

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter reviews the literature in related theories, concepts and previous literature for the following topics:

- (1) Theory of Attitude
- (2) Definition and Introduction of Fast Food
- (3) Definition of Healthy Food
- (4) Theory of Marketing- Mix Strategy
- (5) Previous Related Researches

2.1 THE THEORY OF ATTITUDE

2.1.1 Definition of Attitude in Psychology

According to Aiken, (2002, p. 2) the term of attitude in psychology was founded in 1860 by Herbert Spencer and Alexander Bain. They used the term “Attitude” to refer to an internal state of preparation for action (behavior). It is one of the fundamental psychological process of evaluating the objects and events in one’s experience.

Attitude presents not only cognitive, affective and behavioral responses to and ways of conceptualizing and dealing with environment, but also, environment that one needs or assumes to exist.

In addition, the psychologist who gave the definition of attitude, Mc Guire, stated that attitude consists of cognitive (beliefs, knowledge, expectations, or perceived associations between attitude objects and attributes), affective (feelings, moods, motives and emotional and associated physiological changes) and performance (behavioral or action, both intended and actual) components.

2.1.2 Definition of Attitude in Marketing

Consumers attitudes toward a product or service is a fine indicator advising the potential success of a business. Generally, whether the consumer accepts or rejects a particular product or service depends on their attitude. The main objective of this research is to identify the current consumers’ attitudes toward KFC’s Healthy Menu.

Researchers have defined the term “Attitude” in many ways. According to Schiffman, “Attitude” is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object. (Schiffman&Kanuk, 2000, p. 199)

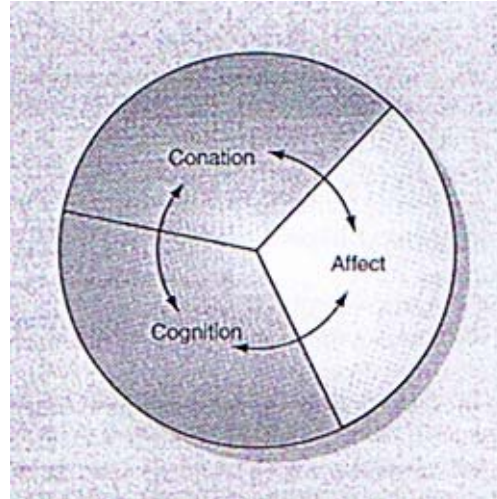
Schiffman states that there are 3 characteristics of attitude. The first character is an “object”. It can be interpreted as specific consumption or marketing strategy including product, brand service, possession of product, medium, and advertising. In this study, the object is KFC’s Healthy Menu.

The second character is “learned predisposition”, an attitude that can be related to consumer purchasing behavior. This character can be formed by direct experience with product, word-of-mouth or advertising (TV commercials and print advertising), Internet and direct sale. Consumers can be motivated and change their particular behavior or avoid a particular behavior.

The last character is the consumer consumption “consistency” which can indicate consumer attitude and brand royalty. However, consistency can be changed by circumstances. For example, a consumer whose consistency is KFC fried chicken might recognize the good points of KFC’s Healthy Menu. Nevertheless, he/she prefers fried chicken to grilled chicken. Therefore, he/she still has fried chicken despite having a positive attitude toward the healthy menu. Studying consumer attitudes is significant to develop the marketing strategy to serve the current consumers’ needs and to adjust the marketing strategy to suit consumers’ behavior.

Shiffman exemplified in “Consumer Behavior Book” that there are a number of models to measure consumers’ attitudes including the attitude-toward-object model, the attitude-toward-behavior model, theory-of-reasoned-action, tricomponent of attitude model, theory of trying to consume and attitude-toward-the-AD models. In measuring consumers’ attitudes toward KFC’s Healthy Menu, tricomponent of attitude model is considered the most appropriate measuring method (Shiffman& Kanuk, 2000, p. 253).

Figure 1. Tri-component attitude model



From: *Consumer Behavior*, (7th ed., p. 203), by G.L. Schiffman, & L. L. Kanuk, 2000, Upper Saddle River: Prentice Hall International.

This attitude model is composed of 3 main components: a cognitive component, an affective component, and a conation component.

The Cognition Component

This component is the consumer's cognition: the knowledge and perception. The consumers get their cognition by their direct experience with the attitude "object" and by getting information from various sources such as advertising, word of mouth, PR, the product website, catalogs, brochures, point of purchase (POP) or news. When they consume the information, it becomes their belief either in a positive or negative way.

According to Schiffman&Kanuk, (2002, p. 202) consumers believe that the attitude "object" processes various attributes and a specific behavior will lead to a specific outcome.

The Affective Component

The second component is the consumer's feeling or emotion toward a particular product, brand or service. Many researchers treat consumer's emotion or feeling as primary evaluation either for the individual's direct or global assessment of the attitude objects. They rate the attitude-object as good or bad, pleasant or unpleasant, or favorable or unfavorable.

However, a consumer's attitude "object" can be changed from good to bad or vice versa. It depends on the feeling or emotion of the consumer at that moment. This change is called *emotionally changed states*. This emotional state can increase positive or negative consumer impression when they step into a shop or get the first service. All circumstances can affect the consumer's emotional state. The service from the front order counter, the color and shape of the table, chair, sign or uniform, smell of food, and taste of food can affect the consumers' purchasing decision. If that particular consumer is impressed by the first visit, he/she will revisit and repurchase the product. This impressed customer will also recommend his/her friends and family to use the service or purchase the product.

The Conation Component

The last component for Tricomponent Attitude Model is the Cognition Component. In marketing and consumer research, the cognition component is an expression of the consumer's intention to purchase a product or service. This cognition component can be measured by "intention-to-buy-scales". In this study, the intention-to-buy-scales is transformed to a 5-point Likert scale to measure the consumers' attitudes as follows:

How likely are you to buy KFC's Healthy Menu?

___ Very likely

___ Likely

___ Average

___ Unlikely

___ Very Unlikely

Using these 3 components to measure consumer attitude can provide useful information as to whether KFC's new marketing strategy of Healthy menu can help increase their sales and benefits as planned. The KFC marketing team can then either continue this marketing approach or introduce a new strategy to improve the company's marketing situation.

2.2 DEFINITION AND INTRODUCTION OF FAST FOOD

"Fast food" means food that can be fast for buying, cooking and eating. It includes take away deli foods, frozen food and others where consumers purchase

conveniently for example at supermarket, delis, bakeries, pizza parlors and quick-service restaurants (Donkersloot, 1991, p. 1).

As Schlosser stated in “Fast Food the Nation”, Carl N. Karcher was the first fast food business pioneer (Schlosser, 2000, p. 1). He started by selling hot dog and later in 1945, he opened his first restaurant “Carl’s Drive-in Barbeque” in Anaheim, California. After World War II, California became a fast growing state. In addition, early in 1950s, Disneyland opened in Anaheim, making the city a fast-growing city in the nation’s fastest-growing state, California.

According to Ms. Borivetchanon fast food became popular with the Americans because of the fast growth of the American economy. American people needed to adjust their lifestyle to catch up with their fast-pace of life, fast-growing business and fast developing competitors. Time became extremely important. Since less time was needed for buying and preparing, fast food turned out to be the answer for these people. Hence, more time was reserved for work (Onchuma Borivetchanon, 2004, p. 1-5).

Not only did Carl N. Karcher take advantage of the rising economy, but also Richard and Maurice McDonald who opened McDonald’s famous Hamburgers in Inland Empire, East of Los Angles. The McDonald brothers offered a high-quality hamburger at an economy price, 15 cents each. Their reputation was spread out that Carl Karcher drove from Anaheim to see how successful the McDonald brothers were.

However, at the end of 1940s, the McDonald brothers’ drive-in Hamburger business declined. They got rid of two-thirds of the offers on their old menu, particularly dishes with cutlery. Only sandwiches, hamburgers and cheeseburgers were sold. All breakable containers were replaced by disposable items from paper. Moreover, burgers were sold with the same relish and ingredients and there was no choice for customer to choose. This kind of hamburger became the prototype of fast food from that day.

According to Schlosser, from 1960 to 1973, McDonald’s, the leader of fast food, spread their franchises around America from 200 to 3,000 shops like Taco Bell, Carl’s Jr. Jack in the Box and others. The fast food business became a major component of the American economy. (Schlosser, 2001, p. 25).

As fast as its name, the American fast food culture spread throughout the world including Thailand. Even though the first Thai fast food was not American, it was the influenced by America. Wimpy, the first fast food in Thailand, was established in 1964. Wimpy served hamburgers and orange juice at Ratchprasong department store. After a few years of good business, another department store called Ratchdumri was opened resulting in Wimpy' s declining sale. Wimpy closed after 8 years of hamburger selling.

In 1970, the first American fast food was introduced to Thailand. Kentucky Fried Chicken was opened on Sukhumwit Road. However, it was not successful and the shop was eventually closed down.

Despite the failure of KFC's first attempt in establishing their business in Thailand, fourteen years later in 1984, many American fast food franchises were established in Bangkok including McDonald's, Dunkin Donut, Mister Donut, and unsurprisingly, Kentucky Fried Chicken. This time, American fast food was applauded by Thai people. Since then, the fast food business has been steadily growing. At present, the franchises of various familiar fast food brands can be seen all over Thailand. By giving its customers a sense of modern generation belonging, eating fast food has become fashionable and popular among the Thais, especially teenagers.

2.3 DEFINITION OF HEALTHY FOOD

Healthy food or healthy diet consists of 5 main groups of valuable foods as indicated in the illustration below.

Figure 2. The balance of good health



From: *The Balance of good health for educators and communicators* (2006, November 04), The balance of good health leaflet. from www.food.gov.uk/multimedia/pds/bgbooklet.pdf

As indicated in the illustration above, and as also stated by Ogden that one could get the good balance healthy diet, one needs to consume five main constituents: carbohydrate, protein, fat and sugar, milk and fruit and vegetable (Ogden, 2007, p. 128).

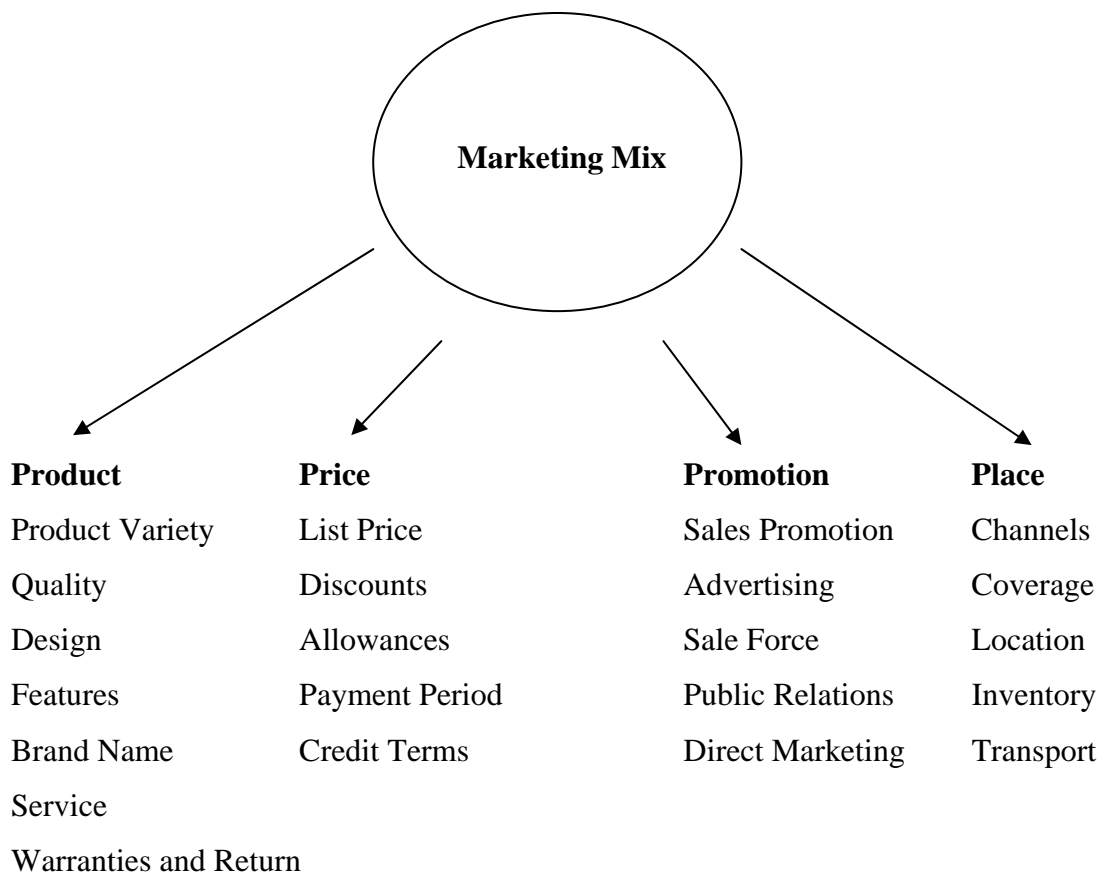
It is recommended that a variety of five or more serving fruit and vegetables be eaten every day. Four to five serving of carbohydrates such as rice, bread, pasta and potato, should be eaten per day, especially carbohydrates that are high in fiber. For protein, 3 servings of low fat meat and fish should be eaten per day. Meanwhile, one serving of milk and dairy products is recommended per day, preferably low fat. The last constituent is fat and sugar which should be eaten often and in small amounts.

Moreover, Ogden (2007) suggests that “fruit and vegetables, oily fish and oat fiber can be protective while salt and saturated fat facilitates poor health” (p. 129). Therefore, to get a healthy life from a healthy diet, one should balance his/her eating habit as in the balance of good health charge state. Eating less salt and saturated fat are also recommended.

2.4 THEORY OF MARKETING- MIX STRATEGY

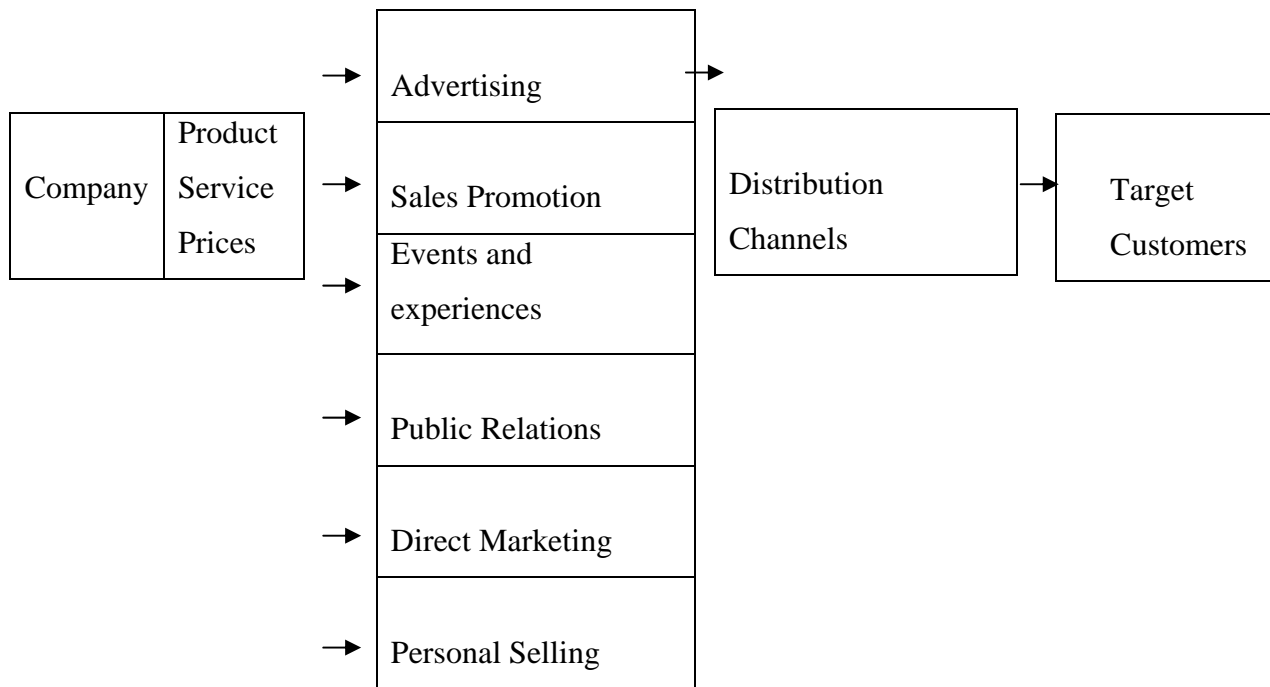
Marketing –Mix Strategy is one of the marketing tools that a marketing team creates to pursue the target consumer. It has been proven that the Marketing Mix theory is one of the key elements in creating consumers' attitudes toward a product and service. There are 4 broad groups in the marketing mix called “The four Ps”. The four Ps stand for Product, Price, Place and Promotion.

Figure 3. The four P components of marketing-mix strategy



From: *A Framework for Marketing Management* (3rd ed., p. 9) by P. Kotler and L.K, Keller, 2007, Upper Saddle River: Pearson/Prentice Hall.

Figure 4. Marketing-mix strategy



From: *A Framework for Marketing Management* (3rd ed., p. 10) by P. Kotler and L.K, Keller 2007, Upper Saddle River: Pearson/Prentice Hall.

Four Ps

The first P is **“Product”**. According to Kotler, product is the most basic tool of the marketing-mix. It is the company’s tangible offers designed to meet the consumers’ need and preference, i.e. product quality, design, feature, branding and packaging. (Kotler ,2007 p. 99) The product in this study is KFC’s healthy Menu.

The second P is **“Price”** or money that a consumer pays for a particular product or service. Price is one of the important marketing mechanisms resulting in the consumer’s decision either to buy or not to buy a particular product or service. The price in this study is the cost of KFC’s Healthy menu.

The third P is **“Place”**. Place in the marketing mix includes the shop where customers can buy a product as well as the activities that company makes the product accessible, e.g. mobile phone sim cards at venders on the street. Place should be

convenient for consumers to reach the product or service. KFC restaurants are the “place” in this study.

The last P of the Marketing -Mix Strategy is “**Promotion**”. Promotion means all media channels making the product or service appealing to the customer. This marketing mix component includes advertising, sales promotion, public relations, direct marketing, and personal selling. KFC applies this Marketing strategy to promote their new healthy menu by investing 350 million baht for installing a new hi-tech oven to cook, renovating all KFC restaurants in Thailand, changing new uniforms for salespeople in restaurants and producing new TV commercials in order to gain a new image from fast food to healthy food.

Knowing what consumers think about KFC’s Healthy Menu makes the KFC marketing team know whether the marketing mix strategy is effective for their new product or not. Therefore, they can adjust this strategy or find a new appropriate one for their healthy menu.

2.5 RELATED RESEARCH

Onchuma Borivetchanon (2004) studied consumer’s behavior, media exposure, the attitudes of consumers toward healthy lifestyle and nutrition value of McDonald’s for planning and developing marketing strategy. Onchuma found that, among consumers aged 15-22, there were more female consumers than male. The most regular customers were high school and university students whose monthly allowance was 3,000-5,000 baht. They went to McDonald’s 2-4 times per month and spent 100 baht on average per one menu set purchase. The frequency for media exposure was 1-2 times a day between 6.00-8.59 p.m.

For the consumers’ attitudes toward healthy lifestyle and nutrition value, Onchuma reported that consumers still lacked the information about the nutritional value. This research suggested that McDonald’s should add more information about healthy lifestyle and nutrition value by using advertising and public relations to inform this knowledge to their target consumers.

Moreover, the consumers suggested that McDonald’s should have a new menu including various foods and low fat alternatives. And it should have more special

discount menu plus a stamp collection card to collect points and trade for a McDonald's dish.

Onchuma's research of consumers' Perception and Opinion on Healthy Lifestyle and Nutrition Value provided knowledge of "consumer attitude" in terms of definition and the tool to measure consumers' attitude. Moreover, the media exposure part can clarify the frequency of advertising that consumers are exposed to such as TV commercials, newspaper advertising, magazine advertising, and public relations news.

However, for this investigation, **Attitude of Consumer toward KFC's Healthy Menu**, the media exposure theory could only apply to measure the effectiveness of which media can be the most effective media for KFC healthy menu. It could not measure the consumer's satisfaction with service and new decoration of KFC restaurant. Therefore, the marketing mix theory is the appropriate one to apply for this research study.

Monthathip Adulprasurtsuk (2007) studied marketing communication factors affecting the uses of digital cash card "Smart Purse". The objective of this study was to study the characteristics of consumers who use the Smart Purse card in Bangkok and to study factors of marketing communication that influenced to consumers' decision to use the Smart Purse card. There were 280 respondents, both genders: male and female. The multi-stage random sampling was applied for this study. Frequency, percentage and mean were used for analyzing the demographic part, consumer behavior toward media exposure and factors of marketing communication. Monthathip found that females 26-30, single, under graduate, office workers who received an income of 10,001-15,000 baht used the Smart Purse more than males. Media exposure was at moderate level and watching television was the most effective communication channel.

For marketing communication, Monthathip used Marketing Mix theory and marketing communication process to study factors that contribute to consumers target to use the Smart Purse card. This study found that the first factor that made consumers use the Smart Purse card was P, Product consumers considered the Smart Purse card to be convenient to use it anywhere that had the Smart Purse logo. For the second was P, Place because there were many places that they could use it. The third factor was P,

Promotion because they could collect reward points when they purchased. And P, Price (of Smart Card) was the least influential factor for consumers to buy and use the Smart Purse card.

The useful information derived from Monthathip's study was the Marketing Mix theory. Montharip applied Marketing Mix theory to measure the satisfaction of product price place and promotion of Smart Purse which can be applied to this research study, **Consumer Attitudes toward the KFC's Healthy Menu: A Study of Employees Working in the Pratumwan, Silom and Sathron areas**, in terms of measuring what the most effective media that make target consumers know about KFC healthy menu is, plus what consumers think about the healthy food that KFC offers them, the new renovation of KFC restaurant, uniforms and service.

Sunisa Pilasakul (1997) studied the western culture that influences Thai society via fast food consumption in "Fast Food: A New Style of Thai Consumer". The study focused on the nutrition value in fast food, a risk to the consumer's health. The data were collected from 200 male and female respondents who were between 12-45 years of age and usually ate at KFC and McDonald's. Fifty respondents were interviewed in an unofficial way.

Sunisa found that the majority of study subjects were middle class people, high-school and university students. The study group preferred fast food to Thai rice dishes (ข้าวแกง) due to the convenience in consumption, i.e. requiring no fork and spoon. Without utilizing the Marketing Mix theory in her study, Sunisa reflected the "4 Ps" in her conclusion. Air conditioning and nice decoration were among the factors convincing the customers to have fast food instead of Thai rice dishes. Fast service, "Product", encouraged the target consumers to buy the product. "Price", offering a food set with special price, also motivated the consumers to have the product while taste had no effect on the customers' buying desire. Television commercials and posters in front of the shop respectively played key roles as the fourth P, "Promotion", in encouraging the consumer to visit the fast food restaurant.

Sunisa Pilasakul's research also revealed the lack of consumers' knowledge about the fast food nutrition value. The consumers imitated the western style of fast food consumption without being concerned about the risk to their life. According to

Sunisa, fast food will be increasingly important as a risk factor of non-infectious diseases including heart disease and hyperlipidemia, or the state of having excessive fat in blood, in the future.

The result of Surisa's research "Fast Food: A New Style of Thai Consumer" was very useful. It gave knowledge to this research about how previous consumers attitudes to fast food and how the Marketing-Mix Strategy could be effective toward consumers' attitudes. Moreover, Surisa's research showed how the Marketing –Mix Strategy created consumers' attitudes toward the product and service and also enhanced the sales value. This study could be used as an invaluable guide to study the attitudes of consumers toward KFC's Healthy Menu.