

A STUDY OF FACTORS INFLUENCING CHINESE RESTAURANT CHOICE  
IN BANGKOK, THAILAND FOCUSING ON LITTLE HONG KONG,  
DIN TAI FENG, BA DOU



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## **ABSTRACT**

Various Chinese restaurants located in Bangkok have gained tremendous attention from numerous people because of the special taste, different types of dishes as well as intriguing Chinese culture, which brings significant economic benefits. Based on extensive researches, the study aims to provide a comprehensive understanding of parameters that influence the development of Chinese restaurant at Bangkok, and offer viable marketing strategies, such as Taste, Price, Quality, Service, Variety, Environment, Location, Brand, Promotion, and Chef. Three Chinese restaurants like Little Hong Kong, Din Tai Feng, and Ba Dou are mainly used as typical examples to be investigated. Moreover, this research also utilizes a quantitative study in the form of a questionnaire, and the collected data is analyzed by SPSS to ensure reliability. The questionnaire was designed and distributed to 456 respondents in order to collect the data. Meanwhile, multinomial logistic regression is performed. The result in this study may offer crucial marketing strategies to the restaurant operators who are making efforts on attracting customer attraction and retention.

*Keywords: Chinese Restaurant, Bangkok, Marketing Strategy, Consumer Behavior*

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## TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiii
CHAPTER 1: INTRODUCTION.....	1
1.1 Background of this Research.....	1
1.2 Introduction of Typical Chinese Restaurant in Bangkok.....	2
1.3 Current Challenges.....	3
1.4 Goal of this Research.....	4
1.5 Significance of this Research.....	4
1.6 Content of this Research.....	5
CHAPTER 2: LITERATURE REVIEW.....	6
2.1 Theoretical Foundation.....	6
2.2 7Ps Marketing Mix Theory.....	6
2.3 Brand.....	9
2.4 Lifestyle.....	13
2.5 Culture.....	13
2.6 Personalization.....	14
2.7 Chef.....	15
2.8 Consumption Behavior of Consumers.....	16
2.9 Health Consciousness.....	17
2.10 Choice Theory.....	18
2.11 Utility Maximization Theory.....	19
2.12 Previous Research Studies.....	23
2.13 Hypothesis.....	27
CHAPTER 3: METHODOLOGY.....	29
3.1 Research Approaches.....	29
3.2 Questionnaire Design & Development.....	30

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: METHODOLOGY (Continued)	
3.3 Data Collection.....	39
3.4 Data Analysis.....	41
CHAPTER 4: RESEARCH FINDING AND DATA ANALYSIS.....	42
4.1 Data Analysis Results.....	42
4.2 Analysis of consumer Profiling Study.....	47
4.3 Conclusion the Results of an Analysis.....	56
CHAPTER 5: DISCUSSION AND CONCLUSION.....	58
5.1 Conclusion.....	58
5.2 Discussion.....	60
5.3 Managerial Implication.....	60
5.4 Suggestion towards Future Research.....	61
BIBLIOGRAPHY.....	62
APPENDIX.....	65
BIODATA.....	71

## LIST OF TABLES

	Page
Table 3.1: Demographic Information of Respondents in Questionnaire.....	32
Table 3.2: Experts' Review.....	35
Table 3.2: A summary of Cronbach's Alpha of 7-Likert Factors.....	39
Table 3.3: A summary of Cronbach's Alpha of all 5-Likert Factors.....	39
Table 3.4: A summary of Cronbach's Alpha of 5-Liket Product Factor.....	40
Table 3.5: A summary of Cronbach's Alpha of 5-Liket Price Factor.....	40
Table 3.6: A summary of Cronbach's Alpha of 5-Liket Brand Factor.....	40
Table 3.7: A summary of Cronbach's Alpha of 5-Liket Chef Factor.....	40
Table 3.8: A summary of Cronbach's Alpha of 5-Liket Environment Factor.....	41
Table 3.9: A summary of Cronbach's Alpha of 5-Liket Personality Factor...	41
Table 3.10: A summary of Cronbach's Alpha of 5-Liket Culture Factor.....	41
Table 4.1: Analysis of 7-Likert Factors Affecting Customer Behavior.....	42
Table 4.2: Analysis of 5-Likert Factors Affecting Customer Behavior.....	45
Table 4.3: Analysis of Age Group Study.....	47
Table 4.4: Analysis of Occupation Group Study.....	49
Table 4.5: Analysis of Education Group Study.....	51
Table 4.6: Analysis of Salary Group Study.....	52
Table 4.7: Analysis of Frequency-of-visit Group Study.....	54

**LIST OF FIGURES**

	Page
Figure 2.1: Research Conceptual Framework.....	26



## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of this Research**

In this chapter, the background regarding the history of Chinese food and the development of Chinese restaurant in Bangkok, including Little Hong Kong, Din Tai Feng, and Ba Dou is introduced. The history of Chinese cuisine originated from 40,000 years ago. The various cultural roots and the interesting background of Chinese cuisine have made the Chinese restaurant business a colorful world. Different regions in China nurture their own food characteristics. Food is an expression of culture. For instance, people in the Sichuan area prefer eating hotpot which contains various ingredients into one hot soup heated by fire constantly. People living in Qingdao are likely to cool fresh seafood, because that place is located near the sea. People in Guangzhou would like to have delicate food without too many seasons, which emphasizes the original flavor of food. Different eating habits in various regions are significantly related to geographic ecology, farming tradition, and regional culture. More importantly, each area in China possesses its own typical and famous food, such as Henan broad noodles, Peking roast duck, Tianjin meatballs, Sichuan hotpot, Guangdong brunch, Shanghai steamed dumplings, Shanxi noodles, etc. In general, Chinese society has eight cuisine traditions based on geographic locations. Because of diversity in dishes, flavors, ingredients as well as different seasons, Chinese food has gained a wide acknowledgment from all over the world. The number of authentic Chinese restaurants is gradually growing up in the city and the customers are interested in trying various options available in the market.

Din Tai Fung is a famous Chinese restaurant in Bangkok. It has stores in major shopping malls in Bangkok. The interior decoration environment is modern and simple. Ding Taifeng's dishes are mainly dim sum, with a uniform taste and higher prices. The high-income groups whose consumer groups are mainly middle class relatively restrict some ordinary consumer groups. Little Hong Kong and Din Tai Fung are both dim sum- based Chinese restaurants. There are two stores in the small mall in Bangkok. The decoration style of the stores has a strong local cultural flavor of Hong Kong. The variety of dishes is rich, the taste is

uniform, and the price is 30% cheaper than Ding Taifeng, which is suitable for the mass consumer group. Ba Dou is a Sichuan spicy hot pot Chinese restaurant. There is only one store in Bangkok. The decoration style of the store is the traditional Sichuan cultural style. Ba Dou and Little Hong Kong both belong to Chinese restaurants that are suitable for consumption by the general public. The dining form is hot pot, with a large variety of dishes, strong self-selectivity and low prices.

## **1.2 Introduction of Typical Chinese Restaurant in Bangkok**

Due to its variety and exquisite taste, Chinese restaurants exist in numerous countries all over the world, such as Thailand, Korea, USA, Japan, etc. Currently, Chinese cuisine has gradually evolved and became a famous cuisine that can be ranked as one of the top three cuisines in the world. More interestingly, the number of Chinese restaurants in Bangkok is emerging rapidly. Especially, they are easily accessible at shopping malls, hotels, walking street, etc. Generally, Chinese restaurant in Bangkok provides lunch and dinner. Meanwhile, the good combination of Chinese food and Thailand food has been synthesized by adding local seasons and ingredients, which is specially designed for people

living in Thailand. Moreover, there are a number of original Chinese restaurants such as Little Hong Kong, Din Tai Feng, Ba Dou, Xiang Man Lou, Treasure Seafood, Shu Xiang Yuan, Bao Zang hot pot, etc., which offers authentic Chinese food matching with the rich atmosphere. To successfully survive in Thailand market and compete with other food restaurants, a lot of efforts and strategies have been made. As such, managers in Chinese restaurants have made a great attempt on advertisement through different medium to improve the reputation of Chinese restaurants, beneficial to attract more potential clients. In addition, famous or experienced Chinese chef has been invited to their individual restaurants, which is believed not only to provide original and tasty Chinese food, but also attract more attention from potential consumers. Furthermore, the interior decoration and convenient location of Chinese restaurants are also important to extend their business.

Previous reports have attempted to identify the factors that make Chinese restaurants successful in Bangkok. The menu variety, original flavor, portion size, exotic atmosphere, polite service, quality of service, and value for money are the main factors which ensure Chinese restaurants popular in Bangkok (Pun & Ho, 2001). In addition, it has been reported that other parameters, including constant food quality, cost control, an attractive theme, cooking processes, authentic taste, standard food preparation, training programs, customer satisfaction, brand name awareness, and location are the major factors, can effectively determine the successful development of Chinese restaurants in Bangkok. Additionally, there are several standards of the Chinese restaurant services, such as advertisement and promotion, food and environment, service and courtesy, along with price and value, tremendously giving rise to the likelihood of customers' return intention (Kivela, Inbakaran, & Reece, 2000). These dimensions were identified. At the same time, the motivations, restaurant characteristics, and information sources of potential clients are the most crucial respects affecting customers' behavior in Chinese restaurant.

### **1.3 Current Challenges**

Even though Chinese dishes are popular among people living in Bangkok, the development of Chinese restaurants is still confronted with several challenges impeding their business. First of all, the chef in Chinese restaurant generally follows the traditional cooking style to ensure the authenticity and flavor of food. However, to some extent, the hygiene issue in the kitchen and dining tables is always ignored, which poses a huge threat to consumers' health (Becker, Maiman, Kirscht, Haefner, & Drachman, 1977). High hygiene standards are extremely required for non-Chinese consumers. Moreover, it is widely known that Chinese food is generally oily. To improve the flavor level, various ingredients, seasons as well as additives are added to make an original Chinese food. Currently, people pay more and more attention to healthy food, and they are more likely to choose a healthy lifestyle (Plummer, 1974). Therefore, potential clients who have high healthy consciousness may not select oily or salty Chinese food. On top of that, Chinese food is easily copied from local competitors who would like to combine Chinese food with local flavor. Therefore, local people are more inclined to try the flavor that they are familiar, which gives rise

to intense competition relationship to original Chinese consumers. In another circumstance, managers in other restaurants gain wide know-how with respect to the restaurant selection behavior of potential buyers and their dining patterns. And they are more professional at doing advertisements to attract local consumers. Accordingly, Chinese restaurants find it extremely difficult to survive in the food market. On top of that, because of a growing familiarity with ethnic Chinese food, local Bangkok customers' attitudes toward ethnic cuisine have gradually changed. Currently, an exotic experience is not enough to attract consumers to a Chinese restaurant. Local Bangkok customers are no longer willing to trade off inferior service or atmosphere for an opportunity to try exotic Chinese dishes.

#### **1.4 Goal of this Research**

The purpose of this study is to evaluate parameters that affect customers' purchase criteria towards Chinese restaurant choice focusing on three Chinese restaurant brands including Little Hong Kong, Din Tai Feng and Ba Dou. This research is investigated according to the form of a questionnaire distributed in Chinese restaurants of Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok, Thailand. The results of the study can help the Chinese restaurant owners to understand the significant restaurant attributes that matter from the customer's perspective so that they can generate higher traffics to their restaurants. Moreover, this study also analyzes customer profile of each restaurant which will be beneficial to restaurant owners to better target their marketing efforts to the segment of interest.

#### **1.5 Significance of this Research**

Based on the above challenges, parameters that influence consumers' behavior on Chinese restaurant choice decision is needed to be investigated. These useful and meaningful marketing strategies play an essential role in operating Chinese restaurant overseas. Especially, some positive factors that aid Chinese restaurants successful in Bangkok may help Chinese restaurant managers to run their food industry more scientifically and effectively. The research findings of this study are significant due to various reasons. The result provides some valuable



insight to the managers and operators both in terms of consumer choice criteria and customer profiling. Therefore, the operators of Chinese restaurant have an opportunity to understand customers' expectations better and are able to tailor-made the marketing strategies to the customers' needs.

### **1.6 Content of this Research**

The content the study aims to investigate parameters that affect customers' purchase behavior towards Chinese restaurant among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou. This research is investigated according to the form of a questionnaire distributed in Chinese restaurants of Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok, Thailand. Most respondents come from customers of these three Chinese restaurants. After analysis and evaluation through this survey, different factors influencing customers' behavior are concluded. More importantly, some meaningful suggestions towards marketing strategies is proposed. This research was carried out during March 2019 at Little Hong Kong, Din Tai Feng and Ba Dou.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Foundation**

In this study, the theoretical Foundation is based on 7Ps Marketing Mix Theory, brand, consumption Behavior of consumers, health consciousness. The collected data is analyzed by SPSS to ensure reliability. Moreover, multinomial logistic regression is performed.

#### **2.2 7Ps Marketing Mix Theory**

McCarthy (1960), a marketing expert, constituted the Marketing 4Ps in the 1960s. Marketing Mix contains Product, Place, Price, Promotion, People, Processes, as well as Physical evidence (Wu & Wu, 1998). In the late 70's, marketers believed that the concept of Marketing Mix should be upgraded. Therefore, in the year of 1981, the Extended Marketing Mix was extended by Booms & Bitner, which added 3 new elements to the 4Ps Principle (Rafiq & Ahmed, 1995). Until now, the extended Marketing Mix contains products that are services and not just physical things. The marketing mix is a conceptual framework which emphasizes the principal decisions that marketing manager's make in constructing their offerings to satisfy the demands of customers, instead of scientific analysis-based management theory. The marketing mix can be utilized to create both long term strategies along with short term tactical programs (Wise & Sirohi, 2005). The elements in the marketing mix are described as follows. Even though the 7Ps Marketing was proposed at the 1980's, they are still widely used because of their fundamental logic being sound in the marketing environment and marketers' abilities to use the Marketing Mix to include changes in communications such as social media, updates in the places which you can sell a product/service or customers' expectations in a constantly changing commercial environment.

**Product:** A product is a tangible or intangible item, which is a form of services or goods. A product is built or produced to meet the needs of a certain group of people. The function of the product is designed based on the expectation of

consumers. A product has a certain life cycle that are the growth phase, the maturity phase, and the sales decline phase.

Meanwhile, the-state-of-art functions are desired to be innovated to satisfy more consumers' demands. It is meaningful to upgrade current product mix by enhancing the depth of the product line. When a product is designed or created, some requirements are necessary to be considered. For instance, why consumers need it? how many functions does this product can provide? when consumers will use it? where does this product use for? Does this product satisfy consumers' demand? does its appearance attractive to consumers? how many times/long does this product work? what is the difference of this product from other competitors? how to advertise this product, etc.

**Price:** Price is a very significant element of the marketing mix. The value of a product should be translated into money. Marketers need to think about the perceived value in which a product provides when setting the product price. There are three major pricing strategies, which are market penetration pricing, market skimming pricing as well as neutral pricing. Price not only stands for the value of a product, but also plays an important role in the profit of a company in a marketing plan. Therefore, how to manage the price of a product has a crucial role to play at the marketing strategy and tremendously influencing the sales and demands of a product. Generally, customers would like to evaluate the value of a product based on its price, i.e., a high price represents a high value of a product, while a low price indicates an inferior quality of a product. However, an extremely high price has to challenge rigid competition from other products in another company that has a lower price. There are several critical advices for managers when setting the product price. For example, how much is the cost to synthesize this product? is this price equal to its intrinsic value? how much do other managers sell this product? is it cheaper or higher? what is the customers' think about the product value? is it possible to slightly reduce the price of a product to considerably enhance its sale amounts? does the current price of the product keep up with the price of the product's competitors, etc.

**Place:** The location or distribution of a product is designed for the convenience of potential buyers, which is easy for consumers to find. Placement is critical to extending the target market. Distribution strategies are classified into intensive distribution, exclusive distribution as well as selective distribution. The product should be readily accessible to potential buyers. Managers can strategically place the products in different visible distribution points. There are some considerations about choosing the placement for a product. For instance, where is the most suitable place having a host of potential consumers? Is this place accessible for clients easily? Does it near the subway station, bus station, walking street or shopping mall? Is it convenient for potential buyer to find this place online? Does this store have an online shop? How is your distribution strategy different from your competitors? Does it have a notice and attractive brand, etc.

**Promotion:** Promotion is another essential element of marketing, because it can effectively enhance brand recognition and sales. Marketers can innovate an open dialogue with potential clients according to their needs and wants. Promotion is composed of various types, including Sales Organization, Personal Selling, Public Relations, PR, Advertising, Sales Promotion. Advertising typically basically depends on communication methods, such as internet advertisements, radio commercials, television, as well as print media, etc. Public relations contain a variety of media such as press releases, exhibitions, sponsorship deals, seminars, conferences, and events. In addition, social media is another approach for an organization. By virtue of these methods, the organization's message can be delivered to the correct audiences in the manner that they would most like to listen, whether it be informative or appealing to their emotions.

**Word of mouth:** Word of mouth is another class of product promotion. Word of mouth is an informal communication, and it can be described as the benefits of a product by satisfied buyers or other audience. Especially, the sales staff attach great importance in public relations and word of mouth. In current online ages, word of mouth also has a crucial role to play by means of online social media. To innovate effective product promotion approaches, some problems are necessary to consider. For instance, how to deliver useful sale information to potential consumers? Which medium is the most effective to reach potential consumers? What is the best time

to boost a product? what is the advantage of promotion strategy compared to that of competitors?

**People:** Companies basically depend on the people who work there and regulate them from front line Sales staff to the Managing Director. Company's employees as an essential part of your business deliver the products/services as you are making and want to make a profit from them. Therefore, it is a reasonable choice to hire the most suitable employees at their niches, which adds to maximize the largest profits of products. Moreover, it is people that convey excellent products and service to the potential buyers and communicate with them, whether they run a support desk, customer service, copywriters, programmer, etc. On top of that, company employees get well known about their products' quality and feedback from consumers as soon as possible, which is beneficial to upgrade the quality of products and makeup a feasible marketing plan.

**Processes:** The delivery of service is generally completed with the customer present. Hence, how the service is delivered to clients is a part of what the consumer is paying for. The systems and processes of the organization influence the conduction of the service. It could be a pay system, a sales funnel, a distribution system or other systematic processes to guarantee a working business which is operating successfully.

**Physical Evidence:** Physical Evidence is described as physical components even if the bulk of what the consumer is paying for is intangible. Physical evidence is a kind of support to your service regarding extra stuff. For example, a hair salon is likely to offer a completed hairdo for consumers; An insurance company will supply several printed materials for their clients.

## **2.3 Brand**

Successful brands are more attractive, distinctive, original, different and superior in comparison to other company's brands (Wood, 2000). A famous quote is that great products sell themselves. The brand is a crucial element to upgrade products. Back to the 18th century in America, cattle owners used a heated branding iron to mark livestock, which helped them to differentiate their properties with others. Similarly, manufacturers make their special logo or marks on the surface of their product packages these days, which can effectively and vividly convey their

identity, purpose, core values, specialty, vision, culture, etc. At the same time, another reason for brand to advertise products and make competition with other companies. There are some significant factors that deserve to be considered raise brand awareness and visibility as well as enhance brand recognition when designing it (Aaker, 1991):

- 1) This brand can clearly express the identity of this product
- 2) This brand can satisfy consumers' demands
- 3) This brand can attract consumers' attention and can be easily remembered
- 4) This brand represents goals and values of products
- 5) This brand shows difference of your products with others
- 6) An explanation of a brand is needed. For example, Coca-Cola stands for happiness and joy. Generally, human emotions also influence their purchasing behavior. Consumers prefer to feel related and personable when they see brand, which stimulates their purchase desire.

Brand performance: Brand performance stands for the success of a brand within the market, depends on the degree of brand innovativeness (Delgado-Ballester & Luis Munuera-Alemán, 2005). Innovation ensures a brand to stay competitive in the market, and thus be a worthwhile approach to stimulate brand performance. Innovation could offer numerous attentiveness according to the changes in customer tastes and make restaurants ahead of their competitors. For examples, by virtue of the authentic and original brand, Starbucks opens a wide business market and always appeals to numerous consumers. Brand performance can be measured based on different dimensions. Firstly, brand awareness is associated with whether a brand comes to customer minds when customers are considering buying a specific product category. Brand performance also could be measured by another dimension which is customer loyalty (Clark & Wood, 1998). Brand awareness is a basic dimension of brand performance, as a brand is unlikely to perform well unless the customer is at least aware of the brand. Therefore, a strong brand awareness, a solid brand reputation along with strong customer brand loyalty are widely used to evaluate whether the brand is successful or not. A marketing strategy could boost the reputation of a company and build solid brand awareness and

awareness. Additionally, it can nurture brand loyalty which gives rise to numerous marketing advantages, including reduced marketing costs, new clients and greater as well as higher trade leverage (Brooks & Simkin, 2012).

Brand experience: Brand experience is a kind of experiential marketing which combines a host of situations prepared by a company to impact the feeling of customers towards specific goods or brand (Oliver, 1980). A consumer uses to interact with a brand, companies make efforts to provide a kind general atmosphere of goodwill, dependability or trust to produce a connection between a concise demand and the brand. Brand experience that manipulated by managers refers to the construction of a sensory user experience for the sake of becoming forgettable to consumers. The approach that communicates with potential consumers can transfer brand awareness to brand loyalty. Brand experience as internal and subjective consumer responses like feelings, sensations, and perceptions and action responses originated from the design and identity, communications, packaging, and environments of a brand. Brand experiences is different in strength as well as intensity. In addition, brand experiences share different period. Short-lived brand experiences happen spontaneously; while long-lived brand experiences happen deliberately and can be rooted in consumer memory, which has an effect on consumer loyalty and satisfaction.

Brand reputation: Brand performance can also be measured by brand reputation that has a positive effect on brand performance. Brand reputation refers to an extrinsic cue which is an attribute corresponding to the product as well as service (Zeithaml, 1988). Brand reputation is related to how a specific brand is evaluated and perceived by consumers, stakeholders as well as the market. It is the integration of ideas and emotions that a customer connected with a brand during the purchase of products and services. A favorable brand reputation demonstrates that consumers prefer to purchase products or service that a company product. As a contrast, an unfavorable brand reputation may give rise to the distrust from consumers.

Brand image: The image and impression in the consumers' mind of the whole personality of a brand such as real or imaginary qualities as well as shortcomings (Keller, 1993). Brand image is identified as how existing or potential

customers evaluate the brand and connect with it. Brand image can be constructed over a certain time period by means of advertising campaigns with a consistent theme and is approved via the direct experience of clients. Brand image plays a critical role in brand performance. The number of product sale is increasing with a positive brand image, while a negative brand image may give rise to opposite results. The brand identity of the product that handled by companies should be realistic, practical, objective as well as novel. A positive brand image should be built in a way that customers can recall the brand together with its uniqueness with respect to the provided value proposition, relate to the organization's way of business and its key values. As a result, brand image is crucial to form the impression of a brand in consumers' mind and affects their purchase decision.

**Brand preference:** Brand preference refers to the brand that a consumer selects for a specific product category. Brand preference is a reflection of a desire to utilize a specific company's goods along with services, no matter there are equally-available alternatives with the same price and similar quality (Kotler, 2009). Brand preference is significant to companies, since it can be used as an indicator of the loyalty of clients, the success of marketing strategies, and the strength of respective brands, and heterogeneity of consumer choices. Transferring a habitual or routine buyer into emotionally connected, loyal clients with a strong brand preference is heavily depended on their sense of value. Managers are suggested to understand preferred products or service features for potential buyers, which is conducive to optimize offerings and enhance a product concept.

**Brand loyalty:** Brand loyalty refers to positive emotions towards a brand and dedication to buy goods or service of the same brand all the time from now on to the future, no matter activities from competitors or changes in the marketplace (Keller, 2003). Customer loyalty demonstrates that a consumer who is loyal to a brand will delay buying products of this brand if they are not available. Constructing a high degree of brand loyalty is regarded as a crucial objective in the branding process. Fostering loyal consumers are significant, since it is more difficult to attract new potential buyers. Brand loyalty assists in building a strong customer base which in turn serves as a tool to surpass competitors and attain a competitive edge that is required to succeed in the marketplace.



## 2.4 Lifestyle

Lifestyle is the living mode which people select based on their activities, interests, attitudes, and opinions. Lifestyle of consumers is considered as the sum of interactions with their environment. Different culture, environment, occupation and social class give rise to distinct lifestyles. As saying from Kotler et al, “Lifestyle is a person’s pattern of living as expressed in his or her activities, interests and opinions”. Lifestyle studies are a component of the broader behavior concept that is called psychographics. Cultural and societal factors bring about the outer boundaries of lifestyle within specific group. The interaction of group and individual expectations and values have an influence on behavior of a group of people. The lifestyle will also impact purchase decisions. Consumers are more willing to behavior positively when products and services in the market agree with their lifestyle as well as values. Specifically, psychographics pay attention to what people would like to do, what do they interest and what kind of perspectives that people have. Lifestyle marketing refers to a marketing strategy that a product is branded and marketed, which enables them with ideals, aesthetics as well as aspirations. Lifestyle marketing aims to establish relationships between products and targeted lifestyle people. It is related to constructing different markets based on distinct lifestyle of groups, locating goods in a way which can attract the activities, interests and opinions of the targeted market. Lifestyle information can be identified as an indicator to sell products to a targeted people. Lifestyle research reveals that the style of language as well as the tone of voice that can be used to reach targeted consumer. In addition, lifestyle information conveys that how the product or service adapt to consumers’ lives, how people think about it and whether people will use them again.

## 2.5 Culture

As Geert Hofstede suggests, “culture is defined as the collective mental programming of the human mind which distinguishes one group of people from another. This programming influences patterns of thinking which are reflected in the meaning people attach to various aspects of life and which become crystallized in the institutions of a society.” Each group of people has their own culture, which is conveyed from languages, values, dressing styles, eating habits, religions, norms for

social behavior along with rituals. The individual culture of a region has an influence on how information is obtained by people and adapt to a strategic marketing plan. There are six dimensions of culture, including power distance, individualism, masculinity, uncertainty avoidance, long-term orientation, as well as indulgence. By paying attention to these cultural insights, marketers not only can precisely provide what a group of consumers' demands and wants, but also provide products and service that anticipate altering consumers' attitudes if they get well known about culture factors in the market. The capability of predicting the consumer behavior may give a huge advantage to marketers in the competitive marketplace.

Cultural marketing which focuses on what is going on in the culture is a kind of marketing method where information is delivered to a certain group of potential customers who belong to a particular culture or demographic, and translates individual culture into compelling content that piques interest, inspires people, and assists you construct a deep relationship with them. Marketers are suggested to be a sensitive observer of the culture of the targeted market, which is beneficial to anticipate what kind of trend will be accepted among people in the future. Most importantly, cultural marketing a strategy to boost what you pay attention to and appeal consumers who have the same value. Generally, news on the media and Internet may assist marketers to know about the values which are stimulating cultural change. Being familiar with the cultural movements enables marketers to forecast ways where the marketplace they serve are changing and involve in cultural changes that will shape the society future.

## **2.6 Personalization**

Personalized marketing refers to collecting data related to customers and crafting marketing experiences that target specific types of customers. Personalization aims to enhance the customer experience by communicating with each as an individual. Marketing personalization, also called as personalized marketing or one-to-one marketing, is the practice of using data to convey brand information to an individual consumer. This strategy is distinct from traditional mass-marketing messaging marketing that emphasizes quantity of messages and depends on

casting a large net to earn a small number of customers, such as billboards, flyers, cold calls together mailings. As a contrast, personalized marketing a novel method that companies convey related individualized information to targeted consumers by means of data collection, analysis coupled with the automation technology.

There are multiple advantages of personalized marketing, for both businesses and consumers. Firstly, this strategy can effectively enhance the customer experience by participating activities of companies. Secondly, personalized marketing can boost the brand loyalty of consumers when they offer their information and data, because they would like to be regarded as unique individuals with specific preferences. Businesses which invest numerous time and resources to conduct successful personalized marketing method may obtain a competitive advantage in both brand loyalty and customer satisfaction. Thirdly, personalized marketing is able to create consistency across channels, which guarantees similar purchasing experience in both physical stores and online shopping from App. Moreover, there are some strategies for managers to sustain a strong personalized marketing plan, including knowing consumers' demands, remembering who they are and what they have done through different channels, anticipating their future needs, etc.

## **2.7 Chef**

Famous chefs or professional chefs will have certain influence and appeal because of their published cooking books, unique cooking styles or popular cooking shows. The restaurants where they work can attract customers' attention and thus attract many customers to the restaurants.

Consumers may choose restaurants because they want to taste the specialty food prepared by famous chefs or enjoy the performance of famous chefs, so restaurants can employ chefs with unique cooking styles, well-trained, experienced and effective communication skills to enhance the consumption experience of customers. Customers love the chefs, so they go back to the restaurant to experience what they have to offer.

Here are some effective strategies for building a chef brand: first, chefs should have strong communication skills, as well as talent and training. Second, having a biography on the menu and Posting about the chef on a website, flyer,

newspaper or social media app can enhance the chef's reputation. A press release was issued to promote the chef. Third, chefs are encouraged to demonstrate to consumers how the dish is cooked and to advise them how to enjoy it. In addition, it is recommended that chefs' professional knowledge, such as cooking training, specialty dishes, specialty flavors, celebrity apprenticeship with food, work experience, work in well-known markets or strong personality, etc. be publicized to increase popularity and help distinguish chefs from other restaurants.

## **2.8 Consumption Behavior of Consumers**

The consumer choice behavior is composed of functional value, social value, emotional value, epistemic value, together with conditional value, which affects a purchasing decision (Auty, 1992). Various aspects, such as economics, sociology, psychology, and marketing and consumer behavior have made a solid foundation for this theory of consumer choice behavior. The five-consumer choice behavior gives rise to distinct contributions under different choice making conditions (Manisong, 2006).

2.8.1 The functional value of the alternative is derived from the functionality, utility, or physical capability of the alternative, which is calculated based on the configuration of the selected attribute.

2.8.2 The alternative requires functional value because it has significant functional, practical, and physical attributes.

2.8.3 the social value of an alternative is the function derived from its association with other specific social groups.

Social values are evaluated by choosing the sides of images. The alternative requires social values associated with positive or negative stereotypes, cultural ethnics, and socio- economic factors.

2.8.4 The emotional value of the substitute is a function obtained from the substitute's ability to awaken emotions or emotional states.

Affective value is assessed in terms of the emotional profile associated with another choice. The other option requires emotional value when associated with a particular feeling.

2.8.5 The cognitive value of an alternative is the function derived from the alternative's ability to stimulate curiosity, provide novelty, and satisfy technical requirements or needs.

2.8.6 The conditional value of the substitute is the function obtained by the consumer when making a choice due to a specific situation. Conditional values are evaluated based on the profile of the options contingent. Another option is conditional value in the presence of physical or social contingencies of precedent, which enhances functional and social value.

## **2.9 Health Consciousness**

Currently, the increasing of health consciousness of consumers will stimulate the research on the health-relevant food. Health consciousness evaluates the readiness to assume health actions, and it has been regarded as an important element of the conceptual models of healthy behavior (Brunso & Scholderer, 2001). In addition, health consciousness is conducted to estimate the associated health behavior. For example, the health belief model has been regarded as one of the conceptual frameworks to investigate health behavior. Health concern can be identified as a reasonable, cognitively based antecedent of the decision to take up nutritious ingredients. Because consumers get more worried about food health problems, the consumption of healthy food is improving.

Health-conscious consumers are more likely to eat healthy foods with numerous nutrition and to prevent dining experiences which may be harmful to physical health. Previous research has investigated a variety of reasons to enhance the health consciousness among restaurant consumers, such as disease inhibition, nutrition ingredients, weight control, and individual appearance. Health-conscious consumers always care about their health conditions. Therefore, they prefer to live in a healthy manner to maintain their physical fitness and prevent illness through participating in. engaging in healthy behavior and being self-conscious towards health. Further, consumers always are concerned about food safety when they are eating out, especially some residues within food such as chemicals, fertilizers, artificial additives, seasons and preservatives, etc. As a result, the health concern

towards food quality of consumers at restaurants attaches great significance on their business. Re the demands of health-conscious consumers.

## **2.10 Choice Theory**

If consumer behavior is discussed as a subfield of marketing, there are now two dominant views: one provided by economic theory, the other by behavioral social science.

First of all, the consumer's economic theory is very important. Because most marketing is based on economic science, it encompasses many of the concepts and assumptions provided by the economic context.

Secondly, marketing is inseparable from the main economic problems of the society. Marketing is closely related to management and economic and social policies, thus giving rise to another branch derived from the economics of social marketing.

The basic concepts and assumptions are based on the rational choice of consumers, which is a basic theory of economics, as well as the basic theory of current social mentality. Behavioral science provides a strong conceptual foundation for marketing from the perspective of consumers. The emphasis on emotion, social interaction and morality in purchasing and consuming behavior is more applied to business communication than to social marketing in practice. Obviously, in the second perspective, consumer behavior is difficult to model mathematically, given the number of variables and the lack of independence or dependency among them.

The model of consumer rational choice is very extensive and deep in the structure and institutional framework of modern society (western capitalist society model). The main idea of this model is that each of us ACTS in order to maximize the benefits. Under the premise of rational choice model, human behavior is a continuous process of rational decision-making in different behavioral processes. Before making these choices, we weigh the expected benefits and costs of different actions and choose the actions that provide the greatest net benefit or the lowest cost.

The literature on rational choice models and their critiques is vast. A general view of this theory and its most common critics can be found in Scott (2000)'s paper rational choice theory.

The process of evaluating the net costs and benefits of available alternatives involves two different elements: the set of expectations about the outcomes of each choice, and the existing evaluation of those outcomes. This characteristic of the rational selection model leads to its second name in the current literature, the name of the expected value model (Ajzen & Fishbein, 1973).

The main feature of rational choice model (especially for its application in consumer behavior) is that individuals are the main analysis unit. In the model, an individual is a person who makes a decision based on rational considerations, which include a personal assessment of the subjective expected outcome. The value attached to the result is also named the "utility" of the result for the corresponding individual. In these models, the individual-centered approach is also known as methodological individualism.

### **2.11 Utility Maximization Theory**

Utility theory is based on personal preferences, a pseudo-theory in economics that is explained by the fact that people consistently rank the things they need to choose based on their preferences. Everyone has different preferences, so we can say that individual preferences are intrinsic. Any theory that proposes an acquisition preference is based on the idea of certain assumptions. Utility theory is a positive theory designed to explain individual observed behaviors and choices.

The distinction between normative and positive theory is of great significance in the discipline of economics. The norm of economic theory is to tell people what to do. Others have often argued successfully that economic theory aims to explain the behavior of agents in the market and is therefore positive in some sense. This is in sharp contrast to a normative theory that requires people to behave in a normative way. Instead, it's simply because the theory itself is positive, and after looking at the choices individuals make, we can infer their preferences. When we set certain limits on these preferences, we can use utility functions to represent them analytically—a mathematical formula that ranks individual preferences based on satisfaction provided by different consumption bundles.



So, under the assumption of utility theory, we can assume that people behave as if they have a utility function, and act accordingly. The fact that a person does not know his or her utility function, or even denies its existence, does not contradict the theory. Economists have experimented to decipher individual utility functions and the actions that make up them. First, imagine a person being "tied" to a group of purchases. We assume that a person has a clear preference that allows them to "sort" all the bundles as needed, that is, how satisfied each bundle is with each bundle. The individual. This preference-based ranking tells us that the theory itself has ordinal utility and is intended to study relative satisfaction. As mentioned earlier, absolute satisfaction depends on the conditions. Therefore, the theory cannot have basic utility by default, nor can it have utility that represents absolute satisfaction. To flesh out this theory, you can imagine a consumption bundle consisting of a week's worth of food and clothing in various combinations, that is, food for half a week, clothing for half a week, and all the other possible combinations.

Utility theory then makes the following assumptions:

**Integrity:** individuals can rank all possible bundles. Ranking means that the theory assumes that no matter how many combinations of consumption bundles are placed in front of an individual, each person can consistently rank them in some order of preference. This, in turn, means that individuals can somehow compare any bundle to any other bundle and rank each bundle according to the satisfaction it provides. So, in our example, we can compare a half week's worth of food and clothing to a week's worth of food, a week's worth of clothing, or any combination of these. Mathematically, the attribute of an individual's preference that enables him or her to compare any given bundle of goods to any other bundle of goods is called the completeness attribute of the preference.

**A better hypothesis:** suppose someone prefers to consume the bundle of goods A rather than goods B. He is then provided with another bundle that contains more of all the items in bundle A, that is, the new bundle is denoted as  $a_2$ , where  $a_2 = 1$  better assuming that the individual prefers A to A, which in turn prefers B. In our example, if a week's worth of food is preferable to a week's worth of clothes, then two weeks' worth of food is preferable to one week's worth of food. Mathematically, the better hypothesis is called the monotonic hypothesis of



preference. One can always argue that this assumption is often broken. It's not hard to imagine a person with a full stomach rejecting other foods. However, this situation is easy to resolve. Suppose an individual could choose to sell other foods to other people or charities of his choice. In this case, even if he or she is full, he will still like to eat more food. Thus, under the monotonicity assumption, the hidden property allows free disposal of any excess bundle.

Better mix: suppose a person is indifferent to the choice between a week's clothing and a week's food. Thus, one option is not in itself preferable to the other. The "better mix" hypothesis about preferences suggests that mixing two foods together, such as half a week's food and half a week's clothing, would be better than both independent choices. Therefore, a glass of milk mixed with Milo (Nestle's beverage blend) is more popular than milk or Milo. The better mixed hypothesis is called the "convexity" hypothesis about preference, that is, the preference is convexity.

Rationality: this is the most important and controversial assumption of all utility theories. Under the assumption of rationality, individual preferences avoid any form of cycling. In other words, if bundled software A takes precedence over B, and bundled software B takes precedence over C, then A also takes precedence over C. In any case, the individual does not like C rather than A. You can probably see why this assumption is controversial. It assumes that innate preferences (the ranking of bundles of goods) are fixed, regardless of context or time.

If people think of preference order as a comparative relationship, it becomes easier to construct examples that violate this assumption. Thus, in the "beat" -as in college football, A beats B. These relationships are easy to see. For example, if Florida beats Ohio state and Ohio state beats Georgia tech, that doesn't mean Florida beats Georgia tech. Although this assumption is restrictive, it is critical. In mathematics, this is called the preference transitivity hypothesis.

As long as these four assumptions are met, individual preferences can be expressed by well-behaved utility functions. The utility function assumes that there is no personal preference, so there is no need for convexity. However, it is necessary if we want the feature to perform well. Note that these assumptions lead to "one" functionality, not "this" functionality. So, the way that individuals represent preferences under a particular utility function may not be unique. Well-behaved

utility functionality explains why any comparison of everyone's utility functionality is futile (and a misunderstanding of the basic utility). Nonetheless, utility functions are valuable tools for representing individual preferences as long as the four assumptions above are met. For the rest of this chapter, we'll assume that anyone's preferences can always be represented by well-behaved utility functions. As we mentioned earlier, the utility of good behavior depends on the amount of wealth a person has.

Utility theory is based on the idea that people make decisions as if by assigning fictitious utility values to primitive monetary values. Decision makers see different levels of monetary value, translate those values into different hypothetical terms ("utility"), process decisions in terms of utility (not wealth), and translate the results back into monetary terms. So, while we look at the inputs and outcomes of decisions in monetary terms, the decisions themselves are made in terms of utility conditions. Given that utility represents satisfaction, individuals act as if they maximize utility, rather than the observed dollar level.

Based on the above analysis, three Chinese restaurants including Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok have been selected. Din Tai Feng is one of the most famous and popular Chinese restaurants because of a variety of dishes, comfortable and clean environment, good service as well as famous chef. The cuisine provided in this restaurant features the authentic flavor same as Hong Kong, which especially attracts consumers who prefer Hong Kong dishes. More importantly, the manager in Din Tai Feng pays tremendous attention to the hygiene issue and makes sure the high quality of dining environment for consumers. People with a high health consciousness are willing to choose Din Tai Feng. The location of Din Tai Feng is around bus station or walking street, which is convenient for consumers to find. However, the price of dishes in Din Tai Feng is higher compared to that of Little Hong Kong and Ba Dou. Therefore, business men are willing to choose Din Tai Feng to experience Chinese food. Moreover, Din Tai Feng is expert in enhancing brand recognition via different approaches, such as. Until now, it has eight chain stores and enjoys a high reputation in Bangkok. As for Little Hong Kong, its dish style is actually similar to that of Din Tai Feng, because it affords a variety of Hong Kong cuisine. The decoration and environment of Little Hong Kong have a sense of Chinese culture atmosphere, and its service makes

people feel comfortable and convenient. Meanwhile, Little Hong Kong uses the personalized marketing to attract potential consumers in which specific dish information is sent to individuals based on their preference. At the same time, the price of dishes in Little Hong Kong is much lower than that of Din Tai Feng. Hence, students and company employees are more likely to choose this restaurant. On top of that, Ba Dou is another representative Chinese restaurant in Bangkok. Its specialty is Sichuan hotpot which is popular not only in China but also in Thailand. The taste of hotpot in this restaurant is extremely authentic and original due to the presence of experienced and professional chef, which attracts numerous local people who prefer spicy food. More importantly, Ba Dou attaches a great importance on the promotion to increase the number of consumers. More explicitly, the manager in Ba Dou use a variety of media to increase the brand reputation, such as internet advertising, sales promotion, radio commercials, print media etc. In addition, integrating system that awards buyers with credits is utilized to appeal consumers. Special gift such as long-life noodles is provided freely for consumers whose birthday come. Moreover, the price is reasonable and acceptable. As a result, Ba Dou gets a wide acknowledgment from different groups of people, such as students, employees, etc., and makes a successful business in Bangkok.

## **2.12 Previous Research Studies**

Sudhagar & Rajendran (2017) identified the selection criteria used by Indian restaurant customers when dining in Chinese restaurants and learned about their contemporary dining habits. This work shows that customers often apply the five dimensions of restaurant selection criteria. Size is made up of restaurant quality, dining comfort, customer sensitivity, dining options and restaurant image. The authors used descriptive statistics and exploratory factor analysis to evaluate the data. It will also help to formulate the required marketing and operational strategies, such as food quality, service quality, customer relationship practices and promotional offers. These effective strategies can make the restaurant competitive in the market by meeting customers' needs and expectations. We carefully assessed Chinese restaurant consumption in the Indian context, particularly in Chennai. In addition, the study provides high-level insights and insights for other researchers.

Srimuk & Choibamroong (2015) conducted in-depth interviews with key managers (e.g., business owners, managers) using qualitative methods to develop a business investment strategy to support small and medium sized restaurants in Yaowarach, Bangkok, Thailand. In this work, strategic investment is proposed to improve investment efficiency.

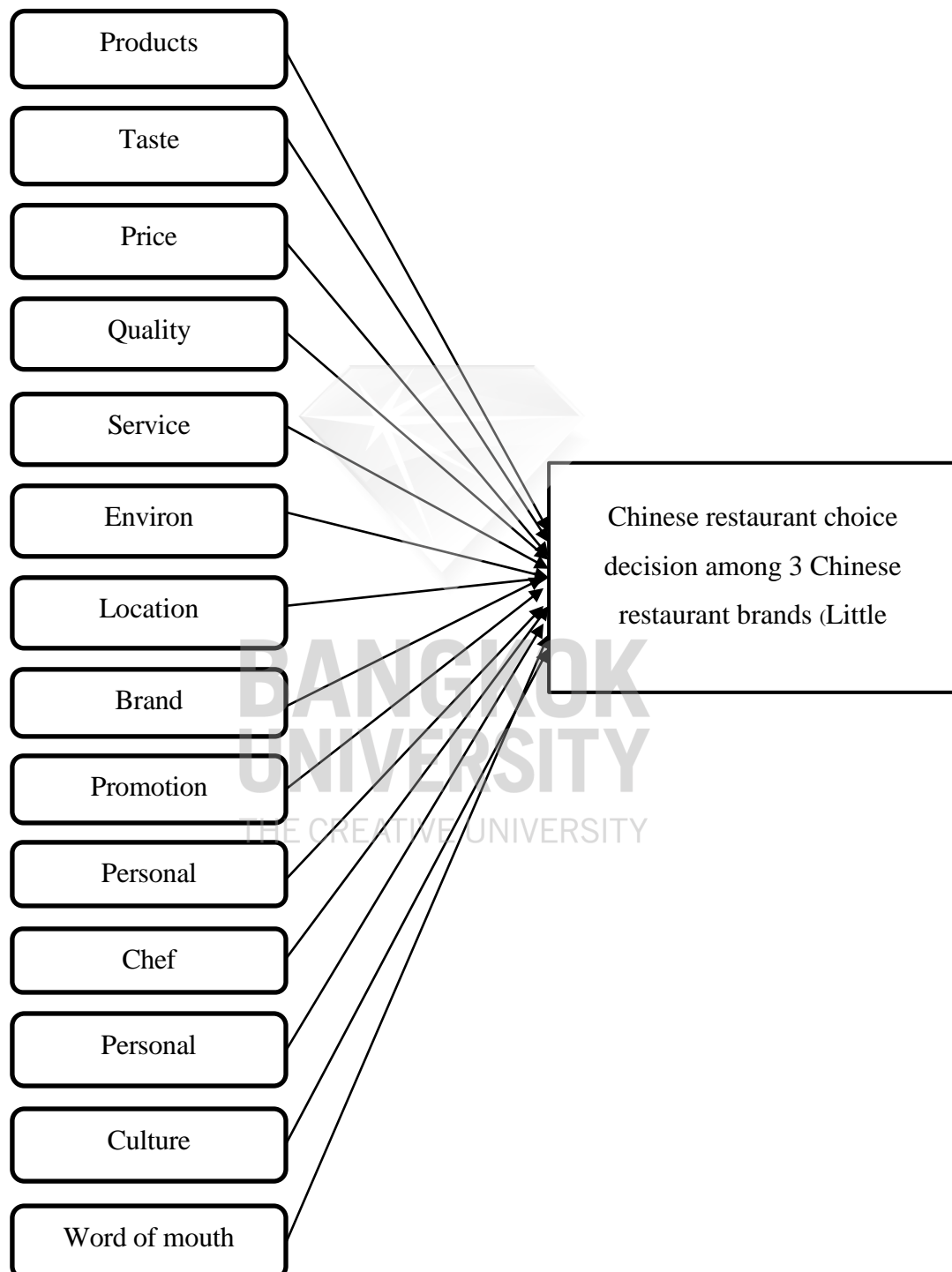
The first is corporate strategy, which reveals that companies take an active approach to increasing market share from diversification. The operators of the two restaurants plan to expand and implement the expansion. The second is corporate strategy, which aims to diversify products and innovate original products or services that are different from competitors. The third is functional strategy, where the operational level is the goal of the organization. The recommended strategy should include all departments within the organization working together to successfully conduct business.

Ma, Qu, & Njite (2011) used the necessary empirical information to fill gaps in the existing literature on service quality in Chinese restaurants in the United States. The work evaluated customer perceptions of various aspects of service in Chinese restaurants in the United States. In addition, importance-performance analysis techniques were performed to investigate service areas requiring special attention. This indicates that female customers in Chinese restaurants generally have higher expectations of service quality than male customers. In addition, western customers are more satisfied with their performance than eastern customers, because this special Chinese restaurant is classified as the third category of Chinese restaurants in the United States and mainly serves food targeted at American customers. As a result, the taste and appearance of the food may not be as authentic as eastern customers expect. More interestingly, the results of this work suggest that culture may also influence customer perceptions (Jang, Liu, & Namkung, 2011).

Furthermore, Otengei, Bakunda, Ngoma, Ntayi and Munene (2017) suggested that food quality assurance, food authenticity; personalized service and security assurance were utilized by ethnic restaurants in order to enhance food tourist inflows. It shows that knowledge absorption capacity helped ethnic restaurants to attract and retain food tourists. Thienhirun and Chung (2017) reported that the relationship between values, client needs, satisfaction, and return intention in ethnic

restaurants. The relationship of value as a determinant of customer needs was supported by the positive correlation between each value and need. Namin (2017) indicated that service quality, food quality, and price-value ratio can effectively enhance customer satisfaction. Filimonau and Krivcova (2017) proposed that even though customer awareness about the changing food choice on personal health and the environment was improved, they are still timid to use menu design as a means to positively affect consumer choice. Kim, Youn and Rao (2017) reported that unfamiliar food names and ingredients tremendously boost customers' perceptions of authenticity and induced positive emotions. In contrast, familiar food names and ingredients arouse negative valence emotions, such as boredom and calm. Kim, et al. (2017) demonstrated that the number of online reviews customers had a crucial effect on restaurant performance. The restaurant performance was also influenced by customer overall rating, guest served per labor hour, and the food quality.

Figure 2.1: Research Conceptual Framework



### 2.13 Hypothesis

The hypothesis is a statement of the explanation of the research problem and the arrangement of an educated view of the results. Based on an experiment in a study, the variables and the results of previous studies will be analyzed to provide hypotheses for this study. Therefore, it is assumed that:

H1o: Products does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H1a: Products does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H2o: Taste does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H2a: Taste does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H3o: Price does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H3a: Price does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H3o: Price does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H3a: Price does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H4o: Quality does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H4a: Quality does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H5o: Service does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H5a: Service does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H6o: Environment does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H6a: Environment does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H7o: Location does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H7a: Location does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H8o: Brand does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H8a: Brand does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H9o: Promotion does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H9a: Promotion does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H10o: Chef does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H10a: Chef does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H11o: Word of mouth does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H11a: Word of mouth does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H12o: Personality does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H12a: Personality does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H13o: Culture does not influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou

H13a: Culture does influence consumer restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou



## **CHAPTER 3**

### **METHODOLOGY**

This chapter will introduce the research methodology that is utilized to collect data and analyze these data. A questionnaire that was distributed to customers is applied to evaluate and conclude about research approaches, population and samples, research instrument, reliability and validity assessment, data collection, Multinomial Logistic Regression is used to test hypotheses and cross-tabulation is used to analyze customer profiling of each restaurant brand.

#### **3.1 Population and Samples**

#### **3.2 Questionnaire Design & Development**

#### **3.3 Data Collection**

#### **3.4 Data Analysis**

### **3.1 Research Approaches**

This study is investigated by means of Quantitative Research towards parameters influencing on purchase decision of consumers at Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok. The whole process about this Quantitative Research in this study is described as follows:

#### **3.1.1 Population and Samples**

**Population:** the total number of consumers that have consumed at Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok this questionnaire.

**Samples:** The sample in this research is regarded as consumers that have consumed at Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok. According to the method in the previous study (Yamane, 1967), the total number of the sample size of consumers that has consumed at Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok this questionnaire is evaluated to be 400 in this study. The details are described as follows:

1) The total number of populations that is living in Bangkok at 10,820,921 people (Department of Provincial Administration, 2562)

2) The selected sample was calculated based on the following equation, which is at a level of 95% reliability and  $\pm 5\%$  precision:

$$n = \frac{N}{1 + Ne^2}$$

e = Level of precision or sampling of Error at  $\pm 5$

n = Sample size

N = Population

Calculated from the above equation, the sample size

$n = 10,820,921 / (1 + 10,820,921 * 0.052) = 399.99$ , which is about 400.

Therefore, a number of consumers of 400 that has consumed at Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok. In order to improve the accuracy and reliability, as well as decrease the error of this research, 456 consumers will be selected for this questionnaire.

### 3.2 Questionnaire Design & Development

The questionnaire was utilized to collect data in this study. The goal of this questionnaire is to investigate parameters influencing on the purchase decision of consumers at Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok. Hence, the details about the questionnaire are as follows:

Part 1 includes restaurant choice question.

Part 2 includes all potentially relevant dimensions of each factor in Part 1 using 5- Likert scale measurement (1 = strongly disagree, 2 = somewhat disagree, 3 = neutral, 4 = somewhat agree, 5 = strongly agree). Listed below are all independent variables and their potential features/ dimensions included in our model that will be tested whether they influence customer's restaurant choice decision among Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok.

1) Taste (2 questions)

Authentic

Spicy

- 2) Price (2 questions)
  - Reasonable price
  - Price discount
- 3) Quality (4 questions)
  - Fresh
  - Health
  - Cooking oil
- 4) Constant quality 4, Service (3 questions)
  - Polite
  - Professional
  - Friendly
- 5) Variety (1 questions)
  - Main menu
- 6) Environment (4 questions)
  - Nice layout
  - Nice authentic
  - Not too noisy
  - Smell good
- 7) Location (5 questions)
  - BTS/MRT
  - Parking
  - Walking street
  - Easy to find
  - Shopping mall
- 8) Brand (2 questions)
  - Attractive
  - Original
- 9) Promotion (4 questions)
  - Season
  - VIP
  - Birthday
  - Credit card

## 10) Chef (2 questions)

Famous Chinese chef

Experienced Chinese chef

Part 3 includes all factors that could potentially influence consumers' restaurant choice decision in Part1 using 7-Likert scale measurement (0 = no effect, 1 = minimum effect, 2 = mild effect, ..., 7 = maximum effect).

Part 4 includes demographic information shown below

Table 3.1: Demographic Information of Respondents in Questionnaire

Gender	Male
	Female
Age	10-20
	20-29
	30-39
	40+
Married status	Single
	Married
	Divorced
	Widowed
Education	High school
	Undergraduate
	Master- degree or above
Occupation	Student
	Teacher
	Businessman
	Doctor
	Company employee
	Others

(Continued)

Table 3.1 (Continued): Demographic Information of Respondents in Questionnaire

Salary	10000 BATH or below
	10001-20000 BATH
	20001-30000 BATH
	More than 30000 BATH

### 3.1.3 Content Validity

Each question in this questionnaire is designed according to previous references. Moreover, these questions were carefully examined by the author's advisor, as well as three experts from Little Hong Kong, Din Tai Feng and Ba Dou who gave feedback, which was used to evaluate the content validity of this questionnaire. They are Mr. Chongming Li of the manager in Little Hong Kong, Mr. Nolan Chen of the manager in Din Tai Feng, as well as Mr. Hitoshi Zhang of the manager in Ba Dou.

Validity test of the questionnaires was evaluated by products, marketers and advisor of Little Hong Kong, Din Tai Feng and Ba Dou by means of The Index of Item Objective Congruence (IOC), which is described as follows:

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

in which IOC = The measure of consistency

R = The score of experts

$\sum R$  = The sum of the score of each individual expert

N = The number of professionals

In addition, there are several criteria that the experts can select, which is described as follows:

- 1 represents that each question of the Questionnaire does not agree with the goal of the questionnaire.

0 represents that each question of the Questionnaire is partially consistent with the goal of the questionnaire.

+1 represents that each question of the Questionnaire totally agrees with the goal of the questionnaire.



Table 3.2: Experts' Review

No.		Expert 1			Expert 2			Expert 3		Total Scores $\Sigma$	IOC ( $\Sigma R$ )/N	Data Analysis
	1	0	-1	1	0	-1	1	0	-1			
1	√			√			√			3	1	Acceptable
2		√		√			√			2	0.67	Acceptable
3	√				√		√			2	0.67	Acceptable
4	√			√			√			3	1	Acceptable
5		√		√			√			2	0.67	Acceptable
6		√			√		√			1	0.33	Acceptable
7	√			√			√			3	1	Acceptable
8	√			√			√			3	1	Acceptable
9	√			√			√			3	1	Acceptable
10	√			√				√		2	0.67	Acceptable
11	√			√				√		2	0.67	Acceptable
12	√			√			√			3	1	Acceptable
13	√			√			√			3	1	Acceptable

(Continued)

Table 3.2 (Continued): Experts' Review

No.		Expert 1			Expert 2			Expert 3		Total Scores $\Sigma$	IOC ( $\Sigma R$ )/N	Data Analysis
	1	0	-1	1	0	-1	1	0	-1			
14	√			√			√			3	1	Acceptable
15	√			√			√			3	1	Acceptable
16	√			√			√			3	1	Acceptable
17	√			√			√			3	1	Acceptable
18	√				√		√			2	0.67	Acceptable
19	√			√			√			3	1	Acceptable
20		√		√			√			2	0.67	Acceptable
21	√			√			√			3	1	Acceptable
22	√				√		√			2	0.67	Acceptable
23		√		√			√			3	0.67	Acceptable
24	√			√			√			3	1	Acceptable
25	√			√				√		2	0.67	Acceptable
26	√			√				√		2	0.67	Acceptable

(Continued)



Table 3.2 (Continued): Experts' Review

No.		Expert 1			Expert 2			Expert 3		Total Scores $\Sigma$	IOC ( $\Sigma R$ )/N	Data Analysis
	1	0	-1	1	0	-1	1	0	-1			
27	√			√			√			3	1	Acceptable
28	√			√			√			3	1	Acceptable
29	√			√			√			3	1	Acceptable
30		√		√			√			2	0.67	Acceptable
31	√			√			√			3	1	Acceptable
32	√				√		√			2	0.67	Acceptable
33	√			√			√			3	1	Acceptable
34	√			√			√			3	1	Acceptable
35	√				√		√			3	0.67	Acceptable
36	√			√			√			3	1	Acceptable
37		√		√			√			2	0.67	Acceptable
38	√			√			√			3	1	Acceptable

(Continued)

Table 3.2 (Continued): Experts' Review

No.		Expert 1			Expert 2			Expert 3		Total Scores $\Sigma$	IOC ( $\Sigma R$ )/N	Data Analysis
	1	0	-1	1	0	-1	1	0	-1			
39	√			√			√			3	1	Acceptable
40	√				√		√			2	0.67	Acceptable
41	√			√			√			3	1	Acceptable
42	√			√			√			3	1	Acceptable
43	√			√			√			3	1	Acceptable
44	√			√			√			3	1	Acceptable
45	√			√				√		2	0.67	Acceptable
46	√			√			√			3	1	Acceptable
47		√		√			√			2	0.67	Acceptable
48	√			√			√			3	1	Acceptable
Total										126	41.39	Acceptable

The calculation is described as follows:

$$\text{IOC} = \frac{41.39}{48} = 0.862$$

Because the IOC value from three experts was calculated to be 0.862, which is higher than 0.5. Therefore, this result indicates that the content of this questionnaire is valid.

### 3.3 Data Collection

Online Tencent-form questionnaires have been used to collect both 30-pre-sampling data and 456 sample data after reliability test is calculated in SPSS shown below:

Table 3.2: A summary of Cronbach's Alpha of 7-Likert Factors.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.921	.921	13

Table 3.3: A summary of Cronbach's Alpha of all 5-Likert Factors.

Reliability Statistics	
Cronbach's Alpha	N of Items
.951	23

Table 3.4: A summary of Cronbach's Alpha of 5-Liket Product Factor.

Reliability Statistics	
Cronbach's Alpha	N of Items
.791	5

Table 3.5: A summary of Cronbach's Alpha of 5-Liket Price Factor.

Reliability Statistics	
Cronbach's Alpha	N of Items
.721	3

Table 3.6: A summary of Cronbach's Alpha of 5-Liket Brand Factor.

Reliability Statistics	
Cronbach's Alpha	N of Items
.775	4

Table 3.7: A summary of Cronbach's Alpha of 5-Liket Chef Factor.

Reliability Statistics	
Cronbach's Alpha	N of Items
.725	3

Table 3.8: A summary of Cronbach's Alpha of 5-Liket Environment Factor.

Reliability Statistics	
Cronbach's Alpha	N of Items
.711	2

Table 3.9: A summary of Cronbach's Alpha of 5-Liket Personality Factor.

Reliability Statistics	
Cronbach's Alpha	N of Items
.734	3

Table 3.10: A summary of Cronbach's Alpha of 5-Liket Culture Factor.

Reliability Statistics	
Cronbach's Alpha	N of Items
.723	3

Cronbach's Alpha of different factors are all greater than 0.7, which suggests that the questionnaire in this study is reliable.

### 3.4 Data Analysis

Multinomial logistic regression is performed to test hypotheses regarding parameters affecting customer choice at Little Hong Kong, Din Tai Feng and Ba Dou in Bangkok based on Likelihood Ratio Tests.

Cross-tabulation analyzes customer profile of three brands of Chinese restaurants in Bangkok using demographic information such as gender, age, married status, occupation, salary, and education.

## CHAPTER 4

### RESEARCH FINDING AND DATA ANALYSIS

This chapter is the analysis of the empirical research proposed by the author. The analysis will be done using the frame of reference in chapter 2.

The results of this study are divided into the following three parts:

Part 1: Results of an analysis using multiple logistic regression to analyze the factors that influence purchasing decisions, and use multiple logistic regression analysis to analyze the factors influencing customers' decision to choose these three Chinese restaurants.

Part 2: Analysis of consumer behavior and demographic information at the three Chinese restaurants using crossovers.

#### 4.1 Data Analysis Results

Results of analyze the factors that influence purchasing decisions and influencing customers' decision to choose these three Chinese restaurants.

##### 4.1.1 Hypotheses Testing

Table 4.1: Analysis of 7-Likert Factors Affecting Customer Behavior

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Products	666.237	14.795	14	.392
Taste	673.517	22.075	12	.037
Price	672.905	21.463	14	.090
Quality	668.942	17.501	12	.132
Service	685.378	33.936	14	.002

(Continued)

Table 4.1: Analysis of 7-Likert Factors Affecting Customer Behavior

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Environment	668.771	17.329	14	.239
Location	675.295	23.853	12	.021
Brand	668.582	17.140	14	.249
Promotion	663.784	12.343	12	.419
Chef	673.171	21.729	14	.084
Word of mouth	669.870	18.428	12	.103
Personalization	675.625	24.183	14	.044
Culture	668.771	17.329	14	.239

H1: Since P-value of products is 0.392, which is greater than 0.05.

Therefore, we cannot reject  $H_0$  and conclude that products have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H2: Since P-value of taste is 0.037, which is less than 0.05. Therefore, we can reject  $H_0$  and conclude that taste significantly effect Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H3: Since P-value of price is 0.090, which is greater than 0.05. Therefore, we cannot reject  $H_0$  and conclude that price have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H4: Since P-value of quality is 0.132, which is greater than 0.05. Therefore, we cannot reject  $H_0$  and conclude that quality have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H5: Since P-value of service is 0.002 which is less than 0.05. Therefore we can reject  $H_0$  and conclude that service significantly effect Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H6: Since P-value of environment is 0.239, which is greater than 0.05. Therefore, we cannot reject  $H_0$  and conclude that environment have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H7: Since P-value of location is 0.021 which is less than 0.05. Therefore we can reject  $H_0$  and conclude that location significantly effect Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H8: Since P-value of brand is 0.249, which is greater than 0.05. Therefore, we cannot reject  $H_0$  and conclude that brand have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H9: Since P-value of promotion is 0.419, which is greater than 0.05. Therefore, we cannot reject  $H_0$  and conclude that promotion have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H10: Since P-value of chef is 0.084, which is greater than 0.05. Therefore, we cannot reject  $H_0$  and conclude that chef have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H11: Since P-value of word of mouth is 0.103, which is greater than 0.05. Therefore, we cannot reject  $H_0$  and conclude that word of mouth have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H12: Since P-value of personality is 0.044, which is less than 0.05. Therefore, we can reject  $H_0$  and conclude that personality significantly effect Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

H13: Since P-value of culture is 0.239, which is greater than 0.05. Therefore, we cannot reject  $H_0$  and conclude that culture have no effect on Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou  
In conclusion, only taste, service, location and staff personality are significant decision variable in choosing Chinese restaurants in Bangkok.



Table 4.2: Analysis of 5-Likert Factors Affecting Customer Behavior

Likelihood Ratio Tests				
Effect	Model Criteria Fitting	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	f	Sig.
Product quality	612.667	2.854	8	0.943
Product taste	623.709a	13.896	8	0.085
Variety	618.363a	8.55	8	0.382
Authentic	626.874a	17.061	8	0.029
Kid menu	627.030a	17.217	8	0.028
Cheap price	616.248a	6.436	8	0.599
Seasonable price	629.332	19.519	8	0.012
Promotion	615.544	5.731	8	0.677
Brand experience	612.430a	2.617	8	0.956
Brand reputation	618.308a	8.495	8	0.387
Brand preference	637.804a	27.991	8	0.000
Brand loyally	616.421a	6.608	8	0.579
Famous chef	616.445a	6.632	8	0.577
Experience chef	613.488a	3.676	8	0.885
Award-winning chef	612.485a	2.672	8	0.953

(Continued)

Table 4.2 (Continued): Analysis of 5-Likert Factors Affecting Customer Behavior

Likelihood Ratio Tests				
Effect	Model Criteria Fitting	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	f	Sig.
The restaurant can provide me with healthy dishes for me.	617.736a	7.923	8	0.441
The restaurant is big enough for me to enjoy food with my family/friends.	613.053a	3.24	8	0.918
The restaurant always has lots of people.	614.52	4.708	8	0.788
The restaurant can adjust the taste of the dishes according to my requirements.	618.187a	8.374	8	0.398
The restaurant remembers my dining preferences.	622.466a	12.653	8	0.124
The decoration style of the restaurant is my familiar hometown style.	617.707a	7.894	8	0.444
The restaurant let me to learn Chinese food culture habits.	616.663a	6.85	8	0.553
The restaurant is always fascinating me.	624.725	14.912	8	0.061

The result of 5 - likert scale questions on deeper dimensions of each independent variables in the model reveals some interesting customer-insight findings as follows:

1) Even though product is not significant (table 4. 1), but when we look into deeper dimension of product, we've found that authenticity and kid menu are both significant ( $p\text{-value} < .05$ ), therefore we will finally reject  $H_0$  that product does not significantly affect restaurant choice and accept  $H_a$  that product does significantly affect restaurant choice instead.

2) Even though price is not significant (table 4. 1), but when we look into deeper dimension of price, we've found that seasonable price is significant ( $p\text{-value} < .05$ ), therefore we will finally reject  $H_0$  that price does not significantly affect restaurant choice and accept  $H_a$  that price does significantly affect restaurant choice instead.

3) Even though brand is not significant (table 4. 1), but when we look into deeper dimension of brand, we've found that brand preference is significant ( $p\text{-value} < .05$ ), therefore we will finally reject  $H_0$  that brand does not significantly affect restaurant choice and accept  $H_a$  that brand does significantly affect restaurant choice instead.

#### 4.2 Analysis of consumer Profiling Study

Table 4.3: Analysis of Age Group Study

Crosstab					
Which is your most preferred Chinese restaurant					Total
What is your age range?		Din Tai Fung	Little Hongkong	Ba Dou	
	Count	11	10	2	23
What is your age range?		47.80%	43.50%	8.70%	100.00%
Which is your most preferred Chinese restaurant		8.30%	4.20%	2.30%	5.00%
Total		2.40%	2.20%	0.40%	5.00%

(Continued)

Table 4.3 (Continued): Analysis of Age Group Study

Crosstab						
Which is your most preferred Chinese restaurant						Total
			Din Tai Fung	Little Hongkong	Ba Dou	
	20-29	Count	80	142	49	271
What is your age range?			29.50%	52.40%	18.10%	100.00%
Which is your most preferred Chinese restaurant			60.20%	60.20%	56.30%	59.40%
Total			17.50%	31.10%	10.70%	59.40%
	30-39	Count	38	70	20	128
What is your age range?			29.70%	54.70%	15.60%	100.00%
Which is your most preferred Chinese restaurant			28.60%	29.70%	23.00%	28.10%
Total			8.30%	15.40%	4.40%	28.10%
	40+	Count	4	14	16	34
What is your age range?			11.80%	41.20%	47.10%	100.00%
Which is your most preferred Chinese restaurant			3.00%	5.90%	18.40%	7.50%
Total			0.90%	3.10%	3.50%	7.50%
Total		Count	133	236	87	456
What is your age range?			29.20%	51.80%	19.10%	100.00%
Which is your most preferred Chinese restaurant			100.00%	100.00%	100.00%	100.00%
Total			29.20%	51.80%	19.10%	100.00%
Symmetric Measures						
			Value	Approximate Significance		
Nominal by Nominal		Phi	0.228	0.001		
		Cramer's V	0.161	0.001		
N of Valid Cases			456			

For age group study, the result significantly shows that younger customers (< 20 years old) tend to prefer Din tai fung > Little Hong Kong > Ba Dou vs. older customers (> 40 years old) tend to prefer Ba Dou > Little Hong Kong > Din tai fung vs. middle-age customers (20-40 years old) tend to prefer Little Hong Kong > Din tai fung > Ba Dou, with p-value < .05.

Table 4.4: Analysis of Occupation Group Study

Crosstab						
			Which is your most preferred Chinese restaurant			Total
What is your occupation?			Din Tai Fung	Little Hongkong	Ba Dou	
	Student	Count	28	40	11	79
What is your occupation?			35.40%	50.60%	13.90%	100.00%
Which is your most preferred Chinese restaurant			21.10%	16.90%	12.60%	17.30%
Total			6.10%	8.80%	2.40%	17.30%
	Businessman	Count	35	120	35	190
What is your occupation?			18.40%	63.20%	18.40%	100.00%
Which is your most preferred Chinese restaurant			26.30%	50.80%	40.20%	41.70%
Total			7.70%	26.30%	7.70%	41.70%
	Company employee	Count	48	68	19	135

Table 4.4 (Continued): Analysis of Occupation Group Study

What is your occupation?			35.60%	50.40%	14.10%	100.00%
Which is your most preferred Chinese restaurant			36.10%	28.80%	21.80%	29.60%
Total			10.50%	14.90%	4.20%	29.60%
	Other	Count	22	8	22	52
What is your occupation?			42.30%	15.40%	42.30%	100.00%
Which is your most preferred Chinese restaurant			16.50%	3.40%	25.30%	11.40%
Total			4.80%	1.80%	4.80%	11.40%
Total		Count	133	236	87	456
What is your occupation?			29.20%	51.80%	19.10%	100.00%
Which is your most preferred Chinese restaurant			100.00%	100.00%	100.00%	100.00%
Total			29.20%	51.80%	19.10%	100.00%
Symmetric Measures						
			Value	Approximate Significance		
Nominal by Nominal		Phi	0.329	0		
		Cramer's V	0.233	0		
N of Valid Cases			456			

For occupation study, the result significantly shows that student and company employee tend to prefer Little Hong Kong > Din tai fung > Ba Dou; but business men prefer Little Hong Kong over the other two, with p-value < .05.

Table 4.5: Analysis of Education Group Study

Crosstab						
			Which is your most preferred Chinese restaurant			Total
What is your education level?			Din Tai Fung	Little Hongkong	Ba Dou	
High school	Count		35	46	36	117
What is your education level?			19.50%	41.40%	25.70%	100%
Which is your most preferred Chinese restaurant			26.30%	19.50%	41.40%	25.70%
Total			7.70%	10.10%	7.90%	25.70%
Undergraduate	Count		69	160	34	263
			26.20%	60.80%	12.90%	100.00%
What is your education level?			26.20%	60.80%	12.90%	100.00%
Which is your most preferred Chinese restaurant			51.90%	67.80%	39.10%	57.70%
		Total	15.10%	35.10%	7.50%	57.70%
Master- degree or above	Count		29	30	17	76
What is your education level?			38.20%	39.50%	22.40%	100.00%
Which is your most preferred Chinese restaurant			21.80%	12.70%	19.50%	16.70%
Total			6.40%	6.60%	3.70%	16.70%
	Count		133	236	87	456
What is your education level?			29.20%	51.80%	19.10%	100.00%
Which is your most preferred Chinese restaurant			100.00%	100.00%	100.00%	100.00%
Total			29.20%	51.80%	19.10%	100.00%

(Continued)

Table 4.5 (Continued): Analysis of Education Group Study

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	0.243	0
	Cramer's V	0.172	0
N of Valid Cases		456	

For educational level study, the result significantly shows that high-school customers prefer Little Hong Kong over the other two vs. undergrad customers strongly prefer Little Hong Kong > Din tai fung > Ba Dou vs. master-degree or above customers tend to prefer Little Hong Kong & Din tai fung > Ba Dou, with p-value < .05.

Table 4.6: Analysis of Salary Group Study

Crosstab						
Which is your most preferred Chinese restaurant						Total
What is your salary in a month?			Din Fung Tai	Little Hongkong	Ba Dou	
	0- 10000	Count	68	69	58	195
			34.90%	35.40%	29.70%	100.00%
What is your salary in a month?			14.90%	15. 10%	12.70%	42.80%
Which is your most preferred Chinese restaurant			51. 10%	29.20%	66.70%	42.80%
Total			14.90%	15. 10%	12.70%	42.80%

(Continued)



Table 4.6 (Continued): Analysis of Salary Group Study

Crosstab					
Which is your most preferred Chinese restaurant					Total
What is your salary in a month?		Din Fung Tai	Little Hongkong	Ba Dou	
10000-30000	Count	46	108	19	173
		26.60%	62.40%	11.00%	100.00%
Which is your most preferred Chinese restaurant		34.60%	45.80%	21.80%	37.90%
Total		10.10%	23.70%	4.20%	37.90%
30000-50000	Count	16	51	8	75
What is your salary in a month?		21.30%	68.00%	10.70%	100.00%
Which is your most preferred Chinese restaurant		12.00%	21.60%	9.20%	16.40%
Total		3.50%	11.20%	1.80%	16.40%
More than 50000	Count	3	8	2	13
What is your salary in a month?		23.10%	61.50%	15.40%	100.00%
Which is your most preferred Chinese restaurant		2.30%	3.40%	2.30%	2.90%
Total		0.70%	1.80%	0.40%	2.90%
Total	Count	133	236	87	456
What is your salary in a month?		29.20%	51.80%	19.10%	100.00%
Which is your most preferred Chinese restaurant		100.00%	100.00%	100.00%	100.00%
Total		29.20%	51.80%	19.10%	100.00%

(Continued)

Table 4.6 (Continued): Analysis of Salary Group Study

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	0.306	0
	Cramer's V	0.216	0
N of Valid Cases		456	

For income level study, the result significantly shows that <10000-income customers prefer Little Hong Kong & Din tai fung > Ba Dou vs. >10000-income customers prefer Little Hong Kong > Din tai fung > Ba Dou, with p-value < .05.

Table 4.7: Analysis of Frequency-of-visit Group Study

Crosstab						
Which is your most preferred Chinese restaurant						Total
How often do you try Chinese food in Bangkok?			Din Fung Tai	Little Hongkong	Ba Dou	
	Daily	Count	59	52	34	145
How often do you try Chinese food in Bangkok?			40.70%	35.90%	23.40%	100.00%
Which is your most preferred Chinese restaurant			44.40%	22.00%	39.10%	31.80%
		Total	12.90%	11.40%	7.50%	31.80%
	Weekly	Count	45	113	26	184
How often do you try Chinese food in Bangkok?			24.50%	61.40%	14.10%	100.00%

(Continued)

Table 4.7 (Continued): Analysis of Frequency-of-visit Group Study

Crosstab						
Which is your most preferred Chinese restaurant						Total
			Din Fung Tai	Little Hongkong	Ba Dou	
Which is your most preferred Chinese restaurant			33.80%	47.90%	29.90%	40.40%
		Total	9.90%	24.80%	5.70%	40.40%
	Half month	Count	19	58	10	87
How often do you try Chinese food in Bangkok?			21.80%	66.70%	11.50%	100.00%
Which is your most preferred Chinese restaurant			14.30%	24.60%	11.50%	19.10%
		Total	4.20%	12.70%	2.20%	19.10%
	one month	Count	10	13	17	40
How often do you try Chinese food in Bangkok?			25.00%	32.50%	42.50%	100.00%
Which is your most preferred Chinese restaurant			7.50%	5.50%	19.50%	8.80%
		Total	2.20%	2.90%	3.70%	8.80%
Total		Count	133	236	87	456
How often do you try Chinese food in Bangkok?			29.20%	51.80%	19.10%	100.00%
Which is your most preferred Chinese restaurant			100.00%	100.00%	100.00%	100.00%
		Total	29.20%	51.80%	19.10%	100.00%

(Continued)

Table 4.7 (Continued): Analysis of Frequency-of-Visit Group Study

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	0.313	0
	Cramer's V	0.222	0
N of Valid Cases		456	

For frequency-of-visit study, the result significantly shows that daily-visit customers prefer Din tai fung > Little Hong Kong > Ba Dou vs. weekly & biweekly-visit customers strongly prefer Little Hong Kong > Din tai fung > Ba Dou vs. monthly-visit customers tend to prefer Ba Dou > Little Hong Kong > Din tai fung, with p-value < .05.

#### 4.3 Conclusion the Results of an Analysis

Our study reveals that the following factors significantly affect Chinese restaurant choice decision including product, price, service, location, brand and degree of personalization; all of which have strong managerial implication for both existing Chinese restaurants and new openings in the sense that, in order to be competitive and win over their competitors, they need to improve on product authenticity and provide kids menu, provide seasonal price promotion, and focus on brand preference. Other than that, they also need to improve service quality, make sure that they pick the right location and also need to be flexible in product offering in terms of personalized dishes and menu according to their customers' needs.

Moreover, our customer profiling also uncover targeted customer segment of each brand as follows:

1) Din tai fung's targeted customer characteristics are young customers (<20 years old), master's degree or above, low income, daily-visit customers.

2) Little Hong Kong's targeted customer characteristics are middle-age (20-40 years old), student and company employee especially businessmen, all educational levels especially undergrad, all income levels, weekly and bi-weekly visit customers.

3) Ba Dou's targeted customer characteristics are old customers (>40 years old), monthly-visit customers.



## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.1 Conclusion**

The growing number of Chinese restaurants in Bangkok has adjusted the social landscape of Bangkok food market. As authentic Chinese food are booming among restaurant business in Bangkok. Various Chinese cuisine styles and restaurant operations indeed demonstrate diverse Chinese culture. Based on the analysis of questionnaire results as well as multinomial logistic regression, hypothesis about parameters that affect customers' purchase behavior towards Chinese restaurant among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou are described as follows.

Hypothesis 1: Reject  $H_0$  and accept  $H_a$  that product does influence customers in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou. Especially Authentic and Kid menu.

Hypothesis 2: Reject  $H_0$  and accept  $H_a$  that taste does influence customers in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 3: Reject  $H_0$  and accept  $H_a$  that price does influence customers in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou. Especially Seasonable price

Hypothesis 4: Cannot reject  $H_0$  and conclude that quality does not significantly effect Chinese restaurant choice in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 5: Reject  $H_0$  and accept  $H_a$  that service does influence customers in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 6: Cannot reject  $H_0$  and conclude that environment does not significantly effect Chinese restaurant choice in Chinese restaurant choice decision

among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 7: Reject  $H_0$  and accept  $H_a$  that location does influence customers in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 8: Reject  $H_0$  and accept  $H_a$  that brand does influence customers in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou. Especially brand preference.

Hypothesis 9: Cannot reject  $H_0$  and conclude that promotion does not significantly effect Chinese restaurant choice in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 10: Cannot reject  $H_0$  and conclude that chef does not significantly effect Chinese restaurant choice in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 11: Cannot reject  $H_0$  and conclude that word of mouth does not significantly effect Chinese restaurant choice in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 12: Reject  $H_0$  and accept  $H_a$  that personality does influence customers in Chinese restaurant choice decision among three Chinese restaurant brands such as Little Hong Kong, Din Tai Feng and Ba Dou.

Hypothesis 13: Cannot reject  $H_0$  and conclude that culture does not significantly effect Chinese restaurant choice in Bangkok focusing on Din tai fung, Little Hongkong and Ba Dou

## 5.2 Discussion

Currently, Chinese restaurant has gained tremendous attention from numerous people due to the special taste, various dishes as well as intriguing Chinese culture, which brings significant economic benefits. The number of Chinese restaurants in Bangkok is greatly increasing. This study investigates distinct influences the development of Chinese restaurant at Bangkok, and offer viable marketing strategies, such as Taste, Price, Quality, Service, Variety, Environment, Location, Brand, Promotion, and Chef. Three Chinese restaurants like Little Hong Kong, Din Tai Feng and Ba Dou are mainly used as typical examples to be investigated. Moreover, this research is conducted in the form of a questionnaire, and the collected data is analyzed by SPSS to ensure reliability. The questionnaire was designed and distributed to 420 respondents in order to collect the data. Meanwhile, multinomial logistic regression is performed to understand these factors.

## 5.3 Managerial Implication

The results indicate that parameters that affect customers' deciding to dine at Little Hong Kong, Din Tai Feng and Ba Dou at Bangkok. The parameters are Taste, Price, Quality, Service, Variety, Environment, Location, Brand, Promotion, Chef. This indicates that potential clients consider a variety of dimensions during the restaurant selection. The result of this study may offer important information to the restaurant operators who are making efforts on attracting customer attraction and retention. These strategies can promise the restaurant operator to stay competitive in the food market and to attain the restaurant business objective. Based on the investigation in this study, restaurant operators can formulate more effective marketing approaches regarding improving the current operational practices in the restaurant. More importantly, it is necessary for the restaurateur managers to improve the food quality, advertisement, service quality, environment quality, hygiene issue of the restaurant, etc.

1) Taste: Chinese restaurant should offer authentic, original, and delicious Chinese food to guests.

2) Price: Reasonable price based on the value of money is needed to consider.



3) Quality: Chinese restaurant should improve constant food quality to enhance consumer retention.

4) Service: Chinese restaurant should provide polite and professional service towards guests.

5) Variety: Chinese restaurant should offer a variety of dishes on the main menu.

6) Environment: Chinese restaurant should supply a nice layout and cultural interior decoration.

7) Location: The placement of Chinese restaurant should be set near to bus/subway station, shopping mall, walking street, etc., which is convenient for consumers to find.

8) Brand: Managers of Chinese restaurant should pay more attention to the brand image and recognition.

9) Promotion: Managers of Chinese restaurant should find more medium to promote the brand of Chinese restaurants.

10) Chef: Professional and experienced chef is crucial to improve the food taste and quality.

#### **5.4 Suggestion towards Future Research**

The study investigated parameters that affect customers' deciding to dine at Little Hong Kong, Din Tai Feng and Ba Dou at Bangkok. The development of the Chinese restaurants (Little Hong Kong, Din Tai Feng and Ba Dou) in Bangkok can be measured by applying the scale developed by the study. This may aid restaurant managers to design the products and services strategies to stay competitive in the market by better meeting demands of the customers. Restaurants always require exceeding the customers' expectation in order to meet their wants and needs. By the virtue of these attributes, the basic demands and wants of consumers can be satisfied effectively, which is helpful for the successful development of Little Hong Kong, Din Tai Feng and Ba Dou at Bangkok.

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APPENDIX

**BANGKOK  
UNIVERSITY**

THE CREATIVE UNIVERSITY

## Questionnaire

Questionnaire about parameters affecting customers' choice about Chinese restaurant  
(Little Hong Kong, Din Tai Feng, Ba Dou) in Bangkok

Part 1: The questionnaire aims to evaluate customers' behavior about purchase behavior on Chinese restaurant (Little Hong Kong, Din Tai Feng, Ba Dou) in Bangkok. Please spare a few minutes of your valuable time to answer this simple questionnaire.

1.1 Which is your most preferred Chinese restaurant?

- ☐ Din Tai Feng ☐ Little Hongkong  
☐ Ba Dou

Part 2: Rank the following factors influencing your restaurant choice. (Evaluation principle: strongly effect = 7 points, very important effect = 6 points, moderately effect = 5 points, neutral = 4 points, slightly effect = 3 points, low effect = 2 points, not at all effect = 1 point, not any effect = 0 point).

	0	1	2	3	4	5	6	7
Products								
Taste								
Price								
Quality								
Service								
Environment								
Location								

	0	1	2	3	4	5	6	7
Brand								
Promotion								
Chef								
Word of mouth								
Culture								

Part 3: The acceptance degree is based on a 5-point Likert-type scale. Importance ratings were 1 (not important), 2 (somewhat important), 3 (fairly important), 4 (very important), and 5 (extremely important). Performance ratings were 1 (not satisfied), 2 (somewhat satisfied), 3 (fairly satisfied), 4 (very satisfied), and 5 (extremely satisfied).

		1	2	3	4	5
Taste	Authentic					
	Spicy					
Price	Reasonable price					
	Price discount					
Quality	Fresh					
	Health					
	Cooking oil					
	Constant quality					
Service	Polite					
	Professional					
	Friendly					

		1	2	3	4	5
Environment	Nice layout					
	Nice authentic					
	Not too noisy					
	Smell good					
Variety	Main menu					
Location	BTS/ MRT					
	Parking					
	Walking street					
	Easy to find					
	Shopping mall					
Brand	Attractive					
	Original					
Promotion	Season					
	VIP					
	Birthday					
	Credit card					
Chef	Famous Chinese chef					
	Experienced Chinese chef					



## Part 5:

## 5.1 What is your gender?

☐ Male☐ Female

## 5.2 What is your age range?

☐ 10-20☐ 20-29☐ 30-39☐ 40+

## 5.3 What is your married status?

☐ Single☐ Married☐ Divorced☐ Widowed

## 5.4 What is your education level?

☐ High school☐ Undergraduate☐ Master-degree or above

## 5.5 What is your occupation?

☐ Student☐ Teacher☐ Businessman☐ Doctor☐ Company employee☐ Others

## 5.6 What is your salary in a month?

☐ 10000 BATH or below☐ 10001-20000 BATH☐ 20001-30000 BATH☐ More than 30000 BATH

## 5.7 How much would you like to pay for one meal in Chinese restaurant?

☐ Less than 1000 BATH☐ 1000-2000 BATH☐ 2000-3000 BATH☐ More than 3000 BATH

5.8 Do you go to Chinese restaurants in Bangkok often?

☐ Yes

☐ No

5.9 How often do you try Chinese food in Bangkok?

☐ Daily

☐ Weekly

☐ Halfmonth

☐ Once month

☐ Several months

☐ Never



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