

# RCGR<sup>10<sup>th</sup></sup> 2022

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IN DUBAI

PROCEEDINGS OF

# THE 10<sup>th</sup> REGIONAL CONFERENCE ON GRADUATE RESEARCH

**THEME: Breakthrough Business Creativity,  
Leading Change, and Reengagement**

7 August 2022

Sripatum University, Bangkok, Thailand



**Editors:**

Vichit U-on

George C. Hadjinicola

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7 August 2022  
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## Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of The 10<sup>th</sup> Regional Conference on Graduate Research 2022, to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Academic Service Center, Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn  
President, Sripatum University, Thailand  
RCGR 2022's Honorary Chair

## Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in the 10<sup>th</sup> Regional Conference on Graduate Research 2022 which will take place at Sripatum University on 7 August, 2022 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Breakthrough Business Creativity, Leading Change, and Reengagement”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on  
Sripatum University, Thailand  
RCGR 2022's General Chair



Prof. Dr. George C. Hadjinicola  
Lecturer, University of Cyprus, Cyprus  
RCGR 2022's General Chair



Assoc. Prof. Dr. Ioannis Manikas  
University of Wollongong in Dubai, United Arab Emirates  
RCGR 2022's General Chair



## Welcome Address from Conference Program Chairs

Welcome to the 10<sup>th</sup> Regional Conference on Graduate Research 2022 in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 5 countries have submitted their papers to the 10<sup>th</sup> RCGR 2022 international conference. After a careful review process by members of the international program committee, 127 quality papers from 2 different countries (China and Thailand) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2022 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned  
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand  
RCGR 2022's Program Chair



Prof. Dr. Andreas C. Soteriou  
Lecturer, University of Cyprus, Cyprus  
RCGR 2022's Program Co-Chair

## Speaker Background



### **Dr. Mariano Carrera**

Dr. Carrera has nearly 10 years of teaching experience and has a proven track record of being published in numerous journals including presentations at various academic conferences. His areas of excellence are Training & Development, Decision Making, Writing, Research, Management, Strategic Planning and Team Leadership. In retrospect, building on the almost 20 years as a petroleum geologist where he was actively involved in the surrounding disciplines to better understand and position myself as a specialist geologist and generalist petroleum professional. He has the full field development experience from concept exploration to redevelopment. This broadening of his awareness has helped him moved from the petroleum industry to academia. Dr. Carrera has designed and delivered several undergraduate courses using a variety of learning approaches to meet international standards.

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**Marketing Factors Affecting Decision Making to Use Western Food  
Restaurant Services among Consumers in Prachuap Khiri Khan Province**



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# **Marketing Factors Affecting Decision Making to Use Western Food Restaurant Services among Consumers in Prachuap Khiri Khan Province**

by

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## **Abstract**

A novel coronavirus (COVID-19) gives huge effects on people across the world, making consumers have their way of life changed. Restaurant business has been affected as well. Many restaurants need to adjust themselves in order to respond to consumer demands. Restaurants need to build confidence in consumers to ensure consumers perceive how attentive they are. This research aimed 1) to study marketing factors affecting consumers in Prachuap Khiri Khan province, 2) to study the use of western food restaurant services affecting consumers in Prachuap Khiri Khan province, 3) to study the influence of marketing factors on using western food restaurant services among consumers in Prachuap Khiri Khan province. The sample in the study consists of 400 consumers using western food restaurant services in Prachuap Khiri Khan province. SPSS software package was used to process and analyzed the data. The findings from the study revealed the following demographic data and data related to behaviors of using western food restaurant services as follow: Most of them were men with 21-30 years of age, single, undergraduate students with income lower than 10,000 baht per month. Frequency of using western food restaurant services with their friends was once a month. The reasons for using services were discount promotion and the average spending on food in western restaurant was less than 501 baht. The analysis results found that marketing factors had an influence on using western food restaurant services among consumers in Prachuap Khiri Khan province. When each aspect was taken into consideration, it was found that people, price, product, process, place, promotion, and physical evidence had an influence on using western food restaurant services among consumers in Prachuap Khiri Khan province respectively. Based on the above-mentioned information, it can be implemented and utilized based on academic approach and professional approach for those who are interested in operating a restaurant.

**Keywords:** Marketing Factors, Selection of Western Restaurants



## 1. Introduction

### 1.1 Background and Importance of the Problem

A novel coronavirus (COVID-19) affects people all over the world in terms of people's health, economics, and affects the lives of ordinary people. This has changed everyday lifestyle, including the private sector that has been hit hard, such as entertainment venues, cinemas, fitness facilities, not even the affected restaurant businesses. The impact has forced the sector to adapt to the situation so that the business can survive the COVID-19 crisis 2. The restaurant business has also been hit a lot in the COVID-19 crisis as daily life has changed.

The restaurant business needs to adapt accordingly to meet the needs of consumers. The restaurant business needs to build confidence in consumers by imposing response measures with supported safety standards so that consumers can see that entrepreneurial attention, adaptation, and operations must comply with state laws enacted in unusual circumstances.

Kasikorn Research Center has analyzed the trends in the restaurant business in 2022, and the restaurant business is expected to return to growth of approximately 5.0% – 9.9%, with a total value of approximately 3.78 – 3.96 billion baht (partly as a result of rising food prices and inflation) from the contraction in 2021. The lower estimates have taken into account the exacerbated COVID-19 pandemic. As a result, authorities may step up restrictions on local restaurants at certain times.

**Table 1** Restaurant Business Growth Direction in 2022

Direction of restaurant business growth in 2022			
Type of restaurant	2020	2021	2022
Full-Service restaurant value	1.58 hundred billion baht (-14.3%)	1.19 hundred billion baht (-24.9%)	1.31-1.42 hundred billion baht (10.0%-19.5%)
Limited service restaurant value	6.26 ten billion baht (-10.0%)	6.1 ten billion baht (-2.4%)	6.4-6.8 ten billion baht (4.6%-11.8%)
Street food restaurant with storefront value	1.84 hundred billion baht (4.1%)	1.80 hundred billion baht (-2.0%)	1.84-1.86 hundred billion baht (2.0%-3.0%)
Total restaurant business value	4.04 hundred billion baht (-6.1%)	3.6 hundred billion baht (-11.0%)	3.78-3.96 hundred billion baht (5.0%-9.9%)

Remark: The value of the business is based on the total value of the restaurant. 1. Full-service restaurant 2. Limited-service restaurant, 3. Street food restaurant with storefront

According to Kasikorn Research Center's estimate in 2022, the full-service restaurant business will have sales valued at approximately 1.31 – 1.42 billion baht, or 10.0% – 19.5% growth, recovering from a strong contraction in the previous year.

In 2022, the limited-service restaurant business will be valued at approximately 6.4-6.8 billion baht or expand by 4.6% – 11.8%. However, this group of restaurants also has challenges in managing peak times with large numbers of orders in many channels due to limited labor resources and space. As a result, bottlenecks may occur in various processes in the store.

Street Food restaurant with storefront in 2022 will be valued approximately 1.84 -1.86 billion baht or 2.0% – 3.0% growth, which will be a reversal from a contraction of 11.0% in 2021, but a specific expansion of the group or restaurant category. Because of the fact that in each type of restaurant there are also different specific factors. The adaptation of the restaurant business, once it has created consumer confidence, has also been privatized so that the adaptation of the business can spread widely, can draw consumers' attention, can turn the crisis into an opportunity as well. Lastly, increasing sales channels is also important because the state's control over the use of consumer services has resulted in the early stages of abstaining from eating at restaurants, providing takeout or ordering delivery only. Such measures have a significant impact on entrepreneurs. Entrepreneurs need to find other sales channels so that consumers can access their business, such as online ordering.

Western restaurants affected by COVID-19. As a result of changing consumer behavior, consumers are more likely to eat vegetables and plant-based foods, pay more attention to health and personal well-being, as anxiety to illness drives healthy eating, such as fewer fatty foods and low-sugar drinks, leading many Western restaurants to adapt their ingredients and services even more to meet consumer demand.

Therefore, the purpose of this research is to study marketing factors affecting the use of western food restaurant services among consumers in Prachuap Khiri Khan province so as to find out decision making to use western food restaurant services of consumers in Prachuap Khiri Khan and create a marketing mix model to be applied to this research.

According to the mentioned above reasons, the researcher was interested to study marketing factors affecting the use of western food restaurant services among consumers in Prachuap Khiri Khan province with the hope that the study results shall be beneficial to the business operations of the researcher's family. Meanwhile, the study results can be used as a guideline for improving and developing marketing mix planning to be more suitable and marketing strategies to be consistent with decision making to use western food restaurant services in a more efficient manner in response to consumer demands accordingly.

## **1.2 Research Objective**

Based on the background and importance of the problem, three research objectives were set as follows:

- 1) To study marketing factors affecting consumers in Prachuap Khiri Khan Province.
- 2) To study the use of western food restaurant services affecting consumers in Prachuap Khiri Khan Province.
- 3) To study the influence of marketing factors on using western food restaurant services among consumers in Prachuap Khiri Khan Province.

## 2. Literature Review

### 2.1 Related Concepts and Theories

*2.1.1 Service Marketing Mix refers to a controllable marketing tool that combines these tools to meet the needs and satisfy the target audience. Service Marketing Mix consists of the following factors.*

Product is something that meets the needs and needs of consumers, which is what the seller must give to the customer, and the customer will receive benefits and values.

Price is the value of a product in monetary form at a cost of price. Customers compare the value of the service and the price of that service. Customers will not settle for a purchase if they feel that the value is below the price.

Place is an activity related to the atmosphere or environment in the presentation of goods or services to customers, which must affect the customer's perception of the value and benefits of the Service.

Promotion is an important tool for communicating between service providers and users, with the aim of informing or inducing attitudes and behaviors of using the service.

People require selection, training, and incentives to be able to provide customer satisfaction services. It also needs to make a difference compared to the competition.

Physical Evidence and Presentation create and present physical characteristics to customers by trying to create overall quality, both physical and service model, to create value for customers. Physical characteristics are components that influence customer decisions. It is mainly environmental creation, atmospheric creation, light use, coloring or sound to support sales.

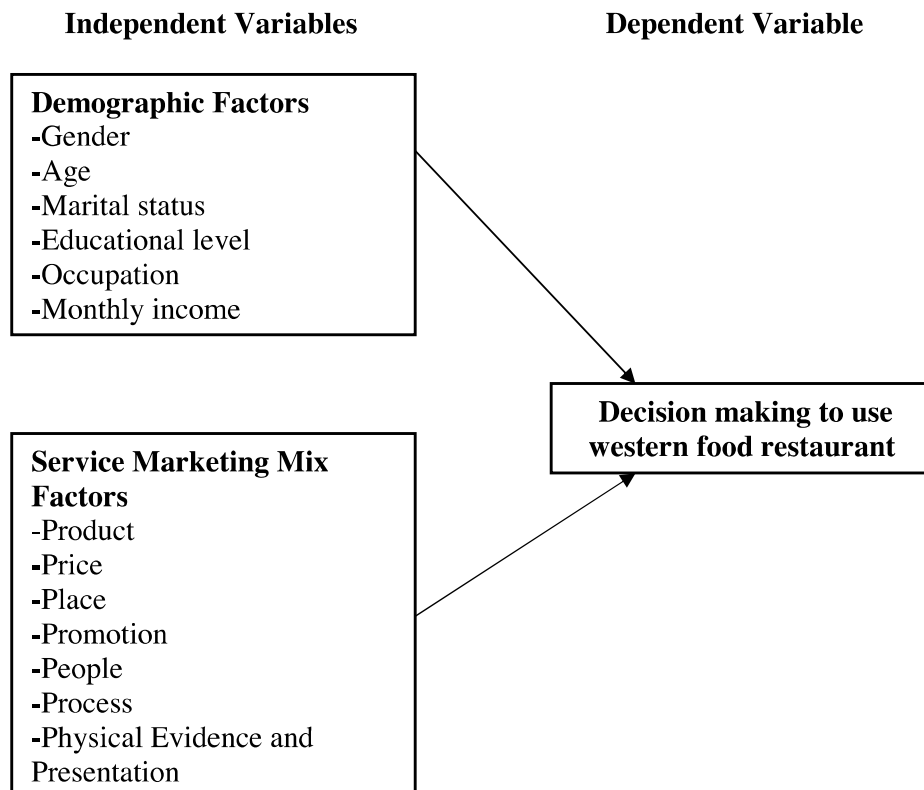
Process is an activity related to methodology and service operations, which is presented to the user to ensure that the service is brought to the customer correctly and that the user is impressed. A process can mean several steps, such as answering an email, answering an inquiry, or answering a phone call.

#### *2.1.2 Concepts and theories related with restaurants:*

Success in the hotel and restaurant industry require basic principles as follows. 1. Good Service - Employees in all departments must be well trained to provide quality customer service. 2. Good Food - The quality of the food is good, cooked by people who are skilled in cooking. 3. Good Atmosphere - The decoration of the shop looks beautiful, comfortable, the environment is good, the music is beautiful to the atmosphere of the shop, and there is no noise from the work of the staff disturbing the customers. 4. Good Pleasants Cautions Service that can harmonize with nature and impress visitors. 5. Efficient Effectiveness - It will be able to solve the problem face-to-face, seamlessly and correctly. The operation will be fast, time-saving, and more rewarding. 6. Well Parking and Good Location, and 7. Good Reputation.

## 2.2 Conceptual Framework

The relationship between variables according to research objectives can be illustrated in the conceptual framework as shown in Figure 1



**Figure 1** Conceptual Framework

## 2.3 Research Hypothesis

From the conceptual framework of the research above, it can formulate a hypothesis for research were as follows:

Hypothesis 1: People with different demographic factors shall have different decision making to choose western food restaurant services

Hypothesis 1.1 – people with different genders shall have different decision making to choose western food restaurant services.

Hypothesis 1.2 – people with different ages shall have different decision making to choose western food restaurant services.

Hypothesis 1.3 – people with different marital status shall have different decision making to choose western food restaurant services.

Hypothesis 1.4 – people with different education level shall have different decision making to choose western food restaurant services.

Hypothesis 1.5 – people with different careers shall have different decision making to choose western food restaurant services.

Hypothesis 1.6 – people with different income shall have different decision making to choose western food restaurant services.

Hypothesis 2: Marketing factors have a positive influence on decision making to choose western food restaurant services.

Hypothesis 2.1 – product factor has a positive influence on decision making to choose western food restaurant services.

Hypothesis 2.2 – price factor has a positive influence on decision making to choose western food restaurant services.

Hypothesis 2.3 place factor has a positive influence on decision making to choose western food restaurant services.

Hypothesis 2.4 – promotion factor has a positive influence on decision making to choose western food restaurant services.

Hypothesis 2.5 – people factor has a positive influence on decision making to choose western food restaurant services.

Hypothesis 2.6 – physical evidence and presentation factor has a positive influence on decision making to choose western food restaurant services.

Hypothesis 2.7 – process factor has a positive influence on decision making to choose western food restaurant services.

## **2.4 Expected benefits**

2.4.1 The results of this research will inform the audience of the marketing factors that affect the selection of Western restaurants among consumers in Prachuap Khiri Khan Province.

2.4.2 Relevant agencies such as Western restaurant operators or those interested can use the information from the results of this research to plan marketing strategies.

## **3. Research Methodology**

### **3.1 Research Design**

This research was a quantitative research model using a survey research and closed-ended questionnaire to collect data. The respondents filled out the questionnaire by themselves.

### **3.2 Population and Sample**

The target population used in this study was consumers who used Western restaurants in Prachuap Khiri Khan Province for which the number of consumers could not be determined.

For an appropriate sample size, the sample used in the study was 400 consumers of western restaurants in Prachuap Khiri Khan Province. by analyzing from calculations or from opening tables of Taro Yamane, Wichit Au-un (2022). These samples are randomly selected for study using a purposive sampling method.

### **3.3 Research Instruments**

The instrument used in this research was a questionnaire which was created in the following steps.

3.3.1 Study of the concepts, theories, documents and literature relating to demographic factors, people and marketing factors affecting the selection of Western restaurants among consumers in Prachuap Khiri Khan Province.

3.3.2 Study of the criteria and methods for creating a questionnaire from textbooks, documents and literature relating to demographic factors, people and marketing factors affecting the selection of Western restaurants among consumers in Prachuap Khiri Khan Province to be used as a guideline and to create a questionnaire

3.3.3 Creation of a questionnaire based on the criteria to cover the content by studying the questionnaire.

3.3.4 The created questionnaire was taken to consult with an advisor to provide advice, revise the linguistic and correctness and optimize the content, clarity, content coverage.

3.3.5 The revised questionnaire was presented to 3 experts in order to check the content validity and to make improvements to the questionnaire to be more complete.

3.3.6 The created questionnaire was checked by qualified experts and advisors. I was then taken for a Try out with a sample of 30 non-target populations with similar characteristics, and then used for reliability analysis by finding Cronbrach's Alpha coefficient, which was equal to 0.78 (calculated from the SPSS program), which was greater than 0.70, therefore, it can be considered that the questionnaire of this research was accurate and reliable.

3.3.7 The survey was used to collect the actual data.

### **3.4 Data Collection**

In order to obtain complete information in all aspects, 2 types of data were collected.

3.4.1. Secondary data was data gathered from various documents and related academic works by collecting data from libraries and related departments to be used in the formulation of the conceptual framework of this research and reference in writing the research report.

3.4.2. Primary data was survey data, data collected from questionnaires which were carried out as follows.

3.4.2.1 Questionnaire were distributed to the sample and the questionnaire was developed using Google Form and sent it to the sample using online channels such as Line or Facebook.



3.4.2.2 In the case of self-survey, the researcher would wait to collect the questionnaire that the sample had completed or arrange for the questionnaire collection at a later date as appropriate.

### **3.5 Statistics Used for Data Analysis**

This research analyzed the data by using the statistical package with the SPSS package to process and analyze the data.

The statistics used in the research were divided into two groups as follows:

3.5.1. Descriptive Statistics include frequency, percentage, mean, and standard deviation to describe the characteristics of variables to answer research objectives.

3.5.2. Inferential statistics include t-test, F-test and Regression Analysis were used to test research hypothesis. (The appropriate statistics to utilize were determined by the research hypothesis.)

## **4. Data Analysis and Findings**

This chapter presents data analysis results in response to the objectives specified in the chapter 1, which can be divided in 3 parts as follow:

### **4.1 Analysis results of demographic data of questionnaire respondents**

This part presented basic statistics analysis results of demographic data and behavioral data of using western food restaurant services of questionnaire respondents with the following details:

4.1.1 Analysis of basic statistics related to genders of the sample – the sample consisted of 400 persons, most of them were 213 men (53.3%) and 187 women (46.8%).

4.1.2 Analysis of basic statistics related to ages of the sample – most of them (139 persons or 34.8%) were 21-30 years old, 93 persons (23.3%) were below 20 years of age, 92 persons (23.0%) were 31-40 years of age, and 3 persons (0.8%) were 51 years old and above.

4.1.3 Analysis of basic statistics related to marital status of the sample – most of the sample (237 persons or 59.3%) were single, 156 persons (39.0%) were married, 7 persons (1.8%) were divorced/widowed/separated.

4.1.4 Analysis of basic statistics related to education level of the sample – most of the sample (181 persons or 45.3%) graduated with a bachelor's degree, 122 persons (30.5%) complete their education with a diploma/higher vocational certificate, 78 persons (19.5%) finished primary education and secondary education, and 19 persons (4.8%) graduated with a degree higher than the bachelor.

4.1.5 Analysis of basic statistics related to careers of the sample – most of them were students/university students (159 persons or 39.8%), 69 persons (17.3%) were employees of private organizations/employees, 66 persons (16.5%) were business owners/vendors, 59 persons (14.8%) were state enterprise employees, 40 persons (10%) were government officials, 4 persons (1.0%) were housewives, and 3 persons (0.8%) were farmers.

4.1.6 Analysis of basic statistics related to monthly income of the sample – most of them had salary less than 10,000 baht per month (159 persons or 39.8%), 117 persons (29.3%) had 30,001-50,000 baht salary per month, 114 persons (28.5%) had 10,001-30,000 baht salary per month, and 10 persons (2.5%) had more than 50,001 baht salary per month.

4.1.7 Analysis of basic statistics related to frequency of using western food restaurant services – most of them (188 persons or 47.0%) had frequency of using western food restaurant services once a month, 132 persons (33.0%) used western food restaurant services more than once a month, 45 persons (11.3%) used western food restaurant services in 3 weeks time, 24 persons (6.0%) used western food restaurant services in 2 weeks time, and 11 persons (2.8%) used western food restaurant services once a week, respectively.

4.1.8 Analysis of basic statistics related to with whom the sample used western food restaurant services the most - 205 persons (51.2%) most often used western food restaurant services with their friends, 156 person (39.0%) used western food restaurant services with their family members, 39 persons (9.8%) used western food restaurant services alone, respectively.

4.1.9 Analysis of basic statistics related to the reason why the sample used western food restaurant services - 122 persons (30.5%) used the services due to discount promotion, 117 persons (29.3%) used the services due to friends' recommendation, 86 persons (21.5%) used the services due to their preference, and 75 persons (18.8%) used the services due to special occasions, respectively.

4.1.10 Analysis of basic statistics related to the average spending on using western food restaurant services – 177 persons (44.4%) had average spending on the services less than 501 baht, 137 persons (34.1%) had average spending on the services 501-1,000 baht, 64 persons (16.0%) had average spending on the services 1,001-1,500 baht, 13 persons (3.3%) had average spending on the services 1,501-2,000 baht, and 9 persons (2.3%) had average spending on the services more than 2,001 baht, respectively.

## 4.2 Descriptive analysis of the variables of marketing factors and decision making to use western food restaurant services in Prachuap Khiri Khan province

### 4.2.1 Analysis results of the variables of marketing factors

**Table 2** Overall analysis results of the variables of marketing factors

Marketing factors	Level of agreement		
	$\bar{x}$	S.D.	Interpretation
1. Product	4.1145	.43849	High
2. Price	4.3575	.44073	High
3. Place	4.0300	.42820	High
4. Promotion	3.8945	.42735	High
5. People	4.4346	.41176	High
6. Process	4.0830	.41586	High
7. Physical Evidence and Presentation	3.7425	.56302	High

According to Table 4.1, overall the sample had a high level of opinions towards people ( $\bar{x}$  =4.43, S.D. = 0.41), followed by price at a high level ( $\bar{x}$  =4.36, S.D. = 0.44), product at a high level ( $\bar{x}$  =4.11, S.D. = 0.44) , process at a high level ( $\bar{x}$  =4.08, S.D. = 0.42), place at a high level ( $\bar{x}$  =4.03,

S.D. = 0.43), promotion at a high level ( $\bar{x}$  = 3.89, S.D. = .43), and physical evidence and presentation at a high level ( $\bar{x}$  = 3.74, S.D. = 0.56), respectively.

#### 4.2.2 Analysis results of the variables of decision making to use western food restaurant services in Prachuap Khiri Khan province

**Table 3** Decision making to use western food restaurant services in Prachuap Khiri Khan

Decision making to use western food restaurant services in Prachuap Khiri Khan province	Level of agreement		
	$\bar{x}$	S.D.	Interpretation
1. When you would like to eat some food, you most likely decide to use the services from western food restaurants.	3.42	.67	Moderate
2. You study some information to compare services of western food restaurants before making decision to use the services.	3.96	.58	High
3. Before making decision to choose western food restaurant services, you ask for opinions from your relatives, siblings, parents, friends.	3.85	.68	High
4. You compare advantages and disadvantages of each restaurant before using the services.	3.89	.66	High
5. You would recommend other people to use the same western food restaurant services that you use.	3.43	.70	Moderate
6. You choose western food restaurant services by considering the prices that meet the quality.	4.22	.72	High
7. You keep choosing western food restaurant services though there are other styles of food available.	3.59	.61	High
<b>Overall result</b>	3.76	.40	High

Based on Table 4.2, overall the sample had a high level of opinions towards decision making to use western food restaurant services in Prachuap Khiri Khan ( $\bar{x}$  = 3.7636, S.D. = 0.40497). Consideration of each element found the highest level of opinions was you choose western food restaurant services by considering the prices that meet the quality ( $\bar{x}$  = 4.222, S.D. = 0.7206), followed by you study some information to compare services of western food restaurants before making decision to use the services, at a high level ( $\bar{x}$  = 3.955, S.D. = 0.5778), you compare advantages and disadvantages of each restaurant before using the services, at a high level ( $\bar{x}$  = 3.890, S.D. = 0.6550), before making decision to choose western food restaurant services, you ask for opinions from your relatives, siblings, parents, friends, at a high level ( $\bar{x}$  = 3.845, S.D. = 0.6724), you keep choosing western food restaurant services though there are other styles of food available, at a high level ( $\bar{x}$  = 3.585, S.D. = 0.6072), you would recommend other people to use the same western

food restaurant services that you use, at a moderate level ( $\bar{x}$  = 3.433, S.D. = 0.7048), and when you would like to eat some food, you are most likely decide to use the services from western food restaurants, at a moderate level ( $\bar{x}$  = 3.415, S.D. = 0.6662), respectively.

### 4.3 Analysis results of research hypotheses

**Table 4** Analysis results of research hypotheses

Item	Hypotheses	Hypothesis test results
<b>1</b>	<b>Hypothesis 1: People with different demographic factors shall have different decision making to choose western food restaurant services</b>	
1.1	Hypothesis 1.1 – people with different genders shall have different decision making to choose western food restaurant services.	Accepted
1.2	Hypothesis 1.2 – people with different ages shall have different decision making to choose western food restaurant services.	Rejected
1.3	Hypothesis 1.3 – people with different marital status shall have different decision making to choose western food restaurant services.	Rejected
1.4	Hypothesis 1.4 – people with different education level shall have different decision making to choose western food restaurant services.	Accepted
1.5	Hypothesis 1.5 – people with different careers shall have different decision making to choose western food restaurant services.	Accepted
1.6	Hypothesis 1.6 – people with different income shall have different decision making to choose western food restaurant services.	Rejected
<b>2</b>	<b>Hypothesis 2: Marketing factors have a positive influence on decision making to choose western food restaurant services.</b>	
2.1	Hypothesis 2.1 – product factor has a positive influence on decision making to choose western food restaurant services.	Accepted
2.2	Hypothesis 2.2 – price factor has a positive influence on decision making to choose western food restaurant services.	Accepted
2.3	Hypothesis 2.3 place factor has a positive influence on decision making to choose western food restaurant services.	Accepted
2.4	Hypothesis 2.4 – promotion factor has a positive influence on decision making to choose western food restaurant services.	Accepted
2.5	Hypothesis 2.5 – people factor has a positive influence on decision making to choose western food restaurant services.	Accepted
2.6	Hypothesis 2.6 – physical evidence and presentation factor has a positive influence on decision making to choose western food restaurant services.	Accepted
2.7	Hypothesis 2.7 – process factor has a positive influence on decision making to choose western food restaurant services.	Accepted

## 5. Conclusion, Discussion, and Recommendation

### 5.1 Conclusion

5.1.1. Based on the demographic data and behavioral data of using western food restaurant services of questionnaire respondents, most of them were men (53.30%), aged 21-30 years (34.80%), single (59.30%), graduated with a bachelor's degree (45.30%), students/university students (39.80%), had monthly income lower than 10,000 baht (39.80%), had frequency of using western food restaurant services once a month (47.00%), used services with friends (51.20%), decided to use western food restaurant services due to discount promotion (30.50%), and had average spending on the services less than 501 baht (44.40%).

5.1.2. Marketing factors affecting decision making to use western food restaurant services among consumers in Prachuap Khiri Khan province.

The study results indicated that the marketing factor affecting decision making to use western food restaurant services among consumer in Prachuap Khiri Khan the most was people with the mean of 4.43, followed by price with the mean of 4.36, product with the mean of 4.11, service process with the mean of 4.08. Place factor had the mean of 4.03, promotion with the mean of 3.89, and physical evidence and presentation with the mean of 3.74, respectively.

All 7 independent variables jointly described the variation of using western food restaurant services among consumers in Prachuap Khiri Khan by 16.70%. It was found that the marketing factors having an influence on decision making to use western food restaurant services among consumers in Prachuap Khiri Khan included physical evidence and presentation (Beta= .41), people (Beta= .37), product (Beta= .35), promotion (Beta= .33), place (Beta= .31), people (Beta= .27), and price (Beta= .14) with the statistical significance level of 0.01. Variables having power to predict changes were written in the form of an equation as follow.

### 5.2 Discussion

Consumers in Prachuap Khiri Khan using western food restaurant services gave the importance to marketing factors as follow:

Consumers in Prachuap Khiri Khan with different genders, education levels, and careers affect different decision making to choose western food restaurant services, consistent with a research study conducted by Supannika Saiupparach (2012) on marketing factors affecting fast food consumption of consumers in Mueang district, Lampang province that identified that different genders, education levels, careers had an effect on fast food consumption of consumers in Mueang district, Lampang province in a different way. Consumers in Prachuap Khiri Khan with different ages, marital status, and monthly income had no different effects on decision making to choose western food restaurant services, consistent with a research study conducted by Orawin Bhavabhutanonda Na Mahasarakam (2019) on French food consumption behaviors of working age people in Bangkok area that identified that different ages, marital status, and monthly income had no different effects on French food consumption of working age people in Bangkok area.

Consumers in Prachuap Khiri Khan gave importance to product factor at a high level since most of them give importance to cleanliness of food and utensil, they pay attention to the taste of food and western food restaurants they are going to use services. Meanwhile, they care about food freshness and various types of western foods they can choose from. The last one is beautiful food plating of a certain restaurant. Price factor is considered at a high level since consumers give importance to western food restaurants that display prices of food items clearly, prices of food items



match the price labels, the prices of food meet the quality of food and foods that are cheaper than other restaurants, respectively. Place factor is considered at a high level since consumers give the first priority to enough parking space, followed by restaurant names that are easily observed and outstanding, simple contact channel, clear opening and closing hours, and the last one is the location of restaurants convenient for travelling. Promotion factor is considered at a high level. Consumers pay attention to western food restaurants that hold discount promoting during festivals, granting membership for collecting points, providing point redemption and giveaways or rewards, free food tasting point for recommended foods. The final one is advertising through brochures, radio, and smartphone. People or employee factor is considered at a high level. Most consumers pay attention to how well restaurant staff knows about foods they are selling, their problem solving skills for customers, communication skills with customers, their attentiveness and willingness to serve customers, good manner/personality. The final one is a sufficient number of staff. Process factor is considered at a high level. Consumers are interested in fast and accurate services, security system for customers' properties, payment is clearly shown on the bill, reservations and food delivery service are available. Physical evidence and presentation factor is considered at a high level. Consumers are interested in restaurants with enough number of tables to accommodate customers, nice decoration suitable for restaurant styles with enough lighting, nice and cool atmosphere. The study results are consistent with a research study conducted by Rattiyaporn Pisanvarapong (2016) on service marketing mix affecting consumer's service using behavior at Yodkaotom restaurant in Bangkok as the study found that marketing mix factors had a positive influence on decision making to use services at Yodkaotom restaurant in Bangkok in terms of product, price, promotion, process, physical evidence and presentation.

### **5.3 Recommendation**

Based on the research results, the researcher has presented a guideline for utilizing the research results as follows:

The results of the study revealed that the product factor that consumers paid attention to was the cleanliness of food and utensils; The price factor that consumers paid attention to was that the price of food met the price tag; The place factor that consumers paid attention to was that there was enough parking space; The promotion factor that consumers paid attention to was the promotion of food prices during various festivals; The people factor that consumers paid attention to was the staff was knowledgeable about the food were selling; The process factor that consumers paid attention to was that restaurants provided fast, agile and accurate service; The physical evidence and presentation factor that consumers paid attention to was that there were enough seats inside the restaurant. From the analysis, it was found that the significance of the hypothesis can be applied to the research results. If the operator complies with and optimizes the use of service quality Taking into account the readiness of the system within the restaurant, it can also result in customers being satisfied and come back to the restaurant.

The results of the study show that most consumers place the highest priority on the physical mix. Operators should focus on arranging seating areas, having enough seating areas to accommodate consumers, having a cool atmosphere, enough lighting, and having a beautiful store decoration that fits the style of that store.

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