

Abstract

Research Title : Behavior of Food Consumption at Bar B Q Plaza, Central Rama 2

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This research aimed to study the demographic, behavior of consumption, and marketing mix factors affecting consumption behavior at Barbeque Plaza, Central Rama 2. The samples used for this study were 400 samples from people consuming at Barbeque Plaza, Central Rama 2. Questionnaires were used to collect data. The data was analyzed as percentage, mean, and standard deviation. For hypothesis testing was used one-way ANOVA, and chi-square.

The results of the study showed that most consumers were female, aged between 31-40 years old, worked in private company, earned between 10,000-20,000 Baht, hold bachelor's degree, and single. Consumption behavior: the customers usually order set menus, the reason of consumption was the taste. The period of time to consume was 4:00 pm – 7:00 pm. The expense per time was estimating 601-800 Baht. The service frequency was 1 time per month. The people who involved in the decision were the family. In addition, the important level of marketing mix factors affecting consumer behavior at Barbeque Plaza, Central Rama 2 overall was high level. The most important factor was process. Secondly, it was physical evidence. The lowest important was price.