

CONSUMER'S BEHAVIOR IN SELECTING FOOD AND BEVERAGE RESTAURANTS SERVICE IN ZHENGZHOU CITY

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ABSTRACT

The objectives of this research were: (1) to study consumer selection of food and beverage restaurants in Zhengzhou city. (2) To study the selection of food and beverage restaurants in Zhengzhou city classified according to consumer behavior.

The research methodology was a quantitative research. The population is 12,600,574 people living in Zhengzhou city, and the sample used is 400 people who use food and beverage outlets in Zhengzhou city. Use a convenient random sampling method was used using a questionnaire as a tool to collect data. Statistics used in the analysis include percentage, mean, and standard deviation.

The research findings were found that: (1) customers using food and beverage outlets in Zhengzhou are moderately satisfied with the marketing mix (7P), with product and place aspects having high levels. And (2) In terms of behavior, it was found that customers come to use food and beverage restaurants in Zhengzhou city because the restaurant offers a wide variety of food and drinks. The cost per time to provide services is less than or equal to 500 baht. The source of information that affects the decision to use services is mostly online media such as Facebook, Instagram, YouTube or Website, and the frequency of using services is mostly at 1. times per week. And customers using food and beverage services in stores in Zhengzhou with different service purposes and resources, their satisfaction with the marketing mix will also be different. As for customers who come to use food and beverage outlets, the cost per person each time and the frequency of use are different. Satisfaction with the marketing mix is no different.

Keywords: Consumer's, Behavior , Food and beverage restaurants, Zhengzhou City

Research Background

Nowadays, Chinese people are increasingly using food and beverage outlets. From registration information Established a restaurant business in February 2016, with an increase of 102 restaurants or 27 percent compared to the same period in 2015. This is due to many reasons, such as social changes, responsibilities, economic conditions, or There is no time to prepare food for yourself and don't want the hassle of preparing food All of which affect the fundamentals of life that have changed. To be in line with the hectic lifestyle of Thai people today or want to open up to new experiences, socialize with friends or family, as well as relax in the atmosphere of a beautifully decorated shop and receive efficient and convenient service (Business Information Division Department of Business Development Ministry of Commerce, 2016). Since the reform and opening up, thanks to the market-oriented reform, the continuous growth of residents' income level, the steady advancement of urbanization and the change of consumption concept, the catering industry, as an important industry in the service industry, has made great-leap-forward development. China's catering industry has developed from a small industry with small scale, few networks, poor facilities and low contribution rate to the national economy to an important industry with continuous expansion of scale, strong growth momentum and strong influence on social economy and people's lives, which has had a positive and significant impact on economic growth and social employment, and its position and role in the national economy have become increasingly prominent. At the beginning of reform and opening-up in 1978, the retail sales of catering industry in China were only 5.480-billion-yuan, accounting for 3.52% of the total retail sales of social consumer goods. After 20 years of development, the retail sales of catering industry reached 281.64 billion yuan in 1998, 50 times higher than that in 1978. In 2009, the sales revenue of catering industry in the whole society reached 1,799.8-billion-yuan, accounting for 14.4% of the total retail sales of social consumer goods, increasing 16.8% year-on-year, maintaining double-digit growth rate for 18 consecutive years.

From information on registration of restaurant and food business establishments In March 2017, it appeared that the number of restaurant establishments was the 3rd highest

out of the total number of business establishments, which was 175 persons, higher than February 2017. 56 cases, accounting for 47 percent, and when Compared to the same period in March 2016, there were more than 10 cases. accounting for 6 percent. In addition, the value of the registered capital of this type of business in March 2017 was still the highest in the year. It has a total capital value of 342 million baht. In terms of investment value, the said business is worth 77,423 million baht. It was also found that 99.72 percent were SMEs, with the majority having registered capital between 1 – 5 million baht (Business Information Division Department of Business Development Ministry of Commerce, 2017). The per capital catering consumption is 1,348.4 yuan, and catering consumption drives the total retail sales of social consumer goods to increase by 2.4 percentage points, contributing 15.4% to the growth of total retail sales of social consumer goods, which continues to be an important force driving economic growth. The rapid and sustainable development of China's And the role of food industry is obviously improved and enhanced. In the "Development Plan of Zhengzhou Top Ten Characteristic Potential Industries" issued by Zhengzhou Municipal Government in 2008, the food industry is represented necessary characteristic potential industries. With the rapid growth of China's economy, in 2009, the per capital total income of urban residents was 18,858 yuan, of which the per capital disposable income was 17,175 yuan, and Engel coefficient dropped from 65.7% at the beginning of reform and opening up to 37%. With the substantial increase of economic income and the extension of leisure time, the proportion of consumers who choose to eat out is getting higher and higher. Analysis on the Development Trend of Chinese Catering Industry (2009) points out that the current development of Chinese catering industry in China is facing the threat of the decline of consumer confidence,

As for general restaurants, most tend to choose to open restaurants that are in the same trend that are in the same location. By business owners being the first to enter the market, this results in an advantage in Competition for customers is higher than for newly opened restaurants. Meanwhile, business owners who recently entered the market must rely on promotions to attract customers. Resulting in challenges in entering the general restaurant business market in 2017. At present, the competitive market for food and beverage businesses has greatly increased, with a

value of approximately 382,000 - 385,000 million baht, growing within the range of 1.9 - 2.7 percent from 2016. Business owners must create many new strategies to Create motivation for customers to have needs or have Interest and decision to buy food or use restaurant services by using creativity Create food value and differentiate yourself from competitors. In 2009, At present, all kinds of restaurants in Zhengzhou are developing rapidly. There were nearly 20,000 restaurants in all kinds of formats. Catering Constantly demonstrate the role of the industry in improving the quality of life of residents internally and enhancing the influence of cities externally. As a “Western food” of Zhengzhou local cuisine, Zhengzhou special catering and China’s new eight major cuisines, 13 Zhengzhou catering enterprises have been awarded the title of “Famous Chinese Restaurant” It is of great significance to Zhengzhou’s urban development and construction. Zhengzhou Municipal Party Committee and Municipal government put forward to build a "city of quality of life", "which embodies the overall characteristics of Zhengzhou development and the common aspirations of the people of the whole city. It is of great significance for Zhengzhou to develop ten characteristic potential industries with obvious local characteristics and advantages. A city must find comparative advantages, build competitive advantages and build industrial advantages in order to develop well and rapidly.

From the above reasons as a result, the researchers were interested in studying consumer’s behavior in selecting food and beverage restaurants service in Zhengzhou city in order to be beneficial to restaurant and beverage business owners that can be used to develop for customers most satisfied in addition.

Research Objective

1. To study consumer selection of food and beverage restaurants in Zhengzhou city.
2. To study the selection of food and beverage restaurants in Zhengzhou city classified according to consumer behavior.

Research hypothesis

Customers who come to use the food and beverage restaurants in Zhengzhou city with different behaviors have different levels of satisfaction in using the service

Research Framework

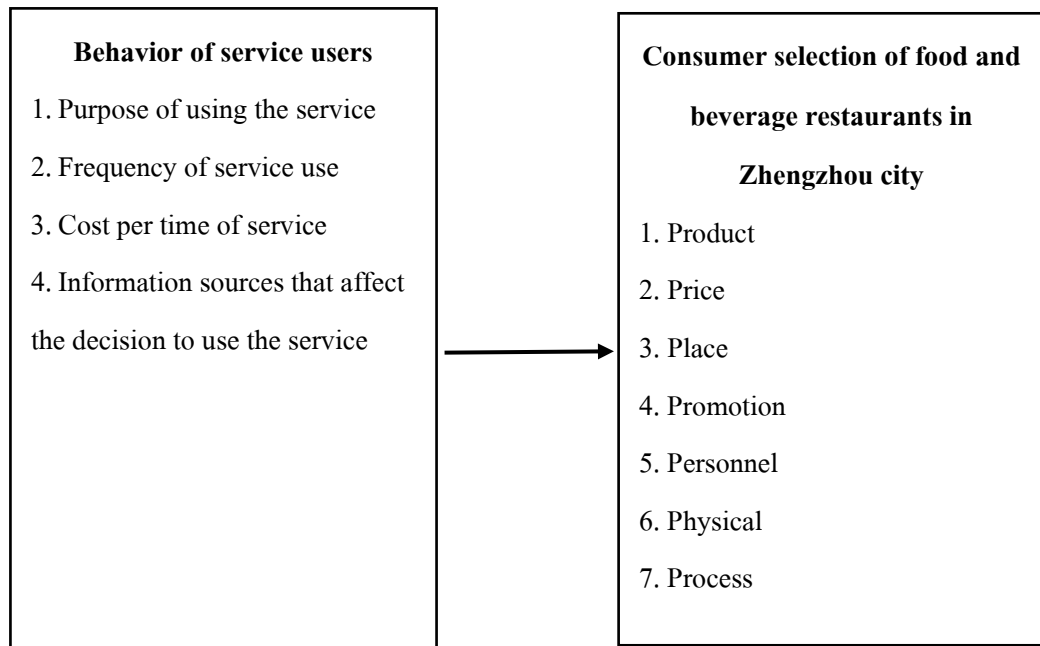


Figure 1.1: Research concept framework

Research Model

This research is quantitative research in which the researcher is mainly in exploratory survey research consumer selection of food and beverage restaurants in Zhengzhou city.

Population and Sample

The population in this study consisted of 12,600,574 people living in Zhengzhou city. The sample group used in this research was customers using food and beverage outlets in Zhengzhou city using convenience sampling. From the

sample calculation, the number of samples is equal to 385 samples and an additional 5% is added, or equal to 15 samples, for a total of 400 samples.

Research Tools

This research the researcher has used a research tool, namely a questionnaire (divided into 3 parts as follows:

Part 1: Data on demographic factors of the respondents. It is a closed-ended questionnaire. It is a checklist with multiple choice answers. There are 6 questions in total, which allow respondents to choose only one answer, consisting of: gender, age, education, marital status, occupation, monthly income.

Part 2: Consumer's behavior data is a questionnaire about the behavior of customers using food and beverage restaurants in Zhengzhou city, consisting of purposes of service use, cost per time. Information sources that affect travel Frequency of service use is a closed-ended questionnaire with multiple choice answers (Multiple Choice). There are 4 questions in total, which allow respondents to choose only one answer. Each question has various levels of information as follows: 1) Purpose of using the service 2) Frequency of service use 3) Cost per time of service 4) Information sources that affect the decision to use the service.

Part 3 Questionnaire regarding opinion level consumer selection of food and beverage restaurants in Zhengzhou city: 1) Product 2) Price 3) Place 4) Promotion 5) Personnel 6) Physical and 7) Process

The statistics used in data analysis

data analysis There are the following methods.

Descriptive data analysis

Analysis of data on demographic factors in Part 1, including gender, age, education, marital status, occupation, monthly income, and Part 2 on behavior of service users, including 1) Purpose of using the service 2) Frequency of service use 3) Cost per time of service 4) Information sources that affect the decision to use the service that consumer selection of food and beverage restaurants in Zhengzhou city: Frequency of service use, using frequency percentage mean and standard deviation.

Analyze data inferentially

1) The t-test statistic is used to test to find the difference between the means of two sample groups in order to test the level of opinions of differences between the genders. at the statistical significance level of 0.05

2) One-Way ANOVA

Research Results

1. Part 1 Results of descriptive statistical data analysis It includes frequency, percentage, mean, and standard deviation. It is divided into 3 sections as follows.

Part 1 Results of the study of demographic factors of customers using food and beverage services in Zhengzhou City. A sample group of 400 people found that the majority of customers using the service There were 254 females, accounting for 63.5 percent, with the highest age range being 21 - 30 years, 158 people, accounting for 39.5 percent. There are 212 people with bachelor's degrees, accounting for 53.0 percent. Most of them have student careers, the greatest number of 136 people, accounting for 34.0 percent, with an average monthly income. The highest is less than or equal to 15,000 baht, a total of 160 people, calculated as a percentage. 40.0 and most of them had a marital status of single, the largest number of 283 people, accounting for 70.8 percent.

Part 2 Results of the study of information on behavioral factors of customers using food and beverage services in Zhengzhou City. A sample group of 400 people found that the majority of the purpose of using the service was because there was a variety of food and beverages, totaling 167 people, representing a percentage. 41.8 There is a cost per time of service that is less than or equal to 500 baht for 296 people, calculated as a percentage 74.0 There are information sources that affect the decision to use the service, mostly from online media such as Facebook, Instagram, YouTube or Website, numbering 169 people, accounting for 42.2 percent, and the frequency of using the service is mostly 1 time. per week, 203 people, accounting for 50.8 percent.

Part 3 Results of the study of information on satisfaction levels with the marketing mix factors (7Ps), including product, price, location, marketing promotion,

process, personnel, and physical characteristics. of customers who use restaurant services and Drinks in Zhengzhou A sample group of 400 people found that the majority of customers using the service Responded to the questionnaire with an overall level of satisfaction at a moderate level (Mean = 3.34). The customers who came to use the service had a high average level of satisfaction with the product (Mean = 3.78), followed by the price (Mean = 3.42), the location (Mean = 3.42), the personnel (Mean = 3.37), and the process (Mean = 3.37). Mean = 3.28), physical appearance (Mean = 3.07) and marketing promotion (Mean = 3.00), respectively.

When considering each aspect, it was found that the product side has the highest average satisfaction in Food and beverages in Zhengzhou are diverse (Mean = 4.15). In terms of prices, the average satisfaction rate is highest. Prices of food and beverages in Zhengzhou are appropriate to the quality (Mean = 3.54) In terms of location, there is the highest average satisfaction in terms of traveling to use. Zhengzhou restaurant service Convenience such as having buses etc. (Mean = 3.54) Marketing promotion has the highest average satisfaction in restaurants and Drinks in Zhengzhou are advertised through social media such as Facebook, IG, Twitter, etc. (Mean = 3.41) Process aspect has the highest average satisfaction in restaurants and Drinks in Zhengzhou There is fast and accurate service (Mean = 3.59). In terms of personnel, there is the highest average satisfaction rate among food and beverage restaurants in Zhengzhou. There are humane employees. Good relationship (Mean = 3.51) in terms of physical characteristics has the highest mean satisfaction in Restaurants and beverages in Zhengzhou use clean, safe food and beverage containers (Mean = 3.41).

2. Part 2 Data analysis results using inferential statistics to test the hypothesis

Assumptions: Customers who come to use food and beverage services in Zhengzhou City with different behaviors There are different levels of satisfaction with the marketing mix.

Assumption 1 Customers who use food and beverage services in Zhengzhou City that have different purposes for using the service There are different levels of satisfaction with the marketing mix. The research results found that Sample groups with different purposes for using the service There is an average

of overall satisfaction and satisfaction in each aspect. Product aspect, price aspect, location aspect, marketing promotion aspect Process aspect and physical aspect They are significantly different at 0.05 and the mean satisfaction of personnel. The difference is not statistically significant at 0.05.

Assumption 2.2 Customers who use food and beverage services in Zhengzhou City. The cost per person is different each time. There are different levels of satisfaction with the marketing mix. The research results found that Sample groups with different costs per person each time There is an average of overall and individual satisfaction. Product aspect, price aspect, location aspect, marketing promotion aspect Process aspect, personnel aspect, and physical characteristics aspect There is no difference statistical significance at 0.05

Assumption 2.3 Customers who use food and beverage services in Zhengzhou City that have different sources of information that affect decision making There are different levels of satisfaction with the marketing mix. The research results found that Sample groups have different effects on decision making. There was a non-statistically significant difference in the average satisfaction of each aspect of personnel at 0.05 and the average overall satisfaction and each aspect is product, price, location, and marketing promotion. Process aspect and physical aspect They are significantly different at 0.05.

Assumption 2.4 Customers who use the food and beverage services in Zhengzhou City with different frequencies of service use There are different levels of satisfaction with the marketing mix. The research results found that Sample groups with different frequencies of service use There is an average of overall and individual satisfaction. Product aspect, price aspect, location aspect, marketing promotion aspect, process aspect, personnel aspect, and physical appearance aspect. The difference is not statistically significant at 0.05.

Conclusion

According to the results of the research on satisfaction with the marketing mix and beverages of restaurants in Zhengzhou. The researcher then brought the

research results into discussion. according to purpose to find a conclusion related documents and research are referenced as follows:

the selection of food and beverage restaurants in Zhengzhou city classified according to consumer behavior From the research results on Satisfaction with the marketing mix of food and beverage restaurants in Zhengzhou City Classified according to the behavior of service users Found that the majority of customer groups the purpose of using the service is because there is a variety of food and drinks. There is a charge per time the service is used at Less than or equal to 500 baht. The frequency of using the service is mostly 1 time per week, which is in conflict with Nattawut Rungsathianphutorn (2016). Conduct a research study on Type of restaurant Quality of food Service quality and social media that affect the choice of store services Food for dinner for the people of Bangkok from information on customers who choose to use restaurant services for evening meals, it appears that the sample population in Bangkok has a frequency of using the service only once in a while. The purpose of using the restaurant service is for special occasions and the average cost per visit is 1,001 - 1,500 baht. Because the Trok Wang Lang community is similar to a market in addition to being A source of various food and drink restaurants. There are also many types of miscellaneous products available. Customer service as well As a result, the sample customers have the opportunity to use the service every week. In terms of prices, food and drinks in the Wang Lang community are reasonable and not too expensive. Suitable for the customer base group Mostly in the said area It's different from the population in Bangkok who choose to use dinner service. The service will be used once in a while, and the decision may depend on family members, friends, or loved ones. To use the service on special occasions and have to go out to use the service at various restaurants in department stores and community malls. The prices of food and drinks in department stores and community malls are the price is higher than in other communities or markets because you have to pay for venue rental and higher wages for employees. As a result, the cost per visit is higher than the average spending per visit in Zhengzhou City.

And it was found that customers who come to use food and beverage services in Zhengzhou have different behaviors. Satisfaction with the marketing mix has different levels as follows. Customers using food and beverage services in stores in Zhengzhou with different service intentions and information sources result in different satisfactions with the marketing mix. This is in line with the research of Phongsiri Saetan (2015) who studied consumer behavior and satisfaction with the service marketing mix, a case study of Swensen's Ice Cream Shop, Big C Satun branch. The research results found that the sample group has mostly different purposes for using the service. There was a statistically significant difference in overall satisfaction level of 0.05. The objective sample group from the promotional items had the highest satisfaction level. And Research by Chanya Techamahamongkol (2016) on the satisfaction of customers who come to use the services of small coffee shops in Mueang District. Samut Prakan Province, which results from research has found that samples of people with different influences on decision-making There was a significant difference in overall satisfaction at 0.05. As for customers who come to use food and beverage outlets, the cost per person and frequency of use are different. Satisfaction with the marketing mix was no different. This is consistent with Jiraporn Worawetwittaya (2016) who studied the marketing mix that affects satisfaction in using the Krua Muang Rat restaurant service. The results of the research found that the sample groups had different numbers of times that they came to use the service. There was a non-statistically significant difference in overall satisfaction at 0.05. But There is conflict with the research of Nichapat Annannab (2017) who studied the topic Service quality and marketing mix that influence customer satisfaction of Islamic restaurants in Bangkok. which the results of the research It was found that most of the sample groups with different average costs per time had overall satisfaction levels that were significantly different at 0.05. The sample group with costs per time between 1,001 –1,500 baht has the highest level of satisfaction and the sample group with expenses per time less than 500 baht has the lowest level of satisfaction.

Suggestion

Suggestions for entrepreneurs and owners of food and beverage outlets in Zhengzhou City from the research results on Satisfaction with the marketing mix of food and beverage outlets in Zhengzhou City, the researcher has the following recommendations.

Demographic

1. From the research results on Satisfaction with the restaurant's marketing mix and Drinks in Zhengzhou the majority were found to be female, between the ages of 21 and 30, with bachelor's degrees. Most of them have student occupations and have an average monthly income lower than or equal to 15,000 baht and most have a single marital status. Therefore, entrepreneurs, restaurant owners and Drinks in Zhengzhou knowing the characteristics of the target group that uses the service, it can be used to improve and develop food and beverage services to be consistent with the target group. Even more services, for example, because the majority of customers are students, which is a group that needs the novelty of food and drink. Give importance to food and beverages that are thoughtful. Creative and colorful design. The taste is delicious and the price is not too high. too much because Most of the target groups who come to use the service have an average monthly income lower than or equal to 15,000 baht. It was also found that Customers aged 51 years and over are a group with a high level of satisfaction. Least overall Especially in terms of marketing promotion and physical characteristics. When compared to other groups, therefore, you should find ways to expand the customer base in that age group to be more satisfied, such as adding various promotions, discounts to regular customers, or organizing activities for customers. Win prizes from online media, which will add another channel of customers. Including arranging the environment to be cleaner and more orderly than at present. Should add more toilets and trash cans, etc.

Customer behavior

From the research results on Satisfaction with the restaurant's marketing mix and Drinks in Zhengzhou It was found that most customers came to use the service because there was food. and various drinks Second is to relax and socialize, which

has resources that have an impact on Decisions are made primarily from online media such as Facebook, Instagram, YouTube or website. Followed by friends and family members. The average cost per visit is less than or equal to 500 baht and the frequency of using the service is 1 time per week, followed by 2 times per week. Therefore, restaurant operators and Beverages in Zhengzhou should improve, develop, or invent food and drinks that are delicious and palatable to the target group. Most customers have information sources. From social media as a tool in deciding to use services Therefore, public relations should be promoted through such channels continuously, such as presenting new products or advertising on the Facebook Page recommending restaurants. with current customers giving importance from the experiences or opinions of those who have used the service more This may cause customers to remember and create interest in coming to use the service next time. Including increasing word of mouth, etc. At the same time, with most customers having very low expenses per visit, food and beverage prices should be appropriate. Not too expensive, suitable for the quantity or quality received. Including having a customer base who come to use the service frequently There should be more marketing promotion. Because it was found that satisfaction with these aspects is less than other areas, such as making membership cards for customers to collect points for Receive a price discount next time or offer a different special menu. or have creative ideas from other areas give customers more choices. This will help create motivation to use the service and may expand. more customer base, etc.

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