

# FACTORS OF CUSTOMERS CHOICE FOR CHABUTON RAMEN RESTAURANT AT TERMINAL 21 BRANCHES

*Miss Tanyalak Pakna,*

Researcher,  
Graduate School of Business Administration  
Kasembundit University, Bangkok

*Dr. Chairat Suriyapa,*

Advisor,  
Graduate School of Business Administration  
Kasembundit University, Bangkok

## ABSTRACT

*The aim of this study was to reveal the Factors of Customers choice and Marketing Mix of Chabuton Ramen Restaurant at Terminal 21 Branch. Sample were 172 previous customers of Chabuton Ramen Restaurant at Terminal 21 branch by using a check list and rating scale questionnaire. The statistics used for data analysis were percentage, mean, standard deviation, t-test, One-Way ANOVA, and multiple regression analysis. Findings indicated that most of respondents were females, age between 31-40 years old, bachelor degree graduated, monthly income between 10,000-20,000 baht, and work for private companies. The average opinion on factors of marketing mix effect Customers Selecting and Marketing Mix of Chabuton Ramen Restaurant at Terminal 21 Branch was in the high level, as for the factors for selecting Chabuton Ramen Restaurant at Terminal 21 branch in the highest level were product, place, and people, service process, prices, promotion, and physical, respectively. The hypothesis testing revealed that the factors of age and income different was affected factors of customers choosing Chabuton Ramen Restaurant at Terminal 21 branch at 0.05 statistically significant level. As for marketing mix such as prices, place, promotion, service process, and physical effect factors of customers choosing Chabuton Ramen Restaurant at Terminal 21 branch at 0.05 statistically significant level. The recommendations for the restaurant were given in detail as per the 7Ps factors and the employees should be trained in customer service and customer retention.*

**Keywords:** *Customer satisfaction, Marketing Mix, Customer choice.*

## Introduction:

Lifestyle changes due to the globalization impact on the food habits of people, especially the south-east Asian countries. The food expenditure in 1990 was approximately 29.8% for the greater Bangkok area and 33.0% for the urban area, which decreased to 28.5% and 28.8% by 1999, respectively. Food expenditure in the rural areas in 1990 was roughly 40.4% and decreased to 37.0% in 1999 (Nutrition Division, 1986; Kosulwat, 2002). In Thailand, as in many Asian countries, the rapid socio-economic development was accompanied by a modernization and industrialization of the agri-food production (Birgit et al. 2008). Due to this fact, people are competing with time whether to work or to spend their lives therefore they tend to change their eating habit to eat in restaurants rather than to spend time cooking by themselves. Due to this reason, Thailand's hospitality

industry reached new heights in 2015 (Thailand Tourism Forum, 2016), enjoying its best year in over two decades, especially restaurant business has been enjoying rapid growth. In this scenario, the current study focused on the factors that enable customers to choose Chabuton Ramen Restaurant at Terminal 21 branch over other restaurants in the location.

Chabuton Ramen Restaurant that belongs to Central Restaurants Group Company limited is operated for more than 5 years and gaining strong popularity over social media and among the other group of chain restaurants (Central Restaurants Group, 2011). The company was founded in 1978 and is based in Bangkok, Thailand. Central Restaurants Group Co., Ltd. operates as a subsidiary of Central Plaza Hotel Public Company Limited (Bloomberg, 2016).

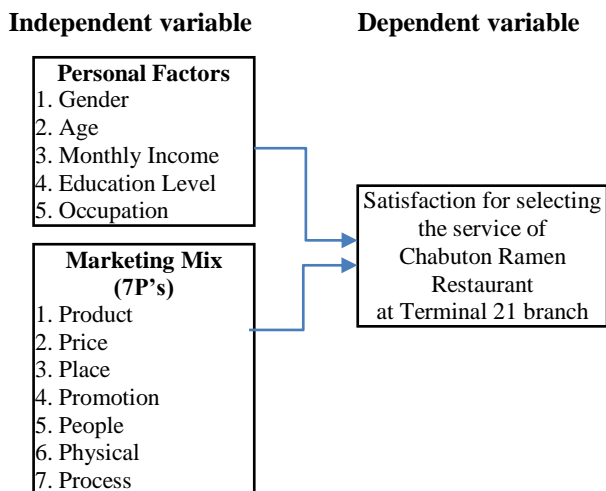
The current study aimed at studying the factors of marketing mix effect customers selection and

marketing mix of Chabuton Ramen Restaurant at Terminal 21 branch. Based on the research findings, the customer experience, marketing mix strategies and overall growth at Chabuton Ramen Restaurant at Terminal 21 branch will be implemented.

**The purpose of the study:**

The purpose of this study is to reveal factors for customers’ selection and marketing mix of Chabuton Ramen Restaurant at Terminal 21 branch.

**Framework of the study:**



**Literature Review:**

The 7Ps Marketing mix factors which are framed by Kotler (1967) is as follows. Products, Price, Place, Promotion, People, Physical, and Process. Based on the product or service, the marketing mix factors are to be implemented in order to ensure that your business is sustainable and ever-growing. Some of the studies conducted previously were listed below.

Chamana Sertsanit (2013) The objectives of this independent study is to find the Marketing Factors Influencing Customers’ Decision on Choosing the Restaurant in Muang District Roi-Et Province, in which the population data, customers’ behavior, and customers’ satisfaction in choosing the service of restaurants in Muang district, Roi-Et province were studied. The results inferred that most of respondents were males aged between 20-40 years, who hold a bachelor degree who are either a student or employed or civil servant whose monthly income ranges between 15,000-30,000 and 9,000-15,000 baht. Overall view of customers on the influential factors for choosing the restaurants in Muang district, Roi-Et province showed that the level of satisfaction of the customers was high. The factors that affected the decision were mostly efficiency and service quality, followed by the products, personnel, service process, presentation, price, service channels, and marketing promotion, respectively. When the five influential

factors are compared for choosing the restaurant in Muang district, Roi-Et province, it did not show any significant difference.

In the study conducted by Kowit Kraissarin (2012) the marketing mix factors affecting consumers towards selecting restaurants in Mueang district, Ratchaburi province was examined. A total of 300 consumers of the restaurants in Mueang district, Ratchaburi province participated in this study. Questionnaires were used as the tool to collect data; then, all data obtained were analyzed by the use of descriptive statistics, composing of frequency, percentage and means. The results showed that most respondents were female in age between 20-25 years old, single, holding Bachelor’s degree or equivalence, working as business owner and earning monthly income at the amount of 10,000 – 20,000 baht. The findings on service marketing mix factors affecting consumers towards selecting restaurants in Mueang district, Ratchaburi province presented that the respondents paid highest level of importance to Physical Evidence factor; but at high level to Product, Service Process, Price, Place, Promotion, and People factors.

**Methodology:**

Based on the gap identified, the methodology is designed in which a total of 300 customers from Chabuton Ramen Restaurant at Terminal 21 branch were approached out of which 172 samples were selected for the study. A standard structured questionnaire was applied in this study and the hypothesis used in this research are One-way ANOVA and multiple regression analysis technique.

**Results:**

From the study results, it can be inferred that most respondents are female (94 respondents, 55%) who are aged between 31-40 years (90 respondents, 52%) and graduated with a bachelor degree (120 respondents, 70%) with a monthly income between 10,001-20,000 Baht (70 respondents, 41%) and work for private company (60 respondents, 53%). The study found that questionnaires respondents showed the high level on factors of marketing mix effect customers selecting and marketing mix of Chabuton Ramen Restaurant at Terminal 21 branch as per following details.

For Product Factor, overall mean was at a very highest level and the mean could be separately analyzed as follows. Cleanliness of food, good taste, and the various menu. The overall mean was at a very high level for price factor and the mean could be separately analyzed as follows. Suitability between cost and food’ quality, suitably cost when compare with others restaurants, and suitability between cost and taste. In terms of place factor, overall mean was at a very highest level and the mean could be separately analyzed as follows. Comfortable location, easy to

come, and quantity of branch. The overall mean was at a very high level and the mean could be separately analyzed as follows in the case of promotion factor. Promotion always show to customers, promotion has interested, and advertising media had shown clearly and interested. For People Factor, overall mean was at a very highest level and the mean could be separately analyzed as follows. Suitability of uniform, service of employees, and employees are cheerful. For Physical Factor, overall mean was at a very high level and the mean could be separately analyzed as follows. Food's model had been showing in the showcase, the table has arranged suitably, and seat enough for the service. For Process Factor, overall mean was at a very highest level and the mean could be separately analyzed as follows. Period of waiting for food, period of billing, and period of waiting for queue.

### Conclusion:

The hypothesis testing revealed that the factors of age and income different was affected factors of customers choosing Chabuton Ramen Restaurant at Terminal 21 branch at 0.05 statistically significant level. As for marketing mix such as prices, place, promotion, service process, and physical effect factors of customers choosing Chabuton Ramen Restaurant at Terminal 21 branch at 0.05 statistically significant level.

### Recommendations:

The study found that factors of marketing mix effect customers selecting and marketing mix of Chabuton Ramen Restaurant at Terminal 21 branch and researcher had the following recommendations

- For Product Factor. Chabuton Ramen Restaurant may offer wide range of choices available to its customers in terms of tastes of the food in order to create new experiences for customers to try which will lead to the decision to become repeated customers
- For Price Factor. Chabuton Ramen Restaurant should set the price that is suitable with taste of the food and the price should be competitive comparing to competitors
- For Place Factor. Chabuton Ramen Restaurant may organize the space and restaurant lay out in such a way that customers feel convenient to come since it will attract more customers to visit
- For Promotion Factor. Chabuton Ramen Restaurant can use outstanding and interesting advertising media containing hot promotions in order to communicate with customers the recommended menu apart from those available in the media inside the restaurant
- For People Factor. Staffs should be trained to be friendly and willing to give smooth service to

customers in order to impress the customers and they will come back as repeated customers

- For Physical Factor. Tables should be provided in such a way that is enough to serve number of customers. Available tables for customers and suitable seats for each group of customers will lead to their impression
- For Process Factor. Chabuton Ramen Restaurant should manage timing properly especially for customers waiting in queue to be seated in order that customers do not to feel bored and to make them relax while waiting in a long queue.

### Acknowledgement:

The author would like to thank Kasem Bundit University. The author is also grateful to our friends and the people around us for the ideas, comments, and support, and we also thank to our respondents for fulfill the questionnaire used in this research.

### References:

- [1] Birgit Roitner-Schobesberger, Ika Darnhofer, Suthichai Somsook, Christian R. Vogl (2008), Consumer perceptions of organic foods in Bangkok, Thailand, *Food Policy* 33 (2008) 112–121 doi:10.1016/j.foodpol.2007.09.004
- [2] Bloomberg (2016), Company Overview of Central Restaurants Group Co., Ltd. Retrieved from <http://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=12205925> on 16<sup>th</sup> May 2016
- [3] Central Restaurants Group, (2011), Retrieved from <https://www.facebook.com/ChabutonRamen> and [www.crg.co.th](http://www.crg.co.th)
- [4] Chamana Sertsanit. (2013). Marketing Factors Influencing Customers' Decision on
- [5] Choosing the Restaurant in Muang District Roi-Et Province. An Independent Study, Graduate School, Khon Kaen University, Khon Kaen.
- [6] Crg.co.th. (2011). CRG Brands. (online). Available from: <http://www.crg.co.th/>. (cited 2015 Oct10).
- [7] Kowit Kraissarin. (2012). Services Marketing Mix Affecting Consumers Towards Selecting Restaurants in Mueang Ratchaburi District. An Independent Study, Graduate School, Chiang Mai University, Chiang Mai.
- [8] Manish Patidar. (2013). Marketing Notes - The Marketing Mix. (online). Available from: <http://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html>. (cited 2015 Oct10).
- [9] Thailand Tourism Forum 2016, retrieved from <http://www.4hoteliers.com/news/story/15356>
- [10] Vongsvat Kosulwat (2002). The nutrition and health transition in Thailand, *Public Health Nutrition*: 5(1A), 183–189

Table1: Multiple Regression Analysis

Marketing Mix	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	1.268	1.544		0.822	0.413
Product Factor (Good taste)	0.068	0.077	0.066	0.876	0.382
Price Factor (Suitability between cost and food' quality)	1.186	0.293	0.299	4.049	0.000*
Price Factor (Suitably cost when compare with others restaurants)	0.730	0.115	0.496	6.372	0.000*
Place Factor (Comfortable location)	0.251	0.087	0.206	2.881	0.005*
Place Factor (Quantity of branch)	0.342	0.093	0.329	3.697	0.000*
Promotion Factor (Advertising media had shown clearly and interested)	0.125	0.050	0.185	2.521	0.013*
People Factor (Service of employees)	0.114	0.059	0.144	1.917	0.057
Physical Factor (Seat enough for the service)	0.380	0.087	0.353	4.364	0.000*
Process Factor (Period of waiting for food)	0.259	0.081	0.239	3.211	0.002*
Process Factor (Period of waiting for queue)	0.169	0.082	0.146	2.065	0.041*

\*Significant level at 0.05

\*\*\*\*\*