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

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SUBMITTED IN PATICAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF INTERNATIONAL MASTER OF BUSINESS ADMINISTRATION, GRADUATED SCHOOL OF BUSINESS, SIAM UNIVERSITY

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Graduate School of Business

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Independent Study Title: Marketing Mix Factors Affecting Consumer Behavior in

Consuming Clean Food at DJ Poom Menu Restaurant

In Bangkok, Thailand

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This independent study has been approved to be partial fulfillment of the

requirement for the Degree of Master of Business Administration International

Program

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(Dean of Faculty of Master of Business Administration)

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(Date)

ABSTRACT

Nijit Syrivil
Jan 20, 2016

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.

ACKNOWLEDGEMENTS

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ACADEMIC YEAR 2015

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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   4. divorce
   2. Married
   3. Widowed

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:
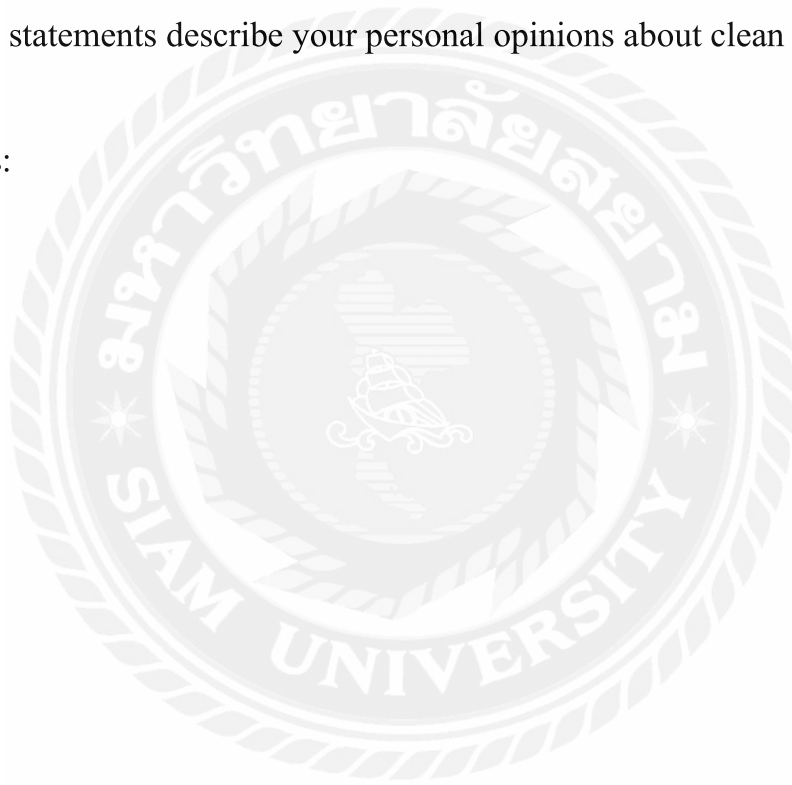
Price issues:

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
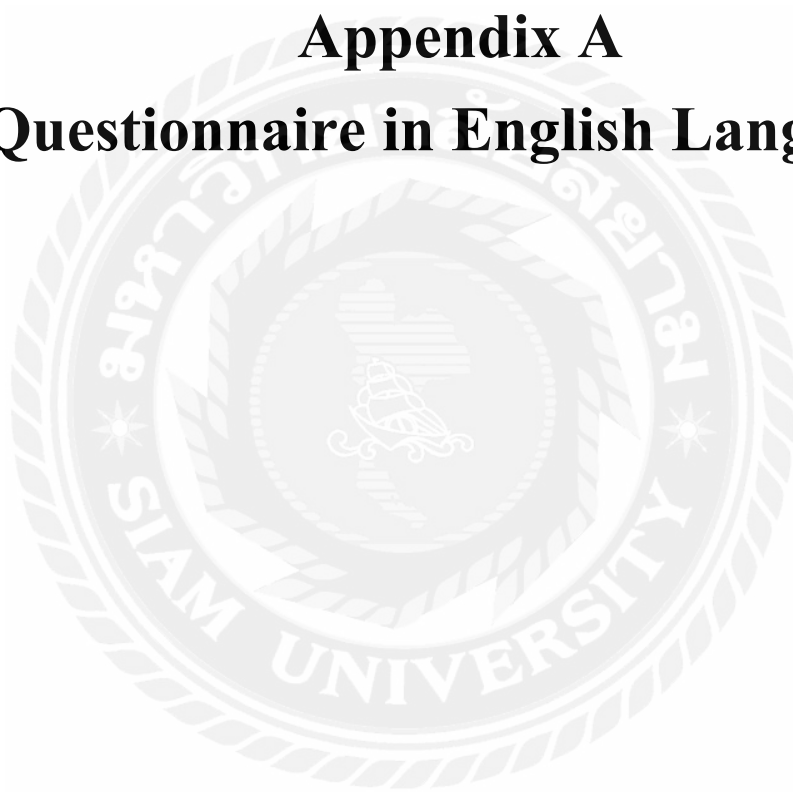
CHAPTER 1

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: Dependent Variables:

Demographic:	Clean food consumption behavior of DJ Poom Menu restaurant's customers.
1. Gender	- Frequency of consuming clean food
2. Age	- Spending money per time
3. Marital status	
4. Education Level	
5. Occupation	
6. Monthly income	

H1

Marketing Mix factors

1. Product

2. Price

3. Place

4. Promotion

H2
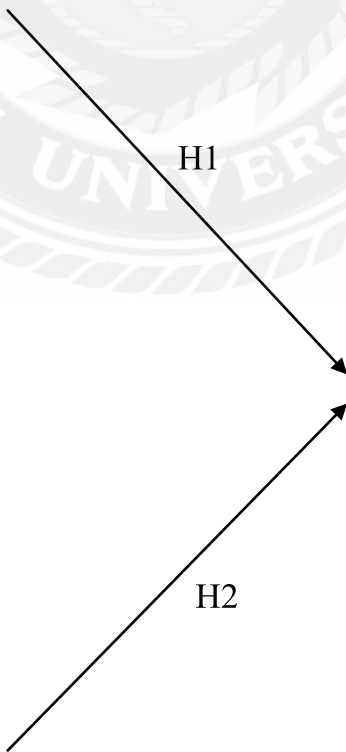
1.5 Hypothesis

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 litter. 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.

CHAPTER 2

THEORY AND RELATED RESEARCHES

According to the study of the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant in Bangkok, Thailand, the researcher had gathered the related literature reviews composed of concerned conception, theories and the related for the research scheming as follow:

1. Marketing Mix

2. Consumer buying decision behavior

3. Customer satisfaction

2.1 The concept and theories of Marketing Mix

2.11 Introduction

"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably".- Chartered Institute of Marketing

"Marketing is the process of planning, and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives".- American Marketing Association

Marketing mix is originating from single P (price) of microeconomic theory (Chong, 2003). McCarthy (1964) offered the "marketing mix", often referred to as the "4Ps", as a means of translating marketing planning into practice (Bennett, 1997). Marketing mix is not a scientific theory, but merely a conceptual framework that identifies the principal decision making managers make in configuring their offerings to suit consumers' needs. The tools can be used to develop both long-term strategies and short-term tactical programmes (Palmer, 2004). The marketing mix management paradigm has dominated marketing thought, research and practice (Gronroos, 1994), and "as a creator of differentiation" (Van Waterschoot, n.d) since it was introduced in 1940s. Kent (1986) refers to the 4Ps of the marketing mix as "the holy quadruple…of the marketing faith…written in tablets of stone". Marketing mix has been extremely influential in informing the development of both marketing theory and practice (Moller, 2006).

The marketing mix concept also has two important benefits. First, it is an important tool used to enable one to see that the marketing manager's job is, in a large part, a matter of trading off the benefits of one's competitive strengths in the marketing mix against the benefits of others. The second benefit of the marketing mix is that it helps to reveal another dimension of the marketing manager's job. All managers have to allocate available resources among various demands, and the marketing manager will in turn allocate these available resources among the various competitive devices of the marketing mix. In doing so, this will help to instill the marketing philosophy in the organization (Low and Tan, 1995).

The marketer's task is to devise marketing activities and assemble fully integrated and marketing programs to create, communicate, and deliver value for consumers. The marketing program consists of numerous decision on value-enhancing marketing activities to use. McCarthy classified these tools into four broad groups, which he called "4Ps": Price, Product, Place and Promotion.

The particular marketing variables under each P are shown in Figure 1. Marketing-mix decision must be made for influencing the trade channels as well as the final consumers. **Figure1. Marketing-mix or 4P's** : Kotler (2000)

Product:	Price:	Promotion:	Place:
Product variety	List price	Sales promotion	Channels
Quality	Discounts	Advertising	Coverage
Design	Allowances	Sales force	Assortments
Features	Payment Period	Public relations	Locations
Brand name	Credit terms	Direct marketing	Inventory
Packaging			Transport
Sizes			
Services			
Warranties			

Marketing Mix

Target market
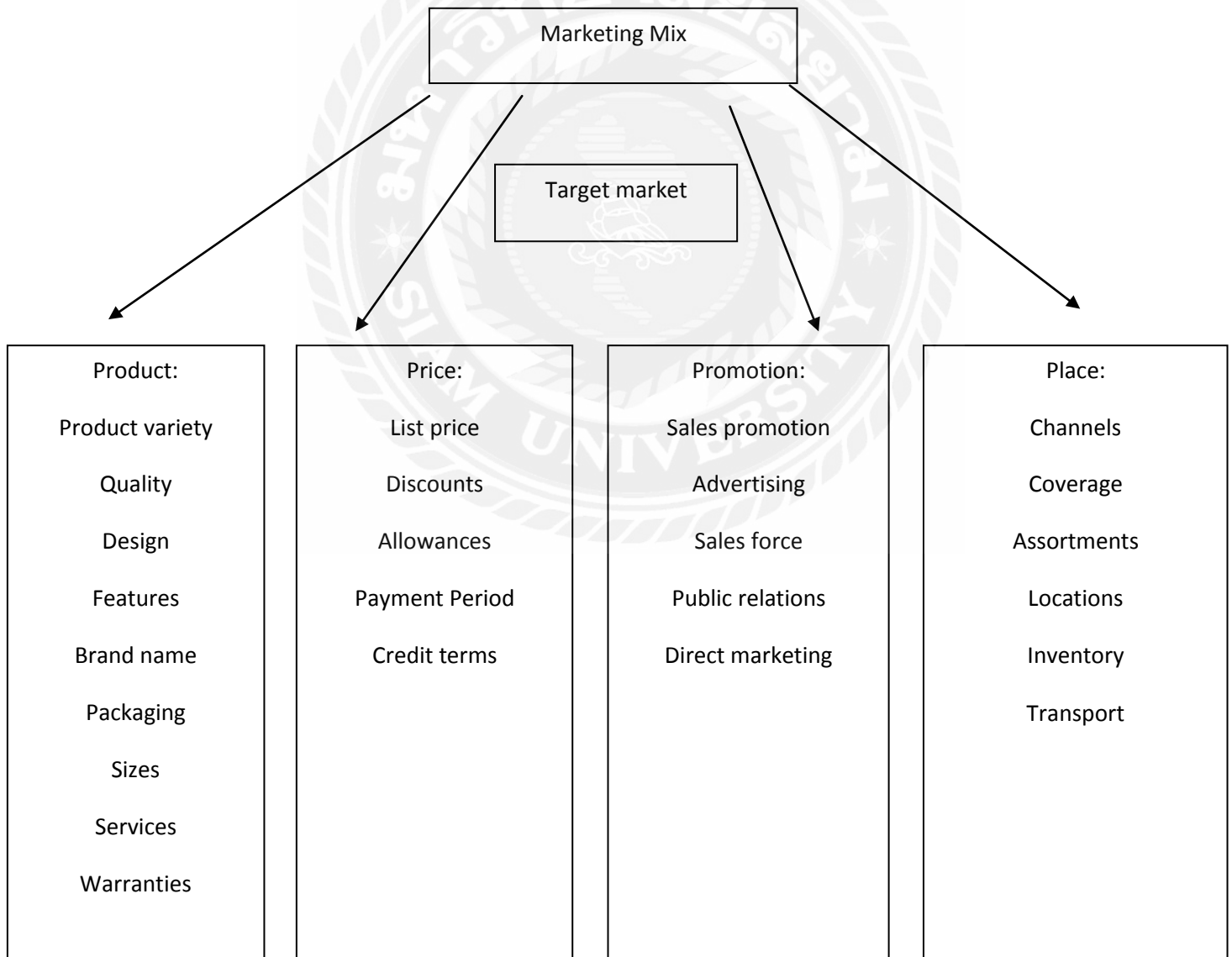
Figure 1 The Four P Components of the Marketing Mix

Product Decisions

The term "product" refers to tangible, physical products as well as services. Although this typically refers to a physical product, it has been expanded to include services offered by a service organization. The specification of the product is one of the variables that a marketer has at his/her control. For example, the product can include certain colors, certain scents, and certain features. Lastly, in the broadest sense when a consumer purchases a product it also includes the post-sales relationship with the company. The post-sales relationship can include customer service and any warranty.

Price Decisions

The price is the amount paid for a product. In some cases, especially in business-to-business marketing this can also include the total cost of ownership (TCO). Total cost of ownership may include costs such as installation and other products required to deliver a complete functional solution.

Place Decisions

Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the internet. Distribution is about getting the products to the customer.

Promotion Decisions

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Promotion represents all of the communications that a marketer may insert into the marketplace. This can include TV, radio, and print advertising, as well as coupons, direct mail, billboards, and online advertising. One of the less well-defined areas in promotion is the role of a human sales force. On the other hand, consumers may rather purchase the product only when sold through the support of a known salesperson. In this case, the service, perceived or real can be defined as a feature of the product.

2.12 Criticize on Marketing Mix

Peter Doyle (Doyle, 2000) claims that the marketing mix approach leads to unprofitable decisions because it is not grounded in financial objectives such as increasing shareholder value. According to Doyle it has never been clear what criteria to use in determining an optimum marketing mix. Objectives such as providing solutions for customers at low cost have not generated adequate profit margins. Doyle claims that developing marketing based objectives while ignoring profitability has resulted in the dot-com crash and the Japanese economic collapse. He also claims that pursuing a ROI approach while ignoring marketing objectives is

just as problematic. He argues that a net present value approach maximizing shareholder value provides a "rational framework" for managing the market mix.

Against Kotler's 4Ps, some claim that they are too strongly oriented towards consumer markets and do not offer an appropriate model for industrial product marketing. Others claim it has too strong of a product market perspective and is not appropriate for the marketing of services.

Since 1960, the model has broadened beyond its origins in economic theory to encompass aspects of sociology and cognitive psychology (Hakansson and Waluszewski, 2005). Indeed, criticism of the 4Ps has centered on its inception in the production and supply context of the 1950s, and its appropriateness to later twentieth century marketing functions. Consequently, it has been extended with a further 3Ps of participants, process and physical evidence (Booms and Bitner, 1981), and an eighth P for personalization, to reflect a services marketing orientation (Goldsmith, 1999). The growing importance of the political environment led Kotler (1984) to propose two additional Ps of political power and PR to the marketing mix. As marketing's focus has moved to consumers and consumption, it has arguably broadened into an integrated and networked approach to organizational resources (Brownlie and Saren, 1992). This has accompanied the decline of mass markets and growth of specialization, supported by database management and customer relationship marketing principles, which evolved into the one-to-one marketing opportunities developed on the internet.

In spite of its deficiencies, the 4Ps remain a staple of the marketing mix. The subsequent Ps has yet to overcome a consensus about their eligibility and agreement over their practical application.

The concept of 4Ps has been criticized as being a production-oriented definition of marketing, and not a customer-oriented (Popovic, 2006). It's referred to as a marketing management perspective. Lauterborn (1990) claims that each of these variables should also be seen from a consumer's perspective. This transformation is accomplished by converting product into customer solution, price into cost to the customer, place into convenience, and promotion into communication, or the 4C's. Moller (2006) highlighted 3-4 key criticisms against the Marketing Mix framework:

- The Mix does not consider customer behavior but is internally oriented.

- The Mix regards customers as passive; it does not allow interaction and cannot capture relationships.

- The Mix is void of theoretical content; it works primarily as a simplistic device focusing the attention of management.

- The Mix does not offer help for personification of marketing activities.

A review of another article, "Revision: Reviewing the Marketing Mix" (Fakeideas, 2008) found that:

- The Mix does not take into consideration the unique elements of services marketing.

-   Product is stated in the singular but most companies do not sell a product in isolation.

Marketers sell product lines, or brands, all interconnected in the mind of the consumer

-   The Mix does not mention relationship building which has become a major marketing focus, or the experiences that consumers buy.

-   The conceptualization of the mix has implied marketers are the central element. This is not the case. Marketing is meant to be 'customer-focused management'.

Even, a study by Rafiq and Ahmed (1995) found that there is a high degree of dissatisfaction with the 4Ps, however, 4Ps is thought to be most relevant for introductory marketing and consumer marketing. The result also suggests that the 7Ps framework has already achieved a high degree of acceptance as a generic marketing mix among our sample of respondents.

2.13 Conclusion

Marketing mix management paradigm has dominated marketing since 1940s and McCarthy (1964) further developed this idea and refined the principle to what is generally known today as the 4Ps. However, in the post dot-com boom, marketing managers are learning to cope with a whole host of new marketing elements that

have emerged from the online world of the Internet. In some ways these new marketing elements have close analogs in the offline world, and yet from another perspective they are revolutionary and worthy of a new characterization into the E-Marketing mix (or the e-marketing delta to the traditional marketing mix) (Kalyanam and McIntyre, 2002).

Even number of criticisms on 4Ps, however, it has been extremely influential in informing the development of both marketing theory and practice. There is also too little reflection on the theoretical foundations of the normative advice found in abundance in the text books (Moller, 2006). Marketing mix was particularly useful in the early days of the marketing concept when physical products represented a larger portion of the economy. Today, with marketing more integrated into organizations and with a wider variety of products and markets, some authors have attempted to extend its usefulness by proposing a fifth P, such as packaging, people and process. Today however, the marketing mix most commonly remains based on the 4Ps. Despite its limitations and perhaps because of its simplicity, the use of this framework remains strong and many marketing textbooks have been organized around it (NetMBA, n.d). In spite of its deficiencies, the 4Ps remain a staple of the marketing mix (Kent and Brown, 2006).

2.2 Consumer buying decision behavior

2.21 Five stage model of the buying process

8

According to Kotler & Keller (2012), a buyer goes through five stages while making a decision to purchase. These stages are best explainable when a buyer goes for buying costly items, such as a house, a car, diamond jewellery etc. However, in day-to-day purchase, consumers may not go through all these stages, since some commodes do not need information, and based on buyer's previous experience they will visit a store for the purchase. These stages are (Figure 2): "problem recognition, information search, evaluation of alternatives, purchase decision, and purchase behavior" (Kotler & Keller 2012).
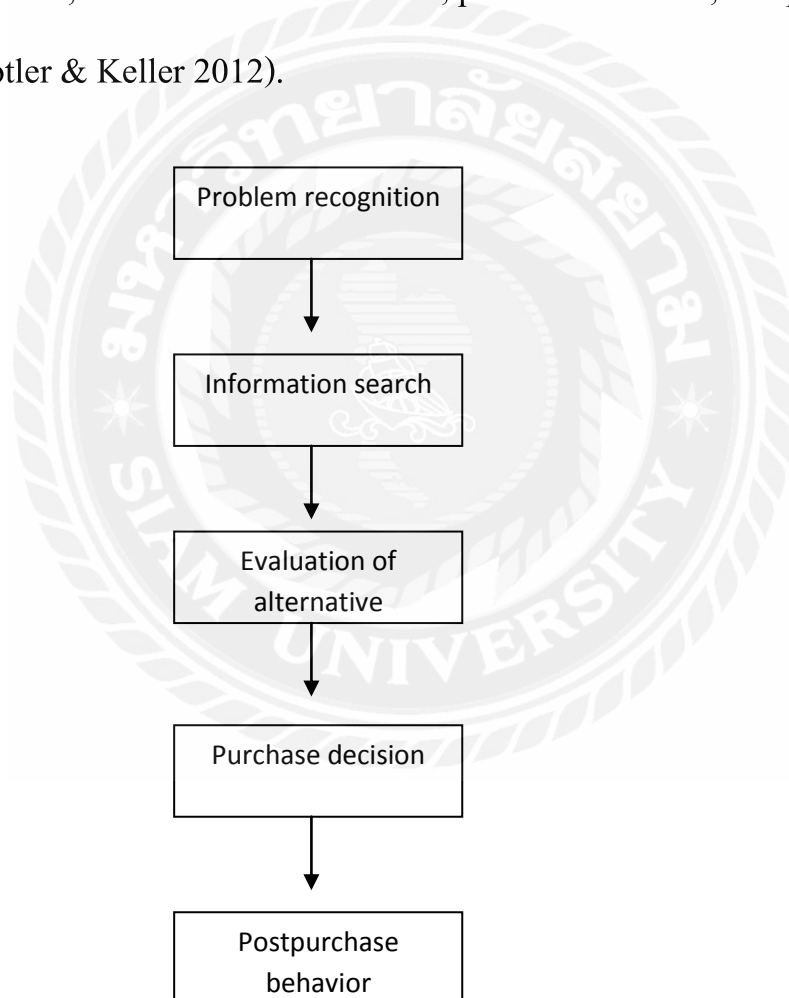
Figure 2 Five stage model of the buying process

Problem Recognition

Problem recognition is the first stage of consumer decision making process and it can be explained as "result of an imbalance between actual and desired needs" (Lamb et al, 2011, p.190). Interestingly, problem recognition may relate to actual need of a perspective customer to a specific product or service, as well as, 'perceived' customer need imposed by businesses through effective marketing communication strategies.

Marketers need to identify the circumstances that trigger a particular need by gathering information from a number of consumers. They can then develop marketing strategies that spark consumer interest. (Kotler & Keller, 2012,p.189).

Information Search

The second stage of consumer decision making process relates to information search. Once a need is recognised by a perspective customer, he would seek for information about the available ways to satisfy the need. It is important to stress that "the extent to which the consumer needs to search for information depends on his current information levels and the perceived value of the additional information" (Pradhan, 2009,p.123).

When consumers identify a need, they may look for information about how to satisfy it. A consumer may look for information from five general sources:

Personal Sources – by consulting other people like family members, 'friends, and others.

Commercial Sources – through sales people, ads, packages, and so on.

Public Sources – through media publicity, reports of research firms, etc.

Experiential Sources – experiencing products, i.e., by handling them or by consuming or using them. For example, a consumer may taste a particular item of fast food, and if he likes it, then he may make a purchase decision.

Customers are greatly influenced by marketing strategies of retailers during this stage of the decision – making process as well. Namely, retailers communicate information about the brand through various communication channels that might include any combination of advertising, direct marketing, public relations and publicity, personal selling, events and experiences and sales promotion (Kotler and keller, 2012).

Evaluation of Alternatives

During the third stage of consumer decision making process perspective customers are engaged in evaluation of alternatives. In other words, during this stage "consumers consider the relative importance of each attribute of the product-service mix" (Reid and Bojanic, 2009,p.39).

Influencing customer behavior at this stage of decision making process is critical for retailers in terms of improving their levels of customer attraction and retention.

Accordingly, retailers attempt to attract customers with their competitive edges that are usually based in one or more elements of market mix.

It worth to be noted that "the marketing mix principles are controllable variables which have to be carefully managed and must meet the needs of the defined target group" (Kumar, 2010,p.45). Depending on the nature of their chosen strategy retailers might decide to base their competitive advantages on product (Marks and Spencer, Waitrose), price Lidl, Netto), promotion (Tesco, Siansbury's), and/or place (Tesco, Siansbury's).

Purchase decision

Making the purchase corresponds to the fourth stage of customer decision making process.

Factors playing significant role on the choice of retailer to make a purchase from at this stage include the level of satisfaction from past shopping experiences, product return policy, store atmosphere and the intensity of time pressure associated with the purchase.

Moreover, it has to be stated that "if the need isn't great and the solutions the consumer finds aren't desirable enough to motivate a purchase, the consumer may postpone the purchase until a satisfactory opportunity presents itself" (Lake, 2009,p.29)

Postpurchase behavior

The last stage of customer decision making process involves post-purchase behavior of customers. It goes without saying that "the post-purchase phase of the decision-making process is essential for marketers to ensure that consumers are satisfied after the purchase" (Ramesh, 2008, p.3). the level of satisfaction or dissatisfaction associated with specific shopping experience customer value brand perceptions and the nature of their repeat purchase behavior.

Accordingly, a range of retailers invest in post-purchase communications among customers that can be done through follow-up calls or e-mails from salespeople. However, such type of practices are usually exercised in relation to high value items and it is not very popular among the majority of retailers.

2.22 Summary

The typical buying process consists of the following sequence of events: problem recognition, information search, evaluation of alternatives, purchase decision and postpurchase behavior. The marketers' job is to understand the behavior at each stage.

2.3 Customer satisfaction

2.31 Customer satisfaction's perception

The most straight forward definition of customer satisfaction have been provided by American marketing guru Philip Kotler "If the product matches expectation, the consumer is satisfied: if it exceeds them, the consumer is highly satisfied: if it falls

short, the consumer is dissatisfied". Customer satisfaction, or disaffection, is feeling a customer has about the extent to which their experiences with an organization have met their need (Nigel et al 2007, 31). According to Craig (2003,1), customer satisfaction can mean anything since it can involve so variable like price, lead time, conformance, responsiveness, reliability, professionalism, and convenience, and sometimes it is a complicated mix of all of these and more. The company might not be able to control many things about its business environment, but it certainly can control the quality of its products. Customer's perception is the largest contributor to customer satisfaction, because that is how customer normally think of the product and service quality, like how is the products, how is the salesclerk's attitude, but that is something the company cannot totally control. Moreover, sometime customer's perception might be influent be some unreality, fiction expectation, or two customers bought exactly the same product had a different perception since the perception is variable, as it can be influent by customer's mood.

2.32 Measuring Customer Satisfaction

Organization can understand the customer satisfaction by the number of refunded products, complaint calls and complaint emails. Organizations for better understand the elusive and ever changing perceptions can use data-gathering and analysis tools, and intelligent organization use various of tools to monitor customer satisfaction because no single tool is capable to get the whole range of information for understand customer perceptions. (Craig 2003, 2)

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed.

Work done by Berry, Brodeur between 1990 and 1998 defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model.

Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garbrand,

customer satisfaction equals perception of performance divided by expectation of performance.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. In this paper, researcher uses a five-point Likert scales. The customer is asked to evaluate each statement and in term of their perception and expectation of the performance of the organization being measured.

The clean eating

There is no direct definition for "clean eating". Specially, clean eating is not a diet-it is a lifestyle choice. Clean eating is not a new concept, as a matter of fact clean eating has been around for quite some time. Those involved with health, fitness or nutrition from competitors to personal trainers and health conscious individuals have been practicing "clean eating" for years.

One with many benefits that include:

1. Fat Loss
2. Weight Loss
3. Increased Energy
4. Clearer Skin
5. Shinier Hair
6. Better Sleep
7. Increased mental well-being

When someone makes the choice to eat "clean" they are choosing to eliminate all processed food and extra additives from their diet. Basically, you are choosing to eat whole, unrefined foods.

The basics of eating clean include-eating lots of fruits and vegetables. These are straight from nature-the idea is to stay away from anything that may have been altered in any way.

Include meats, however, "whole" meats that you have chosen straight from the butcher or prepared yourself. You would be very surprised to find out what is actually in ground turkey.

Enjoy whole grains-these are grains that are still complete and haven't been broken down in any form. Examples include: brown rice, whole wheat and other whole grains. You will have to get used to reading over food labels. Just because a product says its "whole grain" does not mean it is. It also does not mean they have not added a bunch of other ingredients as well.

Eat fewer ingredients - try not to purchase items with more than 4-6 ingredients in the ingredient lists. Also, be sure you recognize every ingredient. If you can't pronounce it, you probably shouldn't put it in your body.

Simple Guidelines for Success:

1. Eating small frequent meals 5-6 times per day to level blood sugar and prevent hunger

2. Include lean protein, complex carbohydrates and heart healthy fats in each meal choice

3. Avoid All processed and/or refined foods (sugar, baked goods, candies, white flour, white rice, etc)

4. Avoid saturated and trans fats

5. Avoid sodas, high calorie juices and other drinks that give your body no nutritional value and lots of unnecessary (unwanted) calories

6. Avoid high calorie, non nutritious foods(i.e. junk food)

7. Drink at least 8 cups of water per day

As I mentioned above, "clean eating" is not a new concept; it has been around for a long time. If you have never eaten this way before it may take some practice and some time to get 100% "clean". Unprocessed, natural state foods have a different taste than frozen and processed foods. Your taste buds will go through an adjustment period. Although it is less expensive to eat clean and nutritious foods, it does require more time in the kitchen planning and cooking meals.

Related Research

Naphat Sirisumphan (2527: Abstract) studied about consumption behavior of population at municipal area of Chonburi province by studying the small delicatessen selling business found that most of the consumers had consumption extravagant behavior as a consumption behavior for "entertainment" that was more than the necessity or being full. By the female consumers preferred buying the

delicatessen as a snack and dessert for eating among the meals. And the male consumers preferred buying the delicatessen for eating as a meal. Factors affecting on consumer buying decision behavior for delicatessen such as, the convenience, the taste, the satisfaction or the dissatisfaction, the eating needs, the belief on tradition, the price, the colour and the palatability of food. The minority of population focused on the cleanness, value and quality of food.

ChariyarVirunrach(2004: Abstract). This cross-sectional survey research was designed to investigate certain factors that affect the food consumption behavior among sixth-grade students in several Bangkok Metropolitan schools. The study applied the 'Pender Health Promotion Model 1980' as its conceptual framework. The sampled group in this study consisted of 420 sixth-grade students who were studying in 17 Bangkok Metropolitan schools. The students were selected by using a stratified sampling method. Data, in the form of answers to self-administered questionnaires, were collected from the students who had attended their classes between February 12, 2002 and March 12, 2002. The data were analyzedstatistically by using frequency distribution, percentage, means, standard deviation, Pearson's Moment Correlation, and Chi-Square. The factors predicting the food consumption behavior were analyzed by Multiway Analysis of Variance and Multiple Classification Analysis. The result of this study showed that the food consumption behavior was correct at a moderate level (81.0%). In the period of 1-7 days of the

past week that the students could recall, they consumed snacks at 69.6%, carbonated beverages at 58.1%, and instant noodles at 41.2%. It was found that the cognitive-perceptual factors (such as attitude toward health and vision on health) and modifying factors (such as gender, number of siblings, number of family members, mother's education level and the student's daily allowance) were correlated significantly with the food consumption behavior. Cues to action (such as perceptions of influence from friends and media) also affected the food consumption behavior significantly. From Multiple Classification Analysis, it was found that the modifying factors were the best predictor which could predict 10.0 percent of the variation in behavior. Morever, 5.0 percent and 4.0 percent of the variation in food consumption behavior could be predicted by cognitive conceptual factors and cue to action respectively.

The result of this study suggested that, as a strategy of health education, the content in school curriculum should be developed to reflect the long-term benefits of healthy food consumption. Schools should assist in the development of the students' cognitive-perceptual factors that affect their food consumption behavior. Distribution of unhealthy foods should be controlled. A group of friends with proper food consumption behavior should be formed in order to serve as a model for others.

Rungruengsilp, U. (1977) studied health-promoting behaviors among 300 vocational college students from three colleges in Prachuapkhirikhan Province using Pender

Health Promotion Model. She found that socio-psychological factors, modifying factors, and cues to action were significantly related to, and could predict their health-promoting behaviors. Best predictor was socio-psychological factors, explained at 28%, modifying factors at 8%, and cues to action at 8%.

CHAPTER 3

RESEARCH METHODOLOGY

This research is the quantitative research metrology which is based on descriptive research and survey research by using questionnaire as a data tool. The research will focus on the factors affecting on the consumer behavior in consuming clean food at DJ Poom Menu restaurant in Bangkok.

. The research will be conducted using survey methodology by operating under procedures as follows:

1. Formulating population and sample

2. Research instrument

3. Determining research instrument

4. Data collection

5. Data analysis

6. Statistics used in data analysis

3.1 Formulating population and sample size

Population

The population will be the customers who come to DJ Poom Menu restaurant for eating clean food. The population is from various gender groups, age groups, marital status groups, education level groups, occupation groups and monthly income groups and Marketing mix (product, price, place and promotion).

Sample size

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

3.2 Research instrument

For the study, questionnaire is used as the research instrument. The questionnaire consists of 3 parts. The first part of the questionnaire is the demographic information of the respondents. The second part of the questionnaire is the choices of Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant are asked in five point Likert scales. The third part of the questionnaire is the consumer behavior in consuming clean food at DJ Poom Menu restaurant.

3.3 Determining research instrument

The questionnaire is formulated through the following steps:

1. Understanding conceptual framework of the study.

2. Brain storming for questions that will be used in the questionnaire.

3. Selecting the relevant questions and sequencing the questions in order.

4. Test the reliability of the questionnaire.

Result of the reliability testing of questionnaire is as below:

The questions in the questionnaire that associated with Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant have the reliability at the level of $\alpha = 0.810$. For the study using SPSS program to interpret the result, if the value of α is more than 0.75 then the questionnaire is acceptable.

3.4 Data collection

This research will be used primary data. The primary data will be collected by questionnaires.

Researcher has distributed questionnaires to sample group on 1st November – 1st December 2015. The completed questionnaires will be processed for coding and analyzing through SPSS.

3.5 Data analysis

The data of this study will be analyzed by computer through package software (SPSS: Statistical Package for Social Sciences) as follows,

1. The demographic background information of the respondents and the consumer behavior in consuming clean food at DJ Poom Menu restaurant will be analyzed and presented using descriptive statistic in form of Frequency and Percentage.

2. The information of the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant will be ranged and presented using descriptive statistic in form of Mean ($\overline{X}$) and Standard Deviation (SD).

3. The information of the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant will be analyzed and presented using compare means statistics in forms of Chi-square test.

4. The scoring of questionnaire will be analyzed by using five – points rating scale or five – Likert scales.

The five – point Likert scales are as follow: (Agree to the factor)

Strongly Agree   5 points

Agree   4 points

Neither Agree nor Disagree   3 points

Disagree   2 points

Strongly Disagree   1 point

Researcher used the criteria to scale rating of class interval of Best (1970) to interpret the Mean score of the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant.

Class interval = $\underline{\text{Maximum-Minimum}}$

Class number

Average from 4.21 to 5.00 is considered as strongly agree to the factor (Absolutely True).

Average from 3.41 to 4.20 is considered as agree to the factor (True to a high degree).

Average from 2.16 to 3.40 is considered as neither or general to the factor (True to a moderate degree).

Average from 1.81 to 2.60 is considered as disagree to the factor (True to a minimal degree).

Average from 1.00 to 1.80 is considered as strongly disagree to the factor (Not true at all).

3.6. Statistics used in data analysis

3.6.1 Basic statistics

1.1 Percentage

$$P = F/N * 100\%$$

Where

P = Percentage

F = Frequency to be converted to percentage

N = Numbers of frequencies

1.2 Mean

$$\overline{X} = \frac{\sum x}{n}$$

Where

$\overline{X}$ = Mean

$\sum x$ = Summation of the scores

N = Numbers of data

1.3 Standard Deviation

$$S.D. = \sqrt{\frac{(x-\bar{x})^2}{n-1}}$$

Where

SD = Standard Deviation

$$Xi \quad = \quad \text{Value of information}$$

$$\overline{X} \quad = \quad \text{Mean}$$

$$n \quad = \quad \text{Numbers of data}$$

3.6.2. Statistical for hypothesis testing

Testing the relationship between the demographic characteristic in term of gender and behavior of spending clean food per meal, And between the Marketing Mix factors in term of product's taste and frequency of consuming clean food by using Chi-square test:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = the frequencies observed
E = the frequencies expected
$\sum$ = the 'sum of'

CHAPTER 4

RESEARCH RESULT AND FINDING

The data will be analyzed by applying computer software such as Statistical Package for the Social Sciences (SPSS), among the most widely used programs for statistical analysis in social science. It is used by market researchers, health researchers, survey companies, government, education researchers, and others. The researcher has collected the data that had gathered from the 200 respondents. The results of the study are divided into 5 parts as follow:

Part 1: Descriptive statistic on the demographic information in term of Gender, Age, Status, Income, Occupation, Family member and Education.

Part 2: Descriptive statistic on customer consumption behavior in term of Frequency and Spending.

Part 3: Analysis about the marketing mix factors (4Ps, Product, Price, Place and Promotion).

Part 4: Inferential statistic on the relationship between the independent variables and dependent variables using Chi-Square test (Hypothesis Testing).

Part 5: Summary of hypothesis testing.

Symbols used in the analysis of data

n = Number of people in the sample

% = Percent of people in the sample

= Mean

SD = Standard Deviation

* = Statistically significant level of 0.05

4.1 Part 1 Descriptive statistic on the demographic information

In this part, the demographic information of 200 respondents is analyzed in term of Gender, Age, Status, Income, Occupation, Family member and Education, from Table 1 to Table 7.

Table 1 Descriptive statistic of the respondents classified by gender

Gender		Frequency	Percent
Valid	Male	138	68.7
	Female	62	30.8
	Total	200	99.5

Table 1 shows that the majority of the respondents are male (68.7%), while the rest is female (30.8%).

Table 2 Descriptive statistic of the respondents classified by Age

Age		Frequency	Percent
Valid	27	1	.5

28	2	1.0
29	1	.5
30	7	3.5
31	32	15.9
32	29	14.4
33	23	11.4
34	17	8.5
35	79	39.3
36	6	3.0
37	2	1.0
38	1	.5
Total	200	99.5

Table 2 shows that the majority of the respondents are 35 years (39.3%), then 31 years (15.9%), 32 years (14.4%), 33 years (11.4%), 34 years (8.5%), 30 years (3.5%), 36 years (3.0%), 37 and 28 years (1.0%), and 27,29 and 38 years (0.5%).

Table 3 Descriptive statistic of the respondents classified by Marital Status

Marital Status		Frequency	Percent
Valid	Single	147	73.1
	Married	53	26.4
	Total	200	99.5

Table 3 shows that the majority of the respondents are single (73.1%), while the rest is married (26.4%).

Table 4 Descriptive statistic of the respondents classified by Income

Income	Frequency	Percent
Valid 11,000 – 20,000 Baht	1	.5
21,000 – 30,000 Baht	67	33.3
31,000 – 40,000 Baht	116	57.7
More than 40,000 Baht	16	8.0
Total	200	99.5

Table 4 shows that the majority of the respondents' incomes are between 31,000 – 40,000 Baht (57.7%), then between 21,000 – 30,000 Baht (33.3%), More than 40,000 Baht (8.0%), and between 11,000 – 20,000 Baht (0.5%).

Table 5 Descriptive statistic of the respondents classified by occupation

Occupation	Frequency	Percent
Valid Government officer	7	3.5

	180	89.6
Private company employee		
Self employed business	13	6.5
Total	200	99.5

Table 5 shows that the majority of the respondents are private company employee (89.6%), then self employed business (6.5%), and Government officer (3.5%).

Table 6 Descriptive statistic of the respondents classified by Member in Household

Member in Household	Frequency	Percent
Valid Two people	18	9.0
Three – four people	174	86.6
More than four people	8	4.0
Total	200	99.5

Table 6 shows that the majority of the respondents' members in household are Three – four people (86.6%), then Two people (9.0%), and More than four people (4.0%).

Table 7 Descriptive statistic of the respondents classified by Level of education

Level of education		Frequency	Percent
Valid	High School	6	3.0
	Bachelor Degree	145	72.1
	Master Degree	43	21.4
	Doctoral Degree	6	3.0
	Total	200	99.5

Table 7 shows that the majority of the respondents' levels of education are Bachelor Degree (72.1%), then Master Degree (21.4%), and Doctoral Degree and High School (3.0%).

4.2 Part 2: Descriptive statistic on customer consumption behavior

In this part, the demographic information of 200 respondents is analyzed in term of frequency, spending and influential factor from Table 8 to Table 9.

Table 8 Descriptive statistic of the respondents classified by How often do you consume clean food

Often		Frequency	Percent
Valid	Once a week	8	4.0
	A few times per week	142	70.6
	More than 5 times per	50	24.9

month		
Total	200	99.5

Table 8 shows that the majority of the respondents are A few times per week (70.6%), then More than 5 times per month (24.9%) and Once a week (4.0%).

Table 9 Descriptive statistic of the respondents classified by how much you spend on your meal

Spending	Frequency	Percent
Valid 101 – 200 Baht	54	26.9
201 – 300 Baht	140	69.7
More than 300 Baht	6	3.0
Total	200	99.5

Table 9 shows that the majority of the respondents are between 201 – 300 Baht (69.7%), then between 101 – 200 Baht (26.9%) and more than 300 Baht (3.0%).

4.3 Part 3 Analysis about the marketing mix factors

Analysis about the marketing mix factors (4Ps, Product, Price, Place and Promotion) the sample as shown in Table 10 to Table 13.

4.31 Product

Table 10 Mean and Standard Deviation of marketing mix factors that the customers

at DJ Poom's restaurant focus on each aspect of product.

Product	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	$\overline{X}$	SD	Degree of agreement	Ranks
I like the taste of clean food	150 (74.6%)	30 (14.9%)	20 (10.0%)			4.65	.655	Absolutely True	1
I like clean food because of healthy food	30 (14.9%)	170 (84.6%)				4.15	.358	High Degree	2
I like clean food because of various in food selection	20 (10.0%)		180 (89.6%)			3.20	.602	Moderate Degree	3
I like clean food because it is simple and quick				200 (99.5%)		2.00	.000	Minimal Degree	4
I like clean food because of attractive packaging					200 (99.5%)	1.00	.000	Not True At All	5
Average of Product						3.00	.323		-

Table 10 shows that the average mean of product is 3.00, by

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).

4.32 Price

Table 11 Mean and Standard Deviation of marketing mix factors that the customers

at DJ Poom's restaurant focus on each aspect of price.

Price	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	$\overline{X}$	SD	Degree of agreement	Ranks
I like clean food because the price is similar to local food				200 (99.5%)		2.00	.000	Minimal Degree	3
I like clean food because of reasonable price with quality		160 (79.6%)	26 (12.9%)		14 (7.0%)	3.66	.805	High Degree	1
I like clean food because of good price		26 (12.9%)	174 (86.6%)			3.13	.337	Moderate Degree	2
I like clean food because of various price range		14 (7.0%)			186 (92.5%)	1.21	.767	Not True At All	4
Average of Price						2.50	.477		-

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Table 11 shows that 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).

4.33 Place

Table 12 Mean and Standard Deviation of marketing mix factors that the customers

at DJ Poom's restaurant focus on each aspect of place.

Place	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	$\overline{X}$	SD	Degree of agreement	Ranks
Location of restaurant		25 (12.4%)		175 (87.1%)		2.25	.663	Minimal Degree	3
Atmosphere of restaurant		175 (87.1%)	25 (12.4%)			3.88	.332	High Degree	1
Having enough car park			175 (87.1%)	25 (12.4%)		2.88	.332	Moderate degree	2
Having enough table					200 (99.5%)	1.00	.000	Not True At All	4
Average of Place						2.50	.331		-

Table 12 shows that 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).

4.34 Promotion

Table 13 Mean and Standard Deviation of marketing mix factors that the customers

at DJ Poom's restaurant focus on each aspect of promotion.

Promotion	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	$\overline{X}$	SD	Degree of agreement	Ranks
High frequency in discount promotion		178 (88.6%)	22 (10.9%)			3.89	.314	High Degree	1
Free gift promotion		22 (10.9%)		178 (88.6%)		2.22	.627	Minimal degree	3
Often see the product advertising			178 (88.6%)	22 (10.9%)		2.89	.314	Moderate degree	2
Member privilege					200 (99.5%)	1.00	.000	Not true at all	4
Average of Promotion						2.50	.313		-

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Table 13 shows that 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);
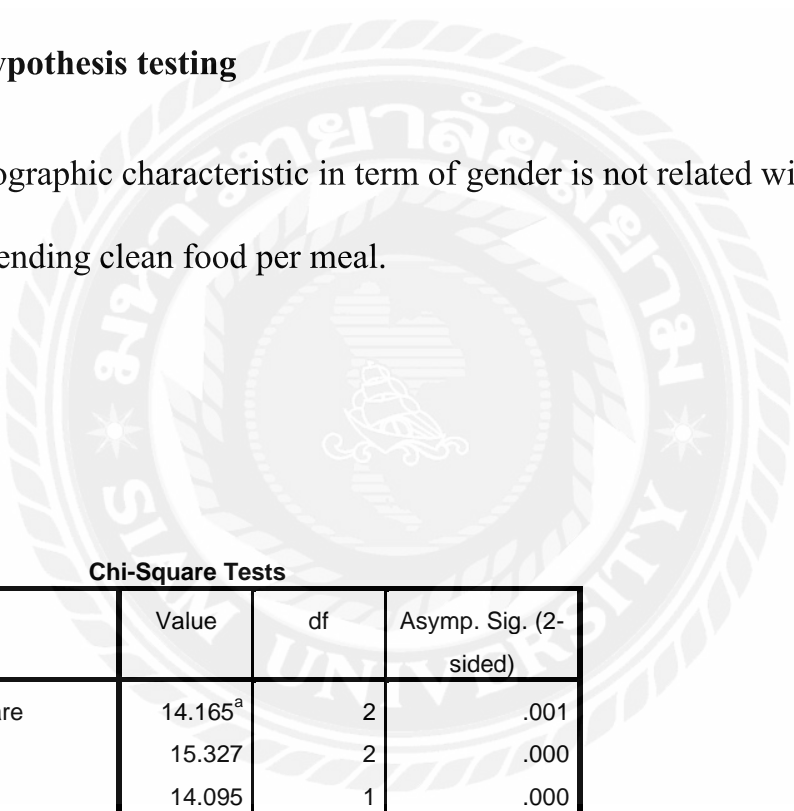
Third group, Free gift promotion(2.22);

Last group, Member privilege(1.00).

4.4 Part 4: Hypothesis testing

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

Table 14:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.165[a]	2	.001
Likelihood Ratio	15.327	2	.000
Linear-by-Linear Association	14.095	1	.000
N of Valid Cases	200		

The level of significance at .05

The result showed that the Hypothesis testing was rejected. It meant that the different genders have difference on consumer behavior in spending clean food per meal at the level of significance .05

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Gender	How much do you spend on your meal			
	101-200 Baht	201-300 Baht	More than 300 Baht	Total
Male	27 (50.0%)	105 (75.0%)	6 (100.0%)	138 (69.0%)
Female	27 (50.0%)	35 (25.0%)	0 (0.0%)	62 (31.0%)
Total	54 (100.0%)	140 (100.0%)	6 (100.0%)	200 (100.0%)

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

Table 15:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.312[a]	4	.010
Likelihood Ratio	19.588	4	.001
Linear-by-Linear Association	.945	1	.331
N of Valid Cases	200		

The level of significance = .05

The result showed that the Hypothesis testing was rejected. It meant that the Marketing Mix factor on product's taste had relationship with consumer frequency behavior in consuming clean food at the level of significance .05

I like to eat clean food because of taste	How often do you consume clean food			
	Once a week	A few times per week	More than 5 times per month	Total
Neither agree nor disagree	0 (0.0%)	20 (14.1%)	0 (0.0%)	20 (10.0%)
Agree	0 (0.0%)	18 (12.7%)	12 (24.0%)	30 (15.0%)
Strongly agree	8 (100.0%)	104 (73.2%)	38 (76.0%)	150 (75.0%)
Total	8 (100.0%)	142 (100.0%)	50 (100.0%)	200 (100.0%)

4.5 Part 5: Summary of 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.

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

5.11 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

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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.

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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   4. divorce

    2. Married

    3. widowed

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

Marketing Mix Factors (4Ps)					
Question	Level of Evaluation				
Why do I like to consume clean food?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. I like the taste of clean food.	1	2	3	4	5
2. I like clean food because of healthy food.	1	2	3	4	5
3. I like clean food because of various in food selection.	1	2	3	4	5
4. I like clean food because it is simple and quickness.	1	2	3	4	5
5. I like clean food because of attractive packaging	1	2	3	4	5

Question	Level of Evaluation				
Why do I like to consume clean food?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. I like clean food because the price is similar to local food.	1	2	3	4	5
2. I like clean food because of reasonable price with quality.	1	2	3	4	5
3. I like clean food because of good price in right quantity.	1	2	3	4	5
4. I like clean food because of various price ranges.	1	2	3	4	5

Question	Level of Evaluation				
Why do I like to consume clean food?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. I like clean food because of the location of the restaurants.	1	2	3	4	5
2. I like clean food because of the atmosphere of the restaurants.	1	2	3	4	5
3. I like clean food because of enough car park.	1	2	3	4	5
4. I like clean food because there is enough table for consumers.	1	2	3	4	5

Question	Level of Evaluation				
Why do I like to consume clean food?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. I buy clean food because of discount coupon.	1	2	3	4	5
2. I buy clean food because of high frequency in discount promotion.	1	2	3	4	5
3. I buy clean food because of free gift promotion.	1	2	3	4	5
4. I buy clean food because I often see the product advertising.	1	2	3	4	5
5. I buy because of member privilege.	1	2	3	4	5

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!

Question	Level of Evaluation				
Why do I like to consume clean food?	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. I buy clean food because of discount coupon.	1	2	3	4	5
2. I buy clean food because of high frequency in discount promotion.	1	2	3	4	5
3. I buy clean food because of free gift promotion.	1	2	3	4	5
4. I buy clean food because I often see the product advertising.	1	2	3	4	5
5. I buy because of member privilege.	1	2	3	4	5