

การตัดสินใจเลือกใช้บริการร้านอาหารหม้อไฟในเมืองฉงชิ่ง

THE DECISION MAKING TO CHOOSE A HOTPOT RESTAURANT
IN CHONGQING CITY

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยทางประชากรที่ส่งผลต่อการตัดสินใจเลือกใช้บริการร้านอาหารหม้อไฟในเมืองฉงชิ่ง และ (2) ศึกษาปัจจัยส่วนประสมทางการตลาด (7Ps) ที่ส่งผลต่อการตัดสินใจเลือกใช้บริการร้านอาหารหม้อไฟในเมืองฉงชิ่ง

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ ผู้บริโภคจำนวน 13,000,000 คนที่อาศัยอยู่ในเมืองฉงชิ่ง สาธารณรัฐประชาชนจีน กลุ่มตัวอย่างจำนวน 400 คน ได้แก่ ผู้บริโภคที่เคยใช้บริการร้านอาหารหม้อไฟและอาศัยอยู่ในเมืองฉงชิ่ง โดยใช้วิธีการสุ่มตัวอย่างแบบง่าย และใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน ค่าที ค่าเอฟ และค่าสัมประสิทธิ์สหสัมพันธ์

ผลการวิจัยพบว่า (1) ปัจจัยทางประชากรศาสตร์ที่แตกต่างกัน ได้แก่ เพศ อายุ ระดับการศึกษา อาชีพ และรายได้เฉลี่ยต่อเดือนส่งผลต่อการตัดสินใจเลือกใช้บริการร้านอาหารหม้อไฟในเมืองฉงชิ่งแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (2) ปัจจัยส่วนประสมการตลาด (7Ps) ที่แตกต่างกัน ได้แก่ ด้านสินค้า ด้านราคา ด้านการส่งเสริมการขายส่งผลต่อการตัดสินใจเลือกใช้บริการร้านอาหารหม้อไฟในเมืองฉงชิ่งแตกต่างกัน ส่วนด้านช่องทางการจัดจำหน่าย ด้านบุคลากร ด้านกระบวนการ และด้านลักษณะทางกายภาพ ไม่ส่งผลต่อการตัดสินใจเลือกร้านอาหารหม้อไฟในเมืองฉงชิ่ง โดยมีนัยสำคัญทางสถิติที่ระดับ 0.05

คำสำคัญ: การตัดสินใจ เลือกใช้บริการ ร้านอาหารหม้อไฟ

ABSTRACT

The objectives of this research were: (1) to study the demographic factors affecting the decision making to choose a hotpot restaurant in Chongqing city; and (2)

to study the 7Ps marketing mix factors affecting the decision making to choose a hotpot restaurant in Chongqing city.

The research was quantitative research. The population used in this research was 13,000,000 consumers living in Chongqing city, the People's Republic of China. The sample group was 400 people consisted of consumers who have chosen a hotpot restaurant and living in Chongqing city. Using a simple sampling method and used questionnaires as a tool for collecting data. The statistics used in the analysis were percentage, mean, standard deviation, t-test, F-test and correlation coefficient. Major Findings: (1) different the demographic factors including gender, age, education level, occupation and monthly income affected on the decision making to choose a hotpot restaurant in Chongqing city differently with statistically significant at the 0.05 level; and (2) different the 7Ps marketing mix factors including product, price, promotion affected on the decision making to choose a hotpot restaurant in Chongqing city differently. But place, people, process and physical evidence not affected the decision making to choose a hotpot restaurant in Chongqing city with statistically significant at the 0.05 level.

Keywords: Decision Making, Choose, Hotpot Restaurant

Research Background

In the context of the new era, the empowerment of the internet economy in the catering industry has brought new development opportunities and challenges to the catering industry. As an important component of urban commerce, the catering industry has increasingly become a direct reflection of measuring urban living comfort, cultural prosperity, and economic development status. Hot pot is an important business form in the catering industry, which is a group participation food culture formed by the interweaving of community life circle and commercial service circle in urban space. As a city with prosperous hot pot culture, Chongqing has a large number of hot pot restaurants. Studying hot pot catering in Chongqing can help optimize the spatial pattern of the urban catering service industry on the supply side

and meet the demand of urban residents for food culture on the demand side. (Chen Huijuan, 2020)

Hot pot, also known as "antique soup" in ancient times, is named after the "gudong" sound made when food is put into boiling water. It is one of China's original delicacies and a food suitable for all ages. Hot pot is not only a cooking method, but also a symbol of culture. Hot pot is one of China's unique delicacies and is deeply loved by people. Especially in the cold winter, a hot and fragrant hot pot not only brings a comfortable taste, but also warms the body and mind. Hot pot is a traditional cuisine originating from China, and its history can be traced back to the Eastern Han Dynasty. At that time, people often roasted food over fire outdoors, but later found that adding various ingredients to the pot to cook was both delicious and convenient. Over time, hotpot has gradually become a popular food for family gatherings and friend gatherings, and has been widely spread around the world.

There are many kinds of hotpot, which can be divided into lamb hotpot, beef hotpot, Seafood hot-pot, vegetable hotpot, etc; According to the classification of seasoning, it can be divided into spicy hot pot, clear soup hot pot, tomato hot pot, grassland flavor hot pot, etc. No matter which type of hot pot, its production method is similar: first, you need to choose the appropriate pot utensils and fuel, then put various ingredients into the pot to cook, and then add seasoning, dipping, and other ingredients, and then eat them together. (Li Dongjin,2000)

The specific origins of Chongqing hot pot can be traced back to different theories such as "boatman theory", "Naolong Palace", "Zaifang Street", and so on. The boatman said that the boatman on the Yangtze River lit a fire to cook and paid attention to dispelling dampness and dispelling cold. The cooking conditions on the ship were simple, and the cooking utensils were just a clay pot, filled with soup, various vegetables and cheap animal offal were added, and pepper and sea pepper were added to dispel dampness. This dietary custom was later inherited. 'Naolong Palace' refers to mixing leftovers from restaurants, adding seasoning to boil them into a pot, and selling them to poor people on docks, slums, and other places. The origin of "Zaifang Street" refers to the only cattle slaughterhouse in the main urban area of Chongqing from the Qing Dynasty to the Republic of China, located near the

Shibanpo Yangtze River Bridge at Nanjimen, commonly known as "Zaifang Street". There are many leftover ingredients such as beef offal and beef belly, which were accidentally washed and scalded by someone and found to be exceptionally delicious, resulting in the birth of Maodu hotpot. In 1947, Li Jieren published an article in the "Fengtu Magazine" titled "A Random Talk on Chinese People's Clothing, Food, Housing, and Transportation", which mentioned that hot pot originated in Chongqing.

The development of authentic Chongqing hotpot has always been conservative, and the technology of large-scale Chongqing hotpot has always been developed in the form of franchise. Franchise fees can range from tens of thousands to millions, and there are strict regulations for storefronts, ranging from hundreds of square meters to thousands of square meters. Regardless of decoration fees, the rent and franchise fees alone make the vast majority of small and medium-sized investors in society sigh at the hot pot. Only wealthy people dare to think, do, join Chongqing hot pot, and earn the rolling financial resources brought by hot pot.

In 2022, the entire industry chain revenue of Chongqing hotpot exceeded 400 billion yuan. Among them, the operating revenue of hot pot is over 60 billion yuan, providing employment opportunities for nearly 1 million people. As of January 2023, there are nearly 30000 Chongqing hotpot stores and nearly 200000 nationwide. Chongqing hotpot has gone out of Chongqing, abroad, and into the world, becoming a beautiful food business card.

Due to the influence of Chongqing hotpot, hotpot in Sichuan region has gradually flourished, with more enriched content. Most of the hotpot in Sichuan region is dominated by Chongqing hotpot, and hotpot from various regions is a tributary that converges into a river of delicious food. With the passage of time, Chongqing hotpot has gradually become popular and well-known throughout the country. Large hot pot brand enterprises such as "Dezhuang", "Little Swan", "Qin Mama", "Kong Liang", "Su Dajie", and "Qihotpot" have emerged. There are 10 hot pot enterprises that have obtained Chinese well-known trademarks and famous trademarks, and 17 hot pot enterprises with an annual revenue of over 100 million yuan, successively entering 14 of the top 100 catering enterprises in China. Among

the top 20 hot pot enterprises in the top 100 national catering companies in 2005, Chongqing accounted for 11. The "Hot Pot Banquet for Ten Thousand People" held in Chongqing features over 1000 hot pot tables, stretching for 1.3 kilometers. More than 300000 citizens gather at the scene and over 100000 people dine, making it a grand and rare event in the world. (Guan Yanxia, 2015)

The application of hotpot as a national heritage mainly aims to protect traditional stir-frying techniques, techniques, hotpot utensils, and the way of eating hotpot. I hope that the traditional techniques and culture of Chongqing hotpot can be passed down in large-scale industrial production. Chongqing hotpot originated from the dock culture at the intersection of the two rivers. Traditional manual stir-frying techniques have been widely used, but compared to the beginning, both the stir-frying ingredients, ingredients, and utensils have undergone changes. As the capital of Chinese hotpot, Chongqing hotpot will also apply for world-class intangible cultural heritage protection in the future. Chongqing's spicy hotpot accounts for half of the country's hotpot industry and has a significant influence throughout the country. In order to inherit Chongqing hotpot culture and support its application for national heritage.

Research Objectives

1. To study the demographic factors affecting the decision making to choose a hotpot restaurant in Chongqing city.
2. To study the 7Ps marketing mix factors affecting the decision making to choose a hotpot restaurant in Chongqing city.

Research Hypotheses

1. Different the demographic factors affecting the decision making to choose a hotpot restaurant in Chongqing city, differently.
2. Different the 7Ps marketing mix factors affecting the decision making to choose a hotpot restaurant in Chongqing city, differently.

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

The decision making to choose a hotpot restaurant in Chongqing city. Focus on the study of factors including

Independent:

1. Demographic factors: Gender, Age, Educational level, Occupation, Monthly income

2. 7Ps marketing mix: Product, Price, Place, Promotion, People, Process, Physical

Evidence

Dependent: Decision making to choose a hotpot restaurant

Area Scope

Chongqing city

Population and Sample Size

The population used in this research was 13,000,000 consumers living in Chongqing city, the People's Republic of China.

The sample group was 400 people consisted of consumers who have chosen a hotpot restaurant and living in Chongqing city. Sample sizes were determined. From Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted total 400 people.

Research Framework

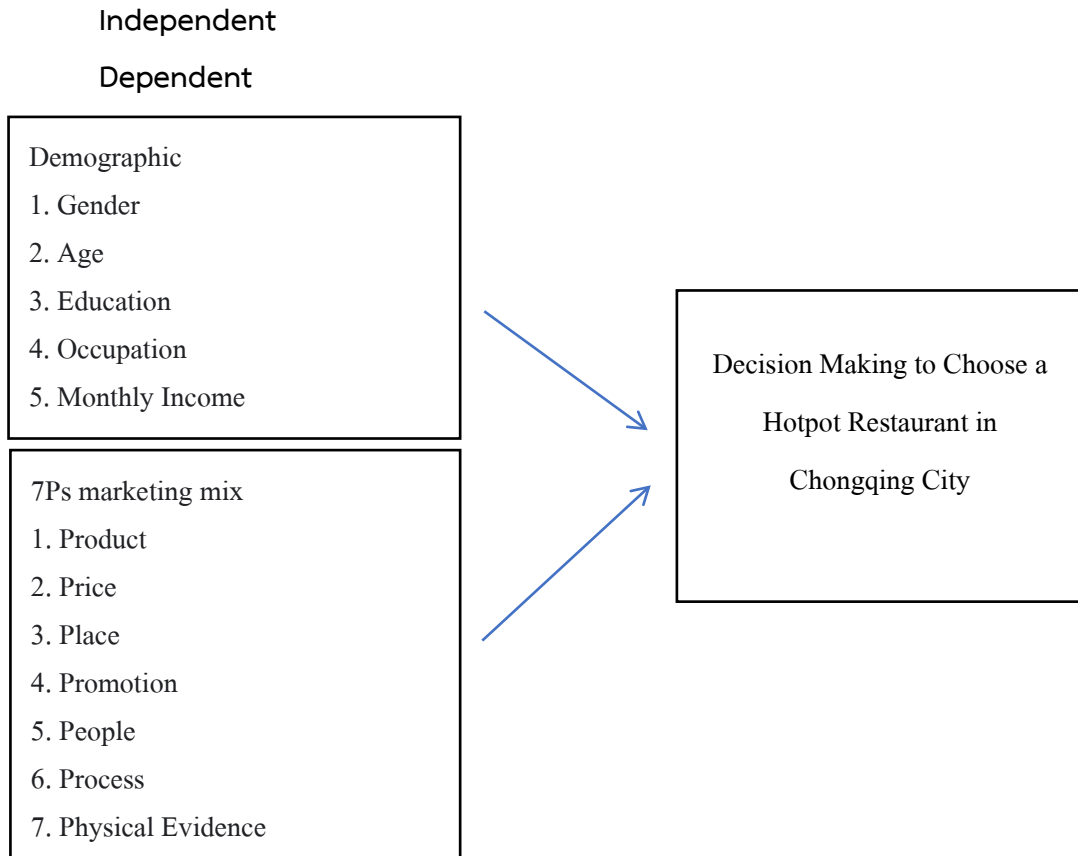


Figure 1 Conceptual framework

Expected Benefits

1. Understand the 7Ps marketing mix strategies of the hotpot industry in Chongqing city.
2. Understand the factors that affect consumers' purchase of hotpot and their related reasons.
3. Based on the research results, design marketing decisions for the relevant hotpot industry in Chongqing city.

Literature Review

The topic in this research is the decision making of consumer to choose a hotpot restaurant in Chongqing city. Making the research results useful and achieving the established literature review is divided into 5 parts:

2.1 The Situation of Chongqing city

2.2 Theory of Demographic Factors

2.3 Theory of 7Ps Marketing mix

2.4 Theory of Decision Making

2.5 Related Research

Research Methodology

Research Model

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population, it is descriptive research.

Population

The population used in this research was 13,000,000 consumers living in Chongqing city, the People's Republic of China.

Sample Size

The sample group was 400 people consisted of consumers who have chosen a hotpot restaurant and living in Chongqing city, Sichuan Province. Sample sizes were determined. From Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400.

Research Tools

The study subject people living in Chongqing city Sichuan province in 2023. By using a questionnaire to collect information from a sample as follows.

1. General information of the respondents is consumers purchasing Hotpot in Chongqing.

2. Marketing mix factor's respondents' opinions is interview by using the gauge of Likert's Scale It is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.

3. Decision on customer behaviors suggestion respondents' opinions is interview by using the gauge of Likert's Scale It is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.

4. Suggestion

Attitude-based questions with additional options to support quantitative analysis; set filters to identify invalid responses; avoid double questions and one-and-a-half questions; conduct the survey dynamically and set a question bank to guarantee the quality of multiple surveys.

Data Collection Methods

This research, the researcher has collected the data as follows:

1. Primary Data collected questionnaires from the sample group.

The questionnaires were distributed to students, civil servants, business people, freelancers and retirees, who are the main consumers of the company's products, and the results of the survey can reflect the characteristics and patterns of consumer behavior. A total of 400 people participated in this survey.

2. Secondary Data The researcher gathered the data from the study of related documents.

The Statistics Used in Data Analysis

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level

Strongly Agree means a score of 5 points

Agree means a score of 4 points

Neutral means a score of 3 points

Disagree means a score of 2 points

Strongly Disagree means a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Average score between 4.20 – 5.00 means Strongly Agree

Average score between 3.40 – 4.19 means Agree

| | |
|---|-------------------|
| Average score between 2.60 – 3.39 means | Neutral |
| Average score between 1.80 – 2.59 means | Disagree |
| Average score between 1.00 – 1.79 means | Strongly Disagree |

Conclusions

1. The demographic characteristic affecting the decision making to choose a hotpot restaurant in Chongqing city

Different the demographic factors including gender, age, education level, occupation and monthly income affected on the decision making to choose a hotpot restaurant in Chongqing city differently with statistically significant at the 0.05 level.

Consumers' personal factors of gender, age, education level, occupation, and different income are the obvious and important factors that influence consumers' decision to buy products, so companies should make different industry policies for different groups to conform to the group and meet the behavior of consumer economic power. The results same as Chen Huijuan (2020) said that conducted a survey and analysis on the current situation of cycling personnel in universities, and found that more men than women participate in university cycling activities. The frequency of activities organized by campus associations is relatively low, and the characteristics of participation in organizational forms tend to be personalized; The comprehensive development of cycling is constrained by the venue and time.

2. 7Ps marketing mix affecting the decision making to choose a hotpot restaurant in Chongqing city

Different the 7Ps marketing mix factors including product, price, promotion affected on the decision making to choose a hotpot restaurant in Chongqing city differently. But place, people, process and physical evidence not affected the decision making to choose a hotpot restaurant in Chongqing city with statistically significant at the 0.05 level.

Consumers who choose Chongqing hot pot tend to be younger in age. Due to the taste of hot pot, the majority of the population is under 40 years old, and the proportion of education factors is also in line with normal laws. The impact of

income is also in line with the laws of consumers' consumption habits for goods. Mainly concentrated among the population below 7000 yuan, the taste of hot pot, the price of hot pot, the flagship brand shipping of hot pot, discounts, factors recommended by friends, convenience of payment, brand quality, and other factors are the most concerned issues for consumers. This indicates that while consumers have increased demand for products, service, taste, and price are also important factors that affect consumers' choice of Chongqing hot pot.

Suggestions

The cultural influence of Chongqing hotpot is gradually expanding, attracting more and more tourists and food enthusiasts to taste it. Meanwhile, Chongqing hotpot has also become a way for Chongqing to showcase its local culture to the world. During this process, the cultural connotation of Chongqing hotpot has also been further explored and developed.

Chongqing hotpot, as a popular delicacy, has attracted people's attention for its development trend. At present, with the continuous changes and progress of consumer demand, Chongqing hotpot is also constantly developing and innovating. The following are the current situation and future development trends of Chongqing hotpot: Firstly, modern consumers are increasingly paying attention to healthy eating, and Chongqing hotpot is actively responding to this trend. More healthy, low-fat, and low-calorie hotpot ingredients have emerged, such as vegetables, tofu, seafood, etc. Secondly, with the development of information technology, the application of Internet plus, intelligence and other emerging technologies will become the new trend of Chongqing hotpot industry. Many Chongqing hotpot chain stores have begun to adopt intelligent management systems, improving service quality and efficiency. Once again, the internationalization and globalization of Chongqing hotpot has gradually become a reality. More and more international tourists are coming to China to taste delicious food, and Chongqing hotpot has become an indispensable dish among them. At the same time, Chongqing hotpot brands are gradually going abroad and entering overseas markets. Finally, the cultural output of Chongqing hotpot will also become an important direction for future development. As one of the

representatives of Chinese culinary culture, Chongqing hotpot will have more opportunities to introduce Chinese culture and culinary culture to the world, making greater contributions to the construction of China's cultural soft power.

In summary, Chongqing hotpot will continue to develop and innovate in the future, meeting constantly changing consumer demands, and will also become an important force in promoting the export and development of Chinese culture.

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