

THE STUDY OF FACTORS THAT IMPACT CONSUMER'S DECISION
IN CHOOSING THAI RESTAURANTS IN HANOI, VIETNAM



Dang Thanh Tung

**BANGKOK
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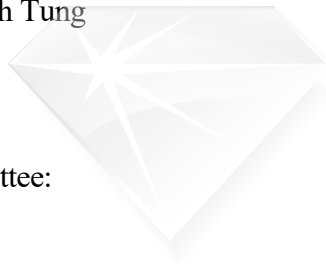
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Author: Dang Thanh Tung



Independent Study Committee:

Advisor

Dr. Sumana Theerakittikul

Field Specialist

Dr. Rapeesorn Fuangkasem

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UNIVERSITY
THE CREATIVE UNIVERSITY

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ABSTRACT

Over time, along with the rapid development and integration of Vietnam's economy and society into the global markets, the restaurant business market in Vietnam is especially vibrant with the appearance of many cuisines in the world. In addition to the cuisines that have been familiar to Vietnamese people for a long time such as Japanese, Korean, and Chinese restaurants, in recent years, there have been many more restaurants in Vietnam from different cultures such as Thai, Lao, Indian, Arab, etc. Therefore, the research topic "The study of factors that impact consumers' decision in choosing Thai restaurants in Hanoi, Vietnam" will help Thai restaurant businesses understand the factors affecting consumers' choice decision and develop an appropriate market development strategy.

This study using the Theory of Planned Behavior (TPB) to investigate the determinants of Vietnamese consumers' intention to choose Thai restaurants. The sample size for this study are 5 individuals for semi-structure one-to-one interview, 1 in-depth interview with an owner of a Thai restaurant in Hanoi and a questionnaire including demographic questions, attitude, subjective norms, perceived behavioral control, and price concern was developed and distributed to 150 people. The finding shows that most of participants are at the age of 18 to 24 years old with University level with monthly income around 6,000,000 to 15,000,000 VND. Moreover, attitude and price concern are two main factors that affecting consumers' purchase intention. Meanwhile, the study proved that subjective norms and perceived behavioral control have no effect on customers' intention in choosing Thai restaurants.

Keywords: Thai Restaurant, Theory of Planned Behavior, TPB, Vietnam

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Dang Thanh Tung

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CHAPTER 1

INTRODUCTION

This part of the study provides background information on the researcher's investigation into Vietnamese consumers' brand preferences for Thai restaurants in Hanoi, Vietnam. Moreover, This chapter includes a problem statement, study purpose, significance, study scope, study goals, and study constraint.

1.1 Background of the Study

Due to rising household consumption and subsequent rapid global economic expansion, people now desire more convenient and comfortable lives, which has fueled the rising trend of dining out in many nations throughout the world. The demand for meals away from home is sharply rising, and many individuals prefer to dine outside. To meet these demand, the number of restaurants grows rapidly, customers can experience diverse flavors and culinary signatures of many regions around the world (Chinese, Japanese, Korean, Thai restaurants...). To be successful and popular, a restaurant needs to understand what customers' want, why customers choose the restaurant, and the features that make customers want to come back next time. For example, the Chinese hotpot restaurant Haidilao focuses on high quality customer service and customer satisfaction, which has created Haidilao's famous brand and customer loyalty.

We all eat, and it would be a sad waste of opportunity to eat badly – Anna Thomas. Thai restaurants are quite popular among the current dining restaurants in Hanoi.

Visiting a Thai restaurant that brings the genuine experience of Thai food and culture to the consumers is important to people that value authenticity. Compared to other restaurants in Hanoi, Thai restaurants transfer real Thailand's sociological and cultural elements, which make them extraordinary in the eyes of customers in a special way which cannot be seen in other restaurants in Hanoi.

The development of Vietnam economy has led to the better living standard of Vietnamese people, which makes people change their own lifestyle. Nowadays, on the weekend, people tend to eat outside with their friends or families. Thailand is a tourist

country, widely known by Vietnamese people. Therefore, more Thai restaurants in Vietnam, specifically Hanoi, have been opened with many different names (Thai express, Coca restaurant, Tuk Tuk Thai Bistro...), strongly reflecting the food enjoyment habits of people here.

1.2 Thai Restaurants in Hanoi

1.2.1 Restaurants Industry

As an inevitable rule of society, when the economy is growing, people's living standards are getting higher and higher, their needs are also increasingly diverse and rich, in which, eating is one of the most important things. Nowadays, eating and drinking is not only to satisfy people's physiological needs but also a form of enjoyment and class affirmation, so they tend to go to luxury restaurants and eateries. In fact, despite being quite rich in dishes, Vietnamese cuisine still cannot meet the diverse needs of diners both at home and abroad. Therefore, in addition to restaurants and eateries operating in three regions' cuisine North - Central - South, the culinary specialties of other countries such as France, Spain, Japan, China, and Korea ... have also appeared more.

In the past, French, Japanese, Chinese, Korean restaurants appeared everywhere on the streets of Hanoi, but in recent years, the cuisine of Southeast Asian countries is also increasingly popular. This contributes to enriching the city's culinary treasures, promoting the development of the restaurant business. Grasping the above situation, a series of Thai-branded restaurants flocked to the city, stretching from inner city districts to suburban areas.

Understanding the psychology of the Vietnamese people, Vietnamese and Thai businesses began to build Thai restaurants, which earned widespread support from the Vietnamese people. A more comprehensive introduction to Thai food for Vietnamese people. Thai food, in comparison to Japanese and Korean dishes, has only just arisen, but it has swiftly become a culinary trend in Vietnam. People from many walks of life are drawn to it.

1.2.2 Thai Restaurants Industry

The Thai restaurant industry in Hanoi, Vietnam, has grown significantly in recent years, indicating a rising interest in Thai food among both locals and visitors.

Hanoi today has a vibrant Thai culinary scene, with a varied selection of eating alternatives to suit a variety of tastes and budgets. Hanoi's Thai restaurants serve to a wide spectrum of consumers, from street food vendors providing traditional Thai meals to high-end restaurants giving a refined dining experience.

At the heart of the Thai food experience is the bold and flavorful cuisine that features a mix of sour, sweet, salty, and spicy flavors. Key ingredients include lemongrass, kaffir lime leaves, chili paste, and fish sauce, which are combined to create the unique taste of Thai food. This taste, along with the fresh ingredients, imaginative presentation, and friendly service, has made Thai cuisine popular around the world, including in Hanoi.

Despite the competitive market, the Thai restaurants industry in Hanoi continues to grow, with new restaurants opening regularly. This growth can be attributed to the high demand for Thai food, both from tourists seeking authentic experiences and locals who appreciate the unique flavors of the cuisine. The popularity of Thai restaurants in Hanoi shows no signs of slowing down, and it is likely that in the coming years, the sector will continue to expand.

Top Three Thai Restaurants in Hanoi

The most famous three Thai restaurants in Hanoi are Krabi Thai cuisine, Coca restaurant, Khrua baan Thai.

Krabi Thai Cuisine

Krabi Thai's cuisine is mainly serve Thai hot pot with Tom yum soup – a famous soup in Thailand. Although the restaurant has only just come into operation, Krabi Thai Cuisine has quickly become a familiar Thai restaurant in Hanoi of many foodies. True to the name of the restaurant, Krabi Thai Cuisine offers diners not only seafood dishes cooked to the taste of Krabi, but also typical Thai dishes such as fried rice, pad Thai, spicy papaya salad, and spicy papaya salad, tom yum soup... Krabi Thai cuisine has only 1 store in Hanoi.

Coca Restaurant

Coca restaurant Serving hotpot and typical Thai dishes since 1957, when Mr. Khun Srichhai Phanphensophon opened his first establishment at Surawong Road. Coca restaurant introduces the trend of suki hot pot in Thailand, which has received the support of not only Thai people but also international tourists. Coca restaurant in

Hanoi converges the most typical culture of Thai people from architectural style to unique cuisine. Coca restaurant has 2 stores in Hanoi.

Khrua Baan Thai

Khrua Baan Thai not only famous for its delicious and attractive food, but also for the atmosphere of the restaurant. Each dish is seasoned with a balance of sour - spicy - sweet flavors to make it easy to eat without losing the traditional flavor. Beside of the familiar dishes, the restaurant also has fresh seafood dishes and typical curry dishes of the land of the Golden Temple. Khrua Baan Thai has 3 stores in Hanoi.

1.3 Problem Statement

Vietnam and Thailand are also located in Southeast Asia and have a close cooperation relationship. Nowadays, with the trend of globalization, the relationship between the two countries is increasingly expanding in many different fields such as politics, economy, culture and education. And with the development of cultural exchange - tourism, cuisine between countries is always a feature that needs to be discovered. Thailand has been a favorite destination of Vietnamese people for many years, not only because of the beauty of its landscapes but also because of its unique cuisine and bold national identity. Like other countries, Thailand offers tourists around the world a unique and sophisticated culinary culture. Traditional Thai culture includes food. Thai food has advanced thanks to warmth, closeness in communication, and love for Thai culinary skills.

Currently, without going to Thailand, we can also enjoy Thai food right in Hanoi. In addition to Japanese and Korean dishes that are popular in Vietnam, Thai food is becoming a culinary trend, attracting the attention of a large number of Vietnamese people. Restaurants dealing in Thai cuisine with all forms and genres are appearing more and more. In addition to business, these restaurants have brought Thai culture and Thai cuisine closer to the Vietnamese people.

It's important to comprehend the selection criteria and related factors affect consumers' intention in choosing Thai restaurant in order to help restaurant's manager to build up their own marketing strategies. Who should ultimately design the product?

The customer, of course (Philip Kotler), so it is essential that the managers should understand customers' behaviors in choosing restaurant.

1.4 Aim of the Study

Main objectives of this study:

- 1) To understand the effects of customers' demographic on Thai restaurant choice decision.
- 2) To examine the effect of Planned Behavior Theory on the customers' decision in choosing Thai restaurants.
- 3) To build marketing plan for Thai restaurant's manager.

1.5 Study Question

To achieve these objectives, this study has the following question:

- 1) What are relevant elements that influence customers' choosing decision of Thai restaurants in Hanoi?
- 2) The level of these factors that impact on customers' decision towards Thai restaurants in Hanoi, Vietnam
- 3) How to apply the result of research into build up marketing plan for a plan in the market.

1.6 Scope of the Study

- 1) This study concentrate on factors or elements which make Vietnamese customers in Hanoi choose a Thai restaurant.
- 2) This study will take survey by using self-administered questionnaire in Thai restaurant, shopping malls in Hanoi, Vietnam. The main respondents are the customers of Thai restaurant in Hanoi.
- 3) The methodology of this study is quantitative.

1.7 Assumption

The study is based on the assumption that Vietnamese customers choose Thai restaurants in Hanoi. The customers have different background (age, gender, salary, occupation or preference) that will lead to different decisions in choosing Thai

restaurants. Furthermore, data analysis for this research will be collected in an appropriate manner using a reliable method.

1.8 The study's Design

The study's chapters plan is as follow:

Chapter 1: Introduction: In this first chapter of the study, following are the main section: Background of the study, Thai restaurant in Hanoi, problem statement, aim of the study, study question, scope of the study assumption, and research framework.

Chapter 2: Literature review: In this chapter, the content include the theoretical foundation and factors that influence customers' intention in choosing Thai restaurants in Hanoi, Vietnam. This chapter also include related research paper about this topic and research hypothesis.

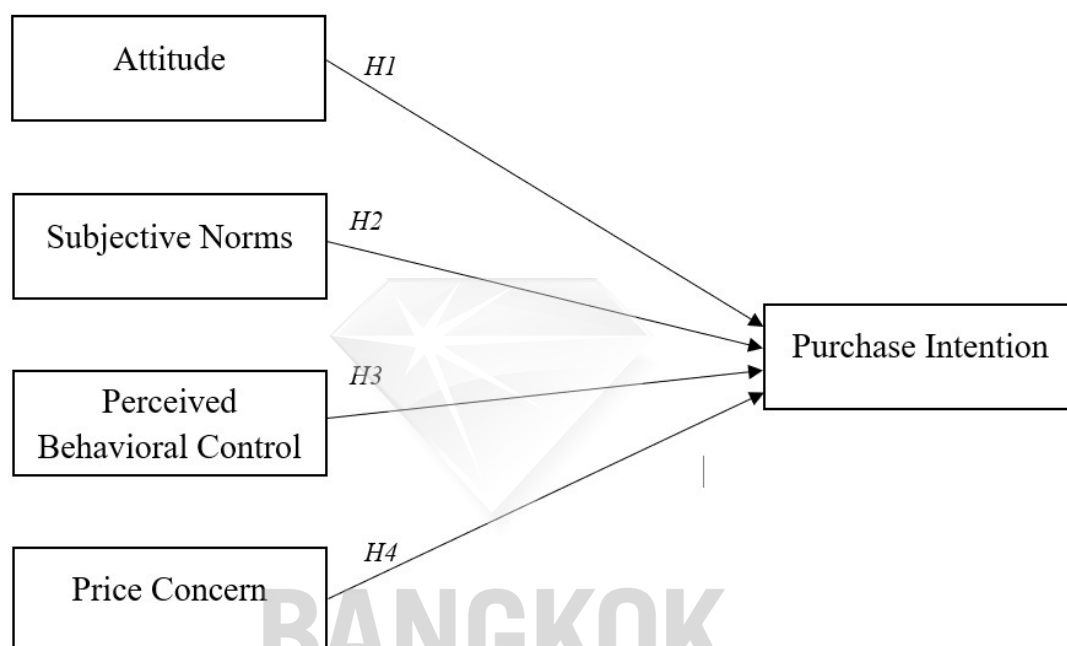
Chapter 3: Methodology: This chapter of the research include research design, sampling and data collection, designing questionnaire, and research analysis.

Chapter 4: Finding and Analysis: The research strategy and data analysis used in this study are covered in detail in this chapter. The handling of research data and analytical outcomes is covered in this chapter.

Chapter 5: Conclusion: In this part, author will address the topic's practical importance and the contribution of the research, as well as point out limitations of the research and direction for future research.

1.9 Research framework

Figure 1.1: Research Framework



CHAPTER 2

LITERATURE REVIEW

2.1 Restaurant

2.1.1 Definition of Restaurant

A restaurant is a place of business that prepares and provides clients with food and beverages. Although many restaurants now provide take-out and food delivery services, meals are often served and consumed on the premises. Restaurants come in a wide range of styles and varieties, from low-cost fast-food meals and cafeterias to middle-priced family restaurants to pricey luxury venues. They also provide a vast range of cuisines and service methods.

2.1.2 Types of Restaurant

There are several methods to categorize or identify restaurants. The food itself (vegetarian, seafood, steak, etc.), the cuisine (Italian, Korean, Chinese, Japanese, Indian, French, Mexican, Thai, etc.), or the presenting method (tapas bar, sushi train, buffet restaurant, or yum cha restaurant) are often the deciding criteria. Beyond this, eateries may set themselves apart by a variety of criteria, such as speed (quick food), formality, location, price, service, or unique themes (such as automated restaurants). Fine dining, casual dining, contemporary casual, family style, fast casual, fast food, cafés, buffets, concession stands, food trucks, pop-up restaurants, diners, and ghost restaurants are just a few of these options.

Restaurants range from low-cost, casual lunch spots that cater to surrounding office workers, serving modest food in basic settings at low prices, to pricey businesses that provide upscale cuisine and exquisite wines in formal settings. Customers typically dress casually in the first scenario. Customers may choose to dress semi-casually, semi-formally, or formally in the latter scenario, depending on local customs and culture. Customers typically sit at tables in mid- to high-priced restaurants while a waiter takes their orders and brings the meal when it is ready. The customers pay the bill after finishing their meal. In some establishments, such as office cafeterias, there are no servers present. Instead, clients utilize trays to deposit both hot and cold food items that they order from the kitchen and pay the cashier before they are seated. The buffet restaurant is another type of eatery that employs

few waiters. At the conclusion of the meal, customers pay after putting food on their own plates. Waiters are still generally present in buffet restaurants to provide drinks and alcoholic beverages. Fast food establishments are likewise categorized as restaurants. Additionally, food trucks are a well-liked alternative for those looking for quick food service.

2.1.3 Food Service Definition

The food service industry is a crucial sector of today's society. Eating helps people meet both their physiological and psychological demands, especially when life gets better and better. Customers can meet these demands by eating out, and restaurants are where they can meet their psychological and physiological needs. A service is an intangible, time-limited experience that is provided to a client who serves as a co-producer. (James Fitzsimmons). A service is an action or series of actions that are more or less intangible in nature and that typically, though not always, occur in interactions between customers and service personnel as well as with physical resources, goods, and/or systems of the service provider in order to address the problems of customers (Gronroos, 2000).

2.1.4 Restaurant in Vietnam

Recently, the restaurant industry in Vietnam has been rapidly expanding. The population's wealth is increasing, as is the number of prospective consumers for eateries. People go to restaurants for special events such as birthdays, coming for lunch, business purposes, or hanging out with friends, and so on. Restaurants are no longer seen as something unique and elegant; restaurants now a component of our everyday lives. When a demand arises, the number of people who are willing to satisfy the need and provide their services also increase. Every year, a large number of new eateries open, increasing market competitiveness. These elements compel restaurants to take appropriate action. Nowadays, serving food alone is no longer sufficient; in addition, a high degree of service and experience creation must be offered (Andreeva, 2017).

2.2 Related Research

“Factors affecting customer satisfaction in Thai restaurants” (Arayawichanont & Chunchowong, 2017) found that food quality, service, atmosphere and value for money were the most important factors that influenced customers’ satisfaction with a Thai restaurant.

“An exploratory study of Thai restaurant selection criteria” (Boonmak & Chanchirapan, 2015) found that customers consider food quality, menu variety, reputation, convenience, and value of money when choosing Thai restaurant.

Evaluation of factors affecting customer loyalty in the restaurant industry (Haghighi, Dorosti, Rahnama & Hoseinpour, 2012) shown that Restaurants have been proved to be the fastest expanding industry in the service and hospitality sectors. The goal of this study is to pinpoint the factors that influence patron loyalty in the restaurant industry and to offer suggestions on how to increase loyalty and forge enduring bonds with patrons.

Customers’ expectations factors in restaurants – The situation in Spain (Soriano, 2000) examines what influences customers' desire to visit a restaurant for another meal. The most important factor was determined to be the caliber of the food, which was followed by the caliber of the service, the price/value of the meal, and the setting/atmosphere of the restaurant.

Influence of price and brand image on restaurant customers’ restaurant selection attribute (Yi, Zhao & Joung, 2017) examined the effect of brand image and cost on three important restaurant quality parameters (ambiance, food quality, and service quality). Residents' preferences for restaurant attributes were influenced in part (local vs. visitors). This study provides helpful insights into the tastes of restaurant patrons and demonstrates how restaurateurs may draw in more patrons while retaining their current clientele by raising the caliber of their ambiance, cuisine, and services.

Hygiene factors influencing customers’ choice of dining-out unit: Findings from a study of University academic staff (Aksoydan, 2007). The results of the study indicate that sanitary qualities, especially cleanliness, have the greatest influence on this choice.

Factors influencing restaurant selection in Dublin (Cullen, 2008). Consumers in Dublin preferred Italian and Chinese-style restaurants, according to the research findings, which also listed quality of food, kind of food, cleanliness of the restaurant, location, and reputation of the restaurant as important choice variables and qualities. Additionally, the study found that the importance of the attributes changed depending on the consumer's age, prior experience, mood, and situation.

Consumers' choice factors of an upscale ethnic restaurant (Sriwongrat, 2008). According to the research, customers regarded restaurant selection variables differently depending on their demographic traits.

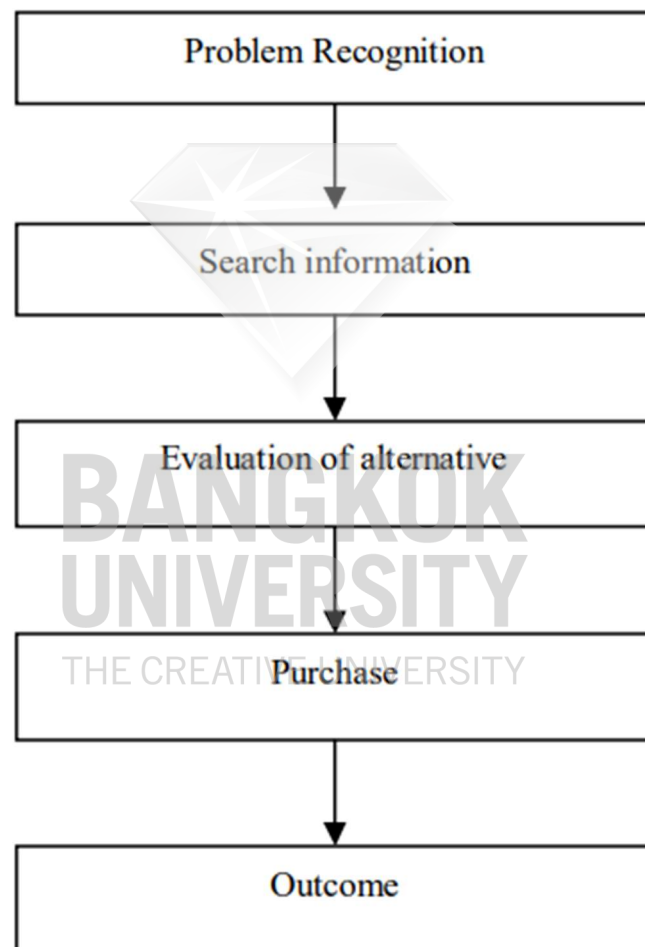
Decision-making styles of restaurant deal consumers who use social commerce (Seo & Moon, 2016). It show that customers who preferred innovative brands were more likely to be innovative and satisfied, whereas passive consumers were the least satisfied and least inventive.

Factors that influenced the decisions of customers to dine at selected restaurants in Bangkok, Thailand (Threevitaya, 2003). According to the research, restaurant operators should prioritize hygiene and cleanliness. Furthermore, price, employee's behavior and restaurant's decoration are also impact on customers' decision.

2.3 Consumer Decision Making Process

Engel, Blackwell & Miniard (1995) created a model to explain consumer behavior and identified five stages of decision making:

Figure 2.1: Consumer Purchase Model by Engel, et al. (1995)



Source: Engel, J. F., Blackwell, R. D., & Miniard, P.W. (1995). *Consumer behavior* (6th ed.). New York: Dryden Press.

The model considers purchases as a process that includes various phases such as problem detection, search, alternative evaluation, purchase, and result. The consumer decision-making process starts with problem awareness, which leads to the

search for solutions. The following stage is to evaluate and compare each possibility that we have to find possible way to solve the problem. This will result in a decision to purchase one of them, which will then result in some form of output. These five processes may be used to assess any purchasing decision, regardless of how they manifest.

This is a basic model that is commonly used in the consumer behavior literature. It is also a fantastic starting point for learning how consumers make their ultimate selection when selecting a typical full-service restaurant.

Traditional consumer choice research places a strong emphasis on comprehending consumer behavior and the elements that influence consumers' purchasing decisions. Understanding the steps that customers take to make decisions online is crucial for marketers. Customers need various online services, such as business information, product or service comparison, and customer support, depending on the stage of the process. The decision-making process for online purchases can be broken down into three stages: building trust, offering a satisfying online shopping experience, and attending to needs following a purchase. There are two additional steps in addition to these three: problem recognition, information search, alternative evaluation, purchase, and outcome. This study will primarily examine the intentions and attitudes of internet customers, without delving deeply into the final stage of outcome.

(1) Problem Recognition

The consumer decision-making process is thought to begin with the issue recognition stage, which is also known as the "trigger" that starts a purchase choice. It acts as a springboard for all following consumer behaviors leading up to a purchase, such as gathering knowledge, weighing options, and making a decision. It is a straightforward and persuasive notion that early consumer habits influence later ones. The context for problem-solving is established at the problem recognition stage, first. Second, the subsequent stages of the decision-making process are sequentially dependent on the problem recognition stage. As a result, it is anticipated that all future decision-making processes will be significantly influenced by the issue recognition step.

(2) Search Information

Before making a purchase, consumers look up information to reduce ambiguity and perceived risk. Before making decisions about purchases, they gather information from a variety of sources (both online and offline) (Degeratu, Rangaswamy & Wu, 2000; Jang, Prasad & Ratchford, 2017).

Potential customers' level of interest in a good or service will impact whether they ask for further information before making a purchase. Customers are more inclined to buy a product out of the blue if it is readily available and satisfies their demands. However, if a buyer is unsure, they may decide to remember the concept or run an online search to learn more. Customers will actively seek out and use information from internal and external sources throughout the information search stage of the decision-making process to make better purchasing selections.

Internal search is the main information source for routine or limited decision-making and involves retrieving previously stored information from memory. External search, on the other hand, entails looking for information from places besides memory, like friends, advertising, and periodicals. As the internet has grown in popularity, it has joined other conventional media in serving as a vital source of information for many consumers, giving essential details about a wide range of goods and services.

(3) Evaluation of Alternatives

This is the process after consumers have received the information. The consumer evaluates all option products or brands based on properties that meet the consumer's needs. In this process, the most influential factor is the customer's attitude and engagement. The customers are positive and highly engaged. Alternatives are often evaluated or compared across multiple brands (Kotler & Keller, 2012).

(4) Purchase

Purchase refers to the final process after evaluating alternatives, the consumer will choose the brand that they like most. According to Kotler & Keller (2012), factors affecting the purchase decision consisted of 2 factors:

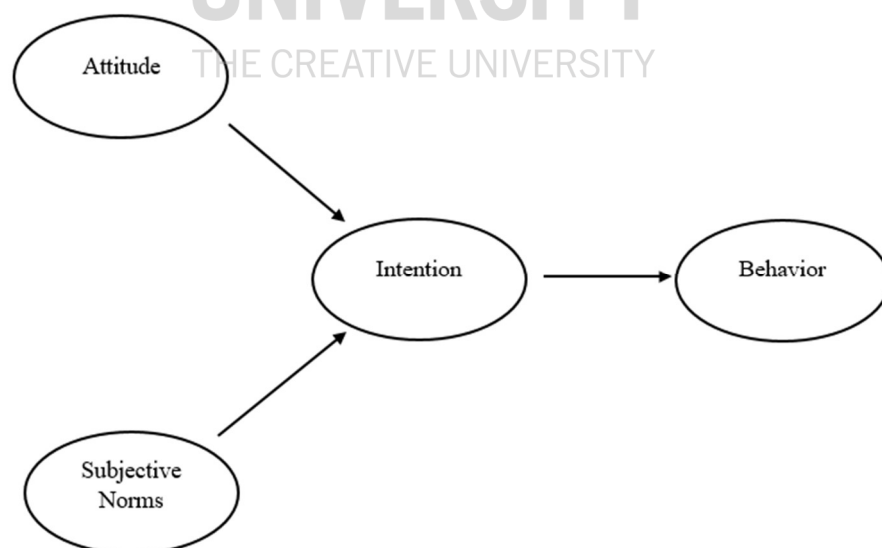
- Personal attitudes such as family attitudes towards the product may result in consumers change in mind in making decision to buy product.
- Unexpected situation caused by changes in purchase intentions.

2.4 Theory of Planned Behavior

In his article "From Intentions to Actions: A Theory of Planned Behavior" published in 1985, Icek Ajzen put forth the Theory of Planned Behavior (TPB). This theory was created as an expansion of the Theory of Reasoned Action (TRA), which Ajzen and Fishbein proposed in 1980 and sought to explain how attitudes and behaviors are related in human activity. Nonetheless, TRA had difficulties in addressing actions over which people have imperfect volitional control, necessitating the creation of TPB.

The Theory of Reasoned Action's principal objective is to forecast people's future conduct based on their current attitudes and behavioral goals. An individual makes a choice to engage in a particular action depending on the results they anticipate from that behavior. According to the Theory of Reasoned Action, behavioral intention is the main driver of conduct, and, as Fishbein and Ajzen noted in 1975, behavioral intention is significantly influenced by both attitudes and subjective norms.

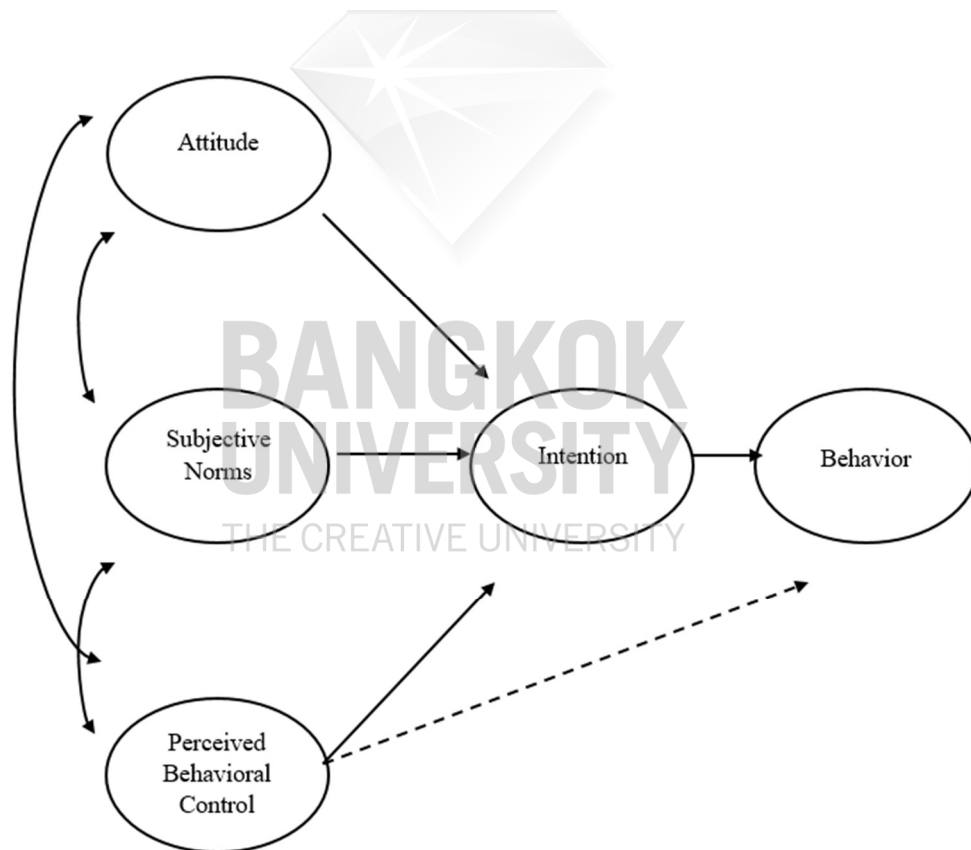
Figure 2.2: Theory of Reasoned Action



Source: Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. MA: Addison-Wesley.

In 1985 and 1988, Ajzen proposed the concept of perceived behavioral control to address the real or perceived limitations that may hinder an individual from performing a particular behavior (Figure 2.3) The Theory of Planned Behavior views a person's purpose to engage in an activity as the main determinant, much like the Theory of Reasoned Action does. Stronger intentions, as noted by Ajzen in 1991, can boost the effort made toward engaging in the action, increasing the possibility that the conduct will actually be carried out.

Figure 2.3: Theory of Planned Behavior



Source: Ajzen, I. (1985). From intentions to actions: A theory of planned behavior.

In J. Kuhl & J. Beckmann (Eds.), *Action-control: From cognition to behavior* (pp. 11-39). Heidelberg: Springer.

According to the Theory of Planned Behavior, there are three different factors that influence intention: attitude, subjective norms, and perceived behavioral control. Ajzen (1991) defined attitude toward the conduct as a person's evaluation or appraisal of the relevant behavior, which may be positive or negative. Subjective norms, a social component that reflects the perceived pressure to engage in or refrain from engaging in the action, is the second determinant. The perceived behavioral control, which represents a person's opinion of the ease or difficulty of carrying out the behavior, is the third predictor of intention. This element is thought to be affected by prior experiences as well as predicted barriers and hindrances.

In general, the stronger a person's intention to engage in the activity under consideration should be, the more positive the attitude and subjective norm with respect to the behavior, and the larger the perceived behavioral control (Ajzen, 1991).

The Theory of Planned Behavior is perhaps the most influential theory in the prediction of social and health behaviors, according to Ravis, Sheeran & Armitage (2009, p. 2985). It has been used in investigations of the relationships between beliefs, attitudes, behavioral intentions, and behaviors in a variety of industries, including sustainability, public relations, healthcare, and sport management. TPB has been utilized in the literature to pinpoint the elements that influence customer behavior intention. For instance, Chung (2016, pp. 119-134) examined the effect of consumer behavior intentions for environmentally friendly restaurants. TPB was used by Jun, et al. (2014, pp. 85-91) and Jun & Arendt (2016, pp. 106-115) to investigate a customer's healthy eating habits.

2.4.1 TPB Components

2.4.1.1 Attitude

An individual's attitude is their positive or negative evaluation of a particular action or conduct (Ajzen, 1991). According to Eagly & Chaiken (1993), attitude is a psychological propensity that manifests as a favorable or unfavorable evaluation of a certain entity.

Jang, et al. (2015, pp. 599-618) adapted TPB to investigate the antecedents of consumers' behavioral intentions while visiting restaurants and discovered that attitude had a beneficial influence on customers' intentions when visiting restaurant. Kim, Njite & Hancer (2013, pp. 179-211) used TPB to investigate

a customer's choice of an eco-friendly restaurant and discovered that AT had a favorable influence on choosing an eco-friendly restaurant. TPB was expanded by Tommasetti, et al. (2018) to explore consumers' perceptions of restaurant sustainability.

2.4.1.2 Subjective Norm

The second element of TPB, the subjective norm (SN), is the social pressure a person feels to engage in a specific action. According to SN, reference groups like parents, friends, coworkers, instructors, and spouses can affect a person's behavior. Normative beliefs, societal standards derived from significant referents, and a desire to behave in accordance with those referents are possible manifestations of this pressure. According to research by Jang, et al. (2015, pp. 599–618), SN had a favorable effect on restaurant patrons' intentions to eat there. By extending the TPB, Sánchez, et al. (2018, pp. 144–154) investigated the willingness to pay for noise reduction in road traffic and showed that SN had a favorable impact on behavioral intention.

2.4.1.3 Perceived Behavior Control

The third element of TPB is perceived behavioral control (PBC), which is a person's perception of their capacity to control the opportunities and resources required to carry out a particular activity. This comprises not just one's own drive and effort, but also external elements like time, money, resources, policies, abilities, opportunities, and skills. Both self-efficacy and outside resources have the potential to limit PBC. External resources refer to the resources' availability and accessibility, whereas self-efficacy is a person's confidence in their capacity to carry out the behavior. Both can influence a person's choice to engage in a specific conduct. In their research, Jang, et al. (2015, pp. 599–618) added a new construct to TPB to study customers' restaurant selection and found that PBC had a positive effect on their behavioral.

2.4.1.4 Price Concern

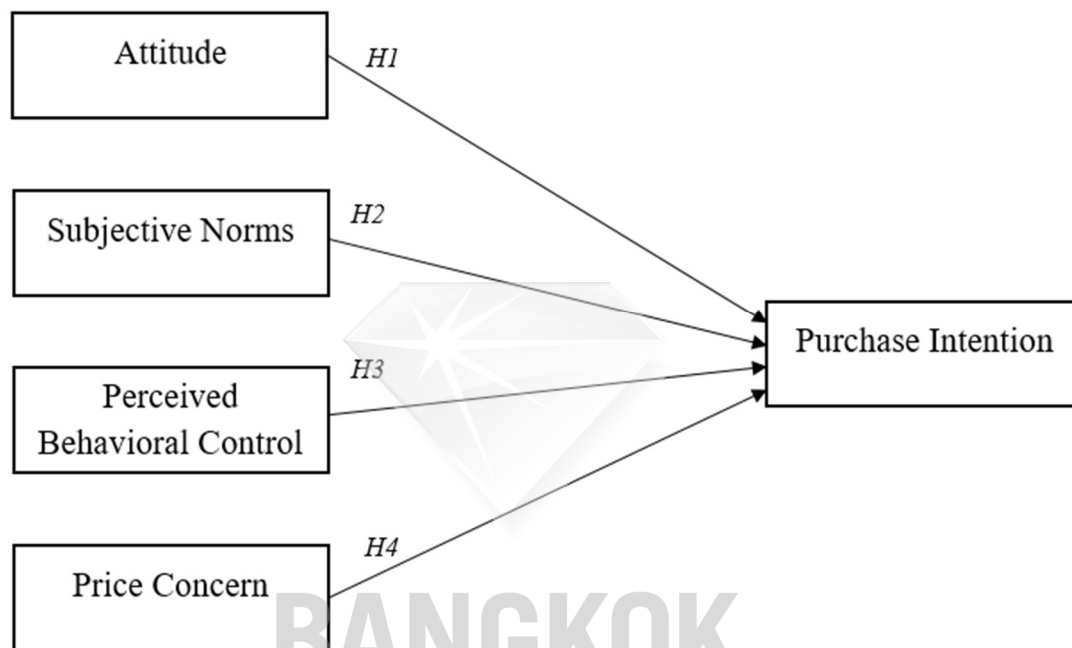
The argument on the association between the TPB model's variables and intention to select Thai restaurants is presented in the part that follows. Price Concern (PC), an additional element, is included in the model as an extension of the TPB model.

Price, according to Monroe (1979), is the degree to which anything is worth the money spent on it. Customers hesitate to choose a dining option since they can't judge the quality of restaurant service until after they've actually experienced the restaurant. Price, however, can offer a significant, unbiased cue regarding the caliber of service. A customer's purchase behavior can be changed by providing them with specific price information (Shoemaker, et al., 2005). As a result, price is a crucial determinant of consumer behavior.

Also, a restaurant's price has a significant impact on the value expectations of its clients (Ryu, 2005; Varki & Colgate, 2001). First, buyer expectations of quality are greatly influenced by price. In other words, the client expects greater quality goods or services the more expensive they are, as higher costs add value to the perceived quality of the good (Chen, Gupta & Rom, 1994). In other words, while price does not affect the product's actual quality, it does add subjective worth in terms of what the client could expect. Han & Ryu (2009) found a direct correlation between perceived pricing and expected quality of a restaurant. Second, client satisfaction levels and post-purchase preferences for choosing a restaurant are moderated by pricing (Ryu & Han, 2010). Hence, the link between objective product quality and customer quality expectations is moderated by price (Taylor & Bearden, 2003). Ryu & Han (2010) assert that, after ambiance and service quality, food quality is the most crucial determinant of patrons' restaurant preferences. These findings suggest that customers' priorities are influenced by price perception in addition to their choices for restaurant attributes. Customers therefore perceive an enhancement in product quality as the price rises.

2.5 Hypotheses

Figure 2.4: Research Framework



Attitude

Ajzen (1991) defined attitude as a person's favorable or negative assessment of a certain behavior. An individual's intention to engage in an action can be strengthened by having a good attitude about it.

H1. Attitude has a positive relationship with purchase intention

Subjective Norms

Subjective norms are proposed as a second factor influencing behavioral intention in the TPB model. SN is a social factor that refers to the perception of social pressure to perform or refrain from performing a specific behavior (Ajzen, 1991). Han, et al. (2010) found that SNs is one of the factors that influence on the visiting restaurant. Meanwhile, Kim (2013) stated that SNs is the strongest predictor of behavioral intention when choosing restaurant. In addition, the role of SNs toward behavioral intention has been proved in various contexts when researching about marketing and consumer purchasing behavior (Han, et al., 2010).

H2. Subjective norm has a positive relationship with the customers' intention of choosing Thai restaurants.

Perceived Behavioral Control (PBC)

The third antecedent of intention is the level of perceived behavioral control, which, as we saw earlier, refers to how easy or difficult a behavior is considered to be performed. It is assumed that this antecedent reflects prior experience as well as predicted challenges and barriers (Ajzen, 1991). There is evidence from studies in a variety of domains that behavioral intention and behavioral control are positively correlated (e.g. Han, et al., 2010; Chaudhary & Bisai, 2018).

H3. Perceived behavioral control has a positive relationship with the customers' intention of choosing Thai restaurants.

Price Concern (PC)

Consumers generally prefer reasonable price restaurant (Eze & Ndubisi, 2013). As a result, if the product's price is more than they anticipated, their attitude will be less influential and the attitude-behavior gap would widen when they choose a Thai restaurant. (Joshi & Rahman, 2015).

H4: PC has a positive relationship with the customers' intention of choosing Thai restaurants.

CHAPTER 3

METHODOLOGY

This chapter discusses research and the approach that will be applied. Additionally, it covers the description of design of the research, samplings, designing questionnaire, data collection, statistic for analyzing data, and reliability analysis.

3.1 Design of the Research

To answer research's question, the study use quantitative method to understand factors influence customers' intention in choosing Thai restaurant in Hanoi, Vietnam.

A cross-sectional self-administered survey was given to the participants to complete. In contrast to other demographic data like age, income, and education, the questionnaire indicated that respondents' responses were fully anonymous. Participants' confidentiality was maintained. Everyone who participated voluntarily and gave consent to the data set's usage of their responses. The questionnaire was free to fill out and only took a short amount of time, which made it possible for many people to participate.

3.2 Sampling

In this study, the problem is quantified by creating numerical data using the quantitative research method. For analysis and result-getting, the author gathered primary data.

Sample Size

The minimal sample size, according to Hair, Black, Babin & Anderson (2014, p. 100), is at least five times as many observations as there are questionnaire items to be examined. This implies that each variable requires a minimum of 5 responders. This is the smallest number of respondents that can be accommodated. Owing to time and budget constraints, this study will use this formula to determine the sample size.

Given that this study uses a quantitative methodology and has a total of 26 variables, the sample size is greater than $26 \times 5 = 130$. Be careful that a limited number of respondents may cause an answer to be invalid; the ultimate sample size for distributing the questionnaire is 150.

Sampling Method

The convenience sampling method was employed to get the data for this investigation. This method is frequently utilized in quantitative research due to its accessibility, affordability, and ease of data collecting, as stated by Etikan, Musa & Alkassim (2016). Convenience sampling, also known as Accidental Sampling or Haphazard Sampling, is a kind of non-probability sampling that involves choosing people of the target population who meet certain practical requirements, such proximity, accessibility, availability, or desire to participate (Etikan, et al., 2016). Because the components of the sample may be picked merely because they are close to the location where the data is being gathered, either physically or administratively, this sort of sampling is frequently referred to as "accidental sampling" (Etikan, et al., 2016).

With surveys online, 18 years old to over 41 years old respondents are randomly chosen with different occupation and level of education.

Meanwhile, for hand-out surveys, the respondents are customers, staffs in Thai restaurants in Hanoi, Vietnam.

Because the research explores consumers' decision in choosing Thai restaurant in Hanoi, Vietnam, which is widely available for all people, there are no restrictions on the responders due to any of their demographic traits.

3.3 Designing Questionnaire

The study's questionnaire was designed to be simple for the respondents easily to understand. This approach is in harmony with Easterby-Mith, et al. (2008) who recommended that "the shorter the questionnaire, and the simpler the questions, the more likely that people will reply it". In addition, the study's questionnaire was translated into Vietnamese for Vietnamese respondents. The questionnaire's questions were gathered and changed based on analogous ones from earlier investigations.

To analyze and determine what factors inside the business influence and consumer influence that help contribute to purchase choice, questionnaire was the researcher's tool to gather data. The questionnaire is divided into the following two parts:

Part 1: The first part contained 7 questions for demographic information

Table 3.1: General Information and Demographic Data Questionnaire

| Variable | Level of Measurement | Criteria Classification |
|--------------------|----------------------|--|
| 1. Gender | Nominal | 1. Male 2. Female 3. Others |
| 2. Age | Scale | 1. Under 18years old 2. 18-24years old 3. 26-30years old 4. 31-40years old 5. Over 41years old |
| 3. Education level | Nominal | 1. High school 2. Associate's degree 3. Bachelor degree 4. Master degree or higher |
| 4. Income | Ordinal | 1. 0 – 6,000,000 VND 2. 6,000,000 – 15,000,000 VND 3. 15,000,000 – 30,000,000 VND 4. More than 30,000,000 VND |
| 5. Marital status | Nominal | 1. Single 2. In a relationship 3. Married |

(Continued)

Table 3.1 (Continued): General Information and Demographic Data Questionnaire

| Variable | Level of Measurement | Criteria Classification |
|--|----------------------|-------------------------|
| 6. Do you like Thai food? | Nominal | 1. Yes 2. No |
| 7. Do you always choose the restaurant that you get used to? | Nominal | 1. Yes 2. No |

Part 2: The second part contained 5 constructs including purchase intention, attitude, subjective norms, perceived behavioral control, and price concern.

- 1) Purchase Intention
- 2) Attitude
- 3) Subjective Norms
- 4) Perceived Behavioral Control
- 5) Price Concern

Respondents scored each item on a five-point Likert scale. Each question has a weight (score) of 1 to 5 points and a scale from "Strongly disagree" to "Strongly agree."

$$interval\ class = \frac{\text{Range (maxvalue - minvalue)}}{\text{Number of interval}} = \frac{(5 - 1)}{5} = 0.8$$

Average score of 4.21 – 5.00: highest level

Average score of 3.41 – 4.20: high level

Average score of 2.61 – 3.40: medium level

Average score of 1.81 – 2.60: low level

Average score of 4.21 – 5.00: lowest level

Pilot Test

The questionnaire was sent to 10 people who are at high level of education (bachelor and master) to consider if the content was understandable and clear.

In general, all pilot respondents were able to answer the questions. They had comments about using vocabulary consistently and some long questions in Vietnamese that made them confused. All problems were corrected before sending the final questionnaires to the respondents.

3.4 Data Collection

This research aims to get information on the factors impacting consumers' decision in choosing Thai restaurants in Hanoi, Vietnam. The purpose of gathering information from the sample is to determine the attitudes of customers about choosing a Thai restaurant as well as the key factors that affect their decisions. Data were collected by the following ways:

1) The primary data were collected to investigate factors affecting consumers' decision in choosing Thai restaurants and they were collected by the following ways:

- 130 questionnaires were distributed in Thai restaurants in Hanoi
- 20 questionnaires were distributed online via google doc file

In all, 150 questionnaires were sent to the sample group. Additionally, the survey will be carried out by the researcher from October 1st to December 1st, 2022.

2) 5 random individuals are interviewed one-on-one utilizing semi-structured questions. The major goal of this interview is to gather information for the questionnaire, to reinforce findings, and for better understand consumer behavior while choosing Thai restaurants in Hanoi. The total number of interviewers is 5, chosen at random among Thai restaurants in Hanoi. In this part, the researcher choose 5 customers from 5 different Thai restaurants in Hanoi in order to gain insights into the unique experiences, preferences, and challenges that exist within each establishment to understand the broader landscape of the Thai restaurant industry, identify what customers are looking for, and what are the most important factors affect their decision in choosing Thai restaurants in Hanoi.

3) In-depth interview with a Thai restaurant owner in Hanoi in order to compile more data for this study.

3.5 Statistics for Analyzing Data

Table 3.2: Encoded Terms for Data Testing

| No. | Label | Items |
|---------------------------|-------|---|
| PURCHASE INTENTION | | |
| 1 | PI1 | I plan to try Thai restaurant in Hanoi |
| 2 | PI2 | I plan to spend more on Thai restaurant rather than others kind of restaurant |
| 3 | PI3 | I expect to enjoy meal in Thai restaurant in the future because of its flavor |
| 4 | PI4 | I will recommend Thai restaurant to my friends |
| ATTITUDE | | |
| 1 | ATT1 | I believe that dining in Thai restaurant is pleasant |
| 2 | ATT2 | I believe that the meal of Thai restaurant is delicious |
| 3 | ATT3 | I believe that it is fun to dine in a Thai restaurant |
| 4 | ATT4 | I believe that Thai restaurant has good decoration |
| 5 | ATT5 | I believe that there are many choices for meals in Thai restaurant |
| SUBJECTIVE NORMS | | |
| 1 | SN1 | People who are important to me think I should try Thai food in a Thai restaurant |
| 2 | SN2 | The influencers on social media affect me when choosing a Thai restaurant |
| 3 | SN3 | Group of people who are important to me think I should try Thai food in Thai restaurant |

(Continued)

Table 3.2 (Continued): Encoded Terms for Data Testing

| No. | Label | Items |
|-------------------------------------|-------------|---|
| PERCEIVED BEHAVIORAL CONTROL | | |
| 1 | PBC1 | I believe I have the ability to dine in Thai restaurant |
| 2 | PBC2 | Whether or not I dine in Thai restaurant is up to me |
| 3 | PBC3 | I have many chances to dine in Thai restaurant |
| PRICE CONCERN | | |
| 1 | PC1 | Price is the biggest factor when choosing Thai restaurants in Hanoi |
| 2 | PC2 | Although there are many kind of Thai restaurants in Hanoi, they are somewhat expensive for the average income |
| 3 | PC3 | Thai restaurant worth my money |
| 4 | PC4 | I dine at Thai restaurant when it has suitable price |

The data is examined using Statistical Package for the Social Sciences (SPSS), a computer software, in accordance with the methodology used for this research work. The information is shown in tables, each with a description. Additionally, the researcher use statistics in the following ways while analyzing data:

Regression Analysis

Multiple regression analysis is a statistical technique used to analyze the relationship between a single dependent variable and several independent variables (Hair, et al., 2014). the purpose of multiple regression analysis is to analyze the relationship between a single dependent variable and several independent variables.

So far, Multiple regression analysis is the most widely used to solve important research problems, particular in business. It is applied in various fields of business such as analyzing how consumers make decisions (Hair, et al., 2014, p. 151).

The regression model used in this study can be stated as following:

$$Y = b_0 + b_1X_1 + b_2X_2 + \dots + b_kX_k + \varepsilon$$

Where:

Y: Scores on the Consumers' Intention to choose Thai restaurant

X₁, X₂, ..., X_k: Scores on the constructs of TPB (Attitude, Subjective Norms, Perceived Behavioral Control, Price Concern).

b₁, b₂, ..., b_k: Regression co-efficient of independent variables

b₀: an intercept

ε: error term

It is necessary to test assumption that the relations between variables is linear because there are multiple independent variables, multicollinearity checking is needed, which shown by VIF values (Variance inflation factor). According to Hair, et al. (2014), the accepted levels of multicollinearity is corresponding to a VIF of 10. It means that if VIF is greater than 10, that factor is removed from the model.

Other assumptions need checking are the error ϵ , mean value and constant variances for a model to be acceptable. Goodness-of-fit is also important to check for a model to have a high fit for analyzing.

Descriptive Statistic

In order to summarize a specific data set, which may be a sample of a population or a representation of that population's whole population, brief informative coefficients known as descriptive statistics are utilized. Descriptive statistics include measurements of central tendency and measures of variability (spread). Measures of central tendency include mean, median, and mode; measures of variability include standard deviation, variance, minimum and maximum variables, kurtosis, and skewness.

In this study, researcher use descriptive statistic to analyze data about the Thai restaurant in Hanoi, Vietnam.

Reliability Analysis by Cronbach's Alpha

Alpha was developed by Lee Cronbach in 1951 to provide a measure of the internal consistency of a test or scale and the value of alpha is between 0 and 1 (Tavakol & Dennick, 2011). In fact, internal consistency should be determined before a test can be used for examination or research purposes to ensure validity. Moreover, the estimation of reliability can show the amount of measurement error in a test (Tavakol & Dennick, 2011).

Theoretically, the closer alpha is to 1, the greater the reliability of items being assessed (George, et al., 1999). However, alpha is impacted by the length of the test, so a high coefficient alpha does not always mean a high degree of internal consistency (Tavakol & Dennick., 2011). If alpha too high ($\alpha > 0.9$), it may suggest that some items are redundant as they are testing the same questions but in different guise. It means that the length of test should be shortened. Therefore, a maximum alpha value of 0.9 has been recommended (Tavakol & Dennick, 2011)

According to George, et al. (1999), a rule of alpha value that applies for most situation is shown as below:

- Alpha (α) > 0.9: excellent
- Alpha (α) > 0.8: good
- Alpha (α) > 0.7: acceptable
- Alpha (α) > 0.6: questionable
- Alpha (α) > 0.5: poor
- Alpha (α) < 0.5: unacceptable

In fact, if the items in a test are correlated to each other, the value of alpha will increase. In contrast, if the correlation between items is poor, number of questions are low, it will lead to the low value of alpha. Nunnally & Bernstein (1994) indicated that item-total correlation plays a vital role to perform the correlation of one variable with others in the same scale. The items can be accepted if item-total correlation higher than 0.3. Meanwhile, if it is smaller than 0.3, it will be removed.

Exploratory Factor Analysis – EFA

According to Hair, et al. (2014), EFA explores the data and provides researcher information about the number of factors are needed to best represent the data. With EFA, all measured variables are related to every factor by a factor loading estimate. When EFA is applied, the researcher uses established guidelines to determine which variables load on a particular factor and the number of factors are appropriate.

The using of loading factor can be considered as following (Hair, et al., 2014):

- Factor loadings in the range of 0.3 to 0.4: meet the minimal level for interpretation pf structure
- Factor loadings ≥ 0.5 : considered practically significant

- Factor loadings > 1.7 : considered to be the goal of any factor analysis

The sample sizes necessary for each factor loading value is shown as in the table below:

Table 3.3: Guidelines for Identifying Significant Factor Loading Based on Sample Size

| Factor Loading | Sample Size |
|----------------|-------------|
| .30 | 350 |
| .35 | 250 |
| .40 | 200 |
| .45 | 150 |
| .50 | 120 |
| .55 | 100 |
| .60 | 85 |
| .65 | 70 |
| .70 | 60 |
| .75 | 50 |

Source: Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014).

Multivariate data analysis (7th ed.). New York: Pearson.

KMO (Kaiser-Meyer-Olkin) test: to test the sampling adequacy of factor analysis. The value of KMO must reach 0.5 or more ($0.5 \leq \text{KMO} \leq 1$). This value is considered to be appropriate for factor analysis. If the value is smaller than 0.5, it can be concluded that the factor analysis is not likely appropriate for the data set of the study.

Bartlett's test: compares the correlation matrix to the identity matrix. It means that if there is a redundancy between variables which can be summarized with some factors. The indicator is sig Bartlett's test smaller than 0.05.

Semi-structure Interview

Semi-structured interviews are a type of qualitative research method that combines structure with flexibility. As discussed in works such as "Inter Views: An Introduction to Qualitative Research Interviewing" by Steinar Kvale and "Social Research: Issues, Methods and Process" by Tim May, the interviewer has a general outline of questions to ask but allows for deviation from the set questions, creating a more conversational flow and the opportunity to delve into specific topics. This approach provides a balance between structure and flexibility, enabling the researcher to gather rich and detailed information from the interviewee.

In this research, semi-structure analysis was used to analyze data about customers' decision in choosing Thai restaurants in Hanoi, Vietnam.

In-depth Interview

In-depth interviews are a powerful tool for qualitative research, used to gain a rich and nuanced understanding of individuals' experiences, attitudes, behaviors, and motivations. Several experts in the field, such as Kvale (1996); Seidman (2006); Rubin & Rubin (2011), have written about the importance of in-depth interviews and the techniques used in conducting them. As outlined by Flick (2009) and Creswell (2014), in-depth interviews are typically unstructured and open-ended, allowing the interviewer to explore the subject in greater detail, and are conducted one-on-one, usually in person or over the phone.

By using in-depth interviews, researchers can gather a deep and comprehensive understanding of customers' decision in choosing Thai restaurants.

Cross-checking Analysis

Cross-checking analysis is widely recognized as an essential component of data analysis. As highlighted in references such as Creswell (2018) and Trochim (2006), cross-checking enables researchers to validate their findings and strengthen the credibility of their results. Additionally, as emphasized by Yin (2014) and Miles & Huberman (1994), cross-checking provides researchers with the opportunity to triangulate their data and gain a more complete understanding of their research questions. Furthermore, as discussed by Bryman (2018), cross-checking can reveal any discrepancies or biases in the data, which helps to ensure the reliability and validity of the findings. By incorporating cross-checking into their research processes,

researchers can make more confident and informed conclusions, leading to better insights and recommendations.

In this research, cross-checking analysis is a crucial step. This helps to ensure the results are consistent and reliable. Additionally, cross-checking allows researchers to triangulate their findings, providing a more comprehensive understanding of the factors that influence customers' choices.

3.6 Reliability Analysis

3.6.1 Reliability of Purchase Intention – PI Scale

Table 3.4: Reliability Statistics of PI Scale

| Reliability Statistics | | | | |
|------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cronbach's Alpha | | | | N of Items |
| .794 | | | | 4 |
| Item-Total Statistics | | | | |
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| PI1 | 12.96 | 5.542 | .510 | .786 |
| PI2 | 13.25 | 4.486 | .608 | .746 |
| PI3 | 13.08 | 4.665 | .698 | .695 |
| PI4 | 13.09 | 5.113 | .618 | .737 |

Purchase Intention scale comprised four items which is PI1, PI2, PI3, PI4 as explained and encoded above. The results shown in Table 3.4 mean that Cronbach's Alpha of PI scale equals to 0.794 which is higher than 0.6 and smaller than 0.95. In addition, the Corrected Item-Total Correlation of four items in order are 0.510, 0.608, 0.698, and 0.618 correspondingly.

Therefore, it can be concluded that Purchase Intention (PI) scale is reliable, and all four items are accepted and it remains 4 items: PI1, PI2, PI3, and PI4.

3.6.2 Reliability of Attitude – ATT Scale

Table 3.5: Reliability Statistics of ATT Scale

| Reliability Statistics | | | | |
|------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cronbach's Alpha | | | | N of Items |
| .684 | | | | 5 |
| Item-Total Statistics | | | | |
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| ATT1 | 17.13 | 5.566 | .539 | .593 |
| ATT2 | 17.13 | 5.888 | .449 | .630 |
| ATT3 | 17.20 | 5.423 | .600 | .568 |
| ATT4 | 17.04 | 6.159 | .491 | .623 |
| ATT5 | 17.92 | 5.416 | .259 | .759 |

There are five items of Attitude which are explained above and encoded as ATT1, ATT2, ATT3, ATT4, and ATT5. As it is shown in the table above, the Cronbach's Alpha value is 0.684 which is greater than 0.6 and smaller than 0.95. The Corrected Item-Total Correlation of five items in order are 0.539, 0.449, 0.600, 0.491 and 0.259.

In five items, the Corrected Item-Total Correlation of ATT5 is 0.259, it smaller than 0.3. Moreover, the Cronbach's Alpha if Item Deleted of ATT5 is 0.759, greater than Cronbach's Alpha (0.684). It means that if the item ATT5 is deleted, the value of Cronbach's Alpha of ATT scale will increase to 0.759.

Therefore, the item ATT5 will be removed, and the test will be made again with four items ATT1, ATT2, ATT3, ATT4.

Table 3.6: Reliability of ATT Scale after Remove ATT5

| Reliability Statistics | | | | |
|-------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cronbach's Alpha | | | | N of Items |
| .759 | | | | 4 |
| Item-Total Statistics | | | | |
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| ATT1 | 13.45 | 2.987 | .647 | .649 |
| ATT2 | 13.45 | 3.135 | .590 | .683 |
| ATT3 | 13.51 | 2.990 | .665 | .639 |
| ATT4 | 13.35 | 4.056 | .338 | .803 |

After the second time doing the test, the reliability of this scale increase to 0.759 as explained before. The Corrected Item-Total Correlation value of ATT1, ATT2, ATT3 and ATT4 correspondingly is 0.647, 0.590, 0.665, and 0.338. All four values are greater than 0.3. It can be concluded that the four items are accepted and Attitude (ATT) scale remains four items: ATT1, ATT2, ATT3, and ATT4.

3.6.3 Reliability of Subjective Norms – SN Scale

Table 3.7: Reliability Statistics of SN Scale

| Reliability Statistics | | | | |
|-------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cronbach's Alpha | | | | N of Items |
| .768 | | | | 3 |
| Item-Total Statistics | | | | |
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| SN1 | 8.08 | 2.692 | .636 | .658 |
| SN2 | 8.12 | 2.737 | .590 | .703 |
| SN3 | 8.45 | 2.249 | .597 | .708 |

Subjective Norms scale includes three items: SN1, SN2 and SN3. The results from Table 3.7 indicate that the Cronbach's Alpha is 0.768 which is greater than 0.6 and smaller than 0.95. The Corrected Item-Total Correlation of all three items is greater than 0.3.

Hence, all three items SN1, SN2, SN3 are accepted. Subjective Norms scale remains three items.

3.6.4 Reliability of Perceived Behavioral Control – PBC Scale

Table 3.8: Reliability Statistics of PBC Scale

| Reliability Statistics | | | | |
|------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cronbach's Alpha | | | | N of Items |
| .779 | | | | 3 |
| Item-Total Statistics | | | | |
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| PBC1 | 8.58 | 2.353 | .645 | .669 |
| PBC2 | 8.31 | 2.469 | .672 | .641 |
| PBC3 | 8.38 | 2.680 | .536 | .785 |

Perceived Behavioral Control (PBC) scale comprised three items which is PBC1, PBC2, PBC3, PBC4 as explained and encoded above. The results shown in Table 3.8 mean that Cronbach's Alpha of PBC scale equals to 0.779 which is higher than 0.6 and smaller than 0.95. In addition, the Corrected Item-Total Correlation of three items in order are 0.645, 0.672 and 0.536.

Therefore, it can be concluded that Perceived Behavioral Control (PBC) scale is reliable, and all three items are accepted and PBC scale it remains three items: PBC1, PBC2, and PBC3.

3.6.5 Reliability of Price Concern – PC Scale

Table 3.9: Reliability Statistics of PC Scale

| Reliability Statistics | | | | |
|------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cronbach's Alpha | | | | N of Items |
| .772 | | | | 4 |
| Item-Total Statistics | | | | |
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| PC1 | 14.19 | 1.696 | .596 | .718 |
| PC2 | 14.04 | 1.945 | .619 | .693 |
| PC3 | 13.98 | 2.141 | .614 | .703 |
| PC4 | 13.91 | 2.294 | .508 | .752 |

There are four items of Price Concern which are explained above and encoded as PC1, PC2, PC3, and PC4. As it is shown in the table 3.9 above, the Cronbach's Alpha value is 0.772 which is greater than 0.6 and smaller than 0.95. The Corrected Item-Total Correlation of four items in order are 0.596, 0.619, 0.614, and 0.508. These all results are greater than 0.3.

Therefore, it can be concluded that all the items of Price Concern Scale (PC) are accepted and it remains four items PC1, PC2, PC3, and PC4.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

The outcomes of the provided data analysis are displayed in this chapter. The framework of references from the second chapter and the methodology described in the previous chapter will be used to undertake the analytical phase.

One hundred and fifty surveys were sent through google form and hand-out surveys. With 150 returned, the response rate was 100%.

4.1 Semi-structure interview

In this section, the data collected from one-to-one interview with personal interview is analyzed. The interview was carried out on 5 individuals who customers from different Thai restaurants in Hanoi. The author could interview 2 individuals in average per day so the whole interview process took 5 days to complete. During the interview process, the researcher go to 5 different Thai restaurants (Krabi Thai Cuisine, Coca Thai restaurant, Khrua Baan Thai...) to interview the customers of these restaurants.

The interview contain questions based on the questions in the Questionnaire. The interview responses for each question of 5 interviewees are described as follows:

The first customer is Linh, she is a university student. Thai food is one of her favorite food and she often choose Thai restaurants near her university or in the shopping malls to hang out with her friends. She often dines at Thai restaurants 2-3 times a week with her friends. She is a highly self-motivated and independent, so that she feel that the opinion of others do not play a major role in her decision in choosing Thai restaurant. In her opinion, the most important factors that affect her decision in choosing Thai restaurants is a welcoming and comfortable atmosphere that can helps her to enhance dining experience. She often take a selfie at the restaurant and post it on her Instagram account so that she like the restaurant with good decoration. Moreover, she states that another important factor is price because a reasonable price can match her budget. (Her answer related to Hypotheses 1 and 4).

The second customer is Nga, she is a fresh graduate student and now she is working as a sale staff at an insurance company. She often have lunch with her customers so that sometimes she chooses Thai restaurant near her work place for lunch. She said that the flavor of Thai food was good, the Thai restaurant near her work place had a good atmosphere that brought her a peaceful and pleasant environment, which helped her a lot in contract discussion with her customer. But she dine here not very often (about 1 times per month) because the price of menu is expensive. (Her answer related to Hypotheses 1, 3 and 4).

The third customer is Tuan, he is an office staff in an IT company. He said that this was the most favorite restaurant, he often chose this Thai restaurant to date with his girlfriend one time a week because this restaurant had a warm and special Thai decoration that suitable for him and his girlfriend to dine. The flavor of food was amazing, he used to travel Thailand and the flavor of food in the restaurant reminded him of these memory. Moreover, he noted that if the price of food more reasonable, he could dine in this restaurant more often. (His answer related to Hypotheses 1 and 4).

The fourth customer is Trang, she is also a university student. She said that this restaurant was her favorite Thai restaurant. She emphasized that this restaurant had the best price for student, and this was the main reason why she chose this restaurant although this restaurant quite far from her home and her university. Beside of good price, she like this restaurant because of the Thai atmosphere in there, she like to take a picture with friends in here and post to her Facebook. (Her answer related to Hypotheses 1 and 4).

The fifth customer is Thu, she is a fresh university student. She like Thai food a lot, she chose this restaurant because this restaurant has amazing Thai atmosphere and many kinds of Thai traditional foods. The flavor of Thai food here really suite her taste. She think that the price for a meal here is quite expensive but it worth her money. She also noted that if the price here more reasonable, she could dine in here more frequently. (Her answer related to Hypotheses 1).

Base on this interview results, it was determined that the most important elements impact their decision to choose Thai restaurants are Attitude (cuisine, environment) and Price Concern (Price of menu). When it comes to food, several

consumers stressed the significance of authenticity in Thai cuisines. They indicated a desire for restaurants that provide a variety of traditional Thai foods with the proper mix of spices and herbs, resulting in a really authentic Thai flavor.

A peaceful and pleasant environment was also mentioned as an important aspect in their decision-making process. Customers chose Thai restaurants with a warm and friendly ambience where they could eat without disturbances. Some consumers also said that restaurants with traditional Thai decorations enhanced the whole eating experience.

When it came to picking Thai restaurants, customers prioritized pricing. They desired acceptable costs for the quality of food and service they got, others are still willing to pay a huge amount of money for great cuisine. They did, however, underline the need of fair pricing, taking into account the quality of the components and the degree of service offered.

4.2 In-depth interview with Thai restaurant's owner in Hanoi

In our recent in-depth interview with the Thai restaurant owner in Hanoi, Vietnam, we gained valuable insights into what customers consider important when choosing a Thai restaurant in the city. Our interviewee emphasized that taste is the primary factor that influences customers' decisions. Thai food has become increasingly popular in Hanoi, and customers are seeking authentic, flavorful dishes that are true to the cuisine. This includes dishes such as Pad Thai, green curry, and Tom Yum soup. The quality of ingredients used and the preparation methods employed by the restaurant play a significant role in determining the taste of the food.

Aside from the cuisine, the atmosphere of the restaurant influences client decisions. Customers want a calm, friendly setting that offers a relaxing eating experience. This covers aspects such as the restaurant's ambience, lighting, and general cleanliness. According to the interviewee, many customers are looking for a peaceful retreat from Hanoi's crowded streets, and the restaurant's atmosphere may play a key part in satisfying this demand.

He also stated that one of the key challenges when opening a restaurant in Hanoi is competition. There may already be a high number of restaurants in the area, making it difficult to stand out and attract customers. Additionally, the local

population in Hanoi may have different tastes and preferences than those in Thailand, so it is important to adapt your menu to local tastes. This may involve adjusting traditional Thai dishes to suit local palates or adding new dishes that cater to local preferences. By doing so, you can increase the chances of attracting and retaining customers in a competitive market.

Finally, our interviewee stressed the significance of affordable price in the decision-making process of customers. With the cost of living in Hanoi rising, many consumers are looking for eateries that provide good value for money. This contains a good combination of good cuisine, a pleasant atmosphere, and cheap rates. To attract and keep clients, the interviewee feels it is critical to provide a mix of all of these qualities.

In conclusion, our in-depth discussion with the restaurant owner indicated that when choosing a Thai restaurant, guests prefer a mix of good, authentic cuisine, a nice atmosphere, and reasonable prices (Attitude and Price Concern). According to the respondent, concentrating on these qualities will allow them to effectively attract and keep clients in the competitive Hanoi dining industry.

Based on the findings of the interviews, a structured questionnaire was developed and administered to 150 people. The survey data was examined with SPSS software and is presented below:

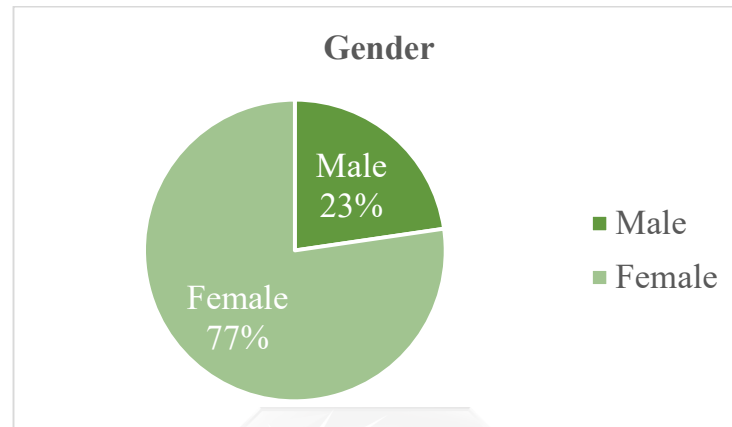
4.3 Demographic Profile

Among 150 questionnaires were distributed and collected both online and offline. There is no invalid answer in 150 questionnaires collected.

Table 4.1: Gender Distribution

| Gender | Frequency | Percent |
|--------|-----------|---------|
| Male | 34 | 22.7 |
| Female | 116 | 77.3 |
| Total | 150 | 100.0 |

Figure 4.1: Gender Distribution



It can be seen that, among 150 participants taking part in answering questionnaire, almost the participants are female. The female participants are 116 people, it takes 77.3%. Meanwhile the number of males are 34 people which correspond to 23.7%. The topic of study is about customers' decision in choosing Thai restaurant, therefore it somehow attracted females to participate rather than males.

Table 4.2: Age Distribution

| Age | Frequency | Percent |
|--------------------|------------|--------------|
| Under 18 years old | 4 | 2.7 |
| 18-24 years old | 64 | 42.7 |
| 25-30 years old | 32 | 21.3 |
| 31-40 years old | 22 | 14.7 |
| Over 41 years old | 28 | 18.7 |
| Total | 150 | 100.0 |

Figure 4.2: Age Distribution

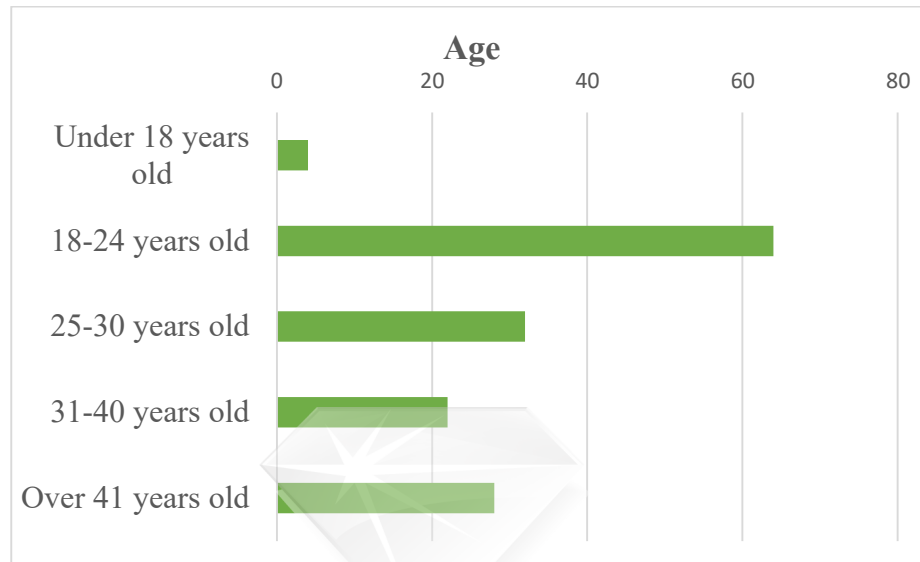


Table 4.2 and Figure 4.2 demonstrate the age of the respondents. There are 64 participants who are at the age of 18 to 24 years old, it takes the largest percent (42.7%) in total. The age group of under 18 years old takes the smallest percent with 4 participants which correspond to 2.7%. It can be said that most of customers are university students or fresh graduated students.

Table 4.3: Level of Education

| Level of Education | Frequency | Percent |
|---------------------------|-----------|---------|
| High School | 10 | 6.7 |
| Associate's degree | 20 | 13.3 |
| Bachelor's degree | 98 | 65.3 |
| Master's degree or higher | 22 | 14.7 |
| Total | 150 | 100.0 |

Figure 4.3: Level of Education Distribution

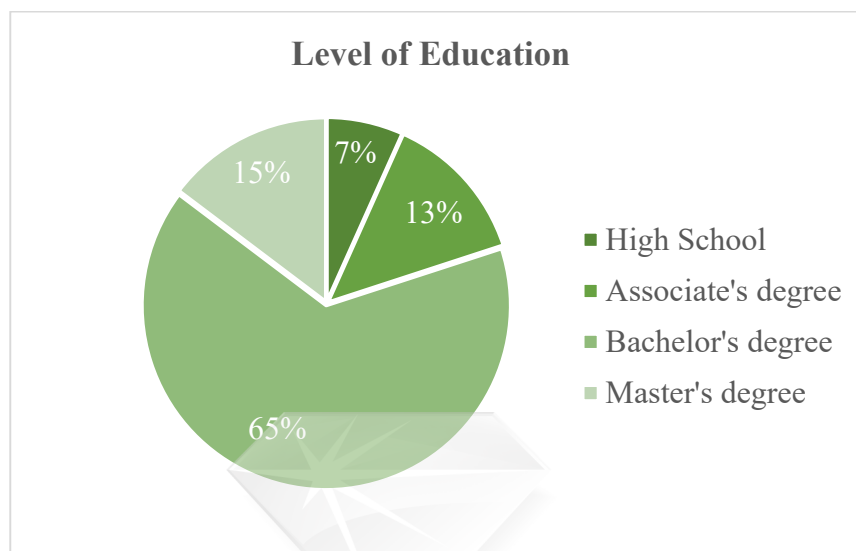


Table 4.3 and Figure 4.3 indicates the education level of participants. As shown in the Figure 4.3, most of participants are at level of University, it takes 65 % and corresponds to 98 people. Those who graduate high school level stand for the smallest amount with 10 people, correspond to 6.7%.

Table 4.4: Monthly Income

| Income (VND) | Frequency | Percent |
|-------------------------|------------|--------------|
| 0 – 6,000,000 | 36 | 24.0 |
| 6,000,000 – 15,000,000 | 57 | 38.0 |
| 15,000,000 – 30,000,000 | 30 | 20.0 |
| More than 30,000,000 | 27 | 18.0 |
| Total | 150 | 100.0 |

Figure 4.4: Monthly Income Distribution

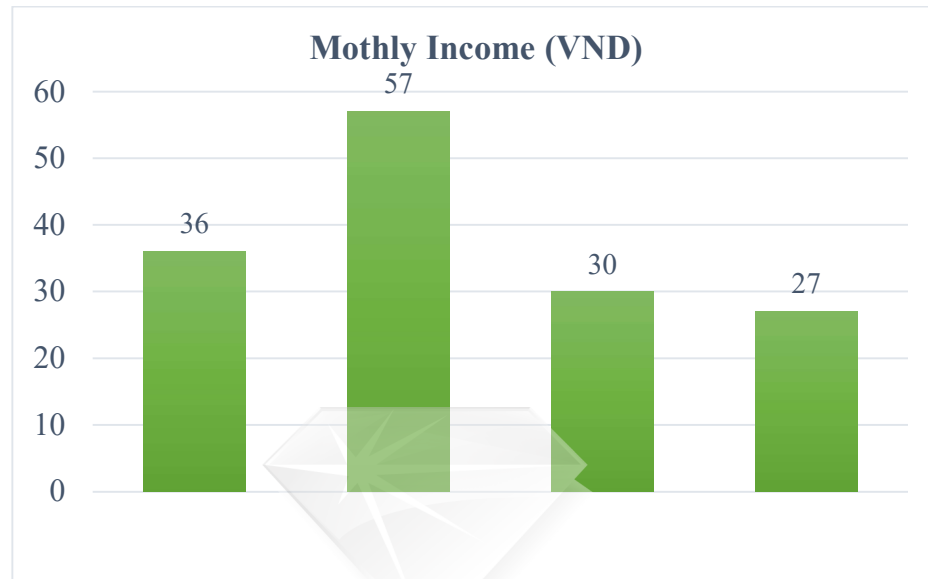


Table 4.4 and Figure 4.4 indicates participant's income. As it is shown in the figure, those who get the income from 6,000,000 to 15,000,000 VND take the highest percent. There are 57 people whose income is from 6 million to 15 million VND per month, it takes 38% in total. The second highest income group is under 6 million VND per month which takes 24% in total with 36 people respectively. It can be explained that because the participants took part in answering the questionnaire is mainly University students or fresh graduated students, their income per month is fluctuating between under 6 million VND to 15 million VND per month.

Table 4.5: Marital Status

| Marital Status | Frequency | Percent |
|-------------------|-----------|---------|
| Single | 35 | 23.3 |
| In a relationship | 94 | 62.7 |
| Married | 21 | 14.0 |
| Total | 150 | 100.0 |

Figure 4.5: Marital Status

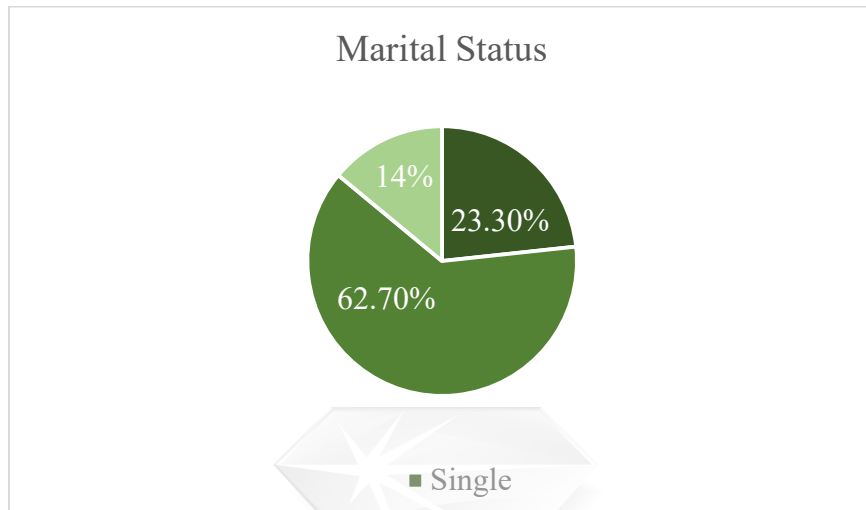


Table 4.5 and Figure 4.5 indicates marital status distribution of participants. As it is shown in the figure, those who in a relationship take the highest percent. There are 94 people whose marital status is in a relationship, it takes 62.7% in total. The second highest income group is single person which takes 23.3% in total with 35 people respectively. It can be explained that because the participants took part in answering the questionnaire is mainly University students or fresh graduated students, their marital status is usually single or in a relationship.

Table 4.6: Thai Food

| Do you like Thai food? | Frequency | Percent |
|------------------------|------------|--------------|
| Yes | 129 | 86.0 |
| No | 21 | 14.0 |
| Total | 150 | 100.0 |

Table 4.6 indicates that almost Vietnamese people like Thai food. There are 129 people like Thai food, it takes 86.0% in total. It can be explained that because the flavor of Thai food suits the taste of Vietnamese people.

Table 4.7: Tend to Choose a Restaurants that You get used to

| Tend to choose | Frequency | Percent |
|-----------------------|------------------|----------------|
| Yes | 132 | 88.0 |
| No | 18 | 12.0 |
| Total | 150 | 100.0 |

Table 4.7 indicates that almost people tend to choose restaurants that they get used to. There are 132 people choose to come back with their familiar restaurants, it takes 88.0% in total.



4.4 Data Description

Table 4.8: Descriptive Statistics of 150 Observations

| Variable | N | Minimum | Maximum | Mean | Std. Deviation |
|-----------------------|-----|---------|---------|------|----------------|
| PI1 | 150 | 1 | 5 | 4.50 | .833 |
| PI2 | 150 | 1 | 5 | 4.21 | 1.038 |
| PI3 | 150 | 1 | 5 | 4.38 | .910 |
| PI4 | 150 | 1 | 5 | 4.37 | .856 |
| ATT1 | 150 | 1 | 5 | 4.47 | .800 |
| ATT2 | 150 | 1 | 5 | 4.47 | .792 |
| ATT3 | 150 | 1 | 5 | 4.41 | .787 |
| ATT4 | 150 | 2 | 5 | 4.57 | .670 |
| ATT5 | 150 | 1 | 5 | 3.69 | 1.182 |
| SN1 | 150 | 1 | 5 | 4.25 | .843 |
| SN2 | 150 | 2 | 5 | 4.21 | .862 |
| SN3 | 150 | 1 | 5 | 3.87 | 1.032 |
| PBC1 | 150 | 1 | 5 | 4.05 | .933 |
| PBC2 | 150 | 1 | 5 | 4.33 | .871 |
| PBC3 | 150 | 1 | 5 | 4.25 | .899 |
| PC1 | 150 | 1 | 5 | 4.52 | .721 |
| PC2 | 150 | 2 | 5 | 4.67 | .598 |
| PC3 | 150 | 3 | 5 | 4.73 | .517 |
| PC4 | 150 | 3 | 5 | 4.79 | .509 |
| Valid N (listwise) | 150 | | | | |

Table 4.8 provides an overview of the descriptive data. The minimum, maximum, mean, and standard deviation are considered for each item.

4.5 The analysis of Theory of Planned Behavior

4.5.1 Exploratory Factor Analysis

Table 4.9: KMO and Bartlett's Test of Dependent Variable (Purchase Intention – PI)

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .778 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 178.985 |
| | df | 6 |
| | Sig. | .000 |

The KMO result (Table 4.9) is equal to 0.778 (greater than 0.5 and smaller than 1) and sig. is 0.000 (smaller than 0.05). These numbers are appropriate for exploratory factor analysis (EFA).

Table 4.10: KMO and Bartlett's Test of Independent Variables

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .823 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 934.042 |
| | df | 91 |
| | Sig. | .000 |
| | | |

The value of KMO (Table 4.10) is 0.823 (greater than 0.5 and smaller than 1) and sig. value is 0.000. These figures demonstrate the reliability of the data used in exploratory factor analysis. (EFA).

Table 4.11: Rotated Component Matrix of Independent Variables

| Item | Component | | | |
|-------------|-----------|------|------|------|
| | 1 | 2 | 3 | 4 |
| PC1 | .781 | | | |
| PC2 | .757 | | | |
| PC3 | .712 | | | |
| PC4 | .553 | | | |
| ATT1 | | .844 | | |
| ATT2 | | .801 | | |
| ATT3 | | .534 | | |
| ATT4 | | .721 | | |
| SN2 | | | .776 | |
| SN1 | | | .675 | |
| SN3 | | | .638 | |
| PBC2 | | | | .865 |
| PBC1 | | | | .835 |
| PBC3 | | | | .674 |

From table 4.11, the first component is defined by four items (PC1, PC2, PC3, and PC4). The second component is defined by four items (ATT1, ATT2, ATT3, and ATT4). The third component is defined by three items (SN1, SN2, and SN3). The last component is defined by three items (PBC1, PBC2, PBC3).

The TPB consists of 14 measuring questions that are categorized into the following categories: price concern, attitude, subjective norms, and perceived behavioral control.

4.5.2 Regression Analysis

Table 4.12: Pearson Correlation Statistic

| Correlations | | | | | | |
|--------------|---------------------|--------|--------|--------|--------|----|
| | | PI | ATT | SN | PBC | PC |
| PI | Pearson Correlation | 1 | | | | |
| | Sig. (2-tailed) | | | | | |
| ATT | Pearson Correlation | .730** | 1 | | | |
| | Sig. (2-tailed) | .000 | | | | |
| SN | Pearson Correlation | .524** | .661** | 1 | | |
| | Sig. (2-tailed) | .000 | .000 | | | |
| PBC | Pearson Correlation | .327** | .351** | .406** | 1 | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | |
| PC | Pearson Correlation | .487** | .527** | .478** | .447** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |

** . Correlation is significant at the 0.01 level (2-tailed).

Purchase Intention (PI), the dependent variable, and the four independent variables Attitude (ATT), Subjective Norms (SN), Perceived Behavioral Control (PBC), and Price Concern (PC), are shown via Pearson Correlation in Table 4.13.

The findings indicate that there is a significant association between ATT, SN, PBC, and PC and PI since the Pearson Correlation of these four variables is larger than 0.3 and their significant level is less than 0.05.

It can be said that the dependent variables and the four independent variables have a positive linear relationship (ATT, SN, PBC, and PC). Table 4.12 further demonstrates that there are high correlations between the three components, with values of Pearson Correlation greater than 0.3. Thus, it is essential to evaluate the value of the Variance Inflation Factor (VIF) in multi-collinear situations.

Check Multi-collinearity Situation through VIF

Table 4.13: Collinearity Statistics

| Component | VIF value |
|-----------|-----------|
| ATT | 1.980 |
| SN | 1.927 |
| PBC | 1.330 |
| PC | 1.580 |

It can be seen in Table 4.13 that all four VIF values are much smaller than 2. Therefore, multicollinearity issue does not happen and regression analysis is suitable for the observed variables.

Table 4.14: Regression Analysis Summary

| Model Summary^b | | | | | |
|----------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .741 ^a | .549 | .537 | .48817 | 1.889 |

a. Predictors: (Constant), PC, PBC, SN, ATT

b. Dependent Variable: PI

| ANOVA^a | | | | | |
|--------------------------|----------------|-----|-------------|--------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig |
| 1 Regression | 42.148 | 4 | 10.537 | 44.215 | .000 ^b |
| Residual | 34.555 | 145 | .238 | | |
| Total | 76.704 | 149 | | | |

a. Dependent Variable: PI

b. Predictors: (Constant), PC, PBC, SN, ATT

| Coefficients^a | | | | | |
|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| (Constant) | -.296 | .429 | | -.689 | .492 |
| 1 ATT | .777 | .097 | .630 | 8.031 | .000 |
| SN | .033 | .073 | .035 | .446 | .656 |
| PBC | .036 | .061 | .037 | .578 | .564 |
| PC | .192 | .110 | .122 | 1.742 | .084 |

a. Dependent Variable: PI

As it is shown in table Model Summary, Adjusted R square value is 0.537, this number means that 53.7% of the variance in PI can be explained by four variables which are ATT, SN, PBC, and PC.

From Coefficients table, it indicates that component SN have and PBC have sig values greater than 0.1. It means that SN and PBC component do not explain Purchase Intention in reliable way. Therefore, SN and PBC are removed from the model. Hypothesis 2 and Hypothesis 3 are not supported.

The results of the analysis after removing SN and PBC is shown in the following tables:

Table 4.15: Regression Analysis Summary (the 2nd test)

| Model Summary^b | | | | | |
|----------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .740 ^a | .547 | .541 | .48594 | 1.895 |

a. Predictors: (Constant), PC, ATT

b. Dependent Variable: PI

| ANOVA^a | | | | | |
|--------------------------|----------------|-----|-------------|--------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig |
| 1 Regression | 41.991 | 2 | 20.996 | 88.912 | .000 ^b |
| Residual | 34.712 | 147 | .236 | | |
| Total | 76.704 | 149 | | | |

a. Dependent Variable: PI

b. Predictors: (Constant), PC, ATT

(Continued)

Table 4.15 (Continued): Regression Analysis Summary (the 2nd test)

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| (Constant) | -.297 | .424 | | -.702 | .484 |
| 1 ATT | .808 | .080 | .655 | 10.042 | .000 |
| PC | .223 | .103 | .142 | 2.172 | .031 |

a. Dependent Variable: PI

From Table Model Summary, Adjusted R-square value is 0.541, it means that 54.1% of the variance in PI can be indicated by ATT and PC. A sig. value of ATT and PC are 0.000 and 0.031 respectively. It means that ATT and PC are reliable to determine PI. Therefore, Hypothesis 1 and Hypothesis 4 are supported.

The relationship between two tested constructs of TPB and Purchase Intention (PI) can be written as the following:

$$PI = 0.665*ATT + 0.142*PC$$

4.6 Hypothesis Tested Results

Table 4.16: Hypotheses Tested Results

| Hypotheses | Result |
|--|---------------|
| H1: Attitude has a positive relationship with purchase intention. | Supported |
| H2: Subjective norm has a positive relationship with purchase intention. | Not Supported |
| H3: Perceived behavioral control has a positive relationship with purchase intention. | Not Supported |
| H4: Price Concern has a positive relationship with purchasing intention | Supported |

4.7 Cross-checking Analysis

In an effort to understand the key factors that influence customers' decision-making process when choosing Thai restaurants in Hanoi, Vietnam, a cross-checking analysis was conducted. This study aimed to uncover the main drivers of customer behavior in the Thai restaurant market in Hanoi.

A variety of research methodologies were used to collect data for the analysis. These comprised semi-structured interviews and in-depth interviews with consumers and restaurant owners, as well as a questionnaire issued to customers visiting Thai restaurants in Hanoi. The data was then evaluated to determine which aspects are most important in consumers' decisions to pick Thai restaurants.

Table 4.17: Cross-check Analysis

| Variable | Quantitative (Questionnaire) | Qualitative | |
|-------------------------------------|--|--|---|
| | | Semi-structure Interview | In-depth Interview |
| Attitude | Attitude has a positive relationship with purchase intention. (Hypotheses 1) | Customers choose the restaurant because of the flavor of food and Thai atmosphere at the restaurant. | <p>“Customers are most concerned with the variety of food, flavors, the atmosphere of the restaurant and price”</p> <p>“...customers want to see the range of options on the menu</p> <p>Flavor is the most important factor in customers’ decision”</p> <p>“The atmosphere of the restaurant can greatly impact customers’ experience and therefore, their decision to return”</p> |
| Subjective Norms | Subjective norm has a positive relationship with purchase intention. (Hypotheses 2) | The opinion of others do not play a major role in their decision in choosing Thai restaurant. | “Most customers are aware of their preferences and will go out of their way to patronize a restaurant that can deliver those experiences” |
| Perceived behavioral control | Perceived behavioral control has a positive relationship with purchase intention. | The customer choose Thai restaurant because of their reasonable price although the restaurant quite far from her home. | “I believe that individuals are more likely to base their decisions on their own personal likes and tastes than on what other individuals may think of a given restaurant. |

(Continued)

Table 4.17 (Continued): Cross-check Analysis

| Variable | Quantitative (Questionnaire) | Qualitative | |
|----------------------|--|--|--|
| | | Semi-structure Interview | In-depth Interview |
| | (Hypotheses 3) | There is one customer choose Thai restaurant because of work purpose and it near her company. | For example, they might follow the review on the internet and come to our restaurant for the first time, but the important things to keep customers at our restaurant is things that we bring to them such as food, Thai atmosphere or a reasonable price.” |
| Price Concern | Price Concern has a positive relationship with purchasing intention (Hypotheses 4) | Customers prioritized pricing. They desired acceptable costs for the quality of food and service they got, with many expressing a willingness to pay a huge amount of money for great cuisine. They did, however, underline the need of fair pricing, taking into account the quality of the components and the degree of service offered. | “The cost of living in Hanoi is rising rapidly, many customers are looking for eateries that provide good value of money. This contains a good combination of good cuisine, a pleasant atmosphere, and cheap rates. To attract and keep clients, the interviewee feels it is critical to provide a mix of all of these qualities.” |

According to the findings of the study, Attitude and Price Concern have a big effect in the decision-making process of customers. A big majority of consumers stated that they place a high importance on the flavor of the meal, the variety of menu items, and the atmosphere of the restaurant, while also considering the pricing. Customers seeking for a Thai restaurant look for a combination of delicious cuisine and a comfortable eating experience, as well as a pricing range that is match their budget.



CHAPTER 5

CONCLUSION

This chapter summarizes the key points made by the author as a whole, highlights the limitations of the study, and offers some suggestions for further research in the area.

The study of factors that impact on customers' decision in choosing Thai restaurants in Hanoi, Vietnam and develop marketing strategy for Thai restaurants. This study has three main objectives:

- To understand the effects of customers' demographic on Thai restaurant choice decision.
- To examine the effect of Planned Behavior Theory on the customers' decision in choosing Thai restaurants.
- To guild marketing plan for Thai restaurant's manager.

Following the theory framework in order to examine purchase intention in choosing Thai restaurants in Hanoi, Vietnam, the hypotheses are scoped as:

- H1. Attitude has a positive relationship with purchase intention
- H2. Subjective norm has a positive relationship with the customers' intention of choosing Thai restaurants.
- H3. Perceived behavioral control has a positive relationship with the customers' intention of choosing Thai restaurants.
- H4: PC has a positive relationship with the customers' intention of choosing Thai restaurants.

5.1 Discussion

This study used qualitative method of semi-structure one-to-one interview to 5 individuals who are frequent customers of Thai restaurants in Hanoi, in-depth interview with the owner of a Thai restaurant in Hanoi and a questionnaire with 150 respondents who are customers from Thai restaurants and people who like Thai food.

According to the demographic analysis, the main customers of Thai restaurants are over 18 years old and mostly are University student or fresh graduated with the monthly income from 6,000,000 – 15,000,000 VND. Most of the participants

are single or in a relationship because most of Thai restaurants' customers are University student or fresh graduated. Because the average income of customers are not high so that most of customers concerned about the price of the meal.

Moreover, 85% of respondents like Thai food, it can be explained that because the flavor of Thai food suits the taste of Vietnamese people. And about 132 out of 150 respondents (over 88%) tend to choose restaurants that they get used to. Therefore, a suitable restaurant development strategy and an effective marketing strategy can help the restaurant attract many loyal customers.

This research uses the model of Theory of Planned Behavior to investigate the determinants of Vietnamese customers' decision in choosing Thai restaurants. In reality, earlier study indicated that the incorporation of extra variables can represent and explain the actual situation in a model utilizing the Theory of Planned Behavior since the three basic constructs may not reflect all of the factors that have an influence on the dependent variable. Price Concern is incorporated as an extended predictor into the basic TPB model after analyzing prior research and taking the situation in Vietnam into account.

Study's result show that Attitude and Price Concern have a noticeable influence on choosing Thai restaurants. Subjective norms and perceived behavioral control, therefore, do not significantly influence customers' choices. Moreover, Attitude has a stronger influence on Purchase Intention than Price Concern. This suggests that among the factors in this model, attitude is the best predictor. It is consistent with Vermeir and Verbeke's study findings from 2008, which showed that attitude was the most significant predictor of behavioral intention. It may be argued that a person's favorable attitude toward a certain conduct will increase his or her intention to engage in that behavior (Ajzen, 1991).

Besides, Price Concern is also a predictor which can significantly effect on purchase intention. It can be said that the more consumers concern about the price of food in restaurant, the more likelihood of their intention to dine in that restaurant as well (Lee, Kim & Lee, 2018). Menu prices have a significant impact on customer satisfaction and loyalty in restaurants (Hutchinson, Jones & Erffmeyer, 2000).

On the other hand, the study found that Subjective Norms did not have an effect on the decision of customers in choosing Thai restaurants. It can be explained that Vietnamese consumers still feel that the approval of other people (such as family, friends, and peers) do not encourage them to choose Thai restaurants in general.

The study also did not find evidence for a significant relationship between Perceived Behavioral Control and Purchase Intention. It can be explained that price of food in Thai restaurants might be pretty high compare with their average income. So, people tend to choose other restaurants which has reasonable price. This result is in contrast with previous studies which found that perceived behavioral control is one of the main determinants which has significantly positive influence on purchase intention Chen & Hung (2016); Maichum, et al. (2016).

Moreover, the result of the cross-check analysis show that Attitude and Price Concern have a big effect in the decision-making process of customers. A Thai restaurant which is a combination of a good, genuine cuisine, a pleasant ambience, and reasonable prices can attract more customers than others.

The findings of this study are congruent with those of prior researches. In the research of Factors affecting customer satisfaction in Thai restaurants, Arayawichanont & Chunchowong (2017) found that food quality, service, atmosphere and value for money were the most important factors that influenced customers' satisfaction with a Thai restaurant. And research An exploratory study of Thai restaurant selection criteria, Boonmak & Chanchirapan (2015) found that customers consider food quality, menu variety, reputation, convenience, and value of money when choosing Thai restaurant. In the above studies, variety of menu, quality of food, atmosphere, and value of money were the most important factors that influence customers' decision in choosing Thai restaurants.

This study not only strengthens the previous research results, but also provide new insights into the subject, offering a more comprehensive understanding of the factors that influence customers' decision in choosing Thai restaurant in Hanoi, Vietnam.

From this study, it can be seen that consumers in Hanoi are paying more attention to the price of menu, flavor of food and atmosphere than other factors in their decision in choosing Thai restaurant. Therefore, restaurant's owners can take

into account such factors to develop such factors in the right way. Moreover, it is also beneficial for customers to have more options in choosing Thai restaurants that suite their needs and budget.

5.2 Contributions of the Study

Theoretical Contributions:

The main contribution of this study is the extension of the theory of planned behavior by adding Price Concern. This study will contribute as an example of valid model for further research with the similar concern and provide a deeper look into different components of the theory:

- 1) In future research, researchers can add other factors such as health concern, service quality, and promotion... for deeply study about the relation between factors in the theory with customers' decision.
- 2) Other researchers can use this study as an example framework in their study in other fields such as hospitality, food and beverage, tourism...
- 3) This study can be considered as an example for research about Thai restaurants in Vietnam.

Practical Contribution:

The study provides several suggestions for marketers and policy makers as well. It informs them about the key predictors of consumer' purchase intention in choosing Thai restaurants. Besides, they should understand the barriers that make consumers considering when choosing Thai restaurants. Marketers and policy makers can view this as a reference when giving new policy and campaign, consider which elements of consumer's characteristics to play as the most vital predictors of customers' decision in choosing Thai restaurant. Therefore, they know with different types of consumers, the ways of doing marketing can be altered to fit with a specific group.

This study finds that attitude and price concern have a significant and positive impact on customers' decision in choosing Thai restaurants. Therefore, marketers can use marketing campaigns and marketing tools via various channels such as social media sites, television, and magazines to communicate their product messages and then influence the attitude of consumers toward Thai restaurants. In addition, menu in

Thai restaurants should be reasonably priced to attract more consumers. Moreover, they can use marketing campaigns or advertisements to demonstrate the culture of Thailand and flavor of Thai food toward customers. Besides, if the products are more available and accessible, it may increase the intention of customers who are curious about Thai's culture and Thai food.

Although subjective norms and perceived behavioral control do not have a direct influence on purchase intention, it is important for policy makers to positively shape perception of society toward Thai restaurants in general. In long term, when the awareness about Thailand's culture becomes deeper, they will tend to choose Thai restaurants. Thai restaurants may operate some activities for customers to take part in that can help them know more about Thai food and Thai culture. Moreover, Thai restaurant managers can let famous influencers on social media review about their restaurant that can make it well-known to Vietnamese people.

5.3 Limitations

Although the study offers valuable information, it still has significant limitations, which call for additional research in this area.

Firstly, it is about the limitations of the sample. The study is just conducted in Hanoi, and the time for research was short so that it is challenging to reach the many sample groups such as high-class customers, business man... so the results might not accurately represent the population of Vietnam. Therefore, future research with the similar topics should expand the scope of the survey in other big cities of Vietnam such as Hai Phong, Da Nang, Ho Chi Minh City, and Can Tho. In addition, due to the limitation of time and resources, the number of participants is only slightly higher than the minimum acceptable level. If future researchers would like to conduct the similar model, it is suggested to use a larger sample size.

Secondly, the hypotheses were assessed within the context of customers' decision in choosing a Thai restaurant, which present only one type in various types restaurant. Expanded studies applied to other kind of restaurants (Japan restaurants, Korean restaurants, China restaurants, etc.) may further contribute to increase awareness of people about key determinants of customers' decision.

5.4 Future research direction

Thai restaurants have significant opportunities for growth and expansion in Vietnam. The country's growing economy and increasing middle class have led to an increase in demand for diverse and high-quality dining experiences. In addition, Vietnam's favorable geographic location and large tourism industry make it an attractive market for Thai restaurants looking to tap into the growing number of international travelers. Furthermore, there is a growing appreciation for Thai cuisine in Vietnam, as people become more familiar with its unique flavors and ingredients. This presents a significant opportunity for Thai restaurants to differentiate themselves from other dining options and establish a loyal customer base.

First of all, future studies should be held for a longer time to reach a large number of respondents. Moreover, future studies could investigate whether this model is appropriate in other cities. Besides, they can investigate the changes in customers' decision and behavior toward Thai restaurants over time by conducting a longitudinal study. Additionally, they can use this model with other moderating factors such as country of origin, media exposure to Thai restaurants, or the label of products to confirm whether the influence of three main elements of TPB to purchase intention will be strengthened.

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APPENDIX A:
QUESTIONNAIRES (ENGLISH)

BANGKOK
UNIVERSITY
THE CREATIVE UNIVERSITY

QUESTIONNAIRES (ENGLISH)**THE STUDY OF FACTORS THAT IMPACT CONSUMER'S DECISION IN
CHOOSING THAI RESTAURANT IN HANOI, VIETNAM**

Dear participants,

My name is Dang Thanh Tung, I am a student of Business Administration at Bangkok University - Thailand. Currently, I am doing a research on the topic "The study of factors that impact consumer's decision in choosing Thai restaurant in Hanoi, Vietnam" as my independence study. The survey that you are going to complete will provide very helpful information for me to analyze my study. All collected data will be used for research purpose only. Therefore, I sincerely hope that you will answer all the questions as honest as possible. Thank you so much for your cooperation!

The survey is divided into 2 parts:

Part 1: General information and demographics

Part 2: TPB Theory and Price Concern

Part 1: General information and demographics

Q1. What is your gender?

- A. Male B. Female C. Others

Q2. How old are you?

- A. Under 18 years old B. 18-24 years old
C. 25-30 years old D. 31-40 years old
D. Over 41 years old

Q3. What is your highest degree of education?

- A. High school B. Associate's degree
C. Bachelor degree D. Master Degree or higher

Q4. What is your monthly income?

A. 0 – 6,000,000 VND

B. 6,000,000 – 15,000,000 VND

C. 15,000,000 – 30,000,000 VND

D. More than 30,000,000 VND

Q5. What is your current marital status?

A. Single

B. In a relationship

C. Married

Q6. Do you like Thai food?

A. Yes

B. No

Q7. Do you tend to choose the restaurant that you get used to?

A. Yes

B. No

Part 2: TPB Theory and Price Concern

Q8. Please indicate the extent to which you agree or disagree with each of the following statements by ticking (x)

| 1 | 2 | 3 | 4 | 5 |
|----------------------|----------|----------------------------------|-------|----------------|
| Strongly Disagree | Disagree | Neither disagree nor agree | Agree | Strongly agree |

What factors that impact your decision in choosing Thai restaurants in Hanoi, Vietnam?

| Items | Agreement Extent | | | | |
|---|------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| Purchase Intention | | | | | |
| I plan to try Thai restaurant in Hanoi | | | | | |
| I plan to spend more on Thai restaurant rather than others kind of restaurant | | | | | |
| I expect to enjoy meal in Thai restaurant in the future because of its flavor | | | | | |

| Items | Agreement Extent | | | | |
|---|------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| I will recommend Thai restaurant to my friends | | | | | |
| Attitude | | | | | |
| I believe that dining in Thai restaurant is pleasant | | | | | |
| I believe that the meal of Thai restaurant is delicious | | | | | |
| I believe that the atmosphere in Thai restaurant helps me to enhances my dining experiences | | | | | |
| I believe that Thai restaurant has good decoration | | | | | |
| I believe that there are many choices for meals in Thai restaurant | | | | | |
| Subjective Norms | | | | | |
| People who are important to me think I should try Thai food in a Thai restaurant | | | | | |
| The influencers on social media affect me when choosing a Thai restaurant | | | | | |
| Group of people who are important to me think I should try Thai food in Thai restaurant | | | | | |
| Perceived Behavioral Control | | | | | |
| I believe I have the ability to dine in Thai restaurant | | | | | |
| Whether or not I dine in Thai restaurant is up to me | | | | | |
| I have many chances to dine in Thai restaurant | | | | | |
| Price Concern | | | | | |
| Price is the biggest factor when choosing Thai restaurants in Hanoi | | | | | |
| Although there are many kind of Thai restaurants in Hanoi, they are somewhat expensive for the average income | | | | | |
| Thai restaurant worth my money | | | | | |
| I dine at Thai restaurant when it has suitable price | | | | | |

Thank you for your cooperation!



APPENDIX B:

INDEX

**BANGKOK
UNIVERSITY**

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In-depth interview with Thai restaurant's owner

Q: Good evening, can you tell me your name and tell me something about your restaurant?

A: Good evening, my name is Nam and my restaurant is called “Mr. Tuktuk”. My restaurant is located on Chua Lang Street, which is next to Diplomatic Academy of Vietnam, Foreign Trade University, Vietnam Youth Academy and near Vincom shopping center.

Q: Thank you for taking the time to speak with me today. I would like to ask you some question about Thai restaurants industry in Hanoi.

A: Of course, I'm happy to share my experiences on this topic.

Q: Can you tell me why you choose Chua Lang Street to be the place for your restaurant? And what are the obstacles when you located your restaurant here?

A: Firstly, Chua Lang Street is a busy street with 3 large universities located on. That is my opportunity when open a Thai restaurant here because of the huge amount of students hanging around every day, and they always want to try something new that they haven't experience before. Secondly, our restaurant target group is students and office staffs so that Chua Lang Street is the most suitable place for my restaurant. On the other hand, Chua Lang Street is a busy street with many kind of restaurants in there so that my restaurant also has to deal with many competitors.

Q: I would like to ask you about what factors impact customers' decision in choosing Thai restaurant in Hanoi?

A: In my experience, customers are most concerned with the variety of food, flavors, the atmosphere of the restaurant and price.

Q: Can you elaborate on the variety of food?

A: Sure, customers want to see the range of options on the menu, from traditional dishes like pad Thai, Thai noodles to unique and creative offerings that showcase the versatility of Thai cuisine. We make sure to constantly update our menu to keep customers interested and coming back for more.

Q: How important are the flavors of the food to customers?

A: Flavor is the most important factor in customers' decision. Vietnamese people may have different tastes and preferences than those in Thailand, but some customers want to taste the original flavors of Thai food so that our restaurant has to

adapt our menu to all customers. For examples, Thai people often eat hot and spicy food but people in Hanoi do not get used to that so that in our menu, we will let customers choose the level of spicy of dishes. We also adjusting some traditional Thai dishes to suit local palates based on their needs or adding new dishes to attract more customers.

Q: What role does the atmosphere of the restaurant play in customers' decision?

A: The atmosphere of the restaurant can greatly impact customers' experience and therefore, their decision to return. A warm, inviting and culturally-inspired decor can transport customers to Thailand, enhancing their dining experience. We also make sure to provide good service, as this is an important factor in creating a positive atmosphere.

Q: How important are prices to customers?

A: Nowadays, the cost of living in Hanoi is rising rapidly, many customers are looking for eateries that provide good value of money. This contains a good combination of good cuisine, a pleasant atmosphere, and cheap rates. To attract and keep clients, the interviewee feels it is critical to provide a mix of all of these qualities. Moreover, one of our restaurant's target group are students who have a limited budget so that reasonable price will be one of the most important factors.

Q: That's interesting. What about other factors such as perceived behavior control or subjective norms? Do you think these are important to customers?

A: According to my observations, customers place more importance on the variety of food, flavors, the environment of the restaurant, and price than perceived behavior control and subjective norms. Most customers are aware of their preferences and will go out of their way to patronize a restaurant that can deliver those experiences. Regarding subjective norms, I believe that individuals are more likely to base their decisions on their own personal likes and tastes than on what other individuals may think of a given restaurant. For example, they might follow the review on the internet and come to our restaurant for the first time, but the important things to keep customers at our restaurant is things that we bring to them such as food, Thai atmosphere or a reasonable price.

Q: It's useful to know that. What actions have you made, based on what you've told me, to make sure that your restaurant offers its guests a welcoming environment, delicious food, and good value?

A: By using lighting and interior design, we aim to create a calming and visually pleasing environment. To produce a delicious, authentic Thai dining experience that our guests adore, we also invest a lot of effort into choosing the ideal products, spices, and flavors. To ensure that our customers feel like they are getting good value for their money, we also work to provide a variety of menu alternatives at fair prices.

Q: Thank you for your sharing and your experiences over Thai restaurant. It's been a pleasure to speak with you today.

A: You are welcome.

Semi-structure interview with customers in Thai restaurants

Customer 1:

Q: Good afternoon, can you tell me something about yourself?

A: My name is Linh. I am a student at Hanoi Law University.

Q: Do you like Thai food?

A: Yes. I like Thai food a lot, I often dine at Thai restaurants 2-3 times/week with my friends.

Q: How much is your income per month?

A: My income is about 9,000,000 VND per month from some pocket money from my parent and some from my part-time job.

Q: What is your marital status?

A: I am still single. I have to concentrate on my study and my part-time job so that I don't have time for a relationship.

Q: Do you think that the atmosphere of the restaurant, restaurant's decoration or the variety of menu can affect your intention to choose Thai restaurants.

A: Yes, of course. I choose this restaurant because this restaurant has a welcoming and comfortable atmosphere that can help me to enhance dining experience. I often take a selfie at the restaurant and post in on my Instagram account.

Q: Do you choose restaurant based on someone's recommend?

A: Oh, I don't often go to the restaurants as directed by friends or food's reviewers. I like to find it by myself, I often go to Thai restaurants that near my university or in the shopping malls.

Q: Have you ever choose Thai restaurant because of their location (near your house, school, workplace, or they have parking lot)?

A: No, I often choose restaurant based on their decoration and the flavor of food and the atmosphere inside the restaurant.

Q: Do you think that the price of menu can affect your intention to choose Thai restaurant?

A: Yes. I often choose restaurants that suit my budget.

Q: Thanks for your sharing.

Customer 2:

Q: Good morning, can you tell me something about yourself?

A: My name is Nga. I am 23 years old and I am a sale staff at an insurance company.

Q: Do you like Thai food?

A: Neither. I just go to this restaurant because of work purposes. Now I am waiting for my customer, he will be here in 15 minutes.

Q: How much is your income per month?

A: My income is about 15,000,000 VND per month.

Q: What is your marital status?

A: I am still single.

Q: What is your level of education?

A: I graduated from Thang Long University.

Q: Do you think that the atmosphere of the restaurant, restaurant's decoration or the variety of menu can affect your intention to choose Thai restaurants.

A: Yes. Because the flavor of Thai food was good. Moreover, this restaurant has a good atmosphere that bring me a peaceful and pleasant environment, which help me a lot in contract discussion with my customer.

Q: Do you choose restaurant based on someone's recommend?

A: No, I don't.

Q: Have you ever choose Thai restaurant because of their location (near your house, school, workplace, or they have parking lot)?

A: Yes, I choose this restaurant not only because of its atmosphere and flavor of food, but also because this restaurant near my workplace. I often have lunch with my customers here.

Q: Do you think that the price of menu can affect your intention to choose Thai restaurant?

A: Yes. This restaurant is good but the price of menu is quite expensive so that I come here not so frequently, about 1 time per month.

Q: Thanks for your sharing.

Customer 3

Q: Good evening, can you tell me something about yourself?

A: My name is Tuan. I am 23 years old and now I am an office staff at an IT company.

Q: Do you like Thai food?

A: Yes. I like Thai food and this restaurant a lot because I used to travel to Thailand and the flavor of food in here reminds me of these memory.

Q: How much is your income per month?

A: My income is about 16,000,000 VND per month.

Q: What is your marital status?

A: I have a girlfriend. I often date with my girlfriend in this restaurant, about 1 time per week because both of us like the flavor of food here.

Q: What is your level of education?

A: I have bachelor degree in Information technology engineering from Hanoi University of Science and Technology.

Q: Do you think that the atmosphere of the restaurant, restaurant's decoration or the variety of menu can affect your intention to choose Thai restaurants.

A: Yes. The flavor of food and the atmosphere in here is so good, that reminds me of the time I travel to Thailand.

Q: Do you choose restaurant based on someone's recommend?

A: No, I believe in my own experience.

Q: Have you ever choose Thai restaurant because of their location (near your house, school, workplace, or they have parking lot)?

A: No, I will choose the restaurant that match my emotion.

Q: Do you think that the price of menu can affect your intention to choose Thai restaurant?

A: Yes. I often choose restaurants that suit my budget. Although price of menu in this restaurant is not expensive, but if it had a lower price, I think I would dine in this restaurant more often.

Q: Thanks for your sharing.

Customer 4

Q: Good evening, can you tell me something about yourself?

A: My name is Trang. I am a student at Thuong Mai University.

Q: Do you like Thai food?

A: Yes. I like Thai food a lot and this is my favorite Thai restaurant.

Q: How much is your income per month?

A: Every month my parent give me 4,000,000 VND.

Q: How often do you go to Thai restaurants?

A: I often go to this restaurant 1 time per week. I wish I could come here more often but my budget is limited and it quite far from my university and my house.

Q: What is your marital status?

A: I am still looking for a relationship.

Q: Do you think that the atmosphere of the restaurant, restaurant's decoration or the variety of menu can affect your intention to choose Thai restaurants.

A: Yes. This restaurant has a good atmosphere with beautiful decoration, I like to take picture with my friends in here and post to my Facebook.

Q: Do you choose restaurant based on someone's recommend?

A: No, I find this restaurant by myself. I like Thai food but my budget is limited so that I have to find a restaurant that match my budget.

Q: Have you ever choose Thai restaurant because of their location (near your house, school, workplace, or they have parking lot)?

A: No, I haven't.

Q: Do you think that the price of menu can affect your intention to choose Thai restaurant?

A: Of course. As I said before, my budget is limited so that the main reason that let me choose this restaurant is because it has the best price for student, although it quite far from my house and my university.

Q: Thanks for your sharing.

Customer 5

Q: Good afternoon, can you tell me something about yourself?

A: My name is Thu. I am a student at Hanoi National University.

Q: Do you like Thai food?

A: Yes. I like Thai food a lot.

Q: How much is your income per month?

A: My income is about 7,000,000 VND per month from my part-time job.

Q: What is your marital status?

A: I am still single.

Q: Do you think that the atmosphere of the restaurant, restaurant's decoration or the variety of menu can affect your intention to choose Thai restaurants.

A: Yes. This restaurant has amazing Thai atmosphere and its menu has many kinds of Thai traditional food.

Q: Do you choose restaurant based on someone's recommend?

A: No, I have tried many Thai restaurants but this is the restaurant that I like the most.

Q: Have you ever choose Thai restaurant because of their location (near your house, school, workplace, or they have parking lot)?

A: No, I choose this restaurant because of its amazing atmosphere and its variety of menu.

Q: Do you think that the price of menu can affect your intention to choose Thai restaurant?

A: Yes. The price of menu is quite expensive, I like this restaurant a lot but I can dine in here only 2 times per month and it worth my money for dine experience I have in here. I wish I could come this restaurant more often.

Q: Thanks for your sharing.

Table Semi-structure Interview

| Customer | Gender | Like Thai food | Occupation | Level of education | Income (VND) | Marital status | Frequency | Do you think that the atmosphere of the restaurant, restaurant's decoration or the variety of menu can affect your intention to choose Thai restaurants? | Do you choose restaurant based on someone's recommend? | Have you ever choose Thai restaurant because of their location (near your house, school, workplace, or they have parking lot)? | Do you think that the price of menu can affect your intention to choose Thai restaurant? |
|----------|--------|----------------|--------------|--------------------|--------------|-------------------|-----------------|--|--|--|--|
| 1 | Female | Yes | Student | Bachelor degree | 9 Million | Single | 2-3 times/ week | Yes | No | No | Yes |
| 2 | Female | Neither | Sale staff | Bachelor degree | 15 Million | Single | 1 time/ month | Yes | No | Yes | No |
| 3 | Male | Yes | Office staff | Bachelor degree | 16 Million | In a relationship | 1 time/ week | Yes | No | No | Yes |
| 4 | Female | Yes | Student | Bachelor degree | 4 Million | Single | 1 time/ week | Yes | No | No | Yes |
| 5 | Female | Yes | Student | Bachelor degree | 7 Million | Single | 2 time/ month | Yes | No | No | Yes |

BIODATA

Name-Surname: Thanh Tung, Dang

Email: dang.tung@bumail.net

Education Background: 2014-2018: Bachelor's Degree in International Relations
from Diplomatic Academy of Vietnam



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