CONTENTS

Abstracts
Acknowledgements
Contents
List of Figure
List of Table
Chapter 1: INTRODUCTION
1.1 Background and significance of the study....................................................... 1
1.2 Objectives........................................................................................................... 3
1.3 Scope of Study................................................................................................... 3
1.4 Conceptual framework..................................................................................... 4
1.5 Hypothesis........................................................................................................ 5
1.6 Limitation of the study.................................................................................... 5
1.7 Operational Definition.................................................................................... 6

Chapter 2: THEORY AND RELATED RESEARCHES
2.1 The concepts and theories of Marketing Mix................................................... 8
2.11 Introduction..................................................................................................... 8
2.12 Criticize on Marketing Mix............................................................................ 12
2.13 Conclusion..................................................................................................... 15
2.2 Consumer buying decision behavior............................................................... 16
2.21 Five stage model of the buying process....................................................... 17
2.22 Summary...................................................................................................... 21
2.3 Customer satisfaction.................................................................................... 21
2.31 Customer satisfaction’s perception............................................................... 21
2.32 Measuring Customer Satisfaction............................................................... 22

Chapter 3: RESEARCH METHODOLOGY
3.1 Formulating population and sample............................................................... 30
3.2 Research instrument

3.3 Determining research instrument

3.4 Data collection

3.5 Data analysis

3.6 Statistics used in data analysis

Chapter 4: RESEARCH RESULT AND FINDING

4.1 Part 1 Descriptive statistic on the demographic information

4.2 Part 2 Descriptive statistic on customer consumption behavior

4.3 Part 3 Analysis about the marketing mix factors

4.4 Part 4 Inferential statistic on hypothesis testing

4.5 Part 5 Summary of hypothesis testing

Chapter 5: CONCLUSION DISCUSSION AND RECOMMENDATION

5.1 Part 1: Questionnaire conclusion

5.11 Demographic information

5.12 Customer buying behavior

5.13 Marketing Mix factors

5.2 Part 2 Hypothesis testing

5.3 Part 3 Conclusion and recommendation

REFERENCES

Appendix A: Questionnaire in English Language
List of Figure

**Figure 1** The Four P Components of the Marketing Mix

**Figure 2** Five stage model of the buying process
List of Table

Table 1 Descriptive statistic of the respondents classified by gender
Table 2 Descriptive statistic of the respondents classified by Age
Table 3 Descriptive statistic of the respondents classified by Marital Status
Table 4 Descriptive statistic of the respondents classified by Income
Table 5 Descriptive statistic of the respondents classified by occupation
Table 6 Descriptive statistic of the respondents classified by Member in Household
Table 7 Descriptive statistic of the respondents classified by Level of education
Table 8 Descriptive statistic of the respondents classified by How often do you consume clean food
Table 9 Descriptive statistic of the respondents classified by how much you spend on your meal
Table 10 Mean and Standard Deviation of marketing mix factors that the customers at DJ Poom’s restaurant focus on each aspect of product.
Table 11 Mean and Standard Deviation of marketing mix factors that the customers at DJ Poom’s restaurant focus on each aspect of price.
Table 12 Mean and Standard Deviation of marketing mix factors that the customers at DJ Poom’s restaurant focus on each aspect of place.
Table 13 Mean and Standard Deviation of marketing mix factors that the customers at DJ Poom’s restaurant focus on each aspect of promotion.
Table 14 The summarization result of the research hypothesis testing on demographic factor on gender
Table 15 The summarization result of the research hypothesis testing on Marketing Mix factor on product’s taste.
DJ Poom Menus are ‘clean eating’ menus that can help control your weight, tastes good and can be enjoyed every day. DJ Poom menus are made fresh with high quality ingredients, contain no oils, no preservatives and no MSG (Monosodium Glutamate) so you can enjoy eating delicious food without having to worry about gaining weight ever again. DJ Poom Menu Restaurant has been popular since it was opened.

The purpose of study for studying Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant, studying the relationship between the demographic characteristic in term of gender and consumer behavior in spending clean food per meal. And the Marketing Mix factor in term of product’s taste and consumer frequency behavior in consuming clean food and improving and developing the service of DJ Poom Menu restaurants in advance. This Research is the Quantitative Research.

From studying the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant. The Research findings showed that most of the respondents are male who are 35 years, single, had income between 31,000 – 40,000 Baht per month, were a Private company employees, had 3 – 4 persons for Member in Household and graduated with Bachelor’s Degree. The most affected Marketing Mix factor affecting consumer frequency behavior in consuming clean food at DJ Poom Menu Restaurant was the product factor on taste, so it was concluded that the majority of the consumers decided to eat clean food at DJ Poom Menu restaurant because of the product’s taste. And the different genders have difference to consumer behavior in spending per meal.

DJ Poom Menu Restaurant should go on keeping the product’s taste standard for maintaining the loyalty of consumer base, and keeping the product’s freshness for maintaining the leanness of ingredients. DJ Poom Menu Restaurant should focus on Research and Development for the restaurant’s products in order to make products differentiate and meet the consumer’s needs and wants. DJ Poom Menu Restaurant should create more menus and tastes for meeting each target market of consumers’ needs and wants.

**Keyword:** Marketing Mix, DJ Poom Menu restaurant’s customers, customer’s Consumption behavior.
Independent Study Title: Marketing Mix Factors Affecting Consumer Behavior in Consuming Clean Food at DJ Poom Menu Restaurant In Bangkok, Thailand

Author: Mr. SIVAPON SANITVONG
Student ID: 5717190091

MBA: Marketing Management

This independent study has been approved to be partial fulfillment of the requirement for the Degree of Master of Business Administration International Program

Supervisor

(Dean of Faculty of Master of Business Administration)
Siam University

.................................Day..............................Month............................Year
(Date)
MARKETING MIX FACTORS AFFECTING CONSUMER BEHAVIOR IN CONSUMING CLEAN FOOD AT DJ POOM MENU RESTAURANT IN BANGKOK, THAILAND

MR. SIVAPON SANITVONG
ID. 5717190091

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF INTERNATIONAL MASTER OF BUSINESS ADMINISTRATION, GRADUATED SCHOOL OF BUSINESS, SIAM UNIVERSITY
ACADEMIC YEAR 2015
REFERENCE


[9] The Marketing Mix, the 4P’s of marketing, Business Knowledge Center, NetMBA. http://www.netmba.com/marketing/mix/


Questionnaire

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

The purpose of this questionnaire is to find out and identify what main factor affect consumer behavior in consuming clean food at DJ Poom Menu Restaurant in Bangkok, Thailand. Therefore, I kindly ask you to complete or check the choice that corresponds to your answer.

Part 1: General Information

1. Gender
   1) Male    2) Female

2. Age…………… Years

3. Marital Status
   1. Single    4. divorce
   2. Married
   3. Widowed

4. Income
   1. 11,000-20,000 Baht
   2. 21,000-30,000 Baht
   3. 31,000-40,000 Baht
   4. More than 40,000 Baht

5. Occupation
   1. Government officer
   2. Private company employee
   3. Self employed business
   4. Merchant
   5. Student
   6. Other………………………..( Please specify)

6. Member in a Household
   1. One people
   2. Two people
   3. Three - four people
   4. More than four people
7. Level of education
   1. Secondary school
   2. High school
   3. Bachelor Degree
   4. Master Degree
   5. Doctoral Degree

Part 2: Attitude toward clean food consumption

Please indicate your agreeableness on a five – point scale.

The following statements describe your personal opinions about clean food consumption.

Product issues:
Price issues:
Place issues:
2.4 Promotion issues:

Part 3: Consumer Behavior

Please mark the appropriate choice with a cross or circle.

1. How often do you consume clean food?
   1. Once a week
   2. A few times per week
   3. A few times per month
   4. More than 5 times per month
2. How much do you spend on your meal?
   1. Less than 100 Baht
   2. 101 - 200 Baht
   3. 201 - 300 Baht
   4. More than 300 Baht

Thank you very much for your valuable time. Your help is appreciated. Good luck to you!
APPENDIX
Appendix A

Questionnaire in English Language