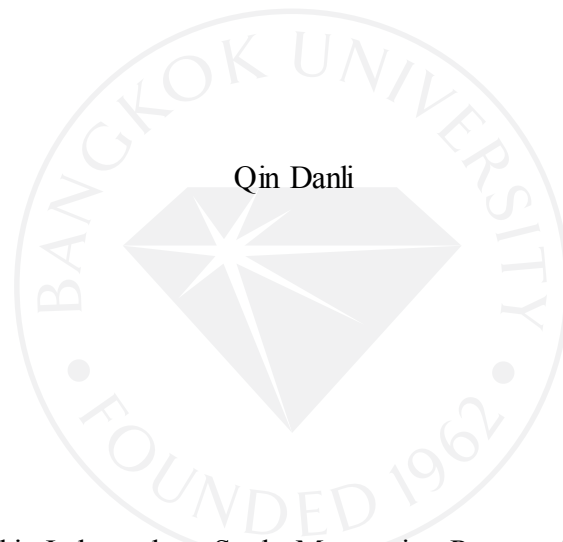A STUDY OF FACTORS INFLUENCING CHINESE CUSTOMERS IN CHINESE
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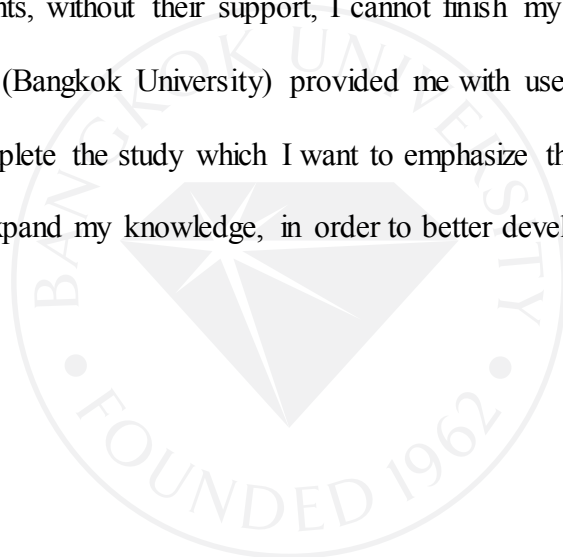
Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

This research will study factors or elements that influences Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. This research study will conduct survey in Chinese restaurant of Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan, in Bangkok, Thailand. The research is aimed to focus on customers who consume Chinese food of these three brands of Chinese restaurant. The researcher summarized the analytical results for hypothesis testing, by using Multinomial logistic regression of Marketing Mix (7Ps) (Restaurant staff, Process, Physical evidence, Product, Promotion, Price, Place), Brand (Brand awareness, Brand image, Brand recognition, Brand loyalty, Brand preference, Consumption behavior, Word of mouth, Lifestyle factors influencing Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Keywords: Chinese restaurant, choice decision, Multinomial logistic regression

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CHAPTER 1

INTRODUCTION

In this chapter of study, the researcher explains the background which is related to subject of the research study through Chinese consumer brand choice decision in three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan in Bangkok, Thailand. Moreover, this chapter consists of problem statement, purpose of study, importance of study, scope of study, objectives and limitation.

1.1 Background

Rapid global economic growth over recent decades thanks to increasing consumer consumption has made human life more convenient and comfortable. The increasing trend of eating out is becoming a mainstream way of life in most developed nations. The demand for food away from home is dramatically increasing. With increasing pace of life, many individuals are turning to dining out in local establishments ranging from fast-food stalls to full-service restaurants. The expansion of restaurants has certainly followed this trend. In a fast paced and affluent society, eating out in restaurants has also become an important social and business occasion. The consumers usually have a wide range of options to choose from. There are restaurants by the thousands offering a full range of food varieties and services. Being able to meet consumers' basic expectations in today's situation at best can ensure business survival. To be successful and outstanding, a

restaurant has to be able to exceed consumers' expectation by really understanding customers' reasons for selecting a particular type of dining experience.

The role of food has not been solely related to fulfilling the need of satisfying hunger, but rather it has had many subtle purposes in lives of people (Tabassum and Rahman, 2012). Ethnic restaurants (especially Chinese restaurants in Bangkok) account for a considerable proportion of eating establishments in the contemporary restaurant market.

Through visiting a Chinese restaurant that serves the genuine cuisine of China or experiencing Chinese culture. Therefore, in comparison to regular restaurants, Chinese restaurants possess certain sociological and cultural elements that make them special for their guests in ways that cannot be found in regular Thai restaurants. Furthermore, apart from serving Chinese food, Chinese restaurants also offer authenticity in terms of the ambiance where the dining experience occurs. In fact, it has been well documented in literature that customers dining in Chinese restaurants are the ones who look for a genuinely Chinese ambiance and that restaurant authenticity plays an important role in generating satisfaction for such customers (Jekanowski et al., 2001).

The growth of normal full-service restaurant was accelerating in Thailand. This was due to good economic condition and changing trend of Thailand lifestyle. Nowadays people prefer to eat at normal full-service restaurant which consist of Japanese restaurant, Chinese restaurant, and Korea restaurant. The growth of Chinese restaurants in the Bangkok perfectly illustrates the growth in popularity of Chinese cuisine.

The three of famous Chinese restaurants in Bangkok are Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. Huang Ji Huang is mainly serve Chinese style hot pot to customers which is very popular restaurant in mainland of China, and Huang Ji Huang decided to expand their business into Thai market since year 2015, when Huang Ji Huang opened in Bangkok, the Chinese customers who living in Thailand came to restaurants in a great of numbers, the restaurant became famous again and attract local Thai customers as well. Lao Shan Dong restaurant is provide the local Chinese food of Shan Dong province which to meet the Shan Dong customer's special food requirements and needs. Shu Xiang Yuan is the restaurants that from Sichuan province, it serve hot and spicy Chinese food which also very popular among Chinese customers in Thailand.

1.2 Problem Statement

Restaurant operators must understand and satisfy consumers' needs, wants, and demands to be successful in the competitive foodservice industry (Goyal and Singh, 2007). The findings from several studies show that restaurant consumers use different criteria when making restaurant decisions (Andaleeb and Conway, 2006). Examples of these criteria are: food quality, service quality, restaurant physical settings, and variety of choice on the menu. The criteria also vary according to the type of restaurant (Young and SooCheong, 2008) and dining occasion (Caroline and Elisabete, 2013). In addition, a number of studies suggest that restaurant diners often view a restaurant meal as only a part of the total package of a dining experience, and that diners use a bundle of attributes,

rather than a single attribute, when making restaurant decisions (Olabanji and Tafadzwa, 2014).

There is a need to understand the choice factors and their relative importance that influence Chinese restaurant customers' decision so that restaurateurs can supply their offerings and develop strategies accordingly. It is also crucial that restaurant operators understand the effects of consumer characteristics on restaurant choice behaviour as this information can guide them in their target marketing (Yong and Muharratul, 2012).

1.3 Intention and Reason for Study

The problems and opportunities mentioned have interested the researcher to study this topic. In this research study, the author is trying to find out the important factors or elements which influence Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. This research will examine the element of purchasing decision or choice decision of customers which can be used for improving or implementing marketing strategy for Chinese food and restaurant.

1.4 Research Objectives

In order to response this research study, the researcher set research question following the background and statement of problem as following:

Major objective

To examine purchasing or choice decision of Chinese customers towards three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Sub – objectives:

To find out the factors or elements that influence purchasing decision of customers toward three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

To study the relationship of purchasing decisions between three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

1.5 Scope of Study

For scope of content, this research will study factors or elements that influences Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. For scope of samples and location, this research study will conduct survey in Chinese restaurant of Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan, in Bangkok, Thailand. The main respondents are the customers of Chinese restaurants including the customers of Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. The research is aimed to focus on customers who consume Chinese food of these three brands of Chinese restaurant. For scope of researching duration, this research will be conducted during April 2017 in restaurant Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

For the scope of related variables in this study, dependent and independent variables are presented accordingly as following.

Dependent Variables:

Chinese restaurant choice decision among three Chinese restaurant brands

Independent Variables:

Marketing Mix (7Ps): Restaurant staff, Process, Physical evidence, Product, Promotion, Price, Place.

Brand: Brand awareness, Brand image, Brand recognition, Brand loyalty, Brand preference

Consumption behavior

Word of mouth

Lifestyle

1.6 Assumption

The research is conducted assuming Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. There are many Chinese customers for the Chinese restaurants in Bangkok, Thailand. These customers are different from each other in term of age, gender, race, occupation or preference. The customers may have different opinions for restaurant choice decision towards three Chinese restaurant in Bangkok,

Thailand. Moreover, the data for using in the analysis part will be collected in an appropriate way along with reliable method.

1.7 Benefit of Research

In today's competitive marketplace, restaurant customers have a plethora of restaurant choices. In order to survive in this environment, restaurateurs need to practice a strong customer-driven orientation and satisfy customer's needs more effectively than the competition. Restaurant customers often make dining decisions by simultaneously evaluating several criteria. For example, customers might consider food quality, price, promotions, and recommendations, among other benefits desired. Thus, the central questions for restaurant managers are: what are the needs of their targeted consumers and what are the major attributes that influence their restaurant choice? It is critical that managers understand customer preferences so that they can integrate these demands into their product and service attributes to gain a competitive edge. Unfortunately, a high percentage of restaurants fail because their management does not understand, appreciate, adapt to, or expect changing market trends (Parsa, Self, Njite, & King, 2005). So this study can help managers of restaurant to understand customer's preferences and demand to gain a competitive edge and high profit as well.

1.8 Limitations of Research

The location for conducting this research study and collecting the data will be limited within those three Chinese restaurant in Bangkok only. Therefore, the results of

questionnaires will be based on people who have experience in those three Chinese restaurant in Bangkok only. In addition, this research study focus on only three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. Furthermore, this research study will specific focuses on only the factors or elements of Chinese restaurant choice decision among three Chinese restaurant brands Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan which include Marketing Mix (7Ps), Brand Consumption behavior, Word of mouth, Lifestyle. Moreover, there are some people who bias to the top three Chinese restaurant. The respondents may intend to provide answers for the questionnaires in negative way which can make the distortion in analyzing result process.

1.9 Definition of Terms

Marketing Mix (7Ps): the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market", include product, price, promotion, and place, process, people, and physical evidence.

Brand awareness: the extent to which customers are able to recall or recognize a brand.

Brand image: as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand.

Brand recognition: is extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tag line, packaging or advertising campaign.

Brand loyalty: positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment.

Brand preference: the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand.

Consumption behavior: is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service.

Word of mouth: is the passing of information from person to person by oral communication, which could be as simple as telling someone the time of day

Lifestyle: the interests, opinions, behaviors, and behavioral orientations of an individual, group, or culture

CHAPTER 2

LITERATURE REVIEW

In this chapter the researcher provides theoretical foundation which is used within this Independent study. The theories originated from literature reviews and analysis of empirical studies related to the subject of Chinese restaurant choice decision. The connection and correlation between each theory and frame work are also presented within this chapter.

2.1 Services Marketing

Services marketing is the design of strategy to address the provision of services, both in a business to consumer context and the business to business scenario. Services marketing may cover elements in a traditional physical product sales environment such as customer services and tech support. Services marketing is a sub field of marketing, which can be split into the two main areas of goods marketing and services marketing.

There are five fundamental defining characteristics of a service. These characteristics are the basis of the 7P model for marketing. These are:

- Intangible – Primary to the definition of a service is the notion that there is no tangible result of the service in the customer's hand. The customer does gain something when they leave. This may be legal advice or a checkup by a doctor.

Tangibility needs to be created within the experience and this is done through the environment in which the service is delivered.

- Heterogeneous – All service experiences are unique. This means that there is a variety that needs to be anticipated and catered for. Factors external to a customer or a service provider such as traffic or a storm can impact the service experience. In addition, factors internal to either of the two participants can also have an impact such as personality traits or a bad day. Apart from this, the same person may react to the same situation differently on two different days. All these factors make it hard to provide a standard service experience.

- Production and Consumption – A service is created and used up at the same point in time. This means that the customer and the employee are both part of the process and are equally important to the experience. The employee needs to be trained extensively while the customer's expectations can be managed through marketing communication activities.

- Perishable – A service can be stored, returned or resold. This means that it is immediate and bound by time. Proper processes need to be in place to make sure that service provision capacity is utilized to an optimum degree, to mitigate periods of high or low demand.

- Lack of Ownership – Because the customer does not end up retaining ownership of a tangible product, they have nothing to take away from the service except their experience. This means that over time, once the experience memory has diluted,

there may be an issue with comparing brands. Companies are constantly trying to differentiate themselves from their competitors to build a loyal customer base.

2.2 Marketing Mix (7Ps)

According to Booms and Bitner (1981) describe that marketing management is the concept of the marketing mix . The marketing mix is not a theory of management that has been derived from scientific analysis, but a conceptual framework which highlights the principal decisions that marketing manager's make in configuring their offerings to suit customers' needs. The tools can be used to develop both long term strategies and short term tactical programs.

Product

In the service industry, the production and consumption of the product are simultaneous and the product is intangible, diverse and perishable. The nature of this 'product' allows for on the spot customization. This also means that the point at which this activity is occurring becomes very important. Ideally, to ensure repeat experiences of similar quality and a consistently good user experience, most service providers aim to give some customization within an overall standardized mode of delivery.

The product in service marketing mix is intangible in nature. Like physical products such as a soap or a detergent, service products cannot be measured. Tourism

industry or the education industry can be an excellent example. At the same time service products are heterogenous, perishable and cannot be owned.

Place

Place in case of services determine where is the service product going to be located. The best place to open up a petrol pump is on the highway or in the city. A place where there is minimum traffic is a wrong location to start a petrol pump. Similarly a software company will be better placed in a business hub with a lot of companies nearby rather than being placed in a town or rural area. As mentioned, the service is produced and consumed in the same place. It cannot be owned and taken away from the location. This is why the place at which this transaction occurs is of vital importance. The location of the service provision is carefully analyzed to allow ease of access and the desire to make the effort to reach it. Food restaurants and sales and service centers may be located in busy main streets to allow walk in customers, while a fine dining restaurant may be located in a quiet street to maintain exclusivity and privacy.

Promotion

Promotions have become a critical factor in the service marketing mix. Services are easy to be duplicated and hence it is generally the brand which sets a service apart from its counterpart. It is because competition in this service sector is generally high and

promotions is necessary to survive. Promotion fulfills the same role as it does in any other marketing context. A service may be more easily replicated than a physical product. To prevent a service becoming interchangeable with its competitors, it becomes vital to create a desirable brand image and name in the market. Differentiation becomes a key goal in order to attract both new and repeat customers.

Price

Pricing in case of services is rather more difficult than in case of products. If you were a restaurant owner, you can price people only for the food you are serving. Since a service cannot be measured by what material goes into its creation nor is the actual tangible cost of production measurable, it can be challenging to put a price tag on it. There are some tangibles of course, such as the labor costs and overheads. But additionally, the ambiance, the experience and the brand name also factor into the final price offering.

People

People is one of the elements of service marketing mix. People define a service. This is a vitally important element of the service marketing mix. When a service is being delivered, the person delivering it is not unique from the service itself. As a restaurant, chef and service staff defines as people. Thus many companies nowadays are involved

into specially getting their staff trained in interpersonal skills and customer service with a focus towards customer satisfaction. In fact many companies have to undergo accreditation to show that their staff is better than the rest. This is why many businesses invest in defining the right kind of person to fill their service role and then making efforts to find or train people to fit this definition.

Process

Since service provision needs to strike a balance between customization and standardization, the processes involved in the activity require special mention and attention. A process needs to be clearly defined for the service provider. This basic process should ensure the same level of service delivery to every customer, at any time of day, on any day. Within this process, there should be defined areas where a customer preference can be accommodated to provide a unique experience. Service process is the way in which a service is delivered to the end customer. On top of it, the demand of these services is such that they have to deliver optimally without a loss in quality. Thus the process of a service company in delivering its product is of utmost importance. It is also a critical component in the service blueprint, wherein before establishing the service, the company defines exactly what should be the process of the service product reaching the end customer.

Physical evidence

The last element in the service marketing mix is a very important element. As said before, services are intangible in nature. However, to create a better customer experience tangible elements are also delivered with the service. Take an example of a restaurant which has only chairs and tables and good food, or a restaurant which has ambient lighting, nice music along with good seating arrangement and this also serves good food. Which one will you prefer? The one with the nice ambience. That's physical evidence. The level of comfort and attractiveness of a service location may make a lot of difference to the user experience. A calm and soothing environment with thoughtful comfort measures may provide a sense of security to a new customer which will make them return.

2.3 Brand

Brand has been defined as a name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors. Other more recent definitions of branding also include internal and organizational processes. A brand is a set of components or brand assets which combines to create a unique, unforgettable, unmistakable, precious association between an organization and its customers. The brand is conducted by a set of convincing visual, written and vocal devices to depict the plan of business and objective of an organization. Branding is the expression and illustration that

depicts the business plan in front of the world. Branding strategy should capture about the company, products and its services and depict consistently throughout all the brand assets in everyday marketing activities.

A brand can be defined as all signs that are reported graphically, a special word, a personal name, figures, letters, numbers, the shape and look of a product and the packaging. The development of brands has been quick and they are of great importance. A brand is a symbolic embodiment of the information connected to a company. It is the products and services that a company markets under a certain name. The logotype, product, the soul of the brand, personality, design and other associations that are related to the name are factors, which differentiate the brand from competitors.

There are many methods to measure the potential and actual efficiency of the brands. The simplest of them is 4D's of Branding, they are differentiation, distinctiveness, defendable, digit-able. An emphatic and dynamic brand must measure up in all 4 areas.

- Distinctiveness: The brand should be distinct when compared in front of all communications. The more unique and distinct your communication is, the wider is the field of effective strength of competitiveness.

- Differentiation: The brand assets and brand strategy must set the offerings apart and clearly express the specific arrangement intent of the offering.

– Defendable: when investing to create brand assets, the brand must have ownership strength to keep others from using close resemblance. This is applicable to trade names, logos, symbols and other visual assets.

– Digit-able: There are strong and growing elements of electronic communications and commerce in most of the businesses that command that all brand assets be ascended effectively in tangible and electronic forms. This goes for all brand assets.

Brand awareness

Brand awareness is the probability that, consumers are familiar about the availability and accessibility of a company's product and service. The prospect that the consumers are acquainted with the life and availability of the product is considered as brand awareness. It also provides competitive advantages to the brand. If an organization has a successful brand awareness it means that the products and services of the organization have a good repute in the market and simply acceptable. The awareness of the brand plays a significant role while purchasing a product or service and may have control on perceived risk evaluation of consumers and their level of assurance about the buying decision due to awareness with the brand and its uniqueness.

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Brand image

The brand image can be explained as how the customers perceive the brand. It is the key of how consumers make their choices after gathering information about the particular brand and the alternatives. Brand image can be reinforced by brand communications such as packaging, advertising, promotion, customer service, word-of-mouth and other aspects of the brand experience. Brand images are usually evoked by asking consumers the first words/images that come to their mind when a certain brand is mentioned (sometimes called "top of mind"). When responses are highly variable, non-forthcoming, or refer to non-image attributes such as cost, it is an indicator of a weak brand image.

Keller (1993) defined brand image as summation of brand associations in the memory of consumer which leads him towards brand perception and brand association including brand attributes, brand benefits and brand attitude.

Brand recognition

Brand Recognition is the amount to which a brand is recognized for acknowledged brand attributes or communications among consumer. Brand recognition will help

consumer lean toward our product when given the choice between our product and one they have never heard of.

Brand loyalty

Achieving a high degree of loyalty is an important goal in the branding process. Loyal consumers are valuable consumers because it is much more expensive to recruit new customers than nursing and keeping existing ones. Brands are important vehicles when building consumer loyalty as they provide recognizable fix points in the shopping experience. Keller (2003) mentioned about developing loyalty programs. The concept of brand loyalty has been elaborated in the relational approach that seeks to answer how and why loyal brand consumers consume the brand of choice.

Brand preference

Definition for brand preference is offered: "the biased behavioral tendencies reflecting the consumer's predisposition toward a brand". Brand preference is strongly linked to brand choice that can influence the consumer decision making and activate brand purchase. Understanding the brand preferences of consumers' will dictate the most suitable and successful Marketing Strategies. One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference represents which brands are preferred under assumptions of equality in price and availability.

Brand preference is regarded as a key step in consumer decision making, involving elements of choice. In establishing brand preference, consumers compare and rank different brands by focusing on their uniqueness defined brand preference as "the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set," with a consideration set referring to brands that a consumer would consider buying in the near future.

2.4 Consumption Behavior

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the individual consumer and on broader society.

Consumer behavior is a wide range of study about the decision making processes that a consumer make at the time of making a purchase. Consumer behavior is the study of how individuals or groups buy, use and dispose of goods, services, ideas or experience to satisfy their needs or wants." In the early stages, consumer behavior was taken as buyer behavior that reflects the interaction between consumers and produces at the time of purchase but now marketers recognize consumer behavior as an ongoing process not

only what happens at the time when consumer gives money and gains some goods or services.

2.5 Word of Mouth

The term WOM is used to describe verbal communications (either positive or negative) between groups such as the product provider, independent experts, family and friends and the actual or potential consumers. Word-of-mouth marketing activities are exceedingly important especially for the businesses operating on service sector. This is because service expectations are not as clear and certain as benefits expected from concrete product. Especially, individuals' cultural situations, earlier experiences, and social environment may provide different opinions about service's quality and benefits. Thus, individuals are mostly, influenced by the ones from their close acquaintances who live at the same circumstances and have the same cultural characteristics.

Word-of-mouth (WOM) has been frequently cited as the most effective form of communication in influencing consumers. As a result, WOM plays an even more important role today in shaping consumers' attitudes and buying behaviors. One study conducted indicated that, on average, one dissatisfied customer can be expected to tell nine other people about the experiences that resulted in the dissatisfaction. Satisfied customers, on the other hand, relate their story to an average of five other people. As seen, WOM communication exerts a strong influence on consumer purchasing behavior, influencing both short-term and long-term judgments.

Word of mouth has strong perception in human mind, which is done by all every time – By which a powerful communication can be done. It is also a part of social communication. Word of mouth is the way of sharing ideas, believes and experiences among each other. Always share truthful idea, and also create word of mouth.

Word of mouth, is talking about products and services between people apart from companies advertisement for products or services. These talks can be mutual conversations or unilateral advices and suggestions. However, the main point is taking place of these talks by people who has a very low benefit to persuade others to use that product. Word of mouth simply is something more than talking about products. Word of mouth is one of the ways that has the most effect on the people and persuades people to buy a product or service more than other commercials because people usually trust to what they hear directly from others. In general, people need information division as a part of relationships and tendency to hear friends, relatives, and colleagues' advices, more than commercials from mass media.

2.6 Lifestyle

Lifestyle is the way of living that an individual chooses according to his/her activities, interests, and opinions. People who have similar culture, social class or occupation may have different lifestyles. According to Kotler et al, "Lifestyle is a person's pattern of living as expressed in his or her activities, interests and opinions". Lifestyle captures a person's whole pattern of acting or interacting in the world more than

profiling a person's social class or personality. (Kotler et al 2008). According to Boyd and Levy, "Everyone's life has a style of some kind and he wishes to develop it, sustain it, show it and make it a coherent and visible thing that other people can recognize". Lifestyle is measured through psychographics. It is the technique of measuring lifestyles and developing lifestyle classifications. Basically, it involves measuring the main AIO dimensions (activities, interests and opinions). Psychographics specifically focuses on what people like to do, what are their areas of interests and what opinions that people hold on various matters. The table below shows the dimensions used in psychographics to measure lifestyles.

2.7 Brand Choice Decision

The choice has been defined by different researchers in varied aspects, Choice with supporting example by saying, that" the person walking down a road who hesitates at a fork in the road before choosing which route to take classically illustrates choice". To choose a brand among from available brands of low involvement product category in a situation where consumer does not know about the brands under consideration seems very critical, because the most theories of consumer behavior support the awareness as a dominant factor in consumer choice. On the other hand it was also assumed that excess of everything is dangerous, likely it can be guessed that more information may confuse the consumer about the brand to be selected.

Brand choice theory is one of the basic elements of marketing science. Practically all decisions made by marketing managers include assumptions – explicit or implicit – about how consumers make purchase decisions and how strategic marketing variables (such as price, advertising and distribution) affect these decisions. To support this effort, the objective of research in brand choice is to create models that both consider the behavioral realities of consumer choice and allow accurate forecasts of future choice behavior.

Choice modeling is the preferred model for studies on consumer preferences. It is closely related as stated preference theory. According to a stated preference survey consumers state their choices among a potential set of alternatives (e.g. different brands, different product characteristics, different stores) options can include both real and hypothetical market alternatives. It starts from stated preferences to go back to their determinants. The alternative to stated preference is revealed preference where consumers are not asked directly what they prefer or choose but their actual choices and determinants are observed indirectly, for example considering what they purchase in different situations.

2.8 Previous Research

Ahsan et al., (2014) studied that Factors Effecting the Customers Selection of Restaurants in Pakistan. Restaurants are the growing industry in service and hospitality sector. People preferences regarding selection of services especially in food market are

changing rapidly. The paper aims to explore the most important and influential factors that affect the customers' selection of the restaurants. The paper will help the restaurants' management to make their policies according to the need and preferences of the customers to get the maximum profit, loyalty and attraction of the customers. To find out factors that are not yet been identified interviews are conducted. Three new factors – privacy, preferential treatment and suitable environment for family gathering – are identified and then a descriptive analysis method is used to find the most influential factors. The results show that five out of various factors have the greater effect on this selection–food quality & taste, cleanliness, physical environment, staff cooperation and suitable environment for family gathering. In the light of the results of the paper it is worthwhile to use both – financial and non-financial – strategies to make the restaurant attractive for the customers.

Olabanji and Tafadzwa (2014) has topic of Factors Influencing Consumer Choice of Fast Food Outlet: The Case of an American Fast Food Franchise Brand Operating in a Predominantly Rural Community. The slow penetration retail centres into previously disadvantage communities has contributed to the expansion of fast food franchises into townships and rural communities. The aim of this study was to establish the value and relevance of the salient factors influencing rural-consumer choice of fast food outlet. A quantitative survey was undertaken, with data being generated from a convenient sample of N=267 respondents. Data were analysed by utilising the Statistical Package for Social Sciences 20.1. Importantly, the study established that affordability was the main

motivator for rural-based consumers in their selection of fast food outlet. The study further established that the traditional salient factors of value for money, convenience and accessibility were significant factor influencing their choice of fast food outlet. It was also found that factors such as nutritional value and the variety of the menu were not significant influencers amongst the respondents. As a result of the study the paper also determines that the country of origin of the franchise brand does not play a distinctive role in the consumer decision process. However, this paper recommends further qualitative research into the consumer buyer behaviour for rural fast food consumers to generate further empirical data as fast food franchise brands continue to explore new previously disadvantaged markets.

Deanna and Adrienne (2011) had paper of Determinates That Influence Food Comsumption among Older Members of a Midwest Community. The goal of this study was to record Muncie, Indiana residents' change in eating habits over time. Objectives: 1) Identify key determinants that influence a change in participants' eating habits; 2) Analyze the data for convergent themes among participants and draw patterns; and 3) Compare patterns found in this study population with existing literature and/or accepted theories within the field. Hypotheses on changes in food patterns included: 1) Socio-economic status in the middle-class population maintained daily food production to remain inside the home; 2) Women working outside the home reduced labor hours allotted to home cooking; and 3) Social norms valued home cooking resulting in home prepared meals. Methods: The study used a cross-sectional, oral-history, interview

format. The study sample consisted of 25 seniors (65 y – 100 y old) from a convenience sample taken from one, medium-sized, mid-western town, Muncie, Indiana. The study involved use of a semi-structured, questionnaire/interview script, (approved by Ball State University's IRB committee). Results: Economics greatly influenced, and continues to influence, food consumption patterns for depression-era born adults. Women who grew up on home-only cooked meals, but entered the workforce adjusted traditional meals in favor of convenience. Implications: Health care providers trying to change dietary habits of older residents residing in the Midwest will need to consider foods and food preparatory methods introduced in childhood; these remained key components of the diet later in life and removing them may be met with resistance.

Yi-Man et al., (2014) studied that The Influence of Green Restaurant Decision Formation Using the VAB Model: The Effect of Environmental Concerns upon Intent to Visit. The study investigates consumers' intent to patron green restaurants by application of the Value-Attitude-Behavior model. The present study examines the interrelationships among consumers' values, attitudes, and environmental concerns, and explores how they relate to their intentions to visit green restaurants in Taiwan. Data were gathered by face-to-face surveys, conducted by trained interviewers in a variety of locations, including at train stations, supermarkets, department stores, shopping malls, and adult education classes to obtain data from a representative demographic profile. The findings of this study suggest that the personal values and general attitudes positively affect consumers' intentions to visit a green restaurant. Additionally, the results found personal values and

environmental concern have significant influence on the attitude toward green restaurants. Managerial implications and future directions of these findings were also discussed.

Yong and Muharratul (2012) studied that Determinant of factors that influence consumer in choosing normal full service restaurant: case in Seri Iskandar, Perak. The changing trend and lifestyle today such as more women entering the workforce, extended working hour, increasing household income and busier daily schedule had lead the consumer to eating out. This was fulfilling their need to have meal outside by choosing convenience alternative. The emergence of plenty restaurants in the country has lead the entrepreneurs to compete each other to ensure sustainability in their business margain. Therefore, this study was conducted to identify and understand the factors that influence consumer in choosing normal full-service restaurant at Seri Iskandar, Perak. The study also investigates consumer preference and attitude toward halal status that influence consumer need in choosing normal full service restaurant. A samples of 150 had being selected for this study by using convenience sampling method. The data was analyzed using SPSS software and Factor Analysis technique. This showed that, consumers are put heavy priorities on food quality, followed by trustworthiness, service quality, price, environment, and lastly location in choosing normal full-service restaurant. Malay respondents are more concern on trustworthiness (halal status) compared to other races in selecting normal full-service restaurant. The implication of this study, entrepreneurs can

consider these factors as their main competitive advantage.

Caroline and Elisabete (2013) studied that A Review of Food Service Selection Factors Important to the Consumer. A literature review was carried out to identify the important factors perceived by consumers when choosing a food service. The review was carried out in Scopus, Scielo and the Web of Science. The price, atmosphere, food quality and location were the attributes most investigated by the researchers. The food quality and taste were perceived as essential by consumers for all types of restaurants. On choosing fast-food restaurants the price and speed of service were the most important factors. On selecting other types of restaurants, the most relevant factors were the food quality and taste, followed by attributes related to service. Price was shown to be important for the student population, lower-income populations and individuals who eat out less frequently. With respect to gender, women perceived the preferences of their families and the safety of food as more important than men. Differences in the degree of importance given to the selection factors were observed according to the meal context. This review showed that further research, applying accurate methods, is needed to broadly understand the choices of differing establishments by consumers.

2.9 Research Framework
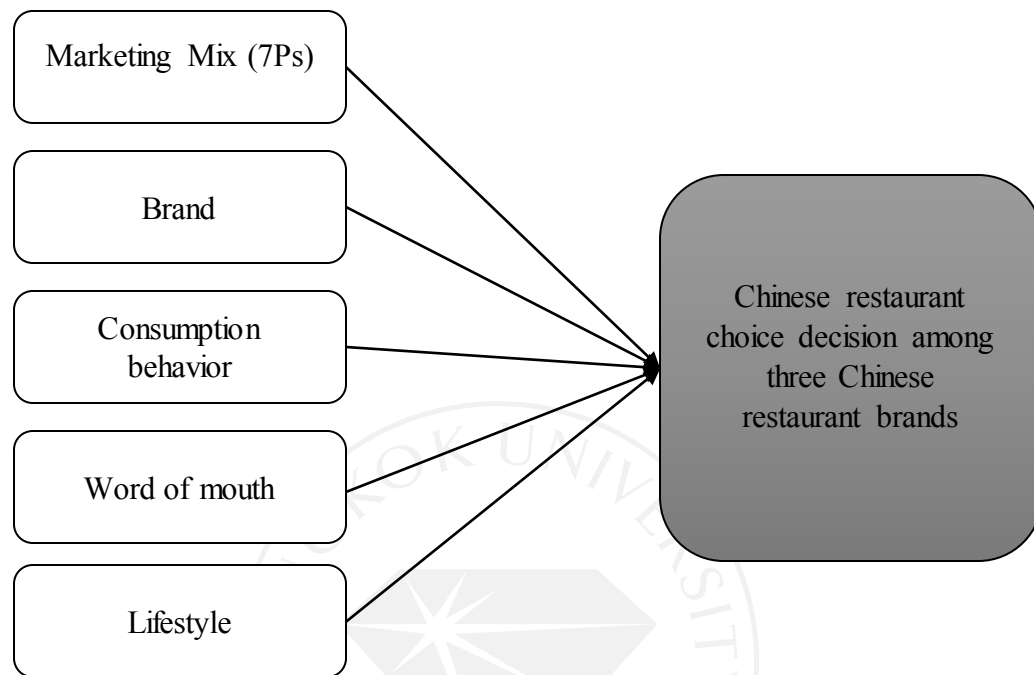
Figure 2.1: Research Framework

2.10 Hypothesis of this Research

Hypothesis is a statement to explain research problem, and arrange for educated vision of research result (Sarantakos, 2012). According to doing experiment in research study, will be analyzing each variable along with the results from former research in order to offer hypothesis to this study. Therefore, the Hypotheses are set as follow:

H1o: Restaurant staff does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H1a: Restaurant staff does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H2o: Process does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H2a: Process does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H3o: Physical evidence does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H3a: Physical evidence does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H4o: Product evidence does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H4a: Product evidence does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H5o: Promotion does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H5a: Promotion does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H6o: Price does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H6a: Price does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H7o: Place does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H7a: Place does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H8o: Brand does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H8a: Brand does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H9o: Consumption behavior does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H9a: Consumption behavior does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H10o: Word of mouth does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H10a: Word of mouth does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H11o: Lifestyle does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

H11a: Lifestyle does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan

CHAPTER 3

RESEARCH METHODOLOGY

This chapter is illustrated the information in term of research methodology which is about the process used to collect data and information on behalf of running data. Questionnaire as the main survey tool has been distributed to the customers to analyze and conclude about research design, population, sample selection, research instrument, reliability and validity assessment, data collection and statistic for data analysis, which is described below.

3.1 Research Design

There are many types of research which can apply to several studies as exploratory research, descriptive research and casual research respectively. However, in this study, the appropriated type of this study was conducted in term of descriptive research which refers to describe answer to specify research problems in detail. Descriptive research is devoted to the collecting the information about widespread situations or conditions for the purpose of description and interpretation. The significance of descriptive research is focusing in term of the characteristics of individual and the characteristics of the whole sample which can support to provide useful information to the problems' solution. Then, this type of research is the most suitable to collect the data as well as depict the relationship between measured variables. Besides, this research also uses the techniques of survey by distributing the questionnaires as gathering the primary

data with 400 Chinese customers who used to have experience in three Chinese restaurant brands including Huang ji huang, Lao shan dong, Shu xiang yuan. So as to know their attitudes toward three Chinese restaurants in Bangkok for related to the several factors that can be affected.

3.2 Population and Sample Selection

Population in Research

Data used in this study were obtained from three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan which are top three Chinese brand of restaurant in Bangkok, Thailand which very popular for local Chinese people who living in Bangkok for long term. This study will be opened for Chinese customers in each restaurant of Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan in Bangkok, Thailand. Because it is minimizing sample selection bias, and it helps to avoid over representation or under representation on a certain segment. Besides, it can accurately reflect the population.

Sample Size in Research

Considered the population is known and we have received the population from Chinese customers who have experience in Huang Ji Huang, Lao Shan Dong, Shu Xiang

Yuan. In this study, researcher will apply with sample size formula that is determined by using estimated proportions.

A sample size in the study is from 400 Chinese customers who have experience in Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan in Bangkok, Thailand. The reseracher collected the sample from actual population and simplified formula for proportions as following:

Formula

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

Which:

  n is the sample size

  N is the population size

  e is the acceptable sampling error

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

So:

$$n = \frac{84,128}{1 + 84,128 (0.05)^2}$$

$$= 398.10$$

Referring to formula calculating, the result of sample size for conducting research is 398.10 respondents. However, to make reliability efficiently, the researcher will collect

the sample size with 400 Chinese customers by using at 95% confidence level to avoid deviation.

Sample Selection in Research

Data were gathered from 400 customers-as a part of a larger study. Accidental sampling method will be applied in the research from three Chinese restaurant Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan in Bangkok, Thailand. Judgment sampling called purposive sampling involves choosing objects/ samples that are believed will give accurate results. An experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. The researcher chose to conduct judgment sampling on Chinese customers who experienced in the three Chinese restaurant Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan in Bangkok, Thailand.

Table 3.1: Amount of Questionnaire

Brand of Chinese restaurant	Percentage	No. of questionnaire to distribute
Huang Ji Huang	33.33%	133
Lao Shan Dong	33.33%	133
Shu Xiang Yuan	33.33%	133
Total	100%	400

As a result, 133 copies questionnaires has been gather by Huang Ji Huang (Rama 9), and 133 questionnaires has been gather by Lao Shan Dong (Sathron), and 133 questionnaires has been gather by Shu Xiang Yuan (Ratchadapisek).

3.3 Survey Instruments

This research study uses questionnaire as an instrument to gather data in order to identify and examine factors influencing Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. There are three parts in the questionnaire including general information and demographics data, factors that influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands, consumer perception towards Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands. These three parts are described in detail as following.

Part 1: For this part, the questions asking about general information toward Chinese restaurant choice decision and demographics information of Chinese cusotmers. The questions are close-ended questionnaire with a total number of 12 questions.

Table 3.2: Level of Information Measurement and Criteria

Variables	Level of Measurement	Criteria Classification
1.Most preferred restaurant brand	Nominal	1.Huang ji huang 2.Lao shan dong 3.Shu xiang yuan
2. Age range	Ordinal	1.10-19 2.20-29 3.30-39 4.40+
3. Gender	Nominal	1.Male 2.Female
4. Marital status	Nominal	1.Married 2.Single 3.Divorced 4.Widowed
5. Job	Nominal	1.Student 2.Teacher 3.Businessman 4.Office workers 5.Other
6. Education level	Nominal	1.High school or not more than high school 2.Bachelor degree 3.Master Degree or over master
7. Monthly income	Ordinal	1.0—20,000 BAHT 2.20,000—50,000BAHT 3.50,000—100,000 BAHT 4.More than 100,000 BAHT
8. Average consumption per serving in the restaurant	Ordinal	1. Does not exceed 500 BAHT 2.500—1000 BAHT 3.1001—2000 BAHT 4.Exceed 2000 BAHT
9.Eating situation	Nominal	1. Already decided to eat at that restaurant, but don't know what to eat. 2. Already decided to eat at that restaurant and know what to eat. 3. Eat by chance.
10.Frequency to these restaurants	Nominal	1. Several times a week 2. Several times a month 3. Several times a season 4. Several times a year

(Continued)

Table 3.2 (Continued): Level of Information Measurement and Criteria

11. Information source	Nominal	1. From friends 2. From advertisements 3. From sales staff 4. From website
12. Best characterized for lifestyle	Nominal	1. Healthy 2. Adventure 3. Family person 4. Entertain (music, theater, movie) 5. Study 6. Night life

For part 2, the questions were rated by respondents on Semantic Differential Scale. Each questions rated from number 0 with the statement "No Effect" to number 7 with the statement "Very Strong Affect". The weight (score) are set in each level as followed;

Strongly effect = 7 points, Very important effect = 6 points, Moderately effect = 5 points, Neutral = 4 points, Slightly effect = 3 points, Low effect = 2 points, Not at all effect = 1 point, Not any effect = 0 point

Part 3: For this part, the questions ask opinion about factors influencing Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. The questions are close-ended questionnaire and the answer of each question is scale type. This part uses five point Likert-type scales with a total number of 45 questions.

All items were rated by respondents on a five-point Likert scale. Each questions rated from number 1 with the statement "Strongly Disagree" to number 5 with the statement "Strongly Agree". The weight (score) are set in each level as followed;

Strongly Agree = 5, Somewhat Agree = 4, Neutral = 3, Somewhat Disagree = 2, Strongly Disagree = 1

Table 3.3: Number of Questions for Questionnaires Part 3

Restaurant staff	6 questions
Process	6 questions
Physical evidence	3 questions
Product	7 questions
Promotion	3 questions
Price	2 questions
Place	2 questions
Brand	5 questions
Consumption behavior	5 questions
Word of mouth	2 questions
Lifestyle	4 questions

3.4 Data Collection

This study is aimed to collect the data about factors influencing Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. The reasons of collecting data from the sample are about intending to know and perceive their attitudes toward Chinese restaurant choice decision and what are the main factors can have high effect on Chinese customers in Chinese restaurant choice decision. There are one source of collecting the data as primary data. For primary data, the questionnaires are used as the tools for distributing to the respondents of three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan with 400 customers which the researcher will personally distribute and collect the questionnaires in order to response any inquiry from the respondents while conducting the survey efficiently. In addition, the researcher will conduct this survey during the period of 1-15 March, 2017.

3.5 Instrument Pretest/ Reliability and Validity Assessment

The questionnaire is examined in two aspects including validity and reliability of content in order to ensure that respondents are understand what the author would like to examine in the questionnaire. To ensure that the respondents are answer based on fact without bias as well. The questionnaires are randomly distributed to 30 respondents in order to conduct a pretest for reliability and validity.

Content Validity

In order to ensure content validity of the questionnaire, the researcher submitted the questionnaire to three qualified experts in fast food business.

1. Miss Wang xiao hua -- Manager (Shu Xiang Yuan)

2. Pridiyatron Rerdkan – Manger (Huang Ji Huang)

3. Mr. Huang xiao bo – Manger (Lao Shan Dong)

In order to prove the content validity or consistency of each question in the questionnaire, the author uses item-objective congruence (IOC) method to assess the consistent between the objectives and content or questions.

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

IOC is referred to consistent between the objective and content of the questions.

$\sum R$ is referred to the total score given from all experts.

N is referred to number of the experts.

The consistency index value must have the value of 0.5 or above in order to be accepted. After implemented the assessment, there is no question that has value of item-objective congruence (IOC) less than 0.5.

Index of Item - Objective Congruence (IOC) from three experts result are as followed;

Table 3.4: IOC Summary

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
1. RS1	■			■				■		2	0.67	Accept
2. RS2		■		■			■			2	0.67	Accept
3. RS3	■			■			■			3	1	Accept
4. RS4	■			■			■			3	1	Accept
5. RS5	■			■			■			3	1	Accept
6. RS6	■			■			■			3	1	Accept
7. PRO1	■			■			■			3	1	Accept
8. PRO2	■			■			■			3	1	Accept
9. PRO3	■			■			■			3	1	Accept
10. PRO4	■			■			■			3	1	Accept
11. PRO5	■			■				■		2	0.67	Accept
12. PRO6		■		■			■			2	0.67	Accept
13. PE1	■			■			■			3	1	Accept
14. PE2	■			■			■			3	1	Accept
15. PE3	■				■		■			2	0.67	Accept
16. PRT1	■				■		■			2	0.67	Accept
17. PRT2	■				■		■			2	0.67	Accept
18. PRT3	■			■			■			3	1	Accept
19. PRT4	■			■			■			3	1	Accept
20. PRT5	■			■			■			3	1	Accept
21. PRT6	■			■				■		2	0.67	Accept
22. PRT7		■		■			■			2	0.67	Accept
23. PRM1	■			■			■			3	1	Accept
24. PRM2		■		■			■			2	0.67	Accept
25. PRM3	■			■			■			3	1	Accept
26. PRI1	■			■			■			3	1	Accept
27. PRI2	■				■		■			2	0.67	Accept
28. PLA1	■			■			■			3	1	Accept
29. PLA2	■			■				■		2	0.67	Accept
30. BRA1		■		■			■			2	0.67	Accept
31. BRA2	■			■			■			3	1	Accept
32. BRA3	■			■			■			3	1	Accept
33. BRA4	■				■		■			2	0.67	Accept
34. BRA5	■			■				■		2	0.67	Accept
35. CB1	■				■		■			2	0.67	Accept
36. CB2	■			■				■		2	0.67	Accept
37. CB3	■				■		■			2	0.67	Accept

(Continued)

Table 3.4 (Continued): IOC Summary

38. CB4	■			■			■			3	1	Accept
39. CB5	■			■			■			3	1	Accept
40. WOM1	■			■			■			3	1	Accept
41. WOM2	■			■				■		2	0.67	Accept
42. LT1		■		■			■			2	0.67	Accept
43. LT2	■			■			■			3	1	Accept
44. LT3		■		■			■			2	0.67	Accept
45. LT4	■			■				■		2	0.67	Accept
Total										113	37.74	Accept

Therefore, the IOC is equal to 37.74/45, which is 0.83. The value of IOC is more than 0.5, its means that the questionnaire is acceptable form those three expert.

Reliability

In order to develop the good questionnaire, it is very important to test the factor which affect to the variables and comprehend that there are any questions in the questionnaire have to revise or not. Also, to study about the possibility. Importantly, the sample size for the pretest should be the small size around 30 people as the recommendation from many researchers. To investigate the feasibility of the questionnaire, a samples of Chinese customers in three Chinese restaurant.

Table 3.5: Reliability Test Summary

	Cronbach's Alpha	N of Items
Restaurant staff	0.853	6
Process	0.911	6
Physical evidence	0.758	3
Product	0.907	7
Promotion	0.779	3
Price	0.773	2
Place	0.734	2
Brand	0.894	5
Consumption behavior	0.726	5
Word of mouth	0.764	2
Lifestyle	0.712	4

All alpha coefficients passed the 0.65recommended level and had provide to be reliable variables.

3.6 Statistic for Data Analysis

According to the analyzing process for this research study, the data is analyzed on a computer program called as Statistical Package for the Social Sciences (SPSS). The data are presented in a table format with description on each table. In addition, the researcher uses statistical for data analysis as following.

Multinomial Logistic Regression

Multinomial logistic regression is used for explain or predict about category placement or the probability of category membership on a dependent variable which based on multiple or many independent variables. The independent variables can be binary or scale data. In addition, this type of regression is a normal extension of binary logistic regression which allows for using more than two categories of dependent variables.

Using Multinomial logistic regression in choice model, marketing the data was collected. The normal estimation of technique is the multinomial logit choices which represent the categories of dependent variable and the each characteristic level is an explanatory variable.The logit of transformation is a link function of logistic regression which can explain below;

- The logit transformation is the log of the odds that y=1 relative to y=0

- The logit link allows to transform the binary variable y into a continuous variable z

- The final equation is a regression model with a continuous variable on the left hand side

- The only difference of standard regression model is that the distribution of the error is not normal but logistic.

- Estimation of a and b can be obtained by maximum likelihood which works with any known probability distribution of the errors and returns the maximum likelihood estimates (the most probable values for the parameters) (Mario, 2008).

The basic idea behind logits is to use a logarithmic function to restrict the probability values 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. However, most multinomial regression models are based on the logit function. The difference between both functions is typically only seen in small samples because probit assumes normal distribution of the probability of the event, when logit assumes the log distribution.

At the center of the multinomial regression analysis is the task estimating the k-1 log odds of each category. In our k=3 computer game example with the last category as reference multinomial regression estimates k-1 multiple linear regression function defined as

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

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

Multinomial regression is similar to the Multivariate Discriminant Analysis. Discriminant analysis uses the regression line to split a sample in two groups along the levels of the dependent variable. In the case of three or more categories of the dependent variable multiple discriminant equations are fitted through the scatter cloud. In contrast multinomial regression analysis uses the concept of probabilities and

k-1 log odds equations that assume a cut-off probability 0.5 for a category to happen. The practical difference is in the assumptions of both tests. If the data is multivariate normal, homoscedasticity is present in variance and covariance and the independent variables are linearly related, then we should use discriminant analysis because it is more statistically powerful and efficient. Discriminant analysis is also more accurate in predictive classification of the dependent variable than multinomial regression.

Descriptive Research: Cross Tabulation

In descriptive method, using frequency tables can display a summary of the supply of a single variable, while cross-tabulations (or call as cross-tabs) present a summary of the distribution of two or more variables. The researcher shows crosstabs in frequency distribution of one variable join to one or more other variables. It classifies the frequencies by the groups or class intervals of the variables being matched. Crosstabs comprise any combination of nominal, ordinal, interval, and ratio variables. The one of analytical tools that is the most valuable and famous using in market research because it contributes the riches facts in relationship between each variable.

Using cross tabulation (crosstab) to explain demographic data which consist of gender, age, level of education, current marital status, monthly income and occupation. Also, the author uses crosstab to explain Chinese consumer choice decision behavior data as well.

CHAPTER 4

RESEARCH FINDINGS AND DATA ANALYSIS

The information acquired from 400 valid questionnaires survey which collected, and then the results of data collection and analysis were presented based on the research methodology discussed in chapter three. The data were showed in two parts; the first part was the data analysis of hypothesis test. Then second part was the data analysis of demographic characteristics by using Cross Tabulation. The data presented also explored to support research questions mentioned in chapter three. The reliability of research instrument will be test.

4.1 Summary of Hypothesis Testing

Table 4.1: Likelihood Ratio Tests

	Likelihood Ratio Tests				
	Effect	Model Fitting Criteria	Likelihood Ratio Tests		
Variables		-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
RS1	Attitude	601.434a	24.741	12	0.016
RS2	Responsibility	582.751a	6.058	9	0.734
RS3	Satisfy the needs of the customer	584.191a	7.498	15	0.942
RS4	Caring/ Attention given to other	584.149a	7.456	12	0.826

(Continued)

Table 4.1(Continued): Likelihood Ratio Tests

RS5	Empathy	591.273a	14.580	12	0.265
RS6	Solve customer problem	593.465a	16.772	12	0.158
PRO1	Reservation mode (call, site etc.)	647.862a	11.503	12	0.486
PRO2	Time for waiting	648.285a	11.927	12	0.452
PRO3	Serving food	650.155a	13.796	12	0.314
PRO4	Mistake free in ordering food	666.395a	30.036	12	0.003
PRO5	Clean up table	647.217a	10.858	12	0.541
PRO6	Delivery process	653.728a	17.370	12	0.136
PE1	Facilities (garage, restroom, air condition, light，etc.)	677.002	11.646	12	0.475
PE2	Atmosphere/Ambience	678.921a	13.565	12	0.329
PE3	Tools (table, chair, Dining tool)	672.799	7.443	12	0.827
PRT1	Wide variety of food	671.034	5.678	12	0.931
PRT2	New dishes promotion	680.238a	14.882	9	0.094
PRT3	Food safety	680.380	15.024	12	0.240
PRT4	Portion sizes of canteens	691.887	26.531	12	0.009
PRT5	Food presentation	683.747	18.391	12	0.104
PRT6	The taste of food	676.987	11.631	12	0.476
PRT7	Dishes similar to picture in menu	675.040	9.684	12	0.644
PRM1	Advertising (TV, radio, magazine, newspaper, leaflet, billboard, etc.)	624.401	18.158	12	0.111
PRM2	E-Marketing (website, social media, blogger, live video, etc.)	620.825a	14.583	12	0.265
PRM3	Sales promotion (complimentary new dishes are free, discount, etc.)	609.870a	3.628	12	0.989
PRI1	Reasonable	616.987a	10.744	12	0.551
PRI2	Mode of payment	627.377a	21.134	12	0.048
PLA1	Road rail transport accessibility	616.873a	10.630	12	0.561

(Continued)

Table 4.1(Continued): Likelihood Ratio Tests

PLA2	Location is favorable (in the shopping mall, near BTS/MRT, closer to home, etc.)	634.889a	28.646	12	0.004
BRA1	Brand awareness	570.504	10.406	12	0.580
BRA2	Brand image	596.489	36.391	12	0.000
BRA3	Brand recognition: The brand comes to my mind at first when mentions real restaurant industry	592.187	32.088	12	0.001
BRA4	Brand loyalty, You will not purchase other brands, for whatever reason	573.867	13.769	12	0.316
BRA5	Brand preference	571.478	11.380	12	0.497
CB1	Always eat a lot per meal	571.821	12.782	12	0.385
CB2	Prefer to eat in group	568.895	9.856	12	0.629
CB3	Eat often but not a whole lot	568.300a	9.261	12	0.680
CB4	Atmosphere lively can speak loudly	569.545	10.506	12	0.572
CB5	Enjoy having drink varieties (fruit juice, coke, beer, etc.)	586.241	27.202	12	0.007
WOM1	Personal word of mouth	737.720a	23.091	12	0.027
WOM2	Electronic word of mouth (social media, network, etc.)	722.900a	8.271	12	0.764
CT1	Healthy lifestyle	744.294	29.665	12	0.003
CT2	Like to go to shopping mall	721.032	6.403	12	0.894
CT3	Like to eat out	732.626	17.996	12	0.116
CT4	Like to go to sport	729.492	14.863	12	0.249

Hypothesis 1:

Ho: Restaurant staff does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_RSi = 0)

Ha: Restaurant staff does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_RSi is significant)

Since "attitude" is significant (p-value = 0.016 < .05), therefore we can reject Ho and accept Ha that Restaurant staff does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 2:

Ho: Process does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PROi = 0)

Ha: Process does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PROi is significant)

Since "mistake free in ordering" is significant (p-value = 0.003 < .05), therefore we can reject Ho and accept Ha that Process does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 3:

Ho: Physical evidence does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PEi = 0)

Ha: Physical evidence does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PEi is significant)

Since p-value of all beta_PEi > .05, we cannot reject Ho, therefore Physical evidence does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 4:

Ho: Product evidence does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PRTi = 0)

Ha: Product evidence does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PRTi is significant)

Since "Portion sizes of canteens" is significant (p-value = 0.009 < .05), therefore we can reject Ho and accept Ha that Product evidence does influence Chinese customers in

Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 5:

Ho: Promotion does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PEi = 0)

Ha: Promotion does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PEi is significant)

Since p-value of all beta_PEi > .05, we cannot reject Ho, therefore Promotion does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 6:

Ho: Price does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PEi = 0)

Ha: Price does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PEi is significant)

Since p-value of all beta_PEi > .05, we cannot reject Ho, therefore Price does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 7:

Ho: Place does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PRTi = 0)

Ha: Place does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PRTi is significant)

Since "Location is favorable (in the shopping mall, near BTS/MRT, closer to home, etc.)" is significant (p-value = 0.004 < .05), therefore we can reject Ho and accept Ha that Place does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 8:

Ho: Brand does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PRTi = 0)

Ha: Brand does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PRTi is significant)

Since "Brand image" is significant (p-value = 0.000 < .05), and "Brand recognition： The brand comes to my mind at first when mentions real restaurant industry" is significant (p-value = 0.001 <.05), therefore we can reject Ho and accept Ha that Brand does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 9:

Ho: Consumption behavior does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PRTi = 0)

Ha: Consumption behavior does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PRTi is significant)

Since "Enjoy having drink varieties (fruit juice, coke, beer, etc.)" is significant (p-value = 0.007 < .05), therefore we can reject Ho and accept Ha that Consumption behavior does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 10:

Ho: Word of mouth does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PRTi = 0)

Ha: Word of mouth does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PRTi is significant)

Since "Personal word of mouth" is significant (p-value = 0.027 < .05), therefore we can reject Ho and accept Ha that Word of mouth does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.

Hypothesis 11:

Ho: Lifestyle does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (all beta_PRTi = 0)

Ha: Lifestyle does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan (at least one beta_PRTi is significant)

Since "Healthy lifestyle" is significant (p-value = 0.003 < .05), therefore we can reject Ho and accept Ha that Lifestyle does influence Chinese customers in Chinese

restaurant choice decision among three Chinese restaurant brands including Huang Ji

Huang, Lao Shan Dong, Shu Xiang Yuan.

4.2 Summary of Crosstable for Demographic

Table 4.2: Crosstabulation of Age

age * What restaurant brand are you most preferred? Crosstabulation

			What restaurant brand are you most preferred?			
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
age	10-19	% within age	30.8%	44.2%	25.0%	100.0%
		% within What restaurant brand are you most preferred?	12.4%	12.7%	14.4%	13.0%
		% of Total	4.0%	5.8%	3.3%	13.0%
	20-29	% within age	47.7%	37.3%	15.0%	100.0%
		% within What restaurant brand are you most preferred?	56.6%	31.5%	25.6%	38.3%
		% of Total	18.3%	14.3%	5.8%	38.3%
	30-39	% within age	24.8%	45.7%	29.5%	100.0%
		% within What restaurant brand are you most preferred?	24.8%	32.6%	42.2%	32.3%
		% of Total	8.0%	14.8%	9.5%	32.3%
	40+	% within age	12.1%	63.6%	24.2%	100.0%
		% within What restaurant brand are you most preferred?	6.2%	23.2%	17.8%	16.5%
		% of Total	2.0%	10.5%	4.0%	16.5%
Total		% within age	32.3%	45.3%	22.5%	100.0%
		% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
		% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.2, the result can be analyzed as following.

- The majority frequency of respondents are 20-29 years old (38.3%) and followed by 30-39 (32.3%),40+ (16.5%), 10-19 (13.0%) respectively.

- The most respondents of Huang Ji Huang are age between 20-29 (56.6%).

- The most respondents of Lao Shan Dong are age between 30-39 (32.6%).

- The most respondents of Shu Xiang Yuan are age between 30-39 (42.2%).

Table 4.3: Crosstabulation of Gender

gender * What restaurant brand are you most preferred? Crosstabulation

			What restaurant brand are you most preferred?			
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
gender	male	% within gender	34.2%	42.2%	23.6%	100.0%
		% within What restaurant brand are you most preferred?	62.8%	55.2%	62.2%	59.3%
		% of Total	20.3%	25.0%	14.0%	59.3%
	female	% within gender	29.4%	49.7%	20.9%	100.0%
		% within What restaurant brand are you most preferred?	37.2%	44.8%	37.8%	40.8%
		% of Total	12.0%	20.3%	8.5%	40.8%
Total		% within gender	32.3%	45.3%	22.5%	100.0%
		% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
		% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.3, the result can be analyzed as following.

- The majority frequency of respondents are male (59.3%) and followed by female

(40.8%) respectively.

- The most respondents of Huang Ji Huang are male (62.8%).

- The most respondents of Lao Shan Dong are male (55.2%).

- The most respondents of Shu Xiang Yuan are male (62.2%).

Table 4.4: Crosstabulation of Marital Statues

Marital statues * What restaurant brand are you most preferred? Crosstabulation

			What restaurant brand are you most preferred?			
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
Marital statues	Married	% within Marital statues	18.6%	57.6%	23.7%	100.0%
		% within What restaurant brand are you most preferred?	17.1%	37.6%	31.1%	29.5%
		% of Total	5.5%	17.0%	7.0%	29.5%
	Single	% within Marital statues	40.3%	38.0%	21.7%	100.0%
		% within What restaurant brand are you most preferred?	82.2%	55.2%	63.3%	65.8%
		% of Total	26.5%	25.0%	14.3%	65.8%
	Divorced	% within Marital statues	6.7%	66.7%	26.7%	100.0%
		% within What restaurant brand are you most preferred?	.8%	5.5%	4.4%	3.8%
		% of Total	.3%	2.5%	1.0%	3.8%

(Continued)

Table 4.4 (Continued): Crosstabulation of Marital Statues

Widowed	% within Marital statues		75.0%	25.0%	100.0%
	% within What restaurant brand are you most preferred?		1.7%	1.1%	1.0%
	% of Total		.8%	.3%	1.0%
Total	% within Marital statues	32.3%	45.3%	22.5%	100.0%
	% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
	% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.4, the result can be analyzed as following.

- The majority frequency of respondents are single (65.8%) and followed by Married

(29.5%), Divorced (3.8%), Widowed (1.0%) respectively.

- The most respondents of Huang Ji Huang are single (82.2%).

- The most respondents of Lao Shan Dong are single (55.2%).

- The most respondents of Shu Xiang Yuan are single (63.3%).

Table 4.5: Crosstabulation of Work Situation

Work situation * What restaurant brand are you most preferred? Crosstabulation

			What restaurant brand are you most preferred?			
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
Work situation	Student	% within Work situation	50.0%	33.3%	16.7%	100.0%
		% within What restaurant brand are you most preferred?	41.9%	19.9%	20.0%	27.0%
		% of Total	13.5%	9.0%	4.5%	27.0%
	Teacher	% within Work situation	20.5%	59.1%	20.5%	100.0%
		% within What restaurant brand are you most preferred?	7.0%	14.4%	10.0%	11.0%
		% of Total	2.3%	6.5%	2.3%	11.0%
	Business man	% within Work situation	16.0%	60.0%	24.0%	100.0%
		% within What restaurant brand are you most preferred?	6.2%	16.6%	13.3%	12.5%
		% of Total	2.0%	7.5%	3.0%	12.5%
	Office workers	% within Work situation	34.6%	41.3%	24.0%	100.0%
		% within What restaurant brand are you most preferred?	27.9%	23.8%	27.8%	26.0%
		% of Total	9.0%	10.8%	6.3%	26.0%
	Other	% within Work situation	23.4%	48.9%	27.7%	100.0%
		% within What restaurant brand are you most preferred?	17.1%	25.4%	28.9%	23.5%
		% of Total	5.5%	11.5%	6.5%	23.5%
Total		% within Work situation	32.3%	45.3%	22.5%	100.0%
		% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
		% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.5, the result can be analyzed as following.

- The majority frequency of respondents are student (27.0%) and followed by office workers (26.0%), other working situation (23.5%), businessman (12.5%), teacher (11.0%) respectively.

- The most respondents of Huang Ji Huang are student (41.9%).

- The most respondents of Lao Shan Dong are other working situation (25.4%).

- The most respondents of Shu Xiang Yuan are other working situation (28.9%).

Table 4.6: Crosstabulation of Education Level

Education level * What restaurant brand are you most preferred? Crosstabulation

			What restaurant brand are you most preferred?			
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
Education level	High school or not more than high school	% within Education level	17.4%	57.0%	25.6%	100.0%
		% within What restaurant brand are you most preferred?	11.6%	27.1%	24.4%	21.5%
		% of Total	3.8%	12.3%	5.5%	21.5%
	Bachelor degree	% within Education level	37.4%	39.6%	23.0%	100.0%
		% within What restaurant brand are you most preferred?	68.2%	51.4%	60.0%	58.8%
		% of Total	22.0%	23.3%	13.5%	58.8%

(Continued)

Table 4.6 (Continued): Crosstabulation of Education Level

Master Degree or over master	% within Education level	32.9%	49.4%	17.7%	100.0%
	% within What restaurant brand are you most preferred?	20.2%	21.5%	15.6%	19.8%
	% of Total	6.5%	9.8%	3.5%	19.8%
Total	% within Education level	32.3%	45.3%	22.5%	100.0%
	% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
	% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.6, the result can be analyzed as following.

- The majority frequency of respondents are bachelor degree (58.8%) and followed by

High school or not more than high school (21.5%), Master Degree or over master

(29.8%) respectively.

- The most respondents of Huang Ji Huang are bachelor degree (68.2%).

- The most respondents of Lao Shan Dong are bachelor degree (51.41%).

- The most respondents of Shu Xiang Yuan are bachelor degree (60.0%).

Table 4.7: Crosstabulation of Monthly Income

What is your monthly income * What restaurant brand are you most preferred?
Crosstabulation

| | | | What restaurant brand are you most preferred? | | | |
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
What is your monthly income	0— 20,000 BAHT	% within What is your monthly income	32.7%	42.0%	25.3%	100.0%
		% within What restaurant brand are you most preferred?	38.0%	34.8%	42.2%	37.5%
		% of Total	12.3%	15.8%	9.5%	37.5%
	20,000 — 50,000 BAHT	% within What is your monthly income	39.4%	40.6%	20.0%	100.0%
		% within What restaurant brand are you most preferred?	48.8%	35.9%	35.6%	40.0%
		% of Total	15.8%	16.3%	8.0%	40.0%
	50,000 — 100,000 BAHT	% within What is your monthly income	25.5%	54.5%	20.0%	100.0%
		% within What restaurant brand are you most preferred?	10.9%	16.6%	12.2%	13.8%
		% of Total	3.5%	7.5%	2.8%	13.8%
	More than 100,000 BAHT	% within What is your monthly income	8.6%	65.7%	25.7%	100.0%
		% within What restaurant brand are you most preferred?	2.3%	12.7%	10.0%	8.8%
		% of Total	.8%	5.8%	2.3%	8.8%
Total		% within What is your monthly income	32.3%	45.3%	22.5%	100.0%
		% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
		% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.7, the result can be analyzed as following.

- The majority frequency of respondents are monthly income between 20,000—

50,000BAHT (40.0%) and followed by 0—20,000 BAHT (37.5%), 50,000—100,000

BAHT (13.8%), More than 100,000 BAHT (8.8%) respectively.

- The most respondents of Huang Ji Huang are monthly income between 20,000—

50,000BAHT (48.8%).

- The most respondents of Lao Shan Dong are monthly income between 20,000—

50,000BAHT (35.9%).

- The most respondents of Shu Xiang Yuan are monthly income between 0—20,000

BAHT (42.2%).

Table 4.8: Crosstabulation of "How much is your average consumption per serving in the

   restaurant?"

How much is your average consumption per serving in the restaurant? * What restaurant brand are you most preferred? Crosstabulation

			What restaurant brand are you most preferred?			
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
How much is your average consumption per serving in the restaurant?	Does not exceed 500 BAHT	% within How much is your average consumption per serving in the restaurant?	33.6%	45.0%	21.4%	100.0%
		% within What restaurant brand are you most preferred?	34.1%	32.6%	31.1%	32.8%
		% of Total	11.0%	14.8%	7.0%	32.8%

(Continued)

Table 4.8 (Continued): Crosstabulation of "How much is your average consumption per

serving in the restaurant?"

	500—1000 BAHT	% within How much is your average consumption per serving in the restaurant?	35.5%	41.9%	22.7%	100.0%
		% within What restaurant brand are you most preferred?	47.3%	39.8%	43.3%	43.0%
		% of Total	15.3%	18.0%	9.8%	43.0%
	1000—2000 BAHT	% within How much is your average consumption per serving in the restaurant?	29.2%	47.2%	23.6%	100.0%
		% within What restaurant brand are you most preferred?	16.3%	18.8%	18.9%	18.0%
		% of Total	5.3%	8.5%	4.3%	18.0%
	Exceed 2000 BAHT	% within How much is your average consumption per serving in the restaurant?	12.0%	64.0%	24.0%	100.0%
		% within What restaurant brand are you most preferred?	2.3%	8.8%	6.7%	6.3%
		% of Total	.8%	4.0%	1.5%	6.3%
Total		% within How much is your average consumption per serving in the restaurant?	32.3%	45.3%	22.5%	100.0%
		% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
		% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.8, the result can be analyzed as following.

- The majority frequency of respondents are average consumption per serving in the

restaurant between 500—1000 BAHT (43.0%) and followed by does not exceed 500

BAHT (32.8%), 1000—2000 BAHT (18.0%), Exceed 2000 BAHT (6.3%) respectively.

- The most respondents of Huang Ji Huang are average consumption per serving in the restaurant between 500—1000 BAHT (47.3%).

- The most respondents of Lao Shan Dong are average consumption per serving in the restaurant between 500—1000 BAHT (39.8%).

- The most respondents of Shu Xiang Yuan are average consumption per serving in the restaurant between 500—1000 BAHT (43.3%).

Table 4.9: Crosstabulation of "What kind of situation do you belong to before eating

        Chinese restaurant?"

What kind of situation do you belong to before eating Chinese restaurant? * What restaurant brand are you most preferred? Crosstabulation

			What restaurant brand are you most preferred?			
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
What kind of situation do you belong to before eating Chinese restaurant?	Already decided to eat at that restaurant, but don't know what to eat.	% within What kind of situation do you belong to before eating Chinese restaurant?	33.8%	43.0%	23.2%	100.0%
		% within What restaurant brand are you most preferred?	37.2%	33.7%	36.7%	35.5%
		% of Total	12.0%	15.3%	8.3%	35.5%

(Continued)

Table 4.9 (Continued): Crosstabulation of "What kind of situation do you belong to
before eating Chinese restaurant?"

	Already decided to eat at that restaurant and know what to eat.	% within What kind of situation do you belong to before eating Chinese restaurant?	27.5%	52.0%	20.6%	100.0%
		% within What restaurant brand are you most preferred?	21.7%	29.3%	23.3%	25.5%
		% of Total	7.0%	13.3%	5.3%	25.5%
	Eat by chance.	% within What kind of situation do you belong to before eating Chinese restaurant?	34.0%	42.9%	23.1%	100.0%
		% within What restaurant brand are you most preferred?	41.1%	37.0%	40.0%	39.0%
		% of Total	13.3%	16.8%	9.0%	39.0%
Total		% within What kind of situation do you belong to before eating Chinese restaurant?	32.3%	45.3%	22.5%	100.0%
		% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
		% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.9, the result can be analyzed as following.

- The majority frequency of respondents are "eat by chance". (39.0%) and followed by
"Already decided to eat at that restaurant, but don't know what to eat" (35.5%), "Already
decided to eat at that restaurant and know what to eat" (25.5%), respectively.

- The most respondents of Huang Ji Huang are "Already decided to eat at that restaurant,
but don't know what to eat" (37.2%).

- The most respondents of Lao Shan Dong are "Eat by chance" (37.0%).

- The most respondents of Shu Xiang Yuan are "Eat by chance" (40%).

Table 4.10: Crosstabulation of "How often have you been to these restaurants?"

			What restaurant brand are you most preferred?			
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
How often have you been to these restaurants?	Several times a week	% within How often have you been to these restaurants?	21.9%	62.5%	15.6%	100.0%
		% within What restaurant brand are you most preferred?	5.4%	11.0%	5.6%	8.0%
		% of Total	1.8%	5.0%	1.3%	8.0%
	Several times a month	% within How often have you been to these restaurants?	31.9%	48.4%	19.8%	100.0%
		% within What restaurant brand are you most preferred?	22.5%	24.3%	20.0%	22.8%
		% of Total	7.3%	11.0%	4.5%	22.8%
	Several times a season	% within How often have you been to these restaurants?	37.4%	39.6%	23.0%	100.0%
		% within What restaurant brand are you most preferred?	40.3%	30.4%	35.6%	34.8%
		% of Total	13.0%	13.8%	8.0%	34.8%
		% within How often have you been to these restaurants?	29.7%	44.9%	25.4%	100.0%
		% within What restaurant brand are you most preferred?	31.8%	34.3%	38.9%	34.5%
		% of Total	10.3%	15.5%	8.8%	34.5%

(Continued)

Table 4.10 (Continued): Crosstabulation of "How often have you been to these

restaurants?"

Total	% within How often have you been to these restaurants?	32.3%	45.3%	22.5%	100.0%
	% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
	% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.10, the result can be analyzed as following.

- The majority frequency of respondents are been to these restaurants several times a season (34.8%) and followed by several times a year (34.5%), several times a month (22.8%), several times a week (8.0%) respectively.

- The most respondents of Huang Ji Huang are been to these restaurants several times a season (40.3%).

- The most respondents of Lao Shan Dong are been to these restaurants several times a year (34.3%).

- The most respondents of Shu Xiang Yuan are been to these restaurants several times a year (38.9%).

Table 4.11: Crosstabulation of "Where do you get information of the restaurant?"

Where do you get information of the restaurant? * What restaurant brand are you most preferred? Crosstabulation

			Huan g ji huang	Lao shan dong	Shu xiang yuan	Total
			What restaurant brand are you most preferred?			
Where do you get informatio n of the restaurant ?	From friends	% within Where do you get information of the restaurant?	28.0%	45.5%	26.5 %	100.0 %
		% within What restaurant brand are you most preferred?	28.7%	33.1%	38.9 %	33.0%
		% of Total	9.3%	15.0%	8.8%	33.0%
	From advertis ements	% within Where do you get information of the restaurant?	24.0%	52.0%	24.0 %	100.0 %
		% within What restaurant brand are you most preferred?	14.0%	21.5%	20.0 %	18.8%
		% of Total	4.5%	9.8%	4.5%	18.8%
	From sales staff	% within Where do you get information of the restaurant?	43.4%	33.7%	22.9 %	100.0 %
		% within What restaurant brand are you most preferred?	27.9%	15.5%	21.1 %	20.8%
		% of Total	9.0%	7.0%	4.8%	20.8%
	From website	% within Where do you get information of the restaurant?	34.5%	49.1%	16.4 %	100.0 %
		% within What restaurant brand are you most preferred?	29.5%	29.8%	20.0 %	27.5%
		% of Total	9.5%	13.5%	4.5%	27.5%
Total		% within Where do you get information of the restaurant?	32.3%	45.3%	22.5 %	100.0 %
		% within What restaurant brand are you most preferred?	100.0 %	100.0 %	100.0 %	100.0 %
		% of Total	32.3%	45.3%	22.5 %	100.0 %

According to the table 4.11, the result can be analyzed as following.

- The majority frequency of respondents are get information of the restaurant from friends (33.0%) and followed by website (27.5%), sales staff (20.8%), advertisements (18.8%) respectively.

- The most respondents of Huang Ji Huang are get information of the restaurant from website (29.5%).

- The most respondents of Lao Shan Dong are get information of the restaurant from friends (33.1%).

- The most respondents of Shu Xiang Yuan are get information of the restaurant from friends (38.9%).

Table 4.12: Crosstabulation of "What is best characterized your lifestyle?"

What is best characterized your lifestyle? * What restaurant brand are you most preferred? Crosstabulation

| | | | What restaurant brand are you most preferred? | | | |
			Huang ji huang	Lao shan dong	Shu xiang yuan	Total
What is best characterized your lifestyle?	Healthy	% within What is best characterized your lifestyle?	26.7%	49.3%	24.0%	100.0%
		% within What restaurant brand are you most preferred?	15.5%	20.4%	20.0%	18.8%
		% of Total	5.0%	9.3%	4.5%	18.8%

(Continued)

Table 4.12 (Continued): Crosstabulation of "What is best characterized your lifestyle?"

Adventure	% within What is best characterized your lifestyle?	34.7%	51.0%	14.3%	100.0%
	% within What restaurant brand are you most preferred?	13.2%	13.8%	7.8%	12.3%
	% of Total	4.3%	6.3%	1.8%	12.3%
Family person	% within What is best characterized your lifestyle?	29.4%	39.2%	31.4%	100.0%
	% within What restaurant brand are you most preferred?	23.3%	22.1%	35.6%	25.5%
	% of Total	7.5%	10.0%	8.0%	25.5%
Entertain (music, theater, movie)	% within What is best characterized your lifestyle?	37.3%	45.1%	17.6%	100.0%
	% within What restaurant brand are you most preferred?	41.1%	35.4%	27.8%	35.5%
	% of Total	13.3%	16.0%	6.3%	35.5%
Study	% within What is best characterized your lifestyle?	28.1%	46.9%	25.0%	100.0%
	% within What restaurant brand are you most preferred?	7.0%	8.3%	8.9%	8.0%
	% of Total	2.3%	3.8%	2.0%	8.0%
Total	% within What is best characterized your lifestyle?	32.3%	45.3%	22.5%	100.0%
	% within What restaurant brand are you most preferred?	100.0%	100.0%	100.0%	100.0%
	% of Total	32.3%	45.3%	22.5%	100.0%

According to the table 4.12, the result can be analyzed as following.

- The majority frequency of respondents are best characterized lifestyle of entertain (music, theater, movie) (35.5%) and followed by family person (25.5%), healthy (18.8%), adventure (12.3%), study (8.0%) respectively.

- The most respondents of Huang Ji Huang are best characterized lifestyle of entertain (music, theater, movie) (41.1%).

- The most respondents of Lao Shan Dong are best characterized lifestyle of entertain (music, theater, movie) (35.4%).

- The most respondents of Shu Xiang Yuan are best characterized lifestyle of family person (35.6%).

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter, the researcher summarized the analytical results for hypothesis testing, by using Multinomial logistic regression of Marketing Mix (7Ps) (Restaurant staff, Process, Physical evidence, Product, Promotion, Price, Place), Brand (Brand awareness, Brand image, Brand recognition, Brand loyalty, Brand preference, Consumption behavior, Word of mouth, Lifestyle factors influencing Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. This research will be useful for Chinese restaurant which launched in Bangkok Thailand to understand and improvise their marketing strategies by knowing the important factors that influences brand choice decisions of Chinese consumers while making eat decisions.

Data used in this study were obtained from three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan which are top three Chinese brand of restaurant in Bangkok, Thailand which very popular for local Chinese people who living in Bangkok for long term. The questionnaires are used as the tools for distributing to the respondents of three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan with 400 customers which the researcher will

personally distribute and collect the questionnaires in order to response any inquiry from the respondents while conducting the survey efficiently.

5.2 Conclusion

From the research of the factors that effect on Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan, the hypothesis result as following;

Hypothesis 1:

Reject Ho and accept Ha that Restaurant staff does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value = 0.016 < .05)

Hypothesis 2:

Reject Ho and accept Ha that Process does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value = 0.003 < .05).

Hypothesis 3:

Cannot reject Ho, therefore Physical evidence does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands

including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value of all beta_PEi > .05).

Hypothesis 4:

Reject Ho and accept Ha that Product evidence does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value = 0.009 < .05).

Hypothesis 5:

Cannot reject Ho, therefore Promotion does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan.(p-value of all beta_PEi > .05).

Hypothesis 6:

Cannot reject Ho, therefore Price does not influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value of all beta_PEi > .05).

Hypothesis 7:

Reject Ho and accept Ha that Place does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value = 0.004 < .05).

Hypothesis 8:

Reject Ho and accept Ha that Brand does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value = 0.001 <.05).

Hypothesis 9:

Reject Ho and accept Ha that Consumption behavior does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value = 0.007 < .05).

Hypothesis 10:

Reject Ho and accept Ha that Word of mouth does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value = 0.027 < .05).

Hypothesis 11:

Reject Ho and accept Ha that Lifestyle does influence Chinese customers in Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. (P-value = 0.003 < .05).

For the conclusion of demographic information, the majority frequency of are by the respondents are 20-29 years old (38.3%), and are male (59.3%), single (65.8%) who are student (27.0%) with bachelor degree (58.8%), monthly income between 20,000—50,000BAHT (40.0%) and whose average consumption per serving in the restaurant between 500—1000 BAHT (43.0%), they are "eat by chance". (39.0%) and they are been

to these restaurants several times a season (34.8%) who get information of the restaurant from friends (33.0%) and they are best characterized lifestyle of entertain (music, theater, movie) (35.5%).

5.3 Discussion

This review of the body of studies regarding Chinese restaurant choice result s in relevant conclusions and applications. The findings show that differences in the degree of importance given to the selection factors, the characteristics of the customers (lifestyle, sex and age). The Restaurant staff, Process, Product, Place, Brand, Consumption behavior, Word of mouth, Lifestyle appear to be important factors in the choice of Chinese restaurant choice decision among three Chinese restaurant brands including Huang Ji Huang, Lao Shan Dong, Shu Xiang Yuan. For Chinese restaurants, the aspects observed to be more relevant were: restaurant staff, location, brand, word of mouth and food quality. With respect to gender, it was shown that men were more inclined than women to choose a Chinese restaurant, and they were also more concerned about food, staff, place, process to make food, brand of restaurant.

5.4 Managerial Implication

Marketing Mix (7P's)

Form the result from hypothesis, Owner business can be applied in marketing plan as follows:

1. Restaurant staff: The staffs in Chinese restaurant should provide good attitude to Chinese customers.

2. Process: The Chinese restaurant should reduce the mistake in all the process from ordering food until customers check bill.

3. Product: The Chinese restaurant should consider the quality, taste and even the size of food to Chinese customers.

4. Place: When Chinese restaurant launch restaurant, managers should consider the location which is favorable in the shopping mall, near BTS/MRT, closer to home, etc. to attract and convenient more Chinese customers

5. Brand: It's important to build of brand image and brand recogniztion by mangers of Chinese restaurant to keep Chinese customers to be loyal.

6. Consumption behavior: Chinese customers prefer enjoy having drink varieties (fruit juice, coke, beer, etc.), that Chinese restaurant should provide to meet their needs and wants.

7. Word of mouth: Chinese restaurant should try to build very good eating experience to Chinese customers, so that they will promote and introduce restaurant to their personal relatives by word of mouth.

8. Lifestyle: Most of Chinese customer more prefer healthy lifestyle specially in eating habits, so the healthy food menu can be provide to them by Chinese restaurant.

5.5 Recommendation for Future Research

With the literature, results, findings and conclusions in mind this paper recommends that further qualitative research be conducted amongst the rural population which is now being targeted by Chinese restaurant, to establish their consumer choice behavior. This paper also recommends that future Chinese restaurant owners also be cognoscente of the salient factors influencing the choices of their target customers by conducting effective market research before establishing their business as doing their Chinese restaurant business in the market of Thailand.

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APPENDIX

Questionnaire

Please spare a few minutes of your valuable time to answer this simple questionnaire.

Direction: Please check (✔) and rate yourself honestly based on what you do given the statements using following scales:

Part1: 1. What restaurant brand are you most preferred?

   A. Huang ji huang   B. Lao shan dong   C. Shu xiang yuan

2. What is your age range?

   A. 10-20   B. 20-29   C. 30-39   D. 40+

3. What is your gender?

   A. Male   B. Female

4. What is your marital status?

   A. Married   B. Single   C. Divorced   D. Widowed

5. What is your job?

   A. Student   B. Teacher   C. Businessman

   D. Office workers   E. Other

6. What is your education level?

   A. High school or not more than high school   B. Bachelor degree

C. Master Degree or over master

7. What is your monthly income?

A.0—20,000 BAHT   B.20,000—50,000BAHT

C.50,000—100,000 BAHT   D. More than 100,000 BAHT

8.How much is your average consumption per serving in the restaurant?

A. Does not exceed 500 BAHT   B. 500—1000 BAHT

C.1000—2000 BAHT   D. Exceed 2000 BAHT

9. What kind of situation do you belong to before eating Chinese restaurant?

A. Already decided to eat at that restaurant, but don't know what to eat.

B. Already decided to eat at that restaurant and know what to eat.

C. Eat by chance.

10.How often have you been to these restaurants?

A. Several times a week   B. Several times a month

C. Several times a season   D. Several times a year

11.Where do you get information of the restaurant?

A. From friends   B. From advertisements

C. From sales staff   D. From website

12. What is best characterized your lifestyle?

A. Healthy   B. Adventure

C. Family person D. Entertain (music, theater, movie)

E. Study   F. Night life

Part2: Please choose the Likert scale of each factor that is most relevant to you.

(Evaluation principle: strongly effect = 7 points, very important effect = 6 points, moderately effect = 5 points, neutral = 4 points, slightly effect = 3 points, low effect = 2 points, not at all effect = 1 point, not any effect = 0 point)

Variable	0	1	2	3	4	5	6	7
Restaurant staff (waitress, waiter, manager, cashier, cleaner)								
Process (quick service, no mistake, short waiting)								
Physical evidence (ambience, interior, facilities, tools)								
Product (food & beverage variety, food & beverage quality, new dishes promotion, taste consistency, portion sizes of canteens, the taste of food, dishes similar to picture in menu)								
Promotion (advertising on traditional media, E-Marketing, sales promotion)								
Price (reasonable price, mode of payment)								
Place (location is favorable, road rail transport accessibility)								
Brand (brand awareness, brand image, brand recognition, brand loyalty)								
Consumption behavior (your personal eating habit)								
Word of mouth (personal word of mouth, electronic word of mouth)								
Lifestyle (healthy lifestyle, like to go to shopping mall, like to eat out, like to go to sport)								

Part3: Please choose the Likert scale of each factor that is most relevant to you.

Variable	0	1	2	3	4	5	6	7
Restaurant staff								
Attitude								
Responsibility								
Satisfy the needs of the customer								
Caring/ Attention given to other								
Empathy								
Solve customer problem								
Process								
Reservation mode (call, site etc.)								
Time for waiting								
Serving food								
Mistake free in ordering food								
Clean up table								
Delivery process								
Physical evidence								
Facilities (garage, restroom, air condition, light , etc.)								
Atmosphere/Ambience								
Tools (table, chair, Dining tool)								
Product								
Wide variety of food								
New dishes promotion								
Food safety								
Portion sizes of canteens								
Food presentation								
The taste of food								
Dishes similar to picture in menu								
Promotion								
Advertising (TV, radio, magazine, newspaper, leaflet, billboard, etc.)								
E-Marketing (website, social media, blogger, live video, etc.)								
Sales promotion (complimentary new dishes are free, discount, etc.)								
Price								
Reasonable								
Mode of payment								
Place								
Road rail transport accessibility								
Location is favorable (in the shopping mall, near BTS/MRT, closer to home, etc.)								

Brand								
Brand awareness								
Brand image								
Brand recognition : The brand comes to my mind at first when mentions real restaurant industry								
Brand loyalty , You will not purchase other brands, for whatever reason								
Brand preference								
Consumption behavior								
Always eat a lot per meal								
Prefer to eat in group								
Eat often but not a whole lot								
Atmosphere lively can speak loudly								
Enjoy having drink varieties (fruit juice, coke, beer, etc.)								
Word of mouth								
Personal word of mouth								
Electronic word of mouth (social media, network, etc.)								
Lifestyle								
Healthy lifestyle								
Like to go to shopping mall								
Like to eat out								
Like to go to sport								

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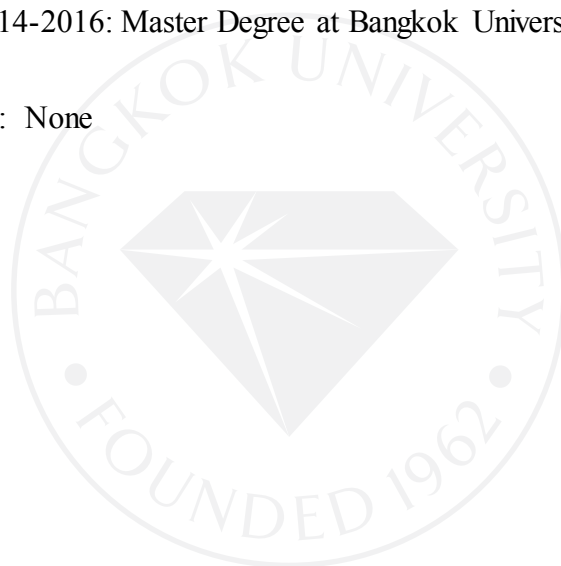Address: 403#1 building Ya Ru Xiao Yuan, LiuZhou, GuangXi, China

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