

Research Title	Marketing Plan for Building Strong Brand Equity for Health Restaurant Entrepreneurship for Foreign Tourists in Bangkok, Thailand
Researcher	Dr.Jirawat Anuwichanont Assoc.Prof. Dr. Panisa Mechinda
Research Consultant	Assoc.Prof.Supada Sirikudta
Organization	Graduate School, Suan Dusit Rajabhat University
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Abstract

This research project was aimed to develop the marketing plans for building strong brand equity for health restaurants for foreign tourists in Bangkok, Thailand. This research project was quantitative by using the questionnaire in collecting data from the target samples including 400 foreign tourists. The non-probability sampling was employed to recruit the samples including purposive sampling and Quota sampling. The collected data was synthesized and analyzed by using the statistical program of SPSS. Moreover, the qualitative research was also employed by conducting the depth interview and focus group with three groups of twenty restaurants' managers and chefs. The results from both quantitative and qualitative researches were incorporated to develop marketing plan for building strong brand equity for health restaurants.

The findings of the quantitative research were as follows. (1) The determinants of customer loyalty towards health restaurants included technical performance, consideration, superiority, customers' feeling and monetary price. (2) The predictors of attachment were technical performance, brand image, consideration, brand superiority, customers' feeling and monetary price. (3) The technical performance, brand image, brand superiority, customers' feeling and monetary price were found to influence community. (4) The technical performance, brand personality, brand superiority,

customers' feeling and monetary price were found to influence engagement. (5) Tourists with marital status had different resonance in terms of loyalty and attachment while tourists with different educational level had different resonance in terms of loyalty, attachment and community. In addition, tourists with different monthly income and country of residence had different resonance in terms of loyalty, attachment, community and engagement.

The findings of the qualitative research and observation revealed that the majority of tourists were backpackers who gave importance to food taste, varieties of food menu and value for money. This group didn't pay attention to nutrition value and functional performance of service personnel since it may mark up the food prices. Moreover, there was few health restaurant and health food menus were simply included in the general food menus for tourists to choose according to their preferences.

The findings from both quantitative and qualitative research were incorporated to develop the marketing plans for building strong brand equity for health restaurants for foreign tourists in Bangkok. The marketing plans comprised three steps including the first step of marketing situation analysis, the second step of marketing planning and the third step of marketing implementation and control. The first step, the marketing situation analysis, gave emphasis to both internal and external environmental analysis of health restaurants including the performance audit, competitor analysis, customer analysis and SWOT analysis. The second step, the marketing planning, consisted of the following activities (1) defining vision, mission and objectives (2) defining marketing goals and objectives (3) researching and identifying target market (4) analyzing market/ customer and buying behavior and (5) developing marketing strategies. The third step, the marketing implementation and control, focused on the performance evaluation of marketing plans whether they could satisfy the marketing objectives. Moreover, the contingency plan was also developed as the solution of the unpredicted problems.