ABSTRACT

At present, there are more than 30 kinds of fast food restaurant in Bangkok. This leads to more competition. Moreover, fast food operators have been going down because of the recession. However, in this situation, McDonald's continues to ride high with timely promotions of Happy Meal Set. Therefore, it is interesting to study the factors influencing consumer attitude and consumer's purchase decision toward Happy Meal Set.

In this research, the researcher has mainly focused on: “Factors influencing consumer attitude and consumer's purchase decision toward Happy Meal Set of McDonald’s in Bangkok area”. The research objectives encompass the relationship between the marketing stimuli and consumer attitude, the relationship between the marketing stimuli and consumer behavior, the differences of the demographic characteristics affecting consumer attitude, and the differences of the demographic characteristics affecting consumer's purchase decision toward Happy Meal Set.

The research instrument was 400 questionnaires which were completed by the target population who have purchased Happy Meal Set of McDonald’s within the past 3 months in Bangkok area, both male and female. After gathering information from respondents, the data were processed by SPSS program. Descriptive analysis was used to describe general information by using percentage and frequency analysis. Pearson Correlation Coefficient, Spearman’s Rho, Independent T-test, ANOVA (F-test), Mann-Whitney U Test and Kruskal-Wallis Test were used to examine the eighteen hypotheses. The results of this research are as following:

The results of the demographic characteristics showed that most of respondents’ gender is female. Most of respondents’ age range is between 16-30
years, and holding Bachelor’s degree. The majority of respondents’ occupation is student. Most of the respondents are within the income range of 5,001 to 10,000 Baht a month.

Results from the eighteen hypotheses show that all element of marketing stimuli, age levels, education levels, and income levels are important determinants of the consumer attitude. While product, place, promotion factors and age levels are the important determinants of the consumer’s purchase decision (purchase frequency).

The results of this research, the marketers can know the characteristic of their consumers who are their target group. Moreover, the results can conclude that toys factor in Happy Meal Set is the most influencing to consumer attitude and purchase frequency. Using these results, the marketers should plan to launch premiums (toys) to reach these target consumers.