

ABSTRACT

The main objective of this research was aimed to reveal the attitude of consumers toward KFC's Healthy Menu and the attitude of consumers toward the Marketing-Mix Strategy as a sub objective.

This research was a cross-sectional survey. A questionnaire was the instrument distributed to 150 working people in the Pratumwan, Silom and Sathorn areas. Descriptive statistics: percentage, mean and multiple regression were used to analyze data.

The results revealed that the majority of respondents were female who were single, aged between 26-30 years old, had completed a bachelor degree and received an income of 15,001-30,000 baht per monthly. They had average attitudes toward KFC's Healthy Menu. The respondents' attitudes toward Marketing-Mix Strategy: product, price, place and promotion were also average. Place was the most effective element due to availability and cleanness, whereas promotion was the least effective one. This result was the same as some respondents suggested that the information of KFC's Healthy Menu should be advertised more.

Further research recommended that other health food products and healthy products of KFC's competitors could conduct a new study based on this research study. The sample size should be extended to other areas in Bangkok. Thus, the findings could help create a new marketing strategy. In addition, further study should be conducted in the period when KFC's Healthy Menu is launched. Therefore, the effectiveness of the Marketing-Mix Strategy can be better reflected.