Abstract

The growth of franchised Japanese restaurant industry in Bangkok has reduced recently due to abundant factors such as the entry of substitutes (Korean restaurants, local restaurants and etc.), and the oversupply of Japanese food around the area. To ensure the success of running this type of business, it is necessary to understand the perception of customers, and encourage them to repurchase in the future together by creating positive word-of-mouth. Thus, based on empirical research, this study aims to investigate the factors that impact behavioral intention of customers towards franchised Japanese restaurants in Bangkok, and to find the differences among three generation groups.

This research focuses on five potential variables that may affect behavioral intention of franchised Japanese restaurant’s customers in Bangkok, Thailand. These selected variables are physical environment quality, service quality, food quality, customer perceived value and customer satisfaction. Moreover, age range or generation group was added to the study to learn about the perception of three generation groups towards franchised Japanese restaurants in Bangkok. Descriptive research analysis with non-probability sampling method (quota, convenience and judgment sampling procedures) were applied to this study. The self-administered questionnaires were distributed to 402 respondents who were in three generation groups, have tried franchised Japanese restaurants in Bangkok, and lived in Bangkok.

The results of One-Way ANOVA and Multiple Linear Regression analysis revealed that all restaurant attributes (service quality, physical environment quality and food quality) influenced customer perceived value that impacted customer satisfaction which led to behavioral intention. Moreover, food quality had the highest impact on customer perceived value, and there were differences among generation groups towards customer perceived value, customer satisfaction and behavioral intention. Hence, this research will be more or less beneficial for franchised Japanese restaurants and other restaurant businesses in Bangkok, Thailand.