

ABSTRACT

Research Title : Development of marketing communication with restaurant chain for Association of Southeast Asian Nations (ASEAN)
Author : Ekgnarong Vorasiha
Year : 2016

"To develop a marketing communications business serving" This is a survey research. The survey aims to study about the release of information about the business of serving the public. Factors that affect the choice of restaurants. And consumer feedback on the service provider's staff. To guide the development of marketing communications services. The population in this study is that people who live in the local community, the district Mahachai, Samut Sakhon Nakhon. Samutsakorn

Analysis of the data found Demographic characteristics of the sample used in the study. For example, people in the study were mainly female. Between the ages of 18-22 years old, and single. With the highest levels of education in vocational ,and Diploma. Lower-income families are more than 20,000 baht per month, mostly to earn enough. And the form of the food service business. Most fast food restaurants (Fast Food) restaurant full of atmosphere (Casual Dining) and buffet (Buffet), respectively.

To get information about the business of serving the public, found that media exposure, public information relating to the business of serving the public, including the media, television media, family members / relatives and the media.

Factors that affect the choice of restaurants found that the factors that influence service selection. Food products most people focus on the taste of the food. The menu offers a wide variety of food and cleanliness for the public at large. The focus is on price, with quality and quantity and a price tag clearly. The distribution channel most people focus on the range that opening off the right to use the service and cleanliness in restaurant. The promotion most people focus on the trials provide free samples for the new menu and a membership card. Services People in most studies focus on buying simple, convenient and fast service, the place most people pay more attention. The restaurant is decorated atmosphere and shop area clean

The consumer feedback on the service provider's staff found that the public's important to providing a fast and efficient. Service employees have great goodwill the beaming good humor and attention to customer service.

Keywords: Business Dining Service Asean Community