

# Behavior of using Buffet Restaurant Service in Muang District Samut Prakan Province

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**Abstract:** *The objectives of this study were 1) to study the marketing mix factors in using buffet restaurant service 2) to study the consumer behavior of buffet restaurant service 3) to compare the buffet restaurant usage behavior. Classified by personal data 4) to study the marketing mix factors affecting the behavior of using buffet restaurant service. A sample of 400 people was selected using questionnaires as a study tool. The collected data were then processed using percentage and mean statistics. Chi-square Hypothesis Analysis and Multiple Regression Analysis*

*The results showed that the behavior of buffet restaurant service in Muang district Samut Prakan Province study results found that most Went for a buffet meal with family, going on Saturday - Sunday and public holidays. Intends to use the service to eat from 19:00 to 22:00, with 2-3 people going to eat at a time. The reason for using a buffet restaurant is because there are many food items to choose from. The type of food that should be included in the buffet menu is seafood. Buffet style food that needs to be grilled buffet. Use the buffet restaurant on average about twice a month. There was an average cost of using a buffet restaurant service according to the consumer's needs at the amount of 377 baht per time. The marketing mix factor in choosing a buffet restaurant service found that the overall market mix factor was 377 baht per time. in a very important level hypothesis test results Different personal factors affect the use of buffet restaurants. different Marketing mix of building and presenting physical characteristics and process influence on the behavior of using buffet restaurant service at statistical significance at the 0.05 level Recommendations from the results of the study Operators should improve the food to be clean, fresh, delicious and increase the menu according to the popularity of customers. Set a reasonable price for the quality of the food. amount of food And it's worth the time spent eating. Choose a convenient location There is enough parking space. And convenient for consumers to travel, make advertisements, publicize and present special menus. On important days and festivals Organize promotional activities to attract customers. Train employees to have knowledge and ability to serve customers effectively. Organize the environment inside the store by considering cleanliness and sanitation.*

**Keywords:** *marketing mix factor, consumer behavior, buffet restaurant*

## 1. Introduction

At present, eating buffet is very popular as it is the era of the pursuit of happiness of consumption, making "buffet" an alternative that has been very popular both in the choice of unlimited food and the price is not expensive. very expensive I can say that this era is the era of the pursuit of happiness from consumption. especially the happiness of food consumption especially eating at the buffet Considered to have been popular continuously. as a way to get unlimited taste Both consumers can choose food according to their satisfaction. Until it seems that the old-fashioned eating habits have shifted to eating to taste the delicacy from various buffet menus gathered from around the world instead.

Buffet restaurant business is considered a fashion business that is popular among investors now. Due to the popularity of a large number of consumers Therefore, a group of investors and well-known people come to

invest in their businesses to earn money, resulting in more intense competition to attract consumers. and has expanded beyond the demand of consumers The change in consumer behavior has a huge impact on buffet restaurants. from behavior that changes rapidly within a short period of time Consumers have changing needs. Saturation with traditional food menus or the original restaurant style Increased consumer demand and the arrival of new buffet restaurants with better selection of ingredients. causing buffet restaurants to deal with various problems both the cost of raw materials quality and quantity of food service of the shop Not being able to adapt to the changing needs and behaviors of consumers, these are the reasons why the buffet restaurant business suffered a loss and had to close.

The problem of buffet food business, the most worrying thing is the rapidly changing consumer behavior, habits, lifestyle and daily activities of the people of Tao. or the majority of people in society in terms of spending daily life through the use of goods and services Will have an impact on many businesses. The most obvious form today is a restaurant or a group of food products that, when it becomes a trend, will make people want to try eating or get to take photos to tell the society. Online that he has come to try this. Even those customers or consumers have never even heard of the taste or listened to reviews. Just asking to be part of the trend is satisfied. This kind of consumer behavior has been around for a long time. But it's becoming more apparent when online media is added to the mix.

From the above information Therefore, the students are interested in studying the subject “The behavior of choosing a buffet restaurant service in Muang District Samut Prakan Province” in order to be used as a guideline for business planning and improvement of business development to be successful and in accordance with the objectives of the organization

#### **Research study objectives**

1. To compare the behavior of using buffet restaurant services classified by personal information.
2. To study the marketing mix factors affecting the behavior of using the restaurant service buffet

#### **Concepts, theories and related research**

Consumer market is the consumer or household who purchases goods and services for personal consumption (Armstrong & Kotler. 2015: 616), which is considered the ultimate consumer. Or it can be said simply that the consumer market refers to the consumer or the household itself (Siriwan Sereerat et al., new age marketing management.

## **2. Marketing mix theory**

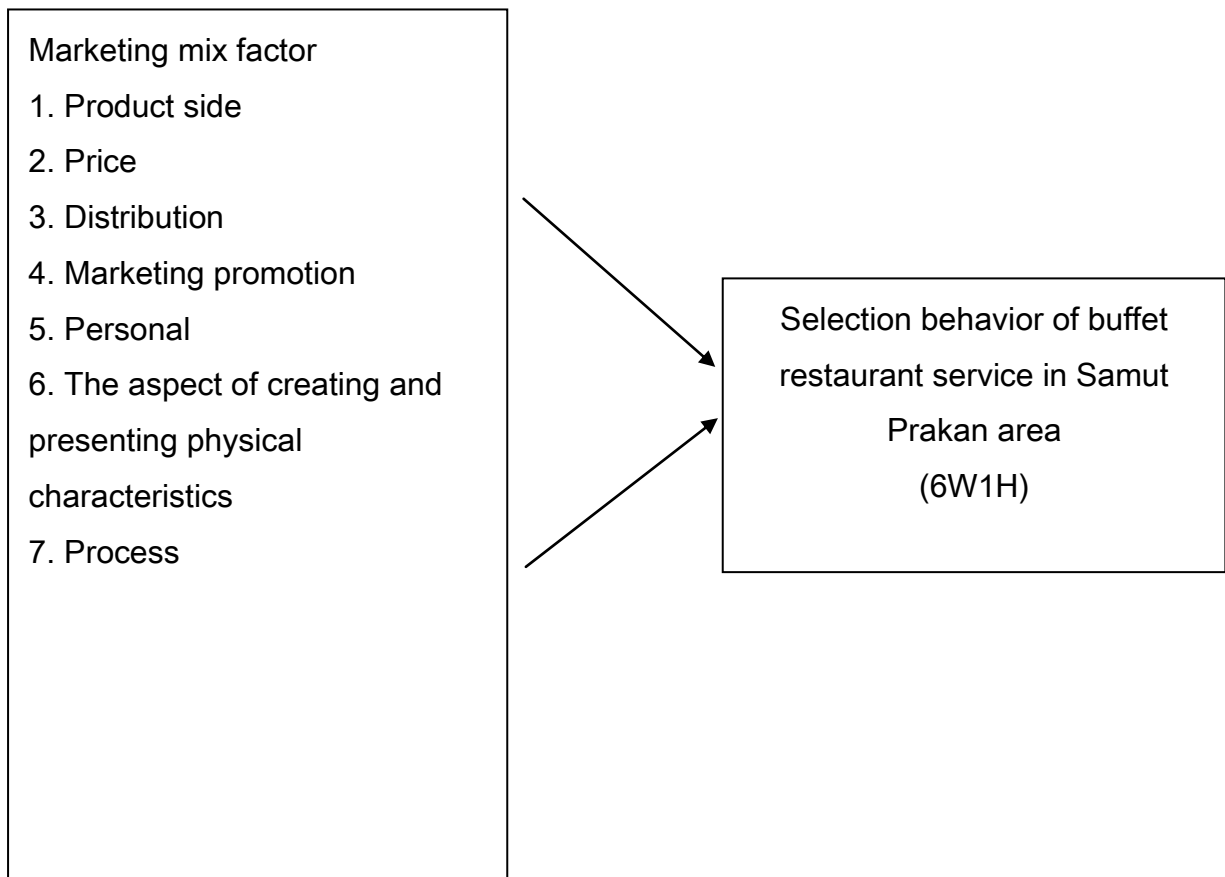
Kotler and Keller (1997 referenced in Premkamol Hongyont, 2019:12) stated that Marketing mix refers to the variables or marketing tools that a business uses to fulfill its target audience's marketing objectives to meet customer satisfaction. Originally, the marketing mix consisted of only 4 variables (4Ps): Product, price, distribution channel (Place), and marketing promotion (Promotion) later, there were 3 more variables, namely, personnel (People), service process ( Process) and physical (Physical evidence) to be consistent with important concepts in modern marketing. especially in the service business Therefore, it can be called as a marketing mix (The Marketing Mix 7Ps), with marketing tools divided into 7 groups:

#### **Conceptual framework in education**

This research Determining a conceptual framework on the behavior of buffet restaurant service in Samut Prakan area has been applied concepts, theories, problems and research results related to this study. can write a conceptual framework in The research is as follows.

ตัวแปรอิสระ (Independent Variable)

ตัวแปรตาม (Dependent Variable)



### 3. Research Methodology

Study subject Behavior of choosing buffet restaurant service in Muang District Samut Prakan Province have a purpose To study the behavior of consumers using buffet restaurant services. in Samut Prakan Study of consumer behavior in Samut Prakan area Comparison of the behavior of using buffet restaurant service Classified by personal data and studied the relationship between marketing mix factors and consumer behavior. The data from the study can be used as a guideline for developing a buffet restaurant business. The methodology for the study was established as follows:

Population and samples used in the study

$$n = (.5)(1-.50)(1.96)^2 / (.05)^2$$

$$n = (.5) (.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

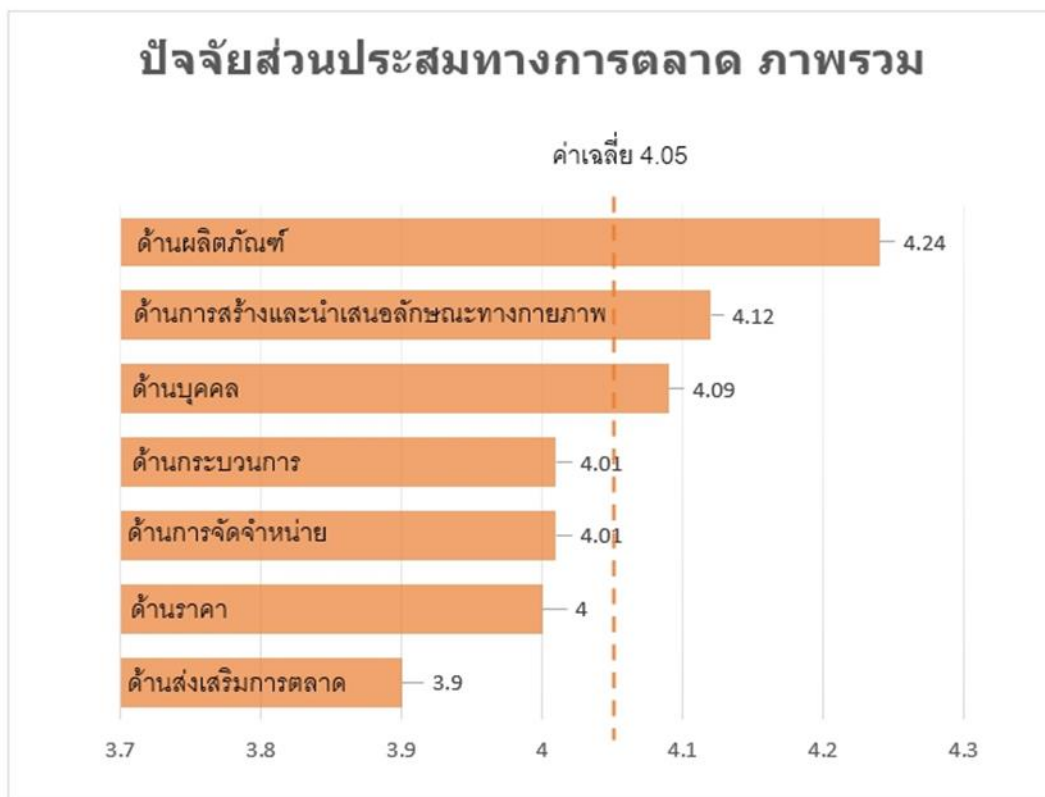
#### Statistics used in data analysis

Descriptive Statistics The statistics used are percentage (Mean) to describe the demographic data of the respondents and variables. Inferential Statistics are used for hypothesis testing. Chi-square and Multiple Regression Analysis

## Study results

Study subject Behavior of choosing buffet restaurant service in Muang District Samut Prakan Province The example studied was Population used in the study This is a sample group who used to use buffet restaurants in Muang district. Samut Prakan Province A sample of 400 people was selected as a data collection tool and the 400 sets were returned, representing 100%. The results of the study were divided into 5 parts as follows:

### Overall marketing mix factors



Overall marketing mix factors from the study, it was found that The level of importance of the overall marketing mix The average was included on the high priority level (= 4.05) and when considering the level of importance 3 items were in high priority level, consisting of product aspect (= 4.24), building and presenting physical characteristics (= 4.12), personnel aspect (= 4.09), process (= 4.01) aspect, distribution aspect (= 4.01) price aspect. (= 4.00) and marketing promotion (= 3.90), respectively.

Show marketing mix factors influencing behavior of buffet restaurant service.

Factor of marketing mix	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.471	.483		3.045	.002*
Product	.003	.181	.002	.019	.985
Price	-.077	.154	-.041	-.501	.617
Distribution	-.042	.149	-.021	-.281	.779
marketing promotion	.049	.134	.028	.365	.715
personal	.220	.170	.119	1.299	.195
building and presenting physical characteristics	-.469	.185	-.251	-2.539	.011*
Process	.367	.169	.207	2.174	.030*

\*Statistical significance level 0.05

Show marketing mix factors influencing behavior of buffet restaurant service. It was found that behavior and marketing mix The creation and presentation of physical characteristics (Sig = 0.011) and process aspects (Sig = 0.030) had a statistically significant effect on the behavior of choosing a buffet restaurant service at 0.05 level.

#### **4. Summary, Discussion and Suggestions**

Study subject Behavior of choosing buffet restaurant service in Muang District Samut Prakan Province The objective of this study was to study the behavior of using buffet restaurant service. Marketing mix factors for buffet restaurant service Comparison of buffet restaurant usage behaviors classified by personal data and to study the factors of marketing mix that affect the behavior of choosing a buffet restaurant service. 400 questionnaires were used as a data collection tool and statistical data were analyzed, i.e. percentage, mean, Chi-square hypothesis test and Multiple Regression Analysis. From the data analysis results, it can be concluded. As follows: personal data from the study of Behavior of choosing buffet restaurant service in Muang District Samut Prakan Province It was found that most of the respondents were female, aged 21-30 years, single status, average monthly income between 10,000-20,000 baht Occupation is a private company employee

##### **Information about the behavior of using buffet restaurants in Muang District Samut Prakan Province**

From the study of data on behavior of buffet restaurant service in Muang District Samut Prakan Province study results found that most Went for a buffet meal with the family, going on Saturday - Sunday and public holidays. Intends to use the dining service from 19:00 to 22:00, with 2-3 people going to eat at a time. The reason for using a buffet restaurant is because there are many food items to choose from. The type of food that should be included in the buffet menu is seafood. Buffet style food that needs to be grilled buffet Use the buffet restaurant on average about twice a month. There is an average cost of using a buffet restaurant according to the consumer's needs at the amount of 377 baht per time.

##### **Information on the marketing mix of buffet restaurants**

From the study of data on the importance of marketing mix factors in choosing buffet restaurant service, it was found that in terms of products, prices, distribution The aspect of marketing promotion, the personnel aspect, the creation and presentation of physical characteristics. and process The overview of the marketing mix is at a very important level. The details are as follows. Product The results of the study were found to be in the very important level with an average value of 4.24, i.e. the freshness of the food. followed by the taste of food food cleanliness The food menu is diverse. speed of filling and the reputation of the shop, respectively In terms of price, the results of the study revealed that it was in the very important level with an average value of 4.00, meaning the value of the food compared to the price. Value for money versus time and food prices, respectively. Distribution The results of the study found that the level of importance was at the mean of 4.01, meaning the convenience of the location with sufficient parking. ease of travel and the number of branches of the restaurant, respectively marketing promotion The results of the study found that the level of importance was at an average value of 3.92, namely the presentation of special menus during the festival, promotion programs such as discounts and advertisements in various media. such as billboards, respectively.

In terms of personnel, the results of the study revealed that it was in the level of very important with an average of 4.09, meaning the politeness of the service staff. Knowledge of the food menu of the staff and the number of employees is sufficient for customers, respectively building and presenting physical characteristics The results of the study revealed that it was in the level of very important with an average of 4.12, meaning the environment of the service area was clean and sanitary. The store has a good image in terms of food and service. and beautiful food arrangements, respectively. process. The results of the study revealed that it was in the level of very important with an average value of 4.01, meaning the prioritization of service to customers and having channels for customers to suggest to improve service quality in the next order, respectively.

## **5. Recommendations from the study**

The researcher has the following suggestions for the benefit of doing this research to know the factors of marketing mix and consumer behavior. to be used as a guideline for planning and improving the buffet restaurant business in accordance with the needs of consumers from the marketing mix factors as follows: Product Operators should improve the food to be clean, fresh, delicious and increase the menu according to the customer's popularity, such as adding a seafood menu. In terms of price, operators should set a price that is appropriate for the quality of the food. amount of food And it's worth the time spent eating. distribution channel Operators should choose a convenient location. There is enough parking space. and convenient for consumers to travel marketing promotion Entrepreneurs should prepare advertisements. Public relations to present various special menus. on important days and festivals Organize promotional promotions to attract customers In terms of personnel, operators should provide training to their employees to be able to serve customers well, to be polite and able to provide information about products. building and presenting physical characteristics Operators should consider the environment inside the store. Maintain cleanliness and hygiene Create a good image in food and service of employees.

Process Operators should set up a system to provide fast, accurate customer service with a prioritized service. including giving advice to customers

## **6. Suggestions for the next study**

To study the satisfaction of consumers towards using the buffet restaurant service in order to improve and develop it further.