

Customers Behavior of Choosing Isaan Restaurants

Assoc. Prof. Sutham Pongsamran, Tosaporn Mahamud and Santisuk Kaewsuk

Abstract—The objectives of this study were: 1) to study customers behavior of choosing Isaan restaurants, 2) to study marketing mix factors in the selection of Isaan restaurants, 3) to compare the customers' behavior of selecting Isaan restaurants classified by personal information, and 4) to study the marketing mix factors influencing the behavior of customers in choosing Isaan restaurants. Samples of 400 people were selected using questionnaires as a study tool. The data collected were processed using percentage, mean, Chi-square, and multiple regression analysis.

The study results showed that most of the respondents were female, 21-30 years old, single-family status, bachelor's degree level, average monthly income 10,001-20,000 baht, and occupation of private companies workers. The hypothesis testing results found that most customers' behavior in choosing Isaan restaurants was to eat papaya salad. Use the service both in department stores and outside the mall. Customers chose the restaurant based on the quality of the food. Customers travel with friends in the evening and eat at the restaurant. Overall, the importance of marketing mix factors in Isaan restaurants were at a high level. The personal difference in terms of age, marital status, and occupation affected choosing Isaan restaurants. The marketing mix factors in terms of the products, promotion, personnel, process, and physical appearance influenced customers' behavior on choosing Isaan restaurants at a statistically significant level of 0.05.

Recommendations from the study results were that restaurant operators should improve their food quality to be delicious, clean, fresh, and worth the price. Organize promotional activities on special days, directing employees to dress neat and hygienic. Train staff to be knowledgeable and capable of providing fast and accurate customer service. Provide clean equipment for cooking and serving. Provide a beautifully illustrated menu.

Keywords— Marketing Mix, Behavior, Isaan Restaurant

I. INTRODUCTION

Restaurant business(Mahamud,et.al,2021) It he link business from the tutoring institute business (Miller, Breton-Miller, Schlock, B. (2008) Food is constantly adapted and evolved to the needs of consumers and lifestyles of each group of people, (González, & Bello, 2002) as well as to suit The advancement of cooking technology, such as the use of ovens, toasters, microwaves, pressure cookers, etc. (Altaf, Hussain, Qadri, et al.(2021)Good food tasting it has to be nutritious food. With age, (Johnston,Baker,& Eating(2018) Thai people nation that prefers to eat spicy food. (Supimmas & Chung (2018) Most Thai food requires a variety of ingredients that complement (Alan Erik Frøkjær & Gilbert (2011)

Assoc. Prof. Sutham Pongsamran, Tosaporn Mahamud and Santisuk Kaewsuk, Graduate School of Business Administration, Kasembundit University, Bangkok, Thailand.

the flavor, which important part of cooking to be really delicious and requires a lot of techniques to cook a delicious meal, so it takes a whole lot of study. Know the experience and expertise of a food trader to make the food tasteful and pleasing to the eye. The restaurant business is a business that is essential to the consumption of the people that most often have a turnover. Steady on and recover quickly. This makes it a business that attracts more investment with less capital and short payback time. But there is a tendency to fierce competition. At the beginning of 2014, Thailand had 61,760 restaurants in the restaurant business with a total market value of 629 billion baht in 2013 and Bangkok had an in-restaurant food service business. (Ryu, Lee, Gon Kim,2012), The most number of 3,283 cases, accounting for 41.52 percent (Office of Business Information Department of Business Development, 2014) for Isaan restaurant business This is a very popular food business and has to face a very intense competitive environment as well. As a result, both existing and new entrepreneurs have to adjust their strategies to maintain their customer base. And increase market shares By focusing on maintaining food and service quality standards Both in taste (Fullen, 2005)

Therefore, the study is interested in studying the behavior of choosing Isaan restaurants for the benefit of Isaan restaurant entrepreneurs who are interested in investing in Isaan restaurants in order to be a guideline for the development of businesses that can meet Needs of consumers in order to increase income for the business in the future.

II. OBJECTIVES OF THE STUDY

1. To study the factors of marketing mix in the selection of Isaan restaurants.
2. To study the behavior of choosing to use Isaan restaurants
3. To compare behavior of choosing to use Isaan restaurants classified by personal information
4. To study the factors of marketing mix that influence the behavior of choosing to use Isaan restaurants.

A. Scope of study

Content studies on the behavior of choosing to use Isaan restaurants By relying on the concepts and theories about consumer behavior (6w1H), including Who (who is our customer or who is our customer) What (what the customer wants) Why (why the customer wants to buy the product) When (When did the customer buy the product), Where (where did the customer buy), Whom (who participated in the purchasing decision), How (how the customer bought) and the marketing mix factor theory (7Ps), which consisted of Product factor (Product) Factor Price (Price) Factor distribution channels.

(Place / Channel Distribution) Marketing factors (Promotion), People factors, Process factors, and Physical Evidence factors, Demographic factors. Isan restaurant service in Bangkok, period The period of study is from June to September 2020.

B. Marketing mix theory

Kotler and Keller stated: Marketing mix refers to the variables or marketing tools that a business uses to fulfill its target audience marketing objectives in response to customer satisfaction. Originally, the marketing mix had only been four variables (4Ps): Product (Product), price (Price), distribution channel (Place), and marketing promotion (Promotion), 3 additional variables were later thought: People, Service Process (Process) and physical evidence to comply with modern marketing concepts. Especially in the service business It can be called as a marketing mix (The Marketing Mix 7Ps) with a total of 7 marketing tools. (Kotler, 1999)

III. RESEARCH METHODOLOGY

Subject education Behavior of choosing to use Isaan restaurants The objective of this study was to study the factors of marketing mix in the selection of service among Isaan restaurants consumers. Behavior of choosing to use Isaan restaurants Compare the behavior of choosing to use Isaan restaurants classified by personal information. And marketing mix factors that influence the behavior of choosing to use Isaan restaurants. Data from this study can be used as a guideline for improving the service of Isan restaurants. The method of study was set as follows

A. Study resources

There are two types of data sources in this study: Primary Data is the data obtained from a questionnaire in data collection. From using Isaan restaurants In which the respondents secondary data (Secondary Data) is the information obtained from the textbooks. Study reports and related documents And the Internet.

B. Study Populations and Samples

The population used in the study was the user of the Isaan restaurant. A sample of 400 was selected for this study. Using

the calculation of sample size without knowing the exact population of W.G.Cochran(1954) at 95% confidence level as follows:

$$\begin{aligned} \text{Formula } n &= P (1-P) (Z2) / (e2) \\ \text{Substitute } n &= (0.50) (1-0.5) (1.962) / (0.052). \\ n &= (0.5) (0.5) (3.8416) / 0.0025 \\ n &= 0.9604 / 0.0025 \\ n &= 384.16 \end{aligned}$$

In the calculations, a sample of 385 people was obtained, but to prevent errors that may occur in responding to the questionnaire. The information is not complete. The study then used a sample of 400 cases.

C. How we collect information

To complete the study There is a way to collect information. As follows, information was gathered from various research sources including textbooks, documents and other research studies related to the information obtained from the target group's questionnaire. And get it back by yourself Carry out a clean check This is to ensure that the questionnaire is complete and can be analyzed for further analysis.

D. Data processing and analysis

To process the data obtained from the questionnaire with a computer program. By finding the rate Percentage (Percentage) and mean (Mean) Microsoft Excel is a ready-made program for creating pie charts and bar charts (Bar Chart) with explanations of results. And the results from the chart are presented for analysis according to the characteristics of various variables

E. Statistics used in data analysis

Descriptive Statistics used are percentage (Percentage) mean (Mean) to describe the demographic data of respondents and various variables.

Inferential statistics are used for hypothesis testing. The statistics used are Chi-square and Multiple Regression Analysis.

SHOW THE FACTORS OF MARKETING MIX THAT INFLUENCE THE BEHAVIOR IN CHOOSING TO USE THE SERVICE. ISAAAN RESTAURANT

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.473	68.346		-.051	.960
Product	69.126	20.351	.227	3.397	.001
Price	-33.430	18.566	-.120	-1.801	.073
Chanel of distribution	9.077	21.160	.035	.429	.668
Promotion	-25.027	11.955	-.139	-2.093	.037
Personal	57.406	19.971	.253	2.874	.004
Process	-70.496	23.050	-.293	-3.058	.002
physical	43.676	21.879	.193	1.996	.047

* Significant level .05 ** Significant level 01

Compare the influence of marketing mix with cost behavior of the Isaan restaurants per time. Found that behavior and

marketing mix Product aspects (Sig = 0.001), marketing promotion (Sig = 0.037), people (Sig = 0.004), processes (Sig = 0.002), and physical character creation and presentation (Sig = 0.047) influence behavior. In choosing to use Isaan restaurants At a statistically significant level of 0.05

IV. SUMMARY

A study on the behavior of choosing to use Isaan restaurants Objective to study the factors of marketing mix in the selection of Isaan restaurants. Behavior of choosing to use Isaan restaurants Compare the behavior of choosing to use Isaan restaurants Classified by personal information and marketing mix factors influencing the behavior of choosing to use Isaan restaurants. 400 questionnaires were used to collect data and used statistics for data analysis, namely percentage, mean, Chi-square hypothesis test and multiple regression analysis. From the analysis results, the data can be summarized as follows.

V. PERSONAL INFORMATION

From the study on the consumption behavior of Isaan restaurants It was found that most of the respondents were female, aged 21-30 years, single family status, bachelor's degree level, average monthly income. 10,001-20,000 baht and occupation of private company employees.

A. Information about the behavior of choosing to use Isaan restaurants

From the study of information about the behavior of choosing to use Isaan restaurants, it was found that most of them chose to eat papaya salad. Use the service both in department stores and outside the mall. Choose the restaurant service based on the quality of the food. Travel with friends In the evening Eat at the restaurant With details as follows

1. Type of food that you choose to eat The results of the study were found to be of great importance, with 5 detailed opinions, consisting of the most papaya salad, followed by those who chose to eat Yum / Laab / Fried Namtok / Grilled Boiled / Curry and Soup / Mok, respectively.

2. Places to choose to serve Isaan restaurants The results of the study were found to be of great importance, with two detailed opinions: shopping malls. Restaurants outside the mall

3. Important factors in choosing a restaurant service The results of the study were found to be of high importance, with five details of opinions comprised of the highest food quality, followed by food prices. It is an important factor in the reputation of the shop. Is an important factor in the service of the shop And is an important factor in promotional activities, respectively

4. If you go to Isaan restaurant, who do you often go with? The results of the study were found to be of great importance. The detailed opinions of 5 items consisted of traveling with 1-2 friends, the most followed by a family trip. It is a trip with more than 2 friends. It is a trip with a couple. And it is a trip to go alone in order

5. Eating time The results of the study were found to be of great importance. With detailed opinions of 5 items, consisting of eating in the evening the most followed by eating at noon It is an afternoon meal. It is an evening meal And is eating in the morning, respectively

6. What kind of Isaan restaurants do you choose to use? The results of the study were found to be of great importance. With detailed opinions of 4 items, which consisted of eating at the restaurant the most, followed by eating at the restaurant and buying back In return And is ordering to eat at home / work respectively.

B. Information on the factors of marketing mix in the use of Isaan restaurants

The study of information on the level of significance of marketing mix factors in the choice of Isaan restaurants was found that the product aspect, price, distribution channel. In marketing promotion, personal service, service process And physical characteristics Overall, the marketing mix is at a very important level. With details as follows

1. Product aspect The results of the study showed that it was in the very important level with an average of 4.24, ie taste of Isaan food. Followed by the freshness of Isaan food Food safety of Isaan restaurants Variety of northeastern food The reliability of the food at Isaan restaurants, respectively.

2. Price aspect, the results of the study showed that it was in the very important level with an average of 4.16 which was the value of price compared to the taste. Followed by the value of the food compared to the price. Fairness of food prices The product has a clearly labeled price. The food is available in various prices respectively.

3. Distribution channels The results of the study were found to be very important, with an average of 4.00, which was the convenience of traveling to use the service, followed by the location of the store that was convenient. The convenience of the place inside the store There is a home delivery service. The convenience of ordering products through the Internet respectively.

4. Marketing promotion The results of the study were found to be very important, with an average of 3.54, which was a special discount to regular customers. Followed by special discounts during various festivals, promotion programs for regular customers. Online advertising media Advertising through media such as vinyl, poster, website, advertising media at the bottom of the bill. Advertising media via credit card, respectively.

5. Personality The results of the study were found to be in the very important level with an average of 4.12, ie employees who dress clean showed sanitation. Followed by the service staff willingly and smilingly, the service staff quickly provided. Enthusiasm for service Employees are welcomed to the customers accordingly.

6. Service Process The results of the study were found to be of great importance with the mean of 4.13, ie ordering food and serving the food as ordered. Followed by the tools and equipment for providing services. Cashier for food, fast and

accurate. Customer service queue ranking The number of employees is sufficient to provide the service accordingly.

7. Physical characteristics The results of the study were found to be in the very important level with an average of 4.09, ie the equipment used was clean. Followed by an interesting menu presentation, with an illustration of the cleanliness of the tables and chairs and the comfortable seating areas. The presentation of the food show looks fresh and clean in order.

C. Compare the behavior of choosing to use Isaan restaurants classified by personal information

From the hypothesis testing, it was found that Personal information on education level And the average monthly income Different factors affect the choice of Isaan restaurants. That is no different

However, personal information about different age, marital status and occupation affects the choice of Isaan restaurants.

VI. MARKETING MIX FACTORS INFLUENCE THE BEHAVIOR OF CHOOSING TO USE ISAAN RESTAURANTS

According to the study, it was found that Marketing mix factor Product aspect In marketing promotion, personal marketing, process And aspects of creating and presenting physical characteristics Influence on the behavior of choosing Isaan restaurants At a statistically significant level of 0.05.

A. Feedback from the study

This is useful suggestions for the following:

In conducting this research, it was revealed that the factors of marketing mix in the selection of Isaan restaurants. That can be used as a guide for entrepreneurs of Isaan restaurants. Has led to improve the development of services to meet the needs of consumers as follows

1. Product aspect Entrepreneurs should improve their food to be clean, fresh, tasty and develop a variety of food. Able to meet consumers both now and in the future

2. Marketing promotion Entrepreneurs should use social media to advertise, publicize, inform the store's news, organize promotional activities on important days and festivals.

3. Personnel, entrepreneurs should have training their employees to have knowledge and ability to provide product information as well. Clean and hygienic dress

4. Process Operators should set up a customer service system that is fast, accurate, may use technology to facilitate food ordering and service charges to create a impression. Mind to the users who use the service

5. Creation and presentation of physical characteristics

Entrepreneurs should pay attention to restaurant design in which the various elements of the restaurant are consistent. Such as the music playing in the restaurant, the dining table, the crockery, the seating arrangement, the seating arrangement. Arrange the environment within the store to be appropriate and always keep it clean to create a good atmosphere for dining.

VII. RECOMMENDATIONS FOR THE NEXT STUDY

There should be a study of attitudes or consumer satisfaction towards choosing Isaan restaurants. In order to know the needs of consumers even more.

REFERENCES

- [1] Alan Woolrych, Kasper Hornbæk, Erik Frøkjær & Gilbert Cockton (2011) Ingredients and Meals Rather Than Recipes: A Proposal for Research That Does Not Treat Usability Evaluation Methods as Indivisible Wholes, International Journal of Human-Computer Interaction, 27:10, 940-970, DOI: 10.1080/10447318.2011.555314
- [2] Altaf, U., Hussain, S.Z., Qadri, T. et al. Investigation on mild extrusion cooking for development of snacks using rice and chickpea flour blends. J Food Sci Technol 58, 1143–1155 (2021). <https://doi.org/10.1007/s13197-020-04628-7>
- [3] Cochran, W. (1954). Some Methods for Strengthening the Common χ^2 Tests. Biometrics, 10(4), 417-451. doi:10.2307/3001616
- [4] Fullen, S. (2005). Opening a restaurant or other food business starter kit: How to prepare a restaurant business plan and feasibility study . Atlantic Publishing Corp.
- [5] González, A.M. and Bello, L. (2002), "The construct "lifestyle" in market segmentation: The behaviour of tourist consumers", European Journal of Marketing, Vol. 36 No. 1/2, pp. 51-85. <https://doi.org/10.1108/03090560210412700>
- [6] Johnston, J., Baker, L. Eating Outside the Box: FoodShare's Good Food Box and the Challenge of Scale. Agric Hum Values 22, 313–325 (2005). <https://doi.org/10.1007/s10460-005-6048-y>
- [7] Kotler Kotler on Marketing – How to Create Win, and Dominate Markets Simon & Schuster Inc. (1999)
- [8] Miller, D., Le Breton-Miller, I., Scholnick, B. (2008). Stewardship vs. stagnation: An empirical comparison of small family and non-family businesses. Journal of Management Studies, 45, 51-78.
- [9] Mahamud, et. al,(2021) New Normal Mindset in Human Resources Strategies of Entrepreneurs for Sustainability in Thailand. Turkish Journal of Computer and Mathematics Education. 12(11) 4565-4575 <https://doi.org/10.17762/turcomat.v12i11.5951>
- [10] Ryu, K., Lee, H. and Gon Kim, W. (2012), "The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions", International Journal of Contemporary Hospitality Management, Vol. 24 No. 2, pp. 200-223. <https://doi.org/10.1108/09596111211206141>
- [11] Supimmas Thienhirun & Sulin Chung (2018) Consumer Attitudes and Preferences toward Cross-Cultural Ready-To-Eat (RTE) Food, Journal of Food Products Marketing, 24:1, 56-79, DOI: 10.1080/10454446.2016.1266544