ABSTRACT

The growth in the chain-store restaurants and fast-food restaurant in the Thai market is increasing continuously recently, as well as, the competition itself due to new comers into this industry. In order to compete in such situation, Hachiban Thailand Co., Ltd. understood well the changing consumer behavior of the market and the satisfaction level of their customers to satisfy their customers.

The objective of this study is to study the current Hachiban Ramen customers’ behavior, marketing mix effect on consumer, and the customers’ satisfaction level. This study will identify the customers’ behavior the factors affecting such behavior, and the satisfaction level.

This research has been conducted by obtaining data from 400 respondents who are Hachiban Thailand’s customers from Hachiban Thailand’s 4 branch restaurants (Simple Random Sampling from total 26 branch restaurants in Thailand) with 100 respondents (Quota sampling) from each branch restaurant by using questionnaires (Convenience Sampling). The analysis was done by using SPSS programs. Pretest had been done with 30 respondents and the result of the reliability analysis was over 0.7, which was acceptable. There are totally 14 main hypothesis for this study. Statistics used are Independent Sample T-test, Analysis of Variance (ANOVA), Chi-Square Test, and Pearson Product Movement Correlation Coefficient. Independent Variables used were Demographic Variables and Marketing Mix and the Dependent Variables used were Consumer Behavior and Customer Satisfaction.

From the analysis we found out that most of the respondents are female
respondents, age between 23 to 30 years old, with monthly income of below 10,000 Baht and 10,000 to 19,999 Baht, Bachelors Degree or under study, private company employees, who are Buddhist. Most of the customers were satisfied with Hachiban Thailand's fare except for the for no desserts available and limited payment method. There are some differences in consumer behavior segmented in some Demographic Variables and those that do not have differences. There is a relationship only between product-mix and people accompanying of Hachiban Thailand's customers. The research also found out that there is a relationship between marketing mix and customers' satisfaction, which means that the higher the perceived importance in the 4 P's (marketing-mixes), the higher the expectation of the service from company which affects the satisfaction level. If the company can emphasize on the highly expected marketing-mix, then the satisfaction will increase to a higher level. But if the emphasizes on the low expected marketing-mix, then the satisfaction will decrease to a lower level. There is no difference in satisfaction segmented by all demographic variables in this research.

Based on the findings researcher recommends that such research should be done periodically with a large sample size to gain more information of the consumer behavior and satisfaction level to assist Hachiban Thailand in planning an appropriate marketing strategy to keep an edge on the competition.