

CHAPTER 5

CONCLUSION AND RECOMMENDATION

In order to improve and develop the product and service of DJ Poom's Menu restaurants in advance, this study is to research Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant by questionnaire at DJ Poom's Menu restaurant in Bangkok, Thailand. From the result, 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 on consumer behavior in spending clean food per meal at DJ Poom Menu Restaurant. In this study, total 200 respondents anticipated the survey, and the result can be concluded as follow:

Part 1: Questionnaire conclusion

Part 2: Hypothesis testing

Part 3: Recommendation of the study

5.1 Part 1: Questionnaire conclusion

5.1.1 Demographic information

In this study, the majority of respondents are male (68.7%), while the rest is female (30.8%).the majority of the respondents are 35 years (39.3%). the majority of the respondents are single (73.1%).the majority of the respondents' incomes are between 31,000 – 40,000 Baht (57.7%). the majority of the respondents are private company

employee (89.6%).the majority of the respondents' members in household are Three – four people (86.6%).the majority of the respondents' levels of education are Bachelor Degree (72.1%).

5.12 customer consumption behavior

The majority of the respondents came to consume clean food at DJ Poom's Menu Restaurant for a few times per week (70.6%). The majority of the respondents spent between 201 – 300 Baht per meal (69.7%).

5.13 marketing mix factors

Product:

The average mean of product is 3.00, by first group, First group, I like the taste of clean food (4.65); Second group, I like clean food because of healthy food (4.15); Third group, I like clean food because of various in food selection (3.20); Fourth group, I like clean food because it is simple and quick (2.00); Last group, I like clean food because of attractive packaging (1.00).

The degree of agreement is in absolutely true group, which has one group, I like the taste of clean food. The degree of agreement is in high degree group, which has one group, I like clean food because of healthy food. The degree of agreement is in moderate degree group, which has one group, I like clean food because of various in food selection. The degree of agreement is in minimal degree group, which has one group, I like clean food because it is simple and quick. The degree of agreement is

in not true at all group, which has one group, I like clean food because of attractive packaging.

Price:

The average mean of price is 2.50, by first group, I like clean food because of reasonable price with quality (3.66); Second group, I like clean food because of good price (3.13); Third group, I like clean food because the price is similar to local food (2.00); Last group, I like clean food because of various price range (1.21).

The degree of agreement is in high degree group, which has one group, I like clean food because of reasonable price with quality. The degree of agreement is in moderate degree group, which has one group, I like clean food because of good price. The degree of agreement is in minimal degree group, which has one group, I like clean food because the price is similar to local food. The degree of agreement is in not true at all group, which has one group, I like clean food because of various price range.

Place:

The average mean of place is 2.50, by first group, Atmosphere of restaurant (3.88); Second group, Having enough car park (2.88). Third group, Location of restaurant (2.25); Last group, Having enough table (1.00).

The degree of agreement is in high degree group, which has one group, Atmosphere of restaurant. The degree of agreement is in moderate degree group, which has one group, Having enough car park. The degree of agreement is in minimal degree group, which has one group, Location of restaurant. The degree of agreement is in not true at all group, which has one group, Having enough table.

Promotion:

The average mean of promotion is 2.50, by first group, High frequency in discount promotion (3.89); Second group, Often see the product advertising (2.89); Third group, Free gift promotion(2.22); Last group, Member privilege(1.00).

The degree of agreement is in high degree group, which has one group, High frequency in discount promotion. The degree of agreement is in moderate degree group, which has one group, Often see the product advertising. The degree of agreement is in minimal degree group, which has one group, Free gift promotion. The degree of agreement is in not true at all group, which has one group, Member privilege.

5.2 Part 2: Hypothesis testing

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

The result showed that the Hypothesis testing was rejected, so the demographic characteristic in term of gender is related with consumer behavior in spending clean food per meal at DJ Poom Menu Restaurant at the level of significance .05

It meant that the different genders have difference on consumer behavior in spending clean food per meal at DJ Poom Menu Restaurant.

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

The result showed that the Hypothesis testing was rejected, so the Marketing Mix factor on product's taste is related with consumer frequency behavior in consuming clean food at DJ Poom Menu Restaurant at the level of significance .05

I meant that if the product's taste is a good taste, the consumers will frequently come to eat clean food at DJPoom Menu Restaurant.

5.3 Part 3: Conclusion and recommendation

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.

