

Abstract

The aim of this research is to study the degree of appreciation for Indian cuisines among Bangkokians and Foreign Tourists in Bangkok, which revolves around famous 13 Indian Restaurants in Bangkok, the researcher determined the top 3 Restaurants in Bangkok among 13 Indian Restaurants, first is Indian Host. second is Dosa King North and third is South Indian Restaurant with and Himali Cha Cha. The two important aspects are Taste and quality & Hygiene in these 3 top restaurants, are Himali Cha Cha stands first with the highest mean of 4.65 for quality & hygiene and taste has 4.63, Dosa King North and South Indian Restaurant stands second in terms of quality & hygiene and taste acquires 4.55 and 4.53 respectively, then the third Position is acquired by Indian Host with the means 4.55, Taste and 4.47 for quality & hygiene. 30 hypothesis were tested by ANOVA and Independent t-test helped to determine the differences of demographic and social characteristic results are as follows:

1. There are differences among respondents in their appreciation for Indian restaurant regarding price when classified by nationality, gender and income.
2. There is a difference among respondents in their appreciation for Indian Restaurants regarding quality and hygiene when classified by marital status.

These findings will help the established Indian restaurant owners to improve their restaurant service in terms of ambience, taste, quality, price and the staff at a consistent level in order to meet the consumer's expectations in the near future. This study is conducted by 13 restaurants and the result would give the restaurant owners about their standing in terms of rating for their restaurants, consumer's beliefs and their expectation from the Restaurants.