

CHAPTER FIVE

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions on the demographic data, attitudes of consumers toward KFC's Healthy Menu and the effectiveness of the Marketing-Mix Strategy toward KFC's Healthy Menu, (4) conclusion and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

The summary of this study can be concluded as follows:

5.1.1 Objective of the Study

This study was conducted to study the overall attitudes of employees working in the Pratumwan, Silom and Sathorn areas toward new KFC's Healthy Menu. Moreover, it was to investigate the effectiveness of the four Ps: product, price, place and promotion in the Marketing-Mix Strategy regarding KFC's Healthy Menu and to study which element in the Marketing-Mix Strategy has the most effect on consumers regarding KFC's Healthy Menu.

5.1.2 Subjects, Materials and Procedures

The subjects in this study were 150 employees working in the Pratumwan, Silom and Sathorn areas. The subjects were both male and female of different ages and educational background. The research design was a cross-sectional design. A questionnaire asking about attitude of consumers toward KFC's Healthy Menu was used as the instrument in this study. It was distributed between February and April 2009. It was divided into 4 parts: demographic information, attitudes of consumers toward KFC's Healthy Menu, Marketing-Mix Strategy that influences consumers toward KFC's Healthy Menu and suggestions. Descriptive statistics: percentage, mean, standard deviation and multiple regression were applied to analyze the data.

5.2 SUMMARY OF FINDINGS

The results of the study can be summarized as follows:

5.2.1 Demographic Information of Respondents

The findings from the demographic data revealed that most of the respondents were female(72.7%) aged between 26-30 years old and had completed a bachelor's degree.(70.7%) 68.7% were single and 45.3% of them earned a monthly income between 15,001-30,000 baht.

5.2.2 Respondents Attitudes toward KFC's Healthy Menu

The findings from the respondents' attitudes toward KFC's Healthy Menu showed that the overall attitudes of respondents were positive. In the same way, the mean score which was 3.10 indicated that the average number of the respondents agreed that KFC's Healthy Menu was healthy food.

5.2.3 Respondents Attitudes toward the Marketing-Mix Strategy: 4Ps

The attitudes of respondents toward the Marketing-Mix Strategy: product, price place and promotion were average across the 4Ps. However, the results showed the respondents' opinions toward place was the highest, whereas respondents' opinions toward promotion was the lowest of all.

5.2.4 The Most Effective of the 4 Ps of the Marketing-Mix toward KFC's Healthy Menu

Among the elements of the Marketing-Mix Strategy, the results showed that "place" was the most effective of the 4Ps which could explain 20 % of the attitudes toward KFC's Healthy Menu. Another 2 elements which were product and price could explain the attitudes toward KFC's Healthy Menu for 9% and 2%, respectively. In total, place, product and price could explain 31 %.

5.3 DISCUSSIONS

5.3.1 Main objective: To study the attitudes of consumers toward KFC's new Healthy Menu. The results showed that consumers hold average attitudes toward KFC's Healthy Menu. Considering that 72% of the respondents who were 26-30-year old female, university graduates with single status, it suited well with the lifestyle of respondents who resided and worked downtown. Most of the respondents had a fast pace of living, thus fast food seemed to serve them well. When KFC introduced healthy menu such as "Roasted Wing Hitz" and "Roasted Burger", the respondents probably saw this innovation as an alternative from the existing menu without giving

much thought about their nutrients as shown in the survey regarding respondents' attitudes toward KFC nutrients. The respondents had average attitudes when asked about KFC's nutritional level even when compared to its competitors.

Additional data collected from the surveys demonstrated that some of the respondents were doubtful whether KFC's Healthy Menu could be categorized as real healthy. It was understandable that for more than half the century, KFC has built its reputation as Kentucky Fried Chicken until recently that the global health concern made KFC readjust itself. Thus, KFC needed to rebuild its image as healthy food by staying away from the word "fried" which connotes a negative meaning. This drastic change can be seen from several aspects of KFC. For example, the brand itself is now changed to "KFC". The word "fried" had been totally deleted.

5.3.2 Sub objective 1: To explore the level of respondents' attitudes toward the Marketing-Mix Strategy (4Ps: product, price, place, promotion) regarding KFC's Healthy Menu.

5.3.2.1 The respondents' attitudes toward product

The respondents had average attitudes toward product. In terms of appearance, taste and variety, all were rated average. Since July 2008 until now, KFC has launched two meal choices for healthy menu which are "Roasted Wing Hiz" and "Roasted Burger". Therefore, several respondents suggested that KFC should provide more items made of shrimp and fish.

5.3.2.2 The respondents' attitudes toward price

The respondents had average attitudes toward price. Most of the respondents were middle class who could afford KFC products. In general, all fast food including KFC set the price at about 52-59 baht which is the same price as competitive products. Thus, price was not a major factor in the respondents' minds.

5.3.2.3 The respondents' attitudes toward place

The respondents had average attitudes toward place. They rated high on availability and cleanness, whereas the respondents rated average on services, new outlook and waiting time lower. This result was similar to the previous study conducted by Sunisa Pilasakul which showed that the respondents viewed various elements of place as the most important of all.

5.3.2.4 The respondents' attitudes toward promotion

The respondents had average attitudes toward promotion. However, among different kinds of promotion, coupons was rated the highest, whereas TV commercials, leaflets, and KFC employees were rated average. Website, bus ads, bus stop ads and public relations were rated lower. This result showed that most of the respondents who were KFC consumers were fragmented due to several media available. Even though the previous study claimed television advertisement as the most widely used media, nowadays media landscape has changed a lot. That is why each media had its own share which reflected as average for respondents' attitudes toward promotion.

5.3.3 Sub objective 2: To investigate the most effective the Marketing-Mix Strategy (4Ps: product, price, place, promotion) regarding KFC's Healthy Menu.

5.3.3.1 Place

Place was the most effective in explaining 20.5 % of the attitudes toward KFC's Healthy Menu. The result of opinions from the 4Ps showed that place was ranked the highest. According to the marketing strategy especially for the fast food industry, the emphasis was placed on availability and cleanness. These elements generate trust and worthiness among consumers. Thus, place was the most effective of all in explaining respondents' attitudes toward KFC's Healthy Menu.

5.3.3.2 Product

Product was ranked second in explaining an additional 9% of the attitudes toward KFC's Healthy Menu. The appearance which had been changed from fried to grilled or roasted could enhance the respondents' attitudes toward KFC's Healthy Menu since the image of greasy fried chicken was deleted. Those who enjoyed the uniqueness of KFC's taste could be comfortable with KFC's menu which was also healthy. Therefore, product was second important in explaining respondents' attitudes toward KFC's Healthy Menu.

5.3.3.3 Price

Price was ranked third in explaining an additional 2 % above place and product of the attitudes toward KFC's Healthy Menu. The effectiveness of price was

quite low; however, these small percentages of the respondents were probably satisfied with the reasonable price, plus KFC's menu was categorized as healthy. Therefore, price was ranked last in explaining respondents' attitudes toward KFC's Healthy Menu.

5.3.3.4 Promotion

Promotion had the least effect toward the respondents' attitudes toward KFC's Healthy Menu. The explanation was that during the period of conducting this research there was no promotion of KFC's Healthy Menu campaign. They did promote other regular menus such as Sticky Cheese and Fried Chicken Summer Set. There was a gap in generating awareness about KFC's Healthy menu which reflected in low attitudes toward promotion regarding KFC's Healthy Menu. Therefore, promotion did not account for the respondents' attitudes toward KFC's Healthy Menu.

To sum up, there was a positive correlation among these elements as demonstrated by place, product and price, accounting for 31%, which had an influence on the respondents' attitudes toward KFC's Healthy Menu. The respondents' attitudes toward KFC'S Healthy Menu, including place, product and price represented 1/3 of all the total attitudes. That is because some parts of the attitudes were not investigated in this study. In theory, the elements of marketing mix were working in cohesion. The ratio of each element might be varied from case to case. For this case, there was no promotion in every media for KFC's Healthy Menu since last August 2008. This could be the reason why the last P; promotion was the least effective one.

5.4 CONCLUSIONS

The respondents' attitudes toward KFC's Healthy Menu were positively average. Some of them believed that KFC's Healthy Menu contained less fat than the regular KFC meal and competitors' meals such as fried chicken and burgers, whereas some of them were hesitant about this menu as in the part "suggestions".

Regarding the respondent's attitudes toward Marketing-Mix Strategy, place was the most effective among the 4Ps due to its availability and clearness, while product and price were ranked on the second and third. Promotion was least effective on the

respondents' attitudes; however, this result did not mean promotion was not significant. In theory, as it was mentioned, the Marketing-Mix Strategy would be effective when these 4 elements worked in cohesion. The ratio of each Ps might be varied from case to case. The finding from this study reflected the concept of the Marketing- Mix Strategy. It showed that the respondents gave emphasis to place, product and price. Most of the respondents who live and work in the center of Bangkok had average opinions toward KFC's Healthy Menu which was a good sign for KFC to convince this group of respondents to have more positive attitude toward KFC's Healthy Menu in the future. Marketing managers need to manipulate the elements of Marketing –Mix Strategy to create the most efficient and effective marketing mix in order to enhance KFC's Healthy Menu sales.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusion of this study, the following recommendations are made for future research.

5.5.1 A study of other health food products should be conducted. This is to find out if healthy food menu has an impact on the target consumer. The result will possibly lead to a new marketing implementation for a more successful business in the food line.

5.5.2 A parallel study of healthy product of KFC's competitors should be conducted. The outcome will help indicate how KFC could deal with the healthy menus in the highly competitive fast food market. The new marketing strategy will accordingly be established and an innovative healthy menu will perhaps be created.

5.5.3 A study sample size could be larger. Working people in other areas in Bangkok should be involved in further research. As a result, the findings could help create a new s marketing strategy.

5.5.4 A study in accordance with KFC's Healthy Menu promotion time should be conducted. This study should be conducted in the period when KFC's Healthy Menu is launched. With a proper timing study, the effectiveness of the Marketing-Mix Strategy, 4ps: Product, Price, Place and Promotion can be better reflected. The most efficient and effective Marketing-Mix element can be specified and KFC's Healthy Menu sales can be eventually enhanced.