

APPENDIX A

Questionnaire (English)

Attitude of consumers toward the KFC's Healthy Menu: A study of employees working in Pratumwan, Silom and Sathorn areas

This questionnaire is a part of the survey for an Independent study on “Attitude of consumers toward the KFC's Healthy Menu: A study of employees working in Pratumwan, Silom and Sathorn areas” in order to find out the attitudes of working people toward the KFC's Healthy Menu. It is divided in four parts as follows:

Part I: Demographic Profile

Part II: Attitude toward the KFC's Healthy Menu

Part III: Marketing Mix Strategies that influence consumer to consume KFC's Healthy Menu

Part IV: Suggestion

The data collected from the survey will be kept confidential and be used for academic purposes only. Thank you for your time and your kind cooperation.

Part I: Demographic Profile

Please mark X in the block ☐ that can identify yourself the most.

1. Gender

1. ☐ Male

2. ☐ Female

2. Status

1. ☐ Single

2. ☐ Married

3. ☐ Widow

4. ☐ Divorced

5. ☐ Separated

3. Age

1. ☐ 20-252. ☐ 26-303. ☐ 31-354. ☐ 36-405. ☐ 14-45

4. Education

1. ☐ Junior High School2. ☐ High School3. ☐ Commercial college4. ☐ Bachelor Degree5. ☐ Master degree

5. Monthly Income (Baht)

1. ☐ Below 5,0002. ☐ 5,001-10,0003. ☐ 10,001-15,0004. ☐ 15,001-20,0005. ☐ 20,001-30,0006. ☐ More than 30,001**Part II: Attitude toward KFC's Healthy Menu**

Please check X into the block that can represent your attitude the most

QUESTION	Very Unlikely	Unlikely	Average	Likely	Very Likely
6. How much are you interested in healthy food?					
7. How do you perceive that KFC's Healthy Menu contains more nutritional aspect?					
8. Do you believe that KFC's Healthy Menu contain more nutrients than KFC regular menu?					
9. Do you believe that KFC's Healthy Menu contains more nutrients than competitors? (Mc. Donald, Chester Grilled, Burger King and A&W)					

QUESTION	Very Unlikely	Unlikely	Average	Likely	Very Likely
10. Do you believe that KFC Roasted Wing Hitz has less fat than KFC Original Recipe?					
11. Do you believe that KFC Roasted Wing Hitz; has less fat than those of competitors? (Mc. Donald, Chester Grilled, Burger King and A&W)					
12. Do you believe that KFC Roasted Chicken burger from its healthy menu has more nutrients than KFC regular burger?					
13. Do you believe that KFC Roasted Chicken burger has more nutrients than those of its competitors? (Mc. Donald, Chester Grilled, Burger King and A&W)					

Part III: Marketing- Mix Strategies that influence consumer to consume KFC's

Healthy Menu

Please checks X into the block that can represent your attitude the most

QUESTION	Very Unlikely	Unlikely	Average	Likely	Very Likely
Product					
14. How an appearance for KFC's healthy menu does?					
15. How a tastiness of KFC's healthy menu does?					
16. How are you satisfied with the varieties of KFC's healthy menu?					
Price					
17. How are you satisfied with availability of KFC's healthy menu price?					
Place					
18. How are you satisfied with the convenience of KFC's Healthy Menu availability?					
19. How are satisfied with KFC new outlook?					
20. How are you satisfied with the cleanliness in KFC restaurant?					
21. How are you satisfied with the services provided by KFC personnel?					

QUESTION	Very Unlikely	Unlikely	Average	Likely	Very Likely
22. How are you satisfied with the waiting time before you get the meals?					
Promotion 23. How much do you expose to TV commercial regarding KFC's Healthy Menu?					
24. How much do you expose to newspaper or magazine regarding KFC's Healthy Menu?					
25. How much do you expose to posters and leaflets regarding KFC's Healthy Menu?					
26. How much information about KFC's Healthy Menu do you get from KFC staffs in the restaurant?					
27. How much information about KFC healthy menu do you get from KFC staffs in the restaurants?					
28. How much information about KFC healthy menu do you get from public relation (PR) such as PR news and Event?					
29. How much information about KFC healthy menu do you get from Bus ad and Bus stop ad?					

QUESTION	Very Unlikely	Unlikely	Average	Likely	Very Likely
30. How much KFC coupons and the discount offered can influence you to purchase KFC's Healthy Menu?					

Part IV: Suggestion

Thank you for your kindly help