A MODEL OF FAST-FOOD CONSUMPTION BEHAVIOR OF GEN-Y TOURISTS IN PHUKET

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Abstract - This research is to study the marketing factors affecting the fast food consumption behavior of people in Phuket. To study the behavior and compare the opinions towards fast food of consumers in Phuket. The research model was quantitative research and qualitative research. Use the concept of satisfaction. The concept of environmental factors the research area is Muang, Phuket. The sample group was consumers who used the service of fast food restaurants. Is people aged 15 years and over in Phuket Province, 150 people. Using a sampling method the research tool was a questionnaire. Data were analyzed using reference statistics in a quantitative research case. And using content analysis and writing a descriptive narrative in a qualitative research case. The research results were found that Fast food is delicious. The price is worth the quality received. They are cheaper than some foods. Delivery service is available. Convenience and speed in choosing to buy and service the most. Can be easily bought Most people use KFC restaurants the most. The type of fast food that consumers choose to eat the most is fried chicken. The main reason for choosing a fast food restaurant is to be persuaded by friends. Consumers tend to use the service a lot from 4:01 PM to 6:00 PM, gaining attention and influence from advertising media. It is also a food that is suitable for the current social conditions. This research will be useful for making fast food choices for a healthy mindset. And for the benefit of studying consumer behavior and then use it in the development of fast food restaurant business in franchise category.

Keywords - Consumption behavior , Fast food , Consumer , Phuket

I. INTRODUCTION

Food is an important factor in human survival. Because people need to eat food in order to get the body's nutrients. Therefore, people should have knowledge of consumption. And due to the advancement in technology, communication between countries is fast and convenient. Resulting in the propagation of various cultures, including the culture of eating, such as the western culture that entered Thailand, thus creating a combination of Thai and Western food in the form of fast food. And when these cultures come to Its made their lifestyles better. But because fast food is that comes in the form of ready meals. Make people who choose to eat fast food that will not get enough nutrients and nowadays, the food consumption of Thai people has changed due to the times that have changed rapidly. And have an accelerated lifestyle. Most people focus on convenience, speed and ease of use in their daily lives. Therefore, choosing to eat fast food, taking into account the delicious taste, fullness, reasonable price for food, but fast food should not be eaten in large quantities than necessary. We should have discipline in choosing food. To have appropriate proportions and quantities Reduce and avoid certain foods that can cause various diseases. Based on the above information, the researcher is interested in studying fast food consumption behavior. Factors affecting fast food consumption. Including opinions on consumers' decisions on fast food consumption by choosing to conduct research in the Muang , Phuket by sampling of consumers who are aged 15 years and over. The researcher therefore aims to study only consumers who use the services of KFC, McDonald's and Pizza Company restaurants. Because it is a fast food business that can be found everywhere in the area**.** This research aims to

1) to study the factors affecting the consumption behavior of people in Phuket in order to find out what factors affect consumer demand trends?

2) To compare the behavior of consumers in Phuket province on the consumption of fast food, What are the differences? 3) To study and compare the opinions of consumers in Phuket. Using the period for collecting the information From November 2019 - February 2019

This research paper presents the concepts and theories of consumer behavior. Concepts and theories about the purchasing decision process and trends in fast food business in Thailand For the benefit of business decisions or help in the development of a fast food restaurant franchise.

II. LITERATURE REVIEW

A.Definition of consumption behavior

Consumer behavior is defined as the processes and activities in which individuals are involved in seeking, selecting, purchasing, using, evaluating and

after-service. To meet the needs and desires of wanting to be satisfied.[1]

Consumer behavior refers to the activities in which a person is directly involved in obtaining, consuming and after service, including decision-making processes before and after these activities are performed. [2]

B. Concepts and theories about consumer behavior

Consumer behavior is a reflection of all consumer purchasing decisions related to acquisition. Consumption and limitation relating to goods, services, time and ideas by purchasing decision units (people) for a particular period of time. [3]

The American Marketing Association has given the definition of That consumer behavior It refers to the actions that affect each other over time, of cognition, behavior and events under the human environment in the matter of exchange. For the human lifestyle. [4]

C.F Analysis of consumer behavior

Analysis of consumer behavior, it is research about buying behavior and Consumer use to know the characteristics, needs and purchasing behavior of consumers. This is the answer that will help marketers to organize marketing strategies that can meet consumer satisfaction accordingly.

The 6 WS and 1H consumer behavior research questions consist of Who, What, Why, Who, When, Where, and How to find the 7 answers or 7OS, which includes Occupants, Objects, Objectives, Organizations, Occasions, Outlets, and Operations. It uses seven questions to find answers about consumer behavior. Including the formulation of marketing strategies in accordance with answers about consumer behavior. [5]

D. Theories about purchasing decisions

Decision Making means the process of choosing to act on one of the alternatives available. Consumers often have to make decisions about choices of products and services. Where he will select products or services according to information and limitations of the situation. [6]

Buying Decision Process it is a sequence of steps in consumer decision making, with a 5-step sequence of processes. [7]

1. Problem or Need Recognition Problems arise when a person feels the difference between ideal conditions. Is a condition that desires with things Thus creating the need to fill in the difference between the ideal and the reality. Each individual problem has different causes.
2. Search for Information When a problem occurs Consumers have to seek solutions. By seeking additional information to help make decisions
3. Evaluation of Alternative By comparing information about the features of each product and selecting it in order to decide to buy from multiple brands to just one brand. May depend on the belief and belief in that brand. Or it may depend on the consumer's past experiences.
4. Decision Marking Usually, each consumer will need different information and decision times for each product.
5. Post purchase Behavior After purchase Consumers will experience the consumption. Which may be satisfied or not satisfied. If satisfied, consumers are aware of the advantages of a product, enabling repeat purchases, or they may introduce new customers. But if not satisfied Consumers may stop buying that product next time and may have negative consequences for word of mouth. Causing customers to buy less products as well

Based on the above information, various theories about consumer behavior and purchasing decision theory are discussed, as well as the analysis of consumer behavior. The researcher studies the data to understand the meaning. And to see the needs of consumers and to study factors affecting consumers' purchasing choices in order to use the information for further business development

III. RESEARCH CONCEPTUAL FRAMEWORK

Research on marketing factors affecting food consumption behavior Fast food of people in Phuket. It is a qualitative research. The researcher defines the research concept as follows:

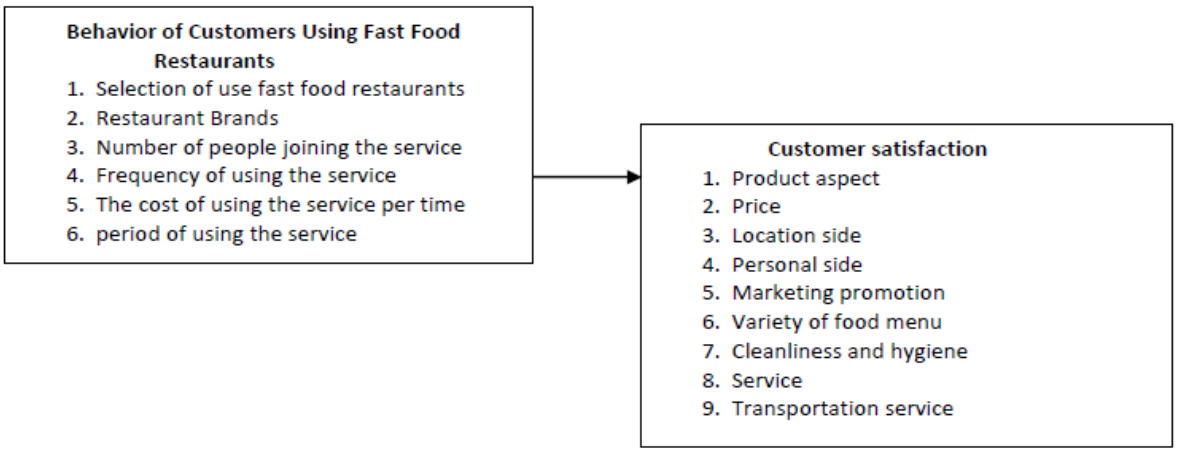


Figure 1 Research Concept Framework

IV. RESEARCH METHOD

This research is a qualitative research. The research area is Muang District, Phuket Province The population is the population group living in the Muang district. Phuket Province, 150 people. Using a sampling method for consumers who use 3 branded fast food restaurants in the franchise, KFC, McDonald's, Pizza Company They are consumers who are 15 years old and over because they are the power to buy themselves. There are 1 types of research tools:

1) Questionnaire: The researcher has created by considering conceptual frameworks and variables. Divided into 4 parts as follows

Part 1 was asked about the general characteristics of the respondents, ie gender, age, status, education level, occupation, and average monthly income. The questionnaire included 7 questions.

Part 2 is a question about customers' behavior in fast food restaurants. It is a question about customers' behavior of customers using fast food restaurants, namely service selection. Name of restaurant used Number of people joining the service, the frequency of using the service The cost of using the service per time And the period of use of the service, 10 items was an open-ended questionnaire

Part 3 is a question about the factors of marketing ingredients, namely products, economy, distribution, holidays. The number of 16 questions is an open-ended questionnaire.

Part 4 Questions about customer satisfaction: product, price, place, personal, marketing. Variety on the menu Cleanliness and hygiene Service promotion, transportation service, amount 15 items It is an open-ended questionnaire. Data collected by the researcher between November 2019 - February 2019. The quantitative data were analyzed with reference statistics for quantitative research. The qualitative data were used by document research, analysis, data synthesis, and then writing a descriptive lecture.

V. RESEARCH RESULTS

A. Objective 1

To study the marketing factors affecting the consumption behavior of people in Phuket. Of the five factors: product factor, price factor, distribution channel factor, marketing promotion factor, values factor It was found that fast food was delicious and delicious and contained the most convenient and quickest products to consume. They are living in a very competitive life, which means less time consuming. Food prices are reasonable with the quality and quantity of the food and there is a clear price announcement by placing a price tag in the distance that the consumer can see. Allows consumers to set a certain budget for each use of the service. Distribution channels are very appropriate because most of them are located in easily accessible communities. The atmosphere in the restaurant looks good and clean, making it a pleasant to use because the service of fast-food restaurants is not only for dining but also as a meeting place. During the festival season, the shop has an interesting new product design that matches the festival. It has a beautiful interior decoration that can attract the attention of consumers as well.

B. Objective 2

Compare consumer behavior in Phuket Province Towards fast food Types of franchise businesses in Phuket by gender, age, education level, occupation, consumer monthly income. It was found that the consumption behavior of female and male fast food was slightly different. May be due to different activities performed differently, resulting in different consumer choices, for example, women have frequent meetings with friends and fast-food restaurants are a good place to meet. The use of fast food restaurants, but the education level is different in terms of Service period. How to choose the service using Products selected for consumption. For example, undergraduate students have more hours of freedom than other academic degrees, and frequent meetings, work discussions or meetings with friends make them use the service more often. In addition, at this level of education, it was in the adolescent period, which had easy access to the media and received news from many advertising media. Each occupation has different consumption choices due to the length of time they work, meeting, the using service period. In which students , students will be the professions that use fast food restaurants most often because after school they will have more free time than other occupations with full time jobs. Although students often use, fast food restaurants, their expenses may not be as large. Consumers' monthly income will affect their service expenditures, for example, high income consumers have more lavish spending and purchase more expensive food than low-income consumers. And may use the service more often because apart from shopping for products, but also shopping for services for convenience

C. Objective 3

Study and compare opinions of consumers in Phuket. The effect on fast food by gender, age, education level, occupation, monthly income of consumers. Consumers of different genders had the same opinion on their consumption of fast food. Due to the need for speed Convenience in consumption and nowadays fast

food restaurants are easily available everywhere. Opinions of consumers in each age group will be different because each age group has different consumption needs. Including been influenced by fast food is different at different educational levels, there were no differences in opinion because most of the motivation for consumption was similar. Ease of using service, taste, value the opinions of consumers with different professions can be seen that students choose to use fast food restaurants according to their values. But in working with a full-time job, they choose to consume fast food because they want the speed of consumption that has to compete with time. People with high incomes have relatively high expenses to consume. But low-income people view fast food as expensive and not worth the nutrition.

D. Cognitive

Consumer behavior will vary according to various factors. But the same is the demand for fast food consumption for convenience and speed in the race against time. But among teenagers, it is popular to consume as a value It is a meeting place, not hoping for food consumption as the focus is different from that of the elderly who are beginning to consider nutrition in food consumption.

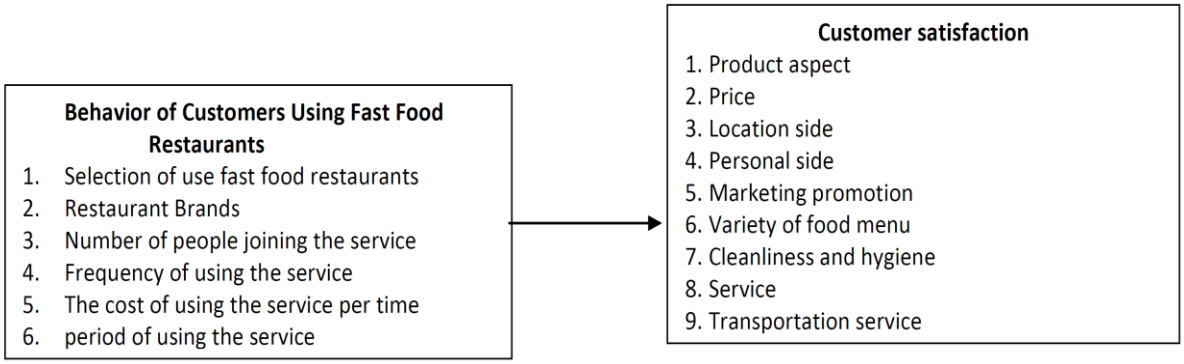


Figure 2 Research Concept Framework (2)

	A1	A2	A2	A3	A4	B1	B2	B3	B4	B5
A1	1.0									
A2	-0.288**	1.0								
A3	-0.266**	0.147	1.0							
A4	0.164	-0.115	-0.26**	1.0						
A7	-0.106	-0.21	0.135	0.152	1.0					
B1	0.88-	0.257**	-0.51	-0.066	-0.310**	1.0				
B2	0.11	0.253**	0.168	0.100	0.179*	0.244**	1.0			
B3	-0.80	-0.169	0.152	0.240**	0.80	-0.049	-0.21	1.0		
B4	0.91	0.182*	-0.218	0.126	-0.178*	0.364**	0.027	-0.138	1.0	
B5	-0.10	0.60	-0.071	-0.23	0.142	-0.128	0.448**	-0.033	-0.221*	1.0

Table 7 Correlation matrix between customer behavior variables of customers' use of fast food restaurants and customer satisfaction Variable short name ** Statistically significant at level 0.01, * Statistically significant at level 0.05.

Define translator as follows A1=Choosing to use fast food restaurants, A2= Name of fast food restaurant using the service , A3= The cost of using the service per time , A4= Service period , B1= Marketing promotion , B2 , Physical description , B3= The variety of food menus , B4= Service , B5= Transportation service

E. Transfer and utilization

The research results can be used to study and develop to create business strategies such as targeting consumer groups. Study of consumer demand trends

VI. DISCUSSION OF RESEARCH FINDINGS

This research found that Study of Marketing Factors Affecting People Consumption Behavior of Fast Food in Phuket It corresponds to the concept of marketing factors that affect fast food consumption behavior that can be divided into 5 factors: Product factor, price factor, distribution channel factor, marketing promotion factor, value factor. This is consistent with the assumption that marketing factors correlate with fast food consumption behavior. This may be because the product aspect is found to influence consumers'

purchasing decisions. The characteristics of fast-food consumers have been designed with taste, ease and speed of eating in mind. Ease of purchase. In terms of price, it was found that the clear pricing allows consumers to set a certain budget for each consumption. As for fast food that is expensive, it shows better economic position of consumers, agree on a small level because consumers are the sample that covers all age levels. Think about the value for money being spent on the value of the food and the benefits it brings. More than its mental worth. Or the extravagance of society's values, including that fast-food, food may be commonplace in today's society that everyone can consume even if the economic status is not high. As for distribution channels, it was found that the majority of consumers prefer to eat fast food at the restaurant. The most popular places of restaurants that consumers visit are shopping malls, and the stylish decoration of the shop affects the way they are used. Marketing promotion. It was found that sales staff should be given attention and manners to improve. Focus on product knowledge How to behave with customers to make a good impression not showing boredom Or annoyed with customer service in terms of values, It was found that the imitation culture or the influence of other people used in the selection of fast food restaurants such as Western consumption culture entered As a result, teenagers turned to be more popular with fast food.

The comparison of consumer behavior in Phuket Province by gender, age, education level, occupation, monthly income of consumers. It was found that the consumers of different sexes showed no different overall dietary behavior. As for the use of time in using the service is different because the female gender is relatively socially with friends or shared fast food with family during 5:00 pm-7:00pm. Consumers of different ages find that age is an important factor in their dietary choices. A person who has influence in service choice Average meal costs differ because younger people use, fast food restaurants as a snack. Not aimed at full stomach like the consumer with the age. Consumers with different education levels were found to people with education at all levels have knowledge about fast food through advertising. Including fast food, easy to buy, making it known at all levels of education, thus causing different behavior. Consumers with different occupations found that government jobs spent more money than other occupations, possibly because they were more stable than other occupations. Have a certain income. Thus, making it more lavish than other groups. There is a certain working time and free time that coincides with holidays or family time, so people in the family have an influence on their choice of fast food. Including greater participation in consumption than other occupational groups Consumers with different incomes found that the younger generation had incomes, then enough to afford convenience. Buy more satisfying than buying wholesome food and saving money. Therefore, spending money on fast food meals per time is higher than those with low income.

For a comparative study, the opinions of consumers in Phuket were classified by sex, age, education level, occupation, monthly income of consumers. Consumers of different genders have different attitudes towards food consumption. In addition, fast food is now available online and can be easily purchased, thus making it widely known and accepted by female and male consumers, resulting in female and male sex opinions that are not different. Consumers of different ages found that adults became more aware of cholesterol and therefore increased health awareness. Therefore may not be popular with fast food. Consumers with different studies have found that fast-food is the ubiquitous, comfort food option today and is known to go in advertising. Consumers with different professions have found that the younger generation in socialism consumes fast food and grows wider. Workers in need of haste try to make the most of their time. Consumers with different incomes found that economic status Expense money was related to consumption behavior. Therefore, consumers with different incomes have different opinions on the consumption of fast food in different prices.

VIII. SUGGESTION

This research has discovered factors that influence fast food consumption behavior. Importantly, entrepreneurs can apply this information and develop policies and strategies to meet consumer needs. And to observe the behavior of the target group of consumers to promote marketing factors according to consumer opinions. As for future research issues, it is best to research fast food nutrition issues.

IX. OPERATOR SUGGESTION TABLE

Entrepreneurial development issues	Details of development
1. Employee side	• Develop employees to have a good personality. Maintaining cleanliness, both in the matter of dress and behavior • Develop employees to have good communication skills. Customer friendly Beaming Provide service with good manners • Have knowledge of products and services to be ready to offer to customers
2. Service	• Arrange a suitable location to facilitate the customers. Including cleaning care and setting up a beautiful place • The service must be fast, accurate and accurate, knowing the work flow sequence. • Train patience and pressure Not showing signs of boredom and dissatisfaction with customers
3. Marketing	• Released new products such as mixing local food with the original product. Develop new food flavors to not be monotonous. • During the period of product and service design to be more special, for example, some festivals are only available in foreign countries like Christmas. Then bring the food during the festival to be applied to make it more interesting Decorate the shop to match the festival to create feelings for customers. • Study interesting values and develop them to capture the attention of customers.

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