

## CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS.....	iv
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	3
1.3 Objectives of the Study.....	3
1.4 Definitions of Terms/Variable and Definition.....	4
1.5 Conceptual Framework.....	5
1.6 Significance of the Study.....	5
1.7 Organization of the Study.....	5
2. REVIEW OF RELATED LITERATURE.....	6
2.1 Theory of Attitude.....	6
2.2 Definition and Introduction of Fast Food.....	10
2.3 Definition of Healthy Food.....	12
2.4 Theory of Marketing- Mix Strategy.....	13
2.5 Related Research.....	15
3. DESIGN AND METHODOLOGY.....	20
3.1 Subject.....	20
3.2 Materials.....	21
3.3 Procedure.....	21
3.4 Data Analysis.....	21
3.5 Duration of the Study.....	22
4. RESULTS	
4.1 Demographic Profile of the Respondents.....	23

4.2 Respondents' Attitudes Toward Marketing-Mix Strategy.....	25
4.3 Correlation Coefficient Between Respondents' Attitudes Toward KFC's Healthy Menu and Marketing-Mix Strategy .....	26
4.4 Result of Multiple Regressions to Predict Respondents' Attitudes toward KFC'S Healthy Menu.....	27
4.5 Suggestions.....	29
5 CONCLUSION, DISCUSSION AND RECOMENADATION	
5.1 Summary of the Study.....	30
5.2 Summary of the Findings.....	30
5.3 Discussion.....	31
5.4 Conclusion.....	34
5.5 Recommendations for Further Research.....	35
REFERENCES.....	36
APPENDICES.....	38
A. Questionnaire (English).....	38
B. Questionnaire (Thai).....	44