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ABSTRACT

DJ Poom Menus are 'clean eating' menus that can help control your weight, tastes good and can be enjoyed every day. DJ Poom menus are made fresh with high quality ingredients, contain no oils, no preservatives and no MSG (Monosodium Glutamate) so you can enjoy eating delicious food without having to worry about gaining weight ever again. DJ Poom Menu Restaurant has been popular since it was opened.

The purpose of study for studying Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant, studying the relationship between the demographic characteristic in term of gender and consumer behavior in spending clean food per meal. And the Marketing Mix factor in term of product's taste and consumer frequency behavior in consuming clean food and improving and developing the service of DJ Poom Menu restaurants in advance. This Research is the Quantitative Research.

From studying the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant. The Research findings showed that most of the respondents are male who are 35 years, single, had income between 31,000 – 40,000 Baht per month, were a Private company employees, had 3 – 4 persons for Member in Household and graduated with Bachelor's Degree. The most affected Marketing Mix factor affecting consumer frequency behavior in consuming clean food at DJ Poom Menu Restaurant was the product factor on taste, so it was concluded that the majority of the consumers decided to eat clean food at DJ Poom Menu restaurant because of the product's taste. And the different genders have difference to consumer behavior in spending per meal.

DJ Poom Menu Restaurant should go on keeping the product's taste standard for maintaining the loyalty of consumer base, and keeping the product's freshness for maintaining the leanness of ingredients. DJ Poom Menu Restaurant should focus on Research and Development for the restaurant's products in order to make products differentiate and meet the consumer's needs and wants. DJ Poom Menu Restaurant should create more menus and tastes for meeting each target market of consumers' needs and wants.

Keyword: Marketing Mix, DJ Poom Menu restaurant's customers, customer's Consumption behavior.



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MARKETING MIX FACTORS AFFECTING CONSUMER BEHAVIOR IN
CONSUMING CLEAN FOOD AT DJ POOM MENU RESTAURANT IN
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Questionnaire

MARKETING MIX FACTORS AFFECTING CONSUMER BEHAVIOR IN CONSUMING CLEAN FOOD AT DJ POOM MENU RESTAURANT IN BANGKOK, THAILAND

The purpose of this questionnaire is to find out and identify what main factor affect consumer behavior in consuming clean food at DJ Poom Menu Restaurant in Bangkok, Thailand. Therefore, I kindly ask you to complete or check the choice that corresponds to your answer.

Part 1: General Information

1. Gender
 - 1) Male
 - 2) Female
2. Age..... Years
3. Marital Status
 1. Single
 2. Married
 3. Widowed
 4. divorce
4. Income
 1. 11,000-20,000 Baht
 2. 21,000-30,000 Baht
 3. 31,000-40,000 Baht
 4. More than 40,000 Baht
5. Occupation
 1. Government officer
 2. Private company employee
 3. Self employed business
 4. Merchant
 5. Student
 6. Other.....(Please specify)
6. Member in a Household
 1. One people
 2. Two people
 3. Three - four people
 4. More than four people

7. Level of education
 1. Secondary school
 2. High school
 3. Bachelor Degree
 4. Master Degree
 5. Doctoral Degree

Part 2: Attitude toward clean food consumption

Please indicate your agreeableness on a five – point scale.

The following statements describe your personal opinions about clean food consumption.

Product issues:

Price issues:

Place issues:

2.4 Promotion issues:

Part 3: Consumer Behavior

Please mark the appropriate choice with a cross or circle.

1. How often do you consume clean food?
 1. Once a week
 2. A few times per week
 3. A few times per month
 4. More than 5 times per month

2. How much do you spend on your meal?

1. Less than 100 Baht
2. 101 - 200 Baht
3. 201 - 300 Baht
4. More than 300 Baht

Thank you very much for your valuable time. Your help is appreciated. Good luck to you!

APPENDIX

Appendix A
Questionnaire in English Language