

**FACTORS THAT INFLUENCE CONSUMERS TO CHOOSE  
A RESTAURANT IN BANGKOK METROPOLITAN AREA**



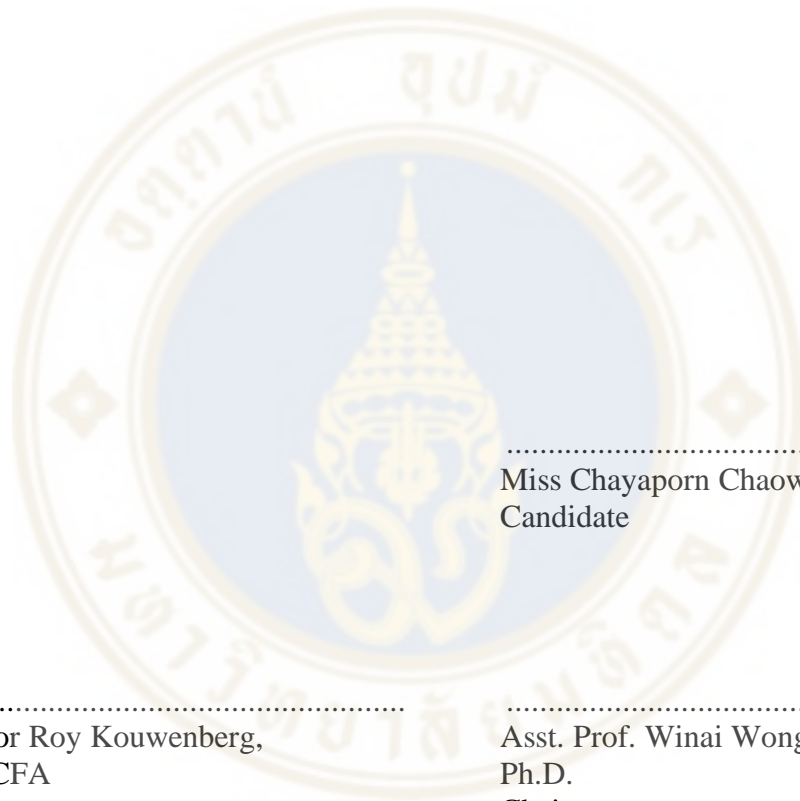
**CHAYAPORN CHAOWANAPUNJA**

**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2019**

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Thematic paper  
entitled  
**FACTORS THAT INFLUENCE CONSUMERS TO CHOOSE  
A RESTAURANT IN BANGKOK METROPOLITAN AREA**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management  
on  
December 22, 2019



.....  
Miss Chayaporn Chaowanapunja  
Candidate

.....  
Professor Roy Kouwenberg,  
Ph.D., CFA  
Advisor

.....  
Asst. Prof. Winai Wongsurawat,  
Ph.D.  
Chairperson

.....  
Asst. Prof. Duangporn Arbhasil,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Ronald Surachai Thesenvitz,  
Ph.D.  
Committee member

## ACKNOWLEDGEMENTS

I would like to acknowledge with gratitude to Professor Roy Kouwenberg, Ph.D., CFA, my advisor, who has been helpful in giving me valuable suggestions and making me complete this research. I also would like to give sincere thanks to Asst. Prof. Winai Wongsurawat, Ph.D. and Mr. Ronald Surachai Thesenvitz, Ph.D., who are the defense committee members as they have been provided me with recommendations and further knowledge of the study.

Apart from the people I mentioned above, I am extremely grateful to my parents, who always support and encourage me throughout this study. I also would like to extend my special thanks to my siblings and friends for their cheerful and useful comments to completing my research.

Chayaporn Chaowanapunja



## **FACTORS THAT INFLUENCE CONSUMERS TO CHOOSE A RESTAURANT IN BANGKOK METROPOLITAN AREA**

CHAYAPORN CHAOWANAPUNJA 6049135

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: PROF. ROY KOUWENBERG, Ph.D., CFA, ASST. PROF. WINAI WONGSURAWAT, Ph.D., RONALD SURACHAI THESENVITZ, Ph.D.

### **ABSTRACT**

Nowadays, Thai families want to spend time together. The most common activity that they often choose is dining together at a restaurant. Thailand is a country where we can always find food to eat, even on the walking street. Many studies show that the restaurant business in Thailand still has a chance to grow amidst the economic fluctuations. On the other hand, the competition will be more intense due to the expansions of branches of various restaurants and the entrance of new players. The objective of this study is to better understand the main reasons and the factors that influence customers to choose and visit a restaurant for eating out in Bangkok. This research collects data by using quantitative methods from 148 respondents by using the questionnaire through an online channel. The key finding from this study is that 'Taste' is the most important factor that respondents are concerned about when they select a restaurant followed by cleanliness and quality of food respectively. A less important factor is the atmosphere in the restaurant. This study also tested the difference in the mean of the 10 factors between Gender, Age, Marital Status, Education level and Income level groups by using T-test analysis. The result shows that the means of the 10 factors are not different in the age and education level groups but for gender, there is difference in the mean of three factors which are Quality of food, Variety of menu and Food appearance. The recommendation based on this study for entrepreneurs in the Thai restaurant business in Bangkok is to focus on the first four factors, which are Taste, Location, Cleanliness and Quality of food.

**KEY WORDS:** Thai restaurant / Consumer choice / Restaurant selection / Food / Taste

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# CHAPTER I

## INTRODUCTION

### 1.1 Problem Statement

The research topic of this thematic paper is what factors that influence customers to choose the restaurant in Thailand. According to Prachachat.net, it shows that when Thai families want to spend time together, the activity that they most often choose is dining together at a restaurant. Thailand is a country that we can always find food to eat even walking on the street. There are many kinds of restaurants in Thailand for example street food, restaurants in shopping malls, and restaurants outside of the shopping malls.

Prachachat.net (2019) has done the research show that restaurant business still has a chance to grow amidst the economic fluctuations. The EIC (Economic Intelligence Center) expects restaurants to grow by 4-5% in the years 2019-2020, with support from changing population structures, both from smaller households, growth of the city and the changing consumer lifestyle. In addition, the growth in the number of tourists also supports the growth of restaurants. But the competition will be more intense especially the expansion of branches of various restaurants while there are new players entering in industry. It is expected that Asian restaurants, especially Japanese food and cafes like coffee shops will face higher competition.

### 1.2 Research Objective

The aim is to better understand the main reasons for customers to choose and visit a restaurant for eating out in Bangkok. As there is a high competition in this industry, the purpose is to help restaurant owners adapt in highly competitive situations by learning the customer behavior.

### **1.3 Research Question**

What are the factors that influence consumers to choose a restaurant in Thailand, focusing on the Bangkok Metropolitan Area?

### **1.4 Research Scope**

The research will focus on Thai consumers who are over 20 years old that often eat out at restaurants in the Bangkok Metropolitan Area. In this paper, the data will be collected by questionnaire through various online channels.

### **1.5 Expected Benefit**

The final report will contain information about the factors that influence the consumers to choose a restaurant in the greater Bangkok area. The expected benefits are that the results of this research will create new knowledge that will help a restaurant business improve by targeting the most important factors in increase consumer satisfaction and gain more revenue.

## CHAPTER II

### LITERATURE REVIEW

This part consists of the theory and overview of literature that relates to the topic of this research.

#### 2.1 Type of food

We mostly know that foods are not just fulfilling the basic needs of human but it also shows the culture and traditions of the country or region. Thai people are very meticulous in cooking food, aside of fulfill the needs, it also beautiful too. Thai food can be categorized in to two types as following:

##### 2.1.1 Main dish

In the past, Thai food ingredients are from vegetables and other thing that can easily be found in nature. Until during Ayutthaya period, its start to have more meat and chilli paste with vegetables. Thai foods are mostly eaten with rice, and those dishes are called as “Kub Kaow”. Thai savory dishes are consisting of all flavors: salty, sweet, sour and spicy flavor.

##### 2.1.1.1 Curry

There is much type of Thai curry, roasted curry, tom yum, tom klong, green curry, which will add meat and vegetable according to the characteristics of each type of curry.



Figure 2.1 Curry

### 2.1.1.2 Stir-fried

Stir-fried can be divided into two types, which are stir-fried and spicy stir-fried. Stir-fried, select vegetable and meat and flavored with fish sauce or soy sauce. Spicy stir-fried, select vegetable and meat add chili or curry.



**Figure 2.2 Stir-fried**

### 2.1.1.3 Fried – Grilled

Meat flavored with garlic pepper salt and celery root and fried such as fried shrimp, fried pork, fried fish, and grilled such as grilled shrimp, grilled chicken.



**Figure 2.3 Fried – Grilled**

### 2.1.2 Thai dessert

Thai sweet food is mostly cooked with coconut milk, sugar and mainly flour. During the reign of King Narai the Great, Europeans have passed on the recipes of eggs to many Thai people such as Thongyong, Foi Thong and Mor Kaeng dessert.





**Figure 2.4 Thai dessert**

## **2.2 Factors influencing restaurant selection**

Cullen (2005) had did research about factors that influencing customers to select restaurants in Dublin. The research has found out that the preference of Dublin consumers revealed that quality of food, type of food, cleanliness of the restaurant, location and the reputation of the restaurant are the main reasons to make the customers select the restaurant. The research also finds out that the consumer's age is an important attribute.

## **2.3 Consumer choice and segmentation in the restaurant industry**

Auto (1992) has found that the decoration, price, environment of the restaurant etc. are shaped by the style of the restaurant. Consumer may select the restaurant by the style before the taste of the food. The research collects the data by using the questionnaire with 40 people in Lancaster town. The researcher categories the various open-ended question into ten category which are Food type, Food quality, Value for money, Image and atmosphere, Location, Speed of service, Recommended, New experience, Opening hours and Facilities for children.

In Lewis (1981) research, it considered five attributes which are food quality, menu variety, price, atmosphere and convenience factors. The most important attribute that customers consider choosing the restaurant is food quality, and the attributes vary according to the type of restaurant.



## **2.4 Conceptual framework for the research**

Based on the literature review, the following factors have been identified as influencing consumers' choice of restaurant when eating out. Each person will give a different weight to each factor, so it is important to consider all factors.

### **2.4.1 Taste**

Taste is mostly the main reason for customer concern in dining experiences. It is found that customer is willing to queue for a good taste restaurant. The unique taste of the food can be an important factor for consumer to choose the restaurant (Josiam and Monteiro, 2004)

### **2.4.2 Quality of food**

Food Quality is the freshness of ingredients that are used in cooking. Customers who come to the restaurant will have a better experience if the restaurant has a good standard of food quality. Moreover, good quality can build customers trust and repeatedly return to the store. The good quality of food is other important factor that can influence consumers to select the restaurant (Soriano, 2002).

### **2.4.3 Variety of menu**

The variety of menu is one of the main factors that help customer make decision the select the restaurant. The customers that come together may want to eat difference type of food, so if the restaurant can provide variety of menu it can help customers decide easier. Susan (2014) said that food type and food quality are the primary variables of restaurant choice.

### **2.4.4 Cleanliness**

Nowadays, people are more concern about the cleanliness of the food and the restaurant due to new disease that occur. So, the customers are looking for clean restaurant that all the staff is concern about the cleanliness and food hygiene. The place needs to be clean, ingredients and spoon fork and plate need to keep in the clean and orderly place.

### **2.4.5 Food appearance**

Thai food is well-known for its beautiful arrangement of dishes as an appetizer before eating. The most of Thai restaurant will decorated every dish with the vegetable that can eat together with the main dish to make it more colourful and look delicious.

### **2.4.6 Price**

Price is the cost that the customer faced before they buy something (Kensei and Todd, 2003). Price recognition is based on knowledge about the price that it is worth to pay for. So, it plays an important role in customer decision.

### **2.4.7 Location**

Location is one of the most criteria of helping customer to select the restaurant. Some people said that Location is the key when you having a business. People will recognize more if the restaurants are near the main road, it easy to see, easy to travel and when the customers drive passes every day, it can also build brand awareness too.

### **2.4.8 Atmosphere**

Instead of the taste of the food, the environment in the restaurant can help customer to decide easier. In Susan (2014) study, a restaurant's style and atmosphere become the deciding factors.

### **2.4.9 Service Quality**

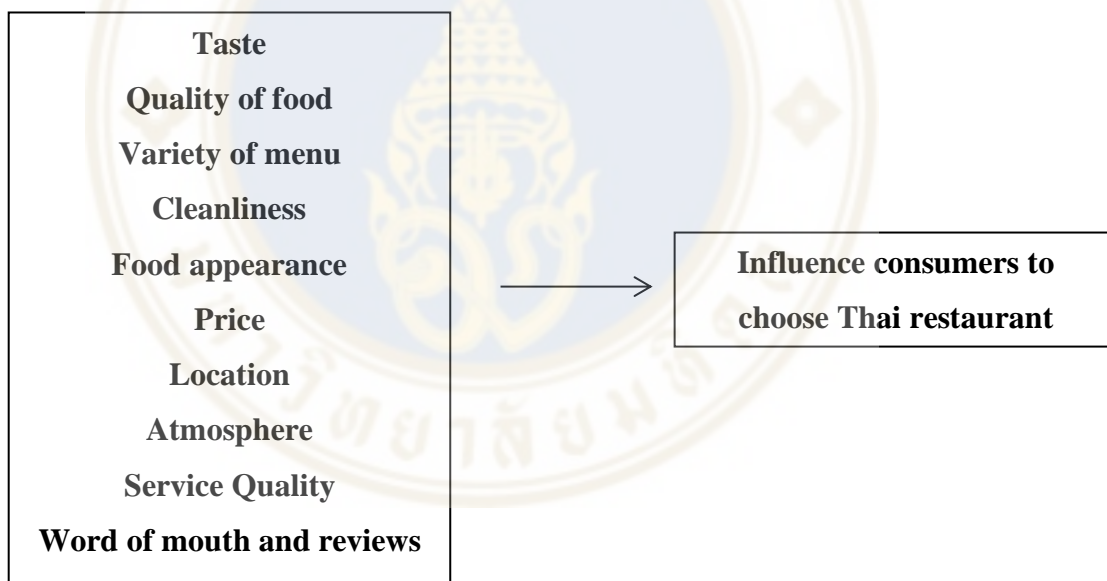
First of all, we have to understand that the main part of the service business is “employees”. Customers will be impressed with the service that caused by all employees. The restaurant needs to provide the same service standard for the customers by creating the good service system. Customers do not just appreciate in the service of the staff only they also tend to reward in return. Due to the good service can attract more customers to the restaurant.

Quality Service can create the customer satisfaction experienced that will affect their decisions to repurchase in that restaurant again (Prema A. Monteiro, 2000).

#### 2.4.10 Word of mouth and reviews

The research from Dana (2017), Touch Bistro has shown that most of respondent had visited a restaurant that they had never been based on the recommendation from friend and online review. The consumers will check online review before deciding to visit the restaurant. The respondents will not visit the restaurants that have a negative review from their friend.

According to the literature review, the researcher found some factors that may influence people in Bangkok Metropolitan Area to select a Thai restaurant for eating out. The ten factors most frequently mentioned in the literature that can influence consumers to choose a restaurant are Taste, Quality of food, Variety of menu, Cleanliness, Food appearance, Price, Location, Atmosphere, Service Quality and Word of mouth and reviews.



**Figure 2.5 Ten factors that influence consumers to choose Thai restaurant**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The purpose of this chapter is to introduce the research methodology that is used in this research. This research collects data by using quantitative method.

#### **3.1 Research design**

The objective of this research is to identify the factors that influence consumers to select a Thai restaurant in the Bangkok Metropolitan Area. The methodology used in this research is quantitative. The research questions will be developed from the literature review. The data will be collect by questionnaire through online channel due to the limitation of time. The data will be converted and analyzed in Excel and SPSS.

#### **3.2 Sample selection and data collection**

In this research, the target sample is respondents who are over 20 years old that often eat out at restaurants in the Bangkok Metropolitan Area. Data will be collected by using questionnaires through various online channels, such as Facebook, Line and Email, in order to receive information quickly due to the limited time. The target sample size of this study is at least 100 respondents. The research will focus on people that eat out at a Thai restaurant. This data collection method can gain many respondents and broadly spread out to gain a variety of respondents in the sample.

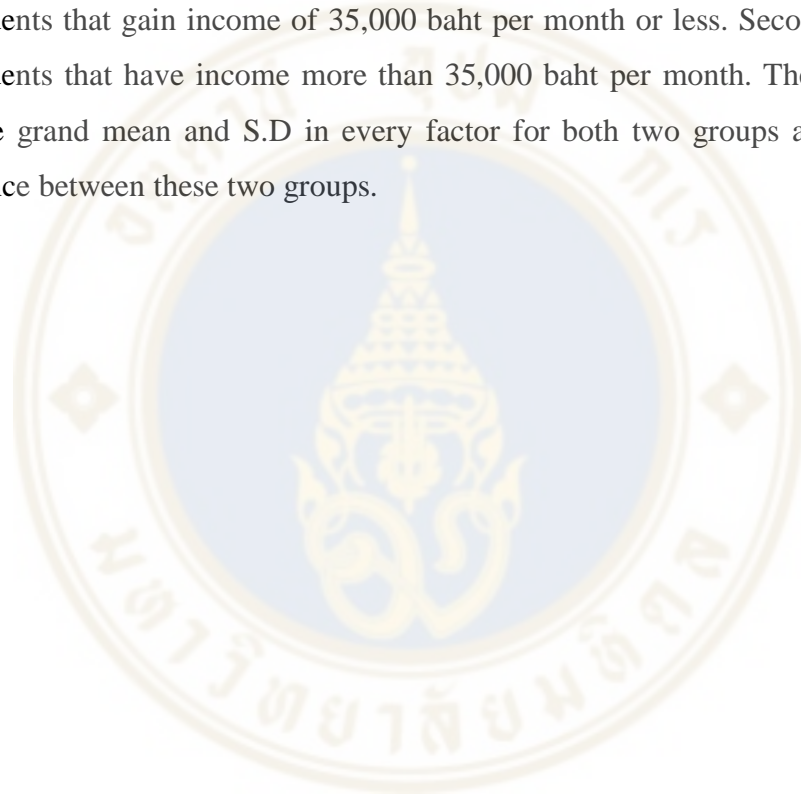
#### **3.3 Survey instrument**

The survey consists of three parts in the questionnaire. The first part starts with the basic information about the respondents such as gender, age, status, education

and income. The second part is about the general questions such as type of food that they like and the estimated budget per meal. The last part uses scale questions.

### **3.4 Data Analysis**

After having collected all the information, Excel will be used to analyze the data. The researcher will find the mean, grand mean and standard deviation from all the questions and factors. Then the researcher will separate into two groups, first are the respondents that gain income of 35,000 baht per month or less. Second group are the respondents that have income more than 35,000 baht per month. The researcher will find the grand mean and S.D in every factor for both two groups and will find the difference between these two groups.



## CHAPTER IV

### DATA ANALYSIS

The researcher randomly distributed the questionnaires to the respondents through Facebook and Line. There are 148 responses.

#### 4.1 Respondents Profile

##### 4.1.1 Demographic Profile

**Table 4.1 Demographic Profile**

Profile of the Respondents	Frequency	Percentage (%)
<b>Gender</b>		
Male	34	23
Female	114	77
<b>Total</b>	<b>148</b>	<b>100</b>
<b>Age</b>		
Less than 20 years old	1	0.7
20 – 29 years old	61	41.2
30 – 39 years old	52	35.1
40 – 49 years old	21	14.2
More than 50 years old	13	8.8
<b>Total</b>	<b>148</b>	<b>100</b>
<b>Marital Status</b>		
Single	92	62.2
Married	56	37.8
<b>Total</b>	<b>148</b>	<b>100</b>

**Table 4.1 Demographic Profile (cont.)**

<b>Highest Education</b>		
Below Bachelor	9	6.1
Bachelor degree	95	64.2
Master degree	43	29.1
Ph.D.	1	0.7
<b>Total</b>	<b>148</b>	<b>100</b>
<b>Income Level per month</b>		
Less than 15,000 Baht	22	14.9
15,001 – 25,000 Baht	36	24.3
25,001 – 35,000 Baht	25	16.9
35,001 – 45,000 Baht	18	12.2
45,001 – 55,000 Baht	11	7.4
More than 55,001 Baht	36	24.3
<b>Total</b>	<b>148</b>	<b>100</b>

From the survey, the total sample was 148 respondents, the majority of respondents were female (77%), aged between 20 – 29 years old (41.2%), single (62.2%), graduated with a bachelor degree (64.2%). The monthly income level that most respondents have is 15,001 – 25,000 baht, and more than 55,001 baht.

#### 4.1.2 General Behavior

**Table 4.2 General behaviors of frequency of visiting restaurant.**

<b>General behaviors</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Less than once a month	26	17.6
Once or twice a month	47	31.8
1 time per week	27	18.2
2 times per week	22	14.9
3 times per week	9	6.1
More than 3 times per week	17	11.5
<b>Total</b>	<b>148</b>	<b>100</b>



Table 4.2 shows the frequency that people visit restaurants. The majority of them answer that they visit a restaurant once or twice a month (31.8%). There were 6.1% that visit a restaurant three times per week, and 11.5% more than 3 times per week.

## 4.2 Descriptive Statistics

**Table 4.3 Mean responses of Taste Questions**

<b>Taste</b>	<b>Mean</b>	<b>S.D</b>
I always visit the restaurant because the food is tasty.	3.68	0.52
Good taste is important when selecting a Thai restaurant to eat.	3.85	0.36
I will only visit the same restaurant again if the food tastes excellent.	3.84	0.39
<b>Grand Mean</b>	3.79	0.42

Table 4.3 reports the mean of the taste questions and the grand mean (3.79). The respondents are concerned about the good taste when they select the restaurant, with the highest mean score (3.85), and they will visit the same restaurant again if the food tastes excellent (3.84). Last is the respondent always visit the restaurant because of food is tasty (3.68).

**Table 4.4 Mean responses of Quality of food questions**

<b>Quality of food</b>	<b>Mean</b>	<b>S.D</b>
It is important to me that the ingredient is fresh.	3.73	0.48
I concern about the food nutritive value in every meal.	2.86	0.81
The quality of the food makes me go back to the same restaurant again.	3.84	0.37
<b>Grand Mean</b>	3.48	0.55

Table 4.4 report the means of the quality of food questions and the grand mean (3.48). The respondents claimed that the quality of food make them go back to the same restaurant again (3.84), follow by the fresh ingredients (3.73). And being concerned about the food nutritive value in every meal (2.86) is clearly less important than other aspects.

**Table 4.5 Mean responses of Variety of menu questions**

<b>Variety of menu</b>	<b>Mean</b>	<b>S.D</b>
I like to visit the restaurants that have many types of food.	3.44	0.73
I like those restaurants that have both main dish and dessert.	3.12	0.86
I always order new dishes in the restaurant.	2.60	0.80
<b>Grand Mean</b>	3.05	0.80

Table 4.5 reports the means of the variety of menu questions and the grand mean (3.05). The respondents claimed that they will visit the restaurants that have many type of food (3.44), followed by the restaurant that have both main dish and dessert (3.12). And an always order new dish in the restaurant (2.60) is clearly less important than other items.

**Table 4.6 Mean responses of Cleanliness questions**

<b>Cleanliness</b>	<b>Mean</b>	<b>S.D</b>
I like to visit the restaurant that the chef wearing a clean suit and hat.	3.55	0.63
It is important for me that all the spoon fork and plate are kept in the clear place.	3.69	0.56
If I find a small cockroach walking on the table, I definitely do not revisit that restaurant.	3.30	0.90
<b>Grand Mean</b>	3.51	0.70

Table 4.6 report mean of cleanliness questions and grand mean (3.51). The respondents are mostly concern about the spoon fork and plate that are kept in a clean place (3.69), the chef wearing a clean suit and hat(3.55) and they will not revisit the restaurant that have small cockroach walking on the table(3.30) respectively.

**Table 4.7 Mean responses of Food appearance questions**

<b>Food appearance</b>	<b>Mean</b>	<b>S.D</b>
It is important to me that the food should be well-decorated on the plate.	2.87	0.73
Well presentation of the food show the good taste.	2.77	0.87
Well presentation of the food increases my appetite.	3.26	0.71
<b>Grand Mean</b>	2.97	0.77

Table 4.7 show mean of food appearance questions and grand mean (2.97). The respondents claimed that well presentation of the food increase my appetite (3.26) but well-decorated on plate (2.87) and well presentation of the food show the good taste (2.77) are less important.

**Table 4.8 Mean responses of Price questions**

<b>Price</b>	<b>Mean</b>	<b>S.D</b>
I usually avoid the most expensive dishes in a restaurant.	2.96	0.90
I have my estimated budget every time before I visit the restaurant.	2.94	0.94
Reasonable price is an important reason when visiting a restaurant again.	3.67	0.49
<b>Grand Mean</b>	3.19	0.77

Table 4.8 reports the mean of the price questions and grand mean (3.19). The respondents claimed that reasonable price is an important reason when visiting a restaurant again (3.67), they usually avoid the most expensive dishes in a restaurant (2.96) and they have estimated budget every time before I visit the restaurant (2.94) respectively.

**Table 4.9 Mean responses of Location questions**

<b>Location</b>	<b>Mean</b>	<b>S.D</b>
I always choose the restaurant that nearby my place.	3.26	0.78
It's important for me if the restaurant is easy to travel to.	3.57	0.57
It's essential that the restaurant provides sufficient car parking area	3.57	0.59
<b>Grand Mean</b>	3.47	0.65

Table 4.9 reports the means of the location questions and grand mean (3.47). There are two questions that have the same mean (3.57) which are it is important if the restaurant is easy to travel to and it is essential that the restaurant provides sufficient car parking area, followed by always choose the restaurant nearby my place (3.26).

**Table 4.10 Mean responses of Atmosphere questions**

<b>Atmosphere</b>	<b>Mean</b>	<b>S.D</b>
I always take a photo in the restaurant to show my friends and share via social media.	2.56	1.1
The good atmosphere will make the food taste better.	3.29	0.78
I do not revisit restaurants with a poor or boring atmosphere, no matter how good the food is	2.84	0.96
<b>Grand Mean</b>	2.90	0.95

Table 4.10 reports the mean of atmosphere element and grand mean (3.29). The respondents claimed that the good atmosphere will make the food taste better (3.29). I do not revisit restaurants with a poor or boring atmosphere, no matter how good the food is (2.84) and I always take a photo in the restaurant to show my friends and share via social media (2.56) are less important.

**Table 4.11 Mean responses of Service quality questions**

<b>Service quality</b>	<b>Mean</b>	<b>S.D</b>
I always concern about the service of the restaurant staff.	2.66	0.83
I always visit the restaurant that the staff have good manner.	3.45	0.63
I do not visit restaurants with slow or inattentive staff again, no matter how good the food is	3.35	0.75
<b>Grand Mean</b>	3.15	0.74

Table 4.11 reports the means of the service quality questions and grand mean (3.15). The respondents are concern about good manners of the staff, so they always visit the restaurant that the staff have good manner with the highest mean (3.45) and they will not visit restaurants with slow or inattentive staff again, no matter how good the food is (3.35). Followed by the respondents always concern about the service of the restaurant staff (2.66), which is less important.

**Table 4.12 Mean responses of Word of mouth and review questions**

<b>Word of mouth and review</b>	<b>Mean</b>	<b>S.D</b>
I try and visit restaurants which are recommended by my friends and family	3.24	0.70
I try and visit restaurants which are recommended on social media such as Facebook and Instagram	3.03	0.83
I try and visit restaurants which have high reviews on Wongnai, Pantip and other websites	2.90	0.88
I try and visit restaurants which are recommended by influencers and “dara”	2.51	0.92
<b>Grand Mean</b>	2.92	0.83

Table 4.12 reports the mean of word of mouth and review questions and grand mean (2.92). The respondents claimed that they will try and visit restaurants which are recommended by my friends and family (3.24), recommended on social media such as Facebook and Instagram (3.03), has high reviews on Wongnai, Pantip, and other

website (2.90), and followed by recommended by influencers (2.51) which is less important than others.

**Table 4.13 Grand Mean responses of all factors**

<b>Factor</b>	<b>Grand Mean</b>	<b>S.D</b>
Taste	3.79	0.42
Cleanliness	3.51	0.70
Quality of food	3.48	0.55
Location	3.47	0.65
Price	3.19	0.77
Service quality	3.15	0.74
Variety of menu	3.05	0.80
Food appearance	2.97	0.77
Word of Mouth and reviews	2.92	0.83
Atmosphere	2.90	0.95

Table 4.13 show the grand mean and rank of all factors. The first factor that has the highest grand mean is Taste (3.79), followed by Cleanliness (3.51), Quality of food (3.48), Location (3.47), Price (3.19), Service quality (3.15), Variety of menu (3.05), Food appearance (2.97), Word of mouth and reviews (2.92) and Atmosphere (2.90) respectively.

### **4.3 Comparing Socio-Demographic Groups**

The researcher separates the respondents into two groups by the income level, equal and lower than 35,000 baht and more than 35,000 baht, to find any differences in the ranking of the ten factors between these two groups by using the grand mean.



**Table 4.14 Grand mean respond of all factors from respondents that have income less than 35,000 baht**

Factor	≤ 35,000 Baht	
	Grand Mean	S.D
Taste	3.75	0.46
Location	3.55	0.59
Cleanliness	3.48	0.73
Quality of food	3.43	0.58
Price	3.25	0.74
Service quality	3.17	0.76
Variety of menu	3.04	0.81
Food appearance	2.98	0.78
Atmosphere	2.97	0.92
Word of Mouth and reviews	2.82	0.83

Table 4.14 report grand mean and S.D of all the factors from the respondents that have income of 35,000 baht per month or lower. The highest grand mean is Taste (3.75), Followed by Location (3.55), Cleanliness (3.48), Quality of food (3.43), Price (3.25), Service quality (3.17), Variety of menu (3.04), Food appearance (2.98), Atmosphere (2.97) and Word of mouth and reviews (2.82) respectively.

**Table 4.15 Grand mean respond of all factors from respondents that have income more than 35,000 baht**

Factor	>35,000 Baht	
	Grand Mean	S.D
Taste	3.84	0.37
Cleanliness	3.56	0.67
Quality of food	3.54	0.50
Location	3.36	0.68
Service quality	3.14	0.73
Price	3.11	0.79



Variety of menu	3.09	0.78
Word of Mouth and reviews	3.05	0.81
Food appearance	2.94	0.75
Atmosphere	2.80	0.91

Table 4.15 report grand mean and S.D of all the factors from the respondents that have income more than 35,000 baht per month. The highest grand mean is Taste (3.84), Followed by Cleanliness (3.56), Quality of food (3.54), Location (3.36), Service quality (3.14), Price (3.11), Variety of menu (3.09), Word of mouth and reviews (3.05), Food appearance (2.94) and Atmosphere (2.80) respectively.

#### 4.4 T-test Analysis

T- test analysis is used to find the significant differences between two groups. In this research analysis the gender, age, status, education level and income level of the respondents are used to form groups. The p-value need to be lower than or equal than 0.05 to show the significant difference between the two groups.

##### 4.4.1 Gender

From the table below, ten factors are compared by gender with to find the differences. Gender is separated in to two group which are female (114 respondents) and male (34).

**Table 4.16 T-test, Gender - Taste**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	3.7865	0.30764	0.296	0.768
Male	34	3.8039	0.27362		

Table 4.16 shows that there is no difference between female and male for the mean of the taste of the food factor. According to the result, the p value is higher

than 0.05 and equal to 0.768, the mean value of female is equal to 3.7865 and the mean value of male is 3.8039, representing that both genders select the restaurant due to the taste of the food.

**Table 4.17 T-test, Gender - Quality of food**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	3.5145	0.38949	2.254	0.026
Male	34	3.3431	0.38912		

Table 4.17 shows that there are significant differences between female and male for the mean importance given to the quality of the food. According to the result, the p value is lower than 0.05 and equal to 0.026, the mean value of female is equal to 3.5145 and the mean value of male is 3.3431, representing that there it is more important for female to select the restaurant due to the quality of the food than for men.

**Table 4.18 T-test, Gender - Variety of menu**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	3.1170	0.50946	2.611	0.010
Male	34	2.8431	0.62082		

Table 4.18 shows that there are significant differences between female and male for the mean score on the variety of the menu. According to the result, the p value is lower than 0.05 and equal to 0.010, the mean value of female is equal to 3.1170 and the mean value of male is 2.8431, representing that there it is more important for female to select the restaurant due to the variety of menu more than male.

**Table 4.19 T-test, Gender - Cleanliness**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	3.5205	0.47148	0.321	0.749
Male	34	3.4902	0.52052		

Table 4.19 shows that there are no differences between female and male on the factor Cleanliness. According to the result, the p value is higher than 0.05 and equal to 0.749, the mean value of female is equal to 3.5205 and the mean value of male is 3.4902, representing that the perception of the respondents about the mean importance of the cleanliness factor for both genders are not different.

**Table 4.20 T-test, Gender - Food Appearance**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	3.0175	0.59470	1.977	0.050
Male	34	2.7941	0.51909		

Table 4.20 shows that there are significant differences between female and male for the mean of the food appearance. According to the result, the p value is equal to 0.05, the mean value of female is equal to 3.0175 and the mean value of male is 2.7941, representing that there it is more important for female to select the restaurant due to the food appearance more than male.

**Table 4.21 T-test, Gender - Price**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	3.1637	0.53629	1.060	0.291
Male	34	3.2745	0.2845		

Table 4.21 shows that there are no differences between female and male for the mean of the Price factor. According to the result, the p value is higher than 0.05 and equal to 0.291, the mean value of female is equal to 3.1637 and the mean value of male is 3.2745, representing that the mean perception of the respondents to the price factor for both gender are not different.

**Table 4.22 T-test, Gender - Location**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	3.4357	0.45469	1.402	0.163
Male	34	3.5588	0.43205		

Table 4.22 shows that there are no differences between female and male for the mean of the Location factor. According to the result, the p value is higher than 0.05 and equal to 0.163, the mean value of female is equal to 3.4357 and the mean value of male is 3.5588, representing that the mean perception of the respondents to the Location factor for both gender are not difference.

**Table 4.23 T-test, Gender - Atmosphere**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	2.9123	0.65933	0.542	0.589
Male	34	2.8529	0.52667		

Table 4.23 shows that there is no difference between female and male for the mean of Atmosphere factor. According to the result, the p value is higher than 0.05 and equal to 0.589, the mean value of female is equal to 2.9123 and the mean value of male is 2.8529, representing that the mean perception of the respondents to the atmosphere factor for both gender are not differences.

**Table 4.24 T-test, Gender - Service quality**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	3.1433	0.55383	0.374	0.710
Male	34	3.1765	0.42032		

Table 4.24 shows that there are no differences between female and male for the mean of the service quality factor. According to the result, the p value is higher than 0.05 and equal to 0.710, the mean value of female is equal to 3.1433 and the mean value of male is 3.1765, representing that the mean perception of the respondents to the service quality factor for both gender are not different.

**Table 4.25 T-test, Gender - Word of mouth and reviews**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Female	114	2.9496	0.69223	0.913	0.363
Male	34	2.8309	0.56314		

Table 4.25 shows that there are not differences between female and male for the mean of the word of mouth and reviews factor. According to the result, the p value is higher than 0.05 and equal to 0.363, the mean value of female is equal to 2.9496 and the mean value of male is 2.8309, representing that the mean perception of the respondents to the word of mouth and reviews factor for both gender are not different.

#### **4.4.2 Age**

From the table below, ten factors are compared in age groups with to find the difference in means. The range of age are separate in to two groups which are lower and equal to 39 years old (Group1) and higher and equal to 40 years old (Group2). There are 114 respondents in Group1 and 34 respondents in Group2.

**Table 4.26 T-test, Age - Taste**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	3.8041	0.29016	1.009	0.315
Group2	34	3.7451	0.32885		

Table 4.26 shows that there are no differences between group1 and group2 in the mean of the taste factor. According to the result, the p value is higher than 0.05 and equal to 0.315, the mean value of group1 is equal to 3.8041 and the mean value of group2 is 3.7451, representing that the mean perception of the respondents for the taste factor in both groups are not different.

**Table 4.27 T-test, Age - Quality of food**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	3.4444	0.40075	1.749	0.082
Group2	34	3.5784	0.36059		

Table 4.27 shows that there are no differences between group1 and group2 in the mean of the quality of food factor. According to the result, the p value is higher than 0.05 and equal to 0.082, the mean value of group1 is equal to 3.4444 and the mean value of group2 is 3.5784, representing that the mean perception of the respondents for the quality of food factor in both groups are not different.

**Table 4.28 T-test, Age - Variety of menu**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	3.0205	0.57185	1.371	0.172
Group2	34	3.1667	0.44381		



Table 4.28 shows that there are no differences between group1 and group2 in the mean of the variety of menu factor. According to the result, the p value is higher than 0.05 and equal to 0.172, the mean value of group1 is equal to 3.0205 and the mean value of group2 is 3.1667, representing that the perception of the respondents for the variety of menu factor in both groups are not different.

**Table 4.29 T-test, Age - Cleanliness**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	3.4737	0.47740	1.858	0.065
Group2	34	3.6471	0.47808		

Table 4.29 shows that there are no differences between group1 and group2 in the mean of the cleanliness factor. According to the result, the p value is higher than 0.05 and equal to 0.065, the mean value of group1 is equal to 3.4737 and the mean value of group2 is 3.6471, representing that the perception of the respondents for the cleanliness factor for both groups are not different.

**Table 4.30 T-test, Age - Food Appearance**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	2.9269	0.58791	1.506	0.134
Group2	34	3.0980	0.55976		

Table 4.30 shows that there are no differences between group1 and group2 in the mean of the food appearance factor. According to the result, The p value is higher than 0.05 and equal to 0.134, the mean value of group1 is equal to 2.9269 and the mean value of group2 is 3.0980, representing that the perception of the respondents for the food appearance factor for both groups are not different.



**Table 4.31 T-test, Age - Price**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	3.1754	0.55070	0.571	0.569
Group2	34	3.2353	0.48220		

Table 4.31 shows that there are no differences between group1 and group2 in the mean of the price factor. According to the result, the p value is higher than 0.05 and equal to 0.569, the mean value of group1 is equal to 3.1754 and the mean value of group2 is 3.2353, representing that the perception of the respondents for the price factor for both groups are not different.

**Table 4.32 T-test, Age - Location**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	3.4708	0.44746	0.335	0.738
Group2	34	3.4412	0.46940		

Table 4.32 shows that there are no differences between group1 and group2 in the mean of the location factor. According to the result, the p value is higher than 0.05 and equal to 0.738, the mean value of group1 is equal to 3.4708 and the mean value of group2 is 3.4412, representing that the perception of the respondents for the location factor for both groups are not different.

**Table 4.33 T-test, Age - Atmosphere**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	2.8977	0.62891	0.035	0.972
Group2	34	2.9020	0.64369		

Table 4.33 shows that there are no differences between group1 and group2 in the mean of the atmosphere factor. According to the result, the p value is higher than 0.05 and equal to 0.972, the mean value of group1 is equal to 2.8977 and the mean value of group2 is 2.9020, representing that the perception of the respondents for the atmosphere factor for both groups are not different.

**Table 4.34 T-test, Age - Service quality**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	3.1257	0.51600	1.068	0.287
Group2	34	3.2353	0.55371		

Table 4.34 shows that there are no differences between group1 and group2 in the mean of the service quality factor. According to the result, the p value is higher than 0.05 and equal to 0.287, the mean value of group1 is equal to 3.1257 and the mean value of group2 is 3.2353, representing that the perception of the respondents for the service quality factor for both groups are not different.

**Table 4.35 T-test, Age - Word of mouth and reviews**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	114	2.9145	0.66588	0.261	0.794
Group2	34	2.9485	0.67076		

Table 4.35 shows that there are no differences between group1 and group2 in the mean of the word of mouth and reviews factor. According to the result, the p value is higher than 0.05 and equal to 0.794, the mean value of group1 is equal to 2.9145 and the mean value of group2 is 2.9485, representing that the perception of the respondents for the word of mouth and reviews factor for both groups are not different.

#### 4.4.3 Marital Status

From the table below, ten factors are compared by marital status of the respondents with to find the difference in means. Marital Status is separated in to two groups which are single (92 respondents) and married (56 respondents).

**Table 4.36 T-test, Marital Status - Taste**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	3.7862	0.29477	0.224	0.823
Married	56	3.7976	0.30931		

Table 4.36 shows that there are no differences between single and married in the mean of the taste factor. According to the result, the p value is higher than 0.05 and equal to 0.823, the mean value of single is equal to 3.7862 and the mean value of married is 3.7976, representing that the perception of the respondents for the taste factor for both groups are not different.

**Table 4.37 T-test, Marital Status - Quality of food**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	3.4022	0.41504	2.961	0.004
Married	56	3.5952	0.32854		

Table 4.37 shows that there are significant differences between single and married respondents regarding the importance of the quality of food. According to the result, the p value is less than 0.05 and equal to 0.004, the mean value for singles is equal to 3.4022 and the mean value for married respondents is 3.5952. So, married respondents care slightly more about the quality of food than singles.

**Table 4.38 T-test, Marital Status - Variety of menu**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	2.9565	0.57675	3.011	0.003
Married	56	3.2143	0.45584		

Table 4.38 shows that there are significant differences between single and married for the factor variety of menu. According to the result, the p value is lower than 0.05 and equal to 0.003, the mean value of single is equal to 2.9565 and the mean value of married is 3.2143, representing that it is more important for married respondents to select the restaurant based on the variety of menu more than for singles.

**Table 4.39 T-test, Marital Status - Cleanliness**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	3.4710	0.46397	1.380	0.170
Married	56	3.5833	0.50553		

Table 4.38 shows that there are no differences between single and married in the mean of the cleanliness factor. According to the result, the p value is higher than 0.05 and equal to 0.170, the mean value of single is equal to 3.4710 and the mean value of married is 3.5833, representing that the perception of the respondents for the cleanliness factor for both groups are not different.

**Table 4.40 T-test, Marital Status - Food Appearance**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	2.9203	0.62969	1.300	0.196
Married	56	3.0417	0.49671		

Table 4.39 shows that there are no differences between single and married in the mean of the food appearance factor. According to the result, the p value is higher than 0.05 and equal to 0.196, the mean value of single is equal to 2.9203 and the mean value of married is 3.0417, representing that the perception of the respondents for the food appearance factor for both groups are not different.

**Table 4.41 T-test, Marital Status - Price**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	3.2174	0.53551	0.821	0.413
Married	56	3.1429	0.53506		

Table 4.40 shows that there are no differences between single and married in the mean of the price of the food factor. According to the result, the p value is higher than 0.05 and equal to 0.413, the mean value of single is equal to 3.2174 and the mean value of married is 3.1429, representing that the perception of the respondents for the price factor for both groups are not different.

**Table 4.42 T-test, Marital Status - Location**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	3.4493	0.46994	0.506	0.613
Married	56	3.4881	0.42147		

Table 4.41 shows that there are no differences between single and married in the mean of the location factor. According to the result, the p value is higher than 0.05 and equal to 0.613, the mean value of single is equal to 3.4493 and the mean value of married is 3.4881, representing that the perception of the respondents for the location factor for both groups are not different.

**Table 4.43 T-test, Marital Status - Atmosphere**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	2.8623	0.63314	0.898	0.370
Married	56	2.9583	0.62624		

Table 4.42 shows that there are no differences between single and married in the mean of the atmosphere factor. According to the result, the p value is higher than 0.05 and equal to 0.370, the mean value of single is equal to 2.8623 and the mean value of married is 2.9583, representing that the perception of the respondents for the atmosphere factor for both groups are not different.

**Table 4.44 T-test, Marital Status - Service quality**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	3.1159	0.53779	1.039	0.301
Married	56	3.2083	0.50277		

Table 4.43 shows that there are no differences between single and married in the mean of the service quality factor. According to the result, the p value is higher than 0.05 and equal to 0.301, the mean value of single is equal to 3.1159 and the mean value of married is 3.2083, representing that the perception of the respondents for the service quality factor for both groups are not different.

**Table 4.45 T-test, Marital Status - Word of mouth and reviews**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Single	92	2.8750	0.67785	1.110	0.269
Married	56	3.0000	0.64138		



Table 4.44 shows that there are no differences between single and married in the mean of the word of mouth and reviews factor. According to the result, the p value is higher than 0.05 and equal to 0.269, the mean value of single is equal to 2.8750 and the mean value of married is 3.000, representing that the perception of the respondents for the word of mouth and reviews factor for both groups are not differences.

#### 4.4.4 Education Level

From the table below, the ten factors are compared based on the education level of the respondents to find differences in the mean. The education level is separated into two groups which are undergraduate and bachelor's degree (Group1) and master's degree, Ph.D. (Group2). There are 104 respondents in Group1 and 44 respondents in Group2.

**Table 4.46 T-test, Education level - Taste**

	N	Mean	Std. Deviation	t	p
Group1	104	3.7981	0.30252	0.470	0.639
Group2	44	3.7727	0.29442		

Table 4.45 shows that there are no differences between group1 and group2 in the mean of the taste factor. According to the result, the p value is higher than 0.05 and equal to 0.639, the mean value of group1 is equal to 3.7981 and the mean value of group2 is 3.7727, representing that the perception of the respondents for the taste factor for both groups are not different.

**Table 4.47 T-test, Education level - Quality of food**

	N	Mean	Std. Deviation	t	p
Group1	104	3.4583	0.39737	0.799	0.425
Group2	44	3.5152	0.39015		

Table 4.46 shows that there are no differences between group1 and group2 in the mean of the quality of food factor. According to the result, the p value is higher than 0.05 and equal to 0.425, the mean value of group1 is equal to 3.4583 and the mean value of group2 is 3.5152, representing that the perception of the respondents for the quality of food factor for both groups are not different.

**Table 4.48 T-test, Education level - Variety of menu**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	104	3.0160	0.56580	1.303	0.195
Group2	44	3.1439	0.49492		

Table 4.47 shows that there are no differences between group1 and group2 in the mean of the variety of menu factor. According to the result, the p value is higher than 0.05 and equal to 0.195, the mean value of group1 is equal to 3.0160 and the mean value of group2 is 3.1439, representing that the perception of the respondents for the variety of menu factor for both groups are not different.

**Table 4.49 T-test, Education level - Cleanliness**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	104	3.5000	0.50882	0.524	0.601
Group2	44	3.5455	0.41354		

Table 4.48 shows that there are not differences between group1 and group2 in the mean of the cleanliness factor. According to the result, the p value is higher than 0.05 and equal to 0.601, the mean value of group1 is equal to 3.5000 and the mean value of group2 is 3.5455, representing that the perception of the respondents for the cleanliness factor for both groups are not different.

**Table 4.50 T-test, Education level - Food Appearance**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	104	2.9872	0.58923	0.670	0.504
Group2	44	2.9167	0.57567		

Table 4.49 shows that there are no differences between group1 and group2 in the mean of the food appearance factor. According to the result, the p value is higher than 0.05 and equal to 0.504, the mean value of group1 is equal to 2.9872 and the mean value of group2 is 2.9167, representing that the perception of the respondents for the food appearance factor for both groups are not different.

**Table 4.51 T-test, Education level - Price**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	104	3.1987	0.49489	0.332	0.740
Group2	44	3.1667	0.62464		

Table 4.50 shows that there are no differences between group1 and group2 in the mean of the price factor. According to the result, the p value is higher than 0.05 and equal to 0.740, the mean value of group1 is equal to 3.1987 and the mean value of group2 is 3.1667, representing that the perception of the respondents for the price factor for both groups are not different.

**Table 4.52 T-test, Education level - Location**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	104	3.4744	0.46144	0.430	0.668
Group2	44	3.4394	0.42997		

Table 4.51 shows that there are no differences between group1 and group2 in the mean of the location factor. According to the result, the p value is higher than 0.05 and equal to 0.668, the mean value of group1 is equal to 3.4744 and the mean value of group2 is 3.4394, representing that the perception of the respondents for the location factor for both groups are not different.

**Table 4.53 T-test, Education level - Atmosphere**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	104	2.9231	0.61135	0.724	0.470
Group2	44	2.8409	0.67624		

Table 4.52 shows that there are no differences between group1 and group2 in the mean of the atmosphere factor. According to the result, the p value is higher than 0.05 and equal to 0.470, the mean value of group1 is equal to 2.9231 and the mean value of group2 is 2.8409, representing that the perception of the respondents for the atmosphere factor for both groups are not different.

**Table 4.54 T-test, Education level - Service quality**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	104	3.1571	0.52336	0.218	0.827
Group2	44	3.1364	0.53468		

Table 4.53 shows that there are no differences between group1 and group2 in the mean of the service quality factor. According to the result, the p value is higher than 0.05 and equal to 0.827, the mean value of group1 is equal to 3.1571 and the mean value of group2 is 3.1364, representing that the perception of the respondents for the service quality factor for both groups are not different.

**Table 4.55 T-test, Education level - Word of mouth and reviews**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	104	2.8966	0.64293	0.721	0.472
Group2	44	2.9830	0.71812		

Table 4.54 shows that there are no differences between group1 and group2 in the mean of the word of mouth and reviews factor. According to the result, the p value is higher than 0.05 and equal to 0.472, the mean value of group1 is equal to 2.8966 and the mean value of group2 is 2.9830, representing that the perception of the respondents for the word of mouth and reviews factor for both groups are not different.

#### 4.4.5 Income Level

From the table below, the ten factors are compared based on the income level of the respondents to find the difference in means. The income level is separated into two groups which are equal to 35,000 bath and below (Group1) and more than 35,000 bath (Group2). There are 83 respondents in Group1 and 65 respondents in Group2.

**Table 4.56 T-test, Income level - Taste**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	3.7470	0.32339	2.077	0.040
Group2	65	3.8462	0.25737		

Table 4.55 shows that there are significant differences between group1 and group2 in the mean of the taste factor. According to the result, the p value is lower than 0.05 and equal to 0.040, the mean value of group1 is equal to 3.7470 and the mean value of group2 is 3.8462.

**Table 4.57 T-test, Income level - Quality of food**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	3.4257	0.41422	1.736	0.085
Group2	65	3.5385	0.36177		

Table 4.56 shows that there are no differences between group1 and group2 in the mean of the quality of food factor. According to the result, the p value is higher than 0.05 and equal to 0.085, the mean value of group1 is equal to 3.4257 and the mean value of group2 is 3.5385, representing that the perception of the respondents for the quality of food factor for both groups are not different.

**Table 4.58 T-test, Income level - Variety of menu**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	3.0241	0.54046	0.752	0.454
Group2	65	3.0923	0.55749		

Table 4.57 shows that there are no differences between group1 and group2 in the mean of the variety of menu factor. According to the result, the p value is higher than 0.05 and equal to 0.454, the mean value of group1 is equal to 3.0241 and the mean value of group2 is 3.0923, representing that the perception of the respondents for the variety of menu factor for both groups are not different.

**Table 4.59 T-test, Income level - Cleanliness**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	3.4779	0.47482	1.017	0.311
Group2	65	3.5590	0.48985		



Table 4.58 shows that there are no differences between group1 and group2 in the mean of the cleanliness factor. According to the result, the p value is higher than 0.05 and equal to 0.311, the mean value of group1 is equal to 3.4779 and the mean value of group2 is 3.5590, representing that the perception of the respondents for the cleanliness factor for both groups are not different.

**Table 4.60 T-test, Income level - Food Appearance**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	2.9880	0.61474	0.510	0.611
Group2	65	2.9385	0.54611		

Table 4.59 shows that there are no differences between group1 and group2 in the mean of the food appearance factor. According to the result, the p value is higher than 0.05 and equal to 0.611, the mean value of group1 is equal to 2.9880 and the mean value of group2 is 2.9385, representing that the perception of the respondents for the food appearance factor for both groups are not different.

**Table 4.61 T-test, Income level - Price**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	3.2530	0.47595	1.650	0.101
Group2	65	3.1077	0.59543		

Table 4.60 shows that there are no differences between group1 and group2 in the mean of the price factor. According to the result, the p value is higher than 0.05 and equal to 0.101, the mean value of group1 is equal to 3.2530 and the mean value of group2 is 3.1077, representing that the perception of the respondents for the price factor for both groups are not different.

**Table 4.62 T-test, Income level - Location**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	3.5462	0.42157	2.552	0.012
Group2	65	3.3590	0.46885		

Table 4.61 shows that there are significant differences between group1 and group2 in the mean of the location factor. According to the result, the p value is lower than 0.05 and equal to 0.012, the mean value of group1 is equal to 3.5462 and the mean value of group2 is 3.3590.

**Table 4.63 T-test, Income level - Atmosphere**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	2.9799	0.65508	1.786	0.076
Group2	65	2.7949	0.58539		

Table 4.62 shows that there are no differences between group1 and group2 in the mean of the atmosphere factor. According to the result, the p value is higher than 0.05 and equal to 0.076, the mean value of group1 is equal to 2.9799 and the mean value of group2 is 2.7949, representing that the perception of the respondents for the atmosphere factor for both groups are not different.

**Table 4.64 T-test, Income level - Service quality**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	3.1566	0.52405	0.149	0.881
Group2	65	3.1436	0.53023		

Table 4.63 shows that there are no differences between group1 and group2 in the mean of the service quality factor. According to the result, the p value is higher than 0.05 and equal to 0.881, the mean value of group1 is equal to 3.1566 and the mean value of group2 is 3.1436, representing that the perception of the respondents for the service quality factor for both groups are not different.

**Table 4.65 T-test, Income level - Word of mouth and reviews**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>p</b>
Group1	83	2.8253	0.65766	2.027	0.045
Group2	65	3.0462	0.65832		

Table 4.64 shows that there are significant differences between group1 and group2 in the mean of the word of mouth and reviews factor. According to the result, the p value is lower than 0.05 and equal to 0.045, the mean value of group1 is equal to 2.8253 and the mean value of group2 is 3.0462, representing that it is more important for group2 (higher incomes) to select the restaurant based on the word of mouth and reviews factor than group1 (lower incomes).

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusion**

The main purpose of this research is to study about the factors that influence the customer to choose a Thai restaurant to dine out, focusing on people in the Bangkok Metropolitan Area. The researcher collected data through an online questionnaire via Facebook, Line and E-mail. There are 148 respondents, which 77 % are female and 23% are male. Most of the respondent's age is 20 – 29 years old which is 41.2%. The most frequent income levels are 15,000 – 25,000 baht, and more than 55,001 baht, both of which have the same percentage of 24.3%

According to the information, Taste is the most factors that respondents concerned when they select the restaurant follow by cleanliness and quality of food respectively. The less important factor is the atmosphere in the restaurant.

The researcher has separated the respondents in to two groups by the level of respondent's income. Group A is respondents that have income less than 35,000 baht per month and group B is respondents that have income more than 35,000 baht per month. In Group A, the highest mean grand is Taste (3.75), followed by Location (3.55), Cleanliness (3.48), Quality of food (3.43), Price (3.25), Service quality (3.17), Variety of menu (3.04), Food appearance (2.98), Atmosphere (2.97) and Word of mouth and reviews (2.82) respectively. In Group B, The highest grand mean is Taste (3.84), Followed by Cleanliness (3.56), Quality of food (3.54), Location (3.36), Service quality (3.14), Price (3.11), Variety of menu (3.09), Word of mouth and reviews (3.05), Food appearance (2.94) and Atmosphere (2.80) respectively.

According to the data, Taste has the highest grand mean for both group A and B. The first fourth factors of both two groups are the same but with difference sequence which is Taste, Location, Cleanliness and Quality of food.

The researcher has also tested the difference in the mean of the 10 factors between Gender, Age, Marital Status, Education level and Income level groups with the

tens factors by using T-test analysis. The result shows that the means of the ten factors are not different in the age and education level groups. But for gender there is difference in the mean of three factors which are Quality of food, Variety of menu and Food appearance. The mean of the female respondent are 3.5145, 3.1170 and 3.0175 while for male respondents the means are 3.3431, 2.8431 and 2.7941 respectively. Female respondents give higher importance to the all three factors than men. The marital status also is associated with differences in the mean of two factors which are Quality of food and Variety of menu. The means for the single respondents are 3.4022 and 2.9565 while for married they are 3.5952 and 3.2143 respectively. Married respondents give higher importance to both factors than singles. Income level is also associated with differences in the mean of three factors which are Taste, Location and Word of mouth and reviews. The mean of group1 respondent are 3.7470, 3.5462 and 2.8253 while group2 are 3.8462, 3.3590 and 3.0462 respectively. Respondents with higher income give lower importance to the location factor than lower income respondents. Respondents with higher income give higher importance to the taste and word of mouth and review factors than lower income respondents.

## **5.2 Recommendation**

This research provides useful data that can help entrepreneurs that are in the Thai restaurant business in Bangkok to improve them to gain customers by rechecking their business according to the factors. The entrepreneur can start to focus on the first four factors rated highest by respondents, which are Taste, Location, Cleanliness and Quality of food. Further, also in both income groups, these four factors are the most important that respondents are concerned about.

Taste is the highest factor that most respondents are concerned about, so the restaurant must have their own recipes and standard processes to make the unique and reliable taste in that restaurant. And every portion and every dish need to have the same taste and quality, by using a proper management process.

For entrepreneurs that want to invest in the restaurant business, they must find the right place that can be easily seen and visited, as location matters for respondents. The restaurant also needs to be clean from the uniform of chef, staff,

kitchen, plate everything that need to touch with the food and everywhere that can be seen by the customers.

Quality of food, all the ingredients that are used to cook need to be fresh and clean. The staffs need to control the quality every day to make sure that all the ingredients reach the restaurant fresh and meeting the high standards.

According to the test result it also shows that comparing all tens factors in different demographic groups of the respondents, the result are mostly not different. But there are some groups that give higher importance to some factors than other groups, so when the owner of the restaurant needs to target specific customers, they can manage the business according to their target group.

### **5.3 Limitations**

In this research there are some limitations that occur. Due to the time limit, the sample size is quite small: there are just 148 respondents that have completed the survey. The sample size is mostly female, which there are 114 respondents, and most of all the respondents are in the age group of 20-29 years old (61 respondents), so the information and conclusions may not accurately represent all groups of people in Bangkok.

### **5.4 Future Research**

Future research can focus more deeply on the main factors that have most impact on the customer decision and expand the sample group and conduct a study with people from more various backgrounds, using a more representative sample.



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## APPENDICES

### Appendix: Questionnaire text

#### Part I: Demographic Questions

1) Gender

Male     Female

2) Age

< 20 years     20-29 years     30-39 years  
 40-49 years     >50 years

3) Marital Status

Single     Married

4) Education

Below Bachelor's degree     Bachelor's degree  
 Master's degree     Ph.D.

5) Income per month

<15,000 Baht     15,001-25,000 Baht  
 25,001-35,000 Baht     35,001-45,000 Baht  
 45,001-55,000 Baht     >55,001 Baht

#### Part II: General Questions

6) What is the expected budget per person for eating in a Thai restaurant?

< 125 Baht  
 125-250 Baht  
 251-500 Baht

\_\_\_501-750 Baht

\_\_\_751-1,000 Baht

\_\_\_>1,000 Baht

7) When eating out at a restaurant, what type of food do you eat most frequently (select one)?

\_\_\_ Thai and Isaan food

\_\_\_ Chinese food

\_\_\_ Japanese food

\_\_\_ Korean food

\_\_\_ Fast food (McDonalds, etc.)

\_\_\_ Buffet, variety

\_\_\_ Western restaurant (French, Italian, etc.)

\_\_\_ Other type of food

### Part III: Screening Question

8) How often do you eat at Thai restaurant?

\_\_\_ less than once a month    \_\_\_ once or twice a month    \_\_\_ 1 time per week

\_\_\_ 2 times per week    \_\_\_ 3 times per week    \_\_\_ >4 time per week

### Part IV:

9) Ranking from 4 (strongly agree) to 1 (strongly disagree)

Question	Rating			
	4	3	2	1
I always visit the restaurant because the food is tasty				
Good taste is important when selecting a Thai restaurant to eat				
I will only visit the same restaurant again if the food tastes excellent				
It is important to me that the ingredient is fresh.				
I concern about the food nutritive value in every meal.				
The quality of the food makes me go back to the same restaurant again.				
I like to visit the restaurants that have many types of food.				

I like those restaurants that have both main dish and dessert.				
I always order new dishes in the restaurant.				
I like to visit the restaurant that the chef wearing a clean suit and hat.				
It is important for me that all the spoon fork and plate are kept in the clear place.				
If I find a small cockroach walking on the table, I definitely do not revisit that restaurant.				
It is important to me that the food should be well-decorated on the plate.				
Well presentation of the food shows the good taste.				
Well presentation of the food increases my appetite.				
I usually avoid the most expensive dishes in a restaurant.				
I have my estimated budget every time before I visit the restaurant.				
Reasonable price is an important reason when visiting a restaurant again.				
I always choose the restaurant that nearby my place.				
It's important for me if the restaurant is easy to travel to.				
It's essential that the restaurant provides sufficient car parking area.				
I always take a photo in the restaurant to show my friends and share via social media.				
The good atmosphere will make the food taste better.				
I do not revisit restaurants with a poor or boring atmosphere, no matter how good the food is.				
I always concern about the service of the restaurant staff.				
I always visit the restaurant that the staff have good manner.				

I do not visit restaurants with slow or inattentive staff again, no matter how good the food is				
I try and visit restaurants which are recommended by my friends and family.				
I try and visit restaurants which are recommended on social media such as Facebook and Instagram				
I try and visit restaurants which have high reviews on Wongnai, Pantip and other websites				
I try and visit restaurants which are recommended by influencers and “dara”				

