

# Factors Affecting Consumer Choice behavior at Japanese Restaurants in Bangkok

Panisara Jatupornmongkol and Tosaporn Mahamud

**Abstract**—This study aimed to study 1) marketing mix factors for using Japanese restaurant service. A sample of 400 people was selected to use questionnaires as a study tool. The behavior of choosing to use Japanese restaurants is very important. Suggestions for entrepreneurs should improve their strategies for developing Japanese restaurants. To have good quality and fresh Both about the cleanliness of the place and the container at all times And the price tag should be clearly displayed It is accurate and fast in serving food. To increase the confidence in using the service of the customer Also, the location is in a location that can be easily traveled. Adequate parking for customer service. And there are promotional discounts for customers on special occasions There are good service staff taking care of customers. To impress customers so that customers come back to the restaurant again. And more importantly, should focus on promoting the restaurant through various channels To build brand recognition.

**Keywords**— service behavior, marketing mix, Japanese restaurant.

## I. INTRODUCTION

There are more and more Japanese restaurants serving in Thailand today. Especially in Bangkok, Chiang Mai and Chonburi (Thienhirun, & Chung, 2017) the target customers Group of like tasting of Japanese food. (Namkung, & Jang, 2008), Business man Japanese people in Thailand (Chouinard, 2005) In addition, Japanese tourists and come working in Thailand (Nemoto, Yokota, Hanafusa, & Wada, 2002) have increased. In addition, Japanese restaurants in Thailand tend to have more specialty (Mahamud, At.al, 2021) restaurants such as sushi restaurants, tempura restaurants, roast beef restaurants, etc. At this time, there was a huge increase in premium Japanese restaurants. The Japanese restaurants that have a strong growth trend are A typical Japanese restaurant that is very inexpensive. Focusing on customers of group B and group C. This group of Japanese restaurants is the group that drives the growth of the Japanese restaurant market in Thailand. (Toyoshima, 2008)

From the above mentioned, the students are interested in studying Japanese restaurant users. (Vincent & Heung (2002) Japanese restaurant selection behavior and to study the factors of marketing mix in choosing to use Japanese restaurant service To be able to know the behavior of choosing to use Japanese restaurants. Know the factors of marketing mix in

choosing a Japanese restaurant. (Cwierka, 2006) Comparison of behavior of choosing to use Japanese restaurants classified by personal information Marketing mix for choosing a Japanese Restaurant and as information for those who are involved in the Japanese restaurant business The results obtained from this study were used as a guideline to improve the service in accordance with consumer behavior. Objectives of the study were to study the factors of marketing mix in the use of Japanese restaurants. To study the behavior of choosing to use Japanese restaurants.

## II. RESEARCH OBJECTIVES

1. To study the factors of marketing mix that affect the behavior of choosing to use Japanese restaurants.

### A. Concepts and theories of marketing mix

A study on the factors of marketing mix affecting the behavior of choosing to use Japanese restaurants. The students study documents, concepts, theories and related research. To be used to define the conceptual framework and guidelines in the study as follows (Abedian, Amindoust, Maddahi, Jouzdani, 2021)

Kotler and Keller say that The Marketing Mix 7P's theory and concept is a marketing tool that businesses use to satisfy their customers. (Kotler, Zaltman, Gerald, 1971) Product group refers to what a business offers to meet the needs and needs of consumers. Price refers to the value of a product in terms of currency. (Creyer, 1997) Consumers use the price. Distribution channel (Place) refers to the structure or channel, environment, location, marketing (Kale & McIntyre, 1991), promotion (Promotion) to communicate information between sellers and buyers. With the objective of informing news, persuading, creating attitudes and Buying Behavior Communication can be done by using salesperson (Personal Selling) and selling without salesperson. (Non-Personal Selling) Person (People) Person is a representative of a business that delivers services directly to consumers. (Baird & TRaghu, 2015) Therefore, it is very important to the business. Process (Process) Grönroos, 2004) is a system that businesses choose to use in business operations to be clear requirements for the work of personnel in order to operate efficiently at the lowest cost.) By creating quality as well as physical aspects and services such as shop decoration to be clean and tidy (Gronroos, 1978).

## III. RESEARCH METHODOLOGY

This study of marketing mix factors affecting behavior of

choosing to use Japanese restaurants was aimed to study. Marketing mix factors for choosing a Japanese restaurant service Behavior of choosing to use Japanese restaurants Behaviors of choosing to use Japanese restaurants classified by personal information And marketing mix factors that influence the behavior of choosing to use Japanese restaurants. In order to use the results of this study as a guideline for improving Japanese restaurants in accordance with consumer needs, the methods of the study were set as follows.

*A. How we collect information*

In order to complete the study, data collection methods are carried out as follows: Information gathered from research from various sources, including textbooks, documents and other research findings. Relevant information obtained from the target audience's questionnaires. And get it back by yourself Carry out a clean check This ensures that the questionnaire is complete and can be analyzed for further analysis.

*B. Study Populations and Samples*

Study population Is a sample group of customers who use the service of Japanese restaurants, the amount of 400 people

$$n = P(1-P)(z)^2/(e)^2$$

$$n = (.5)(1-.5)(1.96)^2/ (.05)^2$$

$$n = (.5) (.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384 .16$$

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. Therefore, 400 samples were used.

*C. Data processing and analysis*

The data obtained from the questionnaire were processed by a computer program by rate determination. 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

*D. Statistics used in data analysis*

Descriptive Statistics 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.

*E. Study results*

The study of the factors of marketing mix influencing the behavior of choosing to use the service of Japanese restaurants. 400 questionnaires were used to collect data. And 400 copies were returned, representing 100% of the questionnaires. The study results were divided into 4 parts as follows:

Summary of study results

This study of marketing mix factors affecting behavior of

choosing to use Japanese restaurant serves the purpose of studying Japanese restaurant users. To study the factors of marketing mix in the use of Japanese restaurants. To study the behavior of choosing to use Japanese restaurants To study the factors of marketing mix that affect the behavior of choosing to use Japanese restaurants. It is a quantitative study. (Quantitative Research) by using 400 questionnaires as a tool to collect data and use statistics for data analysis, namely Chi-Square and Multiple Regression Analysis.

IV. INFORMATION ON BEHAVIOR OF CHOOSING TO USE JAPANESE RESTAURANTS

From a study of the behavior of choosing to use Japanese restaurants It was found that the respondents totaled 400 people. Most of the consumers used the service with friends on a regular basis. Buffet / Shabu / Sukiyaki is a restaurant that frequently use the service. The reason for choosing the service is because of reviews. And most of them decide to use the service by themselves The most used time is 17.00-20.00 Accessed on Sunday At the mall The channels to know the store information are Through various online advertising media such as Facebook, Instagram, Line @ etc. The frequency of use per month is 1 time per month. The average monthly access to the service is 1,000 baht.

V. MARKETING MIX FACTOR INFORMATION 7P'S

From a study of the marketing mix factors that are important to the use of Japanese restaurants. It was found that all factors were important to the decision to use the service of a Japanese restaurant to a large extent. They focus on the factors of the service process as much as possible. Followed much was the price, the personal side, the product. Physical characteristics Distribution channels And finally, marketing promotion With details as follows

1. The service process Is mean equal to 4.23 The overall picture is at a high level. Accuracy of Serving, Fast Serving, Speed of Receiving Food, Payment Speed. And the speed in booking the queue respectively

2. The price aspect is equal to 4.21 The overall picture is at a high level. There is a clearly displayed price tag, the price does not change often, the price is suitable for the quality. And can pay both cash and credit card respectively

3. Person side had an average of 4.14. Overall, it was at a high level. The staff are very attentive to the customers, the staff has a good personality, courteous, sufficient number of staff to serve, the staff is knowledgeable about food. And employees can recommend new menus accordingly.

4. Product aspect The average value was 4.14. Overall, it was at a high level. Freshness of ingredients, quality of food, food items with pictures, variety of dishes, various menus, beauty of food arrangement, traditional Japanese taste, set meals. And the reputation of the shop respectively

5. Physical characteristics The mean is 4.13. The overall level is at a high level. Cleanliness of utensils and equipment, clean service place, beautiful store decoration, good

atmosphere, waiting for service, shop name sign clearly visible and unique. And allow the staff to dress according to the atmosphere of the store respectively

6. Distribution channels The mean value was 3.91. Overall, it was at a high level. Adequate parking spaces, branches near the house / near the accommodation, secure parking. And there are many branches, respectively

7. Marketing promotion The average is 3.76. Overall, it is at a high level. There are discounts on special occasions such as birthdays, having a loyalty card for a discount, having a gift when ordering a set meal. And there are advertisements such as TV brochures, respectively

## VI. FEEDBACK FROM THE STUDY

In this study, the factors of marketing mix influencing the behavior of choosing to use Japanese restaurants. To be used as a guideline for the development of Japanese restaurants as follows

1. Product aspect This is because it is the first factor that most consumers are very concerned with when using the restaurant service. Therefore, entrepreneurs should improve their product development strategies to be clean, fresh, have a variety of menus. There is a set meal. And tastes delicious in Japanese style To meet the needs of consumers on a regular basis. And develop a variety of food Operators should therefore consider developing their products to accommodate future target groups.

2. Price is a factor that is very important to consumers. Which consumers want entrepreneurs to have a price tag that is clearly displayed Set a price that is suitable for the variety of food And suitable for the quality of raw materials And does not change prices frequently You can also pay both cash and credit card.

3. Distribution channels Airiness is not uncomfortable, having enough tables and seats to serve. And having a convenient location Easy to find It is important to the consumer decision-making. In addition, nowadays, most consumers do not prefer to use public transport due to the increased comfort and safety requirements, so consumers should consider providing adequate parking space to meet their needs.

4. Marketing promotion The restaurant's social media presence can attract customers to choose from food service, and communicate the restaurant's news through various media. And an interesting ready-made meal report Marketing promotion factor is also a factor that can boost sales all the time. In addition, Thailand has many important days and festivals throughout the year. If entrepreneurs have a marketing promotion management plan to suit each period. Will be able to stimulate more consumer demand for services Such as promotions on important days There are discounts on important customer days such as birthdays, Mother's Day, Father's Day, Children's Day, etc.

5. Personality, willingness to serve Beaming And fast service is always important to consumers. In addition, the good image of the employees is the first barrier to impressing users of the restaurant. Therefore, restaurant operators have to consider the restaurant's personnel development through the process of

training employees to have knowledge. Ability to serve customers with heart To impress consumers

6. Service Process Fast serving Is an important factor that makes consumers choose the service The service process will be able to make a good impression on the business. If there is a good service process Consumers will be happy to come back to use the service again in the future. On the other hand, if the consumer has a bad experience in the first place. Will not come back to use the service again And may have a negative impact on the store Because the user will be told to other consumers as well. Therefore, the business operator should pay attention to and improve the store's service processes regularly. And corresponds to the needs of the present day

7. Physical characteristics Having a clearly visible shop sign The table setting is not too crowded. Making consumers want to use the service The environment or atmosphere inside the shop will influence the mood of the service users. It is an important part of creating a good user experience. The operator should pay attention to the principles of restaurant design that are consistent with various elements of the restaurant that must be consistent Whether it's the music playing in the restaurant, the dining table, the crockery, the seating arrangement, etc.

8. Therefore, operators should bring these information. To support the consideration of appropriate marketing strategies Consistent with the needs of consumers to maintain the existing customer base. And increasing the service options of new customer groups In addition, it will increase the operating results and create the sustainability of the business in the future.

## VII. SUGGESTIONS FOR THE NEXT STUDY

Should specifically study that each Japanese restaurant. Each type has its advantages and disadvantages. It will be a strategy for planning the next market. Should study the comparison of each food, such as Japanese food, European food, Western food and Thai food, which type of food consumers prefer, why make them know the needs of customers which kind of food is better.

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