



CONSUMER'S ATTITUDE TOWARDS BURGER KING (THAILAND) LTD.

by

Ms. Sirikarn Tianpaasook

A Final Report of the Three-Credit Course  
CE 6998 Project

Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
Master of Science  
in Computer and Engineering Management  
Assumption University

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Project Title            Consumer's Attitude towards Burger King (Thailand) Ltd.

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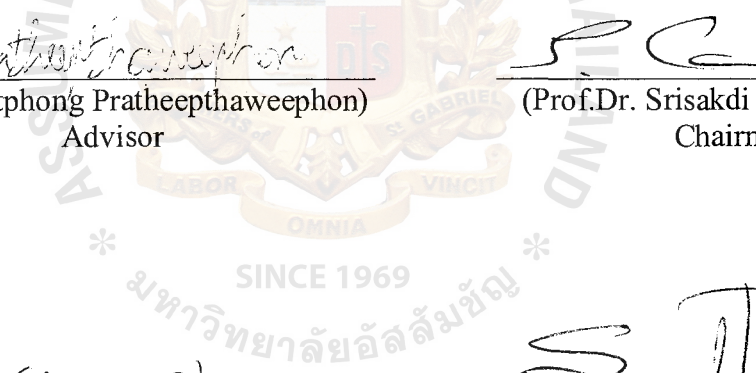
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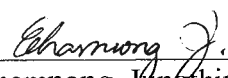
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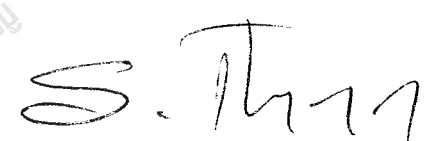
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## ABSTRACT

Nowadays, Fast Food business is expanding in Thailand. It has been very competitive for the past few years. Burger King is a part of the Fast Food industry that is for every generation, any gender, age and education. This research studies the attitudes and behavior of consumers including the factors that affect the decision of the consumer, and also analyze the strategies for Burger King that can make them stay in this competitive market.

The research tool in this study is the questionnaire with random sampling of four hundred sampling population of Thai people who have different backgrounds in Bangkok. The SPSS software program has been used to find out the consumer's attitudes of Burger King of respondents in statistical method.

From the research result, we found that females prefer to eat Fast Food more than males. The most popular Fast Food menus are Fried or Grilled Chicken, Burger, Fries and Pizza respectively. Consumers can get the information of Burger King while passing by, words of mouth communication and from brochures and leaflets. Most customers visit Burger King once in a while, are not specific visitors visiting and the preferable time is around 12.01-15.00. Burger King has to realize the importance of the improved products and services in order to set marketing strategies and good management team so that it can operate profitably in this competitive environment.

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## **I. INTRODUCTION**

### **1.1 Background of the Project**

Nowadays, fast food business is expanding in Thailand. It has been very competitive for the past few years, we can see that the business is effective in Thai society in the term of attitude and behavior of consumers who are satisfied with fast food restaurant. Burger King is a part of Fast Food industry that is for every generation, any gender, age and education. From the highly competitive of fast food business, Burger King has to realize the importance of the improvement products, services in order to set marketing strategy and good management team to manage the best Fast Food restaurant in order to give the best services to cover the consumer's satisfaction.

Burger King has to compete with other Fast Food restaurants and substitute products. This study aims to measure how consumer's attitudes effect the decision, purchasing behavior, perception and performance towards Burger King and how it related into action. Moreover to identify as well as to understand the market, analyze and develop effective marketing strategies, appropriate for Burger King based upon the current competitive situation and economic condition. Also to find out the consumer's interests and needs together with the weak points of Burger King and provide recommendations for improvement.

An outcome of this study can help marketer to understand prospective consumers better in terms of how each factor reflects consumer's attitude on low-involvement product. The marketer can develop and evaluate promotional strategies thereafter. It will be handy to marketers in learning what the important factors are that can be exploited in their marketing strategy which can make Burger King stay in this competitive market.

The marketing plan of Burger King consists of the four P's which are Products, Price, Place and Promotion. Burger King has to combine the four P's to motivate the consumer.

## **1.2 Rational for the Study**

The competitive fast food industry is still growing rapidly. This industry has become more competitive today. This study will focus on investigating the key factors that can explain and predict consumer's attitude towards Burger King (Thailand). And thus, comes the research problem. "What factors are associated with consumer's attitude towards Burger King (Thailand)?"

## **1.3 Objectives of the Study**

The study has drawn attention to the factors associated with consumer attitude on Burger King (Thailand): thus the research objectives encompass:

- (1) To study the consumer's attitude towards Burger King Products and Services.
- (2) To analyze the appropriate marketing strategies for Burger King (Thailand) based upon the current competitive situation and economic condition.

## **1.4 Scope of the Project**

After the objective had been thoroughly set up, we started looking the scope of study for carry out a survey. The researcher focused on the following factors:

- (1) The research is mainly conduct in Bangkok which is the most populated and developed city of Thailand.
- (2) This study focuses on consumer's perception of Burger King.
- (3) This study will provide information on consumer attitude and factors that affect the decision of the consumer.



## 1.5 Limitations

- (1) This study is also limited to define the specific target population and the sample frame to be limited only in the Bangkok area.
- (2) The result of this study cannot judge Thai consumer's attitude as a whole since the target respondents are in Bangkok area only.
- (3) Time limitations.

## 1.6 Variables of Study

- (1) Dependant Variable is divided into two classifications: consumer attitude and consumer behavior.
- (2) Independent Variable is divided into five classifications: gender, age, education, occupation and income of the audiences.

## 1.7 Definition Terms

- (1) Attitude means consumer's overall evaluation in terms of belief, feeling and intention to buy that enables them to respond in consistently positive or negative way toward marketing mix of Burger King products.
- (2) Consumer means a person who lives in Bangkok Metropolitan Area.
- (3) Regular User means consumer who visited and consumed fast food at least once a week, for the last months.
- (4) Affective Component means consumer's feelings toward marketing mix of fast food.
- (5) Behavioral Component means consumer's intention to buy fast food.
- (6) Cognitive Component means consumer's belief in marketing mix of fast food.
- (7) Consumer Behavior is defined as the actions and decision process of people who purchase goods and services for personal consumption.

- (8) Buying Behavior The buying behavior of final consumers-individuals and households who buy goods and services for personal consumption.
- (9) Consumer Decision-Making Process It is process through which a consumer goes through for making purchase for many product/service. The process involves problem or need recognition, information search, evaluation, purchase and post purchase behavior.
- (10) Perception is the process through which people select, organize, and interpret information inputs and give them meaning.



## **II. LITERATURE REVIEW**

### **2.1 Background**

The Minor Group has recently got the franchise for Burger King Thailand. After 16 years in the country, Burger King has only 16 outlets. The plan is to expand this to 100+ outlets over the next 3 years. The main competitor for Burger King is McDonald's, and though McDonald's burgers are generally cheaper, Burger King is known for its quality. We would like to conduct a basic attitude study among burger consumers, to help them understand this segment of the fast food market. We would like to conduct focus groups among target consumers in order to help Burger King develop an appropriate growth strategy, best for attracting new customers and growing the business.

### **2.2 Consumer Behaviors**

Basically, the aim of marketing is to meet and satisfy target customers' needs and wants. But "knowing customers" is never simple (Kotler 1996). Marketers must study their customers' wants, perceptions, preferences, and shopping and buying behavior. Such study will provide clues for developing new products, product features, prices, channels, messages, and other marketing-mix elements.

Buying behavior may be defined as: "The decision process and the acts of people involved in buying and using products" (Engel, Roger and David 1986).

Today, as never before, we cannot take our business for granted. That's why understanding and therefore learning to anticipate-consumer behavior is our key to planning and managing in this ever-changing environment.

Consumer behavior is defined as the behavior that consumers display in searching for purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk 1991).

We can identify two broad types of consumer behavior variables that directly affect how persons make purchase decisions.

#### 2.2.1 Basic Determinants

There are six basic consumer variables that control all internal thought process:

- (1) Need is defined as any physical or emotional body requirement. A need describes a condition that is necessary for sound mental and physical health.
- (2) Motive is an impulse or feeling that causes one to do something or act in a certain way. Motives make us aware of our needs and give us a reason for acting on these needs.
- (3) Personality is defined as the human characteristics or traits built into a person that make each person different from every other person. Motives cause the individual to act on their needs, but it is personality which makes an individual act in a specific manner.
- (4) Perception is defined as the particular interpretation one gives to objects or ideas observed or otherwise brought to the consumer's attention through the senses.
- (5) Learning means any change in the consumer's thoughts. Response, or behavior as a result of practice, experience, or intuition. In a sense it is knowing what was unknown before.
- (6) Attitude is used to mean a broad group of learned predispositions to behave in a certain way.



### 2.2.2 Environmental Determinants

There are five broad environmental determinants of consumer behavior:

- (1) Family influence – comes from house hold members. This is usually has the greatest total influence on a consumer.
- (2) Social influence – resulting from all personal contacts other than family or business. Social influences arise from workplace, church, neighborhood, school, friends, and peers.
- (3) Business influences – refer to the direct contact, either at the store or through personal selling, sales promotion, and advertising, that the consumer has with business firms.
- (4) Culture influences – are the innate beliefs and sanctions developed over time by the social system. The cultural, ethnic, and religious variables, taken together, constitute a system of sanctions, biases, and life-styles that become a part of the person, but these variables are manifested through human contact.
- (5) Economic influences are the constraints placed on the consumer by money and related factors.

We cannot view the basic determinants and external influences separately. They interact simultaneously and continuously. Furthermore, there is interaction between the individual's needs, motives, personality, learning, attitudes, and perceptions. Each influences the other and every individual decision is influenced by all six factors (Walters & Bergiel 1989).

Consumer buying behavior refers to the purchasing behavior of ultimate consumers: those people purchase products for personal household use, not for business purpose. The popular model for understanding buyer behavior is shown in the Figure

2.1. Most influential factors are “uncontrollable” by the marketers but they must be taken into account.

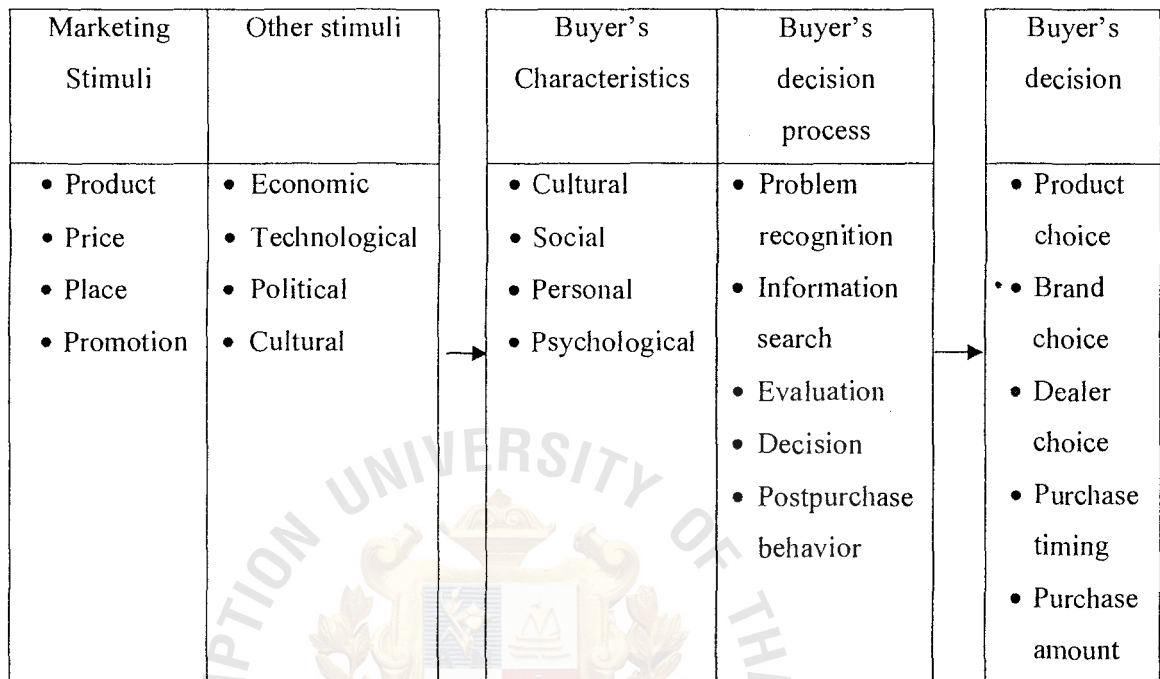


Figure 2.1. Model of Buyer Behavior (Kotler 1996).

According to the model, the buying behavior of ultimate consumers is highly influenced by many factors which are:

Outside stimuli: marketing mix and environment

Buyer characteristics: cultural, social, personal, and psychological

There are many approaches to classify purchasing behavior. Classified by intentions of purchase, purchasing behavior fall into three categories (Engel and Blackwell 1990):

- (1) Fully planned purchase: both product and brand are chosen before visiting store.

- (2) Partially planned purchase: there is an intention to buy the product only, but brand choice is deferred until shopping.
- (3) Unplanned purchase: both the items and brand are chosen in the store. This is often referred to as the impulse purchase.

Another approach categorized by buyer involvement and degree of brand differences (Assael 1995):

- (1) Complex buying behavior: Consumers are highly involved in a purchase and aware of significant differences among brands. They are highly involved when the product is expensive, bought infrequently, risky, and high self-expressive such as purchasing of a personal computer.
- (2) Dissonance-reducing buying behavior: Consumers are highly involved in purchase but see little differences in the brands. The product is expensive, bought infrequently and risky such as carpet buying.
- (3) Habitual buying behavior: Consumer has little involvement and there is the absence of significant brand differences. The purchase of salt is an example.
- (4) Variety-seeking buying behavior: There are low consumer involvement but significant brand differences. Here, consumers are often observed to do a lot brand switching. An example occurs in purchasing cookies.

The concepts of purchasing behavior mentioned above are general guidelines for a firm to conduct further study which is related to the firm's business.

In conclusion, marketing has an important meaning for the firms. Firms need to know their target market, their consumers, understand the customers' behavior, try to find out and satisfy customers needs and wants, it is because firms will gain profit in return.

## 2.3 Consumer Attitude

### 2.3.1 Definition of Attitude

Attitude means the posture or position of a person showing or meant to show a mental state, emotion, or mood (Webster's New Twentieth Century Unabridged Dictionary). Attitudes are expressions of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some object e.g. brand, service (Schiffman and Leslie 1987). Attitudes are learned predisposition to respond to an object or class of objects in a consistently favorable way (Allport 1935). Attitudes are overall evaluation that enables one to respond in a consistently favorable or unfavorable manner with respect to a given object or alternative (Engle et al. 1990). Warren (1934) defined attitude, in term of readiness to act, as a condition of readiness for a certain type of activity. Attitudes are consumer's learned tendencies to evaluate brands in a consistently favorable or unfavorable way that is, consumers evaluate brands in a particular brand on an overall basis from poor to excellent (Assael 1995). Attitude is an individual's enduring, perceptual, knowledge-based, evaluative, and action-oriented processes with respect to an object or phenomenon (Kinnear and James 1996). Attitudes are the core of our likes and dislikes for certain people, groups, situation, object, and intangible ideas (Mowen 1998). Attitudes are an overall evaluation that can range from extremely positive to extremely negative (Blackwell and Miniard 1993). Attitudes are a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object of idea (Krech, Crutchfield and Ballachey 1962). In Physiological basis, attitude or preparation in advance of the actual response, constitutes an important determinant of the ensuing social behavior. A comprehensive definition of attitude by is that an attitude is a mental or neural state of



readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related.

Since attitude refers to many definitions for many aspects, the most comprehensive, relating to consumer behavior, should be selected. From various authors and scientists, the appropriate definition is settled by Fishbien and Ajzen (1975): "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object."

### 2.3.2 Attitudes toward Products/Brands

Brand is any name, term, symbol, or combination of these that is intended to identify one seller's goods and services and distinguish them from those of other sellers.

Attitudes towards product/brands are consumer's learned tendencies to evaluate products/brands in a consistently favorable or unfavorable way; that is consumer's evaluation of a particular brand on an overall basis from poor to excellent (Assael 1995).

Attitude toward a brand is the buyer's evaluation of the brand's potential to satisfy his motives. It, therefore, includes the connotative aspects of the brand concept: it contains those aspects of the brand which are relevant to the buyer's goal. Attitude is directly related to predisposition and so it consists of both the evaluation of a brand in terms of the criteria of choice from mediator and the confidence with which the evaluation is held.

## 2.4 Marketing Communication and Hierarchy-of Effects

Hierarchies of effects were developed to delineate the order in which beliefs, attitudes and behavior occur. The factor that most directly controls which hierarchy is

implemented appears to be the type of purchase process in which the consumer is engaged (Mowen 1993).

Each hierarchy of effects specifies that a fixed sequence of steps occurs en route to an attitude. Three different hierarchies are summarized as following Figure 2.2.

---

**The Standard Learning Hierarchy:**

Beliefs → Affect → Behavior

**The Low-Involvement Hierarchy:**

Beliefs → Behavior → Affect

**The Experiential Hierarchy:**

Affect → Behavior → Beliefs

---

Figure 2.2. Marketing Communication and Hierarchy of Effects (Ray 1973).

Ray (1973) has synthesized several seemingly competing theories by suggesting that different “Hierarchies-of-effects” involving knowledge, attitudes, and behaviors should be expected depending upon the level of involvement and the number of differences that can be discriminated among choices.

The Standard Learning Hierarchy

A consumer approaches a product decision as a problem-solving process. First, he or she forms beliefs about a product by accumulating beliefs (Knowledge) regarding relevant attributes. Next, the consumer evaluates these beliefs and forms a feeling about the Affect (Product). Finally, based on this evaluation, the consumer engages a relevant behavior, such as buying the product. The standard learning hierarchy assumes that

consumer is highly involved in making a purchase decision. The person is motivated to seek out a lot of information, carefully weighs alternatives, and comes to a thoughtful decision. This process is likely to occur if the decision is important to the consumer or in some way central to the consumer's self-concept.

#### The Low-Involvement Hierarchy

In this sequence, the consumer initially does not have a strong preference for one brand over another, but he or she instead acts on the basis of limited knowledge and then forms an evaluation only after the fact. The attitude is likely to come about through behavioral learning, where the consumer's choice is reinforced by good or bad experiences with the product after purchase. The possibility that consumers simply do not care enough about many decisions to carefully assemble a set of product beliefs and then evaluate them is important because it implies that all of the concern about influencing beliefs and carefully communicating information about product attributes may largely be wasted. Consumers aren't necessarily going to pay attention anyway; they are more likely to respond to simple stimulus-response connections when making purchase decisions.

#### The Experiential Hierarchy

Consumers act on the basis of their emotional reactions. Although the factors of beliefs and behavior still are recognized as playing a part, a consumer's overall evaluation of an attitude object is considered by many to be the core of an attitude. This perspective highlights the idea that attitudes can be strongly influenced by intangible product attributes, such as package design; and by consumers' reactions toward accompanying stimuli, such as advertising and even the brand name.

## 2.5 Factors Influencing Buying Behavior

### 2.5.1 Marketing Stimulus

Marketing Stimulus: it is the stimulus that marketers can control and provide the stimulus to the consumer. This stimulus is concerned with the marketing mix that consider of 4Ps.



Figure 2.3. The Four P Components of the Marketing Mix (Kotler 2000).

### Product

Philip Kotler mentioned that a product is anything that can be offered to the market to satisfy a want or need. Making specialized products for a few customers will provide them with product features very close to their needs. However, it is generally expensive to manufacture only one version of a product. Thus, marketers must balance the benefit that target consumers derive from customization of product features against the cost of providing multiple versions of the product.

A product is a bundle of benefits which goes far beyond the physical item itself. The physical features and use/benefit aspects are based on the consumer's cognitive processes.

Since people are often rationalizing rather than rational, these factors may play a much bigger part than the cognitive aspects. The benefits that the consumer gains from buying a product relate to self-image, self-esteem and aesthetic needs, not purely the utilitarian aspects of the product. Marketers should look at the product in the light of the needs of the target market, and add value in ways other than the purely practical.

The organization tries to establish a favorable view among consumers by putting forward a positive view of its activities. This is done by appealing to the cognitive aspects of the consumer's attitude, usually by issuing press releases. A press release is more likely to be read and believed by consumers than is an advertisement. The intention of PR is not to develop a conation regarding a product; it is merely to develop a positive affect through the audience's cognition about the company.

### Price

Hawkins, Best & Coney mentioned that that price is the amount of money one must pay to obtain the right to use the product. Economists often assume that lower prices for the same product will result in more sales than higher prices. However, price sometimes serves as signal of quality. A product priced too low might be perceived as having low quality. Therefore, setting a price requires a thorough understanding of the symbolic role that price plays for the product and target market in question.

Consumers are often prepared to pay a premium price for something that fits their needs better than the product they currently use. When setting prices, the marketer need to be in line with what the customer is prepared to pay or reasonably expects to pay; this bears no relation to the firm's costs in manufacturing the product.

Many companies still operate on a cost-plus pricing scheme. This means that the firm adds up what it costs to make the product, then adds on an amount for its profit, and sets the resulting total as the price. From a consumer's viewpoint this will hardly



ever result in the price being correct, because the consumer is only interested in the value-for-money attributes of the product, not in the manufacturer's cost base. For this reason marketers should normally use *demand pricing*: in other words, price according to the expectations of the consumer.

Consumers look for the best deal they can get. One that is consistent and meet their needs, and will undertake a certain amount of searching to ensure this is so. The most important aspect of pricing strategy is to find out what the target market will think of as a reasonable price for the product, and for this reason much market research is concerned with finding out what value consumers would place on a product. Such setting the reasonable price for the product by considering the target group.

#### Place

Louis W. Stern and Adel I. El-Ansary mentioned that marketing channels are sets of interdependent organizations involved in the process of making a product or service available for use or consumption. Since customers differ in where and how they shop, products aimed at multiple market segments often require multiple distribution channels.

Place goes beyond mere convenience. Sometimes the place is part of the product, in the sense that there are benefits attached to the place utility of the distribution. Location is part of the product. The hedonic aspects of the search add to the joy of finding the appropriate product.

Buying goods from catalogue, or from a street market, or from a department store each has its hedonic aspects; marketers need to balance the place utility (cognitive) aspect the hedonic (affective) aspects of the point of purchase.

## Promotion

Toffler and Imber mentioned that promotion mix has four types of promotion that support marketing objectives, including advertising, personal (face-to-face) selling, publicity (nonpaid advertising such as news bulletins or magazine articles), and sales promotions (product displays, trade shows and other sales events, dealer allowances, coupons, contests, and a variety of other promotions that don't fit into the other three types). The relative importance of each varies, depending upon the market and the product.

Production is the most visible area of marketing, and the one that most actively tries to tap into the consumer's decision making process. Promotion is about communicating with the consumer, and about persuading people to try our products, and is often very much concerned with attitude change. Because attitudes are learned, promotional activities can offer new information to the consumer. Although the consumer's knowledge of the product is based on experience, this experience can be vicarious rather than personal. The promotional mix (also called communications mix) splits into four subheadings:

- (1) Advertising: any paid form of non-personal presentation and promotion of ideas, goods or service by an identified sponsor.
- (2) Sales promotion: short-term incentives to encourage purchase or sale of a product or service.
- (3) Public relations: a variety of programs designed to improve, maintain, or protect a company or product image.
- (4) Personal selling: oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales.

The first element of the communication mix is advertising. Advertising is a paid communication placed in a medium, and is probably the most visible of the marketing tools available. Advertising is also one of the most important methods by which marketers try to educate consumers about their products. Frequency of exposure to an advertisement is a major issue. Since there is an assumption that the more times the consumer sees the ad, the stronger will be the learning experience.

Personal selling is the process whereby a sales person interacts with a potential customer with the objective of achieving a sale. Advertising has the drawback that the communication is one-way, and cannot give feedback or positive reinforcement of consumer actions, so that personal selling is necessary to use. Salespeople cannot make people buy things they do not want: they can only try to introduce new information to change attitude, then work through the decision process with the consumer to reach a decision.

Another element in the communicational mix is public relations, or PR. It is about creating favorable attitudes among organization's publics, and relies heavily on affect. PR works by changing the audience's salient beliefs about the organization. Such as regular advertisement, putting the effort on the personal selling, special discount, building a good relationship with the customer through these activities to stimulate the customer's need.

#### 2.5.2 Other Stimuli

It stimulates the customer that is outside the organization, so the company cannot control it. It can be divided as follows:

- (1) Economic factors such as economic condition, consumer's income which can influence the individual need.

- (2) Technology such as technology in automatic money deposit can stimulate the customer's need of service of bank to make impulse purchase.
- (3) Law and political situation such as an increase or decrease of tax for any products can affect the buyer's need.
- (4) Culture such as Thai customs and traditions will influence the consumer's need for products.

### 2.5.3 Buyer's Characteristics

They are influenced by several factors:

- (1) Cultural factor
- (2) Social factor
- (3) Personal factor
- (4) Psychological factor

### 2.5.4 Buyer's Decision Process

Buyer's Decision Process refers to the mental process of choosing the most desirable alternative from among that available (Walters and Bergiel 1989).

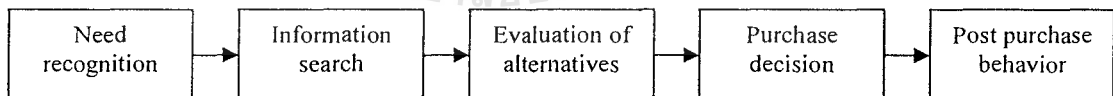


Figure 2.4. Five-stage Model of the Buying Process (Kotler 1996).

This model implies that consumers pass through all five stages in buying a product. But this is not the case, especially in low-involvement purchases. Consumers may skip or reserve some stages.

**Need recognition:** The buying process starts when the buyer recognizes a problem or need. The buyer senses a difference between actual state and desired state. Also, the need can be triggered by internal or external stimuli. The important task of the marketer is to identify the circumstances that trigger a particular need and develop marketing strategies that trigger consumer interest. (Kotler 1996).

**Information search:** An aroused consumer will be inclined to search for more information. The major information sources that the consumer will turn to and relative influence on the subsequent purchase decision fall into four groups (Kotler 1996).

- (1) Personal sources: family, friends, neighbors, acquaintances
- (2) Commercial sources: advertising, salespersons, dealers, packaging, displays
- (3) Public sources: mass media, consumer-rating organizations
- (4) Experiential sources: handling, examining, using the product

The marketer should identify the consumer's information sources, and evaluate their relative importance because it helps the company prepare effective communications for the target market.

**Evaluation of alternatives:** There are several decision evaluation processes used by all consumers or even by one consumer in all buying situations. Certain basic concepts will help interpret consumer evaluation process. It is supposed that the consumer is trying to satisfy a need. The consumer is looking for certain benefits from the product solution. The consumer sees each product as a bundle of attributes with varying capabilities of delivering the sought benefits and satisfying this need. Consumers differ as to which product attributes they see as relevant or salient. Then, the consumer is likely to develop a set of brand beliefs about where each brand stands on each belief. Next, the consumer is assumed to have utility function for each attribute. Finally, the



consumer arrives at attitudes (judgments, preferences) toward the brand alternatives through an evaluation procedure (Kotler 1996).

**Purchase decision:** In the evaluation stage, the consumer forms preferences among brands in the choice set. The consumer may also form a purchase intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision: *attitudes of others and unanticipated situational factors*. The *attitudes of others* can influence the consumer preferences whether in positive or negative side. The *unanticipated situational factors* also can influence purchasing intention. The consumer forms a purchase intention on the basis of such factors as expected family income, expected price, and expected product benefits. When the consumer is about to act, anticipated situational factors may erupt to change the purchase intention.

**Post purchase behavior:** After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The buyer's satisfaction is function of the closeness between the buyer's product expectation and the product's perceived performance. Consumer forms their expectations on the basis of received messages from sellers, friends, and other information sources. The larger the gap between expectations and performance, the greater the consumer's dissatisfaction. The consumer's satisfaction or dissatisfaction with the product will influence subsequent behavior. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again.

## 2.6 Burger King Background

A leader in today's fast-food industry, with locations in all 50 states and 58 international countries and territories around the world, BURGER KING® Corporation was founded in 1954 in Miami, Florida, by James McLamore and David Edgerton.

McLamore and Edgerton, both of whom had extensive experience in the restaurant business before starting their joint venture, believed in the simple concept of providing the customer with reasonably priced quality food, served quickly, in an attractive, clean surroundings.

Since its Florida beginnings more than 45 years ago when a BURGER KING® hamburger cost 18¢ and a WHOPPER® sandwich cost 37¢, BURGER KING® Corporation has established restaurants around the world -- from Australia to Venezuela. By 1967, when the Company was acquired by the Minneapolis-based Pillsbury Company, 8,000 employees were working in 274 different restaurant locations. Today, there are more than 361,000 BURGER KING® employees in more than 11,370 locations worldwide.

The success and size of BURGER KING® Corporation are the result of a tradition of leadership within the fast-food industry in such areas as product development, restaurant operation, decor, service and advertising.

Just as the WHOPPER® sandwich was an immediate hit when it was introduced in 1957, each of the Company's products provide the quality and convenience sought by today's consumers. The BK BROILER®, a grilled chicken sandwich introduced in 1990, sales up to a million a day. Still, the WHOPPER® sandwich, one of the best known hamburger sandwiches in the world, remains a perennial favorite. More than 1.7 billion WHOPPER® sandwiches are sold annually.

One of the factors that has helped to increase the Company's expansion and growth has been the sale of restaurant franchises. By 1961, McLamore and Edgerton had acquired national franchise rights to the Company, which was then operating 45 restaurants throughout Florida and the Southeast.

Restaurant decor has traditionally been important in creating memorable images for BURGER KING® consumers. BURGER KING® Corporation was the first fast-food chain to introduce dining rooms, allowing customers a chance to eat inside. Drive-thru service, designed to satisfy customers "on-the-go," was introduced in 1975, and now accounts for approximately 50% of BURGER KING® business. "Take-out" represents another 15% of off-premise dining.

BURGER KING® Corporation has always taken great care in the design and construction of its restaurants so they will be attractive features of their communities.

BURGER KING® Corporation's advertising campaigns have also contributed to the Company's success. The Company's first television ad ran on Miami's only VHF station in 1958. One year after The Pillsbury Company acquired

BURGER KING® Corporation as a subsidiary in 1968, the Company's first major promotion, "The Bigger the Burger the Better the Burger," debuted. In 1974 the memorable "HAVE IT YOUR WAY®" campaign was created. Advertising campaigns in the last ten years have included "America Loves Burgers and We're America's BURGER KING®," "Best Damn Burger," "MAKE IT SPECIAL, MAKE IT BURGER KING®," "AREN'T YOU HUNGRY®," "Battle of the Burgers," "Herb," "BURGER KING® Town," "Best Food for Fast Times," "We Do It Like You'd Do It," "Sometimes You've Gotta Break The Rules," "Your Way, Right Away," "Get Your Burger's Worth," and most recently, "Got the Urge?"

Perhaps the most impressive trait that BURGER KING® Corporation possesses is its desire to continually enhance the product line and Brand image. And in today's Brand conscious society, this can only translate into continued success.

BURGER KING® Corporation created the American icon, the HOME OF THE WHOPPER®, in 1957. The company and its franchisees operate more than 11,370

restaurants in all 50 states and 58 countries and international territories around the world, with more than 92% of BURGER KING® restaurants owned and operated by independent franchisees. Since the company's founding in Miami in 1954, the BURGER KING® brand has become recognized for great flame-broiled taste and HAVE IT YOUR WAY® food customization. In fiscal year 2000, the BURGER KING® system had system-wide sales of \$11.4 billion. BURGER KING® Corporation is a part of Diageo (NYSE: DEO), the international food and drinks company. To learn more about the BURGER KING® system, please visit the company's website at [www.burgerking.com](http://www.burgerking.com).

### **Burger King in Thailand**

The Minor Food Group Public Company Limited owns and operates six western quick serve restaurants throughout Thailand. It holds the exclusive franchises for The Pizza Company, Swensen's, Dairy Queen, Chicken Treat and Burger King, which are all markets leaders in their respective segments. In addition to operating these restaurants, the Company owns its own ice-cream and cheese factories to assure consistent supply of high quality products for its growing network of restaurants.

### **Location in Thailand**

There are 7 branches of Burger King in Bangkok as follows: Maneeya, Pratunam, Silom, Royal Garden Resort & Spa Bangkok, Future Park Rangsit, Diethelm Tower Wireless Road and Domestic Airport.

There are 4 branches of Burger King in other provinces as follows: Pattaya – Chonburi, Samui - Surat Thani, Hua-Hin – Prachuabkeerekhon and Changkhan Road – Chiang Mai.

## **2.7 The Food Service Market in Thailand**

### **2.7.1 Market Summary**

Thailand boasts of a very large hotel and restaurant sector with approximately 100,000 restaurants and some 3500 hotels and resorts. The financial crisis and resulting 1997-99 recession created serious problems for the food service sector particularly the lower end restaurants some 40 percent of which were obliged to close down. The upper end of the market remained relatively solid as a result of a strong tourism sector and continued spending by expatriates and wealthy Thais.

Total food service sales in Thailand are in the order of US\$7 billion, a relatively small portion of which is provided by imported products due to the abundance of good quality, low priced food generally available locally. Thai food service industry estimates that food and beverage imports for the sector are US\$75-100 million. Imports are almost exclusively destined for 4 - 5 star hotels and resorts, fast foods chains, international restaurants, and airline catering.

As the economy recovers and tourism continues to expand, the demand for imported food products will increase significantly and opportunities will open up for Canadian exporters.

### **2.7.2 Impact of Financial Crisis**

The Thai people responded to the financial crisis in July 1997 by following the government's advice to reduce spending on luxury products, travel, and other non-essentials to help get through the economic downturn. In fact the people cut spending to such an extent that there was fear of a deflationary downward spiral. Rising unemployment, depreciation of the Thai currency, increases in import taxes, and lower salaries all contributed to the dramatic reduction in consumer spending.



The economic crisis took its toll on the restaurant sector with the closing of an estimated 70,000 of the licensed restaurants in operation in early 1997. The restaurants that closed were primarily in the low to middle range and resulted from a 40 percent drop in local Thai customer patronage.

On the other hand, the upper end segment of the food service market has not been badly impacted by the economic downturn because its clients are middle to higher income Thais, business people, resident expatriates and tourists. This higher end segment is also the market segment that is the user of imported food and beverage products.

One effect of the crisis was that hotels and restaurants in an effort to cut costs and remain viable sought to replace high cost imported food products wherever possible with domestic products, to import less, and in many cases seek a lower quality imported product to keep costs down.

#### 2.7.3 Outlook

Consumer confidence has returned and Thais have again started to spend money which is having a positive effect on the food service sector. More business people are dining out and entertaining their business guests and tourism continues to grow. The higher end of the food service market can be expected to grow at a healthy rate in the years ahead and imported foods will benefit from growth in this market segment. As such the potential for new business is relatively promising in the longer term.

#### 2.7.4 Market Size

While it is not possible to obtain a reliable figure on total food service sales in Thailand because of the many small restaurants and street food outlets, it is estimated to be in the order of US\$7 billion. The hotel and resort sector, as one would expect, is by far the largest market segment with food service sales in excess of \$US 4 billion.

The fast food sector which was developing rapidly prior to the recession is now again gaining momentum as the economy continues to recover. The fast food sector is considered to be quite underdeveloped in Thailand as sales account for only about 5 percent of total restaurant sales in comparison to a level of 50 percent in the Philippines.

Table 2.1. Food Service Sales in Thailand.

Market Segment	1999 Sales
Hotel and Resorts	\$4,400
Fast Food Sector	300
Higher-End Restaurants	550
Institutions	250
Other	1500
<b>Total Food Service Sales</b>	<b>\$7,000</b>

#### 2.7.5 Major Market Segments

In total there are over 100,000 restaurants and eating establishments in Thailand not including the tens of thousands of food stalls on the streets. The breakdown of the food service market is shown in the table below.

Table 2.2. Outlets by Market Segment.

Market Segment	Number of Outlets
Hotels	2,350
Resort hotels	364
Bungalow resorts	784
International food restaurants	639
Fast food restaurants	733
High-end Thai restaurants	328
Mid-level Thai restaurants	15,000
Lower level Thai restaurants	80,000
Institutions (private hospitals, airline catering)	200

Source: Tourism Authority of Thailand, Thailand Guidebook and Thai Hotels Association

#### 2.7.6 Target Market Segments

The middle and lower end of the food service market would use almost entirely local food products for reasons of cost. As such it is the four and five star hotels and resorts, international restaurants, American style fast food restaurant chains, and airline catering companies.



### **III. RESEARCH METHODOLOGY**

This chapter presents research objectives, research methodology, it discusses about a process of the research study and statistics used in the test in order to set the research results.

#### **3.1 Research Objectives**

The research objectives of this project is classified into primary and secondary objectives as follows:

- (1) The Primary Objective is to measure how customer's attitudes toward Burger King Products and Services. Moreover, to identify as well as to understand the market and develop effective marketing strategies.
- (2) The Secondary Objective is to find out the consumer's interests and needs together with the weak points of Burger King Thailand and if possible provide some recommendation for improvement.

#### **3.2 Research Method**

This research concentrates on consumer behavior, which use direct questionnaires to customer. The questionnaire will be distributed to who are in Burger King restaurant, Mc Donald, KFC and Chester's Grill in Bangkok. The steps of this study are as follows:

- (1) Issue 400 sets of questionnaires distribute to 400 respondents that are selected randomly in Burger King restaurant, Mc Donald, KFC and Chester's Grill in Bangkok. The sample includes all ages, gender, education background, occupation and income.
- (2) Help when the respondents don't understand.
- (3) Wait for respondents to complete the questionnaires and collect it.

- (4) Checking for the errors and incomplete data.
- (5) Ask the respondents to correct or complete it in order to get the correct data to analyze.
- (6) Record code into the questionnaire
- (7) Summarize data in order to input them to the computer.
- (8) Input data to the SPSS program to do the analysis.
- (9) Conclude the results and present them both in the tabular and graphic format.

### **3.3 Research Design**

The research questions are divided into 2 parts. The questions are as follows:

Part 1: There are questions about attitude towards general idea and behavior of people who are interested in Burger King and others Fast-Food restaurants.

Part 2: It is general personal information of the correspondent. It includes gender, age, education, occupation and level of income. This information presents a good background of the respondents and is useful in interpreting the results.

### **3.4 Data Collection**

This study has collected data from various sources as follows:

- (1) All available documents related to consumer behavior in Thailand.
- (2) Several author wrote about consumer behavior, sales promotion, found in text book, journals, articles, published (newspaper, magazine, Internet)
- (3) Useful information from Burger King Thailand about problem, strategy, tactic and marketing plan, etc.
- (4) Questionnaires distributed by directly and sampling in Bangkok.

### 3.5 Sampling Plan

#### 3.5.1 Target Population

The target population for this research is any consumer of Burger King (both male and female) in Bangkok.

#### 3.5.2 Sampling Element and Method

Based on the target population, sampling element in this research is the one who consumes fast food Burger King restaurant, Mc Donald, KFC and Chester's Grill in Bangkok. The researcher can not list all respondents as census, therefore non-probability-sampling method is chosen.

Non-probability sampling method is applied because the researcher can not know list of all respondents and convenience sampling is chosen because the researcher can obtain information quickly and inexpensively.

#### 3.5.3 Sample Size

For this particular research, the sample size is determined from the convenience sampling by estimating a Population Proportion. The requirements for this sample size are the specification of the acceptable level of sampling error (e), specification of the acceptable level of confidence in standard error or Z values and an estimate of the true proportion of the population (McDaniel and Gates 1998). The formula is written as :

$$n = \frac{Z^2 * Pq}{e^2}$$

where

n = Sample size

Z = Z score based on researcher's desired level of confidence of 95%  
that is 1.96



P = Population proportion (or estimate), 0.5. It is set as 0.5 as half of the Population has consume Burger King and other half do not consume Burger King food.

q = 1-P

e = allowable error (precision) which is 0.05.

Therefore, the sample size for this research study is calculated as:

$$n = \frac{Z^2 * Pq}{e^2}$$

$$n = \frac{Z^2 * P(1-P)}{e^2}$$

$$n = \frac{(1.96)^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = \frac{3.8416 * 0.25}{0.0025}$$

$$n = \frac{0.9629}{0.0025}$$

$$n = 3.8416 \text{ or } 385$$

The sample size is determined. Hence, this research needs at least 385 samples to study.

From the above calculation, the researcher needs 400 samples to conduct this research study. Primary data has been collected for these 400 samples by the use of questionnaire.

### 3.6 Data Analysis

The SPSS software program has been used to find out the consumer behavior in statistical methods such as table of frequencies, mean, standard deviation and chi-square. The stems in the analysis of data are as follows:

- (1) Set the variable and code for each question and choice in the program.
- (2) Respondent status and background data were collected and organized according to status and background factors. Frequency and percentage within these categories were calculated.
- (3) Those scores of each question were derived and collated within the dimension of the instrument, mean and standard deviation calculated.
- (4) Level of importance that was ranked for traits was analyzed by SPSS program.

All statistical tests used a 95% level of confidence standard ( $p < 0.05$ ) as a test for statistical significance.

#### IV. DATA ANALYSIS

For this research process, the questionnaires are based on the attitudes and behavior of consumers toward Burger King. In this part, response answers have been extracted to get the results by using SPSS software in order to further discuss according the objectives of this study. All of results are following as below:

(a) The Statistical Result

The Percentage of Gender (Appendix, Table D.1)

The results of 400 questionnaires are classified as: female, which is 62.3% and male, which is 37.7%.

The Percentage of Age (Appendix, Table D.2)

The respondents are age between 21-25 years old, which is 55% and follow by 17% of 26-30 years old. The third group is below 20 years old, which is 13.3% The last three group are 31-35 years old; 10%, 36-40 years old; 3%, and over 40 years old; 1.8%.

The Percentage of Education (Appendix, Table D.3)

There are 79.3% of respondents who study Bachelor degree, 14.3% of Master degree, 3.3% of Secondary school, 2.5% of Diploma and 0.8% of Primary school.

The Percentage of Occupation (Appendix, Table D.4)

The most of respondents are student 44.3%. The next groups are Clerk / Sales / Secretary / Office 28.5%, Employee 18.8%, Businessman / Business Owner 4%, Others 2%, Freelance 1.5%, Housewife 0.5%, and Bureaucracy and Teacher / Instructor 0.3%.

#### The Percentage of Income / month (Appendix, Table D.5)

Income of the respondents is 37.8% of below 10,000 Baht, 18.8% of 15,001-20,000 Baht, 16% of 10,001-15,000 Baht, 8.3% of 20,001-25,000 Baht, 6.3% of 25,001-30,000 Baht, 3.5% of 30,001-35,000 Baht and more than 50,000 Baht, 2.5% of 40,001-45,000 Baht, 2.3% of 35,001-40,000 Baht, 1.3% of 45,001-50,000 Baht.

#### The Percentage of Income / month (Appendix, Table D.6)

90% of them are single/divorce, 7.3% of them is married and 2.8% of them is married with child/children.

#### The Percentage of food that people eat when they're hungry

(Appendix, Table D.7)

We found that 43.8% of the respondents choose to Eat at restaurant. The next one is Fast food, which is 26.5%. The third is 14.5% of Instant food. The last two are Delivery food 12.5% and Frozen food 2.8%.

#### Percentage of kind of Fast Food, which people usually eat

(Appendix, Table D.8)

From the table, we found that the most favorite kind of fast food is 39.8% of Fried / Grilled Chicken. The second is 32.3%, which is Burger & Fried follow by 22.3% of Pizza. The others are Dunkin Donut, Noodle, Rice, and etc.

#### Percentage of times which people eat fast food per week

(Appendix, Table D.9)

From the questionnaire, we found that 41.8% consume one time per week and 40.8% who consume one time per month or less than it. The next

is 15% of around 2-3 days per week. The last is 2.5% of at least 4 days per week.

Percentage of the favorite fast food retail which people prefer  
(Appendix, Table D.10)

The most favorite fast food store is Mc Donald, which the percentage is 41.3%. The next store is KFC of 18.5% and 17% of Chester's Grill. The pizza company is 8.8% follow by 7.8% of Burger King. The least favorite store is Pizza Hut, which is 6.8%.

Percentage of comparing Burger King with the market leader as Mc Donald.  
(Appendix, Table D.11)

From the table, we found that 70.5% of the respondents prefer Mc Donald than burger King, which is 29.5%.

Percentage of getting knows Burger King by respondents  
(Appendix, Table D.12)

The first medium is Pass by, which is 48%. The next is 24.8% of word of mouth and 12.3% of brochure & leaflet. There are follow by magazine & newspaper, which is 7.5% and 6.3% who do not mention the medium. The least medium is radio, which is 1.3%.

Percentage of reason that makes people chooses Burger King  
(Appendix, Table D.13)

The most two favorite reasons are good taste, which is 34% and want to eat something easy, which is 24%. The next reason is 15.3% of in rush / hurry and follow by 9.5% of who want to kill the time. There is 6.8% of made appointment and other which is 5.5%. The last are what self-service, relax, and reading.

Percentage of popular day, which prefer to go to Burger King

(Appendix, Table D.14)

We found that 55.8% of them do not specify the visit day and follow by 22.5% of Saturday – Sunday. The next favorite day is 13.3% of Monday – Friday. The least popular is 8.5% of Public holiday.

Percentage of popular time, which people go to Burger King

(Appendix, Table D.15)

From the questionnaire, the most favorite time is 12.01 till 15.00, which is 37%. Then 18.01-21.00 is the second, which is 32% and 15.01-18.00 of 24.8%. The less favorite time are 9.00-12.00, which is 4.3% and 2% of 21.01-24.00.

Percentage of rating times which people go to Burger King

(Appendix, Table D.16)

60% of them go to store once in a while and follow by 1 times per month, which is 20.8%. 8.5% is 1 time per week and 2 times per week is 5.5%. The last two are 3 times per month 3.8% and more than 1 time per week 1.5%.

Percentage of number of people who come along with respondents to

go to Burger King (Appendix, Table D.17)

As we ask the respondents, we found that they will go with 2-3 people, which is 64.3% and 4-5 people, which is 19.3%. And 13.8%, they will come alone. 2.8% of them, they will join with their friends more than 5 people 2.8%.



Percentage of people who respondents prefer to go to Burger King with  
(Appendix, Table D.18)

58% of them prefer to go with their friends but 16% of them will go with their family. 13.8% of them prefer to go to store with their boyfriend / girlfriend and 9.3% of them will go alone. 3% of them prefer to go with their colleagues.

Percentage of menu, which respondents like to order  
(Appendix, Table D.19)

From the questionnaire, we found that 65.5% of them prefer combination set and 34.5% prefer separate items.

Statistics of location

(Appendix, Table D.20)

The highest mean is traveling, which is 2.4 and follow by number of branch then parking. Each component of this factor is presented in the rating below:

- (1) Travel for Mean 2.40 and S.D. 0.67.
- (2) Parking for Mean 2.05 and S.D. 0.78.
- (3) No. of Branch for Mean 2.23 and S.D. 0.78.

Statistics of services

(Appendix, Table D.21)

The highest mean is speed of service, which is 2.47 and variety of menu. The lowest concern is politeness of staff. Each component of this factor is presented in the rating below:

- (1) Politeness of staff for Mean 2.42 and S.D. 0.62.
- (2) Speed of service for Mean 2.47 and S.D. 0.62.

- (3) Variety of menu for Mean 2.44 and S.D. 0.62.

#### Statistics of Taste

(Appendix, Table D.22)

The most factor which affect purchasing decision is burger mean is 2.66 and fries which is 2.38. Then drink and deserts are following. Each component of this factor is presented in the rating below:

- (1) Burger for Mean 2.66 and S.D. 0.53.
- (2) Fries for Mean 2.38 and S.D. 0.63.
- (3) Desserts for Mean 2.03 and S.D. 0.66.
- (4) Drinks for Mean 2.05 and S.D. 0.64.

#### Statistics of Components of restaurant

(Appendix, Table D.23)

Convenient seat is the highest mean, 2.38. The second is rest room, 2.25. The third is table size, 2.23. The latest mean is play area, 1.57. Each component of this factor is presented in the rating below:

- (1) Convenient seat for Mean 2.38 and S.D. 0.58.
- (2) Table size for Mean 2.23 and S.D. 0.57.
- (3) Rest room for Mean 2.25 and S.D. 0.64.
- (4) Play area for Mean 1.57 and S.D. 0.68.
- (5) Enough light for Mean 2.17 and S.D. 0.59.
- (6) Music for Mean 2.12 and S.D. 0.67.
- (7) Television for Mean 1.86 and S.D. 0.66.

### Statistics of Circumstance

(Appendix, Table D.24)

The first mean is 2.44 not too noisy, and not too crowded which is 2.41.

Each component of this factor is presented in the rating below:

- (1) Not too crowded for Mean 2.41 and S.D. 0.60.
- (2) Not too noisy for Mean 2.44 and S.D. 0.59.

### Statistics of Promotion

(Appendix, Table D.25)

The most effective promotion is discount, 2.36 then follow by coupon which is 2.26. The least effective is premium toys which is 1.78. Each component of this factor is presented in the rating below:

- (1) Premium toys for Mean 1.78 and S.D. 0.67.
- (2) Discount for Mean 2.36 and S.D. 0.72.
- (3) Coupon for Mean 2.26 and S.D. 0.69.
- (4) Point Collection for Mean 1.88 and S.D. 0.76.

### Statistics of Price

(Appendix, Table D.26)

There is only one factor, which is price. The mean is 2.42. Each component of this factor is presented in the rating below:

- (1) Price for Mean 2.42 and S.D. 0.59.

### Statistics of Factor affecting purchasing decision

(Appendix, Table D.27)

Services is the highest mean 2.4428. The second is circumstance 2.4225. The third is Price 2.42. The latest mean is promotion 2.0681. Each component of this factor is presented in the rating below:

- (1) Location for Mean 2.2283 and S.D. 0.5550.
- (2) Services for Mean 2.4428 and S.D. 0.4726.
- (3) Taste for Mean 2.2806 and S.D. 0.4420.
- (4) Components of restaurant for Mean 2.0821 and S.D. 0.3841.
- (5) Circumstance for Mean 2.4225 and S.D. 0.5498.
- (6) Promotion for Mean 2.0681 and S.D. 0.5324.
- (7) Price for Mean 2.42 and S.D. 0.59.

Percentage of people who think whether Burger King should be improved or not. (Appendix, Table D.28)

From the questionnaire, we found that respondents think that Burger King should be improved 324 or 81% of total 400 respondents.

Percentage of factors, which people think that Burger King should be improved. (Appendix, Table D.29)

Respondents (from 324 respondents) think that Burger King should improve the following factors:

- (1) The first is Location for 174 or 53.70%.
- (2) The second is Price for 160 or 49.38%.
- (3) The third is Promotion for 126 or 38.89%.

Percentage of reason of respondents who do not considering Burger King.

(Appendix, Table D.30)

The first reason is far from home, which has the percentage of 35.5%.

The next reason are expensive 29.8% and don't like this kinds of food, which is 17.5%.

(b) The Pearson Chi-square Result

The relation ship between gender and type of food people eat when hungry. (Appendix D, Table D.31)

When people are hungry, they like to eat at restaurant 43.75%, which male and female eat 13.75% and 30% respectively. The result from Chi-square test is 0.018, which is less than the significance level 0.05. So, there is some a ssociation b etween gender and t ype o f food i n which people e at when hungry.

The relationship between Gender and kind of fast food that people eat. (Appendix D, Table D.32)

Male like to eat Burger and Fries 16.25%, female like to eat Fried /Grilled chicken 28.75%, respectively. The result from Chi-square test is 0.018, which is less than the significance level 0.05 So, there is some association between gender and kind of fast food which people eat.

The relationship between Gender and frequency of eating fast food by respondents. (Appendix D, Table D.33)

Male eat fast food one time per week 18.5 %, female one time per month 29.00%. The result from Chi-square test is 0.005, which is less than the significance level 0.05. So there is some association between gender and the frequency of eating fast food by respondents.

The relationship between Gender and the favorite fast food brand. (Appendix D, Table D.34)

Male and female like to eat MC Donald 14.5% and 26.75%, respectively. The result from Chi-square test is 0.053, which is more than

the significance level 0.05. So there is no association between gender and the favorite fast food brand.

The relationship between Gender and comparable of Burger King and market leader as MC Donald. (Appendix D, Table D.35)

When compare to McDonald and Burger King, male and female like Mc Donald more, which is 25.75%, and 44.75%, respectively. The result from Chi-square test is 0.435, which is more than the significance level 0.05. So there is no association between gender and comparable of Burger King and Mc Donald.

The relationship between Gender and source of information makes people know Burger King. (Appendix D, Table D.36)

Source of information which makes males and females know Burger King is walking pass by, which male is 17%, and female is 31%, respectively. The result from Chi-square test is 0.536, which is more than the significance level 0.05. So there is no association between gender and getting source of information.

The relationship between Gender and the reason of choosing Burger King by respondents. (Appendix D, Table D.37)

The reason of male and female choosing Burger King is having good taste, which male is 13.25%, and female is 20.75%, respectively. The result from Chi-square test is 0.236, which is more than the significance level 0.05. So there is no association between gender and the reason of choosing Burger King.

The relationship between Gender and the preferable day for respondents to go to Burger King. (Appendix D, Table D.38)



Male and female don't specify the preferable day which respondents will go to Burger King for 19.75% and 36.00% respectively. The result from Chi-square test is 0.221, which is more than the significance level 0.05. So there is no association between gender and preferable day for respondents to go to Burger King.

The relationship between Gender and preferable time for respondents to go to Burger King. (Appendix D, Table D.39)

Male prefer to go on 18.01-21.00 which is 13.50%, and female prefer 12.01-15.00 which is 24.75%. The result from Chi-square test is 0.082, which is more than the significance level 0.05. So there is no association between gender and preferable time for respondents to go to Burger King.

The relationship between Gender and the frequency of going to Burger King per month. (Appendix D, Table D.40)

Male and female eat Burger king once in a while, which male is 19.00%, and female is 41.00%. The result from Chi-square test is 0.012, which is less than the significance level 0.05. So there is association between gender and the frequency of going to Burger King.

The relationship between Gender and the amount of people that come along to Burger King with respondents. (Appendix D, Table D.41)

Male and female go to Burger king each time will have 2-3 people go with them, which male is 23.25%, and female is 41.00%. The result from Chi-square test is 0.001, which is less than the significance level 0.05. So there is association between gender and the amount of people that come along to Burger King.

The relationship between Gender and people who go to Burger King with respondents. (Appendix D, Table D.42)

Male and female go to Burger King with their friends most, which is 20.25%, and 38.75%, respectively. The result from Chi-square test is 0.001, which is less than the significance level 0.05. So there is association between gender and people who respondents will go to Burger King with.

The relationship between Gender and the menu which people like to order. (Appendix D, Table D.43)

Male and female like Combination (Burger + Fries + Coke) menu, which male and female is 25.75%, and 39.75%, respectively. The result from Chi-square test is 0.374, which is more than the significance level 0.05. So there is no association between gender and menu they prefer.

The relationship between Gender and the attitude of respondents about whether Burger King should be improved or not. (Appendix D, Table D.44)

Male and female think that Burger King should have some improvement, which male and female is 28.50%, 52.50%, respectively. The result from Chi-square test is 0.029, which is less than the significance level 0.05. So there is association between gender and attitude towards Burger King.

The relationship between Gender and the reason for not considering Burger King. (Appendix D, Table D.45)

Males think that Burger King is too expensive which is 12.50%, and female think that it's far from home which is 24.00%. The result from Chi-square test is 0.221, which is more than the significance level 0.05. So there

is no association between gender and the reason of not considering Burger King.

The relationship between Age and type of food people eat when hungry. (Appendix D, Table D.46)

The people age below 20 years, 21-25 years, 26-30 years, 31-35 years and 36-40 years like to eat at restaurants 5.00%, 22.75%, 9.25% 5.00% and 1.25% respectively. But people age over 40 years prefer to eat instant food for 1.00%. The result from Chi-square test is 0.015, which is less than the significance level 0.05. So, there is some association between age and type of food in which people eat when hungry.

The relationship between Age and kind of fast food that people eat. (Appendix D, Table D.47)

The people age 21-25 years, 26-30 years and 36-40 years like to eat fried / Grilled Chicken for 23.00%, 7.25% and 1.00% respectively. People age below 20 years like to eat Fried/Grilled chicken and Burger and Fries equally for 4.50%. People age over 40 years like to eat Fried/Grilled chicken and Pizza equally for 0.50%. People age 31-35 years like to eat Burger and Fries 4.25%, The result from Chi-square test is 0.000, which is less than the significance level 0.05 So, there is some association between Age and kind of fast food which people eat.

The relationship between Age and frequency of eating fast food by respondents. (Appendix D, Table D.48)

The people age below 20 years and 26-30 years eat fast food one time per week 6.75% and 9.00% respectively. People age 21-25 years, 31-35 years 36-40 years and over 40 years eat fast food one time per month or less

than for 22.50%, 5.50%, 2.00% and 1.00% respectively. The result from Chi-square test is 0.172, which is more than the significance level 0.05. So there is no association between age and the frequency of eating fast food by respondents.

The relationship between Age and the favorite fast food brand. (Appendix D, Table D.49)

The people age below 20 years, 21-25 years, 26-30 years, 31-35 years and 36-40 years like to eat MC Donald 5.25%, 22.50% 6.25% 5.50% and 1.50% respectively. People age over 40 years like to eat Chester's Grill 1.00%. The result from Chi-square test is 0.124, which is more than the significance level 0.05. So there is no association between Age and the favorite fast food brand.

The relationship between Age and comparable of Burger King and market leader as MC Donald. (Appendix D, Table D.50)

When compared to McDonald and Burger King, people age below 20 years, 21-25 years, 26-30 years, 31-35 years, 36-40 years and over 40 years like Mc Donald more, which is 11.00%, 39.50%, 10.50%, 6.00%, 1.75% and 1.75%, respectively. The result from Chi-square test is 0.028, which is less than the significance level 0.05. So there is association between Age and comparable of Burger King and Mc Donald.

The relationship between Age and source of information makes people know Burger King. (Appendix D, Table D.51)

Source of information which people age below 20 years, 21-25 years, 26-30 years, 31-35 years and 36-40 years know Burger King is walking pass by, which 6.00%, 23.50%, 9.50%, 6.50% and 2.25% respectively. But

People age over 40 years know Burger King by word of mouth and read from magazine and newspaper equally for 0.50%. The result from Chi-square test is 0.076, which is more than the significance level 0.05. So there is no association between Age and getting source of information.

The relationship between Age and the reason of choosing Burger King by respondents. (Appendix D, Table D.52)

People age 21-25 years, 26-30 years and 31-35 years choosing Burger King because it has good taste. 20.75% and 5.50% and 2.75% respectively. People age below 20 years choose Burger King because it has good taste and in rush / hurry equally 4.00%. People age 36-40 years choose Burger King because want to eat something easy for 1.25% and the reason which people age over 40 years choose Burger King is want self service 0.75%. The result from Chi-square test is 0.000, which is less than the significance level 0.05. So there is some association between Age and the reason of choosing Burger King.

The relationship between Age and the preferable day for respondents to go to Burger King. (Appendix D, Table D.53)

Source of information which people age below 20 years, 21-25 years, 26-30 years, 31-35 years and 36-40 years don't specify the preferable day on which respondents will go to Burger King for 5.75%, 30.75%, 11.25%, 5.25% and 2.25% respectively. People age over 40 years prefer to go on Saturday and Sunday for 1.00%. The result from Chi-square test is 0.030, which is less than the significance level 0.05. So there is some association between Age and preferable day for respondents to go to Burger King.

People age over 40 years know Burger King by word of mouth and read from magazine and newspaper equally for 0.50%. The result from Chi-square test is 0.076, which is more than the significance level 0.05. So there is no association between Age and getting source of information.

The relationship between Age and the reason of choosing Burger King by respondents. (Appendix D, Table D.52)

People age 21-25 years, 26-30 years and 31-35 years choosing Burger King because it has good taste. 20.75% and 5.50% and 2.75% respectively. People age below 20 years choose Burger King because it has good taste and in rush / hurry equally 4.00%. People age 36-40 years choose Burger King because want to eat something easy for 1.25% and the reason which people age over 40 years choose Burger King is want self service 0.75%. The result from Chi-square test is 0.000, which is less than the significance level 0.05. So there is some association between Age and the reason of choosing Burger King.

The relationship between Age and the preferable day for respondents to go to Burger King. (Appendix D, Table D.53)

Source of information which people age below 20 years, 21-25 years, 26-30 years, 31-35 years and 36-40 years don't specify the preferable day on which respondents will go to Burger King for 5.75%, 30.75%, 11.25% 5.25% and 2.25% respectively. People age over 40 years prefer to go on Saturday and Sunday for 1.00%. The result from Chi-square test is 0.030, which is less than the significance level 0.05. So there is some association between Age and preferable day for respondents to go to Burger King.



The relationship between Age and preferable time for respondents to go to Burger King. (Appendix D, Table D.54)

People age below 20 years, 21-25 years, 26-30 years and over 40 years prefer to go on 12.01-15.00 which is 5.50%, 20.50%, 5.50% and 1.50% respectively. People age 31-35 years prefer to go on 18.01-21.00 for 4.50%. People age 36-40 years prefer to go on 15.01-18.00 and 18.01-21.00 equally 1.00%. The result from Chi-square test is 0.002, which is less than the significance level 0.05. So there is some association between Age and preferable time for respondents to go to Burger King.

The relationship between Age and the frequency of going to Burger King per month. (Appendix D, Table D.55)

People age below 20 years and 21-25 years eat Burger King 1 times per month for 6.00% and 11.25% respectively and people age 26-30 years, 31-35 years, 36-40 years and over 40 years eat once in a while, which is 10.75%, 7.50%, 2.75% and 1.00% respectively. The result from Chi-square test is 0.002, which is less than the significance level 0.05. So there is association between Age and the frequency of going to Burger King.

The relationship between Age and the amount of people that come along to Burger King with respondents. (Appendix D, Table D.56)

Source of information which people age below 20 years, 21-25 years, 26-30 years, 31-35 years, 36-40 years and over 40 years go to Burger king each time will have 2-3 people go with them, which is, 7.75%, 37.00%, 10.25%, 6.50%, 2.00% and 0.75% respectively. The result from Chi-square test is 0.100, which is more than the significance level 0.05. So there is no

association between Age and the amount of people that come along to Burger King.

The relationship between Age and people who go to Burger King with respondents. (Appendix D, Table D.57)

People age below 20 years, 21-25 years, 26-30 years, 31-35 years and 36-40 years go to Burger King with their friends most, which is 8.50%, 32.25%, 12.00%, 3.25% and 2.25% respectively. But people age over 40 years prefer to go with family which is 1.00%. The result from Chi-square test is 0.000, which is less than the significance level 0.05. So there is association between Age and people who respondents will go to Burger King with.

The relationship between Age and the menu which people like to order. (Appendix D, Table D.58)

Source of information which people age below 20 years, 21-25 years, 26-30 years, 36-40 years and over 40 years like to order Combination (Burger + Fries + Coke) menu, which is 10.75%, 37.50%, 9.50%, 1.75%, and 1.25% respectively. But people age between 31-35 years like to order Separate items for 5.25%. The result from Chi-square test is 0.009, which is less than the significance level 0.05. So there is some association between age and menu they prefer.

The relationship between age and the attitude of respondents about whether Burger King should be improved or not. (Appendix D, Table D.59)

Source of information which people age below 20 years, 21-25 years, 26-30 years, 31-35 years, 36-40 years and over 40 years thinks that Burger King should have some improvement, which is 11.00%, 43.50%, 13.75%,

8.75% 2.25% and 1.75% respectively. The result from Chi-square test is 0.596, which is more than the significance level 0.05. So there is no association between Age and attitude towards Burger King.

The relationship between age and the reason for not considering Burger King. (Appendix D, Table D.60)

Source of information which people age below 20 years, 21-25 years, 26-30 years and 31-35 years think that it's far from home which is 5.50%, 17.50%, 8.00% and 3.50% respectively. People age 36-40 year think that they don't like this kind of food for 1.50% and age over 40 years think that they don't like this kind of food and far from home equally for 0.75%. The result from Chi-square test is 0.074, which is more than the significance level 0.05. So there is no association between Age and the reason of not considering Burger King.

The relation ship between Occupation and type of food people eat when hungry. (Appendix D, Table D.61)

Most of people who are Clerks/Salesmen / Secretaries / Officers, Teachers / Instructors, Businessmen / Business Owners, Employees, Bureaucracies, Freelances and Others like to eat at restaurant for 16.00%, 0.25%, 1.50%, 9.50%, 0.25%, 0.75% and 2.00% respectively. But Student prefer to eat Fast food for 15.00%. Housewives like to eat Frozen Food and eat at restaurant equally for 0.25%. The result from Chi-square test is 0.000, which is less than the significance level 0.05. So, there is some association between occupation and type of food in which people eat when hungry.

The relationship between Occupation and kind of fast food that people eat.  
(Appendix D, Table D.62)

Most of people who are Clerks/Salesmen/Secretaries/Officers, Employees, Housewives and Others like to eat fried / Grilled Chicken for 11.00%, 10.50%, 0.50% and 1.50% respectively. People who are Students Businessmen, Bureaucracies and Freelances like to eat Burger and Fries for 16.50%, 1.25%, 0.25%, and 0.75% respectively. But teachers like to eat Pizza for 0.25%. The result from Chi-square test is 0.003, which is less than the significance level 0.05. So there is some association between Occupation and kind of fast food which people eat.

The relationship between Occupation and frequency of eating fast food by respondents. (Appendix D, Table D.63)

Most of people who are Students, Teachers / Instructors, Businessmen / Business Owners and Housewives like eat Fast Food one time per week for 19.00%, 0.25%, 2.25% and 0.50% respectively. Clerks / Salesmen / Secretaries / Officers, Employees, Bureaucracies, Freelances and Others eat fast food one time per month or less than for 12.00%, 8.50%, 0.25%, 0.75% and 1.00% respectively. The result from Chi-square test is 0.487, which is more than the significance level 0.05. So there is no association between occupation and the frequency of eating fast food by respondents.

The relationship between Occupation and the favorite fast food brand.  
(Appendix D, Table D.64)

Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Businessmen / Business Owners, Employees, Bureaucracies, Housewives, Freelances and Others like to eat at MC Donald 18.75%,

11.75%, 1.75%, 6.75%, 0.25%, 0.25%, 0.75% and 1.00% respectively. People who are Teachers / Instructors like to eat Pizza Hut 0.25%. The result from Chi-square test is 0.671, which is more than the significance level 0.05. So there is no association between Occupation and the favorite fast food brand.

The relationship between Occupation and comparable of Burger King and market leader as McDonald. (Appendix D, Table D.65)

When compare to McDonald and Burger King, Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Businessmen / Business Owners, Employees, Bureaucracies, Housewives, Freelances and Others like McDonald more, which is 30.75%, 21.25%, 2.50%, 12.50%, 0.25%, 0.50%, 1.25% and 1.50%, respectively. Teacher like Burger King more for 0.25%. The result from Chi-square test is 0.624, which is more than the significance level 0.05. So there is no association between Occupation and comparable of Burger King and McDonald.

The relationship between Occupation and source of information makes people know Burger King. (Appendix D, Table D.66)

Students, Clerks / Salesmen / Secretaries / Officers, Employees, Bureaucracies, Freelances and others know Burger King is walking pass by, which 18.00%, 15.75%, 10.75%, 0.25%, 1.00% and 1.25% respectively. Businessmen / Business Owners know Burger King by word of mouth and pass by equally for 1.00%. Housewives know Burger King by word of mouth and from brochure and leaflet equally for 0.25%. Teachers / Instructors know Burger King from other source for 0.25%. The result from Chi-square test is 0.236, which is more than the significance level 0.05. So

there is no association between Occupation and getting source of information.

The relationship between Occupation and the reason of choosing Burger King by respondents. (Appendix D, Table D.67)

Most of people who are Students, Teachers / Instructors, Businessmen / Business Owners, Employees, Bureaucracies choosing Burger King because it has good taste for 18.25%, 0.25%, 1.75%, 5.25% and 0.25% respectively. Clerks / Salesmen / Secretaries / Officers choose Burger King because want to eat something easy for 9.00%. Housewives choose Burger King because want to eat something easy and made appointment are equally 0.25%. Freelances and others choose Burger King because want to kill the time for 0.75% and 1.00% respectively. The result from Chi-square test is 0.000, which is less than the significance level 0.05. So there is some association between Occupation and the reason of choosing Burger King.

The relationship between Occupation and the preferable day for respondents to go to Burger King. (Appendix D, Table D.68)

Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Teachers / Instructors, Businessmen / Business Owners, Employees, Bureaucracies, Freelances and Others don't specify the preferable day which respondents will go to Burger King for 24.00%, 17.00%, 0.25%, 1.75%, 10.00% 0.25% 1.50% and 1.00% respectively. Housewives like to go on Monday-Friday and Saturday-Sunday equally for 0.25%. The result from Chi-square test is 0.372, which is more than the significance level 0.05. So there is no association between Occupation and preferable day for respondents to go to Burger King.



The relationship between Occupation and preferable time for respondents to go to Burger King. (Appendix D, Table D.69)

Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Businessmen / Business Owners, Employees, Bureaucracies, Freelances and Others prefer to go on 12.01-15.00 which is 15.75%, 10.50%, 1.75%, 7.00%, 0.75% and 1.00% respectively. Teachers / Instructors and Bureaucracies prefer to go on 18.01-21.00 same for 0.25%. Housewives prefer to go on 12.01-15.00 and 18.01-21.00 equally 0.25%. The result from Chi-square test is 0.925, which is more than the significance level 0.05. So there is no association between Occupation and preferable time for respondents to go to Burger King.

The relationship between Occupation and the frequency of going to Burger King per month. (Appendix D, Table D.70)

Students eat Burger King one times per month for 13.75%. Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Teachers / Instructors, Businessmen / Business Owners, Employees, Bureaucracies, Freelances and Others eat once in a while, which is 20.50%, 0.25%, 2.50%, 13.50%, 0.25%, 1.25% and 1.50% respectively. Housewives eat two times per week and one time per month equally for 0.25%. The result from Chi-square test is 0.013, which is less than the significance level 0.05. So there is association between Occupation and the frequency of going to Burger King.

The relationship between Occupation and the amount of people that come along to Burger King with respondents. (Appendix D, Table D.71)

Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Teachers / Instructors, Businessmen / Business Owners, Employees, Housewives and Freelances go to Burger King each time will have 2-3 people go with them, which is 30.00%, 17.25%, 0.25%, 3.00%, 12.00%, 0.50% and 1.00% respectively. Bureaucracies go to Burger King each time will have 4-5 people go with them for 0.25%. Others go to Burger King alone for 1.25%. The result from Chi-square test is 0.103, which is more than the significance level 0.05. So there is no association between Occupation and the amount of people that come along to Burger King.

The relationship between Occupation and people who go to Burger King with respondents. (Appendix D, Table D.72)

Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Teachers / Instructors, Businessmen / Business Owners, Employees, Freelances and Others go to Burger King with their friends most, which is 25.50%, 16.50%, 0.25%, 2.25%, 11.75%, 0.75% and 1.50% respectively. But Bureaucracies and Housewives prefer to go with family which is 0.25% and 0.50% respectively. The result from Chi-square test is 0.045, which is less than the significance level 0.05. So there is association between Occupation and people who respondents will go to Burger King with.

The relationship between Occupation and the menu which people like to order. (Appendix D, Table D.73)

Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Businessmen / Business Owners, Employees and Others like to order Combination (Burger + Fries + Coke) menu, which is 31.75%, 16.50%, 2.75%, 12.25% and 1.25% respectively. Bureaucracies and Teachers / Instructors like to order Separate items same for 0.25%. Housewives, Freelances like to order combination and Separate items equally for 0.25% and 0.75% equally. The result from Chi-square test is 0.217, which is more than the significance level 0.05. So there is no association between occupation and menu they prefer.

The relationship between occupation and the attitude of respondents about whether Burger King should be improved or not. (Appendix D, Table D.74)

Most of people who are Students, Clerks / Salesmen / Secretaries / Officers, Teachers / Instructors, Businessmen / Business Owners, Employees, Bureaucracies, and Others thinks that Burger King should have some improvement, which is 36.00%, 20.75%, 0.25%, 3.50%, 17.50%, 0.25%, and 1.75% respectively. Housewives, Freelances think that Burger King need and no need to improve equally for 0.25% and 0.75% respectively. The result from Chi-square test is 0.018, which is less than the significance level 0.05. So there is association between Occupation and attitude towards Burger King.

The relationship between occupation and the reason for not considering Burger King. (Appendix D, Table D.75)

Teachers / Instructors and Employees think that it's not tasty for 0.25% and 5.75% respectively. Students and Housewives think that it's too expensive for 15.75% and 0.50% respectively. Freelances think that they

don't like this kind of food for 1.00% and Businessmen / Business Owners think that they don't like this kind of food and far from home equally for 1.75%. Clerks / Salesmen / Secretaries / Officers, Bureaucracies and Others think that it's far from home for 12.25%, 0.25% and 2.00% respectively. The result from Chi-square test is 0.000, which is less than the significance level 0.05. So there is association between Occupation and the reason of not considering Burger King.

The relation ship between Income and type of food people eat when hungry. (Appendix D, Table D.76)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht prefer to eat Fast food for 12.25%, eat at restaurant for 7.75%, 10.50%, 4.75%, 4.75%, 1.75%, 1.25%, eat instant food for 1.00%, 1.00% and eat at restaurant for 2.00% respectively The result from Chi-square test is 0.000, which is less than the significance level 0.05. So, there is some association between income and type of food in which people eat when hungry.

The relationship between Income and kind of fast food that people eat. (Appendix D, Table D.77)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht like to eat Fried/Grilled chicken for 14.75%, 5.25%, 8.75%, 4.25%, 2.25%, 1.50%, eat Burger and Fries for 1.25%, eat

Fried/Grilled chicken for 1.00%, eat Pizza for 0.50% and eat Burger and Fries for 1.75% respectively. The result from Chi-square test is 0.000, which is less than the significance level 0.05 So, there is some association between Income and kind of fast food which people eat.

The relationship between Income and frequency of eating fast food by respondents. (Appendix D, Table D.78)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht eat fast food one time per week for 16.75%, 7.00%, one time per month or less than 7.75%, One time per week or One time per month or less than for 3.75%, One time per month or less than for 3.50%, Around 2-3 days per week or One time per month or less than for 1.50%, One time per week for 1.25%, 1.50%, One time per month or less than for 0.75% and One time per week for 1.75% respectively. The result from Chi-square test is 0.346, which is more than the significance level 0.05. So there is no association between income and the frequency of eating fast food by respondents.

The relationship between Income and the favorite fast food brand. (Appendix D, Table D.79)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht like to eat Mc Donald for 15.00%, 7.00%, 8.00%, KFC for 2.25%, Mc Donald for 3.25%, 2.00%, 1.50%, Mc Donald or

KFC for 0.75%, Chester's Grill for 1.00% and Mc Donald for 1.75% respectively. The result from Chi-square test is 0.023, which is less than the significance level 0.05. So there is some association between Income and the favorite fast food brand.

The relationship between Income and comparable of Burger King and market leader as MC Donald. (Appendix D, Table D.80)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht like Mc Donald for 28.50%, 12.00%, 14.75%, Burger King for 4.25%, Mc Donald for 3.75%, Burger King or Mc Donald for 1.75%, Mc Donald for 1.50%, Burger King or Mc Donald for 1.25% Mc Donald for 1.25% and Burger King or Mc Donald for 1.75% respectively. The result from Chi-square test is 0.005, which is less than the significance level 0.05. So there is association between Income and comparable of Burger King and Mc Donald.

The relationship between Income and source of information makes people know Burger King. (Appendix D, Table D.81)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht know Burger King by walking pass by, which is 15.50%, 8.25%, 8.75%, 4.00%, 4.75%, 1.50%, 1.75%, 1.50%, know Burger King by word of mouth or read from magazine and newspaper for 0.50%. know Burger King by pass by for 1.75% respectively. The result from Chi-



square test is 0.028, which is less than the significance level 0.05. So there is association between Income and getting source of information.

The relationship between Income and the reason of choosing Burger King by respondents. (Appendix D, Table D.82)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht choosing Burger King because it has good taste for 12.50%, 5.75%, want to eat something easy 5.00%, good taste for 4.50%, want to eat something easy for 2.75%, good taste for 1.75%, in rush/hurry for 0.75%, good taste for 1.00% and want to eat something easy for 0.75% and good taste for 1.50% respectively. The result from Chi-square test is 0.000, which is less than the significance level 0.05. So there is some association between Income and the reason of choosing Burger King.

The relationship between Income and the preferable day for respondents to go to Burger King. (Appendix D, Table D.83)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht like to go to Burger King on Saturday-Sunday for 9.75%, don't specify the preferable day which respondents will go to Burger King for 9.00%, 11.00%, 6.00%, 3.75%, 2.00%, Saturday-Sunday or Not Specify for 0.75%, Not Specify for 1.25%, Saturday-Sunday for 1.00% and Not Specify for 2.75% respectively. The result from Chi-square test is 0.038, which is less than the significance level 0.05. So there is some

association between Income and preferable day for respondents to go to Burger King.

The relationship between Income and preferable time for respondents to go to Burger King. (Appendix D, Table D.84)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht prefer to go on 12.01-15.00 for 13.25%, 15.01-18.00 for 5.50%, 12.01-15.00 for 9.75%, 18.01-21.00 for 3.25%, 3.25%, 1.50%, 12.01-15.00 or 18.01-21.00 for 1.00%, 15.01-18.00 for 1.00%, 12.01-15.00 for 1.00% and 18.01-21.00 for 1.75% respectively. The result from Chi-square test is 0.010, which is less than the significance level 0.05. So there is some association between Income and preferable time for respondents to go to Burger King.

The relationship between Income and the frequency of going to Burger King per month. (Appendix D, Table D.85)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht eat at Burger King once in a while, which is 17.75%, 9.50%, 14.25%, 5.75%, 4.75%, 1.75%, 1.50%, 1.50%, 0.75% and 2.50% respectively. The result from Chi-square test is 0.001, which is less than the significance level 0.05. So there is association between Income and the frequency of going to Burger King.

The relationship between Income and the amount of people that come along to Burger King with respondents. (Appendix D, Table D.86)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht go to Burger king each time will have 2-3 people go with them, which is, 25.25%, 9.50%, 11.75%, 5.75%, 3.25%, 3.00%, 1.50%, 1.75%, come alone or have 4-5 people go with them for 0.50%, and 2-3 people go with them for 2.25% respectively . The result from Chi-square test is 0.003, which is less than the significance level 0.05. So there is some association between Income and the amount of people that come along to Burger King.

The relationship between Income and people who go to Burger King with respondents. (Appendix D, Table D.87)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht go to Burger King with their friends most, which is 23.25%, 10.50%, 11.00%, 5.25%, 2.75%, 2.00%, 1.50%, 1.00%, come with their families for 0.50%, come alone or come with boyfriend / girlfriend or with friends for 1.00% respectively. The result from Chi-square test is 0.000, which is less than the significance level 0.05. So there is association between Income and people who respondents will go to Burger King with.

The relationship between Income and the menu which people like to order.  
(Appendix D, Table D.88)

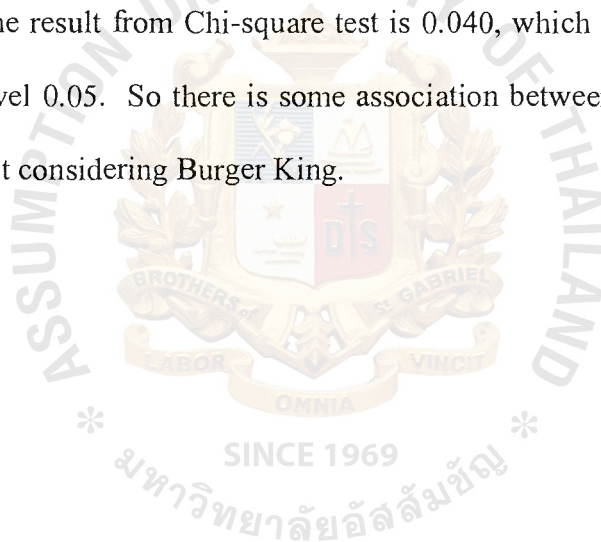
Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht like to order Combination (Burger + Fries + Coke) menu, which is 25.75%, 11.75%, 12.25%, 5.75%, Separate items for 3.50%, Combination menu for 2.00%, Separate items for 1.25%, Combination menu for 1.50%, 1.25% and Separate items for 2.00% respectively. The result from Chi-square test is 0.071, which is more than the significance level 0.05. So there is no association between income and menu they prefer.

The relationship between income and the attitude of respondents about whether Burger King should be improved or not. (Appendix D, Table D.89)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht thinks that Burger King should have some improvement, which is 30.25%, 13.50%, 14.25%, 6.25%, 4.50%, 3.50%, 2.25%, 2.25%, 1.25% and 3.00% respectively. The result from Chi-square test is 0.278, which is more than the significance level 0.05. So there is no association between Income and attitude towards Burger King.

The relationship between income and the reason for not considering Burger King. (Appendix D, Table D.90)

Most of people who have income below 10,000 Baht, 10,001-15,000 Baht, 15,001-20,000 Baht, 20,001-25,000 Baht, 25,001-30,000 Baht, 30,001-35,000 Baht, 35,001-40,000 Baht, 40,001-45,000 Baht, 45,001-50,000 Baht and more than 50,000 Baht think that it's too expensive for 12.25%, far from home for 6.00%, 7.00%, expensive or far from home for 3.50%, far from home for 3.00%, expensive for 1.25%, 1.00%, 1.50%, don't like this kind of food or far from home for 0.50% and far from home for 1.50% respectively. The result from Chi-square test is 0.040, which is less than the significance level 0.05. So there is some association between Income and the reason of not considering Burger King.



## V. CONCLUSIONS AND RECOMMENDATIONS

### 5.1 Conclusions

Most consumers will satisfy their hunger by visiting restaurants. The reasons can be many factors such as the full service provided by those restaurants, a variety of menus, which are freely selected by consumers, or they are easily found by consumers when they go shopping in department stores or super centers.

Fast food comes up to be the second rank. We also found that females prefer to eat fast food rather than male. The most popular fast food menus are Fried and Grilled Chicken, Burger & Fries, and Pizza respectively. As we can see that most of fast food restaurants turn their interest to launch Fries and Grilled Chicken line in order to serve the increasing demand of consumers.

From the research result, the frequency of fast food consumption is not quite high. About 41% of all respondents visit the fast food restaurants once a week and about 40% of all respondents visit fast food restaurants once a month or less than once a month. May be because of the higher price of fast food products and the trend of “junk food” perception in consumers’ mind.

From the research result, we found that top of mind brands in consumer’s minds are as follows: Mc Donald’s, KFC, and Chester Grill respectively. Because of many factors which lead these brands come into consumers’ mind, for example: good brand reputation, high level of marketing activities, many branches, adaptation of their menu to be suit with Thai people, etc.

The main reasons why people visit Burger King are as follows:

- (1) Good taste
- (2) Convenience in eating because of suitable menu sets



- (3) Fast service which can effectively satisfy consumers who are in a rush.

Customers can gain the information of Burger King through the following media:

- (1) Pass by the Burger King shops; this can indirectly represent the impulse buying behavior. Therefore, being available in many places may be needed.
- (2) Personal sources are another important sources of information. This means the effectiveness of word of mouth communication.
- (3) The third popular source of information is brochure and leaflet, this can also be represent the impulse buying behavior.

Low frequency rate of visiting fast food restaurants can support the frequency rate of visiting Burger King. Most of consumers visit Burger King once in a while. Moreover, they are unspecified the day of visiting. 12.01-15.00 is the time which most of respondents have visited Burger King. Most of consumers visit Burger King with their friends approximately 2-3 persons each time. This can be considered that Burger King is one of their meeting places. Most of consumers order the combination sets from Burger King as the result that the menus are set suitably with needs of consumers.

The main factors which can affect the purchasing decision of Burger King are as follow:

- (1) Services
- (2) Environment and Atmosphere in shops
- (3) Taste
- (4) Location

From the above result, Burger King should pay more attention to these 4 factors in order to be more effectively encouraged consumers to visit Burger King. Furthermore, we will look deeply in each of the above factors in order to know that which attribute has much effect:

- (1) Service: Speed of services contributes the highest score in consumer's mind. The later ranks are variety of menus provided by shop and politeness of staff.
- (2) Environment and Atmosphere in shops: Not too noisy got the higher score than Not too crowded
- (3) Taste: Burger is considered to be most important followed by Fries and Drinks respectively
- (4) Location: Traveling is the most important attribute which affect consumer's purchasing decision followed by number of branches available which is quite related to traveling attribute. Few branches available or inconvenience to access the shop may create the switching behavior.

For reasons that the consumers do not consider Burger King:

- (1) Far from their home is the first factor, this can be represent the few branches available for consumers.
- (2) Second one is expensive price of food; it is more expensive than its main competitor, Mc Donald's.
- (3) The third is they don't like fast food.

## **5.2 Recommendations**

The concept statement "Flame Grill" fitted well with current Burger King image and perceptions and also fitted well with consumer needs and expectations. People would like to have a grilled burger – it has connotations of low fat and other healthful and tasty associations. It also serves to differentiate it from competing burger.

Most of respondent were satisfied with the main menu at Burger King and usually ordered the combination set instead of separate items. Burger king should offer more combination sets in order to attract more customers.

The main weaknesses are its higher prices may caused consumers hesitate to choose Burger King but not big barrier among current customers, who feel they get value of money. Burger King is known for the superior quality and tastier beef patties, and the customers think of themselves as more discerning people, who care about quality of their burgers.

From the research most respondents want Burger King to increase number of branches available for them therefore they can try or eat products of Burger King.

Environment and atmosphere are the most important factors that the customers consider. They also like the not too crowd and noise free atmosphere of Burger King as compare with competitors. In this respect, it's appropriately differentiated from competitors. From this factor, they can draw more adult crowd and working people.

Burger King should have promotion to stimulate the customers on weekdays. They should offer the discount card that can be used only on weekdays in order to increase customers on weekdays. Special promotions appealing to the young could be considered to draw in the families and children.

Most potential customers are students and employed people. Burger King should have promotion to attract their target groups and they should know the potential customers and response the customers' need. The customers will increase. Burger King would be well advised to fit its products into existing customers rather than change people's attitudes. Influenced by friends also play important role. Furthermore, marketing communications should aim at supplying belief and evaluations that help the consumers feel good about their brand choice.

Brand switching occurs because of many factors. Attention should be given to the advertising, promotion, increase no. of branches and price. This would reflect changes in consumer behaviors, as they prefer incentive packages to have brand image.

Burger King must continuously monitor its competitors' strategies. Then, they have to be alert to change in what customers want and how competitors are revising their strategy to meet emerging desires. In practice, Burger King must carefully monitor both customers and competitors. The sooner Burger King adjust the better they will be able to compete.

Burger King has their own competitive advantages and disadvantages. Burger King should know and convert their advantages to become their strength. On the other hand, they should make the weak point of the competitors to be their strengths.

### **5.3 Future Research**

This research can be furthered in several directions in order to encompass a wider vicinity of the factors associated with the attitude towards Burger King. Researcher hopes that the results of findings from this will be useful for the researchers who would like to study in some others topics about Burger King. More interestingly, future researchers may apply Product Life cycle theory to Burger King, moreover, they may employ the framework of this research and apply it with the related product.

**APPENDIX A**  
**CHRONOLOGY OF BURGER KING AND HISTORICAL FACT SHEETS**



**Burger King Corporation**  
**Historical Fact Sheet**

- 1954** James W. McLamore and David Edgerton co-found BURGER KING® of Miami, Inc., which became BURGER KING® Corporation in 1972
- McLamore and Edgerton's first restaurant, located at 3090 NW 36th Street, Miami, Florida, sells 18¢ broiled hamburgers and 18¢ milkshakes. BURGER KING® Restaurant offers 12 oz. regular and 16 oz. large sodas.
- 1957** WHOPPER® sandwich introduced . . . appears on the menu for 37¢.
- 1958** Miami-based Hume, Smith and Mickelberry hired as first major advertising agency. They developed "BURGER KING®, HOME OF THE WHOPPER®" campaign.
- 1961** McLamore and Edgerton acquire national and international franchising rights.
- 1963** BURGER KING® Corporation goes international . . . two restaurants open in Puerto Rico.



- 1967 The Pillsbury Company acquires BURGER KING® Corporation as a subsidiary for \$18 million.  
274 restaurants in operation with a total of 8,000 employees.
- 1968 Ad agency Batten, Burton, Durstine and Osborne (BBDO) hired to develop first major promotion "The Bigger The Burger The Better The Burger."
- 1974 "HAVE IT YOUR WAY®" campaign created by BBDO.
- 1975 First European BURGER KING® restaurant opens in Madrid, Spain. Drive-thru service was introduced.
- 1976 JWT named as one of BURGER KING® Corporation's advertising agencies.
- 1977 2000th BURGER KING® restaurant opens in Hawaii, putting locations in all 50 states.
- 1982 BURGER KING® Corporation introduces Bacon Double Cheeseburger.  
Project Battle of the Burgers advertising campaign.  
Late-night Drive-Thru introduced.
- 1983 Salad Bar debuts nationally.

First on-campus BURGER KING® restaurant opens at Northeastern University, Boston, Massachusetts.

First mobile restaurant unit, the "Burger Bus" opened by Ohio franchisee.

UniWorld Group, Inc., named as one of BURGER KING® Corporation's advertising agencies.

**1985**

Breakfast debuts nationally with the CROISSAN'WICH® as the key product.

Self-serve drinks introduced.

Crew Educational Assistance Program (CEAP) established, providing crew members with \$2,000 for post-secondary education opportunities.

Ground breaking for new World Headquarters site on 114 acres (building sits on 40 acres) in Miami. Scheduled completion early 1988.

**1986**

A record 546 new restaurants open worldwide.

4,743 restaurants in operation . . . \$4.5 billion in system-wide sales.

402 international restaurants in 25 countries.

CHICKEN TENDERS® debut.

New breakfast product (French Toast Sticks) introduced nationally.

- 1987** New breakfast product (Bagel Sandwich) introduced to menu.  
NW Ayer named as one of BURGER KING® Corporation's advertising agencies.
- 1988** New World Headquarters opens on 114-acre site (building sits on 40 acres) in South Dade County, Florida.  
Grand Metropolitan PLC acquires The Pillsbury Company and its subsidiaries, including BURGER KING® Corporation, for \$5.79 billion.  
BURGER KING® Corporation begins regional rollout of Chicken International sandwiches.
- 1989** Hispanic advertising agency Sosa, Bromley, Aguilar & Associates joins D'Arcy Masius Benton & Bowles, Saatchi & Saatchi Advertising, and UniWorld Group, Inc., as BURGER KING® Corporation's advertising and marketing team. BURGER KING® Corporation launches 10 BURGER KING® Academies across the U.S., alternative schools for children at risk of dropping out.  
"Sometimes You've Gotta Break The Rules" ad campaign is introduced.  
BURGER KING® Corporation continues European expansion with conversion of nearly 100 Wimpy counter service restaurants in the United Kingdom to the BURGER KING® brand. Grand Metropolitan acquired Wimpy restaurants in the August

acquisition of UB Restaurants. A total of 200 restaurants were converted by Summer 1990.

**1990**

BURGER KING Kids Club program launched nationally. One million kids register in first two months.

BURGER KING® Corporation introduces BK BROILER®, flame-broiled chicken sandwich.

BURGER KING® Corporation switches to 100% vegetable oil for frying French fries.

BURGER KING® Corporation opens a franchised restaurant in Dresden, East Germany.

**1991**

"Your Way, Right Away" campaign is launched.

International expansion continues with BURGER KING® restaurants opening in Budapest, Hungary and Mexico.

**1992**

BURGER KING® Corporation teams with Disney for the first of 9 promotional theatrical releases tie-ins with the movie giant featuring the animated films *Beauty and the Beast* and *Pinocchio*. BURGER KING® Corporation opens its first franchised restaurant in Warsaw, Poland.

**1993**

BURGER KING® opens its first franchised restaurant in Saudi Arabia.

BURGER KING® Corporation becomes the largest single circulation publisher of children's magazines with the release of three new magazines, distributed to more than three million members of its Kids Club program.

First international BURGER KING Academy opens in London, England.

BURGER KING® Corporation launches the Everyday Value Menu.

1994

Ammirati & Puris/Lintas named as BURGER KING® Corporation's general market advertising agency.

"Get Your Burger's Worth™" campaign is launched.

BURGER KING® Corporation teams with Disney for the blockbuster hit *The Lion King*.

The BK BROILER®, the BK BIG FISH®, and the hamburger are increased by more than 50% adding real value to the customer. BURGER KING® Corporation opens its first franchised restaurant in Israel, Oman, Dominican Republic, El Salvador, Peru and New Zealand.

1995

BURGER KING® Corporation opens a record 657 new restaurants worldwide.

BURGER KING® Corporation enters Paraguay and Turkey

1996

BURGER KING® Corporation acquires 57 restaurants from Davgar Inc., making it the single largest purchase of company restaurants in BURGER KING® history.

The BURGER KING® System employs 300,000 employees systemwide. BURGER KING® Corporation teams with Disney for the movie favorite *The Hunchback of Notre Dame*.

BURGER KING® Corporation announces promotional partnership with Universal Studios for *The Lost World*, the sequel to *Jurassic Park*.

1997

President Bill Clinton selects BURGER KING® Corporation work with the White House and identify ways to transition current welfare recipients into the work force. BURGER KING® establishes its welfare-to-work coalition.

BURGER KING® Corporation launched second signature hamburger sandwich, the BIG KING®.

BURGER KING® Corporation launches its new hotter, crispier, and tastier french fries with a \$70 million marketing campaign, making it the largest product launch in company history.

Grand Metropolitan, BURGER KING® Corporation's parent company, merges with Guinness to create a new company called Diageo, PLC.

1998

BURGER KING® Corporation launches Cini-minis in the U.S. The product, which features the heart of the cinnamon roll, was



developed exclusively for BURGER KING®. BURGER KING® Corporation opens its fiftieth franchised restaurant in Turkey. BURGER KING® Corporation opens its 10,000th restaurant. The restaurant is located in Sydney, Australia.

**1999**

BURGER KING® Corporation conducts second Free Fryday in U.S. Distributes more than 10 million orders.

BURGER KING® Corporation announces two year alliance with Nickelodeon's "The Big Help." In Reno, Nevada, BURGER KING® Corporation announces the "Transformation" of its restaurants. The Reno prototype restaurant unveils a new image, new logo, and new kitchen for the entire system.

BURGER KING® Corporation enters Bolivia with the first of 10 franchised restaurants scheduled to open in that country over the next 3 years.

New Franchisee Autogrill opens Italy's first BURGER KING® restaurant in Milan.

In August, BURGER KING® Corporation introduces its new advertising campaign that shifts from Food & Music, to live action. Actor John Goodman is signed as the voice of BURGER KING®.

**2000**

In January, BKC opens 100th restaurant in Mexico. In April, Franchisees endorse the New Image '99 concept for new

restaurants. BKC switches to 1% lowfat milk in all U.S. restaurants.

BURGER KING® Corporation unveils new advertising with Kathleen Turner's unique voice, and the tagline "Got the Urge?".

The BURGER KING® /McLamore Youth Opportunities Foundation awards 837 \$1,000 scholarships to High School Seniors in the U.S. BURGER KING® creates Animal Well-Being Task Force.

New BK CRAVERS™ 99¢ menu launched in August in U.S.

2001

BURGER KING® Corporation names McCann Erickson adult general market advertising agency of record.

New Under 3 Toddler Toy program rolled out in U.S. The premiums, developed by SASSY® will feature 16 developmental toys throughout the year.

BKC breaks ground on new World Headquarters building near Miami International Airport.

### **International Location**

#### **Asia, Pacific**

- Australia
- Guam
- Japan
- Republic Korea
- Malaysia

- New Zealand
- Philippines
- Singapore
- Taiwan
- Thailand

### **Latin America and Caribbean**

- Argentina
- Aruba
- Bahamas
- Bolivia
- Chile
- Costa Rica
- Curaco
- Dominican Republic
- Ecuador
- El Salvador
- Grand Cayman
- Guatemala
- Honduras
- Jamaica
- Mexico
- Panama
- Paraguay



- Peru
- Puerto Rico
- St. Maarten
- Uruguay
- Venezuela

#### **Europe,Africa and Middle east**

- Austria
- Bahrain
- Denmark
- France
- Germany
- Gibraltar
- Hungary
- Republic of Ireland
- Israel
- Italy
- Jordan
- Kuwait
- Lebanon
- Malta
- Netherlands
- Norway
- Oman
- Poland



- Portugal
- Qatar
- Saudi Arabia
- Spain
- Sweden
- Switzerland
- The United Kingdom
- Turkey
- United Arab Emirates
- Canada
- Alberta
- British Columbia
- Manitoba
- Ontario
- Quebec
- S askatchewan
- Newfoundland



The watermark logo of Assumption University of Thailand is centered on the page. It features a circular emblem with a central shield containing a cross and other symbols. The shield is flanked by two figures. Above the shield is a crown. The circular border contains the text 'ASSUMPTION UNIVERSITY OF THAILAND' at the top and 'มหาวิทยาลัยอัสสัมชัญ' at the bottom. Below the shield, a banner reads 'LABOR OMNIA VINCIT'. The year 'SINCE 1969' is also present.

## APPENDIX B

MENU AND PRICE OF BURGER KING, MC DONALD AND KFC



Table B.1. Menu and Price of Burger King.

No.	Menu List	Price (Baht)
<b>1.</b>	<b><u>Everyday Value Meal:</u></b> <b>(Burger + Regular Fries + 16 Oz. Coke)</b>	
1.1	Chicken Crisp Meal	59
1.2	Cheeseburger Meal	59
1.3	Chicken Tenders Meal	59
1.4	Whopper Junior Meal	79
1.5	BK Big Fish Meal	79
1.6	BK Fried Chicken 2 pieces Meal	79
1.7	BK Broiler Meal	79
1.8	Double Cheeseburger Meal	89
1.9	Chicken Sandwich Meal	89
1.10	Whopper Meal	89
1.11	Chicken Club Meal	99
1.12	Double Whopper with Bacon & Cheese Meal	129
<b>2.</b>	<b><u>Burgers</u></b>	
2.1	Whopper	65
	Whopper with Cheese	85
2.2	Whopper Junior	45
	Whopper Junior with Cheese	55
2.3	Double Cheeseburger	69
	Double Cheeseburger with Bacon	79
2.4	Hamburger	25
2.5	Cheeseburger	35
<b>3.</b>	<b><u>Chicken / Fish</u></b>	
3.1	BK Broiler	49
3.2	Chicken Sandwich	59
3.3	Chicken Crisp	29
3.4	Chicken Tender – 4 pieces	35
3.5	Chicken Tender – 8 pieces	35
3.6	BK Fried Chicken – 1 pcs.	29

Table B.1. Menu and Price of Burger King. (Continued)

No.	Menu List	Price (Baht)
	BK Fried Chicken – 2 pcs.	55
	BK Fried Chicken – 3 pcs.	75
3.7	BK Big Fish	45
<b>4.</b>	<b><u>Big Kids Value Meal</u></b>	
4.1	Hamburger + 12 Oz. Coke + Cone	49
4.2	3 pieces Chicken Tender + 12 Oz. Coke + Cone	49
<b>5.</b>	<b><u>Fries / Onion Rings / Hash Browns</u></b>	
5.1	Fries – Regular	22
	Fries – Large	30
	Fries – Extra Large	39
5.2	Onion Rings – Regular	35
	Onion Rings – Large	45
5.3	Hash Browns – Regular	30
	Hash Browns - Large	39
<b>6</b>	<b><u>Drinks</u></b>	
6.1	Coke – Regular	22
	Coke – Large	26
6.2	Diet Coke Can	22
6.3	Fanta, Sprite – Regular	22
	Fanta, Sprite – Large	26
6.4	Orange Juice – Regular	27
	Orange Juice – Large	35
6.5	Iced Coffee	27
6.6	Iced Tea	27
6.7	Hot Coffee	20
6.8	Cappucino	27
6.9	Nescafe Au Lait	27
6.10	Nescafe Choc-Olatte	27
6.11	Nescafe Mocha	27
6.12	Espresso	27

Table B.1. Menu and Price of Burger King. (Continued)

No.	Menu List	Price (Baht)
6.12	Hot Tea	20
6.13	Mineral Water	15
7.	<b><u>Desserts</u></b>	
7.1	Apple Pie	19
7.2	Cherry Pie	19
7.3	Mix Fruit Pie	19
7.4	Cone	7
7.5	Cone with Chocolate	10
7.6	Plain Sundae	19
7.7	Hot Fudge Sundae	19
7.8	Strawberry Sundae	19
7.9	Pineapple Sundae	19

Table B.2. Menu and Price of Mc Donald.

No.	Menu List	Price (Baht)
1.	<b><u>Extra Value Meal :</u></b> <b>(Burger + Medium Fries + 16 Oz. Coke)</b>	
1.1	Mc Nuggets 6 pieces Meal	75
1.2	Samurai Pork Burger Meal	75
1.3	Filet-O-Fish Meal	75
1.4	Mc Chicken Meal	75
1.5	Double Cheeseburger Meal	85
1.6	Mc Crispy Meal	85
1.7	Big Mac Meal	85
2.	<b><u>Saving Set :</u></b>	
2.1	Hamburger + Small Fries + 16 Oz. Coke	45
2.2	Pork Burger + Small Fries + 16 Oz. Coke	45
2.3	Pepper Chicken Burger + Small Fries + 16 Oz. Coke	45

Table B.2. Menu and Price of Mc Donald. (Continued)

No.	Menu List	Price (Baht)
2.4	Pork Burger + 16 Oz. Coke	29
2.5	Hamburger + 16 Oz. Coke	29
2.6	Mc Fries Regular + 16 Oz. Coke	29
2.7	4 pieces Nugget + 16 Oz. Coke	39
2.8	Pepper Chicken Burger + 16 Oz. Coke	29
<b>3.</b>	<b><u>Burger</u></b>	
3.1	Big Mac	55
3.2	Double Cheeseburger	50
3.3	Samurai Pork Burger	45
3.4	Hamburger / Porkburger / Pepper Chicken Burger	19
3.5	Cheeseburger	27
<b>4.</b>	<b><u>Chicken / Fish</u></b>	
4.1	Mc Chicken	45
4.2	Mc Nugget – 6 pieces	45
4.3	Mc Nugget – 10 pieces	65
4.4	Mc Nugget – 20 pieces	115
4.5	Mc Crispy – 1 pieces	29
4.6	Mc Crispy – 2 pieces	55
4.7	Mc Crispy – 3 pieces	75
7.8	Filet-O-Fish	45
<b>5.</b>	<b><u>Happy Meal</u></b>	
4.1	Hamburger/Pork Burger + 12 Oz. Coke + Premium	55
4.2	Nuggets 4 pieces./Mc Crispy + 12 Oz. Coke + Premium	59
<b>6.</b>	<b><u>Fries</u></b>	
6.1	Fries – Small	22
6.2	Fries – Medium	30
6.3	Fries - Large	35
<b>7</b>	<b><u>Drinks</u></b>	
7.1	Coke – Regular	22
	Coke – Large	26

Table B.2. Menu and Price of Mc Donald. (Continued)

No.	Menu List	Price (Baht)
7.2	Pineapple Juice (12 Oz.)	27
	Pineapple Juice (16 Oz.)	34
7.3	Iced Coffee (16 Oz.)	26
7.4	Hot Coffee	20
7.5	Hot Coffee Mocca/Ole	27
7.6	Ice Tea (16 Oz.)	26
7.7	Hot Tea (16 Oz.)	20
7.8	Milk	10
7.9	Nestle water	12
8.	<b><u>Desserts</u></b>	
8.1	Taro Pie	19
8.2	Sweet Corn Pie	19
8.3	Pineapple pie	19
8.4	Cone	7
8.5	Chocolate Sundae	19
8.6	Strawberry Sundae	19
8.7	Looktarn Sundae	19
8.8	Mocha Sundae	19

Table B.3. Menu and Price of KFC.

No.	Menu List	Price (Baht)
1.	<b><u>Value Meal :</u></b>	
1.1	5 Nugget + Small Fries + Pepsi 16 Oz.	59
1.2	3 Boneless + Small Fries + Pepsi 16 Oz.	59
1.3	Singer/Filet Burger + Small Fries + Pepsi 16 Oz.	69
1.4	2 Fried Chicken + Small Fries + Pepsi 16 Oz.	69

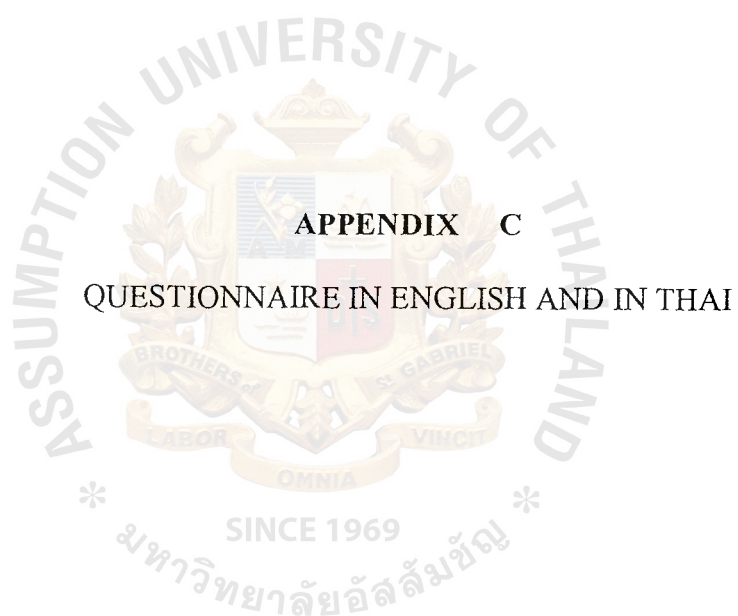
Table B.3. Menu and Price of KFC. (Continued)

No.	Menu List	Price (Baht)
1.5	1 Fried Chicken + 3 Boneless + Coleslaw + Mash Potato + Pepsi 16 Oz.	79
1.6	2 Fried Chicken + 2 Boneless + Small Fries + Mash Potato + Pepsi 16 Oz.	79
1.7	2 Fried Chicken + Small Fries + Small Coleslaw + Pepsi 16 Oz.	87
1.8	1 Fried Chicken + 3 pieces Boneless + Small Mash Potato + Small Coleslaw + Pepsi 16 Oz.	
1.9	Pop Corn Chicken + Small Fries + Pepsi 16 Oz.	67
1.10	6 Nuggets + Small Fries + Pepsi 16 Oz.	77
<b>2.</b>	<b><u>Burgers</u></b>	
2.1	Filet Burger	45
2.2	Singer Burger	45
2.3	Colonel Burger / BBQ	29
<b>3.</b>	<b><u>Chicken / Fish</u></b>	
3.1	Nugget – 6 pieces	46
3.2	Nugget – 10 pieces	67
3.3	Fried Chicken – 1 piece / 2 pieces	29 / 56
3.4	Fried Chicken – 3 pieces / 6 pieces	82 / 160
3.5	Fried Chicken – 10 pieces / 15 pieces	265 / 385
3.6	Big Catch Burger	39
<b>4.</b>	<b><u>Set Menu</u></b>	
4.1	2 Fried Chicken + 2 Boneless + Regular Pop corn Chicken + Small Fries	99
4.2	4 Fried Chicken + 5 Boneless + Regular Pop corn Chicken + Small Mash Potato + Small Coleslaw	199
<b>6.</b>	<b><u>Fries / Coleslaw / Mash Potato</u></b>	
6.1	Fries – Small	23
6.2	Fries – Medium	31
6.3	Fries – Large	36



Table B.3. Menu and Price of KFC. (Continued)

No.	Menu List	Price (Baht)
6.4	Coleslaw – Small / Large	16 / 35
6.5	Mash Potato – Small / Large	16 / 35
7	<b><u>Drinks</u></b>	
7.1	Mirinda / 7 Up / Pepsi (16 Oz.)	22
7.2	Mirinda / 7 Up / Pepsi (22 Oz.)	25
7.3	Iced Coffee (16 Oz.)	25
7.4	Iced Coffee (22 Oz.)	30
7.5	Hot Coffee	20
7.6	Iced Tea (16 Oz.)	25
7.7	Iced Tea (22 Oz.)	30
7.8	Iced Chocolate / Milk (16 Oz.)	25
7.9	Iced Chocolate / Milk (22 Oz.)	30
7.10	Hot Tea	20
8.	<b><u>Desserts</u></b>	
8.1	Cone (Vanilla / Vanilla & Chocolate / Chocolate)	7
8.2	Cone Dip (with Strawberry / Blueberry)	10
8.3	Cone Dip with Chocolate	13
8.4	Nutty Choc / Rainbow / Choclover	15
8.5	Sundae (Chocolate / Blueberry)	19
8.6	Blizzard (Oreo, Kit Kat)	19



### Questionnaire of Burger King

I am Ms. Sirikarn Tianpaasook, CEM student of Assumption University. This questionnaire is useful for my research study. If you spend a spare time to answer, I would appreciate your co-operation. Your answers will be kept confidential. Thank you for your kindness.

Please √ in the blank or answer the question

1) At most, what kind of food do you eat when you're hungry?

- ☐ Instant Food
- ☐ Frozen Food
- ☐ Eat at restaurant
- ☐ Delivery Food
- ☐ Fast Food

2) What kind of Fast Food do you eat?

- ☐ Fried / Grilled Chicken
- ☐ Pizza
- ☐ Burger & Fries
- ☐ Others (Please mention) .....

3) How often do you eat Fast Food?

- ☐ At least 4 days / week
- ☐ Around 2-3 days / week
- ☐ One time per week
- ☐ One time per month or less than it.

4) What is your favorite Fast Food?

- ☐ Mc Donald
- ☐ Burger King
- ☐ Chester's Grill
- ☐ KFC
- ☐ Pizza Hut
- ☐ The Pizza Company

5) Which burger restaurants do you like most?

- ☐ Burger King
- ☐ Mc Donald

6) How do you know Burger King?

- ☐ Word of mouth
- ☐ Pass by
- ☐ Magazine & Newspaper
- ☐ Radio
- ☐ Brochure & Leaflet
- ☐ Others (Please mention) .....

7) What is the reason that you choose Burger King?

- ☐ Good taste
- ☐ In rush / hurry
- ☐ Want to eat something easy
- ☐ Want self service
- ☐ Make appointment
- ☐ Relax
- ☐ Reading
- ☐ Want to kill the time
- ☐ Others (Please mention) .....

8) Which day do you prefer to go to Burger King?

- ☐ Monday - Friday
- ☐ Saturday - Sunday
- ☐ Public Holiday
- ☐ Not Specify

9) What time do you prefer to go to Burger King?

- ☐ 9.00 – 12.00
- ☐ 12.01 – 15.00
- ☐ 15.01 – 18.00
- ☐ 18.01 – 21.00
- ☐ 21.01 – 24.00

10) How often do you go to Burger King?

- ☐ More than 1 time per week
- ☐ 1 time per week
- ☐ 3 times per month
- ☐ 2 times per month
- ☐ 1 time per month
- ☐ Once in a while

11) How many people come along with you to Burger King?

- ☐ Come alone
- ☐ 2-3 people
- ☐ 4-5 people
- ☐ More than 5 people

12) Who do you prefer to go with?

- ☐ Alone
- ☐ Family
- ☐ Boyfriend / Girlfriend
- ☐ Friends
- ☐ Colleagues

13) What would you like to order?

- ☐ Combination (Burger + Fries + Drink)
- ☐ Separate items

14) How do you think these factors effect you to choose Burger King?

14.1 Location

- |                     |                               |                                 |                              |
|---------------------|-------------------------------|---------------------------------|------------------------------|
| 1) Traveling        | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 2) Parking          | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 3) Number of branch | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |

14.2 Services

- |                        |                               |                                 |                              |
|------------------------|-------------------------------|---------------------------------|------------------------------|
| 1) Politeness of staff | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 2) Speed of service    | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 3) Variety of menu     | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |

14.3 Taste

- |            |                               |                                 |                              |
|------------|-------------------------------|---------------------------------|------------------------------|
| 1) Burger  | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 2) Fries   | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 3) Deserts | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 4) Drinks  | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |

14.4 Components of restaurant

- |                    |                               |                                 |                              |
|--------------------|-------------------------------|---------------------------------|------------------------------|
| 1) Convenient seat | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 2) Table size      | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 3) Rest room       | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 4) Play area       | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 5) Enough light    | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 6) Music           | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 7) Television      | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |

14.5 Circumstance

- |                   |                               |                                 |                              |
|-------------------|-------------------------------|---------------------------------|------------------------------|
| 1) Not too crowed | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 2) Not too noisy  | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |



#### 14.6 Promotion

- |                     |                               |                                 |                              |
|---------------------|-------------------------------|---------------------------------|------------------------------|
| 1) Premium toys     | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 2) Discount         | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 3) Coupon           | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |
| 4) Point Collection | <input type="checkbox"/> Most | <input type="checkbox"/> Medium | <input type="checkbox"/> Few |

#### 14.7 Price ☐ Most ☐ Medium ☐ Few

15) Do you think that Burger King should be improved or not?

- ☐ No
- ☐ Yes (can choose more than 1)
  - ☐ Taste
  - ☐ Service
  - ☐ Location
  - ☐ Price
  - ☐ Component of restaurant
  - ☐ Promotion
  - ☐ Variety of menu
  - ☐ Others (please mention).....

16) What is the reason for not considering Burger King?

- ☐ Not tasty
- ☐ Expensive
- ☐ Don't like this kind of food
- ☐ Far from home

**Thank you very much for your cooperation**

## General Information

### 17) Gender

☐ Male

☐ Female

### 18) Age

☐  $\leq 20$  years

☐ 21 – 25 years

☐ 26 – 30 years

☐ 31 – 35 years

☐ 36 – 40 years

☐  $\geq 40$  years

### 19) Education

☐ Primary school

☐ Secondary school

☐ Diploma

☐ Bachelor Degree

☐ Master Degree

☐ Doctorial Degree

### 20) Occupation

☐ Student

☐ Clerk / Sales / Secretary / Officer

☐ Teacher / Instructor

☐ Businessman / Business owner

☐ Employee

☐ Bureaucracy

☐ Housewife

☐ Free lance

☐ Others (please mention) .....

### 21) Income / month

☐ Below 10,000 Baht

☐ 10,001 – 15,000 Baht

☐ 15,001 – 20,000 Baht

☐ 20,001 – 25,000 Baht

☐ 25,001 – 30,000 Baht

☐ 30,001 – 35,000 Baht

☐ 35,001 – 40,000 Baht

☐ 40,001 – 45,000 Baht

☐ 45,001 – 50,000 Baht

☐ More than 50,000 Baht

### 22) Marital Status

☐ Single / Divorce

☐ Married

☐ Married with child / children

### แบบสอบถามความคิดเห็นและทัศนคติต่อการเลือกรับประทานอาหารที่ร้านเบอเกอร์ คิง

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการทำวิจัยเรื่อง “พฤติกรรมผู้บริโภคที่มีผลต่อการเลือกรับประทานอาหาร ที่ร้าน เบอเกอร์ คิง ของนักศึกษาปริญญาโท คณะ Computer and Engineering Management มหาวิทยาลัยอัสสัมชัญ ผู้วิจัยขอความกรุณาท่านในการตอบแบบสอบถามทุกข้อตามความเป็นจริง

คำชี้แจง กรุณาทำเครื่องหมาย ✓ ในช่องว่าง

1) โดยปกติ ท่านเลือกรับประทานอาหารประเภทใด บ่อยที่สุด ?

- ☐ อาหารสำเร็จรูป
- ☐ อาหารแช่แข็ง
- ☐ รับประทานที่ร้านอาหาร
- ☐ สั่งอาหารมารับประทานที่บ้าน
- ☐ อาหารฟาสต์ฟู้ด

2) อาหารฟาสต์ฟู้ดประเภทไหนที่ท่านเลือกรับประทาน บ่อยที่สุด ?

- ☐ ฟาสต์ฟู้ดประเภท ไก่ทอด/ไก่ย่าง
- ☐ พิซซ่า
- ☐ ฟาสต์ฟู้ดประเภท เบอเกอร์
- ☐ อื่น ๆ (โปรดระบุ) .....

3) ท่านรับประทานอาหารฟาสต์ฟู้ดโดยเฉลี่ย บ่อยแค่ไหน ?

- ☐ มากกว่า 4 ครั้งต่อสัปดาห์
- ☐ 2-3 ครั้งต่อสัปดาห์
- ☐ สัปดาห์ละครั้ง
- ☐ เดือนละครั้งหรือน้อยกว่านั้น

4) ร้านใด ที่ท่านไปรับประทานอาหาร บ่อยที่สุด ?

- ☐ แมคโดนัลด์
- ☐ เบอเกอร์ คิง
- ☐ เซสเตอร์ กริล
- ☐ เค เอฟ ซี
- ☐ พิซซ่า ฮัท
- ☐ เดอะ พิซซ่า คัมปะนี

5) ร้านอาหารฟาสต์ฟู้ดประเภทเบอร์เกอร์ ร้านใด ที่ท่าน ชอบมากที่สุด?

- ☐ เบอร์เกอร์ คิง
- ☐ แมคโดนัลด์

6) ท่านรู้จักร้านเบอร์เกอร์ คิง ได้อย่างไร?

- ☐ ญาติ หรือ เพื่อน
- ☐ ผ่านมาเห็น
- ☐ นิตยสาร / หนังสือพิมพ์
- ☐ วิทยู
- ☐ แผ่นพับ / ใบปลิว
- ☐ อื่น ๆ (โปรดระบุ) .....

7) ท่านเลือกรับประทานอาหารที่เบอร์เกอร์ คิง เพราะเหตุใด ?

- ☐ รสชาติอร่อย
- ☐ บริการรวดเร็ว ทันใจ
- ☐ ต้องการรับประทานอาหาร ง่ายๆ
- ☐ ชอบบริการตนเอง
- ☐ บรรยากาศ สบายและผ่อนคลาย
- ☐ อ่านหนังสือ
- ☐ ต้องการฆ่าเวลา
- ☐ อื่น ๆ (โปรดระบุ) .....

8) ท่านไป ร้านเบอร์เกอร์ คิง วันใด บ่อยที่สุด ?

- ☐ วันจันทร์ – วันศุกร์
- ☐ วันเสาร์ – วันอาทิตย์
- ☐ วันหยุดนักขัตฤกษ์
- ☐ ไม่ระบุ

9) ท่านไป ร้านเบอร์เกอร์ คิง เวลาใด บ่อยที่สุด ?

- ☐ 9.00 – 12.00 น.
- ☐ 12.01 – 15.00 น.
- ☐ 15.01 – 18.00 น.
- ☐ 18.01 – 21.00 น.
- ☐ 21.01 – 24.00 น.

10) ท่านไป ร้านเบอเกอร์ คิง โดยเฉลี่ย บ่อยแค่ไหน ?

- ☐ มากกว่า 1 ครั้งต่อสัปดาห์
- ☐ สัปดาห์ละครั้ง
- ☐ เดือนละ 3 ครั้ง
- ☐ เดือนละ 2 ครั้ง
- ☐ เดือนละครั้ง
- ☐ นาน ๆ ครั้ง

11) ท่านไป ร้านเบอเกอร์ คิง โดยเฉลี่ย กี่ท่าน?

- ☐ คนเดียว
- ☐ 2 – 3 ท่าน
- ☐ 4 – 5 ท่าน
- ☐ มากกว่า 5 ท่าน

12) ท่านไป ร้านเบอเกอร์ คิง กับใคร บ่อยที่สุด ?

- ☐ คนเดียว
- ☐ ครอบครัว
- ☐ แฟน
- ☐ เพื่อน
- ☐ เพื่อนร่วมงาน

13) ท่านเลือกสั่งอาหารแบบไหน บ่อยที่สุด ?

- ☐ อาหารชุด (เบอเกอร์ + เฟรนช์ฟราย + เครื่องดื่ม)
- ☐ สั่งตามเมนู

14) ปัจจัยเหล่านี้มีอิทธิพลต่อท่านในการตัดสินใจเลือกรับประทานอาหารที่ร้านเบอเกอร์ คิง อย่างไร?

14.1 สถานที่ตั้ง

- |               |                              |                                  |                               |
|---------------|------------------------------|----------------------------------|-------------------------------|
| 1) การเดินทาง | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 2) ที่จอดรถ   | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 3) จำนวนสาขา  | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |

#### 14.2 การบริการ

- |                           |                              |                                  |                               |
|---------------------------|------------------------------|----------------------------------|-------------------------------|
| 1) มารยาทของพนักงาน       | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 2) ความรวดเร็วในการบริการ | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 3) ความหลากหลายของเมนู    | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |

#### 14.3 รสชาติอาหาร

- |                |                              |                                  |                               |
|----------------|------------------------------|----------------------------------|-------------------------------|
| 1) เบอเกอร์    | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 2) เฟรนช์ฟราย  | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 3) ของหวาน     | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 4) เครื่องดื่ม | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |

#### 14.4 ส่วนประกอบของร้านอาหาร

- |                   |                              |                                  |                               |
|-------------------|------------------------------|----------------------------------|-------------------------------|
| 1) ขนาดของที่นั่ง | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 2) ขนาดของโต๊ะ    | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 3) ห้องน้ำ        | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 4) ลานเด็กเล่น    | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 5) ความสว่าง      | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 6) คนตรี          | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 7) โทรศัพท์       | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |

#### 14.5 สภาพแวดล้อม

- |                   |                              |                                  |                               |
|-------------------|------------------------------|----------------------------------|-------------------------------|
| 1) คนไม่แน่นมาก   | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 2) เสียงไม่อีกทีก | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |

#### 14.6 รายการส่งเสริมการขาย

- |                   |                              |                                  |                               |
|-------------------|------------------------------|----------------------------------|-------------------------------|
| 1) ของเล่นแลกซื้อ | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 2) ส่วนลด         | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 3) คูโปง          | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
| 4) การสะสมแต้ม    | <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |

#### 14.7 ราคา

- |                              |                                  |                               |
|------------------------------|----------------------------------|-------------------------------|
| <input type="checkbox"/> มาก | <input type="checkbox"/> ปานกลาง | <input type="checkbox"/> น้อย |
|------------------------------|----------------------------------|-------------------------------|



15) ท่านคิดว่าร้านเบอเกอร์ คิง ควรปรับปรุง อีกหรือไม่?

- ☐ ไม่ต้องปรับปรุง (ข้ามไปตอบข้อ 16)
- ☐ ควรปรับปรุง (เลือกตอบได้มากกว่า 1 ข้อ)
  - ☐ รสชาติอาหาร
  - ☐ การบริการ
  - ☐ สถานที่ตั้ง
  - ☐ ราคา
  - ☐ ส่วนประกอบของร้านอาหาร
  - ☐ รายการส่งเสริมการขาย
  - ☐ ความหลากหลายของเมนู
  - ☐ อื่น ๆ (โปรดระบุ) .....

10) ทำไมท่านจึงไม่เลือกรับประทานอาหารที่ร้านเบอเกอร์ คิง ?

- ☐ รสชาติ ไม่อร่อย
- ☐ ราคาแพง
- ☐ ไม่ชอบอาหารประเภทนี้
- ☐ สถานที่ตั้งไกลจากบ้าน

ขอบคุณทุกท่านที่ให้ความร่วมมือในการตอบแบบสอบถาม

## ข้อมูลทั่วไป

17) เพศ

☐ ชาย

☐ หญิง

18) อายุ

☐ ต่ำกว่า 20 ปี

☐ 21 – 25 ปี

☐ 26 – 30 ปี

☐ 31 – 35 ปี

☐ 36 – 40 ปี

☐ 40 ปี ขึ้นไป

19) ระดับการศึกษาสูงสุดหรือที่ท่านกำลังศึกษาอยู่

☐ ประถมศึกษา

☐ มัธยมศึกษา

☐ อนุปริญญา

☐ ปริญญาตรี

☐ ปริญญาโท

☐ ปริญญาเอก

20) อาชีพ

☐ นักเรียน / นักศึกษา

☐ พนักงานบริษัท

☐ ครู / อาจารย์

☐ นักธุรกิจ / เจ้าของกิจการ

☐ ลูกจ้างรายวัน

☐ ข้าราชการ / พนักงานรัฐวิสาหกิจ

☐ แม่บ้าน

☐ อาชีพอิสระ

☐ อื่น ๆ (โปรดระบุ).....

21) รายได้ส่วนตัวของท่านต่อเดือน

☐ น้อยกว่า 10,000 บาท

☐ 10,001 – 15,000 บาท

☐ 15,001 – 20,000 บาท

☐ 20,001 – 25,000 บาท

☐ 25,001 – 30,000 บาท

☐ 30,001 – 35,000 บาท

☐ 35,001 – 40,000 บาท

☐ 40,001 – 45,000 บาท

☐ 45,001 – 50,000 บาท

☐ มากกว่า 50,000 บาท

22) สถานภาพสมรส

☐ โสด / หย่า

☐ แต่งงาน

☐ แต่งงานและมีบุตร



## APPENDIX D

### TABLES OF RESEARCH RESULT

Table D.3. The Percentage of Education (Question No. 19).

Education	Frequency	Percentage
Primary school	3	0.8
Secondary school	13	3.3
Diploma	10	2.5
Bachelor Degree	317	79.3
Master Degree	57	14.3
Doctorial Degree	0	0
<b>Total</b>	400	100.0

Table D.4. The Percentage of Occupation (Question No. 20).

Occupation	Frequency	Percentage
Student	177	44.3
Clerk / Sales / Officer	114	28.5
Teacher / Instructor	1	0.3
Businessman	16	4.0
Employee	75	18.8
Bureaucracy	1	0.3
Housewife	2	0.5
Freelance	6	1.5
Others	8	2.0
<b>Total</b>	400	100.0

Table D.5. The Percentage of Income/month (Question No. 21).

Income / month	Frequency	Percentage
Below 10,000 Baht	151	37.8
10,001 – 15,000 Baht	64	16.0
15,001 – 20,000 Baht	75	18.8
20,001 – 25,000 Baht	33	8.3
25,001 – 30,000 Baht	25	6.3
30,001 – 35,000 Baht	14	3.5
35,001 – 40,000 Baht	9	2.3
40,001 – 45,000 Baht	10	2.5
45,001 – 50,000 Baht	5	1.3
More than 50,000 Baht	14	3.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.6. The Percentage of Marital Status (Question No. 22).

Marital Status	Frequency	Percentage
Single / Divorce	360	90
Married	29	7.3
Married with Child / Children	11	2.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.7. Percentage of Food That Respondents Eat When They're Hungry  
(Question No. 1).

What kind of food do you eat when you're hungry?	Frequency	Percentage
Instant Food	58	14.5
Frozen Food	11	2.8
Eat at restaurant	175	43.8
Delivery Food	50	12.5
Fast Food	106	26.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.8. Percentage of Kind of Fast Food Which Respondents Usually Eat  
(Question No. 2).

What kind of fast food do you eat ?	Frequency	Percentage
Fried / Grilled Chicken	159	39.8
Pizza	89	22.3
Burger & Fries	129	32.3
Others	23	5.75
<b>Total</b>	<b>400</b>	<b>100.0</b>



Table D.9. Percentage of How Often Which Respondents Eat Fast Food  
(Question No. 3).

How often do you eat Fast Food?	Frequency	Percentage
At least 4 days / week	10	2.5
Around 2-3 days / week	60	15.0
One time per week	167	41.8
One time per month or less than it.	163	40.8
<b>Total</b>	400	100.0

Table D.10. Percentage of Favorite Fast Food Which Respondents Prefer  
(Question No. 4).

What is your favorite Fast Food?	Frequency	Percentage
Mc Donald	165	41.3
Burger King	31	7.8
Chester's Grill	68	17.0
KFC	74	18.5
Pizza Hut	27	6.8
The Pizza Company	35	8.8
<b>Total</b>	400	100.0

Table D.11. Percentage of Favorite Burger Restaurant Which Respondents Prefer (Question No. 5).

What is burger restaurant do you like most?	Frequency	Percentage
Burger King	118	29.5
Mc Donald	282	70.5
<b>Total</b>	400	100.0

Table D.12. Percentage of Getting Know Burger King by Respondents (Question No. 6).

How do you know Burger King?	Frequency	Percentage
Word of mouth	99	24.8
Pass by	192	48.0
Magazine & Newspaper	30	7.5
Radio	5	1.32
Brochure & Leaflet	49	12.3
Others	25	6.3
<b>Total</b>	400	100.0

Table D.13. Percentage of Reason That Make Respondents Choose Burger King (Question No. 7).

What is the reason that you choose Burger King?	Frequency	Percentage
Good taste	136	34.0
In rush / hurry	61	15.3
Want to eat something easy	96	24.0
Want self service	10	2.5
Made appointment	27	6.8
Relax	7	1.8
Reading	3	0.8
Want to kill the time	38	9.5
Others	22	5.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.14. Percentage of Day That Respondents Prefer to Go to Burger King (Question No. 8).

Which day do you prefer to go to Burger King?	Frequency	Percentage
Monday – Friday	53	13.3
Saturday – Sunday	90	22.5
Public Holiday	34	8.5
Not Specify	223	55.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.15. Percentage of Time That Respondents Prefer to Go to Burger King (Question No. 9).

What time do you prefer to go to Burger King?	Frequency	Percentage
9.00 – 12.00	17	4.3
12.01 – 15.00	148	37.0
15.01 – 18.00	99	24.8
18.01 – 21.00	128	32.0
21.01 – 24.00	8	2.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.16. Percentage of Frequency That the Respondents Go to Burger King (Question No. 10).

How often do you go to Burger King?	Frequency	Percentage
More than 1 time per week	6	1.5
1 time per week	34	8.5
3 times per month	15	3.8
2 times per month	22	5.5
1 time per month	83	20.8
Once in a while	240	60.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.17. Percentage of Number of People Who Come Along with the Respondents to Go to Burger King (Question No. 11).

How many people come along with you to Burger King?	Frequency	Percentage
Come alone	55	13.8
2 – 3 people	257	64.3
4 – 5 people	77	19.3
More than 5 people	11	2.8
<b>Total</b>	400	100.0

Table D.18. Percentage of Person That the Respondents Prefer to Go with (Question No. 12).

Who do you prefer to go with?	Frequency	Percentage
Come alone	37	9.3
Family	64	16.0
Boyfriend / Girlfriend	55	13.8
Friends	232	58.0
Colleagues	12	3.0
<b>Total</b>	400	100.0

Table D.19. Percentage of Menu Which Respondents Like to Order  
(Question No. 13).

What would you like to order?	Frequency	Percentage
Combination (Burger + Fries + Coke)	262	65.5
Separate Items	138	34.5
<b>Total</b>	400	100.0

Table D.20. Statistics of Location (Question No. 14.1).

Location	Mean	S.D.
Traveling	2.40	0.67
Parking	2.05	0.78
No. of branch	2.23	0.78
<b>Total</b>	2.2283	0.5550

Table D.21. Statistics of Services (Question No. 14.2).

Services	Mean	S.D.
Politeness of Staff	2.42	0.62
Speed of service	2.47	0.62
Variety of menu	2.44	0.62
<b>Total</b>	2.4428	0.4726

Table D.22. Statistics of Taste (Question No. 14.3).

<b>Taste</b>	<b>Mean</b>	<b>S.D.</b>
Burger	2.66	0.53
Fries	2.38	0.63
Desserts	2.03	0.66
Drinks	2.05	0.64
<b>Total</b>	<b>2.2806</b>	<b>0.4420</b>

Table D.23. Statistics of Components of Restaurant (Question No. 14.4).

<b>Components of restaurant</b>	<b>Mean</b>	<b>S.D.</b>
Convenient seat	2.38	0.58
Table size	2.23	0.57
Rest room	2.25	0.64
Play area	1.57	0.68
Enough Light	2.17	0.59
Music	2.12	0.67
Television	1.86	0.66
<b>Total</b>	<b>2.0821</b>	<b>0.3841</b>



Table D.24. Statistics of Circumstance (Question No. 14.5).

<b>Circumstance</b>	<b>Mean</b>	<b>S.D.</b>
Not too crowed	2.41	0.60
Not too noisy	2.44	0.59
<b>Total</b>	2.4225	0.5498

Table D.25. Statistics of Promotion (Question No. 14.6).

<b>Promotion</b>	<b>Mean</b>	<b>S.D.</b>
Premium toys	1.79	0.67
Discount	2.36	0.72
Coupon	2.26	0.69
Point Collection	1.88	0.76
<b>Total</b>	2.0681	0.5324

Table D.26. Statistics of Price (Question No. 14.7).

<b>Price</b>	<b>Mean</b>	<b>S.D.</b>
Price	2.42	0.59
<b>Total</b>	2.42	0.59

Table D.27. Statistics of All Factors (By group).

Factors	Mean	S.D.
Location	2.2283	0.5550
Services	2.4428	0.4726
Taste	2.2806	0.4420
Components of restaurant	2.0821	0.3841
Circumstance	2.4225	0.5498
Promotion	2.0681	0.5324
Price	2.42	0.59

Table D.28. Percentage of People Who Think Burger King Should Improved or Not (Question No. 15).

Do you think Burger King should improved or not?	Frequency	Percentage
No	76	19.0
Yes	324	81.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.29. Percentage of Factors Which Respondents Think Burger King Should Improved (Question No. 15).

What do you think Burger King should be improved?	Frequency	Percentage
Taste	54	16.67
Services	46	14.20
Location	174	53.70
Price	160	49.38
Components of restaurant	33	10.19
Promotion	126	38.89
Variety of menu	109	33.64
Others	24	7.41
<b>Total</b>	<b>324</b>	<b>100.0</b>

Table D.30. Percentage of Reasons for Not Considering Burger King (Question No. 16).

What is the reason for not considering Burger King?	Frequency	Percentage
Not tasty	69	17.2
Expensive	119	29.8
Don't like this kind of food	70	17.5
Far from home	142	35.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table D.31 The Relationship between Gender and Type of Food People Eat When Hungry (Pearson Chi-Square 0.018).

Gender	1. At most, what kind of food do you eat when you're hungry?					
	Instant Food	Frozen Food	Eat at restaurant	Delivery Food	Fast Food	Total
Male	17	4	55	23	52	151
	4.25%	1.00%	13.75%	5.75%	13.00%	37.75%
Female	41	7	120	27	54	249
	10.25%	1.75%	30.00%	6.75%	13.50%	62.25%
Total	58	11	175	50	106	400
	14.50%	2.75%	43.75%	12.50%	26.50%	100.00%

Table D.32. The Relationship between Gender and Kind of Fast Food That People Eat (Pearson Chi-Square 0.018).

2. What kind of Fast Food do you eat?											
Gender	Fried / Grilled Chicken	Pizza	Burger & Fries	Others - Dunkin donut	Others - Fruit	Others - Hashiban	Others - Made to order	Others - Noodle	Others - Rice	Others - Thai Food	Total
Male	44	33	65	5	1	-	-	1	2	-	151
	11.00%	8.25%	16.25%	1.25%	0.25%	-	-	0.25%	0.50%	-	37.75%
Female	115	56	64	6		1	1	3	2	1	249
	28.75%	14.00%	16.00%	1.50%	-	0.25%	0.25%	0.75%	0.50%	0.25%	62.25%
Total	159	89	129	11	1	1	1	4	4	1	400
	39.75%	22.25%	32.25%	2.75%	0.25%	0.25%	0.25%	1.00%	1.00%	0.25%	100.00%

Table D.33. The Relationship between Gender and Frequency of Eating Fast Food by Respondents (Pearson Chi-Square 0.005).

3. How often do you eat fast food?					
Gender	At least 4 days / week	Around 2-3 days / week	One time per week	One time per month or less than it	Total
Male	7	23	74	47	151
	1.75%	5.75%	18.50%	11.75%	37.75%
Female	3	37	93	116	249
	0.75%	9.25%	23.25%	29.00%	62.25%
Total	10	60	167	163	400
	2.50%	15.00%	41.75%	40.75%	100.00%

Table D.34. The Relationship between Gender and the Favorite Fast Food Brand (Pearson Chi-Square 0.053).

4. What is your favorite fast food?							
Gender	Mc Donald	Burger King	Chester's Grill	KFC	Pizza Hut	The Pizza Company	Total
Male	58	19	20	32	10	12	151
	14.50%	4.75%	5.00%	8.00%	2.50%	3.00%	37.75%
Female	107	12	48	42	17	23	249
	26.75%	3.00%	12.00%	10.50%	4.25%	5.75%	62.25%
Total	165	31	68	74	27	35	400
	41.25%	7.75%	17.00%	18.50%	6.75%	8.75%	100.00%

Table D.35. The Relationship between Gender and Comparable of Burger King and Market Leader As MC Donald (Pearson Chi-Square 0.435).

5. Which burger restaurants do you like most?			
Gender	Burger King	Mc Donald	Total
Male	48	103	151
	12.00%	25.75%	37.75%
Female	70	179	249
	17.50%	44.75%	62.25%
Total	118	282	400
	29.50%	70.50%	100.00%

Table D.36. The Relationship between Gender and Source of Information Makes People Know Burger King (Pearson Chi-Square 0.536).

6. How do you know Burger King?							
Gender	Word of mouth	Pass by	Magazine & Newspaper	Radio	Brochure & Leaflet	Others	Total
Male	37	68	12	2	18	14	151
	9.25%	17.00%	3.00%	0.50%	4.50%	3.50%	37.75%
Female	62	124	18	3	31	11	249
	15.50%	31.00%	4.50%	0.75%	7.75%	2.75%	62.25%
Total	99	192	30	5	49	25	400
	24.75%	48.00%	7.50%	1.25%	12.25%	6.25%	100.00%

Table D. 37. The Relationship between Gender and the Reason of Choosing Burger King by Respondents (Pearson Chi-Square 0.236).

7. What is the reason that you choose Burger King?										
Gender	Good taste	In rush / hurry	Want to eat something easy	What self service	Made appointment	Relax	Reading	Want to kill the time	Others	Total
Male	53	22	40	7	11	2	1	8	7	151
	13.25%	5.50%	10.00%	1.75%	2.75%	0.50%	0.25%	2.00%	1.75%	37.75%
Female	83	39	56	3	16	5	2	30	15	249
	20.75%	9.75%	14.00%	0.75%	4.00%	1.25%	0.50%	7.50%	3.75%	62.25%
Total	136	61	96	10	27	7	3	38	22	400
	34.00%	15.25%	24.00%	2.50%	6.75%	1.75%	0.75%	9.50%	5.50%	100.00%

Table D. 38. The Relationship between Gender and the Preferable Day for Respondents to Go to Burger King (Pearson Chi-Square 0.221).

8. Which day do you prefer to go to Burger King?					
Gender	Monday - Friday	Saturday - Sunday	Public Holiday	Not Specify	Total
Male	26	31	15	79	151
	6.50%	7.75%	3.75%	19.75%	37.75%
Female	27	59	19	144	249
	6.75%	14.75%	4.75%	36.00%	62.25%
Total	53	90	34	223	400
	13.25%	22.50%	8.50%	55.75%	100.00%



Table D. 39. The Relationship between Gender and Preferable Time for Respondents to Go to Burger King (Pearson Chi-Square 0.082).

9. What time do you prefer to go to Burger King?						
Gender	9.00-12.00	12.01-15.00	15.01-18.00	18.01-21.00	21.01-24.00	Total
Male	8	49	34	54	6	151
	2.00%	12.25%	8.50%	13.50%	1.50%	37.75%
Female	9	99	65	74	2	249
	2.25%	24.75%	16.25%	18.50%	0.50%	62.25%
Total	17	148	99	128	8	400
	4.25%	37.00%	24.75%	32.00%	2.00%	100.00%

Table D.40. The Relationship between Gender and the Frequency of Going to Burger King per Month (Pearson Chi-Square 0.012).

10. How often do you go to Burger King?							
Gender	More than 1 time per week	1 time per week	3 times per month	2 times per month	1 times per month	Once in a while	Total
Male	5	15	5	12	38	76	151
	1.25%	3.75%	1.25%	3.00%	9.50%	19.00%	37.75%
Female	1	19	10	10	45	164	249
	0.25%	4.75%	2.50%	2.50%	11.25%	41.00%	62.25%
Total	6	34	15	22	83	240	400
	1.50%	8.50%	3.75%	5.50%	20.75%	60.00%	100.00%

Table D.41. The Relationship between Gender and the Amount of People that Come Along to Burger King with Respondents (Pearson Chi-Square 0.001).

11. How many people come along with you to Burger King?					
Gender	Come alone	2-3 people	4-5 people	More than 5 people	Total
Male	33	93	20	5	151
	8.25%	23.25%	5.00%	1.25%	37.75%
Female	22	164	57	6	249
	5.50%	41.00%	14.25%	1.50%	62.25%
Total	55	257	77	11	400
	13.75%	64.25%	19.25%	2.75%	100.00%

Table D.42. The Relationship between Gender and People Who Go to Burger King with Respondents (Pearson Chi-Square 0.001).

12. Who do you prefer to go with?						
Gender	Alone	Family	Boyfriend / Girlfriend	Friends	Colleagues	Total
Male	26	22	22	81	2	151
	6.50%	5.50%	5.50%	20.25%	0.50%	37.75%
Female	11	40	33	155	10	249
	2.75%	10.00%	8.25%	38.75%	2.50%	62.25%
Total	37	62	55	234	12	400
	9.25%	15.50%	13.75%	58.50%	3.00%	100.00%

Table D.43. The Relationship between Gender and the Menu Which People Like to Order (Pearson Chi-Square 0.374).

13. What would you like to order?			
Gender	Combination (Burger + Fries + Coke)	Separate items	Total
Male	103	48	151
	25.75%	12.00%	37.75%
Female	159	90	249
	39.75%	22.50%	62.25%
Total	262	138	400
	65.50%	34.50%	100.00%

Table D.44. The Relationship between Gender and the Attitude of Respondents About Whether Burger King Should Be Improved or Not (Pearson Chi-Square 0.029).

15 Do you think that Burger King should be improved or not?			
Gender	No	Yes	Total
Male	37	114	151
	9.25%	28.50%	37.75%
Female	39	210	249
	9.75%	52.50%	62.25%
Total	76	324	400
	19.00%	81.00%	100.00%

Table D.45. The Relationship between Gender and the Reason for Not Considering Burger King (Pearson Chi-Square 0.221).

16 What is the reason for not considering Burger King?					
Income / month	Not tasty	Expensive	Don't like this kind of food	Far from home	Total
Male	32	50	23	46	151
	8.00%	12.50%	5.75%	11.50%	37.75%
Female	37	69	47	96	249
	9.25%	17.25%	11.75%	24.00%	62.25%
Total	69	119	70	142	400
	17.25%	29.75%	17.50%	35.50%	100.00%

Table D.46. The Relationship between Age and Type of Food People Eat When Hungry (Pearson Chi-Square 0.015).

1. At most, what kind of food do you eat when you're hungry?						
Age	Instant Food	Frozen Food	Eat at restaurant	Delivery Food	Fast Food	Total
below 20 years	10	-	20	8	15	53
	2.50%	-	5.00%	2.00%	3.75%	13.25%
21-25 years	29	4	91	33	63	220
	7.25%	1.00%	22.75%	8.25%	15.75%	55.00%
26-30 years	9	5	37	5	12	68
	2.25%	1.25%	9.25%	1.25%	3.00%	17.00%
31-35 years	5	-	20	3	12	40
	1.25%	-	5.00%	0.75%	3.00%	10.00%
36-40 years	1	1	5	1	4	12
	0.25%	0.25%	1.25%	0.25%	1.00%	3.00%
over 40 years	4	1	2	-	-	7
	1.00%	0.25%	0.50%	-	-	1.75%
Total	58	11	175	50	106	400
	14.50%	2.75%	43.75%	12.50%	26.50%	100.00%

Table D.47. The Relationship between Age and Kind of Fast Food That People Eat (Pearson Chi-Square 0.000).

2. What kind of Fast Food do you eat?											
Age	Fried / Grilled Chicken	Pizza	Burger & Fries	Others - Dunkin donut	Others - Fruit	Others - Hashiban	Others - Made to order	Others - Noodle	Others - Rice	Others - Thai Food	Total
below 20 years	18	13	18	1	-	-	-	-	3	-	53
	4.50%	3.25%	4.50%	0.25%	-	-	-	-	0.75%	-	13.25%
21-25 years	92	50	69	5	1	-	-	2	1	-	220
	23.00%	12.50%	17.25%	1.25%	0.25%	-	-	0.50%	0.25%	-	55.00%
26-30 years	29	13	23	1	-	-	1	-	-	1	68
	7.25%	3.25%	5.75%	0.25%	-	-	0.25%	-	-	0.25%	17.00%
31-35 years	14	8	17	1	-	-	-	-	-	-	40
	3.50%	2.00%	4.25%	0.25%	-	-	-	-	-	-	10.00%
36-40 years	4	3	1	3	-	-	-	1	-	-	12
	1.00%	0.75%	0.25%	0.75%	-	-	-	-	-	-	3.00%
over 40 years	2	2	1	-	-	1	-	1	-	-	7
	0.50%	0.50%	0.25%	-	-	0.25%	-	0.25%	-	-	1.75%
<b>Total</b>	159	89	129	11	1	1	1	4	4	1	400
	39.75%	22.25%	32.25%	2.75%	0.25%	0.25%	0.25%	1.00%	1.00%	0.25%	100.00%

Table D. 48. The Relationship between Age and Frequency of Eating Fast Food by Respondents (Pearson Chi-Square 0.172).

3. How often do you eat fast food?					
Age	At least 4 days / week	Around 2-3 days / week	One time per week	One time per month or less than it	Total
below 20 years	2	6	27	18	53
	0.50%	1.50%	6.75%	4.50%	13.25%
21-25 years	4	40	86	90	220
	1.00%	10.00%	21.50%	22.50%	55.00%
26-30 years	2	9	36	21	68
	0.50%	2.25%	9.00%	5.25%	17.00%
31-35 years	1	5	12	22	40
	0.25%	1.25%	3.00%	5.50%	10.00%
36-40 years	1	-	3	8	12
	0.25%	-	0.75%	2.00%	3.00%
over 40 years	-	-	3	4	7
	-	-	0.75%	1.00%	1.75%
Total	10	60	167	163	400
	2.50%	15.00%	41.75%	40.75%	100.00%

Table D.49. The Relationship between Age and the Favorite Fast Food Brand  
(Pearson Chi-Square 0.124).

4. What is your favorite fast food?							
Age	Mc Donald	Burger King	Chester's Grill	KFC	Pizza Hut	The Pizza Company	Total
below 20 years	21	1	10	8	5	8	53
	5.25%	0.25%	2.50%	2.00%	1.25%	2.00%	13.25%
21-25 years	90	17	38	39	17	19	220
	22.50%	4.25%	9.50%	9.75%	4.25%	4.75%	55.00%
26-30 years	25	9	9	17	4	4	68
	6.25%	2.25%	2.25%	4.25%	1.00%	1.00%	17.00%
31-35 years	22	1	6	7	1	3	40
	5.50%	0.25%	1.50%	1.75%	0.25%	0.75%	10.00%
36-40 years	6	3	1	1	-	1	12
	1.50%	0.75%	0.25%	0.25%	-	0.25%	3.00%
over 40 years	1	-	4	2	-	-	7
	0.25%	-	1.00%	0.50%	-	-	1.75%
<b>Total</b>	165	31	68	74	27	35	400
	41.25%	7.75%	17.00%	18.50%	6.75%	8.75%	100.00%



Table D.50. The Relationship between Age and Comparable of Burger King And Market Leader as Mc Donald (Pearson Chi-Square 0.028).

5. Which burger restaurants do you like most?			
Age	Burger King	Mc Donald	Total
below 20 years	9	44	53
	2.25%	11.00%	13.25%
21-25 years	62	158	220
	15.50%	39.50%	55.00%
26-30 years	26	42	68
	6.50%	10.50%	17.00%
31-35 years	16	24	40
	4.00%	6.00%	10.00%
36-40 years	5	7	12
	1.25%	1.75%	3.00%
over 40 years	-	7	7
	-	1.75%	1.75%
Total	118	282	400
	29.50%	70.50%	100.00%

Table D.51. The Relationship between Age and Source of Information Makes People Know Burger King (Pearson Chi-Square 0.076).

6. How do you know Burger King?							
Age	Word of mouth	Pass by	Magazine & Newspaper	Radio	Brochure & Leaflet	Others	Total
below 20 years	13	24	7	1	4	4	53
	3.25%	6.00%	1.75%	0.25%	1.00%	1.00%	13.25%
21-25 years	66	94	14	2	31	13	220
	16.50%	23.50%	3.50%	0.50%	7.75%	3.25%	55.00%
26-30 years	13	38	6	2	4	5	68
	3.25%	9.50%	1.50%	0.50%	1.00%	1.25%	17.00%
31-35 years	5	26	1	-	7	1	40
	1.25%	6.50%	0.25%	-	1.75%	0.25%	10.00%
36-40 years	-	9	-	-	2	1	12
	-	2.25%	-	-	0.50%	0.25%	3.00%
over 40 years	2	1	2	-	1	1	7
	0.50%	0.25%	0.50%	-	0.25%	0.25%	1.75%
<b>Total</b>	99	192	30	5	49	25	400
	24.75%	48.00%	7.50%	1.25%	12.25%	6.25%	100.00%

Table D.52. The Relationship between Age and the Reason of Choosing Burger King By Respondents (Pearson Chi-Square 0.000).

7. What is the reason that you choose Burger King?										
Age	Good taste	In rush / hurry	Want to eat something easy	What self service	Made appointment	Relax	Reading	Want to kill the time	Others	Total
below 20 years	16	16	12	1	6	-	-	1	1	53
	4.00%	4.00%	3.00%	0.25%	1.50%	-	-	0.25%	0.25%	13.25%
21-25 years	83	29	51	4	11	4	3	23	12	220
	20.75%	7.25%	12.75%	1.00%	2.75%	1.00%	0.75%	5.75%	3.00%	55.00%
26-30 years	22	8	18	1	5	2	-	7	5	68
	5.50%	2.00%	4.50%	0.25%	1.25%	0.50%	-	1.75%	1.25%	17.00%
31-35 years	11	6	8	1	3	1	-	6	4	40
	2.75%	1.50%	2.00%	0.25%	0.75%	0.25%	-	1.50%	1.00%	10.00%
36-40 years	4	1	5	-	1	-	-	1	-	12
	1.00%	0.25%	1.25%	-	0.25%	-	-	0.25%	-	3.00%
over 40 years	-	1	2	3	1	-	-	-	-	7
	-	0.25%	0.50%	0.75%	0.25%	-	-	-	-	1.75%
Total	136	61	96	10	27	7	3	38	22	400
	34.00%	15.25%	24.00%	2.50%	6.75%	1.75%	0.75%	9.50%	5.50%	100.00%

Table D.53. The Relationship between Age and the Preferable Day for Respondents to Go to Burger King (Pearson Chi-Square 0.030).

8. Which day do you prefer to go to Burger King?					
Age	Monday - Friday	Saturday - Sunday	Public Holiday	Not Specify	Total
<b>below 20 years</b>	11	12	7	23	53
	2.75%	3.00%	1.75%	5.75%	13.25%
<b>21-25 years</b>	20	56	21	123	220
	5.00%	14.00%	5.25%	30.75%	55.00%
<b>26-30 years</b>	12	10	1	45	68
	3.00%	2.50%	0.25%	11.25%	17.00%
<b>31-35 years</b>	7	8	4	21	40
	1.75%	2.00%	1.00%	5.25%	10.00%
<b>36-40 years</b>	2	-	1	9	12
	0.50%	-	0.25%	2.25%	3.00%
<b>over 40 years</b>	1	4	-	2	7
	0.25%	1.00%	-	0.50%	1.75%
<b>Total</b>	53	90	34	223	400
	13.25%	22.50%	8.50%	55.75%	100.00%

Table D.54. The Relationship between Age and Preferable Time for Respondents to Go to Burger King (Pearson Chi-Square 0.002).

9. What time do you prefer to go to Burger King?						
Age	9.00-12.00	12.01-15.00	15.01-18.00	18.01-21.00	21.01-24.00	Total
below 20 years	3	22	9	16	3	53
	0.75%	5.50%	2.25%	4.00%	0.75%	13.25%
21-25 years	4	82	69	62	3	220
	1.00%	20.50%	17.25%	15.50%	0.75%	55.00%
26-30 years	4	22	15	27	-	68
	1.00%	5.50%	3.75%	6.75%	-	17.00%
31-35 years	5	13	2	18	2	40
	1.25%	3.25%	0.50%	4.50%	0.50%	10.00%
36-40 years	1	3	4	4	-	12
	0.25%	0.75%	1.00%	1.00%	-	3.00%
over 40 years	-	6	-	1	-	7
	-	1.50%	-	0.25%	-	1.75%
Total	17	148	99	128	8	400
	4.25%	37.00%	24.75%	32.00%	2.00%	100.00%

Table D.55. The Relationship between Age and the Frequency of Going to Burger King per Month (Pearson Chi-Square 0.002).

10. How often do you go to Burger King?							
Age	More than 1 time per week	1 time per week	3 times per month	2 times per month	1 times per month	Once in a while	Total
below 20 years	-	3	3	2	24	21	53
	-	0.75%	0.75%	0.50%	6.00%	5.25%	13.25%
21-25 years	6	21	6	11	45	131	220
	1.50%	5.25%	1.50%	2.75%	11.25%	32.75%	55.00%
26-30 years	-	7	5	3	10	43	68
	-	1.75%	1.25%	0.75%	2.50%	10.75%	17.00%
31-35 years	-	1	1	4	4	30	40
	-	0.25%	0.25%	1.00%	1.00%	7.50%	10.00%
36-40 years	-	-	-	1	-	11	12
	-	-	-	0.25%	-	2.75%	3.00%
over 40 years	-	2	-	1	-	4	7
	-	0.50%	-	0.25%	-	1.00%	1.75%
Total	6	34	15	22	83	240	400
	1.50%	8.50%	3.75%	5.50%	20.75%	60.00%	100.00%

Table D.56. The relationship between Age and the Amount of People That Come Along to Burger King with Respondents (Pearson Chi-Square 0.100).

11. How many people come along with you to Burger King?					
Age	Come alone	2-3 people	4-5 people	More than 5 people	Total
below 20 years	7	31	15	-	53
	1.75%	7.75%	3.75%	-	13.25%
21-25 years	22	148	42	8	220
	5.50%	37.00%	10.50%	2.00%	55.00%
26-30 years	13	41	14	-	68
	3.25%	10.25%	3.50%	-	17.00%
31-35 years	8	26	3	3	40
	2.00%	6.50%	0.75%	0.75%	10.00%
36-40 years	3	8	1	-	12
	0.75%	2.00%	0.25%	-	3.00%
over 40 years	2	3	2	-	7
	0.50%	0.75%	0.50%	-	1.75%
<b>Total</b>	55	257	77	11	400
	13.75%	64.25%	19.25%	2.75%	100.00%



Table D.57. The Relationship between Age and People Who Go to Burger King with Respondents (Pearson Chi-Square 0.000).

12. Who do you prefer to go with?						
Age	Alone	Family	Boyfriend /Girlfriend	Friends	Colleagues	Total
<b>below 20 years</b>	3	7	9	34	-	53
	0.75%	1.75%	2.25%	8.50%	-	13.25%
<b>21-25 years</b>	19	34	31	129	7	220
	4.75%	8.50%	7.75%	32.25%	1.75%	55.00%
<b>26-30 years</b>	7	5	8	48	-	68
	1.75%	1.25%	2.00%	12.00%	-	17.00%
<b>31-35 years</b>	5	10	7	13	5	40
	1.25%	2.50%	1.75%	3.25%	1.25%	10.00%
<b>36-40 years</b>	1	2	-	9	-	12
	0.25%	0.50%	-	2.25%	-	3.00%
<b>over 40 years</b>	2	4	-	1	-	7
	0.50%	1.00%	-	0.25%	-	1.75%
<b>Total</b>	37	62	55	234	12	400
	9.25%	15.50%	13.75%	58.50%	3.00%	100.00%

Table D.58. The Relationship between Age and the Menu Which People Like to Order (Pearson Chi-Square 0.009).

13. What would you like to order?			
Age	Combination (Burger + Fries + Coke)	Separate items	Total
below 20 years	43	10	53
	10.75%	2.50%	13.25%
21-25 years	150	70	220
	37.50%	17.50%	55.00%
26-30 years	38	30	68
	9.50%	7.50%	17.00%
31-35 years	19	21	40
	4.75%	5.25%	10.00%
36-40 years	7	5	12
	1.75%	1.25%	3.00%
over 40 years	5	2	7
	1.25%	0.50%	1.75%
Total	262	138	400
	65.50%	34.50%	100.00%

Table D.59. The Relationship between Age and the Attitude of Respondents About Whether Burger King Should Be Improved or Not (Pearson Chi-Square 0.596).

15 Do you think that Burger King should be improved or not?			
Age	No	Yes	Total
below 20 years	9	44	53
	2.25%	11.00%	13.25%
21-25 years	46	174	220
	11.50%	43.50%	55.00%
26-30 years	13	55	68
	3.25%	13.75%	17.00%
31-35 years	5	35	40
	1.25%	8.75%	10.00%
36-40 years	3	9	12
	0.75%	2.25%	3.00%
over 40 years	-	7	7
	-	1.75%	1.75%
Total	76	324	400
	19.00%	81.00%	100.00%

Table D.60. The Relationship between Age and the Reason for Not Considering Burger King (Pearson Chi-Square 0.074).

16 What is the reason for not considering Burger King?					
Age	Not tasty	Expensive	Don't like this kind of food	Far from home	Total
below 20 years	7	16	8	22	53
	1.75%	4.00%	2.00%	5.50%	13.25%
21-25 years	47	66	37	70	220
	11.75%	16.50%	9.25%	17.50%	55.00%
26-30 years	5	22	9	32	68
	1.25%	5.50%	2.25%	8.00%	17.00%
31-35 years	7	12	7	14	40
	1.75%	3.00%	1.75%	3.50%	10.00%
36-40 years	3	2	6	1	12
	0.75%	0.50%	1.50%	0.25%	3.00%
over 40 years	-	1	3	3	7
	-	0.25%	0.75%	0.75%	1.75%
Total	* 69	119	70	142	400
	17.25%	29.75%	17.50%	35.50%	100.00%

Table D.61. The Relationship between Occupation and Type of Food People Eat When Hungry (Pearson Chi-Square 0.000).

1. At most, what kind of food do you eat when you're hungry?						
Occupation	Instant-Food	Frozen-Food	Eat-at-restaurant	Delivery-Food	Fast-Food	Total
Student	33	1	53	30	60	177
	8.25%	0.25%	13.25%	7.50%	15.00%	44.25%
Clerk / Sales / Secretary / Officer	11	6	64	12	21	114
	2.75%	1.50%	16.00%	3.00%	5.25%	28.50%
Teacher / Instructor	-	-	1	-	-	1
	-	-	0.25%	-	-	0.25%
Businessman / Business Owner	4	1	6	1	4	16
	1.00%	0.25%	1.50%	0.25%	1.00%	4.00%
Employee	9	2	38	6	20	75
	2.25%	0.50%	9.50%	1.50%	5.00%	18.75%
Bureaucracy	-	-	1	-	-	1
	-	-	0.25%	-	-	0.25%
Housewife	-	1	1	-	-	2
	-	0.25%	0.25%	-	-	0.50%
Freelance	1	-	3	1	1	6
	0.25%	-	0.75%	0.25%	0.25%	1.50%
Others	-	-	8	-	-	8
	-	-	2.00%	-	-	2.00%
Total	58	11	175	50	106	400
	14.50%	2.75%	43.75%	12.50%	26.50%	100.00%

Table D.62. The Relationship between Occupation and Kind of Fast Food That People Eat (Pearson Chi-Square 0.03).

2. What kind of Fast Food do you eat?											
Occupation	Fried / Grilled Chicken	Pizza	Burger & Fries	Others - Dunkin donut	Others - Fruit	Others - Hashiban	Others - Made to order	Others - Noodle	Others - Rice	Others - Thai Food	Total
Student	60	44	66	1	1	-	-	2	3	-	-
	15.00%	11.00%	16.50%	0.25%	0.25%	-	-	0.50%	0.75%	-	-
Clerk / Sales / Secretary / Officer	44	25	36	7	-	-	1	-	-	1	2
	11.00%	6.25%	9.00%	1.75%	-	-	0.25%	-	-	0.25%	0.50%
Teacher / Instructor	-	1	-	-	-	-	-	-	-	-	-
	0.00%	0.25%	-	-	-	-	-	-	-	-	-
Businessman / Business Owner	3	3	5	2	-	1	-	2	-	-	-
	0.75%	0.75%	1.25%	0.50%	-	0.25%	-	0.50%	-	-	-
Employee	42	14	17	1	-	-	-	-	1	-	-
	10.50%	3.50%	4.25%	0.25%	-	-	-	-	0.25%	-	-
Bureaucracy	-	-	1	-	-	-	-	-	-	-	-
	-	-	0.25%	-	-	-	-	-	-	-	-
Housewife	2	-	-	-	-	-	-	-	-	-	-
	0.50%	-	-	-	-	-	-	-	-	-	-
Freelance	2	1	3	-	-	-	-	-	-	-	-
	0.50%	0.25%	0.75%	-	-	-	-	-	-	-	-
Others	6	1	1	-	-	-	-	-	-	-	-
	1.50%	0.25%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	159	89	129	11	1	1	1	4	4	1	400
	39.75%	22.25%	32.25%	2.75%	0.25%	0.25%	0.25%	1.00%	1.00%	0.25%	100.00%

Table D.63. The Relationship between Occupation and Frequency of Eating Fast Food by Respondents (Pearson Chi-Square 0.487).

3. How often do you eat fast food?					
Occupation	At least 4 days / week	Around 2-3 days / week	One time per week	One time per month or less than it	Total
<b>Student</b>	4	30	76	67	177
	1.00%	7.50%	19.00%	16.75%	44.25%
<b>Clerk / Sales / Secretary / Officer</b>	5	16	45	48	114
	1.25%	4.00%	11.25%	12.00%	28.50%
<b>Teacher / Instructor</b>	-	-	1	-	1
	-	-	0.25%	-	0.25%
<b>Businessman / Business Owner</b>	-	1	9	6	16
	-	0.25%	2.25%	1.50%	4.00%
<b>Employee</b>	-	10	31	34	75
	-	2.50%	7.75%	8.50%	18.75%
<b>Bureaucracy</b>	-	-	-	1	1
	-	-	-	0.25%	0.25%
<b>Housewife</b>	-	-	2	-	2
	-	-	0.50%	-	0.50%
<b>Freelance</b>	1	-	2	3	6
	0.25%	-	0.50%	0.75%	1.50%
<b>Others</b>	-	3	1	4	8
	-	0.75%	0.25%	1.00%	2.00%
<b>Total</b>	10	60	167	163	400
	2.50%	15.00%	41.75%	40.75%	100.00%



Table D.64. The Relationship between Occupation and the Favorite Fast Food Brand (Pearson Chi-Square 0.671).

4. What is your favorite fast food?							
Occupation	Mc Donald	Burger King	Chester's Grill	KFC	Pizza Hut	The Pizza Company	Total
Student	75	16	24	34	10	18	177
	18.75%	4.00%	6.00%	8.50%	2.50%	4.50%	44.25%
Clerk / Sales- /Secretary /Officer	47	5	20	20	10	12	114
	11.75%	1.25%	5.00%	5.00%	2.50%	3.00%	28.50%
Teacher /Instructor	-	-	-	-	1	-	1
	-	-	-	-	0.25%	-	0.25%
Businessman /Business- Owner	7	3	4	1	-	1	16
	1.75%	0.75%	1.00%	0.25%	-	0.25%	4.00%
Employee	27	6	17	15	6	4	75
	6.75%	1.50%	4.25%	3.75%	1.50%	1.00%	18.75%
Bureaucracy	1	-	-	-	-	-	1
	0.25%	-	-	-	-	-	0.25%
Housewife	1	-	-	1	-	-	2
	0.25%	-	-	0.25%	-	-	0.50%
Freelance	3	-	1	2	-	-	6
	0.75%	-	0.25%	0.50%	-	-	1.50%
Others	4	1	2	1	-	-	8
	1.00%	0.25%	0.50%	0.25%	-	-	2.00%
Total	165	31	68	74	27	35	400
	41.25%	7.75%	17.00%	18.50%	6.75%	8.75%	100.00%

Table D.65. The Relationship between Occupation and Comparable of Burger King and Market Leader as MC Donald (Pearson Chi-Square 0.624).

5. Which burger restaurants do you like most?			
Occupation	Burger King	Mc Donald	Total
Student	54	123	177
	13.50%	30.75%	44.25%
Clerk / Sales / Secretary / Officer	29	85	114
	7.25%	21.25%	28.50%
Teacher / Instructor	1	-	1
	0.25%	-	0.25%
Businessman / Business Owner	6	10	16
	1.50%	2.50%	4.00%
Employee	25	50	75
	6.25%	12.50%	18.75%
Bureaucracy	-	1	1
	-	0.25%	0.25%
Housewife	-	2	2
	-	0.50%	0.50%
Freelance	1	5	6
	0.25%	1.25%	1.50%
Others	2	6	8
	0.50%	1.50%	2.00%
Total	118	282	400
	29.50%	70.50%	100.00%

Table D.66. The Relationship between Occupation and Source of Information Makes People Know Burger King (Pearson Chi-Square 0.236).

6. How do you know Burger King?							
Occupation	Word of mouth	Pass by	Magazine & Newspaper	Radio	Brochure & Leaflet	Others	Total
<b>Student</b>	53	72	16	2	23	11	177
	13.25%	18.00%	4.00%	0.50%	5.75%	2.75%	44.25%
<b>Clerk / Sales / Secretary / Officer</b>	24	63	6	1	14	6	114
	6.00%	15.75%	1.50%	0.25%	3.50%	1.50%	28.50%
<b>Teacher / Instructor</b>	-	-	-	-	-	1	1
	-	-	-	-	-	0.25%	0.25%
<b>Businessman / Business Owner</b>	4	4	3	-	2	3	16
	1.00%	1.00%	0.75%	-	0.50%	0.75%	4.00%
<b>Employee</b>	14	43	4	2	9	3	75
	3.50%	10.75%	1.00%	0.50%	2.25%	0.75%	18.75%
<b>Bureaucracy</b>	-	1	-	-	-	-	1
	-	0.25%	-	-	-	-	0.25%
<b>Housewife</b>	1	-	-	-	1	-	2
	0.25%	-	-	-	0.25%	-	0.50%
<b>Freelance</b>	2	4	-	-	-	-	6
	0.50%	1.00%	-	-	-	-	1.50%
<b>Others</b>	1	5	1	-	-	1	8
	0.25%	1.25%	0.25%	-	-	0.25%	2.00%
<b>Total</b>	99	192	30	5	49	25	400
	24.75%	48.00%	7.50%	1.25%	12.25%	6.25%	100.00%

Table D.67. The Relationship between Occupation and the Reason of Choosing Burger King by Respondents (Pearson Chi-Square 0.000).

7. What is the reason that you choose Burger King?										
Occupation	Good taste	In rush / hurry	Want to eat something easy	What self service	Made appointment	Relax	Reading	Want to kill the time	Others	Total
Student	73	40	37	3	11	4	1	5	3	177
	18.25%	10.00%	9.25%	0.75%	2.75%	1.00%	0.25%	1.25%	0.75%	44.25%
Clerk / Sales / Secretary / Officer	29	9	36	2	5	1	-	20	12	114
	7.25%	2.25%	9.00%	0.50%	1.25%	0.25%	-	5.00%	3.00%	28.50%
Teacher / Instructor	1	-	-	-	-	-	-	-	-	1
	0.25%	-	-	-	-	-	-	-	-	0.25%
Businessman / Business Owner	7	1	4	2	2	-	-	-	-	16
	1.75%	0.25%	1.00%	0.50%	0.50%	-	-	-	-	4.00%
Employee	21	11	17	3	8	2	2	6	5	75
	5.25%	2.75%	4.25%	0.75%	2.00%	0.50%	0.50%	1.50%	1.25%	18.75%
Bureaucracy	1	-	-	-	-	-	-	-	-	1
	0.25%	-	-	-	-	-	-	-	-	0.25%
Housewife	-	-	1	-	1	-	-	-	-	2
	-	-	0.25%	-	0.25%	-	-	-	-	0.50%
Freelance	1	-	1	-	-	-	-	3	1	6
	0.25%	-	0.25%	-	-	-	-	0.75%	0.25%	1.50%
Others	3	-	-	-	-	-	-	4	1	8
	0.75%	-	-	-	-	-	-	1.00%	0.25%	2.00%
Total	136	61	96	10	27	7	3	38	22	400
	34.00%	15.25%	24.00%	2.50%	6.75%	1.75%	0.75%	9.50%	5.50%	100.00%

Table D.68. The Relationship between Occupation and the Preferable Day for Respondents to Go to Burger King (Pearson Chi-Square 0.372).

8. Which day do you prefer to go to Burger King?					
Occupation	Monday - Friday	Saturday - Sunday	Public Holiday	Not Specify	Total
<b>Student</b>	19	49	13	96	177
	4.75%	12.25%	3.25%	24.00%	44.25%
<b>Clerk / Sales / Secretary / Officer</b>	18	16	12	68	114
	4.50%	4.00%	3.00%	17.00%	28.50%
<b>Teacher / Instructor</b>	-	-	-	1	1
	-	-	-	0.25%	0.25%
<b>Businessman / Business Owner</b>	1	6	2	7	16
	0.25%	1.50%	0.50%	1.75%	4.00%
<b>Employee</b>	14	15	6	40	75
	3.50%	3.75%	1.50%	10.00%	18.75%
<b>Bureaucracy</b>	-	-	-	1	1
	-	-	-	0.25%	0.25%
<b>Housewife</b>	1	1	-	-	2
	0.25%	0.25%	-	-	0.50%
<b>Freelance</b>	-	-	-	6	6
	-	-	-	1.50%	1.50%
<b>Others</b>	-	3	1	4	8
	-	0.75%	0.25%	1.00%	2.00%
<b>Total</b>	53	90	34	223	400
	13.25%	22.50%	8.50%	55.75%	100.00%

Table D.69. The Relationship between Occupation and Preferable Time for Respondents to Go to Burger King (Pearson Chi-Square 0.925).

9. What time do you prefer to go to Burger King?						
Occupation	9.00-12.00	12.01-15.00	15.01-18.00	18.01-21.00	21.01-24.00	Total
Student	5	63	50	54	5	177
	1.25%	15.75%	12.50%	13.50%	1.25%	44.25%
Clerk / Sales / Secretary / Officer	3	42	29	37	3	114
	0.75%	10.50%	7.25%	9.25%	0.75%	28.50%
Teacher / Instructor	-	-	-	1	-	1
	-	-	-	0.25%	-	0.25%
Businessman / Business Owner	1	7	3	5	-	16
	0.25%	1.75%	0.75%	1.25%	-	4.00%
Employee	8	28	14	25	-	75
	2.00%	7.00%	3.50%	6.25%	-	18.75%
Bureaucracy	-	-	-	1	-	1
	-	-	-	0.25%	-	0.25%
Housewife	-	1	-	1	-	2
	-	0.25%	-	0.25%	-	0.50%
Freelance	-	3	1	2	-	6
	-	0.75%	0.25%	0.50%	-	1.50%
Others	-	4	2	2	-	8
	-	1.00%	0.50%	0.50%	-	2.00%
Total	17	148	99	128	8	400
	4.25%	37.00%	24.75%	32.00%	2.00%	100.00%

Table D.70. The Relationship between Occupation and the Frequency of Going to Burger King per Month (Pearson Chi-Square 0.013).

10. How often do you go to Burger King?							
Occupation	More than 1 time per week	1 time per week	3 times per month	2 times per month	1 times per month	Once in a while	Total
Student	2	22	9	8	55	81	177
	0.50%	5.50%	2.25%	2.00%	13.75%	20.25%	44.25%
Clerk / Sales / Secretary / Officer	3	6	5	5	13	82	114
	0.75%	1.50%	1.25%	1.25%	3.25%	20.50%	28.50%
Teacher / Instructor	-	-	-	-	-	1	1
	-	-	-	-	-	0.25%	0.25%
Businessman / Business Owner	1	2	-	1	2	10	16
	0.25%	0.50%	-	0.25%	0.50%	2.50%	4.00%
Employee	-	2	1	6	12	54	75
	-	0.50%	0.25%	1.50%	3.00%	13.50%	18.75%
Bureaucracy	-	-	-	-	-	1	1
	-	-	-	-	-	0.25%	0.25%
Housewife	-	1	-	1	-	-	2
	-	0.25%	-	0.25%	-	-	0.50%
Freelance	-	-	-	1	-	5	6
	-	-	-	0.25%	-	1.25%	1.50%
Others	-	1	-	-	1	6	8
	-	0.25%	-	-	0.25%	1.50%	2.00%
Total	6	34	15	22	83	240	400
	1.50%	8.50%	3.75%	5.50%	20.75%	60.00%	100.00%



Table D.71. The Relationship between Occupation and the Amount of People That Come Along to Burger King with Respondents  
(Pearson Chi-Square 0.103).

11. How many people come along with you to Burger King?					
Occupation	Come alone	2-3 people	4-5 people	More than 5 people	Total
<b>Student</b>	18	120	34	5	177
	4.50%	30.00%	8.50%	1.25%	44.25%
<b>Clerk / Sales / Secretary / Officer</b>	19	69	24	2	114
	4.75%	17.25%	6.00%	0.50%	28.50%
<b>Teacher / Instructor</b>	-	1	-	-	1
	-	0.25%	-	-	0.25%
<b>Businessman / Business Owner</b>	2	12	2	-	16
	0.50%	3.00%	0.50%	-	4.00%
<b>Employee</b>	9	48	14	4	75
	2.25%	12.00%	3.50%	1.00%	18.75%
<b>Bureaucracy</b>	-	-	1	-	1
	-	-	0.25%	-	0.25%
<b>Housewife</b>	-	2	-	-	2
	-	0.50%	-	-	0.50%
<b>Freelance</b>	2	4	-	-	6
	0.50%	1.00%	-	-	1.50%
<b>Others</b>	5	1	2	-	8
	1.25%	0.25%	0.50%	-	2.00%
<b>Total</b>	55	257	77	11	400
	13.75%	64.25%	19.25%	2.75%	100.00%

Table D.72. The Relationship between Occupation and People Who Go to Burger King with Respondents (Pearson Chi-Square 0.045).

12. Who do you prefer to go with?						
Occupation	Alone	Family	Boyfriend / Girlfriend	Friends	Colleagues	Total
<b>Student</b>	13	34	29	102	-	178
	3.25%	8.50%	7.25%	25.50%	-	44.50 %
<b>Clerk / Sales / Secretary / Officer</b>	13	12	16	66	7	114
	3.25%	3.00%	4.00%	16.50%	1.75%	28.50 %
<b>Teacher / Instructor</b>	-	-	-	1	-	1
	-	-	-	0.25%	-	0.25%
<b>Businessman / Business Owner</b>	2	3	2	9	-	16
	0.50%	0.75%	0.50%	2.25%	-	4.00%
<b>Employee</b>	5	9	8	47	5	76
	1.25%	2.25%	2.00%	11.75%	1.25%	19.00 %
<b>Bureaucracy</b>	-	1	-	-	-	1
	-	0.25%	-	-	-	0.25%
<b>Housewife</b>	-	2	-	-	-	2
	-	0.50%	-	-	-	0.50%
<b>Freelance</b>	2	1	-	3	-	6
	0.50%	0.25%	-	0.75%	-	1.50%
<b>Others</b>	2	-	-	6	-	8
	0.50%	-	-	1.50%	-	2.00%
<b>Total</b>	37	62	55	234	12	400
	9.25%	15.50%	13.75%	58.50%	3.00%	100.00 %

Table D.73. The Relationship between Occupation and the Menu Which People Like to Order (Pearson Chi-Square 0.217).

13. What would you like to order?			
Occupation	Combination (Burger + Fries + Coke)	Separate items	Total
<b>Student</b>	127	50	177
	31.75%	12.50%	44.25%
<b>Clerk / Sales / Secretary / Officer</b>	66	48	114
	16.50%	12.00%	28.50%
<b>Teacher / Instructor</b>	-	1	1
	-	0.25%	0.25%
<b>Businessman / Business Owner</b>	11	5	16
	2.75%	1.25%	4.00%
<b>Employee</b>	49	26	75
	12.25%	6.50%	18.75%
<b>Bureaucracy</b>	-	1	1
	-	0.25%	0.25%
<b>Housewife</b>	1	1	2
	0.25%	0.25%	0.50%
<b>Freelance</b>	3	3	6
	0.75%	0.75%	1.50%
<b>Others</b>	5	3	8
	1.25%	0.75%	2.00%
<b>Total</b>	262	138	400
	65.50%	34.50%	100.00%

Table D.74. The Relationship between Occupation and the Attitude of Respondents about Whether Burger King Should Be Improved or Not (Pearson Chi-Square 0.018).

15 Do you think that Burger King should be improved or not?			
Occupation	No	Yes	Total
<b>Student</b>	33	144	177
	8.25%	36.00%	44.25%
<b>Clerk / Sales / Secretary / Officer</b>	31	83	114
	7.75%	20.75%	28.50%
<b>Teacher / Instructor</b>	-	1	1
	-	0.25%	0.25%
<b>Businessman / Business Owner</b>	2	14	16
	0.50%	3.50%	4.00%
<b>Employee</b>	5	70	75
	1.25%	17.50%	18.75%
<b>Bureaucracy</b>	-	1	1
	-	0.25%	0.25%
<b>Housewife</b>	1	1	2
	0.25%	0.25%	0.50%
<b>Freelance</b>	3	3	6
	0.75%	0.75%	1.50%
<b>Others</b>	1	7	8
	0.25%	1.75%	2.00%
<b>Total</b>	76	324	400
	19.00%	81.00%	100.00%

Table D.75. The Relationship between Occupation and the Reason for Not Considering Burger King (Pearson Chi-Square 0.000).

16 What is the reason for not considering Burger King?					
Occupation	Not tasty	Expensive	Don't like this kind of food	Far from home	Total
<b>Student</b>	30	63	28	56	177
	7.50%	15.75%	7.00%	14.00%	44.25%
<b>Clerk / Sales / Secretary / Officer</b>	15	32	18	49	114
	3.75%	8.00%	4.50%	12.25%	28.50%
<b>Teacher / Instructor</b>	1	-	-	-	1
	0.25%	-	-	-	0.25%
<b>Businessman / Business Owner</b>	-	2	7	7	16
	-	0.50%	1.75%	1.75%	4.00%
<b>Employee</b>	23	19	13	20	75
	5.75%	4.75%	3.25%	5.00%	18.75%
<b>Bureaucracy</b>	-	-	-	1	1
	-	-	-	0.25%	0.25%
<b>Housewife</b>	-	2	-	-	2
	-	0.50%	-	-	0.50%
<b>Freelance</b>	-	1	4	1	6
	-	0.25%	1.00%	0.25%	1.50%
<b>Others</b>	-	-	-	8	8
	-	-	-	2.00%	2.00%
<b>Total</b>	69	119	70	142	400
	17.25%	29.75%	17.50%	35.50%	100.00%

Table D.76. The Relationship between Income and Type of Food People Eat When Hungry (Pearson Chi-Square 0.000).

1. At most, what kind of food do you eat when you're hungry?						
Income	Instant Food	Frozen Food	Eat at restaurant	Delivery Food	Fast Food	Total
<b>Below 10,000 Baht</b>	28	4	40	30	49	151
	7.00%	1.00%	10.00%	7.50%	12.25%	37.75%
<b>10,001-15,000 Baht</b>	11	2	31	1	19	64
	2.75%	0.50%	7.75%	0.25%	4.75%	16.00%
<b>15,001-20,000 Baht</b>	3	2	42	10	18	75
	0.75%	0.50%	10.50%	2.50%	4.50%	18.75%
<b>20,001-25,000 Baht</b>	3	1	19	3	7	33
	0.75%	0.25%	4.75%	0.75%	1.75%	8.25%
<b>25,001-30,000 Baht</b>	1	-	19	3	2	25
	0.25%	-	4.75%	0.75%	0.50%	6.25%
<b>30,001-35,000 Baht</b>	2	-	7	-	5	14
	0.50%	-	1.75%	-	1.25%	3.50%
<b>35,001-40,000 Baht</b>	1	1	5	-	2	9
	0.25%	0.25%	1.25%	-	0.50%	2.25%
<b>40,001-45,000 Baht</b>	4	-	3	1	2	10
	1.00%	-	0.75%	0.25%	0.50%	2.50%
<b>45,001-50,000 Baht</b>	4	-	1	-	-	5
	1.00%	-	0.25%	-	-	1.25%
<b>More than 50,000 Baht</b>	1	1	8	2	2	14
	0.25%	0.25%	2.00%	0.50%	0.50%	3.50%
<b>Total</b>	58	11	175	50	106	400
	14.50%	2.75%	43.75%	12.50%	26.50%	100.00%

Table D.77. The Relationship between Income and Kind of Fast Food That People Eat (Pearson Chi-Square 0.000).

2. What kind of Fast Food do you eat?											
Income / month	Fried / Grilled Chicken	Pizza	Burger & Fries	Others - Dunkin donut	Others - Fruit	Others - Hashiban	Others - Made to order	Others - Noodle	Others - Rice	Others - Thai Food	Total
Below 10,000 Baht	59	32	54	1	1	-	-	1	3	-	151
	14.75%	8.00%	13.50%	0.25%	0.25%	-	-	0.25%	0.75%	-	37.75%
10,001-15,000 Baht	21	19	20	3	-	-	1	-	-	-	64
	5.25%	4.75%	5.00%	0.75%	-	-	0.25%	-	-	-	16.00%
15,001-20,000 Baht	35	17	18	3	-	-	-	1	1	-	75
	8.75%	4.25%	4.50%	0.75%	-	-	-	0.25%	0.25%	-	18.75%
20,001-25,000 Baht	17	5	10	1	-	-	-	-	-	-	33
	4.25%	1.25%	2.50%	0.25%	-	-	-	-	-	-	8.25%
25,001-30,000 Baht	9	5	8	2	-	-	-	-	-	1	25
	2.25%	1.25%	2.00%	0.50%	-	-	-	-	-	0.25%	6.25%
30,001-35,000 Baht	6	4	4	-	-	-	-	-	-	-	14
	1.50%	1.00%	1.00%	-	-	-	-	-	-	-	3.50%
35,001-40,000 Baht	2	2	5	-	-	-	-	-	-	-	9
	0.50%	0.50%	1.25%	-	-	-	-	-	-	-	2.25%
40,001-45,000 Baht	4	2	3	-	-	-	-	1	-	-	10
	1.00%	0.50%	0.75%	-	-	-	-	0.25%	-	-	2.50%
45,001-50,000 Baht	1	2	-	-	-	1	-	1	-	-	5
	0.25%	0.50%	-	-	-	0.25%	-	0.25%	-	-	1.25%
More than 50,000 Baht	5	1	7	1	-	-	-	-	-	-	14
	1.25%	0.25%	1.75%	0.25%	-	-	-	-	-	-	3.50%
Total	159	89	129	11	1	1	1	4	4	1	400
	39.75%	22.25%	32.25%	2.75%	0.25%	0.25%	0.25%	1.00%	1.00%	0.25%	100.00%



Table D.78. The Relationship between Income and Frequency of Eating Fast Food by Respondents (Pearson Chi-Square 0.346).

3. How often do you eat fast food?					
Income / month	At least 4 days / week	Around 2-3 days / week	One time per week	One time per month or less than it	Total
<b>Below 10,000 Baht</b>	3	23	67	58	151
	0.75%	5.75%	16.75%	14.50%	37.75%
<b>10,001-15,000 Baht</b>	3	11	28	22	64
	0.75%	2.75%	7.00%	5.50%	16.00%
<b>15,001-20,000 Baht</b>	2	14	28	31	75
	0.50%	3.50%	7.00%	7.75%	18.75%
<b>20,001-25,000 Baht</b>	2	1	15	15	33
	0.50%	0.25%	3.75%	3.75%	8.25%
<b>25,001-30,000 Baht</b>	-	4	7	14	25
	-	1.00%	1.75%	3.50%	6.25%
<b>30,001-35,000 Baht</b>	-	6	2	6	14
	-	1.50%	0.50%	1.50%	3.50%
<b>35,001-40,000 Baht</b>	-	-	5	4	9
	-	-	1.25%	1.00%	2.25%
<b>40,001-45,000 Baht</b>	-	-	6	4	10
	-	-	1.50%	1.00%	2.50%
<b>45,001-50,000 Baht</b>	-	-	2	3	5
	-	-	0.50%	0.75%	1.25%
<b>More than 50,000 Baht</b>	-	1	7	6	14
	-	0.25%	1.75%	1.50%	3.50%
<b>Total</b>	10	60	167	163	400
	2.50%	15.00%	41.75%	40.75%	100.00%

Table D.79. The Relationship between Income and the Favorite Fast Food Brand  
(Pearson Chi-Square 0.023).

4. What is your favorite fast food?							
Income / month	Mc Donald	Burger King	Chester's Grill	KFC	Pizza Hut	The Pizza Company	Total
<b>Below 10,000 Baht</b>	60	8	24	33	12	14	151
	15.00%	2.00%	6.00%	8.25%	3.00%	3.50%	37.75%
<b>10,001-15,000 Baht</b>	28	7	8	12	4	5	64
	7.00%	1.75%	2.00%	3.00%	1.00%	1.25%	16.00%
<b>15,001-20,000 Baht</b>	32	3	16	7	8	9	75
	8.00%	0.75%	4.00%	1.75%	2.00%	2.25%	18.75%
<b>20,001-25,000 Baht</b>	7	3	8	9	1	5	33
	1.75%	0.75%	2.00%	2.25%	0.25%	1.25%	8.25%
<b>25,001-30,000 Baht</b>	13	3	2	6	-	1	25
	3.25%	0.75%	0.50%	1.50%	-	0.25%	6.25%
<b>30,001-35,000 Baht</b>	8	2	3	1	-	-	14
	2.00%	0.50%	0.75%	0.25%	-	-	3.50%
<b>35,001-40,000 Baht</b>	6	1	-	2	-	-	9
	1.50%	0.25%	-	0.50%	-	-	2.25%
<b>40,001-45,000 Baht</b>	3	-	2	3	2	-	10
	0.75%	-	0.50%	0.75%	0.50%	-	2.50%
<b>45,001-50,000 Baht</b>	1	-	4	-	-	-	5
	0.25%	-	1.00%	-	-	-	1.25%
<b>More than 50,000 Baht</b>	7	4	1	1	-	1	14
	1.75%	1.00%	0.25%	0.25%	-	0.25%	3.50%
<b>Total</b>	165	31	68	74	27	35	400
	41.25%	7.75%	17.00%	18.50%	6.75%	8.75%	100.00%

Table D.80. The Relationship between Income and Comparable of Burger King and Market Leader as MC Donald (Pearson Chi-Square 0.005).

5. Which burger restaurants do you like most?			
Income / month	Burger King	Mc Donald	Total
<b>Below 10,000 Baht</b>	37	114	151
	9.25%	28.50%	37.75%
<b>10,001-15,000 Baht</b>	16	48	64
	4.00%	12.00%	16.00%
<b>15,001-20,000 Baht</b>	16	59	75
	4.00%	14.75%	18.75%
<b>20,001-25,000 Baht</b>	17	16	33
	4.25%	4.00%	8.25%
<b>25,001-30,000 Baht</b>	10	15	25
	2.50%	3.75%	6.25%
<b>30,001-35,000 Baht</b>	7	7	14
	1.75%	1.75%	3.50%
<b>35,001-40,000 Baht</b>	3	6	9
	0.75%	1.50%	2.25%
<b>40,001-45,000 Baht</b>	5	5	10
	1.25%	1.25%	2.50%
<b>45,001-50,000 Baht</b>	-	5	5
	-	1.25%	1.25%
<b>More than 50,000 Baht</b>	7	7	14
	1.75%	1.75%	3.50%
<b>Total</b>	118	282	400
	29.50%	70.50%	100.00%

Table D.81. The Relationship between Income and Source of Information Makes People Know Burger King (Pearson Chi-Square 0.028).

6. How do you know Burger King?							
Income / month	Word of mouth	Pass by	Magazine & Newspaper	Radio	Brochure & Leaflet	Others	Total
<b>Below 10,000 Baht</b>	43	62	11	3	23	9	151
	10.75%	15.50%	2.75%	0.75%	5.75%	2.25%	37.75%
<b>10,001-15,000 Baht</b>	15	33	4	-	9	3	64
	3.75%	8.25%	1.00%	-	2.25%	0.75%	16.00%
<b>15,001-20,000 Baht</b>	23	35	6	-	7	4	75
	5.75%	8.75%	1.50%	-	1.75%	1.00%	18.75%
<b>20,001-25,000 Baht</b>	5	16	6	2	1	3	33
	1.25%	4.00%	1.50%	0.50%	0.25%	0.75%	8.25%
<b>25,001-30,000 Baht</b>	3	19	1	-	-	2	25
	0.75%	4.75%	0.25%	-	-	0.50%	6.25%
<b>30,001-35,000 Baht</b>	4	6	-	-	2	2	14
	1.00%	1.50%	-	-	0.50%	0.50%	3.50%
<b>35,001-40,000 Baht</b>	-	7	-	-	2	-	9
	-	1.75%	-	-	0.50%	-	2.25%
<b>40,001-45,000 Baht</b>	-	6	-	-	4	-	10
	-	1.50%	-	-	1.00%	-	2.50%
<b>45,001-50,000 Baht</b>	2	1	2	-	-	-	5
	0.50%	0.25%	0.50%	-	-	-	1.25%
<b>More than 50,000 Baht</b>	4	7	-	-	1	2	14
	1.00%	1.75%	-	-	0.25%	0.50%	3.50%
<b>Total</b>	99	192	30	5	49	25	400
	24.75%	48.00%	7.50%	1.25%	12.25%	6.25%	100.00%

Table D.82. The Relationship between Income and the Reason of Choosing Burger King by Respondents (Pearson Chi-Square 0.000).

7. What is the reason that you choose Burger King?										
Income / month	Good taste	In rush / hurry	Want to eat something easy	What self service	Made appointment	Relax	Reading	Want to kill the time	Others	Total
Below 10,000 Baht	50	38	33	2	10	4	1	11	2	151
	12.50%	9.50%	8.25%	0.50%	2.50%	1.00%	0.25%	2.75%	0.50%	37.75%
10,001-15,000 Baht	23	5	18	3	3	2	-	3	7	64
	5.75%	1.25%	4.50%	0.75%	0.75%	0.50%	-	0.75%	1.75%	16.00%
15,001-20,000 Baht	19	3	20	-	7	1	2	15	8	75
	4.75%	0.75%	5.00%	-	1.75%	0.25%	0.50%	3.75%	2.00%	18.75%
20,001-25,000 Baht	18	3	4	1	3	-	-	3	1	33
	4.50%	0.75%	1.00%	0.25%	0.75%	-	-	0.75%	0.25%	8.25%
25,001-30,000 Baht	7	2	11	-	-	-	-	4	1	25
	1.75%	0.50%	2.75%	-	-	-	-	1.00%	0.25%	6.25%
30,001-35,000 Baht	7	4	-	-	-	-	-	2	1	14
	1.75%	1.00%	-	-	-	-	-	0.50%	0.25%	3.50%
35,001-40,000 Baht	2	3	2	1	1	-	-	-	-	9
	0.50%	0.75%	0.50%	0.25%	0.25%	-	-	-	-	2.25%
40,001-45,000 Baht	4	2	2	-	2	-	-	-	-	10
	1.00%	0.50%	0.50%	-	0.50%	-	-	-	-	2.50%
45,001-50,000 Baht	-	-	3	2	-	-	-	-	-	5
	-	-	0.75%	0.50%	-	-	-	-	-	1.25%
More than 50,000 Baht	6	1	3	1	1	-	-	-	2	14
	1.50%	0.25%	0.75%	0.25%	0.25%	-	-	-	0.50%	3.50%
Total	136	61	96	10	27	7	3	38	22	400
	34.00%	15.25%	24.00%	2.50%	6.75%	1.75%	0.75%	9.50%	5.50%	100.00%

Table D.83. The Relationship between Income and the Preferable Day for Respondents to Go to Burger King (Pearson Chi-Square 0.038).

8. Which day do you prefer to go to Burger King?					
Income / month	Monday - Friday	Saturday - Sunday	Public Holiday	Not Specify	Total
<b>Below 10,000 Baht</b>	24	39	12	76	151
	6.00%	9.75%	3.00%	19.00%	37.75%
<b>10,001-15,000 Baht</b>	5	17	6	36	64
	1.25%	4.25%	1.50%	9.00%	16.00%
<b>15,001-20,000 Baht</b>	9	11	11	44	75
	2.25%	2.75%	2.75%	11.00%	18.75%
<b>20,001-25,000 Baht</b>	7	1	1	24	33
	1.75%	0.25%	0.25%	6.00%	8.25%
<b>25,001-30,000 Baht</b>	3	7	-	15	25
	0.75%	1.75%	-	3.75%	6.25%
<b>30,001-35,000 Baht</b>	-	4	2	8	14
	-	1.00%	0.50%	2.00%	3.50%
<b>35,001-40,000 Baht</b>	2	3	1	3	9
	0.50%	0.75%	0.25%	0.75%	2.25%
<b>40,001-45,000 Baht</b>	2	3	-	5	10
	0.50%	0.75%	-	1.25%	2.50%
<b>45,001-50,000 Baht</b>	-	4	-	1	5
	-	1.00%	-	0.25%	1.25%
<b>More than 50,000 Baht</b>	1	1	1	11	14
	0.25%	0.25%	0.25%	2.75%	3.50%
<b>Total</b>	53	90	34	223	400
	13.25%	22.50%	8.50%	55.75%	100.00%



Table D.84. The Relationship between Income and Preferable Time for Respondents to Go to Burger King (Pearson Chi-Square 0.010).

9. What time do you prefer to go to Burger King?						
Income / month	9.00-12.00	12.01-15.00	15.01-18.00	18.01-21.00	21.01-24.00	Total
<b>Below 10,000 Baht</b>	6	53	43	46	3	151
	1.50%	13.25%	10.75%	11.50%	0.75%	37.75%
<b>10,001-15,000 Baht</b>	3	19	22	18	2	64
	0.75%	4.75%	5.50%	4.50%	0.50%	16.00%
<b>15,001-20,000 Baht</b>	1	39	15	19	1	75
	0.25%	9.75%	3.75%	4.75%	0.25%	18.75%
<b>20,001-25,000 Baht</b>	-	9	9	13	2	33
	-	2.25%	2.25%	3.25%	0.50%	8.25%
<b>25,001-30,000 Baht</b>	-	9	3	13	-	25
	-	2.25%	0.75%	3.25%	-	6.25%
<b>30,001-35,000 Baht</b>	3	5	-	6	-	14
	0.75%	1.25%	-	1.50%	-	3.50%
<b>35,001-40,000 Baht</b>	1	4	-	4	-	9
	0.25%	1.00%	-	1.00%	-	2.25%
<b>40,001-45,000 Baht</b>	2	2	4	2	-	10
	0.50%	0.50%	1.00%	0.50%	-	2.50%
<b>45,001-50,000 Baht</b>	-	4	1	-	-	5
	-	1.00%	0.25%	-	-	1.25%
<b>More than 50,000 Baht</b>	1	4	2	7	-	14
	0.25%	1.00%	0.50%	1.75%	-	3.50%
<b>Total</b>	17	148	99	128	8	400
	4.25%	37.00%	24.75%	32.00%	2.00%	100.00%



Table D.85. The Relationship between Income and the Frequency of Going to Burger King per Month (Pearson Chi-Square 0.001).

10. How often do you go to Burger King?							
Income / month	More than 1 time per week	1 time per week	3 times per month	2 times per month	1 times per month	Once in a while	Total
<b>Below 10,000 Baht</b>	-	12	7	6	55	71	151
	-	3.00%	1.75%	1.50%	13.75%	17.75%	37.75%
<b>10,001-15,000 Baht</b>	2	10	2	5	7	38	64
	0.50%	2.50%	0.50%	1.25%	1.75%	9.50%	16.00%
<b>15,001-20,000 Baht</b>	2	4	2	4	6	57	75
	0.50%	1.00%	0.50%	1.00%	1.50%	14.25%	18.75%
<b>20,001-25,000 Baht</b>	1	-	2	-	7	23	33
	0.25%	-	0.50%	-	1.75%	5.75%	8.25%
<b>25,001-30,000 Baht</b>	1	2	1	1	1	19	25
	0.25%	0.50%	0.25%	0.25%	0.25%	4.75%	6.25%
<b>30,001-35,000 Baht</b>	-	2	-	2	3	7	14
	-	0.50%	-	0.50%	0.75%	1.75%	3.50%
<b>35,001-40,000 Baht</b>	-	-	-	2	1	6	9
	-	-	-	0.50%	0.25%	1.50%	2.25%
<b>40,001-45,000 Baht</b>	-	2	1	1	-	6	10
	-	0.50%	0.25%	0.25%	-	1.50%	2.50%
<b>45,001-50,000 Baht</b>	-	2	-	-	-	3	5
	-	0.50%	-	-	-	0.75%	1.25%
<b>More than 50,000 Baht</b>	-	-	-	1	3	10	14
	-	-	-	0.25%	0.75%	2.50%	3.50%
<b>Total</b>	6	34	15	22	83	240	400
	1.50%	8.50%	3.75%	5.50%	20.75%	60.00%	100.00%

Table D.86. The Relationship between Income and the Amount of People That Come Along to Burger King With Respondents  
(Pearson Chi-Square 0.003).

11. How many people come along with you to Burger King?					
Income / month	Come alone	2-3 people	4-5 people	More than 5 people	Total
<b>Below 10,000 Baht</b>	14	101	30	6	151
	3.50%	25.25%	7.50%	1.50%	37.75%
<b>10,001-15,000 Baht</b>	7	38	18	1	64
	1.75%	9.50%	4.50%	0.25%	16.00%
<b>15,001-20,000 Baht</b>	9	47	17	2	75
	2.25%	11.75%	4.25%	0.50%	18.75%
<b>20,001-25,000 Baht</b>	7	23	3	-	33
	1.75%	5.75%	0.75%	-	8.25%
<b>25,001-30,000 Baht</b>	9	13	3	-	25
	2.25%	3.25%	0.75%	-	6.25%
<b>30,001-35,000 Baht</b>	-	12	-	2	14
	-	3.00%	-	0.50%	3.50%
<b>35,001-40,000 Baht</b>	-	6	3	-	9
	-	1.50%	0.75%	-	2.25%
<b>40,001-45,000 Baht</b>	2	7	1	-	10
	0.50%	1.75%	0.25%	-	2.50%
<b>45,001-50,000 Baht</b>	2	1	2	-	5
	0.50%	0.25%	0.50%	-	1.25%
<b>More than 50,000 Baht</b>	5	9	-	-	14
	1.25%	2.25%	-	-	3.50%
<b>Total</b>	55	257	77	11	400
	13.75%	64.25%	19.25%	2.75%	100.00%

Table D.87. The Relationship between Income and People Who Go to Burger King with Respondents (Pearson Chi-Square 0.000).

12. Who do you prefer to go with?						
Income / month	Alone	Family	Boyfriend / Girlfriend	Friends	Colleagues	Total
<b>Below 10,000 Baht</b>	7	31	20	93	1	153
	1.75%	7.75%	5.00%	23.25%	0.25%	38.25%
<b>10,001-15,000 Baht</b>	7	7	7	42	1	64
	1.75%	1.75%	1.75%	10.50%	0.25%	16.00%
<b>15,001-20,000 Baht</b>	7	9	11	44	5	76
	1.75%	2.25%	2.75%	11.00%	1.25%	19.00%
<b>20,001-25,000 Baht</b>	6	-	3	21	3	33
	1.50%	-	0.75%	5.25%	0.75%	8.25%
<b>25,001-30,000 Baht</b>	2	5	3	11	2	25
	0.50%	1.25%	0.75%	2.75%	0.50%	6.25%
<b>30,001-35,000 Baht</b>	-	2	4	8	-	14
	-	0.50%	1.00%	2.00%	-	3.50%
<b>35,001-40,000 Baht</b>	*1	2	-	*6	-	9
	0.25%	0.50%	-	1.50%	-	2.25%
<b>40,001-45,000 Baht</b>	1	2	3	4	-	10
	0.25%	0.50%	0.75%	1.00%	-	2.50%
<b>45,001-50,000 Baht</b>	2	2	-	1	-	5
	0.50%	0.50%	-	0.25%	-	1.25%
<b>More than 50,000 Baht</b>	4	2	4	4	-	14
	1.00%	0.50%	1.00%	1.00%	-	3.50%
<b>Total</b>	37	62	55	234	12	400
	9.25%	15.50%	13.75%	58.50%	3.00%	100.00%

Table D.88. The Relationship between Income and the Menu Which People Like to Order (Pearson Chi-Square 0.071).

13. What would you like to order?			
Income / month	Combination (Burger + Fries + Coke)	Seperate items	Total
<b>Below 10,000 Baht</b>	103	48	151
	25.75%	12.00%	37.75%
<b>10,001-15,000 Baht</b>	47	17	64
	11.75%	4.25%	16.00%
<b>15,001-20,000 Baht</b>	49	26	75
	12.25%	6.50%	18.75%
<b>20,001-25,000 Baht</b>	23	10	33
	5.75%	2.50%	8.25%
<b>25,001-30,000 Baht</b>	11	14	25
	2.75%	3.50%	6.25%
<b>30,001-35,000 Baht</b>	8	6	14
	2.00%	1.50%	3.50%
<b>35,001-40,000 Baht</b>	4	5	9
	1.00%	1.25%	2.25%
<b>40,001-45,000 Baht</b>	6	4	10
	1.50%	1.00%	2.50%
<b>45,001-50,000 Baht</b>	5	-	5
	1.25%	-	1.25%
<b>More than 50,000 Baht</b>	6	8	14
	1.50%	2.00%	3.50%
<b>Total</b>	262	138	400
	65.50%	34.50%	100.00%

Table D.89. The Relationship between Income and the Attitude of Respondents about Whether Burger King Should Be Improved or Not (Pearson Chi-Square 0.278).

15 Do you think that Burger King should be improved or not?			
Income / month	No	Yes	Total
<b>Below 10,000 Baht</b>	30	121	151
	7.50%	30.25%	37.75%
<b>10,001-15,000 Baht</b>	10	54	64
	2.50%	13.50%	16.00%
<b>15,001-20,000 Baht</b>	18	57	75
	4.50%	14.25%	18.75%
<b>20,001-25,000 Baht</b>	8	25	33
	2.00%	6.25%	8.25%
<b>25,001-30,000 Baht</b>	7	18	25
	1.75%	4.50%	6.25%
<b>30,001-35,000 Baht</b>	-	14	14
	-	3.50%	3.50%
<b>35,001-40,000 Baht</b>	-	9	9
	-	2.25%	2.25%
<b>40,001-45,000 Baht</b>	1	9	10
	0.25%	2.25%	2.50%
<b>45,001-50,000 Baht</b>	-	5	5
	-	1.25%	1.25%
<b>More than 50,000 Baht</b>	2	12	14
	0.50%	3.00%	3.50%
<b>Total</b>	76	324	400
	19.00%	81.00%	100.00%

Table D.90. The Relationship between Income and the Reason for Not Considering Burger King (Pearson Chi-Square 0.040).

16 What is the reason for not considering Burger King?					
Income / month	Not tasty	Expensive	Don't like this kind of food	Far from home	Total
<b>Below 10,000 Baht</b>	30	49	22	50	151
	7.50%	12.25%	5.50%	12.50%	37.75%
<b>10,001-15,000 Baht</b>	14	16	10	24	64
	3.50%	4.00%	2.50%	6.00%	16.00%
<b>15,001-20,000 Baht</b>	17	17	13	28	75
	4.25%	4.25%	3.25%	7.00%	18.75%
<b>20,001-25,000 Baht</b>	-	14	5	14	33
	-	3.50%	1.25%	3.50%	8.25%
<b>25,001-30,000 Baht</b>	-	7	6	12	25
	-	1.75%	1.50%	3.00%	6.25%
<b>30,001-35,000 Baht</b>	3	5	4	2	14
	0.75%	1.25%	1.00%	0.50%	3.50%
<b>35,001-40,000 Baht</b>	-	14	2	3	9
	-	1.00%	0.50%	0.75%	2.25%
<b>40,001-45,000 Baht</b>	1	6	2	1	10
	0.25%	1.50%	0.50%	0.25%	2.50%
<b>45,001-50,000 Baht</b>	1	-	2	2	5
	0.25%	-	0.50%	0.50%	1.25%
<b>More than 50,000 Baht</b>	3	1	4	6	14
	0.75%	0.25%	1.00%	1.50%	3.50%
<b>Total</b>	69.165	119	70.165	142	400
	17.29%	29.75%	17.54%	35.50%	100.00%



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