Structural Equation Model for factors Affecting Customer Choice to Japanese Restaurant in Bangkok

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Abstract

The purpose of this research was to study the consumers' behavior factors, service marketing factors and consumer purchasing decision process was taken access method. The questionnaire was selected by using a purposive sampling method 400 samples who used to consume Japanese Restaurant in Bangkok. The Statistics were tested by using Structural Equation Modeling: SEM.

The results of the study show that most of samples were female, 25-45 years of age, married, 2 persons in family, employed professionals with a bachelor's degree and a monthly income 30,001-40,000 bath. They usually have Japanese Restaurant 1-2 times per month. Most of them consume with their family. The analysis results found that factor of consumers' behavior factor, service marketing factor and consumer can obtain information from many available resources influenced consumer's purchasing decision of Japanese Restaurant in Bangkok.

Keywords: Consumers' behavior factors, Service marketing factors. Japanese restaurant Choice.

Introduction

Thai people has to spend more time of life for working. And this might be the reason that present life has a few less time than formerly. Like Baby boomer and Gen-X, there were times to relax from works by spending for cooking themselves. But during this decade year, people has no time enough to be care for dining, they now prefer to short cut their life style by eating out instead. From the survey from Kasikorn Research Center, forecasts Thai Restaurant market size is about 390,000 – 397,000 million baht. And new entrepreneurs as new comers of food business are getting higher. (Kasikorn Research Center Company, 2560) Bangkok consumers emphasize to consider on marketing factors in variety sizes Food products, Quality and Price which shall be fit for income status, Location shall be convenience enough to reach food shop and including the

marketing promotion of food shop that meet consumers' requirement. In addition, quality of services shall be fit for consumers' requirements and the decoration environment shall be remarkably unique, with plenary variety menu of food shop, it influences and able to response consumers' requirement at a various group. So that the studying of what importance element factors are and influence factors to choose a Japanese restaurant choice in Bangkok.

That is importance to help entrepreneurs develop their business in order to get profit and expansion continuously.

Objectives of Research

1. Study the consumers' behavior factors and service marketing factors that influencing consumers' purchasing decision making to Japanese Restaurant in Bangkok.

2. Study the relation factor has both direct and indirect effect on consumers' purchase decision concerning the choice of Japanese Restaurant by Structure Equation Model: SEM

Review of literature

1. Characteristic behavior factors that effect consumer behavior they are attitude and beliefs, motivation, learning and experience, life style of people using the concept of Kerin, R.A., (2009). A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying pervious buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions. (Kotler & Armstrong 2010, p.160). Individual consumers try to satisfy their own needs and wants by purchasing for themselves or satisfy the need of others by buying for them. These individual consumers can come from different backgrounds, ages and life stages. (Kardes et al. 2011, p. 8.)

2. The element of service marketing mix is important to service business, people, price, place, physical evident, and process have significant impact on both customer satisfaction and customer loyalty (Kaura & Datta. 2012). Traditionally, a 4Ps model is enough for tangible products; the services sector on the contrary uses a 7Ps approach in order to satisfy the needs of their customers (Ivy, 2008). Booms and Bitner (1980) added 3Ps (participants, physical evidence and process) to the original 4 Ps to apply the marketing mix concept to service (Goi, 2009). Kotler, P. & Keller, K. (2012) Introduced new marketing concept which is composed of 7 elements as follows. (1) Product comprise of Product Quality, Product type, Product design, Logo. (2) Price is the amount of money which consumer has willing to pay for goods and services. (3) Place, the location of distribution or service must consider the convenience of buying or taking any services. (4) Promotion, a process of communication to distribute information to customer in according to their behavior. (5) Personnel or Service officer who relies on recruiting training motivating in order

to create our service contentment for customers. (6) Process, the method to present our service for user rightly and quickly. (7) Physical environment, provides and present physical environment of services such as decoration, shop's name that's easy to recognized, soft lighting and peaceful music, a pleasant, soothing ambience.

3. The factors affecting consumer purchasing decision are concerned about product or services. The idea of buying does not come suddenly but carry long process of thinking, analyzing options, and taking other factors in account to reach the conclusion. Consumer purchases of goods and services are highly influenced by cultural, social, personal and psychological characteristics. (Kotler and Amstrong, 2011, 134). A consumer can obtain information from many available resources; Personal sources; family friends, neighbors, colleagues. Public Sources; consumer rating organizations, mass media. Commercial sources; sales people, internet, packaging, display. Experience Sources; using the product, examining, handling. (Kotler and Armstrong 2011, 153).

Research Methodology

The research is the quantitative research metrology. Data was analyzed by frequency, percentage, arithmetic mean, standard deviation and use Structural Equation Model: SEM.

Population and sample group

The population will be the customers who has experienced come to Japanese Restaurant for eating food. The questionnaire will be distributed to 400 sample.

Framework

The research set concept of frame work as below .Independence variable is selection influence factors; 1) Characteristic consumers' behavior factor is compose of experience using the service, motivation, lifestyle, and consumers' attitude. 2) Service marketing factors composed of product, price, place, promotion, people, process and physical environment. 3). Consumer purchasing decision to Japanese Restaurant composed of suggestion from family friends, rating in restaurant and mass media factors. Dependent variable of this study are suggestion from family friends, rating restaurant from internet and mass media.
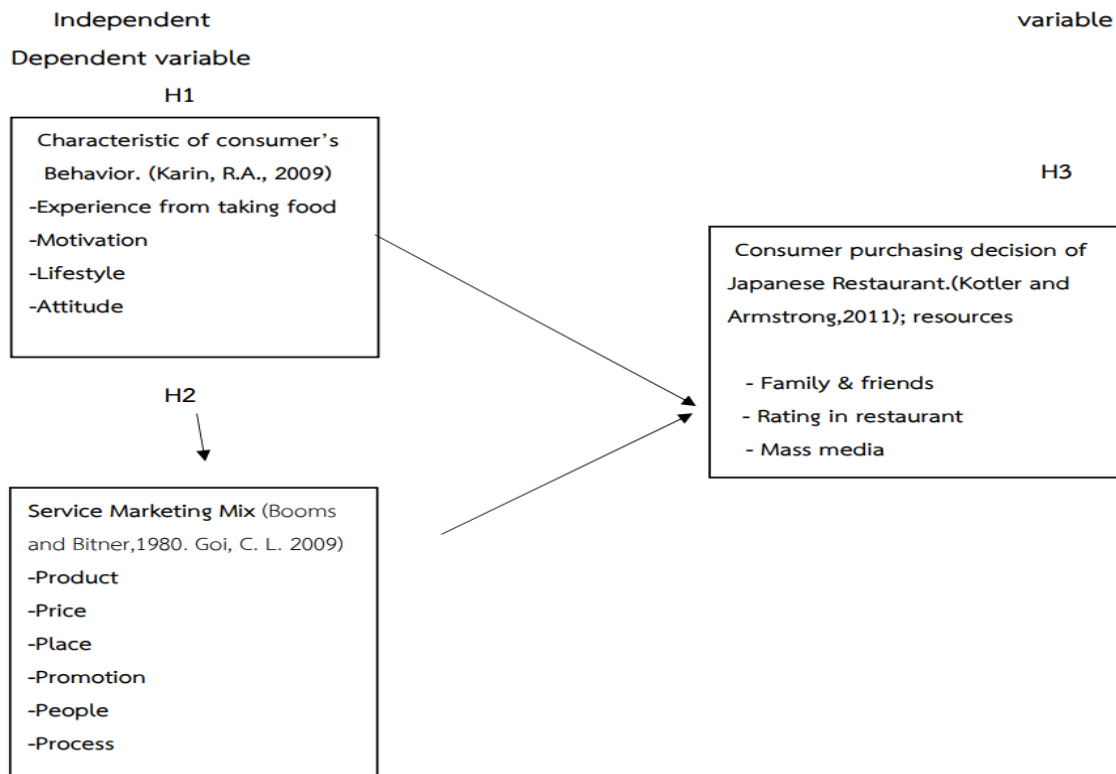
Independent   variable
Dependent variable

Figure 1 Research conceptual framework

By using of Questionnaire for opinion asking from Japanese Restaurant consumer in Bangkok, provided for 4 sections.

1). Asking about personal information from respondents, comprise of gender, age, marriage status, education, occupation, and average income per month. Answer is used as check list.

2). Characteristics of consumers' factor including such factors as: experience of using service, motivation to use the service, lifestyle and attitude of consumer.

3).The service marketing factor including such factors as: product, price, place, sale promotion, people, process and physical environment.

4). Consumer purchasing decision to Japanese Restaurant such factors as: suggestion from family friend, rating restaurant from internet and mass media.

Data analysis From this research, researcher analyze data by using of statistic tool as follow; 1.The study of characteristic of consumers' behavior factor and service marketing factor to consumer purchasing decision of selected Japanese Restaurant in Bangkok. 2.Analyze the effect of direct and indirect of characteristic consumers' behavior, service marketing factors to consumer purchasing decision of selected Japanese Restaurant via Structure Equation Model: SEM.

The findings of this study, achieved though the components of Personal factor, there are 4 fields of consumers' behavior, experience from taking food, motivation to use services, lifestyle, attitude and service marketing of consumer. Characteristic of consumers' behavior does also have a positive effect on service marketing and consumer purchasing decision of Japanese Restaurant.

Research Results

1.Personal data of respondent, found that female 51.8 %, age between 25-45 years 37.2%, marriage status "married" 57.9%, education level bachelor degree 52.6%, working as "employee" with income per month 30,001-40,000 baht.

2. Factor of Characteristic consumers' behavior 4 sizes, the mean of attitude size is medium level, motivation to taking food size and lifestyle average total is high level.

3. Service marketing factors; the score of price, product, place, promotion, people, process and physical environment by average is high level.

Measurement Statistics:

Statistics test from Chi-square=543, df=201, x2/df=2.70 which should be less than 3 (Jörreskos, K. and Sörborn, D.,2002) when defined group index is greater than 0.90 found that GFI (Goodness of Fit) = 0.01, AGFI (Adjusted Goodness of Fit) = 0.91 NFI (Normed Fit Index) = 0.93 IFI=0.91 CFI (Comparative Fit Index) = 0.91 which passed standard, and SRME index require at 0.06 or less and SRME index = 0.05 and CN (Critical N) = 207 at the standard defined at greater than 200. (Jörreskos, K. and Sörborn, D.,2002)

Table 1 Measurement of Variable

Goodness-of-fit measure	Good Fit Criteria	Acceptable Level
X2/df	< 2	2-5
CFI	CFI ≥ 0.95	0.90 < CFI < 0.95
GFI	0.95 < GFI < 1.00	0.90 < GFI < 0.95
AGFI	0.90 < AGFI < 1.00	0.85 < AGFI < 0.90
SRMR	< 0.05	< 0.08
RMSEA	0 < RMSEA < 0.05	0.05<RMSEA<0.08

Note: Jörreskos, K. and Sörborn, D., (2002)

With structure equation modeling, the relationships hypothesized in this study were analyzed Figure 2 illustrates the structural equation model indicating the good fit for the hypothesized Model
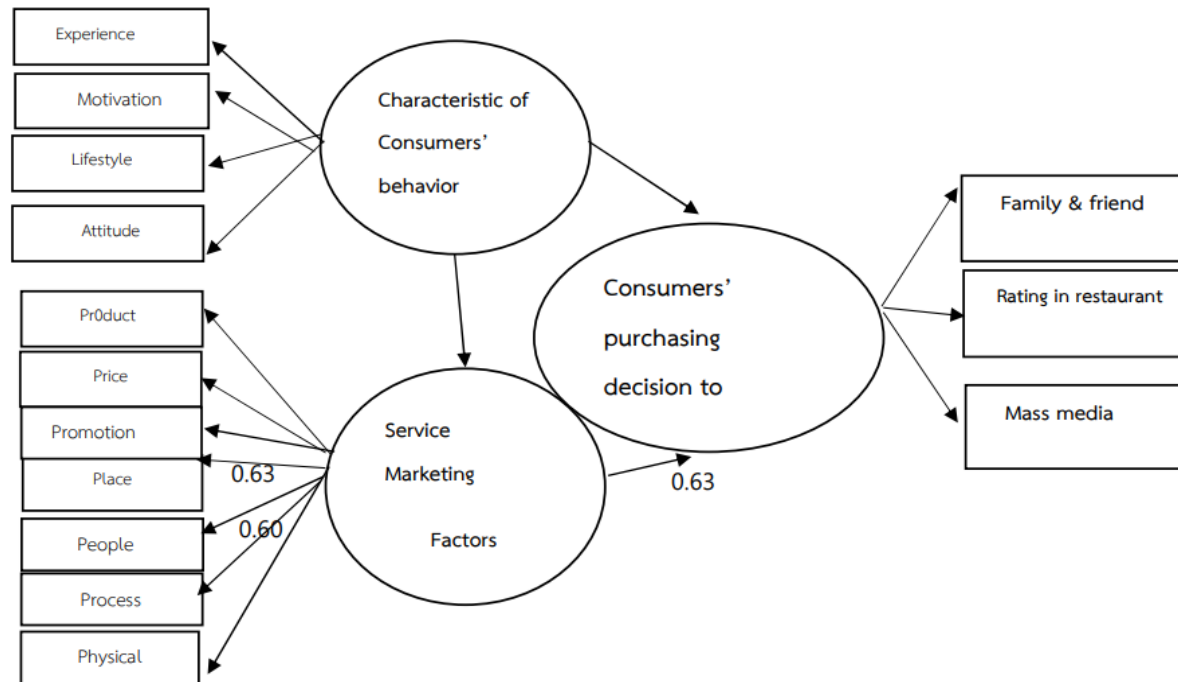
Figure 2 The results of Structure Equation Modeling analysis

Research Results

From Figure 2. The statistical values to be used for test the hypothesis in this research frame work model and empirical data are all within acceptable level. Chi-square = 543, Degree of freedom df = 201, $x2/df$ = 2.70, GFI = 0.91, AGFI = 0.91, NFI = 0.93, IFI = 0.91, CFI = 0.90, SRMR = 0.07, RMSEA = 0.05, and CN = 207 all results are pass defined criteria.

1)The results confirm that characteristic consumers' behavior factors that effect consumers' behavior factors they are factor loading such as; experience from taking food = 0.60, motivation = 0.60, lifestyle = 0.56 and attitude = 0.46 respectively.

2) Service marketing factors had influence to Japanese Restaurant Choice such factor as; they are factor loading such as; product = 0.79, price = 0.70, place = 0.63, promotion = 0.60, people = 0,58, process = 0.50 and physical environment = 0.43 respectively. Which is consistent with the findings of Panyaporn A. (2014:1-2) The services marketing factors confirm that 7P's. Emphasize service marketing factor in the section of customer satisfaction and keep more mimpression of services.

3) Consumers' purchasing decision to selected Japanese Restaurant such factor as; suggestion from family and friend = 0.80, rating restaurant = 0.63, and mass media = 0.40 respectively.

The findings of this study, achieved through factor analysis and structural equations model, prove that characteristic consumers' behavior has a positive effect on service marketing factors and consumers' purchasing decisions to selected Japanese Restaurant.

Discussion of Research Results

The results of the study show that most of samples. The analysis results found that factor of consumers' behavior factor, service marketing factor and consumer can obtain information from many available resources influenced consumer's purchasing decision of Japanese Restaurant in Bangkok. Correspond to Lautiainen. T. (2015) The result of the study has indications that social, personal and psychological actors have effect on a consumer's decision-making process when selecting a coffee brand. However, the result was not totally reliable due to the fact that credible correlation was missing.

Suggestion

 Entrepreneur can apply as guideline of marketing strategies for your own business appropriately. To make effective marketing plan, entrepreneur must pay important to marketing factor in price, promotion and product. Define an appropriated quantity and quality to meet customer satisfaction, cause word to mouth and come back to your next service. Entrepreneur should be usually advertising and promotion in advertising media for customer to know their shop. For attracting the customers the restaurant should do marketing through Platform and terminal Poster, Digital Billboard, Transport Bus and Facebook. Most of the potential customers do not know about Restaurant.

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