INDIAN RESTAURANT IN THAILAND

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SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA), INTERNATIONAL PROGRAM, SIAM UNIVERSITY BANGKOK, THAILAND 2015

RESEARCH TITLE : INDIAN RESTAURANT IN THAILAND

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DEGREE : INTERNATIONAL MASTER OF BUSINESS ADMINISTRATION

MAJOR : INTERNATIONAL BUSINESS MANAGEMENT

This Independent Study has been approved To MD ASHRAFUL ALAM ARANA to fulfillment the requirement of MASTER OF BUSINESS ADMINISTRATION (MBA) Degree.

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ABSTRACT

The research showed that most of the Thai consumers have ranked the factors related to the uniqueness or the authenticity of the food to be most important for them while selecting to dine at the ethnic restaurants. The consumers are aware that ethnic food are difficult to cook at home and ranked the factors related to the food authenticity, uniqueness and appearance of the food to be the most important factor of dining at ethnic restaurants.

The ethnic restaurants have the high scope in to maintain the product differentiation strategy by maintaining their food authenticity, food appearance and uniqueness in order to serve wide range of consumers. The consumers have ranked the factors related to the exchange of culture to be next highest important after then food authenticity. The ethnic restaurant has the advantage of consisting ethnic culture over the other restaurants. This differentiated feature of the ethnic restaurant has been useful in gaining and attracting their customers.

The consumers feel of being a part of ethnic culture while dining at the ethnic restaurants. The display of ethnic culture can be enhanced by creating the ethnic atmosphere in the restaurant, displaying cultural pictures on the walls and the menu cards, using of the physical tangibles including the eating equipments and the playing of ethnic music in the background of the restaurant. The consumers have ranked the factors enhancing the creation of ethnic atmosphere to be the next important factor following the exchange of culture

This study provides information which facilitates better understandings of Thai consumers and their behaviors in the selection of restaurants. There are several suggestions which can be drawn from the results of this study. As Thai consumers give high importance to the restaurant image, the restaurants are advised to focus in all the elements which would contribute to improve the restaurants image. The managements of ethnic restaurants are advised to maintain their product differentiation strategy by providing the authentic taste. The food authenticity, uniqueness of food and appearance of food are the most important factors that Thai consumers consider to be important while dining at the ethnic restaurants.

The research was conducted in the city of Bangkok. Further research could be conducted at the other provinces of Thailand to find out more about Thai consumers.

ACKNOWLEDGEMENTS

This Independent Study is submitted for the degree of Master of Business Administration (International Program) at Siam University, Bangkok, Thailand. This research study could not accomplish without the moral support from many people.

I would like to express my sincere thanks to my advisor Assoc. Prof. Dr. Vijit Supinit, the Dean of IMBA.

In addition, I would like to thanks all my teachers, friends for their good advice and encouragement me until my graduate studies.

On other hand, I would also wish to express me deepest gratitude and respectfully to my parents who constantly encouraged and supported me to study in Thailand.

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TABLE OF CONTENTS

Chapter 4

Chapter 5

Chapter 1
Introduction

Recently restaurant Business is rising in the world. Same as in Thailand it's also happening. Not only Thai food but also other countries food restaurant also is growing up so fast. In this article I like to focus on Indian restaurant's businesses in Thailand. Now a days the Indian community inverse already here. So it's a good opportunity to setup Indian restaurant in Thailand. This can expand their venue of Thailand. From this research over view we try to find out the opportunity, limitations, obstacle and other else which can help to setup Indian restaurant in Thailand. First chapter is related the overview of organization research.

1.1 Research objective

Study on Sheath et al. 2011, which consists of two strategies. Number one is customer satisfaction & number two marketing strategy .Strategic planning for marketing and make decisions for small furn. Through this research we tried to find out the answer that-

"Opening Indian restaurant is significant in Thailand or not'!"

1.2 Environment of the research

Restaurant business is a product base and service oriented Business which provides both value.

FromYantai(2005), we saw that Thailand restaurant could be classified in four segments.

- Nice food could be refer to dining in the expensive restaurant as like inside the hotel in where customers can seek food for quality food which made by skill chef.
- Casual type of dining is also considerable to eat the restaurant. In where all service are provided at the table such as MK restaurant, sizzle, Fuji, Ra- Cha, Zen and etc.
- Quick Service Restaurant expects quick food such as Mc Donald, KFC, Dunkin Donut

and etc.

- Street Vendor and noodle shops.

From Sachasiri 20013 itwas discussed that the recent year service sector has been considered as in sign if ant in here. Here food &beverage inductor is m much popular &profitable. (Appendix 1).But on the other hand small restaurant business is facing problem for the large chain restaurant which are already got the popularity in here and also worldwide. And other information that Thailand does not fall in the top twenty y Indian food based country. (Appendix4).

Increasing of multicultural and religions people in Thailand it's really essential to grow up Indian restaurant. Even though Indian restaurant is still here but not enough. Those are always crowded and foul of customer. Need more restaurants in different area where Indian people are living &doing their duties. Proving this food service Thailand can be a ethnic Group of customer. And will be contribute in Thai economy as well. Euro monitor (2011) illustrated that consumer of Thailand prefer chain and well-known brand Restaurants for both there dine - in and take away (Appendix 2). This includes the cafe and expeditious pabulum restaurants, leaving lesser option for dim inutile ethnic restaurant to capture their market.

1.3 Research Objectives

- Identify the target market of Indian food
- Thai consumer 's decision
- Information source
- Thai consumer’s choice.
- Monitoring the customer’s reaction on the food inside the small restaurant as well.

1.4 Design of Research

Research investigation can provide by methodology .This research shows how queries are followed by the quantitative researcher·.

1.5 Importance of study

To know about the food industry in Thailand and compare with other countries food acceptance here. It’s may help to find out number of Indian restaurant and other’s also. Which kind of problem they are facing and which type of facility can get. About their profit margin, risk calculation for the new investor in this sector. And this research information may use for further investigation and research purpose.

1.6 Limitations of the study

Time limitation and budgets are the main limitation of this study. Research conducted within a limited time and without any budget. Due to that it limited to observe inside the city only.

I mean Bangkok only. We didn’t have the scope to search outside of Bangkok. Results from this research it's hard to make general conclusion. However this research could be reuse for further study through the whole Thailand, not only in Bangkok.

1.7 Approach of Chapter

It's the 1st & introducing chapter where discussed about the research review. The next chapter is about the details necessary applied for it. And that chapter is discussed specially about methodology where can get the proper idea about methods, research design, data collections, data analysis, research based instruments and target population. And also will be discuss about the details data analysis. Data analysis chapter followed by the conclusion part and recommendation part. And finally from the last chapter the research outcome will be appearing.

1.8 Organization of this research

At first of this chapter provided overview of the research. And next part provides the review based on literatures. Then 2nd chapter in details of the relevant theory which applied in our research. Chapter two is followed by the methodology chapter. Here you can find the details of target population, research instruments research methods, and research design, samples, proposed data analyses method data collections, and are discussed. Full chapter is followed by data analyses based. Data analyses chapter discussed in details too. Collected data, primary data, selective data, survey data, analytic data used here to complete the research. Data analyses chapter also followed by the conclusion and recommendation. Where the research conclusion has derived and briefly described.

Chapter 2

Literature review

Actually chapter two is based on literature review. In this chapter in the fast part it discussed for all you can see around restaurant related in Thailand. And the second part is based on customer Satisfaction. Full part is based on the discussion of real factors affection to the customer's want of & their choice in Thailand. It's following by the different behavior. At last part of this chapter is mentioned the market pricing and strategy on behalf of Thailand market, which is also most important to expand your dream.

2.1 How to make an excellent company?

Mr. Kotler (1991) has pointed the role of the company's employees and their commonest in creating customer satisfaction. He further discussed the importance of a company in responding and adapting to a continuously changing market. Several previous story also exist which can be discussed for deviling the business strategy. Among them I like to highlight "An off frame work". An off introduced with a matrix framework in 1957 which appeared from Harvard Business Overview. Later this matrix established as a "Corporate Strategy". Here a table is provided which is based on this strategy. And the source from an off (l957, PP 113-124).

Growth Strategies expand in the small ethnic restaurant is focusing in this research study .An off matrix one kind of expanding opportunity for marketing development. Past I mentioned that the number of Indian restaurant in Thailand is limited. So it easily understands that it will be rally profitable to start an Indian restaurant in Thailand.

There is a positive site in Thailand that new market allows the new restaurant to make cost leadership over the competitors. Their main target to serve the majority of consumer from a Specific group. So that the restaurant can operate the proper market value over the whole country

Source: Michael E. Porter (1985), *Competitive Advantage: Creating and Sustaining Superior Performance, p. 12*.

2.2 Consumers' satisfaction

To creating a difference, it's very important for the small ethnic restaurant. Customer feedback and their satisfaction is very important for the business. Its may any kind of business. Like this kind of model can provide five dimension of service based which can be remark as-

I. Tangibles

ii. Responsiveness

iii. Assurance

IV. Reliability

V. Compassion

2.2.1 Multi-dimensional structure in restaurant

Similar researches can lead in the past research for restaurants business. Zheng (2010) had used the Multi-dimensional structure to measure the quality of service in international restaurants in Thailand. It may small or big research which can create the positive effect to know the real restaurant business in here. On the other hand you can see that not only Indian restaurant beside it many other countries restaurant also are growing with vast. It's easily highlighting the scenario of food business. But one information like to share here than in past there was no more research study about Indian food based business in Thailand. Its first time is happening through our research plan. Service order may be based on behalf of food on time policy. Response and reliability also most concern to make fruitful for the consumer. And willingly ale to provide the proper and immediate response for the related service. Cause as its challenging and always need to keep in good reputation to growth in well. In this way multi-dimensional structure can help to create the business here.

2.2.2 Theory of Mehrabian-Russel (M-R)

Restaurant represents a culture. Wood & Cobie 2004 discussed about ethnic restaurant which present that local consumer is way to connect with the foreign culture.

This structure punctuates based on three categories which are:

i. Individual feeling

ii. Arousal

iii. Dominance (PAD).

2.3 Decision of restaurant’s customer

Yantai restaurant conducted a research on the consumer' s preference on dining out at ethnic restaurant suggested that: factors as authenticity of food, cultural familiarity , appearance of food and difficulty in preparing at home to be the main factors affecting the consumer ' s decision in dining at the ethnic restaurants. This study of Baharat (2004), stated that the American consumers visit Indian restaurant to enjoy the cross cultural interaction and view their dining experience as an integral part of who they are. Appearance of food is the nature of food as visual attributes. McKee (1990) pointed that appearance of a food product would determine one’s initial reaction to the food. In the simpler world- if the food looks good, consenters think it would taste good. A study of Shu Sheela (1998) supported that food appearance is an important factor for consumers seeking ethnic entrees. It is a part of Thai Caribbean and many ethnic cooking styles to use the decorating and gardening element such as colorful sculptured fruits chilies and vegetables to decorate the food in order to improve its appearance, making the food more at1ractive and irresistible .

In USA magazine, National Restaurant association (2000) reveals that difficulty in preparing ethnic food at home is one of the important factors affecting consumer's decision towards the choice of ethnic restaurant. Ethnic restaurants are the best place where the authentic foods are found. Yantai (2005) further discussed that consumers believes that ethnic food characterized hot, spicy or mild with unique pleasant flavors are difficult, lesser likely and time consuming to be prepared at home, hence doing such food at the ethnic restaurant has been the better option. Shu Sheela (1998) further discussed that consumers who want to discover more ethnic tastes would become exposed to ethnic flavors and learns to enjoy them. The restaurant USA magazine by National Restaurant association (2000) further mentioned that the variety in menu is one of the important factors affecting the consumers ' decision towards the choice of restaurant. In order to be a part of new experience, the consumer seeks for the different type of foods from which they have been accustomed. The Italian food, French food and Spanish food are said to be highly innovative and trendy appealing and those foods are perceived to be always changing as chefs invent new dishes or modify traditional ones. Thus variety of menu is an important factor.

The study from Zheng (2010) had suggested the factors like parking facility and restaurant location to be a paramount factor towards the consumers ' decision towards the cull of restaurant. As in Thailand car is a prevalent mode of convey, consumers expects the restaurants to provide the parking facility to avail the accommodation of the consumers that are visiting with family. Consumers that seek for the quality ethnic restaurants are often yare to peregrinate distance to reach to the restaurants. However, the locations of the restaurant are expected to be good, safe and facile to locate. Fieldhouse (1995) mentioned that salubrious alternative appeal is a segment of consumer interest. The past research by Zheng (2010) shows that puerile age group of female are more health conscious in culling their diet than the male. Having of the salubrious alternative in the restaurant sanction the consumer with the options to operate from the menu such has lower-fat items , fresh, natural, unprocessed aliment, organic fruits and vegetable. Hence, salubrious alternative is a consequential factor affecting the consumer decision towards the cull of restaurant. As this research fixated on the Indian vegetarian restaurant in Thailand the vegetarian pabulum are considered to be salubrious and are liable to meet up with the health | requisite for all age group.

The stud y of Baharat et al (2004) has pointed out the factors of virtual portion size and the value of maximum to be the paramount factor affecting the consumers' decision towards the restaurant as well.

2.4 Human Foods in Thailand

Thailand is country with many people living together from different country. We can call it a multicultural country. So as for a multicultural country in the world here you can get a lot of customer with variety of choice. This will be helpful for creating the better business. Instead of all other food beside Indian food. Variety of community you can catch easily.

2.5.1 Consumer’s style in Thailand

If you follow-up here you can see mostly the consumers from western and Asian. Eventually there also be a huge different between these region consumer. There is a huge different between them. Especially in-between their food habit. That's why my research will easily inspirable to create Indian restaurant business in here as well. And it's can say that there is most possibility to get the from these kind of business in Thailand. Which business is already started here son it'll boom all over the Thailand. Especially in Bangkok. To maintain their "cool" image to be accepted by the peers hence they have the wide range of restaurant cull. The next segment according to the Euro monitor (2011) are the population aging from 20-40, these are the work king population, who cull their restaurants according to their accommodation during their working period. But however during leisure time and to socialize with friends, they had opted to dine at variety restaurants. After the age of 30, most female become extra health conscious and they spend highly on anti-aging cosmetics. The espoused population would opt to dine at the family restaurants like MK, Fuji, Oishi and others with their family. The next segment is the middle age population. This segment of people is very health conscious they spend their most of the leisure time in gym and golf club in order to stay fit and puerile. Most of the people from this segment consume stringently nutritious foods. However their spending power is higher than any other segment and they are liable to opt to dine at the luxury restaurants. The next segments are the old aged people who are retired from work, living on pension or family incomes. The dine-out habit of such people is infrequent and mostly with their family. However r some of the old aged people dine-out conventionally at their convenient shop or any particular restaurant that suits their pabulum needs. They scarcely make any variety cull in culling their restaurant. Despite the immensely colossal of people still living in the rural areas, the betokened in the euro monitor (2011) that Thailand is becoming urbanized. The expansion of industrial and commercial activities is considered to be the main reason for the recent sizably volume flow of migrants into Bangkok and metropolitan areas.

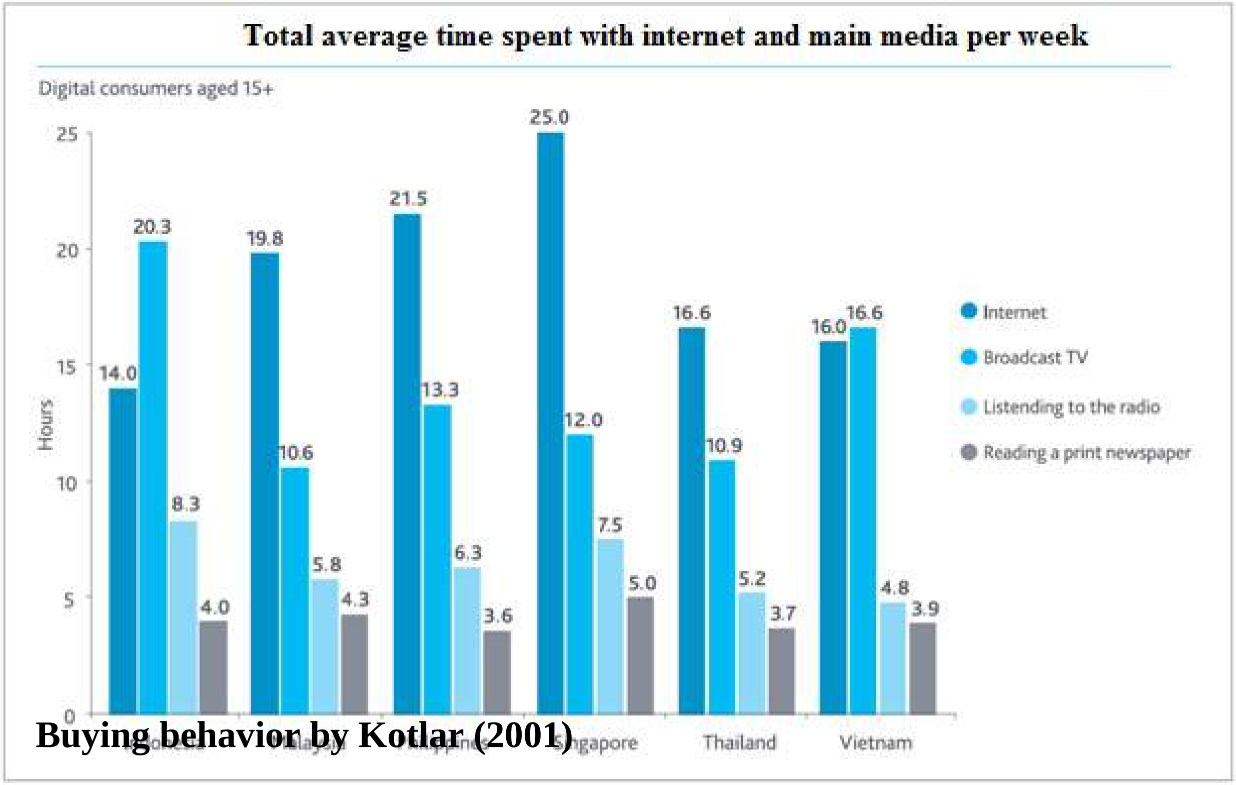
There are varieties of restaurants available in Thailand to suits the different life sty le of Thai consumers. The cull of restaurant could be varied by the demographics of the consumers and the source of information about the restaurant. O' Shaughnessy (1987) discussed the role of emotions and rationality in consuming decision. Emotions could be utilized in many ways by the restaurants to communicate and induce the feel of hunger to the consumers. The utilization of emotion elements such as color, odor and authentic victuals image could be very utilizable to communicate the taste to the consumer and hence induces the feel of hunger.

2.5.2 Customer’s regular behaviors

Base on this theory, the point of customer's decision is influencing by the marketing policy. This is creating by the owner. Here internally and externally you can see these behaviors as well. Even now a day’s service with home delivery is also [popular. Food is a habit. People like to eat their own country food. And in Thailand Thai people not like to cook at home. They are also depend on outside food. I mean they are depend on restaurant food as well. If you try to calculate in percentage you can see it mostly more that 80% people are like to eat outside. They h\don't have time to cook by their self. So they like to eat outside and don't try to cook at home.

As before I mentioned that Thailand is a multicultural country so here the demand of outside food is very high. Even maximum people are seeking for their own country food. As many people from verities of country are coming, continuously coming here day by day as for travel, work, shopping, and medical and business. So all of them are like to eat their own food. Even they don't have enough facility and time to make their own food. That’s why maximum people like to seeking for restaurant. And in Thai land the consumer's behavior also creates a positive effect for business as well.

. The picture below illustrates the media habits of Southeast Asia countries, complied by Nielson Company (2011).



Buying behavior by Kotlar (2001)

Marketing stimuli	Other stimuli	Buyer's Black Box		Buyer's Responses
Product Price Place Promotion	Economic Technological Political Cultural	Buyer characteristics	Buyer decision process	Product choice Brand choice Dealer choice Purchase timing Purchase amount

Figure 2: Model of buying behaviour
Source: Kotler P., 2001, Principles of Marketing)

2.6 Food Cost in Thailand

The expense in Thailand is not so high. It's almost cheap. Even the life style, accommodation and other things also cheaper. So for food also reasonable to the customer. Which will make people to eat in restaurant as well. For taking breakfast, lunch or dinner it not too expensive. Anyone can bare it easily. As a lot of number consumer is going out for their three meals so restaurant business is really profitable in Thailand. That’s why a lot's of restaurant from other country are opening their restaurant business in Thailand and doing their business well.

Chapter 3

Methodology

In this chapter the discussion about the details methodology which used in this research paper. Starting option is available for research method, following by discussion of difference option. It's determined the best suited option for research philosophy, approaches, design strategy, sampling procedure and sample size. Here data analysis also discussed. And the end of this chapter discussed about ethical issues for this proposal.

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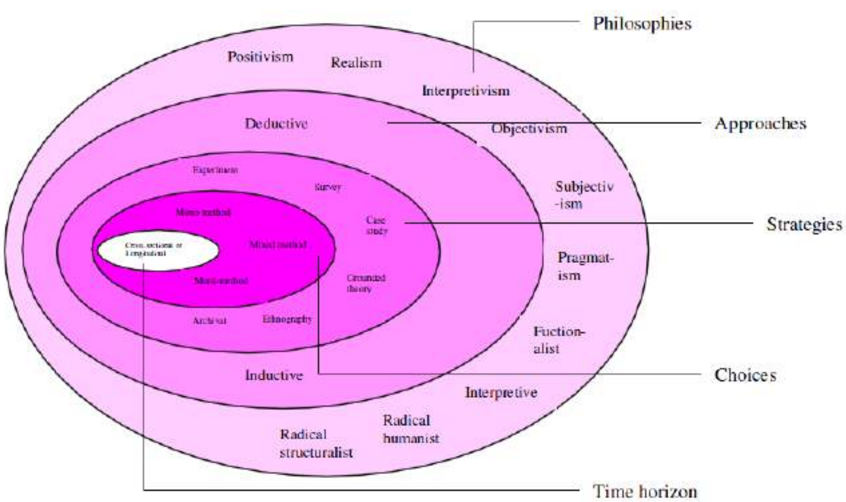
3.1 The options available for research methodology

Following figure is showing the variety of layer and path. To continue the academic study it's must consider to allow methodology option. This chart shows a research opinion, which step should be considerable for research methodology for find out the data collection and analysis.



Source: Saunders *et al.* (2007, p.132)

3.2 Philosophy

The previous figure suggested many philosophies, but the philosophies used for business research which are positive and important. Normally research study should be the basic understanding and believes that really stable and could be observe and presentable. Research involves manipulation with variations to suits the different situation. From this study customer can make their decisions to start a business on behalf of the previous structure of business in here and how to develop and getting benefited through this business. For this purpose our research background is designed.

3.3 Approach

Here we find out two research approach which are commonly used and also deductive reasoning and inductive reasoning. That two approach is -

i. Customer's Satisfaction

ii. Customer's decision making

Positivism researches normally used for the deductive this proposal. And the result is treated as confirmation only. It used for the small ethnic restaurant only.

3.4 Strategy

The most regular research is the casual type research. Our research is based on the real life activity in Thailand. It’s creating from the multi culture people who are habituate to take their daily meal in the restaurant. Those thinks inspired us to perform this research. We also pass through few systematic questions as well.

3.5 Research Design

Normally every research plan is important. We can design in three ways.

i. Descriptive research which also known as the statistical research. It involves data in the Numerical form. Descriptive research is used to find the answers the questions of whom, What where, when, and how.

ii. Exploratory research used to find the answer to the question such as, what are the Customer s reaction to the introduction of changes and what the most important factors of customer s satisfaction are.

iii. Causal research also called explanatory research. is the investigation of (research into) Cause-and-effect relationships.

3.6 Research and Target Salutation

The total of category of subject that is the focus of attention in particular research project was defined Veal (2005). Population of customers who have experience in using the service from an ethnic restaurant and the Thai consumers from the city of Bangkok was discussed on that journal. Sampling is a process of choosing a sufficient number of elements/cases/individuals from the population also declared on Sekaran (2003), sampling technique of non - probability sampling was used in this research . Also defined the age group, gender, income education level, occupation, frequency of using restaurant and related information. It has a significant impact

3.7 Sampling and Sample Size

It's based from the previous research. Where the people gathered there most possibility to grow up better opportunity. It's standard for everywhere. Not only in Thailand. Quantitative research requires large amount of sample to produce the useful analyses procedure. People here should reach the quota for experiencing the service of a restaurant. We need to apply primary techniques. As techniques to get the proper research result. In Thailand the Thai customer have different group based on age, salary and culture. Consumers ha Ying income from below 8,000 baht, 8,000 -15,000 baht, 16,000-25,000 baht selecting the samples baht. Here we also considered about the level of education of the samples.

3.8 Pretest

Pretest step was taken before the actual primary data collection. It's also known as pilot test. The pilot survey was small scale of a large volume survey. It conducted by selecting sample of respondents. Selecting the sample of 8 respondents who consumed at an ethnic restaurant in Bangkok. We selected eight respondents. Among them five were female and 3 were male. One was below the age of 20, 2 were from the age group of 20-30, 3 were from the age group of 30-40 and 2 were aged over 40. Now not resulted indexer any significant. From this pilot interview we were able to figure out the peoples wants of and mental.

3.9 Data Collection

In this research the data was collected from different sources like other research paper, text book, e-journal, articles, and other database. Text book we borrowed our library and Indian friend. And other source of info from secondary data such as food magazines, newspaper and friend's advices were also reviewed.

By distributing the designed questionnaire was done after pretest. And the sample was approached and ask through the people by providing specific moments. Specially the response from Thai people & them who are living here for a particular period. We didn't apply it through the tourist.

3.10 Data Analyses Techniques

There are many way to analogize data. It's depending. Proper way as example that Can support our data analysis" on behalf of test of hypothesis such as Pearson correlation and Spearman's rank, than rationally. Few consumers may not of their aware.

Normally for data analysis have two types. One is qualitative and another one is quantitative. Here we applied quantitative research method .Cause our information was focused is number of quantities research is all about quantity.

Chapter 4

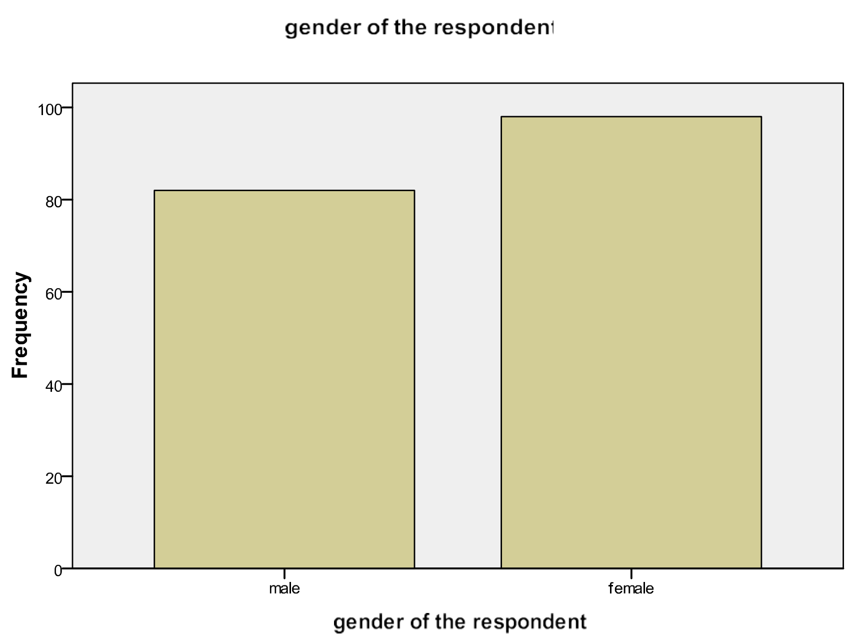
Analysis

This data analysis is also a most important part of this research so in this chapter we will discuss regarding data analysis system. The data we collected that one is a tested on the appendix. And in this chapter data is shown by pie chart and bar chart.

Few samples we also collected based on male female.

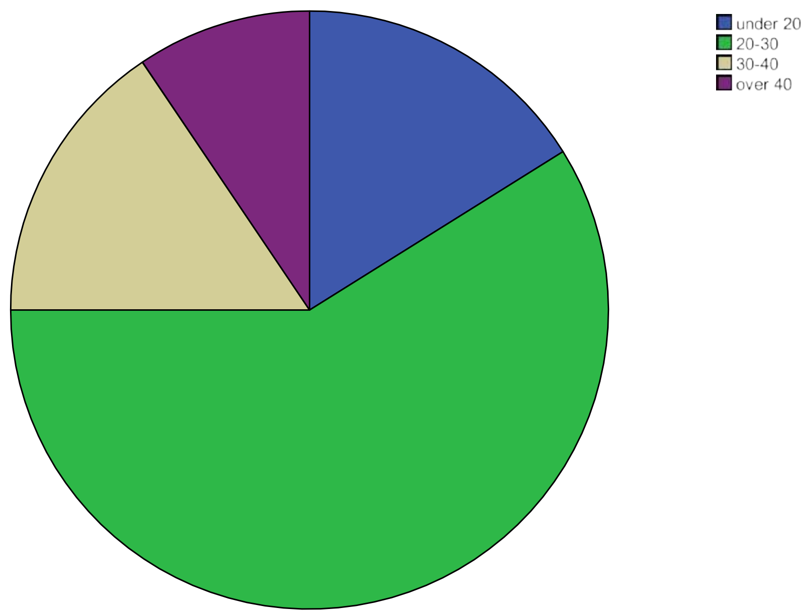
Gender

The figure 4.1.1 below illustrates the summary of gender of the respondents in the form of bar-chart.



The figure 4.1.1 shows that out of the total 180 respondents, 98 of them were female and 80 were male age.

The figure 4.1.2 illustrates the summary of age of the respondents in the form of pie-chart

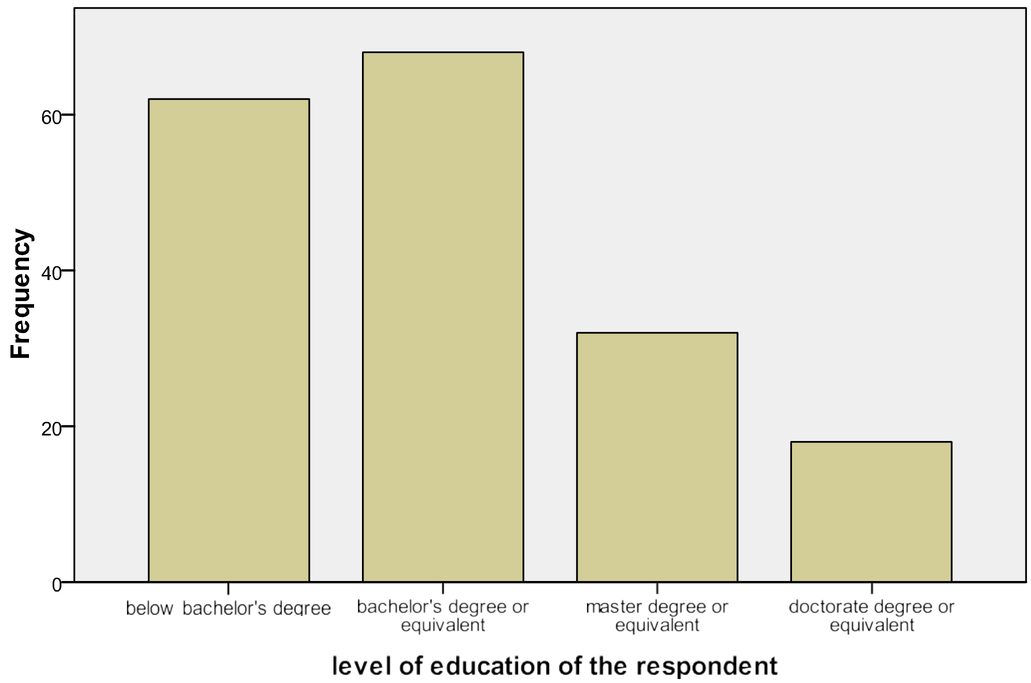


Age of respondent

The figure shows that majority of the respondents were from the age group of 20-30. Out of the total of 180 respondents, **29** were from the age group of 15 to 20, **106** were from the age group of 20-30, **28** were from the age group of 30-40 and **17** were from the over 40.

Level of education

The chart 4.1.3 below provides an analysis of the respondent’s education level.



The bar chart summarizes that out of the 180 respondents, the education level of **62** were slight below the bachelor’s degree. **68** of the respondents have the bachelor’s degree or equivalent. **32** of the respondents have the master degree or equivalent and **18** of them holds the doctorate degree.

Consumer Occupation

The figure 4.1.4 bar chart below provides the summary of occupation of the respondents.

Average income per month

The figure 4.1.5 below describes the summary of average income per month of the respondents in the form of pie-chart.

The bar chart illustrates that out of the 180 respondents, 40 were self-employed and 34 were the government employee where 53 were the employee of private companies, at that time 12 were the house wives and 41 were the students. The most of the respondents were private companies employee.

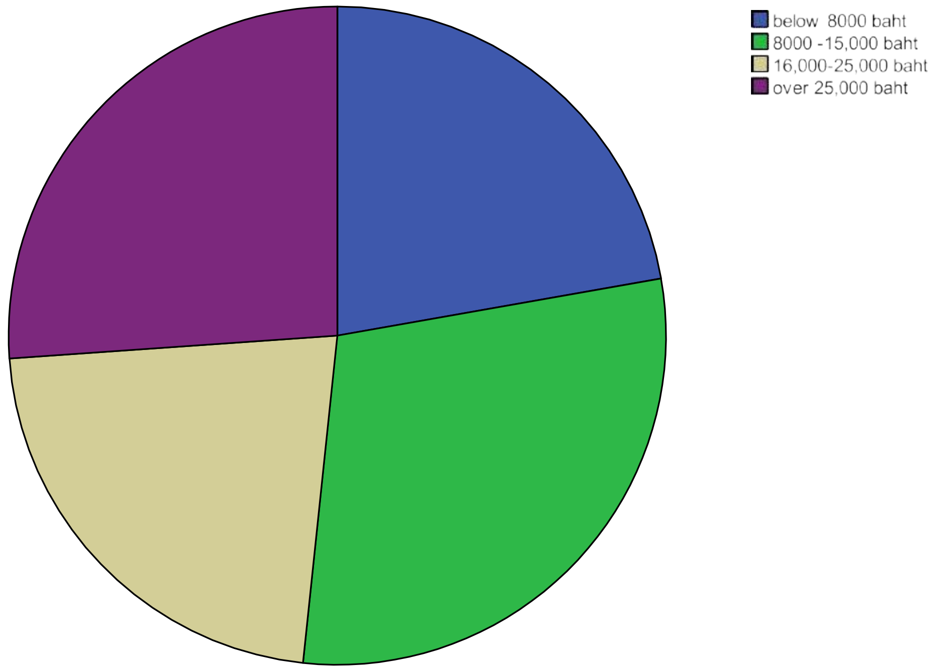


Chart: Average income per month

The pie chart shows that 180 respondents where **40** have the average income per month slightly under 8,000 baht and **53** have the average income per month in sum of 8,000 to 15,000 baht at the same time **40** have the average income each month in the amount of 16,000 to 25,000 baht and in the same time 47 of the respondents have the average income every month just over 25,000 baht. The most of the respondents have the average income per month near 8,000 to 15,000 baht.

The average income per month and age of the respondents

The table provides that, most of the respondents aging under 20 have the average income each month of below 8,000 baht where the respondent aging over 40 being the most skilful worker and they earns over 25,000 baht every month, according to last column of the table and respondents age over 40, 12 out of 17 have the minimum income over 25,000baht each month. The majority of the youngsters aging between 20 to 30 have the highest average income of 8,000 to 15,000 baht which could be their first jobs or part time jobs during higher education and then The population of 30s age earn more than the 20s, nearly 16,000 to 25,000 baht each month and above.

The Average income per month and level of education of the respondents

The table 4.1.2 below illustrates the average income per month and the level of education of the respondents.

		below bachelor's degree	bachelor's degree or equivalent	master degree or equivalent	doctorate degree or equivalent	Total
average income per month of the respondent	below 8000 baht	21	18	1	0	40
	8000 -15,000 baht	22	26	5	0	53
	16,000-25,000 baht	9	13	12	6	40
	over 25,000 baht	10	11	14	12	47
Total		62	68	32	18	180

The table 4.1.2 provides that, the largest number of respondents having the average income every month below 8000 baht is the one with below bachelor's degree level of education. However few Thai consumers are below bachelor's degree level of education who manages to earn over 25,000 baht per month. The bachelor's degree holder respondents or equivalent averagely earn nearly 15,000 baht each month.someother earn 25,000 baht per month who have masters degree and above.

Average income of the respondents

The table 4.1.3 below summarized the average income per month and occupation of the respondents.

		self-employed	government employee	employee of private company	house wife	student	Total
average income per month of the respondent	below 8000 baht	7	9	3	1	20	40
	8000 -15,000 baht	10	21	9	2	11	53
	16,000-25,000 baht	10	1	19	4	6	40
	over 25,000 baht	13	3	22	5	4	47
Total		40	34	53	12	41	180

The table 4.1.3 illustrates that most private company employee earn highest monthly income, moreover 40 respondents are self employed, and 13 of them earn over 25,000 each month, therefore self-employed and private companies employee are the highest earner of Thailand and highest purchasing power also. The government employees earn the nearly 8,000 to 15,000 baht. Nearly all students earn under 8,000 baht and most of the housewife manage to earn marginally over 25,000 baht.

Level of education of the respondents

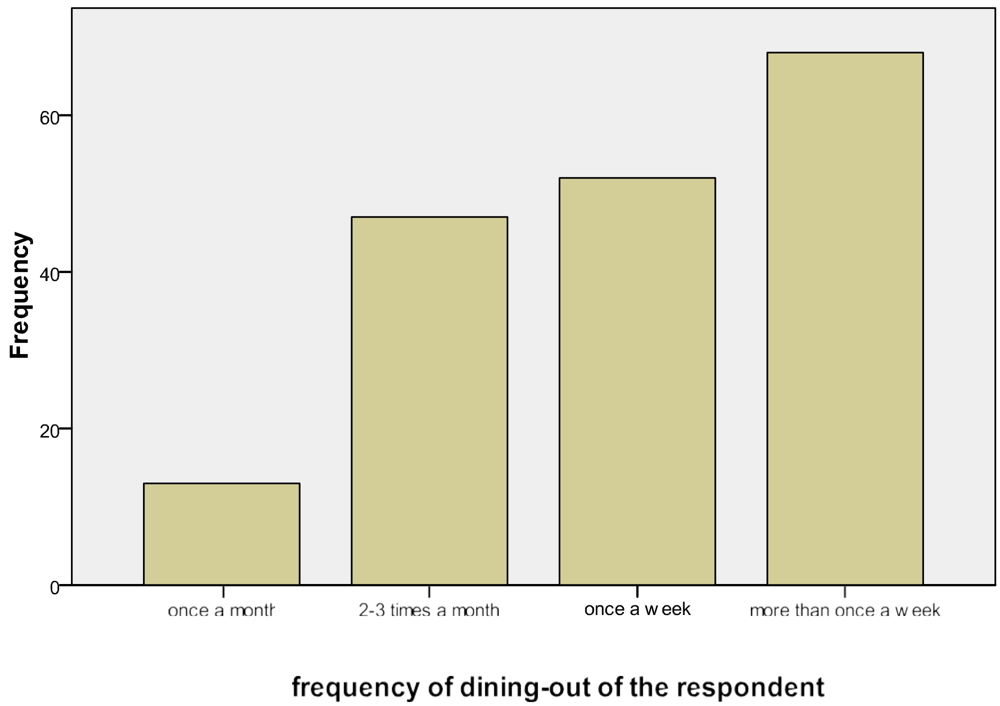
The table 4.1.4 below summarized the occupation and the level of education of the respondents.

		below bachelor's degree	bachelor's degree or equivalent	master degree or equivalent	doctorate degree or equivalent	Total
occupation	self-employed	7	21	6	6	40
	government employee	16	15	1	2	34
	employee of private company	9	16	20	8	53
	house wife	5	1	4	2	12
	student	25	15	1	0	41
Total		62	68	32	18	180

The table 4.1.4 provides the information about respondents education level where, under bachelor's degrees were mostly students or the government employees. The respondents with the bachelor's degree or equivalent in Thailand are mostly self-employed, followed by the employee of private company. While the majority of respondents with master degree and high are mainly the employee of private company. The respondents with doctorate degree or equivalent are mostly employee of private institutions Thailand.

4.1 Frequency of dining-out

First question in the questionnaire was about the frequency of dining-out. The figure 4.2.1 below shows the summary of frequency of dining-out of the respondents in the bar – chart.



The bar graph shows that out of the 180 respondents, 13 of the respondents dine- out once a month, 47 of the respondents dine out 2-3 times a month, 52 of the respondents dine out once a week and 68 of the respondents dine out more than once a week.

Frequency of dining out and age of the respondents

The table 4.2.1 summaries the frequency of dining out and the age of the respondents

		age of the respondent				
		under 20	20-30	30-40	over 40	Total
dining-out frequency of the respondent	once a month	2	4	5	2	13
	2-3 times a month	10	30	6	1	47
	once a week	5	31	8	8	52
	more than once a week	12	41	9	6	68
Total		29	106	28	17	180

The table illustrates that youngster's respondent's consumer the service of restaurants more than the older respondents. Frequency of dining out and the minimum income each month of the respondents

The table 4.2.2 summarized the frequency of dining-out and the average income per month of the respondents.

		average income per month of the respondent				
		below 8000 baht	8000 -15,000 baht	16,000-25,000 baht	over 25,000 baht	Total
frequency of dining-out of the respondent		2	2	6	3	13
	2-3 times a month	15	11	11	10	47
	once a week	13	18	4	17	52
	more than once a week	10	22	19	17	68
Total		40	53	40	47	180

The table 4.2.2 shows that average respondents income of has no significant affects on the frequency of dining out of the Thai consumers. Consumers with every level of average income dine-out differently at their convenience.

Frequency of dining out and the level of education

The table 4.2.3 below summarized the frequency of dining out and the level of education

		below bachelor's degree	bachelor's degree or equivalent	master degree or equivalent	doctorate degree or equivalent	Total
dining-out of the respondent	once a month	6	2	4	1	13
	2-3 times a month	17	20	6	4	47
	once a week	13	22	10	7	52
	more than once a week	26	24	12	6	68
Total		62	68	32	18	180

Looking at the table 4.2.3 it can be seen that consumers with master and higher level of education are less frequent in dining out than the consumers with bachelor's and lower level of education.

Frequency of dining out and occupation

The table 4.2.4 below summarized the frequency of dining out and the occupation of the respondents.

		occupation of the respondent					
		self-employed	government employee	employee of private company	house wife	student	Total
dining-out of the respondent		4	1	4	3	1	13
	2-3 times a month	7	9	19	1	11	47
	once a week	11	14	12	5	10	52
	more than once a week	18	10	18	3	19	68
Total		40	34	53	12	41	180

The table 4.2.4 illustrates that most students are frequent in dining out followed by the government employee. The employees, who dine out frequently as their busy schedules would not allow them sufficient time to make food at home, while house wives who go to dine- out as they mainly to get to dine very few time with their family, and most of the time make meals at home on the other hand self-employed consumers has the freedom to choose to dine-out whenever they want to, so the result provides that the self-employed respondents has more variation in the frequency of dining out.

4.3.1 The ethnic restaurants in Thailand

The table 4.3.1.1 below summarized the form of percentage, the ethnic restaurants in Thailand that each respondent preferred to dine-at.

Rank	Thai restaurant	Chinese restaurant	Japanese restaurant	Italian restaurant	Indian restaurant	Other restaurants
1st	1.1%	2.2%	3.3%	0%	8.4%	85.6%
2nd	5.6%	16.1%	17.8%	2.2%	51.1%	7.2%
3rd	8.6%	28.3%	12.8%	34.4%	12.8%	2.8%
4th	8.6%	28.3%	12.8%	34.4%	12.8%	2.8%
5th	5.6%	16.1%	17.8%	2.2%	51.1%	7.2%

From the table 4.3.1.1 it can be seen that most of the respondents ranked Thai restaurants to be their highest preferred ethnic restaurant. The Japanese restaurants have been the 2nd highest preferred restaurant by the Thai consumers. The respondents gave the comment that Japanese food are healthy and provide great variety for health conscious people. Chinese restaurants are the 3rd highest preferred restaurants among the Thai consumers. As the data in appendix 3 shows that Chinese ethnic group is the 2nd highest populations in Thailand, the Thai culture has been greatly influenced by Chinese culture and Chinese food. The Italian food has been the 4th highest preferred restaurant by Thai consumer followed by the Indian restaurants being the 5th highest. The respondents were also asked to specify the other restaurants preferred by them, which mostly are Korean, Arabic, Mexican, Russian and Vietnamese.

Frequency of dining out and Indian restaurant

The table 4.3.1.2 below summarized the frequency of dining out and the preference of the Indian restaurants of the respondents.

		dining-out of the respondent				
		once a month	2-3 times a month	once a week	more than once a week	Total
Indian restaurant	1st	5	4	9	9	27
	2nd	0	4	4	6	14
	3rd	1	3	2	3	9
	4th	1	6	10	6	23
	5th	5	26	22	39	92
	6th	1	4	5	4	14
Total		13	47	52	68	180

The table graph 4.3.1.2 shows that the frequent dining out consumers has ranked the restaurants of Indian to be their first choice. It shows that Indian restaurants in Thailand have the variety to attract the most frequent consumers. Who are the least frequent consumer, are likely to select to dine at their favorite restaurants than looking for other restaurant choice.

Indian restaurant and average income per month of the respondents

The table 4.3.1.3 below summarized the average income per month and the preference of the Indian restaurants..

		average income per month of the respondent				
		below 8000 baht	8000 -15,000 baht	16,000-25,000 baht	over 25,000 baht	Total
Indian restaurant	1st	5	8	5	9	27
	2nd	2	4	4	4	14
	3rd	2	1	2	4	9
	4th	5	5	4	9	23
	5th	20	30	22	20	92
	6th	5	5	3	1	14
Total		40	53	40	47	180

The table graph 4.3.1.3 illustrates that, which has average income each month of the respondents has no magnificent effects on the restaurants preference. The primary research result shows, where the secondary research that self image is main things for Thai consumers. more over, most population earning any level of income who are ready to spend their wage for their food and leisure . However the consumer who earn lowest wage of below 8000 baht each month are not likely to choose dining at ethnic restaurants, so their highest preference would be the Thai restaurants.

4.3.2 Factors that respondents considered important while dining at ethnic restaurants

The researcher summarized 9 most important factors (being labeled a-i below) from various reviewed literature which are important while dining at ethnic restaurants. The 4.3.2.1 summarized in the form of percentages the factors that respondents considered to be important ranking their highest preference being numbered1 and their least preferences being numbered 9.

a = Appearance of the ethnic food

b = Ethnic food are difficult to prepare at home

c = Eating at ethnic restaurant is a way of exchanging culture

d = The uniqueness of the food

e = The physical tangibles of the restaurant (including the unique eating equipments)

f = The display of ethnic culture on the walls and menu cards

g = The ethnic music and television channel played in the restaurant background

h = The feel of being a part of ethnic culture

i = The clues of authentic cooking that I get by eating at ethnic restaurant

Table 4.3.2.1

Ranking	**a**	**B**	**c**	**d**	**e**	**F**	**g**	**h**	**I**
1st	2.8%	1.1%	9.4%	3.9%	15%	15.6%	21.1%	12.8%	17.2%
2nd	25%	17.8%	4.4%	23.3%	10.6%	7.2%	3.9%	2.8%	6.1%
3rd	18.3%	17.8%	12.2%	11.7%	9.4%	13.3%	5.6%	7.2%	3.3%
4th	5.6%	8.3%	12.2%	2.8%	8.9%	18.9%	15.6%	15%	15%
5th	6.7%	7.2%	23.3%	4.4%	16.1%	10.6%	6.1%	16.7%	10%
6th	5.1%	5.3%	12.2%	.8%	7.9%	15.9%	5.6%	17%	14%
7th	18.3%	17.8%	12.2%	11.7%	9.4%	13.3%	5.6%	7.2%	3.3%
8th	2.8%	7.8%	5%	2.2%	21.7%	14.4%	20.0%	20%	6.7%
9th	8.3%	10%	14.4%	0%	3.9%	9.4%	20.6%	10%	22.8%

From the table 4.3.2.1 it can be seen that the uniqueness of the food or the authenticity of the food has been ranked as the highest important factor to be considered by the Thai consumers while dining at the ethnic restaurants. The factor that the ethnic food are difficult to prepare at home and the appearance of the ethnic food have been ranked as the second and the third highest important. It can be seen that the factors related to the quality of food has been the main reasons for the Thai consumers to dine at the ethnic restaurant. There is the scope for the ethnic restaurant to maintain their uniqueness and differentiated services to survive the high competition.

The result from the table 4.3.2.1 also showed that following from the factors related to the quality of the food, the Thai consumers have ranked the factors like dining at ethnic restaurants give the feel of being a part of ethnic culture and is a way of exchanging culture to be the next highest. As ethnic restaurant is different from other restaurant consumers get to feel and learn the ethnic culture by dining at the ethnic restaurants.

Apart from the factors related to the quality of the food and the exchange of culture, the Thai consumers have ranked the factors as the physical tangibles, the ethnic music, the display on the walls or menu cards and factors related to ethnic atmosphere to be the next highest important factor to be considered while dining at the ethnic restaurants. The ethnic restaurants provide the consumers with the ethnic atmosphere to give the real feel of being a part of ethnic culture, and allow the consumers to try using the unique eating equipments.

Frequency of dining-out and the uniqueness of the food

The table 4.3.2.2 below summarized the frequency of dining out of the respondent and the uniqueness of the food.

		once a month	2-3 times a month	once a week	more than once a week	Total
uniqueness of the food	1st	3	18	14	40	75
	2nd	4	11	20	7	42
	3rd	2	6	6	7	21
	4th	1	5	3	9	18
	5th	1	1	4	2	8
	6th	0	0	2	3	5
	7th	2	2	3	0	7
	8th	0	4	0	0	4
Total		13	47	52	68	180

The able 4.3.2.2 shows that, the frequently dining out consumers has ranked the uniqueness or the authenticity of the food to be the first important factor for them in dining at the ethnic restaurants. Who are frequent dinning out consumers seeks to taste of the different kind of food and hence the uniqueness of the food has to be maintained by the ethnic restaurants.

Age of the respondents and the uniqueness of the food

The table 4.3.2.3 summarized age of the respondents and the uniqueness of the food.

		age of the respondent				
		under 20	20-30	30-40	over 40	Total
uniqueness of the food	1st	14	44	14	3	75
	2nd	0	33	2	7	42
	3rd	2	11	6	2	21
	4th	8	7	3	0	18
	5th	1	2	2	3	8
	6th	2	2	1	0	5
	7th	0	5	0	2	7
	8th	2	2	0	0	4
Total		29	106	28	17	180

The tables showed that the uniqueness of the food is not very important to the respondents of older age group of over 40. The respondents with doctor degree or equivalent and age over 40 years old, has ranked the factors as dining at ethnic restaurants is a way to exchange and feel the ethnic culture to be more important factor while dining the ethnic restaurants than the respondents of younger age who look to taste new foods. The physical tangible factor also has been ranked important by the respondents from the younger age group and the young adults.

4.4 The information sources that influence the consumers' decision towards the choice of restaurant

There are many authentic information sources which helps the consumer to select their preferable restaurant. The table graph 4.4.1 provides that the percentages of the information sources that highly influence the consumers to decide the perfect restaurant. The most authentic source being ranked as number 1, who are giving the perfect information, and who are giving less trustable information and providing lest influences source are being ranked number 8.

a = review of the Restaurant in the newspaper, b = review of the Restaurant in the food guides, c = review of the Restaurant in the magazines, d = Advertisement in newspapers, magazines, food guides or television, e = Restaurant information from internet, f = Hearing from other's experience g = Self-exploring by walking or passing through the places, h = others

Ranking	**a**	**b**	**c**	**d**	**e**	**f**	**g**	**h**
1st	3.9%	0.6%	0 %	0.6%	1.1%	0.6%	1.7%	91.7%
2nd	2.2%	12.2 %	6.1%	21.1%	17.2%	22.2%	18.9%	0%
3rd	14.4%	27.8%	22.8%	12.8%	8.9%	7.2%	5%	0.6%
4th	19.4%	20.6%	27.2%	15.6%	5%	3.3%	7.2%	1.1%
5th	14.4%	27.8%	22.8%	12.8%	8.9%	7.2%	5%	0.6%
6th	4.4%	27%	2.8%	2.8%	.9%	1.2%	4%	1.6%
7th	30.6%	8.3%	13.3 %	7.2%	11.7%	2.2%	23.9%	2.8%
8th	6.1%	16.1%	15%	18.9%	17.2%	11.7%	12.8%	2.8%

The table number 4.4.1 it shows that the respondents have ranked hearing from other's experience to be the strongest information source that influence them to take decision of restaurant choice. The information spread across the consumers through word of mouth which is one of the strong communications for the Thai consumers' .Advertisements is another trustable source for the respondents who have ranked in various channels including television that would influence them to select their preferable restaurant. It also shows that the restaurants which spend money in commercial advertisements are getting advantages over gaining the public awareness. Therefore, the information about restaurants over the internet has been 3rd strongest ranked to provide information source followed by the restaurant review in newspaper, magazine and food. By walking or passing through the places are known for tourist rather than residential Thai consumers, hence this factor bearing least ranked and also least influencing to select preferable restaurant. There are other way of communications were asked to specify by the respondents which mostly were specified as personal invitations and through parties, which ranked highest because of mouth factor word . The Thai newspapers are mainly read by the people who are older age of the while the youngsters would gain information over the internet. Since the section 4.1 has specified that most of the respondents are the young people of age group 20 to 30 years old so Internet is the strongest information source than the newspaper and magazines.

4.5 Factors influencing the consumer's restaurant choice other than the quality of food

The section 4.3.2 described about the factors consumers considered to be important while dining at ethnic restaurants, this article discuss about the decision of consumer towards all restaurants not considering the quality of the food. Pre coded 11 were given by the Respondents and given factors selected by the researcher through several reviewed literatures. The results have been summarized in table 4.5.1 below. (a = Restaurant Image, b= Friendliness of staff (responsive, empathy), c= Service quality (reliability, assurance), d= Location of the restaurant, e=Parking facility, f = Price and food portion, g = Quality of physical environment, h= Healthy options, i= Variety in menu, j= Cleanliness and Hygiene, k= Cleanliness of the rest room)

Ranking	**a**	**b**	**c**	**d**	**e**	**f**	**g**	**h**	**i**	**j**	**K**
1st	7.2 %	10.6%	6.7%	15.0%	8.3%	3.9%	18.9%	6.7%	9.4%	3.3%	8.3%
2nd	8.3 %	10.6%	14.4%	7.2%	7.2%	13.9%	8.9%	13.3%	5.0%	6.7%	5.6%
3rd	10.6 %	5.0%	10.0%	8.3%	7.2%	15.6%	3.3%	7.8%	13.3%	15.0%	3.9%
4th	3.3 %	13.9%	7.8%	7.8%	1.1%	7.2%	16.1%	10.0%	10.0%	12.2%	9.4%
5th	8.3 %	10.6%	14.4%	7.2%	7.2%	13.9%	8.9%	13.3%	5.0%	6.7%	5.6%
6th	3.3 %	13.9%	7.8%	7.8%	1.1%	7.2%	16.1%	10.0%	10.0%	12.2%	9.4%
7th	8.9 %	2.8%	8.3%	7.2%	8.9%	12.2%	7.8%	6.1%	9.4%	8.9%	21.1%
8th	6.7 %	12.2%	7.2%	6.1%	8.9%	6.7%	13.9%	6.1%	11.1%	7.2%	13.9%
9th	2.3 %	13.9%	7.8%	6.8%	1.1%	7.2%	16.1%	10.0%	10.0%	12.2%	1.4%
10th	14.4 %	15.0%	4.4%	12.8%	16.7%	1.7%	5.6%	6.7%	6.1%	6.1%	11.7%
11th	16.1 %	5.6%	15.6%	12.8%	2.2%	8.3%	2.2%	13.3%	7.2%	15.6%	0%

From the table 4.5.1 it can be seen that parking facility has been ranked by most of the respondents to be the least important factor affecting their decision towards restaurant choice. This is because majority of the participants in this research are from the young age people who might not own a car and would prefer using public transports hence parking facility is not the very important factor to be considered by them. The table 4.5.2 below summarized the parking facility and the average income per month of the respondents.

		below 8000 baht	8000 -15,000 baht	16,000-25,000 baht	over 25,000 baht	Total
parking facility	1st	0	0	1	3	4
	2nd	2	3	1	5	11
	3rd	3	2	4	4	13
	4th	6	5	2	2	15
	5th	2	5	3	3	13
	6th	0	1	0	1	2
	7th	3	8	2	3	16
	8th	5	4	2	5	16
	9th	2	7	1	5	15
	10th	7	6	10	7	30
	11th	10	12	14	9	45
Total		40	53	40	47	180

The table graph 4.5.2 shows that consumers with highly income over 25,000 baht each month, has ranked the parking facilities to be the most important factor in their decision of restaurant choice.

The table 4.5.3 below illustrates the respondent's frequency of dining out and the location of the restaurant.

		once a month	2-3 times a month	once a week	more than once a week	Total
location of the restaurant	1st	1	4	11	7	23
	2nd	0	2	5	13	20
	3rd	1	10	1	3	15
	4th	2	1	6	2	11
	5th	0	3	4	6	13
	6th	2	0	0	12	14
	7th	2	5	3	3	13
	8th	1	3	3	4	11
	9th	1	12	7	7	27
	10th	3	4	11	5	23
	11th	0	3	1	6	10
Total		13	47	52	68	180

From the table 4.5.3 it can be seen that the respondents who dine out less frequently have not shown the importance to the restaurant location . moreover ,who dine out once or a couple times a month would look to eat the food are likely to go to dine at any location ,hence less frequent diner have not ranked the important factor to get location ,on the other hand who dine out frequently has ranked the restaurant location is most important things then who dine out regularly they search for restaurants with their convenient location.

The table 4.5.4 below described the average income per month of the respondent and the price and food portion factor.

		below 8000 baht	8000 -15,000 baht	16,000-25,000 baht	over 25,000 baht	Total
price and food portion	1st	7	5	2	1	15
	2nd	2	13	4	9	28
	3rd	5	11	6	6	28
	4th	2	9	5	4	20
	5th	7	3	6	9	25
	6th	7	0	2	4	13
	7th	3	6	10	3	22
	8th	2	2	5	3	12
	9th	3	1	0	3	7
	10th	2	0	0	1	3
	11th	0	3	0	4	7
Total		40	53	40	47	180

The table 4.5.4 illustrate that the respondents who earn fewer than 8,000 baht per month and 8,000 to 15,000 baht per month have preferred the factor price and food portion to be more important than the respondents with more wage. The consumers who earn income are more price conscious and consider price and food portion before choosing their restaurant to dine than the consumer with higher wages.

The table 4.5.5 below summarized the healthy option and the age of the respondents

		under 20	20-30	30-40	over 40	Total
healthy options	1st	8	5	4	7	24
	2nd	5	9	4	0	18
	3rd	0	12	0	2	14
	4th	4	10	7	2	23
	5th	2	16	3	3	24
	6th	1	16	1	0	18
	7th	2	8	0	1	11
	8th	0	6	4	1	11
	9th	3	7	2	0	12
	10th	3	9	0	0	12
	11th	1	8	3	1	13
Total		29	106	28	17	180

The table 4.5.5 illustrates that 17 respondents ageing over 40, while selecting restaurant 7 of them have chosen healthy option to be the most important factor. It shows that most of the of the younger respondents have also selected healthy option to be the most important factor. This indicates that, in present days more of Thai consumers are being health conscious. It is very important for all type of restaurants to provide the healthy option in their menu to meet the present Thai consumers' needs.

The table 4.5.6 below summarized level of education of the respondents and the healthy options.

		below bachelor's degree	bachelor's degree or equivalent	master degree or equivalent	doctorate degree or equivalent	Total
healthy options	1st	6	7	3	8	24
	2nd	10	2	4	2	18
	3rd	7	6	1	0	14
	4th	6	8	6	3	23
	5th	7	12	3	2	24
	6th	1	14	3	0	18
	7th	5	1	4	1	11
	8th	7	2	2	0	11
	9th	4	7	1	0	12
	10th	6	5	1	0	12
	11th	3	4	4	2	13
Total		62	68	32	18	180

The table 4.5.6 shows that the consumers with doctor degree have ranked the healthy options to be the highest important factor to be considered while selecting restaurants. It is surprised to see that respondents with master degree or equivalent have consider healthy option in the restaurant to be least important compared to the below bachelor's respondents and the respondents that have bachelor's degree or equivalent. It is good to see that majority of present Thai consumers have ranked healthy option in the restaurant to be important while considering the choice of the restaurant.

The table 4.5.7 below summarized level of education of the respondents

		below bachelor's degree	bachelor's degree or equivalent	master degree or equivalent	doctorate degree or equivalent	Total
restaurant image	1st	10	9	8	2	29
	2nd	3	3	2	2	10
	3rd	5	8	4	2	19
	4th	4	1	0	0	5
	5th	7	6	2	0	15
	6th	0	2	1	3	6
	7th	6	5	3	2	16
	8th	2	7	1	2	12
	9th	4	4	4	1	13
	10th	13	10	3	0	26
	11th	8	13	4	4	29
Total		62	68	32	18	180

The secondary research from the euro monitor (2010) has discussed that self-image is everything for Thai consumers. Thai consumers consider their self image before taking any kind of actions and are ready to select those actions which would improve their self image. The table 4.5.7 shows that the result of this research agrees with the result of the secondary research. From the table it can be seen that most of the respondents consider the restaurant image to be most important factor to be considered while selecting restaurants and the image of the restaurant that they choose to dine at would affect their personal image.

The table 4.5.8 summarized the frequency of dining out of the respondents and the variety in menu.

		once a month	2-3 times a month	once a week	more than once a week	Total
variety in menu	1st	0	8	0	5	13
	2nd	1	9	11	6	27
	3rd	4	5	7	8	24
	4th	2	2	4	9	17
	5th	1	5	2	1	9
	6th	1	5	7	5	18
	7th	0	4	6	7	17
	8th	0	2	7	11	20
	9th	4	6	3	4	17
	10th	0	0	3	8	11
	11th	0	1	2	4	7
Total		13	47	52	68	180

The table graph 4.5.1 illustrates that various menu has been the less important factor ranked by the respondents. The table 4.5.8 has summarized that, the factor variety in menu is important for the frequent dining out consumers. As consumers who use the services at restaurants often would seek to try different types of services and different types of menus more than the less frequent dining out consumers. The less frequent dining out consumers are likely to seek for their favorite menus whenever they dine out, as these consumers become more frequent towards a restaurant, they then seek for variety in menu in order to taste something new.

The table 4.5.1 has indicated that majority of the respondents has ranked the factor cleanliness and hygiene to be 3rd important while considering the choice of restaurant. Cleanliness is the common factor considered by all type of the respondents and mostly all the restaurants in Thailand maintain good level of cleanliness and hygiene. The result shows than more number of female considered cleanliness of rest room to be important in higher rank than male respondents. The result in the table 4.5.1 also shows that factors like service quality and friendliness of staff are ranked to be in the mid important factor considered by the respondents. The result shows that younger respondents gave little importance to service quality as they are more interested in restaurant image and variety in menu as well as they are more familiar to the self service atmosphere than the older respondents.

4.6 Opinions on their behavior in the restaurant choice

Table 4.6.1 finalized the form of percentages the respondent's answer of questions.

	Strongly Disagree 1	**Disagree 2**	**Neutral 3**	**Agree 4**	**Strongly Agree 5**
1. Taste new kind of food every time I dine-out	2.2%	17.2%	25.0%	46.7%	8.9 %
2. Look to eat in different restaurants shop	2.8%	22.8%	35.6%	27.2%	11.7%
3. Else I am hungry I just eat in any restaurant that is available	3.3%	15.6%	30.6%	31.7%	18.9%
4. Having a wider range of restaurant choice reflects my personality	3.3%	14.4%	36.1%	34.4%	11.7%
5. Everyone should change their restaurants often.	3.3%	35.6%	23.9%	25.0%	12.2%

Looking at the table 4.6.1, firstly it can be seen that Thai consumers do not like to answer in extreme options and hence most the answer scattered between the Liker scale point 2-4, from disagree, neutral and agree. Most of the respondents agreed that they look to try new food every time they dine-out, however this trying of new food could mean the trying of new menus rather than changing of the restaurants. Majority of the respondents agreed that when they are hungry they would just select to dine in the restaurant available in the near location at the time of hunger.

The table graph 4.6.2 provides that, respondents' opinion whether having wide range of restaurant choice reflect their personality and the frequency of dining- out of the respondent

		once a month	2-3 times a month	once a week	more than once a week	Total
I think having wider range of restaurant choice reflects my personality	strongly disagree	1	0	4	1	6
	disagree	5	6	11	4	26
	neutral	2	18	17	28	65
	agree	3	17	15	27	62
	strongly agree	2	6	5	8	21
Total		13	47	52	68	180

From the table 4.6.2 provides that most of the consumers who frequently dining out habit them think their personality depend on having wider range of restaurant choice. on the other hand the respondents with less frequent dining out habit are neutral about this factor.

The table 4.6.3 summarized the respondent's level of education and their opinion on the factor that having wide range of restaurant choice would reflect their personality.

Count

		below bachelor's degree	bachelor's degree or equivalent	master degree or equivalent	doctorate degree or equivalent	Total
Restaurant choice reflects my personality	strongly disagree	5	0	1	0	6
	disagree	7	6	7	6	26
	neutral	17	28	12	8	65
	agree	24	24	10	4	62
	strongly agree	9	10	2	0	21
Total		62	68	32	18	180

These results from the table 4.6.3 showed that respondents with lower level of education have given more importance to the personality than the respondents with higher education level. The majority respondents with master and doctorate degree are neutral and disagree on the factor that having wide range of restaurant choice would reflects their personality.

The result from the table 4.6.1 shows that most of the respondents disagree that everyone should change their restaurant often. The respondents with more frequent dining-out habit agreed on the point that everyone should change their restaurants often to look and try for new taste

Chapter 5

Conclusion and Recommendations

This chapter discussed about the conclusion of the research. The chapter discussed in detail the answers to the research objectives. The second part of the chapter discussed the recommendations provided by the researcher after looking at the result from data analyses. The chapter ended by discussing about the area for future studies.

5.1 Conclusion

There are limited Indian restaurants in Thailand comparing to the other ethnic restaurants. The result from the data analyses has shown that other than the Thai restaurants, the Thai consumers prefer Japanese restaurant, Chinese restaurants and Italian restaurants. The Indian restaurant has been ranked the 5th position among the ethnic restaurants preferred by the Thai consumers. The data from appendix 3 showed that Thailand has the 3rd highest Indian population, the Chinese being the second. The country Thailand has mostly influenced by the Chinese culture all around thus the Chinese restaurants has the advantage over the Indian restaurants. The Indian restaurants are depended on the local Indian consumers and the tourist. The Indian restaurants in Thailand operate as a niche market business. It captures relatively small market through the product differentiation. The foods in the Indian vegetarian restaurants are highly differentiated than the food at other restaurants. Providing the vegetarian menus is an important advantage to the restaurant as the result of this research has revealed that Thai consumers of all age in the present days are more health conscious and majority of the consumers who participated in the survey of this research have ranked the healthy option to be important factor considered by them while selecting the restaurants in the 4th highest position among the other factors.

The result of the research showed that most of the Thai consumers have ranked the factors related to the uniqueness or the authenticity of the food to be most important for them while selecting to dine at the ethnic restaurants. The consumers are aware that ethnic food are difficult to cook at home and ranked the factors related to the food authenticity, uniqueness and appearance of the food to be the most important factor of dining at ethnic restaurants. The ethnic restaurants have the high scope in to maintain the product differentiation strategy by maintaining their food authenticity, food appearance and uniqueness in order to serve wide range of consumers. The consumers have ranked the factors related to the exchange of culture to be next highest important after then food authenticity. The ethnic restaurant has the advantage of consisting ethnic culture over the other restaurants. This differentiated feature of the ethnic restaurant has been useful in gaining and attracting their customers. The consumers feel of being a part of ethnic culture while dining at the ethnic restaurants. The display of ethnic culture can be enhanced by creating the ethnic atmosphere in the restaurant, displaying cultural pictures on the walls and the menu cards, using of the physical tangibles including the eating equipments and the playing of ethnic music in the background of the restaurant. The consumers have ranked the factors enhancing the creation of ethnic atmosphere to be the next important factor following the exchange of culture.

5.2 Answers to the research objectives

Objective 1: To identify an appropriate target market of Indian vegetarian restaurant in Thailand.

The result of the research has revealed that 15 % of the Thai consumers who have participated in the survey have ranked the Indian restaurant to be their highest preference.

The majority of the Thai consumers have ranked the Indian restaurant to be the 5th highest preferred among the Thai, Chinese, Japanese and Italian ethnic restaurants. The Indian vegetarian restaurant in Thailand runs in the form of niche market business, where though it captures relatively small market but have the great scope to earn profit by the differentiation strategy. The result of the research showed that the consumers with more frequent dine-out habit of once and more than once a week are among the respondents who have ranked Indian restaurants in their higher level of preference. This shows that although majority of consumers does not highly prefer the Indian restaurants but there is scope for the frequent dining out consumers to like and prefer the Indian restaurants. The research also revealed that the average income per month of the consumers doesn't have much impact on their choice of restaurant. The Indian vegetarian can be benefited from this result, as it operate in the form of niche market business the price is inelastic and it can raise its price whenever required without affecting their customer's preferences and the demand of their food.

Objective 2: To determine Thai consumer's decision criteria in restaurant choice.

The result of the research showed that other than the quality of the food, the restaurant image has been the factor ranked to be highest important by the majority of the Thai consumers who have participated in this survey. As the result of the secondary research from euro monitor (2010) discussed that self image means everything to the present Thai consumers, most of the Thai consumer consider the image of the restaurant they select to dine would affect their personal image. The restaurants with good reputation are advantaged over the new restaurants. The factors assisting the creation of restaurant image such has the cleanliness and hygiene, the friendliness of staff and the service quality are ranked to be the following highest important factor. The consumers with high average income per month have ranked the parking facility factor to be in the higher rank of importance for them while selecting their restaurants while the respondents with younger age and lower income have ranked parking facilities to be least important as they are more likely to use the public transports. It is good to see that all type of the respondents whether they are young or old, with any type of monthly income and any level of education have ranked the factor healthy option to be in the higher rank of the importance. This showed that most of the present Thai consumers are health conscious and give priority to health. This leaves the scope for all the restaurants to provide healthy options in their menu. The vegetarians food are considered to be healthy than the non vegetarian and hence this point favors the Indian vegetarian restaurant. The consumers with frequent dining out habit have ranked the factor variety in menu to be important in the higher rank as the more frequent dining out seeks for new kind of food for the change of taste. The result also revealed that the locations of the restaurant are more important to the consumer with frequent dining out habit than to the consumers with less frequent dining habit. Most of the consumers with the less frequent dining habit have mentioned that they are ready to travel to any location to dine their favorite food once a while. Most of the female consumers has ranked the factor cleanliness of restroom to be important than the male consumers.

Objective 3: To identify which information source(s) strongly influence the consumers' decision in the context of restaurant.

The results showed that most of the Thai consumers preferred hearing from the other's experience to be the strongest source of information that would lead them towards the selection of restaurants. The advertisements over the various media including television have been ranked to be the second strongest information source. These have resulted in the scope for the restaurants to spend money on television advertisement in order to capture larger markets. The word of mouth has been ranked as the strongest media to spread information among the Thai consumers. With the fast changing technology, internet has been ranked to be the third strongest source of information, followed by the restaurant review in the newspaper, the magazines and the food guides. Internet has been the useful media to communicate among the young consumers which could be access at anytime and anywhere. The fast changing technology such as the 3G, wifi, smart phones and tablets have assisted the wider use of internet.

Objective 4: To determine the degree of variety seeking behavior of Thai consumers in the context of restaurant choice.

Most of the Thai consumer who have participated in the survey had agreed that they look to taste new kind of food every time they dine out but that could be the new food, new menu from the same restaurants. Most of the respondents had disagreed that they look to eat in different restaurants every time they dine out. Most of them agreed that when they are hungry to just eat at any restaurant that is available in the time of hunger. Majority of consumers with frequent dining out habit agreed that having wider range of restaurant choice reflects their personality, while the respondents with less frequent dining out habit are neutral about this factor. Most of the respondents with master and doctorate degree are neutral and disagree on the factor that having wide range of restaurant choice would reflects their personality. The overall results showed that Thai consumers mostly look to dine at the favorite and regular restaurant which has a good restaurant image and knows their taste rather than selecting to eat in new restaurants.

5.3 Recommendations

5.3.1 Recommendation to the restaurant businesses in Thailand

This study provides information which facilitates better understandings of Thai consumers and their behaviors in the selection of restaurants. There are several suggestions which can be drawn from the results of this study. As Thai consumers give high importance to the restaurant image, the restaurants are advised to focus in all the elements which would contribute to improve the restaurants image. The managements of ethnic restaurants are advised to maintain their product differentiation strategy by providing the authentic taste. The food authenticity, uniqueness of food and appearance of food are the most important factors that Thai consumers consider to be important while dining at the ethnic restaurants. The playing of ethnic music and the using of ethnic physical tangibles enhance the display of ethnic culture and contributes in creating the point of different for the ethnic restaurants. As ethnic restaurants run in the form of niche market business, the prices of the food has lesser elasticity compared to the other restaurants. The restaurant managements have the advantage of varying the prices whenever required. Other than the word of mouth, advertisement on television has been ranked to be strongest source of information which would influence the Thai consumers towards the choice of restaurant, the restaurant managers are advised that in order to capture larger market, spending money on television advertising could be useful media. As most of the Thai consumers do not like to change their restaurants often, they look for variety of menus in their favorite restaurants, the restaurants manager are advised to provide the variety range of menu. The staff should be trained to be friendly, responsive and empathic to the customers, which would lead to better service quality. All the restaurants are advised to provide the healthy options in their menu as in the present days, Thai consumers of every age are more health conscious and seek for the healthy options in the menu of the restaurants. The restaurants should also consider serving the larger portion of food in the same price, as most of the consumers who participated in this research have ranked price and food portion to be important while selecting their restaurants. The restaurants are also advised to maintain all kinds of cleanliness and hygiene at every part of the restaurant including the restroom as that would improve their restaurant image. Finally, to facilitate the older age consumers with higher average income per month who might own the cars, the restaurants are advised to also provide the parking facilities to create higher customer's satisfaction. These are the possible changes that the restaurants are advised to introduce to their existing business for the improvement and expanding.

Other than introducing of changes to the existing business the Indian vegetarian restaurant is also advised to consider opening new branches at different location as the result of the research showed that consumers with frequent dining out habit have considered the location of restaurant to be important while selecting their restaurant. In Thailand other than the Indian restaurants, majority of the consumers have preferred Thai, Chinese, Japanese and Italian restaurants. It is advised to the Indian vegetarian restaurant to try the different kind of ethnic food, as the Indian restaurant has been ranked at the 5^{th} position in consumers' preference. There is the scope for the restaurant business to try different kind of food and to step out from running the business in niche market. There is the scope for the business to make more profit by selling the local Thai food, as it has been ranked to be the highest preferred food by the Thai consumers.

5.3.2 Suggestions for future studies

The main focus of this research is on small ethnic restaurants in Thailand. The result of this research is cannot be generalized. Similar research could be conducted in other country where the populations and ethnic groups would be different. As the country with more number of Indian consumers would have different preferences towards Indian restaurants. The research was conducted with the limitation of time and budget. Further and deeper research on the consumer's behavior in the context of restaurant could be conducted with higher budgets and time. The research was conducted in the city of Bangkok. Further research could be conducted at the other provinces of Thailand to find out more about Thai consumers. The sampling of this research has been done basing on the previous studies. Further research with different sampling techniques could be done to gain the different results.

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Appendix

Appendix 1

Table 37 Consumer Expenditure by Broad Category (Current Value): 2006-2010

Bt billion

	2006	2007	2008	2009	2010
Food and non-alcoholic beverages	1,106	1,152	1,259	1,249	1,344
Alcoholic beverages and tobacco	241	249	267	259	274
Clothing and footwear	349	343	355	331	335
Housing	339	349	373	360	379
Household goods and services	256	254	266	254	267
Health goods and medical services	274	284	308	305	324
Transport	789	834	934	944	1,024
Communications	76	79	88	89	99
Leisure and recreation	280	304	347	358	388

 Page 31

Appendix2

Table 53 Consumer Foodservice by Type (Current Value): 2005-2009

Bt million

	2005	2006	2007	2008	2009
Chained/independent	538,399	571,137	615,078	646,849	653,067
100% Home Delivery/ Takeaway	15,324	16,325	17,948	19,369	20,511
Cafés/Bars	154,593	167,132	177,996	185,169	181,361
Full-Service Restaurants	125,213	131,154	142,121	149,114	149,804
Fast Food	31,714	36,497	42,109	48,691	53,603
Self-Service Cafeterias	9,792	10,315	10,804	10,793	11,026
Street Stalls/Kiosks	201,763	209,715	224,099	233,714	236,762
Pizza Consumer Foodservice	5,173	6,160	7,412	8,175	8,665

Source: National statistical offices, Euromonitor International

Appendix 3

Table 9 **Population by Ethnic Groups: 2006-2010**

'000

	2006	2007	2008	2009	2010	% growth
Thai	63,183	63,624	64,058	64,475	64,868	2.7
Chinese	204	201	199	197	195	-4.3
Indian	7	7	7	7	7	2.1
UK	6	6	6	6	6	-0.1
Japanese	3	3	3	3	3	1.9
US	3	3	3	3	3	0.7
Vietnamese	3	3	3	3	3	-3.5
Other	36	37	39	40	41	11.3
TOTAL	63,444	63,884	64,316	64,732	65,125	2.6

Source: *National statistics, UN, Euromonitor International*

Appendix 4

Table 1 Estimated Number of Vegetarians by Country 2010

	Vegetarian population ('000)	% total population
India	473,937	40.0
Brazil	17,159	9.0
US	10,501	3.4
Germany	7,355	9.0
Italy	6,040	10.0
Russia	5,671	4.0
UK	3,718	6.0
Taiwan	2,312	10.0
Spain	1,837	4.0
Canada	1,359	4.0
France	1,255	2.0
Australia	1,105	5.0
Netherlands	746	4.5
Switzerland	701	9.0
Israel	639	8.5
Poland	382	1.0
Sweden	280	3.0
Ireland	267	6.0
Austria	252	3.0
Belgium	217	2.0
Czech Republic	158	1.5
Japan	127	0.1
Norway	97	2.0
Denmark	83	1.5

Source: Euromonitor International from various sources
Note: Years – latest available or unspecified; definitions of vegetarian may vary according to source

Appendix 5

Consumer Lifestyles *Thailand*

'000

	2006	2007	2008	2009	2010	% growth
Babies/Infants (0-2 years)	2,437	2,426	2,414	2,411	2,408	-1.2
Kids (3-8 years)	5,090	5,033	5,016	4,982	4,987	-2.0
Tweenagers (9-12 years)	4,016	3,981	3,845	3,697	3,524	-12.3
Teens (13-19 years)	6,780	6,865	6,973	7,071	7,106	4.8
People in their twenties	10,500	10,300	10,155	9,995	9,886	-5.8
People in their thirties	11,268	11,243	11,112	11,057	10,984	-2.5
Middle-aged Adults (40-64 years)	18,613	19,140	19,788	20,332	20,909	12.3
Older Population (65+ years)	4,739	4,895	5,013	5,187	5,321	12.3

Source: *National statistics, Euromonitor International*

Appendix 6

Proportion of digital consumers with an active profile

All digital consumers aged 15+

Indonesia	Malaysia	Philippines	Singapore	Thailand	Vietnam
f 90%	f 78%	f 81%	f 77%	f 56%	Zing 33%
YouTube 23%	YouTube 51%	YouTube 51%	YouTube 45%	4shared 43%	f 28%
Twitter 19%	Blogger 31%	Twitter 32%	msn 31%	YouTube 39%	YouTube 24%