

AN INVESTIGATION OF THE FACTORS INFLUENCING CONSUMERS OF DIFFERENT GENERATION'S BEHAVIORAL INTENTION TOWARDS FRANCHISED JAPANESE RESTAURANTS IN BANGKOK, THAILAND

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Abstract: *This research attempts to investigate the factors that impact consumer's behavioral intention towards franchised Japanese restaurants in Bangkok as the number of franchised Japanese restaurants in Bangkok is decreasing which is different from the overall number of franchised Japanese restaurants in Thailand, and to examine the differences among three generational groups (Generation X, Generation Y and Generation Z). A conceptual model was developed based on previous studies that include quality of physical environment, service quality, food quality, customer perceived value and customer satisfaction to explain consumer's behavioral intention. The questionnaire was distributed to 402 respondents by convenience, quota and judgment sampling methods. The statistical techniques used in this study are Multiple Linear Regression (MLR) and One-Way ANOVA. The findings reveal factors impacting behavioral intention towards franchised Japanese restaurants in Bangkok, and the differences among three generational groups. The outcomes of this study indicate that different generations have different perspectives towards franchised Japanese restaurants in Bangkok, and variables in the conceptual framework are linked. Hence, the franchised Japanese restaurants in Bangkok should focus on the variables mentioned in this study, integrate this study to consider their target customers by identifying them according to their generations, or serve different generations differently.*

Keywords: Behavioral intention, Franchised Japanese restaurant, Generation, Bangkok

Introduction

Nowadays, there are more than 5 living generations in the world with the major population of generation X, generation Y and generation Z. Each generation of people has distinctive generational history, values, demographics, influence, expectations, values and lifestyles that affects their behaviors (Pawan, Langgat, & Marzuki, 2014) including their dining preferences and appetite.

According to the study of Reynolds and Hwang (2006) and Restaurant Association (2015) about ages and international cuisine in the USA, the younger generation is more open towards

the diversity of food cultures and satisfied with the international restaurant experiences, especially Japanese restaurant. However, other from these mentioned researches, there is a little to know about the relationship between each generation and international restaurant.

In Thailand, there are a various number of international cuisines. Although the competition among Asian restaurants such as Chinese, Japanese, Thai and Korean is getting tenses as there are more opened restaurants (Ryu, Lee, & Kim, 2012), Japanese restaurant is considered as a continuously rapid growing type of restaurants in the dining industry, which has the latest growth rate of 10% with the market value of 21,000 to 22,000 million baht as the grilled meat and ramen restaurants are the most popular types of restaurants in Thailand, while the average growth rate of overall restaurant industry is

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