

**ANALYSIS OF SOCIAL FACTORS INFLUENCING PIZZA
CONSUMPTION IN BANGKOK**



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OF THE REQUIREMENTS FOR THE DEGREE OF
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2016**

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Thesis
entitled
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was submitted to the College of Management, Mahidol University
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on
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Phannaphatr Savetpanuvong, Ph.D., Asst. Prof. Winai Wongsurawat, Ph.D.****ABSTRACT**

This research aims to study the relationship of social factors (family and friend) and personal factors on pizza consumption behaviour in Bangkok using questionnaire. Moreover, it also investigates the current situation of pizza restaurant market in Bangkok by conducting interview. Questionnaire method collects data from 400 respondents who recently consume pizza while interview method is conducted from 22 pizza restaurant owners or executives. Most of respondents consumed pizza for getting together with friends. Italian crispy crust pizza type was more preferred while specific toppings like Hawaiian and Margherita was chosen. They usually ordered pizza with side dishes. Most respondents preferred fast food restaurant while the most preferred brand was The Pizza Company. But, there was no loyalty in any pizza brand. Most respondents spent for pizza consumption less than 300 baht per person and they visited once every 3 months while evening was preferred. They usually consumed pizza with 3-4 persons while friend was the influencer. The trend of pizza business was stable. Both social factors and personal factors had relationship with pizza consumption.

The results from interview showed that the reasons to start pizza restaurant business were business opportunity, knowledge, connection, and passion. The situation of pizza business faced high competition but it still had a gap in market. Delivery service was popular while other food truck concept and social event were increasingly important. To become a successful pizza restaurant, they needed to focus on quality ingredients, pizza making techniques, ambience, good taste, good services, added quantity, and creativity. However, the obstacles were staff turnover, restaurant management, understanding customer behavior, location, and lack of passion. Most of pizza restaurants had loyalty customers which were attracted by a good quality pizza, not a marketing promotion. More importantly, pizza was not a fast food because it actually had good quality ingredients that were good for health. As resulted by restaurant owners and executives, family and friend had no significant influence on pizza consumption while customers likely thought that family and friend had significant influence on pizza consumption.

**KEYWORDS: CONSUMER BEHAVIOR / PIZZA CONSUMPTION / SOCIAL
FACTORS / PERSONAL FACTORS / PIZZA RESTAURANT**

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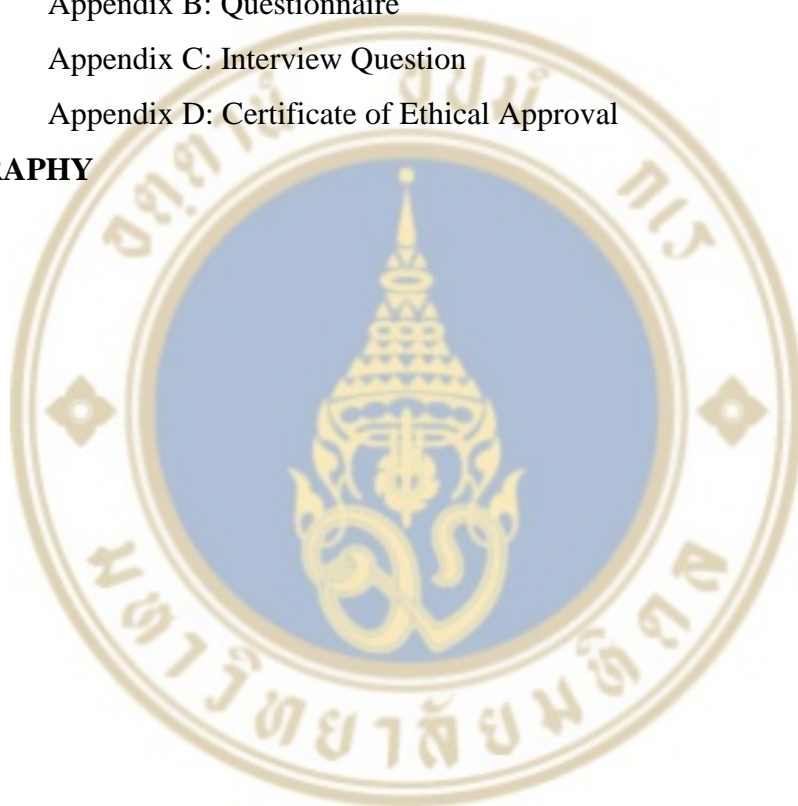
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CHAPTER I

INTRODUCTION

1.1 Background and Rationale of the Study

Fast food has a negative image being known as high in fat, high in carbohydrates, high in sodium and low fiber. It is quickly prepared and normally served with soft drinks. Fried chicken, hamburger, French-fries, donut, and pizza are among the most popular fast food in the world. With a standard method of preparation and service several Thai foods have been classified as fast food. Spicy papaya salad, fish balls, and grilled pork with sticky rice are the examples (Daily News, 2012). Moreover, some international or ethnic foods including pizza, noodles, dumplings, sandwiches, and kebabs fall into the same category (Johnson and Taylor, 1989). Therefore, there is a wide variety of fast food throughout the world but they are unnecessarily seen as unhealthy.

Fast food has a long history in Thailand. Since it was brought to serve American soldier during Vietnamese war (Prempapat Plittapolkransim, 2013), it had flourished again during 1980s by the major fast food restaurant players, including Central Restaurants Group, Yum! Thailand, and Minor Food Group (Minor International, 2010; Yum Restaurants International, 2012; Central Restaurants Group, n.d.).

In business terminology, fast food restaurants are called Quick Service Restaurant (QSR). In Thailand, the total QSR market value was approximately 34,100 million baht in 2015 (Yum Restaurant International cited in Manager Online, 2015). This was accounted for 31 percent of Thailand's total restaurants chains market or only 9 percent of Thailand's total restaurant market in 2015 (Kasikorn Analysis, 2014). The market value of total QSR market is shown in the table 1.1

Table 1.1 Comparative QSR market share in Thailand

Quick Service Restaurants	2014		2015F*		
	Revenue (THB Million)	%	Revenue (THB Million)	%	Growth rate (%)
Fried Chicken	15,000	48.4	17,000	49.9	11.0
Hamburger	5,500	17.7	5,800	17.0	6.0
Pizza (dine-in)	3,700	11.9	3,900	11.4	3.0
Pizza (delivery)	6,800	21.9	7,400	21.7	8.0
Total Market	31,000	100.0	34,100	100.0	9.0

Notes: F*=Forecast

Source: Adapted from Yum Restaurant International cited in Manager Online (2015)

The restaurant market in Thailand is changing and developing from time to time. More restaurants enter to market because the trend of Thai people eating out is growing (Kasikorn Analysis, 2014). They bring many new types of foods and new restaurant concepts to the market. This is also similar to the pizza restaurants in Thailand. According to researcher's observation and interview, we can find pizzas in a small kiosk, a fast food restaurant, a small pizza homemade restaurant, a fine dining restaurant, or even on a truck.

The history of pizza can be traced back to nineteenth century at Naples, Italy. It was also very popular among Mediterranean region long time ago. Generally, it was a flat, round base of dough baked with a topping of tomato sauce and cheese with added meat or vegetables (Grimes, 2004). In America, pizza was firstly seen as a foreign food prepared by Italian bakers which served at small outlets and Italian festivals. After World War II, pizza became an American trend since it was convenient to eat in cars and around television at home. Once pizza was developed and managed as the fast food franchised chains, it was then widely well known all around the world. The major players in this business were Pizza Hut, Domino's Pizza, and Papa John's (Sinclair, 2005).

In Thailand, pizza was first introduced in 1981 by Mr. William Heinecke, founder of Minor International, who opened the first Pizza Hut store in Pattaya (Wallace, 1991). He was behind the success story of pizza market in Thailand due to

his entrepreneur's vision and market testing. However, there was a conflict between him and the American franchiser, Yum!. In 2000, a court decision terminated his rights as a Pizza Hut franchisee. This incident caused him to launch a new pizza brand, The Pizza Company. Surprisingly, this newcomer has been thriving and is now the market leader in Thailand's pizza market (Yuthasak Kanasawas, 2004). The competition between two pizza chains was very intense with both aggressive marketing strategies and huge marketing budget (Positioning Mag, 2008). This pizza war, however, had a major advantage in that it enabled small players to enter the market as competing on traditional Italian pizza style since Thai consumers already had developed a taste for pizza (Business Thai, 2005). These brands include multi store chains such as Narai Pizzeria, Scoozi Restaurant, and Pizza Pizza by Yanee, to individually owned restaurants such as Lanta Pizzeria, Maria Pizzeria & Restaurant, Pepina, and IL Bolognese, especially the re-entry of the world famous brand, Domino's pizza. The pizza market share by brand is shown in the table below.

Table 1.2 Pizza market share in Thailand

Pizza Brands	Market Share 2015F*	
	Revenue	%
The Pizza Company	7000	61.9
Pizza Hut	1600	14.2
Domino's	350	3.1
Narai Pizzeria	200	1.8
Others	2150	19.0
Total Market	11300	100.0

Notes: F*=Forecast

Source: Adapted from Euromonitor cited in Agriculture and Agri-Food Canada (2014), Evolution Capital cited in Positioning Mag (2014), Minor International (2014), Kwanchai Rungfapaisarn (2015), Manager Online (2015), and Smart SME Channel (2015).

Pizza is the top three of Thailand's fast food market share with 8,000 million baht in the last few years (Manager Daily, 2014). However, it has shifted to 11,300 million baht by accounting the tremendous growth in pizza delivery which has

market share around 50% of total pizza fast food market share (Manager Online, 2015 and Thansettakij cited in Thai Franchise Center, 2015).

On the other hand, the popularity of Italian pizza restaurants and homemade pizza style is still existed. There are so many independents pizza restaurants in Bangkok with different selling points. According to researcher's interview with one of Italian pizza providers, he claim that Thai consumers consume more crispy crust Italian pizza style because of healthy and better quality ingredients. Also, many independent pizza restaurants rarely see themselves as fast food restaurants. Referred from the researcher's interview with some independent Italian pizza restaurants in Bangkok, they claim that Italian pizza is totally different from fast food pizza because of the pizza making process, the oven, and the quality ingredients.

Even people may perceive pizza as a fast food because of the speed, availability, and its main ingredients such as refined floor, processed meats, and high-fat cheese (Haris, 2013), on the other hand, consumption of pizza has a benefit due to nutritional value and vitamins in its toppings and tomato paste. According to the research of Singh and Goyal (2011), pizza provided adequate nutritional value. It could supply 30 percent of USA recommended daily allowance of vitamins A, C, B2, calcium, and protein. It also provided 50 percent of vitamin B1 as well as 35 percent of iron. Finally, the antioxidant lycopene in tomato also provided a significant anti-cancer benefit to human body (Singh and Goyal, 2011).

This is a very interesting market because pizza can be seen as healthy and unhealthy depending on the type of pizza we consume. Therefore, the analysis of pizza consumption behavior is apparently interesting topic to explore.

1.2 Problem Statement

Pizza market is seen as one of the most interesting markets in Thailand because of its varieties and culture differences. Some studies unfold the bad side as fast food while some studies conversely mention about benefit of lycopene and other nutritional value in pizza (Singh and Goyal, 2011). Regardless the two distinct types of pizza in Thailand, American and Italian styles, Thai people may eat pizza

differently compared to foreigners. Therefore, the results of pizza consumption may vary and differ compared to the general study on fast food consumption.

There are a number of studies on fast food and pizza consumption. However, most of them focus on the influences of personal factors and marketing factors on consumer behavior. Korada Katemethawit (2013) studied on marketing factors and fast food consumption of Chiang Mai university students. Respondents knew fast food restaurants from friends and they normally consumed in evening or after classes. Taste was the major factor to consider fast food restaurants. Jedsadapon Krutkaew, Tamsiri Jirasaring, and Sithipong Daothong (2010) compared the attitude level of pizza consumers between Pizza Hut and The Pizza Company in Bangkok. The results showed that marketing factors had influence on pizza consumption. Therefore, the further research is still needed especially the influences on social factors.

One of the most interesting information by Nielson Ads Survey (2013) also mentioned that the most trusted advertising was 'recommendation from people I know'. This was similar to the survey by Ladies' Home Journal (2014) stated that the most trusted advertising source was recommendation from peer. Importantly, most of respondents looked for the recommendation when they bought food and beverage items.

Brindal (2010) mentioned the importance of social factors in her specific study on fast food consumption and social influences. Not only it was a part of consumer behavior model but it also related to fast food consumption behavior. People might eat fast food to spend time with others or because they were influenced by marketing. According to her research, presence of others predicted time spend eating which consequently predicted intake of fast food items. She further stated the influence of personal factors that women would eat less when they eat with men while men showed no difference on fast food consumption. Zafar et al (2002) studied among Pakistan consumers also found out that 70% of consumers became aware of fast food through friends and relatives.

Fortin and Yazbeck (2014) did the series of fast food consumption studies among adolescents. They focused on the peer effect and obesity in children. The results showed positive relationship between peers and fast food consumption in children. Fast food consumption is linked to issues of interactions with friends. They

ate fast food more when their friends ate more. Denny-Wilson et al (2009) also pointed out the interesting social factors issue in children. They usually went to fast food restaurant with friends and family. Similar to the study of youth in North Eastern Thailand by Sam-ang Seubsman et al (2009), about half of fast food regularly consumed were induced partly from social events. One study focusing on Domino's Pizza consumption, researcher found that the important factors in buying pizza were family outings and celebration of special occasions (Deivanai, 2013).

Even they showed the relationship between fast food consumption and social influences, most of the studies were done in other countries or only collected data in a specific group. It might give different consumption results due to the cultural or lifestyle differences. However, there were some studies focusing on pizza consumption in Thailand but the influencing factors were limited. Most of them studied on the influence of marketing factors over pizza consumption.

This is the reason why I would like to pay close attention to study on the influences of social factors over pizza consumption. Family and friends are selected factors to represent as social influences in this study because it can narrow the study to make precisely results. While it is often mentioned in fast food consumption studies, de Castro (1994) also mentioned that family and friends had greater influence on higher food intake. Therefore, they might also influence on pizza consumption behavior. Personal factors were also selected to study because they could identify the differences in each consumer characteristic. Even the topic of consumer behavior are always studied in many research, it is still an interesting because the results keep changing due to the continuous change in consumption.

1.3 Research Objectives

The main objective of this research is to study the pizza consumption behavior in Bangkok by focusing on social factors and personal factors. The most significant finding is the clarification of relationship between social factors and personal factors on pizza consumption in Bangkok. Moreover, this research also

investigates the current situation of pizza restaurant business in Bangkok to provide useful information to interested entrepreneurs.

1.4 Research Questions

1. How is the relationship between social factors on pizza consumption behavior in Bangkok?

- Does social factors influence on pizza consumption behavior?
- Does social factors influence on pizza restaurants' strategy?

2. How is the relationship between personal factors on pizza consumption behavior in Bangkok?

3. What is the current situation of pizza restaurant business in Bangkok?

- What is likely the competition of the pizza business in Bangkok?
- What are the success factors for a pizza business?
- What are the obstacles for a pizza business?

1.5 Scope of the Study

- The research will be conducted in Bangkok area only.
- The first part of the study will explore the demographics and social influences that influence the purchase decision by pizza consumers.
- The second part, interview session, will be conducted among pizza restaurants based in Bangkok only.
- The duration of the study is from January 2013 to January 2016.

1.6 Benefits of the Study

Understanding of the influencing factors to consume pizza provides practical and academic benefits.

1.6.1 Existing Pizza Restaurants

The research will provide important information for existing pizza restaurants giving insight into their customer's needs. Therefore, restaurants will be able to improve their operations and marketing strategies to increase their business efficiency and customer satisfaction.

1.6.2 New Pizza Business Entrepreneurs

The information will be helpful for entrepreneurs who want to operate a pizza business because they will obtain knowledge and enhanced understanding of the pizza business in Bangkok as well improved insight into their current customer's needs. They can apply the information in this research to aid in defining marketing strategies and the business model. This research will provide ideas to enhance the likelihood of success.

1.6.3 Students and General Public

This research will make available valuable information for those who are interested and want to understand the pizza business in Bangkok. Students can extend their academic knowledge with further study on the topic because the consumer behavior always changes thereby creating future research opportunities.

1.7 Limitation of the Study

This research intends to study particular important factors in pizza consumer behavior as well as the current situation of pizza business. Therefore, the information may lack the broad analysis and overview of consumer behavior which still includes marketing strategies, psychological factors, and other social factors excluding family and friends. Moreover, it will not provide comprehensive information at a detailed level for an entrepreneur to start a pizza business. They will still require further information including human resources, financial management, and operation management. Finally, the research is targeted to the Bangkok area only. Consumer behavior may vary in other cities or rural areas. Therefore, it may of lesser

or little value to other places outside Bangkok. Finally, the interview is conducted with business executives and owners of pizza restaurants in Bangkok area. Most of them are stand-alone Italian pizza restaurants, not pizza fast food chains. Those Italian pizza restaurants are comfortable to share information with others than those fast food chains. Therefore, the information from interview may lack opinion of the pizza fast food company.

1.8 Expected Outcomes

Consumer behavior variables in this research including personal and social factors are expected to be relevant to the pizza consumption in Bangkok. Personal factors including age, income, and occupation may have a clear impact on pizza consumption. For social influences, family and friend may also have a direct relationship on pizza consumption. Pizza will still be appreciated by consumers regarding preference toward healthier food. Finally, the current situation of pizza business is favorable. There is always a gap to enter this market.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Consumer Behavior

The exploration of consumer behavior is seen as one of the most significant topics for study in the field of marketing and business development. Due to the various internal and external factors that influence consumer behavior, there is a wide range of behaviors evident in the buy decision. Therefore, a number of theorists have been studying consumer behavior for many decades in order to understand consumers and purchasing processes. To gain a clear and comprehensive understanding of consumer behavior, a study of the following consumer behavior definitions by previous theorists' is essential.

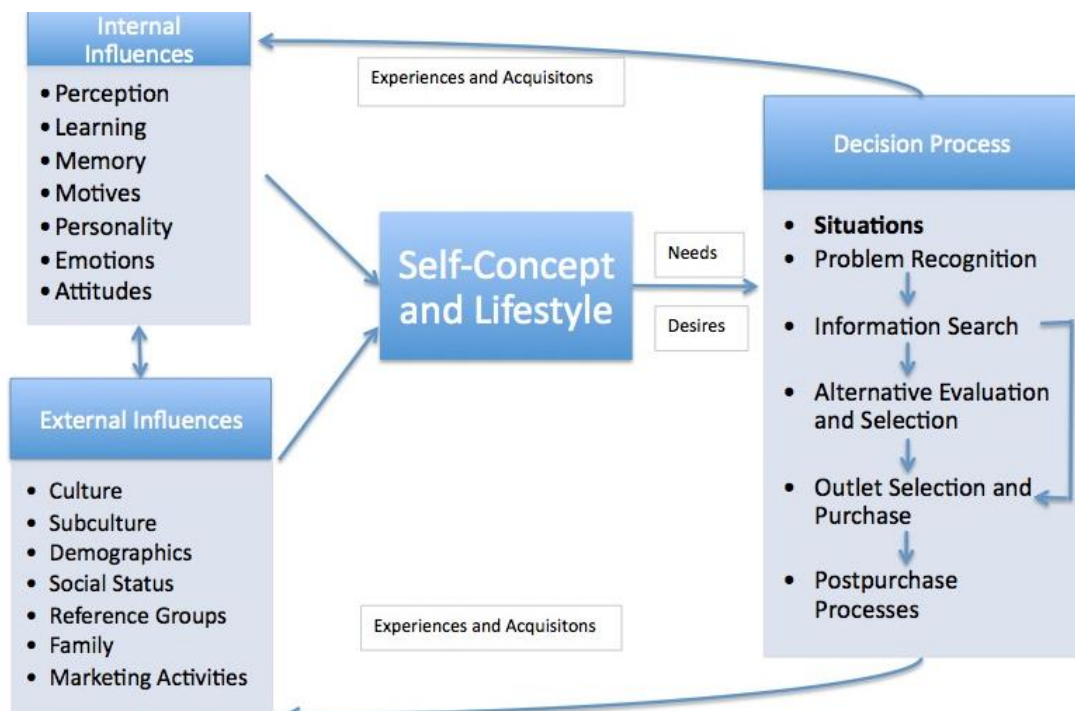
Solomon (2006) stated the classic definition of consumer behavior as the study of how individuals, groups, and organizations selected, bought, used, and disposed of goods, services, ideas or experiences in order to satisfy their needs and wants.

However, as described by Hyoer, MacInnis, and Peiters (2013), consumer behavior involved studying of the way individuals, groups, or organizations bought, used, and disposed tangible and intangible things, with online or offline methods. It could be the use of products, services, experiences, activities, ideas, or anything, for examples, buying concert tickets, using Facebook, or disposing secondhand car.

As stated by Hawkins, Mothersbaugh, and Best (2007), consumer behavior was 'the study of individuals, groups, or organizations and the processes they used to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes had on the consumer and society'. They further mentioned that understanding of consumer behavior was the basis for developing effective marketing strategies. Organization might examine consumer

behavior to understand the best selling products and the most attractive advertising campaigns; human resource managers might consider consumer behavior to determine the best incentive programs for employees. Moreover, an understanding of consumer behavior could aid in resolving issues with a specific product or product category. Therefore, consumer behavior was one of the most prevalent and valuable topics for conducting research. On the other hand, consumer behavior was multidimensional and complex. Findings in consumer behavior research could be merely guidelines for an organization to determine consumer preferences. However, the factors impacting an individual customer purchase decision were unknown because each consumer differed in his or her responses to external influences and internalization of one's perception. Finally, consumer behavior might be the result of unethical marketing practices. Organization might apply consumer behavior analysis to promote particular products, for instance alcoholic drinks and tobacco, which might be harmful to consumers and society as a whole.

As mentioned earlier, consumer behavior is complex and specific behaviors are determined by many factors. The following figure is a conceptual model of consumer behavior indicating the general structure and process of consumer behavior decisions as studied by Hawkins, Mothersbaugh, and Best (2007).

Figure 2.1 The Conceptual Model of Consumer Behavior

Source: Hawkins, Mothersbaugh, and Best (2007)

The conceptual model of consumer behavior illustrates the relationship between influences and the purchase decision process presents a comprehensive view of how consumer behavior is determined. According to the figure, consumers develop a self-concept and lifestyle from internal and external influences. Internal influences occur in one's particular mindset while external influences derive from uncontrolled factors including social influences, demographics, and organizations. Once consumers have developed needs or desires, these desires will lead consumers to the purchase decision. Experiences and acquisitions consumers gain from making purchase decisions will alter the interpretation of internal and external influences thereby adjusting their self-concept and lifestyle.

Another consumer behavior scholar, Perner (2010), proposed that consumer behavior was the context within a group in how they purchased, used and disposed products including both tangible products as well as intangible services and ideas. Consumer behavior also had a negative impact on society if the organization engaged in unethical practices. However, the study of consumer behavior benefited an organization, especially in the development of marketing campaigns. Most important

was the organization understood its consumers. They knew how consumers thought, felt, reasoned, and chose between different alternatives, how consumers were influenced by the surrounding environment, and how consumers behaved while shopping or making purchase decisions. Therefore, through an understanding of consumer behavior an organization knew how to select the appropriate motivational strategy for their different product offerings in order to effectively reach consumers.

Peter and Olson (2004) referred to consumer behavior as the thoughts and feelings that consumers experienced and actions consumers performed in consumption processes. Consumer behavior was impacted by marketing strategies and advertising campaigns that influenced consumers' thoughts, feelings, and actions. They also pointed out that consumer behavior as defined by The American Marketing Association was dynamic and influenced by numerous interactions and exchanges. Since consumer's thoughts, feelings, and actions were constantly changing, this dynamic consumer behavior made development of marketing strategies especially challenging. An organization could no longer depend on a particular strategy because it might work in one situation but not in another. Product life cycle might be shorter. Therefore, organizations needed to develop additional ideas and new products to cope with changing customer demand. Consumer behavior also involved interactions. An organization needed to create a connection between products and customers so the organization might understand purchasing decision factors and product value in the perception of the customer. The more interactions companies had with consumers, the more consumers were understood and their needs were fulfilled. Finally, consumer behavior involved exchanges. Consumers spent money on products and services they valued. Organizations were important to facilitate this exchange by using effective marketing strategies.

Finally, Sandhusen (2000) provided a definition of consumer behavior through an understanding of black box model. This dynamic process showed the nature of consumer behavior. The key was to understand intrapersonal (within people) and interpersonal (between people) influences that triggered the buyer decision process. The black box model presents the relationship between marketing stimuli, environmental stimuli, buyer characteristics, decision process, and the buyer's response. Consumers are firstly influenced by environmental factors including

marketing stimuli and environmental stimuli. Organization can control marketing stimuli. Even if they cannot manage environmental stimuli they can predict environmental trends. Then, they will consider what transpires inside the buyer's black box including buyer characteristics and the decision process. At this stage, the organization has no clue about the individual consumers' psychology and decision process because consumers are so different. Consumers will finally take actions through a buyer's response once they process thoughts and feelings through all stages shown in the figure below.

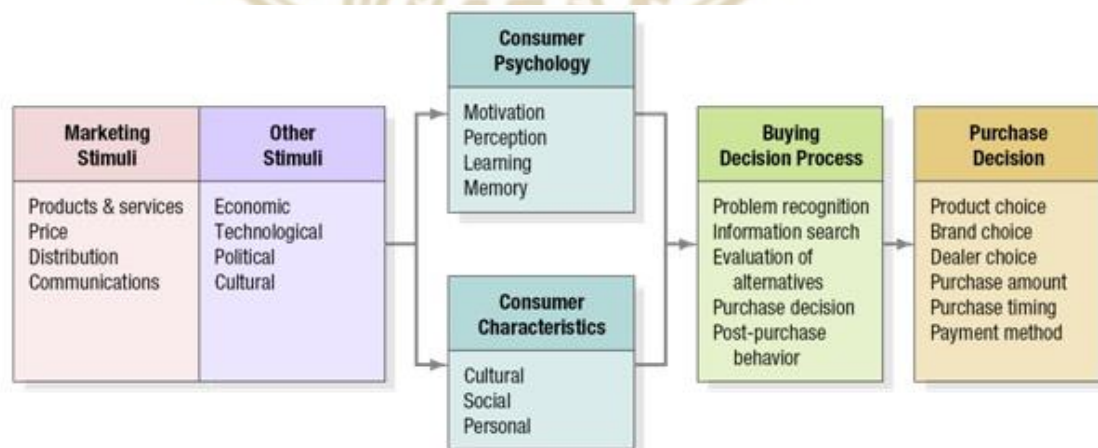
Figure 2.2 The Black Box

Environmental Factors		Buyer's Black Box		Buyer's Response
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product Price Place Promotion	Economic Technological Political Cultural Demographic Natural	Attitudes Motivation Perceptions Personality Lifestyle Knowledge	Problem Recognition Information Search Alternative Evaluation Purchase Decision Post-purchase Behavior	Product Choice Brand Choice Dealer Choice Purchase Timing Purchase Amount

Source: Adapted from Kotler et al cited in Sandhusen (2000)

This is similar to the study by Kotler and Keller (2012) which explains the consumer behavior using the model of consumer behavior shown below.

Figure 2.3 The Model of Consumer Behavior



Source: Kotler and Keller (2012)

According to this model, marketing and environmental stimuli affect consumer's consciousness at the first stage. Similarly, marketing stimuli is controlled by organizations. Other stimuli or environmental stimuli is influenced by current social situation that consumers participate in. Then, consumers will combine and perceive through consumer psychology and consumer characteristics which result in different buying decision processes. This is similar to the black box concept because organizations have no information about how customers think and react. Then, it finally reflects as different buying decisions in each person.

2.1.2 Social Influences

As the role of social influence, it explained how others affected one's emotions, opinions, or behaviors. Therefore, the understanding of social influence theory was very important in various fields of studies. It broadly involved in sociology, psychology as well as marketing (Dahl, 2013). Undoubtedly, it also relates to consumer behavior as a part of influencing factors. The theory of social influence have a long history and is studied by many scholars.

Kelman (1974) referred social influence as socially induced behavior change. It occurred whenever an individual changed behavior as a result of persuasion by another person or group. He studied the nature of attitude changes in relation to the social influence (1958). However, the changes in attitudes occurred at different levels which an individual needed to adapt induced behavior. It consisted of three different processes of influence; compliance, identification, and internalization. Compliance led to behavior changed because an individual hoped to achieve a favorable reaction from another person or group. An individual might not believe in content but just wanted to get rewards or avoid punishment. Identification led to behavior changed because an individual wanted to establish or maintain relationship to another person or a group. The influencing agents could be any famous people or someone who were liked and respected. Internalization led to behavior changed because an individual actually believe in content and it was congruent with intrinsic values.

Social influence can be referred in many areas, for instance, conformity and obedience. Conformity was another social influence concept proposed and experimented by Asch (1951). It was how an individual changed behavior to be more

like the others. He conducted the experiment to test the social pressure from a group affecting an individual to conform. Some participants conformed the majority even they knew it was the wrong answer. Obedience was studied and tested by Milgram (1967). He got an idea of how order from the authority figure could lead to obedience of many people to execute The Holocaust. The classic experiment was done by giving life-threatening electric shocks to people where participants were told to perform this order. However, this test expected to observe the participants who got the order while other people who seemed to be victims actually had no electric shocks at all. Unfortunately, many participants continued the order no matter how painful the shocks seemed to be. It showed how many people could do whatever under one's unethical or illegal orders.

The concept of social influence was also mentioned as the normative belief and subjective norm in the theory of planned behavior studied by Ajzen (1991). This theory described how to predict one's behavior at a specific time and place linking between belief and behavior. Normative beliefs conveyed the perception about social pressure and belief related to others who were important whether it was suitable to perform one's behavior. Then, it was linked to the subjective norm which was the perception about a behavior influenced by the expectations of important people (e.g. friends, family, spouse, doctors, teachers, celebrities).

Finally, social influence is also evident in the social facilitation concept. In term of food intake, many scholars study about how social influence leads to higher consumption of food. That means the presence of others could increase the amount eaten in meals. Researchers stated that people would consume more while they were with comfortable company, such as their friends (Anderson, 2013) and also consumed more than eating alone (Clendenen, Herman, and Polivy, 1994). Moreover, the study by de Castro (1994) also claimed that family and friends had greater social facilitation on food intake than other people. It was probably because family and friends could produce relaxation and a consequent disinhibition of restraint on intake. Brindal (2010) studied social facilitation on fast food consumption. She also found that presence of others could increase fast food consumption but women's fast food consumption decreased in the mixed company. However, social facilitation in healthy food was found for men, not for women. Men consumed more with men but no

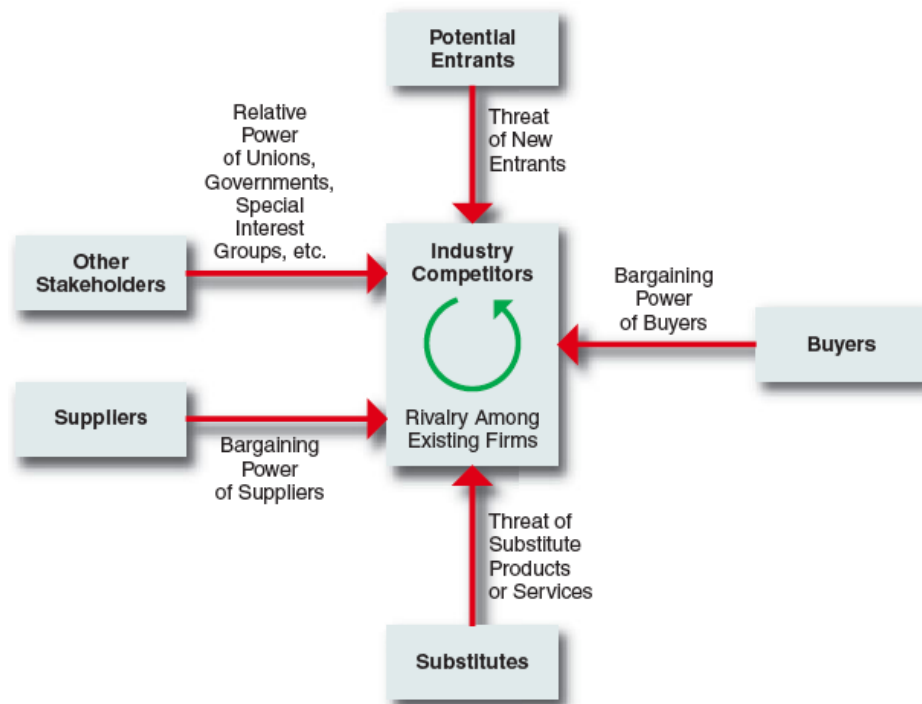
significance in other results whether eating alone, eating in mixed company, or eating with women group (Turowski, 2011).

Family and friends are seen to be the important social influencers. Since they have a very close relationship with an individual, they can primarily influence on the beliefs, attitudes, and values of an individual as well as consumer behavior. Stated by Schiffman and Kanuk (2004), the family formed a particular pattern of behavior for members in a process that began in childhood continued through old age. Therefore, each family would have a different culture, differing attitudes, rules, and norms which determined to different consumer behavior in each family member. However, friends had an influence on consumer behavior by creating a point of comparison for a specific or general value, attitude, or guideline. In term of consumer behavior, friend could be represented as the reference group.

2.1.3 Porter's Five Forces Model

The five forces model by Michael E. Porter (2008) originally developed in 1979 was a useful tool to analyze company's profitability and competitiveness. To understand the intensity level of competition, company needed to carefully scanning its industry through assessing these five forces: threat of new entrants, rivalry among existing firms, threat of substitute products or services, bargaining power of buyers, and bargaining power of suppliers. Sixth force could be added to analyze the industry which were other stakeholders including government, community, unions, and so on (Wheelen and Hunger, 2012).

Considered each force, a high force was regarded as a threat for a business. Porter said "[i]f the forces [were] intense, as they [were] in such industries as airlines, textiles, and hotels, almost no company earn[ed] attractive returns on investment." In contrast, a low force was likely to be an opportunity, "[i]f the forces [were] benign, as they [were] in industries such as software, soft drinks, and toiletries, many companies [were] profitable" Therefore, understanding each force would able company to analyze the situation as well as appointing a strategy.

Figure 2.4 Forces Driving Industry Competition

Source: Porter cited in Wheelen and Hunger (2012)

Rivalry among Existing Firms

This force assessed the intense of competition in the same industry. It was simply determined by the number of existing competitors. If there were many players in the market, customers might easily change from one brand to another. However, it depended on the uniqueness of products and services, and also their capacity. If customers could not differentiate the products, then the competition was high because anyone could sell it. If a company could increase capacity, they could reduce the cost of manufacturing. This affected the entire industry as the selling price fell. It led to the difficulty of current rivalry to stay in this market.

Threat of New Entrants

It was to consider the new companies that wanted to enter the market. It depended on the entry barriers which made it difficult for them to enter. Some of possible barriers consisted of capital requirement, economies of scale, and access to distribution channels. Threat of new entrants was low if they needed a lot of investment for building factories or machines, if they competed with big firms that had

low manufacturing cost, and if it was hard to display products or access to distribution channels because so many players were already in.

Threat of substitute products or services

It was to consider how easy it was to switch from a product and service of a business to a competitor. Then, substitute product was a product that could satisfy the same need as another product. For example, a bottle green tea was substitute for a cola or coffee. This also depended on the switching cost, it was easy for customers to switch to another products if the price was similar or lower.

Bargaining Power of Buyers

Consumers would have power to bargain price and quality of products and service especially when they were less customers but many sellers. They would have power when the switching cost was low while products or services were undifferentiated. But, they might not have much power if they bought in a small amount.

Bargaining Power of Suppliers

Generally, suppliers would have power to control the price and quality of the raw materials which in turn reflecting profitability and quality of products and services. Suppliers had more power when they were less but distributed to many companies. The product or service was unique; it was hard to find the substitute or replacement. Also, company might purchase in a small amount.

Relative Power of Other Stakeholders

There were other stakeholders in the business that should have influence on competitive environment of the industry. Apart from Porter's Five Forces, other stakeholders like governments, communities, employees, shareholders, special groups, and others, might also have impact to the business (Wheelen and Hunger, 2012). Andrew Grove, a former CEO of Intel Corporation, also offered the six forces extended from Porter's as complementarily (Brandenburger and Nalebuff, 1996). As Microsoft, it was not seen as a customer, a supplier, or a competitor for Intel, instead they were interdependence because they worked well with one another. Complementor was the company or industry provided products that worked well with another or it might have no value without another company or industry, for example, Microsoft and Intel, or tire and automobile industry.

2.2 Related Research

There has been numerous research conducted on consumer behavior with respect to fast food. The following are previous studies that attempt to investigate the consumer behavior and related issues in this business. It also includes the studies that inspire the research methodology.

Brindal (2010) explored the influences of environmental, social and demographic on the amount of fast food consumed at a single eating occasion. The study focused on how social influences might increase the intake of fast foods.

The specific survey to collect data was developed and divided into two sets of studies. The first study collected data on items eaten and any social, environmental or demographic influences that surrounded the consumption from 116 respondents who recently visited fast food chains in Australia. The results showed support for hypothesis that environmental and social factors could influence the amount of fast food consumed. The second study aimed to test and develop the social facilitation in the specific context. With samples of 407 respondents done via the Internet, there was support for the time extension in which eating with other people predicted the time spent eating.

The study also found that men and women were influenced differently by their eating environment—it was a negative effect of other people on women's fast food consumption. It meant that gender roles might change their consumption behaviors. Finally, the comparison of fast food consumption between sexes shown that men eating with other men ate the most food, while women eating with men ate the least food.

Other findings in this study indicated few relationships between the demographic factors and amount eaten on the single occasion. Men consumed more than women on the single occasion while people in socioeconomic disadvantaged area, many households with low income, no qualifications, or low skill occupations (Australian Bureau of Statistics, 2014), also associated with more fast food consumption.

Sukumal Prasomsak (2009) studied fast food consumption behaviors, relationship between influencing factors and fast food consumption behaviors, and healthy way to consume fast food among public and private universities students.

Questionnaire method was selected to collect data among 400 respondents. The statistics used were percentage, frequency, mean, standard deviation, and Pearson's Chi-squared.

Majority of respondents were female with an average age of 20.5 years old. Most of them studied during the second year. They had income more than 4,500 baht. The average body weight was 66 kilograms while the average of height was 166 centimeters. The average waist size was 32 inches. They had enough knowledge about fast food consumption. According to the value of fast food consumption, most of respondents agreed on the value of fast food consumption as followed; 1) convenience to celebrate on special occasion eg. Birthday or any ceremonies, 2) well-known places to meet up and get together with friends, 3) fast food was currently seen as a popular trend, 4) Fast food had a good taste, 5) fast food had cleanliness, 6) fast food packaging was colorful and eye-catching, 7) fast food restaurant had a fast service, 8) fast food staffs was good and impressive, 9) fast food had convenient home delivery, and 10) fast food was currently suitable with the way of life of Thai people.

According to the hypotheses testing, it was found that personal factors including gender, age, year of study, university, income, height, and waist size had significant influence on fast food behavior. However, body weight had no significant influence on fast food behavior. Moreover, knowledge, value, and media had significant influence on fast food behavior.

Khreamard Meekasem (2011) studied fast food consumption behavior among adults in Bangkok. The aim was to study the perception, fast food consumption behavior, and factors influencing fast food consumption behavior.

Data was collected by questionnaire method from 400 respondents who were adults (more than 20 years old) in Bangkok. The statistics used in this study were percentage, mean, standard deviation, Pearson's Chi-squared, and one-way ANOVA using LDS test for multiple comparisons.

Most of respondents were female with an age below 30 years old. They were single and had bachelor degree or equivalent. They were private company employees and had monthly income around 10,000-20,000 baht.

Attitude toward fast food consumption among adults in Bangkok indicated that they had more knowledge on fast food. Also, attitude toward feeling on fast food

consumption found that they also had high attitude level. Fried chicken was the most consumed fast food followed by pizza. The frequency to consume was less than 5 times a month. Most of respondents consumed fast food at a mall. The average payment was 432 baht each time. They had high satisfaction to consume fast food.

For the influences of marketing mix on fast food consumption, promotion had the most influence on fast food consumption while place, product, and price had more influence on fast food consumption.

Seo, Lee, and Nam (2011) studied current fast food consumption status among middle school students and explored factors influencing fast food consumption applying Theory of Planned Behavior.

Data collection was done using the questionnaires from 354 respondents. Also, those respondents were students from four middle schools in Korea. The statistical analyses used frequency, mean, standard deviation, t-test, Chi-squared test, along with Pearson's correlation, and multiple regressions.

From the results, most of them were boys with the average height and weight of 167.0 centimeters and 57.3 kilograms for boys, and 160.4 centimeters and 50.6 kilograms for girls. Most of them had a normal body weight and a higher interest in health. Girls were more interested in weight control than boys. The average fast food consumption was 4.05 times per month. Hamburgers and fried chicken were often consumed than French fries, pizza, or doughnuts. Boys tended to consume more than girls in all items except doughnut. Students more concerned about fast food for special days or meeting friends. They normally ate with friends and selected fast food outlets downtown. Boys considered fast food when they were hungry. However, boys would eat fast food as snack but girls would eat fast food as a meal.

Fast food consumption behavior was also effectively explained by the Theory of Planned Behavior with high R^2 around 0.6. The attitude toward fast food consumption was fairly moderate as 24.55 out of 48. It showed the attitude level for taste, store environment, familiarity, and saltiness. Friends tended to be the most influential people to participate in fast food consumption. The motivation to comply score was similar for family, teachers, and friends. However, their normative belief was high with friends than with family and teachers. For the level of perceived

behavioral control, it was also moderate as a score of 27.5 out of 52. Boys showed a higher level of perceived behavioral control than girls.

According to the multiple regression analysis, it showed that behavioural intention was affected by subjective norm ($b = 0.15$) and perceived behavioural control ($b = 0.56$). However, attitude toward fast food did not significantly affect behavioural intention. Behavioural intention ($b = 0.61$) was highly associated with fast food consumption and perceived behavioural control ($b = 0.19$).

Musaiger (2014) studied the gender differences in the fast food intake, health attitudes, and perceptions of fast food among adult Arab consumers aged 19 to 65 years in Kuwait. Interview was selected to collect data. They were based on 499 respondents from three different shopping malls using convenience sampling method. The Chi-square test was used to determine the relationship between gender and other variables.

According to the results, fast food was frequently consumed among Arab consumers in Kuwait. However, men had more weekly intake of fast food than women. They had more belief than women that fast food restaurants were more hygienic compared to others. Most of consumers believed that fast food had the negative health effects, but they still consumed them. Finally, most of consumers perceived that food consumed similar to sandwiches, or the one consumed without a disposable container, were likely to be fast food.

Morakot Tepyod (2008) studied status of foreign food restaurants, factors affecting business operation of foreign food restaurants, and the problems that affected business operation of foreign food restaurants in Chiang Mai Municipality. Data was compiled from questionnaires of 34 foreign food restaurants in Chiang Mai Municipality and analyzed by the basis descriptive statistics, frequency, mean, and percentage. Factors and problems of business operation were analyzed by likert scales.

The results showed that most of foreign food restaurants were medium-size which had 11-20 tables and single proprietorship business pattern. The owners were Thais and most of the restaurants were 5-10 years old business. They had only foreign food and opened daily between 10am-2pm, or 10am-10pm. They did this business because they had experiences in cooking. The restaurants were located in Chiang Mai Municipality and they rented rooms to operate their business. They

managed restaurants by themselves and had around 20 employees including 5 people as administration and 5-10 people as service and cooking. Restaurants bought raw materials from markets and also imported products. They also concerned using healthy products. Foods were mainly sold at the restaurants.

Foreign food restaurants had a registered cost of 300,000-500,000 baht by owner's money. Rotate cost was less than 200,000 baht per month which came from business's retained earnings. 53% of the cost was used in buying raw materials. Total income was between 1,000,000-2,000,000 baht per year. Total profit was 500,000-1,000,000 baht per year. Main customers were both Thais and foreigners by walk-in. They had about 61-90 people per day. The owners thought that the future trend of the business would remain the same.

There were two factors affecting foreign restaurants business, business operation and marketing mix. Personal issue was the most important while finance issue was the least important factor. As marketing issue, location was the most important while promotion was the least important. The biggest problem in this business was competition while the smallest problem was the regulation on restaurant business.

Chen (2010) studied on understanding the market and creating an entry strategy for Chinese pizza restaurant by analyzing two existing theories, Porter's Five Forces Model and Blue Ocean Strategy. The purpose was to see if a combination of these two theories was useful for providing an analytical framework to create an entry strategy for a Chinese pizza restaurant called A Beautiful Fairytale Pizza Restaurant (ABFPR).

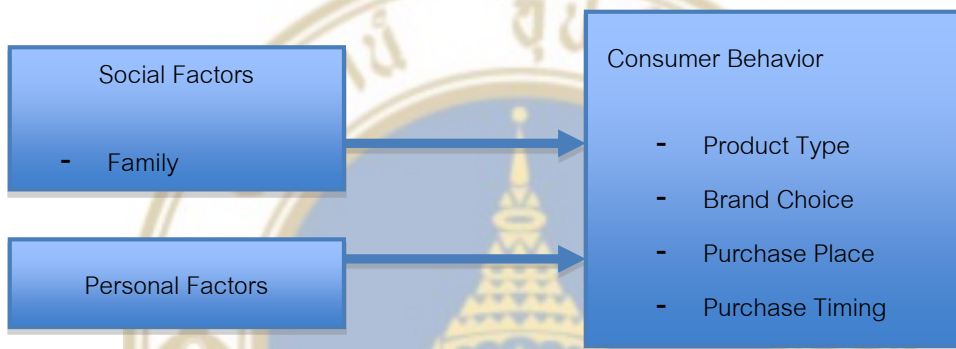
Qualitative and quantitative methods were utilized in this study as both primary data and secondary data. The qualitative data consisted of five in-depth interviews with experts and managers from pizza restaurants. The quantitative data were collected from the Internet and questionnaires.

The results of the study showed that combination of Porter's Five Forces and the Blue Ocean strategy was useful for providing analytical frameworks to create and entry strategy for ABFPR. The findings indicated that Porter's Five Forces could help with providing an analytical framework of the Chinese pizza restaurant market, and the Blue Ocean Strategy could help creating differentiated value offerings in order

to address the competition related challenges revealed during Porter's analysis, thus creating an entry strategy for ABFPR. The results were relevant to entrepreneurs interested in opening restaurants in Chinese pizza restaurant market.

2.3 Conceptual Framework

Figure 2.5 Conceptual Framework



This study focuses on social factors and personal factors while social factors are narrowed down to two related social topics, family and friends. For the personal factors, they include gender, age, marital status, education level, occupation, and income. The results are presented via product type, brand choice, purchase timing, and purchase amount for the target group of customers.

2.4 Research Hypothesis

- Personal factors have significant relationship with pizza consumption behavior

According to the studies of personal factors on fast food consumption in various fields and area of studies, it is found that most of personal factors have relationship with fast food consumption (Sukumal Prasomsak, 2009; Akbay, Tiryaki, and Gul, 2007).

- Social factors have significant relationship with pizza consumption behavior

As cited in many theories including consumer behavior and theory of planned behavior, social factors tend to have relationship with pizza consumption behavior. This is similar to the study by Sam-ang Seubsman et al (2009) where social events like birthday or anniversaries, family celebrations, and meeting friends are linked to increased consumption of fast food.



CHAPTER III

RESEARCH METHODOLOGY

Quantitative and qualitative research is applied in this study by using survey questionnaires and in-depth interview methods to answer different research objectives.

3.1 Target Population and Sampling Selection

For the quantitative research, target market for this research is the general population who have consumed pizza within the past 6 months. With a total Bangkok population of 8,305,218 (National Statistical Office, 2010), samples are selected among the ages of 15 and 65 years old who live or work in Bangkok area. However, there is no specific numbers of pizza consumers in Bangkok. Therefore, non-probability sampling is chosen with purposive sampling method to collect data. 400 respondents are calculated as the sample size using Yamane method for conducting survey questionnaire. The calculation is presented below.

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

Where n = Required sample size

N = Total population

e = 0.05 (Acceptable sample error)

So,

$$\begin{aligned}n &= 8,305,218 / [1 + 8,305,218 (0.05)^2] \\ &= 400\end{aligned}$$

In conclusion the appropriate sample size is 400 respondents.

As the qualitative research, 19 pizza independent restaurants and 3 pizza restaurants chains based in Bangkok are chosen to conduct the interview similar number as to the studied by Tanakorn Rachapila and Sittha Jansirisak (2013). Snowball and purposive method are selected as the way to find the interviewees.

Baker and Edwards (2012) studied the appropriate number of qualitative interviews by gathering a set of methodologists' contributions, concluded that it depended on the purpose of studying, time limitation, sample requirement, and so forth. Importantly, it depended on how the findings had saturated. Therefore, researcher interviews 22 pizza restaurants or brands because the results have been settled. The interviewees include 11 owners, 10 managers, and a chef.

3.2 Source of Data

The method of data collection is obtained from two sources as followed.

3.2.1 Primary Data

Since the objectives of research expect results from two different sources, consumers and business operators, the data collection is then conducted from two groups of respondents. However, researcher designs different instruments to collect data from different groups. A survey method using questionnaire is assigned for pizza consumer respondents while personal in-depth interview is applied for the pizza restaurant respondents.

3.2.2 Secondary Data

To support the theories in this research, data from books and publications are used. The researcher reviews the findings and opinions of other professional scholars to develop and support theories throughout this research. Theories investigated consist of those pertaining to consumer behavior, social influence, and Porter's Five Forces model.

3.3 Research Instrument

3.3.1 Questionnaire

The questionnaire will consist of three parts as following.

Part I: Personal factors of respondents

This part contains multiple choice demographic questions where respondents may choose only one answer per question. The questions include age, marital status, occupation, gender, income, and education.

Part II: Consumer behavior toward pizza consumption

The multiple-choice questions explore the frequency, amount of purchase, timing, branding, location, type of pizza, and influencer to consume pizza.

Part III: Importance of social factors influencing consumer behavior

These are importance scale questions where respondents need to weight the most appropriate answers by selecting them from ranking scale below.

5 = The most important

4 = Important

3 = Fairly important

2 = Less important

1 = The least important

Cronbach's alpha is used to test the reliability of social factors rating scales questions.

Table 3.1 Cronbach's Alpha Correlation

Question Items	Cronbach's alpha correlation (α)
The importance social factors influencing consumer behavior	
Family	.880
1) Family members have an influence on pizza consumption	
2) You usually consume pizza with family members	
3) Pizza is chosen for dining in special occasion and festivals	
Friends	.714
1) Friends have an influence on pizza consumption	
2) Pizza consumption is the reason to meet and get together with friends	
3) You choose a pizza restaurant as your friends have suggested only	

3.3.2 Interview

The semi-structured interview is collected through open-ended questions and analyzed through narrative analysis method. Interview session is divided into three parts using the questions based on Porter's Five Forces model. According to Tanakorn Rachapila and Sittha Jansirisak (2013), they applied the model of Porter's Five Forces as the interview questions. They further mentioned the benefits of adapting this model that it helped entrepreneurs to prepare for a defensive plan in rapid change environment and to develop strategy for future competition a particular industry (2013). The study by Chen (2010) partly applied Porter's Five Forces model to create an entry strategy for a Chinese pizza restaurant. The result showed that this model was useful for providing analytical frameworks to create an entry strategy for a Chinese pizza restaurant. Many studies also applied this model to understand the current situation of industries to further analyze the feasibility and possibility of doing business. One of them studied about the feasibility of Thai Restaurants in Foshan city, China by partly analyzing Porter's Five Forces model to identify the business environment that had impact on Thai restaurants (Nannaphas Srisawat, 2013). Therefore, researcher also applies the Porter's Five Forces model to the interview questions to analyze the current situation of pizza business in Bangkok.

The first two parts of the interview provide the questions on industry analysis including competition, new entrants, potential substitution, suppliers, customers, and other stakeholders. They can provide the information of pizza business situation in Bangkok as to answer the research objective. Apart from the model, the third part, researcher further asks on the related topics of social influence and consumer behavior to support result of the previous survey finding.

3.4 Data Collection

1. Prepare the questionnaire in both Thai and English version
2. Conduct a pre-test to verify the validity and reliability of the questions.
3. Distribute 400 questionnaires around Bangkok and recheck the accuracy of the questionnaires before data collection
4. Code each questionnaire and analyze the data using SPSS (Statistical Package for Social Science)
5. Recheck the accuracy of the data analysis before determining the results
6. Design the interview questions in both Thai and English version
7. Collect second round data by interviewing 19 pizza independent restaurants and 3 pizza restaurants chains based in Bangkok
8. Analyze the results of questionnaires and interviews in order to interpret the findings

Data collection of quantitative data started in January 2013 and was completed in June 2013. However, the qualitative data was collected on October 2015 through January 2016.

3.5 Data Analysis

To analyze the data using the importance scale, it needs to determine the ranges from the 400 questionnaires using the formula below.

$$\begin{aligned}\text{Range} &= (\text{Maximum score level} - \text{Minimum score level}) / \text{Number of score} \\ &\text{level} \\ &= (5 - 1) / 5 \\ &= 0.80\end{aligned}$$

Therefore, the ranges can be interpreted using the attitude levels below.

4.21 – 5.00 = highest important level

3.41 – 4.20 = high importance level

2.61 – 3.40 = fair importance level

1.81 – 2.60 = low importance level

1.00 – 1.80 = lowest important level

However, data from interviews are analyzed through open coding. It is then interpreted by descriptive analysis method.

All answers from questionnaires are analyzed through the SPSS program (Statistical Package for the Social Sciences). The information can be interpreted into different statistical forms as follows.

3.5.1 Descriptive Statistics

The information is interpreted into tables and graphs using percentage, frequency, mean, and standard deviation to determine the demographic of respondents.

3.5.2 Inferential Statistics

Information is obtained through cross tabulation and Pearson's chi-squared to examine the significant relationship of each variable. They include the relationship between social factors and consumer behavior, and between personal factors and consumer behavior. However, the 5 ranges of social factors need to recalculate into 2 ranges as yes and no in order to make chi-squared analysis possible. Cronbach's alpha is used to test the reliability of social factors rating scales questions. This research indicates the confidence interval as 95% or $P < 0.05$.

CHAPTER IV

DATA ANALYSIS AND FINDINGS

To obtain information on social factors influencing pizza consumption in Bangkok, researcher firstly uses questionnaire method for data collection. The 400 responses from consumers are collected for analysis. This quantitative finding is presented through the first three parts. However, researcher also conducts 22 interviews as the qualitative data from pizza restaurants presented in the fourth part.

Part I: Descriptive Information of Personal Factors, Social Factors, and Pizza Consumption

Part II: Relationship between Personal Factors and Pizza Consumption

Part III: Relationship between Social Factors and Pizza Consumption

Part IV: General Situation of Pizza Restaurant Business in Bangkok

4.1 Descriptive Information of Personal Factors, Social Factors, and Pizza Consumption

4.1.1 Personal Information of Respondents

Table 4.1 Distribution of Respondents by Gender

Gender	Number of respondents	Percent
Male	130	32.5
Female	270	67.5
Total	400	100.0

Researcher has divided the gender information of respondents into two groups, male and female. It consisted of 130 males or 32.5 percent and 270 females or 67.5 percent.

Table 4.2 Distribution of Respondents by Age Range

Age range (years)	Number of respondents	Percent
15 – 25	126	31.5
26 – 35	208	52.0
36 – 45	47	11.8
46 – 55	17	4.2
56 – 65	2	0.5
Total	400	100.0

The age information of respondents divided into five groups. There were respondents between 15 – 25 years, 26 – 35 years, 36 – 45 years, 46 – 55 years, and 56 – 65 years. The result was 208 respondents between 26 – 35 years or 52 percent, 126 respondents between 15 – 25 years or 31.5 percent, 47 respondents between 36 – 45 years or 11.8 percent, 17 respondents between 46 – 55 years or 4.2 percent, and 2 respondents between 56 – 65 years or 0.5 percent, respectively.

Table 4.3 Distribution of Respondents by Marital Status

Marital status	Number of respondents	Percent
Single	326	81.5
Married	67	16.8
Divorced	2	0.5
Others	5	1.2
Total	400	100.0

Researcher has divided the marital status information of respondents into four groups. It consisted of single, married, divorced, and others. The result was 326 single respondents or 81.5 percent, 67 married respondents or 16.8 percent, 5 others

status respondents or 1.2 percent, and 2 divorced respondents or 0.5 percent, respectively.

Table 4.4 Distribution of Respondents by Education Level

Education	Number of respondents	Percent
Primary school	0	0
High school / Vocational cert.	16	4.0
High vocational cert.	21	5.2
Bachelor degree	270	67.5
Master degree and over	93	23.2
Total	400	100.0

Researcher has divided the education information of respondents into five groups. It consisted of primary school, high school / vocational cert., high vocational cert., bachelor degree, and master degree and over. The result was 270 respondents with bachelor degree or 67.5 percent, 93 respondents with master degree and over or 23.2 percent, 21 respondents with high vocational cert. or 5.2 percent, and 16 respondents with high school / vocational cert. or 4 percent, respectively. However, there was no respondent with primary school education level.

Table 4.5 Distribution of Respondents by Occupation

Occupation	Number of respondents	Percent
Government officer	23	5.8
State enterprise officer	47	11.8
Private company employee	205	51.2
Temporary employee	9	2.2
Student	36	9.0
Self-employed	70	17.5
Others	10	2.5
Total	400	100.0

Researcher has divided the occupation information of respondents into seven groups. It consisted of government officer, state enterprise officer, private company employee, temporary employee, student, self-employed, and others. The result was 205 private company employees or 51.2 percent, 70 self-employed or 17.5 percent, 47 state enterprise officers or 11.8 percent, 36 students or 9 percent, 23 government officers or 5.8 percent, 10 others occupation or 2.5 percent, and 9 temporary employees or 2.2 percent, respectively.

Table 4.6 Distribution of Respondents by Income Level

Income level (baht)	Number of respondents	Percent
Below 10000	29	7.2
10001 – 20000	120	30.0
20001 – 30000	95	23.8
30001 – 40000	75	18.8
40001 – 50000	29	7.2
Over 50001	52	13.0
Total	400	100.0

Researcher has divided the income information of respondents into six groups. It consisted of respondents with income below 10000 Baht, between 10001 – 20000 Baht, between 20001 – 30000 Baht, between 30001 – 40000 Baht, between 40001 – 50000 Baht, and over 50001 Baht. The result was 120 respondents with 10001 – 20000 Baht or 30 percent, 95 respondents with 20001 – 30000 Baht or 23.8 percent, 75 respondents with 30001 – 40000 Baht or 18.8 percent, 52 respondents with over 50001 Baht or 13 percent, and 29 respondents for 40001 – 50000 Baht and below 10000 or 7.2 percent each.

4.1.2 Social Factors Information

The following is summary of social factors and important level that respondents have on pizza consumption.

Table 4.7 Percentage, Mean, Standard Deviation, and Attitude Level of Social Factors Influencing Pizza Consumption

Factors	Least important n, (%)	Less important n, (%)	Fairly important n, (%)	More important n, (%)	Most important n, (%)	Mean	S.D.	Attitude level
Social factors: Family						3.51	.963	High
Family members have an influence on pizza consumption	13 (3.2)	34 (8.5)	96 (24.0)	168 (42.0)	89 (22.2)	3.71	1.008	High
You usually consume pizza with family members	26 (6.5)	50 (12.5)	112 (28.0)	135 (33.8)	77 (19.2)	3.47	1.130	High
Pizza is chosen for dining in special occasion and festivals with family members	24 (6.0)	56 (14.0)	127 (31.8)	136 (34.0)	57 (14.2)	3.36	1.077	Fair
Social factors: Friends						3.54	.995	High
Friends have an influence on pizza consumption	4 (1.0)	14 (3.5)	103 (25.8)	182 (45.5)	97 (24.2)	3.88	.848	High

Table 4.7 Percentage, Mean, Standard Deviation, and Attitude Level of Social Factors Influencing Pizza Consumption (cont.)

Factors	Least important n, (%)	Less important n, (%)	Fairly important n, (%)	More important n, (%)	Most important n, (%)	Mean	S.D.	Attitude level
Pizza consumption is the reason to meet and get together with friends	14 (3.5)	37 (9.2)	113 (28.2)	170 (42.5)	66 (16.5)	3.59	.984	High
You choose a pizza restaurant as your friends have suggested only	23 (5.8)	73 (18.2)	160 (40.0)	106 (26.5)	38 (9.5)	3.16	1.017	Fair

According to table 4.7, it indicated the percentage, mean, standard deviation, and attitude level of social factors influencing pizza consumption. These factors included family and friends. They got high attitude level as mean equal to 3.51 and 3.54, respectively.

To consider each variable in social factors, respondents had fair and high attitude level for the family factors. Family members had an influence on pizza consumption, and you usually consume pizza with family members, had high attitude as 3.71 and 3.47, respectively. However, pizza was chosen for dining in special occasion and festivals with family members, had fair attitude level as 3.36.

According to the friends influence, respondents also had fair and high attitude level for these variables. Friends had an influence on pizza consumption and pizza was the reason to meet and get together with friends, had high attitude level of 3.88 and 3.59, respectively. However, decision on pizza restaurant depending on friends' suggestion only had fair attitude level of 3.16.

4.1.3 Pizza Consumption of Respondents

The following is summary of pizza consumption among respondents. Information is presented in frequency and percentage as follow.

Table 4.8 Distribution of Respondents by Objective of Pizza Consumption

Objective	Number of respondents	Percent
Festival / Holiday	76	19.0
Special occasion (eg. Birthday, Anniversary,...)	58	14.5
Business / Meeting	6	1.5
Get together	133	33.2
Just for consumption	127	31.8
Total	400	100.0

According to table 4.8, the objective of pizza consumption was shown. There were 133 respondents or 33.2 percent who consumed pizza to get together, 127 respondents or 31.8 percent thought pizza just for consumption, 76 respondents or 19 percent chose pizza during festival or holiday, 58 respondents or 14.5 percent consumed pizza for special occasion while remaining 6 respondents or 1.5 percent chose pizza for business or meeting purpose.

Table 4.9 Distribution of Respondents by Type of Pizza

Type of pizza	Number of respondents	Percent
Italian crispy crust	202	50.5
American pan	176	44.0
Bakery	22	5.5
Frozen	0	0
Total	400	100.0

According to table 4.9, it showed the type of pizza that respondents mostly chose to consume. Majority, 202 respondents or 50.5 percent chose Italian crispy crust for consumption. 176 respondents or 44 percent selected American pan pizza and the rest, 22 respondents or 5.5 percent, chose bakery pizza. However, there was no respondent choosing frozen pizza for consumption.

Table 4.10 Distribution of Respondents by Pizza Toppings

Pizza toppings	Number of	
	respondents	Percent
Specific and unique (eg. Hawaiian or Margherita)	190	47.5
Seafood (eg. shrimp, squid, or smoked salmon)	95	23.8
Meat (eg. Chicken, pork, or meat bbq)	32	8.0
Cheese	17	4.2
Sausage and ham (eg. Parma, speck, pepperoni, or salami)	48	12.0
Vegetarian (eg. Mushroom, rocket, pepper, onion, or olive)	11	2.8
Adaptive (eg. Tom Yum Koong, Teriyaki, or green curry)	6	1.5
Others	1	0.2
Total	400	100.0

According to table 4.10, it indicated the pizza toppings to choose from. 190 respondents or 47.5 percent chose specific and unique toppings, 95 respondents or 23.8 percent selected seafood toppings, 48 respondents or 12 percent chose sausage and ham toppings, 32 respondents or 8 percent picked meat toppings, 17 respondents or 4.2 percent selected cheese toppings, 11 respondents or 2.8 percent chose vegetarian toppings, and 6 respondents or 1.5 percent selected adaptive toppings while remaining 1 respondent or 0.2 percent preferred other toppings.

Table 4.11 Distribution of Respondents by Pizza Order Style

Pizza order style	Number of respondents	Percent
Pizza only	56	14.0
Buffet	26	6.5
With side dishes	318	79.5
Total	400	100.0

Pizza order style was shown in table 4.11. Majority of respondents consumed pizza with side dishes, it was 318 respondents or 79.5 percent. However, 56 respondents or 14 percent consumed pizza only. Finally, 26 respondents or 6.5 percent preferred buffet pizza.

Table 4.12 Distribution of Respondents by Place of Pizza Consumption

Place of pizza consumption	Number of respondents	Percent
Fast food restaurant	238	59.5
Italian restaurant	135	33.8
Bakery	16	4.0
Kiosk	2	0.5
Convenience store	9	2.2
Total	400	100.0

Table 4.12 illustrated place of pizza consumption. There were 238 respondents or 59.5 percent went to fast food restaurant to consume pizza. 135 respondents or 33.8 percent chose Italian restaurant to consume pizza. The remaining 16, 9, and 2 respondents or 4, 2.2, and 0.5 percent consumed pizza at bakery, convenience store, and kiosk, respectively.

Table 4.13 Distribution of Respondents by Pizza Brands

Brands	Number of respondents	Percent
The Pizza Company	219	54.8
Pizza Hut	88	22.0
Narai Pizzeria	17	4.2
Scoozi Restaurant	25	6.2
Pizza Pizza by Yanee	9	2.2
Lanta Pizzeria	13	3.2
Maria Pizzeria & Restaurant	5	1.2
Pizza Today	2	0.5
Alfredo's	1	0.2
Others	21	5.2
Total	400	100.0

According to table 4.13, it showed the most popular pizza brands in Bangkok. The Pizza Company was chosen by 219 respondents or 54.8 percent, Pizza Hut was followed by 88 respondents or 22 percent, and Scoozi Restaurant got 25 respondents or 6.2 percent. 21 respondents or 5.2 percent preferred other brands, 17 respondents or 4.2 percent chose Narai Pizzeria, 13 respondents or 3.2 percent selected Lanta Pizzeria, and 9 respondents or 2.2 percent picked Pizza Pizza by Yanee. Maria Pizzeria & Restaurant, Pizza Today, and Alfredo's were chosen by 5, 2, and 1 respondent(s) or 1.2, 0.5, and 0.2 percent, respectively.

Table 4.14 Distribution of Respondents by Brand Loyalty

Loyalty	Number of respondents	Percent
Brand loyalty	146	36.5
No particular	254	63.5
Total	400	100.0

Table 4.14 showed the brand loyalty for pizza consumption. 254 respondents or 63.5 percent always switched the brands while 146 respondents or 36.5 percent were loyal to the brands.

Table 4.15 Distribution of Respondents by Pizza Payment

Pizza payment	Number of respondents	Percent
Below 100 Baht	7	1.8
201-300 Baht	201	50.2
301-500 Baht	149	37.2
Above 501 Baht	43	10.8
Total	400	100.0

Pizza payment per person was illustrated by table 4.15. There were 201 respondents or 50.2 percent spent 201 – 300 Baht, 149 respondents or 37.2 percent spent 301 – 500 Baht, 43 respondents or 10.8 percent spent above 501 Baht, and only 7 respondents or 1.8 percent spent below 100 Baht, respectively.

Table 4.16 Distribution of Respondents by Number of People Consuming Pizza

Number of People	Number of respondents	Percent
Alone	6	1.5
2 persons	71	17.8
3-4 persons	251	62.8
5 persons and over	72	18.0
Total	400	100.0

According to table 4.16, it showed the number of people to consume pizza each time. There were 251 respondents or 62.8 percent having pizza with 3 – 4 persons each time. 72 respondents or 18 percent had pizza with 5 persons and over while 71 respondents or 17.8 percent had pizza with 2 persons each time. Finally, there were only 6 respondents or 1.5 percent who had pizza alone.

Table 4.17 Distribution of Respondents by Frequency of Pizza Consumption

Frequency	Number of respondents	Percent
1 - 2 times per week	4	1.0
1 - 2 times per month	75	18.8
1 - 2 times per 3 months	194	48.5
1 - 2 times per 6 months	127	31.8
Total	400	100.0

Frequency of pizza consumption was shown on table 4.17. There were 194 respondents or 48.5 percent who consumed pizza 1 – 2 times per 3 months, 127 respondents or 31.8 percent who consumed pizza 1 – 2 times per 6 months, 75 respondents or 18.8 percent who consumed pizza 1 – 2 times per month, and only 4 respondents or 1 percent who consumed pizza 1 – 2 times every week.

Table 4.18 Distribution of Respondents by Timing of Pizza Consumption

Timing	Number of respondents	Percent
Morning	2	0.5
Noon	97	24.2
Afternoon	93	23.2
Evening	156	39.0
Night	52	13.0
Total	400	100.0

Table 4.18 showed the timing of pizza consumption. Mostly, 156 respondents or 39 percent usually consumed pizza in the evening. However, there were 97, 93, and 52 respondents or 24.2, 23.2, and 13 percent who consumed pizza at noon, in the afternoon, and at night, respectively. Only 2 respondents or 0.5 percent consumed pizza in the morning.

Table 4.19 Distribution of Respondents by Influencer of Pizza Consumption

Influencer	Number of respondents	Percent
Friends	148	37.0
Colleague	62	15.5
Family	79	19.8
Partner	50	12.5
Yourself	61	15.2
Total	400	100.0

Table 4.19 illustrated people who had influence over pizza consumption. Friends were ranked as the most influencer with 148 respondents or 37 percent. Moreover, there were 79, 62, 61, and 50 respondents or 19.8, 15.5, 15.2, and 12.5 percent had family, colleague, ourselves, and partner as influencers, respectively.

Table 4.20 Distribution of Respondents by Trend of Pizza Business

Trend	Number of respondents	Percent
Growth	121	30.2
Stable	256	64.0
Drop	23	5.8
Total	400	100.0

According to table 4.20, it showed the opinion of respondents on the trend of pizza business. 256 respondents or 64 percent believed the trend of pizza business was stable while 121 respondents or 30.2 percent still believed in future growth of pizza business. However, 23 respondents or 5.8 percent thought that this business was in decline stage.

Unfortunately, the data collected from questionnaires were too dispersed. Researcher was unable to analyze data properly. Therefore, it was needed to rearrange the new groups of data by transforming some data set as shown in the table.

Table 4.21 New Data Transformation

Main categories	Subcategories	Number of respondents	Percent
Gender	Male	130	32.5
	Female	270	67.5
	Total	400	100.0
Age range (years)	15 – 25	126	31.5
	26 – 35	208	52.0
	36 – 65	66	16.5
	Total	400	100.0
Marital status	Single	333	83.2
	Married	67	16.8
	Total	400	100.0
Education level	High vocational cert. and under	37	9.2
	Bachelor degree	270	67.5
	Master degree and over	93	23.2
	Total	400	100.0
Occupation	Government officer and state enterprise officer	70	17.5
	Private company employee	205	51.2
	Student	36	9.0
	Others	89	22.2
	Total	400	100.0
Income level (baht)	Below 20000	149	37.2
	20001 – 30000	95	23.8
	30001 – 40000	75	18.8
	Over 40001	81	20.2
	Total	400	100.0

Table 4.21 New Data Transformation (cont.)

Main categories	Subcategories	Number of respondents	Percent
Objectives to consume pizza	Festival / Holiday	76	19.0
	Special occasion (eg. Birthday, Anniversary,...)	58	14.5
	Business / Meeting	6	1.5
	Get together	133	33.2
	Just for consumption	127	31.8
Total		400	100.0
Types of pizza	Italian crispy crust	202	50.5
	American pan	176	44.0
	Bakery	22	5.5
Total		400	100.0
Pizza toppings	Specific and unique (eg. Hawaiian, Carbonara, or Margherita)	190	47.5
	Seafood (eg. shrimp, squid, or smoked salmon)	95	23.8
	Meat (eg. Chicken, pork, or meat bbq)	32	8.0
	Cheese	17	4.2
	Sausage and ham (eg. Parma, speck, pepperoni, or salami)	48	12.0
	Others	18	4.5
	Total		400
Types of consumption	Pizza only	56	14.0
	Buffet	26	6.5
	With side dishes	318	79.5
Total		400	100.0
Place of pizza consumption	Fast food restaurant	238	59.5
	Italian restaurant	135	33.8
	Others	27	6.8
Total		400	100.0

Table 4.21 New Data Transformation (cont.)

Main categories	Subcategories	Number of respondents	Percent
Pizza brands	The Pizza Company	219	54.8
	Pizza Hut	88	22.0
	Narai Pizzeria	17	4.2
	Scoozi Restaurant	25	6.2
	Others	51	12.8
	Total	400	100.0
Brand loyalty	Brand loyalty	146	36.5
	No particular	254	63.5
	Total	400	100.0
Spending per person (baht)	Below 300	208	52.0
	301-500	149	37.2
	Above 501	43	10.8
	Total	400	100.0
Number of people eating pizza	Alone	6	1.5
	2 persons	71	17.8
	3-4 persons	251	62.8
	5 persons and over	72	18.0
	Total	400	100.0
Frequency	1 - 2 times per month and over	79	19.8
	1 - 2 times per 3 months	194	48.5
	1 - 2 times per 6 months	127	31.8
	Total	400	100.0
Timing of pizza consumption	Morning	2	0.5
	Noon	97	24.2
	Afternoon	93	23.2
	Evening	156	39.0
	Night	52	13.0
	Total	400	100.0

Table 4.21 New Data Transformation (cont.)

Main categories	Subcategories	Number of respondents	Percent
Influencers of pizza consumption	Friends	148	37.0
	Colleague	62	15.5
	Family	79	19.8
	Partner	50	12.5
	Yourself	61	15.2
Total		400	100.0
Trend of pizza business	Growth	121	30.2
	Stable	256	64.0
	Drop	23	5.8
Total		400	100.0

4.2 Relationship between Personal Factors and Pizza Consumption

Refer from one of the objectives, this part will only clarify the results of relationship between personal factors and pizza consumption using crosstab and chi-square method.

Table 4.22 Information of Chi-square Test Between Gender and Pizza Consumption Behavior

Consumption behavior	X ²	Sig
Objective of pizza consumption	6.134	0.189
Type of pizza	3.373	0.185
Pizza toppings	3.616	0.606
Pizza order style	9.985	0.007
Place of pizza consumption	2.256	0.324
Pizza brand	1.295	0.862
Brand loyalty	0.585	0.444
Pizza payment	1.513	0.469
Number of people consuming pizza	6.805	0.078

Table 4.22 Information of Chi-Square Test Between Gender and Pizza Consumption Behavior (cont.)

Consumption behavior	X²	Sig
Frequency of pizza consumption	5.773	0.056
Timing of pizza consumption	12.659	0.013
Influencer of pizza consumption	2.187	0.701
Trend	2.615	0.270

According to the chi-square test among gender and consumer behavior, gender had no relationship with objective of pizza consumption, type of pizza, pizza toppings, place of pizza consumption, pizza brand, brand loyalty, pizza payment, number of people consuming pizza, frequency of pizza consumption, influencer of pizza consumption, and trend.

However, gender did have relationship with pizza order style and timing of pizza consumption.

Even most of them consumed pizza with side dishes and preferred eating in evening, male respondents tended to eat pizza buffet and was able to eat pizza all day.

Table 4.23 Information of Chi-square Test between Age Range and Pizza Consumption Behavior

Consumption behavior	X²	Sig
Objective of pizza consumption	32.468	0.000
Type of pizza	14.396	0.006
Pizza toppings	23.797	0.008
Pizza order style	33.339	0.000
Place of pizza consumption	22.617	0.000
Pizza brand	21.687	0.006
Brand loyalty	1.697	0.428
Pizza payment	8.931	0.063
Number of people consuming pizza	12.273	0.056

Table 4.23 Information of Chi-square Test between Age Range and Pizza Consumption Behavior (cont.)

Consumption behavior	X²	Sig
Frequency of pizza consumption	10.854	0.028
Timing of pizza consumption	7.648	0.469
Influencer of pizza consumption	66.432	0.000
Trend	7.990	0.092

According to the chi-square test among age range and consumer behavior, age range had no relationship with brand loyalty, pizza payment, number of people consuming pizza, timing of pizza consumption, and trend.

However, age range did have relationship with objective of pizza consumption, type of pizza, pizza toppings, pizza order style, place of pizza consumption, pizza brand, frequency of pizza consumption, and influencer of pizza consumption.

Age range had various relationship with pizza consumption. For the objective to eat pizza, younger respondents ate pizza to get together with friends, middle age respondents ate pizza to get together and also just for consumption. However, older respondents ate pizza during holidays or festivals. Most of respondents chose Italian pizza type but older respondents also consumed bakery pizza type more than others. Most of respondents chose specific name toppings such as Hawaiian or Margherita but younger respondents chose cheese toppings more than others. Most of respondents ate pizza with side dishes but older respondents ordered pizza only more than younger respondents. Most of respondents ate pizza at fast food restaurant but older respondents also ate at other places more than others. Older respondents preferred Narai Pizzeria more than younger respondents but most of them chose The Pizza Company. Most of respondents ate pizza every 3 months but older respondents tended to eat more often. Finally, younger and middle age respondents had friends as the influencer to eat pizza while older respondents had family as the influencer.

Table 4.24 Information of Chi-Square Test between Marital Status and Pizza Consumption Behavior

Consumption behavior	X²	Sig
Objective of pizza consumption	15.350	0.004
Type of pizza	9.744	0.008
Pizza toppings	2.329	0.802
Pizza order style	14.056	0.001
Place of pizza consumption	13.468	0.001
Pizza brand	14.109	0.007
Brand loyalty	1.598	0.206
Pizza payment	5.022	0.081
Number of people consuming pizza	5.911	0.116
Frequency of pizza consumption	0.154	0.926
Timing of pizza consumption	2.012	0.733
Influencer of pizza consumption	42.837	0.000
Trend	5.542	0.170

According to the chi-square test among marital status and consumer behavior, marital status had no relationship with pizza toppings, brand loyalty, pizza payment, number of people consuming pizza, frequency of pizza consumption, timing of pizza consumption, and trend.

However, marital status did have relationship with objective of pizza consumption, type of pizza, pizza order style, place of pizza consumption, pizza brand, and influencer of pizza consumption.

Single respondents ate pizza to get together with friends and also had friends as the influencer. However, married respondents ate pizza during holidays and festivals, they also had family as the influencer. Moreover, married respondents had various preferences in type of pizza, pizza order style, place of consumption, and brand.

Table 4.25 Information of Chi-square Test between Education Level and Pizza Consumption Behavior

Consumption behavior	X²	Sig
Objective of pizza consumption	9.445	0.306
Type of pizza	28.088	0.000
Pizza toppings	30.774	0.001
Pizza order style	49.759	0.000
Place of pizza consumption	76.564	0.000
Pizza brand	11.410	0.180
Brand loyalty	2.296	0.317
Pizza payment	18.917	0.001
Number of people consuming pizza	16.729	0.010
Frequency of pizza consumption	1.240	0.872
Timing of pizza consumption	15.599	0.048
Influencer of pizza consumption	6.273	0.617
Trend	5.289	0.259

According to the chi-square test among education level and consumer behavior, education level had no relationship with objective of pizza consumption, pizza toppings, pizza brand, brand loyalty, number of people consuming pizza, frequency of pizza consumption, timing of pizza consumption, influencer of pizza consumption, and trend.

However, education level did have relationship with type of pizza, pizza order style, place of pizza consumption, and pizza payment.

Respondents with bachelor degrees and lower paid less than 300 baht but respondents with master degrees and over paid 301-500 baht for pizza consumption. However, respondents with lower than bachelor degrees had various preferences for type of pizza, order style, and places of consumption. They chose bakery pizza type, had pizza buffet, and ate at other places such as convenience store than other groups.

Table 4.26 Information of Chi-square Test between Occupation and Pizza Consumption Behavior

Consumption behavior	X²	Sig
Objective of pizza consumption	23.238	0.026
Type of pizza	10.674	0.099
Pizza toppings	28.224	0.020
Pizza order style	17.828	0.007
Place of pizza consumption	26.704	0.000
Pizza brand	14.984	0.242
Brand loyalty	0.518	0.915
Pizza payment	12.590	0.050
Number of people consuming pizza	15.499	0.078
Frequency of pizza consumption	6.286	0.392
Timing of pizza consumption	23.215	0.026
Influencer of pizza consumption	28.754	0.004
Trend	8.262	0.220

According to the chi-square test among occupation and consumer behavior, occupation had no relationship with type of pizza, pizza toppings, pizza brand, brand loyalty, number of people consuming pizza, frequency of pizza consumption, timing of pizza consumption, and trend.

However, occupation did have relationship with objective of pizza consumption, pizza order style, place of pizza consumption, pizza payment, and influencer of pizza consumption.

Respondents working as government/state officers, private company employees, and students ate pizza to get together and their influencers were friends. However, respondents with other occupations, such as self-employed and freelance, ate pizza for general consumption while their influencers were family. Respondents working as government/state officers preferred pizza buffet than others. However students tended to order pizza only than government/state officers and ate at other places such as convenience store than government/state officers and private company employees. Also, students rarely spent for a pizza more than 201-300 baht.

Table 4.27 Information of Chi-square Test between Income Level and Pizza Consumption Behavior

Consumption behavior	X²	Sig
Objective of pizza consumption	25.526	0.013
Type of pizza	7.852	0.249
Pizza toppings	27.225	0.027
Pizza order style	16.298	0.012
Place of pizza consumption	28.566	0.000
Pizza brand	23.231	0.026
Brand loyalty	1.705	0.636
Pizza payment	20.919	0.002
Number of people consuming pizza	9.018	0.436
Frequency of pizza consumption	7.691	0.262
Timing of pizza consumption	30.438	0.002
Influencer of pizza consumption	19.398	0.079
Trend	6.155	0.406

According to the chi-square test among income level and consumer behavior, income level had no relationship with type of pizza, pizza toppings, brand loyalty, number of people consuming pizza, frequency of pizza consumption, influencer of pizza consumption, trend.

However, income level did have relationship with objective of pizza consumption, pizza order style, place of pizza consumption, pizza brand, pizza payment, and timing of pizza consumption.

Respondents with income less than 20000 baht ate pizza to get together while respondents with income more than 20001 baht ate pizza just for general consumption. Most of respondents paid 201-300 baht for pizza but respondents with income 20001-30000 baht paid 301-500 for a pizza. Also, respondents with income more than 40001 baht paid more than 501 baht for pizza consumption. Respondents with income less than 20000 baht had no particular preferences for pizza order style and brand. They also preferred Italian pizza less than others. However, respondents with income 30001-40000 baht preferred to order pizza only and went to Italian pizza

restaurant to others. Finally, respondents with income 30001-40000 baht tended to eat pizza at night more than others.

4.3 Relationship between Social Factors and Pizza Consumption

Since relationship between personal factors and pizza consumption are presented, it is then the social factors. This part will clarify the results of relationship between social factors and pizza consumption using crosstab and chi-square method.

Table 4.28 Information of Chi-square Test between Family Influence and Pizza Consumption Behavior

Consumption behavior	X ²	Sig
Objective of pizza consumption	7.282	0.122
Type of pizza	5.397	0.067
Pizza toppings	4.639	0.462
Pizza order style	7.817	0.020
Place of pizza consumption	6.256	0.044
Pizza brand	24.757	0.000
Brand loyalty	11.414	0.001
Pizza payment	0.436	0.804
Number of people consuming pizza	24.321	0.000
Frequency of pizza consumption	7.777	0.020
Timing of pizza consumption	5.193	0.268
Influencer of pizza consumption	4.717	0.318
Trend	9.684	0.008

According to the chi-square test among family influence and consumer behavior, family influence had no relationship with objective of pizza consumption, type of pizza, pizza toppings, pizza payment, timing of pizza consumption, and influencer of pizza consumption.

However, family influence did have relationship with pizza order style, place of pizza consumption, pizza brand, brand loyalty, number of people consuming pizza, frequency of pizza consumption, and trend.

Respondents who had family influenced ate pizza more often and tended to have loyalty than respondents who were not influenced by family. However, they preferred to eat with 2 persons while respondents who were not influenced tended to eat pizza with 5 or more persons. Respondents who were not influenced by family had no specific preference over pizza order style, place of pizza consumption, and brand.

Table 4.29 Information of Chi-square Test between Friends Influence and Pizza Consumption Behavior

Consumption behavior	X ²	Sig
Objective of pizza consumption	17.046	0.002
Type of pizza	0.854	0.653
Pizza toppings	4.427	0.490
Pizza order style	2.811	0.245
Place of pizza consumption	2.219	0.330
Pizza brand	10.113	0.039
Brand loyalty	0.000	0.986
Pizza payment	0.989	0.610
Number of people consuming pizza	11.765	0.008
Frequency of pizza consumption	2.667	0.264
Timing of pizza consumption	5.477	0.242
Influencer of pizza consumption	17.763	0.001
Trend	0.151	0.927

According to the chi-square test among friends influence and consumer behavior, friends influence had no relationship with type of pizza, pizza toppings, pizza order style, place of pizza consumption, pizza brand, brand loyalty, pizza payment, frequency of pizza consumption, timing of pizza consumption, and trend.

However, friends influence did have relationship with objective of pizza consumption, number of pizza consuming pizza, and influencer of pizza consumption.

Respondents who were influenced by friends eat pizza to get together with friends and had friends as the influencer. However, respondents who were not influenced by friends ate pizza just for consumption and decided to eat pizza by themselves. Respondents who were influenced by friends preferred to eat with 5 persons but respondents who were not, ate pizza with 2 persons.

4.4 General Situation of Pizza Restaurant Business in Bangkok

In-depth interview is chosen as the appropriate method to acquire information from the 22 pizza restaurants in Bangkok. The interview questions based on Porter's Five Force model is designed as the semi-structure technique. These restaurants are selected among the top of pizza restaurants in Bangkok ranked in various websites using both purposive and snowball sampling. The findings from the interview are discussed in two parts. Firstly, there is the general information of interviewees and restaurant types. Secondly, it identifies pizza business situation by selecting the most interesting issues from the interviews.

Secondly, information on pizza industry is described in each Porter's Five Forces including extended study—other stakeholders. Therefore, there are six topics in this part including industry rivalry, threat of new entrants, threat of substitute products, bargaining power of buyers, bargaining power of suppliers, and relative power of other stakeholders. Finally, the third part is reported about other issues related to the questionnaire in previous quantitative method. They include consumer behavior issues that need more explanation from the enterprise.

Table 4.30 The Lists of Interview Participants

No.	Position	Gender	Restaurant type	Branch
1	General manager	Female	Independent	2
2	Operation manager	Male	Chain	21
3	General manager	Male	Independent	1
4	Owner	Male	Independent	1
5	Owner	Male	Independent	2

Table 4.30 The Lists of Interview Participants (cont.)

No.	Position	Gender	Restaurant type	Branch
6	Managing director	Female	Chain	10
7	General manager	Male	Independent	1
8	General manager	Female	Independent	1
9	Owner	Male	Independent	1
10	General manager	Female	Independent	1
11	Co-owner	Female	Independent	1
12	General manager	Female	Independent	1
13	General manager	Male	Independent	1
14	Owner	Male	Independent	1
15	Owner	Female	Independent	1
16	General manager	Male	Independent	1
17	Owner	Male	Independent	1
18	Owner	Male	Independent	1
19	Executive chef	Male	Chain	3
20	Owner	Female	Independent	1
21	Co-owner	Male	Independent	1
22	Food and beverage manager	Male	Independent	1

4.4.1 Participant Profile

A total of 22 interviews were conducted with included fourteen males. Most of them were the owner of the pizza business while most of the pizza restaurant types were independent. Apart from the owners or managing director who clearly understood their business operation and pizza industry, however, the participants also included eight general managers, an operational manager, a food and beverage manager, and an executive chef. All of their business operation and branches were based in Bangkok with only few branches outside Bangkok. Furthermore, most of their pizza styles were Italian pizza with the wooden oven. The concept of restaurant varied from Italian, western, Asian, and homemade style while the type of restaurants included food trucks, fine dining restaurants, fast casual dining restaurant, and Italian pizza restaurant chains.

4.4.2 Identifying Pizza Business Situation

According to the interview based on Porter's five forces model, it provides much information within the five forces and related issues. Overall, the findings can be classified in seven topics including industry rivalry, threat of new entrants, threat of substitutes, bargaining power of buyers, bargaining power of suppliers, other stakeholders, and consumer behavior issues.

A. Industry rivalry

The questions in this topic include reason of running a pizza business, current situation of pizza business, competitors, positioning, strengths, weaknesses, marketing mixes, best selling pizza and other dishes.

Rationale of pizza restaurant business

According to the reason to start pizza restaurant business, most participants provide many reasons categorized into four different topics including, chance, knowledge, connection, and passion. However, a few participants provide other reasons including potential, income earning, and pizza as a popular food.

Most participants started pizza restaurant business because they saw the business opportunities in the market. Once they did the research, it was found out that not so many good Italian pizza restaurants were available in the market. Even some Italian pizza restaurants were existed, it was still a chance because each of restaurant was different. Some of participants mentioned about the secret formula of pizza dough as the competitive advantage to start and stay in this market. It was seen as the chance to introduce a new product into the existing market.

“We see an opportunity in Italian pizza because previously there are less pizza Italian restaurants...It is a chance of market growth...” (Participant 7, General manager)

“I love pizza. And, I still see the big gap in this market because in Thailand the pizza is different. We are the very first in Thailand to provide the Italian pizza. Yes, pizza is originated from Napoli, but it's also different from our recipe. In the past 30 years, pizza changes a lot, especially the pizza dough because we add new knowledge in it.” (Participant 3, General manager)

Apart from the opportunity in the market, most of them already had restaurant experiences and pizza making skill. Some of participants previously worked in restaurants. So, their experiences could support pizza restaurant business setting up and suppliers' contact. Moreover, some participants were even Italians who were familiar with pizza. It was easier for them to start this business.

“...It started with my previous student project, teacher told me to do something closer. I used to work in a restaurant. So, I decided to do pizza. Actually, I had two choices between pizza and pasta...Pizza could be kept for long time. No need to eat warm...So I ended up with pizza...” (Participant 15, Owner)

“We already operated a steakhouse at Khao Yai national park. Then, someone wants to sell a pizza restaurant in Bangkok. We are interested so we decide to invest in this pizza restaurant...” (Participant 17, Owner)

Business connection was very important in pizza restaurant business. Some of participants saw the chance of this business but lack of pizza making skill or restaurant experience. Instead, they had connection with someone who had experiences and skills. Therefore, this group of people could start a pizza restaurant business with help from their relatives, spouse, friends, or business partners, who had those skills.

“First of all, we were in service section. We used to work in the hotel's restaurant for many years. Later, I spitted to work at front desk in the hotel but my spouse was still there. So, we had knowledge about service but not about cooking. But, her brother was a chef there too. So, we invited him to be our chef. At that time, I was a diving instructor at Lanta Island. I saw an opportunity there so we opened the pizza restaurant. It was very successful but it could be opened for a limited time due to the season. So, we decided to move to Bangkok. ... My wife also knew an Italian pizza maker, so we adapted recipes and became ours...” (Participant 5, Owner)

“...[Once restaurant was established,] founders invited friends who had restaurant businesses, also some celebrities, to be shareholders. It is good because the restaurant do not need to do the PR...” (Participant 2, Operation manager)

Finally, participants also mentioned about passion in pizza business. As a reason to start a business, some participants significantly focused on this issue as the

main factor. Entrepreneurs who loved pizza would be able to compete with others and stay in this business longer because they had patient and willingness to do it.

“...As there are so many competitors, only the best can survive. They need to be quality restaurants, outstanding, and unique. More importantly, the owner needs to have passion in this business. If they are both investor and chef, their restaurants will be more sustainable...There were many restaurants around here before but most of them were closed down because they didn't have passion in cooking...” (Participant 14, Owner)

Only a few participants started pizza business because they had potential to do and they wanted to earn more money. Finally, they also stated that pizza was well known as it was a normal meal for customers.

“...I just want to have more jobs, more income. I already have full time job but also want to have added jobs. So, I think to myself, what can I do more...” (Participant 15, Owner)

“...Pizza to me just the commercial tag to attract people. It is very popular and does not suffer any crisis. So, people always go for pizza. It's not a luxury meal. Pizza is something that is very popular. Top people and good people always go for the pizza...” (Participant 4, Owner)

Situation of pizza restaurant business in Bangkok

Participants provide only a few answers for the situation of pizza restaurant business in Bangkok. Almost every participant agrees that there is high competition among pizza restaurant business in Bangkok. However, other opinions are popularity of delivery service and a gap in pizza restaurant business. Some participants also give an opinion about new food truck concept and lifestyle event.

Most participants agreed that the situation of pizza restaurant business currently faced high competition as there were many players in the market. There were two opinions regarding high competition. Participants claimed that there was so many pizza restaurants in Bangkok but failed to meet the standard. On the other hand, there was actually high competition and most of the players were improving pizza taste and process of making pizza all the time. They further stated that the taste and quality was also different in each restaurant because pizza making required special skills and

different baking process. A participant proposed that restaurant business was also popular to start even the owner did not have passion and skills.

“Now, the industry is improved a lot. Recently, there are few restaurants doing pizza which is not bad. It starts to get better and better. And, there is many competitors especially in Bangkok...” (Participant 22, Food and beverage manager)

“There are a lot of competitors. But, each restaurant has different selling point. Also, each restaurant has different competitive advantages...It depends on particular preference of customers to like or dislike the food taste of those restaurants.” (Participant 9, Owner)

Even most of participants mentioned about high competition, some participants positively proposed that there was still a gap in this market. Each restaurant had different tastes and styles which was satisfied by a group of customer.

“It’s boom and still a wide space for pizza market. It’s unnecessary to stick with one pattern, just like me...” (Participant 15, Owner)

“There are too many Italian restaurants but for the good pizza there's still market. ... [There's still a gap for the] original, traditional, and quality product.” (Participant 4, Owner)

“...The taste of pizza depends on pizza dough. Pizza oven is also important because it can give colour, crispy, and smell. Some people may love wooden oven but others may not. It depends on customer different preferences.” (Participant 8, General manager)

Some participants had opinion about the trend of pizza delivery service as it was growing and was increasingly important for today’s pizza restaurants.

“Actually, competition in pizza market compared to other businesses, is very high, especially delivery service. They [commercial pizza] ...mainly target sales on delivery service. We used to do this before but just canceled because there are a lot of problems. It’s not worth to beat with other providers who rely on delivery service...” (Participant 6, Managing director)

Finally, some participants stated about the increasing popularity of lifestyle event and food truck. Customers were more attracted to this food concept because it was new and fashionable.

“I think it's good. People prefer street food more. There are many street markets like Artbox, Wonderfruit, and so on located in Bangkok. This kind of outdoor event is very popular. Many businesses also try to target this lifestyle trend. They try to find something cool to attract customers. Pizza food truck is another interesting trend. When there is an event and pizza food truck is there, people are very interested. They can take a picture and post online which is so trendy and cool. Yes, social media is very important nowadays as well...” (Participant 13, General manager)

Competition

Most participants provide positive opinion about competitors. They open for the competition. However, some of participants mention the name of competitors which located nearby. Only a few participants propose the name of restaurant chains as their competitors. Finally, there are some participants who think that every restaurant can be a competitor because they serve food.

Majority of participant welcomed all of competitors. They were glad to be among them. Some of them said that they did not even care about the existence of these competitors. Also, they did not want to compete with them. The main reason was because every restaurant even provided the same food type but they were all different. It depended on the preference of customers. Further, competitors could make restaurants stronger. The more comparison was the more restaurants continuous improvement.

“I open for any competitors. I don't compare myself to the others. I just believe in what I'm doing. I got a lot of customers that are satisfied. And, I believe that the ingredients that I'm using is the best in the market.” (Participant 22, Food and beverage manager)

Apart from positive opinion on competitors, many participants did mention about the name of competitors nearby. Few were mentioned the restaurant chains as the competitors. However, some participants stated that every restaurant nearby could be the competitor because at least they provided something to eat.

“Our competitors are not The Pizza Company or Pizza Hut. But, it can be other restaurants around here who provide western style food. This is because those international restaurants also provide steak and pasta like us. But, if customers want to have Italian dishes, they better come here...” (Participant 16, General manager)

Positioning

In this part, most participants claim that they are the leader or among the top restaurants in Bangkok. Only a few participants who are humble enough to not mention about their positioning in the market.

Surprisingly, majority of participants claimed that they were the leader in the market. Half of them stated that they were the leader in their own way including the leader in food truck pizza, crispy thin crust pizza, buffet pizza, low cost pizza, Italian pizza, and so on. Some participants also mentioned that they were among the top restaurants in Bangkok rated by customers and official restaurant websites.

“...There's no need to look back but look ahead and let others follow. We are the leader and we don't stop running ahead.” (Participant 19, Executive chef)

“We are not the leader, but we aim to. I want customers to think of our restaurant as the top of their mind. Right now, we just try to provide the best products and services.” (Participant 16, General manager)

Only some participants stated that they had no positioning in the market. Everyone was equal. They just did the best they could do.

“...I'm not the leader and I'm not aiming to be the leader...I don't position myself. It's out of my vision to be the best in Bangkok. I don't want to be the best in Bangkok. My aim is to make the real Neapolitan pizza. So, if somebody is better or worse than me, doesn't change my life. Knowing that somebody is better than me, doesn't change my way to work...” (Participant 4, Owner)

Strategies of pizza restaurant business

To become a successful pizza restaurant, various differentiation strategies have been mentioned by interview participants. Those strategies consist of quality ingredients, pizza making techniques, ambience, good taste, good services, added quantity, variety, creativity, and so on.

Quality ingredients had been mentioned many times among participants. They said that the taste of pizza relied mostly on the quality of ingredients being used for cooking. Importantly, most of these quality ingredients needed to be imported from Italy, France, Australia, and so on. It was congruent with standard to choose suppliers where quality was the first consideration followed by price and service of suppliers. Most of participants emphasized on the quality of pizza dough. Each of them claimed

different kinds of recipes and techniques to make their pizza dough special when compared to the others. It included whole-wheat pizza dough, digestive friendly dough, and innovative recipe dough for making crispy or tasty crust.

“It's our dough, it is easy to digest, also the combination on pizza and topping. We provide a very good quality.” (Participant 11, Co-owner)

“...Our dough is easy to digest. Almost every ingredient is imported...Other restaurants may use tomato sauce and ketchup but we use a can of tomato sauce from the only small city in Naples, Italy. We imported seawater for salt. We use virgin olive oil, real oregano, and no MSG. Everything comes from fresh ingredients, no chemical...We get fresh cheese every two days from an Italian who lives in Thailand and is expert in Italian traditional cheese making, he supplies cheese for us. We use fresh and natural yeast that is also imported...” (Participant 19, Executive chef)

Techniques of pizza making in each restaurant were different and it was able to cook in different methods. Therefore, it was seen as a part of strategy to make them distinctive. Apart from the quality of ingredients that made a pizza different, it also depended on kneading the dough, the combination on pizza toppings, and the oven. Kneading the dough by a machine was possible but the texture was different compared to kneading by hand which was the traditional Italian style. The way a pizza maker creatively put all the ingredients on top conveyed the taste and art at the same time. Finally, the oven used meant the temperature and smell of a pizza. Traditional wood-fired oven gave good smell on a pizza but difficult to control the temperature. It also needed a lot of woods and produce a lot of smoke. Electric oven was opposite. It was easier to control the temperature but it might not have good smell on a pizza. However, it also depended on the technology of a pizza oven and the budget they could pay. These techniques of pizza making led to different pizza restaurant styles. Some participants promoted the traditional Italian style by using hand to knead the dough and using wood-fired oven. Some participants distinctively promoted Napoli style where Napoli or Naples was the origin city of pizza. Further from specific ingredients and cooking equipment used, they needed to hire a Napoli chef or send chefs to learn pizza making at Naples, a city of Italy.

“...There are many many restaurants in Thailand, like 300-250 restaurants something. I want to do the product that nobody does which is the real Neapolitan pizza. Napoli is the place where pizza had been invented. Nobody does here, so I want to do the real Neapolitan pizza. ... I call the Neapolitan pizza maker, I work on the Italian process to make a very good Neapolitan pizza.” (Participant 4, Owner)

“Our strength is traditional process of pizza making, we use wood-fired oven. It makes our pizza smell good. The pizza baked with wood-fired oven also has different texture and taste compared to a normal oven. Moreover, we use hands in every process, no machine...” (Participant 12, General manager)

Many participants also mentioned about ambience of the restaurants. The restaurant atmosphere could enhance customers' feeling and could attract customers. Some of them had family ambience where customers could feel like home. Some of them might have Italian style ambience as if customers ate pizza in Italy. A beautiful garden in front of the restaurant or an open space under the tree possibly attracted customers to the restaurants.

“It's our garden in front area, it's nice and pleasant. Customers can sit and eat happily and comfortably...” (Participant 17, Owner)

“My differentiation, the ambience, easy-going, family. The reason of open restaurant, I want to give to the customers. Something like family ambience, relaxed, not come here to be serious, or wear suit.” (Participant 11, Co-owner)

Customers would expect restaurants to have a good taste food, pizza restaurants either. However, not many participants mentioned about having a very good taste pizza, instead they focused on quality pizza. This might be because customers had different taste and preference. Therefore, a restaurant that claimed to have a good taste might not be preferred by some groups of customers.

“...We provide a very special pizza. Also, we try to serve the food that customers prefer to eat because it's tasty...” (Participant 10, General manager)

“...We try to select many popular menus to make it interesting. We also try to focus on taste of food, not only the variety but bad quality. We try harder to choose menu that most customers want to eat...Because we focus on good taste food that customers want to repeat...” (Participant 6, Managing director)

In a restaurant business, good service was somehow as important as good products. It could attract more customers and provide competitive advantage over another. However, only some participants mentioned about this issue.

“...I plan to serve hot tea after meal. I’d like to add it up to make my customers feel good. This idea I’ve got from my previous diving boss. He told me if you want more profit, you may need to cut cost. But, if you want less profit by giving more, customers will come back for more. Just like us, we have improved a lot. We have tried to add new things to our customers without charging more. In case of long queue, I give them 20% discount, responsible for their wasting time... We have tried to give a good feeling to the customers as well as our staffs. Then, our staffs will love to service too.” (Participant 5, Owner)

Finally, some participants proposed about extra quantity as a competitive strategy. The example included giving extra cheese and toppings. One of the participants even provided pizza buffet and focused on buffet style in various menus. Also, a participant was able to provide extra cheese because they produced cheese themselves.

“...Our pizza, selling point, is wood-fired oven with crispy crust in Italian homemade style but heavy toppings loaded...lots of cheese. Our pizza style...has heavy pizza toppings especially for Thai customers. It is needed to use a utensil to eat because you can’t take the whole piece of pizza and bite it because it has too many toppings. Some customers even want to add more cheese...” (Participant 1, General manager)

“...I was observing customers in front of the restaurant with buffet sign, many customers were interested. So, I realized it had demand. So, we tried one branch with buffet pizza and Italian a la carte, also added up more Thai menus to create variety...Once we changed, it was very successful with almost 100% sales growth...” (Participant 6, Managing director)

Many pizza restaurants provided not only pizza and related Italian food. Some of them also provided various menu choices including Western, Japanese, Thai, Vietnamese, and Chinese. A participant who provided buffet pizza also focused on serving variety menus. They did not serve only pizza and Italian food. Its famous menus were even Thai dishes.

“...As the main course, our best selling is crispy pork leg, very nice and crispy. We are very specialized in that” (Participant 21, Co-owner)

“The best selling is crispy pork leg, sausage trio, Vietnamese starter. We have too many Vietnamese dishes...You can choose whether Thai, Chinese, Vietnam, or International menus...” (Participant 1, General manager)

Some participants had creativity ideas in order to differentiate themselves from the competitors. It was noticed in pizza toppings and food truck concept. Participants created many pizza toppings which were far beyond normal Italian toppings. These toppings included chicken with jeaw (a spicy-Northeastern sauce), grilled pork (Thai's famous street food), and so on. Some participants adapted normal pizza toppings by adding or changing some recipes to have a better taste. Moreover, some participants presented different restaurant concept using food truck. They were able to park anywhere especially in some outdoor events. So, it could attract customers to try because it was interesting compared to a normal restaurant. Customers were able to see the process of pizza making which encouraged closer relationship between pizza makers and customers.

“Apart from our very crispy crust dough, our pizza topping is one of the kind. You can see Moo-ping (Grilled pork) and Moo-yang-jim-jaew (Pork with spicy sauce) toppings. I can find no place like this. Our pizza is very tasty. Even you leave it for awhile, dough may not be crispy but the taste will still the same.” (Participant 13, General manager)

There were still several ways to attract customers. Some participants provided cheaper pizza price to emphasize on quantity serving. There were some restaurants that focused on giving back to society. Sometimes they basically gave free pizzas for poor people or held charities to help those people in need. A participant also mentioned about daily and long opening hour. He said that customers would feel reliable to the restaurant. They could make sure that this restaurant would always there to serve them a good quality pizza.

“...The reason why we are always open, 7 days a week, from 12 to midnight. It's not because we don't want to lose customers. That's not the reason. Everyone is free to try any other restaurants. The reason why, you're always be regular and consistence in opening because people assume that every time I need pizza, I will

find this is open. That's why we are open everyday and very long period, 12 hours. People will see you as reliable place to find food..." (Participant 4, Owner)

Problems in pizza restaurant business

Pizza restaurant business faces problems differently. Generally, they usually have problems with their operation, location, and staff.

Participants mostly mentioned about their restaurant operation as their prior problems. For the newly established restaurants, they usually had problems about business setting up and detailed problems in restaurant operation. Since they were not the experienced companies, they might face many detailed problems at the beginning of business. They might lack of staff, lack of supplier contacts, and so forth. Everything was not in place, yet. Therefore, they could not provide a full potential of products and services to the customers. However, participants who stayed in this business for a while might face similar problems. Most of small restaurants had less potential to expand their business. They mentioned that it was too costly to do the full promotion or having another branch as those restaurant chains did. Some of them mentioned about a chance of delivery service but failed to focus on it. If they were able to do so, its coverage was only within 5 kilometers. Other problems about operation included cost control, quality control, and managing bad reviews in the Internet.

"My problem right now is that advertising is very expensive. When I want to do the brochure, you need to put money. Even Facebook and social network, you need to have one person in charge. Everything costs you more while my restaurant is just small." (Participant 18, Owner)

"...There's too many customers, no seats. Some customers are waiting for an hour. So, we need to do everything to let them get seated and then give them complimentary dishes. It's like our apologised to let them wait...Right now there are many reviews on the Internet, especially the Tripadvisor. Someone gives us one star, said 'terrible'. Actually, they can write anything. Might be our competitors that write it down. (Participant 19, Executive chef)

Next, participants also proposed about staff problems. Mostly, they face turnover problems because they could not find the right staffs, the ones who loved service and work hard.

“We had the problem at the beginning to find the right people. We got the first two years a lot of turnover, people come and go. Now I think with my staffs, I have no problems, they're good. They are good workers...” (Participant 21, Co-owner)

Location was proposed as another problem in pizza restaurant business. Many of them did not have prime location in a mall or near a public transportation. So, it was sometimes difficult for customers to access. They needed to have intention to visit.

“Customers may think that my shop is on street. It's not comfortable. There is no air condition, no toilet, like other stand alone restaurants or restaurants in the mall.” (Participant 15, Owner)

“After we moved to this place (in Soi), there's no car passing by because here is dead-end road. Once we were near the main road, people would notice that there're a lot of people in the restaurant. So, they got interested and wanted to try one day. A lot of customers came and waited in a long queue. Many of them called to reserve tables.” (Participant 20, Owner)

Marketing mix

Each restaurant definitely has different marketing strategies to attract customers depending on capacity and concept of each restaurant. Generally, it is explained in four categories including product, price, place, and promotion.

Pizza was seen as the main dish for each restaurant. However, they also provided wide choices of Italian and western dishes including pasta, salad, steak, and so on. Only a few restaurants that also provided Japanese, Chinese, Thai, and Vietnamese on the menu. Similarly, there were a few restaurants that provide only pizza. Almost every restaurant provided Italian style crispy crust pizza.

The price of each restaurant varied according to the type of each restaurant. If they were the fine dining restaurants, price of pizza could reach 400-500 baht or higher. However, if they were other restaurant types like casual dining restaurant and fast casual dining restaurants, the price of pizza could start from 250 to 400 baht. Most of participants proposed that they set the reasonable price on their pizza.

Most of pizza restaurants in Bangkok located near foreign residents like Khaosan, Asoke, Thonglor, and Sathorn area which were close to their target

customers. However, another group of pizza restaurants located a bit outside foreigner area like Ratchapruerk, Ramintra, and Phaholyothin road while their target customers were mostly Thai and foreigners who lived in those areas. Moreover, those restaurants that situated outside city center had less competitors compared to the ones inside city center.

Surprisingly, most of participants did not have promotion. They believed that, to attract customers, it did not rely on promotion but quality of products. Some of them might have promotion but not mainly the part of business strategies. They would prefer giving promotion as the complimentary dishes or discount for repeated customers. Few participants promote buy one get one free or half price pizza on selected day.

“I never do any promotion. Many companies contact me to do co-promotion but I never join any. Given example of promotion with credit card, I think it’s nothing at all. They do not invest anything but restaurant itself has many disadvantages. If I participate in this credit card promotion, I firstly need to lose profit from discount, then credit card fee. I think it takes too much...” (Participant 14, Owner)

“...When customers are waiting to be seated during prime time, we offer 20% discount to compensate them for their waiting time. Another good things is that, my staffs don’t feel a lot of pressure...” (Participant 5, Owner)

Best selling menus

There is no exact type of best selling pizza topping in the restaurants. Customers have different preference. However, many participants state that Thai customers usually prefer Hawaiian and seafood toppings while smoked salmon is increasingly popular for the ones who are health conscious.

Similarly, the best selling side dishes in each restaurant was varied. If not a pizza, however, pasta, salad, and steak were mostly mentioned as the restaurants’ best selling dishes.

“It’s variety. There’re three group of customers, western, Thai, and Japanese. If they are western, they’ll prefer dry toppings like parma ham and salami. Thai customers focus on loaded toppings. Japanese prefers salty and strong test like anchovy and parma ham. Pasta for Thai, they like aglio olio with bacon. It’s dry and

spicy. Japanese prefers cream sauce and rare toppings like truffle and porcini mushrooms which is available in specific season. Black ink is included. Western has various preference but not spicy.” (Participant 20, Owner)

B. Threat of new entrance

Obstacles of pizza restaurant business

The followings are some problem issues faced by participants in pizza restaurant business. The most mentioned problem is staff turnover followed by problems in the restaurant management. Understanding consumer behavior is the next issue while location and lack of passion are also mentioned as the pizza restaurant difficulty.

Staff issues seemed to be the most difficult problem in pizza restaurant business. Also, this was probably true for other restaurant businesses. It was not hard to attract staffs but it was very hard to attract a good one. A person who had no service-minded and no determination in a job, would not stay in a company longer. This led to more turnover and more costs on training and acquiring staffs. Finally, this might lead to many problems in the restaurant and also customer satisfaction. Once there was high turnover, restaurant might not have enough staffs or might not be able to train new staffs to reach the restaurant’s standard. Some participants further suggested that many Thai staffs were lazy and impatient unlike immigrant staffs.

“In a case of staff problems, staffs quit for the higher paid restaurants, especially the pizza makers. The quality of staffs also decreased. Currently, new staffs are impatient. So, it’s hard to find staffs. We train them to get skills, but once they work for a while, they will finally move to restaurants that give them higher...” (Participant 2, Operation manager)

“It’s hard to find the quality and ready-to-learn staffs. Talking about vision in business, it needs to pay attention to staffs. We need teamwork. We have job training. Without a staff, business will have problems. It is needed to look at small details like staffs’ habits. Sometimes they can’t work with each other, they need to talk and to adjust mindset” (Participant 17, Owner)

“The workers. It is very difficult to find a good worker.” (Participant 9, Owner)

There were many details to manage a restaurant, for example, cost control, waste management, food quality control, logistic, and so on. Given the same pizza type, it was absolutely different when prepared by different chefs or even the same chef prepared twice.

“...Food business is difficult because there are so many details. Unlike garment businesses, we manufacture 100 pieces, 99% has similar quality. Food business is not. Even we use the same chef, two similar dishes may taste different. So, it is quite hard to control because it cannot have 100% standard...” (Participant 6, Managing director)

Some participants also proposed issue regarding consumer behavior. It was about how to understand their needs and wants and how to attract them. Importantly, perception toward Italian pizza style was needed because many Thai people were still familiar with those commercial pizza restaurants. Perception toward fast food was also challenging because most people understood that pizza was seen as fast food.

“The first comer, that make this kind of pizza, there are many obstacles. But, who comes after, probably there'll be less. If you want to start with different quality where everybody eats low quality pizza, less understanding that it is a good pizza. But to come after, probably there'll be a little bit more, less understandable customers. There'll feel more self-confident.” (Participant 4, Owner)

Location was seen as another obstacle for the pizza restaurant. Some participants agreed that finding the right location was challenging for pizza business. However, restaurant would easily get access to the target market by selecting the right location.

“Location. We are in dead-end road and it's sometimes difficult to get here.” They further suggested that “[the main problem is to] find the right location where you can keep your business for long time.” (Participant 3, General manager)

“Our location is hard to reach...In Thailand, there is no zoning regulation to control amount of the same type of restaurants in a particular area. So, sales can possibly decrease because there are many competitors. Then, entrepreneurs should research the market and find the proper location to open a pizza restaurant...” (Participant 17, Owner)

Some participants mentioned about passion in pizza business. If entrepreneurs started a business they really loved to do, it was possible that they could succeed in this business because they have patient and determination. On the other hand, entrepreneurs who had no passion, they would be impatient and easily discourage when facing the problems.

“Discouragement is the obstacle. If you want to open a restaurant, you need to step up, don’t move backward. It takes time...If you do something and forget the time, means you love that job. Generally, if you wait for the end of the month or end of the year, means you don’t love that job. You better change the job.” (Participant 15, Owner)

“Interests of the owner, they should open a restaurant because they like to cook and like to eat. It’s seen as an obstacle of this generation. (Participant 7, General manager)

New entrance investment

Participants has no specific amount of initial investment for pizza restaurant. It relies on location, style of decoration, equipment used, and budget.

“You got to ask the wrong place because I spend so much. At least 10 million for this. If you ask others they might say 3-4 million, I don't know what they gonna do. But, my point is I want to give the best to our customers. You can't do this if you don't have the right kitchen, the right oven, freeze for wine.” (Participant 3, General manager)

“There are many factors to consider. First of all, size of places, the condition of the places when you rent the place. It might be the place that nothing inside, you gonna start everything from scratch. That costs money, make sure that you do everything, flooring, ceiling, wall, A/C, everything. It's different to find place like this which is ready made. There's already A/C and floor. You just make the furniture. I can't say how much but there's certain things you should take to consideration...” (Participant 4, Owner)

Most of participants mentioned that the initial investment of pizza restaurant depended on location. This included the size, rent rate, condition of the place, and so on. It was seen as the major part of a pizza restaurant’s investment. Therefore, participants needed to deliberately analyze all the costs related to location.

Style of restaurant's decoration was very important to consider the initial investment. The more decoration they made to the restaurant, the more cost they needed to pay. Some participants even got some helps from friends to build and decorate their restaurants which could save a lot of money than to hire some professionals. The concept of restaurant was directly linked to the cost of restaurant. If it was a fine dining, entrepreneurs had to pay more because consumers would expect more from a restaurant. All the waiters and waitresses needed to wear properly. All the decoration needed to look perfect. Compared to the food trucks and casual dining restaurants, entrepreneurs did not need to worry much about the decoration because customers expect less from them. Therefore, the decoration cost was different between two groups. Some participants suggested that the fine dining restaurants could cost more than five million baht. The casual dining restaurants could cost less than two million baht while food truck could cost less than eight hundred thousand baht.

Next, participants mentioned about the equipment used in the restaurant. To make a pizza, they needed to have all kitchen equipment plus the pizza oven while the oven itself got higher cost. Some participants paid many hundred thousand only on the oven.

Finally, participants stated that initial investment depended on the budget they had. Basically, if they had budget more, they could spend more. If they had less budget, they could find the way to spend less and make the best used of its.

Preparation for a new entrance

Participants mostly have two opinions about a new competitor in the market. They mostly view a competitor as a friend and motivation for improvement.

Most of participants had positive opinion about the entrance of a new competitor. They welcomed them and tried to make friends with them. They said that it was better to cooperate so that they could stay in this market together. There was no need to fight each other because restaurants could impossibly provide the same food taste and quality. And, it was up to the customers to select a restaurant they preferred. Moreover, adding more restaurants in the same area even attracted customers to come because they knew they could finally have pizza around this place.

"I don't do anything, just keep on providing good products to my clients. I mean, I'm not scared about the competition. If there're many Italian restaurants next to

me, more people will come to this area, looking for the restaurants. So, it's mutual advantage.” (Participant 4, General manager)

“Let it be. I just maintain the quality of products and services. In a positive way, it creates restaurants spot for customers. So, it can drag customers to the area because they have more options to eat” (Participant 17, Owner)

Participants also stated that competitors made them stronger. They usually assessed the competitors or got feedback from the customers to find out what they could do better. So, entrepreneurs could continuous improve their product quality, service, atmosphere, and so on, by comparing with them.

“We will observe competitors' products. We will analyze and compare their quality with us. For our customers, they have brand loyalty. We always ask them to get feedback and try to improve ourselves all the time.” (Participant 2, Operation manager)

“I can't do anything. Competition makes you strong. You can't relax much” (Participant 8, General manager)

C. Threats of substitute

Influence of fast food on pizza consumption

Pizza is seen as fast food but most of participants disagree. Then, the influence of fast food has no effect on pizza consumption in general. This is congruent with the opinion on healthy trend. Many participants state that it has no effect since pizza is a healthy meal and it is not fast food.

Many participants disagreed that fast food had an influence on pizza consumption. In their opinion, pizza was not fast food. It was different product with different target customer.

“...Pizza is not fast food because pizza as Italian culture, it's complete food. You can have one pizza alone. It's not a fast food. Fast food is more American food. Everything is pre-made. You just put it in the oven. Here we have to make from zero. It's fresh every time customers order, no frozen, no prepare before.” (Participant 21, Co-owner)

“...Pizza is like the car industry. So, the car, you have the BMW and then Mercedes Benz. And you also have Honda Civic, so it's very different. When you

drive the BMW, it's much more different. Or driving Toyota Yaris, it's not the same category.” (Participant 22, Food and beverage manager)

Some participants partly agreed that fast food had influence on pizza consumption. They still proposed that pizza fast food was different compared to Italian pizza style in the market. The target of pizza fast food was different as well.

However, only one participant agreed that fast food had an influence especially when they launched the promotion.

“...Due to different pizza style, it is not much influence. But, if you ask me so, it has some influence, not just no influence at all. What we have heard about their promotion buy one get one free, we also did order! They have promotion and variety but the different is the pizza dough...One thing we can surely satisfy customers is what you eat is fast food feel, not 100% service. But if you come here you get a feeling of home cooking, relaxed and family atmosphere...” (Participant 1, General manager)

Replacement

Most of participants have two opinions about replacement for the pizza restaurant. They suggest that customers can easily find anything to eat instead of pizza. However, it is also easy to find any pizza restaurant to eat, but it is impossible to find the same pizza taste. Few participants suggest customers to eat pizza from pizza chains.

“Eat at my home (haha). This depends on the location. I think at this moment, they may beat as quality and price as good as us. They will find something similar but not something same. (Participant 3, General manager)

“If it was you, what you gonna do. I think people may just find another place around here to eat. If it was pizza, the taste will be different...” (Participant 18, Owner)

D. Bargaining power of buyers

Customers

According to the target customers of pizza restaurants, participants provide two groups of answers. First, participants do not expect any group of customers. They

can be anyone. Second, participants give specific type of customers groups as their target market.

Mostly, the target markets of pizza restaurants were foreigners especially the expats and Thai customers who have moderate to high income. Some of participants stated that it could be groups of family, working people, and students.

“Actually, we want to target all including Thai and expats. Foreigners can be the one who do business here and also tourists. Thai customers may come because of trend. So, we better target expats because they have more friends and colleagues that can take them here to have lunch or dinner and to discuss together as a part of business meeting. Tourists are similar to Thai customers, they don't stay long so they may want to try us. But, it's a bit hard to target Thai customers because they usually follow the trend and try new things.” (Participant 16, General manager)

Healthy trend

The interview reveals another interesting information about pizza. Most of participants claim that healthy trend has no impact on pizza consumption.

Respondents explained that pizza was already a healthy food because they used quality ingredients. Pizza was actually good for people as it gave much nutrition in tomato sauce, mozzarella cheese, and toppings. Others also proposed that pizza was a complete meal which gave sufficient nutrition for the whole day. Some participants even provided various healthy choices added from their healthy pizza.

“...Because our concept of food like mom she made at home. So, it's not industrial food. Everything is homemade. We don't use chemical products, MSG. So, we are making a good quality of food. So, it's not affected much. Italian food we don't have fried things. I use only olive oil, many times extra olive oil... If you use white mozzarella, it's made with milk. There's no fat. It's only cheese with no fat. As it has no fat, has calcium and carbohydrate but no cholesterol. ... Mozzarella is always good. What else, inside the pizza, flour, yeast, mozzarella, tomatoes. The tomato has antioxidant which is very good. In some other toppings, you can have Parma ham, sausages, whatever. It's in the limited quality so it doesn't affect the daily diet. ... So, no fat, try to avoid the fried. Italian food is always good, it's not the American food.” (Participant 21, Co-owner)

“There is no impact with my restaurant because I serve only healthy meals. I use organic vegetable for salad. Pizza uses very little floor, only 100 grams. I select low fat cheese with high protein. Also, there’s no deep fried dishes in my menu.” (Participant 14, Owner)

Only a few participants agreed that healthy trend did have an influence on pizza consumption. Therefore, their restaurants tried to launch new healthy menus to serve their customers, for example, salad menus and smoked salmon toppings.

“...Healthy trend did have some influence on our pizza consumption. We did adjust our menus by adding up, for example, fish menu. So, customers will have more healthy choices...” (Participant 5, Owner)

E. Bargaining power of suppliers

Suppliers

Most of them use imported products for making pizza. However, they rely on many suppliers so it is not difficult to acquire ingredients. However, some restaurants have very specific ingredients, especially pizza dough, mozzarella cheese, or Italian tomatoes, which supply by only a few companies.

The standard of choosing suppliers depended on quality, price, and service, respectively. Most participants promoted their quality ingredients as their priority. So, they mostly selected suppliers who provided quality ingredients. It was necessary to have FDA approval. Then, those suppliers needed to provide a reasonable price. Some participants might decline if the price was too high even it was quality ingredients. Finally, participants also mentioned about service of suppliers. It was important to supply all ingredients timely, correctly, and in the right amount. Honesty was the key. Basically, for a specific ingredient, participants would prepare second supplier when the first supplier got shortage. Local market was needed when participants looked for some fresh ingredients or some vegetable.

“...Our suppliers are mostly imported products. We also use some products from local market. We also have their contacts because I personally have so many prior connection from hotel jobs. To choose suppliers, it is price and quality that matter. The price is good while quality is acceptable. Then, we will buy from that supplier...” (Participant 19, Executive chef)

“I use a lot of imported products. I’d also like to have products from Italian but I can’t. For example, zucchini, you expect the different taste but how can you take, 500 baht, so I buy it from local market.” (Participant 11, Co-owner)

“Absolutely for quality and price, very important is the service. There is Thai company when I’d like to buy something but, I have some chickens from Chiang Mai, but I can’t put on menu because they don’t delivery. (Participant 3, General manager)

F. Other stakeholders

Apart from competitors, customers, and suppliers, there are still many stakeholders that have effect to the business. These include government, employee, business partner, and community.

Government

Government and policies had some impact to pizza business. Most of participants mentioned about restriction and tax on selling alcohol. Some of them stated about the problem of higher operation cost on 300 baht minimum wage. However, participants who were foreigners did not give opinion about this issue because they had Thai staff who was responsible for this issue.

“We have problem with import tax on wine. It’s unreasonable, destroy the market, destroy the business. With the high tax price, the selling price become, for example, you can buy in Europe for 4 Euro but here you need to buy at 20 Euro due to the government tax...” (Participant 21, Co-owner)

Employee

Employee seemed to be one of the most mentioned issues in pizza business. Many participants faced turnover problems which led to high training cost, improper services, low quality product, and so forth. It was difficult to find a quality and service-minded staff. They mostly hired immigrants because they were more patient and work hard than Thai staffs. Participants who had a few problems also shared the ideas of staff management. They suggested that entrepreneurs needed to understand staff like one of their family. They needed to empower them by promoting teamwork. Rewards were appropriate compared to the workload. Therefore,

participants would deliberately select staffs who were able and actually suitable for the job.

“Staff is very hard to control even we have training before working. It is hard because we can’t control human. They are not robots. We can’t expect 100% control. If they reach 80%, that is absolutely satisfied. Staffs in restaurant business has high turnover. Sometimes, training is not over but they already leave. There’s not stable. It happens like this all the time. So, a new staff has high chance of problems because they are not trained properly or less experience. It is possible to have mistakes while working or providing service to customers...” (Participant 6, Managing director)

Business partner

The type of pizza restaurant business ownership was mostly a family business. Only a few participants had a business partner or a group of shareholders. Type of business ownership also reflected the size of business. A family business usually owned a small restaurant while a business partner or a group of shareholders owned a large-scale restaurant with many branches. However, they had a clear responsibility in a restaurant. So, there was no problem issue in the type of business ownership.

“We operate by ourselves like family business, no partner. The initial investment may borrow from others but we paid them back later. We make decision by our own. On one is involved. So, the responsibility of this restaurant is on me only.” (Participant 20, Owner)

“...My boss also has partners but they don't participate in any decision making in the restaurant. So, I get an order from by boss only which is good because I don't get confused by different authorities. So, I can run this restaurant easier.” (Participant 16, General manager)

Community

Finally, participants mentioned about the issues occurred around the community. Most of them had a few problems but manageable. Those problems included noise, smoke, and parking. So, community issue had no effect for pizza restaurant business.

“Community doesn’t create any problem issue to the business. We face a mafia around this place in the beginning of the business but it can be handle. If you have connection with local government, it is very helpful.” (Participant 5, Owner)

“Not really. There're some problems when we moved here. People started complaining about customers smoking in front of their houses. So, we fixed it by cleaning and telling our customers to smoke around restaurant's area. Parking problem also occurred, so we did compromising. They understood because we opened a restaurant, so customers wanted car park. They knew that our customers wouldn't park that long.” (Participant 20, Owner)

G. Consumer behavior

Influence factor to consume pizza

Further from the topic of influencing factors, most of participants suggested that the most influencing factors to eat pizza was the pizza itself. It meant this pizza needed to have quality ingredients, good taste, completed nutrition, and unique pizza dough.

“Factors that can influence pizza consumption are quality ingredients including dough, cheese, sauce, and toppings.” (Participant 2, Operation manager)

“It depends on the selection of good quality ingredients, good pizza taste, tasty pizza dough, good quality cheese, good quality sauce, and also toppings.” (Participant 12, General manager)

Apart from this reason, customers would eat pizza because they wanted to.

“They need to love pizza, really. They need to have knowledge and love to eat. Some customers find out in website that this place is good, so they come...” (Participant 19, Executive chef)

Influence of social factors on pizza consumption

Participants have no significant answer with the influence of social factors on pizza consumption because participants have similar response in each answer. It consists of social factors have more influence on pizza consumption, social factors have fair influence on pizza consumption, and social factors have less influence on pizza consumption.

Participants proposed that family and friends were very important to attract family members and friends to have pizza. Especially friends, they helped promoting the pizza with other friends through word-of-mouth method. However, some participants suggested that this social influence was very effective with Thai people not foreigners.

“Sometimes, yes. Pizza is very popular, most indicated to food for the large group... You bring the large group, you bring to the place when we have pizza, pasta. You can share. So, for the social event, pizza and pasta is the most dedicated food.” (Participant 4, Owner)

“...As I noticed, people came to eat pizza with friends and family. I rather saw customers eating alone. They mostly invited each other, especially friends, to eat along. It's called word-of-mouth...” (Participant 5, Owner)

However, some participants also thought that family and friends had less influence on pizza consumption. They explained that it provided a good feeling to eat with others but family and friends were not the main factors to motivate others to eat pizza. However, some participants also stated that in a group of family and friends, a group of Thai people ate less compared to a group of foreigners. Given an example of pizza ordering, Thai people would share a pizza with others but foreigners would order a pizza for each person.

“...Alone it becomes a little bit annoying. Don't want to eat alone. No feeling to eat. Eat with some friends is better.” (Participant 7, General manager)

Loyalty

According to the loyalty question proposed that customers had no loyalty for any pizza brand, many participants disagreed. They believed that customers had loyalty for the pizza brand because they got a lot of repeated customers. A restaurant usually had specific taste and preference for a specific group of customers. A few participants who had different opinion proposed that customers normally had no loyalty because they were attracted by promotion and new products. Stated by many participants, customers who preferred promotion were not regular customers. This was the reason why many participants did not rely on promotion.

“...I see customers face and I know who are the regular customers or who are general customers. If they are just general customers, they come and go. They

never go back. Which restaurants have discount, they will go to that place. But, regular customers are always here regarding any promotion.” (Participant 13, General manager)

“If you consider Pizza Hut or The Pizza Company, I think they consume because of promotion. However, if you consider our restaurant, customers are more specific. They will have more loyalty to the brand. Actually, they may consume because of convenience reason.” (Participant 10, General manager)

“I don't think so because I have so many customers come every same day in a week. I have many repeated customers...” (Participant 18, Owner)

Frequency

According to the frequency of pizza consumption stated that people did not regularly consume pizza, participants equally agreed and disagreed. They proposed that customers who did not consume pizza regularly were not pizza lovers. However, Thai customers might prefer pizza less than foreigners because it was not a Thai food. So, Thai customers might not consume pizza frequently. Some participants suggested that it might depend on nationality.

“If Italian, they come every week, if Thai people, they love pizza but they come once in a month. You can eat Padthai noodle everyday, I eat once in a week. It depends on who you are and what's your favorite food. I can eat pizza everyday, but you're not. But, you like pizza and you can't eat it everyday. But, for me it's the way I grow up eating pizza and pasta. So, I can eat pizza and pasta everyday.” (Participant 4, Owner)

Aged

According to the aged customers, participants had different opinions about this topic. First, participants proposed that aged customers consumed less pizza because they concerned about health. In their opinion, pizza contained a lot of fat and carbohydrate. However, participants in the second group thought that aged customers normally consume pizza because they had ability to pay and they had more knowledge about pizza. It was quite expensive compared to other dishes. Pizza also had different types while it was originated in Italy.

“They normally eat pizza, not that different compared to other groups. They'd like to order truffle because they have more money...” (Participant 19, Executive chef)



CHAPTER V

CONCLUSION

5.1 Summary of the Research

This research is aimed to investigate the pizza consumption behavior in Bangkok focusing on social factors and personal factors. Survey questionnaire is used to collect data from 400 consumers in Bangkok. Additionally, this research also investigates the current situation of pizza restaurant business in Bangkok by conducting interview of 22 pizza business owners and executives.

According to the 400 respondents from the questionnaire, most of respondents are female (67.5 percent) which an age range between 26 – 35 years (52.0 percent) and 15 – 25 years (31.5 percent). They are single (83.2 percent) and graduated with a bachelor degree (67.5 percent) or master degree and over (23.2 percent). Most of them are a private company employee (51.2 percent) and other occupations (self-employed, temporary staffs, and freelance) (22.2 percent). They have income below 20,000 baht (37.2 percent) and 20,001 – 30,000 baht (23.8 percent).

Out of 400 respondents, 341 respondents (85.2 percent) are influenced by family to consume pizza (mean equals to 3.51). Refer from current 400 respondents, 367 respondents (91.8 percent) are influenced by friend to consume pizza (mean equals to 3.54).

According to the objective to consume pizza, most of respondents consume pizza for getting together with friends (33.2 percent) and also for general consumption (31.8 percent). Italian Crispy Crust pizza type (50.5 percent) more prefers than American Pan pizza type (44.0 percent). The most preferred pizza toppings are specific toppings (47.5 percent) (e.g. Hawaiian and Margherita) and seafood toppings (23.8 percent). For the type of pizza consumption, they order pizza with side dishes (79.5 percent) more than order pizza only (14.0 percent). Most respondents prefer fast food restaurant (59.5 percent) followed by Italian restaurant

(33.8 percent). The most preferred pizza restaurant brand is The Pizza Company (54.8 percent) while Pizza Hut is the second (22.0 percent). However, result shows no loyalty in any pizza brands (63.5 percent). Most respondents spend for pizza consumption less than 300 baht per person (50.2 percent) and they visit pizza restaurant once every 3 months (48.5 percent). Evening is the preferable timing to consume pizza (39.0 percent). Finally, they usually consume pizza with 3-4 persons at a time (62.8 percent) while friend is the influencer to consume pizza (37.0 percent) followed by family (19.8 percent). Opinion among respondents, they think that the trend of pizza business is stable (64.0) and growth (30.2).

According to the relationship between personal factors and social factors on pizza consumption, both have relationship with pizza consumption.

Apart from all personal factors, gender slightly has relationship with pizza consumption. It is found that gender has relationship with pizza order style and timing of consumption indicated that male respondents tend to eat pizza more and be able to eat all day. It is similar to the study of fast food consumption by Bryant (2011) stated that females tend to eat less fast food because they more concern about health. Also mentioned by Brindal (2010) and Musaiger (2014), as men more consume fast food than women.

On the other hand, age has various relationship with pizza consumption. It does have relationship with objective of pizza consumption, type of pizza, pizza toppings, pizza order style, place of pizza consumption, pizza brand, frequency of pizza consumption, and influencer of pizza consumption. For the objective to eat pizza, younger respondents eat pizza to get together with friends, middle age respondents eat pizza to get together and also just for consumption. These groups have friends as the influencer. It is partial congruent with the study by Denney-Wilson et al (2009), stated that adolescents go to fast food restaurants with their friends and family. Friends have a positive significant influence on fast food consumption among young respondents (Fortin and Yazbeck, 2014). However, older respondents eat pizza during holidays or festivals while family is the influencer. Older respondents consume pizza differently as they order pizza only more than younger and often consume pizza than others. Surprisingly, it is similar to the study by Akbay, Tiryaki, and Gul (2007)

mentioned that respondents who are older seem to be more frequent fast food consumers than younger respondents.

Marital status does have relationship with objective of pizza consumption, type of pizza, pizza order style, place of pizza consumption, pizza brand, and influencer of pizza consumption. Single respondents eat pizza to get together with friends and also have friends as the influencer. However, married respondents eat pizza during holidays and festivals, they also have family as the influencer. It is somehow similar to the study of commensal eating patterns by Sobal and Nelson (2003) stated that unmarried individuals more often eat alone and also more often eat with friends.

However, education level does have relationship with type of pizza, pizza order style, place of pizza consumption, and pizza payment. Respondents with bachelor degrees and lower pay less than 300 baht but respondents with master degrees and over pay 301-500 baht for pizza consumption. Generally, the average expenditure for food increases with the level of education and associated level of income (Foster, 2014).

Occupation does have relationship with objective of pizza consumption, pizza order style, place of pizza consumption, pizza payment, and influencer of pizza consumption. Respondents working as government/state officers, private company employees, and students eat pizza to get together and their influencers are friends. According to the study by Wang, Pbert, and Lemon (2014), they found out that friends and coworkers have influence on their eating habit among full time employees. Also, several studies mentioned about the influence of friends on fast food consumption among student respondents (Denney-Wilson et al, 2009, Sukumal Prasomsak, 2009, and Seo, Lee, and Nam, 2011). However, respondents with other occupations, such as self-employed and freelance, eat pizza for general consumption while their influencers are family. Respondents working as government/state officers prefer pizza buffet than others. However students tend to order pizza only than government/state officers and eat at other places such as convenience store than government/state officers and private company employees. Also, students rarely spend for a pizza more than 300 baht.

Income level does have relationship with objective of pizza consumption, pizza order style, place of pizza consumption, pizza brand, pizza payment, and timing of pizza consumption. Respondents with income less than 20000 baht eat pizza to get together while respondents with income more than 20001 baht eat pizza just for general consumption. Most of respondents pay not more than 300 baht for a pizza but respondents with income 20001-30000 baht pay 301-500 for a pizza. Also, respondents with income more than 40001 baht pay more than 501 baht for pizza consumption. Respondents with income less than 20000 baht prefer Italian pizza less than others. However, respondents with income 30001-40000 baht prefer to order pizza only and go to Italian pizza restaurant to others. According to the results, respondents spend more once they get more income. It is also associated with the level of education mentioned earlier (Foster, 2014). However, respondents with higher income prefer Italian pizza but respondents with lower income prefer less. This may be due to the fact that Italian pizza in Italian restaurant seems more expensive than pizza in fast food restaurant. Therefore, respondents with higher income prefer Italian pizza and also prefer ordering pizza only which is the traditional Italian style of eating pizza.

According to social factors, family and friends influence do have relationship with pizza consumption.

Family influence does have relationship with pizza order style, place of pizza consumption, pizza brand, brand loyalty, number of people consuming pizza, frequency of pizza consumption, and trend. Respondents who are influenced by family eat pizza more often and tend to have loyalty than respondents who are not influenced by family. This is congruent with the study by Deivanai (2013) in which family outings and celebration of special occasions are considered important to buy pizza. So, they may tend to visit pizza restaurant more for the family purposes. However, there is a study by de Castro proposed that the presence of others especially both family and friends, has larger effect to increase meal intake probably as a result of social interaction and producing relaxation on intake (1994).

However, friend influence does have relationship with objective of pizza consumption, number of pizza consuming pizza, and influencer of pizza consumption. Respondents who are influenced by friends eat pizza to get together with friends and have friends as the influencer. However, respondents who are not influenced by

friends eat pizza just for consumption and decide to eat pizza by themselves. This is similar to the study by Sukumal Somprasak (2009) in which respondents choose fast food restaurant for celebrating any special occasions and hanging out with friends. It is also related to Seo, Lee, and Nam (2011) who claimed that fast food consumption is a special event which closely links with meeting friends.

Final objective of this research is the situation of pizza restaurant business in Bangkok. In this section, qualitative analysis is conducted using the interview method. Participants are 22 business owners and executives who currently operate pizza businesses in Bangkok. According to the results, the most interesting issues are discussed into seven different topics including rationale of pizza restaurant business, situation of pizza restaurant business in Bangkok, strategies for pizza restaurant business, obstacles of pizza restaurant business, loyalty of pizza restaurant business, influence of fast food and healthy trend on pizza consumption, and influence of social factors on pizza consumption.

According to the reason to start pizza restaurant business, participants provide many reasons categorized into four different topics including, chance, knowledge, connection, and passion. Most participants start pizza restaurant business because they see the business opportunities in the market. Regarding many existing pizza restaurants in the market, they are all different which they can satisfy different preferences of customers. Most of them start this business because they already have restaurant experiences and pizza making skill. Moreover, some participants are even Italians who are familiar with pizza. Business connection from their relatives, spouse, friends, or business partners is very important to facilitate this business. On top of that, passion in pizza business is needed to stay in this business longer. It is similar to the interview of Mr. Chuerchart Wongsawat, an actor and owner of the pizza and Italian restaurant, Pizzazo. He stated several reasons of starting pizza restaurant business. Firstly, he likes it and previously works in a restaurant. His family also owns a restaurant in upcountry while his brother also helps him taking care of this restaurant. Finally, he has an Italian friend who is able to cook pizza (Sentangsedtee, 2013).

The current situation of pizza restaurant business is the second topic. Almost every participant agrees that there is high competition among pizza restaurant business in Bangkok. However, other opinions are popularity of delivery service and a

gap in pizza restaurant business. Some participants also give an opinion about new food truck concept and lifestyle event as it is new and fashionable. Most participants agree that the situation of pizza restaurant business currently faces high competition as there are many players in the market including good and bad quality ones. However, they are all different because pizza making requires special skills and different baking process. This lead to different tastes and styles of pizza which is definitely preferred by a group of customers. Due to this reason, there is still a gap in this market. According to the interview of Mr.Emil Parthenides, the founder of 131 PIZZA in Australia, also stated that pizza business is very competitive. However, it is always possible to start a new one but needed to understand this market clearly. Previously, the owner may be successful to be in a kitchen making pizza by themselves. However, they will not have time to think about how to grow the business (Ryan, 2012). Pizza delivery service is growing and is increasingly important for today's pizza restaurants due to convenience reason and chance of business expansion (Henderson, 2014). Additionally, the trend of pizza business in America also changes from dining out to take out and fast-delivery food since they are able to take advantage of the new technologies at home (Franchisehelp, 2016). Finally, there is also the evidence of events popularity around Bangkok which lead to the emerging of many small vendors. It also includes the new style vendors like food trucks that serves variety of food including pizza (Sauers, 2015).

To become a successful pizza restaurant, various strategies have been focused by interview participants. Those strategies consist of quality ingredients, pizza making techniques, ambience, good taste, good services, and added quantity. Quality ingredient is the most important strategy in the pizza business. Using quality ingredients lead to good quality and good taste pizza. It is similar to the strategy of The Pizza Company restaurant informed by Mr.John Heinecke, the Vice President of The Pizza Company. His company focuses on quality improvement of innovation, cooking processes, quality control, and service standard. He added, the good pizza comes from quality of ingredients including pizza dough, pizza sauce, toppings, and cheese (Naewna, 2014). The main ingredients to make pizza are mostly imported while pizza dough is the most outstanding recipe to create restaurants' competitive advantage. Promoting techniques of pizza making is seen as another selling points of

business. There are many techniques that can possibly create different pizza taste and quality depending on kneading the dough, providing pizza toppings, hiring chef, and choosing the oven. Mostly, they will promote the style of pizza as the traditional Italian style, homemade style, or Napoli style. However, the Napoli style is popularly promoted in Japan because they prefer traditional food and also traditional process of making pizza (VOA, 2014). The next strategy is the ambience of the restaurants because it can enhance customers' feeling and can attract customers. Apart from restaurant's layout and decoration, the cleanliness of a restaurant is seen as very important because it implies the cleanliness of the food (Ryan, 2012; Kachachewa, 2013). Basically, it is necessary to provide a very good taste as well as good service because it is the core of this business type. A good-looking food is also important because people will eat with their eyes before their mouth (Davies, 2014). Actually, good service starts with owner attitude which delivered to staffs. If the owner is serviced-minded, the staffs will be that too. Therefore, service-minded staffs who interact with customers are able to impress and satisfy them more (Davies, 2014). Pizza restaurant can provide extra quantity of toppings and cheese in order to enhance customer satisfaction. Some restaurants may focus on the variety and creativity on pizza toppings and menu choices to attract various groups of customer.

The most mentioned obstacle of pizza restaurant business is staff turnover followed by problems in the restaurant management. Understanding consumer behavior is the next issue while location and lack of passion are also mentioned as the pizza restaurant difficulty. Staff issues seem to be the most difficult problem in pizza restaurant business. Also, this is probably true for other restaurant businesses. It is not hard to attract staffs but it is very hard to attract a good one. Additionally, higher paid chefs are not guaranteed that they will stay, too (Kachachewa, 2013). A person who has no determination in a job, will not stay in a company longer. This leads to more turnover and customer dissatisfaction because they are not well trained. Given an example of Gung Ho!, a fast growing and outstanding pizza company in Beijing, they hardly face staff problems because they spend a lot of time finding quality people, taking care of them, and also empowering them. This company trains their staffs many skills like personal finance and goal attainment as well as cuisine, accounting, and human resources. They also promote the new blood to become the next leaders in the

company. Additionally, when these staffs have family problems, they also help them out. They treat their staffs like partners (Gung Ho, 2016). There are many details to manage a restaurant, for example, cost control, waste management, food quality control, logistic, and so on. Given the same pizza type, it is absolutely different when prepared by different chefs or even the same chef prepared twice. According to the food costs, some owners may have no idea what their direct food costs are, for each served. Apart from the costs of each ingredient in each plate, it needs to cover all the operating costs, such as rent, labor, marketing, and so forth. Furthermore, owners need to prepare a budget for restaurant's payment to encourage better cash flow of the restaurant (Edmunds, n.d.). Some participants also propose issue regarding consumer behavior. It is about how to understand their needs and wants and how to attract them. Importantly, perception toward Italian pizza style is needed because many Thai people are still familiar with those commercial pizza restaurants. Perception toward fast food is also challenging because most people understand that pizza is seen as fast food. Due to the intense pizza war in Thailand between two big brands, one of the reasons that drive The Pizza Company to win is understanding the customer behavior. They know preference taste of Thai customers by adding more flavors of sauce and cheese and also doubles the toppings to satisfy customers (Managerweekly, 2010). Location is seen as another obstacle for the pizza restaurant. Some participants agree that finding the right location is challenging for pizza business. However, restaurant will easily get access to the target market by selecting the right location. Sometimes customers do not select a restaurant because of the taste but the location. Moreover, it will also enhance customer satisfaction if the restaurant is easy to access and convenient to find parking space (Kachachewa, 2013). Many restaurant's owners make mistake by choosing a less expensive location but spending more on promotion to attract customers. However, the strongest influence can be the facility location and its quality that make traffic and actually restaurant's best promotion (Wakefield, 2000). Some participants mentioned about passion in pizza business. If entrepreneurs start a business they really love to do, it is possible that they could succeed in this business because they have patient and determination. On the other hand, entrepreneurs who have no passion, they will be impatient and easily discourage when facing the problems. According to the book, *Startup: An Insider's Guide to Launching and Running a Business*, writer

provided many benefits when an entrepreneur have passion in the business. They will focus on quality and customer service to drive the popularity. They focus far beyond the profit by investing more on other location. These entrepreneurs will know the imperfect of the business, so they know how to fix it. Finally, they will be satisfied and realized they are on the right tract when the dream actually come true (Ready, 2011).

According to the loyalty question proposes that customers have no loyalty for any pizza brand, many participants disagree. They believe that customers have loyalty for the pizza brand because they get a lot of repeated customers. A few participants who have different opinion propose that customers normally have no loyalty because they are attracted by promotion and new products. Stated by many participants, customers who prefer promotion are not regular customers. This is the reason why many participants do not rely on promotion. It is also similar to the information on the marketing mix issue. Many participants do not have promotion. They propose that promotion cannot attract customers but quality of products. Some of them may have promotion but not mainly the part of business strategies. According to the Motley Fool, it proposes that an American pizza chain build customer loyalty by focusing on superior customer service and quality taste. They further suggest that these loyal customers are less likely to rely on promotion as well as concern about raising pizza price. They are accounted as the mainstream of company's cash flow (Williams, 2014)

Influence of fast food and healthy trend on pizza consumption is discussed next. Pizza is seen as fast food but most of participants disagree. Then, the influence of fast food has no effect on pizza consumption in general. It is different product with different target customer. This is congruent with the opinion on healthy trend. Many participants state that it has no effect since pizza is a healthy meal and it is not fast food. Pizza that uses quality ingredients is actually give much nutrition for human body. It is similar to the interview of Miss Sikrintarn Plaiteun, the owner of Pizza Café by Sikrintarn. She prior proposes the negative attitude of pizza that make her fat. Once she is learnt and tried different type of pizza, she realizes that pizza is actually good for her body. Basically, her healthy pizza recipe contains fresh and quality products while the pizza dough is very thin and crispy (Manageronline, 2008). Similar to the

study by Singh and Goyal (2011) mentioned earlier, they propose that pizza actually provides sufficient nutrition for daily allowance and antioxidant lycopene in tomato. Other research suggests that there is potential phytonutrients in the oregano, a pizza ingredient, to improve brain's activity (Bird, 2012). However, pizza is mostly seen as fast food because most of people bring it from fast food store and department store as a frozen pizza. This type of pizza contains a lot of fat, carbohydrate, and sodium because of the ingredients used. On the other hand, majority of Italian pizza style is seen as artisanal product which consists of a lot more quality ingredients and contains many good nutrients for human's body (Torres, 2014). However, only one participant agrees that fast food has an influence especially when they launch the promotion. Similarly, only a few participants agree that healthy trend do have an influence on pizza consumption. Therefore, their restaurants try to launch new healthy menus to serve their customers.

According to the influence of social factors on pizza consumption, participants have no significant answer among having most influence, fair influence, and less influence of friends and family on pizza consumption. Participants propose that family and friends are very important to attract family members and friends to have pizza. Especially friends, they help promoting the pizza with other friends through word-of-mouth method especially using the social media tools. However, some participants suggest that this social influence is very effective with Thai people not foreigners. Meaning that, Thai consumers tend to eat in group of friends and family more than foreigners. However, some participants also think that family and friends have less influence on pizza consumption. They explain that it only provides a good feeling to eat with others but family and friends are not the main factors to motivate others to eat pizza. As sited in various studies, friends and family tend to have an influence on food consumption relating to the quantity consumed and food choices (de Castro, 1994; Hubbub, 2014). People usually consume more when they are in groups. Moreover, people may consume a particular meal if their friends or family always ask them to. Given an example of family members or friends always asking for a pizza dining, there is a chance that the whole groups can go for a pizza. And, they may consume more, too. According to the interview, however, participants have no significant opinion upon social influences. Instead, most of them think that the quality

of pizza itself that drags customers to the restaurant. They further suggest that pizza needs to have quality ingredients, good taste, completed nutrition, and unique pizza dough. Apart from this reason, customers will eat pizza because they want to.

5.2 Managerial Recommendations

Restaurant business has high competition but it is still interesting and popular because people need to eat every day. Pizza restaurant business is seen as foreign food and perceived as fast food but it still has a chance to succeed.

If an entrepreneur is interested or already involved in pizza restaurant business, it is recommended to consider an Italian style pizza restaurant. Also, it can be any homemade pizza styles but made with quality and healthy ingredients. This is because customers increasingly concern about their health more. So, customers will likely eat this Italian healthy pizza than the fast food one. Moreover, quality ingredients, good taste, and good service are preferred and become the major tool to attract regular customers. If an entrepreneur consistently uses quality ingredients to make pizza, always serves the good taste, and provides the good service, it can constantly attract and keep customers for long time.

Next, an entrepreneur should concern about the target customers. There are two groups of customers. First, they are mostly expats, foreigners, and customers who have knowledge about pizza. This group of customer understands the different quality of Italian artisan pizza and fast food pizza. Second, they are mostly Thai customers who have less knowledge about pizza. So, they may not see the difference among pizza types.

If the target customers are the first customer's group, marketing promotion is less effective than location. The restaurant should be located near customers' residence or workplace which mostly located in the city area. This proximity will ease the relationship between a restaurant and customers. If an entrepreneur would like to target customers in the second group, marketing promotion is likely important to inform and reach these customers.

An entrepreneur should promote the good side of pizza because most of customers, especially Thai people, do not know. They can educate customers initially via social media, restaurant's website, and restaurant's menu. These methods are cheap and effective because most of people are more interested in social media such as Facebook, Twitter, or Instagram. They may use viral marketing to create immediate awareness, for example, promoting a new pizza restaurant by celebrities. Another interesting concept of restaurant is pizza food truck. Instead of waiting for customers to come, pizza food truck can park at any social event and be able to connect with customers directly. Additionally, an entrepreneur can inform through a small leaflet inserted in menu or placed on the table as a paper placemat. However, an entrepreneur should not rely on sales promotion like those fast food brands because it cannot attract regular customers in the long run.

Most of customers agree that social factors do have an influence on pizza consumption. Customers with younger age, single, and work in groups usually have friends as influencer. They likely consume pizza with friends and are invited by friends to eat pizza. However, customers with older age, married, and self-employed tend to have family as their influencer. Similarly, family likely has influence on consuming pizza and is invited by family to eat pizza. On the other hand, restaurant owners and manager tend to have no significant opinion on social influences. They mostly propose that the quality of product itself that influence customers to the store. However, the influence on social factor is still important to attract customers, especially Thai customers. Entrepreneur should encourage customers to promote a restaurant by word-of-mouth. Focusing on quality of ingredients and taste, customers would love to talk and promote this restaurant with other friends or family to eat at this restaurant someday. An entrepreneur may creatively launch new toppings, new menu, new restaurant style—food truck, and so forth, in order to create buzz in the market. Especially promoting them on website and social media, this trend is constantly popular and effective since the Internet has involved in people's life. Then, it is easy to be noticed by a group of friends and family. Finally, they may start inviting each other to go to the restaurant.

5.3 Recommendation for Further Study

According to the study, majority of Thai customers misunderstand about pizza fast food and homemade pizza which mostly have different quality ingredients. Therefore, the perception of customers toward pizza consumption is an interesting topic to study. It has benefits for the restaurants in order to understand consumer behavior by analyzing motivations for buying or not buying. Then, they can decide on effective strategies to attract customers.

Only a few motivators have been studied within this research. There are still marketing strategies, psychological factors, and other social factors excluding family and friends. Therefore, the further study of consumer behavior toward pizza consumption behavior can provide insightful motivators to consume pizza.

The pizza business plan is an interesting issue to study because the concept of pizza restaurant has been involved all the time. Customers normally consume pizza at the restaurants, take away to eat at home, deliver by the restaurants to eat wherever, and serve to customers at any social event in form of pizza food truck. Findings from further study may predict the new concept of pizza restaurant as well as trend of this business in the future. It will provide benefit to entrepreneurs and general people who are interested in this business.

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APPENDICES

Appendix A: Data Analysis

Table A.1 Information of Chi-square Test between Gender and Objective of Pizza Consumption

Gender	Objective of pizza consumption					Total
	Holiday/ Festival	Special occasion	Business meeting	Get together	Consumption	
Female	52	46	5	88	79	270
Male	24	12	1	45	48	130
Total	76	58	6	133	127	400

Notes: * Pearson Chi-square = 6.134, Sig. = 0.189

* 2 cells (20%) have expected count less than 5.

Table A.2 Information of Chi-square Test between Gender and Type of Pizza Consumption

Gender	Type of pizza consumption			Total
	Italian crispy crust	American pan	Bakery	
Female	140	119	11	270
Male	62	57	11	130
Total	202	176	22	400

Notes: * Pearson Chi-square = 3.373, Sig. = 0.185

* 0 cells (0%) have expected count less than 5.

Table A.3 Information of Chi-square Test between Gender and Pizza Toppings

Gender	Pizza toppings						Total
	Specific	Seafood	Meat	Cheese	Sausage	Others	
Female	136	61	20	11	29	13	270
Male	54	34	12	6	19	5	130
Total	190	95	32	17	48	18	400

Notes: * Pearson Chi-square = 3.616, Sig. = 0.606

* 0 cells (0%) have expected count less than 5.

Table A.4 Information of Chi-square Test between Gender and Pizza Order Style

Gender	Pizza order style			Total
	Pizza only	Buffet	With side dish	
Female	32	12	226	270
Male	24	14	92	130
Total	56	26	318	400

Notes: * Pearson Chi-square = 9.985, Sig. = 0.007

* 0 cells (0%) have expected count less than 5.

Table A.5 Information of Chi-square Test Between Gender and Place of Pizza Consumption

Gender	Place of pizza consumption			Total
	Fast food restaurant	Italian restaurant	Others	
Female	157	97	16	270
Male	81	38	11	130
Total	238	135	27	400

Notes: * Pearson Chi-square = 2.256, Sig. = 0.324

* 0 cells (0%) have expected count less than 5.

Table A.6 Information of Chi-square Test between Gender and Pizza Brand

Gender	Pizza brand					Total
	The Pizza Company	Pizza Hut	Narai Pizzeria	Scoozi	Others	
Female	151	56	12	18	33	270
Male	68	32	5	7	18	130
Total	219	88	17	25	51	400

Notes: * Pearson Chi-square = 1.295, Sig. = 0.862

* 0 cells (0%) have expected count less than 5.

Table A.7 Information of Chi-square Test between Gender and Brand Loyalty

Gender	Brand loyalty		Total
	Loyal	No particular	
Female	102	168	270
Male	44	86	130
Total	146	254	400

Notes: * Pearson Chi-square = 0.585, Sig. = 0.444

* 0 cells (0%) have expected count less than 5.

Table A.8 Information of Chi-square Test between Gender and Pizza Payment

Gender	Pizza payment (baht)			Total
	201-300	301-500	>501	
Female	146	97	27	270
Male	62	52	16	130
Total	208	149	43	400

Notes: * Pearson Chi-square = 1.513, Sig. = 0.469

* 0 cells (0%) have expected count less than 5.

Table A.9 Information of Chi-square Test between Gender and Number of People Consuming Pizza

Gender	Number of people consuming pizza				Total
	Alone	2 persons	3-4 persons	5 persons and more	
Female	2	42	178	48	270
Male	4	29	73	24	130
Total	6	71	251	72	400

Notes: * Pearson Chi-square = 6.805, Sig. = 0.078

* 2 cells (25%) have expected count less than 5.

Table A.10 Information of Chi-square Test between Gender and Frequency of Pizza Consumption

Gender	Frequency of pizza consumption			Total
	< 3 months	3 months	> 6 months	
Female	52	122	96	270
Male	27	72	31	130
Total	79	194	127	400

Notes: * Pearson Chi-square = 5.773, Sig. = 0.056

* 0 cells (0%) have expected count less than 5.

Table A.11 Information of Chi-square Test between Gender and Timing of Pizza Consumption

Gender	Timing of pizza consumption					Total
	Morning	Noon	Afternoon	Evening	Night	
Female	0	75	66	94	35	270
Male	2	22	27	62	17	130
Total	2	97	93	156	52	400

Notes: * Pearson Chi-square = 12.659, Sig. = 0.013

* 2 cells (20%) have expected count less than 5.

Table A.12 Information of Chi-square Test between Gender and Influencer of Pizza Consumption

Gender	Influencer of pizza consumption					Total
	Friends	Colleague	Family	Partner	Self	
Female	104	44	50	31	41	270
Male	44	18	29	19	20	130
Total	148	62	79	50	61	400

Notes: * Pearson Chi-square = 2.187, Sig. = 0.701

* 0 cells (0%) have expected count less than 5.

Table A.13 Information of Chi-square Test between Gender and Trend

Gender	Trend			Total
	Grow	Stable	Drop	
Female	83	175	12	270
Male	38	81	11	130
Total	121	256	23	400

Notes: * Pearson Chi-square = 2.615, Sig. = 0.270

* 0 cells (0%) have expected count less than 5.

Table A.14 Information of Chi-square Test between Age Range and Objective of Pizza Consumption

Age range	Objective of pizza consumption					Total
	Holiday/ Festival	Special occasion	Business meeting	Get together	Consumptio n	
15-25	13	20	2	53	38	126
26-35	36	32	4	68	68	208
>36	27	6	0	12	21	66
Total	76	58	6	133	127	400

Notes: * Pearson Chi-square = 32.468, Sig. = 0.000

* 3 cells (20%) have expected count less than 5.

Table A.15 Information of Chi-square Test between Age Range and Type of Pizza Consumption

Age range	Type of pizza consumption			Total
	Italian crispy crust	American pan	Bakery	
15-25	63	58	5	126
26-35	108	93	7	208
>36	31	25	10	66
Total	202	176	22	400

Notes: * Pearson Chi-square = 14.396, Sig. = 0.006

* 1 cells (11.1%) have expected count less than 5.

Table A.16 Information of Chi-square Test between Age Range and Pizza Toppings

Age range	Pizza toppings						Total
	Specific	Seafood	Meat	Cheese	Sausage	Others	
15-25	70	25	12	7	9	3	126
26-35	90	60	17	5	24	12	208
>36	30	10	3	5	15	3	66
Total	190	95	32	17	48	18	400

Notes: * Pearson Chi-square = 23.797, Sig. = 0.008

* 2 cells (11.1%) have expected count less than 5.

Table A.17 Information of Chi-square Test between Age Range and Pizza Order Style

Age range	Pizza order style			Total
	Pizza only	Buffet	With side dish	
15-25	15	3	108	126
26-35	25	10	173	208
>36	16	13	37	66
Total	56	26	318	400

Notes: * Pearson Chi-square = 33.339, Sig. = 0.000

* 1 cells (11.1%) have expected count less than 5.

Table A.18 Information of Chi-square Test between Age Range and Place of Pizza Consumption

Age range	Place of pizza consumption			Total
	Fast food restaurant	Italian restaurant	Others	
15-25	80	40	6	126
26-35	128	72	8	208
>36	30	23	13	66
Total	238	135	27	400

Notes: * Pearson Chi-square = 22.617, Sig. = 0.000

* 1 cells (11.1%) have expected count less than 5.

Table A.19 Information of Chi-square Test between Age Range and Pizza Brand

Age range	Pizza brand					Total
	The Pizza Company	Pizza Hut	Narai Pizzeria	Scoozi	Others	
15-25	77	25	2	7	15	126
26-35	120	44	8	14	22	208
>36	22	19	7	4	14	66
Total	219	88	17	25	51	400

Notes: * Pearson Chi-square = 21.687, Sig. = 0.006

* 2 cells (13.3%) have expected count less than 5.

Table A.20 Information of Chi-square Test between Age Range and Brand Loyalty

Age range	Brand loyalty		Total
	Loyal	No particular	
15-25	43	83	126
26-35	82	126	208
>36	21	45	66
Total	146	254	400

Notes: * Pearson Chi-square = 1.697, Sig. = 0.428

* 0 cells (0%) have expected count less than 5.

Table A.21 Information of Chi-square Test between Age Range and Pizza Payment

Age range	Pizza payment (baht)			Total
	201-300	301-500	>501	
15-25	73	43	10	126
26-35	103	85	20	208
>36	32	21	13	66
Total	208	149	43	400

Notes: * Pearson Chi-square 8.931, Sig. = 0.063

* 0 cells (0%) have expected count less than 5.

Table A.22 Information of Chi-square Test between Age Range and Number of People Consuming Pizza

Age range	Number of people consuming pizza				Total
	Alone	2 persons	3-4 persons	5 persons and more	
15-25	2	14	93	17	126
26-35	3	45	122	38	208
>36	1	12	36	17	66
Total	6	71	251	72	400

Notes: * Pearson Chi-square = 12.273, Sig. = 0.056

* 3 cells (25%) have expected count less than 5.

Table A.23 Information of Chi-square Test between Age Range and Frequency of Pizza Consumption

Age range	Frequency of pizza consumption			Total
	< 3 months	3 months	> 6 months	
15-25	23	56	47	126
26-35	35	106	67	208
>36	21	32	13	66
Total	79	194	127	400

Notes: * Pearson Chi-square = 10.854, Sig. = 0.028

* 0 cells (0%) have expected count less than 5.

Table A.24 Information of Chi-square Test between Age Range and Timing of Pizza Consumption

Age range	Timing of pizza consumption					Total
	Morning	Noon	Afternoon	Evening	Night	
15-25	0	37	27	44	18	126
26-35	1	43	54	86	24	208
>36	1	17	12	26	10	66
Total	2	97	93	156	52	400

Notes: * Pearson Chi-square = 7.648, Sig. = 0.469

* 3 cells (20%) have expected count less than 5.

Table A.25 Information of Chi-square Test between Age Range and Influencer of Pizza Consumption

Age range	Influencer of pizza consumption					Total
	Friends	Colleague	Family	Partner	Self	
15-25	74	11	10	13	18	126
26-35	65	36	40	30	37	208
>36	9	15	29	7	6	66
Total	148	62	79	50	61	400

Notes: * Pearson Chi-square = 66.432, Sig. = 0.000

* 0 cells (0%) have expected count less than 5.

Table A.26 Information of Chi-square Test between Age Range and Trend

Age range	Trend			Total
	Grow	Stable	Drop	
15-25	27	90	9	126
26-35	71	128	9	208
>36	23	38	5	66
Total	121	256	23	400

Notes: * Pearson Chi-square = 7.990, Sig. = 0.092

* 1 cells (11.1%) have expected count less than 5.

Table A.27 Information of Chi-square Test between Marital Status and Objective of Pizza Consumption

Marital status	Objective of pizza consumption					Total
	Holiday/ Festival	Special occasion	Business meeting	Get together	Consumptio n	
Single	53	47	6	119	108	333
Married	23	11	0	14	19	67
Total	76	58	6	133	127	400

Notes: * Pearson Chi-square = 15.350, Sig. = 0.004

* 2 cells (20%) have expected count less than 5.

Table A.28 Information of Chi-square Test between Marital Status and Type of Pizza Consumption

Marital status	Type of pizza consumption			Total
	Italian crispy crust	American pan	Bakery	
Single	171	149	13	333
Married	31	27	9	67
Total	202	176	22	400

Notes: * Pearson Chi-square = 9.744, Sig. = 0.008

* 1 cells (16.7%) have expected count less than 5.

Table A.29 Information of Chi-square Test between Marital Status and Pizza Toppings

Marital status	Pizza toppings						Total
	Specific	Seafood	Meat	Cheese	Sausage	Others	
Single	159	81	27	15	37	14	333
Married	31	14	5	2	11	4	67
Total	190	95	32	17	48	18	400

Notes: * Pearson Chi-square = 2.329, Sig. = 0.802

* 2 cells (16.7%) have expected count less than 5.

Table A.30 Information of Chi-square Test between Marital Status and Pizza Order Style

Marital status	Pizza order style			Total
	Pizza only	Buffet	With side dish	
Single	45	15	273	333
Married	11	11	45	67
Total	56	26	318	400

Notes: * Pearson Chi-square = 14.056, Sig. = 0.001

* 1 cells (16.7%) have expected count less than 5.

Table A.31 Information of Chi-square Test between Marital Status and Place of Pizza Consumption

Marital status	Place of pizza consumption			Total
	Fast food restaurant	Italian restaurant	Others	
Single	198	119	16	333
Married	40	16	11	67
Total	238	135	27	400

Notes: * Pearson Chi-square = 13.468, Sig. = 0.001

* 1 cells (16.7%) have expected count less than 5.

Table A.32 Information of Chi-square Test between Marital Status and Pizza Brand

Marital status	Pizza brand					Total
	The Pizza Company	Pizza Hut	Narai Pizzeria	Scoozi	Others	
Single	190	73	9	19	42	333
Married	29	15	8	6	9	67
Total	219	88	17	25	51	400

Notes: * Pearson Chi-square = 14.109, Sig. = 0.007

* 2 cells (20%) have expected count less than 5.

Table A.33 Information of Chi-square Test between Marital Status and Brand Loyalty

Marital status	Brand loyalty		Total
	Loyal	No particular	
Single	117	216	333
Married	29	38	67
Total	146	254	400

Notes: * Pearson Chi-square = 1.598, Sig. = 0.206

* 0 cells (0%) have expected count less than 5.

Table A.34 Information of Chi-square Test between Marital Status and Pizza Payment

Marital status	Pizza payment (baht)			Total
	201-300	301-500	>501	
Single	173	129	31	333
Married	35	20	12	67
Total	208	149	43	400

Notes: * Pearson Chi-square = 5.022, Sig. = 0.081

* 0 cells (0%) have expected count less than 5.

Table A.35 Information of Chi-square Test between Marital Status and Number of People Consuming Pizza

Marital status	Number of people consuming pizza				Total
	Alone	2 persons	3-4 persons	5 persons and more	
Single	4	57	217	55	333
Married	2	14	34	17	67
Total	6	71	251	72	400

Notes: * Pearson Chi-square = 5.911, Sig. = 0.116

* 2 cells (25%) have expected count less than 5.

Table A.36 Information of Chi-square Test between Marital Status and Frequency of Pizza Consumption

Marital status	Frequency of pizza consumption			Total
	< 3 months	3 months	> 6 months	
Single	65	161	107	333
Married	14	33	20	67
Total	79	194	127	400

Notes: * Pearson Chi-square = 0.154, Sig. = 0.926

* 0 cells (0%) have expected count less than 5.

Table A.37 Information of Chi-square Test between Marital Status and Timing of Pizza Consumption

Marital status	Timing of pizza consumption					Total
	Morning	Noon	Afternoon	Evening	Night	
Single	1	81	79	128	44	333
Married	1	16	14	28	8	67
Total	2	97	93	156	52	400

Notes: * Pearson Chi-square = 2.012, Sig. = 0.733

* 2 cells (20%) have expected count less than 5.

Table A.38 Information of Chi-square Test between Marital Status and Influencer of Pizza Consumption

Marital status	Influencer of pizza consumption					Total
	Friends	Colleague	Family	Partner	Self	
Single	141	47	50	40	55	333
Married	7	15	29	10	6	67
Total	148	62	79	50	61	400

Notes: * Pearson Chi-square = 42.837, Sig. = 0.000

* 0 cells (0%) have expected count less than 5.

Table A.39 Information of Chi-square Test between Marital Status and Trend

Marital status	Trend			Total
	Grow	Stable	Drop	
Single	100	217	16	333
Married	21	39	7	67
Total	121	256	23	400

Notes: * Pearson Chi-square = 3.542, Sig. = 0.170

* 1 cells (16.7%) have expected count less than 5.

Table A.40 Information of Chi-square Test between Education Level and Objective of Pizza Consumption

Education level	Objective of pizza consumption				Consumption	Total
	Holiday/ Festival	Special occasion	Business meeting	Get together		
Vocation or lower	10	6	0	15	6	37
Bachelor degree	52	39	5	91	83	270
Master degree or higher	14	13	1	27	38	93
Total	76	58	6	133	127	400

Notes: * Pearson Chi-square = 9.445, Sig. = 0.306

* 3 cells (20%) have expected count less than 5.

Table A.41 Information of Chi-square Test between Education Level and Type of Pizza Consumption

Education level	Type of pizza consumption			Total
	Italian crispy crust	American pan	Bakery	
Vocation or lower	16	12	9	37
Bachelor degree	138	123	9	270
Master degree or higher	48	41	4	93
Total	202	176	22	400

Notes: * Pearson Chi-square = 28.088, Sig. = 0.000

* 1 cells (11.1%) have expected count less than 5.

Table A.42 Information of Chi-square Test between Education Level and Pizza Toppings

Education level	Pizza toppings						Total
	Specific	Seafood	Meat	Cheese	Sausage	Others	
Vocation or lower	8	12	2	4	6	5	37
Bachelor degree	135	68	23	11	23	10	270
Master degree or higher	47	15	7	2	19	3	93
Total	190	95	32	17	48	18	400

Notes: * Pearson Chi-square = 30.774, Sig. = 0.001

* 6 cells (33.3%) have expected count less than 5.

Table A.43 Information of Chi-square Test between Education Level and Pizza Order Style

Education level	Pizza order style			Total
	Pizza only	Buffet	With side dish	
Vocation or lower	8	12	17	37
Bachelor degree	35	10	225	270
Master degree or higher	13	4	76	93
Total	56	26	318	400

Notes: * Pearson Chi-square = 49.759, Sig. = 0.000

* 1 cells (11.1%) have expected count less than 5.

Table A.44 Information of Chi-square Test between Education Level and Place of Pizza Consumption

Education level	Place of pizza consumption			Total
	Fast food restaurant	Italian restaurant	Others	
Vocation or lower	16	6	15	37
Bachelor degree	171	91	8	270
Master degree or higher	51	38	4	93
Total	238	135	27	400

Notes: * Pearson Chi-square = 76.564, Sig. = 0.000

* 1 cells (11.1%) have expected count less than 5.

Table A.45 Information of Chi-square Test between Education Level and Pizza Brand

Education level	Pizza brand					Total
	The Pizza Company	Pizza Hut	Narai Pizzeria	Scoozi	Others	
Vocation or lower	13	10	4	2	8	37
Bachelor degree	156	58	9	15	32	270
Master degree or higher	50	20	4	8	11	93
Total	219	88	17	25	51	400

Notes: * Pearson Chi-square = 11.410, Sig. = 0.180

* 4 cells (26.7%) have expected count less than 5.

Table A.46 Information of Chi-square Test between Education Level and Brand Loyalty

Education level	Brand loyalty		Total
	Loyal	No particular	
Vocation or lower	12	25	37
Bachelor degree	94	176	270
Master degree or higher	40	53	93
Total	146	254	400

Notes: * Pearson Chi-square = 2.296, Sig. = 0.317

* 0 cells (0%) have expected count less than 5.

Table A.47 Information of Chi-square Test between Education Level and Pizza Payment

Education level	Pizza payment (baht)			Total
	201-300	301-500	>501	
Vocation or lower	28	6	3	37
Bachelor degree	144	103	23	270
Master degree or higher	36	40	17	93
Total	208	149	43	400

Notes: * Pearson Chi-square 18.917, Sig. = 0.001

* 1 cells (11.1%) have expected count less than 5.

Table A.48 Information of Chi-square Test between Education Level and Number of People Consuming Pizza

Education level	Number of people consuming pizza				Total
	Alone	2 persons	3-4 persons	5 persons and more	
Vocation or lower	2	6	16	13	37
Bachelor degree	2	44	181	43	270
Master degree or higher	2	21	54	16	93
Total	6	71	251	72	400

Notes: * Pearson Chi-square = 16.729, Sig. = 0.010

* 3 cells (25%) have expected count less than 5.

Table A.49 Information of Chi-square Test between Education Level and Frequency of Pizza Consumption

Education level	Frequency of pizza consumption			Total
	< 3 months	3 months	> 6 months	
Vocation or lower	7	20	10	37
Bachelor degree	55	126	89	270
Master degree or higher	17	48	28	93
Total	79	194	127	400

Notes: * Pearson Chi-square = 1.240, Sig. = 0.872

* 0 cells (0%) have expected count less than 5.

Table A.50 Information of Chi-square Test between Education Level and Timing of Pizza Consumption

Education level	Timing of pizza consumption					Total
	Morning	Noon	Afternoon	Evening	Night	
Vocation or lower	1	5	8	18	5	37
Bachelor degree	1	70	72	93	34	270
Master degree or higher	0	22	13	45	13	93
Total	2	97	93	156	52	400

Notes: * Pearson Chi-square = 15.599, Sig. = 0.048

* 4 cells (26.7%) have expected count less than 5.

Table A.51 Information of Chi-square Test between Education Level and Influencer of Pizza Consumption

Education level	Influencer of pizza consumption					Total
	Friends	Colleague	Family	Partner	Self	
Vocation or lower	10	8	9	5	5	37
Bachelor degree	106	42	46	33	43	270
Master degree or higher	32	12	24	12	13	93
Total	148	62	79	50	61	400

Notes: * Pearson Chi-square = 6.273, Sig. = 0.617

* 1 cells (6.7%) have expected count less than 5.

Table A.52 Information of Chi-square Test between Education Level and Trend

Education level	Trend			Total
	Grow	Stable	Drop	
Vocation or lower	6	29	2	37
Bachelor degree	89	167	14	270
Master degree or higher	26	60	7	93
Total	121	256	23	400

Notes: * Pearson Chi-square = 75.289, Sig. = 0.259

* 1 cells (11.1%) have expected count less than 5.

Table A.53 Information of Chi-square Test between Occupation and Objective of Pizza Consumption

Occupation	Objective of pizza consumption				Total
	Holiday/ Festival	Special occasion	Business meeting	Get together	
Government & State enterprise employee	19	11	1	23	70
Private company employee	38	32	4	69	205
Student	3	9	1	15	36
Others	16	6	0	26	89
Total	76	58	6	133	400

Notes: * Pearson Chi-square = 23.238, Sig. = 0.026

* 4 cells (20%) have expected count less than 5.

Table A.54 Information of Chi-square Test between Occupation and Type of Pizza Consumption

Occupation	Type of pizza consumption			Total
	Italian crispy crust	American pan	Bakery	
Government & State enterprise employee	40	25	5	70
Private company employee	100	99	6	205
Student	17	14	5	36
Others	45	38	6	89
Total	202	176	22	400

Notes: * Pearson Chi-square = 10.674, Sig. = 0.099

* 3 cells (25%) have expected count less than 5.

Table A.55 Information of Chi-square Test between Occupation and Pizza Toppings

Occupation	Pizza toppings						Total
	Specific	Seafood	Meat	Cheese	Sausage	Others	
Government & State enterprise employee	32	23	4	1	6	4	70
Private company employee	104	39	21	7	26	8	205
Student	8	15	2	3	4	4	36
Others	46	18	5	6	12	2	89
Total	190	95	32	17	48	18	400

Notes: * Pearson Chi-square = 28.224, Sig. = 0.020

* 8 cells (33.3%) have expected count less than 5.

Table A.56 Information of Chi-square Test between Occupation and Pizza Order Style

Occupation	Pizza order style			Total
	Pizza only	Buffet	With side dish	
Government & State enterprise employee	3	7	60	70
Private company employee	31	7	167	205
Student	5	6	25	36
Others	17	6	66	89
Total	56	26	318	400

Notes: * Pearson Chi-square = 17.828, Sig. = 0.007

* 2 cells (16.7%) have expected count less than 5.

Table A.57 Information of Chi-square Test between Occupation and Place of Pizza Consumption

Occupation	Place of pizza consumption			Total
	Fast food restaurant	Italian restaurant	Others	
Government & State enterprise employee	52	15	3	70
Private company employee	119	79	7	205
Student	18	10	8	36
Others	49	31	9	89
Total	238	135	27	400

Notes: * Pearson Chi-square = 26.704, Sig. = 0.000

* 2 cells (16.7%) have expected count less than 5.

Table A.58 Information of Chi-square Test between Occupation and Pizza Brand

Occupation	Pizza brand					Total
	The Pizza Company	Pizza Hut	Narai Pizzeria	Scoozi	Others	
Government & State enterprise employee	41	16	5	4	4	70
Private company employee	110	46	4	14	31	205
Student	22	7	3	3	1	36
Others	46	19	5	4	15	89
Total	219	88	17	25	51	400

Notes: * Pearson Chi-square = 14.984, Sig. = 0.242

* 6 cells (30%) have expected count less than 5.

Table A.59 Information of Chi-square Test between Occupation and Brand Loyalty

Occupation	Brand loyalty		Total
	Loyal	No particular	
Government & State enterprise employee	27	43	70
Private company employee	75	130	205
Student	14	22	36
Others	30	59	89
Total	146	254	400

Notes: * Pearson Chi-square = 0.518, Sig. = 0.915

* 0 cells (0%) have expected count less than 5.

Table A.60 Information of Chi-square Test between Occupation and Pizza Payment

Occupation	Pizza payment (baht)			Total
	201-300	301-500	>501	
Government & State enterprise employee	38	28	4	70
Private company employee	97	82	26	205
Student	27	8	1	36
Others	46	31	12	89
Total	208	149	43	400

Notes: * Pearson Chi-square 12.590, Sig. = 0.050

* 1 cells (8.3%) have expected count less than 5.

Table A.61 Information of Chi-square Test between Occupation and Number of People Consuming Pizza

Occupation	Number of people consuming pizza				Total
	Alone	2 persons	3-4 persons	> 5 persons	
Government & State enterprise employee	0	10	50	10	70
Private company employee	1	44	121	39	205
Student	1	6	20	9	36
Others	4	11	60	14	89
Total	6	71	251	72	400

Notes: * Pearson Chi-square = 15.499, Sig. = 0.078

* 4 cells (25%) have expected count less than 5.

Table A.62 Information of Chi-square Test between Occupation and Frequency of Pizza Consumption

Occupation	Frequency of pizza consumption			Total
	< 3 months	3 months	> 6 months	
Government & State enterprise employee	12	31	27	70
Private company employee	41	100	64	205
Student	5	16	15	36
Others	21	47	21	89
Total	79	194	127	400

Notes: * Pearson Chi-square = 6.286, Sig. = 0.392

* 0 cells (0%) have expected count less than 5.

Table A.63 Information of Chi-square Test between Occupation and Timing of Pizza Consumption

Occupation	Timing of pizza consumption					Total
	Morning	Noon	Afternoon	Evening	Night	
Government & State enterprise employee	2	19	20	27	2	70
Private company employee	0	54	44	74	33	205
Student	0	6	11	16	3	36
Others	0	18	18	39	14	89
Total	2	97	93	156	52	400

Notes: * Pearson Chi-square = 23.215, Sig. = 0.026

* 5 cells (25%) have expected count less than 5.

Table A.64 Information of Chi-square Test between Occupation and Influencer of Pizza Consumption

Occupation	Influencer of pizza consumption					Total
	Friends	Colleague	Family	Partner	Self	
Government & State enterprise employee	28	12	16	7	7	70
Private company employee	77	40	32	29	27	205
Student	19	4	4	4	5	36
Others	24	6	27	10	22	89
Total	148	62	79	50	61	400

Notes: * Pearson Chi-square = 28.754, Sig. = 0.004

* 1 cells (5%) have expected count less than 5.

Table A.65 Information of Chi-square Test between Occupation and Trend

Occupation	Trend			Total
	Grow	Stable	Drop	
Government & State enterprise employee	23	44	3	70
Private company employee	67	128	10	205
Student	4	29	3	36
Others	27	55	7	89
Total	121	256	23	400

Notes: * Pearson Chi-square = 8.262, Sig. = 0.220

* 2 cells (16.7%) have expected count less than 5.

Table A.66 Information of Chi-square Test between Income Level and Objective of Pizza Consumption

Income level (baht)	Objective of pizza consumption				Consumption	Total
	Holiday/ Festival	Special occasion	Business meeting	Get together		
Less than 20,000	23	30	2	62	32	149
20,001-30,000	21	11	1	28	34	95
30,001-40,000	20	6	2	21	26	75
More than 40,001	12	11	1	22	35	81
Total	76	58	6	133	127	400

Notes: * Pearson Chi-square = 25.526, Sig. = 0.013

* 4 cells (20%) have expected count less than 5.

Table A.67 Information of Chi-square Test between Income Level and Type of Pizza Consumption

Income level (baht)	Type of pizza consumption			Total
	Italian crispy crust	American pan	Bakery	
Less than 20,000	76	66	7	149
20,001-30,000	41	46	8	95
30,001-40,000	38	31	6	75
More than 40,001	47	33	1	81
Total	202	176	22	400

Notes: * Pearson Chi-square = 7.852, Sig. = 0.249

* 2 cells (16.7%) have expected count less than 5.

Table A.68 Information of Chi-square Test between Income Level and Pizza Toppings

Income level (baht)	Pizza toppings						Total
	Specific	Seafood	Meat	Cheese	Sausage	Others	
Less than 20,000	65	51	10	5	9	9	149
20,001- 30,000	44	17	10	6	14	4	95
30,001- 40,000	36	15	8	4	10	2	75
More than 40,001	45	12	4	2	15	3	81
Total	190	95	32	17	48	18	400

Notes: * Pearson Chi-square = 27.225, Sig. = 0.027

* 6 cells (25%) have expected count less than 5.

Table A.69 Information of Chi-square Test between Income Level and Pizza Order Style

Income level (baht)	Pizza order style			Total
	Pizza only	Buffet	With side dish	
Less than 20,000	10	10	129	149
20,001-30,000	15	10	70	95
30,001-40,000	17	3	55	75
More than 40,001	14	3	64	81
Total	56	26	318	400

Notes: * Pearson Chi-square = 16.298, Sig. = 0.012

* 1 cells (8.3%) have expected count less than 5.

Table A.70 Information of Chi-square Test between Income Level and Place of Pizza Consumption

Income level (baht)	Place of pizza consumption			Total
	Fast food	Italian	Others	
	restaurant	restaurant		
Less than 20,000	108	31	10	149
20,001-30,000	48	37	10	95
30,001-40,000	34	34	7	75
More than 40,001	48	33	0	81
Total	238	135	27	400

Notes: * Pearson Chi-square = 28.566, Sig. = 0.000

* 0 cells (0%) have expected count less than 5.

Table A.71 Information of Chi-square Test between Income Level and Pizza Brand

Income level (baht)	Pizza brand				Total	
	The Pizza Company	Pizza Hut	Narai Pizzeria	Scoozi		Others
Less than 20,000	95	35	4	5	10	149
20,001-30,000	48	15	7	10	15	95
30,001-40,000	40	14	3	5	13	75
More than 40,001	36	24	3	5	13	81
Total	219	88	17	25	51	400

Notes: * Pearson Chi-square = 23.231, Sig. = 0.026

* 4 cells (20%) have expected count less than 5.

Table A.72 Information of Chi-square Test between Income Level and Brand Loyalty

Income level (baht)	Brand loyalty		Total
	Loyal	No particular	
Less than 20,000	56	93	149
20,001-30,000	30	65	95
30,001-40,000	27	48	75
More than 40,001	33	48	81
Total	146	254	400

Notes: * Pearson Chi-square = 1.705, Sig. = 0.636

* 0 cells (0%) have expected count less than 5.

Table A.73 Information of Chi-square Test between Income Level and Pizza Payment

Income level (baht)	Pizza payment (baht)			Total
	201-300	301-500	>501	
Less than 20,000	93	45	11	149
20,001-30,000	41	44	10	95
30,001-40,000	38	32	5	75
More than 40,001	36	28	17	81
Total	208	149	43	400

Notes: * Pearson Chi-square 20.919, Sig. = 0.002

* 0 cells (0%) have expected count less than 5.

Table A.74 Information of Chi-square Test between Income Level and Number of People Consuming Pizza

Income level (baht)	Number of people consuming pizza				Total
	Alone	2 persons	3-4 persons	More than 5 persons	
Less than 20,000	2	20	103	24	149
20,001-30,000	2	18	57	18	95
30,001-40,000	2	13	43	17	75
More than 40,001	0	20	48	13	81
Total	6	71	251	72	400

Notes: * Pearson Chi-square = 9.018, Sig. = 0.436

* 4 cells (25%) have expected count less than 5.

Table A.75 Information of Chi-square Test between Income Level and Frequency of Pizza Consumption

Income level (baht)	Frequency of pizza consumption			Total
	Less than 3 months	3 months	More than 6 months	
Less than 20,000	32	68	49	149
20,001-30,000	16	53	26	95
30,001-40,000	12	42	21	75
More than 40,001	19	31	31	81
Total	79	194	127	400

Notes: * Pearson Chi-square = 7.691, Sig. = 0.262

* 0 cells (0%) have expected count less than 5.

Table A.76 Information of Chi-square Test between Income Level and Timing of Pizza Consumption

Income level (baht)	Timing of pizza consumption					Total
	Morning	Noon	Afternoon	Evening	Night	
Less than 20,000	0	45	39	57	8	149
20,001-30,000	1	21	22	43	8	95
30,001-40,000	1	16	15	28	15	75
More than 40,001	0	15	17	28	21	81
Total	2	97	93	156	52	400

Notes: * Pearson Chi-square = 30.438, Sig. = 0.002

* 4 cells (20%) have expected count less than 5.

Table A.77 Information of Chi-square Test between Income Level and Influencer of Pizza Consumption

Income level (baht)	Influencer of pizza consumption					Total
	Friends	Colleague	Family	Partner	Self	
Less than 20,000	67	24	23	16	19	149
20,001-30,000	30	13	25	10	17	95
30,001-40,000	30	15	9	10	11	75
More than 40,001	21	10	22	14	14	81
Total	148	62	79	50	61	400

Notes: * Pearson Chi-square = 13.398, Sig. = 0.079

* 0 cells (0%) have expected count less than 5.

Table A.78 Information of Chi-square Test between Income Level and Trend

Income level (baht)	Trend			Total
	Grow	Stable	Drop	
Less than 20,000	41	98	10	149
20,001-30,000	27	66	2	95
30,001-40,000	27	44	4	75
More than 40,001	26	48	7	81
Total	121	256	23	400

Notes: * Pearson Chi-square = 6.155, Sig. = 0.406

* 2 cells (16.7%) have expected count less than 5.

Table A.79 Information of Chi-square Test between Family Influence and Objective of Pizza Consumption

Family influence	Objective of pizza consumption				Total
	Holiday/ Festival	Special occasion	Business meeting	Get together	
Yes	68	44	4	114	341
No	8	14	2	19	59
Total	76	58	6	133	400

Notes: * Pearson Chi-square = 7.282, Sig. = 0.122

* 1 cells (10%) have expected count less than 5.

Table A.80 Information of Chi-square Test between Family Influence and Type of Pizza Consumption

Family influence	Type of pizza consumption			Total
	Italian crispy crust	American pan	Bakery	
Yes	174	152	15	341
No	28	24	7	59
Total	202	176	22	400

Notes: * Pearson Chi-square = 5.397, Sig. = 0.067

* 1 cells (16.7%) have expected count less than 5.

Table A.81 Information of Chi-square Test between Family Influence and Pizza Toppings

Family influence	Pizza toppings						Total
	Specific	Seafood	Meat	Cheese	Sausage	Others	
Yes	164	80	28	12	40	17	341
No	26	15	4	5	8	1	59
Total	190	95	32	17	48	18	400

Notes: * Pearson Chi-square = 4.639, Sig. = 0.462

* 3 cells (25%) have expected count less than 5.

Table A.82 Information of Chi-square Test between Family Influence and Pizza Order Style

Family influence	Pizza order style			Total
	Pizza only	Buffet	With side dish	
Yes	43	19	279	341
No	13	7	39	59
Total	56	26	318	400

Notes: * Pearson Chi-square = 7.817, Sig. = 0.020

* 1 cells (16.7%) have expected count less than 5.

Table A.83 Information of Chi-square Test between Family Influence and Place of Pizza Consumption

Family influence	Place of pizza consumption			Total
	Fast food restaurant	Italian restaurant	Others	
Yes	209	113	19	341
No	29	22	8	59
Total	238	135	27	400

Notes: * Pearson Chi-square = 6.256, Sig. = 0.044

* 1 cells (16.7%) have expected count less than 5.

Table A.84 Information of Chi-square Test between Family Influence and Pizza Brand

Family influence	Pizza brand					Total
	The Pizza Company	Pizza Hut	Narai Pizzeria	Scoozi	Others	
Yes	193	77	15	24	32	341
No	26	11	2	1	19	59
Total	219	88	17	25	51	400

Notes: * Pearson Chi-square = 24.757, Sig. = 0.000

* 2 cells (20%) have expected count less than 5.

Table A.85 Information of Chi-square Test between Family Influence and Brand Loyalty

Family influence	Brand loyalty		Total
	Loyal	No particular	
Yes	136	205	341
No	10	49	59
Total	146	254	400

Notes: * Pearson Chi-square = 11.414, Sig. = 0.000

* 0 cells (0%) have expected count less than 5.

Table A.86 Information of Chi-square Test between Family Influence and Pizza Payment

Family influence	Pizza payment (baht)			Total
	201-300	301-500	>501	
Yes	175	129	37	341
No	33	20	6	59
Total	208	149	43	400

Notes: * Pearson Chi-square = 0.436, Sig. = 0.804

* 0 cells (0%) have expected count less than 5.

Table A.87 Information of Chi-square Test between Family Influence and Number of People Consuming Pizza

Family influence	Number of people consuming pizza				Total
	Alone	2 persons	3-4 persons	5 persons and more	
Yes	3	59	228	51	341
No	3	12	23	21	59
Total	6	71	251	72	400

Notes: * Pearson Chi-square = 24.321, Sig. = 0.000

* 1 cells (12.5%) have expected count less than 5.

Table A.88 Information of Chi-square Test between Family Influence and Frequency of Pizza Consumption

Family influence	Frequency of pizza consumption			Total
	< 3 months	3 months	> 6 months	
Yes	73	168	100	341
No	6	26	27	59
Total	79	194	127	400

Notes: * Pearson Chi-square = 7.777, Sig. = 0.020

* 0 cells (0%) have expected count less than 5.

Table A.89 Information of Chi-square Test between Family Influence and Timing of Pizza Consumption

Family influence	Timing of pizza consumption					Total
	Morning	Noon	Afternoon	Evening	Night	
Yes	2	85	84	129	41	341
No	0	12	9	27	11	59
Total	2	97	93	156	52	400

Notes: * Pearson Chi-square = 5.193, Sig. = 0.268

* 2 cells (20%) have expected count less than 5.

Table A.90 Information of Chi-square Test between Family Influence and Influencer of Pizza Consumption

Family influence	Influencer of pizza consumption					Total
	Friends	Colleague	Family	Partner	Self	
Yes	121	53	73	42	52	341
No	27	9	6	8	9	59
Total	148	62	79	50	61	400

Notes: * Pearson Chi-square = 4.717, Sig. = 0.318

* 0 cells (0%) have expected count less than 5.

Table A.91 Information of Chi-square Test between Family Influence and Trend

Family influence	Trend			Total
	Grow	Stable	Drop	
Yes	113	208	20	341
No	8	48	3	59
Total	121	256	23	400

Notes: * Pearson Chi-square = 9.684, Sig. = 0.008

* 1 cells (16.7%) have expected count less than 5.

Table A.92 Information of Chi-square Test between Friend Influence and Objective of Pizza Consumption

Friend influence	Objective of pizza consumption				Consumption	Total
	Holiday/Festival	Special occasion	Business meeting	Get together		
Yes	70	55	5	130	107	367
No	6	3	1	3	20	33
Total	76	58	6	133	127	400

Notes: * Pearson Chi-square = 17.046, Sig. = 0.002

* 2 cells (20%) have expected count less than 5.

Table A.93 Information of Chi-square Test between Friend Influence and Type of Pizza Consumption

Friend influence	Type of pizza consumption			Total
	Italian crispy crust	American pan	Bakery	
Yes	183	164	20	367
No	19	12	2	33
Total	202	176	22	400

Notes: * Pearson Chi-square = 0.854, Sig. = 0.653

* 1 cells (16.7%) have expected count less than 5.

Table A.94 Information of Chi-square Test between Friend Influence and Pizza Toppings

Friend influence	Pizza toppings						Total
	Specific	Seafood	Meat	Cheese	Sausage	Others	
Yes	176	86	27	16	44	18	367
No	14	9	5	1	4	0	33
Total	190	95	32	17	48	18	400

Notes: * Pearson Chi-square = 4.427, Sig. = 0.490

* 4 cells (33.3%) have expected count less than 5.

Table A.95 Information of Chi-square Test between Friend Influence and Pizza Order Style

Friend influence	Pizza order style			Total
	Pizza only	Buffet	With side dish	
Yes	50	26	291	367
No	6	0	27	33
Total	56	26	318	400

Notes: * Pearson Chi-square = 2.811, Sig. = 0.245

* 2 cells (33.3%) have expected count less than 5.

Table A.96 Information of Chi-square Test between Friend Influence and Place of Pizza Consumption

Friend influence	Place of pizza consumption			Total
	Fast food restaurant	Italian restaurant	Others	
Yes	222	120	25	367
No	16	15	2	33
Total	238	135	27	400

Notes: * Pearson Chi-square = 2.219, Sig. = 0.330

* 1 cells (16.7%) have expected count less than 5.

Table A.97 Information of Chi-square Test between Friend Influence and Pizza Brand

Friend influence	Pizza brand					Total
	The Pizza Company	Pizza Hut	Narai Pizzeria	Scoozi	Others	
Yes	206	80	15	19	47	367
No	13	8	2	6	4	33
Total	219	88	17	25	51	400

Notes: * Pearson Chi-square = 10.113, Sig. = 0.039

* 3 cells (30%) have expected count less than 5.

Table A.98 Information of Chi-square Test between Friend Influence and Brand Loyalty

Friend influence	Brand loyalty		Total
	Loyal	No particular	
Yes	134	233	367
No	12	21	33
Total	146	254	400

Notes: * Pearson Chi-square = 0.000, Sig. = 0.574

* 0 cells (0%) have expected count less than 5.

Table A.99 Information of Chi-square Test between Friend Influence and Pizza Payment

Friend influence	Pizza payment (baht)			Total
	201-300	301-500	>501	
Yes	193	136	38	367
No	15	13	5	33
Total	208	149	43	400

Notes: * Pearson Chi-square = 0.989, Sig. = 0.610

* 1 cells (16.7%) have expected count less than 5.

Table A.100 Information of Chi-square Test between Friend Influence and Number of People Consuming Pizza

Friend influence	Number of people consuming pizza				Total
	Alone	2 persons	3-4 persons	5 persons and more	
Yes	4	60	235	68	367
No	2	11	16	4	33
Total	6	71	251	72	400

Notes: * Pearson Chi-square = 11.765, Sig. = 0.008

* 1 cells (12.5%) have expected count less than 5.

Table A.101 Information of Chi-square Test between Friend Influence and Frequency of Pizza Consumption

Friend influence	Frequency of pizza consumption			Total
	< 3 months	3 months	> 6 months	
Yes	69	181	117	367
No	10	13	10	33
Total	79	194	127	400

Notes: * Pearson Chi-square = 2.667, Sig. = 0.264

* 0 cells (0%) have expected count less than 5.

Table A.102 Information of Chi-square Test between Friend Influence and Timing of Pizza Consumption

Friend influence	Timing of pizza consumption					Total
	Morning	Noon	Afternoon	Evening	Night	
Yes	2	91	80	145	49	367
No	0	6	13	11	3	33
Total	2	97	93	156	52	400

Notes: * Pearson Chi-square = 5.477, Sig. = 0.242

* 3 cells (30%) have expected count less than 5.

Table A.103 Information of Chi-square Test between Friend Influence and Influencer of Pizza Consumption

Friend influence	Influencer of pizza consumption					Total
	Friends	Colleague	Family	Partner	Self	
Yes	144	58	72	44	49	367
No	4	4	7	6	12	33
Total	148	62	79	50	61	400

Notes: * Pearson Chi-square = 17.763, Sig. = 0.001

* 1 cells (10%) have expected count less than 5.

Table A.104 Information of Chi-square Test between Friend Influence and Trend

Friend influence	Trend			Total
	Grow	Stable	Drop	
Yes	112	234	21	367
No	9	22	2	33
Total	121	256	23	400

Notes: * Pearson Chi-square = 0.151, Sig. = 0.927

* 1 cells (16.7%) have expected count less than 5.



Appendix B: Questionnaire

Survey Questionnaire

This questionnaire is a part of Master Thesis, College of Management Mahidol University, focusing on 'Analysis of Social Factors Influencing Pizza Consumption in Bangkok'

The questions consist of 3 parts. Researcher is appreciated for your kind cooperation to fulfill the objectives of this research.

Part I : General information of the respondents

Instruction : Please mark ✓ for your best answer

1. Gender

Man

Woman

2. Age

15 - 25 years old

26 - 35 years old

36 - 45 years old

46 - 55 years old

56 - 65 years old

3. Marital Status

Single

Married

Divorce

Others

4. Education

Primary School

High School / Vocational Cert.

High Vocational Cert.

Bachelor Degree

Master Degree and over

5. Occupation

- | | |
|---|---|
| <input type="checkbox"/> Government Officer | <input type="checkbox"/> State Enterprise Officer |
| <input type="checkbox"/> Private Company Employee | <input type="checkbox"/> Temporary Employee |
| <input type="checkbox"/> Student | <input type="checkbox"/> Self-Employed |
| <input type="checkbox"/> Others (Please specify)..... | |

6. Income

- | | |
|--|--|
| <input type="checkbox"/> Below ฿ 10,000 | <input type="checkbox"/> ฿ 10,001 - ฿ 20,000 |
| <input type="checkbox"/> ฿ 20,001 - ฿ 30,000 | <input type="checkbox"/> ฿ 30,001 - ฿ 40,000 |
| <input type="checkbox"/> ฿ 40,001 - ฿ 50,000 | <input type="checkbox"/> Over ฿ 50,001 |

Part II : Pizza Consumption Behavior

Instruction : Please mark ✓ for your best answer

7. What is the reason to consume pizza?

- Festivals / Holidays
- Special occasion (Birthday, Anniversary, Wedding, ...)
- Business / Convention
- Get together
- Just for consumption

8. Which type of pizza do you prefer?

- | | |
|---|---|
| <input type="checkbox"/> Italian Crispy Crust Pizza | <input type="checkbox"/> American Pan Pizza |
| <input type="checkbox"/> Bakery Pizza | <input type="checkbox"/> Frozen Pizza |

9. Which types of toppings do you prefer?

- Specific and unique toppings eg. Hawaiian, Carbonara, or Margherita
- Seafood toppings eg. shrimp, squid, or smoked salmon
- Meat toppings eg. chicken, pork, or meat barbeque
- Cheese toppings
- Varieties of sausage and ham toppings eg. Parma, speck, pepperoni, or salami

- Healthy or vegetarian toppings eg. mushroom, rocket, pepper, onion, or olive
- Adaptive toppings eg. Tom Yum Koong, Teriyaki, or Green curry
- Others (please specify).....

10. How do you consume pizza?

- Consume pizza only
- Consume pizza buffet
- Consume with side dish(es) eg. soup, roasted chicken wings, spaghetti, garlic bread, ...

11. Where do you often consume pizza?

- Fast food pizza restaurant
- Italian pizza restaurant
- Bakery
- Pizza kiosk
- Convenience store / Supermarket

12. Which pizza brand do you mostly consume?

- The Pizza Company
- Pizza Hut
- Narai Pizzeria
- Scoozi Restaurant
- Pizza Pizza by Yanee
- Lanta Pizzeria
- Maria Pizzeria & Restaurant
- Pizza Today
- Alfredo's
- Others (please specify).....

13. According to the brand you choose, how loyalty are you?

- Mostly consume this brand
- Randomly selected, not specific to a particular brand

14. How many do you spend for consuming pizza each time?

- Below 100 Baht per person
- 101 - 300 Baht per person
- 301 - 500 Baht per person
- Above 501 Baht per person

15. How many people do you consume pizza each time?

- Alone
- 2 persons
- 3 - 4 persons
- 5 persons and over

16. How often do you consume pizza?

- 1 – 2 times per week
- 1 - 2 times per month
- 1 - 2 times per 3 months
- 1 - 2 times per 6 months

17. When do you often consume pizza?

- Morning
- Noon
- Afternoon
- Evening
- Night

18. Who has the most influence on your pizza consumption?

- Friend
- Colleague
- Family
- Partner
- Yourself

19. What likely is pizza restaurant business going in the future?

- Grow
- Remain stable
- Drop

Part III : Importance of social factors influencing consumer behavior

Instruction : Please mark ✓ for your best answer

(Rank the answers as 5 = Most agreeable, 4 = More agreeable, and 3 = Fairly agreeable, 2 = Less agreeable, and 1 = Least agreeable)

Important Factors	Most (5)	More (4)	Fairly (3)	Less (2)	Least (1)
Family					
Family members have an influence on pizza consumption					
You usually consume pizza with family members					
Pizza is chosen for dining in special occasion and festivals					
Friends					
Friends have an influence on pizza consumption					
Pizza consumption is the reason to meet and get together with friends					
You choose a pizza restaurant as your friends have suggested only					

แบบสอบถาม

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ระดับปริญญาโท สาขาบริหารธุรกิจ วิทยาลัยการ จัดการ มหาวิทยาลัยมหิดล เรื่องการวิเคราะห์ปัจจัยทางสังคมที่มีผลต่อการบริโภคพืช ฆ่าในเขตกรุงเทพมหานคร

แบบสอบถามมีทั้งสิ้น 3 ตอน โดยได้ระบุวิธีการตอบแบบสอบถามไว้เรียบร้อยแล้ว ขอ ความกรุณา ตอบแบบสอบถามตามความเป็นจริงมากที่สุด ทั้งนี้ คำตอบและข้อมูลของท่านจะไม่ถูก เปิดเผยและจะนำไป ใช้ประโยชน์เพื่อการศึกษาวิจัยครั้งนี้เท่านั้น

ตอนที่ 1 ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

โปรดทำเครื่องหมาย / ในช่องที่ท่านคิดเห็น

1. เพศ

ชาย

หญิง

2. อายุ

15 - 25 ปี

26 - 35 ปี

36 - 45 ปี

46 - 55 ปี

56 - 65 ปี

3. สถานะภาพ

โสด

สมรส

หย่า

อื่นๆ

4. การศึกษา

ประถมศึกษา

มัธยมศึกษา / ปวช.

อนุปริญญา / ปวส.

ปริญญาตรี

ปริญญาโทขึ้นไป

5. อาชีพ

- | | |
|--|---|
| <input type="checkbox"/> รับราชการ | <input type="checkbox"/> พนักงานรัฐวิสาหกิจ |
| <input type="checkbox"/> พนักงานเอกชน | <input type="checkbox"/> รับจ้างทั่วไป |
| <input type="checkbox"/> นักเรียน นักศึกษา | <input type="checkbox"/> ธุรกิจส่วนตัว |
| <input type="checkbox"/> อื่นๆ | |

6. รายได้เฉลี่ย

- | | |
|--|--|
| <input type="checkbox"/> ต่ำกว่า 10,000 บาท | <input type="checkbox"/> 10,001 - 20,000 บาท |
| <input type="checkbox"/> 20,001 - 30,000 บาท | <input type="checkbox"/> 30,001 - 40,000 บาท |
| <input type="checkbox"/> 40,001 - 50,000 บาท | <input type="checkbox"/> 50,001 ขึ้นไป |

ตอนที่ 2 : พฤติกรรมการบริโภคพิซซ่า

โปรดทำเครื่องหมาย / ในช่องที่ท่านคิดเห็น

7. ท่านจะรับประทานพิซซ่าในโอกาสใดมากที่สุด

- | |
|---|
| <input type="checkbox"/> เทศกาลต่างๆ / วันหยุด |
| <input type="checkbox"/> โอกาสพิเศษ (วันเกิด, วันครบรอบ, วันแต่งงาน, ฯลฯ) |
| <input type="checkbox"/> ธุรกิจ / การประชุม |
| <input type="checkbox"/> พบปะเพื่อนฝูง |
| <input type="checkbox"/> เพื่อการบริโภคทั่วไป |

8. ชนิดของพิซซ่าที่ชอบทานมากที่สุด

- | | |
|--|---|
| <input type="checkbox"/> พิซซ่าแป้งบางสไตล์อิตาลี | <input type="checkbox"/> พิซซ่าแป้งหนานุ่มแบบอเมริกัน |
| <input type="checkbox"/> พิซซ่าเป็นชิ้นๆ แบบลักษณะเบเกอร์รี่ | <input type="checkbox"/> พิซซ่าแช่แข็ง |

9. ประเภทหน้าที่อบปิ้งที่ท่านชอบทานมากที่สุด

- | |
|---|
| <input type="checkbox"/> ที่อบปิ้งที่มีรสชาติและลักษณะเฉพาะ เช่น ฮาวายเลียน คาโบนาร่า มาการิต้า |
| <input type="checkbox"/> ที่อบปิ้งซีฟู้ด เช่น กุ้ง ปลาหมึก ปลาแซลมอนรมควัน |
| <input type="checkbox"/> ที่อบปิ้งเนื้อสัตว์ เช่น ไก่ หมู หรือ เนื้อบราซิล |
| <input type="checkbox"/> ที่อบปิ้งชีสล้วน |

- ท็อปปิ้งไส้กรอกอิตาเลียน / แฮมชนิดต่างๆ เช่น ปาร์มา สเปค เปปเปโรนี ซาลามี
- ท็อปปิ้งเพื่อสุขภาพ หรือ มังสวิรัติ เช่น เห็ด ร็อกเก็ต พริกหยวก มะกอก
- ท็อปปิ้งประยุกต์ เช่น ดัมยำกุ้ง เทอริยากิ แองเจียวหวาน
- ท็อปปิ้งอื่นๆ (โปรดระบุ).....

10. ประเภทการรับประทานพิซซ่าที่ท่านโปรดมากที่สุด

- รับประทานพิซซ่าอย่างเดียว
- รับประทานบุฟเฟต์พิซซ่า
- รับประทานร่วมกับเมนูอื่นๆ เช่น ซุป ปีกไก่ สปาเก็ตตี้ ขนมปังกระเทียม ฯลฯ

11. สถานที่บริโภคพิซซ่าของท่าน

- ร้านพิซซ่าฟาสต์ฟู้ด
- ร้านเบเกอรี่
- ในร้านสะดวกซื้อ
- ร้านอาหารสไตล์อิตาเลียน
- พืชชำระเดิน (Kiosk)

12. แรนด้อมพิซซ่าที่ท่านเป็นประจำ

- เดอะพิซซ่าคอมปานี (The Pizza Company)
- พืชชำระฮัท (Pizza Hut)
- นารายพิซซ่าเรีย (Narai Pizzeria)
- สกูซี้เรสเตอร์รอง (Scoozi Restaurant)
- พืชชำระ พืชชำระ บาย ญานี (Pizza Pizza by Yanee)
- ลันตา พืชชำระ (Lanta Pizzeria)
- มาเรีย พืชชำระเรีย แอนด์ เรสเตอร์รอง (Maria Pizzeria & Restaurant)
- พืชชำระทูเดย์ พืชชำระลodayฟ้่า (Pizza Today)
- อัลเฟรโด พืชชำระแชนจ์ (Alfredo's)
- อื่นๆ.....

13. จากแรนด้อมพิซซ่าด้านบน ท่านมีความซื่อสัตย์ต่อแรนด้อมเพียงใด

- รับประทานแรนด้อมนี้เป็นประจำ
- ไม่เฉพาะเจาะจงแรนด้อมไหนเป็นพิเศษ

14. ค่าใช้จ่ายในการบริโภคพิซซ่าต่อครั้ง

- ต่ำกว่า 100 บาท ต่อคน
 101 - 300 บาท ต่อคน
 301 - 500 บาท ขึ้นไป ต่อคน
 501 บาทขึ้นไป ต่อคน

15. จำนวนคนในการบริโภคพิซซ่าในแต่ละครั้ง

- คนเดียว 2 คน
 3 - 4 คน 5 คนขึ้นไป

16. ความถี่ในการรับประทานพิซซ่า

- 1 - 2 ครั้งต่อสัปดาห์ 1 - 2 ครั้งต่อเดือน
 1 - 2 ครั้งต่อ 3 เดือน 1 - 2 ครั้งต่อ 6 เดือน

17. ช่วงเวลาที่รับประทานพิซซ่าเป็นประจำ

- เช้า เที่ยง
 บ่าย เย็น
 ค่ำ

18. ใครมีส่วนสำคัญในการเลือกรับประทานพิซซ่ามากที่สุด

- เพื่อน เพื่อนร่วมงาน
 ครอบครัว แฟน
 ตัวเอง

19. ท่านคิดว่าทิศทางธุรกิจพิซซ่าจะเป็นอย่างไรในอนาคต

- เติบโต
 คงที่
 ชบเซา

ตอนที่ 3 ความสำคัญของปัจจัยทางสังคมที่มีผลต่อการบริโภคพืชชำ (Social Factors)

โปรดทำเครื่องหมาย / ในช่องที่ท่านคิดเห็น (5 เห็นด้วยมากที่สุด, 4 เห็นด้วยมาก, 3 เห็นด้วยปานกลาง, 2 เห็นด้วยน้อย, 1 เห็นด้วยน้อยที่สุด)

ปัจจัยความสำคัญ	เห็นด้วย มากที่สุด	เห็นด้วย มาก (4)	เห็นด้วย ปานกลาง	เห็นด้วย น้อย (2)	เห็นด้วย น้อยที่สุด
1. ครอบครัว					
สมาชิกในครอบครัวมีส่วนในการตัดสินใจเลือกรับประทานพืชชำ					
ท่านมักจะรับประทานพืชชำร่วมกับครอบครัว					
พืชชำเป็นตัวเลือกในการสังสรรค์โอกาสพิเศษ ร่วมกับครอบครัว					
2. เพื่อน					
เพื่อนๆ มีส่วนในการตัดสินใจเลือกรับประทานพืชชำ					
ท่านรับประทานพืชชำเพื่อต้องการพบปะพูดคุยกับเพื่อนฝูง					
ท่านเลือกสนใจรับประทานพืชชำในร้านที่เพื่อนแนะนำให้ท่านเท่านั้น					

Appendix C: Interview Question

Interview Question

This interview is a part of the Master Thesis, College of Management Mahidol University, under the topic of ‘Analysis of Social Factors Influencing Pizza Consumption in Bangkok’ by Miss Tipsuda Sattayarak. The purpose is to study the current situation of pizza restaurant business in Bangkok. It will be benefit for the current pizza restaurant and the new entrants of this business.

The interview will take 30 minutes, approximately. Information and conversation of the interviewee will be recorded and will be kept secret. It will be used for academic purpose only. Researcher is appreciated for your kind cooperation to fulfill the objectives of this research.

1. What is the reason to do / to work in pizza business?
2. How is the market situation among pizza business in Thailand?
3. Who are your competitors?
4. Are you position yourself as a leader, a challenger, a follower, or a nicher? Why?
5. How do you differentiate yourself from the competitors?
6. What are your weaknesses?
7. What is the marketing mix of your business?
 - What are your product offerings?
 - Why do you choose this location?
 - What is your price level compared to other competitors and other restaurants?
 - What is your promotion? Why?
8. Who are your target markets?
9. Who are your customers? Does it match your target?
10. What is your best selling pizza type, topping, and crust?

11. Will most customers order pizza with side dishes? What is your best selling side dish, then?
12. Do fast food brands (fried chicken, hamburger, pizza, donut, and others) influence on pizza consumption in your restaurant? How?
13. Is there anything that can replace pizza consumption in your restaurant? (for example, your restaurant is closed on the day that customers plan to have pizza in your restaurant)
14. Who are your suppliers?
15. How difficult it is to get access to these suppliers?
16. How do you negotiate with them? What are your standards to select suppliers?
17. If you plan to have a new pizza restaurant, are there any obstacles to enter this business?
18. If you are about to open a new pizza restaurant, how much is the investment you should have?
19. How do you prepare yourself for the new entrants of this business?

Other stakeholders in the business (government, employees, shareholders/business partners, and community)

20. How do regulations and government policies affect your business?
How could you deal with them?
 - VAT increase
 - Minimum wage to 300 Baht
 - Food standard and quality
 - Business setting up
 - Funds and tax reduction of a new start-up
 - Others
21. How do you manage your employees?
22. Do you have any employee problems or any employee issues that affect your business? How do you deal with?
23. Do you have shareholders or business partners in your business?

24. Please describe responsibilities of your shareholders and/or business partners in this business (if any)
25. How is your community around you? Does it affect your business?

Related questions from researcher's previous pizza consumption behavior survey

26. Does healthy trend impact on pizza business? How?
27. How do you prepare for this changing trend?
28. In your opinion, what is the most important driving factor in pizza consumption? Why?
29. In your opinion, how important the social influences (family and friends) have an influence on pizza consumption?
30. Do you have any strategies to support these social influences?
31. According to the previous survey, most of customers have no loyalty for pizza brands. Do you agree? Why? How could you deal with it?
32. According to the previous survey, most of customers have low frequency to consume pizza. Do you agree? Why? How could you deal with it?
33. According to the previous survey, respondents who are in old age consume pizza differently compared to other age range (for example, consume pizza more often than other age groups). Why? Do you agree?

คำถามสัมภาษณ์

การสัมภาษณ์นี้เป็นส่วนหนึ่งของวิทยานิพนธ์ระดับปริญญาโท วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล เรื่อง การวิเคราะห์ปัจจัยทางสังคมที่มีผลต่อการบริโภคพืชชาในเขตกรุงเทพมหานคร โดยนางสาวทิพย์สุดา สัตยารักษ์ มีจุดประสงค์เพื่อศึกษาสถานการณ์ธุรกิจร้านอาหารพืชชาในเขตกรุงเทพมหานคร ซึ่งจะเป็นประโยชน์ ต่อธุรกิจร้านอาหารพืชชาในตลาดและผู้ประกอบการรายใหม่ในอนาคต

การสัมภาษณ์ในครั้งนี้จะใช้เวลาประมาณ 30 นาที ข้อมูลบทสนทนาของผู้ตอบสัมภาษณ์จะถูกบันทึกไว้ และเก็บเป็นความลับ โดยจะนำมาใช้เพื่อประโยชน์ในการศึกษาเท่านั้น ผู้วิจัยขอขอบพระคุณสำหรับการให้ข้อมูล ของท่านมา ณ โอกาสนี้

1. อะไรเป็นเหตุผลในการทำธุรกิจหรือทำงานในธุรกิจพืชชา?
2. สถานการณ์ของธุรกิจพืชชาในปัจจุบันเป็นอย่างไรบ้าง?
3. ใครเป็นคู่แข่งทางการตลาดกับธุรกิจของคุณบ้าง?
4. คุณวางตำแหน่งของธุรกิจไว้อย่างไร, ผู้นำ, ผู้ทำชิง, ผู้ตาม หรือ ผู้เจาะตลาดส่วนเล็ก? เพราะเหตุใด?
5. คุณสามารถสร้างความแตกต่างไปจากคู่แข่งขั้นทางธุรกิจ ได้อย่างไร?
6. อะไรเป็นจุดอ่อนทางธุรกิจของคุณ?
7. อะไรคือส่วนประสมทางการตลาดของธุรกิจคุณ
 - สินค้าและบริการของคุณคืออะไร?
 - เหตุผลในการเลือกสถานที่นี้คืออะไร?
 - ระดับราคาของสินค้าเปรียบเทียบกับคู่แข่งเป็นอย่างไร?
 - อะไรคือกลยุทธ์การส่งเสริมการขายของคุณ? เพราะอะไร?
8. ใครเป็นกลุ่มเป้าหมายของคุณ?
9. กลุ่มลูกค้าที่แท้จริงเป็นใคร? ตรงกับกลุ่มเป้าหมายหรือไม่
10. ประเภทของพืชชา, ท้อปปีง, และ ขอบแป็ง แบบใดที่ขายดีที่สุด?
11. ลูกค้าส่วนใหญ่นิยมสั่งเมนูอื่นเพื่อทานคู่กับพืชชาหรือไม่? เมนูใดขายดีที่สุด?
12. แบรินด์อาหารฟาสต์ฟู้ด (ไก่ทอด, แฮมเบอร์เกอร์, พืชชา, โดนัท, และ อื่นๆ) มีอิทธิพลต่อการเลือกทาน พืชชาของคุณหรือไม่ อย่างไร?

13. อะไรสามารถทดแทนการบริโภคพิซซ่าที่ร้านของคุณได้? (ยกตัวอย่าง ร้านอาหารของคุณปิดในวันที่ ลูกค้าวางแผนที่จะทานในวันนั้น)

14. ประเภทของผู้จัดหาวัตถุดิบ (Supplier) ในธุรกิจของคุณ เป็นแบบใดบ้าง?

15. คุณติดต่อกับผู้จัดหาวัตถุดิบ (Supplier) ได้อย่างไร?

16. คุณสามารถต่อรองราคากับผู้จัดหาวัตถุดิบ (Supplier) ได้หรือไม่? อย่างไร? อะไรเป็นมาตรฐานในการ คัดเลือกผู้จัดหาวัตถุดิบของคุณ?

17. ถ้าคุณเป็นผู้ประกอบการรายใหม่ คุณคิดว่าอุปสรรคในการเริ่มทำธุรกิจนี้ประกอบด้วยอะไรบ้าง?

18. สำหรับผู้ประกอบการรายใหม่ คุณคิดว่าเงินลงทุนเริ่มแรกของธุรกิจนี้เป็นเท่าไร?

19. คุณรับมือกับคู่แข่งรายใหม่ที่กำลังเข้าสู่ธุรกิจพิซซ่าอย่างไรบ้าง?

ปัจจัยที่เกี่ยวข้องในการทำธุรกิจ (นโยบายของรัฐบาล, พนักงาน, ผู้ถือหุ้น/หุ้นส่วนทางธุรกิจ, และชุมชน)

20. กฎหมายและนโยบายของรัฐบาลด้านใดบ้าง ที่มีผลกระทบต่อธุรกิจพิซซ่า คุณมีวิธีการจัดการอย่างไร?

- การเพิ่มภาษี VAT
- ค่าแรงขั้นต่ำ
- ความปลอดภัยของอาหาร
- การจัดตั้งธุรกิจ
- การสนับสนุนผู้ประกอบการรายย่อยและรายใหม่
- อื่นๆ

21. คุณมีการบริหารจัดการพนักงานอย่างไร?

22. ปัจจัยเรื่องพนักงานด้านใดบ้าง ที่ส่งผลกระทบต่อการทำธุรกิจของคุณ? คุณมีวิธีการรับมืออย่างไร?

23. ในองค์กรของคุณมีผู้ถือหุ้น หรือหุ้นส่วนทางธุรกิจหรือไม่?

24. โปรดอธิบายหน้าที่และความรับผิดชอบของผู้ถือหุ้น/หุ้นส่วน (ถ้ามี)

25. ชุมชนรอบๆที่ตั้งร้านอาหารของท่านเป็นอย่างไร? มีผลกระทบต่อธุรกิจ ของคุณหรือไม่?

คำถามเพิ่มเติมจากการสำรวจพฤติกรรมการบริโภคพืชฯ

26. แนวโน้มการดูแลสุขภาพของผู้บริโภค มีผลกระทบต่อธุรกิจพืชฯหรือไม่? อย่างไร?
27. คุณเตรียมรับมือกับแนวโน้มที่เปลี่ยนไปของผู้บริโภคอย่างไรบ้าง?
28. จากความคิดเห็นของท่าน อะไรเป็นปัจจัยที่สำคัญที่สุดในการบริโภคพืชฯ? เพราะอะไร?
29. จากความคิดเห็นของท่าน อิทธิพลทางสังคม (ครอบครัวและเพื่อน) มีความสำคัญ และมีผลต่อการ บริโภคพืชฯหรือไม่? อย่างไร?
30. คุณมีกลยุทธ์ในการสนับสนุนอิทธิพลทางสังคม (ครอบครัวและเพื่อน) เหล่านี้หรือไม่? อย่างไร?
31. จากการสำรวจพฤติกรรมผู้บริโภค ลูกค้าส่วนใหญ่ ไม่มีความจงรักภักดีต่อร้านพืชฯ คุณเห็นด้วยหรือไม่? อย่างไร?
32. จากการสำรวจพฤติกรรมผู้บริโภค ลูกค้าส่วนใหญ่มีความถี่ในการรับประทานพืชฯในระดับต่ำ คุณเห็น ด้วยหรือไม่? อย่างไร?
33. จากการสำรวจพฤติกรรมผู้บริโภค ผู้ตอบแบบสอบถามที่อยู่ในเกณฑ์ผู้สูงอายุ บริโภคพืชฯแตกต่างจาก ผู้ตอบแบบสอบถามในช่วงอายุอื่นๆ เช่น ทานพืชฯน้อยกว่ากลุ่มอื่นๆ ทานพืชฯอย่างเดียวนอกกว่า กลุ่มวัยรุ่น เพราะอะไร? คุณเห็นด้วยหรือไม่?

Appendix D: Certificate of Ethical Approval



IPSR-Institutional Review Board (IPSR-IRB)

Established 1985

COA. No. 2015/1-1-146

Certificate of Ethical Approval

Title of Project: *Analysis of Social Factors Influencing Pizza Consumption in Bangkok*

Duration of Project : *3 years 3 months (January 2013 - April 2016)*

Principal Investigator (PI): *Ms. Tipsuda Sattayarak*

PI's Institutional Affiliation: *College of Management, Mahidol University*

Approval includes:

- 1) Submission form*
- 2) Research proposal*
- 3) Questionnaire*
- 4) Interview guideline*
- 5) Participant information sheet*
- 6) Informed and voluntary consent to participate in research*

IPSR-Institutional Review Board (IPSR-IRB) met on 24th December 2015 to review the above project. After reviewing the research proposal and other documents, the IPSR-IRB did not see any issues that may violate research ethics.

Signature

(Professor Pramote Prasartkul)

Chairman, IPSR-IRB

Date: ... December 24, 2015....

IORG Number: IORG0002101; FWA Number: FWA00002882; IRB Number: IRB0001007

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