

A COMPARISON OF THAI CONSUMER ATTITUDES ABOUT KFC FAST
FOOD RESTAURANTS VERSUS CHESTER'S GRILL FAST FOOD
RESTAURANTS IN BANGKOK, THAILAND

By

Khantarat Pratum

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The Independent Study Paper of Miss Khantarat Pratum considered by the Advisory Committee to Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration, Stamford International University.

Independent Study Examination Committee:

_____ Committee Chair
(Dr. Ake Choonhachairachai)

_____ Committee Member
(Dr. Puttithorn Jirayus)

_____ Committee Member/ Advisor
(Dr. Boonyarat Samphanwattanachai)

The Independent Study Paper is Approved for the Partial Fulfillment of the Requirements for the Degree of Master of Business Administration, Stamford International University.

_____ Dean of Graduate School
(Dr. Apitep Saekow)

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Advisor: Dr. Boonyarat Samphanwattanachai, B.B.A, M.B.A., Ph.D.

ABSTRACT

This research aims (1) to study and compare attitudes of Thai consumers towards fast food at KFC versus fast food at Chester's Grill restaurants; (2) to measure overall Thai consumer attitudes towards KFC and Chester's Grill fast food restaurants; (3) to offer recommendations to strengthen the value of fast food at KFC and fast food at Chester's Grill with respect to the consumption attitudes of Thai consumers in Bangkok, Thailand. This paper has applied the quantitative method with survey questionnaires and was distributed to 400 respondents from a non-probability sample design using convenience sampling. Also, this paper used descriptive research and casual research methods. The hypothesis testing was formulated for analyzing Thai consumer attitudes in terms of demographic factors towards KFC restaurants and Chester's Grill restaurants using gender, age, income and education as well as consumer satisfaction factors including products, prices, promotions and delivery services. Data collected was analyzed using Statistical Package for the Social Sciences (SPSS) version 17.0 in order to find out the frequency, percentage, mean, standard deviation, t-test, ANOVAs, least significant difference and Pearson-correlations. This study is defined significant at the 0.05 level.

The findings showed that the majority of respondents are female aged between 20-24 years old, mostly single with an education level of a bachelor's degree, and employed as office workers with an average monthly income between 20,001-30,000 Baht.

In addition, hypotheses testing found that the differences of gender, income, and education affect consumer attitudes toward KFC as well as Chester's Grill. On the other hand, differences of age merely affected consumer attitudes toward Chester's Grill but not KFC. A possible explanation is that younger Thai consumer

whose income is lower than that of other respondents; feel that they cannot afford the food at KFC.

Moreover, Thai consumer attitudes have a positive relationship with the marketing mix factors of product, price, promotion, and delivery service toward both KFC and Chester's Grill.

In summary, this comparison of overall Thai consumer attitudes toward KFC and Chester's Grill restaurants indicates that Thai consumers tend to have more positive attitudes towards KFC than Chester's Grill.

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CHAPTER I

INTRODUCTION

Thailand has seen rapid growth in the fast food sector, with major international fast food companies well represented. The dominant player in the fast food industry is the chained convenience store, led by 7-Eleven, which accounted for 60% of value sales in 2010, growing 16% over previous year figures (Market Indicator Report, 2012). In second place is the western style fast food restaurant, which has gained popularity among Thai consumers. Observers can see this from the abundance of outlets like McDonald's, KFC and Pizza Hut all around Thailand. This is due to the constantly changing lifestyle of people because of economic changes, social development and advanced technology. These changes can be seen more obviously in big cities. Thai consumer behavior has also changed as time has become more valuable, cooking and eating at home is not worth doing, especially for working people (Powerfulwords, 2011). Chitraporn & Pattaraporn (as cited in Provincial Commerce Operations Center, 2009) stated that the proportion of fast food restaurants has reached a 20% market share of all restaurants in Thailand. Almost 90% of fast food outlets are franchises, and 40% of those mainly target chicken lovers, the rest specialize in hamburgers (20%), pizza (15%), ice cream (10%), and others.

In 2003, KFC became the world's largest chicken restaurant chain with over 10,000 outlets in more than 80 countries and territories around the world. Moreover, with a 43% market share in Thailand, KFC is the leader in the Quick Service Restaurant industry, valued at 11 billion baht annually. KFC has become a part of Thai life by serving quality food, fresh and hygienic, packed with nutritional value. Chicken meat used for cooking in KFC restaurants worldwide and in Thailand is high quality and chemical-free (Newswit.com, 2003). Data that is more recent shows that there are now over 18,000 KFC outlets in 120 countries (KFC franchise, 2013). Thailand is one of the major suppliers of chicken to KFC. In addition, KFC Thailand was the 2012 winner of the Readers' Digest Trusted Brands survey.

Chester's Grill was the first Thai fast food restaurant chain. The Charoen Pokphand Group (CP), under CP Foods PLC., started Chester's Grill in 1988. CP is the pioneer in the fully integrated agricultural business, and an expert in world-class food manufacturing. The CP Group established Chester's Food Co., Ltd. with a

determination to create quality food for all. Also, Chester's Grill is a Thai fast food chain that strives for the quality and standards to match, or even surpass, international fast food chains (Chester's Grill, 2012). Chester's Grill gained recognition from the Thailand Ministry of Commerce and received the Ministry's Franchise Standard Award for being among the top franchises in Thailand (Franchise Standard, 2010). Chester's Grill is popular with teenagers and young adults as well as families with young children. The restaurant is famous for its chicken dishes as well as for its cheap prices. Moreover, Chester's Grill has more than 150 locations all over Thailand and is continuing to expand. Chester's Grill restaurants are all over Bangkok, and in many other larger cities in Thailand. In Bangkok, one can find a Chester's Grill at most of the shopping malls, as well as standalone restaurants in prime locations (James, 2009).

According to the Thai Franchise Center, Chester's Grill is a Thai fast food chain with delicious grilled chicken, a variety of carefully selected food items, and distinctive taste, delicious and nutritionally complete. Chester's Grill emerged as Thailand's first fast food restaurant chain and one that meets international, quality and equivalent standards for fast food (ThaiFranchise Center, 2013). Chester's Grill is also expanding, and has earmarked 500 million baht (US\$16.3 million) over five years to open new outlets annually. The company expects its outlet count to reach 176 by the end of 2012 and a total of 400 by 2017 (InsideRetail.Asia, 2012). Since the opening of the first Chester's Grill and restaurant more than 20 years ago in Bangkok, it has achieved a firm standing among the internationally known fast food suppliers in Thailand (UDTOWN.com, 2013). It is interesting to note that the CP Group supplies the chickens for KFC in Thailand, as well as for Chester's Grill. This, of course, means that the CP Group in Thailand has leverage over KFC, but that is beyond the scope of this study on Thai consumer attitudes. In the absence of other information, one should expect that KFC has a contingency plan in the event that CP cuts off the chicken supply to KFC for whatever reason.

The researcher found that KFC and Chester's Grill co-exist at the following 7 locations in Bangkok: Major Ratythoin, The Mall Bangkapi, Lotus Rama 4, The Mall ThaPra, Major Pinklao, Major Sukhumvit, and Imperial Ladprao.

In this study, the researcher aims to compare Thai consumers' attitudes about KFC fast food restaurants and Chester's Grill fast food restaurants in Bangkok, Thailand. To clarify, the term "restaurants" as used in this study include the restaurants, the food, the services and any other products sold or promoted by the restaurants. This research hopes to encourage both the fast food industry and entrepreneurs to target more Thai consumers in Bangkok, because Bangkok is a very large city of about 10 million people, where there are a large number of both KFC and Chester's Grill outlets. In addition, Thai consumers are able to state their attitudes, and vision, so that this study can be useful for both the fast food industry to improve products, promotions, prices and services to create greater satisfaction for Thai consumers, provide insights on the tastes of Thai consumers, and gain more Thai consumer loyalty. Furthermore, since this study is in English, it can help enlighten foreigners on Thai consumer attitudes and tastes, while possibly encouraging them to try fast food at Chester's Grill.

Statement of the Problem

The researcher would like to explore the reason why Thai consumers are eating so much fast food and found no studies that specifically compared Thai consumer attitudes about fast food at the two chicken restaurants KFC versus Chester's Grill. In addition to measuring attitudes discussed in this study, the researcher sought to determine the nature of the attitudes, and the functions of the attitudes, e.g., what factors make Thai consumers have positive attitudes toward fast food restaurants at KFC and Chester's Grill, and determine why Thai consumers like the restaurant they claim to like best?

Objectives of the Study

- 1) To study and compare attitudes of Thai consumers towards fast food at KFC versus fast food at Chester's Grill restaurants.
- 2) To measure the overall Thai consumers attitudes towards KFC and Chester's Grill fast food restaurants.

3) To offer recommendations to strengthen the value of fast food at KFC and fast food at Chester's Grill with respect to the consumption attitudes of Thai consumers in Bangkok, Thailand.

Scope and Limitations of the Study

1. Scope of the Research

This research aims to compare Thai consumers' attitudes toward fast food restaurants focusing on KFC and Chester's Grill, respectively, at the Mall Bangkapi in Bangkok, Thailand.

2. Limitations of the Research

1) This research focused solely on Thai consumer attitudes toward fast food restaurant at KFC versus fast food restaurants at Chester's Grill in Bangkok, Thailand.

2) The surveys measured attitudes, not actions. The researcher recognizes, however, that attitudes may translate into actions.

3) This research has time constraints, including the course length and the researcher has a limited budget to complete the program.

Research Questions

1) What are Thai consumer attitudes towards fast food at KFC and fast food at Chester's Grill?

2) What will be used to measure the Thai consumers' attitudes towards KFC and Chester's Grill fast food restaurants?

Expected Significances of the Study

The expected significances of the study are as follow:

1) To enable the researcher to better comprehend the attitudes of Thai consumers toward KFC fast food restaurants and Chester's Grill fast food restaurants.

2) This research can encourage KFC and Chester's Grill restaurants to further develop their products and services to increase the volume of Thai consumers,

3) This research will attract entrepreneurs in the fast food industry to attend to Thai consumer attitudes and improve their products and services to create increased levels of Thai customer satisfaction and Thai customer loyalty.

4) This research might be useful to entrepreneurs in Thailand fast food industry to better understand Thai consumer attitudes towards the fast food concept.

Definition of Key Terms

- Consumer attitudes are learned predispositions to respond to an object.

More recent perspectives view an attitude as a summary construct that represents an individual's overall feelings toward or evaluation of an object (Belch G. E. & Belch M. A., 2012, p. 126).

- Consumer satisfaction is the individual's perception of the performance of the product or service in relation to consumer expectations. A consumer whose experience falls below expectations will be dissatisfied. On the other hand, consumers whose experiences math expectations will be satisfied, and consumers whose expectations are exceed will be very satisfied or delighted (Schiffman, Kanuk, & Hansen, 2008, p.9).

- Product includes the features, designs, brands, and packaging offered along with post-purchase benefits such as warranties and return policies (Schiffman, et al., 2008, p.7).

- Price is the list price including discounts, allowances and payment methods (Schiffman, et al., 2008, p.7). Also, price is the amount that the customer has to pay.

- Promotion includes the advertising, sales promotion, public relations and sales efforts designed to build awareness of and demand for product or service (Schiffman, et al., 2008, p.8).

- Delivery service is the means of getting the product to the customer. It includes speed, accuracy, and care in executing the delivery process (Kotler, 2003, p.322)

- Demographics are the statistical characteristics of human populations (as age or income) used especially to identify markets (Merriam-Webster, 2013).

- A fast food restaurant is a quick service restaurant (QSR), which is described as a limited menu establishment that lends itself to production line techniques of producing food that is served packaged for immediate consumption, on or off the restaurant premises. Fast food customers normally order at a counter and pay before eating (Fast Food Franchise Industry Information, 2011).

CHAPTER II

LITERATURE REVIEW

This chapter describes key topics and refers to published studies and findings relating to the researcher's study, including the critical review of the literature based on the researcher's point of view. The mentioned topics were about a Comparison of Thai Consumer Attitudes about KFC fast food restaurants versus Chester's Grill fast food restaurants in Bangkok, Thailand. All available, relevant literature was reviewed and used to construct the research model, conceptual framework, independent and dependent variables and research hypotheses.

Related Literature and Previous Studies

2.1 Related Literature Reviews of Attitude

1) Definition and Meaning of *Attitudes*

Belch G. E., & Belch M. A. (2012, p. 126), define attitudes as learned predispositions to respond to an object. More recent perspectives view an attitude as a summary construct that represents an individual's overall feelings toward or evaluation of an object.

Robbins & Coulter (2012, p. 402), define attitudes as evaluative statements—favorable or unfavorable—concerning objects, people, or events.

Schiffman, Kanuk, & Hansen (2008, p. 248) define an attitude as a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object.

Neal (2002, p. 262), claim that an attitude is an enduring combination of motivational, emotional, perceptual and cognitive processes with respect to some aspect of our environment. It is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. In other words, an attitude is the way we think and feel about and act towards some aspect of our environment, such as a retail store, television program or product. Thus, an attitude can be summarized as an overall evaluation.

Hanna & Wozniak (2001, p. 175), state that consumers' attitudes are learned, attitudes as *learned, are characterized by their consistency and*

responsiveness. Anything about which we can hold an attitude is called an **attitude object**.

Hawkins, Best, & Coney (2001, p. 394), state that an attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment. It is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Thus, an attitude is the way people think, feel, and act toward some aspect of our environment such as retail store, television program or product.

In conclusion, and based on the literature, for the purposes of this research, consumer attitudes are defined as inner feelings of favorability or unfavorability toward a product or service offering. The researcher disagrees that attitudes include actions. After all, a person can have an unfavorable attitude towards an object, but act favorably towards that object anyway. For example if a person does not lie her boss, but acts favorably towards the boss, that would not be consistent.

2) Sources of Attitudes

Hanna & Wozniak (2001, p. 176-177) have mentioned that there are three major sources of attitudes, which are as follow:

a) Personal experience with objects: we constantly touch, taste, feel, try on, or examine objects we encounter. Based on this contact, we evaluate objects in our environment and form attitudes toward them. Marketers induce trials so that we can experience products and their benefits firsthand before purchasing them. For example, most major automobile companies fight to get rental companies to use their cars in order to expose the public to a particular model. When renters drive a model and are impressed by its look or performance, they develop positive attitudes that may lead to increased sales or positive word of mouth.

b) Social interaction: People tend to acquire, through social interaction, the attitudes of family members, friends, neighbors, and colleagues. People in social groups, peer groups, and work groups are also influential in molding a wide range of product-and service-related attitudes. Many young people today choose to get a tattoo or have their body pierced largely to fit into and gain acceptance by people in their peer group.

c) Exposure to mass-media: No one has ever been exposed to so much information as the present generation. The multitude of broadcast and cable networks, radio stations, computer networks, newspapers, magazines, telephones, faxes, and mail services have exposed us all to amounts of information no one ever thought possible. Events in other parts of the world are immediately communicated around the globe. With such an outpouring of information, the influence of mass-media on attitude formation and change cannot be underestimated. Most products today have become equally universal; they are found in just about every country.

3) The Characteristics of Attitudes

Hoyer & MacInnis (1997, p. 114-115) claimed that attitudes can be described in terms of five main characteristics: (1) **favorability**—how much we like or dislike an attitude object. (2) Attitude **accessibility**--an accessible attitude is one that can be easily and readily retrieved from memory. If you just went to a movie last night, chances are you can remember with relative ease what your attitude toward it was. Likewise, you might be able to remember your attitude toward an important object, event, or activity with relative ease (e.g., your attitude toward your first car). (3) Attitudes can be described in term of their **attitude confidence** or **strength** as well. In some cases, we hold our attitudes very strongly and with a great deal of confidence, whereas in other cases, we feel a lot less certain about them. (4) Attitudes may also vary in their **persistence** or endurance. Some attitudes, particularly the ones we hold with confidence, might last for an extremely long time. Others may last for a short time. (5) Finally, attitudes can be described in terms of their **resistance** to subsequent change. In some cases, it may be easy to change consumers' attitudes (when they are not brand loyal or do not know much about a product). In other cases (when they are brand loyal or think they are experts in the product category), attitude change might be more difficult.

4) The Importance of Attitudes

Hoyer & MacInnis (1997, p. 114), attitudes are important because they serve several functions. They (1) guide our thoughts (the *cognitive function*), (2) influence our feelings (the *affective function*), and (3) affect our behavior (the *connective function*). Therefore, we might decide what ads to read, who we will talk to, how we react to a salesperson, where to shop, what restaurants to eat at, or where to go on vacation based on our attitudes toward these objects (i.e., whether we like them or not). Likewise, attitudes influence the acquisition, consumption, and disposition of an offering. Thus, whether, when, how often, where, and why we drink and drive, smoke cigarettes, eat red meat, recycle, or litter will all depend on our attitudes toward these behaviors.

5) Functions of Attitudes

Hawkins, et al. (2001, p. 394-395) mention that attitudes serve four key functions for individuals:

a) *Knowledge function*. Some attitudes serve primarily as a means of organizing beliefs about objects or activities such as brands and shopping. These attitudes may be accurate or inaccurate with respect to “objective” reality, but the attitude will often determine subsequent behaviors rather than “reality”. For example, a consumer’s attitude toward cola drinks may be “they all taste the same”. This consumer would be likely to purchase the least expensive or most convenient brand. This would be true even if, in a taste test, the consumer could tell the brands apart and would prefer one over the others. Firms like Pepsi spend considerable effort to influence consumers’ beliefs about colas.

b) *Value-expressive function*. Other attitudes are formed and serve to express an individual’s central values and self-concept. Thus, consumers who value nature and the environment are likely to develop attitudes about products and activities that are consistent with that value. These consumers are likely to express support for environmental protection initiatives, to recycle, and to purchase and use “green” products.

c) *Utilitarian function*. This function is based on operant conditioning and tends to form favorable attitudes toward objects and activities that are rewarding and negative attitudes toward those that are not. Marketers frequently promise rewards in advertising and conduct extensive product testing to be sure the products are indeed rewarding.

d) *Ego-defensive function*. Attitudes are often formed and used to defend our egos and images against threats and shortcomings. Products promoted as very macho may be viewed favorably by men who are insecure in their masculinity; or, individuals who feel threatened in social situations may form favorable attitudes toward products and brands that promise success or at least safety in such situations. These individuals would be likely to have favorable attitudes toward popular brands and styles of clothes and to use personal care products such as deodorants, anti-dandruff shampoo, and mouthwash.

Any given attitude can perform multiple functions, though one function may predominate. Marketers need to be aware of the functions that fulfill attitudes relevant to the purchase and use of their brands or could fulfill the desired attitudes towards their target markets.

Schutte & Ciarlante (1998, p. 83-85), claim that people can form attitudes toward objects for very different reasons according to the purpose the objects serve for an individual: (1) utilitarian function, (2) value-expressive function, (3) ego-defensive function, or (4) knowledge function (Table 1). Applying these concepts to products, the utilitarian function refers to whether a product provides pleasure or pain. If you like ice cream, despite its high calorie content, you can somehow persuade yourself to concentrate on the fact that it is a source of calcium and thus still form a positive attitude toward it. The value-expressive function refers to a consumer's view of a product as a means of expressing his core values or self-perception. If a certain product seems counter to her self-concept, he might form a negative attitude towards it. For example, if an individual has a negative perception of tattoos and sees an advertisement of a model with a tattoo, the individual may form a negative perception of the brand being advertised. The ego-defensive function forms certain attitudes in order to protect the individual from external threats to

internal feelings. Should a product seem to offer a solution to insecurity, for example, it would serve an ego-defensive function. Advertisements that portray how a product can save an individual from embarrassment, such as deodorant commercials, appeal to the ego-defensive function. Finally, the knowledge function is in action when a product seems to provide order, structure or meaning in a seemingly disordered situation. For example, when a product seems to offer information about possible solutions to a poorly understood problem, it serves a knowledge function. Complex product categories such as technology products provide an opportunity for the marketer to appeal to the knowledge function.

Table 1: Functions of attitudes

Function of Attitudes	Utilitarian	Value-expressive	Ego-defensive	Knowledge
Refers to	Pleasure or pain provided by attitude object	Central concept or values expressed by attitude object	Protection provided from external threats or internal feelings provided by attitude object	Clarity needed in an ambiguous situation provided by attitude object
Product example	Ice cream ↓ Positive attitude formed due to pleasure provided	Mercedes-Benz cars in Singapore ↓ Positive attitude formed due to expression of one's success and status	Frozen vegetable in Japan ↓ Negative attitude formed due to threat to housewife's conception of herself as a capable home-maker	Johnson & Johnson baby-care products in China ↓ Positive attitude formed due to helpful baby-care advice provided in advertisements

Table 1: Functions of attitudes (Continued)

Function of Attitudes	Utilitarian	Value-expressive	Ego-defensive	Knowledge
Advertising focus	Communicate straight-forward product benefits	Communicate image of lifestyle association of the product	Communicate avoidance of negative consequences or feelings through product's benefits	Communicate clear information about product category and product's attributes

Source: In Schutte, H., & Ciarlante, D., *Consumer Behavior in Asia*, 1st Edition, MACMILLAN PRESS LTD.

Understanding what functions a product serves for a consumer provides insights into consumer behavior and permits the effective positioning of the product. Marketing communications and packaging can be designed to reflect the benefits related to the function.

6) Measurement of Attitude Components

Hawkins (2002, p. 268-269), has mentioned that purchase and use behavior at the brand level are predicted most accurately by overall measures of brand liking or affect. However, since the components of attitudes are often an integral part of a marketing strategy, it is important to be able to measure each component. Approaches for measuring the attitude components for Diet Coke are shown in Figure 1.

Figure 1: Measuring attitude components

Cognitive component (Measuring beliefs about specific attributes)					
<i>Diet Coke</i>					
Strong taste	—	—	—	—	Mild taste
Low priced	—	—	—	—	High priced
Caffeine free	—	—	—	—	High in caffeine
Distinctive in taste	—	—	—	—	Similar in taste to most
Affective component (Measuring feelings about specific attributes or the overall brand)					
	Strongly		Neither		Strongly
	agree	Agree	nor disagree	Disagree	disagree
I like the taste of Diet Coke.	_____	_____	_____	_____	_____
Diet Coke is overpriced.	_____	_____	_____	_____	_____
Caffeine is bad for your health.	_____	_____	_____	_____	_____
I like Diet Coke.	_____	_____	_____	_____	_____
Behavioral components (Measuring actions or intended actions)					
Have you ever purchased Diet Coke?				<input type="checkbox"/> Yes (how often? ___)	
				<input type="checkbox"/> No	
What is the likelihood you will buy Diet Coke				<input type="checkbox"/> Definitely will buy	
the next time you purchase a soft drink?				<input type="checkbox"/> Probably will buy	
				<input type="checkbox"/> Might buy	
				<input type="checkbox"/> Probably will <i>not</i> buy	
				<input type="checkbox"/> Definitely will <i>not</i> buy	

Source: In Hawkins, Neal. Quester., *Consumer Behavior Implications for Marketing Strategy: Measurement of attitude components*, 3rd Edition, Australia, McGraw-Hill/Irwin.

In Figure 1, the cognitive component is measured by the beliefs consumers have about Diet Coke. Naturally, a lack of product knowledge as well as inaccurate knowledge could hinder the development of a positive overall attitude towards Diet Coke. The affective or evaluative component relates to how consumers feel about the product. In this example, feelings about Diet Coke are expressed in terms of taste, price and caffeine, as well as in overall terms. Finally, the behavioral

component is often measured by the strength of intention to buy on the next purchase occasion or by past purchases.

2.2 Related Literature Reviews of Fast Food and Fast Food Restaurants

1) Definition and Meaning of *fast food* and *fast food restaurant*

AllWords.com (2013), has defined that fast food restaurant is any restaurant characterized by the ability, in principle, to provide hot food with the minimum of delay (typically no longer than a patron would be happy to stand and wait) does not necessarily preclude the cooking of food to order.

Merriam-Webster (2013), has defined that fast food is relating to specializing in food that can be prepared and served quickly. A fast food restaurant is designed for ready availability, use, or consumption and with little consideration given to quality or significance.

Questia Trusted Online Research (2013) has defined that fast food refers to food that can be prepared and served very quickly. However, the term is usually used for food sold in restaurants that prepare the food with precooked ingredients. In fast food restaurants, customers choose their meals from a limited list of offerings for fast consumption. Customers usually place their orders at a counter; the food is served quickly, either on trays or packaged.

Segeen's Medical Dictionary (2012), has defined that fast food is prepared food from a restaurant that specializes in providing a full "meal" in a few minutes. Such meals often consist of a permutation of hamburger or chicken, French fries, and a soft drink or a milkshake.

Franchise Direct (2011), has defined that a fast food restaurant is a quick service restaurant (QSR), which is described as a limited menu establishment that lends itself to production line techniques of producing food that is served packaged for immediate consumption, on or off the restaurant premises. Fast food customers normally order at a counter and pay before eating.

Parkinson (2006) has defined that fast food as hot food that is served very quickly in special restaurants, and often taken away to eat in the street.

McGraw-Hill Concise Dictionary of Modern Medicine (2002), has defined that fast food is nutrition prepared food from a restaurant that specializes in

providing a full “meal”, often consisting of a permutation of hamburger or chicken, French fries (chips), and a soft drink or a milkshake, in less than 2 minutes.

In conclusion, fast food is specialized hot food that is prepared and served quickly to consumers. In addition, fast food restaurants are known as quick service restaurants (QSR) which are places that sell fast food and usually a part of a chain restaurant or franchise. However, most of the definitions fail to note that fast food restaurants have no table service. The only table service is by busboys, who collect the trays, and clean the tables after the consumers have finished and left the table. Most fast food restaurants are staffed by a high proportion of minimum wage employees, thus fast food restaurants are characterized by providing entry-level jobs and training for unskilled labor. Another characteristic of a fast food accepting tips is not the norm. To devise a concise, yet complete definition of fast food or fast food restaurants is difficult if not impossible, because of competitive product differentiation. However, for the purposes of this study, both KFC and Chester’s Grill meet a number of the definitions above for both fast food and as fast food restaurants.

The Histories, Status and Food of *KFC* and *Chester’s Grill* Fast Food Restaurants

2.3 Related Literature Reviews of KFC Restaurants

1) The History of *KFC Restaurants*

KFC Development (2008) stated that in the mid 1930s, Colonel Harland Sanders bought a motel and café in Corbin, Kentucky. Despite having tried his hand at several kinds of work – from railroading to operating a steam-powered ferryboat - Colonel Sanders loved to cook and was always experimenting with various combinations of seasonings. Therefore, even though there was nothing new about fried chicken, the Colonel found a way to combine 11 herbs and spices with flour to create a “finger lickin’ “good” coating. The Colonel's business and reputation both flourished at a time when most businesses were struggling because of the Great Depression. However, he was forced to sell his burgeoning restaurant when a new Interstate Highway was built through his property. Thus, at the age of 66, Colonel Sanders found himself travelling the country with his special seasonings, his pressure-

cooker and a new plan - franchises. The Colonel visited small, independent restaurants throughout the United States to teach them not only how to cook Kentucky Fried Chicken, but also his values: despite taking just a five-cent royalty on every chicken sold, the Colonel would go into dining rooms and do what he called “Coloneling” – making sure that the customers were happy. With most of his deals sealed with only a handshake, there were 838 Kentucky Fried Chicken franchises across the United States by 1964. The Colonel was now in his 70s and Kentucky Fried Chicken had grown larger than he could realistically handle, so he sold the operation to businessmen John Y Brown Jr., and Jack Massey for \$2 million. However, there were strict conditions: Colonel Sanders became Quality Controller and his image stayed on as the company trademark. Colonel Harland D Sanders was 90 years old when he died in December 1980. Although he is no longer with us, his philosophies and values of hard work and excellent customer service are and will always be a part of KFC.

2) *KFC Restaurants in Thailand*

Yum! Thailand (2012) has mentioned that **KFC** in Thailand is managed by YUM Restaurants International (Thailand) Co., Ltd., and Central Restaurants Group Co., Ltd. The latter is the only franchisee of YUM in Thailand. The first KFC was opened in Thailand in the early 1970s on Silom Road, but it was poorly run and the food had too high an oil content, and it closed in the mid-1970s. The next attempt by KFC to establish a presence in Thailand was far more successful. KFC re-opened at Central Lat Phrao in 1984. Since then, KFC in Thailand has expanded its business around the country. Currently, the brand has more than 500 branches in 74 provinces.

KFC’s concept is to serve the needs of consumers in all lifestyles and for all occasions. It has a wide variety of menu items, which are not limited to fried chicken. The company has introduced a balanced diet concept to encourage consumers to enjoy active lifestyles and balanced eating habits. Menus include burgers, snacks, rice, drinks and ice cream in response to consumers’ changing eating habits. The chicken is fresh, breaded by hand and stored in KFC’s secret herbs and

spices. The food is cooked by certified **KFC** cooks in every KFC restaurant. **KFC** has a growing range of beverages under the name “**Krushers.**” **KFC** Thailand was the winner of the 2012 Readers’ Digest Trusted Brands survey. The Reader’s Digest Trusted Brands are voted for by consumers. In all, 8,000 consumers were polled across 8 markets, covering 43 categories in each market to find out which brands consumers trust. A Reader’s Digest Trusted Brand award is a seal of approval by consumers; a vote of trust and confidence by consumers in the brand.

Currently, KFC provides customers with dine-in experience, and delivery service via **Call Center 1150** and its website **www.kfc.co.th**. **KFC promotes** active lifestyle via sport activities such as the KFC mini-marathon and the KFC Seven Shoot, the biggest league for youth football in Thailand, which provides opportunities for boys between the ages of 12 - 15 to show their football talent. As part of the Thai society, KFC has been supporting education for needy schools in remote areas. KFC education projects include building schools, building and populating school libraries with textbooks, and renovating education facilities. Moreover, KFC is helping needy school students by providing lunches meals via the “School Lunch Project” under the Royal Patronage of HRH Princess Maha Chakri Sirindhorn” which is designed to relieve severe malnutrition in rural schools.

2.4 Related Literature Reviews of Chester’s Grill Restaurant

1) The History of *Chester’s Grill Restaurant*

The first Chester’s Grill store was opened at Maboonkrong (MBK) mall in 1988. Since then, Chester's Grill has shown consistent improvement combined with fast expansion. By the year 2000 Chester's Grill had expanded to 37 stores. Today, there are more than 120 branches around the country. Chester’s Grill has become a business of which the Thai people are proud.

Chester’s Grill (2012) states that Chester Food Co., Ltd. is a company in the fast food restaurant business using the brand name "Chester’s Grill". Furthermore, the company has a commitment to creating quality food in Thailand under the initiative of the Charoen Pokphand Group (CP), a leading company in Thailand for over 80 years with a background in farming and poultry industry solutions. The company states that it is committed to the development, production,

and meat quality standards to give people a positive taste of Thailand. The CP Group policy is to continue adding value to agricultural products including poultry meat processed into food products combined with the idea that a fast food restaurant is a business that has great potential, and is well recognized worldwide. In addition, fast food has a high growth rate with rapid expansion. The CP Group sees Chester's Grill as a natural by-product of its core business, as grilled chicken has always been a popular food in Thailand. Chester's Grill also serves Thai style food, which adds to its appeal to Thai consumers. In addition, Chester's Grill is the first major Thai owned and operated Thai fast food chain, and has become a worthy competitor for other chain restaurants. Chester's Grill is thus able to differentiate itself from other fast food restaurants currently in Thailand. Its goal is to create meals from grilling chicken to make chicken taste delicious and nutritious for consumers in Thailand. The CP Group claims that Chester's Grill meets or exceeds international standards for the food quality, nutritional value and taste demanded by consumers, regardless of where they are from. CP also says it is dedicated to research and development of raw materials and recipes appropriate for consumption. Some materials are produced and shipped directly from the factory to be able to have 100% control over quality. Chester's Grill provides both sit-in and delivery service via **Call Center 1145** and its website **www.chestersgrill.co.th**. In 2009 The Thai Franchise Center (2009) awarded Chester's Grill the "Excellence Franchise Business Performance Award".

In summary, the major differences between the two restaurants are that the KFC focus is on fried chicken, while the focus of Chester's Grill is grilled chicken. Chester's Grill also has more Thai food on the menu. It is clear from the literature and casual observation that the tastes of Thai consumers are changing. The evidence is that despite an initial failure of KFC in Thailand in the 1970s, today KFC is thriving in Thailand. In addition, there are numerous other western style fast food chains in Thailand. This, of course, raises the question of whether or not Chester's Grill can be competitive in the future, but that is outside the scope of this study. Taking another perspective, if a single fast food restaurant were able to serve all the people in Thailand every day, and each store could serve 500 customers daily, it would take about 140,000 stores to accomplish that feat. However, as the scope of

this study is limited to comparative attitudes, and perhaps the real question is whether or not Thai consumer tastes are shifting away from Thai food?

2.5 Previous Studies

The researcher asked the research question, “What are Thai consumer attitudes towards fast food at KFC and fast food at Chester’s Grill?” The researcher’s study uses the independent demographic variables of age, gender, income and education levels, and the marketing mix independent variables of product, price, promotions and service to see the impacts on attitudes. The researcher used the quantitative method to compare the attitudes of Thai consumers at the Mall, Bangkapi, Thailand, towards two fast food restaurants, KFC and Chester’s Grill, which are co-located at the Mall, Bangkapi. The parties that would be most interested in the results of this study are KFC and Chester’s Grill, Thailand, and it is doubtful that there would be any interest outside of Thailand, except in the methodology used to compare attitudes about the two restaurants. Although the researcher found no exact previous studies in Thailand or outside of Thailand, it does not necessarily mean that such studies have never been conducted in Thailand. It does mean that the researcher’s work cannot be duplicated outside of Thailand, where there is no location called the Mall Bangkapi, and where the majority of the consumers are unlikely to be Thai. The researcher was able to find only three previous studies (in Thai) that even mentioned Chester’s Grill, Panicha (2011), Pattara (2005), and Kriangsak (2007), but Panicha (2011) did not compare it with KFC. Neither Kriangsak nor Pattara compared KFC and Chester’s Grill. It is likely that either or both KFC and Chester’s Grill, Thailand have conducted similar studies to increase their competitiveness against each other. Such studies, if they exist, would most likely be proprietary, confidential and not publicly available. Thus, the findings of previous foreign studies cannot be assumed to have results that are relevant to studies in Thailand. Therefore, in discussing foreign previous studies, the researcher will look at relevant approaches, recommendations and provides criticisms where warranted.

For previous studies in Thailand, the researcher will identify similarities in approaches, findings and conclusions, and discuss relevant recommendations with criticisms as appropriate. The researcher looked at over 20 previous studies from

within Thailand and outside of Thailand. All reflect research work on consumer attitudes about various aspects of fast food restaurants, and were conducted in 11 countries around the world, i.e., Thailand, Turkey, Malaysia, India, United States, Japan, Taiwan, Philippines, Germany, China, and Bangladesh. About half of the previous studies were in Thailand, and the results of the latter studies are likely to be more relevant to the results of this study, since culture plays a role in the formation of attitudes towards food (Parker, Schaefer, & Hermans, 2006).

Researchers used a wide range of independent variables, mainly demographics, and marketing mix factors. One foreign study used the psychographic variables of life-styles and activities to measure attitudes (Anand, 2011).

2.5.1 The Demographical Data Impacts on Attitudes in Foreign Studies

Demographics: Most of the studies used the demographics of age, gender and occupation, but others used education, income and/or marital status (only Kaynak, Kucukemiroglu, & Aksoy (1996) and Goyal & Singh (2007) considered the latter. This researcher used the **age groups** 15-19, 20-24, 25-29, 30-34 and over 34, based on information that fast food restaurants in Thailand target younger people. Goyal & Singh (2007) used similar age ranges (Goyal & Singh, 2007). Others, like Tsao (2012)'s respondents ranged in age from 18-80 (Tsao, 2012), but he used a rather unique justification in that the older people surveyed had not eaten fast food. Anand (2011) used an age group spread of 20-40 years old (Anand, 2011). The researcher believes that using too wide an age spread may lead to skewed results, as most fast food restaurants target younger consumers in a narrower age range as noted above. Thus, the attitudes of the younger set are most important for understanding the results of the studies.

For **income levels** and their effects on attitudes, the researcher used the following monthly income ranges: less than 5,000 Baht, 5,000-20,000 Baht, 20,001-30,000 Baht, and more than 30,000 Baht. The best way to compare incomes across countries is using Purchasing Power Parity, but that is beyond the scope of this project. Instead, the researcher will use the Thai previous literature to discuss the effects of prices on attitudes.

The researcher investigated the impact of certain **education levels** on attitudes of Thai consumers towards fast food at the two restaurants. The researcher used the following age categories: High school, College, and the sub-categories of Bachelors Degree, Masters Degree, Doctoral Degree, and Others, where respondents were asked to explain “others”. A number of previous foreign studies used education levels as an independent demographic variable. One such study, Parker, et al. (2006) used only high school/middle school level respondents (Parker, et al., 2006). The study by Tabassum & Rahman (2012) limited its scope to only university students (Tabassum & Rahman, 2012).

In the interests of time economy, this researcher chose not to look at the effects of marital status on attitudes towards fast food at the two restaurants in Thailand. However, this researcher believes that by not using **marital status** as a variable, Tsao (2012) might have missed a chance to see the impact of being married on fast food preferences of married younger people (Tsao, 2012). This is area where further study could prove valuable.

2.5.2 The Marketing Mix impacts on Attitudes in Foreign Studies.

Along with demographics, most of the studies looked at marketing mix factors to measure attitudes. The predominant factors used were price, product, place (location/convenience), and service. This researcher looked at promotions rather than place, since the study was conducted in only one location. Nezakati, Kuan, &Asgari (2011), and Min, & Hyesung (2011) both used promotions as did this researcher, since younger people usually have less income than older people do, so they are therefore more prone to seek promotions, such as price discounts (Nezakati, Kuan, &Asgari , 2011), and (Min, & Hyesung, 2011). Another foreign study looked at parent attitudes towards small children playing in fast food restaurants in Taiwan (Huang, & Smith, 2009). This might be worthy of further study in other countries, but is not relevant to this research. Yet another study looked at the psychographic factors of changing lifestyles and activities (Anand, 2011). Some studies, while comparing attitudes towards fast food, did not focus on attitudes towards marketing mix factors. For example, Frank (2012) looked at attitudes about the effects of eating fast food on

obesity (Frank, 2012). Another example is Qin & Prybutok (2008) which focused mainly on service quality, and not other variables (Qin & Prybutok, 2008).

Product: Most studies generally accept that fast food is part of modernization, and that fast food will be in vogue for the near future. Simply put, people that eat fast food like the taste, or they would not eat it. **Localization** of taste is another reason that the fast food product is gaining ever-wider acceptance. For example, Tsao (2012) mentioned that KFC has localized its menu (Tsao, 2012). His exploratory research into Chinese attitudes towards American fast food in China also found that when eating as a family; Chinese tend to see American fast food is less healthy and less tasty (Tsao, 2012). Since there are a great many ethnic Chinese in Thailand, further study might be warranted to test whether this attitude exists in Thailand.

Price: Interestingly enough, one finding was that frequent customers of fast food restaurants (in Turkey) are not as price sensitive as infrequent customers (Kaynak, et al., 1996). Yet in Thailand Chitraporn & Pattaraporn (2011) found that while Thai consumers are generally price sensitive, they are not as price sensitive in fast food restaurants (Chitraporn & Pattaraporn, 2011). Determining why this is so would be a topic for further research.

Promotions: These can be highly influential in determining attitudes. According to Parker, et al. (2006), American fast food companies spend about US\$4.5 billion annually on promotions that target youngsters, in addition to about US\$3 billion annually in targeted advertising and public relations (Parker, et al, 2006). Nezkati, et al. (2011) found that while product quality had a strong positive relationship to consumer loyalty, promotions only had a weak positive impact on loyalty (Nezkati, et al., 2011). This is probably explained by fast food restaurants doing many promotions, causing consumers to change their store based on promotions. Nazrul & Shafayet (2010) blames obesity on promotions (Nazrul & Shafayet, 2010). This raises the issue of whether obesity should be “blamed” on fast food, or lack of personal responsibility, will power and exercise – another area for further study. Min & Hyesung (2011), on the other hand, recommended low daily prices and fewer promotions. The problem with this is that they go on to say, “For instance, sales promotions through deep discounts and value-meal coupons can attract

more customers” (Min & Hyesung, 2011). This seems contradictory, because, if you have every-day low prices, that is like having a daily promotion. Furthermore, the question must be asked, “Will customers start expecting promotions to such a high degree that they will stop patronizing the stores that only have low prices and no promotions? Therefore, this is an area, which warrants further study. Also, Min & Hyesung (2011) found that the most important reason that Americans in the United States buy fast food is the taste of the food (Min & Hyesung, 2011). This implies that they are more taste sensitive than they are price or promotion sensitive. Qin & Prybutok (2008) recommended that store management should focus on food and service quality (Qin & Prybutok, 2008), but did not mention promotions or pricing. Mei-Liang, Kuang-Jung, & Chu-Mei (2010) mentioned that in Metro Manila little attention is given to promotion strategies (Mei-Liang, et al., 2010). Yet the fast food restaurants do many promotions, so it is not clear how they reached that conclusion. Huang & Smith (2009), on the other hand claimed that promotions should aim at smaller children to get them to bring their parents to the fast food restaurants (Huang & Smith, 2009). Anand (2011) indicates that this approach is being used in India by McDonald’s (Anand, 2011). Qin & Prybutok (2008) makes the point that coupons used for promotions can also be used for tracking purchasing behavior and other marketing elements (Qin & Prybutok, 2008). In Thailand, there is strong emphasis on promotions. Zheng (2010) thought that it would be possible to expand a restaurant’s networks to reach a wider audience by using promotional tools, like social networking and blogging (Facebook, Twitter, etc.) and get involved which their employees (Zheng, 2010). Thus in promotions there are much room for further studies.

Service: Anand (2011) cited a study by Goyal & Singh (2007) claiming that in the future, consumer acceptability for fast food will be decided only by the quality of food and customer service (Anand, 2011). If this prediction comes true, it would certainly reduce the number of variables with which marketers have to contend. However, this researcher does not believe that this will happen, since it assumes that no other independent variables will affect attitudes. The researcher believes that other variables like price and promotion will always influence consumer attitudes as well as allowing product differentiation and competition. Price is not just a matter of what the consumer is willing to pay. Price allows for product flexibility,

and can permit fast food restaurants of the future to sell products that are more expensive. The fast food image of today does not have to be the fast food image of the future. Goyal and Singh (2007)'s conclusion might be viable if products never change (Goyal & Singh, 2007), but we know that is not true. Fast food chains do introduce new products and delete others from time to time. Therefore, promotions will be critical to keep potential and loyal customers informed. Another aspect of service is the matter of keeping little children interested (Huang, & Smith, 2009). This is an area that can be the subject of further studies. One aspect of service that the researcher did not see in the previous studies is the speed of cleaning off tables when customers have departed. As Parker, et al. (2006), reports, in China. KFC and McDonald's modified their menus and services to accommodate local culture, such as dropping the expectation for customers to clear their own tables (Parker, et al., 2006). Min & Hyesung (2011) also found that perceived cleanliness is important in customer perception, and clean tables are perceived as more sanitary. Marketing mix factors that are up to standards may not receive much attention, but if they are below standards, they can achieve a highly negative impact on sales (Min & Hyesung, 2011).

In conclusion, a relevant finding stated by Tabassum & Rahman (2012) is that at least in Bangladesh, KFC was superior in terms of reasonable price and quick service. They also recommended that KFC might want to focus on modifying the physical environment. In Bangladesh there is a wide disparity in consumer attitudes towards different fast food restaurants (Tabassum & Rahman, 2012).

A number of studies concluded that their results could be good for marketers and entrepreneurs, for example, Nezakati, et al. (2011), but this researcher has doubts, since attitudes change over time, and fast food is a fairly recent phenomenon in food consumption. This researcher also believes that marketers need to redo their surveys periodically to determine if there are differences over time, as well as keeping abreast of changes in consumption attitudes at home and abroad. Thus, repetition and frequency of studies in the same areas are needed in addition to new studies. Most of the studies focused on urban areas, but one study, Mei-Liang, et al. (2010), mentioned that there appears to be a reluctance to develop fast food in suburban Manila, and recommended that fast food restaurants consider expanding into

those areas (Mei-Liang, et al., 2010). This researcher does not necessarily agree with this. How does the author of the study know for certain that the fast food companies have not looked at the suburbs? The decision to expand should rely on the demographics, market size and purchasing power of consumers in suburban areas, not just on a customer perception of inconvenience. In India, Goyal & Singh (2007)'s exploratory study claimed that they found young Indian consumers are passionate about visiting fast food outlets for fun and change from home cooking, but still prefer home food (Goyal & Singh, 2007). This researcher believes that a recommendation is in order that stores adapt their food towards home cooking, but only if it can increase revenue and profitability. In addition, in Thailand, further study is appropriate to see if consumers prefer home cooking even when they are eating out. The only study across nations was done by Parker, et al. (2006), including China, Japan and the United States. They found significant differences in brand attitudes among teens. Although they speculate that global fast food managers might get benefits from understanding these differences (Parker, et al., 2006), this researcher has doubts that three countries provide a basis for making management decisions for operations in other countries without also studying the specifics of the individual target countries. Western fast food is relatively new in China, first appearing in about the 1980s (Tsao, 2012), so it may well be premature to accept the results. However, anything is possible. At one time, it was thought that the Thai people would never eat pizza because of the distaste for cheese and bread. Today, pizza is getting more and more popular in Thailand, but in large part because the pizza has been adapted to the Thai market, not because the Thai consumer has completely accepted the products of other countries

2.5.3 Thailand Previous Studies: Thai Consumer Attitudes toward Fast Food Restaurants in Thailand.

The researcher reviewed a number of previous studies pertaining to Thai consumer attitudes towards various aspects of fast food in Thailand, and found none that duplicates the researcher's study comparing Thai consumer attitudes towards KFC fast food restaurants versus Chester's Grill fast food restaurants in Bangkok, Thailand. In general, earlier studies show that there are correlations

between independent demographic variables, marketing mix factors, and consumer attitudes.

Furthermore, while a Thai consumer may have a positive attitude towards, for example, McDonald's, based on product taste; it does not mean that it can be assumed that the same Thai consumer will have a positive attitude towards the food at either Chester's Grill or KFC. The attitudes might be the same, almost the same, or they might be very different, and for those interested, this is a matter for further research. To try to compare studies that do not look at Chester's Grill with a study that does is to fail to appreciate the "Apples and Oranges" concept (Lawrence, 2011), i.e., just as apples and oranges are both classified as types of fruit, they look differently, smell differently, and taste differently (Lawrence, 2011). Some Thai consumers like one fruit, some like the other, some like both and some people like neither apples nor oranges. Chester's Grill and KFC are both fast food restaurants, but we cannot assume that attitudes are the same about both; otherwise, it would not be necessary to study attitudes about each one and compare them. Moreover, if one tries to compare "apples and oranges", using the results of statistical analysis may not be reliable. For example, Thai consumers might say that they like Chester's Grill, but do not like McDonalds, while other research might show that they like McDonalds to a high degree if Chester's Grill is not the restaurant being compared. The point is that there is a risk in trying to compare studies that do not compare the same things. The researcher has thus extracted relevant information from previous studies, such as the conclusions and recommendations of the researchers, areas where further studies are needed, and provided relevant criticism of those previous studies. The demographic and marketing mix variables are cited where appropriate.

In studying the impact of Thai consumer attitudes on purchasing attitudes and behavior in fast food restaurants (called Quick Service Restaurants in the study), Chitraporn & Pattaraporn (2011), used a research design similar to that of this researcher, a questionnaire to survey 400 respondents (Chitraporn & Pattaraporn, 2011). The major difference is that they studied both attitudes and consumption behavior, while this study concentrates on attitudes. The researchers' conclusion was that the **independent variables of age and income** of Thai consumers had the most significant impacts on their choices of fast food restaurants. They also concluded that

the **marketing mix** independent variable of “**Place**” matters most for Thai consumers, followed by **product, price, and promotion** respectively. The researchers had a number of recommendations, mainly in the areas of independent demographic and marketing mix variables. Some of the recommendations are aimed at the industry level, while this researcher’s work is at the store level. In terms of age, Chitraporn & Pattaraporn (2011) found that Thai consumers in the 26-39 year old age group are the most likely fast food customers, and those older are less likely to be customers of the fast food restaurants. The researchers recommended that the industry attempt to get more older customers (Chitraporn & Pattaraporn, 2011), but they should have shown whether or not increasing the number of older customers might reduce the number of younger people, who might feel more constrained in the presence of elder people as an unintended consequence. The researchers also recommend adjusting advertising to attract older people, but this approach could involve high costs (Chitraporn & Pattaraporn, 2011), so this researcher believes that it is critical to do a cost benefit study first. (Chitraporn & Pattaraporn, 2011) in terms of gender, the researchers found that males are more likely than females to consume fast food. Thus, the researchers recommend more targeting of females. One of the reasons the researchers found for fewer females consuming fast food is fear of obesity. Thus, the recommendation to consider dietary foods might be relevant (Chitraporn & Pattaraporn, 2011), but will require additional study to see if it is economically viable. The study also recommends changing packaging to be more attractive to females (Chitraporn & Pattaraporn, 2011), but there is no indication whether or not; (Chitraporn & Pattaraporn, 2011) the researchers considered any possible negative effects, like making male customers feel less comfortable, which could result in a loss of their business. To paraphrase Henry Hazlitt (1979, p. 17) in his book, “Economics in One Lesson”, when changing a policy, *it is necessary to look at both the short term and long term impacts of the policy on all groups, not just one or two*. Thus, if a fast food restaurant changes the packaging, promotions and advertising policy, it might attract more females, but it might also deter male customers. (Chitraporn & Pattaraporn, 2011), the researchers also recommended that the industry try to keep prices down to attract more low wage earners (Chitraporn & Pattaraporn, 2011), but there was no indication that they looked at restaurant costs to see if their

recommendation is feasible. Therefore more study is needed in this area (although practically speaking, management should always be looking at being cost effective and producing the best products that they can sell at a price that will attract the highest number of consumers, yet allow the company to remain profitable to remain in business. (Chitraporn & Pattaraporn, 2011), the researchers found that the group with income of 5,000-20,000 baht per month wants more promotions, and recommended more promotions (Chitraporn & Pattaraporn, 2011). However, promotions cost more and thus reduce profit margins, so further study is recommended to determine if increased promotions are feasible or not. Piyanut (2012) found that service is a significant factor for Thai teenage consumers on their attitudes toward fast food restaurants (Piyanut, 2012). However, Panicha (2011) looked into demographics and marketing mix factors affecting Thai consumer attitudes toward fast food restaurants, also using a questionnaire with 400 respondents (Panicha, 2011). This was one of only three previous study found that even mentioned Chester's Grill, but it did not make any comparisons. She found that consumers had a high interest in promotions and discounts (Panicha, 2011). Also, she cited no evidence whether or not more promotions and discounts are economically practical. Statistically significant at the 0.05 level was the marketing mix factor of fast food product innovations (Panicha, 2011). In addition, Panicha (2011) recommended that entrepreneurs ought to ensure that fast food product trends need to correspond to emerging consumer needs, and innovate to ensure product differentiation (Panicha, 2011). However, she showed no evidence that entrepreneurs are not doing those actions. She also advocated lowering prices, but without any consideration for the costs of taking such actions. Another recommendation is the use of new, colorful, raw materials to make products more attractive (Panicha, 2011). It is not entirely clear what she meant by this, (Panicha, 2011) she also recommended that fast food outlets be available around the clock at widely dispersed locations (Panicha, 2011). These are very broad recommendations that would require further study, but fast food restaurant chains are always looking to expand, so the recommendation is probably unnecessary. Kriangsak (2007) took the approach of trying to determine customer attitudes towards fast food delivery services by telephone. Using 400 questionnaires with respondents who were delivery service customers in the Bangkok area, he focused on the

marketing mix factors of product, service quality of telephone operators, delivery services, price, place and promotions. His significant findings were that the biggest users of telephone delivery services were single females, age 20-30, holding a bachelors degree, who work for private companies; followed by students with an income of under 15,000 baht per month. Accordingly, he recommended that his study could be used to target delivery service customers (Kriangsak, 2007). The main problem in this study is that it was conducted in only one area of Bangkok (Bangkapi), and the demographic factors might be different in other areas, thus not affording the same level of delivery service. On the other hand, delivery service is one area that fast food restaurant franchisors and franchisees have to look at when setting up delivery services, so it may only be an issue in areas where delivery service is not feasible for some reason. Kriangsak (2007) did make an excellent point that customers become very aware of customer service when ordering by phone (Kriangsak, 2007), so that stores must hire people that present a good image. Supattwarin (2007) looked at customer attitudes and perceptions as they affect Thai consumers for the Fast food chain called, Tasty Thai Restaurants, in Thailand (Supattwarin, 2007). The researcher looked at the marketing mix 7P's rather than the 4P's used in this study, but her objectives including measuring consumption, which this study does not. One of the study's conclusions is, unsurprisingly, that different demographics impact differently on consumer attitudes and perceptions. (Supattwarin, 2007) she made a number of recommendations; including that fast food management should focus on interpersonal relationships to improve customer relationships. She implies that the training programs for customer service are not working as well as they should in terms of preparing restaurant staff to provide courteous and efficient service to customers, including foreign customers. She also recommends increased advertising and promotion, since Tasty Thai is not a well known brand name (Supattwarin, 2007), but she probably should have recommended further study in this area, because of cost factors. Pattara (2005) studied KFC fast food consumption behavior of customer in Sriracha District, Chonburi Province, Thailand (Pattara, 2005). She profiled customers of KFC as mostly male students (but the number of females was not significantly less), aged 19-30 years old, with monthly income of between 10,000 and 20,000 baht, and with a diploma. These consumers made

purchases averaging 201-300 baht on average every 2-3 months. The main item they purchased was spicy fried chicken. Their purchases were made on weekends in department stores. Their main information source was brochures received at home, and their preferred promotions were those that involved consumer participation (surprisingly not price discounts). Their main reason for purchasing was satisfaction (Pattara, 2005). This Independent Study cannot assume that the results will be the same for KFC at the Mall, Bangkapi, since the geography, demographics and psychographics of Thai consumers are likely to vary in the Bangkapi area of Bangkok from the same factors in a more rural setting. Pattara (2005) concludes that the main reasons for buying are promotions, the convenience and speed of service. She recommends appropriate seasonal promotions to attract more consumers. She also recommended that entrepreneurs should make efforts to attract more women fitting other demographic characteristics of male customers. Since many consumers buy based on promotions, she also recommended that promotions be in a price range of 100-300 baht (Pattara, 2005). This researcher believes that any recommendations that involve costs, such as added promotions, should recognize that there are costs associated with increased promotions, and those added costs might make the promotions uneconomical. Pattarawan (2004) studied teenage fast food consumption behavior in Mueang District, Lampang Province, Thailand (Pattarawan, 2004). Her consumer profile revealed that the major consumers were 19-21 year old students with some undergraduate education or the equivalent, who liked fast food at a high level, and went to fast food restaurants in groups of 3-5. Their sources of money totaled about 2,000 baht/month from a parental allowance and their own earnings. Television was their main source of fast food information. She found that each of the 4 P's of the marketing mix had a strong influence on their purchase attitudes, with a high level of interest in price discounting promotions (Pattarawan, 2004). The researcher recommended more food variety and more menu items, but does not specify. In addition, she recommended lower prices (Pattarawan, 2004), but did not consider some of the ramifications of lowering prices, such as the effects on the profitability needed to allow the companies to stay in business; or whether the increased customer volume will more than compensate for the increased costs. (Pattarawan, 2004), she did have a unique recommendation (compared to other

previous studies) that the fast food companies should promote the name of the restaurants in Thai so children will get to know them (Pattarawan, 2004). However, this researcher does not think this is a good recommendation in light of world events. For example the coming of Thailand's entrance into the ASEAN Economic Community in 2016 means that more children than ever need to learn a second language, starting with English.

In summary, previous studies in Thailand are more relevant to this study than foreign studies. Based on these studies, it is this researcher's opinion that the dominant demographic profile will be young people, almost evenly divided between male and female, with a medium income level, and a high number of university students (the latter is likely given the preponderance of universities in the vicinity of the Mall, Bangkok). The marketing mix impacts on attitudes are more difficult to forecast, but based on previous studies, this researcher expects product quality to have the highest correlation to positive attitudes at both KFC and Chester's Grill, with price next followed by promotions and service. This researcher also believes that the findings will show Chester's Grill favored over KFC by most respondents mainly because of product, since it offers more Thai food choices.

Theoretical Framework

In order to conduct this research on the subject of, “A Comparison of Thai Consumer Attitudes about KFC fast food restaurants versus Chester’s Grill fast food restaurants in Bangkok, Thailand”, the researcher created a framework for Thai consumer attitudes to compare KFC fast food restaurants with Chester’s Grill fast food restaurants. To analyze this study, the researcher mainly used attitude theories.

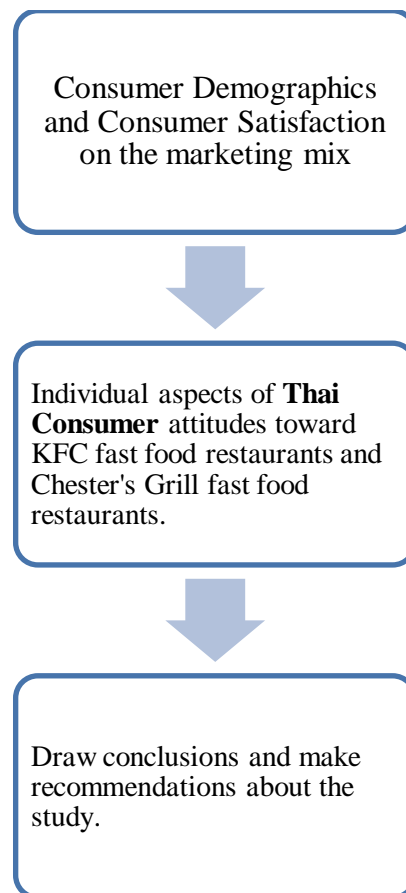


Figure 2: The Theoretical Framework Model

Source: Self-Illustration

Conceptual Framework

The conceptual framework of this research is modified and concluded based on the previous studies such as Tabassum & Rahman (2012) Chitraporn & Pattaraporn (2011), Nezakati, et al. (2011), Kriangsak (2007), etc.,. The independent variables are demographical data and consumer satisfaction factors. The demographical data include gender, age, income and education. On the other hand, consumer satisfaction factors consist of products, prices, promotions, and delivery services. The dependent variable is consumer attitudes toward KFC fast food restaurants and Chester's Grill fast food restaurants (see Figure 3 below).

Independent Variables

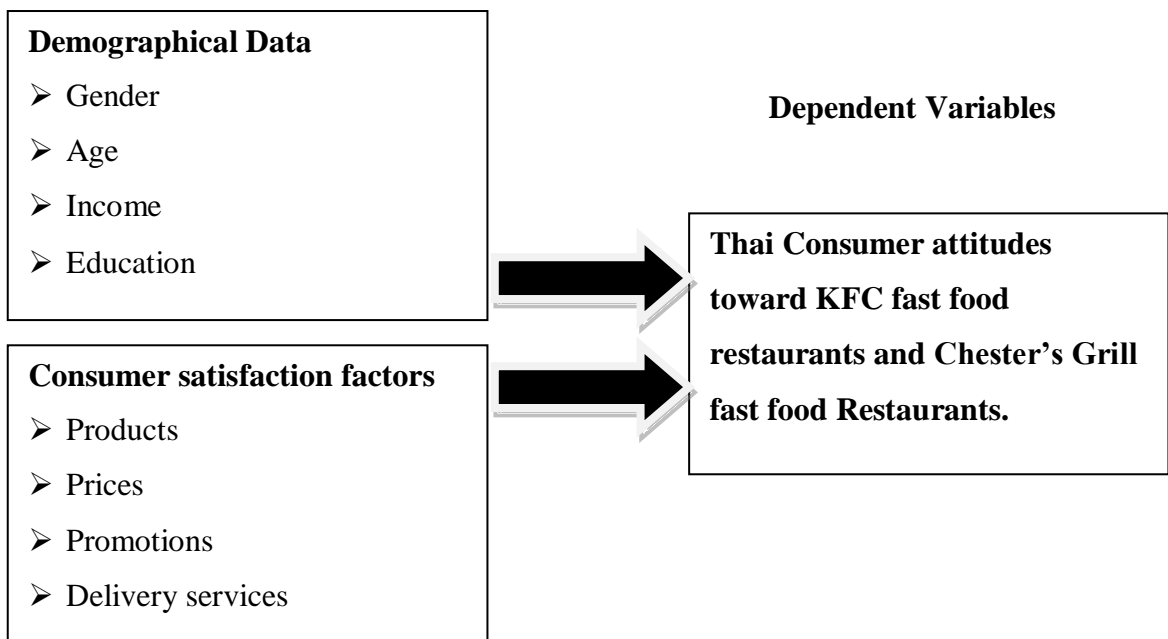


Figure 3: Conceptual Framework Model

Source: Self-Illustration

Hypotheses

H1: Gender causes a difference in the consumer attitude towards KFC restaurants and Chester's Grill restaurants.

H2: Age causes a difference in the consumer attitude towards KFC restaurants and Chester's Grill restaurants.

H3: The income level causes a difference in the consumer attitude towards KFC restaurants and Chester's Grill restaurants.

H4: The education level causes a difference in the consumer attitude towards KFC restaurants and Chester's Grill restaurants.

H5: Consumer satisfaction with products has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H6: Consumer satisfaction with prices has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H7: Consumer satisfaction with promotions has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H8: Consumer satisfaction with delivery services has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

CHAPTER III

METHODOLOGY

This chapter provides practical steps to describe the research method to be used in order to conduct the research question. For this chapter, the researcher uses the Research Design, Population and Sample Selection, Research Instrument, Instrument Pretest, Reliability Test, Data Collection procedures in analyzing the data that will be gathered. This section also explains the reason why the researcher has chosen such processes and instruments.

Research Design

This study entitled “A Comparison of Attitudes about KFC Fast Food Restaurants versus Chester’s Grill Fast Food Restaurants in Bangkok, Thailand” uses quantitative research methods. The reason why the researcher has chosen the quantitative method is for reliability in order to ensure this research analysis covers the statistical methods used to test hypotheses. In addition, the strength of the quantitative method is suitable for evaluating the results since the researcher is studying consumer attitudes, which are intangible factors. Therefore, the quantitative method can assist the researcher to strengthen research analysis.

The quantitative method is also suitable for surveys that use questionnaires in order to get the information from non-probability sample designs by using convenience sampling. Moreover, the researcher has translated the questionnaire into a Thai language version in order to be fit for the convenience of the respondents. A questionnaire was structured to determine a comparison of Thai consumer attitudes toward KFC restaurants and Chester’s Grill restaurants. The researcher will conduct the survey within the Bangkapi District in Bangkok, Thailand, which the researcher found is one of seven (7) locations in Bangkok where KFC and Chester’s Grill co-exist. The other locations are Major Rajayothin, Lotus Rama 4, The Mall ThaPra, Major Pinklao, Major Sukhumvit, and Imperial Ladprao. Another reason that the researcher selected Bangkapi District is because there are 148, 645 people in the Bangkapi District (Statistical profile of BMA, 2011) ranking it as the second most populous district of those seven (7) locations (Chatuchak having the largest population). Another reason is that the researcher lives in the Bangkapi District; thus,

conducting the survey in Bangkapi will be both a convenience for the researcher, as well as a means of enhancing the data collection efficiency.

Moreover, the researcher also uses descriptive research and casual research methods. The reason that the researcher uses the descriptive research method is because the researcher would like to determine the answers to who, what, when, where, and how questions of demographic that affect the dependent variable and the researcher uses the casual research method to determine cause and affecting in this study.

Hence, the analysis will be conducted using the following steps including statistical instruments to test the hypotheses. There are four elements to any statistical test, which are shown in figure 4 below:

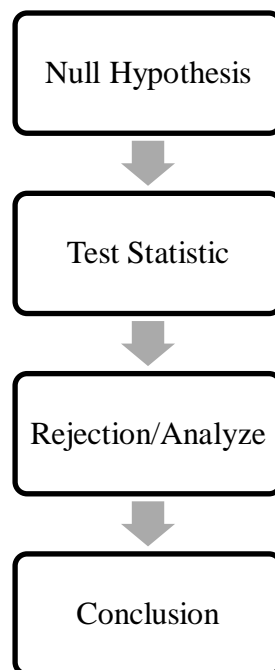


Figure 4: Hypothesis Testing

Source: Self-Illustration

Population and Sample Selection

1. Target population

The target population of this study focuses on people who stay in Bangkok and have eaten at KFC and Chester's Grill at the Mall Bangkok, because the Mall Bangkok has KFC and Chester's Grill co-located at the Mall Bangkok. The large population of Bangkok District (about 148,645), includes 67,820 males and 80,825 females (Statistical profile of BMA, 2011). In addition, the Bangkok District is the second largest district where KFC and Chester's Grill co-exist. However, researcher has chosen non-probability samples because it is not possible to make valid inferences about the population. In addition, the researcher has chosen convenience sampling which is also called accidental sampling that the researcher finds convenient for this survey. The reason why the researcher selected convenience sampling is to save time and cost since the researcher decided to send the questionnaire through hard copies around the Mall, Bangkok area and the researcher is interested in a small sample size. In addition, the other reason for choosing convenience sampling is because it is easy to get access; the researcher can give hard copies of the questionnaire to people who are walking around the Mall, Bangkok and who have eaten at KFC and Chester's Grill. Therefore, convenience sampling appears to be suitable for the research procedure. The time period for this research study will be during the months of April and May 2013.

2. Sample Selection

As noted above, the researcher found that there are seven (7) locations in Bangkok where KFC and Chester's Grill co-exist. Thus, the target population of this study will focus on people who stay in the Bangkok District, in Bangkok Thailand, and have been to the Mall Bangkok to eat at KFC and Chester's Grill when surveyed. To apply the non-probability sampling method and use convenience sampling, the researcher will select 400 respondents. The questionnaire will focus on getting responses from teenage students and working people aged 15-30 (Kwanchai, 2007); since fast food is popular among those demographics as mentioned in the literature review section. Hence, focusing on these groups will be suitable for this study. The

sampling size for this study is based on the method of **Taro Yamane 1973** as discussed below:

<p>Yamane's formula</p> $n = \frac{N}{1 + N(e)^2}$ <p>Where 'n' is a sample size 'N' is population size 'e' is the level of precision</p>
--

Using Yamane's formula, when the level of precision is required to be within 5%, in order to avoid the bias of too small a sample compared to population size as a whole, the solution is to increase the number of samples. Applying the formula to the Bangkapi District size of 148,645 gives the below results:

$$n = \frac{148,645}{1 + 148,645(0.05)^2}$$

The result of calculation will be **398.93** so responses from at least 400 samples are required.

Research Instrument

This research has used the instrument as discussed below:

1. Survey instruments including 400 questionnaires to ask Thai consumers about their attitudes toward the KFC fast food restaurant and the Chester's Grill fast food restaurant at the Mall Bangkapi, Bangkapi District in Bangkok. The questionnaire was divided into three parts as follow:

Part I: Closed-end, multiple choice, single answer questions to obtain general demographic information, including gender, age, marital status, education level, income level, and occupation.

Part II: Closed end questions on Consumer Satisfaction towards marketing mix factors at the KFC fast food restaurants and the Chester's Grill fast food restaurants. These questions include issues about products, prices, promotions, and delivery services, and use a five-point numerical scale (Zikmund, Babin, Carr, & Griffin, 2010, p.322) for obtaining consumer satisfaction levels.

Part III: Close-ended questions on Consumer Attitudes towards KFC fast food restaurants versus Chester's Grill fast food restaurants. These questions include overall consumer attitudes towards food, prices, promotions, and delivery services at KFC and Chester's Grill restaurants and uses five-point numerical scales (Zikmund, et al., 2010, p.322) for obtaining attitude levels.

Evaluation scores will be measured by the variable in the questionnaire based on the Rating Scale followed by the Likert Scaling technique. A Likert item is simply a statement, which the respondent is asked to evaluate according to any kind of subjective or objective criteria; generally, the levels of "satisfied or dissatisfied" and "agree or disagree" are measured. Often, five ordered response levels are used (University of Northern Iowa, 2013). In terms of variation about the mean (X), the evaluation scheme is shown by the below formula:

$$\begin{aligned} \text{(Highest Score-Lowest Score)} & \quad (5-1) \\ \text{Level of Scale} & \quad 5 \\ \text{Interval} & \quad (5-1)/5=0.80 \end{aligned}$$

The formats of a typical five-point numerical scale are:

Completely dissatisfied				Completely satisfied
1	2	3	4	5
Strongly disagree				Strongly agree
1	2	3	4	5

The total score of the sample group will be collected to find the average and to decode the average meaning of the Thai consumer attitudes toward KFC and Chester's Grill using the following scale:

Score between 1.00-1.80 = Completely dissatisfied/Strongly disagree

Score between 1.81-2.60 = Somewhat dissatisfied/disagree

Score between 2.61-3.40 = Neither satisfied nor dissatisfied/Uncertain

Score between 3.41-4.20 = Somewhat satisfied/Agree

Score between 4.21-5.00 = Completely satisfied/Strongly agree

A comparison of Thai consumer attitudes about KFC versus Chester's Grill is divided into 5 positive levels from five-point numerical scales as below:

5 = Completely satisfied/Strongly agree

4 = Somewhat satisfied/ Agree

3 = Neither satisfied nor dissatisfied/Uncertain

2 = Somewhat dissatisfied/Disagree

1 = Completely dissatisfied/Strongly disagree

2. The Statistical Package for the Social Sciences (SPSS version 17.0) was applied to analyze the collected data. The researcher used the SPSS version 17.0, which can effectively determine outcomes. Using SPSS version 17.0 is done in three (3) steps, which are listed below:

1. **Data Input:** The researcher took the data from the questionnaires and entered the data into the SPSS program for storage.

2. **Data analysis:** The researcher tells SPSS which data analysis method is desired and the program performs its operations accordingly.

3. **Data presentation:** The researcher is able to obtain information from the SPSS program in the form of charts, which are suitable to present to a research client.

Instrument Pretest and Reliability Test

The process of doing the instrument pretest and reliability test follows the below steps:

1. The researcher proposes the questionnaire to the research advisor for review and revision as needed.
2. The researcher gives the questionnaire to the first 30 random respondents (pre-test) in the Bangkapi District area.
3. The researcher analyzes the quality and reliability of the questionnaire by using SPSS version 17.0 based on the Pre-Test of 30 respondents by using Chronbach's Alpha. The result of testing reliability is shown below in Table 2. Chronbach's alpha scores of .70 and above indicate a high internal consistency.

Table 2: The corrected item-total correlation (CITC) and Cronbach's Alpha correlation (α) of each item in the questionnaire measurement.

Question Items	CITC (Pre-Test)	CITC (Post-Test)
Consumer satisfaction toward KFC fast food restaurants	$\alpha = 0.8833$	$\alpha = 0.8938$
- KFC food tastes good.	.8796	.8835
- KFC food is healthy.	.8683	.8789
- KFC has a large selection of food.	.8694	.8799
- The appearance of the food at KFC pleases me.	.8693	.8798
- The quality of the food at KFC is high.	.8683	.8789
- The prices at KFC are affordable for me.	.8807	.8886
- The prices at KFC are right for the quality of food received.	.8804	.8906
- The price of food at KFC is right for the quantity of food that I get.	.8804	.8904
- The prices at KFC are within my budget.	.8844	.8948
- I buy KFC food because of promotions.	.8760	.8842
- KFC has many promotions.	.8869	.8963

Table 2: The corrected item-total correlation (CITC) and Cronbach's Alpha correlation (α) of each item in the questionnaire measurement (Continued).

Question Items	CITC (Pre-Test)	CITC (Post-Test)
Consumer satisfaction toward KFC fast food restaurants	$\alpha = 0.8833$	$\alpha = 0.8938$
- KFC has high quality promotions.	.8897	.8785
- Some promotions influence me to buy at KFC more than other types of promotions.	.8697	.8886
- The food at KFC is served quickly.	.8869	.8968
- KFC delivers food quickly to my home.	.8818	.8941
- I can order from KFC using different methods (for example, calling, going to the store, etc).	.8819	.8942
- The KFC Staff delivers my food in a courteous manner.	.8818	.8941
- The KFC staff delivers my food in a friendly manner.	.8684	.8878
Consumer satisfaction toward Chester's Grill fast food restaurants	$\alpha = 0.8778$	$\alpha = 0.8886$
- Chester's Grill food tastes good.	.8838	.8950
- Chester's Grill food is healthy.	.8848	.8951
- Chester's Grill has a large selection of food.	.8600	.8740
- The appearance of the food at Chester's Grill pleases me.	.8549	.8705
- The quality of the food at Chester's Grill is high.	.8607	.8740
- The prices at Chester's Grill are affordable for me.	.8619	.8753
- The prices at Chester's Grill are right for the quality of food received.	.8559	.8707
- The price of food at Chester's Grill is right for the quantity of food that I get.	.8607	.8740
- The prices at Chester's Grill are within my budget.	.8559	.8707
- I buy Chester's Grill food because of promotions.	.8715	.8848

Table 2: The corrected item-total correlation (CITC) and Cronbach's Alpha correlation (α) of each item in the questionnaire measurement (Continued).

Question Items	CITC (Pre-Test)	CITC (Post-Test)
Consumer satisfaction toward Chester's Grill fast food restaurants	$\alpha = 0.8778$	$\alpha = 0.8886$
- Chester's Grill has many promotions.	.8727	.8852
- Chester's Grill has high quality promotions.	.8765	.8894
- Some promotions influence me to buy at Chester's Grill more than other types of promotions.	.8721	.8867
- The food at Chester's Grill is served quickly.	.8833	.8930
- Chester's Grill delivers food quickly to my home.	.8831	.8850
- I can order from Chester's Grill using different methods (for example, calling, going to the store, etc).	.8776	.8817
- The Chester's Grill Staff delivers my food in a courteous manner.	.8707	.8837
- The Chester's Grill staff delivers my food in a friendly manner.	.8897	.8958
Consumer attitude toward KFC fast food restaurants	$\alpha = 0.8451$	$\alpha = 0.8130$
- Overall, I am satisfied with KFC.	.7419	.6884
- Overall, I am satisfied with the taste of the food at KFC.	.8599	.7541
- Overall, I am satisfied with the prices at KFC.	.7821	.7330
- Overall, I am satisfied with the promotions at KFC.	.8154	.8779
- Overall, I am satisfied with the delivery services at KFC.	.8662	.8011
Consumer attitude toward Chester's Grill fast food restaurants	$\alpha = 0.9828$	$\alpha = 0.9281$
- Overall, I am satisfied with Chester's Grill.	.9714	.8801
- Overall, I am satisfied with the taste of the food at Chester's Grill.	.9851	.9031
- Overall, I am satisfied with the prices at Chester's Grill.	.9756	.9042
- Overall, I am satisfied with the promotions at Chester's Grill.	.9751	.9506
- Overall, I am satisfied with the delivery services at Chester's Grill.	.9859	.9177

Table 2: The corrected item-total correlation (CITC) and Cronbach's Alpha correlation (α) of each item in the questionnaire measurement (Continued).

Question Items	CITC (Pre-Test)	CITC (Post-Test)
Overall questionnaire	$\alpha = 0.8631$	$\alpha = 0.9031$

Table 2 presents the questionnaire pretest validity by Cronbach's Alpha. The overall reliability test comes out as 0.8631, which is greater than the standardized definition at 0.70; therefore, the questionnaire for this research is valid.

Data Collection Procedure

1. Data Collection

Data collection can be obtained from two sources as follow:

1.1) Secondary data:

Data is collected from searching textbooks, journals, e-books, e-journals, and data from the Internet that is related to the research. Other secondary sources are related theses, Independent Studies, and research projects.

1.2) Primary data:

Primary data is collected directly from people. The researcher distributed the research questionnaires in hard copies to the 400 respondents during April-May 2013.

1.2.1) Hard Copies: The researcher will also distribute and collect hard copies of the questionnaire from convenience sampling at the Mall Bangkapi, where both KFC and Chester's Grill are co-located. This will be an excellent location for the survey because many people come to this mall. However, the researcher focused solely on distributing the questionnaire to respondents who have eaten in KFC and Chester's Grill at the Mall Bangkapi; thus, the respondents who have eaten at only one of them will be rejected.

1.2.2) Questionnaire: All questions are categorized according to Independent Variables and Dependent Variables. The surveys were completed anonymously using the five-point numerical scale as attitudinal responses to questions

about Thai consumer attitudes toward KFC or Chester's Grill restaurants in Bangkok, Thailand. The source questions are shown below in Table 3:

Table 3: Source Questions

Variable	Question Items	Sources
Part 1: General Information	- Gender	Chao (2011)
	- Age	Kwanchai (2007)
	- Marital status	Chao (2011)
	- Income	Researcher
	- Level of education	Chao (2011)
	- Occupation	Chao (2011)
Part 2: Consumer Satisfaction factors	Product issues	
	- KFC / Chester's Grill food tastes good.	Chitraporn & Pattaraporn (2011)
	- KFC / Chester's Grill food is healthy.	Chitraporn & Pattaraporn (2011)
	- KFC / Chester's Grill has a large selection of food.	Chitraporn & Pattaraporn (2011)
	- The appearance of the food at KFC / Chester's Grill pleases me.	Researcher
	- The quality of the food at KFC / Chester's Grill is high.	Researcher
	Price issues	
	- The prices at KFC / Chester's Grill are affordable for me.	Chitraporn & Pattaraporn (2011)
	- The prices at KFC / Chester's Grill are right for the quality of food received.	Chitraporn & Pattaraporn (2011)
	- The price of food at KFC / Chester's Grill is right for the quantity of food that I get.	Chitraporn & Pattaraporn (2011)
	- The prices at KFC / Chester's Grill are within my budget.	Researcher

Table 3: Source Questions (Continued)

Part 2: Consumer Satisfaction factors	Promotion issues	
	- I buy KFC / Chester's Grill food because of promotions.	Researcher
	- KFC / Chester's Grill has many promotions.	Researcher
	- KFC / Chester's Grill has high quality promotions.	Researcher
	- Some promotions influence me to buy at KFC / Chester's Grill more than other types of promotions.	Researcher
	Delivery Service issues	
	- The food at KFC / Chester's Grill is served quickly.	Researcher
	- KFC / Chester's Grill delivers food quickly to my home.	Researcher
	- I can order from KFC / Chester's Grill using different methods (for example, calling, going to the store, etc).	Researcher
	- The KFC / Chester's Grill Staff delivers my food in a courteous manner.	Researcher
- The KFC / Chester's Grill staff delivers my food in a friendly manner.	Researcher	
Part 3: Consumer Attitudes	Consumer attitude toward KFC fast food restaurants and Chester's Grill fast food restaurants	
	- Overall, I am satisfied with KFC / Chester's Grill.	Panicha (2011)
	- Overall, I am satisfied with the taste of the food at KFC / Chester's Grill.	Panicha (2011)

Table 3: Source Questions (Continued)

Part 3: Consumer Attitudes	Consumer attitude toward KFC fast food restaurants or Chester's Grill fast food restaurants	
	- Overall, I am satisfied with the prices at KFC / Chester's Grill.	Panicha (2011)
	- Overall, I am satisfied with the promotions at KFC / Chester's Grill.	Panicha (2011)
	- Overall, I am satisfied with the delivery services at KFC / Chester's Grill.	Panicha (2011)

Source: Self-Illustration

2. Data Analysis

Compiling data is a process of gathering all data and separating the data into categories in order to analyze and interpret the data in the next process using the following steps:

- 1) Take the Primary data from questionnaires.
- 2) Recheck and compile data.
- 3) Calculate and analyze the data by using SPSS version 17.0 to break

the data into categories as follow:

Part I: Analyze the demographic aspects of Thai consumers surveyed by using percentage and frequency analysis methods.

Part II: Hypothesis testing of the demographic aspects and consumer satisfaction factors that are related to the Thai consumer attitudes surveyed. The quantitative analysis of test differences using T-Test and One-Way ANOVA at 95% confidence level or 0.05 statistically significant level, and test relationship by Pearson-Correlation test at 99% confidence level or 0.01 statistically significant level.

Part III: Hypothesis testing of the consumer attitudes toward KFC fast food and Chester's Grill fast food restaurants. The quantitative analysis of test differences using T-Test and One-Way ANOVA at the 95% confidence level or 0.05 statistically significant level, and test relationship by Pearson-Correlation test at 99% confidence level or 0.01 statistically significant level.

The Data Analysis will be explained in chapter 4 in order to examine the relationship between variables. Finally, the findings and their managerial implications are presented.

3. Statistical Treatment for Data Analysis

The data collected from the questionnaire-required analysis and interpretation using the following statistical tools:

1) Descriptive Statistics Analysis

1.1) Frequency Distribution is the arrangement of data that shows the frequency of occurrence of different values of variables. Frequency distribution was used in describing the profile of the respondents, which were different in age, gender, income, marital status, educational level and occupation.

1.2) Percentage is the ratio of a part to the whole multiplied by 100. The respondent's profiles as well as their answers were analyzed and interpreted using percentages.

1.3) Mean is the sum of the observations divided by the number of observations. The mean is often quoted along with the standard deviation: the mean describes the central location of the data, and the standard deviation describes the spread.

1.4) Standard Deviation is the square root of the average of the squared distances from the mean of the observations.

2) Inferential Statistics Analysis

2.1) T-Test is used to find a difference between two groups of populations. If the significance (2-tailed) level is less than 0.05, the null hypothesis is to be rejected, On the other hand, if the significance (2-tailed) level is more than 0.05 the null hypothesis is to be accepted.

2.2) Analysis of Variance (ANOVA) is utilized to test hypotheses and determine the significant difference in attitude and satisfaction of respondents when they are grouped according to personal profiles. The statistical treatment used is based on the statement of the problems. The entire research hypotheses are tested with an 0.05 level of significance. If the significance (2-tailed) level is less than 0.05, the

null hypothesis is to be rejected, but if the significance (2 tailed) level is more than 0.05, the null hypothesis is accepted.

2.3) Least Significant Difference (L.S.D.) is used to test the difference between two measurements or two sample averages that would be exceeded only 1 in 20 times under simple random sampling from a specified population of differences, or from sampling of two populations with the same mean and variance.

2.4) Pearson-Correlation is used to measure the correlation (linear dependence) between two variables X and Y , giving a value between +1 and - 1 inclusive. It is widely used in the sciences as a measure of the strength of linear dependence between two variables.

CHAPTER IV

FINDING

This research conducted this study called, “A Comparison of Thai Consumer Attitudes about KFC Fast Food Restaurants versus Chester’s Grill Fast Food Restaurants in Bangkok, Thailand”. A total of 400 consumer questionnaires were coded and analyzed using SPSS version 17.0 to analyze the hypotheses. The research analysis is presented in the form of a 5 part table.

Part 1: Analysis of demographic variable frequencies includes gender, age, marital status, education, income and occupation.

Part 2: Analysis of consumer satisfaction factors based on the marketing mix includes products, prices, promotions and delivery services to compare KFC fast food restaurants and Chester’s Grill fast food restaurants.

Part 3: Analysis of consumer attitudes toward KFC fast food restaurants and Chester’s Grill fast food restaurants.

Part 4: Hypotheses testing of the demographic aspects that relate to consumer attitudes towards KFC restaurants and Chester’s Grill restaurants in Bangkok, Thailand.

Part 5: Hypotheses testing of the consumer satisfaction aspects that relate to consumer attitudes towards KFC restaurants and Chester’s Grill restaurants in Bangkok, Thailand.

Part 1: Analysis of demographic variable frequencies includes gender, age, marital status, education, income and occupation by using frequency and percentage analysis method.

Table 4: Frequency and percentage of respondents classified by gender

Gender	Frequency	Percent
Male	183	45.7
Female	217	54.3
Total	400	100.0

The results of table 4 show that the majority of the respondents are female 217 people or 54.3% and 45.7% or 183 people are male.

Table 5: Frequency and percentage of respondents classified by age

Age	Frequency	Percent
15-19 years old	46	11.5
20-24 years old	118	29.5
25-29 years old	113	28.3
30-34 years old	99	24.7
More than 34 years old	24	6.0
Total	400	100.0

The results of table 5 show that the respondents are mostly in the age group 20-24 years old (29.5% or 118 people). The second largest age group is 25-29 years old (28.3% or 113 people); and the third largest age group is 30 – 34 years old (24.7% or 99 people). The minority age groups are 15-19 years old (11.5% or 46 people), and respondents over 34 years old (6.0% or 24 people).

Table 6: Frequency and percentage of respondents classified by marital status

Marital Status	Frequency	Percent
Single	265	66.3
Married	122	30.4
Divorced/ separated	13	3.3
Total	400	100.0

The results of table 6 show that the respondents are mostly single (66.3% or 265 people). 30.4% or 122 people are married. A small minority are divorced or separated (3.3% or 13 people).

Table 7: Frequency and percentage of respondents classified by education

Education	Frequency	Percent
High school	53	13.3
College	54	13.4
Bachelors Degree	188	47.0
Masters Degree	64	16.0
Doctoral Degree	41	10.3
Total	400	100.0

The results of table 7 show that the largest group of respondents holds at least a Bachelor's Degree (47.0% or 188 people). The second largest group hold a Masters Degree (16.0% or 64 people); and the third largest group are college at the undergraduate level (13.4% or 54 people). 13.3% of the respondents or 53 people are in high school. Respondents who hold doctorate degrees numbered 41 or 10.3%. This table also shows that 293 respondents or over 73% of the respondents have higher education, which is explained by the fact that the Bangkok District has two major universities, Ramkhamhaeng University and Assumption University (ABAC).

Table 8: Frequency and percentage of respondents classified by income

Income (Thai Baht per month)	Frequency	Percent
Less than 5,000 Baht	33	8.3
5,000-20,000 Baht	94	23.5
20,001-30,000 Baht	166	41.5
More than 30,000 Baht	107	26.7
Total	400	100.0

The results of table 8 show that the monthly income of the largest group of respondents is in the range of 20,001-30,000 Baht (41.5% or 166 people). The respondents in the second largest income bracket have income of more than 30,000 Baht per month (26.7% or 107 people). The third largest income group has income from 5,000-20,000 Baht per month (23.5% or 94 people). The smallest income group

is those making less than 5,000 Baht per month (8.3% or 33 people). Another way to look at this is that 273 respondents or 68.25% earn over 20,000 baht per month.

Table 9: Frequency and percentage of respondents classified by occupation

Occupation	Frequency	Percent
Professional	56	14.0
Student	75	18.7
Office worker	147	36.7
Business Owner/Proprietor	68	17.0
Government Service	29	7.3
Unemployed	17	4.3
Freelance	8	2.0
Total	400	100.0

The results of table 9 show that the occupations in the largest group of respondents are office worker (36.7% or 147 people). The second largest group are student (18.7% or 75 people); and the third largest group are business owner/proprietor (17.0% or 68 people). 14.0% of the respondents or 56 people are professional. Respondents who are government service numbered 29 or 7.3% and 17 people or 4.3% are unemployed. A small minority is freelance (2.0% or 8 people).

Part 2: Analysis of consumer satisfaction based on the marketing mix factors of product, price, promotions and delivery service to compare KFC fast food restaurants and Chester's Grill fast food restaurants by using the mean \bar{x} and standard deviation (SD) analysis method.

Table 10: Represents the mean and standard deviation of the overall consumer satisfaction toward KFC fast food restaurants and Chester's Grill fast food restaurants.

Overall satisfaction factors	KFC food			Chester's Grill food		
	\bar{x}	SD.	Interpretation	\bar{x}	SD.	Interpretation
Products	4.25	0.62	Highly Satisfied	3.85	0.37	Satisfied
Prices	3.89	0.36	Satisfied	3.99	0.47	Satisfied
Promotions	3.96	0.37	Satisfied	3.76	0.41	Satisfied
Delivery services	3.94	0.24	Satisfied	4.24	0.42	Highly Satisfied
Overall	4.01	0.31	Satisfied	3.96	0.33	Satisfied

In Table 10, the standard deviations are all less than 1.0; therefore, the data is not widely dispersed from the mean. Looking at specific factors, the results show that there is a higher degree of satisfaction with the KFC product than with the Chester's Grill product based on the KFC mean of 4.25 compared to the Chester's Grill mean of 3.85. It is surprising that Thai consumers prefer the western food to the Thai food, and this is an area worthy of further study. On the other hand, Thai Consumers are more satisfied with the prices at Chester's Grill than they are with the prices at KFC based on comparative means for Chester's Grill of 3.99 with an SD of 0.47 to KFC's mean of 3.89. Thai consumers are more satisfied with the KFC promotions based on the respective means of 3.96 compared to the mean of 3.76 for Chester's Grill. In the realm of delivery services, Thai consumers are more satisfied with Chester's Grill (mean of 4.24 than they are with KFC delivery services (mean of 3.94).

Based on the overall results, it can be summarized that Thai consumers are slightly more satisfied with KFC than they are with Chester's Grill, based on the mean of 4.01 for KFC versus a mean of 3.96 for Chester's Grill.

Table 11: Mean and standard deviation for comparative product issues involving customer satisfaction between KFC products and Chester's Grill products.

Products	KFC food			Chester's Grill food		
	\bar{x}	SD.	Interpretation	\bar{x}	SD.	Interpretation
Food tastes good.	4.17	0.73	Satisfied	3.40	0.61	Neither Satisfied nor Dissatisfied
Food is healthy.	4.32	0.60	Highly Satisfied	3.97	0.48	Satisfied
Has a large selection of food.	4.22	0.72	Highly Satisfied	3.97	0.55	Satisfied
The appearance of the food.	4.24	0.66	Highly Satisfied	3.91	0.69	Satisfied
The quality of the food is high.	4.32	0.60	Highly Satisfied	4.00	0.44	Satisfied
Overall	4.25	0.62	Highly Satisfied	3.85	0.37	Satisfied

In Table 11, the standard deviations are all less than 1.0; therefore, the data is not widely dispersed. Table 11 shows that in terms of product issues, Thai consumers are more satisfied overall with KFC, which has an overall mean of 4.25, well above the Chester's Grill mean of 3.85. One would think that Thai consumers prefer the attributes of Chester's Grill food (the products), but these results indicate otherwise. Looking at the individual satisfaction issues, Thai consumers were more satisfied with the taste of KFC food by 4.17 to 3.40. The mean of 3.40 indicates that Thai consumers are neither satisfied nor dissatisfied with the taste of the food at Chester's Grill. The Thai consumers also are more satisfied with the healthiness of KFC food than the food of Chester's Grill according to the means of 4.32 to 3.97. The Thai consumers also are more satisfied with the selection of food at KFC by 4.22 to 3.97. The Thai consumers were also more satisfied with the appearance and quality of the KFC food over Chester's Grill by 4.24 and 4.32 to 3.91 and 4.00 respectively. A possible explanation could be that KFC has spicy chicken, but further study is still warranted in this area by Chester's Grill to determine if Thai consumers really are

more satisfied with KFC food and whether or not something is wrong with Chester's Grill products.

Table 12: Represent mean and standard deviation of the consumer satisfaction toward prices of KFC and prices of Chester's Grill.

Prices	KFC food			Chester's Grill food		
	\bar{X}	SD.	Interpretation	\bar{X}	SD.	Interpretation
The prices affordable.	3.73	0.51	Satisfied	4.04	0.41	Satisfied
The prices are right for the quality of food received.	3.90	0.48	Satisfied	3.97	0.54	Satisfied
The price of food is right for the quantity of food to get.	3.91	0.44	Satisfied	4.00	0.44	Satisfied
The prices are within my budget.	4.00	0.36	Satisfied	3.97	0.54	Satisfied
Overall	3.89	0.36	Satisfied	3.99	0.47	Satisfied

In Table 12, the standard deviations are all less than 1.0; therefore, the data is not widely dispersed. In terms of prices, Chester's Grill provides more satisfaction than KFC. Thai consumers are more satisfied with the affordability at Chester's Grill 4.04 to 3.73. They were more satisfied with Chester's Grill in terms of price for food quality 3.97 to 3.90, but this could also indicate that since they felt that KFC has higher quality food as shown in Table 11 above, Thai consumers might be indicating that lower price means lower quality. Thus, this is an area for further study by Chester's Grill. Thai consumers also seemed to be more satisfied with the quantity of the food they got for the price they paid based on the mean comparison of 4.00 to 3.91. Although the Thai consumers indicated that they were quite a bit more satisfied with the affordability at Chester's Grill as already noted, they satisfied that the prices are within their budget.

Table 13: The mean and standard deviation of the consumer satisfaction toward promotions of KFC and promotions of Chester's Grill.

Promotions	KFC food			Chester's Grill food		
	\bar{X}	SD.	Interpretation	\bar{X}	SD.	Interpretation
Buy food because of promotions.	3.63	0.55	Satisfied	4.00	0.57	Satisfied
Has many promotions.	4.03	0.23	Satisfied	3.77	0.49	Satisfied
Has high quality promotions.	4.23	0.69	Highly Satisfied	3.80	0.65	Satisfied
Some promotions influence me to buy more than other types of promotions.	3.96	0.50	Satisfied	3.46	0.72	Satisfied
Overall	3.96	0.37	Satisfied	3.76	0.41	Satisfied

In Table 13, the standard deviations are all less than 1.0; therefore, the data is not widely dispersed. Table 13 shows the satisfaction levels of respondents with the promotions of KFC and Chester's Grill. Based on the means, Thai consumers were more satisfied with buying food at Chester's Grill based on promotions (4.00) than at KFC (3.63). On the other hand, Thai consumers were more satisfied that KFC (4.03) has more promotions than Chester's Grill (3.77), and Thai consumers were highly satisfied with the quality of KFC promotions than they were with the quality of promotions at Chester's Grill based on means of 4.23 to 3.80. In addition, KFC Thai consumers were more satisfied that they would buy based on KFC promotions than were Thai consumers at Chester's Grill. Overall, Thai consumers were more satisfied with the promotions at KFC than they are for the promotions at Chester's Grill based on means of 3.96 and 3.76 respectively. While it may be tempting to recommend that Chester's Grill increase the frequency and quality of their promotions, there are costs associated with such action, so this is an area for further study by Chester's Grill.

Table 14: The mean and standard deviations of consumer satisfaction toward delivery services of KFC and Chester's Grill.

Delivery services	KFC food			Chester's Grill food		
	\bar{x}	SD.	Interpretation	\bar{x}	SD.	Interpretation
The food is served quickly.	4.01	0.17	Satisfied	4.14	0.43	Satisfied
Delivers food quickly to home.	3.96	0.40	Satisfied	4.31	0.51	Highly Satisfied
Can order using different methods (i.e., calling, going to the store, etc.).	3.98	0.30	Satisfied	4.42	0.54	Highly Satisfied
Staff delivers my food in a courteous manner.	3.96	0.40	Satisfied	4.26	0.54	Highly Satisfied
Staff delivers my food in a friendly manner.	3.78	0.61	Satisfied	4.06	0.69	Satisfied
Overall	4.01	0.31	Satisfied	4.24	0.42	Highly Satisfied

In Table 14, the standard deviations are all less than 1.0; therefore, the data is not widely dispersed. Based on the mean scores, respondents were more satisfied with the delivery quickness of food from Chester's Grill than from KFC (4.14 to 4.01). As for home delivery, the respondents were highly satisfied with the home delivery services of Chester's Grill and merely satisfied with KFC home delivery service (4.31 to 3.96). The respondents also were highly satisfied that Chester's Grill provided the best methods for ordering food, while only satisfied with KFC in this regard (4.42 to 3.98). This difference needs further study. Respondents were also highly satisfied with the courtesy of service staff, but only satisfied with the service courtesy at KFC. This could indicate that at KFC the workload is too high for the number of employees, available, or that the staff needs more service training. It could also indicate such things as service so fast that little interaction is needed, or that Chester's Grill has employees that are more attractive than those of KFC. In any event, the researcher recommends that KFC look into this matter. The latter findings

seem to be confirmed by the lower respondent satisfaction level with KFC staff on delivery in a friendly manner. Chester's again gave respondents high satisfaction for their delivery service to respondents by 4.24 to 4.01.

Part 3: Using the mean and standard deviation methods to analyze respondent attitudes toward KFC and Chester's Grill restaurants,

Table 15: Using the mean and standard deviation to determine respondent attitudes towards KFC.

Attitudes toward KFC	\bar{x}	SD.	Interpretation
Overall satisfied with KFC brand.	4.02	0.54	Agree
Overall satisfied with the taste of the food at KFC.	3.94	0.45	Agree
Overall satisfied with the prices at KFC.	3.88	0.43	Agree
Overall satisfied with the promotions at KFC.	4.22	0.43	Strongly Agree
Overall satisfied with the delivery services at KFC.	4.01	0.33	Agree
Overall	4.06	0.33	Agree

In Table 15, the standard deviations are all less than 1.0; therefore, the data is not widely dispersed. Based on the mean in the above table, respondents are agree with KFC in all areas, the brand (4.02), product taste (3.94), prices (3.88), delivery services (4.01) and overall (4.06) and strongly agree with the promotions (4.22).

Table 16: Using the mean and standard deviation to determine Respondent attitudes towards Chester's Grill

Respondent attitudes towards Chester's Grill	\bar{x}	SD.	Interpretation
Overall satisfied with Chester's Grill brand.	3.86	0.57	Agree
Overall satisfied with the taste of the food at Chester's Grill.	3.86	0.55	Agree
Overall satisfied with the prices at Chester's Grill.	3.78	0.51	Agree
Overall satisfied with the promotions at Chester's Grill.	4.12	0.59	Agree
Overall satisfied with the delivery services at Chester's Grill.	3.90	0.48	Agree
Overall	3.90	0.48	Agree

In Table 16, the standard deviations are all less than 1.0; therefore, the data is not widely dispersed. Based on the mean in the above table, respondents are agree with Chester's Grill in all areas, the brand (3.86), product taste (3.86), prices (3.78), promotions (4.12), service (3.90) and overall (3.90) and promotions (4.22).

Part 4: Hypotheses testing of the demographic aspects that relate to consumer attitudes toward KFC restaurants and Chester's Grill restaurants in Bangkok, Thailand.

This test was designed for the hypotheses testing of the demographic data related to consumer attitudes toward KFC restaurants and Chester's Grill restaurants. The results are divided by the demographic factors of gender, age, income and education level. The researcher has chosen to express the data in term of Independent t-test, One-Way ANOVA and Least Significant analysis method as follows:

Hypotheses H1: Gender causes a difference in the consumer attitude towards KFC restaurants and Chester's Grill restaurants.

H_0 = Differences in gender do not affect consumer attitudes toward KFC fast food restaurants and Chester's Grill fast food Restaurants.

H_1 = Differences in gender so affect consumer attitudes toward KFC fast food restaurants and Chester's Grill fast food Restaurants.

Hypotheses 1.1: Test differences between gender and consumer attitudes toward KFC fast food restaurants.

Table 17: Hypothesis test between gender and consumer attitudes toward KFC fast food restaurants.

Consumer attitudes	Gender	N	\bar{X}	SD.	t.	Sig.
KFC fast food restaurants	Male	183	3.91	0.33	-8.779	0.000*
	Female	217	4.18	0.27		
	Total	400	4.06	0.33		

*Significant at or below the 0.05 level

The results of table 17 show test differences between gender and consumer attitudes toward KFC fast food restaurants by T-test. The results found Sig. = 0.000 < 0.05.

Hypothesis decision: Accept H_1 : the difference of gender affects consumer attitudes toward KFC fast food restaurants, because the female gender has a more favorable attitude towards KFC fast food restaurants than the male gender. This was significant at or below the 0.05 level.

Hypotheses 1.2: Test differences between gender and consumer attitudes toward Chester's Grill fast food restaurants.

Table 18: Hypothesis test between gender and consumer attitudes toward Chester's Grill fast food restaurants.

Consumer attitudes	Gender	N	\bar{X}	SD.	t.	Sig.
Chester's Grill fast food Restaurants	Male	183	3.77	0.46	-5.503	0.000*
	Female	217	4.02	0.46		
	Total	400	3.90	0.48		

*Significant at or below the 0.05 level

The results of table 18 shows test differences between gender and consumer attitudes toward Chester's Grill fast food restaurants by T-test. The results found Sig. = 0.000 < 0.05.

Hypothesis decision: Accept H_1 : the difference of gender affects consumer attitudes toward Chester's Grill fast food restaurants, because the female gender has a more favorable attitude towards Chester's Grill fast food restaurants than the male gender. This was significant at or below the 0.05 level.

Hypotheses H2 : Age causes a difference in the consumer attitude towards KFC restaurants and Chester's Grill restaurants.

H_0 = Age differences do not affect consumer attitudes towards KFC fast food restaurants and Chester's Grill fast food Restaurants.

H_1 = Age differences do affect consumer attitudes toward KFC fast food restaurants and Chester's Grill fast food Restaurants.

Hypotheses 2.1: Test differences between age and consumer attitudes toward KFC fast food restaurants.

Table 19: Hypothesis test of difference between age and consumer attitudes toward KFC fast food restaurants.

Consumer attitudes	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between					
	Groups	0.820	4	0.205	1.934	0.104
KFC fast food Restaurants	Within Groups	41.900	395	0.106		
	Total	42.720	399			

The results of table 19 shows test differences between age and consumer attitudes toward KFC fast food restaurants by F-test. The results found Sig. 0.104 > 0.05.

Hypothesis decision: Accept H_0 : the difference of age does not affect consumer attitudes toward KFC fast food restaurants, because the results were significant at or more than the 0.05 level.

Hypotheses 2.2: Test differences between age and consumer attitudes toward Chester's Grill fast food restaurants.

Table 20: Hypothesis test of difference between age and consumer attitudes toward Chester's Grill fast food restaurants.

Consumer attitudes	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between					
Chester's Grill fast food Restaurants	Groups	7.796	4	1.949	9.309	0.000*
	Within Groups	82.695	395	0.209		
	Total	90.491	399			

*Significant at or below the 0.05 level

The results of table 20 shows a difference between age and consumer attitudes toward Chester's Grill fast food restaurants by F-test. The results found Sig. $0.000 < 0.05$.

Hypothesis decision: Accept H_1 : the difference of age affects consumer attitudes toward Chester's Grill fast food restaurants, and were significant at or below the 0.05 level. A test for least significant difference between age and attitudes toward Chester's Grill fast food restaurants is presented in table 21.

Table 21: To test for Least significant differences between age and attitudes toward Chester's Grill fast food restaurants.

Attitudes toward Chester's Grill fast food restaurants	\bar{x}	15-19 years old	20-24 years old	25-29 years old	30-34 years old	More than 34 years old
		4.02	3.96	3.70	4.03	3.81
15-19 years old	4.02		-0.06	-0.33*	0.01	-0.22*
20-24 years old	3.96			-0.27*	0.07	-0.16
25-29 years old	3.70				0.34*	0.11
30-34 years old	4.03					-0.23*
More than 34 years old	3.81					

*Significant at or below the 0.05 level

As presented in table 21, a test for least significant differences between age and attitudes toward Chester's Grill fast food restaurants was significant at or below the 0.05 level. The result was that there are (four) 4 pair differences as follows;

1) Consumers 15 – 19 years old have more favorable attitudes toward Chester's Grill fast food restaurants than consumers 25 -29 years old and consumers over 34 years old.

2) Consumers 20 - 24 years old have more favorable attitudes towards Chester's Grill fast food restaurants than consumers 25 - 29 years old.

3) Consumers 25 - 29 years old have less favorable attitudes toward Chester's Grill fast food restaurants than consumers 30 - 34 years old.

4) Consumers 30 - 34 years old have more favorable attitudes toward Chester's Grill fast food restaurants than consumer more than 34 years old.

Hypotheses H3: The Income level causes a difference in the consumer attitude towards KFC restaurants and Chester’s Grill restaurants.

H_0 = Differences in income levels do not affect consumer attitudes toward KFC fast food restaurants and Chester's Grill fast food restaurants.

H_1 = Differences in income levels affect consumer attitudes toward KFC fast food restaurants and Chester's Grill fast food restaurants.

Hypotheses 3.1: Test differences between income level and consumer attitudes toward KFC fast food restaurants.

Table 22: Hypothesis test of the differences between income and consumer attitudes toward KFC fast food restaurants.

Consumer attitudes	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between					
	Groups	3.524	3	1.175	11.870	0.000*
KFC fast food restaurants	Within Groups	39.196	396	0.099		
	Total	42.720	399			

* Significant at or below the 0.05 level

As presented in table 22, differences between income levels and consumer attitudes toward KFC fast food restaurants were tested by F-test. The results found Sig. 0.000 < 0.05.

Hypothesis decision: Accept H_1 : the difference of income affects on consumer attitudes toward KFC fast food restaurants were significant at or below the 0.05 level. A test for least significant differences between income level and attitudes toward KFC fast food restaurants is shown in table 23

Table 23: Least significant difference test for income level and attitudes toward KFC fast food restaurants.

Attitudes toward KFC fast food restaurants.	\bar{X}	Less than	5,000-	20,001-	More than
		5,000 Baht	20,000 Baht	30,000 Baht	30,000 Baht
		3.82	4.01	4.07	4.17
Less than 5,000 Baht	3.82		0.19*	0.25*	0.35*
5,000-20,000 Baht	4.01			0.06	0.16
20,001-30,000 Baht	4.07				0.11
More than 30,000 Baht	4.17				

*Significant at or below the 0.05 level

As presented in table 23, a test for the least significant difference between income level and attitudes toward KFC fast food restaurants was significant at or below the 0.05 level. The result is that there is a 1-pair difference as follows;

1) Consumers with an income level of less than 5,000 Baht per month have a less favorable attitude towards KFC fast food restaurants than consumers with the higher income levels of 5,000-20,000 Baht, 20,001-30,000 Baht and more than 30,000 Baht per month.

Hypotheses 3.2: Test differences between income level and consumer attitudes toward Chester's Grill fast food restaurants.

Table 24: Hypothesis test of the differences between income and consumer attitudes toward Chester's Grill fast food restaurants.

Consumer attitudes	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between					
Chester's Grill fast food restaurants	Groups	7.686	3	2.562	12.252	0.000*
	Within Groups	82.805	396	0.209		
	Total	90.491	399			

* Significant at or below the 0.05 level

As presented in table 24, a test for the difference between income level and consumer attitudes toward Chester's Grill fast food restaurants was conducted by F-test. The results found Sig. $0.000 < 0.05$.

Hypothesis decision: Accept H_1 : the difference in income levels affect consumer attitudes toward Chester's Grill fast food restaurants, significant at or below the 0.05 level. A test for least significant difference between income level and attitudes toward Chester's Grill fast food restaurants is shown in table 25

Table 25: To test the least significant differences between income level and attitudes toward Chester's Grill fast food restaurants.

Attitudes toward Chester's Grill fast food restaurants.	\bar{X}	Less than 5,000 Baht	5,000-20,000 Baht	20,001-30,000 Baht	More than 30,000 Baht
		3.63	3.74	3.96	4.04
Less than 5,000 Baht	3.63		0.11	0.34*	0.41*
5,000-20,000 Baht	3.74			0.22*	0.30*
20,001-30,000 Baht	3.96				0.08
More than 30,000 Baht	4.04				

* Significant at or below the 0.05 level

Table 25 shows the results of a test for least significant differences between income level and attitudes toward Chester's Grill fast food restaurants, The results are significant at or below the 0.05 level, and there is a 2-pair difference as follows;

1) Consumers with income less than 5,000 Baht per month have a less favorable attitude towards Chester's Grill fast food restaurants than consumers with income levels of 20,001-30,000 Baht and more than 30,000 Baht per month.

2) Consumers with an income level 5,000-20,000 Baht per month have a less favorable attitude toward Chester's Grill fast food restaurants than consumers with income levels of 20,001-30,000 Baht and more than 30,000 Baht per month.

Hypotheses H4: The Education level causes a difference in consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_0 = Differences in the education level does not affect consumer attitudes toward KFC fast food restaurants and Chester's Grill fast food restaurants.

H_1 = Difference in the education level affects consumer attitudes toward KFC fast food restaurants and Chester's Grill fast food restaurants.

Hypotheses 4.1: Test differences between education level and consumer attitudes toward KFC fast food restaurants.

Table 26: Hypothesis test of the differences between education and consumer attitudes toward KFC fast food restaurants.

Consumer attitudes	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	5.947	4	1.487	15.969	0.000*
KFC fast food restaurants	Within Groups	36.773	395	0.093		
	Total	42.720	399			

*Significant at or below the 0.05 level

Table 26 shows a test of the differences between education level and consumer attitudes toward KFC fast food restaurants by F-test. The results found Sig. $0.000 < 0.05$.

Hypothesis decision: Accept H_1 : differences in the education level affect consumer attitudes toward KFC fast food restaurants, significant at or below the 0.05 level. A test for least significant difference between education level and attitudes towards KFC fast food restaurants is shown in table 27

Table 27: Test for least significant difference between education level and attitudes toward KFC fast food restaurants.

Attitudes toward KFC fast food restaurants	\bar{x}	High school	College	Bachelors Degree	Masters Degree	Doctoral Degree
		3.77	4.00	4.11	4.15	4.14
High school	3.77		0.23*	0.34*	0.38*	0.37*
College	4.00			0.11	0.15	0.14
Bachelors Degree	4.11				0.04	0.03
Masters Degree	4.15					-0.01
Doctoral Degree	4.14					

* Significant at or below the 0.05 level

Table 27 shows that the results of the test for least significant differences between education level and attitudes toward KFC fast food restaurants was significant at or below the 0.05 level with a 1-pair difference as follows:

1) Consumers educated at the high school level have a less favorable attitude toward KFC fast food restaurants than consumers with higher education levels, e.g., College, Bachelors Degree, Masters Degree and Doctoral Degree.

Hypotheses 4.2: Test differences between education level and consumer attitudes toward Chester's Grill fast food restaurants.

Table 28: Hypothesis test for the difference between education and consumer attitudes toward Chester's Grill fast food restaurants.

Consumer attitudes	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between					
Chester's Grill fast food restaurants	Groups	6.465	4	1.616	7.598	0.000*
	Within Groups	84.026	395	0.213		
	Total	90.491	399			

*Significant at or below the 0.05 level

Table 28 shows the test differences between education level and consumer attitudes toward Chester's Grill fast food restaurants by F-test. The results found Sig. $0.000 < 0.05$.

Hypothesis decision: Accept H_1 : difference of education level affects consumer attitudes toward Chester's Grill fast food restaurants, significant at or below the 0.05 level. A test for least significant difference between education level and attitudes toward Chester's Grill fast food restaurants is shown in table 29

Table 29: Test for least significant difference between education level and attitudes toward Chester's Grill fast food restaurants.

Attitudes toward Chester's Grill fast food restaurants	\bar{x}	High school	College	Bachelors Degree	Masters Degree	Doctoral Degree
		3.73	3.80	4.03	3.84	3.76
High school	3.73		0.06	0.30*	0.11	0.03
College	3.80			0.24*	0.05	-0.04
Bachelors Degree	4.03				-0.19*	-0.27*
Masters Degree	3.84					-0.08
Doctoral Degree	3.76					

*Significant at or below the 0.05 level

Table 29 shows the results of a test for least significant difference between education level and attitudes toward KFC fast food restaurants as significant at or below the 0.05 level. A 3-pair difference was found as follows;

1) Consumers educated at the high school level have a less favorable attitude towards Chester's Grill fast food restaurants than consumers educated at the Bachelors Degree level. .

2) Consumers educated at the college level (undergraduates) have a less favorable attitude towards Chester's Grill fast food restaurants than consumers with a Bachelors Degree.

3) Consumers educated at the Bachelor's degree level have a more favorable attitude toward s Chester's Grill fast food restaurants than consumers with an education level of Masters Degree and Doctoral Degree.

Part 5: Hypotheses testing of consumer satisfaction aspects toward KFC restaurants and Chester's Grill restaurants in Bangkok, Thailand.

The tests discussed in this section were designed for hypotheses testing of consumer satisfaction based on marketing mix data as it pertains to KFC restaurants and Chester's Grill restaurants. The tests are divided by the specific marketing mix elements of products, prices, promotions and delivery services. The researcher has chosen to express the data using Independent Person Correlation analysis method as follows:

H5: Consumer satisfaction with products has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_0 = Consumer satisfaction with products does not have a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_1 = Consumer satisfaction with products has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

Hypotheses 5.1: To test the relationship between consumer satisfaction with products and consumer attitudes toward KFC fast food restaurants.

Table 30: To test the hypothesis for the relationship of consumer attitudes to products as they relate to consumer attitudes toward KFC fast food restaurants.

Product issues	Consumer attitudes toward KFC fast food restaurants.	
	Pearson Correlation	Sig.
	0.289	0.000*

*Significant at or below the 0.05 level

Table 30 shows the results of testing the relationship between consumer satisfaction with products and consumer attitudes toward KFC fast food restaurants using a Pearson Correlation. The results found Sig. $0.000 < 0.05$, $r = 0.289$

Hypothesis decision: Accept H_1 : consumer satisfaction with products has a positive relationship with consumer attitudes towards KFC fast food restaurants were significant at or below the 0.05 level.

Hypotheses 5.2: To test the relationship between consumer satisfaction with products and consumer attitudes toward Chester's Grill fast food restaurants.

Table 31: To test the hypothesis for the relationship of consumer attitudes to products as they relate to consumer attitudes toward Chester's Grill fast food restaurants.

Product issues	Consumer attitudes toward Chester's Grill fast food restaurants.	
	Pearson Correlation	Sig.
	0.186	0.000*

*Significant at or below the 0.05 level

Table 31 shows the results of testing the relationship between consumer satisfaction with products and consumer attitudes toward Chester's Grill fast food restaurants using a Pearson Correlation. The results found Sig. $0.000 < 0.05$, $r = 0.186$

Hypothesis decision: Accept H_1 : consumer satisfaction with products has a positive relationship with consumer attitudes towards Chester's Grill fast food restaurants were significant at or below the 0.05 level.

H6: Consumer satisfaction with prices has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_0 = Consumer satisfaction with prices does not have a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_1 = Consumer satisfaction with prices has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

Hypotheses 6.1: To test the relationship between satisfaction with prices and consumer attitudes toward KFC fast food restaurants.

Table 32: To test the hypothesis that there is a consumer satisfaction with a relationship between prices and consumer attitudes toward KFC fast food restaurants.

	Consumer attitudes toward KFC fast food restaurants.	
	Pearson Correlation	Sig.
Prices issues	0.342	0.000*

*Significant at or below the 0.05 level

Table 32 shows the results of testing the relationship between consumer satisfaction with prices and consumer attitudes toward KFC fast food restaurants using a Pearson Correlation. The results found are a Sig. $0.000 < 0.05$, $r = 0.342$

Hypothesis decision: Accept H_1 : consumer satisfaction with prices has a positive relationship with consumer attitudes towards KFC fast food restaurants, significant at or below the 0.05 level.

Hypotheses 6.2: To test the relationship between satisfaction with prices and consumer attitudes toward Chester's Grill fast food restaurants.

Table 33: To test the hypothesis that there is a consumer satisfaction with a relationship between prices and consumer attitudes toward Chester's Grill fast food restaurants.

	Consumer attitudes toward Chester's Grill fast food restaurants.	
	Pearson Correlation	Sig.
Prices issues	0.202	0.000*

*Significant at or below the 0.05 level

Table 33 shows the results of testing the relationship between consumer satisfaction with prices and consumer attitudes toward Chester's Grill fast food restaurants using a Pearson Correlation. The results found Sig. $0.000 < 0.05$, $r = 0.202$

Hypothesis decision: Accept H_1 : consumer satisfaction with prices has a positive relationship with consumer attitudes towards Chester's Grill fast food restaurants, significant at or below the 0.05 level.

H7: Consumer satisfaction with promotions has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_0 = Consumer satisfaction with promotions does not have a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_1 = Consumer satisfaction with promotions has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

Hypotheses 7.1: To test the relationship between satisfaction with promotions and consumer attitudes toward KFC fast food restaurants.

Table 34: To test the hypothesis that there is a consumer relationship between promotions and consumer attitudes toward KFC fast food restaurants

	Consumer attitudes toward KFC fast food restaurants.	
	Pearson Correlation	Sig.
Promotions issues	0.361	0.000*

*Significant at or below the 0.05 level

Table 34 shows the results of testing for a relationship between consumer satisfaction with promotions and consumer attitudes toward KFC fast food restaurants using a Pearson Correlation. The results were Sig. $0.000 < 0.05$, $r = 0.361$

Hypothesis decision: Accept H_1 : consumer satisfaction with promotions has a positive relationship with consumer attitudes towards KFC fast food restaurants, and were significant at or below the 0.05 level.

Hypotheses 7.2: To test the relationship between satisfaction with promotions and consumer attitudes toward Chester's Grill fast food restaurants.

Table 35: To test the hypothesis for consumer relationship between promotions and consumer attitudes toward Chester's Grill fast food restaurants.

	Consumer attitudes toward Chester's Grill fast food restaurants.	
	Pearson Correlation	Sig.
Promotions issues	0.205	0.000*

*Significant at or below the 0.05 level

Table 35 shows the results of testing the relationship between consumer satisfaction with promotions and consumer attitudes toward Chester's Grill fast food restaurants by using a Pearson Correlation. The results were Sig. $0.000 < 0.05$, $r = 0.205$

Hypothesis decision: Accept H_1 : consumer satisfaction with promotions has a positive relationship with consumer attitudes towards Chester's Grill fast food restaurants, significant at or below the 0.05 level.

H8: Consumer satisfaction with delivery services has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_0 = Consumer satisfaction with delivery services does not have a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

H_1 = Consumer satisfaction with delivery services has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.

Hypotheses 8.1: There is a relationship between consumer satisfaction with delivery services and consumer attitudes toward KFC fast food restaurants.

Table 36: To test the hypothesis that there is a relationship between delivery services and consumer attitudes toward KFC fast food restaurants

	Consumer attitudes toward KFC fast food restaurants.	
	Pearson Correlation	Sig.
Delivery services issues	0.493	0.000*

*Significant at or below the 0.05 level

Table 36 shows a relationship between consumer satisfaction with delivery services and consumer attitudes toward KFC fast food restaurants by using Pearson Correlation. The results were Sig. $0.000 < 0.05$, $r = 0.493$

Hypothesis decision: Accept H_1 : consumer satisfaction with delivery services has a positive relationship with consumer attitudes towards KFC fast food restaurants were significant at or below the 0.05 level.

Hypotheses 8.2: There is a relationship between consumer satisfaction with delivery services and consumer attitudes toward Chester's Grill fast food restaurants.

Table 37: To test the hypothesis that there is a relationship between delivery services and consumer attitudes toward Chester's Grill fast food restaurants.

	Consumer attitudes toward Chester's Grill fast food restaurants.	
	Pearson Correlation	Sig.
Delivery services issues	0.113	0.024*

*Significant at or below the 0.05 level

Table 37 shows the results of a test of the relationship between consumer satisfaction with delivery services and consumer attitudes toward Chester's Grill fast food restaurants by using a Pearson Correlation. The results were Sig. $0.024 < 0.05$, $r = 0.113$

Hypothesis decision: Accept H_1 : consumer satisfaction with delivery services has a positive relationship with consumer attitudes towards Chester's Grill fast food restaurants were significant at or below the 0.05 level.

CHAPTER V

DISCUSSION AND RECOMMENDATIONS

This chapter contains the summary results of this study, titled, “A Comparison of Thai Consumer Attitudes about KFC Fast Food Restaurants versus Chester’s Grill Fast Food Restaurants in Bangkok, Thailand”. Chapter V uses as a basis all the information that the researcher has gathered, analyzed and organized in previous chapters. This chapter will enable readers to see conclusions and recommendations resulting for further study and applications. The study itself has three (3) major objectives.

1) To study and compare attitudes of Thai consumers towards fast food at KFC versus their attitudes toward fast food at Chester’s Grill restaurants.

2) To measure the overall Thai consumers attitudes towards KFC and Chester’s Grill fast food restaurants.

3) To offer recommendations to strengthen the value of fast food at KFC and fast food at Chester’s Grill with respect to the consumption attitudes of Thai consumers in Bangkok, Thailand.

Conclusions

The researcher conducted detailed analysis and conclusions are as follow:

Part 1: General Information

Chitraporn & Pattaraporn’s Master Thesis study (as cited in Evans, Jamal, & Foxall, 2009) stated that consumer behavior differs with demographic variables. Hawkins et al. (2001, p. 394), said that an attitude is the way people think, feel, and act toward some aspect of our environment. The researcher collected demographic data from 400 respondents using questionnaires in the Mall, Bangkapi, Bangkok, Thailand where a KFC restaurant is co-located with a Chester’s Grill restaurant. The demographics included the categories of gender, age, marital status, income level, education level and occupation. The researcher found that the majority of respondents were female (54.3%), with the majority (57.8%) aged between 20-24 years old (29.5%), and 25-29 years old (28.3%), marital status single, at the education level of a bachelor’s degree, an average monthly income ranging between 20,001-30,000 Baht, and a plurality (36.7%) employed as office workers.

Part 2: Consumer Satisfaction factors

According to Kotler and Keller (2012, p.47), in order to find the best marketing strategy for the fast food restaurant industry, a marketer should integrate the marketing mix, which is one of the major concepts in modern marketing (Kotler & Keller, 2012, p.47). The researcher surveyed respondents about their overall satisfaction with the two restaurants, and their satisfaction with the marketing mix factors of products, prices, promotions and delivery services. Overall respondents were more satisfied with KFC than Chester's Grill based on a mean score of 4.01 for KFC and 3.96 for Chester's Grill; however, some aspects of Chester's Grill satisfied respondents at a higher level than the corresponding factors for KFC. Unexpectedly, Thai consumers preferred the food at the KFC fast food restaurant (4.25) over fast food at Chester's Grill (3.85) by a substantial amount. KFC was supreme in terms of taste with respondents indicating they were highly satisfied with every sub-issue in the product category. In fact, the statistical analysis revealed that the respondents were actually neither satisfied nor dissatisfied (3.40) by the taste of the food at Chester's Grill; and this was the only item in the entire survey that neither satisfied nor dissatisfied respondents. On the other hand, respondents preferred the pricing (3.99 to 3.89) and delivery services (4.24 to 3.94) of Chester's Grill, but KFC was the preference for promotions (3.96 to 3.76). Looking at the sub-categories in general, while respondents were satisfied with pricing, there was no indication of any highly satisfying factor. For promotions, respondents were highly satisfied with the quality of the KFC promotions, and this was the only area of high satisfaction under promotions. Under delivery services, although KFC made respondents feel satisfied, they were not highly satisfied in any areas, while the delivery services of Chester's Grill were highly satisfying in three of the five areas surveyed, i.e., quick home delivery, multiple means to order, and staff delivery courtesy.

Part 3: Consumer attitudes

When asked about their overall attitudes towards KFC and Chester's Grill, respondents indicated a more positive overall attitude towards KFC than Chester's Grill by a small margin. All results indicated satisfaction, but KFC promotions were highly satisfying to respondents.

Hypotheses Summary

Hypotheses H1: *Gender causes a difference in consumer attitudes towards KFC restaurants and Chester's Grill restaurants.*

Hypotheses 1.1: Result: Accept the hypothesis based on findings significant at or below the 0.05 level that female respondents have a higher level of satisfaction towards KFC than male respondents do.

Hypotheses 1.2: Result: Accept the hypothesis based on findings significant at or below the 0.05 level that female respondents have a higher level of satisfaction towards Chester's Grill than male respondents do.

Hypotheses H2: *Age causes a difference in consumer attitudes towards KFC restaurants and Chester's Grill restaurants.*

Hypotheses 2.1: Result: Reject the hypothesis and accept the null hypothesis H_0 based on findings significant at or below the 0.05 level that age does not cause a difference in consumer attitudes towards KFC restaurants.

Hypotheses 2.2: Result: Accept the hypothesis H_1 based on findings significant at or below the 0.05 level, that age causes a difference in consumer attitudes towards Chester's Grill restaurants.

Hypotheses H3: *Income levels cause a difference in consumer attitudes towards KFC restaurants and Chester's Grill restaurants.*

Hypotheses 3.1: Result: Accept the hypothesis H_1 based on findings significant at or below the 0.05 level, that income levels cause a difference in consumer attitudes towards KFC restaurants.

Hypotheses 3.2: Result Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that income levels cause a difference in consumer attitudes towards Chester's Grill restaurants.

Hypotheses H4: *The education level causes a difference in consumer attitudes toward KFC restaurants and Chester's Grill restaurants.*

Hypotheses 4.1: Result Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that the education level causes a difference in consumer attitudes towards KFC restaurants.

Hypotheses 4.2: Result Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that the education level causes a difference in consumer attitudes towards Chester's Grill restaurants.

Hypotheses H5: *Consumer satisfaction with products has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.*

Hypotheses 5.1: Result: Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that consumer satisfaction with products has a positive relationship with consumer attitudes towards KFC fast food restaurants.

Hypotheses 5.2: Result: Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that consumer satisfaction with products has a positive relationship with consumer attitudes towards Chester's Grill fast food restaurants.

Hypotheses H6: *Consumer satisfaction with prices has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.*

Hypotheses 6.1: Result: Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that consumer satisfaction with prices has a positive relationship with consumer attitudes towards KFC fast food restaurants.

Hypotheses 6.2: Result: Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that consumer satisfaction with prices has a positive relationship with consumer attitudes towards Chester's Grill fast food restaurants.

Hypotheses H7: *Consumer satisfaction with promotions has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.*

Hypotheses 7.1: Result: Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that consumer satisfaction with promotions has a positive relationship with consumer attitudes towards KFC fast food restaurants.

Hypotheses 7.2: Result: Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that consumer satisfaction with promotions has a positive relationship with consumer attitudes towards Chester's Grill fast food restaurants.

Hypotheses H8: *Consumer satisfaction with delivery services has a relationship with consumer attitudes towards KFC restaurants and Chester's Grill restaurants.*

Hypotheses 8.1: Result: Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that consumer satisfaction with delivery services has a positive relationship with consumer attitudes towards KFC fast food restaurants.

Hypotheses 8.2: Result: Accept the hypothesis H_1 , based on findings significant at or below the 0.05 level, that consumer satisfaction with delivery services has a positive relationship with consumer attitudes towards Chester's Grill fast food restaurants.

Discussion

The researcher was surprised that Thai consumers were more positive towards the food at KFC than the food at Chester's Grill. Some possibilities for this are that the spicy chicken at KFC is popular and different. There is also a possibility that young Thai consumers see some prestige in eating at a "foreign" restaurant, where prices are higher. Some evidence for this is that younger Thai consumers with less income were less satisfied with prices than Thai consumers who were older with higher incomes. It is likely that they want to eat at the more expensive restaurant but do not have the funds. The researcher will note these differences in recommendations for further study. There are other areas warranting further study, which the researcher

will discuss in the appropriate section of this chapter. Other conclusions of interest include ascertaining why the respondents are more favorable towards Chester's Grill delivery services, particularly the question about the number of ordering methods. Both Chester's Grill and KFC have a four-digit telephone number to order home delivery, or consumers can walk into a store to order takeout or order online. However, as the researcher learned, the cost of KFC home delivery service is higher than that of Chester's Grill, and this is probably reflected in less satisfaction with KFC's delivery service. Chester's Grill had an edge in satisfaction with prices over KFC. In addition, the quality of KFC's promotions satisfied consumers more than did the promotions at Chester's Grill. As these two matters involve costs and pricing, the researcher will discuss them under Recommendations for Future Applications, below.

It also surprised the researcher that females have attitudes that are more positive towards both the fast food restaurants studied than males. This might be explained by the fact that many of the females are office workers who find the fast food restaurants conveniently located and can get quick service and delivery to their offices.

Recommendation for Future Application

There are a number of recommendations that the researcher can make as a result of this study. First, however, while it is tempting to recommend that KFC reduce its price of delivery, and that Chester's Grill improve the quality of its promotions, one should not lightly make recommendations on aspects that cost money.

For recommended applications as a result of this study, marketers at both companies need to look at the results of this study and at the areas in which they are weaker than their competitor to determine if corrective actions need to be taken. Chester's Grill may want to determine if in fact it needs to improve the taste of their products from the viewpoint of its customers. On the other hand, overall the respondents still felt satisfied by the food at Chester's Grill, so there might be a problem at the Mall branch, and not an issue elsewhere.

The result that respondents viewed the sales delivery services of Chester's Grill more favorably than those of KFC should set off alarm bells at KFC to see if

there is really a lack of staff courtesy that made respondents see Chester's Grill more favorably in this regard.

It might be sensible for marketers at both companies to focus more on women office workers if they are not doing so already, but at the same time, both restaurants might want to understand better why the attitudes of males are less favorable towards fast food restaurants than that of women. The researcher is aware that there are other fast food restaurants in the Mall, Bangkapi, so it might be worthwhile for the marketers to more comparisons with other fast food restaurants to see if the same or other differences are found.

Recommendations for Future Study

There are many recommendations for further study; because this study raises many issues that the study was not designed to answer. The most important issue is why were the attitudes of respondents towards the taste of the food at Chester's Grill so much lower than their attitudes towards the taste of the food at KFC? Other areas for further study include:

- Why are customers less satisfied with KFC's delivery services?
- Should both companies pay more attention to online ordering?
- Do Thai consumers see KFC as more prestigious than Chester's Grill? If so, why?
- Are there fiscally responsible ways for KFC to get younger, less affluent customers more frequently?
- Why did respondents look more favorably on the number of ways of ordering from Chester's Grill than the KFC ordering channels?
- Why did respondents see Chester's Grill more favorably in terms of staff courtesy?
- Do Thai consumers see Chester's Grill as lower quality because of lower price?
- How would the results of this study compare to the same study in other parts of Bangkok? In other large Thai cities?

APPENDIX A

**“Thai Consumer Attitudes about KFC Restaurants and Chester’s Grill
Restaurants in Bangkok, Thailand”**

APPENDIX A
FAST FOOD RESEARCH QUESTIONNAIRE

Instructions:

1. This questionnaire is part of a research project titled ‘**A Comparison of Thai Consumer Attitudes about KFC Restaurants versus Chester’s Grill Restaurants in Bangkok, Thailand**’. The research is being conducted by a student preparing for a Masters Degree of International Business Administration at *Stamford International University, Bangkok Campus*. The aim of this questionnaire is to compare the Thai consumer attitudes toward KFC restaurants with their attitudes towards Chester’s Grill restaurants.

2. This questionnaire consists of three main parts:

- General Information
- Consumer Satisfaction Factors
- Consumer Attitudes

3. The information may be published as an academic paper and presentation. Your information **will be kept completely** confidential and your identity will not be disclosed to any third parties. **Please give each applicable question your careful consideration.**

Part 1: General Information

Please mark the appropriate choice with a [tick] check mark (√).

1. Gender

- Male
 Female

2. Age

- 15-19 years old 20-24 years old
 25-29 years old 30-34 years old
 More than 34 years old

3. Marital status

- Single Married Divorced Other, please specify_____

4. Income

- Less than 5,000 Baht 5,000-20,000 Baht
 20,001-30,000 Baht More than 30,000 Baht

5. Level of education

- High school College
 Bachelors Degree Masters Degree
 Doctoral Degree Other, please specify_____

6. Occupation

- Professional (doctor, lawyer, engineer, professor, etc.)
 Student Office worker
 Business Owner/Proprietor Government Service (includes military, police)
 Unemployed Freelance
 Teacher Housewife
 Retired Other, please specify _____

Part 2: Consumer Satisfaction factors

The following statements describe your personal satisfaction or dissatisfaction about KFC restaurants. Please read the question, and then, for each numbered statement, circle your level of satisfied or dissatisfied with the statement. Selecting 3 means that you are neither satisfied nor dissatisfied.

2.1) Product issues					
Question	Level of Evaluation				
To what level does KFC food satisfy me?	Completely dissatisfied				Completely satisfied
1. KFC food tastes good.	1	2	3	4	5
2. KFC food is healthy.	1	2	3	4	5
3. KFC has a large selection of food.	1	2	3	4	5
4. The appearance of the food at KFC pleases me.	1	2	3	4	5
5. The quality of the food at KFC is high.	1	2	3	4	5

2.2) Price issues					
Question	Level of Evaluation				
How satisfied are you with the prices at KFC?	Completely dissatisfied				Completely satisfied
1. The prices at KFC are affordable for me.	1	2	3	4	5
2. The prices at KFC are right for the quality of food received.	1	2	3	4	5
3. The price of food at KFC is right for the quantity of food that I get.	1	2	3	4	5
4. The prices at KFC are within my budget.	1	2	3	4	5

2.3) Promotion issues					
Question	Level of Evaluation				
What do you think about KFC promotions?	Completely dissatisfied				Completely satisfied
1. I buy KFC food because of promotions.	1	2	3	4	5
2. KFC has many promotions.	1	2	3	4	5
3. KFC has high quality promotions.	1	2	3	4	5
4. Some promotions influence me to buy at KFC more than other types of promotions.	1	2	3	4	5

2.4) Delivery Service issues:					
Question	Level of Evaluation				
What do you think about the delivery service at KFC?	Completely dissatisfied				Completely satisfied
1. The food at KFC is served quickly.	1	2	3	4	5
2. KFC delivers food quickly to my home.	1	2	3	4	5
3. I can order from KFC using different methods (for example, calling, going to the store, etc).	1	2	3	4	5
4. The KFC Staff delivers my food in a courteous manner.	1	2	3	4	5
5. The KFC staff delivers my food in a friendly manner.	1	2	3	4	5

The following statements describe your personal satisfaction or dissatisfaction about Chester's Grill restaurants.

2.5) Product issues					
Question	Level of Evaluation				
To what level does Chester's Grill food satisfy me?	Completely dissatisfied				Completely satisfied
1. Chester's Grill food tastes good.	1	2	3	4	5
2. Chester's Grill food is healthy.	1	2	3	4	5
3. Chester's Grill has a large selection of food.	1	2	3	4	5
4. The appearance of the food at Chester's Grill pleases me.	1	2	3	4	5
5. The quality of the food at Chester's Grill is high.	1	2	3	4	5

2.6) Price issues					
Question	Level of Evaluation				
How satisfied are you with the prices at Chester's Grill?	Completely dissatisfied				Completely satisfied
1. The prices at Chester's Grill are affordable for me.	1	2	3	4	5
2. The prices at Chester's Grill are right for the quality of food received.	1	2	3	4	5
3. The price of food at Chester's Grill is right for the quantity of food that I get.	1	2	3	4	5
4. The prices at Chester's Grill are within my budget.	1	2	3	4	5

2.7) Promotion issues					
Question	Level of Evaluation				
What do you think about Chester's Grill promotions?	Completely dissatisfied				Completely satisfied
1. I buy Chester's Grill food because of promotions.	1	2	3	4	5
2. Chester's Grill has many promotions.	1	2	3	4	5
3. Chester's Grill has high quality promotions.	1	2	3	4	5
4. Some promotions influence me to buy at Chester's Grill more than other types of promotions.	1	2	3	4	5

2.8) Delivery Service issues:					
Question	Level of Evaluation				
What do you think about the delivery service at Chester's Grill?	Completely dissatisfied				Completely satisfied
1. The food at Chester's Grill is served quickly.	1	2	3	4	5
2. Chester's Grill delivers food quickly to my home.	1	2	3	4	5
3. I can order from Chester's Grill using different methods (for example, calling, going to the store, etc).	1	2	3	4	5
4. The Chester's Grill Staff delivers my food in a courteous manner.	1	2	3	4	5
5. The Chester's Grill staff delivers my food in a friendly manner.	1	2	3	4	5

Part 3: Consumer Attitudes towards KFC fast food restaurants and Chester's Grill fast food Restaurants.

The following statements describe your personal attitude about KFC restaurants or Chester's Grill restaurants. Please read the question, and then, for each numbered statement, circle your level of agree or disagree with the statement. Selecting 3 means that you are uncertain.

3) Attitudes:						
Question	Level of Evaluation					
What do you think about KFC fast food restaurants or Chester's Grill fast food restaurants?	Strongly disagree					Strongly agree
1. Overall, I am satisfied with KFC.	1	2	3	4	5	
2. Overall, I am satisfied with Chester's Grill restaurant.	1	2	3	4	5	
3. Overall, I am satisfied with the taste of the food at KFC.	1	2	3	4	5	
4. Overall, I am satisfied with the taste of the food at Chester's Grill.	1	2	3	4	5	
5. Overall, I am satisfied with the prices at KFC.	1	2	3	4	5	
6. Overall, I am satisfied with the prices at Chester's Grill.	1	2	3	4	5	
7. Overall, I am satisfied with the promotions at KFC.	1	2	3	4	5	
8. Overall, I am satisfied with the promotions at Chester's Grill.	1	2	3	4	5	
9. Overall, I am satisfied with the delivery services at KFC.	1	2	3	4	5	
10. Overall, I am satisfied with the delivery services at Chester's Grill.	1	2	3	4	5	

End of Questionnaire

Thank you very much for your cooperation

APPENDIX B

**“Thai Consumer Attitudes about KFC Restaurants and Chester’s Grill
Restaurants in Bangkok, Thailand” (Thai version)**

APPENDIX B

แบบสอบถาม

คำชี้แจง

1. แบบสอบถามชุดนี้ เป็นส่วนหนึ่งในรายงานวิจัย เรื่อง “การเปรียบเทียบทัศนคติของผู้บริโภค ที่มีต่อร้านอาหาร เคเอฟซี (KFC) กับ ร้านอาหาร เชสเตอร์ กริลล์ (Chester’s Grill) ในเขตบางกะปิ กรุงเทพมหานคร” แบบสอบถามชุดนี้ จัดทำขึ้นโดยนักศึกษาระดับปริญญาโท หลักสูตรบริหารธุรกิจนานาชาติ มหาวิทยาลัยนานาชาติ สแตมฟอร์ด วิทยาเขตกรุงเทพฯ การวิจัยครั้งนี้ มีจุดประสงค์เพื่อเปรียบเทียบทัศนคติของผู้บริโภค ที่มีต่อร้านอาหาร KFC กับร้านอาหาร Chester’s Grill

2. แบบสอบถามชุดนี้มีทั้งหมด 3 ส่วน ประกอบด้วย

- ข้อมูลส่วนบุคคล
- พฤติกรรมความพึงพอใจของผู้บริโภค
- ทัศนคติของผู้บริโภค

3. แบบสอบถามชุดนี้ อาจถูกตีพิมพ์และเผยแพร่ในวารสารวิชาการ ข้อมูลของท่านจะถูกเก็บไว้เป็นความลับ และไม่เปิดเผยต่อบริษัทเอกชนแต่อย่างใด กรุณาตอบแบบสอบถาม ตามสภาพที่เป็นจริง

ส่วนที่ 1: ข้อมูลส่วนบุคคล

คำชี้แจง กรุณาเขียนเครื่องหมาย (✓) หน้าข้อความตามที่เป็นจริง

1. เพศ

ชาย

หญิง

2. อายุ

15-19 ปี

20-24 ปี

25-29 ปี

30-34 ปี

34 ปีขึ้นไป

3. สถานภาพสมรส

- โสด สมรส หย่าร้าง อื่น ๆ (โปรดระบุ)_____

4. รายได้ต่อเดือน

- ต่ำกว่า 5,000 บาท 5,000-20,000 บาท
 20,001-30,000 บาท มากกว่า 30,000 บาทขึ้นไป

5. ระดับการศึกษา

- มัธยม วิทยาลัย
ปริญญาตรี ปริญญาโท
ปริญญาเอก อื่น ๆ (โปรดระบุ)_____

6. อาชีพ

- ผู้เชี่ยวชาญเฉพาะทาง (หมอ, นักกฎหมาย, วิศวกร, อื่นๆ.)
 นักเรียน นักศึกษา พนักงานบริษัท
 เจ้าของธุรกิจ/ผู้ประกอบการ ข้าราชการ (ทหาร ตำรวจ อื่น ๆ)
 ว่างาน รับจ้างอิสระ
 ครู อาจารย์ แม่บ้าน
 เกษีษณราชกร อื่น ๆ (โปรดระบุ)_____

ส่วนที่ 2: พฤติกรรมความพึงพอใจของผู้บริโภค

คำชี้แจง ข้อความต่อไปนี้ อธิบายถึงระดับพฤติกรรมความพึงพอใจหรือไม่พึงพอใจของท่านที่มีต่อร้านอาหาร

KFC กรุณาอ่านคำถามในแต่ละข้อ แล้วทำเครื่องหมายวงกลม ○ หรือ กากบาท (X) ตามระดับพฤติกรรมความ

ความพึงพอใจหรือไม่พึงพอใจของท่าน เลือกหมายเลข 3 หมายถึง ท่านมีความพึงพอใจต่อร้านอาหาร KFC ใน

ระดับ ปานกลาง

2.1) รูปแบบผลิตภัณฑ์					
คำถาม	ระดับการประเมิน				
ท่านมีความพึงพอใจต่ออาหาร ในร้านอาหาร KFC ระดับใด	ไม่พอใจ				พอใจ
	อย่างยิ่ง				อย่างยิ่ง
1. อาหาร KFC รสชาติดี	1	2	3	4	5
2. อาหาร KFC เป็นอาหารที่ดีต่อสุขภาพ	1	2	3	4	5
3. KFC มีอาหารให้เลือกอย่างหลากหลาย	1	2	3	4	5
4. ถิ่นพอใจลักษณะ อาหาร KFC	1	2	3	4	5
5. อาหาร KFC มีคุณภาพสูง	1	2	3	4	5

2.2) รูปแบบราคา					
คำถาม	ระดับการประเมิน				
ท่านมีความพึงพอใจต่อราคา อาหาร KFC ระดับใด	ไม่พอใจ				พอใจ
	อย่างยิ่ง				อย่างยิ่ง
1. อาหารที่ KFC ราคาไม่แพง	1	2	3	4	5
2. ราคาอาหารที่ KFC เหมาะสมกับคุณภาพ	1	2	3	4	5
3. ราคาอาหารที่ KFC เหมาะสมกับปริมาณ	1	2	3	4	5
4. ราคาอาหารที่ KFC เหมาะสมกับงบประมาณของเงิน	1	2	3	4	5

2.3) รูปแบบโปรโมชัน						
คำถาม		ระดับการประเมิน				
ท่านคิดอย่างไร กับ KFC โปรโมชัน		ไม่พอใจ			พอใจ	
		อย่างยิ่ง			อย่างยิ่ง	
1. ฉันซื้ออาหาร KFC เพราะ โปรโมชัน		1	2	3	4	5
2. KFC มีโปรโมชัน หลากหลาย		1	2	3	4	5
3. KFC มีโปรโมชัน คุณภาพสูง		1	2	3	4	5
4. บางโปรโมชันทำให้ฉันซื้ออาหาร KFC มากกว่า โปรโมชันอื่น		1	2	3	4	5

2.4) รูปแบบบริการจัดส่ง						
คำถาม		ระดับการประเมิน				
ท่านคิดอย่างไร กับบริการจัดส่งอาหาร KFC		ไม่พอใจ			พอใจ	
		อย่างยิ่ง			อย่างยิ่ง	
1. KFC บริการอาหาร อย่างรวดเร็ว		1	2	3	4	5
2. KFC บริการจัดส่งอาหารถึงบ้านอย่างรวดเร็ว		1	2	3	4	5
3. ฉันสามารถสั่งอาหาร KFC ได้หลายช่องทาง (เช่น โทรสั่ง รับประทานที่ร้าน อื่น ๆ)		1	2	3	4	5
4. พนักงาน KFC บริการ ด้วยความสุภาพ		1	2	3	4	5
5. พนักงาน KFC บริการ ด้วยมิตรไมตรี		1	2	3	4	5

ข้อความต่อไปนี้ อธิบายถึงระดับพฤติกรรมความพึงพอใจหรือไม่พึงพอใจของท่านที่มีต่อร้านอาหาร *Chester's*

Grill

2.5) รูปแบบผลิตภัณฑ์						
คำถาม	ระดับการประเมิน					
ท่านมีความพึงพอใจต่ออาหาร ในร้านอาหาร <i>Chester's Grill</i> ระดับใด	ไม่พอใจ					พอใจ
	อย่างยิ่ง					อย่างยิ่ง
1. อาหาร <i>Chester's Grill</i> รสชาติดี	1	2	3	4	5	
2. อาหาร <i>Chester's Grill</i> เป็นอาหารที่ดีที่สุดต่อสุขภาพ	1	2	3	4	5	
3. <i>Chester's Grill</i> มีอาหารให้เลือกอย่างหลากหลาย	1	2	3	4	5	
4. ถิ่นพอใจลักษณะ อาหาร <i>Chester's Grill</i>	1	2	3	4	5	
5. อาหาร <i>Chester's Grill</i> มีคุณภาพสูง	1	2	3	4	5	

2.6) รูปแบบราคา						
คำถาม	ระดับการประเมิน					
ท่านมีความพึงพอใจต่อราคา อาหาร <i>Chester's Grill</i> ระดับใด	ไม่พอใจ					พอใจ
	อย่างยิ่ง					อย่างยิ่ง
1. อาหารที่ <i>Chester's Grill</i> ราคาไม่แพง	1	2	3	4	5	
2. ราคาอาหารที่ <i>Chester's Grill</i> เหมาะสมกับคุณภาพ	1	2	3	4	5	
3. ราคาอาหารที่ <i>Chester's Grill</i> เหมาะสมกับปริมาณ	1	2	3	4	5	
4. ราคาอาหารที่ <i>Chester's Grill</i> เหมาะสมกับงบประมาณของเงิน	1	2	3	4	5	

2.7) รูปแบบโปรโมชั่น						
คำถาม	ระดับการประเมิน					
ท่านคิดอย่างไร กับ Chester's Grill โปรโมชั่น	ไม่พอใจ					พอใจ
	อย่างยิ่ง					อย่างยิ่ง
1. ถิ่นซื้ออาหาร Chester's Grill เพราะ โปรโมชั่น	1	2	3	4	5	
2. Chester's Grill มีโปรโมชั่น หลากหลาย	1	2	3	4	5	
3. Chester's Grill มีโปรโมชั่น คุณภาพสูง	1	2	3	4	5	
4. บางโปรโมชั่นทำให้ถิ่นซื้ออาหาร Chester's Grill มากกว่า โปรโมชั่นอื่น	1	2	3	4	5	

2.8) รูปแบบบริการจัดส่ง						
คำถาม	ระดับการประเมิน					
ท่านคิดอย่างไร กับบริการจัดส่งอาหาร Chester's Grill	ไม่พอใจ					พอใจ
	อย่างยิ่ง					อย่างยิ่ง
1. Chester's Grill บริการอาหารอย่างรวดเร็ว	1	2	3	4	5	
2. Chester's Grill บริการจัดส่งอาหารถึงบ้านอย่างรวดเร็ว	1	2	3	4	5	
3. ถิ่นสามารถสั่งอาหาร Chester's Grill ได้หลายช่องทาง (เช่น โทรสั่ง รับประทานที่ร้าน อื่น ๆ)	1	2	3	4	5	
4. พนักงาน Chester's Grill บริการ ด้วยความสุภาพ	1	2	3	4	5	
5. พนักงาน Chester's Grill บริการ ด้วยมิตรไมตรี	1	2	3	4	5	

ส่วนที่ 3: ทักษะของผู้บริโภคที่มีต่อร้านอาหาร KFC และร้านอาหาร Chester's Grill

คำชี้แจง ข้อความต่อไปนี้ อธิบายถึงทัศนคติของท่าน ที่มีต่อร้านอาหาร KFC หรือ ร้านอาหาร Chester's Grill

กรุณาอ่านคำถามในแต่ละข้อ แล้วทำเครื่องหมายวงกลม○ หรือ กากบาท (X) ตามระดับความคิดเห็นของท่าน

เลือกหมายเลข 3 หมายถึง ท่าน ไม่แน่ใจ ในทัศนคติที่มีต่อร้านอาหาร KFC หรือ ร้านอาหาร Chester's Grill

3) ทักษะของผู้บริโภค						
คำถาม	ระดับการประเมิน					
ท่านคิดอย่างไรเกี่ยวกับร้านอาหาร KFC หรือ ร้านอาหาร Chester's Grill	ไม่เห็นด้วย					เห็นด้วย
	อย่างยิ่ง					อย่างยิ่ง
1. โดยรวมแล้วท่านมีความพึงพอใจกับอาหาร KFC	1	2	3	4	5	
2. โดยรวมแล้วท่านมีความพึงพอใจกับอาหาร Chester's Grill	1	2	3	4	5	
3. โดยรวมแล้วท่านมีความพึงพอใจกับรสชาติอาหาร KFC	1	2	3	4	5	
4. โดยรวมแล้วท่านมีความพึงพอใจกับรสชาติอาหาร Chester's Grill	1	2	3	4	5	
5. โดยรวมแล้วท่านมีความพึงพอใจกับราคาอาหาร KFC	1	2	3	4	5	
6. โดยรวมแล้วท่านมีความพึงพอใจกับราคาอาหาร Chester's Grill	1	2	3	4	5	
7. โดยรวมแล้วท่านมีความพึงพอใจกับโปรโมชัน KFC	1	2	3	4	5	
8. โดยรวมแล้วท่านมีความพึงพอใจกับโปรโมชัน Chester's Grill	1	2	3	4	5	
9. โดยรวมแล้วท่านมีความพึงพอใจในบริการของ KFC	1	2	3	4	5	
10. โดยรวมแล้วท่านมีความพึงพอใจในบริการของ Chester's Grill	1	2	3	4	5	

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ขอบคุณสำหรับความร่วมมือค่ะ

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AUTOBIOGRAPHICAL DATA

Name: Ms. Khantarat Pratum
Birth Date: May 23rd, 1988
Birth Place: Sisaket province, Thailand
Education:

Year	Institution	Degree/Diploma
2012- 2013	Stamford International University	Master's Degree of Business Administration
2007- 2011	Mahasarakham University	Bachelor's Degree of Education in English

Bangkok Address: 72 Khemmakul Mansion # 1415 Soi. Ramkhamhaeng 42
 Khwaeng. Huamark Khet. Bang kapi, Bangkok 10240

Current Position: Graduate Student at Stamford International University.