

**THE FACTORS THAT INFLUENCE CONSUMERS TO CONSUME  
SEAFOOD AT BANGKOK DEPARTMENT STORE**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2015**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**THE FACTORS THAT INFLUENCE CONSUMERS TO CONSUME  
SEAFOOD AT BANGKOK DEPARTMENT STORE**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
December 13, 2015



.....  
Miss Donruedee Bantadthong  
Candidate

.....  
Asst.Prof. Parisa Rungruang,  
Ph.D  
Advisor

.....  
Asst.Prof. Pornkasem Kantamara,  
Ed.D.  
Chairperson

.....  
Assoc. Prof. Annop Tanlamai,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Asst.Prof. Nareerat Taechapiroontong,  
Ph.D.  
Committee member

## ACKNOWLEDGEMENTS

For this current Thematic paper, I would like to express my sincere appreciations to my advisor, Asst. Prof. Parisa Rungruang, Ph.D. for giving me a valuable support and suggestions throughout my paper, from start to finish. I would also like to express my sincere thanks to the committee members, Asst. Prof. Nareerat Taechapiroontong, Ph.D., chairperson, Asst. Prof. Pornkasem Kantamara, Ed.D. for additional comments and suggestions for improvement.

In addition, I am grateful for my parents, who are always by my side, strengthening my moral strength. I am also thankful for my friends (CMMU 17A) to provide me some recommends through this Thematic paper period.

This successfully completed paper would not happen without these people. Again, thank you.

Donruedee Bantadthong

## **THE FACTORS THAT INFLUENCE CONSUMERS TO CONSUME SEAFOOD AT BANGKOK DEPARTMENT STORE**

DONRUEDEE BANTADTHONG 5749051

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. PARISA RUNGRUANG, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D., ASST. PROF. NAREERAT TAECHAPIROONTONG, Ph.D.

### **ABSTRACT**

According to this current study, it purposes to study and find the factors that influence consumers to consume seafood at Bangkok department store. The study uses respondents, who work and live in Bangkok metropolitan area with ages 25 year above, totaling 12 respondents. It collected data by using qualitative method by means of observation and in-depth interview. And lastly, the researcher analyzed all data using content analysis.

This current study found that most of respondents were women, aged 46 to 55 years and salaries were ranged from 40,001 to 50,000 Baht. In addition, most of them preferred to go to department stores, mainly because of shopping and eating together, not just only eating or only shopping. The Leam Charoen Seafood restaurant was found to be the best known brand to these people.

In terms of finding factors, the most important factor that influence consumers to consume seafood at Bangkok department store, is tasty, fresh and good texture, followed by promotion, convenient location, service, reference group, price, special occasion, reputation and cleanliness.

Most respondents liked to go to the seafood restaurants because of being tasty, fresh and good texture. So maintaining these factors is crucial for entrepreneurs to be successful. Promotion is the second factor that respondents focus. Any available campaign should be promoted in easily-spotted areas for people to comprehend. Followed by convenient location, respondents like to choose the places that are convenient or close to their places such as home, office, university and village. Service is another factor that can persuade consumers to select seafood restaurants at any Bangkok store branch. Evaluation form is the tool that can understand consumers toward their provided-service. Reference group of people such as friends, families, and colleagues are one of the found factors that influence consumers to choose seafood restaurants on store branch. Therefore, review sites and social media are appropriate to improve traffic at restaurant. Pricing is a reason that consumers decided either to eat at seafood on store branch or not. Being reasonable price and value is favorable. So entrepreneurs should set their price based on their perceived value. Special occasion is also another good reason. The restaurants should offer promotions to support any upcoming events or holidays. In addition, consumers always selected the seafood restaurant based on reputation. Reviews and social media are the choice to increase more consumers. Cleanliness is the last factor found. Evaluation form, again, is a smart choice for getting feedbacks to improve the cleanliness aspect in store.

**KEY WORDS:** Seafood Restaurant / Bangkok Department Store

32 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Problem Statement	2
1.2 Objective of the Study	4
1.3 Scope of the Study	4
<b>CHAPTER II LITERATURE REVIEW</b>	<b>5</b>
2.1 Influence Factors on Seafood Consumption	6
2.1.1 Reasonable Price	6
2.1.2 Quality of food	7
2.1.3 Location	8
2.1.4 Promotion	8
2.1.5 Service (People in service)	9
2.1.6 Friends' suggestion (Reference group)	9
2.1.7 Reputation	10
2.1.8 Special Occasion	10
2.1.9 Cleanliness	10
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>11</b>
3.1 Research Design	11
3.2 Population and Sample	11
3.3 Data Collection	12
3.4 Data Analysis	13
<b>CHAPTER IV FINDING AND DISCUSSION</b>	<b>14</b>
4.1 Observation Finding	14
4.2 Demographic Profiles of Respondents	16

## CONTENTS (cont.)

	<b>Page</b>
4.3 Purpose and Experience Profiles	17
4.4 Factors Toward Consuming Seafood In Bangkok Department Store	18
4.4.1 Tasty/ Fresh/ Good texture	18
4.4.2 Promotion	20
4.4.3 Convenient location	21
4.4.4 Service	22
4.4.5 Reference group	23
4.4.6 Price	24
4.4.7 Special occasion	24
4.4.8 Reputation	25
4.4.9 Cleanliness	26
<b>CHAPTER V RECOMMENDATIONS AND LIMITATIONS OF THE STUDY</b>	<b>27</b>
5.1 Practical Implications	27
5.2 Limitations of the Study and Suggestions for Future Research	28
<b>REFERENCES</b>	<b>30</b>
<b>BIOGRAPHY</b>	<b>32</b>

## LIST OF TABLES

<b>Table</b>		<b>Page</b>
4.1	Demographic profiles of respondents classified by gender, age and income	16
4.2	Purpose of respondents when they went to Bangkok department store	17
4.3	Brand awareness	18
4.4	Respondents' experiences	18



## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 The percentage of home's expense	1
1.2 The market value for food industry	3
4.1 Laemcharoen Seafood	14
4.2 Huaplachongnonsea	14

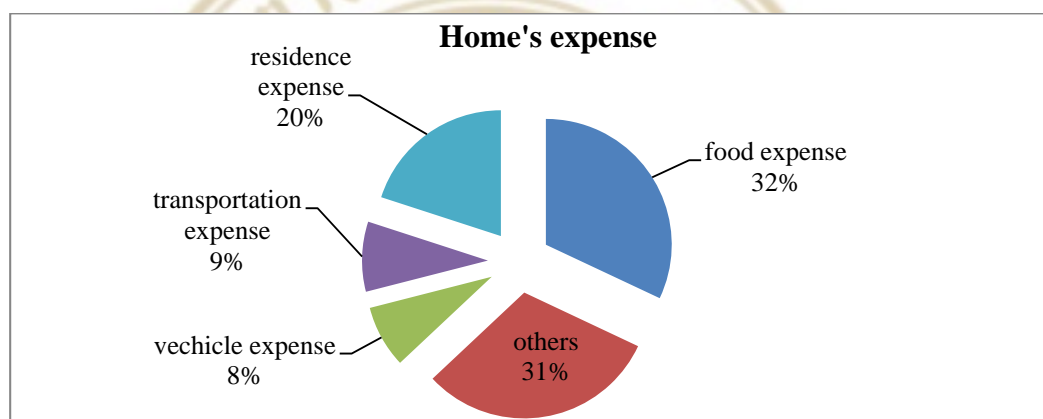




## CHAPTER I

### INTRODUCTION

Food is the main factor that people need to complete their daily lives and human cannot survive without it. Therefore, eating is very important. Based on the research from Nation Statistical Office (2009) the Thai residences spent most money for eating at 32 percent of overall household spending (Table 1.1).



**Figure 1.1 The percentage of home's expense**

Source: Nation Statistical Office 2009

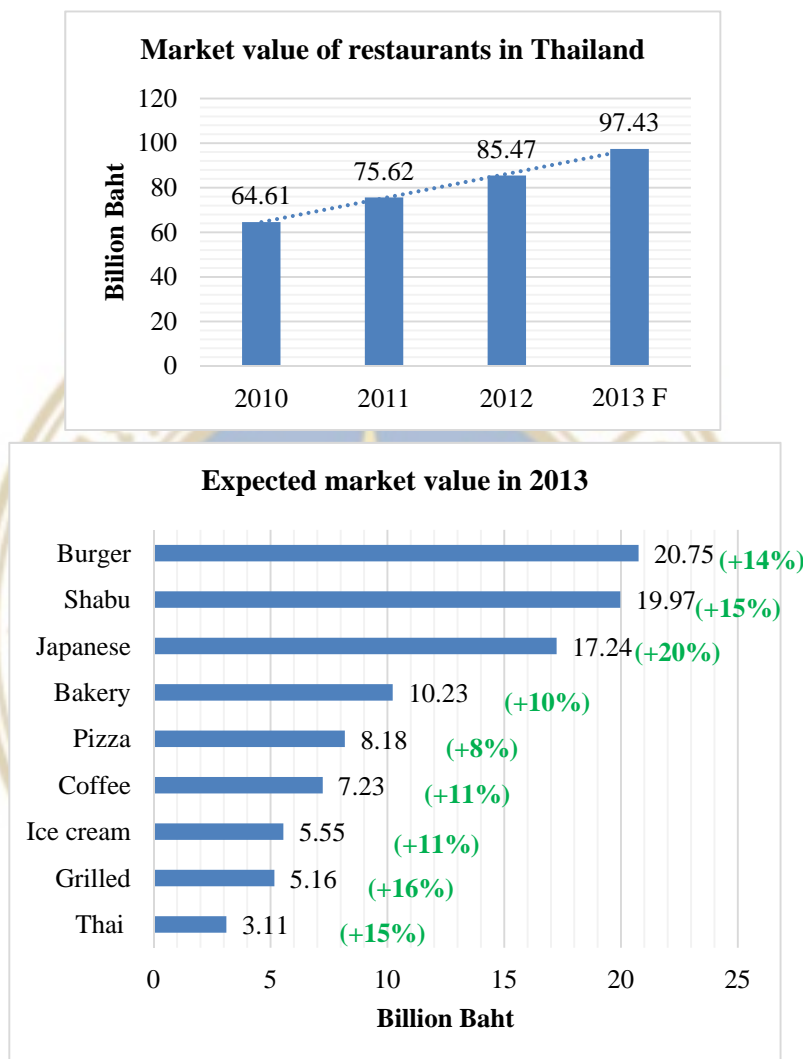
Thai Kasikorn Research Center (2015) forecasted that restaurant business would grow up from 4.0 to 6.8 percent in 2015 when compared to percentage change in 2014. That restaurant business growth suggested the increasing in eating out habit in Bangkok, leading to the change in lifestyle to be much busier than the past, less time preparing food at home. That is, people would have less time available such as being busy at work or even having no time for cooking at home. People would prefer to eat out with friends and family more, seeking for social interaction: relieving stress from work by enjoying their occasion with friends and family. These reasons have shaped the restaurant business to grow over time. The market for restaurant business has been growing over years and is still growing. Nowadays, eating out is even more common than the past.

There are many restaurants in Bangkok such as fast food restaurants, European restaurants, typical Thai restaurant, Japanese restaurant and seafood restaurants. Many types of restaurants have been opened to serve different demands that increased and varied in each passing day as one of the researches from Bank of Thailand forecasted a five percent increase in market value of food industry in 2015. Seafood is one of restaurants that is in Thai restaurant business for long time, because the country is located next to the sea in many regions such as in the South and East of Thailand. Many of them were so successful at their original branch. Hence perceiving the rise in demand, entrepreneurs have decided to expand their branches into the heart of Bangkok, especially to be in the main department stores. That is, restaurants should be readily available in response to the demand growth since the in-town customers had been generating encouraging returns in their perspectives. Stated in the academic research from Rangsit University (Sommanapan, Kongsawadkiet 2013), distribution channel and convenient place both are the most preferable factors for customers when it comes to service. Almost 70 percent of consumers go to department stores because of food services (Jindabot, 2012). Entrepreneurs then selected main department stores, which are located in the center of Bangkok and have a good public transportation system to support. They also took economic aspect into consideration, another key point that entrepreneurs had focused on. Following the research from Kasikorn Research Center, restaurant retails' investment, followed the growth in customer spending, increased around 90,000 Million Baht and grew up to 6.6 in 2005. When the economic tended to be in a favorable direction, investments will occur.

## **1.1 Problem Statement**

There was a change in this society as its residences have become more urbanized. The rise of department stores was easily available throughout Bangkok Metropolitan Region and drew more investment, including restaurant. Therefore, based on reasons above, there were also chances for seafood restaurants to open even more branches. However, considering market share and the growth rate of restaurant business in Thailand in 2013 (Kasikorn Research Center), Thai restaurant had shared the lowest in total market value at three billion baht. Its growth rate had been at fifteen percent, equal to

Suki restaurants, while Japanese been the most growing at 20 percent. So there were chances to be successful, yet risky as Thai restaurant business was expected to face high competition level. Precautious steps to success were therefore needed.



**Figure 1.2 The market value for food industry**

Source: Thai Kasikorn Research Center 2013

## **1.2 Objective of the Study**

The purpose of this study is to identify factors that influence consumers to consume seafood at Bangkok store branch. The aims of this study are to improve performance of seafood restaurant for its promotional campaign, quality of its food, location selection, service organize, and cleanliness concern. Since this paper highlights important factors that customers actually focus and concern, it can very well guide the proper ways to add value to seafood restaurant on department stores in customers' view. The knowledge could enhance customer base of restaurants, simultaneously increasing new customers and maintaining the current ones. Entrepreneurs would be able to analyze the findings to answer why some of seafood brands have high reputation, while some of them do not.

## **1.3 Scope of the Study**

This current study was conducted in Bangkok, Thailand, because the seafood restaurants were heavily expand in Bangkok Store branches. However, there were only a few reputation seafood restaurant brands that had expand into Bangkok department stores. The researcher finally used four seafood restaurants brand as examples for finding the results. Thai respondents were a scope of the study due to the fact that the location was in Bangkok Department store. Thai people would therefore aware of these four seafood restaurants. In addition, respondents' age were determined due to high price of seafood restaurants. It would be more suitable for people who had enough purchasing power to spend, not teenager group.

## **CHAPTER II**

### **LITERATURE REVIEW**

Many types of restaurants have opened to serve different demands that increased and varied in each passing day. Seafood is a type restaurant that is in Thai restaurant business for long time, because Thailand country is located next to the sea in many regions such as in the South and East of Thailand. Therefore, it is not difficult to find seafood restaurant in Thailand for Bangkok residents such as on department store or at stand-alone shops; some brands are well-known among seafood consumers but some are not. The following list is the examples of reputable Thai seafood restaurant brands that are located around.

1) Laemcharoen Seafood (12 branches)

The first Laemcharoen Seafood restaurant has established since 1979 in Rayong. It is one of the famous seafood restaurants in the province because of its freshness of the ingredient, reputation in the taste, as well as the good location. The shop is located on the riverside taking its location benefit by offering a memorable, yet relaxing, view to its consumers.

2) Kianguan Mahachai Seafood (5 branches)

Kianguan Mahachai Seafood is also another well-known seafood restaurant. It has been around in business for 60 years (in 1950s) in Samutsakorn province, another province of famous seafood restaurants. In addition, it is only around 30 kilometers away from Bangkok. For Bangkokians to reach there is convenient by car. Not only is it because of the restaurant close to Bangkok, but also because of Reputation of taste. People are therefore encouraged to go and refer to the shop as a must visit restaurant.

3) Somboon Seafood restaurant (7 branches)

For Somboon Seafood restaurant, the brand has already been in seafood restaurant business for 46 years. Even though the original store is not located close to the sea, it is very popular among Bangkok people for its freshness of seafood and

taste. The stir-fried crab with curry powder is a must-try signature dish. The original branch is actually located, in Bangkok itself, in Samyarn - the center of Bangkok.

#### 4) Huapla Chongnonsea (6 branches)

Huapla Chongnonsea is another seafood restaurant that the original restaurant is located in Bangkok. There are many varieties of choices available in menu that consumers can enjoy when eating out. The restaurant has been founded since 1983 and expanded up to 6 branches at present. All existing restaurants have no access to sea like other examples. However, this seafood brand is highly success in business and is recommended among the Bangkok mainly because of the taste.

When these restaurants had actually expanded to the department stores, they must acquire more credibility from consumers, enhancing better brand image. And once numbers of them had come in this race for consumers against one another, in order to stand out, the unique design and nice decoration for the restaurants are required. Some of them were even different from their original stores, while many were to become modern-looking to match with ambience of department stores. The proper-decorated one tended to attract more customers and get more traffic into the restaurants. In fact, all restaurants in our examples: Leamcharoen, Kianguan, Somboon, and Huapla Chongnonsea, changed their image when they entered to this upper-scale market.

## 2.1 Influence Factors on Seafood Consumption

There are many internal factors that drive purchase and consumption of seafood at seafood restaurants.

### 2.1.1 Reasonable Price

It is obvious that price commonly is the stimulus factor for seafood consumption (Burachatcharoenkul, 2000). However, the research showed that, unless all the seafood ingredient price increased, the increase in price in one particular item would only effect on that particular item, not overall consumption of the seafood. In general, price setting is usually based on type of seafood species. For instance, such shellfish as crab, prawn, and shell, are set the price by kilogram. While, some high-valued fish are rather expensive

due to the nature of market demand and supply such as Chinese Silver Pomfret. For consumers, if the price is set too high in their opinion, they switch to have another species instead of stop having seafood (Wysocki, House, & Messina, 2009). Therefore, price actually is one of important factor to lead seafood consumers to purchase and try seafood at the restaurant.

### **2.1.2 Quality of food**

Wysocki, House, and Messina Jr. (2009) stated that attribute or quality of food was one of external stimulus factor that drove purchase and consumption of seafood. Seafood customers decided to purchase and consume seafood also because of the overall appearance. If the filet seemed to dry out and lack of freshness characters, they would rather go for a no-buy decision or no-return (Wysocki, House, & Messina Jr., 2009). In generally, good appearance of food is a standard of consumers' insight demand, as it is the first impression that consumer can actually sense and perceive in the "pre-service" and "during-service" stage. Better food appearance can enhance the value, especially if prepared by excellent or experienced chefs. In addition, appearance has a very close relationship with the quality of food. Seafood is the food that is easy to perceive by visualization. The color and attribution of seafood can indicate how freshness of a portion of seafood, for example, texture of fresh one will firm and resilient, not soft, and shiny. The odor has to be natural fishy, not foul. Therefore, these are the one of expectation of seafood consumers when trying it at a restaurant (Suksan, 2000). Moreover, good appearance could also drive purchase in customers' trial stage. For example, when seeing the mouth-watering posters at the front of the restaurant, people can be easily pulled to try eating at that shop. The research of Wysocki, House, and Messina Jr. (2009) also revealed that taste, texture and odor were the important factors to both seafood consumers and non-consumers. For seafood consumers, the right taste and odors of seafood were a specification factor whether consumers buy or not; while. For non-consumer, taste and odor were a determination how many of seafood they would like to eat or purchase.

### **2.1.3 Location**

Burachatcharoenkul (2000) stated that a good location could strongly influence people to enter the restaurants, as well as increased their satisfaction. In general, restaurants with good atmosphere were places for relieving stressfulness; maybe from a long painstaking-hours at work. Leamcharoen Seafood restaurant is a perfect example in this case as it is located in Rayong, short-distance away from Bangkok.

In this study, seafood owners in response to expanding their markets, decided to open more stores. One of those location choices was to open up at department stores, aiming for an upper-scale market with higher purchasing power group of customers. Department stores was a place where people gather, seeking for social interaction with friends and family (Sittiratanasunthorn, 2004). Therefore to have their new stores located there would be a better chance to reach this new group of customers, when compared to other areas. Moreover, these main department stores usually had public transportations system, connecting to other main part of Bangkok

### **2.1.4 Promotion**

Instead of special menu promotion campaigns, seafood restaurants' promotions usually came in payment types - either paying with cash or credit card. In some cases, cash was more preferable than credit as credits came with fees. Restaurants therefore offered discount to those who pay cash. While in another occasion, mainly benefited from business partnership, there were discount given for customers who settled their bills using credit card from specific provider such as from Krung Thai Card Public Company Limited (KTC) and Siam Commercial Bank Public Company Limited (SCB). Therefore, this price reduction mechanism was also an interesting option that drove consumer purchase and consumption of seafood.

There was also another way that seafood restaurants had used to promote themselves: the use of print advertising. Restaurants showed food posters with different colors and sizes at the front of the restaurants to attract consumers. They had also put smaller version ones on the table. This advertising aimed to drive consumers to purchase or to order some more food on table (Underhill, 2000). For advertising on television, most restaurants did not utilize any campaign through television channel, mainly due to budget limitation reason.



### **2.1.5 Service (People in service)**

According to Sittiratanasunthorn (2004), service was rather hard to be perceived as service provided benefit to customer in emotional aspects, not physical. Servicing occurred only at that particular place and did not have any physical form; customers could not really take those services home, but the feeling toward the service either positive or negative. Service was occurred through people, transferred from staffs to consumers. The cause could be perceived from five common senses: seeing, hearing, smelling, tasting and touching. The following lists are examples that separate the good services from bad.

- 1) Offering their service with true smile and service-mind
- 2) Giving fast service without consumers' request
- 3) Respecting consumers all the time
- 4) Be willing to work, not unwilling
- 5) Maintaining the quality of service as well as enhancing restaurants' image
- 6) Showing how good manner they are.
- 7) Enthusiastic and hard working

Quality of service had a close link to the brand image of restaurant, better or worse. Huaplachongnonsea was one of good paradigms. They had enough staffs in order to provide prompt service. Their staffs willingly and passionately treated customers, thereby rendering its business different from others by adding more value through offering proper services.

### **2.1.6 Friends' suggestion (Reference group)**

Nowadays, friends could be an influential part to us. When he or she experienced something outstandingly different, it could be a topic on the next day, commonly known as spawning word-of-mouth. A restaurant was one of hot topics that people always chatted with friends. People were likely to go to such restaurants because of friends' suggestions. In present, people have even more influence power than before, solely because of internet. Social media has become a powerful channel to promote restaurants as peoples' behaviors have changed: taking food photos, and sharing them online.

### **2.1.7 Reputation**

When people looked for a place to have some food with friends and family, reputation of restaurant was one of factors that influence them. If familiar, people tended to go with that brand. Sittiratanasunthorn's study (2004) also revealed that Thai residence loved to eat out, highly due to reputation of restaurants.

### **2.1.8 Special Occasion**

According to Sittiratanasunthorn (2004), people went to seafood restaurant in special occasions. In fact, people would rather find good activity to spend time together, either as a couple or as a group. Going to restaurant and having good food was the solution for them.

### **2.1.9 Cleanliness**

Cleanliness was the aspect that consumers also considered when choosing the seafood restaurant. They may compare which place was cleaner for seafood restaurants between a stand-alone branch and a store branch in the shopping center.

A review of literature above indicated nine factors of seafood restaurant consumption when people make decision: price, location, quality, promotion, service (people in service), friends' suggestion, reputation, special occasion, and cleanliness. However, those previous studies have never used these factors in explaining seafood consumption on Bangkok department stores. Therefore, the researcher will use previously available studies as foundations to further analyze the influence factors for people to consume seafood in Bangkok department stores.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Refer to the current research study “The influence factors to decide on consuming seafood on department store”, this paper purposes factors that cause consumers to purchase and consume seafood restaurant on department store. The topics will be presented in the following orders: research design, population and sampling, data collection and data analysis.

#### **3.1 Research Design**

Qualitative collection method is an implement that the paper conducted and analyzed, mainly influenced from Kusol and Worachai (1987). They stated that qualitative collection method is the research design for analyzing truly human behavior, especially abstract such as emotion, perception, personal value, previous experienced, lifestyle and attitude, but not for analyzing numeral or quantitative analysis.

Qualitative collection method can be separated by in- depth interview and observation. In this current study, in-depth interview is an advantage to recognize how consumers or respondents show the ideas, as well as their reactions during the interview. Observation is another method that can easily perceived by researchers. The scope focuses on what most consumers were react when they are at the restaurant and how the restaurants design their store.

#### **3.2 Population and Sample**

According to the step of in-depth interview and observation, the researcher has to collect the right target audiences for 12 respondents by using purposive sampling. Respondents should be over 25 years old and live in Bangkok areas. The researcher will focus on deeply lifestyle of respondents for analyzing their behavior. In addition,

observation will be conducted by observe at the real purchasing place. The researcher tries to observe particular consumers who eat and use the service at these seafood restaurants, and also focus on the restaurants' characteristic or design. Observation time will be taken at the peak time from 18.00-21.00 hrs.

### 3.3 Data Collection

In-depth interview is the technique, non-questionnaire-liked, to collect qualitative information. The questions will be prepared and classified in advance. In this collection data, researchers can specific rather what particular information from respondent than observation. Researcher also aims to see reaction of respondents during the conversation. The process is set under suitable environment: comfortable, relax, natural, and informal. Interview is an advantage for collecting data, because the data will be more accurate, benefiting from the two-way communication. Respondents can freely allow to show their opinions and ideas. However, interviewers have to take note all the time; otherwise not getting enough information. Therefore, voice recorder is used to furnish the solution.

All list of open-ended question is used during the interview as following:

- 1) What are the purposes of going to department store?
- 2) Do you know the following four seafood restaurants?
  - 2.1) Leamcharoen Seafood Restaurant
  - 2.2) Kianuagn Mahachai Seafood Restaurant
  - 2.3) Somboon Seafood Restaurant
  - 2.4) Huaplachongnonsea Restaurant
- 3) Have you ever try to eat these seafood restaurants on department store?

If not why?

- 4) Which branch do you often go to, based on the four seafood restaurants?
- 5) How often do you eat out at the department store?
- 6) Which department store in Bangkok do you usually go?
- 7) What are your influences that lead you to decide on consumption of seafood restaurant?
- 8) Which meal do you usually eat out at these seafood restaurants?

- 9) How much does it cost per meal?
- 10) Who usually do you go with at seafood restaurants on department store?
- 11) From which channels do you know these seafood restaurants?
- 12) Which menu do you usually order at these seafood restaurants on department store?
- 13) Which branch of these seafood restaurants do you prefer? Why?
- 14) What is the most impressive thing in these seafood restaurants on department store? Why?
- 15) What is your expectation when you go to eat out at the restaurant?
- 16) How do you feel about advertising message at the front of these seafood restaurants on department store?
- 17) If there are other seafood restaurant branches on department store, would you like to get back at the original branch or not? Why? (In case they used to go to the original branch)

In-depth interview will take time around 15-20 minutes by discussing to each other. Researchers let the respondents show their opinions and ideas as much as they would like to respond.

### **3.4 Data Analysis**

Resulting from the data collection, the results will be analyzed using content analysis from in-depth interview; the process will be completed through audio voice record. At first step, researcher will analyze factors by carefully listening and making lists from respondents, one-by-one. The following step will seek for the most important factor that respondents concerned when choosing the seafood restaurants on Bangkok department store. Moreover, the researchers will also make notes of the most well-known seafood restaurant brand. Observation will also be used to further support in finding the results to better understanding the analysis.

## CHAPTER IV

### FINDING AND DISCUSSION

This chapter indicates the result after the researcher collected the data. The first topic will elaborate the fact found from observation of customers' behavior and characteristics of the seafood example shops in department stores. The topic later will classify respondents into groups based on demographic, different in age, gender and salary. It also shows respondents' brand awareness and experiences toward the four examples of seafood restaurants using in-depth interview.

#### 4.1 Observation Finding



**Figure 4.1** Laemcharoen Seafood



**Figure 4.2** Huaplachongnonsea

The researcher selected two seafood restaurants at Central World branch, Laemcharoen Seafood and Huaplachongnonsea, as an example to portray the differences. Their target consumers were office workers who, from observation, aged 25 years old and above. Even though both stores were located in the same department store, offering very similar food menu, yet the differences were noticeably interesting to discuss. The observation time took place in the peak hour, during 17.00 to 21.00 on Friday. After observation, it indicated that both of seafood restaurants were likely to have all tables setting with 4 seats. That is, the main consumers for both restaurants were a 4-persons-per-group type. In addition, both of seafood restaurants had 20 tables, again mostly with 4 seats. Even though the number of tables for Laemcharoen and Huaplachongnonsea were 20 due to limited spaces, but the way they set them reflected different in style. Laemcharoen spread its tables all around the store, maximizing all available space. While Huaplachongnonsea set tables in 4 parallel lines throughout the shop. Both seemed to well utilize their spaces and their overall look and ambience were comfortably nice, mainly resulting from proper lightings. For service perspective, observed through their staffs in stores, both of seafood restaurants were slightly different in terms of amount of staffs and their assigned responsibilities. Laemcharoen Seafood had 13-14 employees. The tasks were clearly allocated: 8 persons for serving, 3 persons for clearing and setting the table, and 2 persons for reception. For Huaplachongnonsea Restaurant, there were 5-6 staffs in store but all did not have any specific responsibility assigned; they all were supposed to do multi-tasking routine. For example, a staff who was there as a receptionist switching to serving food when the others were not available, or to cleaning and re-setting tables. Both of seafood restaurants were totally different in the way they present their promotions to consumers. For Laemcharoen Seafood, there were various promotions visible at front of the restaurant to get customers such as discount promotion for Laemcharoen members, discount for paying by credit card from SCB, KTC, Krungsri, Standard chartered and JCB, and a free one main-dish. This promotional fact of Lamcharoen was found to match with the finding of Burachatcharoenkul (2000)'s. He indicated that the majority of consumers mostly focused on special discount. However, for Huaplachongnonsea, at front of restaurant, there were none promotional campaign exist to show and attract customers, but displaying food model to show how their food would look instead. That is both of them had different way in promoting their products

to consumers. Leamcharoen indicated example of food and recommended menu and promotions by using posters and electronic signboard. For Huaplachongnonsea, they only used food model for presenting their products, without showing promotion to customers. Even though there were some differences for both restaurants, one similarity was outstandingly present: the customer-service mind. Every staffs, well-trained, smiled and offered a warm welcome feeling.

Throughout the observation, it seemed Laemcharoen had more consumers than Huaplachongnonsea. Laemcharoen's store was crowded with customers; some were on waiting list. While Huaplachongnonsea had around half-shop full. Another interesting fact was that most of Laemcharoen's consumers walked straight to shop, without stop reading the menu at the front. However Huaplachongnonsea had many consumers stopped, hesitated, and flipped through the menu first, before they walked into the restaurant. They even had some, after seeing the menu, walked away.

## 4.2 Demographic Profiles of Respondents

Demographic profiles were different in terms of gender, age and salary as shown in Table 4.1. From in-depth interview 12 respondents, 66.6% were females and 33.3% were males. 25-35 years old were the first range for this sample group, 6 out of 15 respondents. For salary, the majority of respondents earned money at 20,001-30,000 THB per month. All respondents were employees in Bangkok Metropolis.

**Table 4.1 Demographic profiles of respondents classified by gender, age and income**

Demographic Background	Qty. (n)	Percentage (%)
<b>Gender</b>		
Male	4	33.3
Female	8	66.6
<b>Total</b>	<b>12</b>	<b>100.0</b>
<b>Age range group</b>		
25-35	6	50
36-45	1	8.3
46-55	4	33.3
56-60	1	8.3
<b>Total</b>	<b>12</b>	<b>100.0</b>



**Table 4.1 Demographic profiles of respondents classified by gender, age and income (cont.)**

<b>Demographic Background</b>	<b>Qty. (n)</b>	<b>Percentage (%)</b>
<b>Income range (THB/Month)</b>		
10,000-20,000	1	8.3
20,001-30,000	6	50
30,001-40,000	2	16.6
40,001-50,000	4	33.3
More than 50,001	2	16.6
<b>Total</b>	<b>12</b>	<b>100.0</b>

### 4.3 Purpose and Experience Profiles

The researcher was interested in the main purposes for people to visit department stores; each respondent was asked to give only one answer (Table 4.2). The majority of respondents were likely to go to department store for shopping; eating out was second main reason after shopping. This finding was found contradicting with the previous study that stated almost seventy percent of consumers go to department stores because of food services (Jindabot, 2012).

The topic also highlighted on respondents' brand awareness's toward those four store examples (Table 4.3), noted that some respondents had known more than one brands. Finding suggested that Laemcharoen Seafood Restaurant was the best known brand for respondents, and was also the most visited place to eat out in Bangkok department store (Table 4.4), noted that some respondents had experienced more than one brands.

**Table 4.2 Purpose of respondents when they went to Bangkok department store**

<b>Purpose</b>	<b>Qty. (n)</b>	<b>Percentage (%)</b>
Shopping and Eating	9	75
Only eating	3	25
Total	12	100

**Table 4.3 Brand awareness**

Name of Seafood Restaurant	Qty. (n)	Brand awareness Efficiency (%)
Laemcharoen Seafood	12	100
Kianugn MahaChai Seafood	3	25
Somboon Seafood	9	75
Huaplachongnonsea	8	66.6

**Table 4.4 Respondents' experiences**

Name of Seafood Restaurant	Qty. (n)	Percentage (%)
Laemcharoen Seafood	12	100
Kianugn MahaChai Seafood	1	8.3
Somboon Seafood	3	25
Huaplachongnonsea	5	41.6

#### 4.4 Factors Toward Consuming Seafood In Bangkok Department Store

The factors drive to consume seafood in Bangkok department store. The researcher used in-depth interview for analyzing and collecting data from 12 respondents who had used to having seafood in Bangkok department stores. Tasty was the first factor that respondents concerned when they decided to consume seafood in Bangkok department store, followed by attractive promotion, convenient location, fast and good service, friends or family's invitations and suggestions. Some respondents also identified reasonable price, special occasions, good reputation, and clean environment as factors they considered when deciding to go to a seafood restaurant.

##### 4.4.1 Tasty/ Fresh/ Good texture

Most respondents (9 out of 12 respondents) agreed that taste was the most important factor when deciding to consume seafood restaurant on department stores. Being tasty, fresh with good texture were found to be the first main factor that they concerned. The following statements are quoted from interviews as examples to support the clause.

*“I went to seafood restaurant on department store such as Leamcharoen Seafood Restaurant because of mellow taste and having fresh ingredients”* (Female, 58, Employee of a private sector company)

*“I love to go to eat seafood at Huaplachongnonsea in Maga Bangna because Taste was always good, especially Stir Fried Crab with yellow curry powder. The food quality are highly maintained when compared with their original branch and other branches”* (Male, 30, Owner of business)

*“I love seafood sauce at Leamcharoen Seafood. It was very spicy yet tasty. I also preferred to order fish cake every time when I went there because it was very delicious with good odor”* (Female, 32, Employee of a private sector company)

*“Deep fried snapper with fish sauce was the favorite menu when I went to Leamcharoen Seafood, crispy, fresh and yummy. Every time is the same”* (Female, 27, Banker)

*“I think many menus at Leamcharoen Seafood branches on department store were much tastier than stand-alone branch”* (Female, 46, Housewife)

*“In my opinion, meat textures for every portion were beyond my expectation, especially with good decorations. Even convincing me to take it and order more food. It looked more premium than stand-alone branches.”* (Female, 54, Housewife)

Based on the findings received from respondents toward having seafood in Bangkok department store, it suggested that taste, fresh and texture was the most concerned factor. When some respondents mentioned about seafood restaurant in stores, they suddenly thought of seafood sauce as very spicy, a perfect match when eating seafood. In addition, the recommended food menus were the best-selling items, strengthening the proof that taste, freshness and good texture was one of the factors people concerned. This finding was therefore the preferable factor when they chose seafood restaurants in Bangkok department stores. When compared to the previous study, the factors that affect consumers to decide on consuming seafood restaurant in Samutsakorn province (Suttiratanasunthorn, 2004), it yielded the same findings; it was the same either to choose to eat seafood restaurant at stand-alone branch or on department stores. Moreover, this finding was also similar with the previous study from Chiang Mai University (Burachatcharoenkul, 2000) as well as research from Kasikorn Research Center indicated

88 percent (Kasikorn Research Center, 2014), taste was the main important factors that respondents concerned to choose the restaurant.

#### 4.4.2 Promotion

Promotion or privilege is another factor that respondents agreed and concerned. They likely to check the promotion when they have already arrived at the seafood restaurants. The majority of respondents loved to pay by credit card to get privilege reward or discounts. Eight out of 12 respondents stated about their experience as follows:

*“I always checked the promotion from credit card. This is factor that I would love to get back to have meal at this seafood restaurant such as Leamcahroen Seafood Restaurant”* (Female, 51, Employee of a private sector company)

*“I and my friend usually asked staff before ordered food such as any special menu for today, any discount after paying by credit card”* (Female, 32, Employee of a private sector company)

*“Leamcharoen have had a promotion matched with SCB Bank, so it was very good to pay by credit card on my occasion time with my family”* (Male, 29, Employee of Bank)

*“Sometime I re-checked how different menu between menu with promotion and without promotion. If that menu was the menu that I like, I always ordered it”* (Female, 30, Master degree Student)

*“I was interested in payment by credit card and get some discount”* (Female, 34, Nanny)

The finding suggested that the majority of respondents had experienced payment by using credit card. The seafood price was very high in general; therefore receiving discount from credit card was preferable than cash. Additionally, they were likely to check promotion at the table, when they arrived at the seafood restaurants, for example which credit card was taken today, which menu was a special for today, which privilege was received for today. When compared to the previous research (Suttiratanasunthorn, 2004), it showed the same result that the promotional discount factor affected consumer to consume seafood at the seafood restaurants in Samutsakorn province and on department stores.

#### 4.4.3 Convenient location

Most respondents, 7 out of 12 respondents, were prefer to have their lunch or dinner at place that was convenient for them, especially when eating seafood restaurants in Bangkok department store. Even though eating out was found to be the purpose for people when going to department store, they still chose department that was closed to their place. The following were quoted from the interview showing that customers prefer to eat at their convenient places.

*“When I went to eat seafood at Bangkok department store, it had to be close to my home because of easy to go and to avoid bad traffic”* (Female, 58, Management level of a private sector company)

*“After working, I felt very hungry and would like to have seafood with my colleagues, thus a near department store was my choice to go such as at Leamcharoen Seafood Restaurant in Silom Complex Branch”* (Female, 32, Employee of a private sector company)

*“I love taking my family to have some seafood restaurant at Kianguan Mahachai Seafood Restaurant, Central Rama 9 branch. I would want to go to their original branch, but was too far to go; a few hour drive is unavoidable. It was not convenient for my father and mother to ride car that long. Therefore, seafood restaurants on department store branches were my good option for my special occasion day or weekend”* (Female, 27, Employee of a private sector company)

*“I always felt upset with Bangkok terrible traffic, especially after a long day at work. So the seafood restaurants on Central World such as at Huaplachongnonsea Restaurant were wonderful. And I went there quite often”* (Male, 52, Employee of a private sector company)

From respondents' experiences, they were likely to have seafood for their dinner with their colleagues after work or usually on the weekend with their family. Therefore, seafood restaurants on nearby department stores were grateful, mainly because of hating bad traffic. Respondents were also likely to go to department store or seafood restaurant on store branches near their home, if needed. Closer to their place mean saving time for driving. Many families loved to find seafood restaurants on store branches since they were with elderly people who could not ride the car for a long hour. Comparing to one of research study, the paper only concerned about having enough spaces for car

park (Suttiratanasunthorn, 2004). While this study found contradict. The majority of respondents focused on the closer places, the better. Even though, it was hard to find parking space on department store. However, this finding is in line with previous study of Burachatcharoenkul (2000), it indicated that respondent mostly choose the restaurants that were close to their places such as office and home.

#### 4.4.4 Service

It was found that providing superior service also helped increasing customers. To be more specific, six out of 12 respondents suggested to go to restaurant with a fast and caring service, marking as another factor that drove respondents to consume seafood on Bangkok department stores. Providing good care to customer required people with service-mind characteristics. The practice helped enhancing consumers' satisfaction during the meal. Once satisfied from both food and service, they would doubtlessly get back next time. For example, staffs always responded or took care of them without any asking, fast service even it was at a peak time and crowded and consumer can ask and raise their hand all the time. Some examples of respondents' experience can be seen below:

*“I liked to have seafood at the store branches rather than have seafood at a stand-alone branch because staff could deliver good service all the time”* (Male, 30, Master Degree student)

*“When I went to seafood restaurant on store branch such as Huaplachongnonsea at Central World, staffs always asked and quickly responded to provide services”* (Female, 46, Employee of a private sector company)

*“In my opinion, I was impressive for staff at Somboon Seafood Restaurant on store branch because they got a good training to provide service. Their manner where also very adorable”* (Male, 37, employee of a private sector company)

*“Food was served very quickly at seafood restaurant on store branch”* (Male, 29, employee of a private sector company)

*“I expect staff to provide fast, quick in responding, service as usual because number of staffs are sufficiently enough based on the smaller space, unlike their original branch”* (Female, 54, Housewife)

After the interviews by the researcher, the finding indicated that respondents went to seafood restaurant on store branch also because of their service quality. Staffs were well trained to carry out appropriate manners: being enthusiastic and fast in providing service. It was also because of hiring enough employees to perform the task. This mentioned finding was also similar to the study suggested from Chiang Mai University (Sittiratanasunthorn, 2004) that said the majority of respondents agreed to focus on fast service, followed by enthusiastic and always taking care of consumer behaviors

#### **4.4.5 Reference group**

Friends and family also affected eating choices of restaurants (Kahapana, 2012), especially when having a big meal in a large group at any restaurant together. The finding suggested the same direction as five out of 12 respondents agreed that they chose seafood restaurants on store branch because either friends or families invited, suggested or desired. The following clauses are examples provided from the interview.

*“Someone recommended me to try once at this seafood restaurant (Laemcharoen on store branch). So.....yes. I chose to go there because I was convinced.”* (Female, 58, employee of a private sector company)

*“My friends were a seafood love. They had always invited me to have some seafood with them, especially branches on department store”* (Female, 32, employee of a private sector company)

*“My parents would like to have some seafood, so they asked me to take them to one of seafood restaurant on store branch, the one that are close to our home”* (Female, 27, employee of a private sector company)

*“My colleagues used to try once at seafood restaurant on store branch, so they suggested me to go there. Even telling me that trying there once would make me to yearn for more later on”* (Male, 29, Employee of a private sector company)

The results revealed that some respondents went to have some seafood on store branch because of the reference group, friends and family. Suggested from another research, also said in the same direction, a person or group could influence other people's behaviors and also could change attitude to purchase or consume anything (Kahapana, 2012). The same went to another research by Sittiratanasunthorn (2004) that explained that consumers were influenced to choose seafood restaurant because of friends' suggestion.

Moreover, the Kasikon Research Center (2013) also found that reference group or person such as friend and family affected a person in choosing the restaurant as high as 77 percent. Therefore, friends or families' suggestion and invitation was one of the important factors that drove them to choose the seafood restaurants on store branch.

#### **4.4.6 Price**

Being a reasonable price was the plus in selecting which seafood restaurant on department stores. Of 12 respondents, four agreed that they expect reasonable value from what they paid and received. They were willing to pay high as long as getting the value at least up to their expectation. Even though some respondents did not check the price before ordering in one seafood restaurant that was known for having comparatively high price, but ended up satisfying.

*“In my perception, a deep fried snapper with fish sauce, at Laemcharoen Seafood was rather expensive, pricing at 480 bahts, but we like it so much. Considering its value, it is good enough for made me and my family to pay”* (Female, 30, Master Degree student)

*“When I checked the bill, price was very cheap in total at Leamcharoen Seafood and Huaplachongnonsea on store branch”* (Female, 32, employee of Private Sector Company)

*“Size of main dish was reasonably priced, we can also choose based on number of our group members to order either a large or small dish.”* (Female, 46, employee of a private sector company)

Reasonable price was found to be another good factor that drove respondents to consume seafood on store branch. They aimed to pay for reasonable and value dishes, regarding to taste, quality and quantity of food. This finding of current study was similar to what Ketsirin (2008) found on a topic of choosing the seafood restaurant in Pattaya. Restaurants set the reasonable, high value pricing, to get more consumers satisfied and willing to come back again.

#### **4.4.7 Special occasion**

Special occasion was one of the factors identified by four respondents. These respondents were more likely to go to a seafood restaurant because of special



occasion such as celebrating birthday, family reunion, or getting promoted at work. Some examples of respondents' experience can be seen below:

*"I went to seafood restaurant on store branch on the long weekend"* (Male, 37, employee of Private Sector Company)

*"My colleague went to celebrate his birthday at Laemcharoen Seafood Central branch"* (Male, 52, employee of private sector company)

*"My mom loved to consume seafood, thus I took her to have some seafood on store branch on Mother's Day"* (Female, 34, Nanny)

*"When my family would like to reunite, seafood restaurants as Laemcharoen Seafood or Somboon Seafood Restaurant were my family's selection"* (Female, 54, Housewife)

This finding was in parallel with one of factors described in other researches such as that summarizing factors to influence people to eat out (Burachatcharoenkul, 2000). In some occasions such as vacation, public holiday, and family meeting, special moment was the factor that majority of people concern to eat out. In addition, when comparing to people's consuming behavior in Samutsakorn province (Sittiratanasunthorn, 2004), 40 percent of respondents went to seafood restaurant on special occasions. One of respondents also said it became familiar to her family to choose seafood restaurant on store branch when some occasions approaching. In addition, this finding supports the research of Kasikorn Research Center, which revealed 51 percent of its samples went to eat out on Mother's Day (Kasikorn Research Center, 2014).

#### **4.4.8 Reputation**

Reputation was another factor that four respondents agreed and preferred to choose the well-known seafood restaurants as respondents' experience as follows:

*"I went to Laemcharoen Seafood restaurant due to the reputation of restaurant in term of food. Deep Fried Snapper with fish sauce is a must"* (Female, 30, Master Degree student)

*"I have never been to Kianguan Mahachai Seafood Restaurant because I have never heard and known about this restaurant before. For others, I have known, so I always go to seafood restaurant that I have been familiar with."* (Female, 58, employee of a private sector company)

*“Even though I have never been to the original branch such as Huaplachongnonsea Rama 3 branch, I have known the good reputation of restaurant about quality of food that the restaurant always maintain. Food are tasty in every branch”* (Female, 46, employee of a private sector company)

These findings indicated the respondents went to the seafood restaurants on store branch because of the restaurant’s reputation toward food. While some of respondents had never been or known the original branch, they still visited the shops on store branches because of the familiar name of the shop itself. Some of respondents also knew these seafood restaurants from media. This result was similar to what stated in one academic research by Wysocki, House, and Messina Jr (2009). It showed seafood consumers relied heavily on the reputation of specialty seafood houses, their regular grocery stores, or specialty seafood restaurant, when deciding whether or not to purchase or consume seafood.

#### **4.4.9 Cleanliness**

Cleanliness was another factor that convinced respondents to consume seafood, especially on department store branches. The term cleanliness covered the appearance of food, food decoration and also restaurants’ overall look. Two respondents agreed to choose the seafood restaurants on store branches; one reason was because of being clean, compared to seafood restaurant in stand-alone branches. It was indicated as respondents’ experience based on following statement.

*“In my opinion, I rather went to seafood restaurants on store branches than a stand-alone ones because it seemed much cleaner.”* (Female, 54, housewife)

The similar finding was found from this research and the paper of “Service Marketing Mixed Factors Affecting Consumers in Choosing Seafood Restaurant in Mueng District Samut Sakorn Province from Chiang Mai University” (Sittiratanasunthorn, 2004). It indicated that cleanliness was an important factor for consumers’ consumption of seafood in Samutsakorn province. Therefore, it was the same factor between choosing seafood restaurant on department store and stand-alone branches.

## **CHAPTER V**

### **RECOMMENDATIONS AND LIMITATIONS OF THE STUDY**

#### **5.1 Practical Implications**

There are many seafood restaurants in Thailand; some are newly opened, while many are not. However, not many could possibly gain reputation and become successful to both non-seafood consumers and seafood consumers. The number is so increasing that the residences, Bangkokians, can actually find seafood restaurants in many provinces now, not limited only to provinces that have access to sea like the old time. Including Bangkok metropolis, seafood restaurants are commonly found either in the form of a stand-alone branch or department store branch, or both. A few of them are so successful that they have expanded themselves to have more branches, trying to gain more market share by reaching more customer group. Expanding into department stores is one of the solid answers to that. However, what are those hidden factors that make seafood restaurants on department stores successful. This current study using customers' insights through interviews and observations, described the differences and similarities between those seafood restaurants on store branch.

The first finding starts off with revealing that most consumers were likely to go to department for shopping and eating together, while only eating is said to be the second most important reason. Therefore, successful seafood restaurants that already have branches in department stores, such as Laemcharoen Seafood, Kianguan Mahachai Seafood, Somboon Seafood Restaurant, and Huaplachongnonsea, were selected to use as examples in finding factors. The results indicated many important factors for driving more consumers to consume seafood on Bangkok store branch. It consists of nine factors that make consumers to choose the restaurants on department stores: taste (tasty, fresh and good texture), promotion, distance, service, reference group, price, special occasion, reputation, and cleanliness.

In conclusion from in-depth interviews and observations, the majority of consumers go to department store on the weekend or after work, with their friends or family, for shopping and eating out. The most important factor is the taste of food. Seafood restaurants should maintain the quality of taste to be as similar as, if not the same, the original branch. All materials should be fresh every day, not stocking up too many inventories. Followed by promotion, shops, from the findings that indicated consumers mostly paid the bill by using credit card, should make their promotion campaigns visible for their customers to notice. Moreover, customers also concern the distance, unlikely to visit the shop if distance is far. Therefore, choosing to open in which area of Bangkok is also an integral part such as near school, university, village, or business area. Seafood restaurants can survey the market first in order to make decision where to open their new branches: which department stores that has their target market the most. Having a good service is also required. They can arrange proper trainings throughout the year to maintain high standard. Seafood restaurants can routinely check and evaluate their services and cleanliness level from customer feedback from which could be access through evaluation form. The price is also concerned as consumers' satisfaction enhanced if received high value. Seafood restaurants could use survey to find appropriate price for their menu. Friend and family are an influential group to choose the restaurants on store branch. That is, friend and family are the reference group or person, who can convince most consumers to select seafood restaurant. To benefit the most, seafood restaurants on department stores should have the promotions for friends and family. Customers' behavior is to eat more on special occasion. Good promotion can also provide to attract more customers during the period. Social media and blog reviews are the recommendation for seafood restaurants to convince a lot of consumers. These can increase more shop reputation.

## **5.2 Limitations of the Study and Suggestions for Future Research**

After the collection of data by using in-depth interview, these factors directly derived from the Thai respondents' past experiences. The result might be questioned for its consistency. The result can be said to limit only to Thai customers. From the observation, there were some foreign customers at these seafood restaurants on store

branch as well, mostly found in those locations that have access to BTS sky train and MRT subway. There different groups of people are different in their background and culture. In summary, the factors that have shown in this paper can be a little diverted to those branches that have foreigners as customers. In addition, in this paper, findings were concluded from a small sample size of twelve Thai residence. The factors can be less diverted or more accurate if adding more respondents in interview. Furthermore, the answer from respondents were too boarded. By asking specific brand questions such as “what do you like in Lamchareorn Seafood Restaurant?” would be able to get more insights.

For future study, in-depth interview can divide target consumers in interview session into Thai and oversea residences as these two groups have different cultural effect that might lead to different in conclusion. These findings can be applied to national market study, not only limited to Bangkok province. However, to use in a bigger scope, there will be more issues to consider such as cultural differences in regional level, and differences in purchasing power. In addition, the study should use bigger samplings for finding the different answers. Moreover, the current study should also specific the name of seafood restaurants or the brands during the interview, because if the researchers mentioned the brands, the results would hint important factors that each brands had over their competitors For example, Laemcharoen was commonly known for its better teste. This kind of answer can provide not only factors competitor would concern when choosing the restaurant, but also the competitive advantage of that brand simultaneously.

## REFERENCES

- Kasikorn Research Center. (2014). *Mother's Day 2014, City Dwellers to Spend THB1.12 billion on Dining with Moms*. Retrieved October 12, 2015, K-Econ Analysis: <https://www.kasikornresearch.com/EN/K-EconAnalysis/Pages/ViewSummary.aspx?docid=33033>.
- Kasikorn Research Center. (2014). *Robust Restaurant Chains to Grow 6.9-8.9%*. Retrieved October 15, 2015, K-Econ Analysis: <https://www.kasikornresearch.com/EN/K-EconAnalysis/Pages/ViewSummary.aspx?docid=33552>.
- Kasikorn Research Center. (2013). *Restaurant Chains, Asian Food Still Outshines*. Retrieved November 15, 2015, K-Econ Analysis: <https://www.kasikornresearch.com/EN/K-EconAnalysis/Pages/ViewSummary.aspx?docid=31472>
- National Statistical Office. (2009). *บทบาทของธุรกิจเกษตรและอาหาร ที่กับการเปลี่ยนแปลงชนบทและสังคมไทย*. Retrieved November 12, 2015: <http://www.biothai.net/node/10889>.
- Sittiratanasunthorn. (2004). *Service marketing mixed factors affecting consumers in choosing seafood restaurant services in Mueang District, Samut Sakhom*. Chiang Mai: Chiang Mai University.
- Jindabot. (2012). *Consumer's Behavior and Perceived Retail Store Image by Stores' Level*. Songkla: Songklanakarini University.
- Pornjitudom. (2008). *Opinion and suggestion of consumer to factors marketing mix for seafood restaurant tanga at Pattaya, Chonburi province*. Chonburi: Burapha University.
- Burachatcharoenkul. (2000). *Factor of influence for decision dining-out case study people in Bangkok*. Bangkok: Kasetsart University.
- Kahapana. (2012). *Guidelines to improve the seafood restuarants at Panyee Island in Phang-nga Province*. Phuket: Phuket Rajabhat University.
- Sommanapan, Kongsawadkiet. (2013). *Motivation factor on Thai food eating out of consumer in Bangkok metropolitan area*. Bangkok.

Wysocki, House, Messina Jr. (2009). *Seafood Perceptions among People Aged 55 and Above: Summary of Focus Groups Results 1*. Florida: University of Florida.

Underhill. (2000). *Why we buy*. New York: Simon & Schuster.

