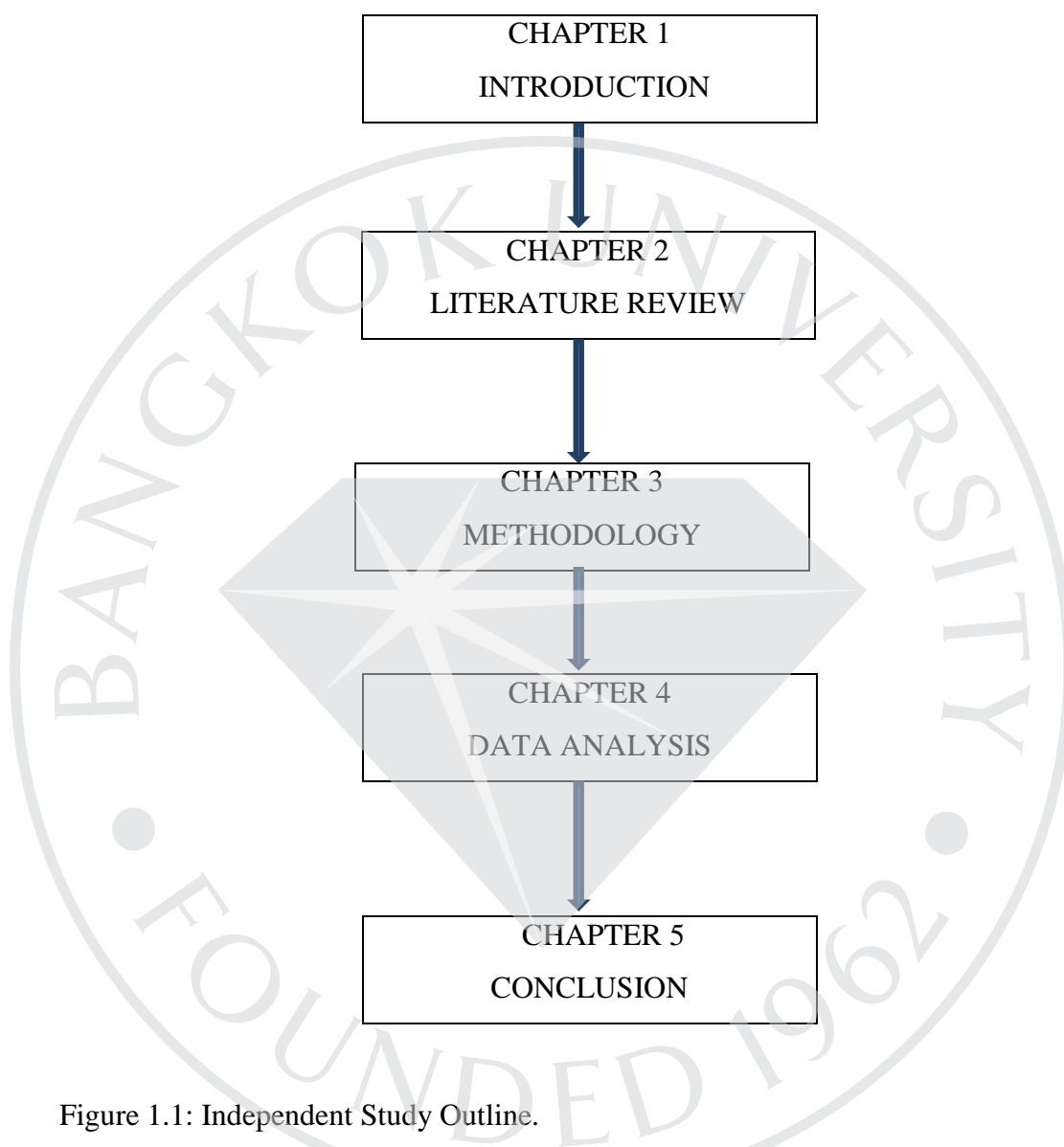


Figure 1.1: Independent Study Outline.

Chapter 1 – In this chapter, the author briefly illustrated introduction and background related to the subject of this research which is service and quality, customer satisfaction and brand equity and consumer buying behavior and life styles. In this chapter, the author described about research objectives and purpose of this study. The scope and content of this study and Demographic information also illustrated in this chapter. Research limitation and research question are mention and described clearly in this chapter.

Chapter 2 – In this chapter, the author provided the Literature review and theoretical foundation of this study. The literature reviews and analysis are related to marketing mix factors, customer decision for fast food and brand equity. The connection between the customer's behavior and theories and frame work are also presented in this chapter.

Chapter 3 - In this chapter, the author presented research strategy and methodology for this study. Methodology is for analyzing the data research and provide about data collection.

Chapter 4 – In this chapter, the author presented the result and analysis of the data collection of this study. This analysis data are calculated by using the framework from the second chapter and method given in the third chapter.

Chapter 5- In this chapter, the author presented about the conclusion of this study about what is done in this all chapters. The author gave opinions and related research in this chapter.

## CHAPTER 2

### LITERATURE REVIEW

This chapter of literature review examines how consumer picks up the product according to their decision and the consumer's perceptions of apparel products on their brand choice decision making. In order to provide an understanding of the consumer behaviors, natures and life styles in the market, it is important to learn by Literature review. The second section includes the importance of brand and brand equity that affects individual purchase. The purpose of the study is to exam the consumer's preference and perception toward the quick service restaurant in Bangkok. The study purposed to study the factors influence the consumer choice of QSR in Yangon, Myanmar, in the relationship with demographic variable. The author mentioned these following factors for this chapter with details;

- Marketing mix and consumer brand choice decisions
- Brand Equity
- Consumer Behavior
- Consumer Brand Choice Decision and Perception
- Choice Theory
- Hypotheses
- Theoretical Framework

#### 2.1 Marketing Mix

##### 2.1.1 Product

Product is the thing or service of an industry creates on a large scale in a specific volume of units. Product can be tangible and intangible. All of the products need to meet demand of customers. The key for product is to know the problem or put the feature of goods or service and unique point of product for consumers. (Entrepreneurial insight", 2015). Fast food products are wide range of food commentary, including not only the heavy fast food such as burger, pizza, chicken, sandwich, but also light fast food as doughnut, premium, sandwich, ice- cream and

soft drink etc. In this study, the author will focus in three top brands in Yangon, Myanmar and the products and its popular dishes are as following.

Table 1: Popular dishes of top 3 brands KFC, Pizza Hut and SEASONS

Products	Popular dishes
KFC	Chickens Burgers Flavors and snacks Toasted wraps Box Meals Krushers (drinks) Rice bowlz
Pizza Hut	Pizzas Sides Drinks Desserts Deals
SEASONS	Breads Cakes Drinks Flavors and snacks Salads

### 2.1.2 Price

Price is the amount or cost of the good. The price is the most important factor for marketing. The price of a product or service is determined by all factors that an organization invests during the preparation of the product. For instance material costs, market share, product identity etc. The price of a product may go up or go down depending on time and the price of a certain product may vary because of market developments.

### 2.1.3 Place

Place represents the location where the customers can get this product or service. It is possible that the product is not available in all locations but only in a certain selection of locations. Distribution channel is also one of the essential one in place matter.

### 2.1.4 Process

Process is creation and delivery of components of product through the process of well planning. Time is a key strategy for the service and efficiency of services. Therefore, the process of good service should be quick and efficient in delivering. Included easy to operate, So that staff is not disrupted in working. Thus, staffs will work correctly at the same pattern and has been more efficient and better quality.

### 2.1.5 Promotion

Promotion includes all the efforts the company creates to stimulate the popularity of their product in the market, for instance by advertising, promotional programs, etc. It is a communication process to obtain the target markets. Marketing promotions are the way to let customers know about the products information. The objective of market promotion is to tell the customer that the product is released into the markets already and trying to persuade customers to buy and remind the customers about their brand. The promotion need to study to the communication process to understand the connection between the seller and buyer.

### 2.1.6 People

People can be considered as staffs who give good services for the organization. Customer adjusted in practicing its business; setting the customer at the main point of business activities (Drucker, 1968; Zeithaml et al., 1985; Narver and Slater, 1990; Deshpande` et al., 1993; Slater and Narver, 1994; Chang and Chen,

1998; Doyle, 1999). As shown in table (1), seven items were used to operationalize this construct

#### 2.1.7 Physical Evidence

Physical Evidence can be considered as service or appearances as the total to which a service organization interested in creating a customer friendly atmosphere in their running environment (Booms and Bitner, 1981; Bitner, 1990, 1992; Kasper et al., 1999).

#### 2.2 Brand Equity

Brand equity was traditionally measured at the level of consumer goods (Netemeyer et al. 2003, Yoo and Doonthu 2001, Vazquez et al. 2002, Lehmann et al. 2008, Martensen and Gronholdt 2004). According to Farquhar (1989), brand equity is the added value endowed by the brand to the product. Blackstone and Max (1992) further explained that brand equity assets create value in a variety of very different ways. In order to manage brand equity effectively and to make informed decisions about brand building activities, it is important to be sensitive to ways in which the strong brands create value.

Aaker recognized brand equity components with five factors ; (1) brand loyalty (2) brand awareness (3) perceived quality (4) brand associations and (5) other proprietary assets. Aaker pointed out brand equity as the set of brand assets and liabilities connected to the brand name and symbols that add value to, or subtract value from a product or service. These assets include brand loyalty, name awareness perceived quality and associations. (Aaker, 1991).

## David Aaker's Brand Equity Model

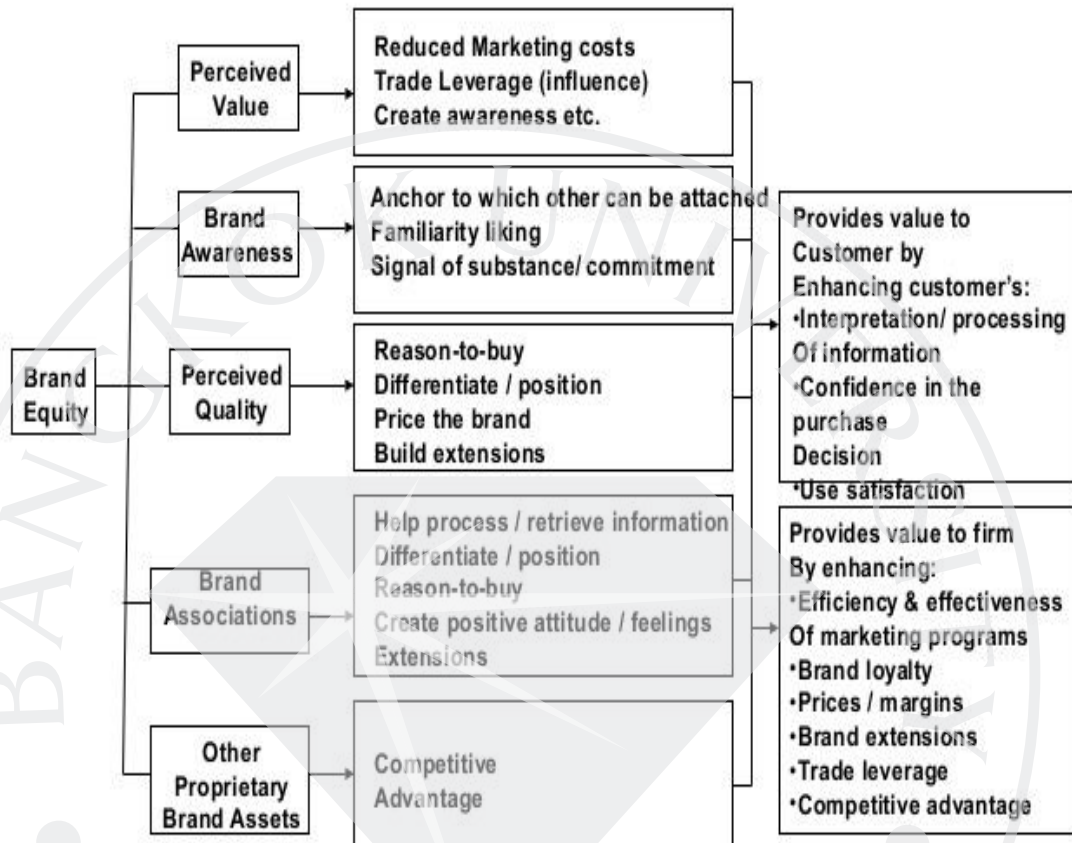


Figure 2.1: David Aaker's Brand Equity Model

Source: Keller, K. (2008). *Strategic Brand Management*. UK, Managing Brand Equity

According to American Marketing Association, brand is a “name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one sellers and to differentiate them from those of competition” (Keller, 2008). Brand is a kind of symbol that customer takes to distinguish one product from another. Generally, buyers use brand name to make judgments and decision about quality and value of the product. The crucial purpose of brands and brands name are to provide symbolic implications that help assist the buyer in the recognition of

product during decision-making process (Herbie and Milewicz, 1995). As per Ogilvy (1983), brands represent strong symbols of significance for consumers. And the brand that each individual chooses usually reacts the personality and forms a part of the figure that is exhibited in the society. Donrachai Boonyaratavej, CEO of Providence Health Rutter (2546, p.127) gave meaning about branding that Brand is the experience of consumers from the brands offered include other communications such everything issued from brand.

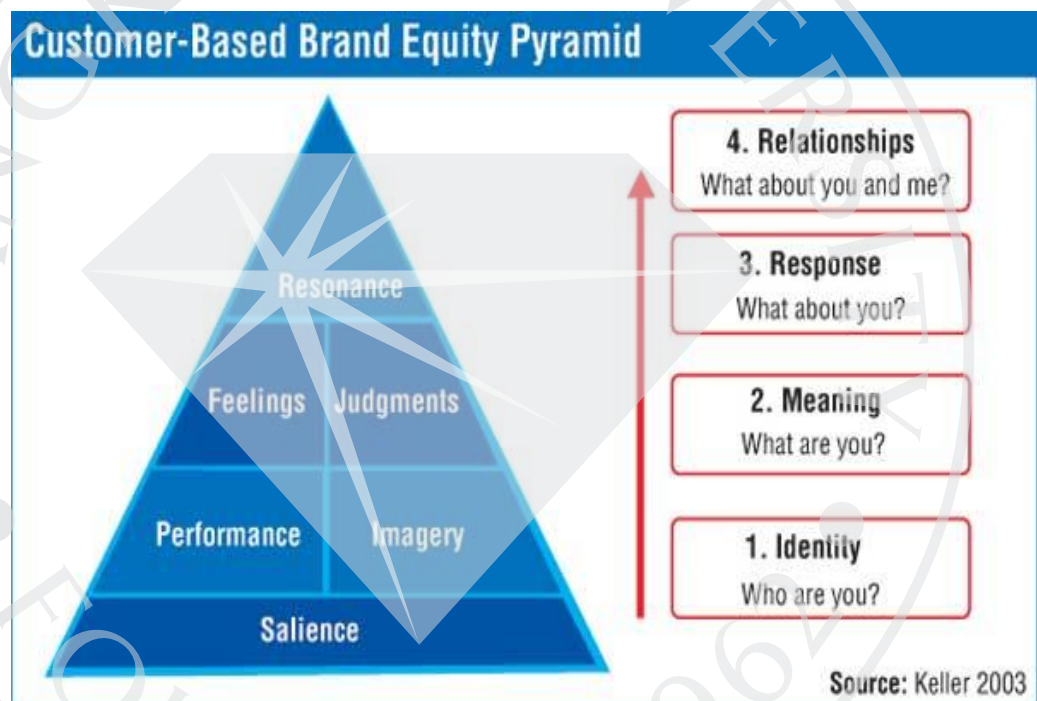


Figure 2.2: Brand Equity Model

### 2.2.1 Brand Loyalty

Brand Loyalty is a consequence of consumer behavior and is affected by a person's preferences. Loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price. Brand loyalty has gained significant consideration from marketing over the past three decades (e.g., Backman & Crompton, 1991; Chaudhuri & Holbrook 2001; Westbrook, 1987). Jacoby and Chestnut (1978) described brand loyalty as an outcome of the decision-making

process. Oliver (1997) described brand loyalty as “a deeply held commitment to repurchase or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing attempts having the potential to cause switching behavior” (p. 34). Brand loyalty has been calculated from both attitudinal and behavioral views (Back, 2005; Dick & Basu, 1994). These two perspectives describe favorable attitudes toward and repeat patronage of a brand or store over time, respectively. Back (2005) argued that brand concept in the hospitality industry should focus on the attitudinal component.

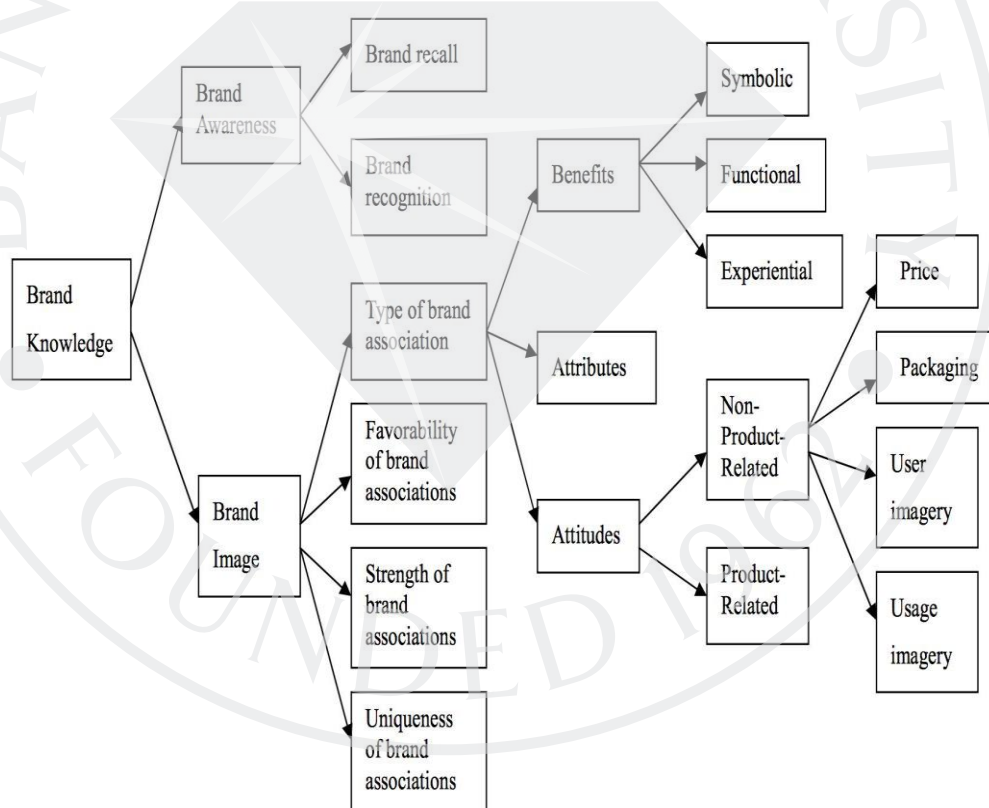
Affective loyalty describes emotional preference for a brand (e.g., acceptable, favorable, satisfy, etc.). Emotional preference is based on an established relationship between customer and brand, and a favorable attitude is generally a result of satisfactory experience (Harris & Goode, 2004). Pike and Ryan (2004) described the emotional models associated with affective loyalty as satisfaction, preference, cognitive consistency, and so on.

Brand loyalty indicate that customers persist on buying the same brand the next time, they need to buy this product again without any reason or stimulation (Hu, 2006; Bloemer and Kasper, 1995). Many studies have been analyzed how to measure brand loyalty, e.g, Dick and Basu, 1994; Jones and Sasser Jr., 1995, but it still depends on the research object to decide which measurement is suitable. Among those, Jones and Sadder Jr. (1995) used three major categories to analyze the measurement of loyalty, which is regard as to be applied in this research as the measurement for brand loyalty:

### 2.2.2 Brand Awareness

Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. (Aaker, 1996). Brand awareness includes brand recognition and brand recall performance. Brand recognition refers to the ability of the consumers to correctly differentiate the brand they previously have been exposed to. This does not necessarily require that the consumers identify the brand name. (Aaker, 1991).

Brand awareness is one of the main crucial issues for consumers when assessing products (Aaker,1991). The importance of brand awareness has been discussed a great in previous Literatures, e.g Simon(1970), Shimp and Bearden (1982), Rao and Monroe(1988) and Hoyer and Brown (1990). From Keller's model (Figure 3), brand awareness consists of brand recognition and brand recall performance. Brand recognition requires that consumers can correctly distinguish the brand as having been previously seen or heard (Keller,1993). Aaker (1996) indicated that brand awareness could influence consumer's perceptions and attitudes, as well as drive the choice and loyalty of a brand.



Sources: Keller (1993)

Figure 2.3: Brand Awareness

### 2.2.3 Brand Familiarity

Brand familiarity is a construct that is directly related to the amount of time that has been spent processing information about the brand, regardless of the type or content of the processing that was involved. Thus, brand familiarity is the most rudimentary form of consumer knowledge. Wright and Barhour (1975) list three stages of a consumer decision- defining the pool of alternatives reviewing relevant information in memory and applying a decision rule. Brand familiarity may directly mediate choice behavior through brand preference formation. The first of these processes is the exposure effect which is directly related to Zajonc's (1986) mere exposure hypothesis. The second to these processes is the frequency effect which is derived directly from the automatic frequency counting mechanism proposed by Hasher and Zacks (1984).

- (1) Brand familiarity generates a positive useful response to the brand that needs no effort information processing only brand perception.
- (2) Brand familiarity can directly mediate choice behavior, but only when mediators which is the product of higher level information (i.e. performance attributes) are not available or cannot discriminate between brand alternatives.

### 2.2.4 Brand Reputation

Brand Reputation is a discipline separate from that of traditional branding campaigns. Brand Reputation recognizes that due to increased transparency and access to information, 'traditional branding' whether through mission statements, marketing or affiliations can easily be verified and evaluated. Thus reputation plays an increasing role in keeping organizations honest and forcing them to take actions, rather than simply making public statements.

### 2.2.5 Brand Quality

Brand quality is studied widely since 20th century due to its significant in construction of brand equity. According to the increase of competitive world marketplace, companies need to have a deeper approaching into customer behavior

and instruct consumers about the brand in order to develop effective marketing strategies. The brand perceived quality is the customer's decision about a product's overall fineness that is different from objective quality (Zeithaml 1988, p. 3 and 4). Brand quality refers to the industrial, measurable and verifiable nature of products/services, processes and quality controls. High quality does not necessarily apply to brand equity (Anselmsson et al., 2007).

### 2.3 Consumer's Brand Choice Decision

According to the Branding and brand-based differentiation, there is a creation of competitive advantage that are influencing on customer decision. Many researchers examined differences in how consumers distinguish and estimate brands, for example, through investigating brand equity (Keller, 1993; McQueen, Foley, and Deighton, 1993), brand personality (Aaker, 1997; Plummer, 1985) and brand extensions (Aaker and Keller, 1990; Nakamoto, MacInnis, and Jung 1993). Moreover, researchers have noticed that consumers diverge not only in how they perceive brands but also in how they are relating to brands (Fournier, 1998; Muniz and O' Guinn, 2001). Increasingly brands are seen as significant in creating recognition, a sense of achievement, and identification for consumers. They have become "part of view social protocol where the identity and self-worth are established by the visible brands on the body" (Husic and Cicic, 2009). According to Belk (1988), the purchase of objects presents customers a mean of investing in self; therefore brands strive to elicit strong, positive relationship with their with their target consumer" (Knight and Kim, 2007). Consumer purchase behavior consist mental action, emotional and physical that people use during selection, purchase, use and dispose of products and services that satisfy their needs and desires (Kotler, 1999).

#### 2.3.1 Consumer Behavior

Consumer behavior is identifying as performance of people when they are obtaining, and purchasing products and services (Blackwell & Miniard, 2001, p. 24). The nature of consumer behavior is the study of customer's responses to products, services, and the marketing of products and services (Kardes.R.Frand, 2e, 2002, p.5). Behavioral rates have defined loyalty by the progression of purchases and /or the

proportion of buying rate. Consumers are loyal to stores just as they are to brands (Rober B Jared, 5e, 1995, P.34). To realize the consumers and why they make the choices they do, consumer researchers investigate a broad range of human reaction, including influences (feelings), cognitive (thoughts) and actions (Kardes, 2002, p.5). Consumer behavior can be separated as four types of according to consumer choice based on the level of participant and making decision: complex decision making, brand reliability, limited decision creation, and inertia. (Rober, 1995, p. 105).

Consumer behavior is a tool to complete objectives and target consumer draw from their needs and desires. (Wilke, 2000). Consumer behavior is a process: Consumer behavior, including the selection, purchase and consumption of goods and services that include elimination of three steps before buying activities, purchasing activities, activities after purchase. ( Rostami, 2001). Consumer behavior includes different functions. Consumer behavior is different with different people because people have different ideas and different needs, so their behavior is different. And the difference consumer behavior make predict consumer behavior more difficult, to resolve this problem can categories the market. (Abbasi & Torkamani, 2010)

### 2.3.2 Consumer's Buying Decision Process

Consumers always have choices and they can purchase different products. These differences of the products are because of that different buying decisions buying process consists of several steps in Figure 1 (taken from the site [abercrombie.com](http://abercrombie.com)) presented. Consumers to purchase some goods don't need to pass during all stages of the buying decision. However, some purchases are so important that the consumer is forced to do all these steps carefully and meticulously. (GilaniNia, 2010) These steps include:

(1) Identify the problem: The first step of the decision-making process is that customers can see the difference between current and desired situation, so trying to determine these differences.

(2) Data collection: For determining this problem collects sequence. This information can be internal (experiences) and external (family, exhibits, etc.)

(3) Assessment Options: After assembling information, the consumer is ready to make own decision. At this point, he or she should be able to calculate different options and decide products that gather the demands

(4) Purchase: This step is the step that all marketing decision is come out. Consumer at this stage, according to the information already obtained, Select a product that give satisfy his or her need and buys it.

(5) After purchase behavior: Consumer compares the purchased product with ideas, competitors, perceptions and anticipations of the product and satisfaction and dissatisfaction, which may come out various reasons.

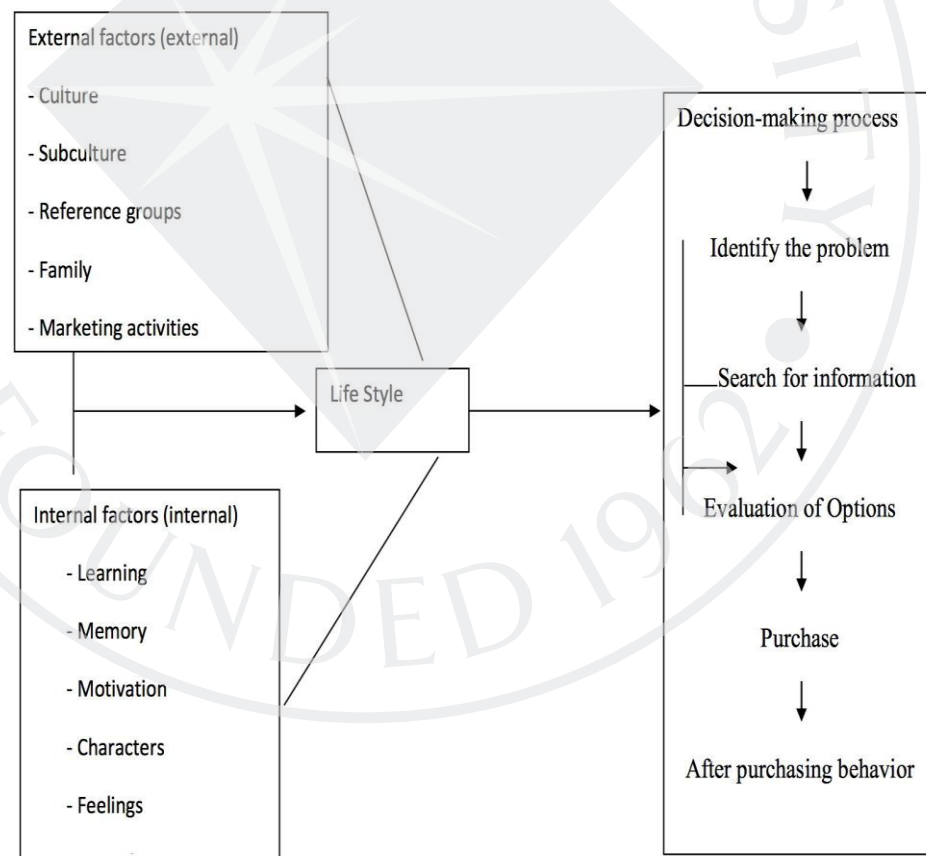


Figure 2.4: General model of consumer behavior

## 2.4 Choice Theory

Choice Theory is based on the statement that all behavior describes the individual's regular effort to satisfy one or more basic natural needs. Accepting this idea needs an example on the part of those people who view life according to stimulus-response theory. From this stimulus-response outlook, behavior is caused by someone or something outside the person; the action following is a reply to that stimulus. According to the choice theory model, people outside us never stimulate us to do something. For example, we answer the phone because we decide to do for communication, not because we respond to the ring. We stop when we see the red light because we decide to keep away from risking an accident, not because the light turned red. When we repeat a choice that is reliably satisfying, we do less and less reflection in making that choice. Even our quick actions are chosen and not automatic. The basic needs of people to fulfill their biological destiny are

1. needs to survive
2. needs to belong
3. needs to gain power
4. needs to be free and
5. needs to have fun

Even though human beings may not be fully alert of their basic necessities, they study that there are some general conditions that strongly communicate to the way they feel. To satisfy the basic requires, a person must behave. This means thinking, moving, feeling and engaging the body. To satisfy needs, people must be able to know what is happening around them and then be able to do something on that information. There are main four elements of general factors for total behavior. These are

1. Doing (such as; running, eating, etc...)
2. Thinking (such as: realizing, amazing, etc...)
3. Feeling (such as; missing, loving, etc....)
4. Physiology (such as; being hungry, sweating, etc...)

According to the Choice theory, people always have power over the action element of behavior, if they change that element; they cannot avoid changing the thinking, feeling and physiological components as well. To get their requires met helpfully, people must realize that they always have power over the doing component

and can decide to do something more valuable than being dejected. (Donna K, Crawford, Richard Bodine, & Robert Hoglund, 2008)

## CHOICE THEORY – WHY AND HOW WE BEHAVE

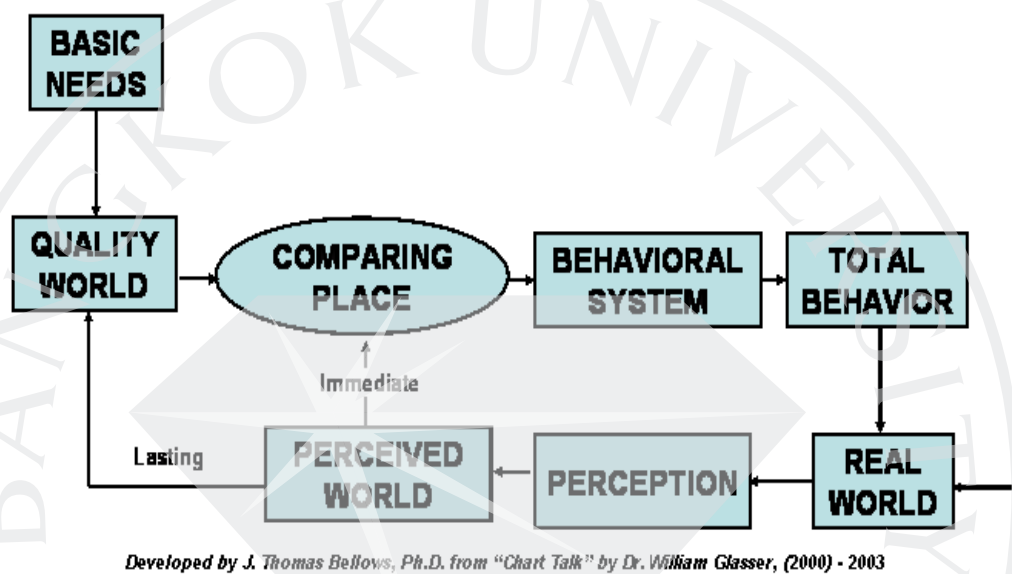


Figure 2.5: Choice Theory Block Diagram

### 2.5 Hypothesis

- ❖ H1<sub>o</sub>: Product does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H1<sub>a</sub>: Product significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H1.1<sub>o</sub>: Packing does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H1.1<sub>a</sub>: Packing significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

- ❖ H1.2<sub>o</sub>: Quality does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H1.2<sub>a</sub>: Quality significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H1.3<sub>o</sub>: Taste does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H1.3<sub>a</sub>: Taste significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H2<sub>o</sub>: Place does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H2<sub>a</sub>: Place significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H2.1<sub>o</sub>: Convenience area does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H2.1<sub>a</sub>: Convenience area significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H2.2<sub>o</sub>: Downtown area does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H2.2<sub>a</sub>: Downtown area significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H2.3<sub>o</sub>: Suburb area does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H2.3<sub>a</sub>: Suburb area significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H3<sub>o</sub>: Promotion does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H3<sub>a</sub>: Promotion significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H3.1<sub>o</sub>: Discount does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H3.1<sub>a</sub>: Discount significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

- ❖ H3.2<sub>o</sub>: Special Menu does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H3.2<sub>a</sub>: Special Menu significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H3.3<sub>o</sub>: Gift Vouchers does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H3.3<sub>a</sub>: Gift Vouchers significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H4<sub>o</sub>: Price does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H4<sub>a</sub>: Price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H4.1<sub>o</sub>: Fair Price does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H4.1<sub>a</sub>: Fair Price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H4.2<sub>o</sub>: Special Price does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H4.2<sub>a</sub>: Special Price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H4.3<sub>o</sub>: Order Price does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H4.3<sub>a</sub>: Order Price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H5<sub>o</sub>: Process does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H5<sub>a</sub>: Process significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H5.1<sub>o</sub>: Waiting time does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H5.1<sub>a</sub>: Waiting time significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

- ❖ H5.2<sub>o</sub>: Delivery time does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H5.2<sub>a</sub>: Delivery time significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H5.3<sub>o</sub>: Serve quickly does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H5.3<sub>a</sub>: Serve quickly significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H6<sub>o</sub>: People do not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H6<sub>a</sub>: People significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H6.1<sub>o</sub>: Service Skill does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H6.1<sub>a</sub>: Service Skill significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H6.2<sub>o</sub>: Staff's Hospitality does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H6.2<sub>a</sub>: Staff's Hospitality significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H6.3<sub>o</sub>: Well Communication does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H6.3<sub>a</sub>: Well Communication significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H7<sub>o</sub>: Physical Evidence does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H7<sub>a</sub>: Physical Evidence significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H7.1<sub>o</sub>: Variety of food does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H7.1<sub>a</sub>: Variety of food significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

- ❖ H7.2<sub>o</sub>: Cleanliness does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H7.2<sub>a</sub>: Cleanliness significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H7.3<sub>o</sub>: Restaurant Design does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H7.3<sub>a</sub>: Restaurant Design significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
- ❖ H8<sub>o</sub>: Brand Equity does not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H8<sub>a</sub>: Brand Equity significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H8.1<sub>o</sub>: Brand Loyalty does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H8.1<sub>a</sub>: Brand Loyalty significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H8.2<sub>o</sub>: Brand Awareness does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H8.2<sub>a</sub>: Brand Awareness significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H8.3<sub>o</sub>: Brand Familiarity does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H8.3<sub>a</sub>: Brand Familiarity significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H8.4<sub>o</sub>: Brand Association does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H8.4<sub>a</sub>: Brand Association significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H8.5<sub>o</sub>: Brand Quality does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H8.5<sub>a</sub>: Brand Quality significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

- ❖ H9<sub>o</sub>: Life Style and Behavior do not influence consumer's brand choice for QSR in Yangon, Myanmar.
- ❖ H9<sub>a</sub>: Life Style and Behavior significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H9.1<sub>o</sub>: Social Class does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H9.1<sub>a</sub>: Social Class significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H9.2<sub>o</sub>: Economic situation does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H9.2<sub>a</sub>: Economic situation significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H9.3<sub>o</sub>: Motivation does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H9.3<sub>a</sub>: Motivation significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H9.4<sub>o</sub>: Purchase Behavior does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H9.4<sub>a</sub>: Purchase Behavior significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.
  - ❖ H9.5<sub>o</sub>: Self-Confidence does not influence consumer's brand choice for QSR in Yangon, Myanmar.
  - ❖ H9.5<sub>a</sub>: Self-Confidence significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

## 2.6 Theoretical Framework

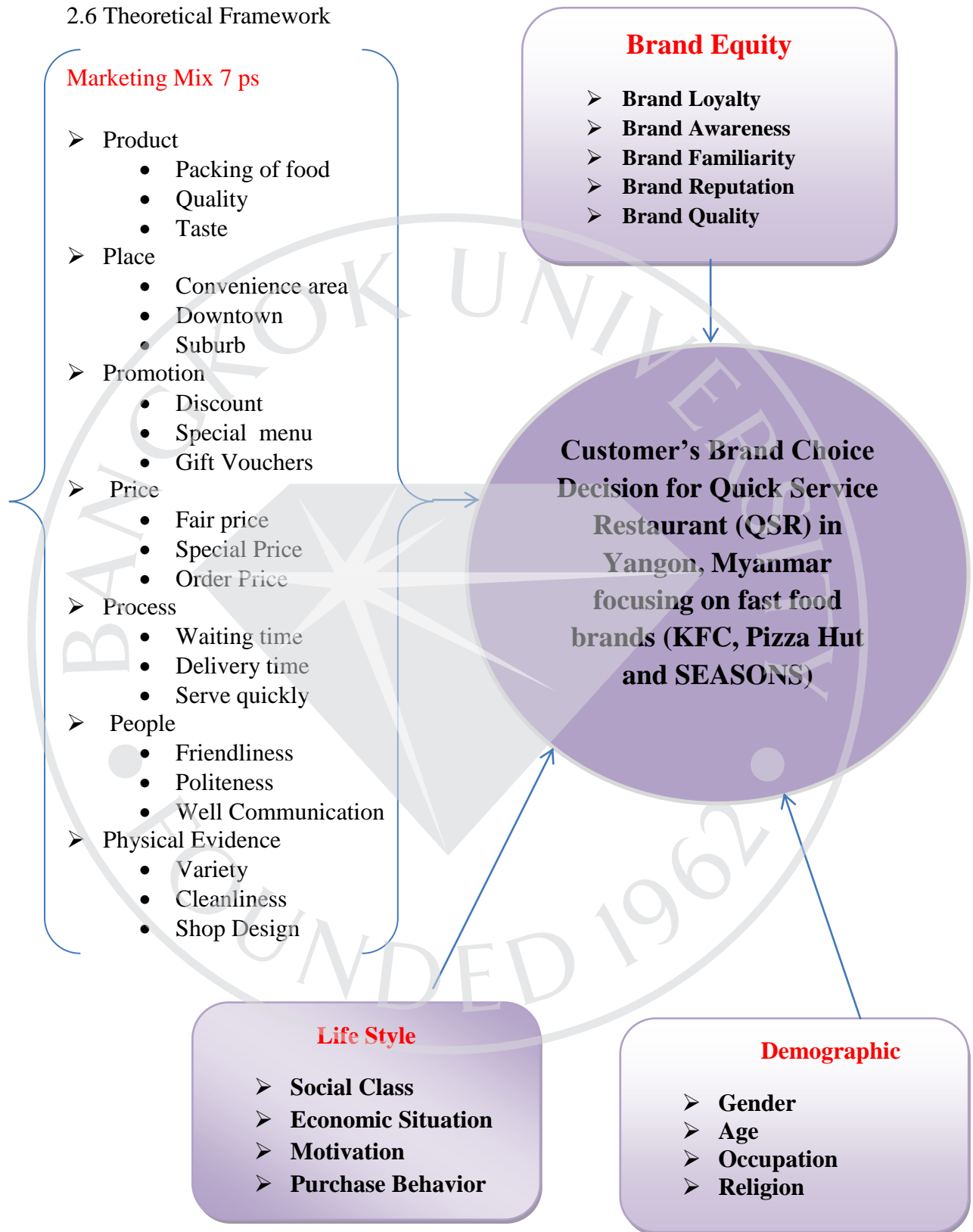


Figure 2.6 “Theoretical Framework”

## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter comprises a brief of the research methodology applied in this assignment. In this chapter we will discuss the literature related to research methodology in general by following with research questions, inquiry methods, sampling design, survey design and development, coding structure and reporting.

#### 3.1 Research Strategy

Methodology supports in explaining the nature of the applicants' data and emphasize the methods used that will guide to compute to have appropriate conclusions through applicable data processing for this study. According to Crotty (1998), the research method can be either qualitative, quantitative, or both, regardless of the type of research that is engaged in. For social methodology, there are two approach methods; they are qualitative and quantitative methods. According to this study, the researcher can use either or both of these methods to analyze responses. According to American Marketing Association's (AMA), marketing research emphasizes its role in linking marketing managers to information about their customers.

To answer the research survey questions, the expressive research has been assumed to conduct with this study by relating which factors are effecting to the consumer's brand choice decision for quick service restaurant. In this research, quantitative survey method was applied.

The questionnaires started that respondents have to provide the demographic data such as Age, Gender, Monthly Income and Occupation. All participants can voluntary and submit their idea data to submit the questionnaires form. There was no cost and limitation for participants to answer the questionnaires survey form.

The study of consumer's brand choice decision for Quick Service Restaurant in Yangon, Myanmar by this applied research is as follows:

- Population and Sample Selection
- Research Instrument

- Questionnaire design
- The statistic for analyzing the data
- The variable

### 3.2 Population and Sample Size

#### 3.2.1 Population

Based on this study, the author aimed for the consumer's brand choice decision for quick service restaurant in Myanmar. Rubin and Bobbie (2001) described that the population is the total of component from which the sample is actually selected.

#### 3.2.2 Sample Size

The target population for this research was male and female consumers who consume the fast food at the quick service restaurant, aged from 15 years to 60 years old, living in Myanmar. The sample size for this study is 400 people who are the customers of KFC, Pizza Hut and SEASONS in Yangon, Myanmar. And this questionnaires survey forms were distributed to those consumers. Therefore, the author will determine sample size at confidence level of 95% and precision level is 0.05

The calculation of the sample size is calculated as per the follow formula:

$$n = \frac{N}{1 + N e^2}$$

n = sample size

N = population size

e = acceptable sampling error

At 95% confidence level and  $e = 1 - 0.95 = 0.5$

According to the formula;

$$n = \frac{84128}{1+84128(0.05)^2}$$

$$n = 398.10$$

$$n \approx 398 \text{ samples}$$

So the sample size is needed at least 398 respondents.

### 3.3 Research Instrument

The author applied questionnaire as an instrument to collect the respondent data in order to study and analyze what aspects within service, quality and customer satisfaction on their purchase. This research conducted with English and Burmese language view survey form. The questionnaires included with 4 main sections. These are first; Demographic information's such as, gender, age, occupation and income level in Myanmar. Second; the Marketing Mix questionnaires, it included Product, Place, Promotion, Price, Process, People and Physical evidence of the product that are affecting on consumer brand choice decision. Third; Brand equity questionnaire to understand how it works for consumers perceptions on Brand Loyalty, Brand awareness, Brand Familiarity, Brand Reputation and Quality of the brand that they choose according to their idea. The last section is for the consumer's life style and behaviors with the factors of the consumer's social Class, economic situation, motivation, purchasing power for fast food and the self-confidence and the author will find out the relationship between customer brand choice decision and the factors of Brand Equity and Life style. All participants would able to rate the degree of each factors in the questionnaires survey form.

### 3.4 Questionnaire Design

For the details of Demographic information, the author illustrated the component of general information such as gender, age, occupation, frequency of visit to fast food restaurant and purposes of visits in the survey questionnaires. The

questionnaires are close-ended questions and the answer of each respondent for questionnaires is check list type for record.

Table 2: Information Measurement and Criteria

Variable	Level Of Measurement	Criteria Classification
1. Gender	Nominal	1. Male 2. Female
2. Age	Ordinal	1. 15-20 years 2. 21-30 years 3. 31-40 years 4. 41-60 years
3. Occupation	Nominal	1. 1.Student 2. Employee 3. Self-Business 4. Dependent
4. Religion	Nominal	1. Buddhist 2. Christian 3. Muslim 4. Hindu 5. Other

(Continued)

Table 2 (Continued) : Information Measurement and Criteria

5. Frequency of visit	Ordinal	<ol style="list-style-type: none"> <li>1. Never</li> <li>2. Once a week</li> <li>3. 2 times per week</li> <li>4. 3 and over 3 times per week</li> </ol>
6. With whom you want to go Fast Food restaurant?	Nominal	<ol style="list-style-type: none"> <li>1. Family</li> <li>2. Friends</li> <li>3. Alone</li> </ol>
7. Suable time to go to fast food restaurant?	Nominal	<ol style="list-style-type: none"> <li>1. Morning</li> <li>2. Afternoon</li> <li>3. Evening</li> <li>4. Late night</li> </ol>

#### 3.4.1 The Variables

In this study, the author ranged the questionnaires for the Marketing Mix 7ps with seven-scales to the respondents of targeted people with seven-scales for each question by the number zero to seven. Number “0” indicates as “Not any effect” to the number “7” indicates as “Extremely important for every question.

The points (scores) are fixed in each level as below;

- Not any effect = 0 point
- Not at all Important = 1 point
- Low important = 2 points
- Slightly important = 3 points

Neutral	= 4 points
Moderately important	= 5 points
Very important	= 6 points
Extremely important	= 7 points

For analyzing the data, the author uses mean and interval class to calculate the range of result in each level as following:

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Range (max value- min value)}}{\text{Number of Interval}} \\
 &= \frac{(8-1)}{8} \\
 &= 0.87
 \end{aligned}$$

And then, the analysis of this rating scale can translate as followings:

Average score of 7.13 – 8.00 refers

Average score of 6.25 – 7.12 refers

Average score of 5.37 – 6.24 refers

Average score of 4.49 – 5.36 refers

Average score of 3.61 – 4.48 refers

Average score of 2.73 – 3.60 refers

Average score of 1.85 – 2.72 refers

Average score of 0.97 – 1.84 refers

For a five-point scale, the author developed questions depends on the quick service restaurant business. The result of each respondent will be recorded and analysis for how these following factors are affecting for consumer's brand choice decision for quick service restaurant.

The points (scores) are fixed in each level as below;

Strongly disagree	= 1 point
Disagree	= 2 point

Neutral	= 3 points
Agree	= 4 points
Strongly agree	= 5 points

For analyzing the data, the author uses mean and interval class to calculate the range of result in each level as following:

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Range (max value- min value)}}{\text{Number of Interval}} \\
 &= \frac{(5-1)}{5} \\
 &= 0.8
 \end{aligned}$$

And then, the analysis of this rating scale can translate as followings:

Average score of 4.21 – 5.00 refers Strongly Agree.

Average score of 3.41 – 4.20 refers Agree.

Average score of 2.61 – 3.40 refers Neutral.

Average score of 1.81 – 2.60 refers Disagree.

Average score of 1.00 – 1.80 refers Strongly Disagree.

For detail meaning of each single question are as follow;

#### Q9.1. Product

10.1. The product's design is good-looking and unique.

10.2. The quality is good with various flavors.

10.3. It offers a variety of flavors and good taste.

#### Q9.2. Place

10.4 The restaurant should be at convenience area to go easily.

10.5. Downtown area is suitable to go and eat fast food.

10.6. Suburb area is suitable to go and eat fast food.

#### Q9.3. Promotion

10.7. Discount price makes more attraction to customers.

10.8. Special menu for customer make happy and satisfactions.

10.9. Giving gift vouchers at the restaurant is an effective advertising program for customers

#### Q9.4. Price

10.10. Fast food is assumed as fair price for all customers.

10.11. Special price for some special day will effect for customer for fast food business.

10.12. Order price (or delivery charges) is reasonable for the customers who want to order food from home?

#### Q9.5. Process

11.1 Customers receive their order in a timely manner.

11.2. Customers are always caring the delivery time of their purchases.

11.3. Employees are serving quickly and skillful to get customer satisfactions.

#### Q9.6. People

11.4. The restaurant has adequate and skillful number of employees.

11.5. Employees are professional in making drink and providing good service to consumers.

11.6. Employees are kindly and always smiles and pay attention to consumers while they are purchasing.

#### Q9.7. Physical Evidence

11.7. There are a lot of various products for customers' choice.

11.8. Cleanliness is one the most important factor for quick service restaurant.

11.9. The restaurant has a nice decoration and adequate seating availability and customers can sit as long as they want.

#### Q9.8. Brand Equity

For the brand equity, the author comprised with 5 factors, brand loyalty, brand awareness, brand familiarity, brand reputation and brand quality.

#### Q12.1 Brand Loyalty

I will keep buying this brand even the retail price is increasing.

If customer's regular consumed brand is out of stock, they will not buy the others brands.

#### Q12.2 Brand Awareness

I know this brand and the name of this brand is easily memorized

It is up to date brand.

It is trustworthy

#### Q12.3 Brand Familiarity

I know this brand.

I am familiar with this brand.

These brands always occupy for customer thoughts

#### Q12.4 Brand Reputation

It can be available every time

It has good image and good background

It makes customers satisfied and well accepted in the network.

#### Q12.5 Brand Quality

This food is good is worth for paying.

This food is clean and worth for paying

#### Q9.9, 9.10 Customer Life Style & Behavior

For customer's behavior and life style, the author comprised with 5 factors, these are social class, economic situation, motivation, purchasing power behavior and self-confidence.

#### Q12.6. Social Class

You have good social network in your environment.

You like to go out with friends or family and you have your own freedom life.

#### Q12.7. Economic Situation

Your monthly income and expenses are good enough.

You can go out and choice the restaurant with your own expense.

#### Q12.8. Motivation

You have enough motivation to go out with friends or family or alone.

You want to participate in activities.

#### Q12.9. Purchasing Power Behavior

You often purchase fast food

You like to go out and eat at the restaurant.

#### Q12.10. Self Confidence

You have your self-confidence to choice the brand you like.

You have own self-confidence to choice the restaurant that you prefer.

You always follow what the other people idea or advice.

### 3.5 Data Collection Procedure

The survey questionnaires forms were distributed by online survey form and also face to face to Burmese people from 5<sup>th</sup> January 2015 to 30<sup>th</sup> January. Random sampling method was used to collect data. First the author tested validity test by asking expert 5 people to check the questions to correct for the most appropriate and easy for applicants to answer the questionnaire survey form. After this step has done and ok, the author tested 30 participants with questionnaires form. After 30 questionnaires responses were collected, the data were entered to SPSS statistic program and analysis for the Reliable test and check the result to establish the significant findings. And then after getting 400 questionnaires responses, the data were entered to SPSS statistic program to analysis the significant results.

#### 3.5.1 Content Validity

According to advisor, the author tested validity test by asking expert 5 people to check the questions to correct for the most appropriate and easy for applicants to answer the questionnaire survey form.

$$IOC = \frac{\sum R}{N}$$

IOC = Consistency between the objective and content or questions and objective.

$\sum R$  = Total assessment points given from all qualified experts.

N = Number of qualified experts

As per formula,

$$\begin{aligned}\text{IOC} &= \frac{42.4}{57} \\ &= 0.74\end{aligned}$$

The consistency index value must have the value 0.5 or above to be accepted. After assessment result, the questions have changed and have adapted to ensure that each question has the consistency index value more than 0.5.

The assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.74 with one question that has IOC index less than 0.5 and here are the author's 5 experts who have experiences in the related field in order to confirm and check the content.

1. U Nyunt Win – Bakery & Café owner ( Joy Bakery & Café Owner)
2. Daw Khin Nu Swe – Manager (Joy Bakery & Café)
3. U Lynn Lu Wai -- Restaurant owner (M&G restaurant owner)
4. U Aung Phyo Thike – Bar owner (Father Office Bar)
5. Daw Hnin Yee Htun - Bar owner (Father Office Bar)

### 3.5.2 Reliability Test

Reliability test by the author is the pre- test with sample result of 30 Respondents to make sure that each of author's questionnaires is appropriate and clearly to understand. Then, the author collect the research with SPSS program to check reliability coefficient with Cronbach's coefficient Alpha values have to greater than 0.7 which means the test for this questionnaire are reliable for this study. For the result of Cronbach's Alph coefficient value are assumed as following;

From 0.90 to 1.00 = very high reliability level (Excellent)

From 0.70 to 0.89 = high reliability level (Good)

From 0.50 to 0.69 = medium reliability level (Fair)

From 0.30 to 0.49 = low reliability level (Poor)

Less than 0.30 = Very Low Unacceptable

Table 3: Reliability Test

Cronbach's Alpha	N of Items
.948	41

Table 4: Reliability Statistics

Variable	Cronbach's Alpha Coefficient	Reliability Level	Desirability level
All variables	0.948	Very high	Excellent
Marketing Mix(7Ps)	0.908	Very high	Excellent
Brand Equity (5 variables)	0.871	High	Good
Behavior and life style	0.843	High	Good

As shown per above table 2: Reliability Statistics, the author got the result 0.948 for all the 41 variables which means the tested questions are reliable and pass for the reliability test. As shown per above table 3: Reliability Statistics The result for the Marketing mix is 0.908 which means the tested questions are reliable and pass for the reliability test. The result for Brand equity is 0.871 which means the tested questions are reliable and pass for the reliability test. And the result for Customer behavior and life style is 0.843 which means the tested questions are reliable and pass for the reliability test.

### 3.6 Multinomial Logistic Regression

Multinomial Logistic regression is the linear regression analysis to use when the dependent variable is nominal with more than two levels. The basic plan behind logit is to apply a logarithmic function to restrict the probability value to (0,1) Technically this is the log odds (the logarithmic of the odds of  $y=1$ ). Sometimes a

probit model is used instead of a logit model for multinomial regression. The following graph shows the difference for a logit and a probit model for different values (-4,4). Both models are commonly used as the link function in ordinal regression.

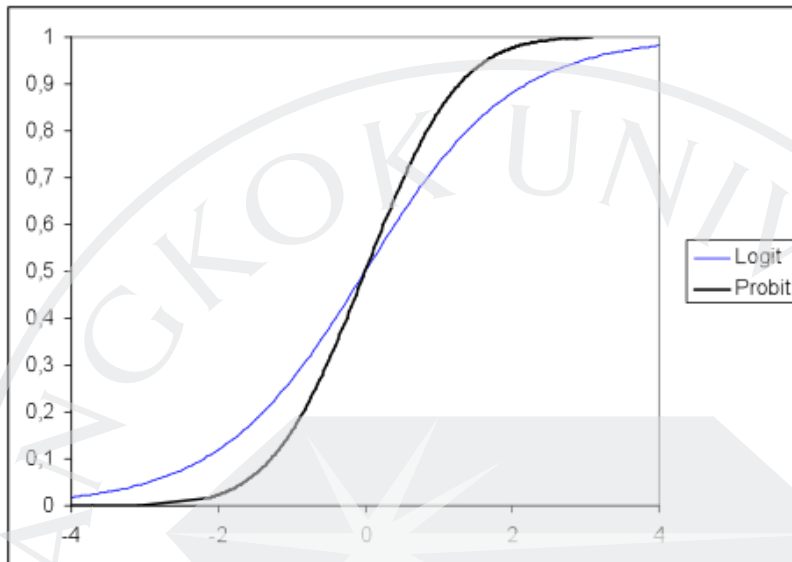


Figure 3.6: Multinomial Logistic Regression Model

As per this graph, the center of multinomial regression analysis is the task of estimating the log odds of each section.

$$\text{logit}(y=1) = \log\left(\frac{p(y=1)}{1-(p=1)}\right) = \beta_0 + \beta_1 \cdot x_{i2} + \beta_2 \cdot x_{i2} + \dots + \beta_p \cdot x_{in} \text{ for } i = 1 \dots n.$$

$$\text{logit}(y=2) = \log\left(\frac{p(y=2)}{1-(p=2)}\right) = \beta_0 + \beta_1 \cdot x_{i2} + \beta_2 \cdot x_{i2} + \dots + \beta_p \cdot x_{in} \text{ for } i = 1 \dots n.$$

Multinomial regressions are similar to the Multivariate Discriminate analysis. Discriminate analysis uses the regression line to separate into two groups according to the level of dependent variable. If the data is multivariate normal, homoscedasticity is present in variance and covariance and the independent variables are linearly related. So that we should use discriminant analysis because it will be more statistically

powerful and efficient. Multinomial logistic regression in SPSS, we need to check our entire model is analyzed. Although the multinomial regression is strong enough against to multivariate normality so that better suited for smaller model than a probit model.

### 3.7 Conclusion

In this chapter, the methodology used in this research has been adjusted and explained by the author. The quantitative approach method and simple random sampling technique are used in this study. The author used SPSS program and Microsoft office excel will be used in the research for ranking data for IOC content validity test and reliability tests data and its result. The next chapter will be presented the data analysis and the results.

## CHAPTER 4

### RESEARCH FINDINGS AND DATA ANALYSIS

This chapter aims to present and analyze the result obtained from the data of SPSS and give answer to the research questions. The author will present the data of total 400 participants that were completely responded the survey form who live in Yangon, Myanmar. Further, this chapter presents the results of the data collection which is based upon the result methodology discussed in Chapter 3.

The author presented the result of analyzing for this research as per following steps;

- Analysis of demographic information of each participant's result
- Findings of hypothesis testing
- Finding of hypothesis testing Marketing Mix factors
- hypothesis testing Brand Equity
- hypothesis testing customer's behavior and Life style
- Analysis for the general information
- Summarized Results of Hypothesis Findings

#### 4.1 Analysis of Demographic Information

Table 5: Gender

	Gender		Total
	Male	Female	
KFC	52	105	157
Pizza Hut	61	65	126
SEASONS	70	61	131
Total	183	231	414

According to table 5 (above), we can analyze that 52 of male and 105 of female choose KFC brand, 61 of Male respondents and 65 of Female respondents

choose Pizza Hut brand and 70 of male respondents and 61 of female choices SEASONS brand individually.

Table 6: Age

	Age				Total
	15-20 years	21-30 years	31-40 years	41-60 years	
KFC	24	69	36	28	157
Pizza Hut	6	63	49	8	126
SEASONS	18	52	29	32	131
Total	48	184	114	68	414

According to Table 6 (above), we have known that a majority of fast food consumers are between 21-30 years old (n=184) with customers of KFC (n=69) are much more than Pizza Hut (n=63) and SEASON (n=52) in Yangon Myanmar. The ages between 15 to 20 years are (n=48) and ages between 31 to 40 years are (n=114) and ages between 41 to 60 years are (n=68) respectively.

Table 7: Occupation

	Occupation				Total
	Student	Employee	Self-Business	Dependent	
KFC	52	50	36	19	157
Pizza Hut	20	78	28	0	126
SEASONS	24	45	34	28	131
Total	96	173	98	47	414

From this Table 7, we have known that a majority of fast food consumers are employee (n=173) including KFC consumers (n=50) Pizza Hut consumer (n=78) SEASONS consumer (n=45) individually. Student consumers (n=96), Self-Business (n=98) and Dependent (n=47) are fast food consumers.

Table 8: Religion

	Religion					Total
	Buddhist	Christian	Muslim	Hindu	Other	
KFC	100	28	18	5	6	157
Pizza Hut	80	27	7	6	6	126
SEASONS	62	15	17	19	18	131
Total	242	70	42	30	30	414

From this Table 8, we have known that a majority of fast food consumers are Buddhist (n=242) including KFC consumers (n=100) Pizza Hut consumers (n=80) SEASONS consumers (n=62) individually.

#### 4.2 Findings of Hypothesis Testing

Table 9: Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
S9.1 (Product)	298.513 <sup>a</sup>	76.189	10	.000
S9.2 (Place)	234.261 <sup>a</sup>	11.936	10	.289
S9.3 (Promotion)	295.698 <sup>a</sup>	73.373	14	.000
S9.4 (Price)	271.617 <sup>a</sup>	49.292	12	.000
S9.5 (Process)	286.914 <sup>a</sup>	64.590	12	.000
S9.6 (People)	241.763 <sup>a</sup>	19.439	10	.035
S9.7 (Physical evidence)	248.986 <sup>a</sup>	26.661	10	.003
S9.8 (Brand equity)	304.960 <sup>a</sup>	82.636	10	.000
S9.9 (Consumer behavior)	285.684 <sup>a</sup>	63.359	12	.000
S9.10 (Life style)	335.619 <sup>a</sup>	113.295	12	.000

Based on multinomial logistic regression as shown in Table 9, we can pretty much reject almost all hypotheses with more than 95% confidence ( $p\text{-value} < .05$ ) except place variable that seems insignificant. Therefore we can reject all null hypotheses (except  $H_0: \beta_{\text{place}} = 0$  vs.  $H_a: \beta_{\text{place}}$  is not equal zero) and accept alternative hypotheses that product, promotion, price, process, people, physical evidence, brand equity, customer buying behavior and life style significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar focusing on KFC, Pizza Hut, and Seasons brands. The hypothesis testing results are shown in Table 9 as followings;

$H_{1a}$ : Product significantly influences consumer's brand choice decision for QSR in Yangon Myanmar. ( $0.000 < 0.05$ )

$H_{2o}$ : Place does not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.289 > 0.05$ )

$H_{3a}$ : Promotion significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ ).

$H_{4a}$ : Price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ ).

$H_{5a}$ : Process significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ ).

$H_{6a}$ : People significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.035 < 0.05$ ).

$H_{7a}$ : Physical evidence significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.003 < 0.05$ ).

$H_{8a}$ : Brand equity significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ ).

$H_{9a}$ : Consumer behavior significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ ).

H10<sub>a</sub>: Life style significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ ).

#### 4.3 Factors Analysis

Table 10: Hypothesis Findings for KFC Brand

Favorite brand			B	Std. Error	Wald	df	Sig.
KFC	[P10.1=4]	Packing	114.834	31.229	13.521	1	.000
	[P10.1=5]		69.195	19.640	12.413	1	.000
	[P10.2=4]	Quality	-.410	3.290	.016	1	.901
	[P10.3=4]	Taste	-37.663	13.421	7.875	1	.005
	[P10.4=4]	Convenience	12.397	7.843	2.498	1	.114
	[P10.5=4]	Downtown	-78.521	19.062	16.968	1	.000
	[P10.6=4]	Suburb	74.605	19.115	15.232	1	.000
	[P10.7=4]	Discount	18.687	7.379	6.414	1	.011
	[P10.8=4]	Special Menu	32.081	20.191	2.525	1	.112
	[P10.9=4]	Gift vouchers	9.898	10.338	.917	1	.338
	[P10.10=4]	Fair Price	5.670	7.425	.583	1	.445
	[P.10.11=4]	Special Price	-64.031	28.747	4.961	1	.026
	[P10.12=4]	Order Price	85.411	26.126	10.688	1	.001
	[P11.1=4]	Waiting time	-10.378	8.641	1.442	1	.230
	[P11.2=4]	Delivery time	-60.358	19.744	9.346	1	.002
	[P11.3=4]	Serve Quickly	-.993	2.874	.119	1	.730
	[P11.4=4]	Friendliness	27.943	7.540	13.735	1	.000
	[P11.5=4]	Politeness	-112.220	29.775	14.205	1	.000
	[P11.6=4]	Well Communication	17.473	5.214	11.232	1	.001
	[P11.7=4]	Variety	24.430	9.450	6.684	1	.010
	[P11.8=4]	Cleanliness	3.646	3.204	1.295	1	.255
	[P11.9=4]	Restaurant design	-43.803	11.665	14.100	1	.000

(Continued)

Table 10 (Continued): Hypothesis Findings for KFC Brand

[R12.1=4] Brand Loyalty	1.373	.933	2.167	1	.141
R12.1=5]	-.084	.898	.009	1	.925
[R12.2=4] Brand Awareness	-2.047	.584	12.302	1	.000
[R12.3=4] Brand Familiarity	.108	.505	.045	1	.831
[R12.4=4] Brand Reputation	.185	.617	.090	1	.765
[R12.5=4] Brand Quality	.107	.442	.058	1	.809
[R12.6=4] Social Class	-1.040	.493	4.441	1	.035
[R12.7=4] Economic Situation	1.220	.743	2.700	1	.100
[R12.8=4] Motivation	1.783	.651	7.498	1	.006
[R12.9=4] Purchase behavior	-1.526	.778	3.847	1	.050
[R12.10=4] Self-Confidence	1.002	.452	4.925	1	.026

As per above Table 10 shown; the hypothesis testing results are shown as followings;

H1.1<sub>a</sub>: packing of food significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.000 < 0.05$ ).

H1.2<sub>o</sub>: Quality does not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

H1.3<sub>a</sub> Taste significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.005 < 0.05$ ).

H2.1<sub>o</sub> Convenience area does not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

H2.2<sub>a</sub> Downtown area significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ ).

H2.3<sub>a</sub> Suburb area significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ ).

H3.1<sub>a</sub> Discount significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.011 < 0.05$ ).

H3.2<sub>o</sub> Special menu does not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

H3.3<sub>o</sub> Gift Vouchers does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.

H4.1<sub>o</sub> Fair price does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar

H4.2<sub>a</sub> Special price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.026 < 0.05$ ).

H4.3<sub>a</sub>: Order price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.001 < 0.05$ ).

H5.1<sub>o</sub>: Waiting time does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar

H5.2<sub>a</sub>: Delivery time significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.002 < 0.05$ )

H5.3<sub>o</sub>: Serve quickly does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.

H6.1<sub>a</sub>: Friendliness significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.000 < 0.05$ )

H6.2<sub>a</sub>: Politeness significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.000 < 0.05$ ).

H6.3<sub>a</sub>: Well communication significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.001 < 0.05$ ).

H7.1<sub>a</sub>: Variety of food significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.010 < 0.05$ )

H7.2<sub>o</sub>: Cleanliness is not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

H7.3<sub>a</sub>: Restaurant design significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ )

Therefore, the packaging, taste, downtown, suburb, discount, special price, order price, delivery time, Friendliness, Politeness, well communication, variety of food and restaurant design matters in choosing KFC brand over SEASONS brand.

For Brand Equity, only Brand Awareness significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar and it is only matter in choosing KFC over SEASON brand ( $0.000 < 0.05$ ). The rest of H8.1<sub>o</sub>, H8.3<sub>o</sub>, H8.4<sub>o</sub> and H8.5<sub>o</sub>; brand loyalty, brand familiarity, brand reputation and brand quality do not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

H9.1<sub>a</sub> Social class significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.035 < 0.05$ )

H9.2<sub>o</sub> Economic situation does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.

H9.3<sub>a</sub> Motivation significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.006 < 0.05$ )

H9.4<sub>o</sub> Purchase Behavior does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.

H9.5<sub>a</sub> Self-confidence significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.026 < 0.05$ )

According to the analysis, we can learn that social class, motivation of customer and self-confidence of customer are matters in choosing KFC over SEASONS brand.

Table 11: Hypothesis Findings for Pizza Hut Brand

Favorite brand		B	Std. Error	Wald	df	Sig.
Pizza Hut	[P10.1=4] Packing	80.730	22.054	13.399	1	.000
	[P10.1=5]	-97.930	42.689	5.263	1	.022
	[P10.2=4] Quality	-23.539	8.951	6.916	1	.009
	[P10.3=4] Taste	-28.498	11.673	5.960	1	.015
	[P10.4=4] Convenience	18.017	10.969	2.698	1	.100
	[P10.5=4] Downtown	-59.172	16.002	13.674	1	.000
	[P10.6=4] Suburb	48.973	16.704	8.595	1	.003
	[P10.7=4] Discount	30.001	8.120	13.651	1	.000
	[P10.8=4] Special Menu	-26.617	14.783	3.242	1	.072
	[P10.9=4] Gift vouchers	33.639	17.240	3.807	1	.051
	[P10.10=4] Fair Price	-8.392	10.349	.658	1	.417
	[P.10.11=4] Special Price	-133.924	50.753	6.963	1	.008
	[P10.12=4] Order Price	172.927	70.106	6.084	1	.014
	[P11.1=4] Waiting time	64.564	29.321	4.849	1	.028
	[P11.2=4] Delivery time	-110.101	34.880	9.964	1	.002
	[P11.3=4] Serve Quickly	21.842	9.118	5.738	1	.017
	[P11.4=4] Friendliness	21.199	11.558	3.364	1	.067
	[P11.5=4] Politeness	-96.539	23.643	16.672	1	.000
	[P11.6=4] Well communication	17.520	5.550	9.964	1	.002
	[P11.7=4] Variety	27.057	9.427	8.239	1	.004

(Continued)

Table 11 (Continued): Hypothesis Findings for Pizza Hut Brand

[P11.8=4] Cleanliness	-20.051	9.086	4.869	1	.027
[R12.1=4] Brand Loyalty	.672	1.087	.382	1	.537
[R12.1=5]	.451	.914	.243	1	.622
[R12.2=4] Brand Awareness	-1.261	.635	3.948	1	.047
[R12.3=4] Brand Familiarity	.081	.517	.025	1	.875
[R12.4=4] Brand Reputation	-.143	.663	.047	1	.829
[R12.5=4] Brand Quality	-.717	.482	2.217	1	.136
[R12.6=4] Social Class	-1.655	.518	10.220	1	.001
[R12.7=4] Economic Situation	1.969	.789	6.224	1	.013
[R12.8=4] Motivation	2.593	.682	14.451	1	.000
[R12.9=4] Purchase behavior	-1.224	.795	2.371	1	.124
[R12.10=4] Self Confidence	.116	.444	.069	1	.793

As per above Table 11: shown; the hypothesis testing results are shown as followings;

H1.1<sub>a</sub>: Packing of food significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ )

H1.2<sub>a</sub>: Quality significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.009 < 0.05$ )

H1.3<sub>a</sub>: Taste significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.015 < 0.05$ ).

H2.1<sub>o</sub> Convenience area does not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

H2.2<sub>a</sub>: Downtown area significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ )

H2.3<sub>a</sub>: Suburb area significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.003 < 0.05$ )

H3.1<sub>a</sub> Discount significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.000 < 0.05$ ).

H3.2<sub>o</sub> Special menu does not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

H3.3<sub>o</sub> Gift Vouchers does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.

H4.1<sub>o</sub>: Fair price does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar

H4.2<sub>a</sub>: Special price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.008 < 0.05$ )

H4.3<sub>a</sub>: Order price significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.014 < 0.05$ )

H5.1<sub>a</sub>: Waiting time significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.028 < 0.05$ )

H5.2<sub>a</sub>: Delivery time significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.002 < 0.05$ )

H5.3<sub>a</sub>: Serve quickly significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.017 < 0.05$ )

H6.1<sub>o</sub>: Friendliness does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.067 > 0.05$ )

H6.2<sub>a</sub>: Politeness significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.000 < 0.05$ ).

H6.3<sub>a</sub>: Well communication significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.002 < 0.05$ ).

H7.1<sub>a</sub>: Variety of food significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar ( $0.004 < 0.05$ )

H7.2<sub>o</sub>: Cleanliness is not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.027 < 0.05$ )

H7.3<sub>o</sub>: Restaurant design is not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar.

Therefore, the packaging, quality, taste, downtown, suburb, discount, special price, order price, waiting time, delivery time, serve quickly, Politeness, well communication, variety of food and cleanliness are matters in choosing Pizza Hut brand over SEASONS brand.

For Brand Equity, only Brand Awareness significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar and it is only matter in choosing Pizza Hut over SEASON brand ( $0.047 < 0.05$ ). The rest of H8.1<sub>o</sub>, H8.3<sub>o</sub>, H8.4<sub>o</sub> and H8.5<sub>o</sub>; brand loyalty, brand familiarity, brand reputation and brand quality do not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.

H9.1<sub>a</sub>: Social class significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.001 < 0.05$ )

H9.2<sub>o</sub>: Economic situation does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.013 < 0.05$ )

H9.3<sub>a</sub>: Motivation significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. ( $0.000 < 0.05$ )

H9.4<sub>o</sub>: Purchasing power does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.

H9.5<sub>o</sub>: Self-confidence does not significantly influence consumer's brand choice decision for QSR in Yangon, Myanmar.

Therefore, social class, economic situation and motivation of customer are matters in choosing Pizza Hut over SEASONS brand.

#### 4.4 Analysis of General Information

Table 12: Eat home(or)outside Cross tabulation

	Eat home(or)outside		Total
	Eat at home	Eat outside	
KFC	95	62	157
Pizza Hut	68	58	126
SEASONS	88	43	131
Total	251	163	414

As per this analysis Table 12, we have known that a majority of fast food consumers want to eat at home (n=251), including KFC consumers (n=95) Pizza Hut consumers (n=68) SEASONS consumers (n=88) individually.

Table 13: Frequency(eat) Cross tabulation

	Frequency(eat)				Total
	Never	Sometimes	Often	Very Often	
KFC	15	91	44	7	157
Pizza Hut	17	69	38	2	126
SEASONS	18	75	24	14	131
Total	50	235	106	23	414

As per this analysis Table 13, we can analysis as a majority of consumers eat fast food sometime (n=235), including KFC consumers (n=91) Pizza Hut consumers (n=69) SEASONS consumers (n=75) individually.

Table 14: use brand you prefer Cross tabulation

		use brand you prefer		Total
		Yes	No	
	KFC	99	58	157
	Pizza Hut	93	33	126
	SEASONS	96	35	131
Total		288	126	414

As per this analysis Table 14, we can analysis that a majority of consumers want to use the brand they always in touch (or) use (n=288) including KFC consumers (n=99) Pizza Hut consumers (n=93) SEASONS consumers (n=96) individually.

Table 15 : Whom u want to go Cross tabulation

		Whom u want to go			Total
		Family	Friends	Alone	
	KFC	62	90	5	157
	Pizza Hut	38	79	9	126
	SEASONS	55	71	5	131
Total		155	240	19	414

As per this analysis Table 15, we can analysis that a majority of consumers want to go to fast food restaurant with friends are (n=240); including KFC consumers (n=90) Pizza Hut consumers (n=79) SEASONS consumers (n=71) individually.

Table 16: Caring Hygiene Cross tabulation

	Caring Hygiene		Total
	Yes	No	
KFC	131	26	157
Pizza Hut	105	21	126
SEASONS	114	17	131
Total	350	64	414

As per this analysis Table 16, we can analysis that a majority of consumers always take care their hygiene are (n=240); including KFC consumers (n=131) Pizza Hut consumers (n=105) SEASONS consumers (n=114) individually.

Table 17: Suitable time to go restaurant

	Suitable time to go				Total
	Morning	Afternoon	Evening	Late night	
KFC	14	50	76	17	157
Pizza Hut	4	56	45	21	126
SEASONS	12	59	38	22	131
Total	30	165	159	60	414

As per this analysis Table 17, we can analysis that a majority of consumers want to go fast food restaurant in the afternoon are (n=165); including KFC consumers (n=50) Pizza Hut consumers (n=56) SEASONS consumers (n=59) individually.

Table 18: Main Problem in fast food

	Main Problem			Total
	Long Queue	Wrong receive	not enough place to sit	
KFC	48	42	67	157
Pizza Hut	52	22	52	126
SEASONS	48	26	57	131
Total	148	90	176	414

Based on this analysis as shown in Table 18, most of the customers want to have enough places to sit and have fast food in the restaurant. Like for “not enough place to sit” are 176 persons (42.5%). In details, KFC consumers (n=67) Pizza Hut consumers (n=52) SEASONS consumers (n=57) individually.

#### 4.5 Summarized Results of Hypothesis Findings

Table 19: Summarized Results

Hypothesis	Factor	Result
H1	Product	Significant ( Reject Ho: )
H2	Place	Insignificant (cannot reject Ho, Accept Ha :)
H3	Promotion	Significant ( Reject Ho: )
H4	Price	Significant ( Reject Ho: )
H5	Process	Significant ( Reject Ho: )
H6	People	Significant ( Reject Ho: )
H7	Physical evidence	Significant ( Reject Ho: )
H8	Brand Equity	Significant ( Reject Ho: )
H9	Behavior & Life style	Significant ( Reject Ho: )
H1.1	Packing	Significant ( Reject Ho: )
H1.2	Quality	Insignificant (cannot reject Ho, Accept Ha :)

(Continued)

Table 19 (Continued): Summarized Results

H1.3	Taste	Significant ( Reject Ho: )
H2.1	Convenience area	Insignificant (cannot reject Ho, Accept Ha :)
H2.2	Downtown area	Significant ( Reject Ho: )
H2.3	Suburb area	Significant ( Reject Ho: )
H3.1	Discount	Significant ( Reject Ho: )
H3.2	Special Menu	Insignificant (cannot reject Ho, Accept Ha :)
H3.3	Gift vouchers	Insignificant (cannot reject Ho, Accept Ha :)
H4.1	Fair price	Insignificant (cannot reject Ho, Accept Ha :)
H4.2	Special price	Significant ( Reject Ho: )
H4.3	Order price	Significant ( Reject Ho: )
H5.1	Waiting time	Insignificant (cannot reject Ho, Accept Ha :)
H5.2	Delivery time	Significant ( Reject Ho: )
H5.3	Service quickly	Insignificant (cannot reject Ho, Accept Ha :)
H6.1	Friendliness	Insignificant (cannot reject Ho, Accept Ha :)
H6.2	Politeness	Significant ( Reject Ho: )

(Continued)

Table 19 (Continued): Summarized Results

H6.3	Well communication	Significant ( Reject Ho: )
H7.1	Variety	Significant ( Reject Ho: )
H7.2	Cleanliness	Insignificant (cannot reject Ho, Accept Ha :)
H7.3	Restaurant design	Insignificant (cannot reject Ho, Accept Ha :)
H8.1	Brand Loyalty	Insignificant (cannot reject Ho, Accept Ha :)
H8.2	Brand Awareness	Significant ( Reject Ho: )
H8.3	Brand Familiarity	Insignificant (cannot reject Ho, Accept Ha :)
H8.4	Brand Association	Insignificant (cannot reject Ho, Accept Ha :)
H8.5	Brand Quality	Insignificant (cannot reject Ho, Accept Ha :)
H9.1	Social class	Significant ( Reject Ho: )
H9.2	Economic situation	Insignificant (cannot reject Ho, Accept Ha :)
H9.3	Motivation	Significant ( Reject Ho: )
H9.4	Purchase behavior	Insignificant (cannot reject Ho, Accept Ha :)
H9.5	Self- Confidence	Insignificant (cannot reject Ho, Accept Ha :)

## CHAPTER 5

### DISCUSSION AND CONCLUSION

In this chapter, the author presented the whole analysis of the results which are found in this research. The author summarized and discussed about all the important features of this research with opinions for future related research information

The study of consumer's brand choice decision for quick service restaurant (QSR) in Myanmar focusing on fast food brands (KFC, Pizza Hut & SEASONS) is conducted for the beneficial purpose of restaurants owners, service quality, consumer's perception on the brand equity and the overall nature of Burmese people and their life style and behavior for choosing the food. The analysis of this study can be applied to increase service quality standard, to realizing the problems and how to handle in fast food business, to enhance more opportunities among competitors and to differentiate brand awareness according to consumer's behavior.

In this research, the theoretical foundation of the framework can be measured according to the nature of Burmese people and culture of the country by the following hypothesis.

- $\beta_{H1_o, H2_o, H3_o, H4_o, H5_o, H6_o, H7_o, H8_o, H9_o} = 0$
- at least one of these  $\neq 0$ ,  $\beta_{H1_a, H2_a, H3_a, H4_a, H5_a, H6_a, H7_a, H8_a, H9_a} \neq 0$

(Note>H1=Product, H2=Place, H3=Promotion, H4=Price, H5=Process, H6=People, H7=Physical Evidence, H8=Brand Equity, H9=Life Style& Behavior)

- $\beta_{H1.1_o, H1.2_o, H1.3_o} = 0$
- at least one of these  $\neq 0$ , of  $\beta_{H1.1_a, H1.2_a, H1.3_a} \neq 0$

(Note > H1.1=Packing, H1.2=Quality, H1.3= Taste)

- $\beta_{H2.1_o}, H2.2_o, H2.3_o = 0$
- at least one of these  $\neq 0$ , of  $\beta_{H2.1_a}, H2.2_a, H2.3_a \neq 0$

(Note > H2.1= Convenience area, H2.2= Downtown area, H2.3= Suburb area)

- $\beta_{H3.1_o}, H3.2_o, H3.3_o = 0$
  - at least one of these  $\neq 0$ , of  $\beta_{H3.1_a}, H3.2_a, H3.3_a \neq 0$
- (Note > H3.1= Discount, H3.2= Special Menu, H3.3= Gift Vouchers)

- $\beta_{H4.1_o}, H4.2_o, H4.3_o = 0$
  - at least one of these  $\neq 0$ , of  $\beta_{H4.1_a}, H4.2_a, H4.3_a \neq 0$
- (Note > H4.1= Fair Price, H4.2= Special Price , H4.3= Delivery Price)

- $\beta_{H5.1_o}, H5.2_o, H5.3_o = 0$
  - at least one of these  $\neq 0$ , of  $\beta_{H5.1_a}, H5.2_a, H5.3_a \neq 0$
- (Note > H5.1= Waiting Time, H5.2= Delivery Time, H5.3= Serve Quickly)

- $\beta_{H6.1_o}, H6.2_o, H6.3_o = 0$
  - at least one of these  $\neq 0$ , of  $\beta_{H6.1_a}, H6.2_a, H6.3_a \neq 0$
- (Note> H6.1=Service Skill, H6.2=Staff's Personality, H6.3=Well Communication)

- $\beta_{H7.1_o}, H7.2_o, H7.3_o = 0$
  - at least one of these  $\neq 0$ , of  $\beta_{H7.1_a}, H7.2_a, H7.3_a \neq 0$
- (Note > H7.1= Variety of food, H7.2= Cleanliness, H7.3= Shop Design)

- $\beta_{H8.1_o}, H8.2_o, H8.3_o, H8.4_o, H8.5_o = 0$
  - at least one of these  $\neq 0$ , of  $\beta_{H8.1_a}, H8.2_a, H8.3_a, H8.4_a, H8.5_a \neq 0$
- (Note > H8.1= Brand Loyalty, H8.2= Brand Awareness, H8.3= Brand Familiarity, H8.4= Brand Reputation, H8.5= Brand Quality)

- $\beta_{H9.1_o}, H9.2_o, H9.3_o, H9.4_o, H9.5_o = 0$
  - at least one of these  $\neq 0$ , of  $\beta_{H9.1_a}, H9.2_a, H9.3_a, H9.4_a, H9.5_a \neq 0$
- (Note > H9.1= Social Class, H9.2= Economic Situation, H9.3= Motivation, H9.4= Purchase Behavior, H9.5= Self-Confidence)

### 5.1 Conclusion

According to the demographic data analysis in CH. 4, the required sample size for this research is needed at least 385 respondents but the author summarized 414 respondents according to the numbers of receiving applicants. The respondents are as following;

A majority of fast food consumers are female 231 and 183 of male in total 414 respondents and most of them are KFC consumers. We can analyze that 52 of male and 105 of female choose KFC brand, 61 of Male respondents and 65 of Female respondents choose Pizza Hut brand and 70 of male respondents and 61 of female choices SEASONS brand individually.

A majority of age for fast food consumers are between 21-30 years old (n=184) with customers of KFC (n=69) are much more than Pizza Hut (n=63) and SEASON (n=52) in Yangon Myanmar. The ages between 15 to 20 years are (n=48) and ages between 31 to 40 years are (n=114) and ages between 41 to 60 years are (n=68) respectively.

Based on analysis, the author known that a majority of fast food consumers are employee (n=173) including KFC consumers (n=50) Pizza Hut consumer (n=78) SEASONS consumer (n=45) individually. Student consumers (n=96), Self-Business (n=98) and Dependent (n=47) are fast food consumers.

A majority of fast food consumers are Buddhist (n=242) including KFC consumers (n=100) Pizza Hut consumers (n=80) SEASONS consumers (n=62) individually.

A majority of fast food consumers want to eat at home (n=251), including KFC consumers (n=95) Pizza Hut consumers (n=68) SEASONS consumers (n=88) individually.

The majority of consumers eat fast food sometime (n=235), including KFC consumers (n=91) Pizza Hut consumers (n=69) SEASONS consumers (n=75) individually.

A majority of consumers want to use the brand they always in touch (or) use (n=288) including KFC consumers (n=99) Pizza Hut consumers (n=93) SEASONS consumers (n=96) individually

A majority of consumers want to go to fast food restaurant with friends are (n=240); including KFC consumers (n=90) Pizza Hut consumers (n=79) SEASONS consumers (n=71) individually

A majority of consumers always take care their hygiene are (n=240); including KFC consumers (n=131) Pizza Hut consumers (n=105) SEASONS consumers (n=114) individually.

A majority of consumers want to go fast food restaurant in the afternoon are (n=165); including KFC consumers (n=50) Pizza Hut consumers (n=56) SEASONS consumers (n=59) individually.

Based on this analysis, most of the customers want to have enough places to sit and have fast food in the restaurant. Like for “not enough place to sit” are about 176 people (42.5%). In details, KFC consumers (n=67) Pizza Hut consumers (n=52) SEASONS consumers (n=57) individually.

#### 5.1.1 Product Factor

Most of the Burmese people are easily bored of flavors and always need new thrill. They care about packing and taste of the product, not quality of food. So that, Fast food industry should provide more facilities for packing of the food and flavors for customer's needs.

#### 5.1.2 Place Factor

Most of fast food consumers in Myanmar don't care about convenience area for restaurant locations. They care about downtown or suburb area where the

restaurants are located and they will be satisfied when they have enough place to sit with some other facilities.

#### 5.1.3 Promotion Factor

Based on the analysis, the most effective promotion program is giving discount to the customers because fast food consumers in Myanmar like to have discount on their purchases among all of promotion programs like, special menu and gift vouchers. Therefore, quick service restaurant should offer discount program for promotion to get their customer's satisfactions.

#### 5.1.4 Price Factor

Based on the analysis, fast food customers in Myanmar like to have special prices and order prices on their purchases than fair prices. Therefore, fast food industry should offer more special prices and order prices to their customers and to achieve the market demand.

#### 5.1.5 Process Factor

Based on the analysis, delivery time is important and significant for fast food customers in Myanmar because they don't much care about waiting time and serve quickly time at the restaurant. They only care is the delivery time when they order from outside or home. Therefore, fast food industry should take care more about the time when the customers purchase their order.

#### 5.1.6 People (Staff) Factor

Based on the analysis, most of the fast food consumers in Myanmar care about staff's hospitality and well communication when they order from home or purchase at the restaurant although they don't even care about service skill. Therefore, quick service industries should offer good hospitality and communication to their customers and to achieve the market demand.

#### 5.1.7 Physical Evidences Factor

According to the analysis, most of Burmese fast food consumers want to have variety of product that giving them chances to choices and they also care about restaurant design and decoration more than cleanliness because most of the consumers in Myanmar want to come with friends or family and enjoy the food at the restaurant. Therefore, quick service restaurants in Myanmar should offer a lot of variety of food and nice restaurant decoration to maintain customers.

#### 5.1.8 Brand Equity Factor

According to the analysis, most of the fast food consumers in Myanmar have Brand Awareness for the brand when they choice the restaurant at. The rest of H8.1, H8.3, H8.4 and H8.5; brand loyalty, brand familiarity, brand reputation and brand quality are not significantly influences consumer's brand choice decision for QSR in Yangon, Myanmar. Therefore, KFC and Pizza Hut industries should offer good quality of product and good service and up to date the information to their customers and to achieve the trust worth of the brands.

#### 5.1.9 Customer's Behavior and Life Style Factor

According to the analysis, most of the fast food consumers have good social classes, motivation and self-confidence but KFC consumers don't have good economic situation like Pizza Hut consumers. Therefore, KFC industry should keep taking care in retail prices to maintain their customers and Pizza Hut consumers have good economic situation that why price factor is not a big problem for Pizza Hut Company.

#### 5.2 Recommendation for Future Research

This research can use to analyze the information of customer's behavior, attitude towards to brand equity, marketing mix, country of origin consequence to the fast food. Even this study imparts the fast food business approach; there are many regions to be observed in the future. This study will benefit for fast food business in Myanmar to understand awareness and acceptance of customers to improve their

strategy. The future research should find more about the needs of customer toward the product, the culture impact toward to the customer's behavior and the opportunities of country to extend the fast food business.

Because of the government's movement to start open the country's economy; Myanmar has been receiving a lot of attention in recent years so that a lot of Global companies have been lining up to take advantage of an underpenetrated market in Myanmar. There are a lot of tourist attraction places all around the country and it is a big opportunities for our Company to expend the business. That is one of culture effect for fast food industries. After analyzing consumers perception and acceptances culture, it is very clear that quick service restaurant (QSR) in Myanmar are growing very well. Through Myanmar is poor developing country, it is opportunities for expending business well if industry can provide better service and good quality.

Burmese fast food consumers like to have good product, with good price and with good service. They are care about the physical vision such as packing of food, and they have brand awareness for the fast food. Most of the Burmese people have good social network and they are willing to test new restaurant and want to enjoy the food. They want to go to restaurant with friends or family and sit there and purchase the product. So that the problem for them is they need to have enough places to sit at the restaurant. According to this study, most of the Burmese customers care about restaurant design and decoration and well communication with staffs in the restaurant and get many varieties of products. Therefore, the future research should study about these things to understand more about the problem or complains of consumers and how to solve their problem for quick service restaurant.

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## **APPENDIX A**

### **The result of IOC**

IOC: Item-Objective Congruency Index

Five experienced experts

#### 1.5.1 Content Validity

According to advisor, the author tested validity test by asking expert 5 people to check the questions to correct for the most appropriate and easy for applicants to answer the questionnaire survey form.

$$IOC = \frac{\Sigma R}{N}$$

IOC = Consistency between the objective and content or questions and objective.

$\Sigma R$  = Total assessment points given from all qualified experts.

N = Number of qualified experts

Question	The experts					$\Sigma R$	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Marketing Mix ( 7Ps)								
Product	0	1	1	0	1	3	0.6	Acceptable
Place	1	1	1	1	1	5	1	Acceptable
Promotion	0	1	1	0	1	3	0.6	Acceptable
Price	1	1	1	1	1	5	1	Acceptable
Process	1	1	1	1	1	5	1	Acceptable
People	0	1	0	1	1	3	0.6	Acceptable
Physical Evidence	1	1	0	0	1	3	0.6	Acceptable
Brand Equity	1	1	1	1	1	5	1	Acceptable
Customer Behavior	1	1	0	1	1	4	0.8	Acceptable
Life Style	1	1	1	0	1	4	0.8	Acceptable





3. Muslim								
4. Hindu								
5. Other								
<b>General Information</b>								
Do you usually cook at home for daily meals or eat outside?	1	1	1	-1	1	3	0.6	Acceptable
1. Eat at home								
2. Eat outside								
What is your most favorite one among these three fast food restaurants?	1	1	1	1	1	5	1	Acceptable
1. KFC								
2. Pizza Hut								
3. SEASONS								
How often do you eat fast food?								
1. Never	1	0	1	0	1	3	0.6	Acceptable
2. Sometimes								
3. Often								
4. Very Often								
Do you always choose the brand that you like?	1	1	1	0	0	3	0.6	Acceptable
1. Yes								
2. No								
How often do you go to fast food restaurant?								
1. Never								
2. Once a week	1	1	1	1	1	5	1	Acceptable
3. 2 times per week								
4. 3 and more than 3 times per week								
Which taste do you prefer to	0	1	0	1	1	3	0.6	Acceptable

eat? 1. Spicy 2. Sweet 3. Sour 4. Salt								
What type of food do you prefer to eat? 1. Burmese Food 2. Chinese Food 3. Indian Food 4. European Food 5. Other:	1	1	1	1	1	5	1	Acceptable
With whom you like to go to fast food restaurant? 1. Family 2. Friends 3. Alone	1	0	1	1	0	3	0.6	Acceptable
Are you always caring about hygiene in choosing your food? 1. Yes 2. No	1	1	1	1	-1	3	0.6	Acceptable
What is the most suitable timing for visiting to KFC, Pizza Hut and SEASONS? 1. Morning 2. Afternoon 3. Evening 4. Late night	1	0	1	1	0	3	0.6	Acceptable
What is the most attractive promotion that makes you satisfied? 1. Give Gift	0	1	1	0	1	3	0.6	Acceptable

2. Give Vouchers								
3. Cash Discount								
What is the main problem that you face in QSR?								
1. Long Queue								
2. Wrong receive your order	1	1	1	0	1	4	0.8	Acceptable
3. Not enough place to sit								

Therefore,

$$\text{IOC} = \frac{42.4}{57}$$

$$= 0.74$$

The assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.74 with one question that has IOC index less than 0.5.

## Appendix B

### Reliability Test

#### Case Processing Summary

		N	%
Cases	Valid	32	45.7
	Excluded <sup>a</sup>	38	54.3
	Total	70	100.0

#### Reliability Statistics

Cronbach's Alpha	N of Items
.948	41

#### Item Statistics

	Mean	Std. Deviation	N
Product	5.00	1.244	32
Place	5.06	1.190	32
Promotion	5.22	1.237	32
Price	5.34	1.208	32
Process	5.13	1.008	32
People	5.06	1.045	32
Physical Evidence	5.25	1.078	32
Brand equity	5.63	1.362	32
Behavior	5.28	1.054	32
Life Style	5.16	1.568	32
Packing	3.75	.508	32

Quality	4.47	.671	32
Taste	4.53	.718	32
Convenience area	4.38	.609	32
Downtown	3.91	.466	32
Suburb	3.72	.581	32
Discount	4.00	.672	32
Special Menu	3.81	.693	32
Gift Vouchers	3.97	.538	32
Fair price	4.44	.669	32
Special price	3.94	.564	32
Order price	3.97	.595	32
Waiting time	4.09	.466	32
Delivery time	4.03	.595	32
Serve quickly	4.44	.669	32
Friendliness	4.34	.745	32
Politeness	3.94	.669	32
Well communication	4.31	.644	32
Variety	4.03	.647	32
Cleanliness	4.34	.653	32
Restaurant design	4.06	.619	32
Brand Loyalty	3.88	.554	32
Brand Awareness	3.88	.554	32
Brand Familiarity	4.03	.647	32
Brand Reputation	3.84	.448	32

Brand quality	4.13	.609	32
Social Class	4.00	.672	32
Economic situation	3.75	.803	32
Motivation	4.00	.508	32
Purchase Behavior	3.81	.644	32
Self confidence	3.88	.609	32

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product	172.78	317.918	.795	.945
Place	172.72	320.467	.772	.945
Promotion	172.56	317.480	.811	.945
Price	172.44	320.835	.750	.945
Process	172.66	324.039	.818	.945
People	172.72	320.660	.882	.944
Physical Evidence	172.53	324.128	.759	.945
Brand equity	172.16	312.330	.843	.945
Customer Behavior	172.50	324.774	.760	.945
Life Style	172.63	330.565	.381	.951
Packing	174.03	342.741	.625	.947
Quality	173.31	338.351	.646	.947
Taste	173.25	341.290	.488	.947
convenience area	173.41	346.894	.330	.948
Downtown	173.88	347.468	.407	.948
Suburb	174.06	349.544	.224	.949

Discount	173.78	340.693	.549	.947
Special Menu	173.97	341.967	.481	.947
Gift Vouchers	173.81	348.609	.292	.948
Fair price	173.34	339.330	.608	.947
Special price	173.84	342.975	.548	.947
Order price	173.81	345.706	.393	.948
Waiting time	173.69	349.060	.315	.948
Delivery time	173.75	342.129	.558	.947
Serve quickly	173.34	341.201	.530	.947
Friendliness	173.44	337.415	.613	.947
Politeness	173.84	339.168	.614	.947
Well communication	173.47	340.902	.565	.947
Variety	173.75	342.903	.477	.947
Cleanliness	173.44	339.480	.617	.947
Restaurant design	173.72	344.015	.451	.948
Brand Loyalty	173.91	350.346	.198	.949
Brand Awareness	173.91	343.765	.521	.947
Brand Familiarity	173.75	340.258	.590	.947
Brand Reputation	173.94	346.448	.486	.948
Brand quality	173.66	343.910	.464	.948
Social Class	173.78	345.273	.362	.948
Economic situation	174.03	342.031	.407	.948
Motivation	173.78	347.015	.395	.948
Purchasing power	173.97	344.805	.398	.948

Self confidence	173.91	343.184	.496	.947
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## Scale Statistics

Mean	Variance	Std. Deviation	N of Items
177.78	354.757	18.835	41

## Reliability Statistics

Cronbach's Alpha	N of Items
.945	10

## Item Statistics

	Mean	Std. Deviation	N
Product	5.00	1.244	32
Place	5.06	1.190	32
Promotion	5.22	1.237	32
Price	5.34	1.208	32
Process	5.13	1.008	32
People	5.06	1.045	32
Physical Evidence	5.25	1.078	32
Brand equity	5.63	1.362	32
Customer Behavior	5.28	1.054	32
Life Style	5.16	1.568	32

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product	47.13	77.919	.831	.936
Place	47.06	78.706	.834	.936
Promotion	46.91	77.378	.864	.934
Price	46.78	78.886	.810	.937
Process	47.00	82.774	.760	.940
People	47.06	80.319	.871	.935
Physical Evidence	46.88	80.758	.816	.937
Brand equity	46.50	77.677	.758	.940
Customer behavior	46.84	80.588	.847	.936
Life Style	46.97	81.451	.488	.957

## Scale Statistics

Mean	Variance	Std. Deviation	N of Items
52.13	97.726	9.886	10

## Reliability Statistics

Cronbach's Alpha	N of Items
.908	21

Item Statistics

	Mean	Std. Deviation	N
Packing	3.75	.508	32
Quality	4.47	.671	32
Taste	4.53	.718	32
Convenience area	4.38	.609	32
Downtown	3.91	.466	32
Suburb	3.72	.581	32
Discount	4.00	.672	32
Special Menu	3.81	.693	32
Gift Vouchers	3.97	.538	32
Fair price	4.44	.669	32
Special price	3.94	.564	32
Order price	3.97	.595	32
Waiting time	4.09	.466	32
Delivery time	4.03	.595	32
Serve quickly	4.44	.669	32
Service skill	4.34	.745	32
Staff's hospitality	3.94	.669	32
Well communication	4.31	.644	32
Variety	4.03	.647	32
Cleanliness	4.34	.653	32
Restaurant design	4.06	.619	32

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Packing	82.72	55.241	.613	.902
Quality	82.00	53.161	.666	.900
Taste	81.94	53.867	.545	.903
Convenience area	82.09	56.539	.351	.908
Downtown	82.56	56.835	.438	.906
Suburb	82.75	59.226	.063	.914
Discount	82.47	53.225	.658	.900
Special Menu	82.66	54.814	.471	.905
Gift Vouchers	82.50	57.032	.345	.907
Fair price	82.03	53.644	.616	.901
Special price	82.53	54.064	.692	.900
Order price	82.50	56.387	.379	.907
Waiting time	82.38	56.435	.497	.905
Delivery time	82.44	54.254	.630	.901
Serve quickly	82.03	53.709	.609	.902
Friendliness	82.13	53.468	.560	.903
Politeness	82.53	53.031	.682	.900
Well communication	82.16	53.814	.624	.901
Variety	82.44	53.996	.601	.902
Cleanliness	82.13	52.887	.717	.899
Restaurant design	82.41	54.959	.522	.904

Mean	Variance	Std. Deviation	N of Items
86.47	60.128	7.754	21

#### Reliability Statistics

Cronbach's Alpha	N of Items
.871	5

	Mean	Std. Deviation	N
Brand Loyalty	3.88	.554	32
Brand Awareness	3.88	.554	32
Brand Familiarity	4.03	.647	32
Brand Reputation	3.84	.448	32
Brand quality	4.13	.609	32

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Loyalty	15.88	3.532	.698	.844
Brand Awareness	15.88	3.468	.735	.835

Brand Familiarity	15.72	3.176	.735	.836
Brand Reputation	15.91	3.959	.635	.861
Brand quality	15.63	3.339	.710	.841

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.75	5.290	2.300	5

Reliability Statistics

Cronbach's Alpha	N of Items
.843	5

Item Statistics

	Mean	Std. Deviation	N
Social Class	4.00	.672	32
Economic situation	3.75	.803	32
Motivation	4.00	.508	32
Purchase Behavior	3.81	.644	32
Self confidence	3.88	.609	32

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

Social Class	15.44	4.577	.539	.841
Economic situation	15.69	3.770	.693	.804
Motivation	15.44	4.770	.698	.807
Purchase Behavior	15.63	4.242	.723	.791
Self confidence	15.56	4.512	.655	.810

Mean	Variance	Std. Deviation	N of Items
19.44	6.577	2.564	5

THE STUDY OF CONSUMER'S BRAND CHOICE DECISION FOR QUICK SERVICE RESTAURANT (QSR) IN YANGON, MYANMAR FOCUSING ON FAST FOOD BRANDS (KFC, PIZZA HUT & SEASONS)

It is the short survey to understand the consumer's brand choice decision for quick service restaurant business in Myanmar, focusing on three brands(KFC, Pizza Hut & SEASONS).

\*This survey will take a few minutes of your time and we greatly appreciate for your input.

\*Please kindly think through the questions carefully in each & indicate your responses by selecting the most appropriate choice.

\*Thank you for your co-operation.

ဤမေးခွန်း စစ်တမ်းလွှာသည် စားသုံးသူများ၏ကုန်ပစ္စည်း အမှတ်တံဆိပ် ရွေးချယ်မှုအပေါ်တွင်ထားရှိသောသဘောထား အမြင်ကိုလေ့လာစိစစ်ခြင်း ဖြစ်ပါသည်။ အောက်တွင်ဖော်ပြထားသော မေးခွန်းများအား သေချာစွာ ဖတ်ရှု၍ အသင့်လျော်ဆုံး အဖြေအားစဉ်းစားရွေးချယ်ပေးပါရန် မေတ္တာ ရပ်ခံပါသည်။ အချိန်ပေး၍ပူးပေါင်းကူညီဆောင်ရွက်ခြင်းအတွက် အထူးပင်ကျေးဇူးတင်ရှိပါ၏။

\* Required

1. Gender \*

- ☐ Male
- ☐ Female

2. Age \*

- ☐ 15-20 years
- ☐ 21-30 years Edit this f
- ☐ 31-40 years
- ☐ 41-60 years

3. Occupation? \*

သင်၏ လက်ရှိအလုပ်အကိုင် အနေအထားကို ရွေးချယ်ပေးပါ။

- ☐ Student (ကျောင်းသား/သူ)
- ☐ Employee (ဝန်ထမ်း)
- ☐ Self-Business (ကိုယ်ပိုင်လုပ်ငန်း)
- ☐ Dependent (မှီခို)

4. Religion? \*

သင်ကိုးကွယ်သည့်ဘာသာကိုရွေးချယ်ပေးပါ။

- Buddhist
- Christian
- Muslim
- Hindu
- Other:

5. Do you usually cook at home for daily meals or eat outside? \*

သင်နေ့စဉ်အိမ်တွင် အမြဲလိုလိုချက်ပြုတ်တတ်ပါသလား (သို့) အပြင်တွင် စားသောက်ရသည်ကိုနှစ်သက်ပါသလား။

- Eat at home (အိမ်တွင်စားသည်)
- Eat Outside (အပြင်တွင်စားသည်)

6. What is your most favorite one among this three fast food restaurants? \*

အောက်ပါ(အသင့်စား)စားသောက်ဆိုင်များထဲမှ

သင်ကြိုက်နှစ်သက်ရာတစ်ခုကိုရွေးချယ်ပါ။

- KFC
- Pizza Hut
- SEASONS

7. How often do you eat fast food ? \*

အသင့်စား အစားစာများကိုသင်မည်မျှစားဖြစ်ပါသလဲ။

- Never (ဘယ်တော့မှ မစားပါ)
- Sometime (တခါတရံ)
- Often ( မကြာခဏ)
- Very Often ( အမြဲလိုလို)

8. Do you always choose the brand that you always like? \*

သင်သည် သင်ကြိုက်သော တံဆိပ်ကိုဘဲ အမြဲတမ်းရွေးချယ်သုံးလေ့ရှိပါသလား။

- Yes
- No

9. Please rank these factors that are influencing on your brand choice decision for fast food. \*

ဤအချက်များသည်သင့်အတွက် (အသင့်စား)အစားစာရွေးချယ်မှုတွင် မည်သို့သက်ရောက်မှုရှိပါသလဲ။

0. Not any effect (လုံးဝမသက်ဆိုင်) 1. Not at all important (လုံးဝအရေးမကြီး) 2. Low Important (အနည်းငယ်အရေးကြီး) 3. Slightly important (အတော်သင့်အရေးကြီး)

4. Neutral (ကြားနေ) 5. Moderately important (အတန်သင့်အရေးကြီး) 6. Very important (အလွန်အရေးကြီး) 7. Extremely important (အလွန်အမင်းအရေးကြီး)

0 1 2 3 4 5 6 7

9.1 Product (ပစ္စည်း)

9.2 Place (နေရာ)

9.3 Promotion (ပရိုမိုရှင်း)

9.4 Price (ဈေးနှုန်း)

9.5 Process (လုပ်ဆောင်မှု၏ကြာချိန်)

9.6 People (ဝန်ဆောင်မှုပေးသူ)

9.7 Physical Evidence (အပြင်ပိုင်းပုံစံ)

9.8 Brand equity (ကုန်ပစ္စည်းတံဆိပ်၏အရည်သွေး)

9.9 Customer Behaviour (ဝယ်ယူသူ၏အမူအကျင့်)

9.10. Life Style (နေထိုင်မှုပုံစံ)

10. How are these factors affecting on your decision for fast food restaurant? \*  
အောက်ပါ အချက်များသည် သင်၏စားသောက်ဆိုင် ရွေးချယ်မှု အတွက် မည်သို့ သက်ရောက်ပါသလဲ။

1. Strongly disagree (လုံးဝသဘောမတူ) 2. Disagree (သဘောမတူ) 3. Neutral (အတော်သင့်(သို့) ကြားနေ) 4. Agree (သဘောတူ) 5. Strongly agree (လုံးဝသဘောတူ)

1 2 3 4 5

10.1 Packing of Food (အစားစာထုတ်ပိုးမှု)

10.2 Quality (အရည်သွေး)

10.3 Taste (အရသာ)

10.4 Convenience Area (နေရာအဆင်ပြေမှု)

10.5 Downtown (မြို့တွင်း)

10.6 Suburb (မြို့ပြင်)

10.7 Discount (ဈေးလျှော့ခြင်း)

10.8 Special Menu (အထူးဟင်းလျာစီစဉ်မှု)

10.9 Gift Vouchers (ဘောက်ချာလက်ဆောင်)

10.10 Fair price (ဈေးအသင့်တင့်ရှိခြင်း)

10.11 Special Price (အထူးဈေးနှုန်း)

10.12 Order Price (မှာယူသည့် ဈေးနှုန်း)

11. How are these factors affecting for your decision to choice the restaurant?  
အောက်ပါ အချက်များသည် သင်၏စားသောက်ဆိုင် ရွေးချယ်မှု အတွက် မည်သို့ သက်ရောက်ပါသလဲ။

1. Strongly disagree (လုံးဝသဘောမတူ) 2. Disagree (သဘောမတူ) 3. Neutral (အတော်သင့်(သို့) ကြားနေ) 4. Agree (သဘောတူ) 5. Strongly agree (လုံးဝသဘောတူ)

1          2          3          4          5

11.1 Waiting time (စောင့်ရချိန်)

11.2 Delivery time (အိမ်အရောက်ပို့ဆောင်ချိန်)

11.3 Serve Quickly (လျင်မြန်သောဝန်ဆောင်မှု)

11.4 Friendliness (ဖော်ရွေမှု)

11.5 Politeness (ယဉ်ကျေးချိုသာမှု)

11.6 Well communication (ဆက်ဆံရေးကောင်မွန်မှု)

11.7 Variety (ရွေးချယ်စရာများပြားမှု)

11.8 Cleanliness (သန့်ရှင်းမှု)

11.9 Restaurant Design (ဆိုင်၏အပြင်အဆင်)

12. How would you rank your brand choice decision? \*

အောက်ပါ အချက်များသည် သင်၏စားသောက်ဆိုင် ရွေးချယ်မှု အတွက် မည်သို့ သက်ရောက်ပါသလဲ။

1. Strongly disagree (လုံးဝသဘောမတူ) 2. Disagree (သဘောမတူ) 3. Neutral (အတော်သင့်(သို့) ကြားနေ) 4. Agree (သဘောတူ) 5. Strongly agree (လုံးဝသဘောတူ)

1          2          3          4          5

12.1 Brand Loyalty (ပစ္စည်းတံဆိပ်ကိုစွဲမြဲစွာသုံးခြင်း)

12.2 Brand Awareness (ပစ္စည်းတံဆိပ်ကိုစိတ်ဝင်စားခြင်း)

12.3 Brand Familiarity (ရင်းနှီးကျွမ်းဝင်ခြင်း)

12.4 Brand Reputation (ကုန်ပစ္စည်းတံဆိပ်၏နာမည်ဂုဏ်သတင်း)

12.5 Brand Quality (ကုန်ပစ္စည်း၏အရည်သွေး)

12.6 Social Class (လူမှုရေးကျွမ်းဝင်မှု)

12.7 Economic Situation (စီးပွားရေးအခြေနေ)

12.8 Motivation (စိတ်ပါဝင်စားမှု)

12.9 Purchase Behaviour (ဝယ်ယူမှု အမူအကျင့်)

12.10 Self Confidence (မိမိကိုယ်ယုံကြည်မှု)

13. How often do you go to Fast Food Restaurant? \*

အသင့်စားအစားစာ ဆိုင်များသို့ သင်မည်မျှသွားဖြစ်ပါသလဲ။

- ☐ Never (ဘယ်တော့မှမစားပါ)
- ☐ Once a week (တပတ် ၁ခါ)
- ☐ 2 times per week (၁ ပတ် ၂ ခါ)
- ☐ 3 and over 3 times per week (၁ပတ် ၃ ခါနှင့် ၃ခါအထက်)

14. Which taste do you prefer to eat? (You can select one or more) \*

သင်မည်သည့်အရသာကိုကြိုက်နှစ်သက်ပါသလဲ (တခုထက်ပိုပြီးရွေးချယ်နိုင်ပါသည်)

- ☐ Spicy (အစပ်)
- ☐ Sweet (အချို)
- ☐ Sour (အချဉ်)
- ☐ Salt (အင်)

15. What type of food do you prefer to eat? (You can select one or more) \*

မည်သည့်အစားစာမျိုးကို သင်နှစ်သက်ပါသလဲ။ (၁ခု(သို့)၁ခုထက်ပိုပြီးရွေးချယ်နိုင်ပါသည်)

- ☐ Burmese Food (မြန်မာအစားစာ)
- ☐ Chinese Food (တရုတ်အစားစာ)
- ☐ Indian Food (အိန္ဒိယအစားစာ)
- ☐ European Food (ဥရောပအစားစာ)
- ☐ Other:

16. With whom you like to go to the fast food restaurant? \*

(အသင့်စား)အစားသောက်ဆိုင်များသို့ မည်သူများနှင့်သွားချင်ပါသလဲ။

- ☐ Family (မိသားစု)
- ☐ Friends (သူငယ်ချင်းများ)
- ☐ Alone (တယောက်တည်း)

17. Are you always caring about hygiene in choosing your food? \*

သင်သည် အစားစာရွေးချယ်ရာတွင် ရောဂါကင်းရှင်းကို အမြဲဂရုစိုက်စဉ်းစားပါသလား။

- Yes (စဉ်းစားသည်)
- No (မစဉ်းစားပါ)

18. What is the most suitable timing for visiting to KFC, Pizza Hut and SEASONS? \*

(KFC, Pizza Hut and SEASONS ဆိုင်များသို့သွားရန်မည်သည့်အချိန်သည် အသင့်တော်ဆုံးဖြစ်မလဲ)

- Morning (မနက်ပိုင်း)
- Afternoon (နေ့လည်ပိုင်း)
- Evening (ညနေပိုင်း)
- Late night (ညနက်ပိုင်း)

19. What is the most attractive promotion that makes you purchase fast food? (You can select one and more) \*

ဤပရိုမိုရှင်းများထဲမှ သင်မည်သည့် အစီစဉ်ကို သဘောကျပါသလဲ (တခုထက်ပိုပြီး ရွေးချယ်နိုင်ပါ၏)

- Give Gift (လက်ဆောင်ပေးခြင်း)
- Give vouchers (ဘောက်ချာလက်ဆောင်)
- Cash Discount (ဈေးလျော့ပေးခြင်း)

20. What is main problem that you face in Quick service restaurant? \*

ဤပြဿနာထဲမှမည်သည့် ပြဿနာသည်အဓိက ဖြစ်မည်ဟုထင်ပါသလဲ။

- Long Queue (ကြာမြင့်စွာစောင့်ဆိုင်းရခြင်း)
- Wrong receive (မှားယွင်း လက်ခံရမှု)
- Not enough place to sit (ထိုင်ရန်နေရာအလုံအလောက်မရှိခြင်း)

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Day 20 Month December Year 2016


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