CHAPTER FOUR
RESULTS

The research entitled **"Consumer attitudes toward KFC's Healthy Menu: A study among employees working in the Pratumwan, Silom and Sathorn areas"** aims to study the attitudes of consumers toward KFC's new Healthy Menu. An analysis of data will be presented as follows:

4. 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographic profile of the respondents will be described in terms of gender, marital status, age, salary and educational background by means of frequency and percentage. The results will be presented in tables accompanied by descriptive data.

Table 1. Gender

Gender	Frequency	Percentage
Male	41	27.3
Female	109	72.3
Total	150	100.0

Table 2. Status

Status	Frequency	Percentage
Single	103	68.7
Married	40	26.7
Separated/divorced	7	4.7
Total	150	100.0

Table 3. Age

Age	Frequency	Percentage
20-25	32	21.3
26-30	37	24.7
31-35	27	18.0
36-40	30	20.0
More than 41	24	16.0
Total	150	100.0

Table 4. Educational Background

Education Background	Frequency	Percentage
High School	18	12.0
Bachelor's degree	106	70.7
Master's degree or higher	26	17.3
Total	150	100.0

Table 5. Income

Income	Frequency	Percentage
5,001-15,000	37	24.7
15,001-30,000	68	45.3
More than 30,001	45	30.0
Total	150	100.0

From Tables 1 to 5, it is shown that from the total of 150 respondents, most of the respondents were female employees accounting for 72.3 percent. 68.7 percent of respondents were single. The majority of the respondents were aged between 26-30 years old accounting for 24.7 percent. Most of them, 70.7 percent, were university graduates, and 45.3 percent had an income between 15,001-30,000 baht.

4.2 RESPONDENTS' ATTITUDES TOWARD KFC'S HEALTHY MENU AND MAKETING MIX STRTEGY

    Attitude means and standard deviation as well as the opinion toward marketing mix strategy will be presented in tables accompanied by descriptive data. The researcher has classified the attitudes into 5 levels according to a 5-point Likert scale. The levels of attitude such as very likely, likely, average, unlikely and very unlikely are graded 5, 4, 3, 2, 1 points, respectively.

Very Likely	Mean Score = 4.21-5.00
Likely	Mean Score = 3.41-4.20
Average	Mean Score = 2.61-3.40
Unlikely	Mean Score = 1.81-2.60
Very unlikely	Mean Score = 1.00-1.80

Table 6. Respondents' Attitudes toward KFC's Healthy Menu and Marketing-Mix Strategy

Statement	X	S.D	Attitude
Consumer's Attitude toward KFC's Healthy Menu	3.10	.63	Average
Marketing-Mix Strategy: Product	3.06	.60	Average
• Appearance	3.15	.68	Average
• Taste	3.13	.68	Average
• Product variety	2.90	.88	Average
Marketing-Mix Strategy: Price	2.83	.72	Average
• Reasonable price	2.83	.72	Average
Marketing-Mix Strategy: Place	3.39	.59	Average
• Restaurant Availability	3.51	.73	Likely
• Restaurant New Outlook	3.32	.68	Average
• Restaurant Cleanness	3.42	.78	Likely
• Restaurant Service Providing	3.37	.71	Average
• Waiting time for meal	3.35	.74	Average

Marketing-Mix Strategy: Promotion	2.63	.69	Average
• TV Commercial	3.08	1.04	Average
• Press Advertising: newspaper, magazine	2.57	.93	Unlikely Average
• Poster and leaflet	2.75	1.01	Average
• Staff in KFC restaurant	2.71	1.02	Unlikely
• KFC PR:PR news or Event	2.17	.91	Unlikely
• KFC Website	2.20	.99	Unlikely
• Bus and Bus stop Advertisement	2.46	.93	Unlikely
• Coupon and discount offering	3.16	1.08	Average

From Table 6, it is shown that respondents hold an average (3.10) attitude toward KFC's Healthy Menu. The respondents' attitudes regarding product, price, place and promotion were average which was rated as 3.06, 2.83, 3.39 and 2.63, respectively. In terms of product, appearance, taste and product variety were all average (3.15, 3.13, 2.90). Reasonable price, which was rated at 2.83, was also average. However, place, availability and cleanness were rated higher than other items. On the other hand, promotion, press advertising, PR news, web site, bus ad, bus stop ad, were rated lower. It was noticeable that website was rated lowest.

4.3 CORRELATION COEFFICIENT BETWEEN RESPONDENTS' ATTITUDES TOWARD KFC'S HEALTY MENU AND THE MAKETING-MIX STRATEGY

Pearson's product-moment correlation coefficient was used to analyze the relationships between consumer's attitude and Marketing-Mix Strategy regarding KFC's Healthy Menu.

Table 7. Correlation Coefficient Between Respondents' Attitudes Toward KFC's Healthy Menu and Marketing- Mix Strategy

Independent Variable	Consumer's attitude toward KFC's Healthy Menu	Product	Price	Place	Promotion
Product	.423**	1.00			
Price	.369**	.496**	1.00		
Place	.453**	.302**	.258**	1.00	
Promotion	.398**	.380**	.290**	.483**	1.00
*Significance at.01					

For Table 7, it is shown that there was a positive correlation between attitude toward KFC's Healthy Menu and marketing elements such as product, price, place and promotion. It was significant at .01. In addition, there was a positive correlation regarding Marketing –Mix Strategy's elements with a significance level of .01.

4.4 RESULTS OF MULTIPLE REGRESSION TO PREDICT RESPONDENT'S ATTITUDE TOWARD KFC'S HEALTHY MENU

The method of multiple regression was used to formulate regression equation in order to predict respondents' attitudes toward KFC's Healthy Menu and Marketing-Mix Strategy.

Table 8. The Analysis of Multiple Regression by Stepwise Method to Predict Respondents' Attitudes Toward KFC's Healthy Menu

Independent Variable	β	ι	R	R^2	R^2_{change}	F	F_{change}
Place	.359	4.672**	.453	.205	.205	.000	38.199
Product	.250	2.975**	.543	.295	.090	.000	18.771
Price	.141	2.042	.561	.315	.020	.043	4.169
a = .725	SE.b = .296			$R^2_{adjusted}$ =.301			

*Significance at .05

The results of this multiple regression analysis are reported in Table 8. It is shown that place, product, and price could predict respondents' attitudes toward KFC's Healthy Menu with a significance of level 05.

From Table 8, it is shown that place was the first variable from the Marketing-Mix strategy entered into the equation which had the highest capability to predict respondents' attitudes toward KFC's Healthy Menu at a significance level of.05 (β = .359). This variable accounted for 20.5 % (.205 R^2 x 100) of the variance in the attitudes toward KFC's Healthy Menu.

The second variable from the Marketing-Mix Strategy entered into equation was product which ranked second in its capability to predict attitudes toward KFC's Healthy Menu with a significance level of .05 (β = .250). Product accounted for an additional 9 % (.090 R^2 x 100) of the variance over and above that accounted for by place.

The third variable from Marketing- Mix Strategy entered into equation was price. It ranked third in the capability to predict attitudes toward KFC's Healthy Menu with a significance level of .05 (β =.141). Price accounted for an additional 2 % (.020 R^2 x100) of the variance over and above that accounted for by place and product.

4.5 SUGGESTIONS

The respondents also provided additional comments and suggestion as follows:

4.5.1 KFS's Healthy Menu should have various items such as fish and shrimp as options.

4.5.2 KFC should provide much more information about KFC's Healthy Menu by using advertisement or PR.

4.5.3 The respondents were concerned about the nutrition in KFC's Healthy Menu that might not contain the five main constituents. Some respondents suggested that more vegetables should be added.

4.5.4 Some respondents commented that the image of "Junk Food" still remains in KFC's Healthy Menu.

4.5.5 Some respondents hesitated about how healthy the food really is. They suggested that nutrition information and calories should be labeled on the package to prove that KFC's Healthy Menu is truly healthy food.