

Kaweewat Bootudom 2014: The Comparative Study of Factors Affecting Consumers' Decisions to Select Independent and Chain Restaurants in Bangkok. Master of Science (Agro-Industrial Technology Management), Major Field: Agro-Industrial Technology Management, Department of Agro-Industrial Technology. Thesis Advisor: Miss Ajchara Kessuvan, D.B.A. 152 pages.

The purpose of this study was to explore, by means of a survey research, the marketing factors and service performance (SERVPERF) affecting consumers' decisions to choose independent versus chain restaurants in Bangkok. The questionnaire survey was carried out with a sample of 400 consumers who experienced independent restaurants and another 400 who experienced chain restaurants. The data was analyzed by PASW version 18. The descriptive analysis revealed that the major target group for both independent and chain restaurants were female working at the private company. Target consumers of independent restaurants were young workers in their 30s and above, with a monthly income over 30,000 baht. Meanwhile, target consumers of chain restaurants were 21-30 years old and more than 40 years old, with a monthly income over 30,000 baht and 10,000-20,000 baht. However, the results showed a significant difference between the consumption behavior of the two groups. The consumers of independent restaurants visited the restaurant more than once a week, with the intention of leisure dining, having party and familiarity with the restaurant owner. Many of them had known about the restaurant by word of mouth and pass by. Unlike the first group, the consumers of chain restaurants preferred to visit 2-3 times a month with the purpose of business meetings. Most consumers had known about the restaurant from television and other media. Furthermore, by performing Factor Analysis and Logistic Regression Analysis, The significant marketing factors and service performance leading to consumers' decisions to select the restaurant were investigated. The most significant factor for consumers' to choose independent restaurants was product and pricing, followed by physical evidence and process ,respectively. Meanwhile, consumers of chain restaurants focused on product, and followed by place and promotion. Regarding service performance, target consumers of independent restaurants required reliability and responsiveness as highest priority, While consumers of chain restaurants focused on tangibility. Results from this research could be used to recommend the applicable marketing strategy for independent versus chain restaurants which were needed to enhance their service performance.

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