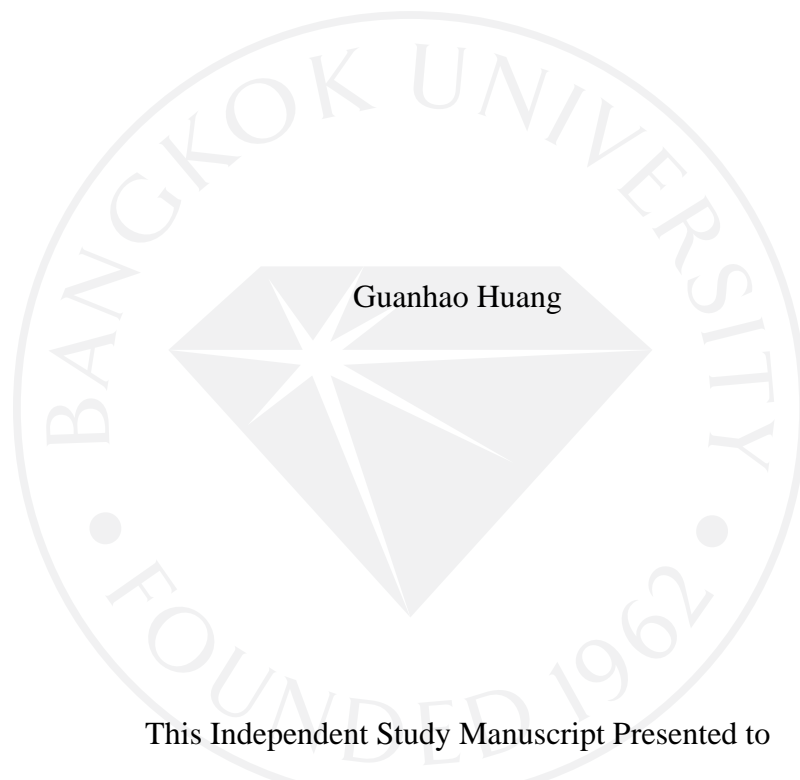


THE IMPACT OF STORE IMAGE ON BRAND LOYALTY AMONG THAI
CUSTOMERS TO USE THE SERVICE OF JAPANESE RESTAURANT IN
BANGKOK DISTRICT



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BANGKOK DISTRICT



This Independent Study Manuscript Presented to
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**This Independent Study has been approved by
the Graduate School
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BANGKOK DISTRICT

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The Impact of Store Image on Brand Loyalty Among Thai Customers to Use the Service of Japanese Restaurant in Bangkok District (42 pp.)

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ABSTRACT

The purposes of this study were to investigate the effect of store image to Thai customer's attitudinal and behavioral brand loyalty toward Japanese restaurants in Bangkok. The 218 samples were randomly selected from Thai customers who ever used the services of Japanese restaurants in Bangkok. The quantitative research was applied by using questionnaire: The reliability with the value of 0.889 and content validity conducted by the specialized scholar were implemented. The frequency:

Means, standard deviation, and Multiple Regression Analysis were applied as the statistical instrument for data analysis and hypothesis testing at 0.05 of significant level.

The research results were found that the store image in terms of product and price significantly affected the attitudinal brand loyalty while the store image in term of product, price, and promotion significantly affected the behavioral brand loyalty.

Keywords: Store image, Brand loyalty, Japanese restaurant.

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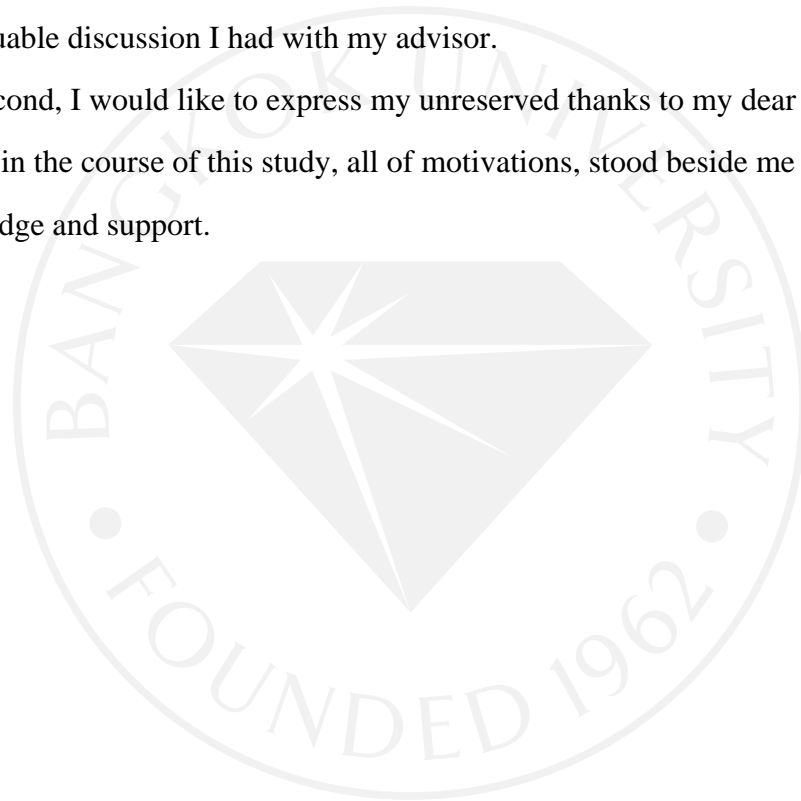


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CHAPTER 1 INTRODUCTION

1.1 Background of Study

Apparently the number of Japanese restaurants in Thailand has increased 2.2 times from what it was five years. Currently there are as many as 1,676 dedicated Japanese restaurants in Thailand. In addition, the Organization to Promote Japanese Restaurants Abroad (JRO) and other sources in Bangkok say that Japanese restaurants take a chunk of 8.3 % of all restaurants, they are just behind the ones that serve Thai cuisine. (JRO, 2015)

The transactions of Japanese restaurants operating in Bangkok are illustrated in table 1.1

Table 1.1: The transactions of Japanese restaurants operating in Bangkok

2015 year	Bangkok				
	Last year	Store opening	Store closing	Totally amount in this year	Comparison last year(%)
Japanese restaurants	361	61	31	391	108.3
Hot Pot	142	28	18	152	107
Ramen	208	37	32	213	102.8
Lzakaya	194	43	12	225	116
BBQ	123	41	13	151	122.8
Sushi	79	12	8	83	105.1
Canteen	53	1	1	53	100

Source: JRO. (2015). *The Organization to Promote Japanese Restaurants*.

Retrieved from <http://jronet.org.e.rl.hp.transer.com/topics/2015/thailand-data/>

Japanese food is popular as a type of “health food.” The global Japanese food boom started with sushi, which spread throughout the U.S. due to a health conscious trend during the 1970s. Subsequently, sushi spread to Europe and the rest of the world. The explosive popularity of Japanese food outside Japan underwent qualitative

changes over time, and eventually people began to demand more “realistic” Japanese food.

In Thailand more and more people would like to go to Japanese restaurants so the market of the Japanese restaurant will be keep growth therefore it is questionable to understand why Thai people like to eat Japanese food. Even though Thailand has a varieties of culture cuisines.

Many researcher revealed that there are many factors affecting consumer decision to buy products or services. Those would be marketing mixes : store image , brand loyalty. At the same time, they also studied about why people came to use the same products or the same service again and again. According to this concern, it is very interesting to understand why Thai people always come to use the service of Japanese restaurant again.

The research of study is interested to come by this study in terms of the relationship between store image and brand loyalty in order to answer the questions above. The result of this study will be useful for the owners of Japanese restaurants in Bangkok to develop their store image strategies to maintain and increase the Thai customers for ever.

1.2 Purposes of Study

The purposes of this study are as follows:

1. To investigate the effect of store image to Thai customer’s attitudinal brand loyalty toward Japanese restaurants in Bangkok
2. To investigate the effect of store image to Thai customer’s behavioral brand loyalty toward Japanese restaurants in Bangkok

1.3 Contribution of Study

Expectedly, this research will be useful for the following stakeholders including:

1. Japanese restaurant owner and management. This study will provide them the guideline to develop their strategies for creating and maintaining Thai customers in this competitive period of restaurant industry in Bangkok.

2. Academicians and persons who are interested in conducting the further research about Japanese restaurants and their operations. The results of their study will enhance the conceptual framework of marketing model that will be helpful to better understand how the marketing mixes should be adapted for creating customer brand loyalty among Japanese restaurants in Bangkok.



CHAPTER 2

LITERATURE REVIEW

The reviews of related contents about dependent and independent variables are discussed as follows:

2.1 Store Image

Store image is the perceived functions and symbolic association in the mind of customers Salciuviene (2009). According to them a product functional attribute is tangible excellence of a brand on performing certain technical functionality in high standard and symbolical brand attribute refers intangible benefits offered by brand such as self-image and status.

Many conceptualizations of store image have been advanced in the past Doyle and Fenwick (1974), James (1976), Kunkel (1968), Marks (1976). The dominant attitudinal perspective that is taken in the literature treats store image as the result of a multi-attribute model Marks (1976), James (1976). Image is expressed as a function of the salient attributes of a particular store that are evaluated and weighted against each other. Therefore, we prefer to define store image as:

Over the years, different authors have distinguished different store attributes or characteristics that are part of the overall image towards the store (the so-called retail mix). For example, Lindquist (1974). In his study on the store image literature, has combined models from 19 studies and came up with nine different elements: merchandise, service, clientele, physical facilities, comfort, promotion, store atmosphere, institutional and post-transaction satisfaction.

Doyle, & Fenwick (1974). distinguished only five elements: product, price, assortment, styling and location. Bearden (1977). suggested the following characteristics: price, quality of the merchandise, assortment, atmosphere, location, parking facilities and friendly personnel. More recently, store image is supposed to be composed of the different elements of the retail marketing mix as introduced by Ghosh (1990). These eight elements are: location, merchandise, store atmosphere, customer service, price, advertising, personal selling and sales incentive programs. For each retail store a distinct image may exist within consumers' minds. This is based on the salient elements of the retail mix. The merchandise of a retailer is its most important retail mix element, Ghosh (1990). A retailer has to make sure that

he/she offers those products to his/her customers that they expect him/her to offer. Nevertheless, other nonfunctional elements also have to be in line with the expectations of the customer in order for a customer to become store loyal Ghosh (1990).

For consumers in mature countries, store image are perceived as genuine brands, with their attributes of awareness and image always combined with an attractive price. This is because many stores currently offer a portfolio of distributor brands with a capacity for customer attraction and a quality comparable to manufacturer's brands Olle, & Riu (2009). From a managerial point of view store brands are, broadly speaking, brands like any other thinking of a particular target, defining an offer and price, setting themselves up with packaging and communication. However, they are subject to two important limitations Kapferer (2008). (1) their image positioning is based on that of the store and (2) they generally use price as the driving force behind their own marketing mix, even when, exceptionally they are positioned in a premium segment. This suggests that the store's autonomy in influencing its distributor brand equity is limited, to a large extent, by store image and price, underscoring how important these variables are from the perspective of managing store brand equity.

Dick (1995) observed that the store image acts as an important indicator of store brand quality. Store image is reflected in the store's physical environment Richardson (1996). perceptions related to its merchandise, and perceived service quality Baker (1994). Zimmer, & Golden (1988). Consumers use these cues to form an overall evaluation that will affect their attitude toward the store as a whole, and potentially towards its store brands. This could explain why store brands outperform manufacturer branded products in some cases. Examples are Harrods with its premium brands, Sainsbury and Tesco with relatively cheap, high-quality product lines, and Aldi with its 'no-frills' stores and a clear focus on basic products at a low price Fitzell (1992). A store's image does not only serve as a direct indicator of store brand quality, but also as a risk reliever Mitchell, & Greatorex (1993). Mitchell, & Mc Goldrick(1996). The relationship between store image and consumer attitude to a store-branded product can thus be modeled as a mediated relationship. The relationship is mediated by the risk perception, because the risk perception itself is

affected by the quality perception of the store Baron and Kenny (1986), MacKinnon (1995), Venkatraman (1990).

2.1.1 Product

Anything that offer to market to get some attention, acquisition, or consumption including physical objects, services, personalities, organizations and desires Drummond, & Enor (2005). It was also said that product was several things such as goods, services, or ideas that offering for the satisfaction of consumer, includes needs and requirements Sharma (2008). According to Satit (2012) on his study about the relationship between marketing mix and customer decision-making, he found that product was one of the strongest predictors for high levels of purchase intention and repeat buying at the final, those perceptions are high product quality and high customer satisfaction. Another researcher such as Muzondo, & Mutandwa (2011) found that product has a significant influence towards consumer choice of store for main grocery shopping.

Moreover, Brown (2007) suggested that in designing the product, the restaurant business should describe their products and services. The business plan will first of all help to develop your niche – the thing that makes their products and services unique, special and the best in the market. In a restaurant business the owners should recognize about their services, including dining style and service levels, and clarified how these factors will affect the product quality and their advantage against their competitors. In addition Walker (2008) also recommended about the menu of product. He suggested that menu was the most vital part when planning the restaurant. The restaurant owner or manager should have to take into account the needs and desires of guests, capability of cooks as well as availability of the ingredients. The simpler the menu, the less the owners needed capability and consistency. However, a narrow set of options made the menu even more crucial to plan carefully.

2.1.2 Price

Price referred to amount of money that has to pay by consumer to get the product or service Sharma (2008), Jain (2013). also explained that price was an element that affecting the volume of sales and includes determining pricing objectives

and policies, price fixation, discount policy, credit policy. According to Sati, & Sukati(2012), price was one of marketing mix elements which affected customer buying decision the most, as the result of their research, the business can retain existing customers by offering and attractive and competitive price, and by giving special discounts. Ahmetoglu, & Furnham (2010) on their research 'Pricing Practices: Their Effects on Consumer Behavior and Welfare' found that price gives a significance influence on customer's purchase intention, especially the reference price which affecting the most while customers are not readily able to comparing with other brands.

2.1.3 Saftiness

The latest data from the Centers for Disease Control and Prevention (CDC) indicates that millions of people were suffered from food poisonings or low quality May (2004). The causes of that situation came from the process of food production of the owners or manufacturers including the restaurants and food retail restaurants.

Nowadays, the issue of food safety was very critized among food restaurants as mentioned about its effects. CDC (2012) mentioned that small businesses might not have nutritious safety and health professionals on customers, yet they could reduce sickness risks by obtaining health safety and health information with adopting good practices to the process of food production

Regarding the concept of product characteristics, Kotler (2012). explained that product characteristics of any kinds of products that satisfied the consumer's expectations, would be accepted by the customers for the next purchase. It could be implied that the safety food would be also accepted by the customers of food restaurants in the same way.

2.1.4 Promotion

Scott (2002) explained that promotion was presented the best significantly core factor in marketing mix and tools of market operation, another finding shows that promotion including many kinds of incentive tools which were get used to encourage customer or commercial business company used to improve their merchandises, even

once they would like to exploit it to ascend their volumes of sales Kotler, & Armsrong (2010). since that promotion turned out to be one of factors influencing clients selection, many researchers and marketing managers would manage to explore it, even though many precedent researcher almost concerned on how promotion affect consumer behavior or purchase decision.

Kotler (2012) defined that promotion decision must be integrated and coordinated with the marketing mix particularly product/brand decision, so that it may effectively support an entire marketing mix strategy. The examples of promotion will be advertising, sales promotion, such as member card and coupon, including marketing communication are the elements of the promotion.

Wells (2012) explained that advertising may be defined as the process of buying sponsor-identified media space or time in order to promote a product or an idea. Each advertisement is a specific communication that must be effective, not just for one customer, but for many target buyers. While sale promotion is the most effective tools of promotion.

It is presently found that sales promotion is very famous among many businesses to use it, as a tool to encourage customers to buy the products as quickly as possible.

However, Aaker (1991) summarized that the roles of promotion can be explained in many aspects including:

1. Promotion can encourage the customer decision to buy products and services.
2. Promotion can switch the customer decision to buy new products and services.
3. Promotion can maintain customer relationship with business owner in term of brand loyalty. That means promotion is positioned itself in customer's attitudes and behavior to visit a company again.

2.1.5 Location

According to Erkan (2011) on his research 'The influence of Marketing Mix towards customer decision-making to saving on PT Bank Mandiri Makassar', location has a significant influence towards customer decision-making at

PT. Bank Mandiri Cabang Kartini. Another research found that there is an impact of location towards customer buying decision. Junio (2013) on 'the analyze of product, price, promotion, and distribution towards customer buying decision'.

2.2 Brand loyalty

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs when consumers perceive that the brand offers the right product features, images or level of quality at the right price. This perception may translate into repeat purchase resulting in loyalty. Brand Loyalty is therefore related to a customer's preference and attachment to a brand. It may occur due to a long history of using a product and trust that has developed as a consequence of the long usage.

One of the most comprehensive and most cited conceptual definitions of brand loyalty was forwarded by Jacoby (1978). Jacoby defines brand loyalty as "the biased, behavioral response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological decision-making, evaluative processes."

Cunningham (1956) identified three definitions of brand loyalty comprising; customers lost and gained over specific time periods; time sequences of individual purchases and share of the market. Jacoby., & Olsen (1971) used factor analysis to conceptualized brand loyalty and found that brand loyalty is related to; percentage of purchase devoted to the most purchased brand, number of different brand purchased over the past two years, number of times the favorite brand was purchased out of the last five purchases, three consecutive purchases out of the last five purchases and the actual number of consecutive purchases of favorite brand out of the last five purchases. Based on the summary by Smith brand loyalty as defined by Cunningham (1956), Day (1969), Enis, & Paul (1971), Olson, & Jacoby (1971) explained that behavioral loyalty is expressed in the form of 'repeated purchase' of the brand Smith (2003), Aaker (1991) defines brand loyalty as the measure of attachment that a consumer has towards a brand. Brand loyalty according to him reflects how likely a consumer will be to switched brands when that brand makes a product change either in price or product features. Aaker states that the core of a brand's equity is based on customer loyalty. Therefore if customers buy with respect to features, price and

convenience with little concern to the brand name, there is perhaps little equity Aaker(1991). Aaker conceptualizes brand loyalty as a pyramid with five tiers. The bottom represents the non-loyal consumers who are indifferent to the brand and who perceived any brand as being adequate whereby the brand name has little influence over buying decisions. The second level is those who are satisfied with the product or are at least not dissatisfied. The next level are the satisfied buyers with switching costs, those who do not want to risk changing product and may be termed habitual buyer. The next level is loyal buyers who consider the brand as a friend. The fifth level is the committed buyer or those who are extremely loyal to the brand. They comprise those who are proud users and will recommend the product to others Aaker(1991).

Evolution of the concept of brand loyalty through time has been acknowledged by several contemporary researchers Alhabeeb (2007), Khan(2009) Although the large number of studies on brand loyalty has been done, much of the research over the past three decades investigates consumer loyalty from two perspectives: behavioral loyalty and attitudinal loyalty Bandyopadhyay, & Martell, (2007); Dick, & Basu(1994), Behavioral loyalty refers to the frequency of repeat purchase. Attitudinal loyalty refers to the psychological commitment that a consumer formulates in the purchase act, such as intentions to purchase and intentions to recommend without necessarily taking the actual repeat purchase behavior into account Jacoby (1971),Jarvis., & Wilcox (1976).

2.2.1 Attitudinal Brand Loyalty

Attitudinal brand loyalty includes a degree of dispositional promise in terms of some unique importance associated with the brand Arjun Chaudhuri., & Morris B. Holbrook (2001). Several studies have also used surveys to measure behavioral brand loyalty by asking the respondents how regularly they purchased certain services or products, relying on consumer recall rather than tracking actual purchases Reynolds., & Arnolds(2000), Pritchardetal (1999). Greater attitudinal loyalty leads to greater willingness to sacrifice by paying a premium price for a valued brand Arjun Chaudhuri., & Holbrook(2001).

2.2.2 Behavioral Brand Loyalty

Behavioral loyalty are often based on patterns of actual customer purchases Rundle-Thiele & Mackay (2001), while intent to purchase can be used as an alternate for actual behavior. Purchase or behavioral loyalty consists of repeated purchases of the brand however attitudinal loyalty is often understood as a thoroughly favorable expression of preference for the brand (Morgan,1999)

2.3 Hypotheses

According to the marketing concepts (such as product, price, location, and promotion), and previous researches explained by Ahmad and Khan (2017), Fadhillah (2013) , Satit (2012), Muzondo and Mutandwa (2011), Riu (2009), Kapferer (2008) ,Aaker (2003), and Smith (2003).

The researcher can establish the hypotheses of this study as follows:

Hypothesis 1: Product can significantly affect customers' attitudinal and behavioral brand loyalty

Hypothesis 2: Price can significantly affect customers' attitudinal and behavioral brand loyalty

Hypothesis 3: Safetiness can significantly affect customers' attitudinal and behavioral brand loyalty

Hypothesis 4: Location can significantly affect customers' attitudinal and behavioral brand loyalty

Hypothesis 5: Promotion can significantly affect customers' attitudinal and behavioral brand loyalty

2.4 Framework of Study

As shown in the figure 1, It depicts, the important variables of this research include Store image as independent variables and attitudinal brand loyalty and behavioral brand loyalty as dependent variables.

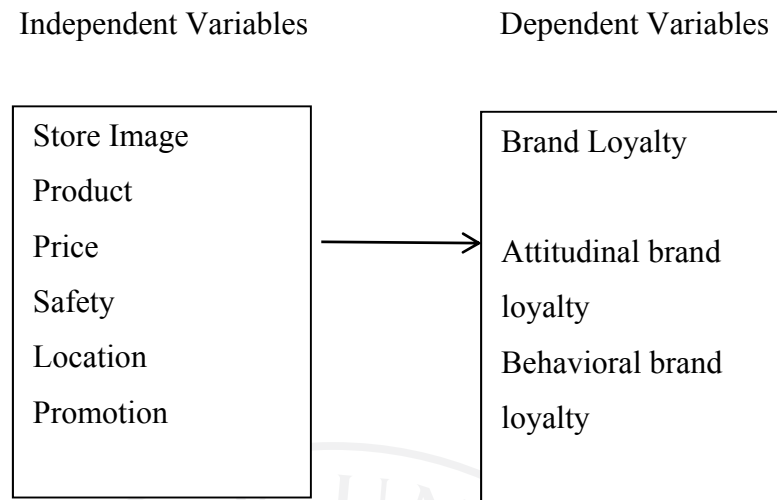
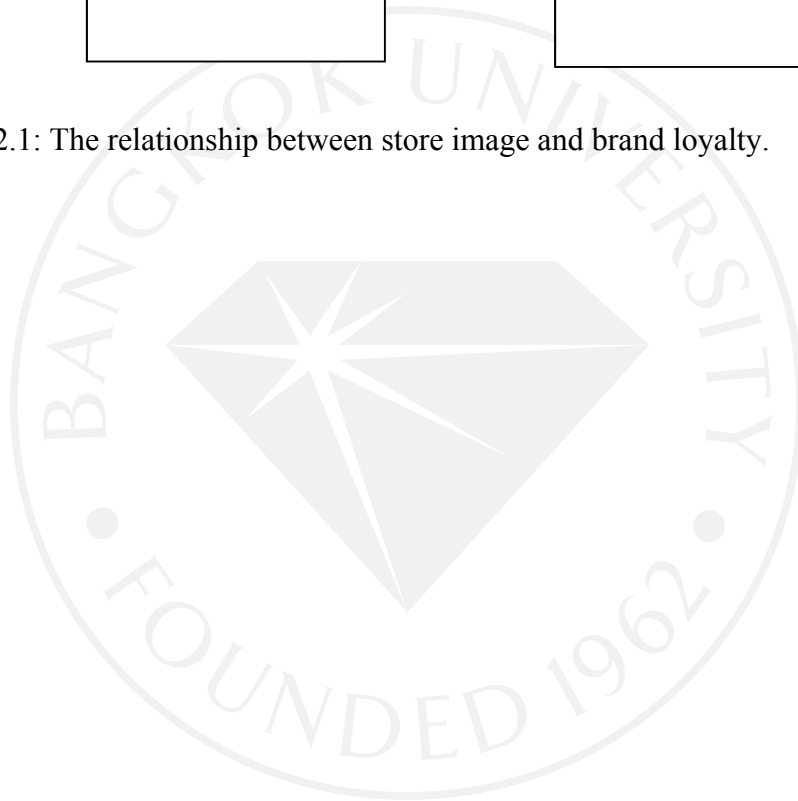


Figure 2.1: The relationship between store image and brand loyalty.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Strategy

Quantitative approach is used to quantify the relationship between dependent and independent variables based on the proposed conceptual model that delineates the relationships between dependent variable brand image and the independent variable brand loyalty involvement.

Multiple regression mathematical models used to analyze the causal relationship between dependent and independent variables. This method is used when there is more than one variable that cause change in the dependent variable. Variables coefficients, p-value of the regression output are used to investigate the statistical significance of the estimated relationships, that is, the degree of confidence that the true relationship is close to the estimated relationship.

Questionnaires typically contain multiple choice questions, attitude scales, closed questions and open-ended questions. Questionnaires can be administered in a number of different ways posted on Internet sites and handed out personally. Moreover researchers may even decide to administer the questionnaire in person which has the advantage of including people who have difficulties reading and writing.

3.2. Sampling Design

3.2.1 Population

The researcher study factors influencing repurchase intention of Japanese restaurants of Bangkok. The total population is the all the peoples that have been eat Japanese food in Bangkok.

3.2.2 Sample and sampling techniques

The number of population of Japanese restaurant is unknown so that the researchers decided to determine the sample size by applying the population proportion. A sample from this study is customers from Japanese restaurant, which are located in Bangkok; however the population in this study is infinite population. Therefore, the author will determine sample size by applying an equation proposed by

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

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

Where n = sample size

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

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

Applied the formula

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

= 385 customers

Therefore, the sample size in this study was 385 people who living in Bangkok and having experience to Japanese restaurant. In addition, the researcher extended the margin of error by adding up sample size sample to 400 visitors.

Sampling method used in the study was systematic random sampling, distributing a self-administered questionnaire to sample group who had experience in visiting Thailand. Data collection process has been done in the March of 2017 by disturbed in the Bangkok, the 385 samples calculated by applying an equation proposed by Yamane (1973), was selected out of the target population. Those populations represented the customers who had experiences to Japanese restaurant during the year of 2017. Therefore, the samples would have their feelings after making decisions to Japanese restaurant.

The 385 target samples were living in Bangkok. The researcher used random to disturb the questionnaires around shopping mall at Bangkok.

3.3 Research Instrument

The researcher used questionnaire as an instrument to collect data in order to examine and identify the relationship between study Store Image and Brand Loyalty that help contribute a positive relationship to behavioral and attitudinal customer' decision. The questionnaire consists of five parts as followed;

Part1. Comprise of demographic and general information such as gender, age, status, education level, occupation, and monthly income, frequency of visit. The questions are close-ended questionnaire and the answer of each question is check list type with a total number of 7 questions.

Table 3.1: Demographic Variables

Variable	Level of Measurement	Criteria Classification
1.Gender	Nominal	1.Male 2.Female
2.Age	Ordinal	1.Under 20 years old 2.20-29 years old 3.30-39 years old 4.40-49 years old 5.50years and above
3.Occupation	Nominal	1.Student 2.Employee for private company 3.Employee for government organization 4.Business owner 5.Independence
4.Education level	Ordinal	1.High school 2.College & University 3.Graduate school

(Continued)

Table 3.1(Continued): Demographic Variables

5.Monthly income	Ordinal	1.10,000 bath or below 2.10,0001-20,000 3.20,000-30,000 4.30,000-40,000 5.40,001-50,000 6.More than 50,000
6.How often do you go to Japanese restaurant	Ordinal	1.Once a week 2.Twice a week 3.Once a month 4.Twice a month 5.Other

Part 2. Questions about Store Image, the questionnaire was developed and modified for based on the literature review. Each participant was asked to rate a five point Likert-type scale to the extent of how he/she agree with the 15 Store Image statements. The questions consist of 5 dimension presented in Store Image which are:

Product

1. Menu is very attractive to choose.
2. The quality of food is trust worthy.
3. The taste of Japanese food is delicious.

Price

1. The price is reasonable comparing to the quality of food and service provided.
2. The price is clearly informed in advance.
3. The price is cheaper than others cultural cuisines.

Saftiness

1. The environment of Japanese restaurant is clean and tidy.
2. The food is fresh and clean enough.
3. The quality of food is safety for health.

Location

1. The location of Japanese restaurant is important for your visit.

2. The location is easy to visit.
3. The location is widespread and convenient.

Promotion

1. The advertising is well-informed.
2. The merit activity of member cards can get benefit.
3. The special coupons are available and motivated for next visit.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 5 with the statement “Strongly perceived” to number 1 with the statement “Strongly not perceived”. The weight (score) are set in each level as followed;

Strongly perceived=5 points

Rather perceived=4 points

Neutral=3 points

Rather not perceived=2 points

Strongly not perceived=1 point

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

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

Therefore, the average score can be translate as:

Average score of 4.21 – 5.00 refers Strongly perceived toward Store Image level.

Average score of 3.41 – 4.20 refers to Rather perceived toward Store Image level.

Average score of 2.61 – 3.40 refers to Neutral toward Store Image level.

Average score of 1.81 – 2.60 refers to Rather not perceived toward Store Image level.

Average score of 1.00 – 1.80 refers to Strongly not perceived toward Store Image level.

Part3. Questions about Brand loyalty in five-point Likert scale questionnaire. The questionnaire was developed and modified for based on the literature review. The questions consist of two dimensions presented in Brand loyalty which are:

Attitudinal Brand Loyalty

1. I consider to use the service of Japanese restaurant again and again.
2. Japanese restaurant is my first choice among another foreign restaurant.
3. I am always satisfied Japanese food and services every time I attend it.

Behavioral Brand Loyalty

1. I often use the service of Japanese restaurant.
2. I recommend my friends and family to use the service of Japanese restaurant.
3. I am still using the Japanese restaurant even others have more attractive special bonus.

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

Strongly Agree = 5 points

Rather Agree = 4 points

Neutral = 3 points

Rather Disagree = 2 points

Strongly Disagree = 1 point

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

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

Therefore, the average score can be translate as

Average score of 4.21 – 5.00 refers to strongly agree o toward Brand loyalty level.

Average score of 3.41 – 4.20 refers to rather agree toward Brand loyalty level.

Average score of 2.61 – 3.40 refers to moderate toward Brand loyalty level.

Average score of 1.81 – 2.60 refers to rather disagree toward Brand loyalty level.

Average score of 1.00 – 1.80 refers to strongly disagree toward Brand loyalty level.

3.4 Reliability

The questionnaire has been examined within one importance aspects which is reliability to ensure that respondents have a common understanding of questionnaire and they can answer based on fact as well as statistical reliability of the questionnaire. The questionnaire was examined to ensure that all respondents had a common understanding to answer all questions in the questionnaire. The reliability was indicated by using the value of Cronbach's Alpha Coefficient.

The researcher launches the questionnaire to 40 samples as a pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient.

Table 3.2 : Criteria of Reliability Interpretation

Cronbach's Alpha Coefficient	Reliability Level
0.80 - 1.00	Very High
0.70 - 0.79	High
0.50 - 0.69	Medium
0.30 – 0.49	Low
Less than 0.30	Very Low

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

If Cronbach's alpha coefficient is more than 0.70, the questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo, Hsu, & Udo, 2006). The criteria of reliability are illustrated in table 3.3

The value of Cronbach's alpha coefficient of the 40 pre-test questionnaires is 0.823 with n of items = 21. As the result shown in table 3.2, the value of Cronbach's alpha for Store image and Brand image are 0.692, and 0.839 respectively. According

to Olorunniwo et al. (2006) the acceptable value of alpha should be about 0.70. The overall Cronbach's alpha coefficient value from this questionnaire is all higher than the benchmark value of 0.70 and has the value higher than 0.90 therefore, the quality and accuracy of questionnaire is very high in reliability level and the desirability level is excellent (Cronbach, 1951; Olorunniwo et al., 2006). As a result, all 21 items within 2 constructs are acceptable in this study based on the result of alpha value.

Table 3.3: The Result of Cronbach's Alpha Test with 40 Try-out Questionnaires.

Variables	Cronbach's Alpha	Interpretation
All Parts	0.823	Very High
Store Image	0.629	High
Brand Loyalty	0.839	Very High

Table 3.4: The Result of Cronbach's Alpha Test with 218 Questionnaires.

Variables	Cronbach's Alpha	Interpretation
All Parts	0.889	Very High
Store Image	0.882	Very High
Brand Loyalty	0.882	Very High

3.5 Content Validity

The researcher submitted the questionnaire to the specialized scholars and advisor to review about the content of questions for their suggestion. After that the researcher has already developed the contents appropriately based on the suggestions.

3.6 Statistics for Data Analysis

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

3.6.1. Descriptive Statistics Analysis by using frequency and percentage to explain demographic data which consist of gender, age, status, education level, occupation, monthly income, frequency of visiting and purpose of visiting.

3.6.2. The author used mean and standard deviation value to explain the level of service quality, satisfaction and loyalty from samples group.

3.6.3. Using Multiple Regression method to analyze the relationship between Store image and Brand loyalty because it is a statistical technique that allows us to predict someone's score on one variable on the basis of their scores on several other variables. Moreover, it will allow us to identify a set of predictor variables which together provide a useful estimate of a participant's likely score on a criterion variable.

Table 3.5: Statistic for Data Analysis used for Hypothesis Analyzing Process.

Hypothesis	Statistic Method
H1: Product can significantly affect customers' Attitudinal and Behavioral	Multiple Regression
H2: Price can significantly affect customers' Attitudinal and Behavioral	Multiple Regression
H3: Safety can significantly affect customers' Attitudinal and Behavioral	Multiple Regression
H4: Location can significantly affect customers' Attitudinal and Behavioral	Multiple Regression
H5: Promotion can significantly affect customers' Attitudinal and Behavioral	Multiple Regression

CHAPTER 4

RESEARCH FINDINGS AND DATA ANALYSIS

In this chapter, the researcher presents the research wants of the research along with an analysis of the collected data. All parts of analysis were conducted by using the statistics tools mentioned before in chapter 3.

The results of this research are presented within 3 parts:

Part 1: The analysis of demographic data of samples includes age, gender, status, education level, occupation, monthly income, frequency of visiting and purpose of visiting the date are interpreted by using frequency and percentage.

Part 2: The analysis of Store image of samples includes product, price, safety, location, and promotion the date are interpreted by using mean (\bar{X}) and standard deviation (S.D).

Part 3: The analysis of Brand loyalty of samples includes attitudinal and behavioral brand loyalty the date are interpreted by using mean (\bar{X}) and standard deviation (S.D).

Part 4: The analysis of hypothesis testing is interpreted by using Multiple Regress Analysis.

4.1 Symbol used for Data Analysis

(X)	was mean value from samples.
S.D.	was standard deviation from samples.
n	was number of samples.
*	was an indicator of a statistically significant level at 0.05
Adjusted R ²	was a modification of R-square that adjusts for the number of terms in a model.
t	was a ratio of the departure of an estimated parameter from its notional value and its standard error.

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

4.2 The Analysis of Demographic Data of Samples

Table 4.1: Frequency and Percentage of Demographic Data classified by Gender.

Gender	Frequency	Percent
Male	88	40.4
Female	130	59.6
Total	218	100.0

The majority of respondents are female with total number was equal to 130 respondents (59.6%) and male 88 respondents (40.4%).

Table 4.2: Frequency and Percentage of Demographic Data classified by Age.

Age	Frequency	Percent
Under 20 years old	26	11.9
20-29 years old	152	69.7
30-39 years old	35	16.1
40-49 years old	1	0.5
50 years old	4	1.8
Total	216	100.0

Most respondents age are in the range between 20-29 years old which was equal to 152 respondents (69.7%) followed by 30-39 years old 35 respondents (16.1%), under 20 years old 26 respondents (11.9%), 50 years and above 4 respondents (1.8 %) and 40-49 years old 1 respondents (0.5%) respectively.

Table 4.3: Frequency and Percentage of Demographic Data classified by Occupation.

Occupation	Frequency	Percent
Student	31	14.2
Employee for private company	153	70.2
Employee for government organization	13	6.0
Business owner	17	7.8
Independence	4	1.8
Total	218	100.0

The majority of respondents work in employee for private company which was equal to 153 respondents (70.2%), student 31 (14.2%), business owner 17 (7.8%), employee for government organization 13 (6.0%), independence 4 (1.8%) respectively.

Table 4.4: Frequency and Percentage of Demographic Data classified by Education Level.

Education Level	Frequency	Percent
High school	12	5.5
College & University	141	64.7
Graduate School	65	29.8
Total	218	100.0

Most respondents have education level in bachelor's degree was equal to 141 respondents (64.7%), master's degree 65 respondents (29.8%), high school 12 respondents (5.5%) respectively.

Table 4.5: Frequency and Percentage of Demographic Data classified by Monthly Income.

Monthly Income	Frequency	Percent
10,000 baht or below	74	33.9
10,001 - 20,000 baht	71	32.6
20,001 - 30,000 baht	38	17.4
30,001 - 40,000 baht	26	11.9
40,001 - 50,000 baht	1	0.5
More than 50,000 baht	8	3.7
Total	218	100.0

The majority of respondents' monthly incomes is 10,000bath or below which was equal to 74 respondents (33.9%), 10,001-20,000 baht 71 respondents (32.6%), 20,001-30,000baht 38 respondents (17.4%) 30,001-40,000 baht 26 respondents (11.9%), More than 50,000 baht 8 respondents (3.7%), and 40,001-50,000 baht 1 respondents (0.5%) respectively.

Table 4.6: Frequency and Percentage of Demographic Data classified by Frequency of using Japanese restaurant.

Frequency	Frequency	Percent
Once a week	50	22.9
Twice a week	45	20.6
Once a month	57	26.1
Twice a month	28	12.8
Others	38	17.5
Total	218	100.0

The most frequency of using Japanese restaurant are once a month which was equal to 57 respondents (26.1 %), Once a week 50 respondents (22.9%), others respondents 38 (17.5%), Twice a month respondents 28 (12.8%) respectively.

4.3 The Analysis of Japanese restaurant Store image

The analysis and interpretation of Product, Price, Saftiness, Location, and Promotion used the average score interpretation were presented as follow:

Average score of 4.21 – 5.00 refers to Strongly perceived to happen.

Average score of 3.41 – 4.20 refers to Rather perceived to happen.

Average score of 2.61 – 3.40 refers to Neutral to happen.

Average score of 1.81 – 2.60 refers to Rather not perceived to happen.

Average score of 1.00 – 1.80 refers to Strongly not perceived to happen.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 5 with the statement “Strongly perceived” to number 1 with the statement “Strongly not perceived”. The weight (score) are set in each level as followed:

Strongly perceived=5 points

Rather perceived=4 points

Neutral=3 points

Rather not perceived=2 points

Strongly not perceived=1 point

Table 4.7: Mean (\bar{X}) and Standard deviation (S.D.) of Japanese restaurant store image in Bangkok District (n=218).

Store Image	Mean	Std. Deviation	Interpretation
Product			
1.Menu is very attractive to choose	3.9083	0.77449	Rather Perceived
2.The quality of food is trust worthy	3.9266	0.77050	Rather Perceived
3.The taste of Japanese food is delicious	4.0092	0.90054	Rather Perceived

(Continued)

Table 4.7: (Continued) Mean (\bar{X}) and Standard deviation (S.D.) of Japanese restaurant store image in Bangkok District (n=218).

Store Image	Mean	Std. Deviation	Interpretation
Price			
1.The price is reasonable comparing to the quality of food and service provided	3.7156	0.89125	Rather Perceived
2.The price is clearly informed in advance	3.8716	0.81009	Rather Perceived
3.The price is cheaper than others cultural cuisines	3.2110	0.97028	Rather Perceived
Softness			
1.The environment of Japanese restaurant is clean and tidy	4.2385	0.78463	Strongly Perceived
2.The food is fresh and clean enough	4.1560	0.72065	Rather Perceived
3.The quality of food is safety	4.1606	0.78400	Rather Perceived
Location			
1.The location of Japanese restaurant is important for your visit	4.0321	0.95226	Rather Perceived
2.The location is easy to visit	3.9725	0.77944	Rather Perceived
3.The location is widespread and convenient	4.0046	0.85598	Rather Perceived
Promotion			
1.The advertising is well-informed	3.8028	0.84928	Rather Perceived
2.The merit activity of member cards can get benefit	3.6101	0.83102	Rather Perceived
3.The special coupons are available and motivated for next visit	3.7661	0.85618	Rather Perceived

According to table 4.7 most respondents rather perceived about the delicious taste of Japanese food in terms of product ($\bar{X}=4.0092, S.D.=90054$), followed by the trustworthy quality of food ($\bar{X}=43.9266, S.D.=77050$) and the attractive menu ($\bar{X}=3.9083, S.D.=77449$) respectively.

Regarding the store image which was related to price, it was found that most respondents rather perceived that the price was clearly informed in advance. ($\bar{X}=3.8716, S.D.=81009$), followed by the price was reasonable comparing to the quality of food and service provided. ($\bar{X}=3.7156, S.D.=89125$) and the price was cheaper than others cultural cuisines. ($\bar{X}=3.2110, S.D.=97028$) respectively .

Regarding the store image of safetiness was found that most respondents rather perceived that the environment of Japanese restaurant was clean and tidy ($\bar{X}=4.2385, S.D.=78463$), followed by the quality of food is safety for health ($\bar{X}=4.1606, S.D.=78400$), and the food was fresh and clean enough ($\bar{X}=4.1560, S.D.=72065$) respectively.

Regarding the image of location was found that most respondents rather perceived the location of Japanese restaurant was important for visiting ($\bar{X}=4.0321, S.D.=95226$), followed by the location is widespread and convenient ($\bar{X}=4.0046, S.D.=85598$), and the location was easy to visit ($\bar{X}=3.9725, S.D.=77944$) respectively.

Regarding the image of promotion was found that most respondents rather perceived the advertising is well-informed ($\bar{X}=3.8028, S.D.=84928$), followed by the special coupons were available and motivated for next visit ($\bar{X}=3.7661, S.D.=85618$), and the merit activity of member cards can get benefit ($\bar{X}=3.6101, S.D.=83102$) respectively.

4.4 The analysis of Brand Loyalty

The analysis and interpretation of Attitudinal, and Behavioral brand loyalty used the average score interpretation that were presented as follow:

Average score of 4.21 – 5.00 refers to Strongly agree

Average score of 3.41 – 4.20 refers to Rather agree

Average score of 2.61 – 3.40 refers to Neutral agree

Average score of 1.81 – 2.60 refers to Rather disagree

Average score of 1.00 – 1.80 refers to Strongly disagree

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

Strongly Agree = 5 points

Rather Agree = 4 points

Neutral = 3 points

Rather Disagree = 2 points

Strongly Disagree = 1 point

Table 4.8: Mean (\bar{X}) and Standard deviation (S.D.) of brand loyalty on Japanese restaurant in Bangkok District (n=218).

Brand Loyalty	Mean	Std. Deviation	Interpretation
Attitudinal Brand Loyalty			
1.Consider to use the service of Japanese restaurant again and again	3.8716	0.86510	Rather agree
2.Japanese restaurant is the first choice among another foreign restaurant	3.4220	1.08440	Rather agree
3.Be always satisfied Japanese food and services every time of attendance	3.6147	0.94463	Rather agree
Behavioral Brand Loyalty			
1.Often use the service of Japanese restaurant	3.5413	0.86437	Rather agree
2.Recommend friends and family to use the service of Japanese restaurant	3.5688	0.89923	Rather agree
3.Still use the Japanese restaurant even others have more attractive special bonus	3.5917	1.05748	Rather agree

According to the attitudinal brand loyalty most respondents rather agreed than this kind of brand loyalty was to consider to use consider to use the service of Japanese restaurant again and again (\bar{X} =3.8716,S.D.=86510), follow by being

always satisfied Japanese food and services every time of attendance ($\bar{X}=3.6147, S.D.=.94463$), and Japanese restaurant is the first choice among another foreign restaurant ($\bar{X}=3.4220, S.D.=1.08440$) respectively.

Moreover, Regarding behavior of brand loyalty was found that most respondents rather agree that brand loyalty was to still use the Japanese restaurant even others have more attractive special bonus ($\bar{X}=3.5917, S.D.=1.05748$), follow by to recommend friends and family to use the service of Japanese restaurant ($\bar{X}=3.5688, S.D.=.89923$), and to often use the service of Japanese restaurant ($\bar{X}=3.5413, S.D.=.86437$) respectively.

4.5 The analysis of Hypothesis testing

This part was related to the analysis of hypothesis testing to summarize the effect of store image to both kinds of brand loyalty. The Multiple Regression Analysis was used for this concern.

Table 4.9: The effect of store image to attitudinal brand loyalty toward Japanese restaurant in Bangkok District.

Store Image	B	Beta	T	Sig
Product	0.543	0.435	6.994	0.000*
Price	0.288	0.239	4.030	0.000*
Location	0.046	0.041	0.746	0.456
Saftiness	0.105	0.079	1.343	0.181
Promotion	0.118	0.100	1.812	0.071

Dependent Variable: attitudinal brand loyalty

Adjusted R square =.459, df= 5,212, F=37.768, $p^* \leq 0.05$

According to table 4.9, it was found that store image affected significantly attitudinal brand loyalty toward Japanese restaurant in Bangkok. (Adjusted R square =.459, $p^* \leq 0.05$). However, considering in details of each transaction of store image, it was found that store image in terms of products and price significantly affected attitudinal brand loyalty ($P^* \leq 0.05$) while the other transactions did not affected.

In summary, the hypothesis 1-5 were accepted only store image in terms of product and price.

Table 4.10: The effect of store image to behavioral brand loyalty toward Japanese restaurant in Bangkok District.

Store Image	B	Beta	T	Sig
Product	0.608	0.483	7.756	0.000*
Price	0.266	0.219	3.687	0.000*
Location	-0.091	-0.081	-1.469	0.143
Saftiness	-0.084	-0.063	-1.069	0.286
Promotion	0.313	0.263	4.768	0.000*

Dependent Variable: behavioral brand loyalty

Adjusted R square = .459, df=2,212, F=37.805, P*≤0.05

According to table 4.10, it was found that store image significantly affected behavioral brand loyalty toward Japanese restaurant in Bangkok .when considering in details of each transaction of store image ,it was found that only store image in terms of product, price and promotion significantly affect behavioral brand loyalty (P*≤0.05) consecutively (Beta=.078,072,and 066).

In summary, the hypothesis was accepted only product, price and promotion.

CHAPTER 5

DISCUSSION RECOMMENDATION

This chapter included discussion of findings and recommendation for this study as follows:

5.1 Discussion

According to the finding, which were related to the customer's perceptions toward each element of store image proposed by Ahmad., Baig, & Khan(2017), Riu (2009), Kapferer (2008). it could be summarized that most customers perceived the store image included product, price, safetiness, (after adopting food), location and promotion.

Even through each element should be concerned with the store image, some elements could influence the brand loyalty of Japanese restaurant. However often could not influence. The finding was found that only product and piece could influence both attitudinal behavioral brand loyalty. This finding were related to the explanation depicted by Kapferer (2008), Aaker (2003), & Smith (2003). They explained that customer's needs and their expectation were fulfilled with the store contributions in terms of marketing mixes, the customer's would come back to visit the store again and in the future.

Moreover, the finding was also found that promotion could influence the customer's behavioral brand loyalty. The finding was related to Aaker (2003). Aaker (2003) explained that promotion was the incentive tool the marketers have using to attract customers to buy the product as quickly as possible, especially sale promotion. Therefore, the promotion stayed closely with customer's behavior.

5.2 Recommendation of Managerial Implementation

According the research findings, the researcher would like to explain as managerial implementation in this followings as:

5.2.1.To develop the store image in terms of products, the owner of Japanese restaurant should consider about the delicious taste of Japanese food, they should

keep the taste of food that Thai consumers delight and try to find the new delicious taste of Japanese food continuously.

5.2.2. To develop the store image in terms of price, the owner of Japanese restaurants should consider about the price should be clearly in advance, even the price is sometimes changed.

5.2.3. To develop the store image in terms of softness, the owner of Japanese restaurants should consider about cleanness and tidiness. Therefore, when customers are safety after having the Japanese food, they will trust the restaurants and be willing to come back again.

5.2.4. To develop the store image in terms of location , the owner of Japanese restaurants should consider about the good locations of restaurants that is easy to use the service, for example, the restaurants will be located at the shopping mall.

5.2.5. To develop the store image in terms of promotion, the owner of Japanese restaurants should consider about the things that are very attracting for Thai customers in each period of time or festival and the owners have to informed the customer in advance via the channel that is very easy for customer to access. Such as on-line channel in this present time.

5.2.6. In order to encourage Thai customers to come back again (brand loyalty) the owners have to build the store image in term of product, price, and promotion as mentioned in the research finding. In this concern, the owners can manage this recommendation by considering what the research mentioned above.

5.3 Recommendation for Future Research

Regarding some elements of store image which did not influence the brand loyalty. Those of which included softness and location. The researcher would recommend others to further study the reason why they did not have any impact on brand loyalty. The new finding could be useful for Japanese restaurants to develop the strategies for maintaining their customers during the period of high competitions with other types of restaurants in 2017 and next.

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Questionnaires

Part 1

Instruction: Please check (✓) in front of the answer which is mostly related to your opinions.

Q 1. Gender:

- Male Female

Q 2. Age:

- Under 20 years old 20- 29 30-39 40-49
 50 years and above

Q 3. Occupation:

- Student Employee for Private Company
 Employee for Government Organization Business Owner
 Independence

Q 4. Education Level

- High school College & University Graduate School

Q 5. Salary per month:

- 10,000 bath or below 10,001-20,000 20,001-30,000
 30,001-40,000 40,001-50,000 More than 50,000

Q 6. How often do you go to Japanese restaurant?

- Once a week Twice a week Once a month
 Twice a month Others

Part 2

Instruction: Please check (✓) in the block of the answers which is mostly related to your perception.

- Strongly perceive =5 Rather perceive =4 Neutral=3
 Rather not perceive=2 Strongly not perceive=1

Store Image					
Product					
1. Menu is very attractive to choose.					
2. The quality of food is trust worthy.					
3. The taste of Japanese food is delicious.					
Price					
1. The price is reasonable comparing to the quality of food and service provided.					
2. The price is clearly informed in advance.					
3. The price is cheaper than others cultural cuisines.					
Saftiness					
1. The environment of Japanese restaurant is clean and tidy.					
2. The food is fresh and clean enough.					
3. The quality of food is safety for health.					
Location					
1. The location of Japanese restaurant is important for your visit.					
2. The location is easy to visit.					
3. The location is widespread and convenient.					
Promotion					
1. The advertising is well-informed.					
2. The merit activity of member cards can get benefit.					
3. The special coupons are available and motivated for next visit.					

Part 3

Instruction: Please check (✓) in the block of the answers which is mostly related to your opinions.

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

Brand Loyalty					
Attitudinal					
1. I consider to use the service of Japanese restaurant again and again.					
2. Japanese restaurant is my first choice among another foreign restaurant.					
3. I am always satisfied Japanese food and services every time I attend it.					
Behavioral					
1. I often use the service of Japanese restaurant.					
2. I recommend my friends and family to use the service of Japanese restaurant.					
3. I am still using the Japanese restaurant even others have more attractive special bonus.					

End of Questions

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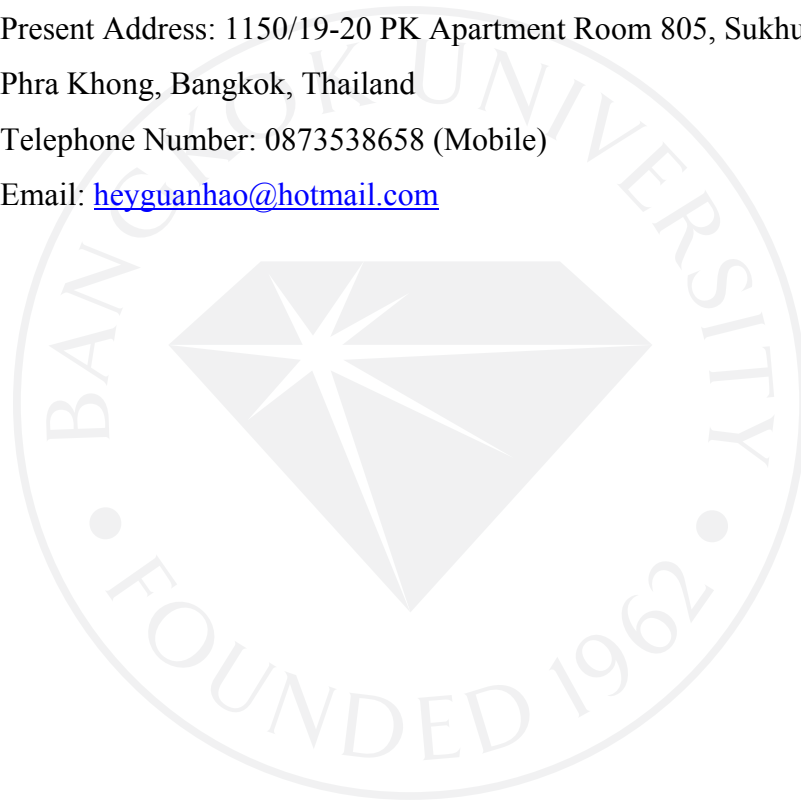
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