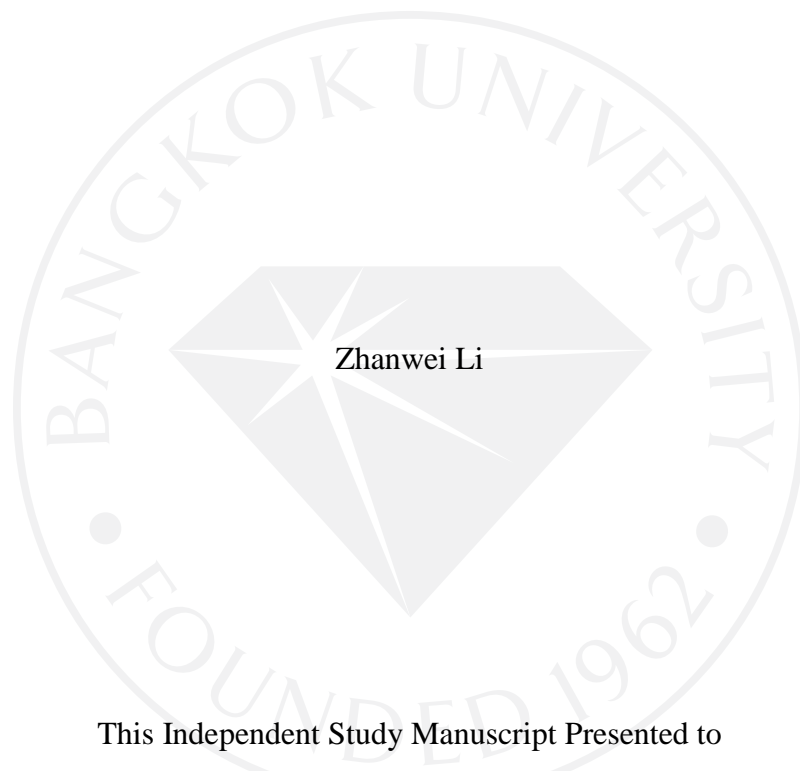


A STUDY OF DEMAND ESTIMATE OF CHINESE STREET FOOD  
MADE IN THAILAND IN BANGKOK MARKET



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This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
in Partial Fulfillment  
of the Requirements for the Degree  
Master of Business Administration

2015



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**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

Title: A STUDY OF DEMAND ESTIMATE OF CHINESE STREET FOOD MADE IN  
THAILAND IN BANGKOK MARKET

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Demand Estimate of Chinese Street Food Made in Thailand in Bangkok Market

(138pp.)

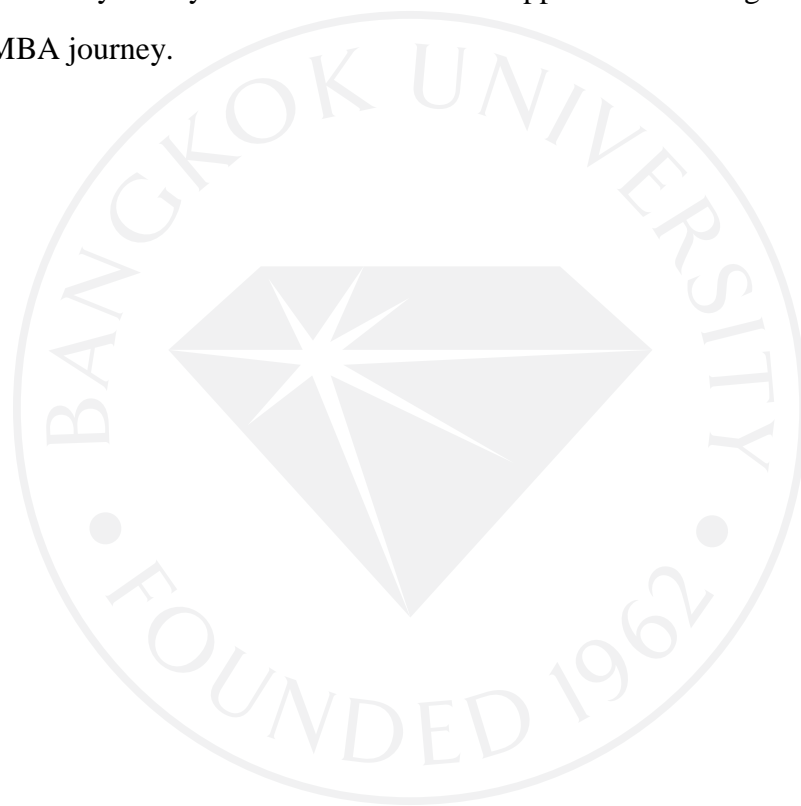
Advisor: Sumas Wongsunopparate, Ph. D.

### **ABSTRACT**

The main objective of the study is to examine and identify what aspects within demographic, personal preference, market factor that have relationship with Chinese street food demand. Studied about consumers who enjoy street food to understand what they feel, or think about the food that they often consume from the stall or shop on the street side in following aspects: personal information, product, reasonable price, variety diversity, promotion and location. It also includes finding out the factors that affect their opinion and relationship between them. Moreover, the problems that be found from what they think and their suggestion about street food may be very useful information for anyone who is concerned and the related organization in the future. This study is a quantitative research which uses questionnaire as a tool for data collecting process.

## **ACKNOWLEDGEMENT**

First of all, I would like to thank my advisor Dr.Sumas Wongsunopparate for his valuable guidance and motivation throughout the process of completing my thesis. I would also like to thank the external committee members for their constructive suggestions and their inspirations that helped to fine - tune my thesis. Finally, I would like to thank my family and friends who have supported me throughout the two years of my MBA journey.



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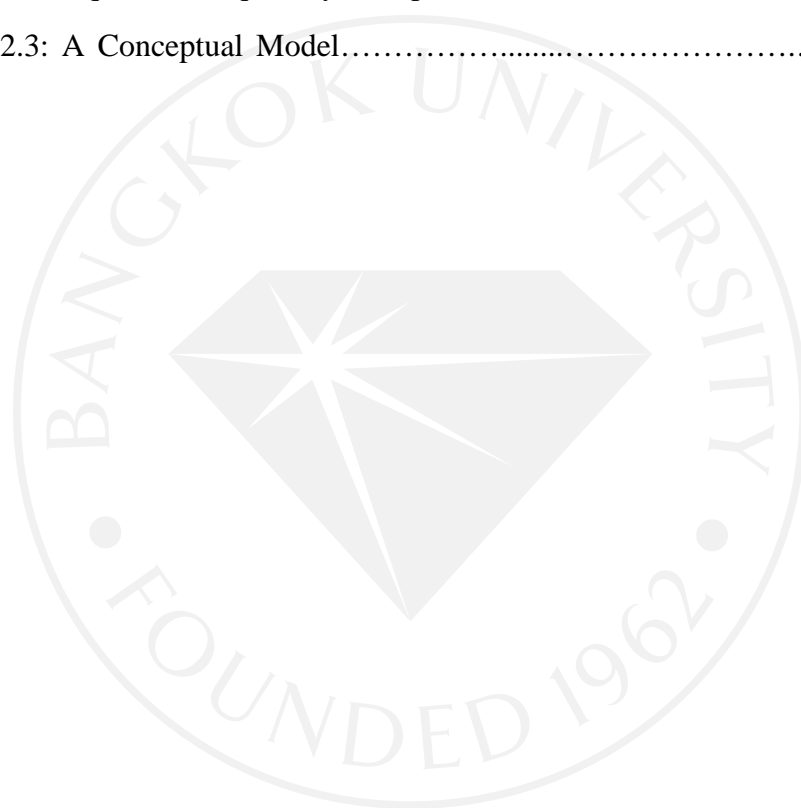
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## CHAPTER 1

### INTRODUCTION

In chapter one the author briefly describes the background relate the subject of this research that are the Bangkok market and street food demand. In the chapter, the author also provides importance of study, scope of study, definition of terms, focus on and limitation in order to outline the study and limit the scope.

#### 1.1 Background

All human should be dine, meaning that the food is prepared and processed in many ways, and have rules of conduct in the ways that are eaten. As the social animals, people usually dine with others within friends, families, or in public settings. Public dining comes in many forms, from various kinds of indoor restaurants to such organizational meals as church suppers, to summer picnics. Over the word, the most common form of public dining known as street food. That covers many types of venues and many varieties of food. Today, almost 2.5 billion people around the world eat street food. (Bruce & Colleen, 2014)

In the Past, many Thai families had their own house garden and animals for consumption. They lived their daily life by bringing those produces to cook and eat in their house. Therefore, it was hardly to find the food sold on the side of the community or along the road. Thai families in the past preferred to cook their own meals and eat in their house rather than eat outside. Even if they bought the food from outside, it would not be enough for everyone in the family, more over it would increase family's expense too. So the street food was not popular to Thai family in the past (Cheawsakul.U. & Intorn.D, 1984).

Nowadays Thai society has changed a lot. Everyone has to keep him or herself active and alert all the time if he or she wants to have a good living condition. As we can see in the city, many people seem to struggle to compete with the others. It seems like there is no time to relax or enjoy any activities other than work. This also includes the time for the meals during a day. Many people pay no attention to what they have to eat because their time is more valuable than making or cooking their own food. So, Street food becomes popular for the rush society because it is very convenience to buy and eat.

Many country people have migrated to Bangkok Metropolis and cause many problems such as: traffic problem that make people waste more time in traveling, the denseness of residences make people inconvenient to cook and the haste of working. These problems have changed people's consumption behavior from cooking in their own house, that is the housewife's responsibility, into relying with the ready-to-cook food or street food. The new consumption culture of the street food is very popular. Because it is emphasized on convenience and decreasing all difficult process of cooking.

Street food is now very popular for people in any level of the society. It is an important source of economical and nutritious food, particularly for the urban poor. It is cheap and selectable and helps to save people's time. Approximately, 25-30 percent of people's income is spending on street food consumption (Tiemmek, 2005).

Bangkok Metropolis, a capital city of Thailand, which there are about 8.426 million people live in (CIA, 2012 ). Some people were born here, some moves from the other parts of the country with different reasons, such as, house moving, for education, or even hope to have a better living condition.

Thai street food has same origin with Chinese street food. On old time, ancient Chinese across the border, Chinese culture and local food culture fusion together (Shengyang, 2006). As now, Chinese food is population in Bangkok, Chinese street food also. It is acceptable for very level of people. Chinese Street food is an indispensable part of Chinese diet, and became one of the main Chinese eating habits. Each region has its unique types that known as local street food and already a local food culture or not just to fill his stomach. Chinese street food from local materials usually highlights the local physical and social life style.

An ordinary definition of the term 'street food' is a food prepared by a vendor and sold from an open-air stand, cart, truck, or perhaps a market stall. The food served is usually in the fast and snack food categories; that is, prepared quickly from premade ingredients and served in timely fashion. Street food is also usually eaten out of hand, meant to be consumed on the spot or while walking. Street food has broader definitions and meanings than simply snacks eaten by people on the move. Street food is commercial because it is made by individual entrepreneurs and sold to customers. It is food that belongs to cities and towns, anywhere where people gather for business or even recreation. Therefore, the places where these foods are served can include not only streets, but also open air and enclosed markets where individuals vend wares. Other venues include amusement areas such as carnivals, fairs, and boardwalks, and athletic events, bus and train stations, and schools. The actual food served as street food may be categorized as snacks; junk food; basic foodstuffs-some more nutritionally complete than others; and examples of national or regional cultures. Any of the foods can be made in several ways. Many are premade by commercial manufacturers. Others are made by the individual sellers or their families. For instance, hot dogs are almost always bought from sausage-making Companies. Tacos, sold on the streets and in the markets of Mexico, are almost all made by the purveyors

themselves. It is these that most people consider to be the best examples of a local culture and the most delicious.

Street foods were an important source of economical and nutritious food, particularly for the urban poor. Street food vendors were a necessary part of urban modern day life, especially in the developing countries. Since street foods were the end products of marketing and distribution chains for agriculture, animal husbandry and fisheries products, they were also directly linked to these sectors of the economy and thus had additional impact.

#### Aspects of Street Food Consumption

In consuming street food, the objectives of street food consuming were separated into 4 main aspects, nutritional value, food safety, reasonable price, and economization

1. Nutritional value: It depended on the type of the food. For the street food, some type of them was very nutritious, but some was not. Sappayatosok (1988) said any unusual situation of the body that was caused from the food was called Malnutrition. It was the problem that could cause human to work ineffectively and had low level of living condition. So, food was one of the most important factors for Human's life. Each type of the food had different ingredients, so it provided different nutrient depended on those ingredients, such as Carbohydrate and Fat provide energy and warmth, meats, eggs, beans, vegetables, and fruits helped for growth and kept the organs working as usual. Moreover, individuals needed different type of food depended on the situation. To receive all 5 kinds of nutrient (Protein, Carbohydrate, Vitamin, Mineral, and Fat), people had to eat enough and suitable food for them



2. Food Safety: Safety for consuming street food could mean consuming the food that contained no toxin or dangerous materials. The cook also had to cook hygienically.

Factors that involved with safety of the street food were as follows:

Person who touched the street food: He or she must be a healthy person without any fever because the vendor would touch the food directly

Containers and utensils: They were used to contain and cook the food, so they must be clean and sanitary in washing and keeping.

Environment and sanitary facility: It means the cleanness of the place (food stall), water, and waste management.

Bugs and animals: There were bugs, rats, and pets, which could bring the germs to the food. There should be good management to keep them away from the food.

Food keeping and caring: The place that was used to keep the food must be clean and could protect the food from dust and bugs.

3. Reasonable Price: The street food producers or the vendors must not cheat or be dishonest to the consumers with the false price or put some kinds of toxin in the food. Today, there were many materials that were toxic or too dangerous to mix with the food. Some food producers used low quality ingredients or Put any dangerous mixture into the food to cheat the consumers. So, the consumers should know and understand in selecting the food that was good and safe for their life. The food

producers also must be motivated to realize in their roles as the persons who made the high quality food and being fair to the customers

4. Economization: The consumers had good knowledge and understanding in selecting good quality goods at fair price. Apart from money savings, there were also timesaving and energy savings because they didn't have to cook the food.

#### Criteria for Selecting Street Food Consumption

In consuming the street food, nowadays, the consumers must be aware in selecting the food to eat. There were 4 aspects that the consumers must consider before consuming as follow:

1 .The food stall must be clean. The consumers should observe the place that the stall settles; cooker or vendor should be neat and healthy. And they must concern about the food, containers, and utensils to be sanitary also.

2. The food should be just cooked. Wongputthapitak (1993) said that the street food and the food that was sold in the market and community always had high numbers of bacteria. But the heat could kill those bacteria, so the consumers should buy the food that was just cooked or warmed all the time.

3. Never consume the same kind of food habitually. Consuming the same kind of the food everyday could cause malnutrition. And if that kind of food had some dangerous substance or toxin, it would be collected in the body and would be too late to cure (Srianuchart, 1993). So the consumers should buy varied kind of food alternately to receive all nutrients from any trustworthy stall or shop.

4. Tried to avoid a dressed salad. It was because dressed salad consisted of lots of fresh vegetable that was not cooked before making salad. So the vegetable should be cleaned to wash away the toxic (Rapee, 1991). That was why the consumers should avoid the uncooked vegetable, if not they should clean before eat it.

In conclusion, street food was the food that was cooked or sold by the vendors at the food stall, which could be on the street side, nearby the park or in the community. The consumers could eat at that food stall or take it home. The price of street food was always cheap and that was why it was important for many people's daily life. In receiving the benefit from consuming street food, apart from the taste, the consumers must consider about the price and cleanness of the food and the place where they buy including the vendors and utensils.

The city occupies 1,568.7 square kilometers (605.7 sq mi) in the Chao Phraya River delta in Central Thailand, and has a population of over 8 million, or 12.6 percent of the country's population. Over 14 million people (22.2 percent) live within the surrounding Bangkok Metropolitan Region, making Bangkok an extreme primate city, dwarfing Thailand's other urban centre in terms of importance.

Bangkok is the economic centre of Thailand, and the heart of the country's investment and development. In 2010, the city had an economic output of 3.142 trillion baht (approx. US\$98.34bn), contributing 29.1 percent of the gross domestic product (GDP). This amounted to a per-capita GDP value of ฿456,911 (\$14,301), almost three times the national average of ฿160,556 (\$5,025). The Bangkok Metropolitan Region had a combined output of ฿4.773tn (\$149.39bn), or 44.2 percent of GDP. Bangkok's economy ranks as the sixth among Asian cities in terms of per-capita GDP, after Singapore, Hong Kong, Tokyo, Osaka–Kobe and Seoul.

Wholesale and retail trade is the largest sector in the city's economy, contributing 24.0 percent of Bangkok's gross provincial product. It is followed by manufacturing (14.3%); real estate, renting and business activities (12.4%); transport and communications (11.6%); and financial intermediation (11.1%). Bangkok alone accounts for 48.4 percent of Thailand's service sector, which in turn constitutes 49.0 percent of GDP. When the Bangkok Metropolitan Region is considered, manufacturing is the most significant contributor at 28.2 percent of the gross regional product, reflecting the density of industry in the Bangkok's neighboring provinces. The automotive industry based around Greater Bangkok is the largest production hub in Southeast Asia. Tourism is also a significant contributor to Bangkok's economy, generating ₱427.5bn (\$13.38bn) in revenue in 2010.

Bangkok is one of the world's top tourist destination cities. MasterCard ranked Bangkok as the global top destination city by international visitor arrivals in its Global Destination Cities Index, with 15.98 million projected visitors in 2013. The city is ranked fourth in cross-border spending, with 14.3 billion dollars projected for 2013, after New York, London and Paris. Euro monitor International ranked Bangkok sixth in its Top City Destinations Ranking for 2011. Bangkok was also named "World's Best City" by Travel + Leisure magazine's survey of its readers for four consecutive years, from 2010 to 2013.

## **1.2 Problem Statement**

As mentioned above that street food is the resource of various kinds of food for everyone, so it means that it is important for every level of people, no matter what level of their living condition in the society. That because the high-level people may have no time to cook for themselves or their family, or the low-income people cannot

afford for the food in restaurant or all ingredients from market. With the development of street food, new type food will be need and acceptance by this market.

World culture is diverse food culture is also diverse. As international economic integration has become an increasingly important feature of society in the future, resulting in frequent international exchanges, the development of an open immigration policy and the tourism industry, the world's diet and cultural exchanges and integration will be an unstoppable trend. Chinese foods also join the trend and reach around the world. There are 9.8 million people in Bangkok and more than half of Bangkok people have some degree of Chinese descent, and 250,000 Chinese citizens Long-term residence in Bangkok (2010). Chinese food is popular in Bangkok but many people cannot enjoy Chinese food frequently, as the price is too high in restaurant and located in Chinese enclave. Therefore, in Bangkok metropolis, Chinese street food has great potential demands.

But, nowadays, there are many kinds of substance that the producers try to put into their food to make it seems more delicious and attractive without concerning about the dangerous that can harm the buyers. Some producers use the low quality of ingredients to reduce their production cost tending to take advantage from the consumers. Moreover, eating the same kind of food too often can cause malnutrition because the consumers may have no chance to receive other nutrients from other kinds of food. The cleanness of the place where the vendors cook and sell the food, including containers and utensils, are also important. The consumers should be aware in considering the food stall or shop whether it is clean and hygienic or not before buying the food. In recent years, China has undergone several food safety incidents, resulting in customer once suspected Chinese food safety. These can affect the opinion of the consumers toward Chinese street food.

This research study has studied about consumers who enjoy street food to understand what they feel, or think about the food that they often consume from the stall or shop on the street side in following aspects: personal information, product, reasonable price, variety diversity, promotion and location. It also includes finding out the factors that affect their opinion and relationship between them. Moreover, the problems that be found from what they think and their suggestion about street food may be very useful information for anyone who is concerned and the related organization in the future.

### **1.3 Purposes of Study**

1. Study the demographic information related the demand toward Chinese street food.
2. Study the Personal Preference related the demand toward Chinese street food.
3. Identify the relation Market factors with demand of Chinese Street food.

### **1.4 Importance of Study**

Usually just focus on restaurants will not effectively develop the huge potential market. The study result could be useful for the Chinese street food vendors and other related organizations. This can be use as a guide to have an idea on how to cook and sell the food properly and issue promotion to develop the market demand. Moreover, the results can be use as basic information for further researches.

### **1.5 Relation theory of Study**

#### **Theory of Demand**

Theory of demand is one of the cores of the relationship between demand of goods and services and the prices. Demand theory forms the basis for the demand

curve that relates consumer desire to the amount of goods available. As more of a good or service is available, demand drops and therefore so does the equilibrium price. Demand theory is one of the core theories of microeconomics. It aims to answer basic questions about how badly people want things, and the income levels and satisfaction impact demands. Based on the perceived utility of goods and services, companies adjust the supply available and the prices charged.

### **Supply and demand Theory**

Supply and demand theory is an economic model of determination of price in a market. It concludes that in a very competitive market. The unit price for a selected sensible, or other traded item such as labor or liquid financial assets, can vary till it settles at a point where the quantity demanded (at the current price) will equal the quantity supplied (at the current price), resulting in an economic equilibrium for price and quantity transacted. The four basic laws of supply and demand are:

1. If the demand will increase (demand curve shifts to the right) and provide remains unchanged, a shortage happens, resulting in a better equilibrium price.
2. If demand decreases (demand curve shifts to the left) and provide remains unchanged, a surplus happens, resulting in a lower equilibrium price.
3. If demand remains unchanged and provide increases (supply curve shifts to the right), a surplus happens, resulting in a lower equilibrium price.
4. If demand remains unchanged and supply decreases (supply curve shifts to the left), a shortage happens, resulting in a better equilibrium price.

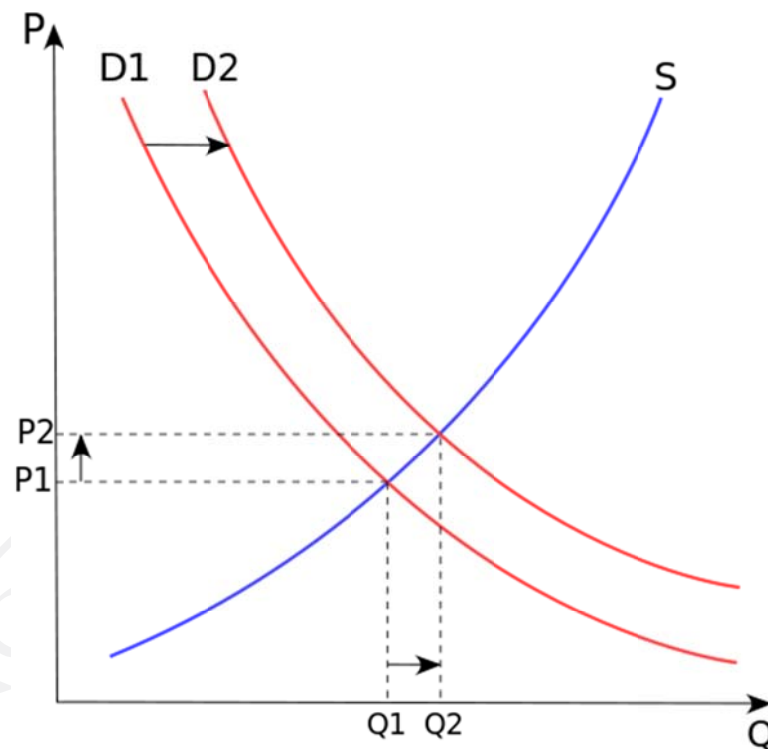


Figure 1.1: Demand and Price

### Competitive advantage

Competitive advantage may be a business concept describing attributes that permit a corporation to crush its competitors. These attributes might include access to natural resources, like best ores or cheap power, extremely hot personnel, geographic, high entry barriers, etc. New technologies, for example information technology and robotics, can even offer competitive advantage, whether or not as a section of the product itself, as an advantage to the making of the product, or as a competitive aid in the business process (for example, higher identification and understanding of customers).

### Consumer Behavior



Consumer Behavior is that the study of people, groups, or organizations and therefore the processes they use to pick out, secure, use, and get rid of products, services, experiences, or ideas to satisfy wants and therefore the impacts that these processes have on the consumer and society. It blends elements from sociology, psychology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of consumers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand consumers's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

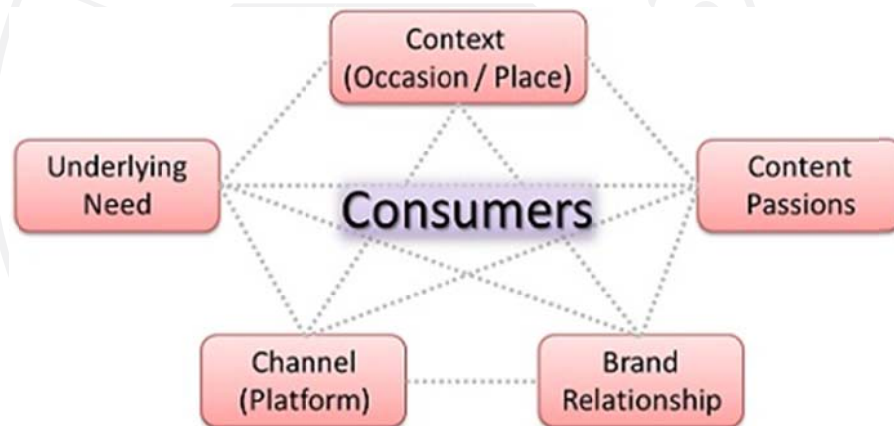


Figure 1.2: Consumer behavior

### **Choice Theory**

Developed by Dr. William Glasser, is that the clarification of human behavior supported internal motivation. As Dr. Glasser explains within the most up-to-date of his widely read books, Choice Theory, all of our behavior chosen as we tend to regularly commit to meet one or a lot of the five basic needs that are part of our genetic structure. An understanding of these needs as well as the other major

components of Choice Theory (the Basic Needs, the Quality World, the Perceived World, the Comparing Place, and the Total Behavior System) can help us build and maintain better relationships with the important people in our lives and lead happier, more satisfying lives.

## **1.6 Scope of Study**

This research was focus on Street food and Chinese Street food demand in the Bangkok market, and focused only on demand toward street food consumption in the related factors, which were as follows: Personal factors were gender, age, status, education level, occupation, income, religion and lifestyle. Other factors are Product, Price, diversity, promotion, location, culture and knowledge.

### **1.6.1 Scope of Content**

In this study, the author examine relationship and identify contributing elements between market mix factor, personal factor, knowledge of Chinese toward the demand of Chinese street food in Bangkok, Thailand. This study is a quantitative research based on the concept of market mix factor, personal factor, knowledge as well as related research.

### **1.6.2 Scope of Demographic, Samples and Location.**

The author identified population who lived in Bangkok. Bangkok has a population about 8.5 million, over 13% of the country's population, and in the Bangkok Metropolitan Region where almost 14 million people live in over 22% of the population. Therefore, the total population of this study was 14 million people.

The author identified sample as customers who visit market, shopping mall and street food in Bangkok, Thailand.

Moreover, the author employed probability-sampling method called multi-stage sampling in order to create a sampling design.

### 1.6.3 Scope of Related Variables.

In this study, variables presented accordingly to the proposed hypothesis as follow:

H1. There is a relationship between Demographic Information and Chinese Street food Demand in Bangkok.

Independent variables detailed as follow:

Gender

Age

Status

education level

Occupation

Income

Religion

H2. There is a relationship between Personal Preference and Chinese Street food Demand in Bangkok.

H2.1. There is a relationship between Attitude and Chinese Street food Demand in Bangkok.

H2.2. There is a relationship between Culture & Knowledge and Chinese Street food Demand in Bangkok.

Lifestyle

Attitude

Culture

Knowledge

H3. There is a relationship between Market factor and Chinese Street food Demand in Bangkok.

H3.1. There is a relationship between Product and Chinese Street food Demand in Bangkok.

H3.2. There is a relationship between Location and Chinese Street food Demand in Bangkok.

H3.3. There is a relationship between Price and Chinese Street food Demand in Bangkok.

H3.4. There is a relationship between Promotion and Chinese Street food Demand in Bangkok.

H3.5. There is a relationship between Variety and Chinese Street food Demand in Bangkok.

H3.6. There is a relationship between Media Channel and Chinese Street food Demand in Bangkok.

Product

Price

Diversity

Promotion

Location

#### 1.6.4 Scope of Researching Duration.

The research has been conducted between Jul to November 2015 in Bangkok, Thailand.

### 1.7 Focus and Limitation

In order to study the topic of the Chinese street food demand in Bangkok market, the author has to make a clear focus and limitation to keep the study and research within the specific research structure. The study is confined by focusing on

Bangkok market such as weekend market, night market, food counter around CBD, Shopping mall, beside street, etc in Bangkok.

The personal factors were gender, age, status, education level, occupation, income, religion and lifestyle. Other factors are Product, Price, diversity, promotion, location, culture and knowledge.

### **1.8 Definition of Terms**

**Demand:** An economic principle that describes a consumer's desire and willing to pay a price for a specific good and service, holding other factors constant, the price of a good and service increases as its demand increases and vice versa.

**Consumer:** who buys products or services for private use and not for resale or manufacture.

**Bangkok Market:** Refers to all the area that can sell for street food in Bangkok.

**Street food:** Food cook or sale beside street

**Chinese Street food:** Street food make in Thailand with Chinese culture.

**Personal factor:** Customer person information

**Product:** The goods and service provide by the seller.

**Reasonable price:** The necessary money buyers must pay to obtain the product

**Variety diversity:** Include different kind's food supply.

**Promotion:** The activities that communicate with deserve of the merchandise and persuade target customers to shop for it.

**Location:** Place that create the merchandise out there to focus on shoppers

**Knowledge:** Faculty resulting from understood data and understanding that germinates from combination of knowledge, information, experience, and individual interpretation, here especially awareness of Chinese food and Chinese street food.

**Chinese Culture:** Associated with Chinese tradition, history, food, religion and other related cultural

## **1.9 Disposition**

In order to illustrate the overall of thesis's structure, the author will simplified in a form of chart from the first chapter to the last chapter that will be the conclusion from chapter 5. See the figure below.

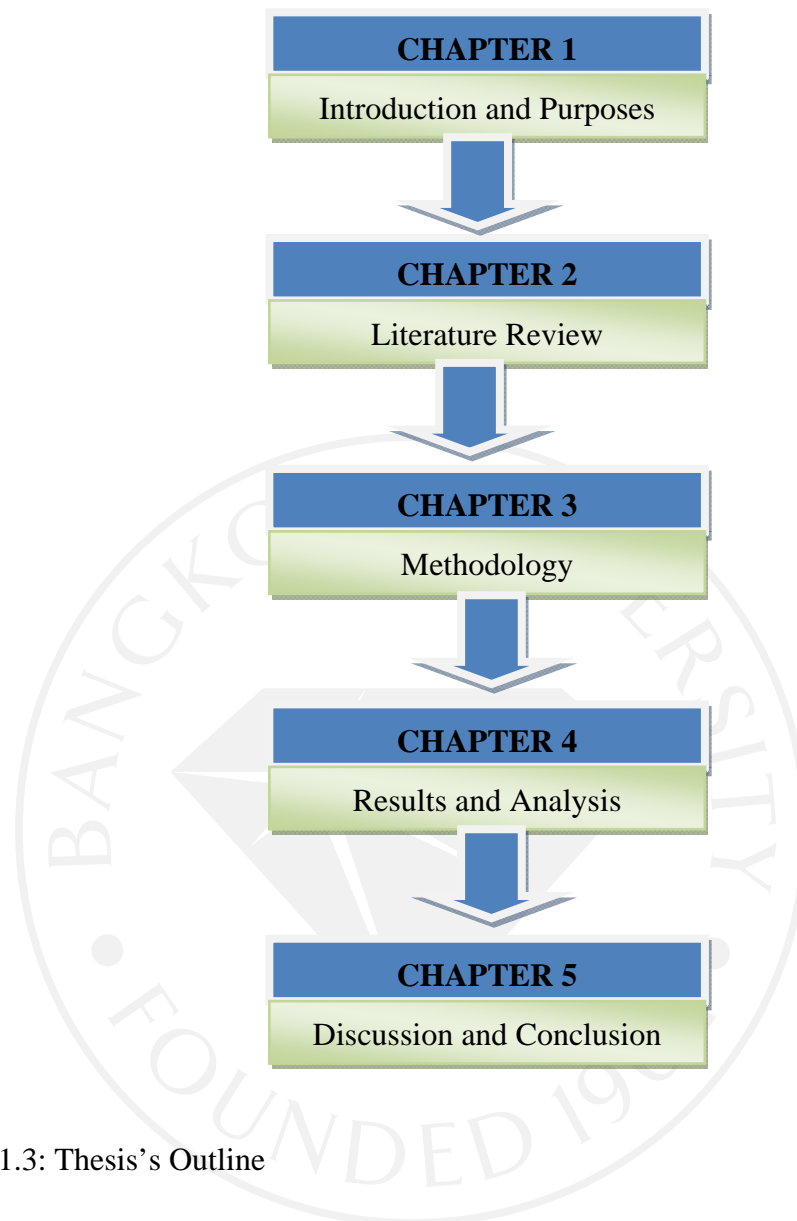


Figure 1.3: Thesis's Outline

Chapter 1 - In this chapter, the author briefly describes the background relate the subject of this research which are the Bangkok market and street food demand. In this chapter, the author also provides importance of study, scope of study, definition of terms, focus and limitation in order to outline the study and limit the scope.

Chapter 2 - In this chapter, the author provides Theoretical Foundation, which is use within the thesis. The theories originated from literature reviews and analysis of



empirical studies related to the subject of the connection and correlation between each theory and framework, also presented within this chapter.

Chapter 3 - In this chapter, the author explained research strategy and approaches used in this research. Methodology is proposed and reasoned as well as strategies utilized in this research. The author also provides detail about data collection.

Chapter 4 - In this chapter, the author presents the empirical study of the analysis together with an analysis of the empirical study. The analysis part will be conducted by using victimization the framework of references from the second chapter and methodology given within the third chapter.

Chapter 5 - In this Chapter, conclusion of the thesis has been presented. The author also gives opinions and future related research.

## CHAPTER 2

### LITERATURE REVIEW

The review of literature for this research focuses on the factors affecting demand of the Chinese street food in Bangkok market related with the concepts and researches as the following:

Demand

Factor of Demand

Related research

#### **2.1 Related Literature and Previous Studies**

"Factors on demand" could be a standard, multi-asset-class come decomposition framework that extends on the far side the quality systematic-plus-idiosyncratic approach. This framework that rests on the conditional link between versatile bottom-up estimation issue models and versatile top-down attribution issue models attains higher informative power, empirical accuracy and theoretical consistency than customary approaches. (Meucci, 2010)

In traditional economic theory, demand refers to the relationship between quantity and price. Historically, demand has become one of the fundamental principles that guide any prediction concerning the workings of a free market economy, predictions essential in directing and responding to the fluctuations in economic growth or consumer buying trends. Demand measures the relationship between what consumers want (both their needs and their taste), their willingness to purchase that good or service, and the availability (and quantity) of that product or

service. Demand must also factor in expectations of the good's continued availability and likely changes in pricing and even changes in consumer income levels. Although calculating a demand curve and reading its implications are among the more dense mathematical formulations for predicting sustained market activity, the premise of demand is actually grounded in logic basic to consumer mentality: purchase when the price is at a minimal.

Demand covers the relationship between consumer desires and the willingness (or need) to pursue a purchase. Specifically, the law of demand states that when the price of a good or service rises, the demand for that good or service will inevitably fall, and, as corollary, that when the price of a good or service drops, the demand for that good or service will invariably rise. Although there are significant exceptions to this principle of demand (most notably goods or services deemed necessities, such as water or utilities wherein market demand does not necessarily correlate with price charged or even the price consumers are willing to pay), the expectations of demand theory have long been intrinsic to predicting sustained economic growth.

Demand itself has become a cornerstone principle of economic growth predictions because its logic is so inescapably obvious. Consumers will purchase more melons, for example, when the fruit is in season and the price is low. When melons go out of season or when conditions outside market control impact melon production or availability (for example, a weather crisis or spikes in fuel costs that impact transportation and availability), demand will drop significantly from in-season retail activity. Indeed, when consumers are forewarned that a spike in fuel costs will impact melon prices, consumers will expect higher prices—the price rises as a way for the market to self-correct, raising prices will lower demand, and thus a limited commodity will last longer. The law of demand impacts virtually every sale and

pricing decision in a free market from blue jeans to homes, fuel, and legal services—lowering prices increases demand for a product or service.

However, traditional assumptions about demand—factoring in the price of a good, the availability of a good, the disposable income available for a purchase—have been radically upended in an era when the market can be reshaped by cutting-edge products and services for which there is no current demand. Certainly one of the most revolutionary economic realities of the computer age, most notably enunciated by Apple icon Steve Jobs, is that now companies must actually anticipate demand, even create a demand for a product that the public does not even know exists.

‘Culinary culture’ is a shorthand term for the ensemble of attitudes and tastes people bring to cooking and eating. Since ‘culture’ is understood in sociology and anthropology to mean all that is ‘learned, shared and transmitted’ among groups of human beings from generation to generation, it is not surprising that the idea of culinary culture has been associated with research of an historical-sociological kind aimed at explaining how different social groups—especially different societies or nation-states—came to develop different tastes and attitudes over time. (Belton.P.S. & Belton.T., 2003)

The proportion of food eaten outside was directly related with income; furthermore, the estimated percentage of food eaten outside was highest in urban areas and lowest in rural areas; vegetable farmers consumed a lower proportion of food outside the house, but the difference was not significant; Therefore, with increasing income and urbanization the demand for restaurant food is expected to increase. This will increase the demand for high quality and safe food as people who eat outside care more about these food attributes. (Ali.M, Quan.N.T, & Nam.N.V, 2006)

Pirat Hinsheran (2004) conducted the research on customer opinions toward marketing mix factors of chemical-free pork products at Siam Macro public company limited. The objectives of this study were to study the customer opinions toward marketing mix factors of chemical-free pork products and to compare customer opinions classified by gender, age, marital status, Level of education, occupation and level of income. The study result showed that customer opinions toward marketing mix factors were highest important attitude in the "product' and "place". And the second that customer satisfied was "Price" then "Promotion" was the third.

Also it was found from the study that customers with different gender, age, marital status and occupation had different significant altitudes in place.

Factors touching buying call of Ready-Made and bespoke garments of feminine officers in Changwat Songkhla. The study found that the majority respondents most popular bespoke garments to ready-made ones. varied ages, incomes, and education of feminine officers created vital variations of buying selections. The feminine officers of various ages, incomes, and education levels created no vital variations on buying call on materials, styles, appropriateness, advertising, and site. However, the feminine officers' completely different incomes created considerably different selections on colors and printings, prices, and therefore the promptness of service.

## **2.2 Factor effect the demand of street food**

### Price

Difference in food prices is a composite measure of food quality which includes the perceived difference of consumers in terms of nutrient, taste, hygienic and safety conditions convenience in purchase and preparation, etc. Some of the price

difference of a given food across regions may also be due to the different marketing cost, especially of transportation and retailing costs, but such differences will be minimal if the regions are closer to each other. (Ali.M, Quan.N.T, & Nam.N.V, 2006)

### Location

Delivery may involve physical or electronic distribution channels (or both), depending on the nature of the service being provided. Firms may deliver service directly to customers or through intermediary organizations, such as retail outlets owned by other companies, which receive a fee or percentage of the selling price to perform certain tasks associated with sales, service and customer-contact. Speed and convenience of place and time for the customer are becoming important determinants in service delivery strategy (Lovelock, 1999)

Place or channels of distribution, details concerns on how products and services are delivered to markets to make them available for exchanges (Churchill, 1998)

Peter and Donnelly (1992) stated that the place or channel of distribution is an important part of marketing strategy planning and is the combination of institutions through which a seller markets products to the consumers. Etzel and Stanton(1997) stated that goods must be physically transported from where they are produced to where they are needed.

Most producers work with marketing intermediaries to bring their products to market. The marketing intermediaries make up a marketing channel (also called a trade channel or distribution channel)

### Product

The first step of the marketing mix planning begins with the formulation of the product, designed to satisfy the needs and wants of target customers. McCarthy (1984) stated that product is a goods, service, or idea to satisfy the customer's need.

Peters and Donnelly(1992) stated that the same product could be viewed in at least three quite dissimilar ways; first, it can be viewed in terms of the tangible product- the physical entity or service that is offered to the buyer. Second, it can be defined in terms of extended product-the tangible product along with the services that accompany it. Lastly, it can be viewed in terms of the benefits the buyer expects to get from the product.

Kotler(1997) defined service as any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.

#### Diversity:

Diversity is that the method of increasing business opportunities through further market potential of an existing product. Diversification is also achieved by stepping into further markets and/or rating ways. Typically the merchandise is also improved, altered or modified, or new selling activities area unit developed. the look method includes research, product adaptation analysis and legal review.

It looks truthful to mention that the performance effects of product diversity don't seem to be clear. Datta and colleagues (1991) distinguished among degree, type, and mode of diversification. Early studies supported commonplace Industrial Classification (SIC) classes found no important performance effects from degree of diversification (Palepu, 1985). Rumelt's (1974) seminal study of qualitative sorts of diversification found variations across his connectedness classes, however resulting

studies victimization his methodology (Christensen & Montgomery, 1981) have each confirmed and controversial his findings and have projected completely different intervening variables, like business identification or firm size, to elucidate them. Recently, a lot of subtle SIC-based continuous measures of degree of diversity have found that moderate degrees of diversity predict higher performance. Hoskisson, Hitt, Johnson, And Moesel (1993) showed that a classification variable and an assault code-based entropy variable each had high loadings on one latent variable that, in turn, was negatively and considerably associated with accounting-measure-based performance. Thus, higher measures recommend that kind and degree of product diversification area unit closely connected. Maybe the foremost common finding is that connected diversification looks to predict superior growth in performance measures (Datta, 1991). Results affirmative dominant or connected diversification area unit intuitively appealing as a result of they support the idea that core resources are often "leveraged" across connected businesses and generate competitive advantage through scope effects. sadly, different work has shown either no performance impact of connected diversification or shown that corporations with either single-business or unrelated-diversified ways outmatch connected diversifiers (Lubatkin,1987). These discrepancies might result from in contrast to measures or strategies or from underlying nonlinearities within the performance diversification relationship

#### Promotion and Advertising:

Promotion is essential in modern marketing and has considerable impact on consumer response. Promotion is communicating information about the product between sellers and buyers in order to create brand values and brand profile (McCarthy & Pereault,1984)



According to Etzel, Walker & Stanton (1997) companies utilize promotion to inform, persuade, and remind the market of the products that the company sells in order to influence the recipient's feelings, beliefs, and behavior.

No marketing program can succeed without effective communications. This component plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific items.

Kotler (1997) stated that advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

A successful advertising campaign has two related tasks; say the right things in the ads themselves and use the appropriate media in the right amounts at the right time to reach the target market. In the first purchase situation, the customer has to rely totally on communication, particularly advertising, and attempt to evaluate a product in order to decide whether to buy or not (Nilson, 1998)

Dibb and Simkin (2001) also stated that advertising is a paid form of non-personal communication about an organization and/or its products that is transmitted to a target audience through a mass medium. Advertising uses are promoting products and aiding sales people, increasing uses of a product, reminding and enforcing attitudes, reducing sales fluctuations.

### **2.3 Theoretical Framework**

Demand is one of the most important decision-making variables in present globalized, liberalized, and privatized economy. Under such type of an economy consumers and producers have wide choice. There is full freedom to both that is

buyers and sellers in the market. Therefore Demand reflects the size and pattern of the market. The future of a producer is depends upon the well analyzed consumer's demand. Even the firm dose not wants to make profit as such but want to devote for 'customer services' or 'social responsibilities'. That is also not possible without evaluating the consumer's tastes, preferences, choice etc. All these things are directly built into the economic concept of demand.

The survival and the growth of any business enterprise depend upon the proper analysis of demand for its product in the market. Demand analysis has profound significance to management for day today functioning and expansion of the business. Thus the short term and long term decisions of the management are depend upon the trends in demand for the product. Any rise or fall in demand for the product has to be to find out reasons and revised production plans, technology or change in advertisement, packaging, quality etc.

The market system works in associate orderly manner as a result of it is ruled by bound elementary Laws of Market better-known as Law of Demand and provide the demand and provide forces confirm the worth of product and services in the market. The laws of demand and provide plays important role in economic analysis .Thomas historian, the renowned nineteenth century scholarly person remarked "It is straightforward to create parrot learned in economics; teach a parrot to mention demand and provide the foremost vital operate of political economy is to clarify the laws of demand and supply, market mechanism and dealing of the value system. Here we'll discuss the idea of demand and demand analysis.

Demand curve is the graphical representation of the demand schedule. Demand curve is obtained by plotting a demand schedule on a graph. As discussed earlier, demand curve slopes downward from left to right. It has a negative slope. It

shows there is inverse relationship between price and quantity demanded of a commodity. Again, as discussed earlier, Demand curve can be both Linear or Non-linear - If the Demand Curve is Non-linear then the equation of Demand is as follows:  $D_x = aPx - b$  . If Demand Curve is Linear, then the equation of Demand curve is taken as follows:  $D_x = a - bPx$  . The diagrammatic representation of the Demand Curve can be as follows:

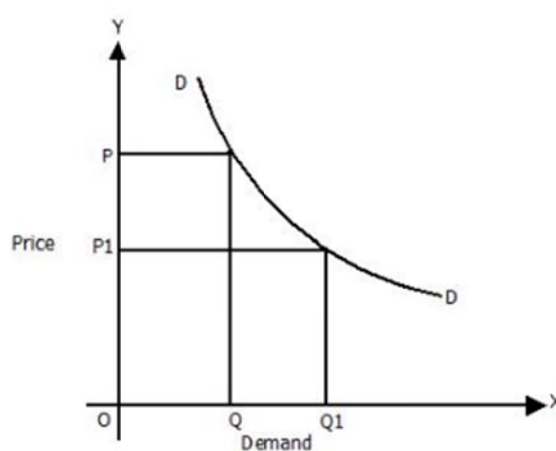


Figure 2.1: Demand Curve

When technological progress occurs, the supply curve shifts. For example, assume that someone invents a better way of growing wheat so that the cost of growing a given quantity of wheat decreases. Otherwise stated, producers will be willing to supply more wheat at every price and this shifts the supply curve  $S_1$  outward, to  $S_2$ —an increase in supply. This increase in supply causes the equilibrium price to decrease from  $P_1$  to  $P_2$ . The equilibrium quantity increases from  $Q_1$  to  $Q_2$  as consumers move along the demand curve to the new lower price. As a result of a supply curve shift, the price and the quantity move in opposite directions. If the quantity supplied decreases, the opposite happens. If the supply curve starts at  $S_2$ , and shifts leftward to  $S_1$ , the equilibrium price will increase and the equilibrium quantity will decrease as consumers move along the demand curve to the new higher price and

associated lower quantity demanded. The quantity demanded at each price is the same as before the supply shift, reflecting the fact that the demand curve has not shifted. But due to the change (shift) in supply, the equilibrium quantity and price have changed.

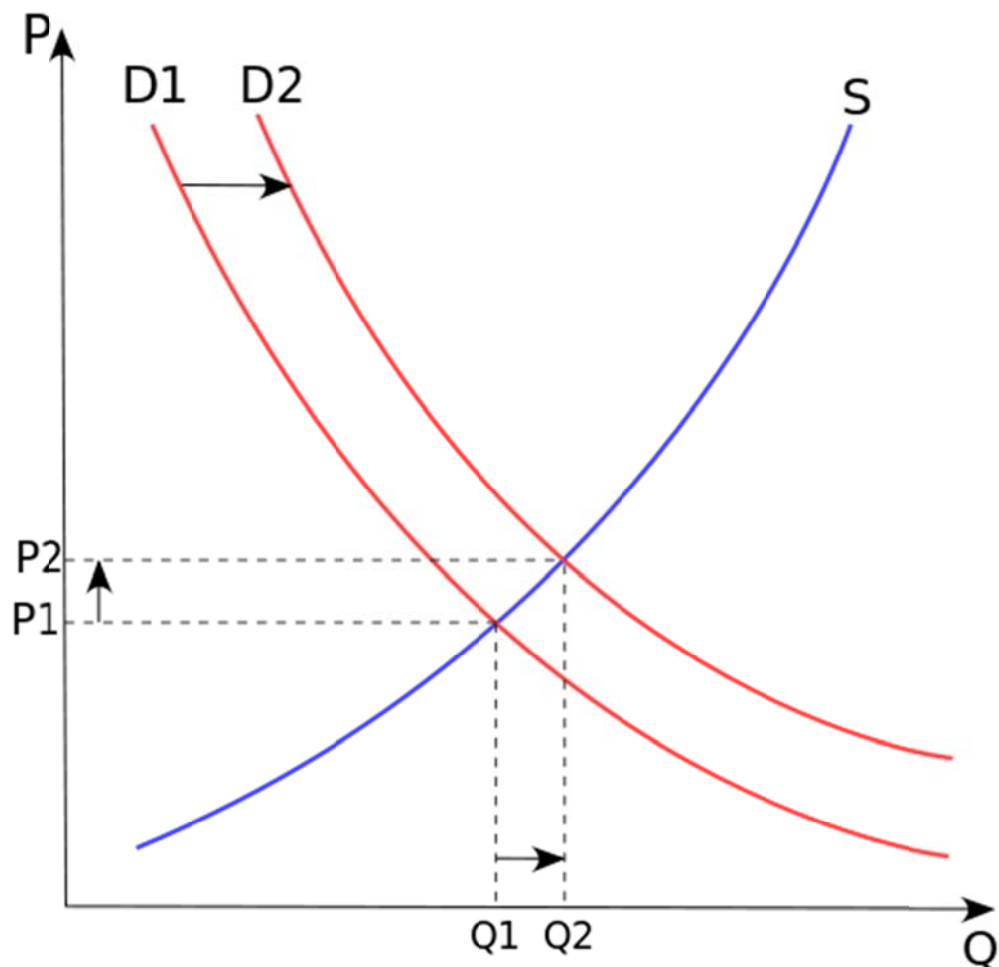


Figure 2.2: Equilibrium quantity and price

The movement of the availability curve in response to a amendment during a non-price determinant of supply is caused by a amendment within the y-intercept, the constant term of the availability equation. The availability curve shifts up and down the y axis as non-price determinants of demand amendment.

According to Hamid S. Hosseini, the ability of provide and demand was understood to some extent by many early Muslim students, like fourteenth-century Mamluk scholar Ibn Taymiyyah, WHO wrote: "If need for merchandise will increase whereas its convenience decreases, its value rises. On the opposite hand, if convenience of the nice will increase and therefore the need for it decreases, the value comes down." (Pilkington, 2014). John Locke's 1691 work *Some concerns on the results of the Lowering of Interest and therefore the Raising of the worth of cash*, includes AN early and clear description of provide and demand and their relationship. During this description demand is rent: "The value of any artifact rises or falls by the proportion of the quantity of client and sellers" and "that regulates the value Of goods is nothing else however their amount in proportion to their rent."

The phrase "supply and demand" was 1st employed by James Denham-Steuart in his *Inquiry into the Principles of economic science*, printed in 1767. Adam Smith used the phrase in his 1776 book *The Wealth of countries*, and economist titled one chapter of his 1817 work *Principles of economic science and Taxation* "On the Influence of Demand and provide on Price".

In *The Wealth of countries*, Smith usually assumed that the availability value was fastened however that its "merit" (value) would decrease as its "scarcity" accrued, in result what was later known as the law of demand additionally. Ricardo, in *Principles of economic science and Taxation*, a lot of strictly ordered down the concept of the assumptions that were wont to build his concepts of provide and demand. Antoine Augustin Cournot 1st developed a mathematical model of provide and demand in his 1838 *Researches into the Mathematical Principles of Wealth*, as well as diagrams.

During the late nineteenth century the marginalist college of thought emerged. This field principally was started by Stanley logician, Carl Menger, and Léon Walras. The key plan was that the value was set by the foremost high-priced price, that is, the value at the margin. This was a considerable amendment from Adam Smith's thoughts on deciding the availability value.

In his 1870 essay "On the Graphical illustration of provide and Demand", Fleeming Jenkin within the course of "introducing the represented methodology into country economic literature" printed the primary drawing of provide and demand curves in that, as well as comparative statics from a shift of provide or demand and application to the marketplace. The model was additional developed and popularized by male monarch Marshall within the 1890 textbook Principles of social science.

Competitive advantage seeks to handle a number of the criticisms of comparative advantage. Porter planned the speculation in 1985. Porter emphasizes productivity growth because the focus of national methods. Competitive advantage rests on the notion that low cost labor is present and natural resources don't seem to be necessary for an honest economy. the opposite theory, comparative advantage, will lead countries to specialize in mercantilism primary merchandise and raw materials that lure countries in low-wage economies owing to terms of trade. Competitive advantage tries to correct for this issue by stressing maximizing scale economies in merchandise and services that garner premium costs (Stutz & Warf 2009).

The term competitive advantage refers to the flexibility gained through attributes and resources to perform at the next level than others within the same trade or market (Christensen & Fahey, 1984). The study of such advantage has attracted profound analysis interest owing to up to date problems concerning superior performance levels of companies within the gift competitive market conditions. "A

firm is claimed to possess a competitive advantage once it's implementing a worth making strategy not at the same time being enforced by any current or potential player" (Barney, 1991).

Successfully enforced methods can carry a firm to superior performance by facilitating the firm with competitive advantage to exceed current or potential players (Passemard & Calantone, 2000). To realize competitive advantage, a business strategy of a firm manipulates the varied resources over that it's direct management and these resources have the flexibility to come up with competitive advantage (Reed & Fillippi, 1990). Superior performance outcomes and superiority in production resources reflects competitive advantage (Day & Wesley, 1988).

Above writings signify competitive advantage because the ability to remain sooner than gift or potential competition. Also, it provides the understanding that resources command by a firm and therefore the business strategy can have a profound impact on generating competitive advantage. Powell (2001) views business strategy because the tool that manipulates the resources and build competitive advantage, hence, viable business strategy might not be adequate unless it possess management over distinctive resources that has the flexibility to form such a novel advantage.

Michael Porter outlined the 2 forms of competitive advantage a corporation can do relative to its rivals: lower value or differentiation. This advantage derives from attribute that permit a corporation to exceed its competition, like superior market position, skills, or resources. In Porter's read, strategic management ought to fret with building and sustaining competitive advantage.

Once the buyer has recognized a retardant, they hunt for info on product and services that may solve that drawback. Belch Associate in Nursingd Belch (2007)

justify that customers undertake each an interior (memory) and an external search. Sources of knowledge embrace personal sources and knowledge, and business and public sources.

The relevant internal psychological method related to info search is perception, which may be outlined as "the method by that a personal receives, selects, organizes, and interprets info to form a meaningful image of the world". Consumers' tendency to look for info on product and services makes it potential for researchers to forecast the buying plans of customers victimization temporary descriptions of the product of interest.

## 2.4 Hypothesis Development

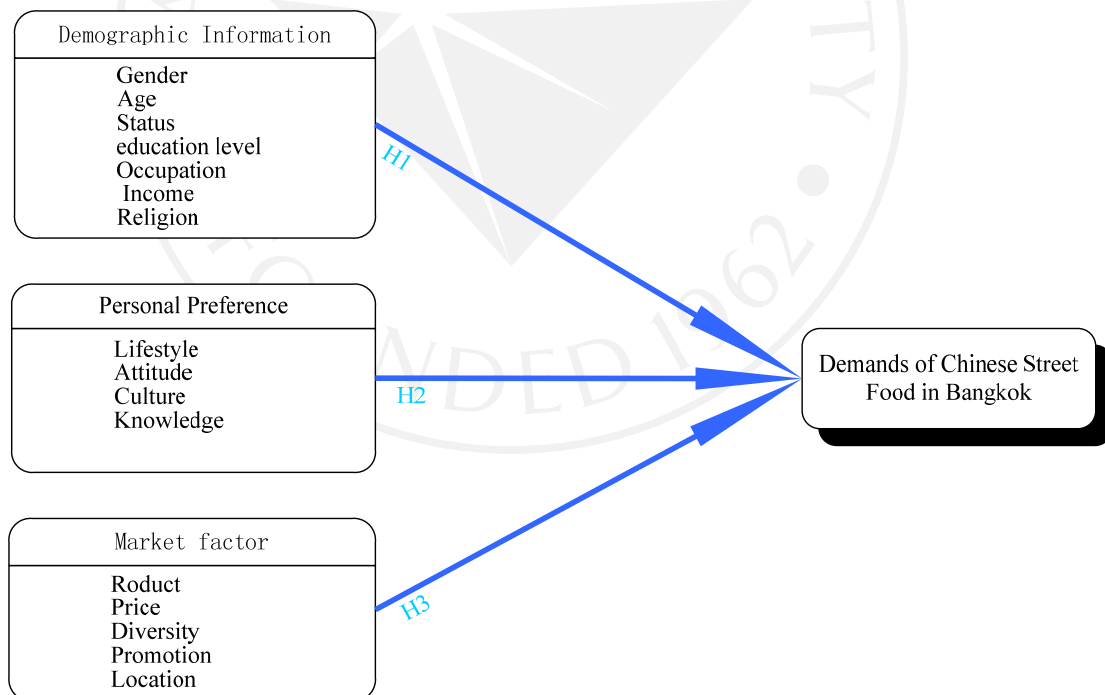


Figure 2.3: A Conceptual Model

1.  $H1_0$  : There is no relationship between Demographic Information and Chinese Street food Demand in Bangkok.



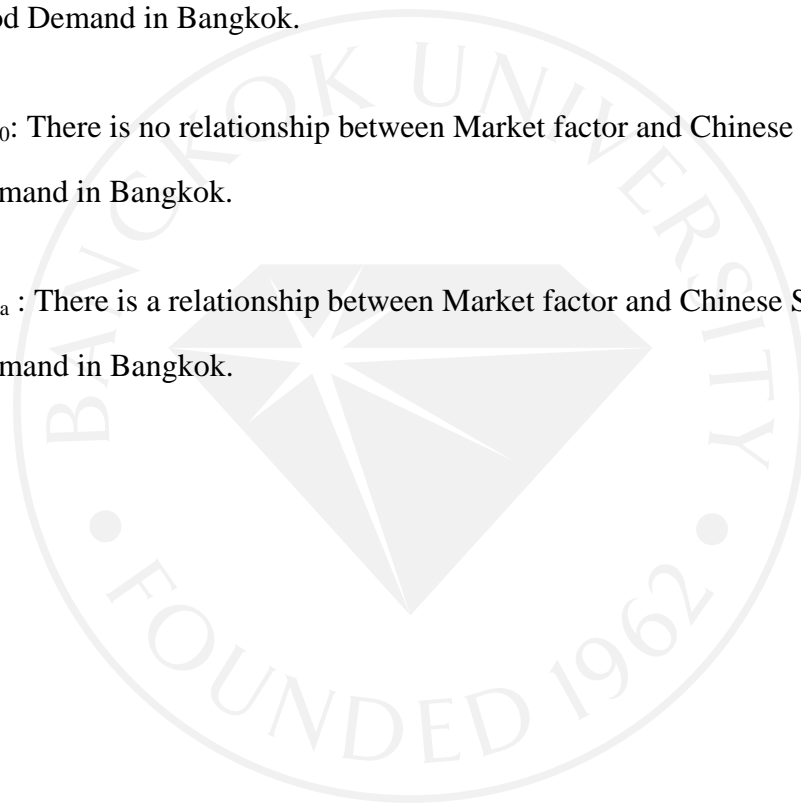
H1<sub>a</sub> : There is a relationship between Demographic Information and Chinese Street food Demand in Bangkok.

2. H2<sub>0</sub> : There is no relationship between Personal Preference and Chinese Street food Demand in Bangkok.

H2<sub>a</sub> : There is a relationship between Personal Preference and Chinese Street food Demand in Bangkok.

3. H3<sub>0</sub>: There is no relationship between Market factor and Chinese Street food Demand in Bangkok.

H3<sub>a</sub> : There is a relationship between Market factor and Chinese Street food Demand in Bangkok.



## **CHAPTER 3:**

### **RESEARCH METHODOLOGY**

In this chapter, the author explained research strategy and approaches used in this research. Methodology is proposed and reasoned as well as strategies utilized in this research. The author also provides detail about data collection.

#### **3.1 Research Strategy**

This study is a quantitative research which uses questionnaire as a tool for data collecting process. The main objective of the study is to examine and identify what aspects within demographic personal preference, market factor that have relationship with Chinese street food demand. According to Churchill (1996) quantitative research seeks to provide an accurate description of phenomena and typically concerns with determining the relationship between two variables which usually guided by an initial hypothesis. Therefore, the author chooses to conduct this research by reviewing previous works. Based on the review of literatures, questionnaire instrument has been developed and modified so as to fit in with the context of Chinese street food business settings.

#### **3.2 Population and Samples**

##### Population

Population from this study identified as the residence in Bangkok.

##### Samples and Samples Size

A sample from this study is residence in Bangkok; however the population in this study is infinite population. Therefore, the author will determine sample size by

applying an equation proposed by Pongwichai (2009) which is the adaptation of Yamane (1973) at confidence level of 95% and precision levels = 0.05

$$n = \frac{1}{\left[\frac{4e^2}{Z^2}\right]}$$

Where n = sample size

e = the level of precision (in this study the author specified the level of precision = 0.05 at the confidence level of 95 %)

Z = the abscissa of the normal curve that cuts off an area  $\alpha$  at the tails. The value for Z is found in statistical tables which contain the area under the normal curve. Z = 1.96 (at the confidence level of 95 %)

Applied the formula:

$$n = \frac{1}{\left[\frac{4(0.05)^2}{(1.96)^2}\right]}$$

n = 385 persons

Therefore, the sample size in this study at least is 385 residences in Bangkok. Consequently the author extended the margin of error by adding up sample size sample to 400 customers.

### 3.3 Variables

The author mentioned the mainly variable in chapter 1 and 2. The dependent variable is Chinese Street food Demand(Y). Moreover, the research focuses on five fields which may influence the Chinese Street food demand. In other words, they are

independent variables, respectively are: Demographic, Personal preference, Market factors.

What's more, the detail variables are presented accordingly to the proposed hypothesis as follow:

H1. There is a relationship between Demographic Information and Chinese Street food Demand in Bangkok.

Independent variables detailed as follow:

Gender

Age

Status

Education level

Occupation

Income

Religion

H2. There is a relationship between Personal Preference and Chinese Street food Demand in Bangkok.

H2.1. There is a relationship between Attitude & Lifestyle and Chinese Street food Demand in Bangkok.

H2.2. There is a relationship between Culture & Knowledge and Chinese Street food Demand in Bangkok.

Lifestyle

Attitude

Culture

Knowledge

H3. There is a relationship between Market factors and Chinese Street food Demand in Bangkok.

H3.1. There is a relationship between Product and Chinese Street food Demand in Bangkok.

H3.2. There is a relationship between Location and Chinese Street food Demand in Bangkok.

H3.3. There is a relationship between Price and Chinese Street food Demand in Bangkok.

H3.4. There is a relationship between Promotion and Chinese Street food Demand in Bangkok.

H3.5. There is a relationship between Variety and Chinese Street food Demand in Bangkok.

H3.6. There is a relationship between Media Channel and Chinese Street food Demand in Bangkok.

Product

Price

Diversity

Promotion

Location

### 3.4 Survey Instruments

The author used questionnaire as an instrument to collect data in order to classify and estimate the different kind of factors which may influence the Chinese street food demand in Bangkok. The questionnaires included 9 parts which are demographic and general information part, Attitude to Chinese street food (Y), Product (X1) part, Culture and Knowledge (X2) part, Location (X3) part, Price (X4) part, Promotion (X5) part. Variety(X6) part Media Channel(X7) part

Part1. Comprise of demographic and general information such as gender, age, status, education level, occupation, monthly income, religion, and lifestyle. The questions are close-ended questionnaire and the answer of each question is check list type with a total number of 12 questions. Table 3.1)

Table 3.1: Level of Demographic Information Measurement and Criteria.

<b>Variable</b>	<b>Level of Measurement</b>	<b>Criteria Classification</b>
1. Gender	Nominal	1. Male 2. Female

(Continued)

Table 3.1(Continued): Level of Demographic Information Measurement and Criteria.

2. Age	Ordinal	<ol style="list-style-type: none"> <li>1. Less than 20 Years</li> <li>2. 20-30 Years</li> <li>3. 31-40 Years</li> <li>4. 41-50 Years</li> <li>5. Over 50 years</li> </ol>
3. Status	Nominal	<ol style="list-style-type: none"> <li>1. Single</li> <li>2. In A Relationship</li> <li>3. Married</li> <li>4. Divorced</li> <li>5. Other</li> </ol>
4. Education Level	Ordinal	<ol style="list-style-type: none"> <li>1. Primary School or None</li> <li>2. Junior high School</li> <li>3. Senior High School</li> <li>4. Vocational Certificate</li> <li>5. Diploma</li> <li>6. Bachelor Degree or higher</li> </ol>
5. Occupation	Nominal	<ol style="list-style-type: none"> <li>1. Government officer</li> <li>2. Private Business Employee</li> <li>3. State Enterprise Employee</li> <li>4. Vendor</li> <li>5. Student</li> <li>6. Unemployed</li> <li>7. Freelance</li> <li>8. Other</li> </ol>

(Continued)

Table 3.1(Continued): Level of Demographic Information Measurement and Criteria.

6. Monthly Income	Ordinal	<ol style="list-style-type: none"> <li>1. Less than 20,000 THB</li> <li>2. 20,000 - 30,000 THB</li> <li>3. 30,001 - 40,000 THB</li> <li>4. 40,001 - 50,000 THB</li> <li>5. More than 50,000 THB</li> </ol>
7. Religion	Nominal	<ol style="list-style-type: none"> <li>1. Buddhist</li> <li>2. Christian</li> <li>3. Islamic</li> <li>4. Other</li> </ol>
8. How many meals do you often eat per day?	Ordinal	<ol style="list-style-type: none"> <li>1. 1 or 2</li> <li>2. 3</li> <li>3. 4</li> </ol>
9. What meals do you normally have?	Nominal	<ol style="list-style-type: none"> <li>1. Breakfast</li> <li>2. Lunch</li> <li>3. Diner</li> <li>4. Supper</li> </ol>
10. Do you eat between meals?	Nominal	<ol style="list-style-type: none"> <li>1. No / I have a snack when I need it</li> <li>2. I often nibble between meals</li> <li>3. I generally eat during the evening</li> </ol>
11. How much do you typically spend on food when you eat out?	Ordinal	<ol style="list-style-type: none"> <li>1. Less than 50Baht</li> <li>2. 50-100Baht</li> <li>3. 101-200Baht</li> </ol>

(Continued)



Table 3.1(Continued): Level of Demographic Information Measurement and Criteria.

		4.201-300Baht 5. More than 300Baht
12. How much do you typically spend on Street food when you eat out (per time)?	Ordinal	1.Less than 50Baht 2.50-100Baht 3.101-200Baht 4.201-300Baht 5. More than 300Baht
13. Which of the following best describes the area you live in?	Nominal	1.Urban 2.Suburban 3.Rural

Part 2 includes attitude to Chinese street food. The questions are close-ended questionnaire and the answer of each question is check list type with a total number of 4 questions. (Table 3.2)

Table 3.2: Level of Chinese street food Demand (Y) Information Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1. Do you think street food is tasty	Nominal	1. Yes 2. No
2. Frequency that you buy street food per week	Ordinal	1.0 2.1~5 3.6~10

(Continued)

Table 3.2(Continued): Level of Chinese street food Demand (Y) Information Measurement and Criteria

3. Do you ever eat Chinese street food	Nominal	1. Yes 2. No
3-1. If Yes, Do you think Chinese street food is tasty	Nominal	1. Yes 2. No
3-2. If No ,Do you want to taste Chinese street food	Nominal	1. Yes 2. No
4. Frequency that you buy Chinese street food per week	Ordinal	1.0 2.1~5 3.6~10 4.More than 10

Part 3, Part 4, Part 5, Part 7, Part 8 and Part9 are about market factors and culture/Knowledge which may influence the Chinese street food demand. All the questions are in five-point Likert scale questionnaire. The details as follows:

Part3. Product of Chinese street food

Table 3.3: I willing to buy the following Chinese street food

	Strongly Don't want to buy	Somewhat Don't want to buy	Neutral	Somewhat want to buy	Strongly want to buy
Chinesenoodles	1	2	3	4	5

(Continued)

Table 3.3(Continued): I willing to buy the following Chinese street food

Chinese Hamburger	1	2	3	4	5
Chinese BBQ	1	2	3	4	5
Chinese Buns	1	2	3	4	5
Small hot Pot	1	2	3	4	5
ChineseDumpling	1	2	3	4	5
Chinese Cake	1	2	3	4	5

Table 3.4: I willing to buy Street food for the following meals

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Breakfast	1	2	3	4	5
Lunch	1	2	3	4	5
Diner	1	2	3	4	5
Snack	1	2	3	4	5

## Part4. Culture and Knowledge of Chinese street food

Table 3.5: I like Chinese food as influence by follow reasons

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Like Chinese culture	1	2	3	4	5
My job relates to Chinese	1	2	3	4	5
Would like to travel in China	1	2	3	4	5

(Continued)

Table 3.5(Continued): I like Chinese food as influence by follow reasons

Listening to Chinese music	1	2	3	4	5
Has Chinese background	1	2	3	4	5
Have Chinese Friends	1	2	3	4	5
Have Chinese Girlfriends or Boyfriends	1	2	3	4	5

Table 3.6: I willing to buy Chinese street food as following reason

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Foods with story	1	2	3	4	5
Food cook process	1	2	3	4	5
Chinese Media(Movie, TV, Book)	1	2	3	4	5
Other culture (history, knowledge, Etiquette)	1	2	3	4	5
Look delicious	1	2	3	4	5
Taste delicious	1	2	3	4	5
Smell delicious	1	2	3	4	5
A lot of people queuing up to buy	1	2	3	4	5

Part5. Location of Chinese street food

Table 3.7: I willing to buy Chinese street food at following place

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Market	1	2	3	4	5
Shopping Mall	1	2	3	4	5
Food count	1	2	3	4	5
On Street	1	2	3	4	5
Beside Apartment or office	1	2	3	4	5

## Part7. Promotion of Chinese Street food

Table 3.8: I willing to buy Chinese street food as following Promotion

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Discounts	1	2	3	4	5
Free tasting	1	2	3	4	5
Free water supply	1	2	3	4	5
Buy one get one free	1	2	3	4	5
Preferential packages	1	2	3	4	5

## Part8. Variety of Chinese street food

Table 3.9: I willing to buy Chinese street food as following Variety solution

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree

(Continued)

Table 3.9(Continued): I willing to buy Chinese street food as following Variety solution

Different food can choose	1	2	3	4	5
Different size can choose	1	2	3	4	5
Support food mixed	1	2	3	4	5
Different package can choose	1	2	3	4	5

Part9. Media Channel of Chinese street food

Table 3.10: I usually get information about street food at following channel

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Family members	1	2	3	4	5
Teacher	1	2	3	4	5
Friends	1	2	3	4	5
Colleagues	1	2	3	4	5
Television	1	2	3	4	5
Radio	1	2	3	4	5
Newspaper	1	2	3	4	5
Printed media	1	2	3	4	5
Leaflet	1	2	3	4	5

Table 3.11: I willing to buy Chinese street food as information get form following channel

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Family members	1	2	3	4	5
Teacher	1	2	3	4	5
Friends	1	2	3	4	5
Colleagues	1	2	3	4	5
Television	1	2	3	4	5
Radio	1	2	3	4	5
Newspaper	1	2	3	4	5
Printed media	1	2	3	4	5
Leaflet	1	2	3	4	5

All items were rated by respondents on a five-point Liker scale. Each questions scaled from Number 1/0 with the statement “Strongly Disagree” / “Not interest” to number 5/4 with the statement “Strongly Agree” / “Strongly Interest”. The weight (score) are set in each level as followed

Strongly Agree /

Strongly want to buy = 5 points

Somewhat Agree /

Somewhat want to buy = 4 points

Neutral = 3 points

Somewhat Disagree /

Somewhat don't want to buy = 2 points

Strongly Disagree /

Strongly don't want to buy = 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed

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

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Average score of 4.21 – 5.00 refers to a highest level.

Average score of 3.41 – 4.20 refers to a high level.

Average score of 2.61 – 3.40 refers to a medium level.

Average score of 1.81 – 2.60 refers to a low level.

Average score of 1.00 – 1.80 refers to a lowest level.

Part 6 is about price factor of street food and Chinese food. All the questions are ordinal questionnaire. The details as follows:

Part6. Price of Chinese street food

Table 3.12: I willing to buy street food at following Price

	<30Baht	30-50Baht	51-70Baht	71-100Baht	>100Baht
Noodles					
BBQ					
Soup					

(Continued)



Table 3.12(Continued): I willing to buy street food at following Price

Meat with rice with rice					
Fried Rice					

Table 3.13: I willing to buy Chinese street food at following Price

	<30Baht	30-50Baht	51-70Baht	71-100Baht	>100Baht
Chinese noodles					
Chinese Hamburger					
Chinese BBQ					
Chinese Buns					
Small hot Pot					
Chinese Dumpling					
Chinese Cake					

### 3.5 Reliability and Validity Assessment

The questionnaire has been examined within two importance aspects which are content validity and reliability to ensure that respondents have a common understanding of questionnaire and they can answer based on fact as well as statistical reliability of the questionnaire.

#### 3.5.1 Content Validity

All questions are proposed by the review from previous works and literature but in order to ensure content validity of the questionnaire the author submitted the questionnaire to thesis advisors and three qualified experts in related field which are

- a. Mr. Mingxia Wu– A Chinese street food Owner in Thailand.
- b. Ms. Sermchai Chotiratsirikul–A Professional managers and Restaurant owner in Thailand.
- c. Mr. Nadim Xavier Salhani - Chief Executive Officer Mudman Co.,Ltd (Au Bon Pain, Dunkin Donut and Baskin Robbins) and Professor in Bangkok University.

To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

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

Where:

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

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

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

After receiving assessment result, the questions have been chosen and adapt to make sure that each question has the consistency index value more than 0.5. The

assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.94048 with one question that has IOC index less than 0.5.

### 3.5.2 Reliability

The author launches the questionnaire to 39 samples as a pilot test to examine the reliability of the questionnaire. The reliability test for this research is

Table 3.14: Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Source: Vanitbuncha, K. (2003). Statistical analysis: Statistics for management and research. Thailand: Department of Statistic Faculty of Chulalongkon University.

If Cronbach's alpha coefficient is more than 0.70, the questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo et al., 2006). The criteria of reliability are illustrated in table 3.14

The value of Cronbach's alpha coefficient of the 39 pre-test questionnaires is 0.954 with n of items = 88 as the result shown in table 3.15. According to Olorunniwo et al. (2006) the acceptable value of alpha should be about 0.70. The overall

Cronbach's alpha coefficient value from this questionnaire is all higher than the benchmark value of 0.70 and has the value higher than 0.90 therefore, the quality and accuracy of questionnaire is very high in reliability level and the desirability level is excellent (Cronbach, 1951; Olorunniwo et al., 2006). As a result, all 35 items within 3 constructs are acceptable in this study based on the result of alpha value.

Table 3.15: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.947	88

### **3.6 Data Collection**

In this study, data used within this research comprise of two types of data which are primary data and secondary data.

1. Primary Data are data received from questionnaire that has been filled by customer. Total number of questionnaire is 400 copies consist of customers from Coffee shop, Fast food restaurant, Street food count and Market.

2. Secondary Data are information that has been collected, analyzed and organized throughout this thesis from the review of literature in related topics such as international journal, local journal, articles, books, research and the Internet.

Data collection process has been done in the September to October of 2015 in the form of questionnaires. We will ask customers fulfill the questionnaires till target amount. The author selected several locations for data collecting as follows: Cinemas, shopping malls, schools, fast food restaurants, cafes, food courts, and street food sellers around Bangkok.

### **3.7 Statistic for Data Analysis**

Data analyzing process for this research is processed on a computer program and presented on a format of table of content along with description on each table. As for the statistic for data analysis, the author use:

1. Descriptive Statistics Analysis by using frequency and percentage to explain demographic data which consist of gender, age, status, education level, occupation, monthly income, religion, meals style, spends and location.
2. The author used mean and standard deviation value to explain the level of willing to buy on each factors.
3. Using Regression (binary logistic) method to analyze the relationship between demand and each variable. Moreover, it will allow us to identify a set of predictor variables which together provide a useful estimate of a participant's likely score on a criterion variable.

Table 3.16: Factors Influence Chinese Street Food Demand in BBK

<b>Find the Factors Influence Chinese Street Food Demand in BBK</b>			
Hypothesis	Question in Survey	Relationship Analysis	Statistic Method
<b>Ha1: There is a relationship between Demographic Information and Chinese Street food Demand in Bangkok.</b>	Gender.		Frequency and percentage Simple Regression
	1.2 Age	Q1.1(N)	
	1.3 Statuses.	Q1.2(O)	
	1.4 Education Level.	Q1.3(N)	
	1.5 Occupation.	Q1.4(O)	
	1.6 Monthly Income	Q1.5(N)	
	1.7 Religion	Q1.6(O)	
	1.8 Meals style	Q1.7(N)	
	1.9 Meals style	Q1.8(O)	
	1.10 Meals style	Q1.9(N)	
	1.11 Spends	Q1.10(N)	
	1.12 Spends	Q1.11(O)	
	1.11 Location	Q1.12(O)	
	2.1 Do you think street food is tasty	Q1.13(N)	
2.3 Do you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty	Y1:Q2.1 (N) Y2:Q2.3 (N)		

(Continued)

Table 3.16(Continued): Factors Influence Chinese Street Food Demand in BBK

<p><b>Ha2: There is a relationship between Personal Preference and Chinese Street food Demand in Bangkok.</b></p>	2.1 Do you think street food is tasty		
	2.2 Frequency that you buy street food per week		
	2.3Do ,you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty	Y1:Q2.1(N) Q2.2(O)	
	2.4 Frequency that you buy Chinese street food per week	Y2:Q2.3(N) Q2.4(O) Q3.1(S) Q4.1(S)	Simple Regression
	3.2 I willing to buy Street food for the following meals	Q4.2(S)	
	4.1 I like Chinese food as influence by follow reasons		
	4.2 I willing to buy Chinese street food as following reason		

(Continued)

Table 3.16(Continued): Factors Influence Chinese Street Food Demand in BBK

<p>Ha2.1. There is a relationship between Attitude and Chinese Street food Demand in Bangkok.</p>	<p>2.1 Do you think street food is tasty  2.2 Frequency that you buy street food per week  2.3 Do you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty  2.4 Frequency that you buy Chinese street food per week</p>	<p>Y1:Q2.1(N)  Q2.2(O)  Y2:Q2.3(N)  Q2.4(O)</p>	<p>Simple Regression</p>
<p>Ha2.2. There is a relationship between Culture &amp; Knowledge and Chinese Street food Demand in Bangkok.</p>	<p>2.1 Do you think street food is tasty  2.3 Do you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty  3.2 I willing to buy Street food for the following meals  4.1 I like Chinese food as influence by follow</p>	<p>Y1:Q2.1(N)  Y2:Q2.3(N)  X2:Q3.2(S)  X2:Q4.1(S)  X2:Q4.2(S)</p>	<p>Simple Regression</p>

(Continued)



Table 3.16(Continued): Factors Influence Chinese Street Food Demand in BBK

	<p>reasons</p> <p>4.2 I willing to buy Chinese street food as following reason</p>		
<p><b>Ha3:</b> There is a relationship between Market factor and Chinese Street food Demand in Bangkok.</p>	<p>2.1 Do you think street food is tasty</p> <p>2.3Do ,you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty</p> <p>3.1 I willing to buy the following Chinese street food</p> <p>4.2 I willing to buy Chinese street food as following reason</p> <p>5.1 I willing to buy Chinese street food at following place</p> <p>6.1 I willing to buy street food as following Price</p>	<p>Y1:Q2.1(N)</p> <p>Y2:Q2.3(N)</p> <p>X1:Q3.1(S)</p> <p>X1:Q4.2(S)</p> <p>X3Q5.1(S)</p> <p>X4:Q6.1(N)</p> <p>X4:Q6.2(N)</p> <p>X5:Q7.1(S)</p> <p>X6:Q8.1(S)</p>	<p>Multiple Regression</p>

(Continued)

Table 3.16(Continued): Factors Influence Chinese Street Food Demand in BBK

	<p>6.2 I willing to buy Chinese street food as following Price</p> <p>7.1 I willing to buy Chinese street food as following Promotion</p> <p>8.1 I willing to buy Chinese street food as following Variety solution</p> <p>9.1 I usually get information about street food as following channel</p> <p>9.2 I willing to buy Chinese street food as information get form following channel</p>	X7:Q9.1(S)	
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(Continued)

Table 3.16(Continued): Factors Influence Chinese Street Food Demand in BBK

<p>H3.1. There is a relationship between Product and Chinese Street food Demand in Bangkok.</p>	<p>2.1 Do you think street food is tasty  2.3 Do ,you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty  3.1 I willing to buy the following Chinese street food  4.2 I willing to buy Chinese street food as following reason</p>	<p>Y1:Q2.1(N)  Y2:Q2.3(N)  X1:Q3.1(S)  X1:Q4.2(S)</p>	<p>Simple Regression</p>
<p>H3.2. There is a relationship between Location and Chinese Street food Demand in Bangkok.</p>	<p>2.1 Do you think street food is tasty  2.3 Do ,you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty  5.1 I willing to buy Chinese street food at following place</p>	<p>Y1:Q2.1(N)  Y2:Q2.3(N)  X3Q5.1(S)</p>	<p>Simple Regression</p>

(Continued)

Table 3.16(Continued): Factors Influence Chinese Street Food Demand in BBK

<p>H3.3. There is a relationship between Price and Chinese Street food Demand in Bangkok.</p>	<p>2.1 Do you think street food is tasty 2.3 Do you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty 6.1 I willing to buy street food as following Price 6.2 I willing to buy Chinese street food as following Price</p>	<p>Y1:Q2.1(N) Y2:Q2.3(N) X4:Q6.1(N) X4:Q6.2(N)</p>	<p>Simple Regression</p>
<p>H3.4. There is a relationship between Promotion and Chinese Street food Demand in Bangkok.</p>	<p>2.1 Do you think street food is tasty 2.3 Do you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty 7.1 I willing to buy Chinese street food as following Promotion</p>	<p>Y1:Q2.1(N) Y2:Q2.3(N) X5:Q7.1(S)</p>	<p>Simple Regression</p>
<p>H3.5. There is a relationship between Variety and Chinese Street food Demand in</p>	<p>2.1 Do you think street food is tasty 2.3 Do you ever eat Chinese street food, If Yes, Do you think Chinese</p>	<p>Y1:Q2.1(N) Y2:Q2.3(N) X6:Q8.1(S)</p>	<p>Simple Regression</p>

(Continued)

Table 3.16(Continued): Factors Influence Chinese Street Food Demand in BBK

Bangkok.	<p>Chinese street food is tasty</p> <p>8.1 I willing to buy Chinese street food as following Variety solution</p>		
<p>H3.6. There is a relationship between Media Channel and Chinese Street food Demand in Bangkok.</p>	<p>2.1 Do you think street food is tasty</p> <p>2.3 Do ,you ever eat Chinese street food, If Yes, Do you think Chinese street food is tasty</p> <p>9.1 I usually get information about street food as following channel</p> <p>9.2 I willing to buy Chinese street food as information get form following channel</p>	<p>Y1:Q2.1(N)</p> <p>Y2:Q2.3(N)</p> <p>X7:Q9.1(S)</p> <p>X7:Q9.2(S)</p>	<p>Simple Regression</p>

## CHAPTER 4:

### RESEARCH FINDINGS AND DATA ANALYSIS

In this chapter, the author presents the empirical study of the research along with an analysis of the empirical study. The analysis part will be conducted by using the framework of references from the second chapter and method given in the previous chapter.

The results of this research will be presented within 3 parts:

Part 1: The analysis of demographic information and lifestyle of samples by using frequency and percentage.

Part 2: The analysis of Attitude, Product, Culture and Knowledge, Location, Price, Promotion, Variety, Media Channel. by using mean ( $\bar{X}$ ) and standard deviation (S.D).

Part 3: The analytical results for hypothesis testing.

Symbol used for Data Analysis

$\bar{X}$  is mean value from samples.

S.D. is standard deviation from samples.

n is number of samples.

\* is indicator of a statistically significant at 0.05 significance level.

Adjusted  $R^2$  is a modification of R-square that adjusts for the number of terms in a model.

t is a ratio of the departure of an estimated parameter from its notional value and its standard error.

Beta is the estimates resulting from an analysis carried out on independent variables that have been standardized so that their variances are 1.

#### 4.1 The Analysis of Demographic Information of Samples

Table 4.1: Frequency and Percentage of Demographic Information: Gender.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	164	38.4	38.9	38.9
	Female	258	60.4	61.1	100.0
	Total	422	98.8	100.0	
Missing	System	5	1.2		
Total		427	100.0		

The majority of respondents are female with total number equal to 258 respondents (61.1%) and male 164 respondents (38.9%)

Table 4.2: Frequency and Percentage of Demographic Information: Age.

		<b>Age</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 Years	22	5.2	5.2	5.2
	20-30 Years	149	34.9	34.9	40.0
	31-40 Years	143	33.5	33.5	73.5
	41-50 Years	97	22.7	22.7	96.3
	Over 50 years	16	3.7	3.7	100.0
	Total	427	100.0	100.0	

Most respondents age are in the range between 20-30 years old which equal to 149 respondents (34.9%) followed by 31-40 years old 143 respondents (33.5%), 41-50 years old 97 respondents (22.7%), Less than 20 Years old 22 respondents (5.2%) and Over 50 years old 16 respondents (3.7%) respectively.

Table 4.3: Frequency and Percentage of Demographic Information: Status.

		<b>Status</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	111	26.0	26.1	26.1
	In A Relationship	64	15.0	15.1	41.2
	Married	220	51.5	51.8	92.9
	Divorced	12	2.8	2.8	95.8

(Continued)



Table 4.3(Continued): Frequency and Percentage of Demographic Information: Status

	Other	18	4.2	4.2	100.0
	Total	425	99.5	100.0	
Missing	System	2	.5		
Total		427	100.0		

The majorities of respondents' status are married with total number equal to 220 respondents (51.5%), single 111 respondents (26.1%), in a relationship 64 respondents (15.1%), other 18 respondents (4.2%) and divorced 12 respondents (2.8%) respectively.

Table 4.4: Frequency and Percentage of Demographic Information: Education.

#### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School or None	6	1.4	1.4	1.4
	Junior high School	19	4.4	4.5	5.9
	Senior High School	158	37.0	37.2	43.1
	Vocational Certificate	19	4.4	4.5	47.5
	Diploma	39	9.1	9.2	56.7
	Bachelor Degree or higher	184	43.1	43.3	100.0
	Total	425	99.5	100.0	
Missing	System	2	.5		
Total		427	100.0		

Most respondents have education level in Bachelor degree or higher equal to 184 respondents (43.3%), senior high School 158 respondents (37.2%), Diploma 39

respondents (9.2%), Junior high School 19 respondents (4.5%), Vocational Certificate 19 respondents (4.5%) and Primary School or None 6 respondents (1.4%) respectively.

Table 4.5: Frequency and Percentage of Demographic Information: Occupation

		<b>Occupation</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government officer	19	4.4	4.4	4.4
	Private Business Employee	147	34.4	34.4	38.9
	State Enterprise Employee	49	11.5	11.5	50.4
	Vendor	102	23.9	23.9	74.2
	Student	34	8.0	8.0	82.2
	Unemployed	13	3.0	3.0	85.2
	Freelance	42	9.8	9.8	95.1
	Other	21	4.9	4.9	100.0
	Total	427	100.0	100.0	

Most respondents work in Private Business Employee equal to 147 respondents (34.4%), Vendor 102 respondents (23.9%), State Enterprise Employee 49 respondents (11.5%), Freelance 42 respondents (9.8%), Student 34 respondents (8.0%), Other 21 respondents (4.9%), Government officer 19 respondents (4.4%) and Unemployed 13 respondents (3.0%) respectively.

Table 4.6: Frequency and Percentage of Demographic Information: Income

		<b>Income</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20,000Baht	180	42.2	43.1	43.1
	20,000-30,000Baht	101	23.7	24.2	67.2
	30,001-40,000Baht	73	17.1	17.5	84.7
	40,001-50,000Baht	24	5.6	5.7	90.4
	>50,000Baht	40	9.4	9.6	100.0
	Total	418	97.9	100.0	
Missing	System	9	2.1		
Total		427	100.0		

Most respondents' income level less than 20,000Baht equal to 180 respondents (43.1%), 20,000-30,000Baht 101 respondents (24.2%), 30,001-40,000Baht 73 respondents (17.5%), More than 50,000Baht 40 respondents (9.6%) and 40,001-50,000Baht 24 respondents (5.7%) respectively.

Table 4.7: Frequency and Percentage of Demographic Information: Religion

		<b>Religion</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buddhist	353	82.7	83.3	83.3
	Christian	27	6.3	6.4	89.6
	Islamic	35	8.2	8.3	97.9

(Continued)

Table 4.7((Continued): Frequency and Percentage of Demographic Information:  
Religion

	Other	9	2.1	2.1	100.0
	Total	424	99.3	100.0	
Missing	System	3	.7		
Total		427	100.0		

Most respondents' religion is Buddhist equal to 353 respondents (83.3%), Islamic 35 respondents (8.3%) and Christian 27 respondents (6.4%) respectively.

Table 4.8: Frequency and Percentage of lifestyle: meals per day

**How many meals do you often eat per day**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.2	.2	.2
	2	106	24.8	24.9	25.1
	3	291	68.1	68.3	93.4
	4	26	6.1	6.1	99.5
	>4	2	.5	.5	100.0
	Total	426	99.8	100.0	
Missing	System	1	.2		
Total		427	100.0		

Most respondents eat 3 meals per day equal to 291 respondents (68.3%), 2 meals 106 respondents (24.9%), 4 meals 26 respondents (6.1%), More than 4 meals 2 respondents (0.5%) and 1 meal 1 respondent (0.2%) respectively.

Table 4.9: Frequency and Percentage of lifestyle: Breakfast

**What meals do you normally have Breakfast**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no have	221	51.8	52.0	52.0
	have	204	47.8	48.0	100.0
	Total	425	99.5	100.0	
Missing	System	2	.5		
Total		427	100.0		

The majority of respondents no has breakfast with total number equal to 221 respondents (52.0%) and has breakfast 204 respondents (48.0%).

Table 4.10: Frequency and Percentage of lifestyle: Lunch

**What meals do you normally have Lunch**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no have	268	62.8	63.1	63.1
	Have	157	36.8	36.9	100.0
	Total	425	99.5	100.0	
Missing	System	2	.5		
Total		427	100.0		

The majority of respondents no has lunch with total number equal to 268 respondents (63.1%) and has lunch 157 respondents (36.9%).

Table 4.11: Frequency and Percentage of lifestyle: Dinner

**What meals do you normally have Dinner**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no have	250	58.5	58.8	58.8
	have	175	41.0	41.2	100.0
	Total	425	99.5	100.0	
Missing	System	2	.5		
Total		427	100.0		

The majority of respondents no has dinner with total number equal to 250 respondents (58.0%) and has dinner 175 respondents (41.2%).

Table 4.12: Frequency and Percentage of lifestyle: Supper

**What meals do you normally have Supper**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no have	400	93.7	94.1	94.1
	have	25	5.9	5.9	100.0
	Total	425	99.5	100.0	
Missing	System	2	.5		
Total		427	100.0		

The majority of respondents no has supper with total number equal to 400 respondents (94.1%) and has supper 25 respondents (5.9%).

Table 4.13: Frequency and Percentage of lifestyle: between meals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No / I have a snack when I need it	225	52.7	53.2	53.2
	I often nibble between meals	171	40.0	40.4	93.6
	I generally eat during the evening	27	6.3	6.4	100.0
	Total	423	99.1	100.0	
Missing	System	4	.9		
Total		427	100.0		

Most respondents don't eat between meals equal to 225 respondents (53.2%), often nibble between meals 171 respondents (40.4%) and generally eat during the evening 27 respondents (6.4%) respectively.

Table 4.14: Frequency and Percentage of lifestyle: Spend on food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 50Baht	134	31.4	31.6	31.6
	50-100Baht	141	33.0	33.3	64.9
	101-200Baht	102	23.9	24.1	88.9

(Continued)

Table 4.14(Continued): Frequency and Percentage of lifestyle: Spend on food

**How much do you typically spend on food when you eat out per time**

	201-300Baht	34	8.0	8.0	96.9
	> 300Baht	13	3.0	3.1	100.0
	Total	424	99.3	100.0	
Missing	System	3	.7		
Total		427	100.0		

Most respondents spend 50-100Baht on food per time equal to 141 respondents (33.3%), less than 50Baht 134 respondents (31.6%), 101-200Baht 102 respondents (24.1%), 201-300Baht 34respondents (8.0%) and more than 300Baht 13 respondents (3.1%) respectively.

Table 4.15: Frequency and Percentage of lifestyle: Spend on street food

**How much do you typically spend on Street food when you eat out per time**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 50Baht	163	38.2	38.2	38.2
	50-100Baht	176	41.2	41.2	79.4
	101-200Baht	76	17.8	17.8	97.2
	201-300Baht	10	2.3	2.3	99.5
	> 300Baht	2	.5	.5	100.0
	Total	427	100.0	100.0	

Most respondents spend 50-100Baht on street food per time equal to 176 respondents (42.2%), less than 50Baht 163 respondents (38.2%), 101-200Baht 76



respondents (17.8%), 201-300Baht 10 respondents (2.3%) and more than 300Baht 2 respondents (0.5%) respectively.

Table 4.16: Frequency and Percentage of Demographic Information: Location

**Which of the following best describes the area you live in**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	221	51.8	52.0	52.0
	Suburban	194	45.4	45.6	97.6
	Rural	10	2.3	2.4	100.0
	Total	425	99.5	100.0	
Missing	System	2	.5		
Total		427	100.0		

Most respondents live at urban equal to 221 respondents (52.0%), Suburban 194 respondents (45.6%) and Rural 10 respondents (2.4%) respectively.

#### **4.2 The Analysis of Attitude, Product, Culture and Knowledge, Location, Price, Promotion, Variety, Media Channel.**

The analysis and interpretation of Attitude, Product, Culture and Knowledge, Location, Price, Promotion, Variety, Media Channel will use the average score interpretation that was presented in chapter 3 as follow:

Average score of 4.21 – 5.00 refers to a highest level.

Average score of 3.41 – 4.20 refers to a high level.

Average score of 2.61 – 3.40 refers to a medium level.

Average score of 1.81 – 2.60 refers to a low level.

Average score of 1.00 – 1.80 refers to a lowest level.

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

Strongly Agree = 5 points

Somewhat Agree = 4 points

Neutral = 3 points

Somewhat Disagree = 2 points

Strongly Disagree = 1 point

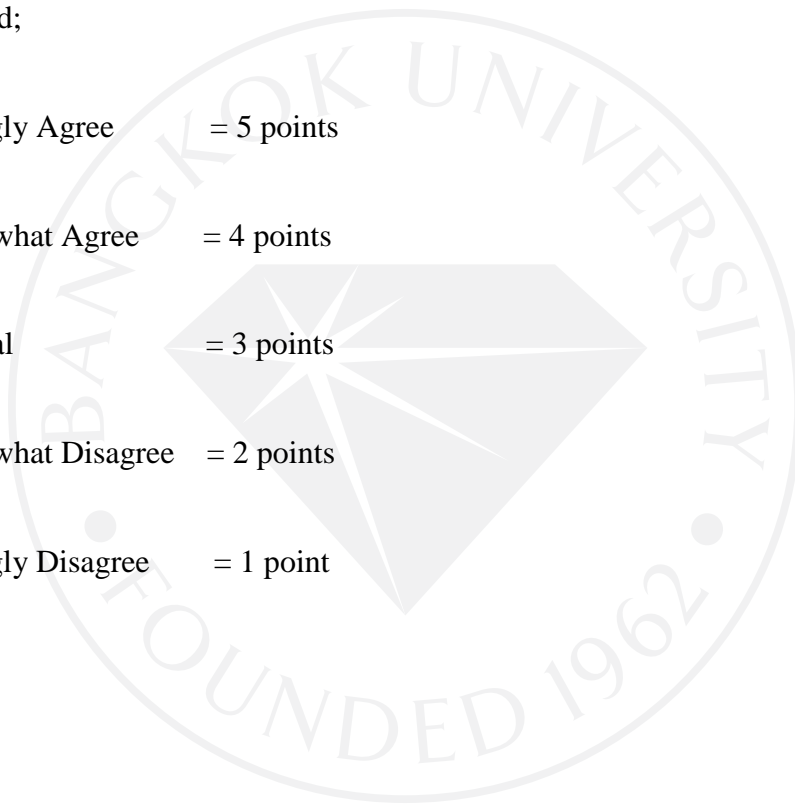


Table 5.1: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Product**Descriptive Statistics**

	N	Mean	Std. Deviation	Interpretation
"I willing to buy the following Chineses treet food Chinesenoodles"	397	3.30	1.100	Medium
"I willing to buy the following Chineses treet food ChineseHamburger"	385	2.76	.794	Medium
"I willing to buy the following Chineses treet food MeatBBQ"	388	3.18	.932	Medium
"I willing to buy the following Chineses treet food ChineseBun"	386	2.90	.858	Medium
"I willing to buy the following Chineses treet food Smallhotpot"	390	3.30	.954	Medium
"I willing to buy the following Chineses treet food ChineseDumpling"	392	3.20	.991	Medium
"I willing to buy the following Chineses treet food ChineseCake"	384	2.94	.868	Medium
Valid N (listwise)	377			

From the data presented in table 5.1 the topic related to product is ranked in medium level. Chinese Noodles mean ( $\bar{X} = 3.30$ , S.D. = 1.10). Hamburger mean ( $\bar{X} = 2.76$ , S.D. = .74). BBQ mean ( $\bar{X} = 3.18$ , S.D. = .932). Bun mean ( $\bar{X} = 2.90$ , S.D. = .858). Small hot pot mean ( $\bar{X} = 3.30$ , S.D. = .954). Dumpling mean ( $\bar{X} = 3.20$ , S.D. = .991). Cake mean ( $\bar{X} = 2.94$ , S.D. = .868) respectively.

Table 5.2: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of meals

Descriptive Statistics				
	N	Mean	Std. Deviation	Interpretation
I willing to buy Street food for the following meals Breakfast	394	2.92	1.042	Medium
I willing to buy Street food for the following meals Lunch	398	3.02	.969	Medium
I willing to buy Street food for the following meals Dinner	391	3.27	.952	Medium
I willing to buy Street food for the following meals Snack	389	3.45	.917	High
Valid N (listwise)	381			

From the data presented in table 5.2 the topic related to Chinese street foods for meals is ranked in medium level. Breakfast mean ( $\bar{X} = 2.92$ , S.D. = 1.042). Lunch

mean ( $\bar{X} = 3.02$ , S.D. = .969). Dinner mean ( $\bar{X} = 3.27$ , S.D. = .952). Snack mean ( $\bar{X} = 3.45$ , S.D. = .917) respectively.

Table 5.3: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Culture and Knowledge

<b>Descriptive Statistics</b>				
	N	Mean	Std. Deviati on	Interpretation
"I like Chinese food as influence by follow reasons LikeChineseculture"	389	3.14	.845	Medium
" I like Chinese food as influence by follow reasons JobrelatestoChinese"	385	3.05	.884	Medium
" I like Chinese food as influence by follow reasons LiketotravelinChina"	387	3.23	.906	Medium
" I like Chinese food as influence by follow reasons ListeningChinesemusic"	385	3.05	.764	Medium
" I like Chinese food as influence by follow reasons FamilyhasChinesebackground"	389	3.10	.956	Medium
" I like Chinese food as influence by follow reasons	380	3.34	.921	Medium

(Continued)

Table 5.3(Continued): The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Culture and Knowledge

HaveChineseFriend"				
" I like Chinese food as influence by follow reasons HaveChineseGirlfriendsorBoyfriend"	385	2.95	.933	Medium
" I like Chinese food as influence by follow reasons Foodswithstory"	386	3.16	.873	Medium
" I like Chinese food as influence by follow reasons Foodcookprocess"	389	3.24	.897	Medium
" I like Chinese food as influence by follow reasons ChineseMediaMovie,TV,Book"	386	3.36	.845	Medium
" I like Chinese food as influence by follow reasons Otherculturehistory,knowledge,Etiquette"	384	3.24	.889	Medium
"I willing to buy Chineses treet foodas following reason Lookdelicious"	388	3.53	.944	High
" I willing to buy Chineses treet foodas following reason Tastedelicious"	387	3.56	.938	High

(Continued)

Table 5.3(Continued): The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Culture and Knowledge

I willing to buy Chineses treet foodas following reason Smelldelicious"	386	3.63	.939	High
" I willing to buy Chineses treet foodas following reason Alotofpeoplequeuingupto"	385	3.58	.853	High
Valid N (listwise)	366			

From the data presented in table 5.3 the topic related to Culture and Knowledge is ranked in medium and high level. Like Chinese culture mean ( $\bar{X} = 3.14$ , S.D. = .845). Job relates to Chinese mean ( $\bar{X} = 3.05$ , S.D. = .884). Like to travel in China mean ( $\bar{X} = 3.23$ , S.D. = .909). Listening Chinese music mean ( $\bar{X} = 3.05$ , S.D. = .764). Family has Chinese back ground mean ( $\bar{X} = 3.10$ , S.D. = .956). Have Chinese Friend mean ( $\bar{X} = 3.34$ , S.D. = .921). Have Chinese Girlfriends or Boyfriend mean ( $\bar{X} = 2.95$ , S.D. = .933). Foods with story mean ( $\bar{X} = 3.16$ , S.D. = .873) . Food cook process mean ( $\bar{X} = 3.24$ , S.D. = .897). Chinese Media mean ( $\bar{X} = 3.36$ , S.D. = .845). Other culture mean ( $\bar{X} = 3.24$ , S.D. = .889) . Look delicious mean ( $\bar{X} = 3.53$ , S.D. = .944). Taste delicious mean ( $\bar{X} = 3.56$ , S.D. = .938). Smell delicious mean ( $\bar{X} = 3.63$ , S.D. = .939). A lot of people queuing up to buy mean ( $\bar{X} = 3.58$ , S.D. = .853) respectively.

Table 5.4: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Location

<b>Descriptive Statistics</b>				
	N	Mean	Std. Deviation	Interpretation
"I willing to buy Chinese sreetfood at following place Market"	389	3.22	.830	Medium
" I willing to buy Chinese sreetfood at following place ShoppingMall"	384	3.46	.884	High
"I I willing to buy Chinese sreetfood at following place Foodcount"	386	3.53	.880	High
" I willing to buy Chinese sreetfood at following place OnStreet"	386	3.24	.837	Medium
" I willing to buy Chinese sreetfood at following place BesideApartmentoroffi ce"	386	3.49	.960	High
Valid N (listwise)	380			



From the data presented in table 5.4 the topic related to Location is ranked in medium and high level. Market mean ( $\bar{X} = 3.22$ , S.D. = .830). Shopping Mall mean ( $\bar{X} = 3.46$ , S.D. = .884). Food court mean ( $\bar{X} = 3.53$ , S.D. = .880). On Street mean ( $\bar{X} = 3.24$ , S.D. = .837). Beside Apartment or office mean ( $\bar{X} = 3.49$ , S.D. = .960) respectively.

Table 5.5: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of price

<b>Descriptive Statistics</b>				
	N	Mean	Std. Deviation	Interpretation
"I usually to buy street food as following Price Noodles"	408	2.44	.699	Low
" I usually to buy street food as following Price BBQ"	396	2.59	.732	Low
" I usually to buy street food as following Price Soup"	387	2.20	.931	Low
" I usually to buy street food as following Price Meatwithrice"	401	2.87	.735	Medium
" I usually to buy street food as following Price FriedRice"	401	2.35	.681	Low

(Continued)

Table 5.5(Continued): The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of price

"I willing to buy Chinese street food as following Price Chinesenoodles"	359	2.53	.828	Low
" I willing to buy Chinese street food as following Price ChineseHamburger"	348	2.70	.785	Medium
" I willing to buy Chinese street food as following Price MeatBBQ"	349	3.11	1.028	Medium
" I willing to buy Chinese street food as following Price ChineseBuns"	342	2.44	.887	Low
" I willing to buy Chinese street food as following Price Smallhotpot"	345	3.66	.997	High
"IwillingtobuyChineses treetfoodasfollowingPri ce I willing to buy Chinese street food as	349	2.76	.926	Medium

(Continued)

Table 5.5(Continued): The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of price

following Price ChineseDumpling"				
" I willing to buy Chinese street food as following Price ChineseCake"	345	2.46	.902	Low

From the data presented in table 5.5 the topic related to Price is ranked in Low, medium and high level. Noodles mean ( $\bar{X} = 2.44$ , S.D. = .699). BBQ mean ( $\bar{X} = 2.59$ , S.D. = .732). Meat with rice with rice mean ( $\bar{X} = 2.87$ , S.D. = .735). Fried Rice mean ( $\bar{X} = 2.35$ , S.D. = .681). Chinese noodles mean ( $\bar{X} = 2.53$ , S.D. = .828). Hamburger mean ( $\bar{X} = 2.70$ , S.D. = .785). BBQ mean ( $\bar{X} = 3.11$ , S.D. = 1.028). Bun mean ( $\bar{X} = 2.44$ , S.D. = .887). Small hot pot mean ( $\bar{X} = 3.66$ , S.D. = .997). Dumpling mean ( $\bar{X} = 2.76$ , S.D. = .926). Cake mean ( $\bar{X} = 2.46$ , S.D. = .902) respectively.

Table 5.6: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Promotion

Descriptive Statistics				
	N	Mean	Std. Deviation	Interpretation
"I willing to buy Chinese street food as following Promotion Discounts"	388	3.43	.849	High

(Continued)

Table 5.6(Continued): The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Promotion

<b>Descriptive Statistics</b>				
" I willing to buy Chinese street food as following Promotion Freetasting"	389	3.40	.881	Medium
" I willing to buy Chinese street food as following Promotion Freewatersupply"	385	3.39	.892	Medium
" I willing to buy Chinese street food as following Promotion Buyonegetone"	388	3.56	.874	High
" I willing to buy Chinese street food as following Promotion Package"	389	3.56	.852	High
Valid N (listwise)	381			

From the data presented in table 5.6 the topic related to Promotion is ranked in medium and high level. Discounts mean ( $\bar{X} = 3.43$ , S.D. = .849). Free tasting mean ( $\bar{X} = 3.40$ , S.D. = .881). Free water supply mean ( $\bar{X} = 3.39$ , S.D. = .892). Buy one get one free mean ( $\bar{X} = 3.56$ , S.D. = .874). Preferential packages mean ( $\bar{X} = 3.56$ , S.D. = .852) respectively.

Table 5.7: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Variety**Descriptive Statistics**

	N	Mean	Std. Deviation	Interpretation
" I willing to buy Chinese street food as following Variety solution Differentfoodcanchoos"	388	3.50	.902	High
" I willing to buy Chinese street food as following Variety solution Differentsizecanchoos"	383	3.50	.843	High
" I willing to buy Chinese street food as following Variety solution Supportfoodmixed"	385	3.51	.839	High
" I willing to buy Chinese street food as following Variety solution Differentpackagecanchoos"	383	3.51	.843	High
Valid N (listwise)	379			

From the data presented in table 5.7 the topic related to variety is ranked in high level. Different food can choose mean ( $\bar{X} = 3.50$ , S.D. = .902). Different size can choose mean ( $\bar{X} = 3.50$ , S.D. = .843). Support food mixed mean ( $\bar{X} = 3.51$ , S.D. = .839). Different package can choose mean ( $\bar{X} = 3.51$ , S.D. = .843) respectively.

Table 5.8: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Media Channel**Descriptive Statistics**

	N	Mean	Std. Deviation	Interpretation
"I usually get information about street food at following channel Familymembers"	402	3.29	.965	Medium
" I usually get information about street food at following channel Teacher"	399	2.98	.827	Medium
" I usually get information about street food at following channel Friends"	399	3.50	.921	High
" I usually get information about street food at following channel Colleagues"	397	3.45	.949	High
" I usually get information about street food at following channel Television"	399	3.28	.891	Medium

(Continued)

Table 5.8(Continued): The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Media Channel

" I usually get information about street food at following channel Radio"	394	3.23	.950	Medium
" I usually get information about street food at following channel Newspaper"	396	3.39	1.004	Medium
" I usually get information about street food at following channel Printedmedia"	398	3.53	.975	High
" I usually get information about street food at following channel Leaflet"	402	3.54	1.011	High
Valid N (listwise)	387			

From the data presented in table 5.8 the topic related to Media Channel is ranked in medium and high level. Family members mean ( $\bar{X} = 3.29$ , S.D. = .965). Teacher mean ( $\bar{X} = 2.98$ , S.D. = .827). Friends mean ( $\bar{X} = 3.50$ , S.D. = .921). Colleagues mean ( $\bar{X} = 3.45$ , S.D. = .949). Television mean ( $\bar{X} = 3.28$ , S.D. = .891). Radio mean ( $\bar{X} = 3.23$ , S.D. = .950). Newspaper mean ( $\bar{X} = 3.39$ , S.D. = 1.004). Printed media mean ( $\bar{X} = 3.53$ , S.D. = .975). Leaflet mean ( $\bar{X} = 3.54$ , S.D. = 1.011) respectively.

Table 5.9: The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Media Channel**Descriptive Statistics**

	N	Mean	Std. Deviation	Interpretation
"I willing to buy Chinese street food as information get form following channel Familymembers"	399	3.44	.962	High
" I willing to buy Chinese street food as information get form following channel Teacher"	394	3.35	.957	Medium
" I willing to buy Chinese street food as information get form following channel Friends"	402	3.52	1.057	High
" I willing to buy Chinese street food as information get form following channel Colleagues"	397	3.51	1.026	High

(Continued)



Table 5.9(Continued): The Mean ( $\bar{X}$ ) and Standard Deviation (S.D.) of Media Channel

" I willing to buy Chinese street food as information get form following channel Television"	399	3.63	.999	High
" I willing to buy Chinese street food as information get form following channel Radio"	397	3.62	1.056	High
" I willing to buy Chinese street food as information get form following channel Newspaper"	395	3.67	1.069	High
" I willing to buy Chinese street food as information get form following channel Printedmedia"	394	3.73	1.031	High
" I willing to buy Chinese street food as information get form following channel Leaflet"	398	3.72	1.062	High
Valid N (listwise)	384			

From the data presented in table 5.9 the topic related to Media Channel is ranked in medium and high level. Family members mean ( $\bar{X}$  = 3.44, S.D. = .962). Teacher mean ( $\bar{X}$  = 3.35, S.D. = .957). Friends mean ( $\bar{X}$  = 3.52, S.D. = 1.057). Colleagues mean ( $\bar{X}$  = 3.51, S.D. =1.026). Television mean ( $\bar{X}$  = 3.63, S.D. = .999).

Radio mean ( $\bar{X} = 3.62$ , S.D. = 1.056). Newspaper mean ( $\bar{X} = 3.67$ , S.D. = 1.069). Printed media mean ( $\bar{X} = 3.73$ , S.D. = 1.031). Leaflet mean ( $\bar{X} = 3.72$ , S.D. = 1.062) respectively.

### 4.3 The Analytical Results for Hypothesis Testing

We do binary logistic to test the hypotheses using the variable B3 (Are you willing to eat Chinese street food?) as dependent variable. What we found is as follows:

H1<sub>0</sub> There is not a relationship between Demographic Information and Chinese Street food Demand in Bangkok.

H1<sub>a</sub> There is a relationship between Demographic Information and Chinese Street food Demand in Bangkok.

Table 6.1: The regression of Demographic Information and Chinese Street food Demand in Bangkok

#### Demographic Variables in the Equation

			Score	df	Sig.
	Variables	A1	1.374	1	.241
		A2	.137	1	.712
		A3	.820	1	.365
		A4	10.415	1	.001
		A5	.543	1	.461
		A6	9.894	1	.002
	Overall Statistics	20.134	6	.003	

Given that A4 and A6's p-value < .05, so we can reject H<sub>0</sub>: beta A4 and A6 = 0 and accept H<sub>a</sub>: beta A4 and A6 is not equal to 0. That means education and Monthly Income have significant impact on demand of Chinese street food in Bangkok.

H<sub>20</sub> There is not a relationship between Personal Preference and Chinese Street food Demand in Bangkok.

H<sub>2a</sub> There is not a relationship between Personal Preference and Chinese Street food Demand in Bangkok.

Table 6.2: The regression of Personal Preference and Chinese Street food Demand in Bangkok

**Personal Preference's Variables in the Equation**

			Score	df	Sig.
Variables	A8		2.890	1	.089
	A9.1		.046	1	.830
	A9.2		10.771	1	.001
	A9.3		2.112	1	.146
	A9.4		.464	1	.496
	A10		1.403	1	.236
	A11		2.483	1	.115
	A12		.002	1	.966
	A13		3.607	1	.058
	B1		9.417	1	.002
	B2		.005	1	.945

(Continued)

Table 6.2(Continued): The regression of Personal Preference and Chinese Street food Demand in Bangkok

	D1.1	9.213	1	.002
	D1.2	2.542	1	.111
	D1.3	3.401	1	.065
	D1.4	1.243	1	.265
	D1.5	3.432	1	.064
	D1.6	12.832	1	.000
	D1.7	.459	1	.498
	D2.1	.649	1	.421
	D2.2	8.858	1	.003
	D2.3	1.038	1	.308
	D2.4	.207	1	.649
	D2.5	5.669	1	.017
	D2.6	21.844	1	.000
	D2.7	8.597	1	.003
	D2.8	6.098	1	.014
	Overall Statistics	66.782	26	.000

Given that A9.2, B1, D1.1, D2.2, D2.5, D2.7 and D2.8's p-value < .05, so we can reject H<sub>0</sub>: beta A9.2, B1, D1.1, D2.2, D2.5, D2.7 and D2.8 = 0 and accept H<sub>a</sub>: beta A9.2, B1, D1.1, D2.2, D2.5, D2.7 and D2.8 is not equal to 0. That means Personal Preference that 'normal have lunch', 'think street food taste', 'like Chinese culture', 'food cook process', 'look delicious', 'smell delicious', 'people queuing up to buy' has significant impact on demand of Chinese street food in Bangkok.

H2.1<sub>0</sub> There is not a relationship between Attitude & Lifestyle and Chinese Street food Demand in Bangkok.

H2.1<sub>a</sub> There is a relationship between Attitude & Lifestyle and Chinese Street food Demand in Bangkok.

Table 6.3: The regression of Attitude & Lifestyle and Chinese Street food Demand in Bangkok

**Attitude & Lifestyle's Variables in the Equation**

		Score	df	Sig.
Variables	A8	10.379	1	.001
	A9.1	.003	1	.954
	A9.2	15.034	1	.000
	A9.3	4.722	1	.030
	A9.4	.923	1	.337
	A10	4.548	1	.033
	A11	5.563	1	.018
	A12	1.412	1	.235
	A13	12.966	1	.000
	B1	15.970	1	.000
	B2	.084	1	.772
	B4	103.034	1	.000
	Overall Statistics		151.102	12

Given that A8, A9.3, A10 and A11's p-value < .05, so we can reject H<sub>0</sub>: beta A8, A9.3, A10 and A11 = 0 and accept H<sub>a</sub>: beta A8, A9.3, A10 and A11 is not equal to 0. That means Attitude & Lifestyle include 'how many meals eat per day', 'normal

have dinner’, ‘eat between meals’, ‘how much spend eat out’ have significant impact on demand of Chinese street food in Bangkok.

H2.2<sub>0</sub> There is not a relationship between Culture & Knowledge and Chinese Street food Demand in Bangkok.

H2.2<sub>a</sub> There is a relationship between Culture & Knowledge and Chinese Street food Demand in Bangkok.

Table 6.4: The regression of Culture & Knowledge and Chinese Street food Demand in Bangkok

**Culture & Knowledge's Variables in the Equation**

			Score	df	Sig.
Variables	D1.1		9.468	1	.002
	D1.2		1.922	1	.166
	D1.3		2.647	1	.104
	D1.4		1.114	1	.291
	D1.5		3.343	1	.068
	D1.6		13.283	1	.000
	D1.7		.502	1	.479
	D2.1		.749	1	.387
	D2.2		7.937	1	.005
	D2.3		1.299	1	.254
	D2.4		.257	1	.613
	D2.5		4.978	1	.026

(Continued)

Table 6.4(Continued): The regression of Culture & Knowledge and Chinese Street food Demand in Bangkok

		D2.6	20.958	1	.000
		D2.7	8.435	1	.004
		D2.8	6.004	1	.014
	Overall Statistics		42.770	15	.000

Given that D1.1, D2.2, D2.5, D2.7 and D2.8's p-value < .05, so we can reject  $H_0$ : beta D1.1, D2.2, D2.5, D2.7 and D2.8 = 0 and accept  $H_a$ : beta D1.1, D2.2, D2.5, D2.7 and D2.8 is not equal to 0. That means Culture & Knowledge include 'like Chinese culture', 'food cook process', 'look delicious', 'smell delicious', 'people queuing up to buy' have significant impact on demand of Chinese street food in Bangkok.

$H_{3_0}$  There is not a relationship between Market factor and Chinese Street food Demand in Bangkok.

$H_{3_a}$  There is a relationship between Market factors and Chinese Street food Demand in Bangkok.

Table 6.5: The regression of Market factors and Chinese Street food Demand in Bangkok

**Market factor's Variables in the Equation**

		Score	df	Sig.	
	Variables	C1.1	5.359	1	.021
		C1.2	1.708	1	.191

(Continued)

Table 6.5(Continued): The regression of Market factors and Chinese Street food

## Demand in Bangkok

		C1.3	5.682	1	.017
		C1.4	4.661	1	.031
		C1.5	14.158	1	.000
		C1.6	7.956	1	.005
		C1.7	1.625	1	.202
		C2.1	8.834	1	.003
		C2.2	21.220	1	.000
		C2.3	3.976	1	.046
		C2.4	.543	1	.461
		E1.1	.697	1	.404
		E1.2	6.714	1	.010
		E1.3	1.956	1	.162
		E1.4	.480	1	.488
		E1.5	4.404	1	.036
		G1.1	.693	1	.405
		G1.2	.537	1	.464
		G1.3	.030	1	.863
		G1.4	1.143	1	.285
		G1.5	2.276	1	.131
		H1.1	3.185	1	.074
		H1.2	5.479	1	.019
		H1.3	6.882	1	.009

(Continued)



Table 6.5(Continued): The regression of Market factors and Chinese Street food

## Demand in Bangkok

		H1.4	.967	1	.325
		I1.1	1.393	1	.238
		I1.2	.161	1	.688
		I1.3	.034	1	.854
		I1.4	2.946	1	.086
		I1.5	.209	1	.648
		I1.6	.324	1	.569
		I1.7	.127	1	.722
		I1.8	.007	1	.935
		I1.9	.211	1	.646
		J1.1	1.466	1	.226
		J1.2	.331	1	.565
		J1.3	4.488	1	.034
		J1.4	2.307	1	.129
		J1.5	.016	1	.899
		J1.6	.250	1	.617
		J1.7	.002	1	.968
		J1.8	.142	1	.707
		J1.9	.138	1	.710
		F1.1	3.698	1	.054
		F1.2	8.954	1	.003
		F1.3	4.236	1	.040

(Continued)

Table 6.5(Continued): The regression of Market factors and Chinese Street food

## Demand in Bangkok

	F1.4	4.622	1	.032
	F1.5	.463	1	.496
	F2.1	.881	1	.348
	F2.2	5.726	1	.017
	F2.3	1.816	1	.178
	F2.4	1.560	1	.212
	F2.5	.906	1	.341
	F2.6	8.252	1	.004
	F2.7	.753	1	.386
	Overall Statistics	90.568	55	.002

Given that C1.1, C1.3, C1.4, C1.6, C2.1, C2.3, E1.2, E1.5, H1.2, H1.3, J1.3, F1.2, F1.3, F1.4, F2.2 and F2.6's p-value<.05, so we can reject H<sub>0</sub>: beta C1.1, C1.3, C1.4, C1.6, C2.1, C2.3, E1.2, E1.5, H1.2, H1.3, J1.3, F1.2, F1.3, F1.4, F2.2 and F2.6 = 0 and accept H<sub>a</sub>: beta C1.1, C1.3, C1.4, C1.6, C2.1, C2.3, E1.2, E1.5, H1.2, H1.3, J1.3, F1.2, F1.3, F1.4, F2.2 and F2.6 is not equal to 0. That means Market factor has significant impact on demand of Chinese street food in Bangkok.

H3.1<sub>0</sub> There is not a relationship between Product and Chinese Street food Demand in Bangkok.

H3.1<sub>a</sub> There is a relationship between Product and Chinese Street food Demand in Bangkok.

Table 6.6: The regression of Product and Chinese Street food Demand in Bangkok

**Product's Variables in the Equation**

		Score	df	Sig.	
	Variables	C1.1	9.165	1	.002
		C1.2	1.522	1	.217
		C1.3	13.750	1	.000
		C1.4	4.585	1	.032
		C1.5	21.732	1	.000
		C1.6	15.044	1	.000
		C1.7	1.720	1	.190
	Overall Statistics	30.640	7	.000	

Given that C1.1 and C1.4, 's p-value < .05, so we can reject H<sub>0</sub>: beta C1.1 and C1.4 = 0 and accept H<sub>a</sub>: beta C1.1 and C1.4 is not equal to 0. That means Product that 'Chinese noodles' and 'Chinese bun' has significant impact on demand of Chinese street food in Bangkok.

H3.2<sub>0</sub> There is not a relationship between Location and Chinese Street food Demand in Bangkok

H3.2<sub>a</sub> There is a relationship between Location and Chinese Street food Demand in Bangkok.

Table 6.7: The regression of Location and Chinese Street food Demand in Bangkok

**Location's Variables in the Equation**

			Score	df	Sig.
Variables	E1.1	3.300	1	.069	
	E1.2	17.401	1	.000	
	E1.3	10.001	1	.002	
	E1.4	2.133	1	.144	
	E1.5	9.264	1	.002	
Overall Statistics		20.186	5	.001	

Given that E1.3 and E1.5's p-value < .05, so we can reject H<sub>0</sub>: beta E1.3 and E1.5 = 0 and accept H<sub>a</sub>: beta E1.3 and E1.5 is not equal to 0. That means Location that 'food count' and beside apartment or office' has significant impact on demand of Chinese street food in Bangkok.

H3.3<sub>0</sub> There is not a relationship between Price and Chinese Street food Demand in Bangkok.

H3.3<sub>a</sub> There is a relationship between Price and Chinese Street food Demand in Bangkok.

Table 6.8: The regression of Price and Chinese Street food Demand in Bangkok

**Price's Variables in the Equation**

			Score	df	Sig.
Step 0	Variables	F1.1	.984	1	.321
		<b>F1.2</b>	<b>7.281</b>	<b>1</b>	<b>.007</b>
		<b>F1.3</b>	<b>4.319</b>	<b>1</b>	<b>.038</b>
		F1.4	2.660	1	.103
		F1.5	.113	1	.737
		F2.1	.766	1	.381
		<b>F2.2</b>	<b>7.930</b>	<b>1</b>	<b>.005</b>
		F2.3	.501	1	.479
		F2.4	1.991	1	.158
		F2.5	.743	1	.389
		<b>F2.6</b>	<b>11.509</b>	<b>1</b>	<b>.001</b>
		F2.7	.166	1	.684
	Overall Statistics		29.095	12	.004

Given that F1.2, F1.3, F2.2 and F2.6's p-value < .05, so we can reject H<sub>0</sub>: beta F1.2, F1.3, F2.2 and F2.6 = 0 and accept H<sub>a</sub>: beta F1.2, F1.3, F2.2 and F2.6 is not equal to 0. That means Price that 'you usually buy street food on BBQ and soup' and 'willing to buy Chinese hamburger and dumpling' has significant impact on demand of Chinese street food in Bangkok.

H<sub>3.40</sub> There is not a relationship between Promotion and Chinese Street food Demand in Bangkok.

H3.4<sub>a</sub> There is a relationship between Promotion and Chinese Street food Demand in Bangkok.

Table 6.9: The regression of Promotion and Chinese Street food Demand in Bangkok

**Promotion's Variables in the Equation**

			Score	df	Sig.
	Variables	G1.1	1.769	1	.184
		G1.2	3.385	1	.066
		G1.3	1.416	1	.234
		<b>G1.4</b>	<b>6.689</b>	<b>1</b>	<b>.010</b>
		G1.5	14.341	1	.000
Overall Statistics			16.503	5	.006

Given that G1.4's p-value < .05, so we can reject H<sub>0</sub>: beta G1.4 = 0 and accept H<sub>a</sub>: beta G1.4 is not equal to 0. That means Promotion that 'buy one get one free' has significant impact on demand of Chinese street food in Bangkok.

H3.5<sub>0</sub> There is not a relationship between Variety and Chinese Street food Demand in Bangkok.

H3.5<sub>a</sub> There is a relationship between Variety and Chinese Street food Demand in Bangkok.

Table 6.10: The regression of Variety and Chinese Street food Demand in Bangkok

**Variety's Variables not in the Equation**

			Score	df	Sig.
	Variables	H1.1	13.148	1	.000
		H1.2	17.703	1	.000
		H1.3	14.489	1	.000
		H1.4	4.835	1	.028
Overall Statistics		22.119	4	.000	

Given that H1.4's p-value < .05, so we can reject H<sub>0</sub>: beta H1.4 = 0 and accept H<sub>a</sub>: beta H1.4 is not equal to 0. That means Variety that 'different package can choose' has significant impact on demand of Chinese street food in Bangkok.

H3.6<sub>0</sub> There is not a relationship between Media Channel and Chinese Street food Demand in Bangkok.

H3.6<sub>a</sub> There is a relationship between Media Channel and Chinese Street food Demand in Bangkok.

Table 6.11: The regression of Media Channel and Chinese Street food Demand in Bangkok

**Media Channel's Variables not in the Equation**

		Score	df	Sig.
Variables	I1.1	4.110	1	.043
	I1.2	.669	1	.413
	I1.3	1.729	1	.189
	I1.4	7.297	1	.007
	I1.5	1.714	1	.190
	I1.6	.019	1	.890
	I1.7	.081	1	.776
	I1.8	.321	1	.571
	I1.9	1.678	1	.195
	J1.1	4.757	1	.029
	J1.2	1.953	1	.162
	J1.3	8.339	1	.004
	J1.4	4.964	1	.026
	J1.5	.046	1	.830
	J1.6	.434	1	.510
	J1.7	.521	1	.471
	J1.8	.145	1	.703
	J1.9	.038	1	.845
	Overall Statistics		26.328	18

Given that I1.1, I1.4, J1.1, J1.3 and J1.4's p-value < .05, so we can reject H<sub>0</sub>: beta I1.1, I1.4, J1.1, J1.3 and J1.4 = 0 and accept H<sub>a</sub>: beta I1.1, I1.4, J1.1, J1.3 and



J1.4 is not equal to 0. That means Media Channel that ‘usually receive information from family member and colleagues’ and ‘willing to buy that information from Family member, Friends and Colleague’ has significant impact on demand of Chinese street food in Bangkok.

The following table shows that our model can better predict those who’re willing to buy Chinese street food correctly for over 94%. Even though prediction power for those who’re not willing to eat Chinese street food is correct only for 65.7% but it’s still much higher than 50% and they are not our target since the topic is to study demand of those who’re willing to eat.

Table 6.12: Chinese Street food Demand in Bangkok crosstabs’ test

**Classification Table<sup>a</sup>**

Observed		Predicted			
		Do you willing to eat Chinese food		Percentage Correct	
		No	Yes		
Do you willing to eat Chinese food	No	46	24	65.7	
	Yes	12	196	94.2	
Overall Percentage				87.1	

a. The cut value is .500

## CHAPTER 5

### DISCUSSION AND CONCLUSION

In this chapter, the author summarized the overall important aspect of this thesis along with discussion related to the results from the research and opinions for future related research.

The study of 'Demand estimate of Chinese street food made in Thailand in Bangkok market' is a survey research conducted for beneficial purposes to Chinese street food vendors and other related organizations. The result of this study can be used to This can be use as a guide to have an idea on how to cook and sell the food properly and issue promotion to develop the market demand. There are three purposes of this study.

1. Study the demographic information related the demand toward Chinese street food.
2. Study the Personal Preference related the demand toward Chinese street food.
3. Identify the relation Market factors with demand of Chinese Street food.

In this research, the author created theoretical foundation of the conceptual framework based on similar business settings. Concept and measurement related to demographic information, Personal Preference and Market factors have been summarized and analyzed so as to create a conceptual framework for this study. The interrelationship has been analyzed and explored which led to the following hypothesis

H1. There is a relationship between Demographic Information and Chinese Street food Demand in Bangkok.

H2. There is a relationship between Personal Preference and Chinese Street food Demand in Bangkok.

H2.1. There is a relationship between Attitude & Lifestyle and Chinese Street food Demand in Bangkok.

H2.2. There is a relationship between Culture & Knowledge and Chinese Street food Demand in Bangkok.

H3. There is a relationship between Market factors and Chinese Street food Demand in Bangkok.

H3.1. There is a relationship between Product and Chinese Street food Demand in Bangkok.

H3.2. There is a relationship between Location and Chinese Street food Demand in Bangkok.

H3.3. There is a relationship between Price and Chinese Street food Demand in Bangkok.

H3.4. There is a relationship between Promotion and Chinese Street food Demand in Bangkok.

H3.5. There is a relationship between Variety and Chinese Street food Demand in Bangkok.

H3.6. There is a relationship between Media Channel and Chinese Street food Demand in Bangkok.

Population is the residence in Bangkok. Nevertheless, the population in this study is infinite population, therefore the author determine sample size by applying sample size equation at confidences level of 95% and precision levels = 0.05 with an addition for margin of error as a result, samples for this study equal to 427 customers. By selecting prominent area such as department store, theater and shopping complex in Bangkok as a location for data collection process. Questionnaire created by the author has been used as an instrument to collect data. The questionnaire has been examined within two importance aspects which are content validity and reliability. To ensure content validity of the questionnaire has been submitted to advisors and three qualified experts in related field by using Index of Item - Objective Congruence (IOC) method. Reliability test was processed on computer program by using Cronbach's alpha coefficient.

Data analyzing process is processed on a computer program and presented on a format of table of content along with description on each table. The author employed Descriptive Statistics Analysis by using frequency and percentage to explain demographic data. Mean and standard deviation value are used to explain the level of Attitude, Product, Culture and Knowledge, Location, Price, Promotion, Variety, Media Channel from samples group. Simple Regression and Multiple Regression method has been used for hypothesis testing process and generating results in accordance with purposes of this study.

## **5.1 Conclusion**

Data collected from 427 samples can be summarized as follow:

Part 1: The analysis of demographic information and lifestyle of samples.

The analysis of demographic information indicated that the majority of samples are married female age range between 20-30 years, educational level in bachelor's degree or higher and Buddhist work in private companies with incomes less than 20,000 baht.

Part 2: The analysis of Attitude, Product, Culture and Knowledge, Location, Price, Promotion, Variety, Media Channel.

According to samples' opinions, the topic related to product is ranked in medium level. The topic related to Chinese street foods for meals is ranked in medium level. The topic related to Culture and Knowledge is ranked in medium and high level. The topic related to Location is ranked in medium and high level. The topic related to Price is ranked in Low, medium and high level. The topic related to Promotion is ranked in medium and high level. The topic related to variety is ranked in high level. The topic related to Media Channel is ranked in medium and high level.

Part 3: The analytical results for hypothesis testing.

According to the results, there is a positive influence found between Demographic, Personal Preference, Market factors and Chinese Street food Demand in Bangkok. Findings are that the entire factors indicated a positive influence to the demand of Chinese food in Bangkok.

## **5.2 Discussion**

Results from the research topic 'Demand estimate of Chinese street food made in Thailand in Bangkok market' will be discussed in a focal point accordingly to the proposed hypotheses and purposes of study. Details are presented in accordance with the hypothesis as:

### 1. Demographic Information and Chinese Street food Demand in Bangkok.

Results indicated a positive influence significantly found between Demographic Information and Chinese Street food Demand in Bangkok. Chinese street food belong to low price products. The demand reduces with the education and income increase. When people get high education or high salary, they perhaps to choose eat at restaurant. The rate that they choose eat street food is low than normal.

### 2. Personal Preference and Chinese Street food Demand in Bangkok

Results indicated a positive influence significantly found between Personal Preference and Chinese Street food Demand in Bangkok. The lifestyle that eats more meals per day is positive correlation with demand of Chinese street food. And People who eat dinner like Chinese street food more. People who eat during evening time like Chinese street food more. The money people spend eat out site is positive correlation with demand of Chinese street food.

And people who like Chinese culture, who like cook will like the Chinese street food more. When the food looked delicious or many people waiting to buy will increase demand of Chinese street food.

### 3. Market factors and Chinese Street food Demand in Bangkok.

Most of the respondents have reported the opinion level with medium and high level. The results indicated that people in Bangkok willing to taste Chinese food. Chinese noodles and Chinese Bun welcomed by Bangkok people and other kinds are normal. For location, food count and beside office or apartment is significantly with demand of Chinese street food. The price of Chinese buns and dumpling is significantly with demand of Chinese street food. For Promotion, Buy one get one

free is significantly with demand of Chinese street food. For Variety part, 'Different package' is significantly with demand of Chinese street food. Media channel that 'Family members' and 'colleagues' is is significantly with demand of Chinese street food.

### **5.3 Recommendation for Future Research**

The results of this study can be used as a recommendation for standards. Given a great number of significant independent variables in terms of both marketing and non-marketing variables, future research should focus on more in-depth analysis on what particular type of Chinese street food would be relevant to what segments of customers in Thailand. Also, future study should be more specific on pricing strategy, promotional strategy, location strategy, product strategy (variety, packaging, etc.) that each customer segment would be willing to accept.

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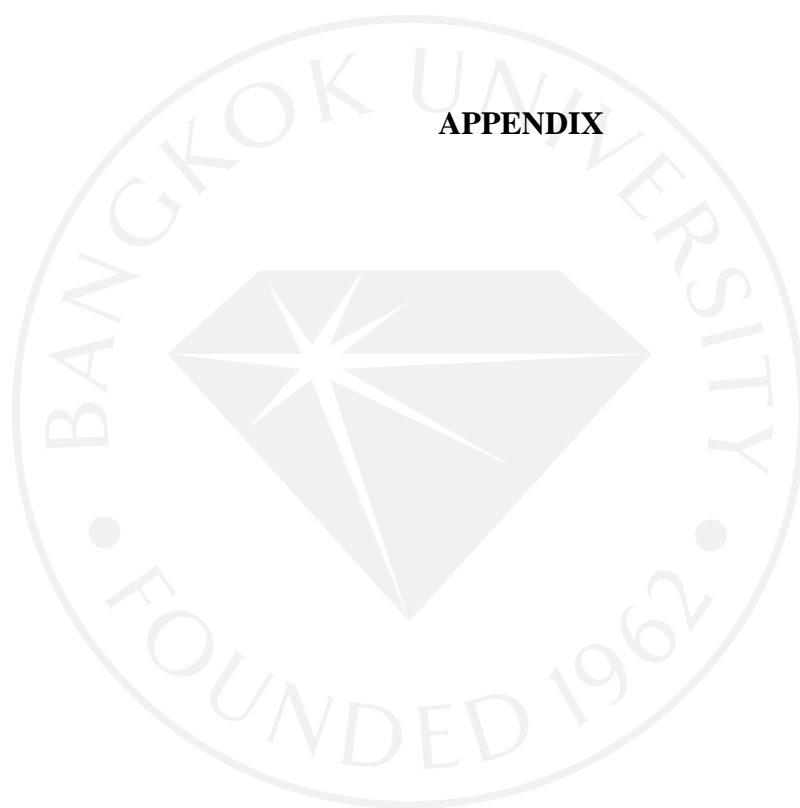
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**APPENDIX**

## Appendix A: Content Validity

Index of Item Objective Congruence (IOC) is the consistency between the objective and content or questions and objective which can be calculate from the formula below.

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

Where:

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

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

N = Number of qualified experts.

There are 3 levels of assessment point as follow:

- +1 means the question is certainly consistent with the objective of the questionnaire.

- 0 means the question is unsure to be consistent with the objective of the questionnaire.

- -1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

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

No.	Expert1			Expert2			Expert3			Total Scores $\Sigma$	IOC $(\Sigma R)/N$	Data Analysis
	1	0	-1	1	0	-1	1	0	-1			
1	√			√			√			3	1	Acceptable
2	√			√			√			3	1	Acceptable
3	√				√		√			2	0.67	Acceptable
4	√			√			√			3	1	Acceptable
5	√			√			√			3	1	Acceptable
6	√			√			√			3	1	Acceptable
7	√			√			√			3	1	Acceptable
8	√			√			√			3	1	Acceptable
9	√			√			√			3	1	Acceptable
10	√			√			√			3	1	Acceptable
11	√			√			√			3	1	Acceptable
12	√			√			√			3	1	Acceptable
13	√			√			√			3	1	Acceptable
14	√			√			√			3	1	Acceptable
15	√			√			√			3	1	Acceptable
16	√			√			√			3	1	Acceptable
17	√			√			√			3	1	Acceptable
18	√			√			√			3	1	Acceptable
19	√			√			√			3	1	Acceptable

20	√			√			√			3	1	Acceptable
21	√			√			√			3	1	Acceptable
22	√			√			√			3	1	Acceptable
23	√			√					√	1	0.33	Deny
24	√			√				√		2	0.67	Acceptable
25	√			√			√			3	1	Acceptable
26	√			√			√			3	1	Acceptable
27	√			√			√			3	1	Acceptable
28	√			√			√			3	1	Acceptable

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

Where:

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

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

N = Number of qualified experts.

Therefore,

$$IOC = \frac{27}{28}$$

$$= 0.95238$$

The assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.95238 with one question that has IOC index less than 0.5.



Appendix B: The results of Reliability testing with 36 try-out questionnaires.

Reliability testing (All Parts)

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	32	82.1
	Excluded <sup>a</sup>	7	17.9
	Total	39	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.947	88

### Item Statistics

	Mean	Std. Deviation	N



Sex	1.63	.492	32
Age	2.31	.644	32
Status	1.88	1.008	32
Education	5.78	.870	32
Occupation	4.22	1.963	32
Income	2.84	1.743	32
Religion	1.59	1.188	32
Howmany meals do you often eat per day	1.97	.538	32
Do you eat between meals	1.69	.592	32
How much do you typically spend on food when you eat out per time	2.84	.987	32
How much do you typically spend on Street food when you eat out per time	2.25	.880	32
Which of the following best describes the area you live in	1.44	.564	32
Do you think street food is tasty	.06	.246	32
Frequency that you buy street food per week	2.50	.842	32
Do you ever eat Chinese street food	.44	.504	32
If Yes Do you think Chinese street food is tasty	.50	.803	32
If No Do you want to taste Chinese street food	.09	.296	32
Frequency that you buy Chinese street food per week	1.22	.706	32
"I willing to buy the following Chinese street food Chinese noodles"	3.34	1.494	32
"I willing to buy the following Chinese street food Chinese Hamburger"	2.84	1.081	32

"IwillingtobuythefollowingChinesestreetfoodMeatBBQ"	3.50	1.047	32
"IwillingtobuythefollowingChinesestreetfoodChineseBun"	2.97	1.231	32
"IwillingtobuythefollowingChinesestreetfoodSmallhotpot"	3.31	1.330	32
"IwillingtobuythefollowingChinesestreetfoodChineseDumpling"	3.41	1.341	32
"IwillingtobuythefollowingChinesestreetfoodChineseCake"	2.91	1.118	32
IwillingtobuyStreetfoodforthefollowingmealsBreakfast	2.69	1.378	32
IwillingtobuyStreetfoodforthefollowingmealsLunch	2.97	1.177	32
IwillingtobuyStreetfoodforthefollowingmealsDinner	3.44	1.162	32
IwillingtobuyStreetfoodforthefollowingmealsSnack	3.25	1.218	32
"IlikeChinesefoodasinfluencebyfollowreasonsLikeChineseculture"	3.00	1.164	32
"IlikeChinesefoodasinfluencebyfollowreasonsJobrelatestoChinese"	2.63	1.129	32
"IlikeChinesefoodasinfluencebyfollowreasonsLiketotravelinChina"	3.19	1.120	32
"IlikeChinesefoodasinfluencebyfollowreasonsListeningChinesemusic"	2.91	.963	32

"IlikeChinesefoodasinfluencebyfollowreasonsFamilyhasChinesebackground"	2.63	1.289	32
"IlikeChinesefoodasinfluencebyfollowreasonsHaveChineseFriend"	3.03	1.379	32
"IlikeChinesefoodasinfluencebyfollowreasonsHaveChineseGirlfriendsorBoyfriend"	2.22	1.289	32
"IwillingtobuyChinesestreetfoodasfollowingreasonFoodswithstory"	3.25	.984	32
"IwillingtobuyChinesestreetfoodasfollowingreasonFoodcookprocess"	3.25	1.136	32
"IwillingtobuyChinesestreetfoodasfollowingreasonChineseMediaMovie,TV,Book"	3.22	1.099	32
"IwillingtobuyChinesestreetfoodasfollowingreasonOtherculturehistory,knowledge,Etiquette"	3.09	1.088	32
"IwillingtobuyChinesestreetfoodasfollowingreasonLookdelicious"	3.56	1.343	32
"IwillingtobuyChinesestreetfoodasfollowingreasonTastedelicious"	3.53	1.218	32
"IwillingtobuyChinesestreetfoodasfollowingreasonSmelldelicious"	3.56	1.243	32
"IwillingtobuyChinesestreetfoodasfollowingreasonAlotofpeoplequeuingupto"	3.47	.983	32
"IwillingtobuyChinesestreetfoodatfollowingplaceMarket"	3.31	1.176	32

"IwillingtobuyChinesestreetfoodatfollowing placeShoppingMall"	3.53	1.047	32
"IwillingtobuyChinesestreetfoodatfollowing placeFoodcount"	3.38	1.008	32
"IwillingtobuyChinesestreetfoodatfollowing placeOnStreet"	3.41	1.132	32
"IwillingtobuyChinesestreetfoodatfollowing placeBesideApartmentoroffice"	3.31	1.176	32
"IwillingtobuyChinesestreetfoodasfollowing PromotionDiscounts"	3.47	1.107	32
"IwillingtobuyChinesestreetfoodasfollowing PromotionFreetasting"	3.63	1.157	32
"IwillingtobuyChinesestreetfoodasfollowing PromotionFreewatersupply"	3.41	.979	32
"IwillingtobuyChinesestreetfoodasfollowing PromotionBuyonegetone"	3.50	1.016	32
"IwillingtobuyChinesestreetfoodasfollowing PromotionPackage"	3.44	1.216	32
"IwillingtobuyChinesestreetfoodasfollowing VarietysolutionDifferentfoodcanchoos"	3.53	1.191	32
"IwillingtobuyChinesestreetfoodasfollowing VarietysolutionDifferentsizecanchoos"	3.50	.984	32
"IwillingtobuyChinesestreetfoodasfollowing VarietysolutionSupportfoodmixed"	3.38	1.100	32
"IwillingtobuyChinesestreetfoodasfollowing VarietysolutionDifferentpackagecanchoos"	3.31	1.061	32

"I usually get information about street food at following channel Family members"	3.09	1.174	32
"I usually get information about street food at following channel Teacher"	2.75	.916	32
"I usually get information about street food at following channel Friends"	3.41	1.073	32
"I usually get information about street food at following channel Colleagues"	3.22	1.070	32
"I usually get information about street food at following channel Television"	3.22	.906	32
"I usually get information about street food at following channel Radio"	2.94	.982	32
"I usually get information about street food at following channel Newspaper"	2.97	.897	32
"I usually get information about street food at following channel Printed media"	3.03	1.031	32
"I usually get information about street food at following channel Leaflet"	3.00	.984	32
"I willing to buy Chinese street food as information get from following channel Family members"	2.94	1.045	32
"I willing to buy Chinese street food as information get from following channel Teacher"	3.03	1.092	32
"I willing to buy Chinese street food as information get from following channel Friends"	3.25	1.191	32

"IwillingtobuyChinesestreetfoodasinformati ongetformfollowingchannelColleagues"	3.28	.958	32
"IwillingtobuyChinesestreetfoodasinformati ongetformfollowingchannelTelevision"	3.00	.880	32
"IwillingtobuyChinesestreetfoodasinformati ongetformfollowingchannelRadio"	2.97	.861	32
"IwillingtobuyChinesestreetfoodasinformati ongetformfollowingchannelNewspaper"	3.06	.759	32
"IwillingtobuyChinesestreetfoodasinformati ongetformfollowingchannelPrintedmedia"	3.00	.950	32
"IwillingtobuyChinesestreetfoodasinformati ongetformfollowingchannelLeaflet"	2.94	1.014	32
"IwillingtobuystreetfoodasfollowingPriceNo odles"	2.38	1.157	32
"IwillingtobuystreetfoodasfollowingPriceBB Q"	2.97	.999	32
"IwillingtobuystreetfoodasfollowingPriceSo up"	2.41	1.043	32
"IwillingtobuystreetfoodasfollowingPriceMe atwithrice"	2.84	.884	32
"IwillingtobuystreetfoodasfollowingPriceFri edRice"	2.53	1.016	32
"IwillingtobuyChinesestreetfoodasfollowing PriceChinesenoodles"	2.25	.880	32
"IwillingtobuyChinesestreetfoodasfollowing PriceChineseHamburger"	2.75	.803	32

"IwillingtobuyChinesestreetfoodasfollowing PriceMeatBBQ"	2.75	.984	32
"IwillingtobuyChinesestreetfoodasfollowing PriceChineseBuns"	2.25	.916	32
"IwillingtobuyChinesestreetfoodasfollowing PriceSmallhotpot"	3.56	.914	32
"IwillingtobuyChinesestreetfoodasfollowing PriceChineseDumpling"	2.91	.818	32
"IwillingtobuyChinesestreetfoodasfollowing PriceChineseCake"	2.59	.946	32

	Scale Mean if Item Delete d	Scale Variance if Item Deleted	Corrected Item-Tota l Correlatio n	Cronbac h's Alpha if Item Deleted
Sex	250.16	1744.201	-.361	.955
Age	249.47	1716.386	.240	.954
Status	249.91	1695.055	.404	.953
Education	246.00	1704.452	.339	.954
Occupation	247.56	1723.222	.015	.956
Income	248.94	1677.673	.342	.954
Religion	250.19	1710.544	.180	.954
Howmanymealsdoyouofteneatp erday	249.81	1732.996	-.082	.954

Doyoueatbetweenmeals	250.09	1731.830	-.052	.954
Howmuchdoyoutypicallyspend onfoodwhenyoueatoutpertime	248.94	1722.060	.080	.954
Howmuchdoyoutypicallyspend onStreetfoodwhenyoueatoutper time	249.53	1732.967	-.057	.954
Whichofthefollowingbestdescrib estheareayoulivein	250.34	1728.039	.026	.954
Doyouthinkstreetfoodistasty	251.72	1730.338	-.039	.954
Frequencythatyoubuystreetfood perweek	249.28	1696.402	.468	.953
DoyouevereatChinesestreetfood	251.34	1735.459	-.146	.954
IfYesDoyouthinkChinesestreetf oodistasty	251.28	1744.596	-.233	.955
IfNoDoyouwanttotasteChinesest reetfood	251.69	1737.060	-.306	.954
FrequencythatyoubuyChinesestr eetfoodperweek	250.56	1715.351	.235	.954
"IwillingtobuythefollowingChin esestreetfoodChinesenoodles"	248.44	1656.706	.581	.953
"IwillingtobuythefollowingChin esestreetfoodChineseHamburger "	248.94	1665.738	.711	.952
"IwillingtobuythefollowingChin esestreetfoodMeatBBQ"	248.28	1677.112	.599	.953



"IwillingtobuythefollowingChinese streetfoodChineseBun"	248.81	1662.028	.658	.952
"IwillingtobuythefollowingChinese streetfoodSmallhotpot"	248.47	1674.773	.487	.953
"IwillingtobuythefollowingChinese streetfoodChineseDumpling"	248.38	1651.339	.702	.952
"IwillingtobuythefollowingChinese streetfoodChineseCake"	248.88	1663.532	.711	.952
IwillingtobuyStreetfoodforthefollowingmealsBreakfast	249.09	1652.733	.669	.952
IwillingtobuyStreetfoodforthefollowingmealsLunch	248.81	1659.577	.715	.952
IwillingtobuyStreetfoodforthefollowingmealsDinner	248.34	1685.394	.449	.953
IwillingtobuyStreetfoodforthefollowingmealsSnack	248.53	1659.547	.691	.952
"IlikeChinese foodasinfluenceby followreasonsLikeChineseculture"	248.78	1662.822	.689	.952
"IlikeChinese foodasinfluenceby followreasonsJobrelatestoChina"	249.16	1682.652	.493	.953
"IlikeChinese foodasinfluenceby followreasonsLiketotravelinChina"	248.59	1686.443	.456	.953

"IlikeChinesefoodasinfluenceby followreasonsListeningChinese music"	248.88	1695.919	.413	.953
"IlikeChinesefoodasinfluenceby followreasonsFamilyhasChinese background"	249.16	1676.394	.488	.953
"IlikeChinesefoodasinfluenceby followreasonsHaveChineseFrien d"	248.75	1696.839	.272	.954
"IlikeChinesefoodasinfluenceby followreasonsHaveChineseGirlf riendsorBoyfriend"	249.56	1676.383	.489	.953
"IwillingtobuyChinesestreetfood asfollowingreasonFoodswithstor y"	248.53	1684.128	.551	.953
"IwillingtobuyChinesestreetfood asfollowingreasonFoodcookproc ess"	248.53	1667.934	.651	.953
"IwillingtobuyChinesestreetfood asfollowingreasonChineseMedia Movie,TV,Book"	248.56	1696.254	.355	.953
"IwillingtobuyChinesestreetfood asfollowingreasonOthercultureh istory,knowledge,Etiquette"	248.69	1679.125	.553	.953

"IwillingtobuyChinesestreetfood asfollowingreasonLookdelicious "	248.22	1653.273	.683	.952
"IwillingtobuyChinesestreetfood asfollowingreasonTastedelicious "	248.25	1658.000	.707	.952
"IwillingtobuyChinesestreetfood asfollowingreasonSmelldelicious "	248.22	1653.209	.741	.952
"IwillingtobuyChinesestreetfood asfollowingreasonAlotofpeoplequeuingupto"	248.31	1688.544	.496	.953
"IwillingtobuyChinesestreetfood atfollowingplaceMarket"	248.47	1670.451	.601	.953
"IwillingtobuyChinesestreetfood atfollowingplaceShoppingMall"	248.25	1680.387	.561	.953
"IwillingtobuyChinesestreetfood atfollowingplaceFoodcount"	248.41	1685.797	.517	.953
"IwillingtobuyChinesestreetfood atfollowingplaceOnStreet"	248.38	1662.758	.710	.952
"IwillingtobuyChinesestreetfood atfollowingplaceBesideApartment oroffice"	248.47	1659.031	.722	.952
"IwillingtobuyChinesestreetfood asfollowingPromotionDiscounts "	248.31	1684.738	.480	.953

"IwillingtobuyChinesestreetfood asfollowingPromotionFreetastin g"	248.16	1671.814	.597	.953
"IwillingtobuyChinesestreetfood asfollowingPromotionFreewater supply"	248.38	1693.532	.436	.953
"IwillingtobuyChinesestreetfood asfollowingPromotionBuyonege tone"	248.28	1687.112	.497	.953
"IwillingtobuyChinesestreetfood asfollowingPromotionPackage"	248.34	1668.426	.601	.953
"IwillingtobuyChinesestreetfood asfollowingVarietysolutionDiffe rentfoodcanchoos"	248.25	1668.645	.612	.953
"IwillingtobuyChinesestreetfood asfollowingVarietysolutionDiffe rentsizecanchoos"	248.28	1671.757	.707	.952
"IwillingtobuyChinesestreetfood asfollowingVarietysolutionSupp ortfoodmixed"	248.41	1661.797	.743	.952
"IwillingtobuyChinesestreetfood asfollowingVarietysolutionDiffe rentpackagecanchoos"	248.47	1681.999	.534	.953
"Iusuallygetinformationaboutstr eetfoodatfollowingchannelFamil ymembers"	248.69	1673.770	.567	.953

"I usually get information about street food at following channel Teacher"	249.03	1688.483	.535	.953
"I usually get information about street food at following channel Friends"	248.38	1679.210	.560	.953
"I usually get information about street food at following channel Colleagues"	248.56	1678.577	.569	.953
"I usually get information about street food at following channel Television"	248.56	1693.738	.470	.953
"I usually get information about street food at following channel Radio"	248.84	1694.330	.424	.953
"I usually get information about street food at following channel Newspaper"	248.81	1696.738	.434	.953
"I usually get information about street food at following channel Print media"	248.75	1686.581	.495	.953
"I usually get information about street food at following channel Leaflet"	248.78	1679.596	.608	.953

"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelFamilymembers"	248.84	1675.426	.620	.953
"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelTeacher"	248.75	1671.419	.638	.953
"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelFriends"	248.53	1662.773	.673	.952
"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelColleagues"	248.50	1674.065	.696	.953
"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelTelevision"	248.78	1700.628	.388	.953
"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelRadio"	248.81	1706.222	.318	.954
"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelNewspaper"	248.72	1708.080	.334	.954
"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelPrintedmedia"	248.78	1694.951	.431	.953

"IwillingtobuyChinesestreetfood asinformationgetformfollowingc hannelLeaflet"	248.84	1678.975	.597	.953
"Iwillingtobuystreetfoodasfollo wingPriceNoodles"	249.41	1703.926	.255	.954
"Iwillingtobuystreetfoodasfollo wingPriceBBQ"	248.81	1721.706	.083	.954
"Iwillingtobuystreetfoodasfollo wingPriceSoup"	249.38	1728.694	-.002	.955
"Iwillingtobuystreetfoodasfollo wingPriceMeatwithrice"	248.94	1722.383	.088	.954
"Iwillingtobuystreetfoodasfollo wingPriceFriedRice"	249.25	1716.774	.140	.954
"IwillingtobuyChinesestreetfood asfollowingPriceChinesenoodles "	249.53	1700.064	.396	.953
"IwillingtobuyChinesestreetfood asfollowingPriceChineseHambu rger"	249.03	1718.289	.160	.954
"IwillingtobuyChinesestreetfood asfollowingPriceMeatBBQ"	249.03	1721.967	.082	.954
"IwillingtobuyChinesestreetfood asfollowingPriceChineseBuns"	249.53	1708.064	.273	.954
"IwillingtobuyChinesestreetfood asfollowingPriceSmallhotpot"	248.22	1720.757	.106	.954

"IwillingtobuyChinesestreetfood asfollowingPriceChineseDumpli ng"	248.88	1724.629	.063	.954
"IwillingtobuyChinesestreetfood asfollowingPriceChineseCake"	249.19	1719.835	.113	.954





## Appendix C: Questionnaire

**Title** Demand estimate of Chinese street food made in Thailand in Bangkok market

**Explanation** Please check  $\surd$  on the answers that suit you the most

Part1. Demographic Information: Please answer the questions below

1.1 Gender.

1.Male

2.Female

1.2 Age.

1.Less than 20 Years

2.20-30 Years

3.31-40 Years

4.41-50 Years

5.Over 50 years

1.3 Status.

1.Single

2.In A Relationship

3.Married

4.Divorced

5.Other

1.4 Education Level.

1.Primary School or None

2.Junior high School

3.Senior High School

4.Vocational Certificate

5.Diploma

6. Bachelor Degree or higher

1.5 Occupation.

1. Government officer

2. Private Business Employee

3. State Enterprise Employee

4. Vendor

5. Student

6. Unemployed

7. Freelance

8. Other

1.6 Monthly Income

1. Less than 20,000Baht

2. 20,000-30,000Baht

3. 30,001-40,000Baht

4. 40,001-50,000Baht

5. More than 50,000Baht

1.7 Religion

1. Buddhist

2. Christian

3. Islamic

4. Other

1.8 How many meals do you often eat per day?

1.1

2.2

2.3

3.4

4. More than 4

1.9 What meals do you normally have?

- 1. Breakfast
- 2. Lunch
- 3. Diner
- 4. Supper

1.10 Do you eat between meals?

- 1. No / I have a snack when I need it
- 2. I often nibble between meals
- 3. I generally eat during the evening

1.11 How much do you typically spend on food when you eat out (per time)?

- 1. Less than 50Baht
- 2. 50-100Baht
- 3. 101-200Baht
- 4. 201-300Baht
- 5. More than 300Baht

1.12 How much do you typically spend on Street food when you eat out (per time)?

- 1. Less than 50Baht
- 2. 50-100Baht
- 3. 101-200Baht
- 4. 201-300Baht
- 5. More than 300Baht

1.13 Which of the following best describes the area you live in?

- 1. Urban
- 2. Suburban
- 3. Rural

Part2. Attitude to Chinese street food

2.1 Do you think street food is tasty

1.Yes

2.No

2.2 Frequency that you buy street food per week

1.0

2.1~5

3.6~10

4.More than 10

2.3 Are you willing to eat Chinese street food?

1.Yes

2.No

2.4 Frequency that you buy Chinese street food per week

1.0

2.1~5

3.6~10

4.More than 10

Part3. Product of Chinese street food

3.1 I willing to buy the following Chinese street food

	Strongly Don't want to buy	Somewhat Don't want to buy	Neutral	Somewhat want to buy	Strongly want to buy
Chinese noodles	1	2	3	4	5
Chinese Hamburger	1	2	3	4	5

Chinese BBQ	1	2	3	4	5
Chinese Buns	1	2	3	4	5
Small hot Pot	1	2	3	4	5
Chinese Dumpling	1	2	3	4	5
Chinese Cake	1	2	3	4	5

### 3.2 I willing to buy Street food for the following meals

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Breakfast	1	2	3	4	5
Lunch	1	2	3	4	5
Diner	1	2	3	4	5
Snack	1	2	3	4	5

## Part4. Culture and Knowledge of Chinese street food

### 4.1 I like Chinese food as influence by follow reasons

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Like Chinese culture	1	2	3	4	5
My job relates to Chinese	1	2	3	4	5
Would like to travel in China	1	2	3	4	5
Listening to Chinese music	1	2	3	4	5
Family has	1	2	3	4	5

Chinese background					
Have Chinese Friends	1	2	3	4	5
Have Chinese Girlfriends or Boyfriends	1	2	3	4	5

#### 4.2 I willing to buy Chinese street food as following reason

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Foods with story	1	2	3	4	5
Food cook process	1	2	3	4	5
Chinese Media( Movie,TV,Book..)	1	2	3	4	5
Other culture (history, knowledge, Etiquette)	1	2	3	4	5
Look delicious	1	2	3	4	5
Taste delicious	1	2	3	4	5
Smell delicious	1	2	3	4	5
A lot of people queuing up to buy	1	2	3	4	5

#### Part5. Location of Chinese street food

##### 5.1 I willing to buy Chinese street food at following place

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Market	1	2	3	4	5
Shopping Mall	1	2	3	4	5
Food count	1	2	3	4	5
On Street	1	2	3	4	5
Beside Apartment or office	1	2	3	4	5

Part6. Price of Chinese street food

6.1 I usually to buy street food as following Price

	<30Baht	30-50Baht	51-70Baht	71-100Baht	>100Baht
Noodles					
BBQ					
Soup					
Meat with rice with rice					
Fried Rice					

6.2 I willing to buy Chinese street food at following Price

	<30Baht	30-50Baht	51-70Baht	71-100Baht	>100Baht
Chinese noodles					
Chinese Hamburger					
Chinese BBQ					
Chinese Buns					

Small hot Pot					
Chinese Dumpling					
Chinese Cake					

Part7. Promotion of Chinese Street food

7.1 I willing to buy Chinese street food as following Promotion

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Discounts	1	2	3	4	5
Free tasting	1	2	3	4	5
Free water supply	1	2	3	4	5
Buy one get one free	1	2	3	4	5
Preferential packages	1	2	3	4	5

Part8. Variety of Chinese street food

8.1 I willing to buy Chinese street food as following Variety solution

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Different food can choose	1	2	3	4	5
Different size can choose	1	2	3	4	5
Support food	1	2	3	4	5



mixed					
Different package can choose	1	2	3	4	5

Part9. Media Channel of Chinese street food

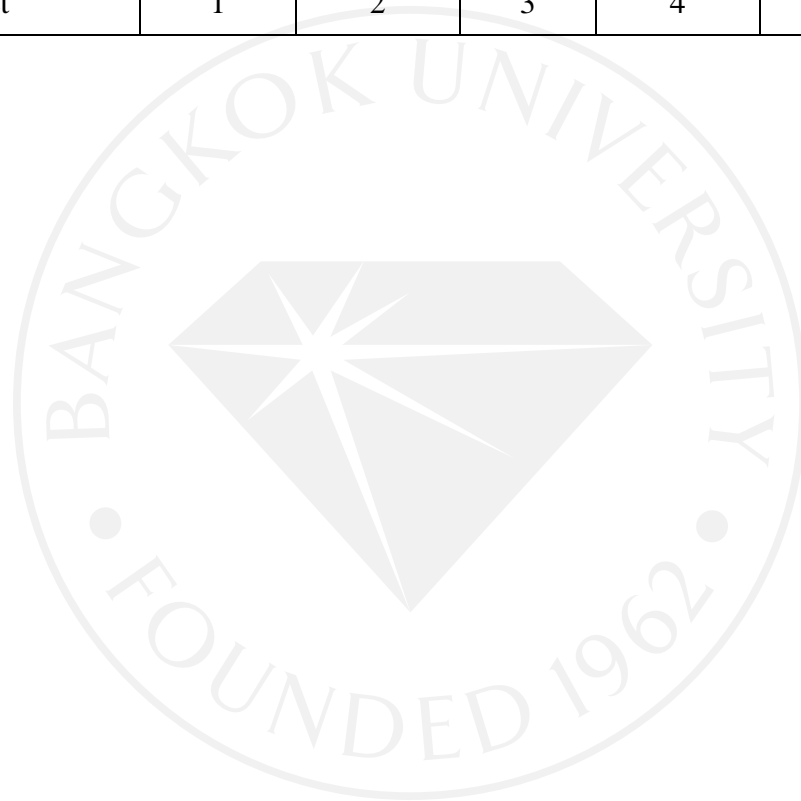
9.1 I usually get information about street food at following channel

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Family members	1	2	3	4	5
Teacher	1	2	3	4	5
Friends	1	2	3	4	5
Colleagues	1	2	3	4	5
Television	1	2	3	4	5
Radio	1	2	3	4	5
Newspaper	1	2	3	4	5
Printed media	1	2	3	4	5
Leaflet	1	2	3	4	5

9.2 I willing to buy Chinese street food as information get form following channel

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Family members	1	2	3	4	5
Teacher	1	2	3	4	5

Friends	1	2	3	4	5
Colleagues	1	2	3	4	5
Television	1	2	3	4	5
Radio	1	2	3	4	5
Newspaper	1	2	3	4	5
Printed media	1	2	3	4	5
Leaflet	1	2	3	4	5



## BIODATA

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Education

2001 – 2005 Xian University of Architecture & Technology Xi'An, CH

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Thesis: Demand estimate of Chinese street food made in Thailand in Bangkok market

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