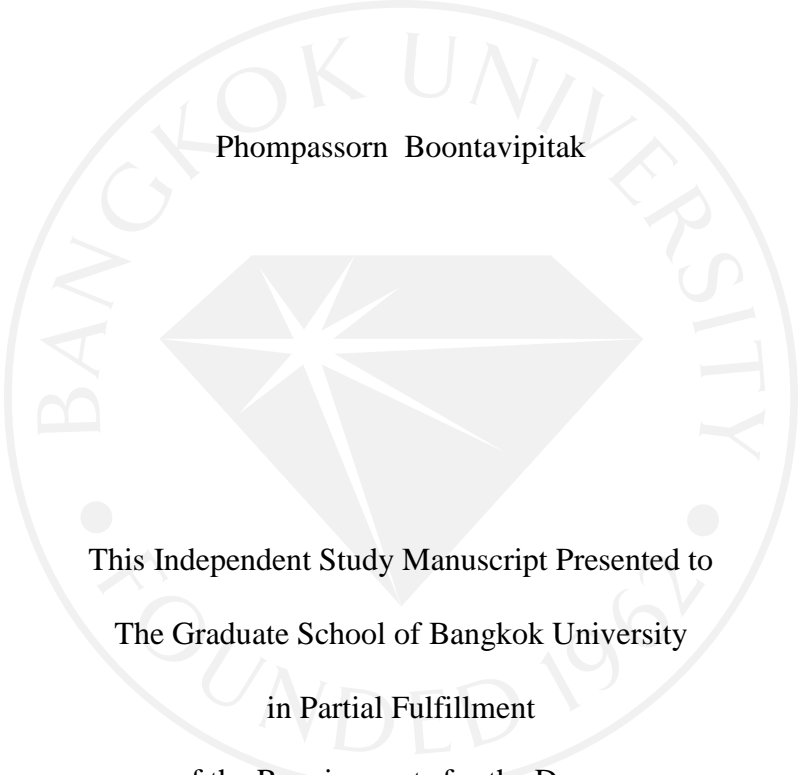


PURCHASING DECISION TOWARDS TOP THREE FAST FOOD BRANDS IN
THAILAND: A CASE STUDY OF KFC, MCDONALD'S AND CHESTER'S GRILL



PURCHASING DECISION TOWARDS TOP THREE FAST FOOD BRANDS IN
THAILAND: A CASE STUDY OF KFC, MCDONALD'S AND CHESTER'S GRILL

Phompassorn Boontavipitak



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

2016



© 2016

Phompassorn Boontavipitak

All Rights Reserved

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

Title: PURCHASING DECISION TOWARDS TOP THREE FAST FOOD BRANDS
IN THAILAND: A CASE STUDY OF KFC, MCDONALD'S AND CHESTER'S
GRILL

Author: Miss Phompassorn Boontavipitak

Independent Study Committee:

Advisor



(Dr. Sumas Wongsunopparat)

Field Specialist



(Dr. Sriwan Tapanya)



(Dr. Sansanee Thebpanya)

Dean of the Graduate School

April 2, 2016

Phompassorn, B., M.B.A., April 2016, Graduate School, Bangkok University

Purchasing Decision towards Top Three Fast-Food Brands in Thailand: A Case Study of KFC, McDonald's and Chester's Grill in Thailand (119 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTARCT

The purpose of conducting this research is aimed to study purchasing decision or criterions that influence customer's purchasing decision towards top three fast food brands in Thailand which include KFC, McDonald's and Chester's Grill. This research is useful for fast food restaurant especially KFC, McDonald's, and Chester's Grill. This kind of restaurant can gather information from this research to apply or improve their restaurant based on the results and information in this report as well.

There are five main factors of the purchasing decisions that include in this research study which are product, price, place, promotion, and brand name.

The way to conduct this research is a quantitative research which uses questionnaires to gather data. The samples for this research are customers of KFC, McDonald's and Chester's Grill restaurants. The result of the questionnaires analysis is based on 400 questionnaires that were collected from the customers during November, 2015 until January, 2016. The questionnaires will be conducted by concerning of an accuracy, reliability and validity of the answer from customers.

The research use Statistical Package for the Social Science (SPSS) to analyze the data that gather from questionnaires survey. Multinomial logistic regression and cross tabulation methods are used for hypothesis testing process in order to generate results.

According to the results, the main five factors are significantly influence on the purchasing decision of customers. Moreover, there are several components in the main five factors have significantly influence on the purchasing decision of customers as well.

Keywords: Purchasing Decision, KFC, McDonald's, Chester's Grill, Top Brand



ACKNOWLEDGEMENT

I would like to acknowledge the help of many people who involved in the process of making this research study. This research cannot be perfectly completed without these people.

First of all, I would like to express my gratitude to my kindly best advisor, Dr. Sumas Wongsunopparat who always give me very good and useful guidelines, advises, comments and recommendations for the whole process during making the research study. I think I cannot complete this research without the kindness of my advisor.

Furthermore, I would like to thank to my family and my friends for encouraging, motivating me all the time. I really appreciated to their kindness and supporting.

Moreover, I'm so thankful for all valuable answers from all of my respondents who spent their time answering the questionnaires and sharing the information. This report cannot be completed without the contribution and cooperation from the respondents as well.

TABLE OF CONTENTS

| | Page |
|--|-------------|
| ABSTRACT..... | iv |
| ACKNOWLEDGEMENT..... | vi |
| LIST OF TABLES..... | x |
| LIST OF FIGURES..... | xii |
| CHAPTER 1: INTRODUCTION..... | 1 |
| 1.1 Background..... | 1 |
| 1.2 Statement of Problem..... | 4 |
| 1.3 Intention and Reason for Study..... | 5 |
| 1.4 Research Objectives..... | 5 |
| 1.5 Scope of Study..... | 6 |
| 1.6 Assumption..... | 8 |
| 1.7 Benefits of Research..... | 8 |
| 1.8 Limitations of Research..... | 9 |
| 1.9 Definition of Terms..... | 9 |
| CHAPTER 2: LITERATURE REVIEW | 11 |
| 2.1 Theoretical Foundation..... | 11 |
| 2.2 Choice Theory..... | 11 |
| 2.3 Fast Food Market..... | 12 |
| 2.4 Quick Service Restaurant (QSR) | 13 |
| 2.5 Brand Name..... | 15 |
| 2.6 Consumer Behavior..... | 17 |

TABLE OF CONTENTS (Continued)

| | Page |
|---|-------------|
| CHAPTER 2: LITERATURE REVIEW (Continued) | |
| 2.7 Marketing Mix of 4Ps..... | 19 |
| 2.8 Purchase Decision..... | 25 |
| 2.9 Purchasing Phases..... | 27 |
| 2.10 Related Research..... | 30 |
| 2.11 Hypothesis..... | 30 |
| CHAPTER 3 METHODOLOGY..... | 32 |
| 3.1 Research Strategy..... | 32 |
| 3.2 Population and Samples..... | 32 |
| 3.3 Variables..... | 33 |
| 3.4 Survey Instruments..... | 35 |
| 3.5 Instrument Pretest/ Reliability and Validity Assessment..... | 42 |
| 3.6 Data Collection..... | 45 |
| 3.7 Statistic for Data Analysis..... | 45 |
| CHAPTER 4 RESEARCH FINDINGS AND DATA ANALYSIS..... | 47 |
| 4.1 Analysis of Factors that affect the Purchasing Decision of Top Three Fast Food Brands in Thailand including KFC, McDonald's and Chester's Grill (Hypothesis) | 47 |
| 4.2 Analysis of Factors Influencing Purchasing Decision of Top Three Fast Food Brands in Thailand including KFC, McDonald's and Chester's Grill (Other components)..... | 52 |
| 4.3 Analysis of Consumer Behaviors and Demographic..... | 56 |

TABLE OF CONTENTS (Continued)

| | Page |
|--|-------------|
| CHAPTER 5 DISCUSSION AND CONCLUSION..... | 71 |
| 5.1 Conclusion..... | 74 |
| 5.2 Discussion..... | 76 |
| 5.3 Managerial Implication..... | 76 |
| 5.4 Recommendation for Future Research..... | 77 |
| BIBLIOGRAPHY..... | 78 |
| APPENDICES..... | 87 |
| Appendix A: Content Validity..... | 88 |
| Appendix B: Reliability Test | 91 |
| Appendix C: Multinomial of choosing KFC and McDonald’s over Chester’s Grill (Hypothesis)..... | 99 |
| Appendix D: Multinomial of choosing KFC and McDonald’s over Chester’s Grill (Other components)..... | 101 |
| Appendix E: Questionnaire..... | 114 |
| BIODATA..... | 119 |
| LICENSE AGREEMENT..... | 120 |

LIST OF TABLES

| | Page |
|--|-------------|
| Table 1.1: Thailand Forecast Per Capita Spending on Foodservice by Type and Location in US\$..... | 4 |
| Table 2.1: Elements of 4P's..... | 20 |
| Table 3.1: Level of Information Measurement and Criteria..... | 35 |
| Table 3.2: Level of Information Measurement and Criteria..... | 38 |
| Table 3.3: Level of Information Measurement and Criteria..... | 41 |
| Table 3.4: Criteria of Reliability..... | 44 |
| Table 3.5: The Result of Cronbach's Alpha Test with 30 pretest Questionnaires.... | 45 |
| Table 4.1: Multinomial of product, price, place, promotion and brand name..... | 48 |
| Table 4.2: Multinomial of choosing KFC over Chester's Grill (Hypothesis)..... | 50 |
| Table 4.3: Multinomial of choosing McDonald's over Chester's Grill (Hypothesis)..... | 51 |
| Table 4.4: Multinomial of other components | 52 |
| Table 4.5: Multinomial of choosing KFC over Chester's Grill (Other components)..... | 54 |
| Table 4.6: Multinomial of choosing McDonald's over Chester's Grill (Other components)..... | 55 |
| Table 4.7: Frequency of purchasing fast food..... | 56 |
| Table 4.8: Meal that prefer for purchasing fast food..... | 57 |
| Table 4.9: Time prefer for purchasing fast food..... | 58 |
| Table 4.10: Person who always consume fast food with | 59 |
| Table 4.11: The most favorite menu..... | 60 |
| Table 4.12: Amount of money spend for purchasing fast food each time..... | 61 |

LIST OF TABLES (Continued)

| | Page |
|--|-------------|
| Table 4.13: Favorite place for consuming fast food..... | 62 |
| Table 4.14: Getting information about promotion of fast food..... | 63 |
| Table 4.15: Fast food fit well with your lifestyle..... | 64 |
| Table 4.16: Personal desire effects your purchasing towards fast food..... | 65 |
| Table 4.17: Demographic Information – Gender..... | 66 |
| Table 4.18: Demographic Information – Age..... | 66 |
| Table 4.19: Demographic Information - Level of Education..... | 67 |
| Table 4.20: Demographic Information - Current Marital Status..... | 68 |
| Table 4.21: Demographic Information – Monthly Income..... | 69 |
| Table 4.22: Demographic Information – Occupation..... | 70 |

LIST OF FIGURES

| | Page |
|--|-------------|
| Figure 1.1: The top three popular fast food brands in Thailand include KFC and following by Mc Donald's, Chester's Grill..... | 2 |
| Figure 1.2: Rank of money spend per person per time at fast food restaurant... | 3 |
| Figure 2.1 Marketing Mix Cycle..... | 21 |
| Figure 2.2 Product Life Cycle..... | 22 |
| Figure 2.3 Customer Life Cycle..... | 23 |
| Figure 2.4 Factors that involve between evaluations of alternatives to a purchase decision..... | 27 |
| Figure 2.5: Conceptual Framework..... | 31 |

CHAPTER 1

INTRODUCTION

In this chapter, information describes about background of fast food in Thailand which related to the subject of this research which are purchasing decisions towards top three fast food brands in Thailand. The statement of problem is introduced followed by the purposes of this research study. Moreover, this research provides research objective, scope of study, assumptions, and benefits of research and limitation of research as well.

1.1) Background

Nowadays, fast food industry is very popular in Thailand. We can see that Thai people are consuming fast food as well, not only the tourists consume it. In Thailand, there are many working people who always rush during working day. Not only the working people, there are many people who always enjoy eating fast food. Due to the changing life style of people, people are more rush and have valuable time. Some people really have no time to cook or eat food at home. We can see obviously in a big city like Bangkok where this kind of people is plentiful (Supattwarin, 2007). In addition, Thailand is a country that has several tourists as a tourist destination. Also, regional economic power is an important impact on the type of food, and the growth of fast food restaurants in Thailand including McDonalds, KFC, Subway, Pizza and the other brands. Particularly, in the large cities as Bangkok which is tourist areas, this kind of restaurant has boomed (Taste Adventures, 2015).

The top three popular fast food brands in Thailand include KFC and following by Mc Donald's, Chester's Grill respectively. The rank is based on the brand awareness or top of mind of people in Thailand as following picture (W&S Market Research, 2015). We can see these restaurants all around in Thailand.

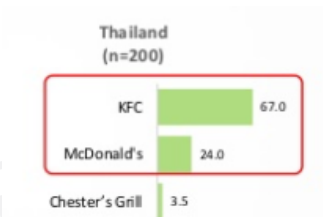


Figure 1.1: The top three popular fast food brands in Thailand include KFC and following by Mc Donald's, Chester's Grill.

There are many reasons behind the popularity of fast food trend including quick or fast service which can save time a lot for people who have limited time, good taste, easy and fast way to eat, also very convenient for people who can't cook or don't want to cook by themselves. (Francine, 2013)

In addition, there are many considerations or factors for choosing the most often visit fast food brand in Thailand including good taste, affordable price, many stores, fast or quick service. (W&S Market Research, 2015)

We can obviously see that many people always concern about the taste of the food. Fast food is also considered about the taste as well. People will often visit fast food brand based on the comparison of the taste of the food. They prefer to visit the better taste for fast food brand. Thai people also concern about the price as well. Some of them will compare the price and select the fast food brand that has cheaper price.

Number of store is another factor that influences people to be customer of each fast food brand. Some people prefer to buy fast food brand that has store near their home. If the brand has many stores, it will be convenience for people to go to the store and become the customer of the brand.

Furthermore, fast or quick service is another important factor. The most of people who consume fast food, they prefer fast food restaurants that able to provide warm meals with very quick or fast service that can save their time.

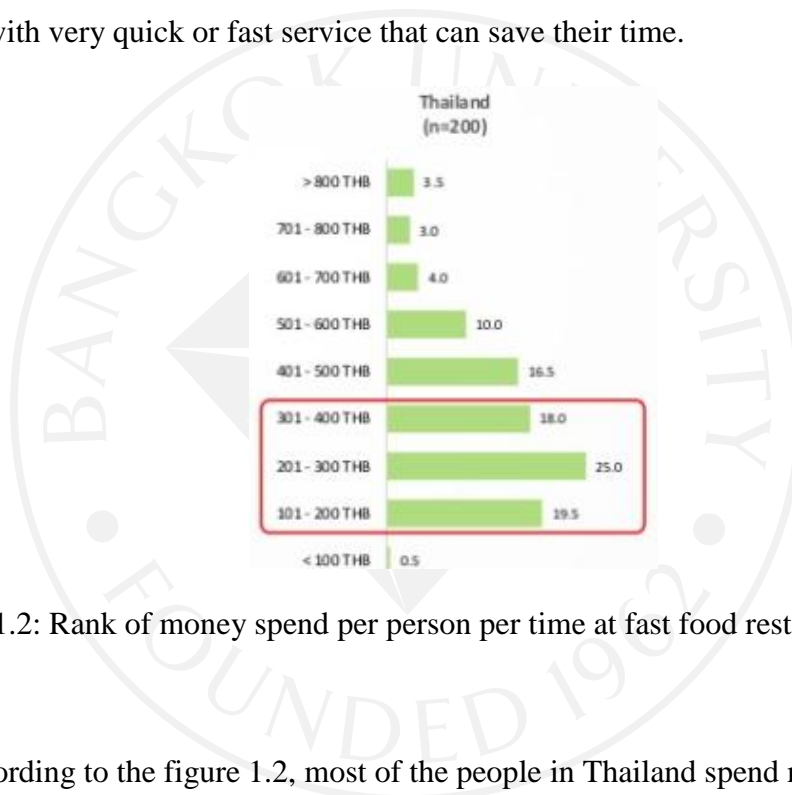


Figure 1.2: Rank of money spend per person per time at fast food restaurant.

According to the figure 1.2, most of the people in Thailand spend money around 201- 300 baht, following by 101 -200 bath and 301 -400 baht respectively per person per time at fast food restaurant (W&S Market Research, 2015).

Moreover, nowadays many fast food brands implement various strong promotions and advertising. They also create various innovations or special of menu which can help the brands motivate a strong dynamic in fast food industry as well. (euromonitor.com, 2015)

Lastly, based on the Thailand Forecast Per Capita Spending on Foodservice by Type and Location as following figure, we can see that fast food has very high compound annual growth rate at 8.9% which is very high comparing with the other types of foodservice (the Minister of Agriculture and Agri-Food, 2014). Therefore, the information from the figure indicates the popularity of fast food in Thailand as well.

Table 1.1: Thailand Forecast Per Capita Spending on Foodservice by Type and Location in US\$.

Thailand Forecast Per Capita Spending on Foodservice by Type and Location in US\$

| Categories | 2013 | 2014 | 2015 | 2016 | 2017 | 2013-2017 CAGR* (%) |
|---|-------|-------|-------|-------|-------|---------------------|
| Consumer Foodservice by Type (Total) | 334.6 | 347.9 | 362.2 | 378.3 | 396.3 | 4.3 |
| 100% Home Delivery/Takeaway | 11.0 | 11.5 | 12.0 | 12.4 | 12.9 | 3.9 |
| Cafés/Bars | 101.1 | 105.4 | 109.2 | 112.9 | 116.8 | 3.7 |
| Full-Service Restaurants | 74.5 | 77.4 | 80.8 | 85.5 | 91.4 | 5.3 |
| Fast Food | 41.2 | 45.2 | 49.2 | 53.5 | 58.0 | 8.9 |
| Self-Service Cafeterias | 4.3 | 4.2 | 4.2 | 4.2 | 4.2 | -0.5 |
| Street Stalls/Kiosks | 102.5 | 104.1 | 106.7 | 109.7 | 113 | 2.5 |
| Pizza Consumer Foodservice | 4.7 | 5.0 | 5.3 | 5.6 | 5.8 | 5.5 |
| Consumer Foodservice by Location (Total) | 334.6 | 347.9 | 362.2 | 378.3 | 396.3 | 4.3 |
| Through Standalone | 195 | 201.4 | 209.5 | 218.3 | 228.2 | 4 |
| Through Leisure | 12.5 | 12.7 | 13.1 | 13.6 | 14.1 | 3.1 |
| Through Retail | 90.2 | 95.4 | 100 | 105.3 | 110.8 | 5.3 |
| Through Lodging | 19.8 | 20.2 | 20.5 | 20.9 | 21.7 | 2.3 |
| Through Travel | 17.2 | 18.1 | 19.0 | 20.2 | 21.4 | 5.6 |

Source: Euromonitor International 2014 CAGR = compound annual growth rate.

1.2) Statement of Problem

As social trend is changed, people are more rush and their times are more valuable. This can lead to many fast food brands and restaurants in Thailand which we can see obviously. People have more choices to choose the fast food brands based on their

preference. As many fast food brands provide similar menus such as hamburger, french fries, and fried chicken there is an important problem of high competition between the brands. Every fast food brands would like to have more and more customers as a goal. In order to attract more customers and make customers loyalty or revisit to the brand or restaurant, each brand should know the factors that influence purchasing decisions towards fast food brands of customers in order to improve or implement any factor that can reach the goal.

Hence this research will study “The purchasing decision towards top three fast food brands in Thailand”. The possible factors that could influence purchasing decisions of customers will include product, price, place, promotional and brand name.

1.3) Intention and Reason for Study

In this research study, the author is trying to find out the important factors or elements which influence customer’s purchasing decision towards top three fast food brands in Thailand which focus on KFC, Mc Donald’s, Chester’s Grill.

This research will examine the element of purchasing decision or choice decision of customers which can be used for improving or implementing marketing strategy for fast food companies.

1.4) Research Objectives

There are 3 main objectives for conducting this research study as following

1. To examine purchasing or choice decision of customers towards top three fast food brands in Thailand which focus on KFC, Mc Donald’s and Chester’s Grill.

2. To find out the factors or elements that influence purchasing decision of customers towards top three fast food brands in Thailand focus on KFC, Mc Donald's, Chester's Grill.
3. To study the relationship of purchasing decisions between KFC, Mc Donald's and Chester's Grill.

1.5) Scope of Study

For scope of content, this research will study factors or elements that influences purchasing decisions towards top three fast food brands in Thailand which focus on KFC, Mc Donald's, Chester's Grill.

For scope of samples and location, this research study will conduct survey in Thailand. The main respondents are the customers of fast food restaurants including the customers of KFC, Mc Donald's, and Chester's Grill restaurants. The research is aimed to focus on customers who consume fast food of these three brands.

For scope of researching duration, this research will be conducted during November 2015 – January 2016 in Thailand.

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

Dependent Variables

Purchasing decision towards top three fast food brands in Thailand. A case study of KFC, Mc Donald's, Chester's Grill.

Independent Variables

Product

- 1) Variety of food
- 2) Taste of food

3) Quality of Food

4) Timely service

Price

5) Reasonable Price

6) Lower Price

7) Clear Identification of Price

Place

8) Cleanliness

9) Convenience

10) Design

11) Size of Restaurant

Promotion

12) Discount

13) Voucher

14) Gift Set

Brand Name

15) Brand Awareness

16) Brand Reputation

17) Brand Loyalty

For hypothesis can explain as following.

- H1o: $\beta_{\text{product factors}} = 0$
- H1a: at least one of $\beta_{\text{product factors}} \neq 0$
- H2o: $\beta_{\text{price factors}} = 0$
- H2a: at least one of $\beta_{\text{price factors}} \neq 0$

- H3o: $\beta_{\text{place factors}} = 0$
- H3a: at least one of $\beta_{\text{place factors}} \neq 0$
- H4o: $\beta_{\text{promotion factors}} = 0$
- H4a: at least one of $\beta_{\text{promotion factors}} \neq 0$
- H5o: $\beta_{\text{brand name factors}} = 0$
- H5a: at least one of $\beta_{\text{brand name factors}} \neq 0$

1.6) Assumption

The research is conducted assuming customers purchasing decisions towards top three fast foods brands in Thailand including KFC, Mc Donald's and Chester's Grill. There are many customers for the fast food restaurants. These customers are different from each other in term of age, gender, race, occupation or preference. The customers may have different opinions for purchasing decisions towards the top three fast foods brands in Thailand. The differences can see in analysis part as statistical data.

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

1.7) Benefit of Research

Based on the research study, there are four obviously benefits of conducting this research study.

1. To have clearly identify factors or elements that can be influenced customer's purchasing decision towards top three fast food brands which are KFC, Mc Donald's and Chester's Grill.

2. To have a better understanding the relationship between the factors or elements that can be influenced customer's purchasing decision towards top three fast food brands which are KFC, Mc Donald's and Chester's Grill.
3. To have a better understand of the different of each factor or element between KFC, Mc Donald's and Chester's Grill.
4. To provide the research information that is useful for fast food restaurants.

1.8) Limitations of Research

The location for conducting this research study and collecting the data will be limited within Thailand only. Therefore, the results of questionnaires will be based on people who stay or live in Thailand.

In addition, this research study focus on only top three fast food brands in Thailand which are KFC, Mc Donald's and Chester's Grill.

Furthermore, this research study will specific focuses on only the factors or elements of purchasing decisions towards the top three fast food brands in Thailand which include product, price, place, promotion and brand name

Moreover, there are some people who bias to the top three fast food brands. The respondents may intend to provide answers for the questionnaires in negative way which can make the distortion in analyzing result process.

1.9) Definition of Terms

Purchasing Decision is a continuous process that refers to thoughtful and consistent action that undertake to bring the need satisfaction (Azjen et al., 1980).

Fast Food can be defined as quick, easily accessible and cheap alternatives to home-cooked meals (Karen Hellesvig-Gaskell, 2015).

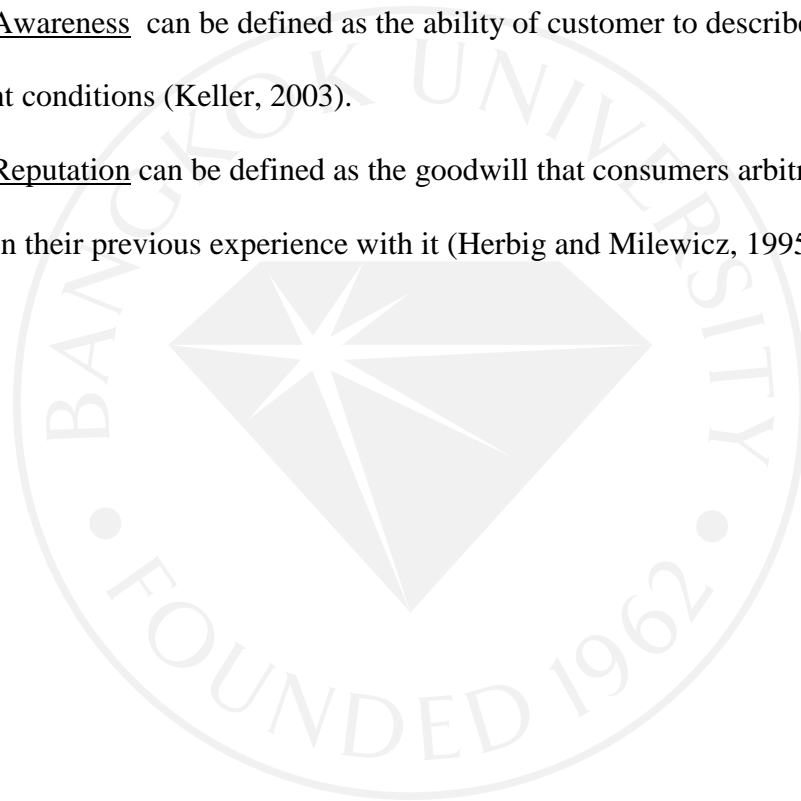
Quick Service Restaurant (QSR) can be defined as providing a relatively limited menu, service and low price. The food for the restaurant can be easily prepared or served quickly (Ninemeier and Perdue, 2005).

Brand Name is a name used to distinguish one product from its competitors (Jim Riley, 2009).

Brand Loyalty is the attachment of a consumer towards a brand even the product will change in feature or price (Reisenwitz and Gupta, 2011).

Brand Awareness can be defined as the ability of customer to describe a brand under different conditions (Keller, 2003).

Brand Reputation can be defined as the goodwill that consumers attribute to a brand based on their previous experience with it (Herbig and Milewicz, 1995).



CHAPTER 2

LITERATURE REVIEW

In this chapter, author begins with theoretical foundation and following by reviewing the relevant literature and previous studies about Choice Theory, Fast Food Market, Quick Service Restaurant (QSR), Brand Name, Brand Awareness, Brand Loyalty, Brand Reputation, Consumer Behavior, Marketing mix of 4Ps including product, price ,place and promotion, Purchase Decision, Purchasing Phases, Related Research respectively and Hypothesis.

2.1) Theoretical Foundation

This research paper is focus on factors that influence purchasing decision of consumers toward top three fast food brand in Thailand. Therefore, the theoretical foundation of the conceptual framework has been created based on similar business settings. There is one main variable in this research paper which is purchasing decision that has been presented within literature review. This paper will include other related theories that fit in with this research paper as well.

2.2) Choice Theory

The rational choice theory can be defined as choice or rational action theory. It is a theory for understanding, also modeling economic, social, and individual behavior. In addition, the theory is the main paradigm in the currently-dominant microeconomics school as well. It is also central to modern political science and other disciplines. Becker recorded that the theory was popularize in 1992, Memorial Prize Laureate in

Economics Science, Gary Becker is one of the first person who apply rational actor models more widely (Becker, 1976). Elster explained the importance of the rational choice theory that "people always do what they believe that it will has the best outcome, when they faced with many courses of action". More specific definition that defined by the rational choice theory is the rationality which means "an individual acts as if balancing costs against benefits to arrive at action that maximizes personal advantage" (Elster, 1989).

This theory is argued to be the outcome of the envy of other disciplines on economics and its principles of choice in human behavior as well (Friedman, 1953). Scott affirms that it happened to several people that economic is the most successful of the social sciences. It is assumed that people are motivated by money and possibility that can make a profit. It is allowed to build formal and often predictive, models of human behavior. They thought that they can success in their own study, if they follow only the methods of economics. These sociologists and political scientists have tried to build theories around the idea which is fundamentally 'rational' in character and that people calculate the likely costs and benefits of any action before deciding what to do. This theory known as rational choice theory (Scott, 2000).

2.3) Fast Food Market

Fast Food Market can be defined as selling of food and drink for immediate or quick consumption or it can be defined as eating areas that share with other food service operators (Datamonitor, 2009). Most of the fast food consumers are emphasized on the quality of service more than the cost of food that they get. Marketers have to place value or importance on the service quality as tactic or

strategy for operational and objective. In addition, researchers have to understand that the service quality is a key important of decision choice for service consumers (Cronin et al., 2000). The consumer behavior is not always same all the time, it can be change or alter from time to time and from person to person as well (Pingali, 2007). The different can be occurred when consumers experience goods and services because each experience is derived from interaction or response between the steps of event and prior of individual expectation (Pine & Gilmore, 1999). Therefore, the marketers should focus on providing precious or good memorable experiences to their consumers as it very important (Pine & Gilmore, 1999).

Furthermore, the marketers should understand perception and preferences of consumers for fast food restaurants. Also, the marketers should understand how the consumers differ across countries or culture. Therefore, the strategy can be used to improve consumer's perception toward their fast food restaurants and to increase demand from the consumers as well (Kara et al., 1995). The differences in consumer's perceptions can be surveyed or observed between the consumers in different cities of a country (Liu et al., 2007). Fast food restaurants should provide various or mix of products and services to attract and engage consumers at an individual level and convert to their memorable events (Pine & Gilmore, 1999).

2.4) Quick Service Restaurant (QSR)

Quick service restaurants are not provided various menus. It provides limit menu, service with low prices (Ninemeier & Perdue, 2005). This kind of food can prepare the process easily, also serve quickly as well. The process of QSR food is prepared on large scale with standardize cooking and production processes. In most case, menu of

food of QSR will be processed and prepared for ingredients at central supply facilities or it can be processed by suppliers. Then the food will be delivered to each QSR. The food will be reheated and cooked in a short period of time which can save a lot of time.

Historical growth of QSR business is derived from adding many restaurants to their portfolio. This growth will be important as long as their core market is not saturated. QSR have to deal with many challenge issues including fatness and increasing rate of health concerns from consumers. Even though, QSR food is not directly be a cause of illness, Werner et al. (2007) warn that lawsuits will follow that will try to do so. Therefore, QSR offer various low-fat food in their menu in order to respond to the lawsuits (Robinson et al., 2005).

The first company in QSR chain is Yum Company. The company has several brands under the company including KFC, Taco Bell and other brands. This company is the first company that change their product regarding trans fats. In KFC, all fried chicken are served with zero grams of trans fat (Katz, 2008).

Nowadays, QSR businesses are not competing with other QSR only. They also have to compete with many quick casual and casual dining restaurants such as Baja Fresh, Chili's, and Outback. Moreover, QSR businesses have to compete with the increasing of "ready-to-eat" meals (Quick Meal) that available in many convenience or grocery stores. Therefore, a strategy method for QSR is to see the business through the consumer's eyes and focus on importance of differentiation in order to differentiate their products and companies from various competitors (Michael & Robert, 2008).

2.5) Brand Name

A brand name can be defined as identity of a product. It carries all of the brand equity. Brand name cannot change without an important risk of losing all equity, while corporate name can change. Therefore, the brand name should view as long-term commitment. The most desirable attributes of a successful brand name are include connotations, relevance to product category, easy to recognize and recall, overall liking, distinctiveness, and consistency with the company and its existing product line. (Chiranjeev & Lance, 2011)

2.5.1) Brand Awareness

Brand awareness can be defined as the ability of consumer to specify a brand different criterion (Keller, 2003). This can be taken in the brand recognition and brand recall forms. The brand recognition assumes prior exposure of the brand. When the consumer gets a hint, they will correctly identify the brand based on what they are previously seen or heard. Consumers may remember many brands but they will recall only a small number of brands. Sometimes they can recall only one brand. Therefore, the brand recognition can be defined as the minimum level of brand awareness which is based on aided recall as well (Holden, 1993; Laurent et al., 1995; Mariotti, 1999). The brand recognition is very important when a consumer selects a brand at the point of purchase.

Brand recall can be defined as the next level of brand awareness. It depend on unaided recall (Holden, 1993; Laurent et al., 1995; Mariotti, 1999). It also related to ability of the consumer to recall the brand from memory when a relevant hint is

provided (Ross and Harradine, 2004). In addition, brand recall can be implied that the brand has stronger position in his or her mind. The first name of brand that the consumer can recall represents the highest level of brand awareness (Laurent et al., 1995; Mariotti, 1999).

2.5.2) Brand Loyalty

Brand loyalty can be identified as a core dimension of brand equity (Aaker, 1996). The brand loyalty is like an attachment of a consumer towards a brand (Kim et al., 2008; Chahal & Bala, 2010; Hsu et al., 2012; Tran et al., 2013) even after changing the price or features of the products (Reisenwitz & Gupta, 2011). Loyalty is a biased behavior of purchase process which results from psychological process (Anderson and Srinivasan, 2003) which also excludes random repurchasing (Homburg & Giering, 2001). The loyal consumers believe that the brand is more satisfactory than the other brands, so they will have a strong commitment to the brand (Holland & Baker, 2011). In addition, brand loyalty can also be defined based on the attitude, belief and intention structure of consumer for a brand (Lee et al., 2009).

In another view, we can see that consumers that have high involvement and experience level with a product category will be a brand loyalty (Holland & Baker, 2011). Furthermore, the brand loyalty can be defined by six conditions including biased, expressed over time, behavioral response (purchase) and psychological (decision making, evaluation) processes (Jaboby & Kyner, 1973).

In literature, brand loyalty can be divided into two categories including attitudinal and behavioral loyalty (Homburg & Giering, 2001; Yang and Peterson, 2004; Kim et al., 2008; Lee & Back, 2009; Chahal & Bala, 2010). Behavioral of brand loyalty can

be defined as repurchasing of a brand (Yang & Peterson, 2004; Lee & Back, 2009; Chahal & Bala, 2010) such as frequency of purchase, amount of purchase and amount of brand switching over a period of time (Lewis & Soureli, 2006). Behavioral loyalty only is not enough to explain how many purchasing situations persuade purchasing the same brand by consumer. Therefore, behavioral must attend with positive attitude. For attitudinal loyalty, it can be defined as strong cognitive components that influence affective loyalty (Chahal & Bala, 2010). The affective loyalty impacts on cognitive loyalty that cause intention of consumers as well (Lewis & Soureli, 2006) or commitment in form of unique values related to the brand (Yang & Peterson, 2004; Lee & Back, 2009).

2.5.3) Brand Reputation

Brand reputation can be defined as backward-looking asset along with forward looking benefits. It is the goodwill of consumers toward brand which based on previous experience (Herbig & Milewicz, 1995). According to positive previous experience through advertising and product consumption, consumers will create positive expectation about the future experience. Various study show that a high reputation of a brand with a favorable first hearing. The advertising of the brand will receive greater impact (Chaudhuri, 2002) and can be interpreted in a more positive way (Jain, 1993; Mitra & Golder, 2006).

2.6) Consumer Behavior

Consumer Behavior can be defined as the actions that consumers take in order to making decision about buying or purchasing any goods and services. To study of

consumer behavior will always focus on the psychological and other factors that persuade consumer to purchase or reject the products or services. It is very important to understand these factors and utilize the behaviors in a way that persuade consumers to purchase the products or services, in order to create a marketing campaign successfully (Malcolm, 2003).

Self-image of the consumer is one of the key components that influence consumer behavior. People who prefer admiration in order to feel good about themselves will always go to over lengths to get validation from the others. It will lead them to purchase the latest or new fashion including clothing and car also being seen in the right place can be very necessary as well. In the other hand, people who are not much concerned about the others thinking will focus on make purchasing decision based on practical and capabilities of products or services provided to them that meet their requirement as well (Malcolm, 2003).

In addition, cultural factor can play a role in order to shaping consumer behavior as well. For instance, bargaining power with the owner of a shop for the price of a product is a common practice in various places around the world. Bargaining about the price before purchasing can be an important part of the process in some cultures. In the other hand, the way to bargaining the price with the owner of the shop can be considered as an improper way and even rude as well. In addition, people who always travel will adapt their consumer behavior to match with the local standard. Therefore, they can be perceived as a part of the social norm (Malcolm, 2003).

Social pressure is a relevant factor that can be considered as a factor that influence on consumer behavior. Consumers might be persuaded to buy some specific brands because they feel impress with same products that they have bought. The selection of

food, clothing, type of home and neighborhood and many other purchasing decisions can be influenced by the desire to fit well with a social circle. According to the social pressure, the main focus is to fit with the group of choice and be recognized as a part of the group, but not focus on the admired from the others (Malcolm, 2003).

Another major role in determining consumer behavior is an education. It can be related to formal education and learning in general. In some manner, the product that the consumers feel desire might be cast aside in favor of other products which they think that it has more attractive, as people get more information about their purchasing choices. For instance, until the consumers know that there is a lot of sodium loaded in canned soup, they might be very unhappy or unsatisfied with the brand of canned soup. Therefore, the consumers will change the brand and begin to favor the other brand that has lower amount of sodium, and still satisfy the desire for a tasty soup (Malcolm, 2003).

Moreover, consumer behavior can be studied in terms of sectors of population and individuals. Any businesses can create various products that can persuade a lot of consumers and make an advertising that can gain more attention from the target market, by understanding about what can impact purchasing behaviors. As consumer needs and tastes are change over time, the process of evaluating consumer behavior will ongoing. Therefore, many companies always evaluate the achievement of their efforts and implement any changes when necessary to maintain the achievement (Malcolm, 2003).

2.7) Marketing Mix of 4Ps

Marketing mix can be defined as the different marketing decision variables that combine together and used by companies to market their goods or services. The

marketing mix is a group of controllable variables which can use to influence buyers responses by the companies. Therefore, marketing managers will decide the amount or level of marketing cost that have to spend in order to achieve budget of marketing purpose of the companies. In addition, after summarize the marketing budget it can be decided about how to divide it from the total marketing budget among many instruments in the marketing mix (Meera, 2012). The following table is the organized of marketing decisions.

Table 2.1: Elements of 4P's

Table No. 1 Elements of 4 P's

| Product | Price | Promotion | Place |
|----------------|---------------|------------------|------------------|
| Design | Retail | Strategies | Special offers |
| Technology | Wholesale | Skimming | Endorsements |
| Usefulness | Internet | Penetration | Advertising |
| Value | Direct sales | Psychological | User trials |
| Convenience | Peer to peer | Cost-plus | Direct mailing |
| Quality | Multi channel | Loss leader | Leaflets/posters |
| Packaging | | | Free gifts |
| Branding | | | Competitions |
| Warranties | | | Joint ventures |

The marketing mix theory is coined by Neil H. Borden. It combines with many fair inputs of all important elements which make up marketing programs that shown in the following figure (Figure 1). It consists of the main of company's marketing style. All of the elements that is mentioned before are very important and depend on each other. Moreover, the four elements (4Ps) of marketing mix are interrelated (Meera, 2012). The following figure is about marketing mix cycle.



Figure 2.1: Marketing Mix Cycle

For the current trend, there are many different factors that always influence the development of strong customer relationship. Companies are focusing on the strong exchange relationship also an understanding of customer's relationship value as well. Because there is a framework that suggests the relationship between the marketing mix's variables at different levels (Meera, 2012).

2.7.1) Product

Product means a physical product or service for a customer which ready to pay. It includes tangible goods such as furniture and intangible goods such as service. The product is key factor of marketing mix (Meera, 2012).

2.7.1.1) Product Life Cycle

It can be defined as different stages that the sale of any product changes in a period

of time. There are four stages including introduction, growth, maturity and decline stages.

A product is get into the market then it gains more consumers as it grows. As the market stabilize and the product becomes mature, after a period of time it will decline because of the introduction and development of many competitors. Then, it is withdrawn as the following figure (Figure 2) (Meera, 2012).

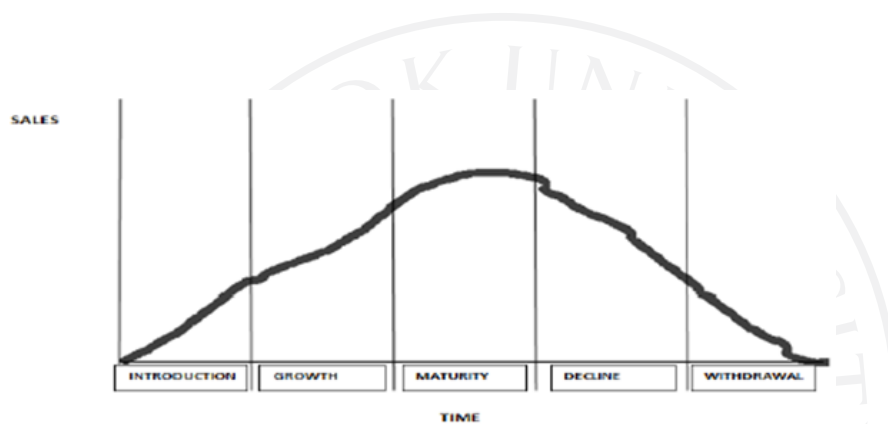


Figure 2.2: Product Life Cycle

2.7.1.2) Customer Life Cycle

The Customer Life Cycle (CLC) emphasis on building life time of customers by creating and delivering value through the life of a customer. It embodies concept of marketing because it is marketing oriented not product oriented. One of the important problem is normally company offers differently in product types. Therefore, it is hard to maintain a form of Customer Life Cycle for every company (Meera, 2012).

For example, CANARA BANK has many products that would like it customers to maintain lifetime relationship with it. People can start saving their money at young age. 12-15 year old are started to have cash account. 16-17 year old aimed with the

right Track Account. When they begin to study in college or university, student loans are available. When they begin to work, there will be many kinds of current and saving account available. Moreover, they can obtain home or car loan. It would be useful to take out a pension plan. Lastly, CANARA BANK offer pension plans due to this type of strategies a company such as CANARA BANK can gain and hold customers then offer various products and services through a life of customer. The following figure is an example of Customer Life Cycle (Figure 3) (Meera, 2012).

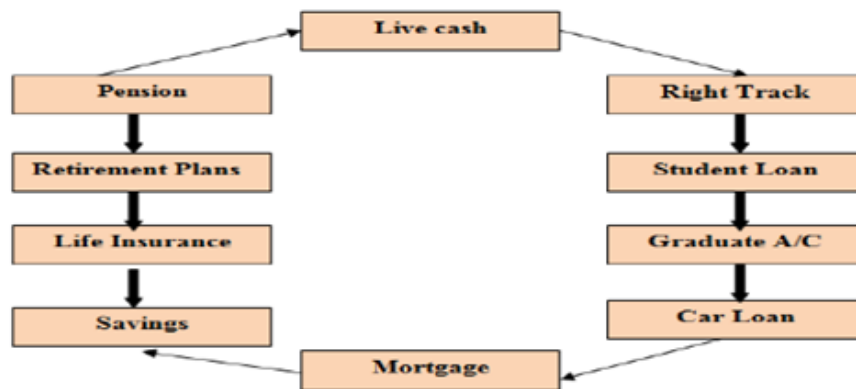


Figure 2.3: Customer Life Cycle

2.7.2) Price

Price can be defined as the amount that consumer must exchange to receive any offering. The price should be dynamic because the product will depend on different factors and it changes constantly as well. Therefore, it can bear the changes over duration. The decision on the cost of the product is the important factor for pricing which marketing strategy and its expenses will be related to distribution, advertising expenses or any kind of price in the market (Meera, 2012).

2.7.3) Promotion

One of the most powerful in marketing mix is promotion. Sales promotion activities include exhibition, public relation, publicity and etc. The marketing manager has to decide the level of marketing cost on promotion. Activities of promotion are intended to support advertising and personal selling. Promotion can help trader and sale force to present the consumers in an effective way and persuade them to buy their products. There are many different components which consist in promotion that use to reach or achieve marketing goals of the company (Meera, 2012).

A powerful component in marketing mix is advertising. To create and develop image of a product in a market are the main purpose of the advertising. It is also the important instrument of competition that maintains the dynamic of industry. In addition, positioning of the product in the target market is decided by promotion mix. It has to consider as expense and add to the cost of a product (Meera, 2012).

2.7.4) Place

There are many components in place including warehousing facilities, channels, mode of transportation and inventory control management. Therefore, it is a mechanism through which products and services are moved from the service provider and manufacturer to consumer. A business team has to interact with various clients and ensure availability of the product if the product is a business product. In addition, distribution has a huge effect on the profit. Hence, the company should have great supply chain and logistics management plan for the distribution (Meera, 2012).

Moreover, the four components in marketing mix are interconnected. If the price of the product increasing, the demand of the product will lower and require lesser distribution as well. Lastly, the overall of marketing mix can result in dynamic modeling which base on customer response for improving a product also can be launched as upgraded product (Meera, 2012).

2.8) Purchase Decision

Researchers and marketers recently pay more attention on purchase behavior of consumers because it is important for anticipating the success of operational and achieving sustainable competitive advantage (Parasuraman et al., 1985; Zeithmal, 1988; Bolton et al., 1991; Dodds et al., 1991; Holbrook, 1994; Cronin et al., 2000). Purchase decision means a continuing of a process that refers to thinking and conforming action to bring about need or satisfaction. Normally, consumers are rationale and always use information that they have in a systematic way (Azjen et al., 1980). Purchase decision can view as symbolic in form of sensory pleasures, emotional responses, daydreams or aesthetic considerations (Engel et al., 1993).

For marketing strategy, making purchase decision in the consumers is to meet the need of consumers and increase their satisfaction (Porter, 1985). The purchase decision can change or adapt with the situations of a person or consumption situation that derive from the quality attributes of sellers. Furthermore, literature reviews about consumer behavior conclude purchase decision as situation phenomenon, social phenomenon, personal phenomenon and perceived contextual phenomenon (Engel et al., 1993).

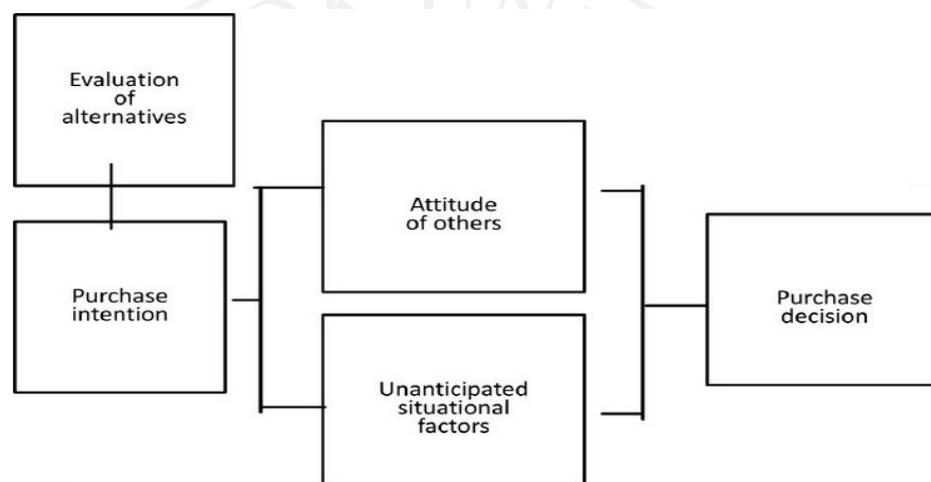
Consumer decision process can be divided into two categories which are processing (include pre-purchase, problem recognition and alternative evaluation) and outcomes (include post-purchase evaluation). Purchase decision is an outcome of the previous processes will happened, so it founds from the outcome theory. The purchase is involving the exchange in term of money or an engagement to pay for performance of products or services. At the evaluation stage, the consumers will think about the preference among each brand from various choices that they obtain from a decision making set. The decision making set include awareness, consideration, choice sets to final decision. Then, the consumers will select the brand based on their preferences and information that they have. Finally, they get the most preferred brand and purchase it. Nevertheless, there are two factors that can intervene between purchase decision and purchase intention (Gwakisa, 2013).

The first factor is attitudes of others. It is the extent which attitude of the others reduces one's preferred alternative will depend on two things including intensity of negative attitude of the others toward preference alternative of the consumer and the motivation of the consumer to conform to wishes of the others (Gwakisa, 2013).

The second factor is unanticipated situational factors which may explode to change the purchase intention. The consumers can lose their job, some purchasing may be urgent that is why preferences and the purchase intention are not reliable predictors for purchasing behavior. In addition, a consumer will modify, postpone or avoid any purchase decision that he or she perceives risk of it. The amount of risk that the consumers perceived will vary with the amount of attribute uncertainty, money at stake and the amount of self confidence of the consumers. The consumers will develop their routine to reduce risk such as information that gather from their

friends, decision avoidance and warranties. Moreover, many smart marketers are studied the factors that stir a feeling of risk in the consumers, then they provide information and support to reduce risk that the consumers will perceive. Therefore, they can ensure that the consumers will buy their product (Gwakisa, 2013).

The factors that involve between evaluations of alternatives to a purchase decision are shown as following.



Source: Philip Kotler, Marketing management 10th Ed. (<http://up.edu.ps/ocw/repositories/pdf-archive/BBGD210110107042009/index15.html>) retrieved 4th January 2013.

Figure 2.4: Factors that involve between evaluations of alternatives to a purchase decision

2.9) Purchasing Phases

This consists with organizational decision theorists (Mintzberg et al., 1976), the purchasing decision can be defined as a set of actions and several dynamic elements. It begins with identification of an encouragement for action and ends with the exact commitment to action. Organizational purchasing is dealt with as a several stages of decision process which can imply that instead of focusing on the final purchase

(outcome) only, one is to interest in the several events and relationships between the several elements that lead to the purchasing (Gronhaug & Venkatesh, 1991).

There are many researchers have tried to separate the purchasing decision process into a number of stages. Specifically, Woodside and Samuel separated the purchasing decisions process into four parts including developing and analyzing requirements, preparing request for quotations and analyze the quotations, negotiate with suppliers, and post-negotiation evaluation and reporting (Woodside & Samuel, 1981). In the same way, McWilliams explained four different stages of the purchasing decision process. The four stages include identification of need, establishment of specifications, evaluation or identification of purchasing options and selection of supplier (McWilliams, 1992).

Kotteaku, Xideas and Moschuris explained for four purchasing stages. The four stages include initiation, search, selection and completion. In each stage include distinct and directly noticeable tasks. For instance, the initiation includes the pattern of specifications and the selection includes assessment of supplier (Kotteaku at al., 1995; Xideas & Moschuris, 1998).

Organizational purchasing should compound with several sequential phases as it is a complex process. Bellizzi and Belonax described the purchasing decision process in nine stages (Bellizzi & Belonax, 1982). There are many researchers that described the purchasing decision process to have six to eight phases (Abratt, 1986; Cardozo, 1983; Ghingold & Wilson, 1998; Lilien & Wong, 1984; Smith & Taylor, 1985). For instance, regarding to the Ghingold and Wilson, the purchasing process should be separated into six stages. The six stages include recognition of need, general

description of necessary item, development of precise purchasing specifications, searching for vendor and qualification, interactions of vendor and proposals, assessment of alternative vendors and selection of supplier (Ghingold & Wilson, 1998).

There are several researchers that try to combine process that effect the purchasing process itself with the structure and functioning of the purchasing center (Dowling, 1994; Ghingold & Wilson, 1998; Lynn, 1987; Naude, 1994). These research studies found that purchasing center was dynamic with participation of individuals in some sub-decisions but not for the others. Normally, the stages that discussed earlier for the purchasing process including need recognition, levels of the management hierarchy, also more individuals than the purchasing process of services.

Jackson conducted research for the influencing of four different purchasing center members over five types of different product. Based on the research, they found that the purchasing of engineering, major capital and purchasing are apperceived as more influential than top management. In addition, for the purchasing of minor capital and supplies, engineering, purchasing and manufacturing all are as more influential than top management as well (Jackson et al., 1984).

Mattson described purchasing of products as capital equipment, support essential, product essential, and consumption product. He suggested that the classification type is easily to determine, also directly related to the level of management involvement. Moreover, he found that product essential is approved at the lower level than capital equipment (Mattson, 1988).

2.10) Related Research

The research of “Factors important for the selection of fast food restaurants:an empirical study across three cities of Pakistan” by Usman. There are several different factors that have effect on experiences of consumer at restaurants which lead to selection or rejection toward fast food restaurant. The main purpose of the study is to examine the factors that emphasize for the selection of the restaurants and to identify different in cultural or regional in consumer behaviors among consumers which relate to international fast food restaurants (Usman, 2011).

Regarding the findings, the important factors that the consumers concern for the selection of fast food restaurants include price, variety of food, promotional and timely service. In different cities are found different factors. This can indicate that different cities in the same country the choice and selection criteria of consumers for fast food restaurants are different (Usman, 2011).

The paper is a research for the selection criteria for fast food restaurants in Pakistan which is a large and various ethnically country. Moreover, the paper provides beneficial information for marketers and academicians as well. The beneficial information is about how consumers choose vary in culturally diverse nations (Usman, 2011).

2.11) Hypothesis

According to this research study, author aims to examine the relationship between factors of purchasing decision toward top three fast food brands in Thailand. The hypotheses are shown as following;

- H1o: $\beta_{\text{product factors}} = 0$
- H1a: at least one of $\beta_{\text{product factors}} \neq 0$
- H2o: $\beta_{\text{price factors}} = 0$
- H2a: at least one of $\beta_{\text{price factors}} \neq 0$
- H3o: $\beta_{\text{place factors}} = 0$
- H3a: at least one of $\beta_{\text{place factors}} \neq 0$
- H4o: $\beta_{\text{promotion factors}} = 0$
- H4a: at least one of $\beta_{\text{promotion factors}} \neq 0$
- H5o: $\beta_{\text{brand name factors}} = 0$
- H5a: at least one of $\beta_{\text{brand name factors}} \neq 0$

Conceptual Framework

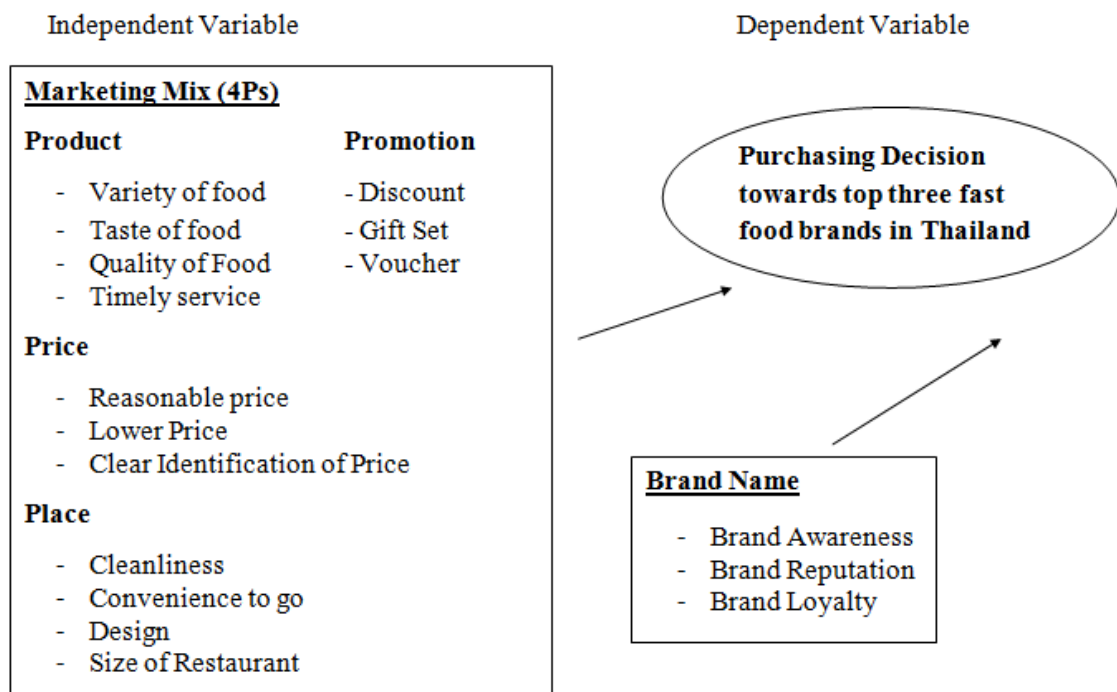


Figure 2.5: Conceptual Framework

CHAPTER 3

METHODOLOGY

In this chapter, the author describes the research strategy, research methodology, data collection and approaches that use in this research study. This chapter is starting from research strategy, population and samples, variables, survey instruments, instrument pretest, data collection and statistic for data analysis.

3.1) Research Strategy

This research study is a quantitative research. This research uses questionnaire as a specific method for an instrument to gather data for analyzing result. This research study is aimed to examine and identify factors of purchasing decision that have relationship towards top three fast food brands in Thailand.

The quantitative research method is to provide or explain situation by gathering numerical data which are analyzed by mathematically method. (Aliaga & Gunderson, 2000). In addition, this method is aim to determine the relationship between one thing (an independent variable) and another (a dependent or outcome variable) in a population (Hopkins, 2008). In addition, the author conducts this research study by reviewing another previous research which relate to this research study.

Moreover, based on the literatures review, the questionnaire is created and developed in a way to make it match with the fast food business.

3.2) Population and Samples

According to this research study, population is the target consumers who consume

the top three fast food brands in Thailand which include KFC, McDonald's and Chester's Grill. These consumers are located in Thailand. Most of the populations in this research study are Thai.

For the sample size, the author selected 400 samples which divide into two parts. The first part, the author conducts 30 samples for pre-test the result of the questionnaire. The pre-test include reliability and validity test. The second part, the author conducts another 370 questionnaires for analysis overall result of this research study.

3.3) Variables

In this research study, variables are presented accordingly to the proposed hypothesis as following;

Dependent Variables

Purchasing decision towards top three fast food brands in Thailand. A case study of KFC, Mc Donald's, Chester's Grill.

Independent Variables

Product

- 1) Variety of food
- 2) Taste of food
- 3) Quality of Food
- 4) Timely service

Price

- 5) Reasonable Price
- 6) Lower Price

7) Clear Identification of Price

Place

8) Cleanliness

9) Convenience

10) Design

11) Size of Restaurant

Promotion

12) Discount

13) Voucher

14) Gift Set

Brand Name

15) Brand Awareness

16) Brand Reputation

17) Brand Loyalty

For hypothesis can explain as following.

- H1o: $\beta_{\text{product factors}} = 0$
- H1a: at least one of $\beta_{\text{product factors}} \neq 0$
- H2o: $\beta_{\text{price factors}} = 0$
- H2a: at least one of $\beta_{\text{price factors}} \neq 0$
- H3o: $\beta_{\text{place factors}} = 0$
- H3a: at least one of $\beta_{\text{place factors}} \neq 0$
- H4o: $\beta_{\text{promotion factors}} = 0$
- H4a: at least one of $\beta_{\text{promotion factors}} \neq 0$

- H5o: $\beta_{\text{brand name factors}} = 0$
- H5a: at least one of $\beta_{\text{brand name factors}} \neq 0$

3.4) Survey Instruments

This research study uses questionnaire online as an instrument to gather data in order to identify and examine factors of purchasing decision toward top three fast food brands in Thailand including KFC, McDonald's and Chester's Grill. There are four parts in the questionnaire including general information, factors that influence purchasing decision towards top three fast food brands in Thailand, consumer behavior towards top three fast food brands in Thailand and consumer demographics. These four parts are described in detail as following.

Part 1: For this part, the questions asking about general information toward fast food consumption. The questions are close-ended questionnaire and the answers of each question are Dichotomous Question, Multiple Choices question and Semantic Differential Scale with a total number of 7 questions.

Table 3.1: Level of Information Measurement and Criteria

| Variables | Level of Measurement | Criteria Classification |
|--------------------------------------|----------------------|---|
| 1) Ever consumed fast food or not | Nominal | 1) Yes 2) No |
| 2) The most favorite fast food brand | Nominal | 1) KFC 2) McDonald's 3) Chester's Grill |

For question 3, the questions were rated by respondents on Semantic Differential Scale. Each questions rated from number 0 with the statement “No Effect” to number 7 with the statement “Very Strong Affect”. The weight (score) are set in each level as followed;

| | |
|---------------------|-----|
| No Affect | = 0 |
| Very Minimal Affect | = 1 |
| Somewhat Disagree | = 2 |
| Disagree | = 3 |
| Neutral | = 4 |
| Agree | = 5 |
| Somewhat Agree | = 6 |
| Very Strong Affect | = 7 |

3) Factors affect brand purchasing decision in question 2.

3.1 Product

3.2 Price

3.3 Place

3.4 Promotion

3.5 Brand Name

Part 2: For this part, the questions ask opinion about factors that influence purchasing decision towards top three fast food brands in Thailand. The questions are close-ended questionnaire and the answer of each question is scale type. This part uses five point Likert-type scales with a total number of 17 questions.

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

Strongly Agree = 5

Somewhat Agree = 4

Neutral = 3

Somewhat Disagree = 2

Strongly Disagree = 1

1) Product (4 Questions)

1.1 Taste of food

1.2 Variety of Menu

1.3 Quality of Food

1.4 Timely Service

2) Price (3 Questions)

2.1 Reasonable Price

2.2 Lower Price

2.3 Clear Identification of Price

3) Place (4 Questions)

3.1 Cleanliness

3.2 Convenience to go

3.3 Design

3.4 Size of Restaurant

4) Promotion (3 Questions)

4.1 Discount

4.2 Gift Set

4.3 Voucher

5) Brand Name (3 Questions)

5.1 Brand Awareness

5.2 Brand Reputation

5.3 Brand Loyalty

Part 3: For this part, the questions ask about consumer behavior towards purchasing decision of top three fast food brands in Thailand. The questions are close-ended questionnaire and the answer of each question is multiple choices question with a total number of 10 questions.

Table 3.2: Level of Information Measurement and Criteria.

| Variables | Level of Measurement | Criteria Classification |
|--|----------------------|---|
| 1) Frequency for purchasing fast food | Ordinal | 1) Once a week 2) 2-3 times per week 3) Once a month 4) 2-3 times per month 5) Other (Please specify) |
| 2) Meal that prefer to consume fast food | Nominal | 1) Breakfast 2) Lunch 3) Dinner 4) Other (Please specify) |

(Continued)

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

| | | |
|---|---------|---|
| 3) The time prefer to purchase fast food | Nominal | <ol style="list-style-type: none"> 1) During rush hours 2) Weekend 3) On working day 4) Other (Please specify) |
| 4) Person who always consume fast food with | Nominal | <ol style="list-style-type: none"> 1) Friend 2) Family 3) Boyfriend/Girlfriend 4) Other (Please specify) |
| 5) Favorite menu | Nominal | <ol style="list-style-type: none"> 1) Hamburger 2) French Fries 3) Fried Chicken 4) Dessert 5) Combo 6) Other(Please specify) |
| 6) Spending for fast food each time | Ordinal | <ol style="list-style-type: none"> 1) Below 100 Baht 2) 100-200 Baht 3) 201-300 Baht 4) Above 300 Baht |

(Continued)

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

| | | |
|--|---------|---|
| 7) Favorite place for consuming fast food | Nominal | 1) Shopping Mall 2) Community Mall 3) Stand Alone Shop 4) Office Building 5) Residential Condo 6) Other (Please specify) |
| 8) Get information about promotion of fast food restaurant | Nominal | 1) Friend 2) Family 3) Promotion Material 4) Television 5) Radio 6) Brochure 7) Website 8) Other (Please specify) |
| 9) Fast food restaurant fit well with your lifestyle | Nominal | 1) Yes 2) No |
| 10) Personal desire has an effect on purchasing fast food brands | Nominal | 1) Yes 2) No |

Part 4: For this part, the questions ask about demographic information of the respondents. The questions are close-ended questionnaire and the answer of each question is multiple choices question with a total number of 6 questions.

Table 3.3: Level of Information Measurement and Criteria.

| Variables | Level of Measurement | Criteria Classification |
|---------------------------|-----------------------------|--|
| 1) Gender | Nominal | 1) Male 2) Female |
| 2) Age | Ordinal | 1) Below 20 Years 2) 20-25 Years 3) 26-30 Years 4) Above 30 Years |
| 3) Level of Education | Ordinal | 1) High School 2) Bachelor's Degree 3) Master's Degree 4) Doctoral Degree |
| 4) Current marital status | Nominal | 1) Single 2) Married |
| 5) Monthly Income | Ordinal | 1) Below 20,000 Baht 2) 20,000 - 30,000 Baht 3) 30,001 - 40,000 Baht 4) Above 40,000 Baht |

(Continued)

Table 3.3 (Continued): Level of Information Measurement and Criteria.

| | | |
|---------------|---------|--|
| 6) Occupation | Nominal | 1) Business Owner 2) Student 3) Government Enterprise 4) Housewife 5) Company's Employee 6) Unemployed 7) Other (Please specify) |
|---------------|---------|--|

3.5) Instrument Pretest/ Reliability and Validity Assessment

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

The questionnaires are randomly distributed to 30 respondents in order to conduct a pretest for reliability and validity.

3.5.1 Content Validity

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

- 1) Mr. Banpop Kwawong – Restaurant General Manager at KFC Restaurant (Lotus Rama 3 Branch)
- 2) Ms. Kritporn Panpuan – Restaurant Manager at McDonald's Restaurant (Lotus Rama 3 Branch)

3) Mr. Peera Katemanee – Assistant Manager at Chester’s Grill Restaurant (Lotus Rama 3 Branch)

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

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

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

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

N is referred to number of the experts.

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

After implemented the assessment, there is no question that has value of item-objective congruence (IOC) less than 0.5. The assessment result of this questionnaire has the total consistency index value equal to 0.983. Therefore, all questions in the questionnaire are acceptable and pass the validity test.

3.5.2 Reliability

The author distributes the questionnaire to 30 samples as a pilot test to examine the reliability of the questionnaire. The reliability test for this research is analyzed by using Statistical Package for the Social Sciences (SPSS) program.

Table 3.4: 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 A., (2003). Statistical analysis: Statistics for management and research. Thailand: Department of Statistic Faculty of Chulalongkon University

Based on the criteria in the table 3.3, if cronbach's alpha coefficeient is more than 0.70, the questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo et al., 2006).

According to the 30 pretest questionnaires, the value of Cronbach's alpha coefficient is 0.785 with n of items = 30 as shown in table 3.5. The values of Cronbach's alpha coefficient for product or service, price, place, promotion and brand name are 0.889, 0.867, 0.876, 0.872, and 0.883 respectively.

According to the criteria of reliability in table 3.4, the acceptable of Cronbach's Alpha coefficient should be 0.70 or above. The overall Cronbach's alpha coefficient value from this questionnaire is all higher than the benchmark value of 0.70 Therefore, the quality and accuracy of the questionnaire is high in reliability level. (Cronbach, 1951; Olorunniwo et al., 2006).

Table 3.5: The Result of Cronbach's Alpha Test with 30 pretest Questionnaires

| Cronbach's Alpha Coefficient | Cronbach's Alpha |
|-------------------------------------|-------------------------|
| All Parts | 0.785 |
| Product | 0.889 |
| Price | 0.867 |
| Place | 0.876 |
| Promotion | 0.872 |
| Brand Name | 0.883 |

3.6) Data Collection

According to this research study, the author uses primary data. The data are gathered from distribution of questionnaire. The questionnaire are done by respondents who are customers of top three fast food brands in Thailand including KFC, McDonald's and Chester's Grill.

For the data collection process, this process are done in the November 2015 to January 2016 by distributing of 400 questionnaire online to sample or target consumer in Thailand.

3.7) Statistic for Data Analysis

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

1) Using multinomial logistic regression to explain the relationship of all hypotheses for both 7 and 5 likert scales

Multinomial logistic regression is used for explain or predict about category placement or the probability of category membership on a dependent variable which based on multiple or many independent variables. The independent variables can be binary or scale data. In addition, this type of regression is a normal extension of binary logistic regression which allows for using more than two categories of dependent variables (Schwab, 2002).

This analysis part uses multinomial logistic regression because the topic is about purchasing decision which has more than two categories of dependent variables. Also, this research study has multiple or many independent variables as well. Moreover, the author uses this method because the dependent variable is categorical.

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

Cross Tabulation analysis is known as contingency table analysis, is most often used for analyzing categorical. A cross-tabulation is a two or more dimensional table that records the number (frequency) of respondents that have the specific characteristics described in the cells of the table. Cross Tabulation tables also provide a wealth of information about the relationship between the variables (Cross Tabulation Analysis, 2013).

In order to get result of this part, the author uses cross tabulation because this part has to compare the relationship between two variables.

CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, the author presents the analysis of the empirical study. The analysis part will be conducted by using the framework of references from the second chapter.

The results of this research study will be presented within 3 parts as following;

Part 1: The analytical results for factor affecting purchasing decision by using multinomial logistic regression. (Hypothesis)

Part 2: The analysis of factors that influence purchasing decision towards top three fast food brands in Thailand by using multinomial logistic regression. (Other components)

Part 3: The analytical results of consumer behavior and demographic information towards top three fast food brands in Thailand by using crosstab.

Output of Multinomial logistic regression

4.1) The Analysis of factors that affect purchasing decision towards top three fast food brands in Thailand including KFC, McDonald's and Chester's Grill. (Hypothesis)

Table 4.1: Multinomial of product, price, place, promotion and brand name

| Likelihood Ratio Tests | | | | |
|------------------------|--|------------------------|----|------|
| Effect | Model Fitting Criteria | Likelihood Ratio Tests | | |
| | -2 Log Likelihood of Reduced Model | Chi-Square | df | Sig. |
| Product | 580.657 | 26.477 | 14 | .022 |
| Price | 580.764 | 26.584 | 14 | .022 |
| Place | 592.970 | 38.790 | 14 | .000 |
| Promotion | 581.571 | 27.391 | 14 | .017 |
| Brand Name | 599.693 | 45.513 | 14 | .000 |

According to the table 4.1, all variables significantly influence overall purchasing decision towards the top three fast food brands in Thailand (p-value < .05).

The variables that significantly influence overall purchasing decision towards the top three fast food brands in Thailand include product (.022), price (.022), place (.000), promotion (.017) and brand name (.000).

Therefore, the hypothesis can explain as following.

- H1o: $\beta_{\text{product factors}} = 0$
- H1a: at least one of $\beta_{\text{product factors}} \neq 0$

Since p-value of $\beta_{\text{product}} < 0.05$, we can reject null hypothesis and conclude that product significantly influence purchasing decision towards the top three fast food brands in Thailand. (.022 < 0.05)

- H2o: $\beta_{\text{price factors}} = 0$
- H2a: at least one of $\beta_{\text{price factors}} \neq 0$

Since p-value of $\beta_{\text{price}} < 0.05$, we can reject null hypothesis and conclude that price significantly influence purchasing decision towards the top three fast food brands in Thailand. (.022<0.05)

- H3o: $\beta_{\text{place factors}} = 0$
- H3a: at least one of $\beta_{\text{place factors}} \neq 0$

Since p-value of $\beta_{\text{place or service}} < 0.05$, we can reject null hypothesis and conclude that place significantly influence purchasing decision towards the top three fast food brands in Thailand. (.000<0.05)

- H4o: $\beta_{\text{promotion factors}} = 0$
- H4a: at least one of $\beta_{\text{promotion factors}} \neq 0$

Since p-value of $\beta_{\text{promotion}} < 0.05$, we can reject null hypothesis and conclude that promotion significantly influence purchasing decision towards the top three fast food brands in Thailand. (.017<0.05)

- H5o: $\beta_{\text{brand name factors}} = 0$
- H5a: at least one of $\beta_{\text{brand name factors}} \neq 0$

Since p-value of $\beta_{\text{brand name}} < 0.05$, we can reject null hypothesis and conclude that brand name significantly influence purchasing decision towards the top three fast food brands in Thailand. (.000<0.05)

In addition, there are four variables significantly influence purchasing decision towards KFC and McDonald's over Chester's Grill (p-value < .05).

Table 4.2: Multinomial of choosing KFC over Chester's Grill (Hypothesis)

Parameter Estimates

| Most favorite brand ^a | B | Std. Error | Wald | df | Sig. | Exp(B) | 95% Confidence Interval for Exp(B) | |
|----------------------------------|--------|------------|-------|----|-------|--------|------------------------------------|-------------|
| | | | | | | | Lower Bound | Upper Bound |
| KFC | | | | | | | | |
| [Product=6] | 4.105 | 1.481 | 7.681 | 1 | 0.006 | 60.651 | 3.327 | 1105.663 |
| [Product=7] | 3.386 | 1.332 | 6.466 | 1 | 0.011 | 29.562 | 2.173 | 402.121 |
| [Price=5] | -1.737 | 0.754 | 5.309 | 1 | 0.021 | 0.176 | 0.04 | 0.771 |
| [Promotion=5] | -2.459 | 1.201 | 4.193 | 1 | 0.041 | 0.086 | 0.008 | 0.9 |

a. The reference category is: Chester's Grill.

The variables that significantly influence choosing KFC over Chester's Grill including product, price, and promotion.

- H1o: $\beta_{\text{product factors}} = 0$
- H1a: at least one of $\beta_{\text{product factors}} \neq 0$

Since p-value of $\beta_{\text{product}} < 0.05$, we can reject null hypothesis and conclude that product significantly influence purchasing decision towards KFC over Chester's Grill (0.006, 0.011 < .05).

- H2o: $\beta_{\text{price factors}} = 0$
- H2a: at least one of $\beta_{\text{price factors}} \neq 0$

Since p-value of $\beta_{\text{price}} < 0.05$, we can reject null hypothesis and conclude that price significantly influence purchasing decision towards KFC over Chester's Grill (0.021 < .05).

- H4o: $\beta_{\text{promotion factors}} = 0$

- H4a: at least one of β promotion factors $\neq 0$

Since p-value of β promotion < 0.05 , we can reject null hypothesis and conclude that promotion significantly influence purchasing decision towards KFC over Chester's Grill ($0.041 < .05$).

Table 4.3: Multinomial of choosing McDonald's over Chester's Grill (Hypothesis)

Parameter Estimates

| Most favorite brand ^a | B | Std. Error | Wald | df | Sig. | Exp(B) | 95% Confidence Interval for Exp(B) | |
|----------------------------------|--------|------------|-------|----|-------|--------|------------------------------------|-------------|
| | | | | | | | Lower Bound | Upper Bound |
| McDonald's | | | | | | | | |
| [Product=5] | 3.447 | 1.451 | 5.642 | 1 | 0.018 | 31.397 | 1.827 | 539.524 |
| [Product=6] | 4.337 | 1.47 | 8.699 | 1 | 0.003 | 76.476 | 4.284 | 1365.225 |
| [Product=7] | 3.261 | 1.319 | 6.11 | 1 | 0.013 | 26.086 | 1.965 | 346.302 |
| [Promotion=5] | -2.969 | 1.178 | 6.352 | 1 | 0.012 | 0.051 | 0.005 | 0.517 |

a. The reference category is: Chester's Grill.

The variables that significantly influence choosing McDonald's over Chester's Grill including product and promotion.

- H1o: β product factors = 0
- H1a: at least one of β product factors $\neq 0$

Since p-value of β product < 0.05 , we can reject null hypothesis and conclude that product significantly influence purchasing decision towards McDonald's over Chester's Grill ($0.018, 0.003, 0.013 < 0.05$).

- H4o: β promotion factors = 0

- H4a: at least one of β promotion factors $\neq 0$

Since p-value of β promotion < 0.05 , we can reject null hypothesis and conclude that promotion significantly influence purchasing decision towards McDonald's over Chester's Grill ($0.012 < 0.05$).

4.2) The Analysis of factors influencing purchasing decision towards top three fast food brands in Thailand including KFC, McDonald's and Chester's Grill. (Other components)

Table 4.4: Multinomial of other components.

| Likelihood Ratio Tests | | | | |
|------------------------|---|------------------------|----|------|
| Effect | Model Fitting Criteria | Likelihood Ratio Tests | | |
| | -2 Log Likelihood of Reduced Model | Chi-Square | df | Sig. |
| Taste of Food | 362.181 ^a | 7.405 | 8 | .494 |
| Variety of Menu | 432.245 | 77.469 | 8 | .000 |
| Quality of Food | 378.960 ^a | 24.184 | 8 | .002 |
| Timely Service | 360.474 ^a | 5.699 | 8 | .681 |
| Reasonable Price | 403.730 | 48.954 | 8 | .000 |
| Lower Price | 416.821 | 62.045 | 8 | .000 |

(Continued)

Table 4.4 (Continued): Multinomial of other components.

| | | | | |
|-------------------------------|----------------------|--------|---|------|
| Clear identification of Price | 438.881 ^a | 84.105 | 8 | .000 |
| Cleanliness | 340.787 ^a | . | 8 | . |
| Convenience to go | 346.553 ^a | . | 8 | . |
| Design | 409.227 ^a | 54.451 | 8 | .000 |
| Size of Restaurant | 425.213 ^a | 70.437 | 8 | .000 |
| Discount | 391.473 ^a | 36.698 | 8 | .000 |
| Gift Set | 425.965 ^a | 71.189 | 8 | .000 |
| Voucher | 408.767 | 53.992 | 8 | .000 |
| Brand Awareness | 430.713 ^a | 75.937 | 8 | .000 |
| Brand Reputation | 363.170 ^a | 8.394 | 8 | .396 |
| Brand Loyalty | 407.003 ^a | 52.227 | 8 | .000 |

According to the table 4.2, there are twelve variables significantly influence purchasing decision towards the top three brands in Thailand (p -value < .05).

The variables that significantly influence purchasing decision towards the top three brands in Thailand include variety of menu (.000), quality of food (.002), reasonable price (.000), lower price (.000), clear identification of price (.000), design (.000), size of restaurant (.000), discount (.000), gift set (.000), voucher (.000), brand awareness (.000), and brand loyalty (.000).

In addition, there are ten variables significantly influence purchasing decision towards KFC and McDonald's over Chester's Grill (p -value < .05).

Table 4.5: Multinomial of choosing KFC over Chester's Grill (Other components)

Parameter Estimates

| Most favorite brand ^a | B | Std. Error | Wald | df | Sig. | Exp(B) | 95% Confidence Interval for Exp(B) | |
|------------------------------------|---------|------------|--------|----|-------|-------------|------------------------------------|-------------|
| | | | | | | | Lower Bound | Upper Bound |
| KFC | | | | | | | | |
| [Taste of Food=4] | 60.856 | 21.966 | 7.675 | 1 | 0.006 | 2.68796E+26 | 53890874.43 | 1.34E+45 |
| [Taste of Food=5] | 74.555 | 21.49 | 12.036 | 1 | 0.001 | 2.39227E+32 | 1.21955E+14 | 4.69E+50 |
| [Reasonable Price=4] | 9.548 | 4.86 | 3.859 | 1 | 0.049 | 14014.687 | 1.023 | 192082736.1 |
| [Lower Price=4] | 13.963 | 5.286 | 6.976 | 1 | 0.008 | 1158470.343 | 36.659 | 36609012520 |
| [Clear Identification of Price =4] | - | | | | | | | |
| [Size of Restaurant=4] | 102.099 | 27.684 | 13.602 | 1 | 0.000 | 4.56E-45 | 1.24E-68 | 1.67E-21 |
| [Discount=4] | 21.854 | 6.503 | 11.294 | 1 | 0.001 | 3096961372 | 9033.359 | 1.06175E+15 |
| [Gift Set=4] | -6.601 | 2.939 | 5.043 | 1 | 0.025 | 0.001 | 4.28E-06 | 0.432 |
| [Voucher=4] | -14.743 | 5.397 | 7.463 | 1 | 0.006 | 3.95E-07 | 1.01E-11 | 0.016 |
| [Brand Awareness=4] | -30.934 | 10.922 | 8.022 | 1 | 0.005 | 3.68E-14 | 1.86E-23 | 7.28E-05 |
| [Brand Loyalty=4] | 30.659 | 8.681 | 12.474 | 1 | 0.000 | 2.06631E+13 | 843668.836 | 5.06081E+20 |
| | 20.708 | 7.066 | 8.587 | 1 | 0.003 | 984463018.2 | 951.012 | 1.01909E+15 |

a. The reference category is: Chester's Grill.

The variables that significantly influence choosing KFC over Chester's Grill including taste of food (0.006, 0.001), reasonable price (0.049), lower price (0.008), clear identification of price (0.000), size of restaurant (0.001), discount (0.025), gift set (0.006), voucher (0.005), brand awareness (0.000), and brand loyalty (0.003).

Table 4.6: Multinomial of choosing McDonald's over Chester's Grill (Other components)

Parameter Estimates

| Most favorite brand ^a | B | Std. Error | Wald | df | Sig. | Exp(B) | 95% Confidence Interval for Exp(B) | |
|------------------------------------|---------|------------|--------|----|-------|-------------|------------------------------------|-------------|
| | | | | | | | Lower Bound | Upper Bound |
| McDonald's | | | | | | | | |
| [Taste of Food=4] | 61.372 | 21.961 | 7.81 | 1 | 0.005 | 4.50501E+26 | 91295704.66 | 2.22E+45 |
| [Taste of Food=5] | 75.424 | 21.489 | 12.32 | 1 | 0.000 | 5.70495E+32 | 2.91782E+14 | 1.12E+51 |
| [Reasonable Price=4] | 10.046 | 4.852 | 4.286 | 1 | 0.038 | 23052.85 | 1.708 | 311102707 |
| [Lower Price=4] | 13.432 | 5.276 | 6.481 | 1 | 0.011 | 681214.943 | 22.002 | 21091601313 |
| [Clear Identification of Price =4] | - | | | | | | | |
| [Size of Restaurant=4] | 101.016 | 27.684 | 13.314 | 1 | 0.000 | 1.35E-44 | 3.67E-68 | 4.95E-21 |
| [Discount=4] | 20.402 | 6.514 | 9.81 | 1 | 0.002 | 725562121.1 | 2069.971 | 2.54323E+14 |
| [Gift Set=4] | -6.238 | 2.936 | 4.514 | 1 | 0.034 | 0.002 | 6.19E-06 | 0.617 |
| [Voucher=4] | -14.151 | 5.394 | 6.881 | 1 | 0.009 | 7.15E-07 | 1.83E-11 | 0.028 |
| [Brand Awareness=4] | -29.987 | 10.917 | 7.545 | 1 | 0.006 | 9.48E-14 | 4.83E-23 | 0.000 |
| [Brand Loyalty=4] | 30.409 | 8.672 | 12.295 | 1 | 0.000 | 1.60881E+13 | 667710.82 | 3.87633E+20 |
| | 20.18 | 7.05 | 8.193 | 1 | 0.004 | 580997258.7 | 579.506 | 5.82492E+14 |

a. The reference category is: Chester's Grill.

The variables that significantly influence choosing McDonald's over Chester's Grill including taste of food (0.005,0.000), reasonable price (0.038), lower price (0.011), clear identification of price (0.000), size of restaurant (0.002), discount

(0.034), gift set (0.009), voucher (0.006), brand awareness (0.000), and brand loyalty (0.004).

Output of Crosstab

4.3) The analytical results of consumer behavior and demographic information towards the top three fast food brands in Thailand

Table 4.7: Frequency of purchasing fast food

Frequency of Purchasing * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|-------------------------|---------------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Frequency of Purchasing | Once a week | 27 | 29 | 4 | 60 |
| | 2-3 times per week | 46 | 43 | 8 | 97 |
| | Once a month | 65 | 63 | 11 | 139 |
| | 2-3 times per month | 49 | 44 | 11 | 104 |
| Total | | 187 | 179 | 34 | 400 |

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

(All percentages are based on total respondents)

- The majority frequency of purchasing fast food by the respondents is once a month (139)(34.75%) and followed by 2-3 times per month (104)(26%), 2-3 times per week (97)(24.25%), and once a week (60)(15%) respectively.
- The most respondents of KFC purchase fast food once a month (65)(16.25%).

- The most respondents of McDonald's purchase fast food once a month (63)(15.75%).
- The most respondents of Chester's Grill purchase fast food once a month (11)(2.75%) and 2-3 times per month (11)(2.75%).

Table 4.8: Meal that prefer for purchasing fast food

Meal that prefer for fast food * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|--------------------------------|-----------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Meal that prefer for fast food | Breakfast | 19 | 28 | 3 | 50 |
| | Lunch | 103 | 99 | 21 | 223 |
| | Dinner | 65 | 52 | 10 | 127 |
| Total | | 187 | 179 | 34 | 400 |

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

(All percentages are based on total respondents)

- The majority of meal that prefer for purchasing fast food by the respondents is lunch (223)(55.75%), and followed by dinner (127)(31.75%), and breakfast (50)(12.5%) respectively.
- The most respondents of KFC prefer lunch for consuming fast food (103)(25.75%).
- The most respondents of McDonald's prefer lunch for consuming fast food (99)(24.75%).
- The most respondents of Chester's Grill prefer lunch for consuming fast food (21)(5.25%).

Table 4.9: Time prefer for purchasing fast food

When prefer to purchase * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|-------------------------|-------------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| When prefer to purchase | During rush hours | 47 | 89 | 15 | 151 |
| | Weekend | 112 | 63 | 9 | 184 |
| | On working day | 28 | 24 | 10 | 62 |
| | Other | 0 | 3 | 0 | 3 |
| Total | | 187 | 179 | 34 | 400 |

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

(All percentages are based on total respondents)

- The majority of time prefers for purchasing fast food by the respondents is weekend (184)(46%), and followed by during rush hours (151)(37.75%), On working day (62)(15.5%), and other (travelling)(3)(0.75%) respectively.
- The most respondents of KFC prefer for purchasing fast food on weekend (112)(28%).
- The most respondents of McDonald's prefer for purchasing fast food during rush hours (89)(22.25%).
- The most respondents of Chester's Grill prefer for purchasing fast food during rush hours (15)(3.75%).

Table 4.10: Person who always consume fast food with

Whom always consume with * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|--------------------------|----------------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Whom always consume with | Friend | 78 | 95 | 14 | 187 |
| | Family | 69 | 57 | 9 | 135 |
| | Boyfriend/Girlfriend | 39 | 24 | 10 | 73 |
| | Other | 1 | 3 | 1 | 5 |
| Total | | 187 | 179 | 34 | 400 |

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

(All percentages are based on total respondents)

- The majority of person who the respondents always consume fast food with is friend (187)(46.75%), and followed by family (135)(33.75%), boyfriend/girlfriend (73)(18.25%), other (alone) (5)(1.25%) respectively.
- The most respondents of KFC always consume fast food with their friend (78)(19.5%).
- The most respondents of McDonald's always consume fast food with their friend (95)(23.75%).
- The most respondents of Chester's Grill always consume fast food with their friend (14)(3.5%).

Table 4.11: The most favorite menu

Favorite menu * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|---------------|---------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Favorite menu | Hamburger | 20 | 81 | 5 | 106 |
| | French Fries | 13 | 31 | 0 | 44 |
| | Fried Chicken | 100 | 20 | 7 | 127 |
| | Dessert | 14 | 3 | 0 | 17 |
| | Combo | 40 | 44 | 22 | 106 |
| Total | | 187 | 179 | 34 | 400 |

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

(All percentages are based on total respondents)

- The majority of The most favorite menu by respondents is fried chicken (127)(31.75%), and followed by hamburger (106)(26.5%), combo (106)(26.5%), french fries (44)(11%),and dessert (17)(4.25%) respectively.
- The most respondents of KFC prefer fried chicken for their favorite menu (100)(25%).
- The most respondents of McDonald's prefer hamburger for their favorite menu (81)(20.25%).
- The most respondents of Chester's Grill prefer several menus as their favorite (22)(5.5%).

Table 4.12: Amount of money spend for purchasing fast food each time

Money spend per each purchasing * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|---------------------------------|----------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Money spend per each purchasing | Below 100 Baht | 24 | 18 | 1 | 43 |
| | 100-200 Baht | 75 | 91 | 12 | 178 |
| | 201-300 Baht | 54 | 58 | 13 | 125 |
| | Above 300 Baht | 34 | 12 | 8 | 54 |
| Total | | 187 | 179 | 34 | 400 |

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

(All percentages are based on total respondents)

- The majority of amount of money spend for purchasing fast food each time by respondents is 100-200 baht (178)(44.5%), and followed by 201-300 baht (125)(31.25%), above 300 baht (54)(13.5%), and below 100 baht (43)(10.75%) respectively.
- The most respondents of KFC spend 100-200 baht for purchasing fast food each time (75)(18.75%).
- The most respondents of McDonald's spend 100-200 baht for purchasing fast food each time (91)(22.75%).
- The most respondents of Chester's Grill spend 201-300 baht for purchasing fast food each time (13)(3.25%).

Table 4.13: Favorite place for consuming fast food

Favorite place for consuming * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|------------------------------|-------------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Favorite place for consuming | Shopping Mall | 117 | 93 | 28 | 238 |
| | Community Mall | 23 | 30 | 3 | 56 |
| | Stand Alone Shop | 30 | 39 | 0 | 69 |
| | Office Building | 13 | 13 | 3 | 29 |
| | Residential Condo | 4 | 4 | 0 | 8 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.13, the result can be analyzed as following.

(All percentages are based on total respondents)

- The majority of favorite place for consuming fast food by respondents is shopping mall (238)(59.5%), and followed by stand alone shop (69)(17.25%), community mall (56)(14%), office building (29)(7.24%), and residential condo (8)(2%) respectively.
- The most respondents of KFC prefer shopping mall as their favorite place for consuming fast food (117)(29.25%).
- The most respondents of McDonald's prefer shopping mall as their favorite place for consuming fast food (93)(23.25%).
- The most respondents of Chester's Grill prefer shopping mall as their favorite place for consuming fast food (28)(7%).

Table 4.14: Getting information about promotion of fast food

Getting information about promotion * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|-------------------------------------|--------------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Getting information about promotion | Friend | 21 | 21 | 6 | 48 |
| | Family | 9 | 7 | 1 | 17 |
| | Promotion Material | 44 | 32 | 9 | 85 |
| | Television | 33 | 38 | 4 | 75 |
| | Radio | 3 | 0 | 0 | 3 |
| | Brochure | 56 | 61 | 11 | 128 |
| | Website | 19 | 15 | 3 | 37 |
| | Other | 2 | 5 | 0 | 7 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.14, the result can be analyzed as following.

(All percentages are based on total respondents)

- The majority of getting information about promotion of fast food by respondents is brochure (128)(32%), and followed by promotion Material (85)(21.25%), television (75)(18.75%), friend (48)(12%), website (37)(9.25%), family (17)(4.25%), other (social network; line, facebook, instagram) (7)(1.75%), and radio (3)(0.75%) respectively.
- The most respondents of KFC get information about promotion of fast food from brochure (56)(14%).
- The most respondents of McDonald's get information about promotion of fast food from brochure (61)(15.25%).

- The most respondents of Chester's Grill get information about promotion of fast food from brochure (11)(2.75%).

Table 4.15: Fast food fit well with your lifestyle

Fast food fit well with your lifestyle * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|--|-----|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Fast food fit well with your lifestyle | Yes | 117 | 95 | 13 | 225 |
| | No | 70 | 84 | 21 | 175 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.15, the result can be analyzed as following.

(All percentages are based on total respondents)

- The most of respondents think that fast food fit well with their lifestyle (225)(56.25%), and followed by the respondents who think that fast food is not fit well with their lifestyle (175)(43.75%).
- The most respondents of KFC think that fast food fit well with their lifestyle (117)(29.25%).
- The most respondents of McDonald's think that fast food fit well with their lifestyle (95)(23.75%).
- The most respondents of Chester's Grill think that fast food is not fit well with their lifestyle (21)(5.25%).

Table 4.16: Personal desire effects your purchasing towards fast food

Personal desire effects your purchasing * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|---|-----|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Personal desire effects your purchasing | Yes | 160 | 154 | 26 | 340 |
| | No | 27 | 25 | 8 | 60 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.16, the result can be analyzed as following.

(All percentages are based on total respondents)

- The most of respondents think that Personal desire effects their purchasing (340)(85%), and followed by the respondents who think that fast food is not effects their purchasing (60)(15%).
- The most respondents of KFC think that personal desire effects their purchasing of fast food (160)(40%).
- The most respondents of McDonald's think that personal desire effects their purchasing of fast food (154)(38.5%).
- The most respondents of Chester's Grill think that personal desire effects their purchasing of fast food (26)(6.5%).

Table 4.17: Demographic Information - Gender

Gender * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|--------|--------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Gender | Male | 75 | 81 | 16 | 172 |
| | Female | 112 | 98 | 18 | 228 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.17, the result can be analyzed as following.

(All percentages are based on total respondents)

- The majority of gender of the respondents is female (228)(57%), and followed by male (172)(43%).
- The most respondents of KFC are female (112)(28%).
- The most respondents of McDonald's are female (98)(24.5%).
- The most respondents of Chester's Grill are female (18)(4.5%).

Table 4.18: Demographic Information - Age

Age * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|-------|----------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Age | Below 20 Years | 8 | 4 | 0 | 12 |
| | 20-25 Years | 77 | 45 | 13 | 135 |
| | 26-30 Years | 43 | 37 | 0 | 80 |
| | Above 30 Years | 59 | 93 | 21 | 173 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.18, the result can be analyzed as following.

(All percentages are based on total respondents)

- The majority of age of the respondents is above 30 years (173)(43.25%), and followed by 20-25 years (135)(33.75%), 26-30 years (80)(20%), and below 20 years (12)(3%) respectively.
- The most respondents of KFC are people who have age between 20-25 years (77)(19.25%).
- The most respondents of McDonald's are people who have age above 30 years (93)(23.25%).
- The most respondents of Chester's Grill are people who have age above 30 years (21)(5.25%).

Table 4.19: Demographic Information - Level of Education

Level of Education * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|--------------------|-------------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Level of Education | High School | 9 | 9 | 0 | 18 |
| | Bachelor's Degree | 87 | 87 | 20 | 194 |
| | Master's Degree | 91 | 81 | 14 | 186 |
| | Doctoral Degree | 0 | 1 | 0 | 1 |
| Total | | 187 | 178 | 34 | 399 |

According to the table 4.19, the result can be analyzed as following.

(All percentages are based on total respondents)

- The majority of level of education of the respondents is bachelor's degree (194)(48.5%), and followed by master's degree (186)(46.5%), high school (18)(4.5%), and doctoral Degree (1)(0.25%) respectively.
- The most respondents of KFC possess a master's degree (91)(22.75%).
- The most respondents of McDonald's possess a bachelor's degree (87)(21.75%).
- The most respondents of Chester's Grill possess a bachelor's degree (20)(5%).

Table 4.20: Demographic Information - Current Marital Status

Current Marital Status * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|------------------------|---------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Current Marital Status | Single | 141 | 116 | 21 | 278 |
| | Married | 46 | 63 | 13 | 122 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.20, the result can be analyzed as following.

(All percentages are based on total respondents)

- The majority of current marital status of the respondents is single (278)(69.5%), and followed by married (122)(30.5%) respectively.
- The most respondents of KFC are single (141)(35.25%).
- The most respondents of McDonald's are single (116)(29%).
- The most respondents of Chester's Grill are single (21)(5.25%).

Table 4.21: Demographic Information – Monthly Income

Monthly Income * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|----------------|--------------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Monthly Income | Below 20,000 Baht | 41 | 27 | 6 | 74 |
| | 20,000-30,000 Baht | 43 | 39 | 5 | 87 |
| | 30,001-40,000 Baht | 44 | 19 | 6 | 69 |
| | Above 40,000 Baht | 59 | 94 | 17 | 170 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.21, the result can be analyzed as following.

(All percentages are based on total respondents)

- The majority of monthly income of the respondents is above 40,000 baht (170)(42.5%), and followed by 20,000-30,000 baht (87)(21.75%), below 20,000 baht (74)(18.5%), and 30,001-40,000 baht (69)(17.25%) respectively.
- The most respondents of KFC have monthly income above 40,000 baht (59)(14.75%).
- The most respondents of McDonald's have monthly income above 40,000 baht (94)(23.5%).
- The most respondents of Chester's Grill have monthly income above 40,000 baht (17)(4.25%).

Table 4.22: Demographic Information – Occupation

Occupation * Most favorite brand Crosstabulation

Count

| | | Most favorite brand | | | Total |
|------------|-----------------------|---------------------|------------|-----------------|-------|
| | | KFC | McDonald's | Chester's Grill | |
| Occupation | Business Owner | 32 | 35 | 7 | 74 |
| | Student | 23 | 17 | 1 | 41 |
| | Government Enterprise | 6 | 9 | 0 | 15 |
| | Housewife | 7 | 5 | 2 | 14 |
| | Company's Employee | 112 | 99 | 21 | 232 |
| | Unemployed | 4 | 12 | 1 | 17 |
| | Other | 3 | 2 | 2 | 7 |
| Total | | 187 | 179 | 34 | 400 |

According to the table 4.22, the result can be analyzed as following.

(All percentages are based on total respondents)

- The majority of occupation of the respondents is company's employee (232)(58%), and followed by business owner (74)(18.5%), student (41)(10.25%), unemployed (17)(4.25%), government Enterprise (15)(3.75%), housewife (14)(3.5%), and other (freelance)(7)(1.75%) respectively.
- The most respondents of KFC work as company's employee (112)(28%).
- The most respondents of McDonald's work as company's employee (99)(24.75%).
- The most respondents of Chester's Grill work as company's employee (21)(5.25%).

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the author summarized all important aspect for this research study. Also, the author provides discussion which relate to the results from the research study as well.

The study of “Purchasing decision towards top three fast-food brands in Thailand including KFC, McDonald’s and Chester’s Grill” is a survey research which the useful of conducting research will belong to business owners, investors, manager and staffs related to fast food business

In addition, the result of this research study can use to improve fast food restaurant to create more efficiency and effectiveness and pursue more consumers to the fast food restaurants. Also, the information from the result can use to differentiate the brands from the competitors. Moreover, it can use as a guideline or tool for planning, creating and implementing marketing strategy to reach the customer’s need and satisfaction which will be very beneficial to the user. There are three purposes of this research study as following.

1. To examine purchasing or choice decision of customers towards top three fast food brands in Thailand which focus on KFC, Mc Donald’s and Chester’s Grill.
2. To find out the factors or elements that influence purchasing decision of customers towards top three fast food brands in Thailand focus on KFC, Mc Donald’s and Chester’s Grill.

3. To study the relationship of purchasing decisions between KFC, Mc Donald's and Chester's Grill.

According to this research study, the author developed the conceptual framework. The concept of the framework related to purchasing decision towards top three fast food brands in Thailand which include product, price, place, promotion and brand name. The interrelationship among product, price, place, promotion and brand name have been analyzed and used to develop the hypothesis as following.

For hypothesis can explain as following.

- H1o: $\beta_{\text{product factors}} = 0$
- H1a: at least one of $\beta_{\text{product factors}} \neq 0$

Since p-value of $\beta_{\text{product}} < 0.05$, we can reject null hypothesis and conclude that product significantly influence purchasing decision towards the top three fast food brands in Thailand. (.022 < 0.05)

- H2o: $\beta_{\text{price factors}} = 0$
- H2a: at least one of $\beta_{\text{price factors}} \neq 0$

Since p-value of $\beta_{\text{price}} < 0.05$, we can reject null hypothesis and conclude that price significantly influence purchasing decision towards the top three fast food brands in Thailand. (.022 < 0.05)

- H3o: $\beta_{\text{place factors}} = 0$
- H3a: at least one of $\beta_{\text{place factors}} \neq 0$

Since p-value of $\beta_{\text{place}} < 0.05$, we can reject null hypothesis and conclude that place significantly influence purchasing decision towards the top three fast food brands in Thailand. (.000<0.05)

- H4o: $\beta_{\text{promotion factors}} = 0$
- H4a: at least one of $\beta_{\text{promotion factors}} \neq 0$

Since p-value of $\beta_{\text{promotion}} < 0.05$, we can reject null hypothesis and conclude that promotion significantly influence purchasing decision towards the top three fast food brands in Thailand. (.017<0.05)

- H5o: $\beta_{\text{brand name factors}} = 0$
- H5a: at least one of $\beta_{\text{brand name factors}} \neq 0$

Since p-value of $\beta_{\text{brand name}} < 0.05$, we can reject null hypothesis and conclude that brand name significantly influence purchasing decision towards the top three fast food brands in Thailand. (.000<0.05)

This research study uses a quantitative research method for collecting data by distributes 400 of questionnaire online. The main reason for conducting this research is to examine factors that influence purchasing decision towards top three fast food brands in Thailand including KFC, McDonald's and Chester's Grill.

For the population of this research study, the population is a group of consumers of the top three fast food brands. The population can be Thai or foreigners who live in Thailand. The total of population is 400 respondents .

To ensure content validity of the questionnaire, the author submitted the questionnaire to three experts in fast food field and uses item-objective congruence (IOC) method to test the content validity. In addition, the author also implemented reliability test on statistical package for the social sciences (SPSS).

The questionnaire is an instrument to collect data to examine which independent variable influence purchasing decision towards the top three fast food brands in Thailand. In addition, the questionnaire consist of four parts including general information, factors that influence purchasing decision towards top three fast food brands in Thailand, consumer behavior towards top three fast food brands in Thailand, and consumer demographics.

5.1) Conclusion

According to the result in the analysis part, the variables that significantly influence overall purchasing decision towards the top three fast food brands in Thailand include product or service, price, promotion and brand name.

The variables that significantly influence choosing KFC over Chester's Grill including taste of food, reasonable price, lower price, clear identification of price, size of restaurant, discount, gift set ,voucher, brand awareness, and brand loyalty.

The variables that significantly influence choosing McDonald's over Chester's Grill including taste of food, reasonable price, lower price, clear identification of price, size of restaurant, discount, gift set ,voucher, brand awareness, and brand loyalty.

Most of the respondents of KFC purchase fast food once a month (65). They prefer fast food for lunch meal (103) on weekend (112). They always consume with their friend (78). They prefer fried chicken for their favorite menu (100). They spend 100-200 baht for purchasing fast food each time (75). They prefer shopping mall as their favorite place for consuming fast food (117) and get information about promotion of fast food from brochure (56). In addition, they think that fast food fit well with their

lifestyle (117) and personal desire effects their purchasing of fast food (160).

Moreover, most of them are female (112) who have age between 20-25 years (77) with possess a master's degree (91). They are single (141) and have monthly income above 40,000 baht (59). Also, they work as company's employee (112).

Most of the respondents of McDonald's purchase fast food once a month (63). They prefer fast food for lunch meal (99) and during rush hours (89). They always consume fast food with their friend (95). They prefer hamburger for their favorite menu (81). They spend 100-200 baht for purchasing fast food each time (91). They prefer shopping mall as their favorite place for consuming fast food (93) and get information about promotion of fast food from brochure (61). In addition, they think that fast food fit well with their lifestyle (95) and that personal desire effects their purchasing of fast food (154). Moreover, most of them are female (98) who have age above 30 years (93) and possess a bachelor's degree (87). They are single (116) and have monthly income above 40,000 baht (94). Also, they work as company's employee (99).

Most of the respondents of Chester's Grill purchase fast food once a month (11) and 2-3 times per month (11). They prefer fast food for lunch meal (21) and during rush hours (15). They always consume fast food with their friend (14). They prefer several menus as their favorite (22). They spend 201-300 baht for purchasing fast food each time (13). prefer shopping mall as their favorite place for consuming fast food (28) and get information about promotion of fast food from brochure (11). In addition, think that fast food is not fit well with their lifestyle (21) and personal desire effects their purchasing of fast food (26). Moreover, most of them are female (18) who have age above 30 years (21) and possess a bachelor's degree (20). They are

single (21) and have monthly income above 40,000 baht (17). Also, they work as company's employee (21).

5.2) Discussion

Influence of Promotional Mix and Price on Customer Buying Decision toward Fast Food sector is a research topic studied by Christina Sagala, Mila Destriani, Ulffa Karina Putri, and Suresh Kumar (2014). The research revealed that promotional mix and pricing affect the customer buying decision towards fast food companies. Therefore, the study of purchasing decision towards top three fast food brands in Thailand is proved by the finding on the research that promotional and price are influence the purchasing decision of customers.

Furthermore, Factors Influencing Consumer Choice of Fast Food Outlet: The Case of an American Fast Food Franchise Brand Operating in a Predominantly Rural Community is another research topic by Olabanji. A. Oni and Tafadzwa Matiza (2014). The research revealed that brand loyalty factor is influenced by the strong franchise brand of the fast food outlet. Therefore, the study of purchasing decision towards top three fast food brands in Thailand is proved by the finding on the research that brand loyalty factor is influenced the purchasing decision of customers.

5.3) Managerial Implication

In business field, there are many groups of people who can get benefits from using the results of this research study including investors, business owners, employers and employee. The result of this research study reveals the factors of purchasing decision towards top three fast food brands which are KFC, Mc Donald's, and Chester's Grill.

In order to gain more customers over competitors, the owners should focus on demand of customers and satisfy it. Therefore, finding the purchasing decision of customers can help to understand more about demand of customers. It can make efficiency and effectiveness for implementing business plans or strategies of the fast food restaurants. Also, the owners can use as standard and guidelines for implementing marketing plans of the business.

Due to lifestyle of people in big cities is changing, people concern more valuable of time. Working people always rush during working day. Therefore, fast food is another choice to save their time. There are several people prefer for fast food meal including breakfast, lunch, and dinner. So, the fast food is more popular. The owners can also use result of this research study to improve their business planning or strategies to cope with trend of customer's lifestyle in order to gain more customers and profit as well.

5.4) Recommendation for Future Research

The results of this research study can use as recommendation or guideline for strategy and development of fast food business. In order to take advantage over competitor, the fast food business should cope with a changing in life style and demand of customers. In addition, the author believes that fast food restaurant will become more popular in the future. Also, there will be many new fast food brands enter to the market.

The selection of fast food brands is limited with in Thailand and only three brands. Therefore, the future research study should extend the brands and data collection area which can be beneficial for fast food business owners or shop investors.

BIBLIOGRAPHY

- Aaker, D.A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120.
- Abratt, R. (1986). Industrial buying in high tech markets. *Industrial Marketing Management*, 15(4), 293-8.
- Agriculture and Agri-Food Canada. (2014). *Foodservice profile in Thailand*. Retrieved from <http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/southeast-asia/foodservice-profile-thailand/?id=1420474017842>.
- Aliaga, M., & Gunderson, B. (2000). Interactive Statistics. *Saddle River*, 35, 3-15.
- Anderson, R.E., & Srinivasan, S.S. (2003). E-satisfaction and e-loyalty: a contingency Framework. *Psychology & Marketing*, 20(2), 123-138.
- Azjen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice- Hall.
- Becker, G. (1976). *The Economic Approach to Human Behavior*. Chicago: The University of Chicago.
- Bellizzi, J. A., & Belonax, J. J. (1982). Centralized and decentralized buying influences. *Industrial Marketing Management*, 11(1), 111-115.
- Bob, S. (2013, July 15). Why so many people eat junk food. *Fast Food Behavior*. Retrieved from <http://empowerfrancinenetwork.com/health/why-so-many-people-eat-junk-food/>.
- Bolton, R. N., & Drew, J. H. (1991). A multistage model of consumers' assessments of service quality and value. *Journal of Consumer Research*, 17, 375-384.

- Cardozo, R. N. (1983). Modelling organizational buying as a sequence of decisions. *Industrial Marketing Management*, 12(1), 75-81.
- Chahal, H., & Bala, M. (2010). Confirmatory study on brand equity and brand loyalty: a special look at the impact of attitudinal and behavioural loyalty. *Journal of Business Perspective*, 14(1/2), 1-12.
- Chaudhuri, A. (2002). How brand reputation affects the advertising-brand equity link. *Journal of Advertising Research*, 42, 33-43.
- Chiranjeev, K., & Lance, L. (2001, March-april). Brand equity: capitalization on intellectual capital. *Definition of Brand Name*. Retrived from <http://iveybusinessjournal.com/publication/brand-equity-capitalizing-on-intellectual-capital/>.
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environments. *Journal of Retailing*, 76(2), 193-218.
- Cross Tabulation Analysis* (2013). Retrieved from <https://www.qualtrics.com/wp-content/uploads/2013/05/Cross-Tabulation-Theory.pdf>.
- Christina, S., Mila D., Ulffa, K. P., & Suresh, K. (2014). Influence of promotional mix and price on customer buying decision toward fast food sector: a survey on university students in jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) Indonesia. *International Journal of Scientific and Research Publications*, 4(1),15.
- Dodds, W. B., Monroe , K. B., & Grewal , D. (1991). Effects of price, brand and store information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307-319.

- Dowling, G. R. (1994). Searching for a new ad agency: a client perspective. *International Journal of Advertising*, 13(4), 229-42.
- Elster, J. (1989). Social norms and economic theory. *Journal of Economic Perspectives*, American Economic Association, 3(4), 99-117.
- Engel, J. F., Blackwell, R. D., & Miniard, P.W. (1993). *Consumer Behavior*. (7th ed.). USA: The Dryden.
- Euromonitor International. (2015, November). *Fast food in Thailand*. Retrieved from <http://www.euromonitor.com/fast-food-in-thailand/report>.
- Friedman, M. (1953). *Essays in Positive Economics*. Chicago: University of Chicago.
- Ghingold, M., & Wilson, D. T. (1998). Buying center research and business marketing practice: meeting the challenge of dynamic marketing. *Journal of Business and Industrial Marketing*, 13(2), 96-108.
- Gronhaug, K., & Venkatesh, A. (1991). Needs and need recognition in organisational buying, *European Journal of Marketing*, 25(2), 17-32.
- Gwakisa, K. (2013) *Consumer purchase decision*. Retrieved from http://www.academia.edu/4407732/Consumers_Purchase_Decision.
- Herbig, P., & Milewicz, J. (1995). The relationship of reputation and credibility to brand success. *Journal of Consumer Marketing*, 12(4), 5-10.
- Holbrook, M. B. (1994). The nature of customer value: an axiology of services in the consumption experience, In R. T. Rust et al. (Eds). *Service Quality: New Directions of Theory and Practice*. Thousand Oaks, CA: Sage.
- Holden, S. (1993). Understanding brand awareness: let me give you a clue!. *Advances in Consumer Research*, 20, 383-388.

- Holland, J., & Baker, S. M. (2001). Customer participation in creating site brand loyalty. *Journal of Interactive Marketing, 15*(4), 34-45.
- Homburg, C., & Giering, A. (2001). Personal characteristics as moderators of the relationship between customer satisfaction and loyalty – an empirical analysis. *Psychology & Marketing, 18*(10), 43-66.
- Hsu, C. H. C., Oh, H., & Assaf, A. G. (2012). A customer-based brand equity model for upscale hotels. *Journal of Travel Research, 51*(1), 81-93.
- Jackson, D.W., Keith, J.E., & Burdick, R.K. (1984). Purchasing agent's perceptions of industrial buying center influence: a situational approach. *Journal of Marketing, 48*(4), 75-83.
- Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. *Journal of Marketing Research, 10*(1), 1-9.
- Jain, S.P. (1993). Positive versus negative comparative advertising. *Marketing Letters, 4*(4), 309-20.
- Jim, R. (2009, February 1). *What is a brand name and what are the advantages of having a strong brand. Definition of Brand Name*. Retrieved from <http://www.tutor2u.net/business/blog/qa-what-is-a-brand-name-and-what-are-the-advantages-of-having-a-strong-bran>.
- Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. *Journal of Marketing Research, 10*(1), 1-9.
- Karen, H. (2015, July 3). *Definition of fast foods*. Retrieved from <http://www.livestrong.com/article/49366-definition-fast-foods/>.
- Katz, P. (2008). *Fast-food innovation*. Retrieved from www.Foodproductdesign.com/articles/781conceptsplus.html.

- Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, Pearson. Upper Saddle River, NJ: Pearson.
- Kim, W. G., Jin-Sun, B., & Kim, H. J. (2008). Multidimensional customer-based brand equity and its consequences in midpriced hotels. *Journal of Hospitality & Tourism Research*, 32(2), 235-254.
- Kotteaku, A. G., Laios, L. G., & Moschuris, S. J. (1995). The influence of product complexity on the purchasing structure. *Omega*, 23(1), 27-39.
- Laurent, G., Kapferer, J. & Roussel, F. (1995). The underlying structure of brand awareness scores. *Marketing Science*, 14, 170-179.
- Lee, J. S., & Back, K. J. (2009). An examination of attendee brand loyalty: understanding the moderator of behavioural brand loyalty. *Journal of Hospitality & Tourism Research*, 33(1), 30-50.
- Lewis, B. R., & Soureli, M. (2006). The antecedents of consumer loyalty in retail banking. *Journal of Consumer Behaviour*, 5(1), 15-31.
- Liu, C., Xie, B., Chou, C.P., Koprowski, C., Zhou, D., Palmer, P., Sun, P., Guo, Q., Duan, L., Sun, X., & Anderson, J. C. (2007). Perceived stress, depression and food consumption frequency in the college students of China seven cities. *Physiology and Behaviour*, 92(4), 748-754.
- Lynn, S. A. (1987). Identifying buying influences for a professional service: implications for marketing efforts. *Industrial Marketing Management*, 16(2), 119-130.
- Malcolm, T. (2003). *What is consumer behavior?* Retrieved from <http://www.wisegeek.com/what-is-consumer-behavior.htm>.

- Mariotti, J. (1999). *Smart Things to Know about Brands and Branding*. London: Capstone.
- Mattson, M. R. (1988). How to determine the composition and influence of a buying center. *Industrial Marketing Management*, 17(3), 205-14.
- McWilliams, R. D., Naumann, E., & Scott, S. (1992). Determining buying center size. *Industrial Marketing Management*, 21(1), 43-9.
- Meera, S. (2012). Marketing mix of 4P's for competitive advantage. *Marketing Mix*, 3(6), 40-45.
- Michael, C. O., & Robert J. Harrington. The product innovation process of Quick service restaurant chains. *Quick Service Restaurant*, 21(5), 525.
- Mitra, D., & Golder, P. N. (2006). How does objective quality affect perceived quality? Short-term effects, longterm effects, and asymmetries. *Marketing Science*, 25(3), 230-47.
- Naude, P. (1994). Changes in attribute salience among DMU members during a decision: some empirical results. *IMP Annual Conference*, 2, 195-215.
- Ninemeier, J. D., & Perdue, J. (2005). *Hospitality Operations: Careers in the World's Greatest Industry*. Upper Saddle River, NJ: Pearson Education.
- Olabanji, A. O., & Tafadzwa, M. (2014). Factors influencing consumer choice of fast food outlet: the case of an American fast food franchise brand operating in a predominantly rural community. *Mediterranean Journal of Social Sciences MCSER Publishing*, 5(20), 802-808.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research, *Journal of Marketing*, 49, 41-50.

- Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work is Theatre and Every Business is a Stage*. Boston, MA: Harvard Business School.
- Pingali, P. (2007). Westernization of Asian diets and the transformation of food systems: implications for research and policy. *Food Policy*, 32(3), 281-298.
- Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: The Free.
- Reisenwitz, T. H., & Gupta, S. (2011). Assessing the effectiveness of a product warranty in a health-care setting. *Journal of Medical Marketing*, 11(20), 109-118.
- Robinson, C., Abbott, J., & Shoemaker, S. (2005). Recreating cheers: an analysis of relationship marketing as an effective marketing technique for quick-service restaurants. *International Journal of Contemporary Hospitality Management*, 17(6/7), 590-599.
- Ross, J., & Harradine, R. (2004). I am not wearing that! branding and young children. *Journal of Fashion Marketing and Management*, 8, 11-26.
- Rovinelli, R. J., & Hambleton, R. K. (1997). On the use of content specialists in the assessment of criterion-referenced test item validity. *Dutch Journal of Educational Research*, 2, 49-60.
- Schwab, J. A. (2002). *Multinomial logistic regression: Basic relationships and complete problems*. Retrieved from <http://www.utexas.edu/courses/schwab/sw388r7/SolvingProblems/>.
- Scott, J., Halcli, A., & Webster, F. (2000). *Rational Choice Theory in Browning. Understanding Contemporary Society: Theories of the Present*. Location: Sage.

- Smith, D., & Taylor, R. (1985). Organizational decision making and industrial marketing. *European Journal of Marketing*, 19(7), 56-71.
- Supattwarin, T. (2007). Customer perception and customer behaviors of Thai fast food restaurants. *Perception and Behavior of Customers*, 23, 1-2.
- Tran, X., Dauchez, C., & Szemik, A. M. (2013). Hotel brand personality and brand quality. *Journal of Vacation Marketing*, 19(4), 329-341.
- Usman, E. (2011). Factors important for the selection of fast food restaurants: an empirical study across three cities of Pakistan. *Asian Society of Management and Marketing Research, Islamabad, Pakistan*, 114(9), 1251-1261.
- Vanitbuncha, K. (2003). *Statistical analysis: Statistics for management and research*. Thailand: Chulalongkon University.
- Werner, W. B., Feinstein, A. H., & Hardigree, C. E. (2007). The risk to the American fast-food industry of obesity litigation. *Cornell Hotel and Restaurant Administration Quarterly*, 48 (2), 201-214.
- What is crosstab? (2016). Retrieved from <https://www.researchoptimus.com/article/cross-tab.php>.
- Will, G. H. (2008, July). *Quantitative research design*. Retrieved from <http://www.sportsci.org/jour/0001/wghdesign.html>.
- Woodside, A. G., & Samuel, D. M. (1981). Observations of centralized corporate procurement. *Industrial Marketing Management*, 10(4), 191-205.
- W&S Market Research. (2015, August 20). *Comparative report on fast food study in thailand, indonesia and Vietnam in 2015*. Retrieved from <http://www.slideshare.net/nusaresearch/comparative-report-on-fast-food-study-in-thailand-indonesia-and-vietnam-in-2015>.

- Xideas, E., & Moschuris, S. (1998). The influence of product type on the purchasing structure. *European Journal of Marketing*, 32(11/12), 974-92.
- Yang, Zh., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: the role of switching costs. *Psychology & Marketing*, 21(10), 799-822.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22.





APPENDIX

Appendix A: Content Validity

According to the validity test, author uses item-objective congruence (IOC) to evaluate validity of the questionnaire.

Item-objective congruence (IOC) is a process that content experts rate items individually on the degree that they do or do not measure specific objectives listed by the test developer (Rovinelli & Hambleton, 1977).

There are three levels that experts will evaluate for each item as following;

1 = The question is consistent with the objective of the questionnaire.

0 = The question is unsure to be consistent with the objective of the questionnaire

-1 = The question is inconsistent with the objective of the questionnaire.

The item-objective congruence (IOC) can be evaluated as following formula.

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

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

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

N is referred to number of the experts.

The value of item-objective congruence (IOC) must more than 0.5 or above in order to pass the test. The results of item-objective congruence (IOC) from the three experts are shown as following;

| Number of Question | Score | | | Total Score ΣR | IOC $\frac{\Sigma R}{N}$ | Result |
|--------------------|----------|----------|----------|---------------------------|-----------------------------|------------|
| | Expert 1 | Expert 2 | Expert 3 | | | |
| 1 | 0 | 1 | 1 | 2 | 0.67 | Acceptable |
| 2 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 3 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 4 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 5 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 6 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 7 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 8 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 9 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 10 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 11 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 12 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 13 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 14 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 15 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 16 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 17 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 18 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 19 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 20 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 21 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 22 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 23 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 24 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 25 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 26 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 27 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 28 | 1 | 1 | 1 | 3 | 1 | Acceptable |

| | | | | | | |
|----|---|---|---|---|------|------------|
| 29 | 1 | 1 | 0 | 2 | 0.67 | Acceptable |
| 30 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 31 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 32 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 33 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 34 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 35 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 36 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 37 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 38 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 39 | 1 | 1 | 1 | 3 | 1 | Acceptable |
| 40 | 1 | 1 | 1 | 3 | 1 | Acceptable |

According to the results, the values of item-objective congruence (IOC) of the questionnaire are shown as following;

$$\begin{aligned} \text{IOC} &= \frac{39.33}{40} \\ &= 0.983 \end{aligned}$$

The assessment result of the questions in the questionnaire has value of item-objective congruence (IOC) equal to 0.982 which is pass the validity test because the value of 0.982 is more than 0.5.

Appendix B : Reliability Test

Reliability Testing (All Parts)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .785 | 22 |

Item Statistics

| | Mean | Std. Deviation | N |
|-------------------------------|------|----------------|----|
| Product | 5.13 | 1.776 | 30 |
| Price | 4.70 | 1.950 | 30 |
| Place | 4.87 | 1.871 | 30 |
| Promotion | 4.83 | 1.984 | 30 |
| Brand Name | 4.43 | 1.135 | 30 |
| Taste of food | 4.30 | .952 | 30 |
| Variety of Menu | 3.63 | .890 | 30 |
| Quality of Food | 3.93 | 1.112 | 30 |
| Timely Service | 3.83 | .791 | 30 |
| Reasonable price | 3.97 | .928 | 30 |
| Lower Price | 3.43 | 1.104 | 30 |
| Clear Identification of Price | 3.63 | .964 | 30 |
| Cleanliness | 4.03 | .964 | 30 |
| Convenience to go | 3.80 | 1.031 | 30 |
| Design | 4.00 | .871 | 30 |
| Size of Restaurant | 3.23 | 1.104 | 30 |
| Discount | 3.90 | 1.125 | 30 |
| Gift set | 3.00 | 1.203 | 30 |
| Voucher | 3.17 | 1.177 | 30 |
| Brand Awareness | 3.63 | .928 | 30 |
| Brand Reputation | 3.53 | .973 | 30 |
| Brand Loyalty | 3.37 | 1.129 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Product | 81.23 | 118.116 | .313 | .781 |
| Price | 81.67 | 121.678 | .183 | .795 |
| Place | 81.50 | 117.500 | .304 | .783 |
| Promotion | 81.53 | 121.982 | .169 | .796 |
| Brand Name | 81.93 | 129.720 | .090 | .790 |
| Taste of food | 82.07 | 119.099 | .642 | .763 |
| Variety of Menu | 82.73 | 123.720 | .446 | .773 |
| Quality of Food | 82.43 | 120.254 | .486 | .769 |
| Timely Service | 82.53 | 123.499 | .524 | .771 |
| Reasonable price | 82.40 | 120.041 | .612 | .765 |
| Lower Price | 82.93 | 122.961 | .374 | .775 |
| Clear Identification of Price | 82.73 | 124.823 | .352 | .777 |
| Cleanliness | 82.33 | 126.299 | .282 | .780 |
| Convenience to go | 82.57 | 120.323 | .529 | .768 |
| Design | 82.37 | 125.344 | .371 | .777 |
| Size of Restaurant | 83.13 | 122.395 | .398 | .774 |
| Discount | 82.47 | 121.913 | .409 | .773 |
| Gift set | 83.37 | 127.620 | .157 | .787 |
| Voucher | 83.20 | 128.441 | .132 | .788 |
| Brand Awareness | 82.73 | 123.582 | .431 | .773 |
| Brand Reputation | 82.83 | 120.213 | .571 | .766 |
| Brand Loyalty | 83.00 | 120.759 | .456 | .771 |

Reliability Testing (Hypothesis)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .897 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------------|------|----------------|----|
| Product | 5.13 | 1.776 | 30 |
| Price | 4.70 | 1.950 | 30 |
| Place | 4.87 | 1.871 | 30 |
| Promotion | 4.83 | 1.984 | 30 |
| Brand Name | 4.43 | 1.135 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Product | 18.83 | 34.626 | .847 | .851 |
| Price | 19.27 | 31.720 | .909 | .834 |
| Place | 19.10 | 33.403 | .859 | .847 |
| Promotion | 19.13 | 33.568 | .782 | .867 |
| Brand Name | 19.53 | 48.809 | .339 | .940 |

Reliability Testing (Product)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .889 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----------------|------|----------------|----|
| Taste of Food | 4.30 | .952 | 30 |
| Variety of Menu | 3.63 | .890 | 30 |
| Quality of Food | 3.93 | 1.112 | 30 |
| Timely Service | 3.83 | .791 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Taste of Food | 11.40 | 6.041 | .801 | .841 |
| Variety of Menu | 12.07 | 6.616 | .719 | .872 |
| Quality of Food | 11.77 | 5.357 | .798 | .849 |
| Timely Service | 11.87 | 6.947 | .749 | .866 |

Reliability Testing (Price)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .867 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|-------------------------------|------|----------------|----|
| Reasonable Price | 3.97 | .928 | 30 |
| Lower Price | 3.43 | 1.104 | 30 |
| Clear Identification of Price | 3.63 | .964 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Reasonable Price | 7.07 | 3.995 | .615 | .924 |
| Lower Price | 7.60 | 2.869 | .815 | .752 |
| Clear Identification of Price | 7.40 | 3.283 | .837 | .732 |

Reliability Testing (Place)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .876 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|--------------------|------|----------------|----|
| Cleanliness | 4.03 | .964 | 30 |
| Convenience to go | 3.80 | 1.031 | 30 |
| Design | 4.00 | .871 | 30 |
| Size of Restaurant | 3.23 | 1.104 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cleanliness | 11.03 | 6.930 | .733 | .842 |
| Convenience to go | 11.27 | 6.409 | .788 | .819 |
| Design | 11.07 | 7.030 | .821 | .815 |
| Size of Restaurant | 11.83 | 6.764 | .626 | .890 |

Reliability Testing (Promotion)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .872 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|----------|------|----------------|----|
| Discount | 3.90 | 1.125 | 30 |
| Gift Set | 3.00 | 1.203 | 30 |
| Voucher | 3.17 | 1.177 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Discount | 6.17 | 4.695 | .785 | .793 |
| Gift Set | 7.07 | 4.478 | .758 | .816 |
| Voucher | 6.90 | 4.714 | .722 | .849 |

Reliability Testing (Brand Name)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .883 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|------------------|------|----------------|----|
| Brand Awareness | 3.63 | .928 | 30 |
| Brand Reputation | 3.53 | .973 | 30 |
| Brand Loyalty | 3.37 | 1.129 | 30 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Brand Awareness | 6.90 | 3.886 | .752 | .857 |
| Brand Reputation | 7.00 | 3.586 | .805 | .809 |
| Brand Loyalty | 7.17 | 3.109 | .782 | .837 |

**Appendix C: Multinomial of choosing KFC and McDonald's over Chester Grill's
(Hypothesis)**

(The number 3.1 to 3.5 in below table are stand for product, price, place, promotion and brand name respectively.)

| Parameter Estimates | | | | | | | | | |
|----------------------------------|----------------|----------------|------------|-------|------|-------|-------------------------|------------------------------------|---------------------|
| Most favorite brand ^a | | B | Std. Error | Wald | df | Sig. | Exp(B) | 95% Confidence Interval for Exp(B) | |
| | | | | | | | | Lower Bound | Upper Bound |
| KFC | [A3.1=0] | 24.223 | .000 | . | 1 | . | 331058 62971. 150 | 3310586 2971.150 | 33105862 971.150 |
| | [A3.1=1] | 8.067 | 2.779 | 8.428 | 1 | .004 | 3187.4 89 | 13.745 | 739200.0 38 |
| | [A3.1=2] | 6.986 | 2.361 | 8.754 | 1 | .003 | 1081.3 55 | 10.572 | 110607.7 46 |
| | [A3.1=3] | 6.335 | 2.172 | 8.509 | 1 | .004 | 563.98 7 | 7.992 | 39798.21 4 |
| | [A3.1=4] | 2.209 | 1.562 | 2.001 | 1 | .157 | 9.110 | .427 | 194.469 |
| | [A3.1=5] | 2.832 | 1.467 | 3.728 | 1 | .054 | 16.982 | .958 | 300.988 |
| | [A3.1=6] | 4.105 | 1.481 | 7.681 | 1 | .006 | 60.651 | 3.327 | 1105.663 |
| | [A3.1=7] | 3.386 | 1.332 | 6.466 | 1 | .011 | 29.562 | 2.173 | 402.121 |
| | [A3.2=0] | -2.326 | 2.259 | 1.060 | 1 | .303 | .098 | .001 | 8.183 |
| | [A3.2=1] | -2.897 | 2.284 | 1.609 | 1 | .205 | .055 | .001 | 4.849 |
| | [A3.2=2] | .060 | 1.668 | .001 | 1 | .972 | 1.061 | .040 | 27.917 |
| | [A3.2=3] | .170 | 1.239 | .019 | 1 | .891 | 1.185 | .105 | 13.434 |
| | [A3.2=4] | .443 | 1.087 | .166 | 1 | .684 | 1.557 | .185 | 13.120 |
| | [A3.2=5] | -1.737 | .754 | 5.309 | 1 | .021 | .176 | .040 | .771 |
| | [A3.2=6] | -1.132 | .826 | 1.879 | 1 | .170 | .322 | .064 | 1.627 |
| | [A3.2=7] | 0 ^b | . | . | 0 | . | . | . | . |
| | [A3.3=0] | 1.724 | 2.002 | .742 | 1 | .389 | 5.609 | .111 | 283.772 |
| | [A3.3=1] | .515 | 1.883 | .075 | 1 | .784 | 1.674 | .042 | 67.020 |
| | [A3.3=2] | -2.352 | 1.278 | 3.388 | 1 | .066 | .095 | .008 | 1.165 |
| | [A3.3=3] | -.616 | .949 | .422 | 1 | .516 | .540 | .084 | 3.469 |
| | [A3.3=4] | 1.727 | .982 | 3.096 | 1 | .078 | 5.625 | .821 | 38.525 |
| [A3.3=5] | 1.429 | .888 | 2.592 | 1 | .107 | 4.176 | .733 | 23.788 | |
| [A3.3=6] | .214 | .870 | .060 | 1 | .806 | 1.238 | .225 | 6.817 | |
| [A3.3=7] | 0 ^b | . | . | 0 | . | . | . | . | |

| | | | | | | | | | |
|------------|----------|----------------|-------|-------|---|------|---------|----------|-----------|
| | [A3.4=0] | -.894 | 1.785 | .251 | 1 | .616 | .409 | .012 | 13.513 |
| | [A3.4=1] | -5.032 | 2.155 | 5.453 | 1 | .020 | .007 | 9.554E-5 | .446 |
| | [A3.4=2] | -3.495 | 1.699 | 4.232 | 1 | .040 | .030 | .001 | .848 |
| | [A3.4=3] | -.781 | 1.398 | .312 | 1 | .576 | .458 | .030 | 7.095 |
| | [A3.4=4] | -1.378 | 1.308 | 1.111 | 1 | .292 | .252 | .019 | 3.269 |
| | [A3.4=5] | -2.459 | 1.201 | 4.193 | 1 | .041 | .086 | .008 | .900 |
| | [A3.4=6] | -1.032 | 1.292 | .639 | 1 | .424 | .356 | .028 | 4.480 |
| | [A3.4=7] | 0 ^b | . | . | 0 | . | . | . | . |
| | [A3.5=0] | -3.575 | 1.336 | 7.157 | 1 | .007 | .028 | .002 | .384 |
| | [A3.5=1] | -.639 | 1.378 | .215 | 1 | .643 | .528 | .035 | 7.862 |
| | [A3.5=2] | 1.365 | 1.399 | .952 | 1 | .329 | 3.914 | .252 | 60.681 |
| | [A3.5=3] | -.216 | 1.002 | .046 | 1 | .829 | .806 | .113 | 5.738 |
| | [A3.5=4] | .856 | 1.001 | .732 | 1 | .392 | 2.355 | .331 | 16.739 |
| | [A3.5=5] | 1.445 | 1.045 | 1.911 | 1 | .167 | 4.240 | .547 | 32.873 |
| | [A3.5=6] | .321 | .987 | .106 | 1 | .745 | 1.379 | .199 | 9.537 |
| | [A3.5=7] | 0 ^b | . | . | 0 | . | . | . | . |
| McDonald's | [A3.1=0] | 5.013 | .000 | . | 1 | . | 150.430 | 150.430 | 150.430 |
| | [A3.1=1] | 6.192 | 2.606 | 5.643 | 1 | .018 | 488.730 | 2.954 | 80851.079 |
| | [A3.1=2] | 5.680 | 2.239 | 6.438 | 1 | .011 | 293.018 | 3.642 | 23574.623 |
| | [A3.1=3] | 6.380 | 2.128 | 8.986 | 1 | .003 | 589.725 | 9.102 | 38209.956 |
| | [A3.1=4] | 3.074 | 1.545 | 3.956 | 1 | .047 | 21.629 | 1.046 | 447.266 |
| | [A3.1=5] | 3.447 | 1.451 | 5.642 | 1 | .018 | 31.397 | 1.827 | 539.524 |
| | [A3.1=6] | 4.337 | 1.470 | 8.699 | 1 | .003 | 76.476 | 4.284 | 1365.225 |
| | [A3.1=7] | 3.261 | 1.319 | 6.110 | 1 | .013 | 26.086 | 1.965 | 346.302 |
| | [A3.2=0] | .022 | 2.059 | .000 | 1 | .991 | 1.022 | .018 | 57.807 |
| | [A3.2=1] | .848 | 2.051 | .171 | 1 | .679 | 2.334 | .042 | 130.121 |
| | [A3.2=2] | 1.586 | 1.600 | .982 | 1 | .322 | 4.883 | .212 | 112.463 |
| | [A3.2=3] | 1.502 | 1.230 | 1.492 | 1 | .222 | 4.492 | .403 | 50.044 |
| | [A3.2=4] | .944 | 1.094 | .744 | 1 | .388 | 2.569 | .301 | 21.923 |
| | [A3.2=5] | -.864 | .750 | 1.326 | 1 | .250 | .422 | .097 | 1.834 |
| | [A3.2=6] | -.112 | .821 | .019 | 1 | .892 | .894 | .179 | 4.467 |
| | [A3.2=7] | 0 ^b | . | . | 0 | . | . | . | . |
| | [A3.3=0] | -2.518 | 1.914 | 1.731 | 1 | .188 | .081 | .002 | 3.431 |
| | [A3.3=1] | -1.062 | 1.780 | .356 | 1 | .551 | .346 | .011 | 11.330 |
| | [A3.3=2] | -1.566 | 1.130 | 1.922 | 1 | .166 | .209 | .023 | 1.911 |
| | [A3.3=3] | -1.508 | .916 | 2.710 | 1 | .100 | .221 | .037 | 1.333 |

| | | | | | | | | |
|----------|----------------|-------|-------|---|------|-------|----------|--------|
| [A3.3=4] | .580 | .967 | .360 | 1 | .548 | 1.786 | .269 | 11.882 |
| [A3.3=5] | .671 | .866 | .601 | 1 | .438 | 1.957 | .358 | 10.685 |
| [A3.3=6] | .351 | .848 | .171 | 1 | .679 | 1.420 | .269 | 7.490 |
| [A3.3=7] | 0 ^b | . | . | 0 | . | . | . | . |
| [A3.4=0] | -2.343 | 1.673 | 1.963 | 1 | .161 | .096 | .004 | 2.547 |
| [A3.4=1] | -5.773 | 2.043 | 7.987 | 1 | .005 | .003 | 5.676E-5 | .170 |
| [A3.4=2] | -3.478 | 1.637 | 4.512 | 1 | .034 | .031 | .001 | .764 |
| [A3.4=3] | -2.077 | 1.376 | 2.278 | 1 | .131 | .125 | .008 | 1.859 |
| [A3.4=4] | -1.759 | 1.285 | 1.873 | 1 | .171 | .172 | .014 | 2.139 |
| [A3.4=5] | -2.969 | 1.178 | 6.352 | 1 | .012 | .051 | .005 | .517 |
| [A3.4=6] | -1.987 | 1.274 | 2.435 | 1 | .119 | .137 | .011 | 1.664 |
| [A3.4=7] | 0 ^b | . | . | 0 | . | . | . | . |
| [A3.5=0] | -.174 | 1.094 | .025 | 1 | .874 | .840 | .098 | 7.177 |
| [A3.5=1] | -.077 | 1.292 | .004 | 1 | .952 | .926 | .074 | 11.654 |
| [A3.5=2] | .099 | 1.384 | .005 | 1 | .943 | 1.104 | .073 | 16.632 |
| [A3.5=3] | -.066 | .979 | .005 | 1 | .946 | .936 | .137 | 6.382 |
| [A3.5=4] | .677 | .992 | .466 | 1 | .495 | 1.968 | .282 | 13.743 |
| [A3.5=5] | 1.074 | 1.040 | 1.067 | 1 | .302 | 2.927 | .381 | 22.458 |
| [A3.5=6] | .817 | .972 | .708 | 1 | .400 | 2.265 | .337 | 15.207 |
| [A3.5=7] | 0 ^b | . | . | 0 | . | . | . | . |

a. The reference category is: Chester's Grill.

Appendix D: Multinomial of choosing KFC and McDonald's over Chester Grill's (Other components)

(The number 4.1 to 10 in below table are stand for taste of food, variety of menu, quality of food, timely service, reasonable price, lower price, clear identification of price, cleanliness, convenience to go, design, size of restaurant, discount, gift set, voucher, brand awareness, brand reputation, and brand loyalty respectively.)

| Parameter Estimates | | | | | | | | | |
|----------------------------------|----------|------------|---------|--------|------|--------|---|-----------------------------|--|
| Most favorite brand ^a | B | Std. Error | Wald | df | Sig. | Exp(B) | 95% Confidence Interval for Exp(B) | | |
| | | | | | | | Lower Bound | Upper Bound | |
| KFC | [A4.1=1] | 198.303 | 122.583 | 2.617 | 1 | .106 | 1.324E+86 | 6.016E-19 | 2.912E+190 |
| | [A4.1=2] | -43.280 | 79.740 | .295 | 1 | .587 | 1.599E-19 | 2.133E-87 | 1.199E+49 |
| | [A4.1=3] | 34.191 | 24.609 | 1.930 | 1 | .165 | 706355 549776 710.60 0 | 7.983E-7 | 6249779 0091834 2400000 0000000 0000000 0.000 |
| | [A4.1=4] | 60.856 | 21.966 | 7.675 | 1 | .006 | 268796 322851 149400 000000 000.00 0 | 5389087 4.426 | 1.341E+45 |
| | [A4.1=5] | 74.555 | 21.490 | 12.036 | 1 | .001 | 239227 073539 862500 000000 000000 000.00 0 | 1219551 9177859 5.000 | 4.693E+50 |
| | [A4.2=1] | -25.474 | 176.276 | .021 | 1 | .885 | 8.641E-12 | 7.768E-162 | 9.612E+138 |
| | [A4.2=2] | 75.534 | 29.607 | 6.509 | 1 | .011 | 636955 646808 691050 000000 000000 000.00 0 | 4003283 8.017 | 1.013E+58 |

| | | | | | | | | |
|----------|----------------|----------|------------|---|------|--|---------------------------|--|
| [A4.2=3] | 72.254 | 22.699 | 10.13 2 | 1 | .001 | 239635 854225 195600 000000 000000 00.000 | 1142536 219324.5 23 | 5.026E+ 50 |
| [A4.2=4] | 2.777 | 2.889 | .924 | 1 | .336 | 16.078 | .056 | 4627.51 8 |
| [A4.2=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A4.3=1] | -66.422 | 37.466 | 3.143 | 1 | .076 | 1.424E- 29 | 1.829E- 61 | 1107.94 5 |
| [A4.3=2] | 43.853 | 19.665 | 4.973 | 1 | .026 | 110947 360026 707720 00.000 | 202.286 | 6085115 8553071 7400000 0000000 0000000 0.000 |
| [A4.3=3] | 5.602 | 3.453 | 2.633 | 1 | .105 | 271.00 6 | .312 | 235401. 551 |
| [A4.3=4] | 2.989 | 4.726 | .400 | 1 | .527 | 19.871 | .002 | 209580. 196 |
| [A4.3=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A4.4=1] | -43.475 | 47.687 | .831 | 1 | .362 | 1.316E- 19 | 3.373E- 60 | 5131735 8194938 9800000 0.000 |
| [A4.4=2] | -8.660 | 654.132 | .000 | 1 | .989 | .000 | .000 | . ^c |
| [A4.4=3] | -5.965 | 6.256 | .909 | 1 | .340 | .003 | 1.215E-8 | 542.293 |
| [A4.4=4] | -.794 | 5.157 | .024 | 1 | .878 | .452 | 1.843E-5 | 11087.3 75 |
| [A4.4=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A5.1=1] | -47.159 | 6001.500 | .000 | 1 | .994 | 3.305E- 21 | .000 | . ^c |
| [A5.1=2] | -37.598 | 12.656 | 8.825 | 1 | .003 | 4.694E- 17 | 7.919E- 28 | 2.783E- 6 |
| [A5.1=3] | 15.838 | 7.443 | 4.528 | 1 | .033 | 755651 2.159 | 3.488 | 1636858 7433168 .264 |
| [A5.1=4] | 9.548 | 4.860 | 3.859 | 1 | .049 | 14014. 687 | 1.023 | 1920827 36.132 |
| [A5.1=5] | 0 ^b | . | . | 0 | . | . | . | . |

| | | | | | | | | |
|----------|----------------|----------|------------|---|------|---|--------------------------|---------------------------------------|
| [A5.2=1] | 60.816 | 17.638 | 11.88 9 | 1 | .001 | 258147 612075 386470 000000 000.00 0 | 2502641 74409.45 1 | 2.663E+ 41 |
| [A5.2=2] | 28.521 | 9.301 | 9.404 | 1 | .002 | 243518 390871 6.230 | 29498.09 4 | 2010340 3003622 7130000 .000 |
| [A5.2=3] | 20.991 | 6.280 | 11.17 1 | 1 | .001 | 130654 4720.1 57 | 5894.456 | 2896041 8839737 4.600 |
| [A5.2=4] | 13.963 | 5.286 | 6.976 | 1 | .008 | 115847 0.343 | 36.659 | 3660901 2520.49 8 |
| [A5.2=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A5.3=1] | -93.924 | 27.413 | 11.73 9 | 1 | .001 | 1.619E- 41 | 7.499E- 65 | 3.497E- 18 |
| [A5.3=2] | -86.627 | 24.913 | 12.09 0 | 1 | .001 | 2.389E- 38 | 1.485E- 59 | 3.842E- 17 |
| [A5.3=3] | -114.407 | 30.749 | 13.84 4 | 1 | .000 | 2.058E- 50 | 1.380E- 76 | 3.070E- 24 |
| [A5.3=4] | -102.099 | 27.684 | 13.60 2 | 1 | .000 | 4.559E- 45 | 1.243E- 68 | 1.672E- 21 |
| [A5.3=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A6.1=1] | 243.372 | 6003.195 | .002 | 1 | .968 | 4.954E +105 | .000 | . ^c |
| [A6.1=2] | 73.779 | 661.907 | .012 | 1 | .911 | 110117 064343 861040 000000 000000 000.00 0 | .000 | . ^c |
| [A6.1=3] | 22.495 | 9.395 | 5.733 | 1 | .017 | 588168 5061.9 12 | 59.235 | 5840195 1008579 1360.00 0 |
| [A6.1=4] | -4.162 | 4.136 | 1.013 | 1 | .314 | .016 | 4.700E-6 | 51.636 |
| [A6.1=5] | 0 ^b | . | . | 0 | . | . | . | . |

| | | | | | | | | | |
|----------|----------------|----------|------------|---|------|--|--------------------|--|--------------|
| [A6.2=1] | -45.175 | 6047.158 | .000 | 1 | .994 | 2.404E-20 | .000 | . | ^c |
| [A6.2=2] | -23.116 | 31.542 | .537 | 1 | .464 | 9.142E-11 | 1.296E-37 | 6448680 1869850 096.000 | |
| [A6.2=3] | -1.675 | 2.904 | .333 | 1 | .564 | .187 | .001 | 55.454 | |
| [A6.2=4] | -5.666 | 3.737 | 2.299 | 1 | .129 | .003 | 2.281E-6 | 5.253 | |
| [A6.2=5] | 0 ^b | . | . | 0 | . | . | . | . | . |
| [A6.3=1] | -115.106 | 324.540 | .126 | 1 | .723 | 1.023E-50 | .000 | 1.816E+226 | |
| [A6.3=2] | -38.909 | 10.700 | 13.22 2 | 1 | .000 | 1.265E-17 | 9.860E-27 | 1.622E-8 | |
| [A6.3=3] | 13.156 | 6.577 | 4.001 | 1 | .045 | 517052 .385 | 1.304 | 2049802 33926.0 67 | |
| [A6.3=4] | 5.977 | 6.138 | .948 | 1 | .330 | 394.20 8 | .002 | 6617878 3.228 | |
| [A6.3=5] | 0 ^b | . | . | 0 | . | . | . | . | . |
| [A6.4=1] | 49.728 | 14.202 | 12.26 0 | 1 | .000 | 395090 323629 722570 0000.0 00 | 3219693 857.864 | 4848174 1034032 4700000 0000000 000000. 000 | |
| [A6.4=2] | 44.287 | 11.903 | 13.84 3 | 1 | .000 | 171287 031254 701700 00.000 | 1263538 758.140 | 2321990 2743024 0180000 0000000 00.000 | |
| [A6.4=3] | 36.313 | 9.716 | 13.96 9 | 1 | .000 | 589551 184752 4506.0 00 | 3165145 0.065 | 1098119 0395216 7980000 0000.00 0 | |
| [A6.4=4] | 21.854 | 6.503 | 11.29 4 | 1 | .001 | 309696 1372.0 88 | 9033.359 | 1061750 0405636 87.100 | |
| [A6.4=5] | 0 ^b | . | . | 0 | . | . | . | . | . |

| | | | | | | | | |
|----------|----------------|----------|------------|---|------|-------------------------------------|---------------|---|
| [A7.1=1] | -30.609 | 46.831 | .427 | 1 | .513 | 5.089E-14 | 6.989E-54 | 3706212 7784652 8700000 000000. 000 |
| [A7.1=2] | -41.117 | 15.879 | 6.705 | 1 | .010 | 1.391E-18 | 4.240E-32 | 4.562E-5 |
| [A7.1=3] | -8.031 | 6.402 | 1.573 | 1 | .210 | .000 | 1.156E-9 | 91.578 |
| [A7.1=4] | -6.601 | 2.939 | 5.043 | 1 | .025 | .001 | 4.278E-6 | .432 |
| [A7.1=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A7.2=1] | -28.211 | 10.533 | 7.174 | 1 | .007 | 5.598E-13 | 6.062E-22 | .001 |
| [A7.2=2] | 42.686 | 16.626 | 6.591 | 1 | .010 | 345294 101704 282370 0.000 | 24318.03 4 | 4902864 1755262 4700000 0000000 00000.0 00 |
| [A7.2=3] | 27.951 | 9.564 | 8.541 | 1 | .003 | 137758 389196 9.964 | 9960.106 | 1905338 5627219 8900000 .000 |
| [A7.2=4] | -14.743 | 5.397 | 7.463 | 1 | .006 | 3.954E-7 | 1.008E-11 | .016 |
| [A7.2=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A7.3=1] | -36.504 | 48.683 | .562 | 1 | .453 | 1.401E-16 | 5.097E-58 | 3848785 4693747 7540000 00000.0 00 |
| [A7.3=2] | -72.124 | 22.956 | 9.871 | 1 | .002 | 4.753E-32 | 1.370E-51 | 1.649E-12 |
| [A7.3=3] | -54.094 | 15.648 | 11.95 0 | 1 | .001 | 3.216E-24 | 1.541E-37 | 6.711E-11 |
| [A7.3=4] | -30.934 | 10.922 | 8.022 | 1 | .005 | 3.679E-14 | 1.858E-23 | 7.282E-5 |
| [A7.3=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A8=1] | -154.774 | 6147.284 | .001 | 1 | .980 | 6.061E-68 | .000 | . ^c |

| | | | | | | | | |
|---------|----------------|----------|------------|---|------|---|----------------|---|
| [A8=2] | 61.505 | 114.866 | .287 | 1 | .592 | 514615 499170 191500 000000 000.00 0 | 8.654E- 72 | 3.060E+ 124 |
| [A8=3] | 28.805 | 9.701 | 8.817 | 1 | .003 | 323472 632338 7.647 | 17887.35 2 | 5849638 7042642 5200000 .000 |
| [A8=4] | 30.659 | 8.681 | 12.47 4 | 1 | .000 | 206631 217975 79.336 | 843668.8 36 | 5060808 0335706 3700000 .000 |
| [A8=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A9=1] | 98.899 | 6148.746 | .000 | 1 | .987 | 8.937E +42 | .000 | . ^c |
| [A9=2] | -16.753 | 662.804 | .001 | 1 | .980 | 5.299E- 8 | .000 | . ^c |
| [A9=3] | -30.305 | 11.295 | 7.199 | 1 | .007 | 6.896E- 14 | 1.676E- 23 | .000 |
| [A9=4] | -10.192 | 6.137 | 2.758 | 1 | .097 | 3.747E- 5 | 2.239E- 10 | 6.271 |
| [A9=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A10=1] | 80.014 | 86.784 | .850 | 1 | .357 | 562008 519535 599300 000000 000000 00000. 000 | 7.572E- 40 | 4.171E+ 108 |
| [A10=2] | 26.816 | 12.355 | 4.711 | 1 | .030 | 442438 787521 .516 | 13.463 | 1453975 4874948 0730000 00.000 |
| [A10=3] | 31.357 | 9.979 | 9.875 | 1 | .002 | 415222 500150 24.200 | 133215.4 10 | 1294217 5726553 4200000 00.000 |

| | | | | | | | | | |
|--------------------|----------|----------------|---------|------------|---|------|--|-----------------------------|------------------------------|
| | [A10=4] | 20.708 | 7.066 | 8.587 | 1 | .003 | 984463 018.19 7 | 951.012 | 1019090 8182098 81.900 |
| | [A10=5] | 0 ^b | . | . | 0 | . | . | . | . |
| McD onal d's | [A4.1=1] | 219.888 | 120.505 | 3.330 | 1 | .068 | 3.136E +95 | 8.354E-8 | 1.177E+ 198 |
| | [A4.1=2] | -28.230 | 73.016 | .149 | 1 | .699 | 5.496E- 13 | 3.882E- 75 | 7.780E+ 49 |
| | [A4.1=3] | 37.269 | 24.605 | 2.294 | 1 | .130 | 153305 757966 51220. 000 | 1.743E-5 | 1.348E+ 37 |
| | [A4.1=4] | 61.372 | 21.961 | 7.810 | 1 | .005 | 450501 127910 994400 000000 000.00 0 | 9129570 4.663 | 2.223E+ 45 |
| | [A4.1=5] | 75.424 | 21.489 | 12.32 0 | 1 | .000 | 570494 596936 642300 000000 000000 000.00 0 | 2917824 9278847 9.800 | 1.115E+ 51 |
| | [A4.2=1] | 3.383 | 180.540 | .000 | 1 | .985 | 29.467 | 6.218E- 153 | 1.396E+ 155 |
| | [A4.2=2] | 81.321 | 29.587 | 7.555 | 1 | .006 | 207572 672454 272140 000000 000000 000000 .000 | 1358413 4702.211 | 3.172E+ 60 |
| | [A4.2=3] | 73.465 | 22.697 | 10.47 7 | 1 | .001 | 804158 887845 129300 000000 000000 00.000 | 3854868 943619.3 21 | 1.678E+ 51 |

| | | | | | | | | |
|----------|----------------|----------|------------|---|------|--|---------------------|--------------------------------------|
| [A4.2=4] | 2.798 | 2.890 | .937 | 1 | .333 | 16.415 | .057 | 4735.76 6 |
| [A4.2=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A4.3=1] | -66.787 | 37.444 | 3.181 | 1 | .074 | 9.880E- 30 | 1.325E- 61 | 736.604 |
| [A4.3=2] | 44.850 | 19.654 | 5.207 | 1 | .022 | 300601 315880 533500 00.000 | 559.848 | 1.614E+ 36 |
| [A4.3=3] | 5.639 | 3.445 | 2.679 | 1 | .102 | 281.31 3 | .328 | 240977. 398 |
| [A4.3=4] | 3.120 | 4.726 | .436 | 1 | .509 | 22.644 | .002 | 238850. 442 |
| [A4.3=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A4.4=1] | -56.507 | 52.026 | 1.180 | 1 | .277 | 2.880E- 25 | 1.494E- 69 | 5549610 1609339 200000. 000 |
| [A4.4=2] | -35.782 | 655.039 | .003 | 1 | .956 | 2.884E- 16 | .000 | . ^c |
| [A4.4=3] | -8.086 | 6.286 | 1.654 | 1 | .198 | .000 | 1.372E-9 | 69.102 |
| [A4.4=4] | -1.314 | 5.159 | .065 | 1 | .799 | .269 | 1.091E-5 | 6615.47 6 |
| [A4.4=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A5.1=1] | -55.464 | 6003.151 | .000 | 1 | .993 | 8.174E- 25 | .000 | . ^c |
| [A5.1=2] | -37.778 | 12.665 | 8.898 | 1 | .003 | 3.919E- 17 | 6.498E- 28 | 2.364E- 6 |
| [A5.1=3] | 16.440 | 7.450 | 4.870 | 1 | .027 | 138010 66.577 | 6.292 | 3027003 5456408 .210 |
| [A5.1=4] | 10.046 | 4.852 | 4.286 | 1 | .038 | 23052. 850 | 1.708 | 3111027 06.953 |
| [A5.1=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A5.2=1] | 59.164 | 17.621 | 11.27 4 | 1 | .001 | 494886 638758 565000 000000 00.000 | 4962618 3210.289 | 4.935E+ 40 |

| | | | | | | | | |
|----------|----------------|----------|------------|---|------|--|---------------|---------------------------------------|
| [A5.2=2] | 27.974 | 9.303 | 9.041 | 1 | .003 | 140895 764607 1.361 | 16978.81 9 | 1169198 9146407 2770000 .000 |
| [A5.2=3] | 19.845 | 6.277 | 9.996 | 1 | .002 | 415360 813.59 2 | 1886.338 | 9146005 8386761 .950 |
| [A5.2=4] | 13.432 | 5.276 | 6.481 | 1 | .011 | 681214 .943 | 22.002 | 2109160 1312.82 9 |
| [A5.2=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A5.3=1] | -92.445 | 27.410 | 11.37 5 | 1 | .001 | 7.105E- 41 | 3.310E- 64 | 1.525E- 17 |
| [A5.3=2] | -87.136 | 24.920 | 12.22 6 | 1 | .000 | 1.437E- 38 | 8.819E- 60 | 2.341E- 17 |
| [A5.3=3] | -113.755 | 30.761 | 13.67 6 | 1 | .000 | 3.953E- 50 | 2.590E- 76 | 6.032E- 24 |
| [A5.3=4] | -101.016 | 27.684 | 13.31 4 | 1 | .000 | 1.347E- 44 | 3.667E- 68 | 4.949E- 21 |
| [A5.3=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A6.1=1] | 221.702 | 1326.960 | .028 | 1 | .867 | 1.923E +96 | .000 | . ^c |
| [A6.1=2] | 71.675 | 661.907 | .012 | 1 | .914 | 134301 754269 499640 000000 000000 00.000 | .000 | . ^c |
| [A6.1=3] | 21.922 | 9.384 | 5.457 | 1 | .019 | 331640 2874.8 27 | 34.103 | 3225122 4286017 8370.00 0 |
| [A6.1=4] | -4.147 | 4.137 | 1.005 | 1 | .316 | .016 | 4.759E-6 | 52.536 |
| [A6.1=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A6.2=1] | -10.259 | 665.826 | .000 | 1 | .988 | 3.504E- 5 | .000 | . ^c |
| [A6.2=2] | -21.430 | 31.542 | .462 | 1 | .497 | 4.934E- 10 | 6.998E- 37 | 3478595 6754550 6620.00 0 |
| [A6.2=3] | -1.081 | 2.948 | .135 | 1 | .714 | .339 | .001 | 109.617 |

| | | | | | | | | |
|----------|----------------|---------|--------|---|------|---------------------------|----------------|---------------------------------|
| [A6.2=4] | -5.643 | 3.747 | 2.268 | 1 | .132 | .004 | 2.291E-6 | 5.480 |
| [A6.2=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A6.3=1] | -135.861 | 337.781 | .162 | 1 | .688 | 9.920E-60 | .000 | 3.282E+228 |
| [A6.3=2] | -39.678 | 10.685 | 13.790 | 1 | .000 | 5.864E-18 | 4.712E-27 | 7.297E-9 |
| [A6.3=3] | 13.393 | 6.595 | 4.125 | 1 | .042 | 655445.928 | 1.597 | 269046989526.150 |
| [A6.3=4] | 6.473 | 6.143 | 1.111 | 1 | .292 | 647.716 | .004 | 109673510.345 |
| [A6.3=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A6.4=1] | 49.965 | 14.212 | 12.361 | 1 | .000 | 5005086345285042000000.00 | 4003844380.689 | 625670903808885200000000000.000 |
| [A6.4=2] | 43.131 | 11.926 | 13.079 | 1 | .000 | 5391235457299811300.000 | 380280120.152 | 7643160453523743000000.000 |
| [A6.4=3] | 34.156 | 9.726 | 12.334 | 1 | .000 | 682045732748792.900 | 3591196.588 | 129535203715466880000.000 |
| [A6.4=4] | 20.402 | 6.514 | 9.810 | 1 | .002 | 725562121.109 | 2069.971 | 254322594096930.750 |
| [A6.4=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A7.1=1] | -34.328 | 46.868 | .536 | 1 | .464 | 1.234E-15 | 1.575E-55 | 967799829692213600000.000 |
| [A7.1=2] | -42.269 | 15.876 | 7.088 | 1 | .008 | 4.394E-19 | 1.346E-32 | 1.435E-5 |
| [A7.1=3] | -9.482 | 6.412 | 2.187 | 1 | .139 | 7.621E-5 | 2.656E-10 | 21.862 |
| [A7.1=4] | -6.238 | 2.936 | 4.514 | 1 | .034 | .002 | 6.185E-6 | .617 |

| | | | | | | | | |
|----------|----------------|---------|--------|---|------|--|----------------|---|
| [A7.1=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A7.2=1] | -26.132 | 10.510 | 6.182 | 1 | .013 | 4.478E-12 | 5.072E-21 | .004 |
| [A7.2=2] | 42.924 | 16.632 | 6.660 | 1 | .010 | 438077 445793 749560 0.000 | 30500.35 0 | 6292119 6242671 3740000 0000000 00000.0 00 |
| [A7.2=3] | 28.578 | 9.564 | 8.928 | 1 | .003 | 257896 309508 8.808 | 18632.89 7 | 3569520 4506917 1400000 .000 |
| [A7.2=4] | -14.151 | 5.394 | 6.881 | 1 | .009 | 7.152E-7 | 1.831E-11 | .028 |
| [A7.2=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A7.3=1] | -37.946 | 48.699 | .607 | 1 | .436 | 3.314E-17 | 1.168E-58 | 9404983 4382871 2300000 0000.00 0 |
| [A7.3=2] | -71.449 | 22.951 | 9.691 | 1 | .002 | 9.336E-32 | 2.717E-51 | 3.208E-12 |
| [A7.3=3] | -53.312 | 15.643 | 11.615 | 1 | .001 | 7.027E-24 | 3.402E-37 | 1.451E-10 |
| [A7.3=4] | -29.987 | 10.917 | 7.545 | 1 | .006 | 9.481E-14 | 4.834E-23 | .000 |
| [A7.3=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A8=1] | -117.766 | 197.126 | .357 | 1 | .550 | 7.158E-52 | 1.150E-219 | 4.454E+116 |
| [A8=2] | 66.973 | 114.871 | .340 | 1 | .560 | 121941 162523 527560 000000 000000 .000 | 2.033E-69 | 7.313E+126 |
| [A8=3] | 30.895 | 9.691 | 10.164 | 1 | .001 | 261574 164652 17.793 | 147491.2 24 | 4638990 8432425 0270000 0.000 |

| | | | | | | | | |
|---------|----------------|---------|------------|---|------|----------------------------|----------------------------|---|
| [A8=4] | 30.409 | 8.672 | 12.29 5 | 1 | .000 | 160880 938038 21.062 | 667710.8 20 | 3876330 2091503 8600000 .000 |
| [A8=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A9=1] | 31.065 | .000 | . | 1 | . | 309892 978343 84.336 | 3098929 7834384. 336 | 3098929 7834384 .336 |
| [A9=2] | -23.061 | 662.804 | .001 | 1 | .972 | 9.653E- 11 | .000 | . ^c |
| [A9=3] | -32.297 | 11.304 | 8.163 | 1 | .004 | 9.411E- 15 | 2.246E- 24 | 3.944E- 5 |
| [A9=4] | -10.917 | 6.129 | 3.172 | 1 | .075 | 1.815E- 5 | 1.101E- 10 | 2.993 |
| [A9=5] | 0 ^b | . | . | 0 | . | . | . | . |
| [A10=1] | 88.076 | 81.647 | 1.164 | 1 | .281 | 1.782E +38 | 5.660E- 32 | 5.610E+ 107 |
| [A10=2] | 27.670 | 12.323 | 5.042 | 1 | .025 | 103974 252637 8.020 | 33.677 | 3210089 0665510 3400000 00.000 |
| [A10=3] | 31.242 | 9.970 | 9.819 | 1 | .002 | 369880 297807 91.790 | 120682.9 51 | 1133643 4326247 4120000 00.000 |
| [A10=4] | 20.180 | 7.050 | 8.193 | 1 | .004 | 580997 258.68 2 | 579.506 | 5824921 4440419 8.100 |
| [A10=5] | 0 ^b | . | . | 0 | . | . | . | . |

a. The reference category is: Chester's Grill.

Appendix E: Questionnaire

The purpose of this research study is to examine and identify purchasing decision towards top three fast food brands in Thailand including KFC, McDonald's and Chester's Grill. This questionnaire is a part of an independent study subject in order to complete the Degree Master of Business Administration, Bangkok University, Thailand. It is composed of four parts as following. (แบบสอบถามนี้จัดทำขึ้นเพื่อวิจัยเกี่ยวกับปัจจัยที่มีผลต่อการเลือกซื้อฟาส์ฟู้ดจาก 3 อันดับแบรนด์ที่นิยมมากที่สุดในประเทศไทย คือ KFC, McDonald's และ Chester's Grill แบบสอบถามนี้เป็นส่วนหนึ่งของวิชา independent study คณะบริหารธุรกิจ วิทยาลัยนานาชาติ มหาวิทยาลัยกรุงเทพ และแบบสอบถามนี้แบ่งออกเป็น 4 ส่วน ดังต่อไปนี้)

Part 1 : General information (แบบสอบถามข้อมูลทั่วไป)

Part 2 : Factors that influence purchasing decision towards top three fast food brands in Thailand (ปัจจัยที่มีผลต่อการเลือกซื้อฟาส์ฟู้ดจาก 3 อันดับแบรนด์ที่นิยมมากที่สุดในประเทศไทย)

Part 3 : Consumer behavior towards top three fast food brands in Thailand. (แบบสำรวจพฤติกรรมกรรมการเลือกบริโภคฟาส์ฟู้ดจาก 3 อันดับแบรนด์ที่นิยมมากที่สุดในประเทศไทย)

Part 4 : Consumer demographics (แบบสอบถามข้อมูลส่วนตัว)

PART 1 This part would like to ask you about general information (แบบสอบถามข้อมูลทั่วไป)

1. Have you ever consumed fast food? (คุณเคยบริโภคฟาส์ฟู้ดหรือไม่)

Yes (ใช่) No (ไม่ใช่)
2. What is your most favorite fast food brand? (Choose only one) (แบรนด์ใดคือแบรนด์โปรดที่สุดของคุณ) (เลือกแค่ 1 คำตอบ)

KFC

McDonald's

Chester's Grill
3. This question would like to ask information about how much do you think the following factors affect your brand purchasing decision in question 2. Use the following choices to describe your answer: (โปรดให้คะแนนความสำคัญของปัจจัยที่มีผลต่อการตัดสินใจเลือกซื้อฟาส์ฟู้ดแบรนด์ที่ท่านเลือกในข้อ 2)

| Factors | Opinion Level | | | | | | | |
|------------------------------------|----------------------|---------------------------------------|----------------------|----------|---------|-------|-------------------|---------------------------------------|
| | No Affect ไม่มีผล | Very Minimal Affect มีผลน้อยมาก | Somewhat Disagree | Disagree | Neutral | Agree | Somewhat Agree | Very Strong Affect มีผลอย่างมาก |
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.1 Product (สินค้า) | | | | | | | | |
| 3.2 Price (ราคา) | | | | | | | | |
| 3.3 Place (สถานที่) | | | | | | | | |
| 3.4 Promotion (ส่งเสริม การขาย) | | | | | | | | |
| 3.5 Brand Name (ชื่อ สินค้า) | | | | | | | | |

PART 2 This part of questionnaire would like to ask your opinion about factors that influence purchasing decision towards top three fast food brands in Thailand. Use the following choices to describe your answer: (ปัจจัยที่มีผลต่อการเลือกซื้อฟาส์ฟู้ด 3 อันดับแบรนด์ที่นิยมมากที่สุดในประเทศไทย)

| Factors (ปัจจัย) | Opinion Level | | | | |
|--|--|--|--------------------|------------------------------------|------------------------------------|
| | Strongly Disagree ไม่สำคัญอย่าง มาก | Somewhat Disagree ค่อนข้าง ไม่สำคัญ | Neutral ปานกลาง | Somewhat Agree ค่อนข้างสำคัญ | Strongly Agree สำคัญอย่างมาก |
| | 1 | 2 | 3 | 4 | 5 |
| Marketing Mix | | | | | |
| 4. Product (สินค้า) | | | | | |
| 4.1 Taste of Food. (รสชาติของอาหาร) | | | | | |
| 4.2 Variety of Menu (ความหลากหลายของเมนู) | | | | | |
| 4.3 Quality of Food (คุณภาพของอาหาร) | | | | | |
| 4.4 Timely Service (ความรวดเร็วในการบริการ) | | | | | |
| 5. Price (ราคา) | | | | | |
| 5.1 Reasonable Price (ราคาสมเหตุสมผล) | | | | | |
| 5.2 Lower Price (ราคาถูกกว่า) | | | | | |
| 5.3 Clear Identification of Price (ระบุราคา ชัดเจน) | | | | | |
| 6. Place (สถานที่) | | | | | |
| 6.1 Cleanliness (ความสะอาด) | | | | | |
| 6.2 Convenience to go (สะดวกในการเข้าถึง ร้าน) | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 6.3 Design (การตกแต่งร้าน) | | | | | |
| 6.4 Size of Restaurant (ขนาดของร้าน) | | | | | |
| 7. Promotion (การส่งเสริมการขาย) | | | | | |
| 7.1 Discount (ส่วนลด) | | | | | |
| 7.2 Gift Set (ชุดของขวัญ) | | | | | |
| 7.3 Voucher (บัตรกำนัล) | | | | | |
| Brand Name (ชื่อสินค้า) | | | | | |
| 8. Brand Awareness (การรับรู้ของแบรนด์) | | | | | |
| 9. Brand Reputation (ชื่อเสียงของแบรนด์) | | | | | |
| 10. Brand Loyalty (ความภักดีต่อแบรนด์) | | | | | |

PART 3 This part of questionnaire would like to ask about consumer behavior towards purchasing decision of top three fast food brands in Thailand. (แบบสอบถามพฤติกรรมผู้บริโภคในการเลือกซื้อฟาสต์ฟู้ด 3 อันดับแบรนด์ที่นิยมมากที่สุดในประเทศไทย)

11. How often do you purchase fast food? (คุณบริโภคฟาสต์ฟู้ดบ่อยแค่ไหน)

- Once a week (1 ครั้งต่อสัปดาห์) 2-3 times per week (2-3 ครั้งต่อสัปดาห์)
 Once a month (1 ครั้งต่อเดือน) 2-3 times per month (2-3 ครั้งต่อเดือน)
 Other (Please specify) (อื่นๆโปรดระบุ).....

12. What is your meal that you prefer to consume fast food? (คุณมักจะบริโภคฟาสต์ฟู้ดมื้อใด)

- Breakfast (มื้อเช้า) Lunch (มื้อกลางวัน)
 Dinner (มื้อเย็น) Other (Please specify) (อื่นๆโปรดระบุ).....

13. When do you prefer to purchase fast food? (คุณชอบบริโภคฟาสต์ฟู้ดเมื่อไร)

- During rush hours (ช่วงเวลาเร่งด่วน) Weekend (สุดสัปดาห์)
 On working day (วันทำงาน) Other (Please specify) (อื่นๆโปรดระบุ)....

14. Whom do you always consume fast food with? (คุณมักจะบริโภคฟาสต์ฟู้ดกับใคร)

- Friend (เพื่อน) Family (ครอบครัว)
 Boyfriend/Girlfriend (แฟน) Other (Please specify) (อื่นๆ โปรดระบุ)

15. What is your favorite menu? (Choose only one)(คุณชอบบริโภคฟาสต์ฟู้ดเมนูใด) (เลือก

แค่ 1 คำตอบ)

- Hamburger French Fries

- Fried Chicken (ไก่ทอด) Dessert (ของหวาน)
 Combo (ชอบหลายอย่าง) Other(Please specify) (อื่นๆ โปรดระบุ).....

16. How much do you spend for fast food each time? (คุณใช้จำนวนเงินเท่าใดในการบริโภคฟาสต์ฟู้ดต่อครั้ง)

- Below 100 Baht 100-200 Baht
 201-300 Baht Above 300 Baht

17. Where is your favorite place for consuming fast food? (คุณมักจะซื้อหรือบริโภคฟาสต์ฟู้ดที่ใด)

- Shopping Mall (ศูนย์การค้า) Community Mall
 Stand Alone Shop Office Building
 Residential Condo Other (Please specify) (อื่นๆ โปรดระบุ)

18. Where do you get information about promotion of fast food restaurant? (คุณได้รับ

ข่าวสารสำหรับการส่งเสริมการขายของร้านฟาสต์ฟู้ดจากที่ใด)

- Friend (เพื่อน) Family (ครอบครัว)
 Promotion Material (ใบส่วนลด) Radio (วิทยุ)
 Television (โทรทัศน์) Brochure (แผ่นโบรชัวร์)
 Website Other (Please specify) (อื่นๆ โปรดระบุ)

19. Do you think that fast food restaurant fit well with your lifestyle? (คุณคิดว่าฟาสต์ฟู้ดเข้า

กันได้ดีกับรูปแบบการดำเนินชีวิตของคุณหรือไม่)

- Yes (ใช่) No (ไม่ใช่)

20. Do you think that personal desire has an effect on your purchasing fast food brands? (คุณคิดว่าความต้องการมีผลต่อการเลือกซื้อแบรนด์ของฟาสต์ฟู้ดหรือไม่)

- Yes (ใช่) No (ไม่ใช่)

PART 4 This part of questionnaire would like to ask you about demographic information. (แบบสอบถามข้อมูลส่วนตัว)

21. Gender (เพศ)

- Male (เพศชาย)
 Female (เพศหญิง)

22. Age (อายุ)

- Below 20 Years
- 20-25 Years
- 26-30 Years
- Above 30 Years

23. Level of Education (ระดับการศึกษา)

- High School (มัธยม)
- Bachelor's Degree (ปริญญาตรี)
- Master's Degree (ปริญญาโท)
- Doctoral Degree (ปริญญาเอก)

24. Current Marital Status (สถานภาพ)

- Single (โสด)
- Married (แต่งงานแล้ว)

25. Monthly Income (รายได้)

- Below 20,000 Baht
- 20,000 - 30,000 Baht
- 30,001 - 40,000 Baht
- Above 40,000 Baht

26. What is your occupation? (คุณทำอาชีพใด)

- | | |
|---|--|
| <input type="checkbox"/> Business Owner (เจ้าของกิจการ) | <input type="checkbox"/> Student (นักเรียน) |
| <input type="checkbox"/> Government Enterprise (เจ้าหน้าที่รัฐวิสาหกิจ) | <input type="checkbox"/> Housewife (แม่บ้าน/พ่อบ้าน) |
| <input type="checkbox"/> Company's Employee (พนักงานบริษัทเอกชน) | <input type="checkbox"/> Unemployed (ไม่ได้ทำงาน) |
| <input type="checkbox"/> Other (Please specify) อื่นๆโปรดระบุ | |

BIODATA

Name – Lastname: Phompassorn Boontavipitak

Address: 32 Soi Boromarajonani 62/1 Boromarajonani Road, Sala Thammasop,
Taweewattana, Bangkok 10170

Email: nancy_pinkky1@hotmail.com

Contact number: +66923656506

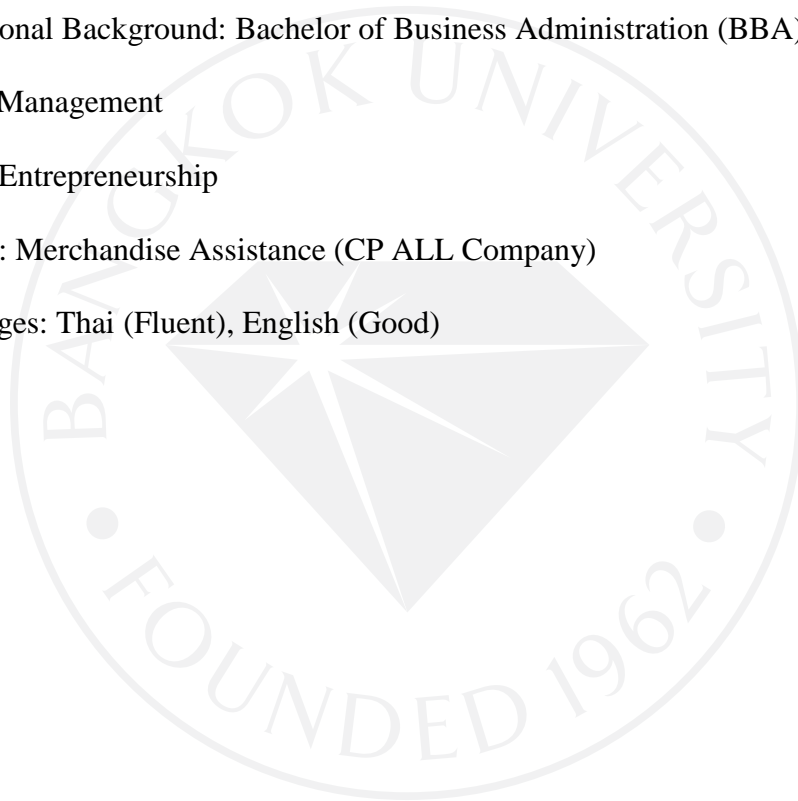
Educational Background: Bachelor of Business Administration (BBA)

Major: Management

Minor: Entrepreneurship

Trainee: Merchandise Assistance (CP ALL Company)

Languages: Thai (Fluent), English (Good)



Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day 17 Month September Year 2016

Mr./ Mrs./ (Ms) Phompassorn Boontavipitk now living at _____
Soi Bodomarajonani 62/1 Street Bodomarajonani Road
Sub-district Sala Thammasop District Taweewattana
Province Bangkok Postal Code 10170 being a Bangkok
University student, student ID 7570200514

Degree level Bachelor Master Doctorate

Program M.B.A. Department _____ - School Graduate School
hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

Purchasing Decision towards Top Three Fast-Food Brands in Thailand: A Case Study of KFC, McDonald's and Chester's Grill in Thailand

submitted in partial fulfillment of the requirement for M.B.A. of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.



() Licensors



(Director, Library and Learning Center) Licensee



(Dean, Graduate School) Witness



(Program Director) Witness