

THE IMPACT OF MARKETING MIX, SERVICE QUALITY, AND LIFESTYLE TOWARDS CUSTOMERS' SATISFACTION FOR CHINESE RESTAURANT IN BANGKOK

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Abstract

This study aimed to explore the impact of the marketing mix, service quality and lifestyle on customer satisfaction for Chinese restaurants in Bangkok. A sample size was 401 people live in Bangkok, and data was collected via Google Forms. The survey included multiple - choice, closed - ended, and 5 - point Likert scale questions. Multiple - choice questions offered pre - set options, closed - ended questions elicited focused answers, and the Likert scale let respondents rate their agreement levels. For statistical analysis, frequency and percentage calculations were used to summarize response distributions. The mean and standard deviation measured central tendency and data spread. Multiple regression analysis determined the relationships between independent variables (marketing mix, service quality, lifestyle) and the dependent variable (customer satisfaction for Chinese restaurants in Bangkok). The results showed that marketing mix, service quality, and lifestyle have positive impact of customer satisfaction for Chinese restaurants in Bangkok at the statistical significant level of 0.05.

Keywords: Marketing Mix, Service Quality, Lifestyle, Customer Satisfaction

Introduction

In the 1980s, Thailand won the "World's Best Tourist Destination" award. Since the 21st century, it has been a key Asian tourist destination and now a major global one, with great potential due to economic growth. However, the pandemic hit its tourism industry hard in 2020. By 2023, the Thai restaurant industry was slowly recovering (Mordor Intelligence, 2022).

Data shows Thailand is the second most popular tourist destination globally, with Bangkok being the top city. The Thai restaurant sector is significant, with 385,000 registered enterprises, providing 1.16 million jobs. In 2023, its output value was about 425 billion baht, with 4.5% annual growth (Mordor Intelligence, 2022).

Restaurants in Bangkok face challenges in maintaining profitability. Operators need to study market changes like the marketing mix, service quality, and cross - culture marketing to boost customer satisfaction. The marketing mix has evolved to 7Ps. Customer satisfaction management aims for mutual benefits.

Chinese restaurants in Bangkok target Chinese tourists, other foreign tourists, and local residents. The 4C marketing theory emphasizes customer - centricity. Customer satisfaction is closely linked to the marketing mix. Service quality, covering aspects like staff politeness and food taste, is crucial for customer satisfaction.

Customers from different cultures have different service expectations. Lifestyle, including dietary and consumption habits, also impacts customer satisfaction. More Chinese food and branded restaurants are thriving in Thailand, influencing the local lifestyle.

This study aims to explore the impact of the marketing mix, service quality, and lifestyle on customer satisfaction of Chinese restaurants in Bangkok. It will analyze these factors from multiple fields, as Thailand's tourism and Bangkok's Chinese restaurants need development in the post - pandemic era.

Research Objectives

1. To study on the Impact of Marketing Mix (Product, Price, Place, Promotion, People, Physical Evidence, and Process) on Customer Satisfaction for Chinese Restaurants.
2. To study the impact Service Quality factor (Tangibility, Reliability, Responsiveness, Assurance, and Empathy) on Customer Satisfaction for Chinese Restaurants.
3. To study the impact of Lifestyle factor (Activities, Interests, and Opinions) on Customer Satisfaction for Chinese Restaurants.

Scope of the Research

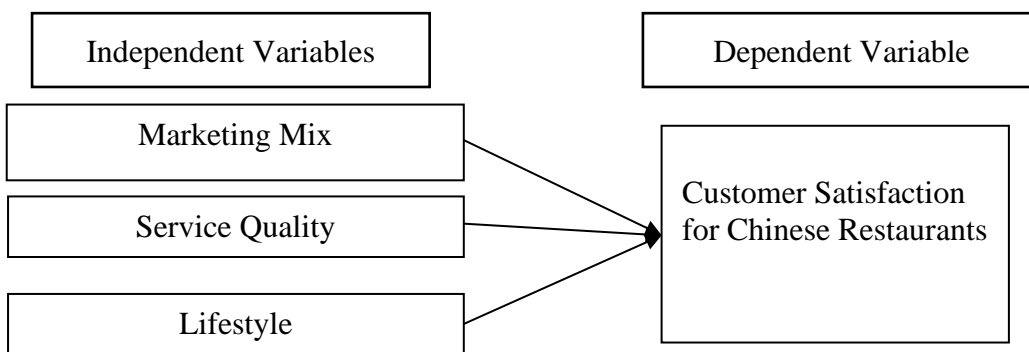


Figure 1: Conceptual Framework

Hypotheses

- H₁: Marketing Mix influences on Customer Satisfaction for Chinese Restaurants.
- H₂: Service Quality influences on Customer Satisfaction for Chinese Restaurants.
- H₃: Lifestyle influences on Customer Satisfaction for Chinese Restaurants.

Literature Review

Customer Satisfaction:

The Customer Citation Index (CSI) model was presented by Fornell et al. (1996) and Donald S. Cook who is professor emeritus of business administration at the University of Michigan and chair of the CFI Committee (Saferman, Leah). CSI is defined as a comprehensive assessment of the consumer experience of a product or service in the customer's mind.

Marketing Mix:

Boom and Bitner (1981) said marketing management is about the marketing mix concept. The marketing mix isn't a management theory from scientific analysis. Instead, it's a framework of ideas. It focuses on key decisions that help marketing managers shape demand to meet customer needs. This tool is used for making long - term strategies and short - term plans (Palmer, 2004). Boom and Bitner (1981) listed 7 elements of the marketing mix.

Service Quality:

Customer satisfaction is key to a company's ongoing success. It happens when a company's service or product delivery goes beyond what customers expect (Asa, et al., 2021; Asa, et al., 2014; Zeithaml et al., 1996). For this reason, companies must offer top - notch

services to maximize customer satisfaction. Satisfied customers often turn into important ambassadors and informal sales reps for the firm. Through word - of - mouth and positive reviews, they can strongly influence potential customers, playing a key role in the company's growth and reputation. By exceeding customer expectations, companies can boost satisfaction, foster loyalty, and drive business expansion (Fida et al., 2020; Gupta and Dev, 2012). Has a long history of service quality from the 1980s. It was stirred by the ideologies of Churchill and Surprenant (1982), Kano et al. (1984) and Parasuraman et al. (1988) on customer satisfaction theory. In 1988, three prominent American marketing experts, Parasuraman, Zeithaml, and Berry, expanded the concept of quality service. They did so by categorizing it into five crucial metrics for quality service, which included the dimensions of tangibility, reliability, responsiveness, assurance, and empathy. Through this effort, they developed the SERVQUAL model. This model has since become an important tool in the field of marketing, providing a framework for businesses to assess and improve their service quality, and helping to shape the way companies approach customer service (Parasuraman et al., 1988).

Lifestyle:

Lifestyle is "life design" based on personal needs, values, personality, and living environment. It can mean a person's Activity, Interest, and Opinions. Lifestyle can affect a customer's buying intention (Keller, 2003). Lifestyle can serve as a segmentation tool. Consumers are grouped according to their lifestyle traits. Each group has its own distinct features (Kamakura. et al., 1995).

Research Methodology

Population Scope:

The population of the study was customers residing in Bangkok, Thailand who visited Chinese restaurants in Bangkok, so the data collection for this study was based on convenient sampling method. Given the unmeasurable size of the population, the sample size was determined using Yamane's (1967) table as a reference. Based on the table, with a population exceeding 100,000, a sample of 400 was recommended, with a precision level of $\pm 5\%$. Accordingly, 400 samples were collected for this study. Data collection was done through Google Forms.

Variable Scope:

Independent Variables: Marketing Mix, Service Quality, Lifestyle.

Dependent Variable: Customer Satisfaction

Research Steps

The study began by collecting secondary information from reports, internet sources and previous studies related to the topic. After compiling and reviewing the information, a research questionnaire was developed. The questionnaire consisted of three key influencing factors - marketing mix, service quality, and lifestyle - that affect customer satisfaction with Chinese restaurants in Bangkok. Cronbach's alpha coefficient was used to assess the internal consistency and stability of the questionnaire structure. The obtained Alpha coefficient was found to be .953 after reliability testing on a sample group consisting of 40 individuals. The questionnaire was administered in both English and Thai languages which have been translated by the expert. The questionnaires were distributed both offline (Siam area (Located on Phayathai Road and Rama I Road in Bangkok, the capital of Thailand), Chinatown(Located in the western part of Bangkok, the capital of Thailand, Bangkok's Chinatown is composed of three main streets, Sampin Street, Yaowarat Road, Shiryongjun Road and their branches, and was born at the same time as Bangkok City, and has a history of nearly 200 years.) and online (Line(A chat app with rich features and a huge user base), Facebook(In the social media space,

Facebook is extremely popular, with Bangkok among the top three cities for its ad audience with 13 million user accounts).

Data Collection

As the previous data was collected through an online questionnaire. The decision to use an online questionnaire was based on cost-effectiveness, efficiency and the fact that respondents had no time constraints in completing the survey.

Data Analysis

The followings are the statistical tools used for data analysis:

Descriptive Statistics: Descriptive statistics were employed to analyze the general data of the respondents. This encompassed details such as age, gender, education level, and other relevant aspects. Descriptive statistics serve to analyze and summarize the characteristics and observations within the data set. The findings are then presented in the form of percentages, enabling a clear and straightforward understanding of the distribution and prevalence of different variables among the respondents.

Inferential Statistics: This analytical approach is employed to extrapolate the significance of the data and explore the relationships between variables. Multiple Regression Analysis was utilized in this study to examine the hypotheses and investigate the associations between the independent variables (marketing mix, service quality and lifestyle) and the dependent variable (customers' satisfaction).

Research Results

This part shows research findings from data analyzed using statistical software. 401 responses were collected and analyzed for hypothesis testing.

General Data:

The participants in this study were nearly evenly split between genders are 48.6% (195) male, and 51.4% (206) are female. Most participants are age at 21-3- years old, married, and with the high school or under high school degree. The monthly income of participants are 20,000-40,000 Baht, most of they are private employees. Most participants eat Chinese food 3-6 time per month, spend more than 1500 Baht for per meal (per person), and the reason for choose eat Chinese food is novelty and innovation.

Mean and Standard Deviation of Variables:

The result showed that the respondents moderately agree with the variable marketing mix, Mean=3.13, SD=1.213.

The result showed that the respondents moderately agree with the variable service quality, Mean=3.35, SD=1.176.

The result showed that the respondents moderately agree with the variable lifestyle, Mean=3.31, SD=1.484.

The result showed that the majority of respondents moderately agree with the variable consumer satisfaction, Mean=3.32, SD=1.154.

Data Analysis:

R-value is .560, and the range of values is -1 to 1, the closer to 1 the stronger the explaining power of the model. It also revealed an R square value of .314, indicating that the three independent variables can account for 31.4% of the variability in the dependent variable.

Table 1: Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.142	.167		6.851	<.001
Marketing Mix	.152	.048	.162	3.183	.002
Service Quality	.273	.049	.278	5.564	<.001
Lifestyle	.233	.048	.246	4.836	<.001

a. Dependent Variable: Customer satisfaction.

The coefficient between marketing mix and customer satisfaction is (Beta = 0.152). This shows that a higher marketing mix level leads to higher customer satisfaction. The significance value is < 0.001 (less than 0.05).

The coefficient between the service quality and customer satisfaction is (Beta=.273). It means that shows that a higher of lifestyle, the customer satisfaction level will be higher as well. The value of significant is .002 which is less than 0.5.

The coefficient between the lifestyle and customer satisfaction is (Beta=.233). It means that if the number of lifestyle is rise, the customer purchasing decision level will rise as well. The value of significant is also <0.001 which is less than 0.5.

According to the results of the above coefficients, the following regression equation can be derived:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3$$

Where: y = Customer Satisfaction

a = Constant

b = Coefficients

x₁ = Marketing Mix

x₂ = Service Quality

x₃ = Lifestyle

Customer Satisfaction = 1.142 + .152 Marketing Mix + .273 Service Quality + .233 Lifestyle

Discussion

H₁: Marketing Mix influences on Customer Satisfaction for Chinese Restaurants.

The results of this study is similar to the theory proposed Boom and Bitner (1981). Boom and Bitner (1981) add three "service-oriented Ps" to the traditional 4Ps marketing mix theory, namely: People, Process, and Physical Evidence. Marketing management adopts the marketing mix concept. It's not a science - based management theory, but a framework for key marketing decisions. It helps managers shape demand, meet customer needs, and create long - and short - term plans (Palmer, 2004). The present study aimed to understand the impact of these factors on customer satisfaction for Chinese restaurants in Bangkok, Thailand. The results indicate that all seven factors of the marketing mix have an effect. The correlation coefficient between marketing mix and customer satisfaction is .421 which means that for every one-unit change in marketing mix, customers' satisfaction improves by 42.1 percent. In this study, the participants generally showed a moderate level of agreement that the marketing mix had an impact on their satisfaction with Chinese restaurants. This finding is in line with that of Boom and Bitner (1981). Compared to their study whose sample size is relatively small, this research paper has a more diverse sample, covering consumers of different ages, genders, occupations,

and income levels. This provides a broader and more comprehensive perspective. Meanwhile, previous research results have shown that there is no significant impact on marketing customer satisfaction in the sub variables of price, process, and promotion. However, this study shows that all seven sub variables have a significant impact on customer satisfaction. Overall, this study not only validated Wardani et al. (2024). The research results on the impact of marketing mix on customer satisfaction also reveal the satisfaction of modern consumers with Chinese restaurant services in Bangkok from a more comprehensive and diverse perspective.

H₂: Service Quality influences on Customer Satisfaction for Chinese Restaurants.

The results of this study is similar to the theory proposed Parasuraman et al., 1988. In 1988, three prominent American marketing experts, Parasuraman, Zeithaml, and Berry, expanded the concept of quality service. They did so by categorizing it into five crucial metrics for quality service, which included the dimensions of tangibility, reliability, responsiveness, assurance, and empathy. Through this effort, they developed the SERVQUAL model. This model has since become an important tool in the field of marketing, providing a framework for businesses to assess and improve their service quality, and helping to shape the way companies approach customer service (Parasuraman et al., 1988). The present study aimed to understand the impact of service quality on customer satisfaction for Chinese restaurants in Bangkok, Thailand. The results indicate that all five factors of the service quality have an effect. As shown in this paper, the correlation coefficient between service quality and customer satisfaction is .474 which means that for every one-unit change in marketing mix, customers' satisfaction improves by 47.4 percent. In this study, the participants generally showed a moderate agree that the service quality had an impact customer satisfaction with Chinese restaurants. This finding is in line with that of Parasuraman et al., (1988). Compared Ali et al. (2021) study with a relatively small - sized sample, the sample in this research paper is highly diverse. It incorporates consumers of various ages, genders, occupations, and income levels, providing a broader and more thorough perspective. Their study showed that four service - quality dimensions (empathy, responsiveness, assurance, and tangible) positively relate to customer satisfaction. Contrarily, reliability has a negative link. But in this study, all these dimensions (empathy, responsiveness, assurance, reliability, and tangible) are positively related to customer satisfaction.

H₃: Lifestyle influences on Customer Satisfaction in Chinese Restaurants.

The results of this study is similar to the theory proposed Kamakura. et al., (1995). The theory suggests that the meaning of 'lifestyle' refers to a person's demographic characteristics such as activities, attitudes, interests and opinions. Therefore, lifestyle segmentation combined with tailored interviews is an effective way to gain insights into consumer behavior and develop marketing strategies regarding consumer purchase decisions. This paper follows the AIO theoretical framework to design a questionnaire from these Activities, Interest, and Opinion dimensions. It aims to understand the impact of these factors on the online clothing market in Bangkok, Thailand. The results show that all 3 factors affect lifestyle. The present study aimed to understand the impact of lifestyle on customer satisfaction for Chinese restaurants in Bangkok, Thailand. The results indicate that all three factors of the lifestyle have an effect. While this paper, the correlation coefficient between service quality and customer satisfaction is .462 which means that for every one-unit change in marketing mix, customers' satisfaction improves by 46.2 percent. In this study, the participants generally showed a moderate agree that the lifestyle had an impact customer satisfaction with Chinese restaurants. This finding is in line with that of Kamakura. et al., (1995). Compare with Eka Dewi Setia Tarigan et al. (2020) that had a small sample size, the sample of this research paper is much more diversified. It covers consumers across different ages, genders, occupations, and income levels, which gives

a more extensive and comprehensive outlook.

Recommendations

Recommendations for the application of research results

Based on the study, Chinese restaurant owners in Bangkok should recognize how marketing mix, service quality, and lifestyle influence customer satisfaction. In the marketing mix, they should ensure fresh ingredients, offer value - for - money prices, open in accessible locations with delivery options, promote Chinese culture and special offers via social media, hire multilingual staff, create an appealing cultural dining space, and standardize service while valuing feedback. Regarding service quality, they need to design simple menus with clean Chinese - style tableware, maintain consistent service and dish taste, promptly address customer needs, ensure staff competence and a clean environment, and provide personalized service. In terms of lifestyle, restaurants can participate in mall events, encourage local bloggers to share Chinese food experiences, and guide customers to leave and showcase positive reviews. By understanding and enhancing these aspects, more customers can be attracted to Chinese restaurants in Bangkok.

Recommendations for future research

1. This study used convenience sampling, which may affect result accuracy. Future research should use more precise sampling methods to boost reliability and validity.
2. This study focusing at Bangkok market. For the future research scope can be expanded to include other populations and different populations in different regions of Thailand or other countries.

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