

Thippapha Kaochalard 2018: Fusion Restaurant Attributes Affecting Consumers' Decision in Bangkok Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Mr. Apichart Daloonpate, Ph.D. 79 pages.

This research aimed to analyze consumption behavior, and attributes that affected consumers' choices for fusion restaurant service. Conjoint analysis technique was used for the analysis. 400 consumers in Bangkok were interviewed during December 2017 to January 2018.

The research found that most of the consumers were female. They were in the range of 26 - 30 years old, working as private employees and government officials or state enterprises. Most of them had Income between 25,000-35,000 baht. According to their consumption behavior, consumers consumed at a fusion restaurant once a month with less than 2 hours duration. They usually visited the fusion restaurants on Saturday and Sunday for dinner. Friends were the most influent factor for their decision making. Their favorite music style was folk music. Facebook was the popular website for their reviews about restaurants. A discount was the most important sales promotion for the consumers. The results from the conjoint analysis found that the most important attribute that gave the highest satisfaction to consumers was Loft style decoration. The second and the third attributes were Stand-alone location and a review on websites.

This research suggests that entrepreneurs focus on the style of loft to create a unique identity of the fusion restaurant, choose a stand-alone location and have a review on websites. These attributes will be able to attract more customers to the fusion restaurant service.

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