

**Marketing Mix Factors Affecting Consumer Behavior in Consuming Clean Food
at DJ Poom Menu Restaurant**

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Abstract

DJ Poom Menus are ‘clean eating’ menus that can help control your weight, tastes good and can be enjoyed every day. DJ Poom menus are made fresh with high quality ingredients, contain no oils, no preservatives and no MSG (Monosodium Glutamate) so you can enjoy eating delicious food without having to worry about gaining weight ever again. DJ Poom Menu Restaurant has been popular since it was opened.

The purpose of study for studying Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant, studying the relationship between the demographic characteristic in term of gender and consumer behavior in spending clean food per meal. And the Marketing Mix factor in term of product’s taste and consumer frequency behavior in consuming clean food and improving and developing the service of DJ Poom Menu restaurants in advance. This Research is the Quantitative Research.

From studying the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant. The Research findings showed that most of the respondents are male who are 35 years, single, had income between 31,000 – 40,000 Baht per month, were a Private company employees, had 3 – 4 persons for Member in Household and graduated with Bachelor’s Degree. The most affected Marketing Mix factor affecting consumer frequency behavior in consuming clean food at DJ Poom Menu Restaurant was the product factor on taste, so it was concluded that the majority of the consumers decided to eat clean food at DJ Poom Menu restaurant because of the product’s taste. And the different genders have difference to consumer behavior in spending per meal.

DJ Poom Menu Restaurant should go on keeping the product’s taste standard for maintaining the loyalty of consumer base, and keeping the product’s freshness for maintaining the leanness of ingredients. DJ Poom Menu Restaurant should focus on Research and Development for the restaurant’s products in

order to make products differentiate and meet the consumer's needs and wants. DJ Poom Menu Restaurant should create more menus and tastes for meeting each target market of consumers' needs and wants.

Keyword: Marketing Mix / DJ Poom Menu restaurant's customers / customer's Consumption behavior

INTRODUCTION

Background and significance of the study

The main reason why people at present time of prosperity consume clean food is that it helps control their weight. It also tastes good and can be enjoyed every day. DJ Poom Menu Restaurant offers clean food and the menus are made fresh with high quality ingredients, contain no oils, no preservatives and no MSG (Monosodium Glutamate) - so you can enjoy eating delicious food without having to worry about gaining weight ever again. Our menus were created by DJ Poom, Poomjai Tangsanga, a radio DJ with Virgin Hitz who was once nearly 100 kilograms and has since transformed his life through fitness and healthy eating. He discovered that the key to losing weight is to control your diet. However, despite trying many diet programmes and recipes locally and from abroad, he struggled to find one that was great tasting, enjoyable and sustainable. He therefore began to create menus that could help control weight and be enjoyed at the same time and hence DJ Poom Menu. Our SET Menus are made from the leanness of ingredients and cooked with ZERO oils. Despite a big serving size and containing a good mixture of carefully weighed protein and vegetables, one SET contains only 350 calories. As an average person will burn 1,600 – 2,000 calories per day, so even after eating 3 meals of DJ Poom Menu (1,050 calories), there will still be a calorie deficit of which the body will burn from fats stored in the body. At present, the trend for people who love health has been popular broadly as the lifestyle behavior of people living in hustle society and convenient society so that they neglect to take care of their health causing to make them suffer from many diseases that are the problem of Public Health, And It is the cause of illness and death that have increased as a progressive problems day by day. From the statistic of Thai Health Promotion Foundation has specified that the cause of death of Thai populations has changed a lot since the past. Thai people mostly die because of the Epidemic infectious diseases by water, air ways or Disease vectors. These days, Thai people mostly die because of their consumption behavior and lifestyle. So Eating Clean food is the one way that will help most of the people have better health and reduce risk factors for suffering from diseases which are the problem for Public Health. Currently, if we talk about the useful

food for health, Clean food is one of interesting choices and is popular now. By Mr. Sanga Damapongwho is the specialist in Nutrition and the Manager of Suitable Aging Nutrition at Thai Health Promotion Foundationhas explained that (Clean Food) is the word naming in order to make people aware that eating the correct nutritional food, safe food without the contamination and eating 5 group of enough food as well as doing exercise are the ways to be healthy as Doing exercise only without considering the food will not get the good result. Besides, if we see the benefit of clean food, we will find this type of foods when we already eat, it will produce the good result to our health on many sides. For example, it helps reduce risk of suffering from many diseases such as, Hypertension, Hyperlipidemia and Heart disease etc. And it is suitable for people who want to lose weight and it will also helpAnti-aging. From the above-mentioned information and problems have made the researcher interested in studying the consumers with different demographic characteristic have different behavior of consuming clean food and the Marketing mix factors consisting of product, price place and promotion have relationship to behavior of consuming clean food of VJ Poom Menu restaurant's customers as most of the customers coming to VJ Poom Menu restaurant are from all walks of life that will be the representative of new generations in order to take the aforementioned information to use for adapting the behavior of consumption and promoting people to take care of their health a lot.

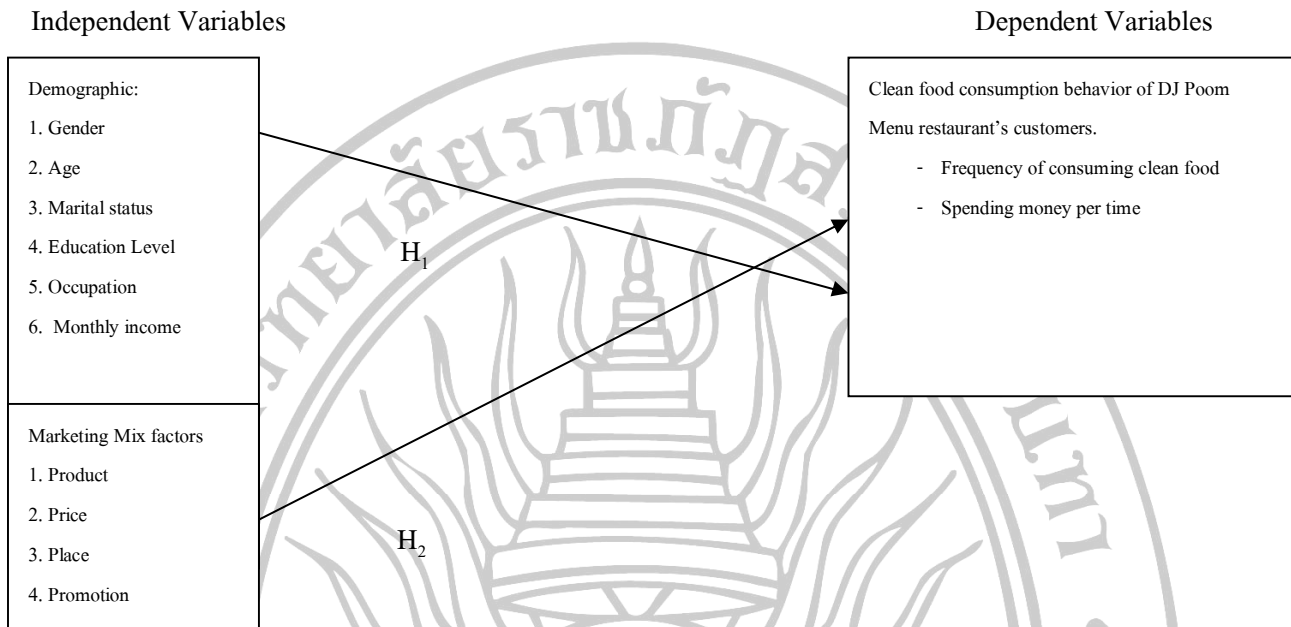
Objectives

1. For studying Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant.
2. For studying the relationship between the demographic characteristic in term of gender and consumer behavior in spending clean food per meal. And the Marketing Mix factor in term of product's taste and consumer frequency behavior in consuming clean food.
3. For improving and developing the service of DJ Poom Menu restaurants in advance.

Scope of the study

For this research, the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant will include genders, age, marital status, education level, occupation and monthly income and Marketing mix (product, price, place and promotion), and the research design will be considered significant areas in need to be explored.

Conceptual framework



THEORY AND LITERATURE REVIEW

Introduction

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably”. - Chartered Institute of Marketing

“Marketing is the process of planning, and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”.- American Marketing Association

Marketing mix is originating from single P (price) of microeconomic theory (Chong, 2003). McCarthy (1964) offered the “marketing mix”, often referred to as the “4Ps”, as a means of translating marketing planning into practice (Bennett, 1997). The marketing mix concept also has two important benefits. First, it is an important tool used to enable one to see that the marketing manager’s job is, in a large part, a matter of trading off the benefits of one’s competitive strengths in the marketing mix against the benefits of others. The second benefit of the marketing mix is that it helps to reveal another dimension of the marketing manager’s job. All managers have to allocate available resources among various

demands, and the marketing manager will in turn allocate these available resources among the various competitive devices of the marketing mix. In doing so, this will help to instill the marketing philosophy in the organization (Low & Tan, 1995).

The marketer's task is to devise marketing activities and assemble fully integrated and marketing programs to create, communicate, and deliver value for consumers. The marketing program consists of numerous decision on value-enhancing marketing activities to use. McCarthy classified these tools into four broad groups, which he called "4Ps": Price, Product, Place and Promotion.

Marketing-mix decision must be made for influencing the trade channels as well as the final consumers.

Marketing-mix or 4P's (Kotler, 2000)

The Four P Components of the Marketing Mix

Product Decisions

The term "product" refers to tangible, physical products as well as services. Although this typically refers to a physical product, it has been expanded to include services offered by a service organization. The specification of the product is one of the variables that a marketer has at his/her control. For example, the product can include certain colors, certain scents, and certain features. Lastly, in the broadest sense when a consumer purchases a product it also includes the post-sales relationship with the company. The post-sales relationship can include customer service and any warranty.

Price Decisions

The price is the amount paid for a product. In some cases, especially in business-to-business marketing this can also include the total cost of ownership (TCO). Total cost of ownership may include costs such as installation and other products required to deliver a complete functional solution.

Place Decisions

Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the internet. Distribution is about getting the products to the customer.

Promotion Decisions

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a

positive customer response. Promotion represents all of the communications that a marketer may insert into the marketplace. This can include TV, radio, and print advertising, as well as coupons, direct mail, billboards, and online advertising. One of the less well-defined areas in promotion is the role of a human sales force. On the other hand, consumers may rather purchase the product only when sold through the support of a known salesperson. In this case, the service, perceived or real can be defined as a feature of the product.

Consumer buying decision behavior

Five stage model of the buying process

According to Kotler & Keller (2012), a buyer goes through five stages while making a decision to purchase. These stages are best explainable when a buyer goes for buying costly items, such as a house, a car, diamond jewellery etc. However, in day-to-day purchase, consumers may not go through all these stages, since some commodities do not need information, and based on buyer's previous experience they will visit a store for the purchase. These stages are (Figure 2): "problem recognition, information search, evaluation of alternatives, purchase decision, and purchase behavior" (Kotler & Keller, 2012).

Problem Recognition

Problem recognition is the first stage of consumer decision making process and it can be explained as "result of an imbalance between actual and desired needs" (Lamb et al., 2011, p. 190).

Information Search

The second stage of consumer decision making process relates to information search. Once a need is recognised by a perspective customer, he would seek for information about the available ways to satisfy the need. It is important to stress that "the extent to which the consumer needs to search for information depends on his current information levels and the perceived value of the additional information" (Pradhan, 2009, p. 123).

Evaluation of Alternatives

During the third stage of consumer decision making process perspective customers are engaged in evaluation of alternatives. In other words, during this stage "consumers consider the relative importance of each attribute of the product-service mix" (Reid & Bojanic, 2009, p. 39).

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Purchase decision

Making the purchase corresponds to the fourth stage of customer decision making process. Moreover, it has to be stated that “if the need isn’t great and the solutions the consumer finds aren’t desirable enough to motivate a purchase, the consumer may postpone the purchase until a satisfactory opportunity presents itself” (Lake, 2009, p. 29)

Postpurchase behavior

The last stage of customer decision making process involves post-purchase behavior of customers. It goes without saying that “the post-purchase phase of the decision-making process is essential for marketers to ensure that consumers are satisfied after the purchase” (Ramesh, 2008, p. 3).

Customer satisfaction

Customer satisfaction’s perception

The most straight forward definition of customer satisfaction have been provided by American marketing guru Philip Kotler “If the product matches expectation, the consumer is satisfied: if it exceeds them, the consumer is highly satisfied: if it falls short, the consumer is dissatisfied”. Customer satisfaction, or disaffection, is feeling a customer has about the extent to which their experiences with an organization have met their need (Nigel et al., 2007, p. 31).

Measuring Customer Satisfaction

Organization can understand the customer satisfaction by the number of refunded products, complaint calls and complaint emails. Organizations for better understand the elusive and ever changing perceptions can use data-gathering and analysis tools, and intelligent organization use various of tools to monitor customer satisfaction because no single tool is capable to get the whole range of information for understand customer perceptions. (Craig, 2003, p. 2)

Literature Review

Naphat Sirisumphan (2527, Abstract) studied about consumption behavior of population at municipal area of Chonburi province by studying the small delicatessen selling business found that most

of the consumers had consumption extravagant behavior as a consumption behavior for “entertainment” that was more than the necessity or being full. By the female consumers preferred buying the delicatessen as a snack and dessert for eating among the meals. And the male consumers preferred buying the delicatessen for eating as a meal. Factors affecting on consumer buying decision behavior for delicatessen such as, the convenience, the taste, the satisfaction or the dissatisfaction, the eating needs, the belief on tradition, the price, the colour and the palatability of food. The minority of population focused on the cleanness, value and quality of food.

ChariyarVirunrach (2004, Abstract). This cross-sectional survey research was designed to investigate certain factors that affect the food consumption behavior among sixth-grade students in several Bangkok Metropolitan schools. The study applied the ‘Pender Health Promotion Model 1980’ as its conceptual framework. The sampled group in this study consisted of 420 sixth-grade students who were studying in 17 Bangkok Metropolitan schools. The students were selected by using a stratified sampling method. Data, in the form of answers to self-administered questionnaires, were collected from the students who had attended their classes between February 12, 2002 and March 12, 2002. The data were analyzed statistically by using frequency distribution, percentage, means, standard deviation, Pearson’s Moment Correlation, and Chi-Square. The factors predicting the food consumption behavior were analyzed by Multiway Analysis of Variance and Multiple Classification Analysis. The result of this study showed that the food consumption behavior was correct at a moderate level (81.0%). In the period of 1-7 days of the past week that the students could recall, they consumed snacks at 69.6%, carbonated beverages at 58.1%, and instant noodles at 41.2%. It was found that the cognitive-perceptual factors (such as attitude toward health and vision on health) and modifying factors (such as gender, number of siblings, number of family members, mother’s education level and the student’s daily allowance) were correlated significantly with the food consumption behavior. Cues to action (such as perceptions of influence from friends and media) also affected the food consumption behavior significantly. From Multiple Classification Analysis, it was found that the modifying factors were the best predictor which could predict 10.0 percent of the variation in behavior. Moreover, 5.0 percent and 4.0 percent of the variation in food consumption behavior could be predicted by cognitive conceptual factors and cue to action respectively.

The result of this study suggested that, as a strategy of health education, the content in school curriculum should be developed to reflect the long-term benefits of healthy food consumption. Schools should assist in the development of the students’ cognitive-perceptual factors that affect their food

consumption behavior. Distribution of unhealthy foods should be controlled. A group of friends with proper food consumption behavior should be formed in order to serve as a model for others.

Rungruengsilp, U. (1977) studied health-promoting behaviors among 300 vocational college students from three colleges in Prachuapkhirikhan Province using Pender Health Promotion Model. She found that socio-psychological factors, modifying factors, and cues to action were significantly related to, and could predict their health-promoting behaviors. Best predictor was socio-psychological factors, explained at 28%, modifying factors at 8%, and cues to action at 8%.

Research Methodology

This research is the quantitative research metrology which is based on descriptive research and survey research by using questionnaire as a data tool. The research will focus on the factors affecting on the consumer behavior in consuming clean food at DJ Poom Menu restaurant in Bangkok.

Population:

The population will be the customers who come to DJ Poom Menu restaurant for eating clean food.

Sample Size:

The questionnaire will be distributed to 200 customers at DJ Poom Menu restaurant.

Statistics for hypothesis testing

Testing the relationship between the demographic characteristic in term of gender and behavior of spending clean food per meal, and between the Marketing Mix factors in term of product's taste and frequency of consuming clean food by using Chi-square test:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = the frequencies observed

E = the frequencies expected

\sum = the 'sum of'

Research findings:**Part 4.1: Questionnaire conclusion****Part 4.2: Hypothesis testing****Demographic information**

In this study, the majority of respondents are male (68.7%), the female are (30.8%). the majority of the respondents are 35 years (39.3%). the majority of the respondents are single (73.1%). the majority of the respondents' incomes are between 31,000 – 40,000 Baht (57.7%). the majority of the respondents are the private company employee (89.6%). the majority of the respondents' members in household are Three – four people (86.6%). the majority of the respondents' levels of education are Bachelor Degrees (72.1%).

Customer consumption behavior

The majority of the respondents came to DJ Poom restaurant for eating clean food more than 5 times per month. And the majority of the respondents spent between 201 – 300 Baht per meal.

marketing mix factors**Product:**

The average mean of product is 3.0, by first group, I like clean food because of taste (4.65); second group, I like clean food because of healthy food (4.15); third group, I like clean food because of various in food selection (3.20); fourth group, I like clean food because It is simple and quick (2.00); last group, I like clean food because of attractive packaging (1.00).

The degree of agreement is in absolutely true group, which has one group, I like the taste of clean food. The degree of agreement is in high degree group, which has one group, I like clean food because of healthy food. The degree of agreement is in moderate degree group, which has one group, I like clean food because of various in food selection. The degree of agreement is in minimal degree group, which has one group, I like clean food because it is simple and quick. The degree of agreement is in not true at all group, which has one group, I like clean food because of attractive packaging

Price:

The average mean of price is 2.5, by first group, I like clean food because of reasonable price with quality (3.66); second group, I like clean food because of good price (3.13); third group, I like clean

food because the price is similar to local food (2.00); last group, I like clean food because of various price range (1.21).

The degree of agreement is in high degree group, which has one group, I like clean food because of reasonable price with quality. The degree of agreement is in moderate degree group, which has one group, I like clean food because of good price. The degree of agreement is in minimal degree group, which has one group, I like clean food because the price is similar to local food. The degree of agreement is in not true at all group, which has one group, I like clean food because of various price range.

Place:

The average mean of place is 2.5, by first group, Atmosphere of restaurant (3.88) second group, Having enough car park (2.88) third group, Location of restaurant (2.25); last group, Having enough table (1.00).

The degree of agreement is in high degree group, which has one group, Atmosphere of restaurant. The degree of agreement is in moderate degree group, which has one group, Having enough car park. The degree of agreement is in minimal degree group, which has one group, Location of restaurant. The degree of agreement is in not true at all group, which has one group, Having enough table.

Promotion:

The average mean of promotion is 2.5, by first group, High frequency in discount promotion (3.89) second group, Often see the product advertising (2.89); third group, Free gift promotion(2.22); and last group, Member privilege (1.00).

The degree of agreement is in high degree group, which has one group, High frequency in discount promotion. The degree of agreement is in moderate degree group, which has one group, Often see the product advertising. The degree of agreement is in minimal degree group, which has one group, Free gift promotion. The degree of agreement is in not true at all group, which has one group, Member privilege.

Part 4.2: Hypothesis testing

H₁: The demographic characteristic in term of gender is not related with consumer behavior in spending clean food per meal.

Table 1:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.165 ^a	2	.001
Likelihood Ratio	15.327	2	.000
Linear-by-Linear Association	14.095	1	.000
N of Valid Cases	200		

The level of significance at .05

The result showed that the Hypothesis testing was rejected. It meant that the different genders have difference on consumer behavior in spending clean food per meal at the level of significance .05

Gender	How much do you spend on your meal			Total
	101-200 Baht	201-300 Baht	More than 300 Baht	
Male	27 (50.0%)	105 (75.0%)	6 (100.0%)	138 (69.0%)
Female	27 (50.0%)	35 (25.0%)	0 (0.0%)	62 (31.0%)
Total	54 (100.0%)	140 (100.0%)	6 (100.0%)	200 (100.0%)

H₂: The Marketing Mix factor in term of product’s taste is not related with consumer frequency behavior in consuming clean food.

Table 2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.312 ^a	4	.010
Likelihood Ratio	19.588	4	.001
Linear-by-Linear Association	.945	1	.331
N of Valid Cases	200		

The level of significance = .05

The result showed that the Hypothesis testing was rejected. It meant that the Marketing Mix factor on product's taste had relationship with consumer frequency behavior in consuming clean food at the level of significance .05

I like to eat clean food because of taste	How often do you consume clean food			Total
	Once a week	A few times per week	More than 5 times per month	
Neither agree nor disagree	0 (0.0%)	20 (14.1%)	0 (0.0%)	20 (10.0%)
Agree	0 (0.0%)	18 (12.7%)	12 (24.0%)	30 (15.0%)
Strongly agree	8 (100.0%)	104 (73.2%)	38 (76.0%)	150 (75.0%)
Total	8 (100.0%)	142 (100.0%)	50 (100.0%)	200 (100.0%)

Results of hypothesis testing.

H₁: The demographic characteristic in term of gender is not related with consumer behavior in spending clean food per meal.

The result showed that the Hypothesis testing was rejected, so the demographic characteristic in term of gender is related with consumer behavior in spending clean food per meal at DJ Poom Menu Restaurant at the level of significance .05

It meant that the different genders have difference on consumer behavior in spending clean food per meal at DJ Poom Menu Restaurant.

H₂: The Marketing Mix factor in term of product's taste is not related with consumer frequency behavior in consuming clean food.

The result showed that the Hypothesis testing was rejected, so the Marketing Mix factor on product's taste is related with consumer frequency behavior in consuming clean food at DJ Poom Menu Restaurant at the level of significance .05

I meant that if the product's taste is a good taste, the consumers will frequently come to eat clean food at DJPoom Menu Restaurant.

Conclusion and Recommendation

DJ Poom Menus are 'clean eating' menus that can help control your weight, tastes good and can be enjoyed every day. DJ Poom menus are made fresh with high quality ingredients, contain no oils, no preservatives and no MSG (Monosodium Glutamate) so you can enjoy eating delicious food without

having to worry about gaining weight ever again. DJ Poom Menu Restaurant has been popular since it was opened.

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DJ Poom Menu Restaurant should go on keeping the product's taste standard for maintaining the loyalty of consumer base, and keeping the product's freshness for maintaining the leanness of ingredients. DJ Poom Menu Restaurant should focus on Research and Development for the restaurant's products in order to make products differentiate and meet the consumer's needs and wants. DJ Poom Menu Restaurant should create more menus and tastes for meeting each target market of consumers' needs and wants.

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