

**THE PERCEPTION OF THAI CONSUMER TOWARDS
WESTERN FAST FOOD IN BANGKOK, THAILAND**



THITIPORN SUNTHORNCHITCHAROEN

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WESTERN FAST FOOD IN BANGKOK, THAILAND**

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December 13, 2015



.....
Ms. Thitiporn Sunthornchitcharoen
Candidate

.....
Asst. Prof. Nareerat Taechapiroontong,
Ph.D.
Advisor

.....
Asst. Prof. Kannika Leelapanyalert,
Ph.D.
Chairperson

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

.....
Asst. Prof. Parisa Rungruang,
Ph.D.
Committee member

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Thitiporn Sunthornchitcharoen

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THITIPORN SUHNTHORNCHITCHAROEN 5649309

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. NAREERAT TAECHAPIROONTONG, Ph.D., ASST. PROF. KANNIKA LEELAPANYALERT, Ph.D., ASST. PROF. PARISA RUNGRUANG, Ph.D.

ABSTRACT

Nowadays, western fast food has become significant for Thai consumers as their consumption trends have been changed by many factors. For instance, time saving is a significant factor affecting Thai consumers' behaviour as they do not have time to prepare meals or have meals in full-service restaurants. However, it also has a negative impact, such as family time and health.

The purpose of this research is to gain deeper understanding of the factors that could impact on a consumer's perception, behaviours and decision making when purchasing fast food in Bangkok, Thailand. This study also observes and analyses the growth and trends of Thai consumers towards western fast food restaurants. It is important to understand how a changing lifestyle, culture and economic factors could affect the fast food industry in the long term.

In addition, this research will use a quantitative method related to the positivism philosophy and a deductive approach. Furthermore, this research will collect data from 200 questionnaires from a target group aged between 15 and 30 years and living in Bangkok. The data will be analysed using the SPSS program.

To conclude, the results of this research will investigate factors that could be influencing Thai consumers to purchase western fast food products. Moreover, western fast food brands should know whether or not consumer perceptions in terms of health trends towards fast food could be factors.

KEY WORDS: Thai Consumer / Western Fast Food / Consumer B / Consumer Perception / Fast Food BKK

57 pages

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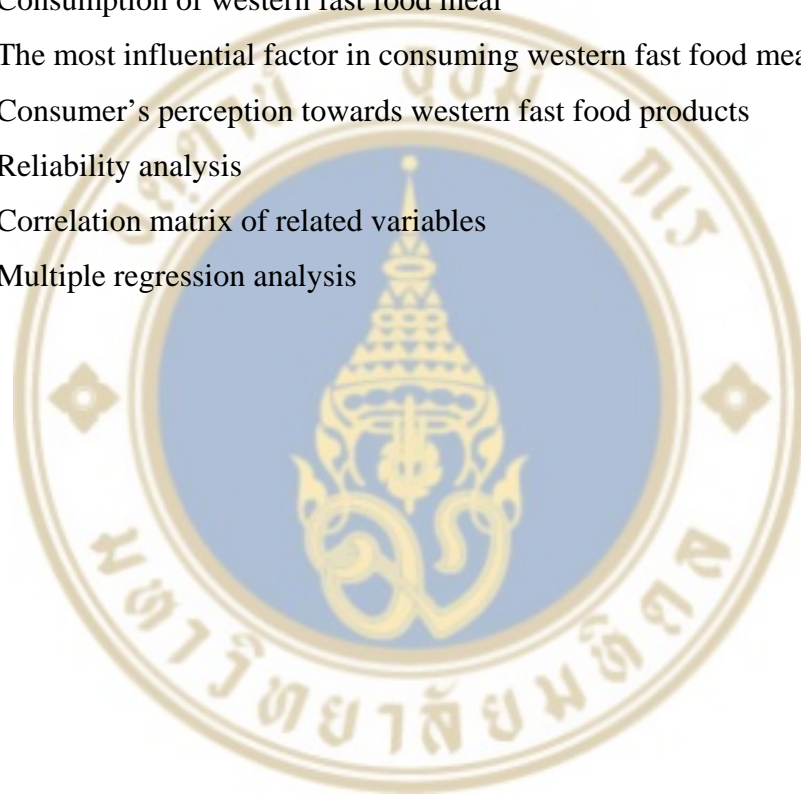
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CHAPTER I

INTRODUCTION

Fast food restaurants feature typical menus and provide no waiting staff because customers typically pay before eating and choose and clear their own tables. Fast food restaurants are also known as quick-serve restaurants or QSRs. The fast food industry has become one of the world's largest businesses with one of the most significant merchandises in global trading. It is now so widely available because western consuming behaviours have spread worldwide (Fast Food Marketing, 2013), including Asia, in which most regions are considered to be healthy due to their traditions or local food. In contrast, consumer behaviour has changed due to the daily routines of new generations which spend their time outside their homes. Moreover, many groups of people are willing to eat fast food because of its cheapness and being less concentrated on nutrition (Maddineni, 2014).

The western-style fast food industry has increased in popularity among Thai consumers, which is evidenced by the vast increase of international stores such as KFC, McDonald's and Pizza Hut, which have spread into every city and even in small counties within Thailand. This is because of the constantly changing lifestyle of consumers' daily meals, economic changes, advanced technology, social development etc. These changes can be seen more obviously in big cities, such as, Bangkok, Phuket and Chiangmai, in which the economic growth rates are continuing to increase. Thai consumer behavior has also changed as time has become more valuable and cooking or eating at home is not a priority, especially among working people (Food Industry Thailand, 2015).

Historically, Thailand's fast food industry began in 1977 when Pizza Hut opened the first American fast food restaurant in Bangkok before being followed by a number of other western fast food restaurants, such as KFC and McDonald's. The popularity of the fast food industry has risen enormously because of the increasing middle-income class and the effect of acculturation of Thai people. In addition, the old

traditions and habits of Thai women have changed due to the limited time available for cooking as new generations reflect women also having to work.

The common characteristic of them is that they buy food away from home, such as takeaways and dining out, which they do five or more times a week (Sangkumchaliang, 2014)

Nevertheless, the development and expansion of big cities affect the habits of people's daily lives as well popularising the fast food industry. At present, every shopping mall or supermarket must have at least one international fast food brand, such as McDonald's, which is acceptable in every class of Thai society (ILO Country Office for Thailand, 2014).

1.1 Statement of Problems

Bangkok is the capital city of Thailand and the business centre of the country. The high rate of competition in working life also affects old cultures, such as family time and family meals, when family members gather for breakfast and dinner together. As previously stated, this is caused by Thai people, especially those in Bangkok and other big cities, having to change their lifestyles to conform to the way of life in the globalization era. It seems that they require meals that provide good taste, take less time to prepare and do not need to be consumed in a restaurant (Schmidt, 2013).

In contrast, obesity has become one of the significant factors of Thai health. According to the Euromonitor (2015) report, this problem derives from the changing lifestyle leading Thai consumers to consume fast food containing increased calorie levels. The percentage of overweight Thai people will rise to 24.2% of the Thai population in 2016, which is an increase from 23.8% in 2013 (Euromonitor 2015).

The negative effect of the problem above also impacts on Thai consumers' perception of the Thai fast food industry, which is demonstrated by the health awareness in Thai people's eating habits that have changed to concentrate on nutrition and food hygiene more than in the past. As stated by W & S Market Research (2015), the percentage of Thais purchasing healthy food frequently is approximately 19.3% purchasing every day and 44% purchasing more than once a week in Thailand.

1.2 Justification

This research intends to help fast food businesses in Bangkok, Thailand have a deep understanding of their target audiences and Thai consumers' perception towards their products. This will allow fast food businesses to understand the influential factors helping to attract consumers into purchasing products and to create marketing strategies to persuade consumers.

1.3 Research Aims

The aim of this study is to examine Thai consumers' attitudes and behaviour towards fast food restaurants and Thai consumption, as well as the fast food industry's most significant marketing factors. This research also explores the most effective influencing factors through consumer demographics, which include age, income, gender and level of education, as well as culture aspects and lifestyle. Furthermore, it will investigate how the marketing mix has affected consumers' decision-making for fast food meals. From this aspect, it could create strategic positioning for the fast food industry.

1.4 Research Objectives

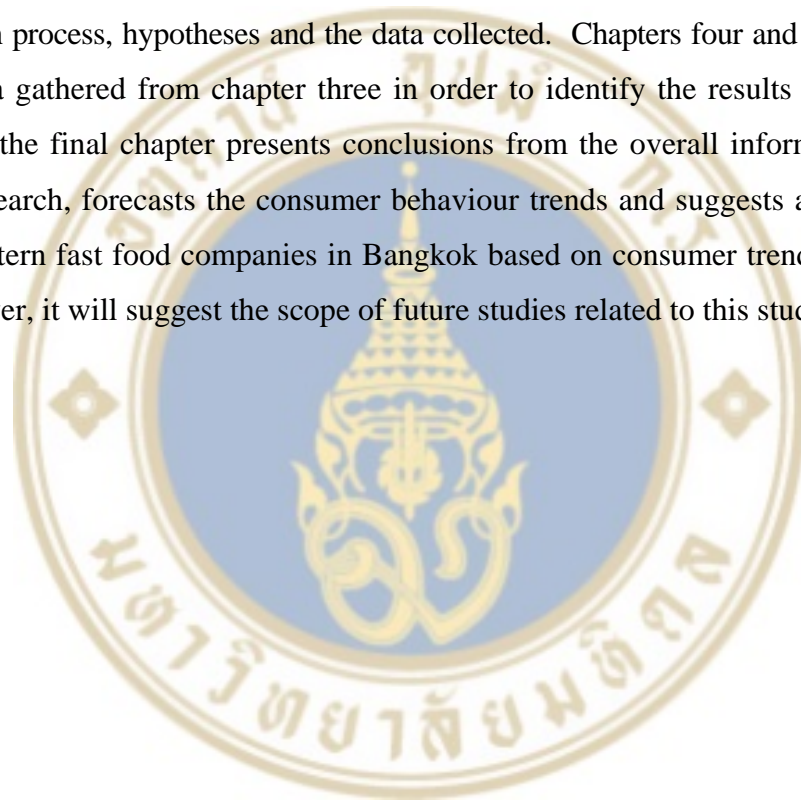
The first objective is to conduct a questionnaire analysis of consumer behaviour and attitudes towards fast food, with emphasis on internal (brand, health impact, social & environment, product, price, place, promotion) and external (location, timing, environment, product, culture, society and economic) factors that could affect the consumption behaviour of consumers.

The second objective is to provide an overview of how consumers' perceptions relate to their buying-decision process towards fast food.

The final objective is to provide an overview of valuable sources that strengthen the value of a marketing strategy for the fast food industry.

1.5 Research Outline

This study comprises five chapters. Firstly, it begins with an introduction that provides an overview of the fast food industry in Thailand and the aim and objectives of this research. Secondly, the literature review chapter discusses theories used for this study, which are based on consumers' behaviour, perceptions and decision-making process in order to understand the factors influencing consumers' attitudes towards western fast food. Moreover, marketing mix will be used to analyse and evaluate the opportunity to create a marketing plan. Thirdly, the methodology chapter presents the research process, hypotheses and the data collected. Chapters four and five will analyse the data gathered from chapter three in order to identify the results of this research. Lastly, the final chapter presents conclusions from the overall information gained in this research, forecasts the consumer behaviour trends and suggests a marketing plan for western fast food companies in Bangkok based on consumer trends and lifestyles. Moreover, it will suggest the scope of future studies related to this study.



CHAPTER II

LITERATURE REVIEW

This chapter will show the perception of Consumer Behaviour towards Fast Food and Attitudes towards Eating Fast Food and Western Food. Based on important key that influences the way the consumption of fast food products turn fast food into a trend product. Accordingly, the conceptual framework offers an explanation of the research results.

2.1 Importance of Understanding Perception of Consumer Behaviour

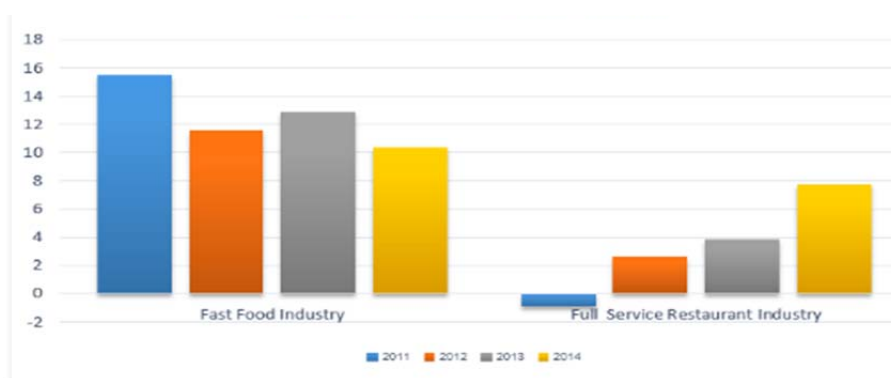
In all areas of business, the customer is the most powerful primary factor for companies. The study of Blackwell et al. (2001) gave the definition of consumers as the people who buy the service or products. Their behaviour towards buying the products are based on numerous factors, such as, environment, their needs, income, lifestyle and other factors which impact to their needs. Therefore, understanding consumer behaviour is one of the important factors for marketing strategies (Pokalsky 2014). According to Blackwell et al. (2001), the definition of consumer behaviour is the activities customers undertake when consuming, obtaining and disposing of products and services. Understanding consumer behaviour is as important as knowing consumers' perceptions when identifying target consumers.

In conclusion, the study of consumer behaviour is necessary to discover the most significant elements affecting consumers' buying decisions and to examine the processes influencing and encouraging decisions, especially any particular triggers that force consumers to buy a certain product. Therefore, this study is invaluable to organizations in order to create effective marketing strategies.

2.1.1 Consumer Behaviour towards Fast Food

As stated by the research of Ritzer (2001), consumers' affordability for high-end restaurants is limited. They prefer to eat at fast food restaurants because of economic, changing habits and time factors, all of which affect the consumers' consumption. The consumer's choice is based on many factors, such as lifestyle, relation, economic, etc.

Market Growth of Thailand's Fast Food and Full service restaurant industry



Source: adapted from data by Euromonitor (2015) (<https://www.portal.euromonitor.com/portal/statistics/tab>)

Figure 2.1 Market Growth of Thailand's Fast Food and Full service restaurant industry

Euromonitor's (2015) data shows the growth of the fast food industry in Thailand during the period between 2010 and 2014. Although the fast food industry showed continuous growth there was a slight fluctuation as it was affected by the world and the country's economic situation. However, it was not greatly affected due to the changing consumer behaviour on this market. Nevertheless, Thailand is one of the countries that have experienced a high growth rate in the fast food industry every year in the period 2010-2014. Thailand has experienced an average growth rate of 12.6 % in the last four years (Euromonitor, 2015). Therefore, these results could be evidence to support the study of Ritzer (2001) who claimed that the economy and time are the significant factors that influence consumer behaviour and encourage the growth of the fast food industry in a positive way.

In contrast, full service restaurants in Thailand experienced the impact from Thailand's economic situation in 2011. Accordingly, data in the bar chart above shows that in 2011 the growth rate was affected by Thailand's economic crisis and it decreased to -1.1 % (Euromonitor, 2015). It was decreased by time, lifestyle and economic factors, which all impact on Thai consumer behaviour. People need to change their behaviour to save time, money and lifestyle because of economic effect.

2.2 Attitudes towards Eating Fast Food and Western Food

Fast food restaurants are now a famous and widely acceptable choice of eating place. Studying and understanding perceptions towards eating out and fast food consumption will enable marketers to understand and, therefore, have wider views in the research field.

The study of Park (2004) investigated the value of eating out and fast food consumption in Korea and his research shows the two scales of value from eating out, which are hedonic and utilitarian values. The hedonic value is quite emotional and is based on feelings. In contrast, the utilitarian value is more related to reasonable value and concentrates on functional value. In addition, he tries to discover the perception of hedonic and utilitarian people towards fast food. He questioned those groups of people to find out how much they valued restaurant attributes, such as location, food taste, price, cleanliness, service, image and facilities. Moreover, he also questioned whether fast food, as a trend product, should have outside factors impacted on this area, such as, Nutrition and Food Hygiene, Branding and Consumers' environment.

2.2.1 Health impact

Accordingly, Schlosser (2002) points out that people should be aware of the impact of fast food. Most fast food restaurants or brands offer low quality food and consumers should compare the nutrients and preparation or cooking process factors of meals. These include low nutrition, high calories, low monetary and large portions; in addition, the time costs of preparation is one of the significant factors that decrease the quality of products.

However, many brands of fast foods have continued to maintain healthy growth awareness in Thailand. They continued with renovation plans to attract the new generation of clients and also created strong communication links to keep their relationship with their customers. They also recognised the increasing healthy trends in Thailand and they are continuing to increase the number of healthy menus to respond to this impact (Sangkumchaliang, 2014).

2.2.2 Brand

According to the study of Hornmark (2006) consumer's view brand as an significant part of the product or service. They might select or purchase because of the image of the brand. Brand is an invaluable to both the company and consumer. It is the symbol that connects consumers and products. Furthermore, it is an important key which impacts to the consumer perception on consumer buying behaviour. Moreover, Schmitt (1999) claims that brand is a key which reminds the consumer to memorise the products. Therefore, the company should deliver the experience, image and memorable product into the brand.

2.2.3 Consumer's environment

Prabhavathi et al. (2014) report that the consumer's lifestyle is an important key that influences the way the consumption of fast food products turn fast food into a trend product. They point out that factors which become significant factors and influence the consumer to consume fast food products might be timing, economic, surrounding relationships and environment. These could all be the factors that impacted the behaviour of consumers to consume and purchase fast food products.

2.3 Marketing Mix in the Fast Food Restaurant Industry

Most fast food restaurant businesses are widely represented in the business world; therefore, literature about the fast food business marketing mix will help to understand the overall marketing mix characteristics for the fast food industry in many countries. Results from many researches will be used in this study.

The research by Vignali (2001) studied McDonald's marketing mix and showed that McDonald's developed the idea of a "think global, act local" marketing strategy. This strategy is used to ensure their products across the world achieve the same standard quality; therefore, they inspect and concentrate on all aspects of the production and supply process. Nevertheless, McDonald's have some special products that are adapted to suit local cultures, such as the sticky rice burger in Thailand. Moreover, they conduct different pricing strategies to suit different positioning in different countries in order to maximize their market share.

2.4 Conceptual Framework (Theoretical Framework)

2.4.1 Consumer Behaviour Model

In order to study the influencing factors for purchasing decisions towards fast food restaurants in Bangkok, Thailand, a cause and effect framework of purchasing decision-making behaviour is utilised, which applies theoretical attitudes and marketing mix in the analysis for this research.

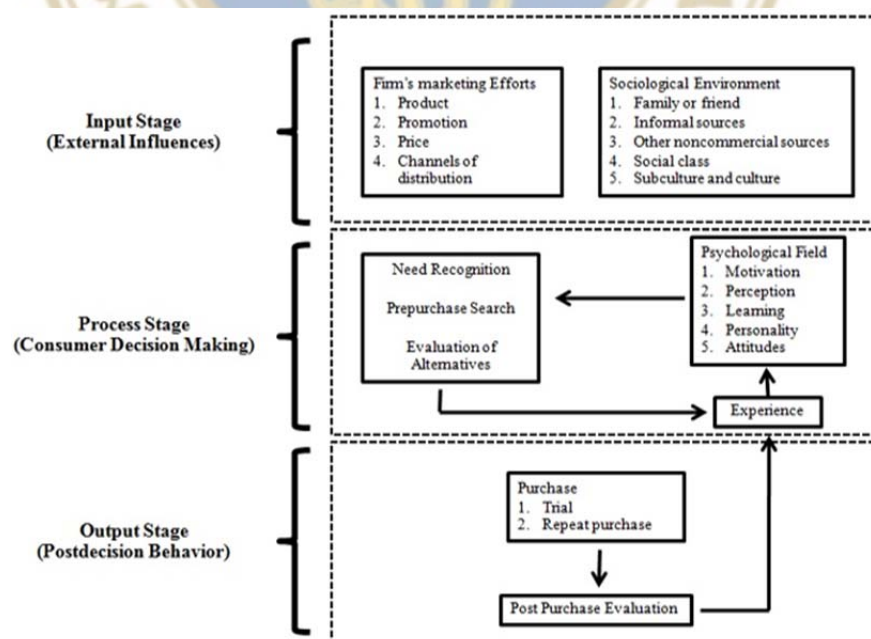


Figure 2.2 General model of consumer behavior

Source: Adapted from Schiffman and Kanuk 2000

The understanding of the consumer behaviour process is one of the important things for marketers. Accordingly, the study of Schiffman and Kanuk (2000) stated this theory could support the marketing strategy to improve their product to meeting and providing the consumer's needs in the market.

As shown in Figure 2.1, the general model of consumer decision making process could be classified into three stages, with each stage also linked together. The first stage of this model points to the input stage or external influence; in addition, the term external can also be classified into two primary factors, which are the sociological environment and the firm's marketing efforts. The sociological environment could be identified as the near environment factor that could encourage consumer recognition; for instance, friends and family. Next, the firm's marketing efforts might be connected to how the organization creates a product that could satisfy a particular of group of people and is based on how an organization provides their product in the right place and its pricing might be set by matching the value of the products (Schiffman and Kanuk, 2000).

Secondly, the process, or consumer decision-making stage, is focused on the process of consumers making purchase decisions. This stage points out the psychological factors, which have five subsidiary factors; these are: motivation, perception, attitudes, personality and learning. These subsidiary factors might affect the external inputs from the first step of the influence of need recognition, searching information before the step of making a decision and evaluation of alternatives.

Lastly, the output level is composed of two primary activities, which are purchase behaviour and post purchase behaviour. The consumer's purchase behaviour could include a trial or repeat purchase. If the consumer buys the product to evaluate, it will for direct use. Moreover, if they are satisfied with the product, they might repeat to purchase it. Furthermore, the stage of post purchase evaluation is the activity which is based on the consumer's perception about the product that they purchased by their expectation. The result of this activity could be both satisfaction and dissatisfaction.

It focuses on factors, which could be combined or solitary, that persuade the consumer's decision making process. This theory provides the assumption that the consumer should rational since they have the perfect information and understanding of the market. Furthermore, it could also be the theory that points out that consumers are fully aware of their needs and the best possible ways that could make them satisfied.

This theory states that, while consumers are presented with their conditions, the consumers tend to follow similar trends or fashions. Therefore, their buying decision might follow a logical process, which has the ultimate objective of obtaining optimum value based on their budget. This theory will be used to focus on the effect of pricing, income and lifestyles on consumers (Kotler et al., 2005).

2.4.2 Consumer Decision-Making Process



Figure 2.3 Consumer Decision-Making Process

The consumer decision-making process directly points out the first step of the decision and the final consumer purchase decision-making process. It is composed of five levels that form the process for purchasing products and services, which highlight there are problems with information search, recognition, alternative evaluation, purchase decision and post purchase evaluation. It is the general model of the decision making process and it also emphasizes which process takes place prior to the actual purchase and continues until after the purchase. This model encourages the marketers to concentrate on the complete purchasing process and not only on the purchase decision (Kotler et al., 2005).

In conclusion, it is one of the important things for the marketer to understand. However, if the consumer is dissatisfied with the products or services, they could give feedback by word-of-mouth and also use social media networks to widely reveal their negative experience; this will be a negative affect for the brand or company. Conversely, if the consumer is satisfied with the product or service, it is a good opportunity for the brand or company as the consumer will do the marketing for them without extra investment

costs because the consumer will share their positive experiences. In this study the researcher will use the findings results from the Consumer Behaviour and Consumer Decision-Making Process to collect data in order to achieve a deeper understanding of consumers who consume western international fast food in Bangkok and to create new marketing strategies, predict the trend in next five years, develop marketing strategies to create the value of brands and products to achieve competitive advantage.

2.4.3 Marketing Mix

Furthermore, this study will use the marketing mix to point out how consumers react to these factors. According to Kotler and Armstrong (2010), the marketing mix contains everything the firm needs to attract demand for products. Moreover, Chan (1999) claims that fast food's consumer behaviour is also based on the marketing mix and includes food types, locations, advertisement and quality in terms of cleanliness and hygiene.

The purpose of marketing mix 4Ps is to achieve an in-depth understand of the products factors to create an effective marketing strategy based on the satisfaction of both the consumer and seller. The marketing mix is used as the tool for understanding the product or service and creates effective opportunities for marketing and producing a successful product or service. Accordingly, Philip Kotler (2010) reports that it controls the variables factor to encourage the buyer's response. It is comprised of four primary factors and well-known as the 4P's of marketing; the factors consist of Price, Place, Product and Promotion.

2.5 Summary the literature review

In conclusion, the theories presented above will show the results of a representative populations' response to the western fast food industry. The consumer behaviour and consumer decision-making process might help to understand in depth Thai consumers' perception and attitude who consume western fast food in junk food restaurants in Bangkok Thailand. The theory of subsequent models is presented in order to analyse how consumers respond to marketing activities based on the western fast food industry. It might help to create effective marketing strategies which mainly

realise consumer needs and behaviour. All the theories mentioned above can help to support the quantitative method used to find results and can also be used to create the marketing strategies in this study.



CHAPTER III

METHODOLOGY

To perform and complete a research project, there are general processes that researchers must realize and adapt for use on their projects in order to direct and focus on the project's aim and objectives.

As stated previously, chapter shows the research project process which has multi stages where each level is linked; the researchers should be aware of the need to complete it. Furthermore, this chapter will show the process of collecting data and evaluating the questions' answers. Accordingly, the figure above offers a step-by-step explanation of the research process on which the researcher must focus. It is classified into three layers, starting from the outside into the inside layers and includes research strategies, research choices and time horizons. The starting point is Research Design and tools. Next come Research Approaches, Research Choice Research strategy and. The final layer includes Research Technique and Analysis Procedure. These three layers could be considered to be the design of the research process which turns the research question into research data and a project (Saunders, et al., 2009).

3.1 Research Design and Tools

The information consists of two sections, which could be classified into two topics: *Independent Variables*. The first section asks demographic questions and data for fast food variables, such as gender, age, status and education. The section is *Dependent Variables* relating to Thai customers' attitudes and opinions about perceptions of consumer behaviour towards western fast food in Bangkok and factors, such as lifestyle, timing, location, pricing, convenience, quality (nutrition, hygiene) and so on. Data will be analysed using the t-test to identify consumers' perceptions and behaviour towards fast food. Furthermore, it will present information relating to marketing mix and target marketing for sites. This research will focus on perceptions

of the definition of western fast food and will include a list of famous international western fast food brands in Thailand.

3.2 Research Approach

Accordingly, Daniel's (2007) research addressed the fact that the general research approach is classified as two types, the inductive approach and the deductive approach. However, this research will use the deductive approach as the deductive process is worked from the more general into the more specific. It could be described in a general way as a top-to-down process as it follows three steps. Devising a theory, Forming hypotheses and Collecting observations which state the respective hypotheses

Furthermore, the last step of the research approach is the confirmation step which relates to the examination of these hypotheses. Conversely, the inductive approach process is opposite to the deductive approach and could be called a bottom-up method (Saunders, et al., 2009).

3.3 Method Choice

This research will use the quantitative approach in order to discover the attitudes and perspectives of Thai consumers towards western fast food in Bangkok, Thailand. Technically, this method can be identified as a research method where data is collected in numeric form and analyzed by using the information from a range of statistical techniques. It also links the large scale and representative sets of data. Furthermore, to use and apply this method, this study must ensure that the respondents can understand the research question in the same way. As stated by these methods, the researcher must be independent from the respondents (Saunders, et al., 2009).

As previously indicated in the explanation of this research process, the quantitative approach is the method selected as suitable for collecting and analysing the data, as well as evaluating the hypotheses and theory to answer the research questions. In addition, this approach also seems more suitable than the qualitative approach for this research, which concerns determining factors that might influence the consumer buying process.

3.4 Research strategy

In general, the research purpose could be classified into 3 primary types, which are descriptive, exploratory and explanatory studies. This research used descriptive study since it seemed suitable for investigating and pointing out the relationships between dependent variables and the purchasing intentions of Thai consumers towards western fast food.

According to the guidebook of Kumar (2005), which described the research strategy, it shows the steps for researchers collecting results to answer questions related to their research and to reach the research objectives. There are many choices for research strategy, such as archival research, survey, experiment, narrative inquiry, grounded theory, action research, case study and ethnography. It is necessary to choose a research strategy that links to the research philosophy methodological choice and the research approach (Daniel 2007). Nonetheless, there are various determinants a researcher must consider before selecting the research strategy because it should be based on the objectives, questions, and philosophy and research approach. In addition, they have to concern the resources, availability of possible participants and the amount of time. These factors are important considerations for the researcher before selecting the research strategy (Saunders et al., 2009).

3.5 Development of Hypotheses

To determine the most important factors that influence consumer purchase decisions towards western fast food products based on a consumer's perception, these hypotheses are generated in connection with the questions for this research.

Hypothesis 1: Brand has an impact on Thai consumers' purchase intention towards western fast food products.

Hypothesis 2: Negative health effect has an impact on Thai consumers' purchase intention towards western fast food products.

Hypothesis 3: Lifestyle and economic environment have an impact on Thai consumers' purchase intention towards western fast food products.

Hypothesis 4: Product has an impact on Thai consumers' purchase intention towards western fast food products.

Hypothesis 5: Price has an impact on Thai consumers' purchase intention towards western fast food products.

Hypothesis 6: Location has an impact on Thai consumers' purchased intention towards western fast food products.

Hypothesis 7: Promotion has an impact on Thai consumers' purchased intention towards western fast food products.

These hypotheses are created to reflect the assumptions related to questions one to four respectively in order to explore the factors that might influence consumers to purchase western fast food products and to achieve the research's aim and objectives. The factors are the brand of the product, negative health effect of the products, lifestyle and economic environment and price and promotion among consumers' purchase purposes.

3.6 Method and Data Collection

In general, data collection could be classified into two types, which are primary and secondary data, to answer the research question and achieve reliable results, both of which are crucial to this study. As stated in this research, the secondary data have been collected from various sources, such as textbooks, data from the internet, and academic journals and articles, all of which provided reliable and effective information. In terms of secondary data that have been analysed, they are found in Chapter 2: Literature review. On the other hand, the primary data was collected using questionnaires and provided reliable data to indicate the results for this research Daniel (2007).

3.7 Questionnaire survey

As previously stated, the study of Driscoll (2011) addressed that the questionnaire is one of the famous tools for collecting data in a quantitative way that presents a set of questions to respondents. It can be provide data to researchers in an inexpensive way and take less time than other tools; however, the set of questions must be clear to understand because, if responders do not understand, the results will lead to errors in the research. In addition to the high quality design of research questionnaires,

there are six techniques on which the researcher might concentrate. Firstly, it should be short and concise. Secondly, the structure of the questions should be logical. Thirdly, it should be attractive to the responders. Fourthly, the structure of the questionnaire should start with easy questions before it progresses to difficult questions. Fifthly, personal questions should be included if the research aim and objectives require them. Lastly, it should be classified into parts that correspond to the various issues to concern (HOE, 2006).

3.8 Sampling Strategy

The sampling strategy is one of the very important factors as it is impossible to collect data from the vast majority or whole population; therefore, respondents must be chosen to represent the entire population. To save time and cost in collection, Saunders et al., (2009) point out that the sampling technique is used to help researchers to reduce the majority of potential data by considering only data from subgroups rather than all data.

The target responders related to the objectives of this study are in the age range between 15 and 30 years and living in Bangkok, Thailand. In fact, the research of Schmidt (2013) addressed that most people in this age group do not have time to spend in full-service restaurants or to prepare meals because of changing lifestyles, economic factors and having less time. In addition, western fast food might be a suitable product to respond to their demands. Moreover, this group has been classified as Generation Y, for which the internet has highly affected their lives or technological savvy. They are always responding and participating on internet channels (Velayutham, 2012); therefore, it is easier to communicate and send the questionnaire to them via e-mail and social networks than with other groups. To sum up, most people in this target group also have their own experiences with western fast food products; thus, they have been chosen as respondents for this study.

3.9 Data Analysis

In this stage, the analysed and coded primary data collected from questionnaires used the means of the SPSS program, which summarized all of the answers from questionnaires. Furthermore, the SPSS program used linear regression for analysis and to test the degree of relative between the variables in the stages from research hypothesis. Lastly, the theatricals from text books, journals and articles were used to interpret the data, which made the results of this study more logical and reliable.

3.10 Conclusion of Methodology

The data collection approach was quantitative research, which is positivism based on statistical data, to find facts and conclusions by using numerical data as evidence. These are used to confirm the validity of findings and conclusions from the tools utilised to achieve the objectives of collecting data; for instance, observations, interviews, tests and questionnaires. The questionnaire was created and formed using the English language and applied to Thai consumers using simple random sampling in shopping malls, parks and office buildings.

This research uses a methodology for collecting data from consumers using a questionnaire completed by Thai consumers, who consume fast food when visiting western fast food outlets in Bangkok city, the capital of Thailand. The total sample included in this research is 200 consumers, which can be classified as 100 males and 100 females aged between 15 and 30 years. This study conducted a number of surveys in order to collect information on the behaviour of respondents; the questionnaire included age, income and gender questions for achieving focus on consumer behaviour. To make it simple in each category, identified specific intervals in a group were used in this research. For example, the age group is considered one of the important factors as the consumption behaviour in fast food restaurant of the sample can be varied because different ages. Secondly, lifestyle data and psychological refers to personality and behaviour data that can influence individual behaviour. From this aspect, it can analyse the Thai lifestyle in eating habits towards western fast food.

CHAPTER IV

ANALYSIS AND FINDING

After designed the overall process of research, the next step is conducting survey, collecting data, and interpretation of the results. This chapter focuses on representing the findings and statistical analysis. In order to gather primary data from purposed sample size, the researcher launched questionnaires through online survey service called “SurveyMonkey”. After distribution, given a number of 242 questionnaires collected in the first place, 42 questionnaires were repelled from the analysis due to insufficient responses. Then, statistical functions were applied for summarising obtained data from all parts of questionnaire. Next, the Cronbach alpha test applied for confirming reliability of questionnaire. Lastly, the multiple linear regression analysis applied for testing assumption of hypotheses.

4.1 Descriptive analysis

First, descriptive statistics accommodated with summarising 200 respondents’ characteristics and reviewing the opinion levels given by them.

4.1.1 Demographic characteristics

The explanations of demographics are reported in the table 4.1 – 4.2. According to all respondents, female are mostly participated in the study (64.5%). With regards to age groups, the majority of respondents are being 20 – 25 (46.5%) and 25 – 30 years (40%). Furthermore, the majority of participants were found to have the highest education level with Bachelor’s Degree (51.5 %).

Table 4.1 Summary of gender, age, and education background

		Frequency	Percent
Gender	Male	71	35.5
	Female	129	64.5
Age	Under 20	27	13.5
	20-25	93	46.5
	25-30	80	40.0
Education background	High-school	26	13.0
	Diploma	6	3.0
	Bachelor Degree	103	51.5
	Master Degree	65	32.5

Table 4.2 Summary of socio-demographic variables

		Frequency	Percent
Income	5,000-10,000 Baht	24	12.0
	10,001-20,000 Baht	49	24.5
	20,001-30,000 Baht	55	27.5
	More than 30,000 Baht	72	36.0
Occupation	Students	70	35.0
	Employee	95	47.5
	Business owner	23	11.5
	Self-employed	10	5.0
	Housewife or househusband	2	1.0
Marital status	Single	163	81.5
	Married with no children	5	2.5
	Married with children	32	16.0
Member in a Household	One people	13	6.5
	Two people	21	10.5
	Three-four people	102	51.0
	More than four people	64	32.0

The most common individual income was 20,001-30,000 Baht (27.5%), followed by and 10,001-20,000 Baht per month. The major representatives are either employee or students with 47.5% and 35%, respectively. Most of them are single. They regularly have three to four members in the household. As results, these samples can

be characterised as female young-adult, high-education level, but have moderate-low income. They commonly live with their parents as nuclear family and being single.

4.1.2 Consumer behaviour

According to table 4.3, there were 143 respondents who prefer western fast food meal, which indicates the appropriate number of fast food consumer in this research. Furthermore, the result also shows 20% of respondents consume western fast food meal almost every day, followed by 21% and 19% of 2 – 4 times and once a week, respectively. Only 19% eaten it once a month. It can be seen from the figure 4.1 – 4.2 that participants in this study mostly preferred fried chicken counted for half of respondents, while pizza and hamburger share the similarity of percentage distribution. When segmented by brand, KFC is being most favored, followed by McDonalds (32.5%) and Pizza Hut (13.5%). Most of them consumed it in lunch time, accounted for 62%. 45% of them consumed it from restaurant, while 33% and 22% being preferred delivery and taken away, respectively. This finding shows the similar in characteristic of Thai new generation in term of changing their habits in consumptions (Sangkumchaliang, 2014). They prefer to dine out rather than cook by themselves, especially for most of participants in this study are employee and student.

Table 4.3 Consumption of western fast food meal

		Frequency	Percent
Prefer western fast food meal	Yes	143	71.5
	No	57	28.5
Frequency of consume western fast food meal	Almost everyday	40	20.0
	2 - 4 times a week	42	21.0
	Once a week	38	19.0
	Once a month	80	40.0
Meal time being the most preferred	Breakfast	5	2.5
	Lunch	124	62.0
	Dinner	71	35.5
Way to order	Eat-in	90	45.0
	Take-away	44	22.0
	Eating at home (Call-Delivery)	66	33.0

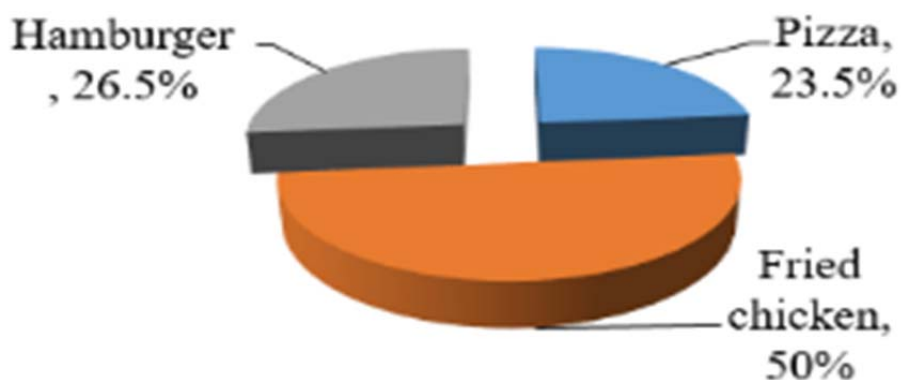


Figure 4.1 Type of western fast food meal being the most preferred

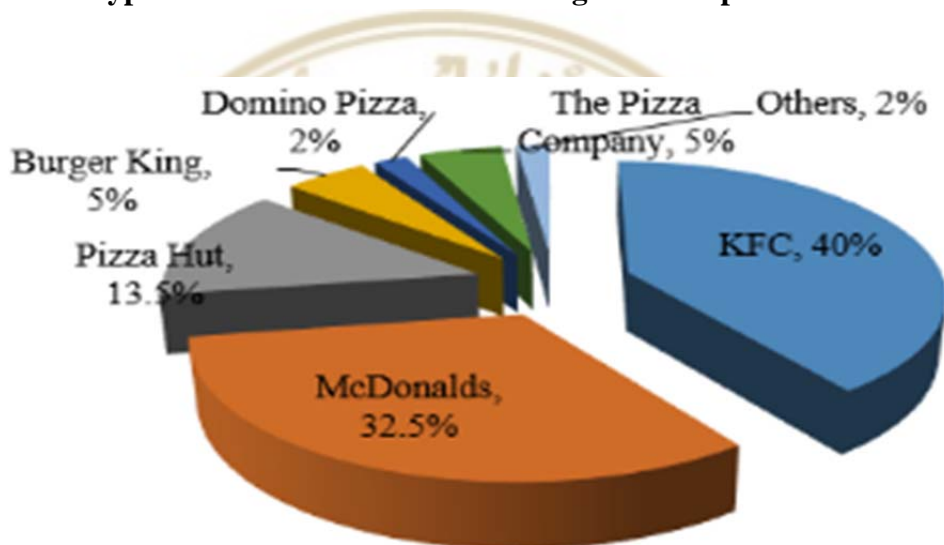


Figure 4.2 Brand of western fast food meal being the most preferred

According to the table 4.4, it obviously explained majority of respondents were motivated by friends in term of consuming western fast food meal (45%), followed by advertising and family. Either product or promotion factors are superior concerned by 43.5% and 30.5% of participants, respectively. When compare between traditional and online advertising channel, TV is the most effective advertising that attracting their attention and informing them about the brand information of fast food (43.5%) but 24.5% and 15.5% of respondents were affected from source of online.

Table 4.4 The most influential factor in consuming western fast food meal

		Frequency	Percent
The most influential references group	Family	42	21.0
	Friends	90	45.0
	Advertising	59	29.5
	Others	9	4.5
The most influential marketing factors	Product	87	43.5
	Price	19	9.5
	Location	33	16.5
	Promotion	61	30.5
The most effective advertising channel	TV	87	43.5
	Magazine	3	1.5
	Newspaper	3	1.5
	Brochure	19	9.5
	Bill-board	7	3.5
	Social media	49	24.5
	Internet advertising	31	15.5
	E-mail	1	.5

According to the table 4.5, the result shows the overall mean score of respondent's perception toward important factor that influence consumer purchase intention toward western fast food products. The standard deviation ranged between 0.64 and 0.83 shows relatively low level of variance in respondent's opinion towards influencing factors. From the mean value, the mean score of health effect is the highest rank, which reflected most of respondents aware the negative effect of fast food consumption as they perceived it contains fat or preservative, and the cooking process will be affected to their health. But they still prefer to consume western fast food products. The key behind the consumption seemed to be the brand, location, product, and promotion factors. From this result, it is appropriate for applying the test of relationship between factors and purchase intention of western fast food product in the further section of the research.

Table 4.5 Consumer's perception towards western fast food products

	Mean	S.D.
Brand	3.67	.64
Negative health effect	3.80	.83
Lifestyle and economic environment	3.49	.64
Product	3.48	.68
Price	3.31	.71
Location	3.81	.75
Promotion	3.66	.81
Purchase intention	3.60	.69

4.2 Reliability Analysis

Besides the comparison analysis tool with the previous literature, applying statistical treatment for testing quality of questionnaire also recommended. To confirm the reliability of analysis tool and avoid the error, the Cronbach's alpha results were carried out for exploring the internal consistency and accuracy of each variable. Cronbach's alpha test is the statistical method that commonly used for examine the reliability of measurement such Likert-scale. To guarantee questionnaire as reliable, the rule of thumb for alpha value suggested for more than 0.70 for accepting the consistency of questions (George and Mallery, 2003). The results of table 4.6 shows all of alpha scores are above 0.70 ($\alpha > 0.70$). Therefore, all of variables from Likert-type questions are reliable and accepted for using in the multiple regression analysis.

Table 4.6 Reliability analysis

	Cronbach's Alpha	N of Items
Brand	0.84	8
Negative health effect	0.90	6
Social and environment	0.70	5
Product	0.74	5
Price	0.81	5
Place	0.81	5
Promotion	0.89	7
Purchase intention	0.71	5

4.3 Hypotheses Testing

To accomplish the research objectives, the primary data collected from 200 participants who consumed fast food products will be used for the analysis. The representation of analysis in this section contains the test of Pearson correlation coefficient and multiple linear regression. There are eight variables in this study, including seven independent variables (brand, negative health effect, social and environment, product, price, place, promotion) and one dependent variable is Thai consumer's purchase intention toward western fast food products. The acceptance of hypothesis is referring to significant level of 0.05 or 95%.

The researcher applied Pearson product moment correlation coefficient to test the relationship between two variables. This test helps to understand the direction and potency of relationship. The value that represents the characteristic of relationship called coefficient (r). It can be positive or negative, weak or strong relationship. The outcome will be showed in format of correlation matrix (table 4.7). It shows six of seven independent variables have significant positive relationships with purchase intention toward western fast food products ($p < 0.01$). It found negative health effect has no correlate to dependent variable. Furthermore, the relationship between brand and purchase intention has the highest correlation among the others ($r = 0.686$), followed by promotion, product, social and environment, place, and price, respectively.

Table 4.7 Correlation matrix of related variables

	1	2	3	4	5	6	7	8
1. Brand	1							
2. Negative health effect	.100	1						
3. Social and environment	.619**	.083	1					
4. Product	.647**	-.036	.643**	1				
5. Price	.523**	-.096	.557**	.708**	1			
6. Place	.671**	.240**	.591**	.535**	.464**	1		
7. Promotion	.619**	.177*	.614**	.487**	.388**	.684**	1	
8. Purchase intention	.686**	.075	.655**	.662**	.572**	.635**	.681**	1

*p<0.05 **p<0.01

To measure the most important factors that influence consumer purchase intention toward western fast food products based on seven related variables, test of multiple regression is appropriate for extracting key finding from many variable which is the best predictor to motivate consumer purchase intention of respondents.

By analysing the multiple regression, it can be seen that the buying intention of Thai consumer's purchased intention toward western fast food products can be forecasted by seven predictors factors with 64.3% (Adjusted $R^2 = 0.643$). The significant F-statistics specifies that independent variables are highly essential for impacting intention of Thai consumers ($F = 52.184$, $p < 0.01$).

It can be concluded from the correlation section that partial independent variables impacted Thai consumer's purchase intention toward western fast food products, including promotion, brand, and product ($p < 0.01$). This means those variables significantly impacted on purchase intention of Thai consumers at 95% acceptance of significant level. Nevertheless, negative health effect, social and environment, price, and place have no impact on buying intention ($p > 0.05$). From this finding, the researcher can designed the regression equation as followed:

$$\text{Buying intention} = 0.143 + 0.207 (\text{brand}) + 0.195 (\text{product}) + (0.256) \text{promotion}$$

Table 4.8 Multiple regression analysis

	Model summary		ANOVA		Correlation		
	R	Adjusted R Square	F	Sig.	Beta	t	p
(Constant)	.810	.643	52.184	.000	.143	.629	.530
Brand					.207	2.861	.005
Negative health effect					-.006	-.153	.879
Social and environment					.131	1.867	.063
Product					.195	2.728	.007
Price					.114	1.887	.061
Place					.070	1.124	.262
Promotion					.256	4.719	.000

According to the table 4.8, the results were derived for solving hypotheses as followed:

Hypothesis 1: Brand has an impact on Thai consumer's purchased intention toward western fast food products

The result found brand is the second highest positive impacted on buying intention among other constructs ($\beta = 0.207$, $p < 0.01$). Hypothesis 1 was supported.

Hypothesis 2: Negative health effect has an impact on Thai consumer's purchase intention toward western fast food products.

However, the result found negative health effect has no impact on Thai consumer's purchase intention toward western fast food products ($\beta = -0.006$, $p > 0.05$). Hypothesis 2 was rejected.

Hypothesis 3: Life style and economic environment have an impact on Thai consumer's purchase intention toward western fast food products.

Furthermore, hypothesis 3 was rejected due to the lifestyle and economic environment has no impact on Thai consumer's purchase intention toward western fast food products ($\beta = 0.131$, $p > 0.05$).

Hypothesis 4: Product has an impact on Thai consumer's purchase intention toward western fast food products.

As the third highest impacted on purchase intention towards toward western fast food products, the hypothesis 4 was supported with this result. Product factors has positive impacted on Thai consumer's purchase intention ($\beta = 0.195$, $p < 0.01$).

Hypothesis 5: Price has an impact on Thai consumer's purchase intention toward western fast food products.

Additionally, hypothesis 5 was rejected due to the price factors has no impact on Thai consumer's purchase intention toward western fast food products ($\beta = 0.114$, $p > 0.05$).

Hypothesis 6: Location has an impact on Thai consumer's purchased intention toward western fast food products.

As seen in the table 4.8, the significant level shows location has no impact on Thai consumer's purchase intention toward western fast food products ($\beta = 0.070$, $p > 0.05$). Hypothesis 6 was rejected.

Hypothesis 7: Promotion has an impact on Thai consumer's purchased intention toward western fast food products.

Promotion was found to be the most influential factors on increasing purchase intention towards toward western fast food products. The hypothesis 7 was supported with this result ($\beta = 0.256$, $p < 0.01$).

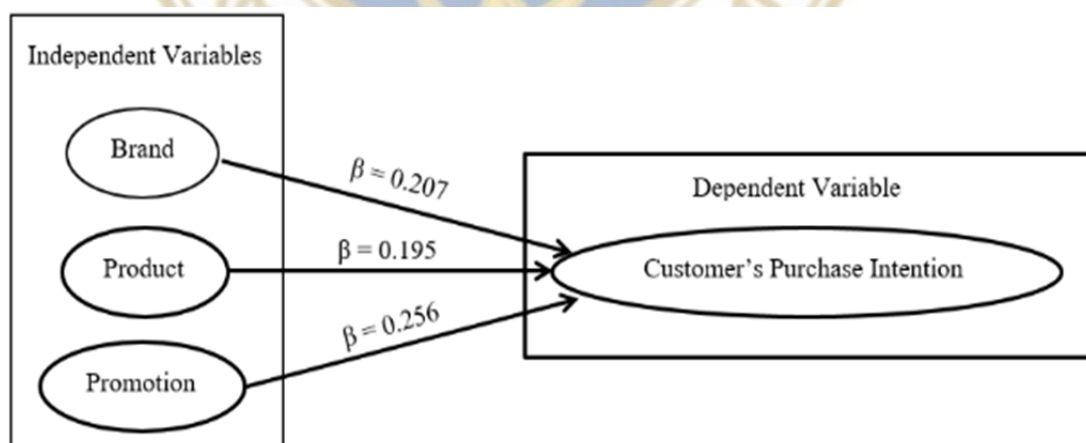


Figure 4.3 Summary of relations between independent variables and dependent variable

CHAPTER V

CONCLUSION

5.1 Conclusion

According to the findings of this research, in order to achieve a successful fast food business in Thailand, there are several factors that fast food companies have to take into consideration when developing and producing fast food products that meet or exceed consumer's expectation, as well as when creating marketing strategies that are able to persuade consumers to purchase their products.

In terms of the factors that influence Thai consumers' purchase intention toward fast food product, promotion of fast food products seems to be the most important factor that motivates Thai people to purchase. This result is associated with the study of Zezelj et al. (2012) who claimed that promotion of food products can be one of several factors that underpin food choice when people make a decision to purchase food products. Chan (1999) further agrees with the claim by stating that promotion could be potential factors to influence the consumers to interesting in the product (Chan 1999). Moreover, a similar case, researched by Jennifer et al. (2010) suggested that in the food industry, prominent promotions and competitive pricing can encourage people to purchase more food products. However, brand of Fast Food Company seems to be another important factor for successful fast food businesses in Thailand, as Thai consumers believe that well-known brands of fast food products can offer products that have a higher quality than others and they therefore agree to pay more for well-known fast food brands when making a purchase decision. Thus, it seems that in the Thai consumer's mind, brand is one of the main factors that are considered when evaluating the quality of fast food products apart from product quality itself. As a result, it seems that fast food companies cannot succeed in Thailand if they ignore this factor, as successful branding strategy can create positive perception and increase brand awareness in consumers' minds (Kotler et al 2009).

In addition, the findings of this research also illustrate that product quality (in term of taste and quickness) is also an important factor that affects the purchase intention of the Thai consumer. Therefore, creating taste, smell, texture of fast food product that meets consumers' expectation is crucial for successful fast food businesses in Thailand, as sensory appeal of foods is still an important motive when choosing foods for the consumer (Asaad and Serdar 2015).

5.2 Recommendations for Western Fast Food Businesses

For successful business, the following recommendations could be useful for a company that is involved in the fast food business in Thailand. Firstly, in terms of Thai consumers' perspective toward fast food, Thai people agree that fast food products are associated with negative health benefits. Even though the finding show no relation between negative health effect and customer's purchase intention, fast food companies should reflect on this attitude toward fast food products of Thai consumers and use it as a marketing message to attract the consumer to purchase fast food products. Secondly, the findings of this research discovered that the television advertising is the media that target respondents are exposed to the most, indicating that it should be used by companies as a reasonable marketing channel to communicate the product message to the Thai consumer as it can reach a wider consumer compared to other channels. Thirdly, building brand awareness seems to be vital for a successful fast food business as the findings of this research illustrate that brand can have a significant impact on Thai consumers' purchase intention. Thus, fast food companies should pay considerable attention to their branding strategy in order to gain market advantage via effective competitive branding strategies. The findings also suggest that the most attractive promotion that appeals to Thai consumers when purchasing fast food is '50% discount' while buy 1 get 1 free, free gifts, and extra volume promotions can also be utilized as effective point of sale techniques by fast food companies Thailand.

Furthermore, fast food companies should keep in mind that the brand image perceived by the customers should align with the direct the company is pursuing, for example, fast food restaurants are viewed as it has reasonable quality and quantity but priced higher than local food, if company were to utilize cost leadership as its generic

competitive advantage, it might have negative results towards the perception of quality of the products, test market is suggested before launching new campaign or products even though test market might cause a lot more than just questionnaire but the results are also much more reliable and valuable.

5.3 Limitations

During the research process, it seems that there have been several limitations that may have restricted this study.

Firstly, there are a limited amount of previous studies about consumers' attitudes toward fast food products especially in relation to Thai consumers. Thus, the lack of this knowledge can be considered to be the main difficulty of this research. However, studies of consumers' attitudes toward other foods product have been, where possible adapted in order to accomplish the research aim.

Secondly, due to the limitation of time and financial restrictions, the survey questionnaires were distributed to only 200 respondents. Therefore, this sampling size seems to be small in number when compared to the whole population of target consumers in Thailand. As a result, the lack of suitable sampling size may reduce the reliability of outcomes in this research (Kotler et al 2009). Furthermore, all of the correspondents are from Bangkok area in which the results of the finding may only present the overview opinions of metropolitan citizens and not the average opinion of Thailand as a whole.

Last but not least, this research only emphasizes seven main factors that influence Thai people's attitudes toward purchasing fast food products, and even though the research results clearly indicate that only three out seven factors including promotion, brand, and product have significant impact on Thai consumers' attitudes, other factors of importance could still be discovered and analysed such as tangibles, reliability of the service, responsiveness, assurance, and empathy or even customer loyalty, etc.

5.4 Further Research

For potential future research, it seems that there are plenty of opportunities to broaden this research on a similar area of interest. Firstly, adding more independent factors should be considered as those used in this research cannot sufficiently explain all of the purchase intentions of Thai people toward fast food products. Secondly, extended depth and a more detailed study of the factors in this research should be considered for any possible future study. For example, even though this research indicates that the television advertising should be used as an advertising channel for fast food businesses in Thailand, it is questionable which range of time on the television time slot could be used most effectively. Moreover, a qualitative approach may be applied for future research in order to find out more knowledge about consumers' perspectives toward fast food products, for example, interviewing the customers when they first experience the fast food products, their reactions towards the products can be an invaluable clue to research and develop new products to please their needs. Moreover, conducting a test market is another methodology to find out the reaction of the correspondents, this type of study required huge amount of funds both with prototype products and hiring volunteers or even specialist to observe. However, the result of this type of research will be much more in-depth and even though there are many problems to be encountered along the way, the company will be able to use the problem solving skills to solve their problems in the future. Last but not least, if future research about this topic is to be done again in the future, the correspondents should be regular customers around Thailand and segmented according to their locations, this is to make sure that their opinions are voiced and what the company can do specially for the people of that locations if not the whole country.

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Appendix A: Research Questionnaire

Questionnaires Analysis consumer behaviour and consumer perception toward fast food:

This survey is part of research as partial fulfilment of the requirement of MSc International Management, Bournemouth University, United Kingdom. The questionnaire is aimed at the consumer's attitude toward western fast food to understanding and create the effective marketing strategy. Your information will be used for research purposes only. The researcher greatly appreciates the information you have provided. Your kind participation has been very useful for completing this research. Thank you very much for your support. You have the right to withdraw from the survey at any point

Section 1: *Personal information*

1. What is your gender?

- Male Female

2. How old are you?

- Under 20 20-25 25-30

3. What is your education background?

- High-school Diploma Bachelor Degree
 Master Degree Doctoral

4. How much is your income?

- 5,000-10,000 Bath 10,001-20,000 Bath
 20,001-30,000 Bath More than 30,000 Bath

5. What is your occupation?

- Unemployed Business Owner
 Students Self-Employed
 Employee Housewife or Househusband

6. Marital status

- Single Married with no children
 Married with children

7. Member in a Household

- One people Two people three-four people
 More than four people

Section 2: Consumer behavior**8. Do you prefer western fast food meal?**

- Yes No

9. How often do you consume western fast food meal?

- Almost everyday 2-4 times a week
 Once a week None
 Other (Please, specify)

10. Which type of western fast food meal being the most preferred?

- Pizza Fried chicken Hamburger

11. Which branding is your favorite brand?

- KFC McDonalds Pizza Hut
 Other (Please, specify)

12. Which time being the most preferred to have western fast food meal?

- Breakfast Lunch Dinner

13. Which way do you prefer to have a western fast food meal?

- Eat-in Take-away
 Eating at home (Call-Delivery)

14. What is the most influential factor in consuming western fast food meal?

- Family Friends Advertising
 Other (Please, specify)

15. Brand **Please select one answer of each following statements (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)*

	1	2	3	4	5
I prefer to buy well-known western fast food brand. For instance, KFC and Pizza Hut					
I feel that products from well-known brand will come with high quality.					
I feel that highly priced products come with high quality.					
I prefer to buy the same brand even if there are lots of new brand in the market.					
I prefer to try new products from my favourite brand.					
I can recognize the brand's advertising.					
The brand's advertising can encourage me to purchase the brand products.					
The brand is one of the significance factor before I decide to purchase western fast food.					

16. Health **Please select one answer of each following statements (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)*

	1	2	3	4	5
Western fast food is associated with fatness.					
Western fast food could be affected to the term of obesity					
The process of preserve food could be impact to the consumer's health. Such as, freezer fries or potato strip					
The process of cooking western fast food could be affected to the consumer's health. Such as, deep fried chicken or fries					
I prefer to buy the product that has health benefits relating.					
I concern on nutrients of the product.					

17. Social and Environment **Please select one answer of each following statements (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)*

	1	2	3	4	5
Timing is one of the factor that encourage to consume western fast food.					
The cost of product is acceptable.					
People around me are likely to eat western fast food.					
Western fast food represents the modern style of eating.					
Not just an eating place western fast food restaurant is social place for me to meet friend or family.					

18. Product **Please select one answer of each following statements (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)*

	1	2	3	4	5
I like the taste of western fast food.					
I like western fast food because of various in food selection.					
I like western fast food because of the hot served.					
I like western fast food because it is simple and quickness.					
I like western fast food because of attractive packaging.					

19. Price **Please select one answer of each following statements (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)*

	1	2	3	4	5
I like western fast food because the price is similar to local food.					
The pricing is reasonable in the term of quantity.					
The pricing is reasonable in the term of quality.					
I like western fast food because of various price ranges.					
I agree that price affects my purchasing decision.					

20. Place **Please select one answer of each following statements (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)*

	1	2	3	4	5
I like western fast food because of convenient location in community.					
I like western fast food because they provide home delivery services.					
I like western fast food because there are many outlets surrounding Bangkok city.					
Drive thru is influenced me to purchasing the product.					
Location is very importance thing which affected to my choosing the place to having meals.					

21. Promotion **Please select one answer of each following statements (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)*

	1	2	3	4	5
I buy western fast food because of the product's promotion.					
Extra volume of products affects my purchasing decision.					
Free gifts such as, toys affect my purchasing decision.					
"Buy 1, get 1 Free" promotion is influenced to my purchasing decision.					
50% discount promotion is encouraged to my purchasing decision.					
I agree that promotions are encouraged to my purchasing decision.					
The product advertising is one of the factors that influence me to purchasing decision.					

22. Intention *Please select one answer of each following statements (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)

	1	2	3	4	5
I will search information of western fast food before make decision.					
I will purchase western fast food with the most wanted brands.					
I will encourage my friend and family to purchase western fast food.					
I will share my own positive experiences toward western fast food to other people.					
I will share my own negative experiences toward western fast food to other people.					

23. What is the most influential marketing factors according to your own opinion about fast food consumption?

- Product Pric
 Location Promotion

24. Which is the most effective advertising channel that attracting your attention and informing you about the brand information?

- TV Radio Magazin
 Newspaper Brochure Bill-Board
 Social Media Internet Advertising E-Mail
 Other (Please, specify)

End of Questionnaire

Thank you very much for your cooperation

Appendix B: Descriptive Statistics

		Mean	S.D.
Product (Temple)	The temples are magnificent and beautiful.	4.57	.61
	The history of the temple is interesting.	4.19	.85
	The maintenance of the temple is excellent.	4.01	.86
	The attractions are too crowded.	3.74	.97
Price	Entrance fee for temple is reasonable.	3.87	.88
	The souvenir shop and local vendors sell items at reasonable prices.	3.55	.90
	Price of Thai restaurant and local food vendors around temple is not too high.	3.89	.94
Place	The convenience of transport options to get to the temples in Rattanakosin Island such as by bus, taxi.	3.78	.87
	Searching for information for Thai temples is easy through a variety of channels such as internet, travel agency, magazine or TV.	4.01	.81
Promotion	There are many kinds of channels to promote the temples in Rattanakosin Island.	3.69	.89
	A promotional discount is provided for tourists.	3.49	.89
People	The staff are able to communicate in English.	3.50	.76
	The staff in tourist attractions are active.	3.59	.86
	Street vendors and shopkeepers are able to communicate in English.	3.25	.90
	The local people are polite / friendly and helpful.	4.06	.75
Physical character	Temples are well-decorated and provide a good ambience.	4.11	.77
	The temple is clean.	3.81	.81
	Signage of tourist information and street signs and location maps are easy to understand.	3.57	.83
	The Tourist Information center is useful and easily accessible.	3.53	.74
	The brochures at the attractions are useful and freely available.	3.63	.81
Process	There is adequate security in temples.	3.60	.83
	Security of transportation system is sufficient.	3.41	.84
	The toilet in the temple are clean and of a good standard	3.37	.96
	I feel confident with the security of temples' security.	3.60	.75
Satisfaction	I am satisfied with travel destination (temples).	3.97	.87
	The probability that I come to temples in Rattanakosin Island again is high.	3.79	.77
	I will recommend Thai temples in Rattanakosin Island to friends and relatives	4.07	.83

		N	Minimum	Maximum	Mean	Std. Deviation
a1	I prefer to buy well-known western fast food brand. For instance, KFC and Pizza Hut	200	1	5	3.85	.988
a2	I feel that products from well-known brand will come with high quality.	200	1	5	3.60	1.012
a3	I feel that highly priced products come with high quality.	200	1	5	3.54	.890
a4	I prefer to buy the same brand even if there are lots of new brand in the market.	200	1	5	3.54	1.017
a5	I prefer to try new products from my favourite brand.	200	1	5	3.81	.917
a6	I can recognize the brand's advertising.	200	1	5	3.78	.921
a7	The brand's advertising can encourages me to purchasing the brand products.	200	1	5	3.62	.837
a8	The brand is one of the significance factor before I decide to purchase western fast food.	200	1	5	3.65	.890
b1	Western fast food is associated with fatness.	200	1	5	4.11	1.009
b2	Western fast food could be affected to the term of obesity	200	1	5	3.92	1.019
b3	The process of preserve food could be impact to the consumer's health. Such as, freezer fries or potato strip	200	1	5	3.74	1.009
b4	The process of cooking western fast food could be affected to the consumer's health. Such as, deep fried chicken or fries	200	1	5	3.91	.968
b5	I prefer to buy the product that has health benefits relating.	200	1	5	3.61	.961
b6	I concern on nutrients of the product.	200	1	5	3.51	1.075
c1	Timing is one of the factor that encourage to consume western fast food.	200	1	5	3.86	.823

		N	Minimum	Maximum	Mean	Std. Deviation
c2	The cost of product is acceptable.	200	1	5	3.73	.826
c3	People around me are likely to eat western fast food.	200	1	5	3.42	.974
c4	Western fast food represents the modern style of eating.	200	1	5	3.12	1.048
c5	Not just an eating place western fast food restaurant is social place for me to meet friend or family.	200	1	5	3.37	1.053
d1	I like the taste of western fast food	200	1	5	3.57	.917
d2	I like western fast food because of various in food selection.	200	1	5	3.41	.925
d3	I like western fast food because of the hot served.	200	1	5	3.37	1.039
d4	I like western fast food because it is simple and quickness.	200	1	5	4.02	.885
d5	I like western fast food because of attractive packaging.	200	1	5	3.02	1.087
e1	I like western fast food because the price is similar to local food.	200	1	5	2.95	.976
e2	The pricing is reasonable in the term of quantity.	200	1	5	3.31	.973
e3	The pricing is reasonable in the term of quality.	200	1	5	3.34	.898
e4	I like western fast food because of various price ranges.	200	1	5	3.26	.935
e5	I agree that price affects my purchasing decision.	200	1	5	3.69	.938
f1	I like western fast food because of convenient location in community.	200	1	5	3.87	.933
f2	I like western fast food because they provide home delivery services.	200	1	5	3.90	.992
f3	I like western fast food because there are many outlets surrounding Bangkok city.	200	1	5	3.90	.956
f4	Drive thru is influenced me to purchasing the product.	200	1	5	3.46	1.107

		N	Minimum	Maximum	Mean	Std. Deviation
f5	Location is very importance thing which affected to my choosing the place to having meals.	200	1	5	3.90	.930
g1	I buy western fast food because of the product's promotion.	200	1	5	3.47	1.070
g2	Extra volume of products affects my purchasing decision.	200	1	5	3.51	1.061
g3	Free gifts such as, toys affect my purchasing decision.	200	1	5	3.35	1.124
g4	"Buy 1, get 1 Free" promotion is influenced to my purchasing decision.	200	1	5	3.86	1.091
g5	50% discount promotion is encouraged to my purchasing decision.	200	1	5	3.90	1.103
g6	I agree that promotions are encouraged to my purchasing decision.	200	1	5	3.91	1.005
g7	The product advertising is one of the factors that influence me to purchasing decision.	200	1	5	3.66	.917
y1	I will search information of western fast food before make decision.	200	1	5	3.60	.956
y2	I will purchase western fast food with the most wanted brands.	200	1	5	3.94	.935
y3	I will encourage my friend and family to purchase western fast food.	200	2	5	3.35	.901
y4	I will share my own positive experiences toward western fast food to other people.	200	1	5	3.53	.913
y5	I will share my own negative experiences toward western fast food to other people.	200	1	5	3.49	1.326

Appendix C: Coding

Questions	Variable name	Code
Gender	gen	Male = 1 Female = 2
Age	age	Under 20 = 1 20 - 25 = 2 25 - 30 = 3
Education background	edu	High-school = 1 Diploma = 2 Bachelor Degree = 3 Master Degree = 4 Doctoral = 5
Income	inc	5,000-10,000 Baht = 1 10,001-20,000 Baht = 2 20,001-30,000 Baht = 3 More than 30,000 Baht = 4
Occupation	occ	Unemployed = 1 Business owner = 2 Students = 3 Employee = 5 Self-employed = 4 Housewife or househusband = 6
Marital status	mar	Single = 1 Married with no children = 2 Married with children = 3
Member in a Household	mem	One people = 1 Two people = 2 Three-four people = 3 More than four people = 4

Questions	Variable name	Code
Prefer western fast food meal	q8	Yes = 1 No = 2
Frequency of consume western fast food meal	q9	Almost everyday = 1 2 - 4 times a week = 2 Once a week = 3 Once a month = 4
Type of western fast food meal being most preferred	q10	Pizza = 1 Fried chicken = 2 Hamburger = 3
Favourite Brand	q11	KFC = 1 McDonalds = 2 Pizza Hut = 3 Burger King = 4 Domino Pizza = 5 The Pizza Company = 6 Others = 7
Meal time being the most preferred	q12	Breakfast = 1 Lunch = 2 Dinner = 3
Way to order	q13	Eat-in = 1 Take-away = 2 Eating at home (Call-Delivery) = 3
The most influential factor in consuming western fast food meal	q14	Family = 1 Friends = 2 Advertising = 3 Others = 4
the most influential marketing factors according to your own opinion about fast food consumption?	q15	Product = 1 Price = 2 Location = 3 Promotion = 4

Questions	Variable name	Code
most effective advertising channel that attracting your attention and informing you about the brand information	q16	TV = 1 Magazine = 2 Newspaper = 3 Brochure = 4 Bill-board = 5 Social media = 6 Internet advertising = 7 E-mail = 8

Questions	Variable name	Code
I prefer to buy well-known wester fast food brand. For instance, KFC and Pizza Hut	a1	Likert 5 points scale
I feel that products from well-known brand will come with high quality.	a2	Likert 5 points scale
I feel that highly priced products come with high quality.	a3	Likert 5 points scale
I prefer to buy the same brand even if there are lots of new brand in the market.	a4	Likert 5 points scale
I prefer to try new products from my favourite brand.	a5	Likert 5 points scale
I can recognize the brand's advertising.	a6	Likert 5 points scale
The brand's advertising can encourages me to purchasing the brand products.	a7	Likert 5 points scale
The brand is one of the significance factor before I decide to purchase western fast food.	a8	Likert 5 points scale
Western fast food is associated with fatness.	b1	Likert 5 points scale
Western fast food could be affected to the term of obesity	b2	Likert 5 points scale

Questions	Variable name	Code
The process of preserve food could be impact to the consumer's health. Such as, freezer fries or potato strip	b3	Likert 5 points scale
The process of cooking western fast food could be affected to the consumer's health. Such as, deep fried chicken or fries	b4	Likert 5 points scale
I prefer to buy the product that has health benefits relating.	b5	Likert 5 points scale
I concern on nutrients of the product.	b6	Likert 5 points scale
Timing is one of the factor that encourage to consume western fast food.	c1	Likert 5 points scale
The cost of product is acceptable.	c2	Likert 5 points scale
People around me are likely to eat western fast food.	c3	Likert 5 points scale
Western fast food represents the modern style of eating.	c4	Likert 5 points scale
Not just an eating place western fast food restaurant is social place for me to meet friend or family.	c5	Likert 5 points scale
I like the taste of western fast food	d1	Likert 5 points scale
I like western fast food because of various in food selection.	d2	Likert 5 points scale
I like western fast food because of the hot served.	d3	Likert 5 points scale
I like western fast food because it is simple and quickness.	d4	Likert 5 points scale
I like western fast food because of attractive packaging.	d5	Likert 5 points scale

Questions	Variable name	Code
I like western fast food because the price is similar to local food.	e1	Likert 5 points scale
The pricing is reasonable in the term of quantity.	e2	Likert 5 points scale
The pricing is reasonable in the term of quality.	e3	Likert 5 points scale
I like western fast food because of various price ranges.	e4	Likert 5 points scale
I agree that price affects my purchasing decision.	e5	Likert 5 points scale
I like western fast food because of convenient location in community.	f1	Likert 5 points scale
I like western fast food because they provide home delivery services.	f2	Likert 5 points scale
I like western fast food because there are many outlets surrounding Bangkok city.	f3	Likert 5 points scale
Drive thru is influenced me to purchasing the product.	f4	Likert 5 points scale
Location is very importance thing which affected to my choosing the place to having meals.	f5	Likert 5 points scale
I buy western fast food because of the product's promotion.	g1	Likert 5 points scale
Extra volume of products affects my purchasing decision.	g2	Likert 5 points scale
Free gifts such as, toys affect my purchasing decision.	g3	Likert 5 points scale
“Buy 1, get 1 Free” promotion is influenced to my purchasing decision.	g4	Likert 5 points scale

Questions	Variable name	Code
50% discount promotion is encouraged to my purchasing decision.	g5	Likert 5 points scale
I agree that promotions are encouraged to my purchasing decision.	g6	Likert 5 points scale
The product advertising is one of the factors that influence me to purchasing decision.	g7	Likert 5 points scale
I will search information of western fast food before make decision.	y1	Likert 5 points scale
I will purchase western fast food with the most wanted brands.	y2	Likert 5 points scale
I will encourage my friend and family to purchase western fast food.	y3	Likert 5 points scale
I will share my own positive experiences toward western fast food to other people.	y4	Likert 5 points scale
I will share my own negative experiences toward western fast food to other people.	y5	Likert 5 points scale