

CHAPTER 1

INTRODUCTION

1.1 Background and significance of the study

The main reason why people at present time of prosperity consume clean food is that it helps control their weight. It also tastes good and can be enjoyed every day. DJ Poom Menu Restaurant offers clean food and the 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. Our menus were created by DJ Poom, Poomjai Tangsanga, a radio DJ with Virgin Hitz who was once nearly 100 kilograms and has since transformed his life through fitness and healthy eating. He discovered that the key to losing weight is to control your diet. However, despite trying many diet programmes and recipes locally and from abroad, he struggled to find one that was great tasting, enjoyable and sustainable. He therefore began to create menus that could help control weight and be enjoyed at the same time and hence DJ Poom Menu. Our SET Menus are made from the leanness of ingredients and cooked with ZERO oils. Despite a big serving size and containing a good mixture of carefully weighed protein and vegetables, one SET contains only 350 calories. As an average person will burn 1,600 – 2,000 calories per day, so even after eating 3 meals of DJ Poom Menu (1,050 calories), there will still be a calorie deficit of which the body will burn from fats stored in the body. At present, the trend for people who love health has been popular broadly as the lifestyle behavior of people living in hustle society and convenient society so that they neglect to take care of their health

causing to make them suffer from many diseases that are the problem of Public Health, And It is the cause of illness and death that have increased as a progressive problems day by day. From the statistic of Thai Health Promotion Foundation has specified that the cause of death of Thai populations has changed a lot since the past. Thai people mostly die because of the Epidemic infectious diseases by water, air ways or Disease vectors. These days, Thai people mostly die because of their consumption behavior and lifestyle. So Eating Clean food is the one way that will help most of the people have better health and reduce risk factors for suffering from diseases which are the problem for Public Health. Currently, if we talk about the useful food for health, Clean food is one of interesting choices and is popular now. By Mr. Sanga Damapongwho is the specialist in Nutrition and the Manager of Suitable Aging Nutrition at Thai Health Promotion Foundationhas explained that (Clean Food) is the word naming in order to make people aware that eating the correct nutritional food, safe food without the contamination and eating 5 group of enough food as well as doing exercise are the ways to be healthy as Doing exercise only without considering the food will not get the good result. Besides, if we see the benefit of clean food, we will find this type of foods when we already eat, it will produce the good result to our health on many sides. For example, it helps reduce risk of suffering from many diseases such as, Hypertension, Hyperlipidemia and Heart disease etc. And it is suitable for people who want to lose weight and it will also helpAnti-aging. From the above-mentioned information and problems have made the researcher interested in studying the consumers with different demographic characteristic have different behavior of consuming clean food and the Marketing mix factors consisting of product, price place and promotion have relationship to behavior of consuming clean food of VJ Poom Menu restaurant's customers as most

of the customers coming to VJ Poom Menu restaurant are from all walks of life that will be the representative of new generations in order to take the aforementioned information to use for adapting the behavior of consumption and promoting people to take care of their health a lot.

1.2 Objectives

- 1.) For studying Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant.

- 2.) For 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.

- 3.) For improving and developing the service of DJ Poom Menu restaurants in advance.

1.3 Scope of the study

For this research, the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant will include genders, age, marital status, education level, occupation and monthly income and Marketing mix (product, price, place and promotion), and the research design will be considered significant areas in need to be explored.

Population:

The population will be the customers who come to DJ Poom Menu restaurant for eating clean food.

Sample Size:

The questionnaire will be distributed to 200 customers at DJ Poom Menu restaurant.

1.4 Conceptual framework:

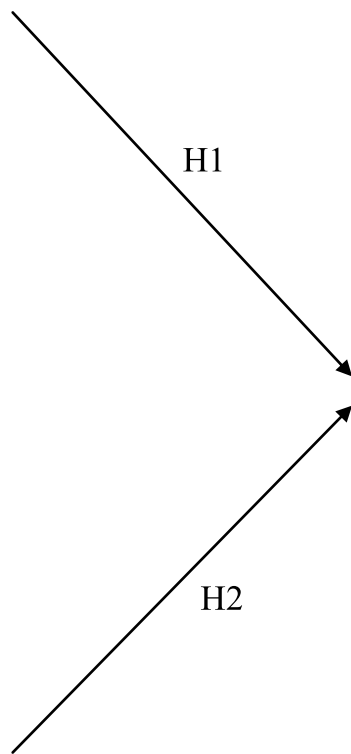
Independent Variables:

- Demographic:
1. Gender
 2. Age
 3. Marital status
 4. Education Level
 5. Occupation
 6. Monthly income

- Marketing Mix factors
1. Product
 2. Price
 3. Place
 4. Promotion

Dependent Variables:

- Clean food consumption behavior of DJ Poom Menu restaurant's customers.
- Frequency of consuming clean food
 - Spending money per time



1.5 Hypothesis

H1: The demographic characteristic in term of gender is not related with consumer behavior in spending clean food per meal.

H2: The Marketing Mix factor in term of product's taste is not related with consumer frequency behavior in consuming clean food.

1.6 Limitation of the study

This research is only study the consumer behavior in consuming clean food at DJ Poom Menu restaurant.

1.7 Benefit of this study

1. The information from the research is useful for the existing business in the market for being the way on developing the adjustment for planning strategy of clean food products and having efficiency as well as being consistent with customer's needs and reaching the most target market.

2. The new business can use the related information for helping formulate and select the target market, including offering the product that is suitable and consistent for the customer's needs.

3. The result of the researches in this time for being useful to the people who are interested in this research and increasing the knowledge for marketing subject and health in the future.

1.8 Operational Definition:

The following terms will be used intensively in this study. For easier understanding, the explanation for each term is emphasized below:

Clean food is the food emphasizing the nature of types of that food by passing the process of food processing a little. And being the food that is useful to the body not adding or modifying by passing a lot of processes as well as it must be clean without food preservative and it must not be sweet or salty strongly.

The behavior of consuming clean food is decision making to choose for buying or eating the clean food and the food processing a little.

Customers are the people coming to DJ Poom Menu restaurant for eating.

The marketing mix:

Product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted. Each product has a useful life after which it needs replacement, and a life cycle after which it has to be re-invented. In FMCG parlance, a brand can be revamped, re-launched or extended to make it more relevant to the segment and times, often keeping the product almost the same.

Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others. It is targeted at the defined customers and against competitors.

Place strategy outlines how and where a company will place its products and services in an attempt to gain market share and consumer purchases. This component of the 4Ps is sometimes referred to as the distribution strategy and may include stores, both physical and online, and any other means by which the company can reach customers.

Promotion is the method you use to spread the word about your product or service to customers, stakeholders and the broader public. Once you have identified your target market, you will have a good idea of the best way to reach them, but most business use a mix of advertising, personal selling, referrals, sales promotion and public relations to promote their products or services.