

**THE FACTORS THAT DRIVE THE PURCHASE DECISION FOR
THE SELECTION OF RESTAURANTS AND CAFÉS IN
BANGKOK**



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entitled
**THE FACTORS THAT DRIVE THE PURCHASE DECISION FOR
THE SELECTION OF RESTAURANTS AND CAFÉS IN
BANGKOK**

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ABSTRACT

According to the change in lifestyle, dining out becomes more popular for urbanites in Thailand. This research paper studies the factors that influence purchase intention for restaurants and/or cafes of customers in Bangkok. The objective is to help entrepreneurs to better understand customers' needs. From the conceptual framework, there are 12 factors to be investigated that might influence the customer purchase intention for restaurants and/or cafes, which are taste, price, location, service quality, quality of food, recommendation by others, brand, the peace and quietness, type of food offered, lively and fun atmosphere, positive online reviews, and restaurant/ cafe can produce the main ingredients by itself, or can clearly identify the source of the main ingredients. The research methodology in this study is quantitative method, using online survey to collect data from 159 respondents. The research findings indicate that the food taste, food quality, reasonable price, service quality and location are the key factors that influence customers' purchase intention for a restaurant. In addition, the researcher also found that the guaranteed high quality of the ingredients followed by high confidence in the source of the main ingredients, ensuring good health, supporting the Thai farmers who supply the restaurant, and recommendations are the important reasons that influence customers' purchase intention when choosing to visit a locally sourced restaurant and/or café. Moreover, the researcher provides suggestions and recommendations for restaurant owners and entrepreneurs in the food business.

KEY WORDS: Restaurant/ Locally Sourced Restaurant/ Food/ Purchase Decision

40 pages

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CHAPTER I

INTRODUCTION

1.1 Problem Statement

Due to the busy life style of Bangkokians means that they have little time to spend cooking by themselves, even if they have the time to do so. Many Bangkokians including the researcher find a restaurant for eating out of home. This becomes a normal part of Bangkokians' lifestyle. Referring to the Nielson's research named "FoodTrips" which studied the Thai people's behavior on eating out of home and found that eating out is an increasing trend for Thai people which have become an important part of our lifestyle (Posttoday, 2017). This because it is a place to relax, meet their colleagues, friends, and family. Moreover, nowadays many Thai people eat out of home 2 times a day (ThaiQuote, 2018), which shows that the restaurant sector has become more important to Thai people. For this thematic paper, the research topic is about restaurant and café. This is because the researcher wants to be an owner of the small restaurant and/ or café in the future. All above information and interest encourages the researcher to do the research topic which related to the restaurant and café.

Despite to the good opportunity for setting up restaurants and cafés as the researcher mentioned in the first paragraph, it is undeniable that the restaurant and café industry faces the challenge of huge competition. It is common to think for restaurants that just offering good foods or drinks will help them to success. However, it is much more complicated than that. There are more important factors e.g., quality of service and the impact customer reviews are also important aspects that restaurant and café owners should concern about.

In the previous semester, I had the opportunity to study the "Service Marketing" subject which there was a guest speaker named "Khun Port" who owned the "Coro Field Dessert Cafe" located at Central World to talk about the history of his café and asked us to create the marketing plan which related to their service. The interesting thing is he told that everyone knew that the food quality is the important factor to help

restaurant and café success but for him, he passed the message that the main ingredients of his desserts are come from their own farm named “Coro Field Farm” which is the famous melon and lifestyle farm located at Ratchaburi province. He told the story of the café through the articles, social media, i.e., Facebook fan page and Instagram, which makes the customers be more confident in his café and select to consume at his café because of they know where is the main ingredients come from and they feel confident with the food materials. This makes me think about my brother’s business which he has just started doing the rice farm, raising fish and mushroom. I think about bringing the food ingredients from my brother’s farm to be the main ingredients in my restaurant or café in the future and always think that is it one of the factors influencing consumer decision to select my restaurant or café or not.

Therefore, I come up with the topic of the research which is to understand the factors that influence the selection of restaurants and cafés for Bangkokians.

1.2 Research Question

Referring to the above statement, this study investigates into two questions which are:

1.2.1 Is the restaurant and café that can produce the main ingredients by themselves, or can clearly identify the source of the main ingredients an important factor that impact to the Bangkokian’s purchase decision to select restaurant and/or café?

1.2.2 Are there any other important factors that drive the purchase decision for the selection of the restaurant and café for Bangkokians, apart from locally sourced ingredients, such as price, type of food, food quality, service quality, word-of-mouth and online reviews?

1.3 Research Scope

The scope of the research is limited to Bangkokian people who age 25 – 55 years old and have moderate to high income from 25,000 baths onwards. The quantitative research approach will be conducted in this study. The quantitative data will be collected by conducting a questionnaire with 100 respondents in Bangkok who at

least visited a restaurant and/or café that can produce the main ingredients by themselves or can identify source of the main ingredients e.g., Coro Field Café, Oh Ka Jhu Organic Salad & Coffee, Joy Table, Veggie Mill, Home Fresh Hydrofarm, We Café, O-Oh Farm, Bar We Grill, DiVine, Phufa Coffee, and Doikham Royal Project Shop.

[Note: Not an issue now, as part of the research design I would also include a group of respondents who did not visit locally sourced restaurants, to see how they are different.]

1.4 Expected Benefit

The final report will contain the factors that drive purchase decision for selection of the restaurants and cafés for Bangkokian. This also shows whether the restaurant and café that can produce the main ingredients by themselves or can identify source of the main ingredients is the important factor or not.

The results of a deeper understanding of customers' selection factor will provide the restaurant owner or restaurateurs and the researcher with insight and valuable information to develop the restaurants and/ or café and do marketing communication for restaurant and café to attracting more customers and success in the long term. The results will be useful to apply in the marketing plan in both new and current restaurants and cafés in Bangkok, especially locally sourced restaurants.

CHAPTER II

LITERATURE REVIEW

2.1 Locally Sourced Restaurants in Thailand

The challenges for researchers in studying locally sourced restaurants is that there is no regular definition of locally sourced restaurants. There were the previous studies about the local food and one study defined local food as “local food using geographical distance (e.g., food grown or produced within a 50-, 100-, or 200-mile radius) and/or geographic region (e.g., food grown or produced within the state). Referring to such definition locally sourced restaurants are defined as a restaurant that is based on the local food movement and sources food primarily (or exclusively) from local farmers, whether it is produce (fruit or vegetables) or protein (poultry, pork, beef, and fish). For example, a farm-to-fork, farm-to-table concept restaurant. The restaurant type can be anything from full service to quick service or even food truck” (Yeon Ho Shin et al., 2010, p.70). In addition, in this research, the researcher considers this means that the restaurant and café that can produce the main ingredients by themselves or can clearly identify the source of the main ingredients as well.

2.2 Service Marketing and Their Characteristics

Service is deeds, processes, and performance which co-produced by one person/entity for another person/entity (Zeithaml, Bitner, and Gremler, 2009). It is essentially intangible; therefore, will not result in ownership. When using with the word *marketing*, “they now seek better ways to understand and segment their customers, to ensure the delivery of quality services, and to strengthen their positions amid a growing number of competitors” (Zeithaml et al., 2009, p.10).

Table 2.1 Characteristics of services

Source: A. Parasuraman, V. A. Zeithaml, and L. L. Berry. "A Conceptual Model of Service Quality and Its Implications for Future Research." *Journal of Marketing* 49 (Fall 1985), pp. 41–50.

Goods	Services	Resulting Implications
Tangible	Intangible	Services cannot be inventoried. Services cannot be easily patented. Services cannot be readily displayed or communicated. Pricing is difficult.
Standardized	Heterogeneous	Service delivery and customer satisfaction depend on employee and customer actions. Service quality depends on many uncontrollable factors. There is no sure knowledge that the service delivered matches what was planned and promoted.
Production separate from consumption	Simultaneous production and consumption	Customers participate in and affect the transaction. Customers affect each other. Employees affect the service outcome. Decentralization may be essential. Mass production is difficult.
Nonperishable	Perishable	It is difficult to synchronize supply and demand with services. Services cannot be returned or resold. Services for any given time-period cannot be sold or delivered at a later date.

There are four characteristics of services which highlight the difference from products. These characteristics are the basis of the 7Ps model for marketing. It is important to understand each characteristic and its implications for marketing practice.

1. **Intangibility** - Intangibility means that it cannot be touch, seen, felt, tasted or try anything until the purchase is made (Zeithaml et al, 2009). To illustrate this with restaurant service, when customers decide to consume food at restaurant, they do not know that they will receive a good service. They feel like they make a purchase with inadequate information, so it is hard to evaluate service quality. In addition, this can lead to increasing of a perceived risk which is risks in terms of the consumer's perceptions of the uncertainty and adverse results of buying services. This can reduce the level of intangibility of their service by building brand, provide quality food and service.

2. **Variability/ Heterogeneity** - It means that it is difficult to ensure consistent service quality provided by a service provider (Zeithaml et al, 2009). The quality of the service can vary depending on who provides them as well as when, where and how it is provided. For example, a service from a same waiter of Baan Ying restaurant can be variation from time to time. If he was sick, he may not provide active service to customer. This is a specific problem for services with a high labor involvement like restaurant. This can reduce the level of variability by providing the quality and consistency of service.

3. Inseparability - It means that services will be produced by a service provider when consumers are there to consume simultaneously (Zeithaml et al, 2009). If the customer does not come to a restaurant and orders food, there is no a service from the provider provides to customer. This is the moment of truth of customer to build a perception of quality and satisfaction, or to start evaluating the quality of the service. Therefore, it is important for restaurants to know what customers require and deliver it to them.

4. Perishability – It means that since the service must be produced and consumed at the same time, so we cannot store, save, return a service capacity for sale in the future (Zeithaml et al, 2009). Once a service is delivered to a customer, the service is completely consumed and cannot be delivered to another customer. This should be considered by a restaurant to reduce the perishability in the service by provide a good service for a restaurant during peak time and provide the promotion during off-peak period.

2.3 Literature review

Based on reviewing of the literature on locally sourced restaurants, the researcher found that there are limited studies of locally sourced restaurants in Thailand. However, there are some studies in United States that had investigated about the locally sourced restaurants from different points of view as summarized in the table below:

Table 2.2 Summary table of literature review

Research/ Researcher	Topic	Respondents	Method	Findings
Consumer Preferences for Locally Produced Food Ingredient Sourcing in Restaurants/ J.M. Lillywhite, J.E. Simonsen, R.N. Acharya, and K. Laney	1. Evaluating consumer preference for restaurant menu items that are prepared with locally grown ingredients. 2. Identify factors in determining for	Survey of 322 consumers who consume ethnic foods and were from the American Southwest.	Quantitative method	Factors: Price, the use of local ingredients, and type of restaurant. The results showed that the use of local ingredients in restaurant was not the primary decision factor, consumers consider them as the second factor in their

Table 2.2 Summary table of literature review (cont.)

Research/ Researcher	Topic	Respondents	Method	Findings
(2014).	choosing restaurant meals.			choices of eating out. The primary factor is price while the third is type of restaurant.
Locally Sourced Restaurant: Consumers Willingness to Pay/ Yeon Ho Shin, Jinyoung Im, Seung Eun Jung & Kimberly Severt (2018).	1. Identify factors influence customers' willing to pay more when visiting a locally source restaurant 2. Assess whether health consciousness and community attachment effect on willing to pay in visiting a locally source restaurant.	Survey of 423 consumers who were restricted to U.S. people with 18 years old or older.	Quantitative method	1. Customers who had favorable attitude, a higher level of social pressure, and a feeling of confidence in visiting a locally sourced restaurant were more likely to pay more at the restaurant. 2. The results indicated that customers who were highly concerned with their personal health and attached to local community tended to be willing to pay more at a locally sourced restaurant.
Consumers' Willingness to Patronize Locally Sourced Restaurants: The Impact of Environmental Concern, Environmental Knowledge, and Ecological Behavior/ Yeon Ho Shin, Jinyoung Im, Seung Eun Jung & Kimberly Severt (2017)	Identify whether environmental knowledge, environmental concern, and ecological behavior were three factors that influence consumers' Willingness to patronize locally sourced restaurants.	Survey of 423 consumers who were restricted to U.S. people with 18 years old or older.	Quantitative method	1. Environmental concern was a significant predictor of attitude toward visiting a locally sourced restaurant. 2. Environmental knowledge positively influenced consumers' attitudes toward visiting a locally sourced restaurant. 3. The relationship between ecological behavior and attitude were not significant.

Table 2.2 Summary table of literature review (cont.)

Research/ Researcher	Topic	Respondents	Method	Findings
Restaurants, chefs and local foods: insights drawn from application of a diffusion of innovation framework/ Shoshanah M. Inwood, Jeff S. Sharp, Richard H. Moore, Deborah H. Stinner (2008)	The researcher selected only related question to this research which is the following question: What motivations do restaurants have for purchasing and experimenting with local food?	Qualitative method: Interviewees were selected from five Ohio cities from four distinct regions: Akron (northeast); Cleveland (northeast); Columbus (central); Cincinnati (southwest) and Toledo (northwest). Quantitative method: Data were collected in person and over the phone during the winter of 2003 with 100 members of the Ohio culinary and food-retail community.	Both qualitative method and quantitative method	The motivation factors customers had for purchasing with local food were the followings: 1. Taste was an important factor in their purchasing decisions 2. Convenience and price were not important much as taste 3. Production standard e.g., production technique, purchasing local food from trust farmer was the significant factor.

Table 2.2 Summary table of literature review (cont.)

Research/ Researcher	Topic	Respondents	Method	Findings
Eating out: which restaurant to choose? / Gabriele Scozzafava, Caterina Contini, Caterina Romano, Leonardo Casini (2017)	Which are the main drivers in the choice of a restaurant for Italian consumers? Are local, organic, and GMO-free food important attributes in the choice of a restaurant?	Not define	The application of a latent class model.	The important factors that drove the choice of a restaurant was price and service quality. In addition, the restaurant that had menu with local foods, organic food, and OGM-free product was not in the factor for decision. The 30 percent of consumers showed a willingness to pay for local foods, organic products, and OGM-free ingredient.
Factors influencing on purchase intention in Isan restaurant of Thai people in Bangkok/ Soontree Ngamsuntisuk (2016)	What are factors influencing on purchase intention in Isan restaurant of Thai people in Bangkok?	Survey of 200 from people who has the age range between 22 - 50 years old in Bangkok, which is around 2.5 million people.	Quantitative method	The first important factor was taste, followed by brand and the third important factor was service quality.
What are the current factors affecting consumer selection criteria in formal full-service restaurants in Port Elizabeth, South Africa. / Oswald Mhlanga, and Dr. Tembi Maloney Tichaawa (2016)	What are the factors that influence customer choice of restaurants selection?	The survey was collected to customers in formal full-service restaurants for 400 customers of the eight selected formal full-service restaurants in Port Elizabeth, South Africa.	Quantitative method	The factors influence customer choice of restaurants selection were good service, quality of food, recommendation by others, and the peace and quietness as well.

2.4 Proposed Framework

After performing the literature review, the researcher found that the use of local ingredients in restaurant is not the most significant factor that impacts the consumers' purchase decision to a select restaurant in previous studies. However, it is one of the factors that consumers consider when selecting the restaurant and café.

In addition, the researcher found the other important factors that drive the purchase decision for the selection of the restaurant: those elements were taste, price, location, service quality, quality of food, recommendation by others, brand and the peace and quietness.

2.5 Additional factor in the literature

After performing of the literature review, the researcher found that there was some research that studied about the locally sourced restaurants which are defined as a restaurant that is based on the local food movement and sources food primarily (or exclusively) from local farmers, whether it is produce (fruit or vegetables) or protein (poultry, pork, beef, and fish). However, there is no research examining whether the restaurant and café that can produce the main ingredients by themselves or can clearly identify the source of the main ingredients, is an important factor that impact to the customer's purchase decision to select restaurant. This study attempts to fill this gap by adding this factor in the questionnaire in order to answer the research question. In addition, another contribution is to survey consumers in Bangkok, Thailand.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Data Collection Methodology

Quantitative method is specifically strong at studying large groups of people and generalizing from the sample being studied to broader groups apart from that sample (Swanson et al, 2005). An online survey questionnaire is used because the objective of this research is to identify whether the restaurant and café that can produce the main ingredients by themselves or can clearly identify the source of the main ingredients, is an important factor that impacts Bangkokian's purchase decision to select a restaurant. A secondary objective is to identify other important factors that drive the purchase decision as well. There are many relevant studies in United States that have investigated locally sourced restaurant and provide the specific questions and answers which are relevant factors that influence restaurant choice. To study this kind of general topic in Thailand, a questionnaire is a suitable method to get the factors and compare them with our conceptual framework for analyzing the results.

3.2 Population and Sampling for Data Collection

3.2.1 Population

The target population for the questionnaire is people who has the age range 25 – 55 years old and have moderate to high income from 25,000 baths onwards in Bangkok or we call them “Bangkokian”, which is around 66 million people (The Bureau of Registration Administration, 2018) who at least visited a restaurant and/or café that can produce the main ingredients by themselves or can identify source of the main ingredients e.g., Coro Field Café, Oh Ka Jhu Organic Salad & Coffee, Joy Table, Veggie Mill, Home Fresh Hydrofarm, We Café, O-Oh Farm, Bar We Grill, DiVine, Phufa Coffee, and Doikham Royal Project Shop. The researcher would also include a group

of respondents who did not visit locally sourced restaurants, to see how they are different. The researcher will select the Bangkokian who have moderate to high income from 25,000 baths onwards because the examples of the locally sourced restaurant are branded restaurant which provide food and dessert start from around 100 baht per dish. Therefore, the researcher aims to focus on the Bangkokian who have moderate to high income.

3.2.2 Sampling

“A variety of sampling strategies are possible to select a sample that represents a population well and stays within budget.” (Swanson et al, 2005, p.47). The intended sample size is 100 survey responses from the total population, which is suitable for time spent for collecting data which is limited to only 4 weeks.

3.2.3 Data Collection

The survey will be conducted with the online close-ended questionnaire in Google Forms and then distributed via social network channels which are Line, and Facebook.

3.2.4 Questionnaire Designs

The survey questionnaire is separated into 4 parts. The survey questions will start from the demographic characteristic of locally sourced restaurant consumers which are gender, age, education level, occupation and average income and followed by a screening question to separate between respondents who have been visited a locally sourced restaurant and respondents who have not. The next part consists of the general questions which are the frequency to visit a locally sourced restaurant and café and spending budget. The final part is the specific questions which will give the predetermined responses to respondents to rate on the scale that match with their opinions for using to analyze the results.

3.3 Data Analysis

After completing collecting the data from the target population, the researcher will use SPSS to analyze the basic descriptive statistics for data analysis.



CHAPTER IV

RESEARCH FINDINGS

In this chapter, the data analysis and findings will be shown. The researcher randomly distributed 250 questionnaires to the respondents and received 198 questionnaires from the respondents. The response rate was approximately 79%. Due to the scope of the research is limited to Bangkokian people who age 20 – 55 years old and have moderate to high income from 25,000 baths onwards. Therefore, after receiving of the questionnaires, the researcher considers removing 39 respondents from answers in Part I: Demographic Question which are the follows:

1. Respondents who have age less than 20 years old and more than 55 years old for 9 people.
2. Respondents who have income level per month less than 25,000 baht for 19 people.
3. Respondents who do not live or work in Bangkok for 11 people.

Therefore, there were totally 159 completed questionnaires to be used for the analysis. The research result started with the findings of the profiles of respondents. Then, the findings of behaviors of visiting of a locally sourced restaurant and/or café. The next section would be the main finding to show the factors that influence Bangkokian to choose a restaurant and/or café, and the reasons that influence them when choosing to visit a locally sourced restaurant and/or café for eating out. Then, the results of the Independent Samples T-Test for the mean for each factor to see difference preferences separated into 2 tests; frequency of visiting of a locally sourced restaurant and/ or café and income level per month. Last section would be the discussion to comparing the results of this research with the proposed framework from the literature review.

4.1 Respondents Profiles

Table 4.1 Demographic profile

Profile of the Respondents	Frequency	Percentage (%)
Gender		
Male	45	28.3
Female	114	71.7
Total	159	100
Age		
20 – 29 years old	56	35.22
30 – 39 years old	90	56.60
40 – 49 years old	3	1.89
50 – 55 years old	10	6.29
Total	159	100
Highest Education		
Below Bachelor's degree	5	3.14
Bachelor's degree	81	50.94
Master's degree	73	45.91
Total	159	100
Occupation		
Office worker	130	81.76
Housewife	2	1.26
Self-employed	16	10.06
Student	4	2.52
Unemployed	1	0.63
Other	6	3.77
Total	159	100
Income level per month		
25,001 - 35,000 Baht	23	14.47
35,001 - 45,000 Baht	26	16.35
45,001 - 55,000 Baht	30	18.87
> 55,000 Baht	80	50.31
Total	159	100

From the survey information above, the total sample was 159 respondents. The majority of the respondents were female (71.7%), aged between 30 – 39 years old (56.6%), graduated in bachelor's degree (50.94%), and most of them are office worker (81.76%) and have income level per month more than 55,000 baht (50.31%).

4.2 Behaviors of visiting of a locally sourced restaurant and/or café

4.2.1 Specific behavior related to visiting of a locally sourced restaurant and/or café

Table 4.2 Respondents who have visited a locally sourced restaurant and/ or café and those respondents who have not.

Specific behavior	Frequency	Percentage (%)
Visiting of a locally sourced restaurant and/or café		
Yes	147	92.45
No	12	7.55
Total	159	100

Table 4.2 shows specific behavior of the respondents that most of them have visited a locally sourced restaurant and/ or café (92.45%).

4.2.2 General behaviors related to visiting of a locally sourced restaurant and/or café

Table 4.3 General behaviors of visiting frequency of a locally sourced restaurant and/ or café

General behavior	Frequency	Percentage (%)
Less than once a month	65	40.88
Once a month	30	18.87
2 times per month	25	15.72

Table 4.3 General behaviors of visiting frequency of a locally sourced restaurant and/ or café (cont.)

General behavior	Frequency	Percentage (%)
3 times per month	10	6.29
More than 4 times per month	29	18.24
Total	159	100
More than 4 times per month		
Twice a week	19	65.52
3 times a week	6	20.69
4 times a week	1	3.45
More than 5 times a week	3	10.34
Total	29	100
The expected budget per person for a one-time visit to a locally sourced restaurant and/ or café		
< 125 Baht	19	11.95
125 – 250 Baht	44	27.67
251 – 500 Baht	68	42.77
501 – 750 Baht	16	10.06
751 – 1,000 Baht	7	4.40
> 1,000 Baht	5	3.14
Total	159	100

The table 4.3 shows general behaviors of the people who consume at a locally sourced restaurant and/ or café for the frequency that they visit such restaurant and/ or café in a month. The majority of them informed that they visit a locally sourced restaurant and/ or café less than once a month (40.88%). There are 18.24% of people who have visited a locally sourced restaurant and/ or café more than 4 times per month and claimed that most of them visit such restaurant and/ or café twice a week. In addition, the majority of expected budget per person for a one-time visit to a locally sourced restaurant and/ or café is between 251 and 250 baht per person (42.77%).

4.3 Main Findings

Table 4.4 Factors that you consider before choosing to visit a *general restaurant and/or café* for eating out

Factors	Level of Importance (Percentage (%))				Mean	S.D.	Total
	1 Not important	2 Somewhat important	3 Important	4 Very important			
1. Food taste	1.26%	3.14%	38.36%	57.23%	3.52	0.63	100%
2. Reasonable price	1.26%	9.43%	55.97%	33.33%	3.2	0.66	100%
3. Location e.g., close to home	1.26%	19.50%	53.46%	25.79%	3.02	0.72	100%
4. Service quality	1.26%	15.72%	55.97%	27.04%	3.09	0.68	100%
5. Food quality	1.26%	3.14%	42.77%	52.83%	3.47	0.63	100%
6. The recommendation by others	6.29%	44.65%	35.22%	13.84%	2.55	0.78	100%
7. Restaurant/ cafe's brand	10.06%	38.99%	37.74%	13.21%	2.53	0.84	100%
8. Peaceful and quiet atmosphere	8.18%	32.70%	48.43%	10.69%	2.62	0.78	100%
9. Restaurant/ cafe can produce the main ingredients by itself, or can clearly identify the source of the main ingredients	15.72%	42.14%	32.08%	10.06%	2.38	0.86	100%
10. Positive online reviews	8.81%	33.33%	44.03%	13.84%	2.60	0.83	100%
11. Lively and fun atmosphere	12.58%	38.36%	32.08%	16.98%	2.55	0.92	100%
12. The type of food offered (Thai, Isan, Japanese, Korean, Western, etc.)	8.18%	19.50%	54.09%	18.24%	2.8	0.83	100%

Table 4.4 shows factors that people consider before choosing to visit a general restaurant and/or café for eating out. The results show that based on the 12 criteria, more than 90% of the consumers thought that the food taste and food quality are important which the food taste got highest mean score i.e., 3.52 and then followed by the food quality i.e., 3.47. Similarly, close to 80% thought that reasonable price, service quality, and location e.g., close to home are important factors as well. The mean scores for these three criteria are 3.2, 3.09, and 3.02 respectively. Moreover, more than 44% of respondents thought that the type of food offered, peaceful and quiet atmosphere and positive online reviews are important factors with the weight score 2.8, 2.62, and 2.60 respectively. In addition, more than 38% of respondents thought that the recommendation by others, lively and fun atmosphere, and restaurant/ café's brand are somewhat important factor with the weight score 2.8, 2.62, and 2.60 respectively. The interesting thing that the researcher found is that about 40% of the consumers thought that the restaurant and/ or café can produce the main ingredients by itself or can clearly identify the source of the main ingredients is a somewhat important factor with the lowest weight score which is 2.38 that impact to the Bangkokian's purchase decision to select restaurant.

Table 4.5 Reasons that influence when choosing to visit a locally sourced restaurant and/or café for eating out

Factors	Level of Importance (Percentage (%))				Mean	S.D.	Total
	1 Not important	2 Somewhat important	3 Important	4 Very important			
Can ensure good health	3.14%	30.19%	48.43%	18.24%	2.82	0.75	100%
High confidence in the source of the main ingredients	4.40%	27.04%	47.80%	20.75%	2.85	0.79	100%
The use of local ingredients	12.58%	45.91%	28.93%	12.58%	2.42	0.87	100%
The guaranteed high quality of the ingredients	3.14%	26.42%	46.54%	23.90%	2.92	0.8	100%

Table 4.5 Reasons that influence when choosing to visit a locally sourced restaurant and/or café for eating out (cont.)

Factors	Level of Importance (Percentage (%))				Mean	S.D.	Total
	1 Not important	2 Somewhat important	3 Important	4 Very important			
People who are important to me also like or recommend eating at a locally sourced restaurant	8.81%	34.59%	40.88%	15.72%	2.61	0.85	100%
Knowing or liking the brand and its story	6.92%	38.99%	37.11%	16.98%	2.65	0.84	100%
To support the Thai farmers who supply the restaurant	5.03%	36.48%	39.62%	18.87%	2.73	0.82	100%

Table 4.5 shows reasons that influences people when choosing to visit a *locally sourced restaurant and/or café* for eating out. The results show that more than 70% of the consumers thought that the important reason that influence to visit a locally sourced restaurant the most are the guaranteed high quality of the ingredients which got highest weight score i.e., 2.92. Similarly, close to 60% thought that high confidence in the source of the main ingredients, ensuring good health, supporting the Thai farmers who supply the restaurant, and people who are important to me also like or recommend eating at a locally sourced restaurant are important reasons as well. The weight scores for these three criteria are 2.85, 2.82, 2.73, and 2.61 respectively. The interesting thing that the researcher found is that about 40% of the consumers thought that knowing or liking the brand and its story and the use of local ingredients are somewhat important reasons with the lowest weight score which are 2.65 and 2.42.

4.4 Independent Samples T-Test Analysis

“The independent t-test is used in experiments in which there are two conditions and different subjects have been used in each condition” (Field, 2000, p.1).

The researcher did Independent Samples T-Test for the mean for each factor to see difference preferences separated into 2 tests as following:

4.4.1 Frequency of visiting of a locally sourced restaurant and/ or café

The objective of this study is to study whether people who visit locally sourced restaurants frequently for two times a month or more have different preferences for factors for choosing to visit *a general restaurant and/or café* and also for reasons considering when choosing *a locally sourced restaurant and/or café* for eating out from people who visit locally sourced restaurant/café once a month or less.

Table 4.6 Independent Samples T-Test of all factors considered for choosing to visit *a general restaurant and/or café* between people who visit locally sourced restaurants frequently (i.e., two times a month or more) and not frequently (i.e., once a month or less).

Factors considering before choosing to visit <i>a general restaurant and/or café</i>	Frequency				Sig. (2-tailed)
	Visit locally sourced restaurants once a month or less		Visit locally sourced restaurants two times a month or more		
	N	Mean	N	Mean	
1. Food taste	95	3.49	64	3.55	0.607
2. Reasonable price	95	3.26	64	3.14	0.252
3. Location e.g., close to home	95	3.02	64	3.06	0.720
4. Service quality	95	3.08	64	3.09	0.932
5. Food quality	95	3.53	64	3.39	0.180
6. The recommendation by others	95	2.61	64	2.50	0.399
7. Restaurant/ café's brand	95	2.55	64	2.53	0.907
8. Peaceful and quiet atmosphere	95	2.55	64	2.72	0.178
9. Restaurant/ café's can produce the main ingredients by itself, or can clearly identify the source of the main ingredients	95	2.32	64	2.44	0.387
10. Positive online reviews	95	2.66	64	2.58	0.529
11. Lively and fun atmosphere	95	2.49	64	2.59	0.507

Table 4.6 Independent Samples T-Test of all factors considered for choosing to visit a general restaurant and/or café between people who visit locally sourced restaurants frequently (i.e., two times a month or more) and not frequently (i.e., once a month or less) (cont.).

Factors considering before choosing to visit a general restaurant and/or café	Frequency				Sig. (2-tailed)
	Visit locally sourced restaurants once a month or less		Visit locally sourced restaurants two times a month or more		
	N	Mean	N	Mean	
12. The type of food offered (Thai, Isan, Japanese, Korean, Western, etc.)	95	2.83	64	2.81	0.887

From Table 4.6 there are no a result that the Sig. (2-tailed) < 0.05 level for each factor. Therefore, there are no significantly different mean scores between the two groups of people. It can be concluded that there are no different preferences for factors for choosing to visit a general restaurant and/or café between people who visit locally sourced restaurants once a month or less and people who visit locally sourced restaurants two times a month or more.

Table 4.7 Independent Samples T-Test of all reasons that influences when choosing to visit a locally sourced restaurant and/or café between people who visit locally sourced restaurants frequently (i.e., two times a month or more) and not visit frequently (i.e., once a month or less).

Reasons that influences when choosing to visit a locally sourced restaurant and/or café	Frequency				Sig. (2-tailed)
	Visit locally sourced restaurants once a month or less		Visit locally sourced restaurants two times a month or more		
	N	Mean	N	Mean	
1. Can ensure good health	95	2.78	64	2.88	0.437
2. High confidence in the source of the main ingredients	95	2.85	64	2.84	0.945

Table 4.7 Independent Samples T-Test of all reasons that influences when choosing to visit a locally sourced restaurant and/or café between people who visit locally sourced restaurants frequently (i.e., two times a month or more) and not visit frequently (i.e., once a month or less) (cont.).

Reasons that influences when choosing to visit a locally sourced restaurant and/or café	Frequency				Sig. (2-tailed)
	Visit locally sourced restaurants once a month or less		Visit locally sourced restaurants two times a month or more		
	N	Mean	N	Mean	
3. The use of local ingredients	95	2.48	64	2.31	0.221
4. The guaranteed high quality of the ingredients	95	2.93	64	2.89	0.781
5. People who are important to me also like or recommend eating at a locally sourced restaurant	95	2.55	64	2.77	0.114
6. Knowing or liking the brand and its story	95	2.55	64	2.78	0.087
7. To support the Thai farmers who supply the restaurant	95	2.74	64	2.70	0.802

From Table 4.7 there are no a result that the Sig. (2-tailed) < 0.05 level for each reason. Therefore, there are no significantly different mean scores between the two groups of people. It can be concluded that there are no different preferences for choosing to visit a locally sourced restaurant and/or café between people who visit locally sourced restaurants once a month or less and people who visit locally sourced restaurants two times a month or more.

4.4.2 Income level per month

The objective of this study is to study if people who have income more than 55,000 baht per month and people who have lower income which is less than 55,000 baht per month have different preferences for choosing to visit a general restaurant

and/or café and also reasons for choosing a locally sourced restaurant and/or café for eating out.

Table 4.8 Independent Samples T-Test of all factors for choosing to visit a general restaurant and/or café between people who have income more than 55,000 baht per month and people who have lower income which is less than 55,000 baht per month.

Factors considering before choosing to visit a general restaurant and/or café	Income				Sig. (2-tailed)
	Income less than 55,000 baht per month		Income more than 55,000 baht per month		
	N	Mean	N	Mean	
1. Food taste	79	3.53	80	3.50	0.751
2. Reasonable price	79	3.38	80	3.05	0.001
3. Location e.g., close to home	79	3.06	80	3.01	0.654
4. Service quality	79	3.18	80	3.00	0.105
5. Food quality	79	3.48	80	3.46	0.852
6. The recommendation by others	79	2.68	80	2.45	0.068
7. Restaurant/ café's brand	79	2.58	80	2.50	0.542
8. Peaceful and quiet atmosphere	79	2.75	80	2.49	0.037
9. Restaurant/ café can produce the main ingredients by itself, or can clearly identify the source of the main ingredients	79	2.51	80	2.23	0.040
10. Positive online reviews	79	2.59	80	2.66	0.610
11. Lively and fun atmosphere	79	2.62	80	2.45	0.244
12. The type of food offered (Thai, Isan, Japanese, Korean, Western, etc.)	79	2.95	80	2.70	0.056

From Table 4.8 there are significantly different mean scores between people who have income less than 55,000 baht per month and people who have income more than 55,000 baht at the Sig. (2-tailed) < 0.05 levels for three factors which are “Reasonable price” (the Sig. (2-tailed) = 0.001), “Peaceful and quiet atmosphere” (the Sig. (2-tailed) = 0.037), and “Restaurant/ café can produce the main ingredients by itself, or can clearly identify the source of the main ingredients” (the Sig. (2-tailed) = 0.040).

The results show that people who have income less than 55,000 baht per month thought that reasonable price, peaceful and quiet atmosphere, and restaurant/ cafe can produce the main ingredients by itself, or can clearly identify the source of the main ingredients are more important factors they consider before choosing to visit *a general restaurant and/or café* than people who have high income more than 55,000 baht per month which statistical significance mean at 3.38 versus 3.05, 2.75 versus 2.49, and 2.51 versus 2.23 respectively.

Table 4.9 Independent Samples T-Test of all factors for choosing to visit *a locally sourced restaurant and/or café* between people who have income more than 55,000 baht per month and people who have lower income which is less than 55,000 baht per month.

Reasons that influences when choosing to visit <i>a locally sourced restaurant and/or café</i>	Income				Sig. (2-tailed)
	Income less than 55,000 baht per month		Income less than 55,000 baht per month		
	N	Mean	N	Mean	
1. Can ensure good health	79	2.90	80	2.74	0.183
2. High confidence in the source of the main ingredients	79	2.86	80	2.84	0.855
3. The use of local ingredients	79	2.47	80	2.36	0.444
4. The guaranteed high quality of the ingredients	79	2.95	80	2.88	0.555
5. People who are important to me also like or recommend eating at a locally sourced restaurant	79	2.73	80	2.54	0.146
6. Knowing or liking the brand and its story	79	2.66	80	2.63	0.805
7. To support the Thai farmers who supply the restaurant	79	2.80	80	2.65	0.262

From Table 4.9 there are no results that the Sig. (2-tailed) < 0.05 level for each factor. Therefore, there are no significantly different mean scores between the two groups of people. The result shows that there are no different preferences for reasons considering visiting *a locally sourced restaurant and/or café* between people who have income more than 55,000 baht per month and people who have lower income which is less than 55,000 baht per month.

4.5 Discussion

Research findings in this study are similar to the study from the literature review that taste, price, location, service quality, quality of food, recommendation by others, brand, and the peace and quietness are factors that affect the purchase intention for selecting a restaurant and/or cafe. The majority of the respondents stated that if a restaurant and/or cafe maintain those factors every time they are visiting, it will be a good influence for consumers to revisit the restaurant. In addition, from our data, the researcher found that there are two more important factors which are type of food offered, and positive online reviews, and one more somewhat important factor which is lively and fun atmosphere, which are the factors that the researcher found that it impacts to the Bangkokian's purchase decision to select restaurant and/ or café as in the table 4.10

Table 4.10 Comparison of factors received from the literature review and the research

Factors from the literature review	Factors supported in this research
Taste, price, location, service quality, quality of food, recommendation by others, brand, and the peace and quietness.	Food taste
	Food quality
	Reasonable price
	Service quality
	Location e.g., close to home
	Peaceful and quiet atmosphere
	Recommendation by others
	Restaurant/ cafe's brand
	Type of food offered
	Lively and fun atmosphere
	Positive online reviews
The use of local ingredients in restaurant is not the most significant factor that impacts the consumers' purchase decision to a select restaurant in previous	The restaurant and/ or cafe can produce the main ingredients by itself, or can clearly identify the source of the main ingredients

Table 4.10 Comparison of factors received from the literature review and the research (cont.)

Factors from the literature review	Factors supported in this research
studies. However, it is one of the factors that consumers consider when selecting the restaurant and café.	



CHAPTER V

CONCLUSION AND RECOMMENDATION

The main objective of this study is to investigate whether the restaurant/ cafe can produce the main ingredients by itself or can clearly identify the source of the main ingredients, is an important factor that drives the purchase decision for selection of restaurants and cafés for people in Bangkok. This study also investigates the other factors that drive the purchase decision for the selection of the restaurant and/or café for Bangkokians, apart from locally sourced ingredients. Quantitative methods and an online survey have been used in this study. Online questionnaires have been randomly distributed to 250 respondents. There were only 198 questionnaires received from the respondents. Excel and SPSS software are used to analyze the data. The following section summarizes the main findings from the research questions, provides recommendations for future practice, limitations of the study, and the last section will give the directions to future research relevant to this topic.

5.1 Conclusion

5.1.1 Respondent Profiles

The demographic profiles of 159 respondents are female more than male which are 114 and 45 respondents respectively. Most of them are aged between 30 - 39 years old, and they are office worker for more than 80% and their average income per month are more than 55,000 baht per month.

5.1.2 Behaviors of visiting of a locally sourced restaurant and/or café

The majority of respondents which is 142 respondents or 92.45% have visited a locally sourced restaurant before. Most of them which are 95 out of 159 respondents or 59% visit a locally sourced restaurant once a month or less. The majority

of expected budget per person for a one-time visit to a locally sourced restaurant and/or café is between 251 and 250 baht per person for 68 respondents or 42.77%.

5.1.3 Factors that people consider before choosing to visit a *general restaurant and/or café* for eating out

Referring to the literature review and the proposed framework in Chapter 2, the researcher found the following:

5.1.3.1 The restaurant and café that can produce the main ingredients by themselves or can identify source of the main ingredients is not the most significant factor that impact to the Bangkokian's purchase decision to select a *general restaurant and/or café* for eating out. It is a somewhat important factor with the lowest mean weight score which is 2.38 (on a scale from 1 to 4).

5.1.3.2 The findings in this study are similar to the literature review that taste, price, location, service quality, quality of food, recommendation by others, brand, and the peace and quietness are factors that affect the purchase intention for selecting a general restaurant and/or café for eating out. More than 90% of the consumers thought that the food taste and food quality are important. The food taste got highest mean score i.e., 3.52 and then followed by the food quality i.e., 3.47. In addition, reasonable price, service quality and location are important factors as well. Moreover, the researcher also found that there are two more important factors which are type of food offered, and positive online reviews, and one more somewhat important factor which is lively and fun atmosphere, among the factors that consumers consider.

5.1.4 Reasons that influence when choosing to visit a *locally sourced restaurant and/or café* for eating out

Referring to this study, the researcher found that more than 70% of the consumers thought that the important reason that influence to visit a locally sourced restaurant the most are the guaranteed high quality of the ingredients which got highest weight score i.e., 2.92 followed by high confidence in the source of the main ingredients, ensuring good health, supporting the Thai farmers who supply the restaurant, and people who are important to me also like or recommend eating at a locally sourced restaurant.

5.1.5 Results from performing groups comparisons

The researcher did Independent Samples T-Test for the mean for each factor/ reason to see difference preferences between groups of consumers separated into two tests which are the following:

5.1.5.1 To study whether people who visit locally sourced restaurants frequently (i.e., two times a month or more) and not visit frequently (i.e., once a month or less) have different preferences for factors considering before choosing to visit *a general restaurant and/or café* and for reasons considering when choosing *a locally sourced restaurant and/or café*.

5.1.5.2 To study whether the income level per month separated into two groups which are people who have income more than 55,000 baht per month and people who have income less than 55,000 baht per month have different preferences for factors considering before choosing to visit a general restaurant and/or café and for reasons considering when choosing a locally sourced restaurant and/or café.

The results show that there are no statistically significant different preferences between people who visit locally sourced restaurants frequently (i.e., two times a month or more) and not visit frequently for the factors considered before choosing to visit *a general restaurant and/or café* and for reasons considered when choosing *a locally sourced restaurant and/or café*, and also for people who have income more than 55,000 baht per month and people who have less income than 55,000 for reasons considering when choosing *a locally sourced restaurant and/or café*. However, people who have income less than 55,000 baht per month thought that reasonable price, peaceful and quiet atmosphere, and restaurant/cafe can produce the main ingredients by itself or can clearly identify the source of the main ingredients are more important factors they consider before choosing to visit *a general restaurant and/or café* than people who have higher income.

5.2 Recommendations

From the research findings, it can help the restaurant owner or restaurateurs with insights and valuable information for two things. The first one is to understand the selection criteria that customers consider before choosing to visit *a general restaurant*

and/or café which can help the restaurant owner or restaurateurs develop the quality of food and service, and the marketing communication for restaurant and café to attract more customers and be more competitive. The second one is to understand reasons that influences customers when choosing *a locally sourced restaurant and/or café* for the restaurant owner or restaurateurs who have the locally sourced restaurants for better marketing communication to customers.

5.2.1 Recommendation for a general restaurant and/or café

From the research results, the researcher finds that customers will consider the food taste as the most important factor. Therefore, the restaurant owner or restaurateurs should be strict with the taste of food and/or drinks provided to customers by providing Standard Operating Procedure (SOP) to staff in the kitchen to standardize the taste of each dish. In addition, the restaurant owner or restaurateurs should ask customers to give feedback on the food and/or drink they consume to them directly. This also can be done via the social media platforms, e.g. Facebook, Instagram, and Line, and take the comments to improve the taste to be better.

As food quality is the second factor that is considered by customers, the restaurant owner or restaurateurs should select the good quality of the ingredients from the trusted sources and use to cook for the best taste.

The last three factors are reasonable price, service quality, and location. For the price, the restaurant owner or restaurateurs should set the reasonable price to fit with the positioning of the restaurant or café and be suitable with the product and service provided to customers. For service quality, it is very important for restaurants because it provides services with a high labor involvement. The quality of the service can vary depending on who provides them as well as when, where and how it is provided. The restaurant owner or restaurateurs should have trainings for staff and give them some feedback to evaluate staff on a periodic basis. Moreover, it should have the announcement for the best staff of the month to help motivating other staff to provide the quality and consistency of service to customers. For location, to choose a suitable location and provide a delivery service or coordinate with a service delivery company is one of a choice for customers to consider for eating.

In addition, for the restaurants or cafés located in Bangkok which target customer who have lower income per month less than 55,000 baht, they should emphasize to other three factors which are reasonable price, peaceful and quiet atmosphere, and restaurant/ cafe can produce the main ingredients by itself, or can clearly identify the source of the main ingredients because all are more important factors customers consider before choosing to visit *a general restaurant and/or café*.

5.2.2 Recommendation for a locally sourced restaurant and/or café

From the research result, the researcher finds that the two most significant reasons that influences customers when considering visit a locally sourced restaurant is the guaranteed high quality of the ingredients and followed by customers have high confidence in the source of the main ingredients. Therefore, this is should be the important message that the restaurant owner or restaurateurs of a locally sourced restaurant should focus on when doing the marketing communication. For example, to inform customers where ingredients come from if suppliers are famous like Doi Kham or let customers know how the ingredients are produced (e.g., the standardized production process). This can indicate that a locally sourced restaurant should ensure that they have high quality ingredients to provide to customers. This links with the second significant factor which is the food quality that is considered by customers when considering visit to a restaurant or café.

The next reason is that customers can ensure good health to themselves. Therefore, this should be communicated to customers for the reason why they can ensure good health from restaurants and/or café. For example, a locally sourced restaurant uses fresh ingredients from their farm, so customers can be sure that they do not use pesticide additives ingredients, or they artificially increase the sweet of food or drink.

The third significant reason is supporting Thai farmers who supply the restaurant. Therefore, this can be the focused message when doing the marketing communication of restaurant and/ or cafe that the ingredients came from Thai farmers. This may help customers feel good when visit this locally sourced restaurant because this indicates to help supporting Thai farmers.

The last important factor is that people who are important to me also like or recommend eating at a locally sourced restaurant. As we saw that there are influential social media like Facebook, Instagram, and Line to easily contact to other people, so if the restaurant owner or restaurateurs provide good taste and good quality of food and service, this can be the channel to advertise a locally sourced restaurant to be known and have opportunity to attract new customers.

5.3 Limitations of the study

There are some limitations in this study. First, the sample size is quite small because of the time limitation as the researcher mentioned before in Chapter 3. There were only 159 respondents that completed the survey and can be used for the data analysis. Second, since the survey was conducted online, and convenience sampling was used, the majority of the respondent aged between 30 – 39 years old and most of them are women, so the research findings might not be a good representative sample for the whole population of interest.

5.4 Future Research

Future research may focus on collecting larger sample sizes in order to get better and more accurate results to represent the population of interest. In addition, this should add on demographic of respondents who have other ages e.g., people who are more than 55 years old who have behavior to eating out with family and friends. Moreover, qualitative methods, such as interview sessions, should be conducted along with the quantitative methods to get deeper information about the customers regarding their preferences, and also on the recommendations for a general restaurant and/or café and a locally sourced restaurant and/ or café.

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Appendix A: Questionnaire

Part I: Demographic Question

1) Gender

Male Female

2) Age

< 20 years 20 – 29 years 30 – 39 years

40 – 49 years > 50 years

3) Highest Education

Below Bachelor's degree Bachelor's degree

Master's degree Ph.D.

4) Which of the following best describe your occupation? Check one:

Office worker Student Unemployed

Self-employed Housewife Other. Specify

5) Income level per month (screening questions)

< 25,000 Baht 25,001 – 35,000 Baht

35,001 – 45,000 Baht 45,001 – 55,000 Baht

> 55,001 Baht

6) Do you live or work in Bangkok? (screening questions)

Yes No. Specify: _____

Part II: Screening question to separate between respondents who have visited a locally sourced restaurant and those respondents who have not.

5) Have you ever visited a locally sourced restaurant and/or café?

Note: A locally sourced restaurant means that the restaurant and/ or café that can produce the main ingredients by themselves or can identify the source of the main ingredients. For example, Coro Field Café, Oh Ka Jhu Organic Salad & Coffee, Joy Table, Veggie Mill, Home Fresh Hydrofarm, We Café, O-Oh Farm, Bar We Grill, DiVine, Phufa Coffee, and Doikham Royal Project Shop.

Yes No

Part III: General question

6) How often do you visit a locally sourced restaurant and/or café?

1 2 3 > 4 per month

If visit more than 4 per month, please identify more the following:

1 2 3 > 4 per week

7) What is the expected budget per person for a one-time visit to a locally sourced restaurant and/or café?

<125 Baht 125-250 Baht 251 – 500 Baht 501 – 750 Baht

751 – 1,000 Baht >1,000 Baht

Part IV: Specific question

8) Please give your opinion for each factor that you consider before choosing to visit *a general restaurant and/or café* for eating out of the house, ranking from 1 (not important) to 4 (very important).

Questions	1 Not important	2 Somewhat important	3 Important	4 Very important
1. I select a restaurant/ cafe because of its food taste				
2. I select a restaurant/ cafe because of its price				
3. I select a restaurant/ cafe because of its location				
4. I select a restaurant/ cafe because of its service quality				
5. I select a restaurant/ cafe because of its food quality				
6. I select a restaurant/ cafe because of the recommendation by others				
7. I select a restaurant/ cafe because of its brand				
8. I select a restaurant/ cafe because of its peaceful and quiet atmosphere				

Questions	1 Not important	2 Somewhat important	3 Important	4 Very important
9. I select a restaurant/café because it can produce the main ingredients by itself, or can clearly identify the source of the main ingredients				
10. I select a restaurant/ cafe because of positive online reviews				
11. I select a restaurant/ cafe because of its lively and fun atmosphere				
12. I select a restaurant/ cafe because of the type of food offered (Thai, Isan, Japanese, Korean, Western, etc..)				

9) Please give your opinion for reasons that influence when choosing to visit a *locally sourced restaurant and/or café* for eating out, ranking from 1 (not important) to 4 (extremely important).

Note: A locally sourced restaurant means that restaurant and/ or café that can produce the main ingredients by itself or can identify the source of the main ingredients e.g., Coro Field Café, Oh Ka Jhu Organic Salad & Coffee, Joy Table, Veggie Mill, Home Fresh Hydrofarm, We Café, O-Oh Farm, Bar We Grill, DiVine, Phufa Coffee, and Doikham Royal Project Shop.

Questions	1 Not important	2 Somewhat important	3 Important	4 Very important
1. I select a locally sourced restaurant and/or café to ensure good health				
2. I select a locally sourced restaurant and/or café because of high confidence in the source of the main ingredients				
3. I select a locally sourced restaurant and/or café because of the use of local ingredients				

Questions	1 Not important	2 Somewhat important	3 Important	4 Very important
4. I select a locally sourced restaurant and/or café because of the guaranteed high quality of the ingredients				
5. I select a locally sourced restaurant and/or café because people who are important to me also like or recommend eating at a locally sourced restaurant				
6. I select a locally sourced restaurant and/or café because of knowing or liking the brand and its story				
7. I select a locally sourced restaurant and/or café because I want to support the Thai farmers who supply the restaurant				

10) Please provide any reasons that drive you for choosing to visit a locally sourced restaurant and/or café when eating out.
