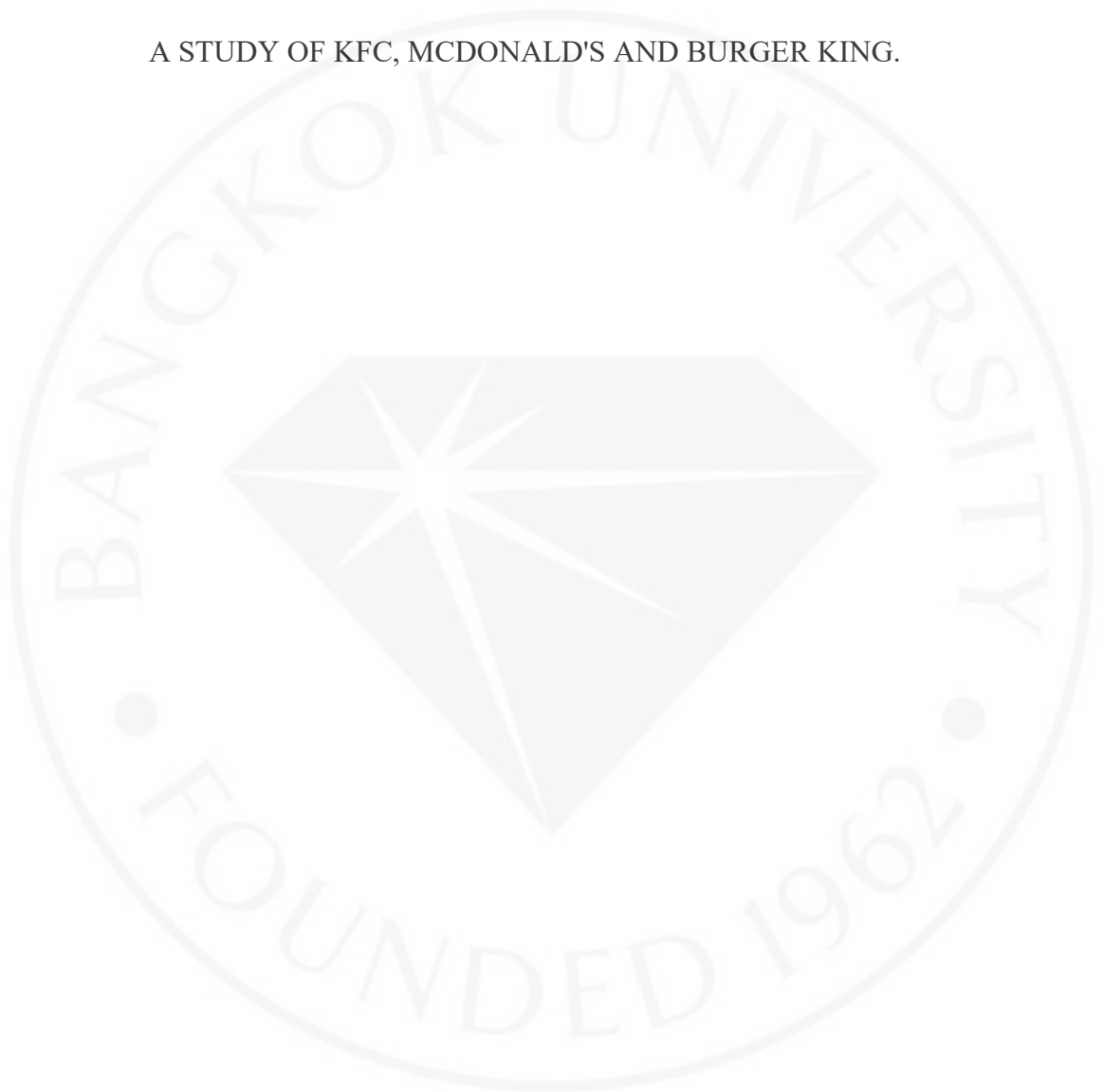


EFFECT OF MARKETING MIX ON QUICK SERVICE RESTAURANT (QSR)

CONSUMPTION IN BANGKOK, THAILAND.

A STUDY OF KFC, MCDONALD'S AND BURGER KING.



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A Thesis Presented to
The Graduate School of Bangkok University

In partial Fulfillment
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Idahosa Ben Obomwan

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Effect of Marketing Mix on Quick Service Restaurant (QRS) Consumption in Bangkok,
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ABSTRACT

Understanding consumer buying behavior is one of the elements that helps in achieving marketing goals and winning the hearts of customers is a huge task. Hence, this study aims to determine the marketing mix that can Influence the consumption of Quick Service Restaurant (QSR) in Bangkok, focusing on McDonald's, Burger King and KFC. A sample size of 400 customers were randomly targeted with 30 pilot tests conducted and Item-Objective Congruence (IOC) was also used to review each of the questionnaires.

A quantitative analysis was an appropriate choice of the data analysis. The methodology used to analyze Effect of Marketing Mix on Quick Service Restaurant (QRS) Consumption in Bangkok, Thailand: A study of KFC, McDonald's and Burger King is Multiple Regression. The use of the SPSS as a software was used to analyze the data adequately and in consideration, the formulation of the various charts and figures were also made in accordance with it.

The results from the study can be outlined that; only PROCESS of the marketing mix significantly affected fast food consumption, the generic choice of the customers turned out to

be the Burger King, as well, a significant difference was found between the choices of brands across consumption of QSR.

Before any product or service can be sold, the use of marketing mix as a tool and proper communication channels is very necessary for achieving the target objectives of that organization, there exists correlation between marketing mix and consumer buying behavior. Hence, KFC, Burger King and the Mc Donald's would now be required to rely on using the marketing mix, specifically 'Process' as well to build long term equity and loyalty. Thus, it can also be extended and applicable to other QSR Quick Service Restaurant in Bangkok, Thailand.

Key Words: Customers, Sales, marketing mix, KFC, Burger King, McDonalds, QSR, Quick Service Restaurant, Consumption, Techniques, influence, Campaign, Offers, brand enterprise etc

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CHAPTER 1

INTRODUCTION

1.1 Background

Quick Service Restaurant (QSR) also known as a fast food restaurant typically part of a restaurant chain or franchise operation that provides standardized ingredients and specific type of mass-produced food designed for commercial resale and with a strong priority placed on "speed of service. Fast food was originally created as a commercial strategy to accommodate the larger numbers of busy commuters, travelers and wage workers who often did not have the time to sit down at a public house or diner and wait for their meal. By making speed of service the priority for customers.

Quick Service Restaurant giant such as McDonald's, KFC, Burger King and the rest of other are spending millions of dollars to publicized their product to consumer faced with multiple offer from different restaurant in business line, making them go through that customer behaviour as the result of various preferences, the attitude, the intentions and the decisions which are required to be made by the different consumers before they engage in the purchase of a product (Akkucuk and Esmacili, 2016). The study which is conducted in this domain draws ideas from various subjects like psychology, sociology, anthropology and others. A standard buying behavior can be broken down into a series of tasks as well as the procedures which comprise of a set of procedures like problem recognition whereby the customer tends to identify the problem which is being faced by them and in association with this, is able to identify the manner in which their needs are required to be covered adequately (Ansari, Usama and Siddiqui, 2019).

The second stage which is generally followed by the different customers can be essentially defined as the information research whereby the individual engages in the research

which seeks to find related information such as the collection of details of the products and other related data. The next stage is the evaluation stage whereby the customer is essentially required to evaluate the different needs, the preferences which are taken by them and the financial resources which are at their disposal (Natarajan, 2016). In line with this, it is also necessary to understand that, the purchase decision of the customer comes next whereby they will essentially be required to engage in an analysis of the particular choice which has to be engaged in order to ensure they undertake their overall choice based on the price as well as the availability of the different customer.

According to Ramya and Mohamed Ali (2016), the last stage is the post purchase evaluation whereby the customer is thereby required to undertake the different decisions which are essentially based on the satisfaction of the different customer needs. Hence, the customer purchase decision and buying behavior can be taken to be a complicated procedure and needs to be consulted effectively.

Additionally, it is integral to note, the kind of buying behavior tends to vary depending on the extent to which the product type and quality is involved (Rana and Paul, 2017). Moreover, the different types of buying behavior generally range from complex which involves high degree of customer involvement with significant brand differences, it involves dissonance reducing which involves high degree of involvement with little brand difference, it also involves habitual which is the low involvement with very little brand difference and lastly, the decision behavior or the buying behavior can be categorized as variety seeking which tends to involve low involvement with perceived brand difference which comprises of the decisions regarding food choices (Schrunk and Running 2018). Therefore, this study will be focused on the sales promotion campaigns that influence gender and its choice of McDonald's, KFC and Burger King. This can be essentially categorized as the variety seeking decision behavior in QSR quick service restaurants.

Having examined the overview of the concepts related to the consumer behavior and the concept of sales promotion, it can be rightfully mentioned that the main aim of the study is to examine the manner in which marketing mix tools can influence the consumer buying behavior. The organizations which have been chosen for this analysis are Burger King, McDonald's and KFC in Bangkok. Through this study, the researcher aims to determine the ways in which the organization can make use of the marketing mix tools in order to gain success in the domain of influencing consumer buying behavior in their selection of choice of fast food.

1.2 Statement of Problem

Although, the economy declines of Bangkok as a result of the covid-19 outbreak and the tourism fall in the last five months has increased considerably, it becomes crucial for a firm to ensure that they are successfully being able to attain a larger audience towards itself. However, this is not the case and in reality, the organization has been experiencing certain problems whereby they are being required to undertake an analysis of the various ways in which they will be able to attract as well as retain the different customers (Shoham and Gavish 2016). With respect to this, it needs to be essentially mentioned that various organizations often tend to undertake various tools of Marketing mix to make their product successful. For example, some adopt 'promotion' of the marketing mix, According to Xie et al. (2017), the sales promotion activities supplement the personal selling as well as the advertising which makes the operations rather effective in nature., with relation to this, it can be mentioned that, Burger King, McDonald's and KFC in Bangkok would be required to go the extra miles to be able to undertake the right steps and ensure that initiatives can be undertaken in order to gain back the customers. Therefore, through this study, the issue related to the reducing footfall at Burger King, McDonald's and KFC shall be examined.

1.3 Scope of Research

The research shall undertake an analysis whereby the problem which is related to the consumer buying behavior of the different customers at Burger King, McDonald's and KFC will be examined successfully and this will be assessed by different marketing mix which can be applied by the firm in order to influence this process and to attract the different customers towards the organization. The promotion can be characterized as an essential part of the marketing plan which is generally undertaken by the different organizations in order that different customers are able to make the right decision and can be attracted to the different offerings of the firm (Shailashree, Aithal and Shenoy 2018). The sales promotion aims to see to it that the business is essentially able to introduce new products, attract the new set of customers, and induce the customers to buy the products and to increase the sales during the off season.

However, the study will be limited to underlying the different issues which Burger King, McDonald's and KFC are currently faced with, theories and frameworks related to Customer buying behavior and thereby analyzing the different factors which influence their behavior (Shih, Yu and Tseng 2015). This will be followed by examining the data which can be collected from the different customers and then Burger King, McDonald's and KFC will be provided with some recommendation which would assist the firm in improving its customer needs and engage in the fulfillment of the same.

1.4 Assumptions of Research

The research assumptions can be defined as the aspects which are generally accepted as true or at the least plausible in nature by the different researchers as well as the peers. In other words, any scholar who takes an analysis of the study must ensure that their study is

generally based on a set of assumptions which may be pertaining to aspects like the strategic test, the research design and other such delimitations. This research assumption can be underlined as follows:

1. The responses which may be undertaken from the primary sources will be honest and truthful responses (Kumar, 2019). All the questions which will be asked to the different respondents will be answered in full honesty and in relation to this, they would be providing information which is authentic in nature and supports the study or the purpose which has been set out for the study.
2. Secondly, it is also assumed that, the statistical models which have been made use can be utilized successfully as per the best of their abilities as it is through this initiative that they will be successfully able to examine the manner in which the business will undertake the initiatives to generate a better sales or not (Siegel 2016).

It has to be understood that in the research procedure, undertaking these assumptions in the right manner is essential as the violation of any of these can thereby lead to the violation of the research study.

1.5 Limitations of Research

Every research which is generally conducted has a certain set of limitations which thereby tend to limit the outcomes of the study or may have a strong impact on the manner in which the research outcomes are generated for the research. In relation to this, the different research limitations which bound the study are as follows:

1. The time frame within which the research has to be conducted can be mentioned to be very limited in nature. This essentially means that, if the researcher had received more

time with respect to the researcher, in such a case, the outcomes could have been presented in a better manner.

2. A limited number of resources were essentially available to conduct the study and to ensure that the outcomes of the study can be attained in the right manner. In relation to this, it becomes critically important to ensure that, had the researcher been exposed to a large number of resources, the outcomes of the researcher could have been improved (Kumar 2019)

1.6 Research Objectives

The research objectives which have been set down to determine the promotional techniques which can be used to influence the consumer buying behavior in QSR consumption are posited below. Additionally, to test the underneath hypotheses:

1. To understand the concept of customer buying behavior and the marketing mix that actually yields maximum outcome in QSR consumptions.
2. To analyze the consumer buying behavior at Burger King, McDonald's and KFC in Bangkok and the manner in which they have been making use of various tools of marketing mix.
3. To understand the role of marketing mix in consumer buying behavior and quick service restaurant QSR consumption.
4. To find the relationship between the marketing mix and customer buying behavior and its effect on QSR consumption.
5. To provide recommendations based on which Burger King, McDonald's and KFC Bangkok will improve the ways in which the tools for marketing mix can be used to improve the customer buying behavior.

Underneath Hypotheses:

- H1o: Product does not affect customers' decision for fast food consumption among the three brands in Bangkok, Thailand.
- H1a: Product does affect customers' decision for fast food consumption for these three brands in Bangkok, Thailand.
- H2o: Place does not affect customers' decision for fast food consumption between the three brands in Bangkok, Thailand.
- H2a: H2a: Place does affect customers' decision for fast food consumption among three brands in Bangkok, Thailand.
- H3a: H3a: Price does affect customers' decision for fast food consumption in Bangkok compared among the three brands.
- H3o: Price does not affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H4a: Promotion does not affect customers' decision for fast food consumption in Bangkok, Thailand.
- H4o: Promotion does not affect customers decision for fast food consumption in Bangkok, Thailand
- H5o: The People does not affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H5a: The People does affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H6o: The Physical Environment does not affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H6a: The Physical Environment does affect customers' decisions for fast food consumption in Bangkok, Thailand.
- Ho7: Process significantly affects customers' decision for fast food consumption in Bangkok, Thailand.
- H7a. Process does not affect customers' decisions for fast food consumption in Bangkok, Thailand.

1.7 Intention and Reason for Study

The main intention based on which the research is being carried out is that consumer buying behavior and marketing mix can be taken to be extensive branches of studies whereby there exists a presence of a large number of theories and frameworks (Shamout, 2016). Hence, it is through this study that the researcher will successfully analyze and examine the theories related to the consumer buying behavior and marketing mix. Additionally, the case for Burger King, McDonald's and KFC in Bangkok will also be assessed. Therefore, the primary aim of the research is to find the influence of marketing mix tools on consumer buying behavior for QSR conception: Burger King, McDonald's and KFC in Bangkok as main focus.

1.8 Research Questions

Knowing that the research topic Effect of Marketing Mix on Quick Service Restaurant (QRS) Consumption in Bangkok, Thailand: wherefor, the research questions are developed based on the research aim and objectives, which are; Does marketing mix play paramount roles in increasing KFC, McDonald's and Burger sales output. What would be the relationship between marketing mix and consumer buying behavior and how it influences QSR consumption.

1.9 Benefits of Research

The benefits of the research can be underlined as follows:

1. The recommendations made at the end of the research will be essentially useful in finding out the ways in which Burger King, McDonald's and KFC will be able to improve the operations of the firm's marketing strategies capture the interest of more customers for a higher sales return.
2. It will find the relationship which exists between QSR consumption and the customer buying behavior.
3. It will assist in determining the various factors which influence the customer buying behavior in selections of quick service restaurant consumption in Bangkok Thailand.
4. It will help in determining the manner in which the marketing mix can be used to increase competitive capabilities.

1.10 Conclusion

Introduction chapter can be considered as a primary chapter of a research and based on this, a researcher would be required to undertake considerable analysis of the ways in which the research will be carried out and the objectives of the research can be achieved successfully. The chapter outlined the background of the research, the benefits, the assumptions, the research scope and rationale along with the Limitations which will be faced by the study due to certain constraints. Additionally, the rationale of the study provides an overview of which the study has aimed to find a gap in the literature and determined to understand the concepts through a real-life case study.

CHAPTER 2

LITERATURE REVIEW

2.0 Overview

As for this research, numerous papers and articles have been reviewed and other theoretical resources in order to determine the impact of the various factors affecting the consumer buying behavior and the marketing mix that influence QSR consumption.

2.1 Consumer Buying Behavior:

The consumer buying behavior is a set of actions which are undertaken by the customers in order to successfully engage in a strong association with the enterprises in respect to the use of a specific product or an associated service. This often comprises services and aspects such as the consultation through the search engines, social media posts and other endeavors. The positive customer buying behavior can be taken to be beneficial for the enterprise as it assists in ensuring that the firm is able to tailor the overall activities to ensure that the consumer behavior can be aligned accordingly.

The customer buying behavior is greatly affected by a number of endeavors which are generally undertaken by an enterprise to attract the customers and has a great influence on their overall instances. According to Yeboah-Asiamah, Quaye and Nimako (2016) it becomes critical for the different enterprises to learn about the factors which majorly influence the customer buying behavior. There are a large number of factors which have a critical influence on the overall purchase decisions of the customers and the enterprise would be required to undertake considerate initiatives to ensure that they can cater to these factors. These can be identified as the factors associated with the cultural factors. Culture is not always correlated with the nationality of an individual but is also determined by the *associations, the related beliefs of an individual and their overall location. In association with this, social factors also

have a critical impact on the manner in which an individual's overall environment is impacted.

Additionally, personal factors associated with the demographics such as the marital status, budget, personal beliefs, morals as well as the values. Lastly, the psychological factors associated with an individual's state of mind and other aspects also affect the decision making of the customers and, the enterprises would be required to see to it that they are being able to cater to these needs of the consumers (Trudel 2019). At Mc Donald's, KFC and the Burger King which are Quick Service restaurants, they would be required to look out for the aspects related to the different budgets, family size and the time of the day which affects the decision making.

According to Bellini, Cardinali and Grandi (2017) it has to be understood that the Consumer Buying Behavior is largely influenced by a number of factors such as the product design, the price of the product being sold, the promotional factors being undertaken by the enterprise, the positioning as well as the distribution of the enterprises. Other factors which generally tend to influence these consumer behavior decisions can be referred to as the personal factors such as the age of the different aspects like the education, gender, income level and the age of the different customers who are present (Bowie et al. 2016). Another set of factors influencing the operations of the firm can be stated to be the psychological factors like the buying motives, the perceptions of the products and the overall attitude of the different products.

Even situational factors tend to have a strong impact on the decision maker and affect the manner in which the consumer tends to make the choice of the products which are required to be modified accordingly (Chaffey and Ellis-Chadwick 2019). Lastly, the factors like social and cultural factors which are the reference groups, social status, the religion, social class and the sub castes have a strong influence over the operations of the enterprise.

According to De Mooij (2018), the consumer behavior needs to undergo a constant change and does not remain static. This means that, over time, the consumer behavior undergoes a considerable change depending on the nature of the environment, the needs of the consumers and other related factors. Hence, the marketers need to understand that they are able to undergo an analysis of this change in behavior which takes place with respect to the consumer in order to determine that the market will be able to attain the needs of the business adequately.

Additionally, the consumer behavior of the consumers is relative in nature. This means that the different consumers in the market tend to behave differently, such as lifestyle and culture of the consumer varies from one individual to another, it becomes critical to understand that, when some customers are technological oriented, there are others who do not prefer to use technology and hence, in consideration to this, it is the overall duty of the marketer to see that they undertake the right kind of decision. Deepak and Jeyakumar (2019) states that the consumer behavior can be stated to be country specific as well. The consumer behavior tends to vary across regions, countries, states and urban as well as the rural consumers. Although the rural consumers have adequate funds, they are often apprehensive of the kind of decision which they undertake but urban customers are more open about their overall views and generally spend a larger amount of funds on the different goods.

The consumer behavior is often taken to be an indicator of the purchase behavior of the different consumers and in consideration of this, it is relevant to certify that, the consumer behavior needs to be verified and assessed properly as it will contribute towards understanding whether the consumer behavior can be purchased accordingly in order to convert them to purchase decisions (Familmaleki, Aghighi and Hamidi 2015). If the marketers are able to influence consumer behavior then in such a case, their overall behavior regarding the purchases can be influenced accordingly.

The consumer behavior can also be considered to be a reflection of the overall standard of living of the consumer and hence, the buying behavior of the customers is often known to improve the overall standard of living. This means that when the frequency of the purchase of the person improves then in such a case, the standard of living of the individual also tends to improve (Fill and Turnbull 2016). This relates to the fact that the consumer behavior of the buyers also reflects their overall status. Hence, if the consumers own luxury cars, they are generally known to belong to the higher status.

2.2 Customer buying behavior and sales promotion:

The sales promotion can be rightfully defined as a procedure which is used by the different enterprises in order to persuade a potential customer to engage in the purchase of a product. It can be mentioned to be a short-term tactic which is used by the enterprises to boost the sales of the firm and is a fairly strong way which can be applied to build the overall loyalty of the enterprise. The sales promotion activities as undertaken by the enterprise are mostly undertaken to impress the customers (Zhang and Benyoucef 2016). Enterprise such as the KFC, Mc Donald's and Burger King is considered a Quick Service Restaurants who run on a limited budget with a limited resource base and to ensure better efficiency, they would also require to ensure that there are several factors which they have to consider before engaging in the sales promotion campaign. Such factors include promotional costs involved, the consistency of the brand image with that of the enterprise, the discounts being offered, the manner in which the long-term customer relationships can be built with the different customers and others (Mandel et al. 2017).

Some of the common means of sales promotions which are essentially used by the different enterprises can be identified to be the means such as the Money off coupons

whereby the various customers receive the coupons with the pamphlets and the newspapers and gain discounts by presenting a given coupon.

In addition to this, there are several competitions conducted by KFC and Burger King to encourage and engage customers along with vouchers, free gifts, happy meal toys by McDonalds and others. Several points of sales materials like the display stands and other such items are also offered by the enterprise to engage the different customers in a strong association with the enterprise and to ensure higher sales. Other means which are used by the enterprises such as the Quick Service Restaurants can be identified to be the Loyalty cards which help the different guests to return to the retailer and gain discounts based on their previous purchases. Hence, this influences the customers to return to the firm and to ensure better services from the side of the audiences. The loyalty cards also act as a crucial source of information about the shopping habits of the customers regarding their shopping destinations and planning for new procedures.

The primary advantage of the sales promotion tactics as used can be outlined to be the effect on boosting the sales of the company and to encourage the customers to remain loyal without impacting the brand choice. However, there are certain disadvantages of the system as well whereby, the effect of sales promotion can be very limited with respect to the time and additionally may spoil brand images along with impacting the perceptions of the customers about the firm.

2.3. Types of Buying Behavior

There are various types of Consumer buying behaviors which the different individuals often adhere to. It can be considered that; the various consumer behaviors usually comprise the complex decisions whereby there exists a high degree of consumer involvement with

significant brand differences. In such a scenario, products which are generally priced high are purchased accordingly (Gillespie 2015).

The next type of decision which has to be undertaken is referred to as dissonance reducing. In such a scenario, the brand differences are very few in nature and the degree of involvement can be stated to be very high (Gudonavičienė and Alijošienė 2015). Another kind of buying behavior can be referred to as the buying behavior which is stated to be Habitual behavior whereby there does not exist much involvement with the brand and the decisions are taken quite quickly. Additionally, according to Haider et al. (2017) under this consumer behavior, consumers have low involvement with the significant perceived brand difference such as various chocolates.

2.4 Theories relating to the Consumer Buying Behavior

There are a large number of theories which are related to the consumer buying Behavior which can be understood to be influencing the overall customers to undertake respective actions based on which the decisions have to be taken accordingly (Hassan, 2015). The different theories which are applicable to the consumers of various enterprises is as follows:

2.5 Theory of Reasoned Action

The theory of reasoned action can be considered to be a theory which has been created by Martin Fishbein and Icek Ajzen in the late 1960s. The theory primarily focuses on the importance of the pre-existing attitudes in the overall decision-making procedure. In line with this, the core of the theory mentions that, the consumers act on the intention to receive a particular outcome (Hastings and Stead 2017). The consumers are considered to be actors who act in their own need. The theory mentions that, when a product is launched into the market, then in such a case, the marketers will be essentially required to associate the

purchase with a positive result and this result must be specific in turn. The theory also highlights that, it is important to move the consumers through the sales pipeline and marketers must be able to understand the long lags between the intention and the completion of the action as this will allow the different customers to make the purchase decision accordingly (Jin, Wang and Hu 2015).

2.6 Engel, Kollet, Blackwell (EKB) Model

According to Keegan (2017) the Engel, Kollet and the Blackwell Model can be considered to be an expansion of the Theory Reasoned action. This model lays down the five-step procedure which is generally used by the consumers to make a purchase accordingly. The consumer buying behavior can be considered to be belonging to various steps and procedures which can be largely identified as the problem recognition whereby the consumers become aware of any unfulfilled need and study whether they require anything or not. The second step is information research. In this procedure, the consumers gather relevant information and solve the various issues pertaining to their needs (Khan et al. 2016). The evaluation procedure comes next whereby the manager would be essentially required to evaluate the various resources as per the overall consumer needs and based on this step, the consumer generally makes use of the post purchase evaluation in order to engage in effective relationships with the buyers as well (Khan et al. 2016). The particular theory recommends that the different marketers who are present have to be involved in influencing the consumer behavior in two different procedures. These can be stated to be the initial information stage whereby the marketer needs to provide the consumers with adequate information about the purchase and lastly, they are required to be contacted with on a regular basis and based on this, the contact with the team has to be maintained accordingly.

2.7 Motivation-Need Theory

The motivation need theory can be mentioned to be another theory related to Maslow's which is largely focused on the needs such as the physiological, survival, safety, love and self-actualization needs. The consumers are largely motivated to perform well and to go ahead in life (Khare 2015). The different successful marketing campaigns need to see to it that they bring about considerate awareness to the products and in consideration with this, they are also able to see to it that, the consumers are purchasing the product and that the consumers are being motivated to prioritize the various purchases on the basis of the hierarchy of the needs. In consideration of this, a sense of urgency has to be developed in the consumers in order to ensure they are being able to perform well in the long run and are able to attain their overall objectives (Kotler et al. 2017). The motivation need theory creates an article need within the various consumers as per the hierarchy which has been created accordingly.

2.8 Hawkins Stern Impulse Buying

The Hawkins Stern Impulse Buying theory can be stated to be another theory which is largely made use of by the different consumers and marketers in order to cater to the needs of the enterprise. The Stern theory largely believes in the fact that, sudden purchasing impulses act as a fit alongside the usual purchasing decisions which are usually made use of and they are driven by the external stimuli. These customers undertake the decision making based on the impulse and hence, this has no relation to the traditional decision-making procedure. According to Kotler et al. (2018), there are various categories of impulse buying which are reflected by the different customers. The impulse purchasing theories tend to create an ocean of opportunities for the various marketers who are then allowed to utilize various methods in order to capitalize the predictable behaviors.

2.9 Factors Affecting Consumer Buying Behavior

The consumer behavior related to buying or the purchasing decisions can be referred to as the selection and consumption of the goods and services which usually meet their needs. Initially it is important to understand the consumer always tries to find those products which they would have an instinct towards and later on they get attracted by the external factors which influence the decision (Lovelock and Patterson 2015). After this selection of the product, the estimated calculation of funds is made and this is followed by the purchasing of the product. In this section the different factors which affect the consumer buying behavior will be critically analyzed in order to understand which factors have to be targeted by Burger King, McDonald's and KFC in Bangkok in order to satisfy their needs.

2.10 Cultural factors

The first kind of factors which affect the decision making of the consumer can be referred to as the cultural factor. The culture can be described as a share of every enterprise and the main reason why a person wants to behave in a particular manner. The culture of the individual has a huge influence on the purchasing behavior of the consumer and hence it tends to depend and vary from country to country. Each culture has a separate sub culture such as the nationalities, geographical region, gender, and others. Hence marketers who are planning the sales promotion activities of Burger King, McDonald's and KFC would be required to seek to segment the market in such a way that the promotion activities are successfully incorporated to target the right market. Another aspect which comes under culture can be referred to as a social class of the customer (Malik and Sachdeva 2015). Every society in which the firm operates has a particular kind of a social class which is important to

make marketing decisions. Hence in consideration to this, the sales promotion activities undertaken by Burger King, McDonald's and KFC need to be designed in order to adapt to the different social classes and the fact that it is able to adhere to lifestyles such as education, occupation, income and wealth.

2.11 Social factors

The social factors form another kind of factors which influence the consumer buying behavior and it relates to the aspects such as the influence of the family, the groups, the role and status.

The group has a very strong influence on the decisions which are usually made by a consumer (Peattie 2016). The most influential group can be understood to be the family members and the immediate friends and relatives of the customers. Another set of groups which usually influence the customer can be stated to be the acquaintance or the neighbors involved. Hence the different firms must target these customers accordingly who are usually influenced by third parties. The reference group also has a potential for the formation of an attitude in the consumer. The impact of the reference group may vary from individual to individual and generally depends on different brands and products (Pike 2015).

The roles and status which are usually present of an individual in the society also influence the kind of decision which is usually taken by them. As the various individuals have different roles in terms of the clubs, families, office /workplace, groups and other social circles, they undertake the decisions in a manner such that all the rules and status of every place is served accordingly.

2.12 Personal factors

The personal factors are the factors which have the capability to influence the consumer by influencing their behavior. These factors relate to aspects like the lifestyle, economic status, age, occupation and self-esteem of the individual customers. These factors consist of aspects like the age and lifecycle, the economic conditions, the occupations and other such factors.

2.13 Age

The age and a life cycle have a critical impact on the consumer buying decision because the purchases and services usually used by the consumers usually change with age. The family life cycle also affected purchase decisions which the customer usually takes.

2.14 The occupation

The occupation of an individual also has a very strong impact on the kind of decision which they are bound to make. This is because occupation is greatly related to the purchasing power of the customer and it is in regard to this that occupation affects the overall thinking.

2.15 Personality

Another factor which affects the purchase decision may be stated as the personality of the individual. Very often the different individuals having personalities and take decisions that would suit their personality the best and hence it is the duty of the enterprise like Burger King, McDonald's and KFC to make decisions according to the personality of the consumers in their target market in a manner such that the personality of the individual can be captured

in the right product and sales promotion technique can be offered to the person who is the customer of the enterprise (Pride and Ferrell 2016).

2.16 Economic factors

The economic condition which is usually prevailing in the market where the economy is based also determines the kind of decisions which are made. These aspects are extremely relevant in cases of high-level purchases and not so much in the cases of food products such as that of the Burger King, Mc Donald's and the KFC. A positive economic environment is the one where consumers are more confident to make purchases irrespective of the financial liabilities. When the market is good consumer purchase decisions are usually higher and they do not take into consideration other factors before purchasing the goods.

2.17 The purchasing powers

The purchasing power of the customer is referred to as the capability of an individual to make a particular purchase. They have a huge role to play in influencing consumer behavior. The consumers always analyze the purchasing capability before making any kind of a decision. If there exists a product with all kinds of excellent qualities and the consumer is attracted towards the product, however, if the consumer does not have the purchasing power to buy the product and then may not be able to purchase it. Hence the purchasing power forms one of the most critical factors affecting the consumer buying behavior (Ramya and Ali 2016). All the enterprises must design products based on value pricing strategy in order to see to it that the consumers are in a position to pay for the goods which they may consider to be valuable and in this way the sales can increase to a great extent.

2.18 Sales Promotion

The sales promotion activities can be largely referred to as those activities which are made use by the various enterprises in order to purchase a particular product. The sales promotion is usually designed in a short-term tactic as well as a long-term tactic to boost the sales of the enterprise and at the same time build long term customer loyalty. According to Sajid (2016), it is not necessary that the different tools of marketing mix are necessarily targeted for the various customers only. Example of such tools is Promotion, some of the promotion activities are largely targeted at the intermediaries and the sales force of the firm. For a business enterprise to secure long-term success, it needs to indulge in the offering of various kinds of sales promotion activities to the different users who are present.

These sales promotion activities can consist of the activities like the money off campus, the competitions, the discount vouchers, the free gifts, the point of sales materials, the different loyalty cards and other such tools which can be utilized effectively in order for customers to be attracted on a sound basis. In line with this, the organization would be required to design effectively the plan which it seeks to undertake in order to determine the overall effectiveness of the sales promotion activities which are present (Saluja 2016). The primary advantage of the sales promotion activity can be mentioned as a fact that assists in effective sales boosts. This means the sales promotion can be understood to be highly effective in encouraging the different customers to tie up with the brands or to switch brands and improve the overall sales of the firm.

However, there can be certain disadvantages of the sales promotion activities as well whereby the sales may comprise of the short term impacts on the enterprise and furthermore it may cause certain brand damages to the overall image of the enterprise and hence, this should not be indulged in on a regular basis (Sangroya and Nayak 2017).

2.19 Theories of Sales Promotion

Sales promotion theories generally tend to focus on the increase of the sales revenue of the enterprise. The theories and related earnings enable in understanding the manner in which the sales promotion activities can be carried out effectively and the long-term objectives of the business can be achieved in the right manner (Santini et al. 2015). The other authors argue that, the sales promotion activities are considered to be sound only for the short-term of the enterprise and are not considered to be sound for the long-term effectiveness of the enterprise the theories are as follows:

2.20 Push Promotions

The push theory is a sales promotion theory which assists in increasing the short-term sales revenue. The study can be understood to be conducted on a regular basis and in this kind of a sales promotion activity; the results are usually measured quickly. In consideration of this, it becomes relevant to understand that the sales promotion is known to source some kind of a debate and others argue that although the initiative allows the firm to gain a larger market, the promotions may bring down the brand image of the enterprise in the long run (Valaei and Nikhashemi 2017). The push promotions thereby assist in seeing to it that the incentives can be created to the various wholesalers or the retailers who are present in order to sell a higher number of goods. This method is largely effective for the enterprise as it assists in seeing to it that the wholesalers from the starting point of the sales will be essentially able to push the products and help in increasing the overall sales of the enterprise.

2.21. Pull Theory

The pull theory is a theory which is increasingly useful in order to maintain the overall demand of the product. The advertisement and tie ups with various products or the services which are available act as the key to the strategy. This theory is based on the fact that if the enterprise will be essentially able to increase the demand then the pull needs to come from the retailers who are present in the enterprise (Wilson et al. 2016). It can be considered relevant to understand that, the sales need to be needed from all sides and if an enterprise aims to ensure long term success then in this scenario, the sales can be effectively increased without affecting the overall sales value of the product which is being offered.

2.22 Combination theory

Another kind of a theory which is useful and assists in understanding the overall push and pull which exists and is popularly known as the Combination theory. The combination theory involves the working together of both the push and pull theory whereby in the push theory is largely based to get the products to the hands of the various retailers and the wholesalers who are present. On the other hand, the pull theory is largely focused on getting more customers for the products which are present.

2.23 Role of marketing mix in consumer buying behavior

The commercial environment is essentially dynamic in nature and in association with this, it can be rightfully outlined that, all organizations and Quick service restaurants like the Mc Donald's, KFC, and the Burger King in Thailand would be required to ensure that, they are successful in satisfying the overall customer expectations to ensure that the customers remain associated with the firm for a longer time frame. The different organizations often promise certain products or offerings to the customers thereby creating sound experience

through the procedure of marketing mix and other similar systems. The customers are offered several items and services through the mix and ensures that a certain level of expectations is built up in the mind of the customers (Kumar, Adlakha and Mukherjee 2016). Many enterprises ensure that they provide the customers with affordable prices, discounts, displays and advertising modes. Hence, there exists a positive association between the marketing mix and the customer buying behavior as the customers like to be provided with better quality products. In association with this, it can be critically identified that the enterprises must focus on the marketing mix elaboration and satisfactory provision of customer needs to ensure success in the long run.

2.24 Marketing Mix Theory

The marketing mix as a Sales Promotion theory can be successfully described as the different aspects which have to be considered by the marketer before engaging in the sales of any good and before the planning. In consideration of this, the 7P as a theory was prepared by Jerome McCarthy in 1960 and since then, the theory has been upgraded and updated throughout (Yeboah-Asiamah et al. 2016). Marketers are to ensure that the companies undertake the assistance of each of the essentials in order to reach out to the different individuals in an effective manner and to gain a large number of customers.

Figure 2.1



2.25 Product

Product refers to the service a company wishes to sell. The product needs to be a service or a good which the consumers should present a demand for accordingly. The aspect should be the product which the different customers get what they expect and additionally, the product or the service which is being provided to the customer needs to fulfill the need accordingly. The products as per Burger King, KFC and Mc Donald's would be the burgers, fries, chicken wings and other such products which are relatively available to the different customers. The product can be intangible or tangible as it can be in the form of services or goods.

According to (Vishakha B, 2018) It is easier to appreciate the concept of a product in good's context because of its tangibility dimension. For instance, the product aspect of the marketing mix of Lux bathing bars includes brand name, size, form, ingredients, quality level, texture, packaging, and label. All these aspects are combined or assembled by the

marketer with an expectation that these will create a value that target customers want.

Services, on the other hand, do not lend themselves to this kind of analysis because of intangibility.

Figure 2.1 Product



However, services do satisfy customers. Customers do buy and discriminate among service brands. Customers achieve satisfaction of their needs and wants by acts, deeds, and performance of service providers in a service facility with or without the use of equipment. The service package refers to what a service marketer bundles up in terms of goods and services in an environment to satisfy customers.

2.26 Place

The place can be referred to as the focus of the operations, the place of the marketing mix needs to be such that, the overall location of the product the enterprise will reach out to the audience in the right manner (Kotler et al. 2015). The place in case of the Marketing mix can be mentioned to be the physical restaurants where the firms are present. Placing or

distributing the product and making the product available to the right customers is very. Any physical location where the customer can use, access, or purchase a product. This includes distribution

Figure 2.3 Pace



centers, transport, warehousing, inventory etc. It is a priority to make the product available to the right customers, at the right time, in the right quantity, and at the right place.

According to (Mark Acutt,2019) Understand them inside out and you will discover the most efficient positioning and distribution channels that directly speak with your market. Distribution strategies, including Intensive distribution, Exclusive distribution, Selective distribution and Franchising. It's important to position and distribute the product in a place that is accessible to potential buyers.

2.27 Price

This is another important component of marketing mix definition. The price of the product is basically the amount that a customer pays for to enjoy it. (Mark Acutt,2019).

The price needs to be such that it will attract the customers and the product acts as a good value for money. In consideration of this, it is effective to note that, the marketing department would be required to research along and set the price of the products in a manner to engage in considerate effectiveness. The price of both these fast food restaurants can be described to be as moderate in nature and can be affordable by both middle and lower salary earners.

Figure 2.4 Price



According to (Laura Lake, 2021) The cost to purchase a product. Price depends on the customer's perceived value of the product, and it can dramatically change your marketing strategy. A lower price makes a product accessible to more customers, while a higher price appeals to customers seeking exclusivity. Either way, the price must be greater than the cost of production so your business can make a profit.

The profits that are generated are within this and are controlled by the government and oriented by consumer or competition. Before one can determine the price, it needs a certain consideration such as the position of the market, the position of the product in the market, and the perception of the customer at various stages of a product life cycle through which the product is passing along with the competitive strategy. (Hitesh Bhasin, 2019)

2.28 Promotion

The promotion can be referred to as the Sales, Public relations, Advertising, Personal selling and other related aspects that can enhance promotion campaigns. Promotion is one of the marketing mix that play huge influence in consumer buying behaviour, it in reference to the promotion, both the enterprises make effective use of the tools of marketing with the help of which, the firm will be successfully to ensure that the firm is being able to attract the right audience (Yeboah-Asiamah et al. 2016)

Figure 2.5 Promotion



According to (Vishakha B, 2018) The use of communication tools to inform, persuade, and prompt customers to respond favorably to a product is called promotion. The

communication mix consists of advertising, personal selling, sales promotions, and publicity. A question that must be answered is how service characteristics prevent using promotional tools in a similar manner. Service buying process is not different from goods buying; that is, consumers are likely to pass through the same decision-making process. Information plays an important role in pre-purchase stages in order to make pre-purchase selection.

Promotion is a very important component of marketing as it can boost brand recognition and sales, in contemporary times, there seems to be a shift in focus offline to the online world, a good example of this is online social media (Mark Acutt,2019). Promotion intakes lots of techniques often called Sales promotion tools which help generate high sales volume for the restaurant. They include Discount, Free Shipping/delivery, Flash Sale, Buy More, Save More, Product Giveaways/Branded Gifts, Loyalty Points, Coupon Giveaway etc.

- a) Price Discount: It is the initiative which gives consumers a feeling of receiving some additional value by not paying a certain percentage of amounts of that product such as 10%, 20% or 50%. This is one of the most commonly used ways to convince customers to increase their purchases.
- b) Free Shipping/delivery: this is commonly used in online shopping where customers do not have to pay additional charges for shipping
- c) Buy one get one free: which can also be called BOGO is typically used to move inventory, so if you're sitting on a lot of stock that you want to clear out. The perception for the customer is that they are getting a big deal. And that is what matters. BOGO is one of the best "perception" offers you can use. But the beauty of this offer is in its benefit to the retailer. (Mathew Hudson, 2019)

- d) Loyalty Points: is programs are structured marketing strategies designed by merchants to encourage customers to continue to shop at or use the services of businesses associated with each program. Points are earned for every purchase made by the customers.
- e) Product Giveaways/Branded Gifts: Just as the name implies, gift or reward are followed with purchase This promotion is exactly what it sounds like: customers get a freebie for qualifying purchases. Ideal for retailers with surplus stock or simply want to boost conversions, this offer can be extremely effective in getting people to buy.
- f) Coupon Giveaway: A coupon is a printed document that can be exchanged for reduction when buying a product. Basically, coupons are issued by the manufacturer of a product which is used as a sales promotion method. Coupons usually fall into three categories. (1) Absolutely free, (2) Discounted, (3) Buy one get something. These are often seen in newspapers and magazines and packs.

Furthermore, Booms and Bitner in the 1980s came up with a relative addition to the marketing mix theory and intended to ensure that in addition to the 4Ps of marketing additional 3 components of the Ps would be required to be implemented in order to see to it that the service aspect of the Marketing Mix could be added accordingly and in line with this, initiatives could be taken to ensure overall success (Hastings and Stead 2017).

2.29 People

The people can be referred to as the employees who are essentially involved in the working of the firm. it becomes essential to understand that, having the right kind of people for the purpose of the marketing activity. The people in the case of the different Burger King, KFC and the Mc Donald's outlets can be mentioned to be the various executives/staff who

are quite well behaved and tend to see to it that the needs of the different customers can be fulfilled accordingly.

Figure 2.6 People



The interactive aspect of service creation and consumption brings customer and service creator in direct contact with each other in many cases. Consider services such as beauty treatment, surgery, education, and dine in restaurants. All these services require customer employee contact (Vishakha B, 2018). People represent the business and help present the product to the customers, including those who interact directly with customers (such as sales, customer service, or delivery people) as well as staff recruitment and training. This category includes how well employees perform their jobs, how they appear to customers.

People are the backbone of a company, if a business must succeed or fail the impact of the people/employees who are running it is vital, like the saying goes ‘dealing with customers, you have to keep in mind that a great company is one that has the best customer service available.

2.30 Processes

The process can be essentially defined as the delivery of the service to the different customers with the help of which the activity of the enterprise can be differentiated accordingly. The process of fast food delivery business whereby the firm tends to serve the different customers of adequate fast food and the service delivery time is often less (Keegan 2017).

Figure 2.7 Process



Services are executed through processes. Creation and delivery of services require undertaking of activities in set sequences by following given procedures. (Mark Acutt, 2019)

Consider a visit to a quick service restaurant like McDonalds, KFC or Burger King. Customers follow a set process to obtain what they want that involves standing in a queue, placing order, collecting ordered things, physically going to table, and later placing the leftovers in the bin. Corresponding to customer process, employees execute a variety of processes such as order taking, meal assembly, and meal cooking. Process is conceptually

related to workflow, Business process reengineering, business process Management, total quality management these are combined as the flow of activities or mechanism that occurred in forms of an interaction between the customers and the businesses. (Hitesh Bhasin, 2019)

2.31 Physical Evidence:

Physical evidence is the material part of a service, the space by which you are surrounded when you consume the service. So, for a meal this is the restaurant. The physical environment is made up from its ambient conditions; spatial layout and functionality; and signs, symbols, and artefacts (Zeithaml 2000).

The physical aspects of the delivery or the service which is being made. Very often when the customer pays for something tangible then in such a case, the firm needs to undertake adequate initiatives to ensure that the bill is given to them. The products of Burger King, KFC and Mc Donald's can be understood to be the physical evidence. Interaction of customers and the staff is also included in physical evidence along with people. The testimonials of the customer, the cash receipts and after-sale service are also part of physical evidence of retail Marketing Mix.

Services as we know are largely intangible when marketing. However, customers tend to rely on physical cues to help them evaluate the product before they buy it. Therefore, marketers develop what we call physical evidence to replace these physical cues in a service. The role of the marketer is to design and implement such tangible evidence. Physical evidence is the material part of a service. (Hitesh Bhasin, 2019)

2.32 . The Role of Promotion in marketing mix on Influencing Sales.

Fast food restaurants use sales promotions to attract and increase customers patronage and its market shares. Sales promotion plays significance impact in different dimension

such as Increase 'Information Spreading about the product, stimulates demand, customer satisfaction, stabilization of sale volume, performance appraisal or marketing control (Kundan Dutta, (2014)

Sales promotion has a strong ability to add value and to bring forward future sales. For sales personnel promotional tools are used primarily for motivating staff or supporting them in their selling roles. (Brassington and Pettitt, 2000) provide a revised definition for sales promotions: “a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the „normal“ offering in order to achieve specific sales and marketing objectives. This extra value may be of a short-term tactical nature or it may be part of a longer-term franchise-building program.

Sales promotions are a great way the organization can encourage potential customers to buy products or sign up for your service. A well accomplished promotion campaign will boost short-term sales and attract new customers. For example, prompt positive online reviews by customers would lead to repeat purchases and potential customers would be encouraged to buy the product.

Nevertheless, (AMANDA BERKEY. 2019) emphasis that Sales promotion undergoes basic strategies "The idea is once customers are willing to take that first step and try your product whether through limited trial periods, discounts, special offers, free shipping, branded gifts, loyalty programs, or digital coupons they'll be happy enough with the results to be willing to spend more of their hard-earned cash with you down the track' Offering a discount is a tried-and-true way to win over customers, boost sales, and move stock. From her research she stated that "not only do 77% of shoppers say discounts can influence where they shop, almost half (48%) admit a discount has sped up a purchasing decision. Discounts can be limited to a specific point in the customer journey. for

example, their first online order or a seasonal or holiday promotion. Or consider an alternative, such as offering a special price.

As a customer who patronizes quick service restaurants frequently their promotional campaign is one of things that often prompt my interest, similar to many customers. Therefore, promotion of the marketing mix plays huge influences in consumer buying behaviour. The sales promotion can also be perceived to be an influencing technique which is usually adopted by various organizations. There are various factors which influence the use of the sales promotion techniques. These factors often have a great role to play in deciding whether an enterprise will be adopting the sales promotion in order to carry out the operations of the enterprise. As Burger King, McDonald's and KFC is a large chain enterprise it is crucial to understand the different factors which implement and influence its choice of the right sales promotion technique.

2.36. The type of product

The type of a product which is being marketed for has a great role to play on their sales promotion technique which is usually applied by an enterprise. The products are usually categorized in terms of the branded products, the most popular products, new products and other old products. All these different types of products which are provided by the firm usually require different sales promotion techniques (Keegan 2017). For instance, for a new range of Burger King, McDonald's and KFC can make use of television marketing and in order to just inform the customers about the existing offers it may use print marketing and other buy one gets one free promotional technique. Hence the type of product is a great determinant of the sales promotion technique which is applied by an enterprise.

2.37 The use of the product

The product be an industry product, consumable product or an IT product or can even be a luxury product. The kind of product which is being promoted and the use of the product also affect their choice of the sales promotion technique which is generally applied by enterprises. The print advertising and the social media campaigning may be used for consumer goods on one hand whereas on the other hand for industrial goods, print media and the magazine advertising as promotion techniques can be understood to be a common means. Hence the use of the product has a huge impact on determining the success of the product and deciding the sales promotion technique being applied (Keegan 2017).

2.38 Purchase quantity and frequency

The enterprise that is engaging in sales promotion activities is also required to consider the purchase frequency and the quantity while deciding on the sales promotion. Generally, when the frequency of purchasing a product is very high in such a case attractive sales promotion offers need to be set up so that the customers will be able to get attracted to the offering. However, when the purchase frequency is low then other means and messages of sales promotion can also be applied. When the purchase quantity is high then in such a case, high investment needs to be made in the sales promotion activities by the enterprise as compared to that when the purchase quantity is considerably low.

2.39 The funds available for the sales promotion activity

The most important factors which influence sales promotion activities can be mentioned to be the funds available for those activities. When advertising through traditional means like newspaper and television, the price of sales promotion and related advertising techniques can be considered to be comparatively low. However, techniques such as the

direct marketing and high discount sales promotion activities along with free products can be considered to be very high. Hence in such a case Burger King, McDonald's and KFC as an enterprise would be required to decide upon the funds which are available for the sales promotion activity before proceeding with the same.

2.40. The type of market

The type of market also has a great influence on the kind of sales promotion activity which is being adopted by the enterprise. Different markets often possess different characteristics and these features can be considered to be aspects like the education, location, personality, bargaining capacity, age and the profession of the customers who are involved. Hence in consideration to this different sales promotion techniques are utilized in different kinds of markets (Wilson et al. 2016). The markets which are usually based on consumer goods, especially in the case of the restaurants in the hospitality industry make use of brighter advertisements which may attract the audience who likes to eat out. However, business products attract a different kind of sales promotion techniques. These techniques may not necessarily be similar to the techniques which are used in their consumer goods industry.

2.41 The size of the market

The size of the market also determines the kind of sales promotion technique which is being used by the enterprise. When there are a large number of customers who are present then techniques such as discounts and free items are usually adopted. The place of the promotion is also playing a major role. The kind of language and the content of the message and other tools depend on the geographical areas. Hence the market characteristics have a major role to play in determining the kind of sales promotion technique which is being adopted by the enterprise.

2.42 The level of Competition

The level of competition in the industry is also a great factor which affects the overall marketing mix adopted by the enterprise. As Burger King, McDonald's and KFC are faced by considerable competitors it usually makes use of sales promotion techniques such as free burger and chicken wings, special discounts and other three items in order to ensure that it is able to attract the right number of customers (Hastings and Stead 2017).

Hence it can be concluded that various sales promotion techniques such as discounts, coupons, Free offers and other advertising techniques are usually used when the product is new in the market and later on when the product becomes a player in the market then their activities are considerably reduce so as to ensure that the customers who are already attracted are not overloaded with the different sales promotion techniques which may in turn act out to be negative in nature.

2.43 Methodological Review

Multiple regression generally explains the relationship between multiple independent or predictor variables and one dependent or criterion variable. A dependent variable is modeled as a function of several independent variables with corresponding coefficients, along with the constant term. Multiple regression requires two or more predictor variables, and this is why it is called multiple regression (Cohen, J., Cohen, P., West, S. G., & Aiken, L. S. (2003).

The multiple linear regression can tell the function that allows an analyst or statistician to make predictions about one variable based on the information that is known about another variable. Linear regression can only be used when one has two continuous variables an independent variable and a dependent variable. The independent variable is the

parameter that is used to calculate the dependent variable or outcome. A multiple regression model extends to several explanatory variables.

$$y_i = \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} + \dots + \beta_p x_{ip} + \epsilon_i$$

where, for $i=1, \dots, n$ observations:

y_i = dependent variable

x_i =explanatory variables

β_0 = y-intercept (constant term)

β_p =slope coefficients for each explanatory variable

ϵ =the model's error term (also known as the residuals)

The multiple regression model is based on the following assumptions:

There is a linear relationship between the dependent variables and the independent variables

The independent variables are not too highly correlated with each other

y_i observations are selected independently and randomly from the population

Residuals should be normally distributed with a mean of 0 and variance σ .

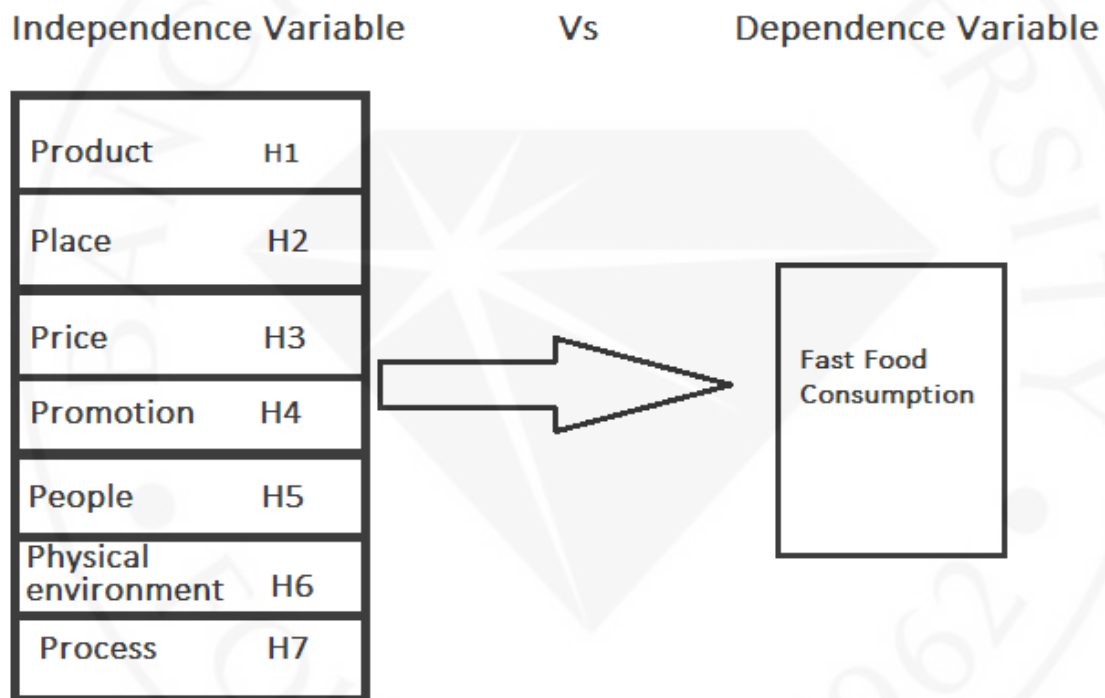
The coefficient of determination (R-squared) is a statistical metric that is used to measure how much of the variation in outcome can be explained by the variation in the independent variables. R^2 always increases as more predictors are added to the MLR model, even though the predictors may not be related to the outcome variable.

R^2 by itself can't thus be used to identify which predictors should be included in a model and which should be excluded. R^2 can only be between 0 and 1, where 0 indicates that the outcome cannot be predicted by any of the independent variables and 1 indicates that the outcome can be predicted without error from the independent variables.¹

When interpreting the results of multiple regression, beta coefficients are valid while holding all other variables constant ("all else equal"). The output from a multiple regression can be displayed horizontally as an equation, or vertically in table form.2 (Adam Hayes and Eric Estevez 2021)

2.44: Hypotheses

Figure 2.8 Conceptual Framework



- H1o: Product does not affect customers' decision for fast food consumption among the three brands in Bangkok, Thailand.
- H1a: Product does affect customers' decision for fast food consumption for these three brands in Bangkok, Thailand.
- H2o: Place does not affect customers' decision for fast food consumption between the three brands in Bangkok, Thailand.
- H2a: H2a: Place does affect customers' decision for fast food consumption among three brands in Bangkok, Thailand.

- H3a: H3a: Price does affect customers' decision for fast food consumption in Bangkok compared among the three brands.
- H3o: Price does affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H4a: Promotion does not affect customers' decision for fast food consumption in Bangkok, Thailand.
- H4o: Promotion does affect customers decision for fast food consumption in Bangkok, Thailand
- H5o: The People does not affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H5a: The People does affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H6o: The Physical Environment does not affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H6a: The Physical Environment does affect customers' decisions for fast food consumption in Bangkok, Thailand.
- Ho7: Process significantly affects customers' decision for fast food consumption in Bangkok, Thailand.
- H7a. Process does not affect customers' decisions for fast food consumption in Bangkok, Thailand.

2.45 Literature Gap

Although an adequate number of studies were found relating to the study of promotion campaigns that effect brand, it has to be mentioned that there did not exist any domain of the study, whereby the impact of the sales promotion technique and Effect of Marketing Mix on Quick Service Restaurant (QRS) Consumption have been found adequately. Therefore, it becomes important to understand that this research which aims to find the effect of marketing mix on the consumption of QSR in Bangkok focusing on KFC, McDonald's and Burger King is important.

This will assist in identifying the manner in which the customers are easily influenced by the marketing mix applied by the enterprise and additionally are able to gain adequate idea about the manner in which the different enterprises need to adopt the techniques of applying various sales promotions that would help influence the consumer buying behaviour.

Note: Note: it doesn't mean that other Quick Service Restaurants in Bangkok does not engage in 7 Ps of marketing mix. However, these three brands are the main focus from the numerous brands of QSR (Quick Service Restaurant) being that they're the major players and owned the larger market shares among others QSR industry in Bangkok. Therefore, finding and recommendation from these three main QSRs would be spread to others.

2.46 Summary

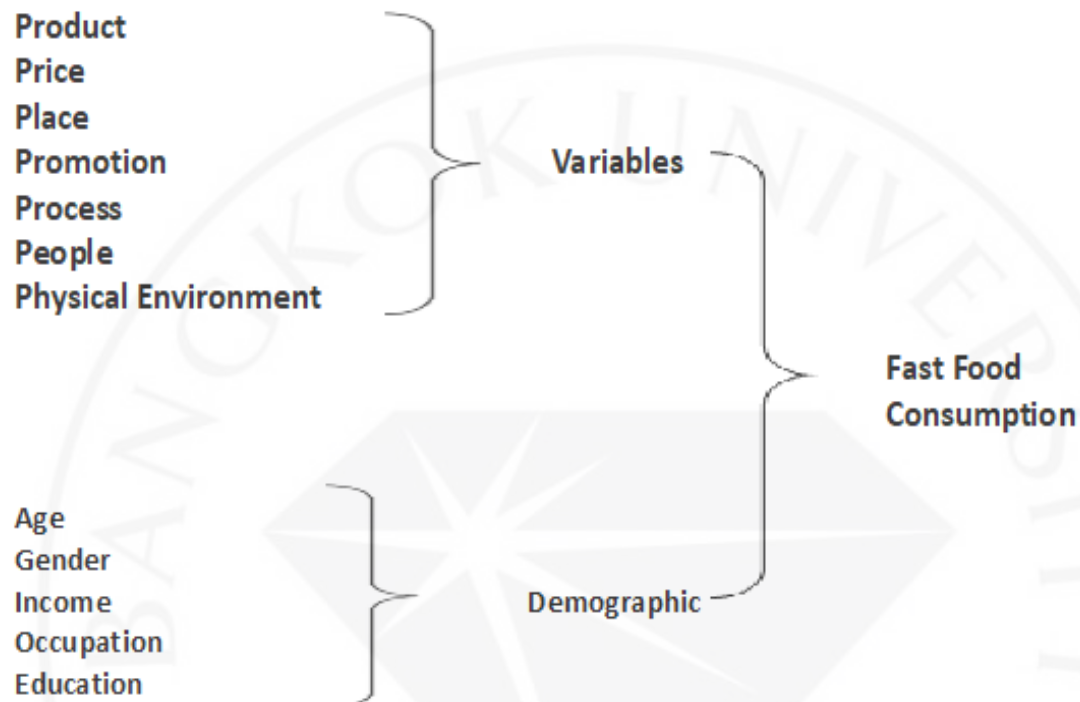
The above section, it can be rightfully mentioned that, the chapter analyzed the various factors which usually influence the adoption of the various marketing mix to influence Quick Service Restaurant consumption, Additionally, the different factors influencing the consumer buying behavior of the different customers in Burger King, McDonald's and KFC were examined critically. In regard to this, it becomes integral to note that in order to have a strong influence on the customers, a specific kind of marketing mix tools has to be adopted.

2.47 Theoretical Framework

Theoretical model for this study undertakes that sales promotions campaigns play significant impact in influencing consumer buying behavior for QSR consumption and the 7

P's of marketing mix corresponds to its success, based on review of literature, therefore the Theoretical framework is shown below:

Figure 2.9 Variables & Demographic



CHAPTER 3

RESEARCH METHODOLOGY

3.0 Overview

The aim of this chapter is to lay down the different methods which the research has been carried out and to provide the procedures which shall facilitate in understanding the manner in which the Sales Promotion technique can be made use to facilitate the popularity of the QSR in Bangkok specifically in KFC, McDonald's and Burger King. Hence, to establish the association and relationship between the Independent variables and the Dependent variables, the use of the primary research technique will be assessed critically.

3.1 Research Outline

The research methodology comprises various parts which consist of the Research Philosophy, Research Approach, Research Design and Research Strategy. Moreover, it also comprises Data collection and the Data analysis techniques which will assist in understanding how the data shall be collected for the study and additionally the manner in which it will be assessed and analyzed critically, this will help in understanding how the research questions will be answered and the research objectives in an appropriate manner..

3.2 Research Philosophy

The research philosophy can be rightfully mentioned as various beliefs as well as the assumptions which are undertaken by the study to effectively carry out the research, to ensure the research beliefs and aims are identified clearly before carrying out the research. However, as the nature of the study is rather Quantitative, the research philosophy which has been chosen for the purpose of the analysis is the *Positivism research philosophy* (Saunders and Bezzina, 2015). In consideration of this, the role of the researcher shall be limited only to the

collection of the data and its related analysis for the purpose of this research paper and the modification and analysis as well.

The reason why the positivism research philosophy is adopted for the study is based on the fact that the research philosophy will help the author identify the various ways in which the consumer buying behavior is influenced by the marketing mix tools applied by KFC, McDonald's and Burger King in Bangkok. With respect to this, the positivist research philosophy will assist in finding the way in which the different enterprises such KFC, McDonald's and Burger King will be able to make use of the Sales promotion technique in order to influence the behaviors of the consumers.

3.3 Research Approach

For the purpose of this study and in order to find the effectiveness of marketing mix on the consumption on QSR in Bangkok focusing in KFC, McDonald's and Burger King, the research approach adopted for the study is the *Deductive Research Approach*. The study will be adopting this approach to assist in finding the crucial information out of the data which will be collected for the study. Using this research approach, the authors will be able to determine the overall hypothesis which has been set for the study accordingly and the researcher will be able to interpret all the relevant information in accordance with research objectives which have been for the study.

In addition to this, the deductive model is useful as it assists in ensuring that various models as well as the frameworks will be made use of which will help in ensuring that the marketing mix effect QSR consumption (Saunders and Bezzina, 2015). The primary reason why this research methodology has been adopted for the study is because it will assist in finding the influence of the Marketing mix on the consumer buying behavior and will be able

to assist the firms in understanding how the consumers can be attracted accordingly and the conclusions regarding the hypothesis can be proven /arrived at.

3.4 Research Design

The research design which has been undertaken for the study is *Descriptive Research Design*. this research design has assisted in engaging in an effective study which will assist in ensuring the study is being able to achieve its objectives and at the same time be able to assist the author in understanding how the consumer buying behavior is affected by the different marketing mix (tools) which are considerably applied by the various organizations such as the KFC, McDonald's and Burger King.as an enterprise (Mohajan 2018). Although there are various types of research designs which are available, it becomes effective to understand that, using this research design will be appropriate for the study and will assist in ensuring that the right kind of sales technique can be found.

3.5 Research Strategy

The research strategy helps in understanding how the data shall be collected for the study and also contributes towards understanding how this will contribute effectively towards the analysis of the study, the adopted research strategy for this study is Primary Quantitative strategy. The reason why the Primary Quantitative method of study is applied is to contribute towards ensuring the right method of analysis can be carried out and the data or the research can also be collected in the right manner. In line with this, the use of the Primary data collection method will help in collecting the data from the various respondents and the responses can be collected in the right manner (Kumar, 2019). The quantitative method of

analysis has been undertaken for the study will assist the author in ensuring the responses of various respondents can be recorded accordingly and based on this, the study will be able to assess and examine the results which have been attained. The use of the various statistical tools has been made to examine the results of the study.

The reason why this particular method of research strategy is adopted is to establish a proper relationship between the consumer buying behavior and the marketing mix effect the consumption of QSR in a systematic manner. When the viewpoint of the different respondents will be collected, it shall assist in ensuring that the various research questions are being assessed and examined critically.

3.6 Sampling Designs:

In order to achieve an understanding of a population it is typically not feasible to observe all members of the population. The goal is to collect samples that provide an accurate representation of the population. (Skye Wills, Stephen Roecker, Tom D'Avello , 2020). Therefore, it becomes necessary to determine and use part of the populations as an alternative.

According to Saunders, et al. (2015), due to the limitation of collecting data from the entire population for a survey, it is practical to select a sample as a valid alternative. A sample refers to a group of the population that yields similar characteristics to that of the main population (Levy & Lemeshow, 2013). Considering that the topic study of promotion campaigns that effect the consumption of QSR in Bangkok focusing on KFC, McDonald's and Burger King in Bangkok, it is impractical, as well as budget and time limited to collect data from the entire population of Bangkok. Thus, it becomes necessary to select a sample from the total population

The total population of Bangkok is stated as 5.67 million in 2019 (BOI, 2020). The sample size is determined by calculation based on Yamane Formula (1967):

$$n = N / (1 + Ne^2)$$

Where, n = sample size or respondents for this research

N = a population size

e = the Margin of error 5%

95% Confidence level of coefficient

Wherefore, the sample size is: $n = 5.67 \text{ million} / [1 + 5.67 \text{million} (0.05)^2]$

$n = 399.9718$, therefore the sample size is determined as 400 accordingly

3.7 Sampling Technique:

For the purpose of the study, the sampling technique adopted is Simple Random probability sampling. In this kind of a sampling method, the researcher usually engages in selecting random customers from various outlets of the chosen companies, the Mc Donald's, Burger Kings and the KFC and with their prior permission, the views are undertaken and those views are then incorporated in the study (Ledford and Gast, 2018). The choice of this sampling method will assist in ensuring that the study is able to engage in a considerate ethical and systematic way of study as an unbiased view of the research study can be made use of. The use of Google forms was made to collect the data from the various respondents and to present the analysis in an adequate manner.

The reason why this sampling technique has been adopted for this research is because it will help in finding the association which generally tends to exist between the consumer buying behavior and the marketing mix that affect brand choice of QSR (Ledford and Gast, 2018). A total of 400 responses have been collected for the survey. The study will contribute towards understanding their views. A pilot test of 30 samples was undertaken to measure the

reliability of the study using the Cronbach Alpha, Also Item Objective Congruence IOC method was used to validate the content of each question.

The research instrument which is being used in this study is questionnaire. The Google form is used as a platform for the preparation for the study and the prior permission of the different participants collected accordingly (Taherdoost, 2016).

3.8 Data Collection Method

As for the purpose of this research, the use of primary data will use, knowing that primary data is one of the two main types of data, with the second one being the secondary data, these two data types have important uses in research, but in this research primary data is very important because of the first-hand data collected from the population by using a sampling method, then used for analysis in order to test the research question, while the secondary data refers to the data extracted from the existing researches and other credible sources, such as journals and books (Hox & Boeije, 2005; Saunders, et al., 2015).

According to Saunders, et al. (2015), the research which follows a survey strategy, is most likely to use questionnaires as the first-hand data collection method, due to conducting questionnaires is considered as an economical way to collect standardized data from a huge population. (Saunders, et al. 2015) also suggested that applying questionnaires in business and management research is the greatest use, and it's able to explain the relationships between variables in explanatory research. Therefore, in this research, the author applied questionnaires as the primary data collection method. The secondary data used in the study was collected from books, journals, and credible online sources that provide area-based and context-based data support

3.9 Questionnaire Design

For the purpose of this research, an introspection, internet questionnaire is adopted. This type of questionnaire is normally following the survey strategy and it is completed by the respondents themselves via the internet, which can be geographically dispersed, suitable for closed questions, and requires less time and budget (Saunders, et al., 2015). Therefore, to design an appropriate questionnaire, it is important to identify the variables and the possible relationships between those variables from the theoretical overview, a careful review of literature is necessary and important before designing the questionnaire (Saunders, et al., 2015).

Ghauri and Grønhaug (2010) also emphasized the importance of reviewing the literature, they also believed that a proper discussion and conceptualization of the ideas are also important for questionnaire design. Thus, before designing the questionnaire, the author reviewed the literature and discussed with the advisor and experts to identify the types of variables, such as demographic, attitudes and opinions, and behavioral variables, as well as the relationships between those variables such as dependent and independent variables (Dillman, Smyth, & Christian, 2014; Ghauri & Grønhaug, 2010).

According to Bourque, Clark, V. A. and Clark, V. (1992), in designing a new questionnaire, the researcher can choose to adopt questions from other studies, adapt the questions from other studies to fit into the current study, or, develop new questions for the current study. In this research, the questions are adapted from other questionnaires of a related study.

This study applied to a questionnaire designed with closed questions. A closed question, also called a closed-ended question which is a forced-choice question, such a question is easier to answer and requires a minimal writing process, and simply allows it to

answer quickly (Fink, 2012; de Vaus, 2014). The questionnaire designed for this study includes four parts:

Part 1: General information

Part 2: Consumers' perception and factors that affect the consumption of QSR in Bangkok

Part 3: Influence of promotional techniques on consumer buying behavior

Part 4: Demography

3.10 Content validation

Three qualified professional experts help ascertain and carry out the Index of Item-Objective Congruence (IOC), they include:

Mr. Nadim Xavier Salhani (Chief Executive Officer / Vice President – MUDMAN)

Mr. Titus Joel (MSC Computer Science and Electronics-Freelancer)

Mr. Moses Onaburekhelen (MBA-Human Resources- Freelancer)

Item Object Congruence IOC is the method used for validating the content of each questions, the value of IOC is calculated with below equations:

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

Where:

IOC = Consistency between the objective and content.

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

N = Number of qualified experts.

The validation of IOC for each question comprises three level assessments below:

- 1 means the question is consistent with the objective of the questionnaire
- 0 means unsure if question is consistent with the objective of the questionnaire

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

Thus, will be illustrated as; When IOC is higher than 0.5 the test is acceptable and when it's lower than 0.5 the test is unacceptable. Therefore, the feedback was reviewed from the three experts, to ensure each question's index value correlates with Item Object Congruence.

3.11 Reliability Test

The researcher used the value of Cronbach's Alpha coefficient to measure the reliability test; questionnaire conducted with 30 samples as pilots test and subsequently imputes the derived data into SPSS software.

Although, to consider any instrument reliable, the value of Cronbach's alpha must be greater than 0.70, therefore the ranges of Cronbach alpha coefficient are stated on the table below:

Table 3.1 Cronbach Alpha Test.

Cronbach Alpha Coefficient	Internal Consistency
> 0.9	Excellent
0.8 to <0.9	Good
0.7 to <0.8	Acceptable
0.6 to <0.7	Questionable
0.5 to <0.6	Poor
< 0.6	Unacceptable

Nevertheless, to determine the survey results by using Cronbach alpha analysis, the value is divided into different sections shown below:

Variables	Cronbach's Alpha
Brand	.788
Product	.749
Price	.768
Place	.749
Promotion	.768
Physical Environment	.749
Process	.767

The above table illustrates that the value of Cronbach's alpha coefficient is 0.7 or higher (up to 0.788) showcases high reliability, which means acceptable (Tavakol & Dennick, 2011). The results of Cronbach's alpha test indicated that the alpha value of brand, product, price, place promotion, Physical environment and sociocultural factors can be interpreted reliability level, which means that the questionnaire is accepted for further data collection and analysis.

3.12 Data analysis

This study will be making use of the primary data collection technique and will aim to find the influence of the sales marketing techniques on the consumer behavior, the quantitative analysis will be an appropriate choice of the data analysis. The methodology used to analyze the data is called *Multiple Regression Analysis*. The use of SPSS software was made to analyze the data adequately, the formulation of various charts and figures were also made in accordance with it. This method of data analysis has been chosen for the

purpose of the study because it shall assist the author in carrying out the research effectively and, it will also assist the readers in understanding the promotion campaigns that effect the consumption of QSR and different respondents visiting Burger King, Mc Donald's and the KFC stores.

3.13 Ethical Considerations

The ethical considerations would be in the case of the Primary data collection like in the case of this research; the prior permission of the different respondents has to be collected before the survey is undertaken. It is integral to consider that the respondents need to be informed about the different regulations which generally tend to take place before the commencement of the survey (Flick, 2015) they can be informed about their consent regarding the study. Moreover, the laws and regulations of the study in regard to the University also have to be abided. In the literature review section, it is critical to consider that, the author would be required to take the data from various authentic sources in order to ensure that the research can be prepared in an authentic manner. The company will be required to abide by different norms of the data protection act as well which will help them in protecting the private information selectively (Fletcher, 2017). Moreover, while conducting the survey, the environment needs to be such that the survey can be carried out peacefully and there does not take place any discrimination in regard to the selection of the various participants for the survey. All the ethical guidelines have to be followed adequately.

3.14 Accessibility issues

The accessibility issues which have been utilized in the research approaching the respondents can be an issue. In association with this, through the close ended questionnaire prepared for the study, not much information can be extracted from the various participants

(Bresler and Stake, 2017). The analysis as well as limited approach is being adopted. Just the Primary method of data collection is being undertaken which makes the study further limited in nature. Along with this, the use of the Quantitative approach for data analysis is being used which is just one approach towards the analysis of the data.

3.15 Cross Tabulation

The cross-tabulation analysis is also called a contingency table analysis, is generally used for categorical data analysis and to examine the relationship between two or more variables (Blaikie, 2003). In this study, cross-tabulation is performed on all the category questions in SPSS, to explain demographic and behavioral data, as well as to conduct comparisons between the selected brands.

3.16 Summary

Therefore, the study followed a comprehensive format whereby the overall research methods chosen for the paper have been critically assessed. In consideration with this, the key justifications for the adoption of each of the research methods have also been provided. The study followed a structured outline based on which the Research philosophy, research approach, research design and the data collection as well as the data analysis method which are adopted for the study will be mentioned critically. Therefore, with the adoption of these research methods, the overall research objectives can be achieved successfully and the study of the effect of marketing mix on consumption of QSR in Bangkok focusing on KFC, McDonald's and Burger King can be found on the consumer buying behavior.

CHAPTER 4:

DATA ANALYSIS

4.1 Overview

The primary aim of this chapter is to present the result of the analysis which was undertaken using a survey questionnaire. A sample size of 400 customers were targeted and the result is presented below. The first section of the paper presents the results of the descriptive statistics and generic along with demographic questions asked to the different employees. followed by the next section of inferential analysis.

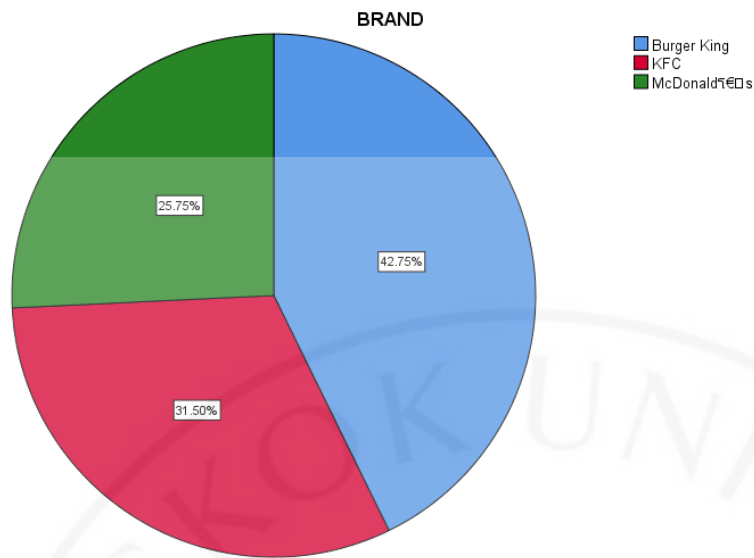
4.2 Descriptive statistics

4.3 BRAND

Table 4.1 Brand

		Frequency	Percent
Valid	Burger King	171	42.8
	KFC	126	31.5
	McDonalds	103	25.8
	Total	400	100.0

Figure 4.1 Brand



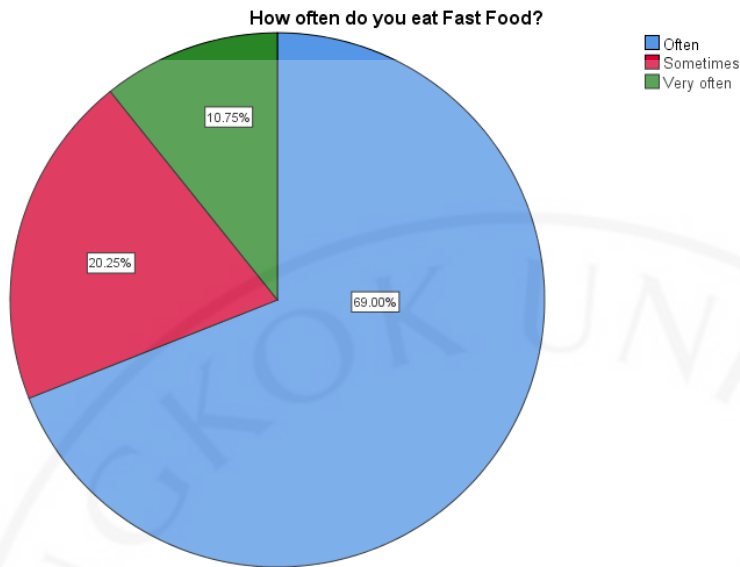
From the given graph and table, it can be highlighted that Burger King could be taken to be the most important brand which is present and popularly voted for. This was then followed by the KFC and the least popular amongst the participants could be taken to be the Mc Donald's.

4.4 How often do you eat Fast Food?

Table 4.2 Frequency

		Frequency	Percent
Valid	Often	276	69.0
	Sometimes	81	20.3
	Very often	43	10.8
	Total	400	100.0

Figure 4.2 Fast food consumption duration



In order to understand the overall perception of the different participants towards the brands, it could be rightfully highlighted that understanding of their fast food as an item is crucial. When asked how often the participants had fast food, it was identified that 69% of the participants had fast food very often, which was then followed by sometimes at 20%. In line with this, only 11% of the participants mentioned that they had the fast food very often.

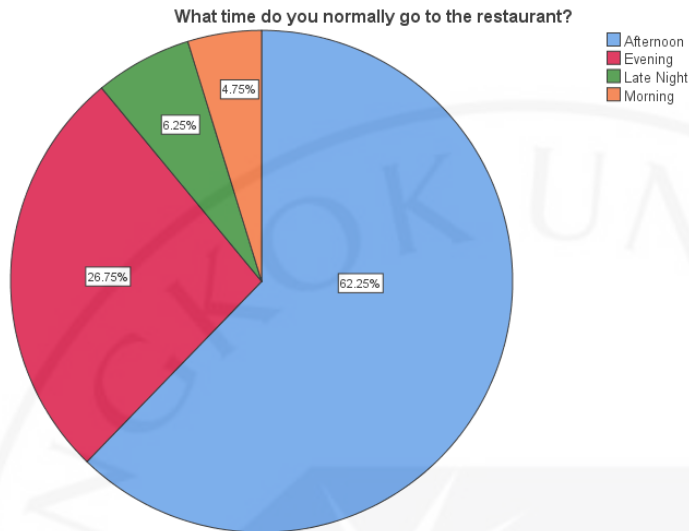
4.3 What time do you normally go to

the restaurant?

Table 4.3

		Frequency	Percent
Valid	Afternoon	249	62.3
	Evening	107	26.8
	Late	25	6.3
	Night		

Morning	19	4.8
Total	400	100.0



The timing of the visit to the restaurant is another crucial aspect to be considered. In this context, it can be mentioned that 62% of the respondents stated that they visited the restaurants mostly in the afternoon. This was then followed by most visits in the evening with the least visits at night and in the morning.

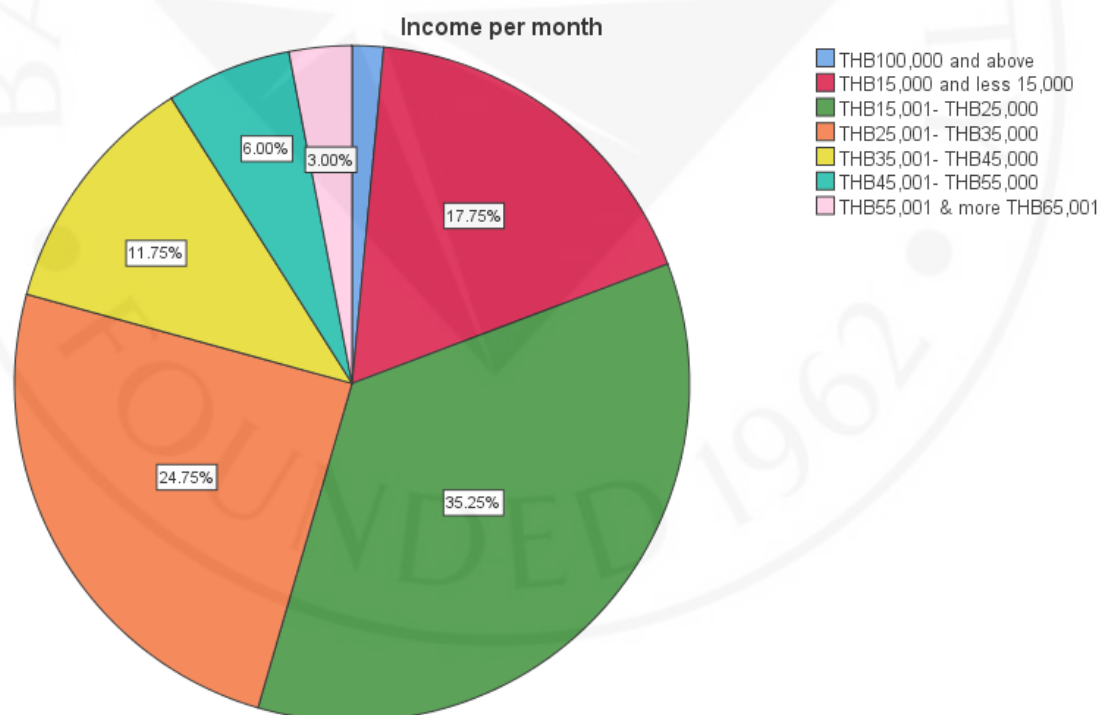
4.6 Income per month

Table 4.4 Income distribution

		Frequency	Percent
Valid	THB100,000 and above	6	1.5
	THB15,000 and less	71	17.8
	15,000		
	THB15,001-	141	35.3
	THB25,000		

THB25,001- THB35,000	99	24.8
THB35,001- THB45,000	47	11.8
THB45,001- THB55,000	24	6.0
THB55,001 & more THB65,001	12	3.0
Total	400	100.0

Figure 4.5 Income distribution



Knowing that income also plays paramount roles in customers purchasing decisions. In a research study, understanding the overall perspectives of the different guests is essential and this can be witnessed that a majority of the customers have mentioned their income was

between THB15000 and THB 25000. The second ones which were most popular could be understood to be between THB 25000 and 35000.

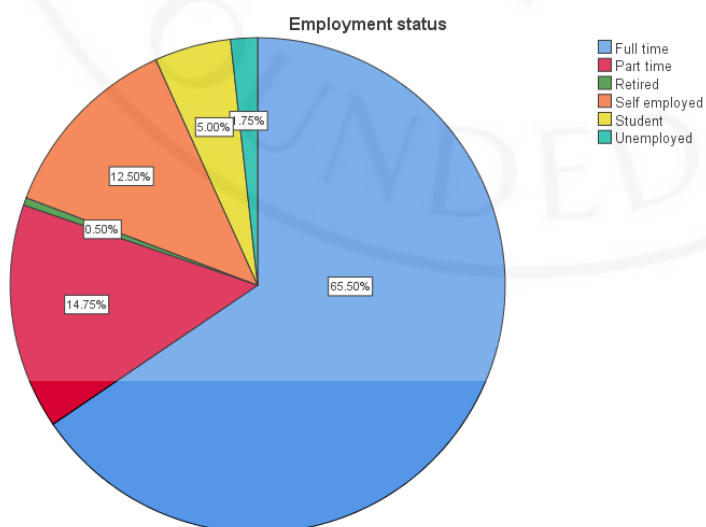
4.7 Employment status

Table 4.5 Employment Distribution

		Frequency	Percent
Valid	Full time	262	65.5
	Part time	59	14.8
	Retired	2	.5
	Self employed	50	12.5
	Student	20	5.0
	Unemployed	7	1.8
	Total	400	100.0

Table 4.6 Employment Distribution

63



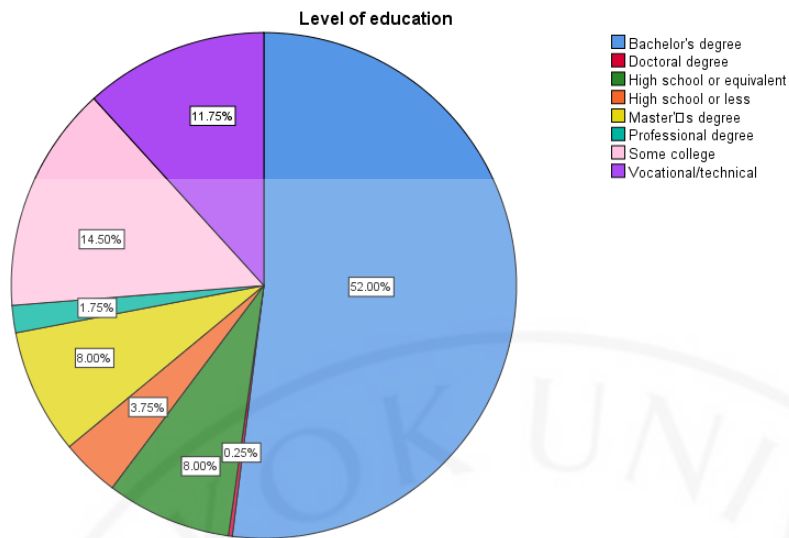
The employment status of the participants reflects that a majority of them are employed full time, which is then followed by part time employees, self-employed and several students. Several retired and the unemployed individuals were also the participants.

4.8 Level of education

Table 4.6 Educations

		Frequency	Percent
Valid	Bachelor's degree	208	52.0
	Doctoral degree	1	.3
	High school or equivalent	32	8.0
	High school or less	15	3.8
	Master's degree	32	8.0
	Professional degree	7	1.8
	Some college	58	14.5
	Vocational/technical	47	11.8
	Total	400	100.0

Figure 4.8 Education Demographic



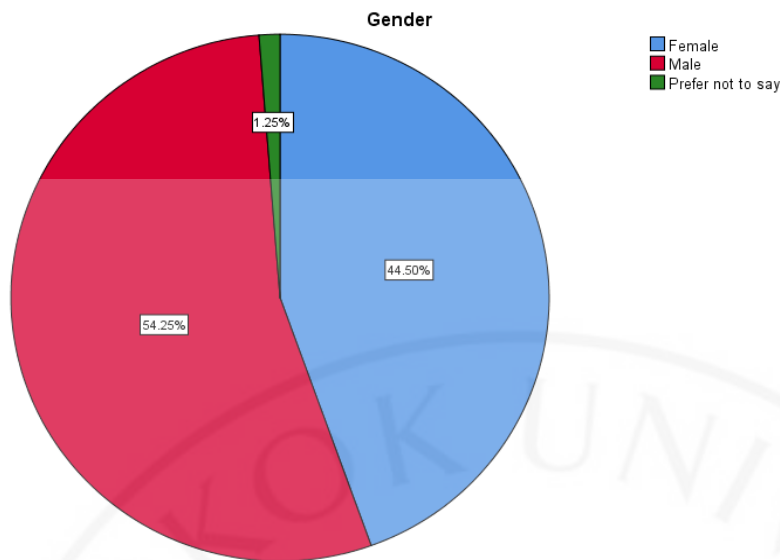
The different participants were also asked about their overall educational qualification. It could be identified that a majority of them had a Bachelor's degree which amounted to 52% of the participants. This was then followed by other local college diplomas and professional degrees.

4.9 Gender

Table 4.7 Gender Demographic

		Frequency	Percent
Valid	Female	178	44.5
	Male	217	54.3
	Prefer not to say	5	1.3
	Total	400	100.0

Figure 4.8 Gender Demographic



From the chosen participants, 44% of the participants were female while the other 54% of the participants were male.

4.10 Inferential Statistics

The study has intended to find promotion campaigns and the effect of Marketing mix on consumption of QSR in Bangkok in KFC, McDonald's and Burger King. The quantitative analysis was an appropriate choice of the data analysis. The methodology used to analyze the influence of promotion campaigns that effect consumption of QSR in this study is called *Multiple Regression*. The use of the SPSS as a software has been made to analyze the data adequately and in consideration of this, the formulation of the various charts and figures will also be made in accordance with it. This method of data analysis has been chosen for the purpose of the study because it shall assist the author in carrying out the research effectively and in association of this, it will also assist the readers in understanding the marketing mix that effect consumption of QSR and different respondents visiting Burger King, Mc Donald's and the KFC stores.

4.11 Result of Hypothesis Testing:

Analysis of Multiple Regression Method was used to explain the Significant of key Independent Variables for Hypothesis Testing, the purpose is to find which aspect of the marketing mix that have a strong impact on the consumption of QSR.

Note the below abbreviation and its stands for each variable

- PRDT stands for Product
- PLAC is for Place
- PRI is for Price
- PRO for promotion
- PIPO stand for people
- PHYE stands for physical environment
- PRSS is for process

Nevertheless, the result of the Multiple Regression shows that:

The model can significantly ($p\text{-value} < 0$) explain over 92% of the variance ($R\text{ Square} = .927$). Unfortunately, only PROCESS (PRSS3) turns out to significantly affect fast food consumption with $p\text{-value} < .05$, while product (PRDT2) only marginally explains it.

4.12 Model Summary

Table 4.8 Hypothesis Testing

Model	R	R Square ^b	Adjusted R Square	Std. Error of the Estimate
1	.963 ^a	.927	.921	.558

a. Predictors: PRO9, PRDT2, PRO8, PRO1, PRO2, PRI3, PRDT1, PRO7, PRI1, PRDT6, PLAC3, PHYE3, PRI4, PRDT3, PRI2, PRDT4, PLAC4, PRO3, PIPO2, PRSS2, PHYE1, PRO5, PIPO1, PRO4, PRSS1, PLAC1, PIPO3, PRO6, PRDT5, PRSS3, PHYE2, PLAC2

b. For regression through the origin (the no-intercept model), R Square measures the proportion of the variability in the dependent variable about the origin explained by regression. This CANNOT be compared to R Square for models which include an intercept.

Table 4.9 Regression

4.13 ANOVA^{a,b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1450.030	32	45.313	145.519	.000 ^c
	Residual	113.970	366	.311		
	Total	1564.000 ^d	398			

a. Dependent Variable: 1.2

b. Linear Regression through the Origin

c. Predictors: PRO9, PRDT2, PRO8, PRO1, PRO2, PRI3, PRDT1, PRO7, PRI1, PRDT6, PLAC3, PHYE3, PRI4, PRDT3, PRI2, PRDT4, PLAC4, PRO3, PIPO2, PRSS2, PHYE1, PRO5, PIPO1, PRO4, PRSS1, PLAC1, PIPO3, PRO6, PRDT5, PRSS3, PHYE2, PLAC2

d. This total sum of squares is not corrected for the constant because the constant is zero for regression through the origin.

5. 14 Coefficients

Table 4.10 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	PRDT1	.017	.042	.046	.411	.682
	PRDT2	.082	.043	.226	1.919	.056

PRDT3	.020	.044	.058	.461	.645
PLAC1	.062	.057	.191	1.081	.280
PLAC2	-.075	.058	-.228	-1.303	.194
PLAC3	-.037	.044	-.106	-.835	.404
PLAC4	-.045	.046	-.135	-.992	.322
PRI1	.021	.042	.057	.497	.620
PRI2	-.025	.046	-.068	-.542	.588
PRI3	.014	.044	.039	.313	.755
PRO1	-.020	.039	-.058	-.527	.599
PRDT4	-.014	.052	-.043	-.278	.781
PRDT5	.038	.055	.117	.690	.490
PIPO1	.026	.051	.074	.503	.615
PIPO2	.039	.050	.111	.773	.440
PIPO3	.097	.053	.292	1.854	.065
PHYE1	-.019	.053	-.054	-.357	.721
PHYE2	.058	.061	.164	.953	.341
PHYE3	.022	.045	.063	.497	.619
PRSS1	-.022	.052	-.064	-.417	.677
PRSS2	.082	.052	.238	1.574	.116
PRSS3	-.122	.056	-.368	-2.178	.030
PRDT6	.048	.058	.096	.832	.406
PRI4	-.004	.060	-.009	-.071	.943
PRO2	-.059	.052	-.127	-1.150	.251
PRO3	.082	.067	.187	1.232	.219
PRO4	.031	.064	.071	.489	.625
PRO5	.082	.064	.188	1.273	.204

PRO6	-.029	.068	-.068	-.428	.669
PRO7	-.028	.052	-.061	-.540	.590
PRO8	.054	.049	.113	1.115	.266
PRO9	.011	.056	.026	.204	.839

a. Dependent Variable: 1.2

b. Linear Regression through the Origin

4.15 Hypothesis Result:

Given SPSS output of Multiple regression, we can conclude the followings:

- H1o: Product does not affect customers' decision for fast food consumption among the three brands in Bangkok, Thailand.
- H1a: Product does affect customers' decision for fast food consumption for these three brands in Bangkok, Thailand.
- H2o: Place does not affect customers' decision for fast food consumption between the three brands in Bangkok, Thailand.
- H2a: H2a: Place does affect customers' decision for fast food consumption among three brands in Bangkok, Thailand.
- H3a: H3a: Price does affect customers' decision for fast food consumption in Bangkok compared among the three brands.
- H3o: Price does not affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H4a: Promotion does not affect customers' decision for fast food consumption in Bangkok, Thailand.
- H4o: Promotion does not affect customers decision for fast food consumption in Bangkok, Thailand
- H5o: The People does not affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H5a: The People does affect customers' decisions for fast food consumption in Bangkok, Thailand.
- H6o: The Physical Environment does not affect customers' decisions for fast food consumption in Bangkok, Thailand.

- H6a: The Physical Environment does affect customers' decisions for fast food consumption in Bangkok, Thailand.
- Ho7: Process significantly affects customers' decision for fast food consumption in Bangkok, Thailand.
- H7a. Process does not affect customers' decisions for fast food consumption in Bangkok, Thailand.

In summary, the researcher applied seven factors to determine the influence on customer Consumption of QSR and found that Process (PRSS3) significantly influences fast food consumption with p-value. 05. Above all, In the analysis of the hypothesis test, the researcher finds out that the process plays an important factor in consumer buying behaviour, marketing mix helps determine and influence the fate of consumption of fast food.

4.16 Crosstab and Descriptive Analysis for aspects associated to Gender, Age group Education and Income

Table 4.11 Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender *Job title/Profession	400	100.0%	0	0.0%	400	100.0%
Gender *Age	400	100.0%	0	0.0%	400	100.0%
Gender *Income per month	400	100.0%	0	0.0%	400	100.0%

The cross tab and descriptive analysis are a comprehensive tool which is made use of by the researcher to understand the opinion distributed accordingly with respect to the Gender, Age Group, Education and Income. Additionally, the Cross Tab and descriptive

Analysis for the Gender, Age Group, Education and Income along with the Cross Tabulation of each brand, KFC, Mc Donald and Burger King would be required.

Table 4.12 Income per month Cross tabulation

Gender * Income per month Cross tabulation									
Count									
		Income per month							Total
		8,000 to 12,000	12,000 to 15,000	15,001 to 25,000	25,001 to 35,000	35,001 to 45,000	45,001 to 55,000	55,001 & more 65,001	
Gender	Female	2	35	63	43	20	12	3	178
	Male	4	36	76	53	27	12	9	217
	Prefer not to say	0	0	2	3	0	0	0	5
Total		6	71	141	99	47	24	12	400

It can be determined by aligning the gender and the income that a majority of females had their income at THB 15000-25000 and same was the rule for the male candidates as well.

The result of the cross tab of gender with the consumption are as follows:

Table 4.13 Gender and Brand Cross tabulation

4.17 Gender * BRAND Crosstabulation					
Count					
		BRAND			Total
		Burger King	KFC	McDonald's	
Gender	Female	81	55	42	178
	Male	89	68	60	217
	Prefer not to say	1	3	1	5
Total		171	126	103	400

It can be found that, the choice of the male and female participants does not change much with respect to the choice of the brands consumption.

4.18 Income per month * BRAND Crosstabulation

Count

		BRAND			Total
		Burger King	KFC	McDonald's	
Income per month	THB100,000 and above	3	2	1	6
	THB15,000 and less	24	32	15	71
	15,000				

THB15,001- THB25,000	58	47	36	141
THB25,001- THB35,000	42	23	34	99
THB35,001- THB45,000	24	13	10	47
THB45,001- THB55,000	13	6	5	24
THB55,001 & more THB65,001	7	3	2	12
Total	171	126	103	400

With respect to the Income per month, it can be found that, income slabs which were on the high side preferred Burger King mostly and the general choice was also bound to be Burger King.

4.19 Summary

The consumption of these Quick Service restaurants is most attracted by constant promotions such as price discount, Coupons, buy one get one free, free Drinks and fries or salad. Moreover, the generic choice of the customers turned out to be Burger King.

Moreover, no significant difference was found between the choices of brands across genders.

CHAPTER 5

DISCUSSION

Fast food industry around the globe is a large industry with lots of research and articles been published on it, some researcher have investigated the factors that drive consumers for QSR were, food quality, taste, price, service quality, brand image (Auty, 1992; Lee and Ulgado, 1997; Clarke & Wood, 1998; Keillor, Hult, and Kandemir, 2004; Monika and Morven, 2005; Qin and Prybutok, 2008;). Moreover, this research will be helpful to quick service restaurants and investors for fast food industries in Bangkok, Thailand and leverage the relationship that exists in consumer behaviour and fast food consumption.

However, the objective of this research is to understand the concept of customer buying behavior and marketing mix that actually yield maximum outcome in QSR consumptions. Various questions relating to marketing mix were set up to actualized the research objectives for QSR consumption's, result was established from the use of SPSS software with Multiple regression result shows that the model can significantly ($p\text{-value} < 0$) explain over 92% of the variance ($R\text{ Square} = .927$). Unfortunately, only PROCESS (PRSS3) turns out to significantly affect fast food consumption with $p\text{-value} < .05$.

The participants towards the brands understand that fast food as an item is crucial. When asked how often the participants had fast food, it was identified that 69% of the participants had fast food very often, which was then followed by sometimes at 20%, only 11% of the participants mentioned that they had the fast food very often.

Gender might not have a huge impact towards consumer behaviour but Age was another impact on it, from the chosen participants, 44% of the participants were female while the other 54% of the participants were male.

The participants were also asked about their educational qualification, it was established that a majority of them had a Bachelor's degree which amounted to 52% of the participants. This was then followed by other college diplomas and various professional degrees.

Thailand has always had a good employment rate for the past years before the outbreak of covid-19 that left the world with many challenges. However, 400 participants of the survey were asked about their employment status, 65.5% turned out to be full time employed while 1.8% are unemployed. 12.5% are self-employed and 14.8% part time employed. students turned out to be 5.0% from the total participants.

1.1 Relationship between sales promotion and the Customer buying behavior for McDonald's, KFC and Burger King in Bangkok.

From the primary and secondary data analysis, it was examined that the aspects such as the promotional offers of coupons and the buy one gets one free aspect had a significant influence on the consumer behavior of the different customers who visited McDonald's and the KFC in Bangkok along with the Burger King. In this context, no significant variances in the choices as made by the consumers was found. The primary objective of the study was to determine the associated mannerism in which the marketing mix undertaken by the Quick service restaurants such as Burger King, KFC and Mcdonalds help in ensuring better operational efficiency and influencing the customer buying behavior accordingly (Yeboah-Asiamah, Quaye and Nimako 2016). The sales promotion can be rightfully defined as a procedure which is used by the different enterprises in order to persuade a potential customer to engage in the purchase of a product. It can be mentioned to be a short-term tactic which is used by the enterprises to boost the sales of the firm and is a fairly strong way which can be applied to build the overall loyalty of the enterprise. The sales promotion activities as

undertaken by the enterprise are mostly undertaken to impress the customers (Zhang and Benyoucef 2016). Enterprise such as the KFC, Mc Donald's and Burger King is considered a Quick Service Restaurants who run on a limited budget with a limited resource base and to ensure better efficiency, they would also require to ensure that there are several factors which they have to consider before engaging in the sales promotion campaign. Such factors include promotional costs involved, the consistency of the brand image with that of the enterprise, the discounts being offered, the manner in which the long-term customer relationships can be built with the different customers and others (Mandel et al. 2017).

Before any product or service can be sold, the use of promotional techniques and communication is very necessary for achieving the target objectives of that organization. The customers are very important in this present era, this is because without the consumers there will be no marketing and promotional activities of products for effective sales promotion, the consumers have to be aware of that product before it can be patronized for rapid sales.

Svetlana Frolova 2014

Nevertheless, some of the common means of sales promotions which are essentially used by the different enterprises can be identified as the Money off coupons whereby the various customers receive the coupons with the pamphlets and the newspapers and gain discounts by presenting a given coupon.

In addition to this, there are several competitions conducted by McDonalds, KFC and Burger King to encourage and engage customers along with vouchers, free gifts, happy meal toys by McDonalds and others. Several points of sales materials like the display stands and other such items are also offered by the enterprise to engage the different customers in a strong association with the enterprise and to ensure higher sales. Other means which are used by the enterprises such as the Quick Service Restaurants can be identified to be the Loyalty cards which help the different guests to return to the retailer and gain discounts based on their

previous purchases. Hence, this influences the customers to return to the firm and to ensure better services from the side of the audiences. The loyalty cards also act as a crucial source of information about the shopping habits of the customers regarding their shopping destinations and planning for new procedures. Therefore, it can be rightfully outlined that sales promotion generally tends to have a temporary effect on the consumer buying behavior. The primary reason why the sales promotion is not known to have a long term effect on the consumer buying behavior due to the temporary nature of the offers being provided and the fact that it leads to a loss in the revenue as the coupon, refunds and rebates engage in increasing cost and ensuring that the profits are affected. According to Genchev and Todorova (2017), sales promotion is not known to have a reduced influence on the revenues as the purpose of the promotion is to attract the different customers in order to purchase the various services and products in higher quantities. Without these offerings, the customers would not be able to purchase in such higher quantities.

Crespo- Almendros and Del Barrio-García (2016) states that the value being offered by the different products tends to increase with respect to the sales promotion period as the customers tend to react immediately to the different offers being provided and they realize that their needs are being fulfilled at a cheaper price which tends to increase the sales and the popularity of the products. In several countries such as the United States of America, United Kingdom, Germany the sales of the products have been increasing considerably. The primary reasons are that the current brand users tend to purchase the products in several higher quantities for the overall needs and the consumption of the product increases tenfold (Fam et al. 2019). Additionally, the consumers of the competing brands may then switch to the other brands, due to the reduction in the price of the product. Moreover, the non-repetitive customers may also get attracted to the offerings of the brand and may purchase the product which increases the overall needs of the different customers. In this context, it can be

rightfully mentioned that the company may be able to satisfy the needs of the different customers with minimum cost and risk.

Cox et al. (2020) mentioned that, the sales promotion has a key role to play in the consumer perception. In line with this, the self-perception theory identifies that the customers intend to purchase the products based on several external attributes which benefit from the reduction in prices instead of the internal attributes which indicate brand preferences. However, a weakness in this aspect is that the perception of the customers is built on the references as made to the previous price of the products. The customers generally compare the current price of the product and the previous one before taking the decisions. Additionally, the sales promotion has been increasing the extent of hesitation to engage in the purchase of a particular brand when it is not being promoted. However, this only has a short-term influence on the sales and not a long term one (Crespo-Almendros and Del Barrio-García 2016). The primary reason why the long-term consideration is not being supported is because the sales promotion does not promote the brands equity. The consumers engage in devaluing the brand's product and engage in the purchase of the sales promotion. Hence, due to this perception, when the enterprise does not engage in the promotion activity, the sales of the brand might decrease in the long run. However, there are several advantages of the promotion which can be undertaken and assists in increasing the short-term sales should be focused on (Aghara et al. 2018). Through the study, it was effectively found that there are a large number of factors which influence the overall decision making of the different consumers and these can be outlined to be the factors such as the cultural factors and the personal factors. There are a large number of factors which have a critical influence on the overall purchase decisions of the customers and the enterprise would be required to undertake considerate initiatives to ensure that they can cater to these factors. These can be identified as the factors associated with the cultural factors. Culture is not always correlated with the

nationality of an individual but is also determined by the *associations, the related beliefs of an individual and their overall location. In association with this, social factors also have a critical impact on the manner in which an individual's overall environment is impacted.

Additionally, personal factors associated with the demographics such as the marital status, budget, personal beliefs, morals as well as the values. Lastly, the psychological factors associated with an individual's state of mind and other aspects also affect the decision making of the customers and the enterprises would be required to cater to these needs of the consumers (Trudel 2019). At Mc Donald's, KFC and the Burger King which are Quick Service restaurants, they would be required to look out for the aspects related to the different budgets, family size and the time of the day which affects the decision making. Other promotional aspects taken into consideration were the loyalty points for the membership, the free drinks, fries and salad or the free gifts. Another consideration was made to find the influence of the price discounts on the overall purchase decision.

The survey that was conducted was essentially focused on understanding the overall means using which the customers generally tend to behave and respond to the several sales promotion endeavors and activities which are generally undertaken by the enterprise. In this context, it becomes effective to highlight that, a majority of customers like to eat at these Quick service restaurants quite often and in association with this, they preferred the Quick service restaurants as an easy and simple spot for their needs associated with socialization and eating on a budget (Rana and Paul 2017). The hypothesis was set in order to examine the manner in which the different aspects such as the Coupons and discounts along with coupon and student prices impacted the consumption of QSR.

Out of these aspects which were divided into nine different hypotheses, the results found that only the coupons and the buy one gets one free offer influenced the different customers and had a strong influence on their overall consumer decision making. In line with

this, it can be examined that the customer characteristics such as the budgets and the overall offers such as discount coupons and the buy one gets one free offer had a crucial influence on the overall decision making of the different customers consumption of QSR.

However, the sales promotion has to be carried out in a manner such that it increases and improves the brand loyalty. The advertising is one such means which helps in improving the brand loyalty of the firm and can ensure long term association with the customers (Kumar, Adlakha and Mukherjee 2016). The advertising has a strong influence on the consumer buying behavior as it changes the brand perceptions. In the case of the Quick Service Restaurants, it can be assessed that the coupons, although helping in increasing the popularity of the enterprise, can be identified as the fear of losing face. This is an aspect which must be taken into consideration before launching the sales campaigns. The coupons indicate that the purchase of the products is done by lower level income customers and this stigma may affect their purchase capability and influence the purchasing decisions. Very often, the coupons act as a medium of embarrassment. According to Aghara (2018), although these critics remain strong, there exists several arguments with association to which the products become very popular in the eyes of the customers and help in purchasing of the product. In consideration with this, the coupon usage has been affected due to the poor distribution and status related descriptions and hence, to attract the consumers, may not be viewed as a viable opinion in the long run.

Therefore, from the given assessment and critique, it can be stated that there does exist a strong association between the marketing mix and the customer buying behavior.

CHAPTER 6:

CONCLUSION AND RECOMMENDATIONS

6.1 Overview

The consumer buying behavior is a set of actions which are undertaken by the customers in order to successfully engage in a strong association with the enterprises in respect to the use of a specific product or an associated service. This often comprises services and aspects such as the consultation through the search engines, social media posts and other endeavors. The positive customer buying behavior can be taken to be beneficial for the enterprise as it assists in ensuring that the firm is able to tailor the overall activities to ensure that the consumer behavior can be aligned accordingly. In this context, there are several ways in which the consumer buying behavior can be influenced and changed accordingly for the organization's benefit. One of the simplest ways in which the different consumer behavior and perceptions can be motivated and assessed accordingly. In this context, the sales promotion can be understood to have a key role to play with the help of associated offers and coupons and discounts (by one get one free). The customers with special reference to the Quick service restaurants aim to ensure they are successfully being able to engage in associated endeavors with the help of which the customers can be attracted accordingly. In line with this, it can be mentioned that, although the sales promotion tactics are usually highly beneficial for the business activities as they ensure better efficiency and greater association with the different customers and have an effect on boosting the sales of the company and to encourage the customers to remain loyal without impacting the brand choice, but it may spoil brand images along with impacting the perceptions of the customers about the firm. Hence, strategies need to be aligned in a manner such that the right kind of decision is taken for the overall welfare of the enterprise.

In this context, it can be outlined that the research was based on understanding the ways in which the consumer buying behavior could be carried out consistently and the sales promotion can be used as a tool to ensure loyalty amongst the customers. Therefore, the study was intended towards understanding how the Burger King, McDonalds and KFC in Bangkok have been successfully able to make use of the sales promotion in order to engage and influence in better relationships with the various customers.

With this, it can be outlined that the study was divided into six different chapters. The focus of the first chapter was based on the background of the study and outlining the related research objectives and the questions for the study. The rationale of the study and the problem statement had also been outlined. The literature review presented a comprehensive overview of the concepts related to the Consumer buying behavior and the sales promotion. The benefits of understanding the buying behavior along with the associated factors affecting the buying behavior have been highlighted. Along with this, the factors affecting sales promotion along with its purpose and benefits have been highlighted accordingly. The third chapter highlighted and outlined the associated manner in which the research methods have been applied for the study and the overall research objectives can be achieved consecutively. In association with this, it can be determined that the Primary Quantitative method of study had been applied in order to gain an understanding of the manner in which the customers feel about the various initiatives as taken by the enterprise in the right manner. The discussion reflected on the findings of the study and associated it with theories and concepts available in literature to understand the impact of the marketing mix on consumers of QSR. The last section of the paper will focus on the associated manner in which the enterprises can take initiatives for better efficiency.

6.2 Linking to objectives

In this section, the outcomes of the study will be linked to the objectives which had been set earlier for the overall research.

1. *To understand the concept of customer buying behavior and the marketing mix that actually yield maximum outcome in QSR consumptions.*

The introduction and the literature review chapters briefly discussed the overall concept of the customer buying behavior and marketing mix. In this context, it can be rightfully assessed and analyzed that the consumer buying behavior can be stated to be the associated manner in which the different individuals behave while making the associated decisions for the purchase. On the other hand, marketing mix can be mentioned as the tools taken by the firms to attract and pursue the loyal customer towards its businesses.

2. *To analyze the consumer buying behavior at Burger King, McDonald's and KFC in Bangkok and the manner in which they have been making use of various tools of marketing mix.*

From the fourth chapter analysis and findings along with the discussion, it was outlined that, the consumers are generally attracted towards PROCESS of the marketing mix, promotion also works hand in hand with it. discount Coupons, buy one get one free, free Drinks and fries or salad are offered by the Burger King, Mc Donald's and the KFC in Bangkok. The different customers always prefer the different Quick service restaurants which tend to provide associated services to them and ensure that they are being able to engage in considerate operational efficiency because the QSR process is designed for a rapid response service to hungry customers. With respect to this, it can be outlined that the above associated tools (Process) could be taken to be the most appropriate for the enterprise and associated operational efficiency.

3. *To understand the role of marketing mix in consumer buying behavior and QSR consumption*

The commercial environment is essentially dynamic in nature and in association with this, it can be rightfully outlined that, all organizations and Quick service restaurants like the Mc Donald's, KFC, and the Burger King in Thailand would be required to ensure they are successful in satisfying the overall customer expectations to ensure customers remain associated with the firm for a longer time frame. The different organizations often promise certain products or offerings to the customers thereby creating sound experience through the procedure of marketing mix and other similar systems. The customers are offered several items and services through the mix and ensures that a certain level of expectations is built up in the mind of the customers (Kumar, Adlakha and Mukherjee 2016). Many enterprises ensure that they provide the customers with affordable prices, discounts, displays and advertising modes. Hence, there exists a positive association between the marketing mix and the customer buying behavior as the customers like to be provided with better quality products. In association with this, the enterprises must focus on the marketing mix elaboration and satisfactory provision of customer needs to ensure success in the long run.

4. *To find the relationship between Marketing mix, the customer buying behavior and its effect on QSR consumption.*

Through the study and the related outcomes, it was effectively found that the Process of marketing mix and the customer buying behavior have a positive association amongst one another. In relation to this, it can be mentioned that other tools of marketing such as Promotion, Place, Price and product etc partially influence the overall manner in which the customers tend to behave. In association with this, the right approach has to be taken by the firm.

5. *To provide recommendations based on which Burger King, McDonald's and KFC in Bangkok will improve the ways in which the marketing mix tools can be used to improve the customer buying behavior.*

In the next section of the paper, certain recommendations shall be highlighted based on which Quick service restaurants will be successful in attracting the customers and modifying the related customer behaviors.

6.3 Limitations of the study

The limitations of this study are:

1. Firstly, the study has just undertaken the primary approach of data collection which thereby limits the manner in which the data regarding the associated research could be collected.
2. Moreover, the study has only made use of the Quantitative research analysis method using multiple regression and correlation analysis., no Qualitative methods have been used.
3. Lastly, due to the Coronavirus pandemic, the data collection was a difficult procedure and the online medium of communication had to be used, limiting face to face conversation with people.

6.4 Recommendations for future research

In the future, in case the author intends to carry forward the research, instead of the Quick service restaurants, the study can focus on restaurants which provide a fine dine experience. Additionally, means such as secondary data collection method and the qualitative methods of analysis can be made use of.

6.5 Recommendations for the quick service restaurants

In the given section, certain recommendations shall be provided which can be used effectively by the Quick service restaurants in order to ensure better customer associations and yield maximum output to the organization.

1. Running of various campaigns and associated initiatives can be integral. In this context it means, when the various Quick service restaurants would be successful in running their campaigns online along with other popular tie ups, then in such a scenario, the operational efficiency can be ensured and the marketing mix tool can be fully utilized to the business.
2. In order to achieve maximum customers patronage QSR need to intensively focus more on PROCESS of the 7P's of marketing mix with a mandatory costumer added value procedures for staff who can repeatedly deliver the same standard of service to customers by saving time and increasing its efficiency.
3. Enterprises like McDonald's and KFC and Burger King often use separate breakfast and brunch menus to attract different audiences. In consideration of this, these tactics can be taken to ensure better efficiency. Other Quick service restaurants can also adopt these techniques to maximize output.
4. Lastly, offering meal options such as one on one products during certain hours can be taken to be critical when different customers are offered with one on one services, then they are inclined to visit more and engage in better associations to consume more of the product.

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6.10

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Appendix 1: Item-Objective congruence (IOC) test for validity of each question

Item-Objective congruence (IOC) Test Result

Questi ons No.	Expert 1			Expert 2			Expert 3			Total Scores $\sum R$	IOC $\frac{\sum R}{N}$	Data Analysis
	-1	0	1	-1	0	1	-1	0	1			
1			✓			✓			✓	3	1	Acceptable
4			✓			✓			✓	3	1	Acceptable
5			✓						✓	3	1	Acceptable
6			✓						✓	3	1	Acceptable
7			✓			✓			✓	3	.1	Acceptable
8			✓			✓			✓	3	1	Acceptable
9			✓			✓			✓	3	1	Acceptable
10			✓			✓			✓	3	1	Acceptable
11			✓			✓			✓	3	1	Acceptable
12			✓			✓			✓	3	1	Acceptable
13		✓				✓			✓	3	0.66	Acceptable
18			✓			✓			✓	3	1	Acceptable
19			✓			✓			✓	3	1	Acceptable
20			✓			✓			✓	3	1	Acceptable
21			✓			✓			✓	3	1	Acceptable

22			✓			✓			✓	3	1	Acceptable
23			✓			✓			✓	3	1	Acceptable
24			✓			✓			✓	3	1	Acceptable
25			✓			✓			✓	3	1	Acceptable
26			✓			✓			✓	3	1	Acceptable
27			✓			✓			✓	3	1	Acceptable
28			✓			✓			✓	3	1	Acceptable
29			✓			✓			✓	3	1	Acceptable
30			✓			✓			✓	3	1	Acceptable
31			✓		✓				✓	3	0.66	Acceptable
32			✓			✓			✓	3	1	Acceptable
33			✓			✓			✓	3	1	Acceptable
34			✓		✓				✓	3	0.66	Acceptable
37			✓			✓			✓	3	1	Acceptable
38			✓			✓			✓	3	1	Acceptable
39			✓			✓			✓	3	1	Acceptable
40			✓		✓				✓	3	0.66	Acceptable
41			✓			✓			✓	3	1	Acceptable
42			✓			✓			✓	3	1	Acceptable
43			✓			✓			✓	3	1	Acceptable
44			✓			✓			✓	3	1	Acceptable
45			✓			✓			✓	3	1	Acceptable

46			✓			✓			✓	3	1	Acceptable
47			✓			✓			✓	3	1	Acceptable
49			✓			✓		✓		3	0.66	Acceptable
50			✓			✓			✓	3	1	Acceptable
51			✓			✓		✓		3	0.66	Acceptable
52			✓		✓				✓	3	0.66	Acceptable

$$\begin{aligned}
 \text{IOC} &= \frac{\sum R}{N} \\
 &= 43.59 \div 52 \\
 &= 0.83
 \end{aligned}$$

The IOC of the questionnaire is 0.83, which is higher than 0.50. Therefore, the questions in the questionnaire are accepted and reserved for further data collection and analysis.

Appendix 2 Questionnaire

Direction: This questionnaire is designed to collect data on study of the Effect of Marketing Mix on Quick Service Restaurant (QRS) Consumption in Bangkok, Thailand: A study of KFC, McDonald's and Burger King. This questionnaire will be utilized by a student of the Master of Business Administration (M.B.A.) Program of Bangkok University Graduate School of Business (International) as part of the Thesis.

This survey is divided into four sections; General information, the influence of marketing mix on consumer buying behavior, influence of promotional techniques on consumer buying behavior, and Demography.

The researcher is grateful for your time in completing the survey.

Question 1: *General information* includes:

Q1.1 What is your most preferred brand?

KFC ☐ Burger King ☐ McDonald's ☐

1.2. How often do you eat Fast Food?

Sometimes ☐ Often ☐ Very Often ☐

1.3 What time do you normally go to the restaurant?

Morning ☐ Afternoon ☐ Evening ☐ late-night ☐

Question 2. Please write the number that closely matches your influence to patronize KFC, Burger King and McDonald's fast food restaurant

Likert Scale	0 No Effect	1 Minimal effect	2 Mild effect	3	4	5	6	7 Maximum Effect
2.1	Social trends							
2.2	Attitude towards Fast food							
	Product							
2.3	The restaurants service is Generic							
2.4	The food meets your Needs and Expectations for fast food							
2.5	The food Quality of the restaurants worth it							
	Place							
2.6	The location of the restaurants is easily accessible in shopping mall							

2.7	It is situated near my office/home and convenient for me								
2.8	it can be spotted on the road/drive thru or gas station								
2.9	I can easily place order online and have it delivered								
	Price								
2.10	The Price is fair with the food quality for fast food								
2.11	It's affordable for level of fast food restaurants								
2.12	The method of payment is secured								
	Promotion								
2.13	I buy more of KFC Burger King & McDonald to earn extra /loyalty points for my membership	1							
2.14	I order from menu with free Drinks and fries or salad.	2							
2.15	I like to buy it when there is Free gifts rewards	3							
2.16	Whenever there is price discount, I buy more of its	4							
2.17	I buy more of it whenever there is "Buy one get one	5							
2.18	The promotion determines my frequent visit to the restaurants	6							
2.19	I am willing to buy more whenever there is contest or sweepstakes to participates	7							
2.20	I often order online when there is offer like 'free delivery' for any online purchase	8							
	People								
2.21	The restaurants staff are friendly and ensure your needs met								
2.22	The staff are efficient in their service and can recommend new menu that might suit your taste								
2.23	The staff are neatly dress and polit in communication								
	Physical Environment								
2.24	The restaurants layouts are equipped with good furniture								
2.25	The restaurants are clean and well tidy								

2.26	The environment is conducive and can accommodate car parking								
	Process								
2.27	They often serve your order quickly without much delay								
2.28	The queuing service is efficient								
2.29	Order are timely deliver without mistakes								

Question 3: *Influence of promotional techniques on consumer buying behavior*

Please write the number that closely match your view in regards to the questions

	Likert scale for KFC, McDonald's & Burger King	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
3.1	The Products quality, taste and varieties of menu are good					
3.2	The Price are economical and affordable					
3.3	I buy more of KFC Burger King & McDonald to earn extra /loyalty points for my membership					
3.4	I order from menu with free Drinks and fries or salad					
3.5	I like to buy it when there is Free gifts rewards					
3.6	Whenever there is price discount, I buy more of its					
3.7	I buy more of it whenever there is "Buy one get one free" promotion					
3.8	The promotion determines my frequent visit to the restaurants					
3.9	I am willing to buy KFC, Burger King or McDonald's whenever there is contest or sweepstakes to participates					
3.10	I often order online when there is free delivery offer for any online purchase					
3.11	The product quality determines the success of the product					
3.12	The product appeal and design appeal the audience.					
3.13	The medium of distribution is a critical one					
3.14	Online mediums attract more customers					

3.15	The marketplace scenario affects the promotion activities					
3.16	The income of the market determines the success of the activity competition tactics influences the sales					
3.17	Their service is very effective and efficient					
3.18	They are economical					

Question 4: Demography

- 4.1 Job title/Profession: _____
- 4.2 Gender: Male ☐ Female ☐ Preferred not to say ☐
- 4.3 Age: 20 and under 20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ 61 and over 61 ☐
- 4.4 Level of education: High school or less ☐ High school or equivalent ☐
 Vocational/technical ☐ Some college ☐ Bachelor's degree ☐ Master's degree ☐
 Professional degree ☐ Doctoral degree ☐ Others ☐
- 4.5 Employment status: Full time employment ☐ Part time employment ☐
 Self-employed ☐
- 4.6 Unemployed ☐ student ☐ retired ☐ others ☐
- 4.7 Income per month:
- ฿15,000 and less 15,000 ☐
- ฿15,001 – ฿25,000 ☐
- ฿25,001 – ฿35,000 ☐
- ฿35,001 – ฿45,000 ☐
- ฿45,001 – ฿55,000 ☐
- ฿55,001 & more ฿65,001 ☐
- ฿100,000 and above ☐

Cronbach Alpha Test

The researcher used the value of Cronbach's Alpha coefficient to measure the reliability of the questionnaire conducted with 30 samples as pilots test and subsequently impute the derived data into SPSS software.

To consider any instrument reliable, the value of Cronbach's alpha must be greater than 0.70, therefore the ranges of Cronbach alpha coefficient is stated on the table below:

Cronbach Alpha Coefficient	Internal Consistency
> 0.9	Excellent
0.8 to <0.9	Good
0.7 to <0.8	Acceptable
0.6 to <0.7	Questionable
0.5 to <0.6	Poor
< 0.6	Unacceptable

To determine the survey results by using Cronbach alpha analysis, the value is divided into 7 P's of marketing mix including brand equity and sales promotions.

Promotion is broken into Discount, Coupon, Loyalty Points, Voucher, and Special menu, Free Shipping, Buy More and Save More. The Cronbach alpha analysis result would be;

Reliability Statistics

Cronbach's Alpha	N of Items
.863	7

Place: place is divided into Convenience to access, Shopping mall, Online order, Drive Thru and Gas station. Below is Cronbach alpha analysis result:

Reliability Statistics

Cronbach's Alpha	N of Items
.771	5

Price: price is divided into Value for money, Promotion Price, Economic and Affordable price. The Cronbach alpha analysis result is:

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Process: is divided into Queue, time Served, Courteous and timely delivered. Below is Cronbach alpha result for it.

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

People: is divided into Good communication, Good service, Friendly, grooming and hospitable. Below is Cronbach alpha result:

Reliability Statistics

Cronbach's Alpha	N of Items
.819	5

Physical Environment: is divided into Shop layout, Shop Fixtures, Healthy environment, Varieties of menu displayed, Parking space, Music and Comfort. Cronbach alpha analysis is shown below:

Reliability Statistics

Cronbach's Alpha	N of Items
.851	7

Brand Equity: is divided into Loyalty, Reputation, Awareness, Familiarity, and Value.

Cronbach alpha analysis for it is shown below:

Reliability Statistics

Cronbach's Alpha	N of Items
.858	5

Customer Behaviour: is divided into Sales Promotions, Habitual, Impulsive, Economic conditions, Group influence. Cronbach alpha analysis for it is shown below:

Reliability Statistics

Cronbach's Alpha	N of Items
.888	5

BIODATA

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