

Service Marketing Factors Affecting Consumer Decision Making Behavior of Service Usage for Thai Restaurants in Phnom Penh City, Cambodia

ปัจจัยการตลาดบริการที่ส่งผลต่อพฤติกรรมการตัดสินใจใช้บริการร้านอาหารไทยในกรุงพนมเปญ ประเทศกัมพูชา

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Abstract

The objectives are 1) to analyze personal factors, service marketing factors (7Ps), and decision making behavior, 2) to analyze different personal factors on decision making behavior, and 3) to analyze the effects of service marketing factors (7Ps) on decision making behavior. This quantitative research used a multi-step sampling method to obtain 400 samples in Chamkarmon district of Cambodia, and to analyze the acquired data, used statistics such as frequency, percentage, mean, standard deviation, t-test and f-test, post hoc test, and stepwise multiple regression. The findings revealed that 1) personal factors of occupation had a significant difference at 0.05 level while gender, age, marital status, and income had no different, and 2) product, promotion, and physical evidence affected the consumer decision making behavior at the 0.05 significance level.

Keywords: *Personal Factors, Consumer Decision Making Behavior, Service Marketing Factors (7Ps)*

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์ (1) เพื่อศึกษาปัจจัยส่วนบุคคล ปัจจัยด้านการตลาดบริการ และพฤติกรรมการตัดสินใจใช้บริการของผู้บริโภค (2) เพื่อวิเคราะห์ความสัมพันธ์ระหว่างปัจจัยส่วนบุคคลและพฤติกรรมการตัดสินใจใช้บริการของผู้บริโภค และ (3) เพื่อวิเคราะห์ปัจจัยทางการตลาดบริการ ที่ส่งผลต่อพฤติกรรมการตัดสินใจใช้บริการของผู้บริโภค การวิจัยครั้งนี้เป็นการวิจัยเชิงสำรวจเชิงปริมาณกับกลุ่มตัวอย่างจำนวน 400 คน ในเขตจัมปาสาร์ ประเทศกัมพูชา โดยใช้วิธีการสุ่มตัวอย่างแบบหลายขั้นตอนและวิเคราะห์ข้อมูลโดยใช้สถิติเชิงพรรณนา เช่น ค่าความถี่ ร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน และใช้สถิติทดสอบทีแบบกลุ่มตัวอย่างเป็นอิสระต่อกัน สถิติทดสอบเอฟ และการวิเคราะห์การถดถอยพหุคูณ ผลการวิจัยพบว่า (1) ปัจจัยส่วนบุคคลด้านเพศ อายุ สถานภาพสมรส และรายได้มีผลต่อพฤติกรรมการตัดสินใจใช้บริการไม่แตกต่างกัน และปัจจัยส่วนบุคคลด้านอาชีพที่แตกต่างกันมีผลต่อพฤติกรรมการตัดสินใจใช้บริการที่แตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (2) ปัจจัยด้านการตลาดบริการ ได้แก่ ด้านผลิตภัณฑ์ การส่งเสริมการตลาด และสิ่งแวดล้อมทางกายภาพส่งผลต่อพฤติกรรมการตัดสินใจใช้บริการของร้านอาหารไทยในกรุงพนมเปญ ประเทศกัมพูชาอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

คำสำคัญ: ปัจจัยส่วนบุคคล พฤติกรรมการตัดสินใจของผู้บริโภค ปัจจัยการตลาดบริการ

Introduction

There is a rise in the middle class population and GDP per capital in Phnom Penh which led to the growth of restaurant industry, and it was affecting consumer's purchasing power on food and beverage industry. The youngsters particularly play a vital role as a major consumers for trendy restaurants such as fast food chains, cafes, and etc., since they want to try something different (Seiha, 2014). According to a survey, there are 566 registered restaurants in Phnom Penh which included 209 of Asian food, 39 of American food, 14 bakeries, and other types. There are 40 Thai restaurants across Cambodia, with 20 of them located in Phnom Penh (Yambunjong, Nitayanont, & Ratasuk, 2017).

According to the current scenario, there is a good chance for the Thai entrepreneurs to enjoy growth and development for Thai restaurants in Cambodia as the purchasing power is increasing along with the help of Thai government policies to promote Thai restaurants worldwide (Arunmas, 2018). To run Thai restaurants worldwide, starting at ASEAN countries will give entrepreneurs more opportunity because ASEAN Economic Community (AEC) goal is to allow the free movement of goods, skilled labors, services, and investment, especially in

CLMV countries such as Cambodia, Laos, Myanmar, and Vietnam (Association of Southeast Asian Nations, 2008).

Moreover, the food and beverage industry is one of the factors that promotes the economic growth in Cambodia, and it has created jobs for over 15,000 people in the country, with expenditures for food of \$ 744 million at Phnom Penh in 2017 (AEC Business Support Center, 2015). The Cambodian government also gave a special support for Thai entrepreneurs by expanding double value of Thai direct investment in 2020 with 15 billion of bilateral trade for both countries, and as foreign investors, they can hold a 100 percent stakeholder, and send profits back to their country without any limit (Srimalee, 2018).

To start the restaurant business in Cambodia, understanding service marketing factors (7Ps) and decision making behavior will be essential for marketing strategy. Kotler (2003) defined marketing as a kind of planning and implementation process that used price, promotion, and distribution to create the exchange to respond to the needs of individuals and meet organizational objectives. Marketing factors are a fundamental concept associated with marketing processes as a set of marketing tools that a firm

decides to use to achieve its marketing objective in the target markets.

In the study of Run (2017)'s regarding customer satisfaction on KFC company in Cambodia, three main factors were found to promote consumers to buy KFC food: they are quality of food, price, and variety of food selection. A case study of Laos and Cambodia showed that overall images of Thai cuisine and Thai restaurants were quite good in ASEAN market (Yambunjong & Gulasirima, n.d.). So, Thai entrepreneur can get as much as business opportunity as restaurant market is still in needs in Cambodia. However, there has not yet been any study about the effects of service marketing factors (7Ps) on decision making behavior of service usage of Thai restaurants in Phnom Penh, Cambodia. Therefore, the researchers hope that this academic paper can provide useful information for entrepreneurs as well as further study.

Objectives of the research

1. To explore personal factors, service marketing factors (7Ps), and consumer decision making behavior of service usage for Thai restaurants in Cambodia

2. To analyze the difference between personal factors and the decision making behavior of service usage for Thai restaurants in Phnom Penh city, Cambodia

3. To analyze the effects of service marketing factors (7Ps) on consumer decision making behavior of service usage for Thai restaurants in Phnom Penh, Cambodia

Research hypothesis

H_1 : There will be significant difference in the level of decision making behavior of service usage for Thai restaurants in Phnom Penh, Cambodia among different personal factors.

H_2 : Service marketing factors (7Ps) factors have affected consumer decision making behavior

of service usage for Thai restaurants in Phnom Penh, Cambodia.

Review of related literature

According to Schiffman and Kanuk (2007), demography helps to locate a target market, whereas psychological and socio-cultural characteristics help to describe how its members thought and felt. Moreover, it has received wide acceptance in quantification and consumer classification, and the information referred to age, gender, education, occupation, income, religion, and race (Schiffman & Wisenblit, 2015). Senarith (2019) studied service marketing and service image of restaurants and beverages at Don Mueang international airport and indicated that gender, age, status, occupation, and income had related to consumer buying behavior. So, in this study, the researchers used 1) gender, 2) age, 3) marital status, 4) occupation, and 5) monthly income to be the personal factors of consumers in Cambodia.

Marketing mix (4Ps) was first devised by McCarthy (1978) which is fundamental to buying or stimulating the market, emphasizing value, and to do market segmentation. Later, Booms, and Bitner (1981) further developed 4Ps into 7Ps model with three additional Ps: People, Process, and Physical evidence for service industries. Referring to various research, the finding showed different effects of 7Ps on buying decision. In the study of Chhun and Nongbunnak (2018)'s with 100 respondents, factors affecting customer satisfaction with fast food in Cambodia were found to be product, people, and physical evidence. Moreover, the factors affecting consumer purchasing behavior on food of Thai tourists in Amphawwa floating market, Samut Songkhram province (Niamruksa, 2015) were all marketing mix factors that had a relationship with frequency of consumption, period of time, accompanying person, and decision maker.

Moreover, it was found in Manaves (2019)'s study that the factors affecting consumer's behavior on Thai north-eastern food restaurant in Bangkok consisted of six factors, excluding process. Likewise, the factors affecting consumer decision on Fuji restaurant in Amphoe Si Racha, Changwat Chon Buri (Sripinij, 2010) included five factors, excluding process and product, while factors significantly affecting consumers' purchase decisions of street food in Bangkok (Xu, 2019) were price, place, and physical evidence. Therefore, to analyze the significant factors for Thai restaurants' marketing strategy in Cambodia, the 7Ps will be used in this research: 1) product, 2) promotion, 3) price, 4) place, 5) people, 6) process, and 7) physical evidence.

The buyer decision process is a series of steps in making decision to buy products and services, which consists of five stages: 1) need recognition, 2) information search, 3) evaluation of alternatives, 4) purchase decision, and 5) post-purchase behavior (Kotler, Armstrong, Ang, Tan, Yau, & Leong, 2017). According to Kotler and Keller (2016), the output of all the questions of whether to buy is about purchase decision, which is about product choice, brand choice, dealer choice, purchase amount, purchase timing, and payment method. According to Cambodia investment guide of Kasikornbank (2018), the Cambodia's consumer behaviors are of similar taste to Thai food (sweeter), and concern about food safety and hygiene, with the culture of big family and social circle meal.

Anyways, about decision making behavior, there are studies that showed different findings; for example, in the study of Jaidee (2010)'s, factors affecting decision making to choose service of food shops in Surat Tani province were composed of family member, the purchase timing, and purchase amount. Likewise, the components of the street food consumption attitude towards the decision

making behavior of street food shop around Phra Pathom Chedi of Silpakorn University students (Juiam & Towichaikun, 2020) were purchase timing, type of food, and the purchase amount. Therefore, to analyze consumer decision making behavior in this research, three following factors will be used: 1) the restaurants' outlets, 2) purchasing amount, and 3) time for using service.

Methodology

This research used survey research and quantitative research to inquire the opinions of the consumers who used to receive services at Thai restaurants at least one year from five sangkats (commune) in Chamkarmon district in Phnom Penh city, Cambodia.

Instruments components and test of validity and reliability

The items to measure the Independent variable (service marketing (7Ps) factors) and the dependent variable (consumer decision making behavior) were invented using the interval scale with a 5-level approximation scale model of Likert (1967), except personal factor that used a nominal scale and an ordinal scale of multiple choices (single select).

To evaluate the content validity and reliability of research instrument, the three different experts were asked to check the Item Objective of Congruence Index (IOC) of the instrument, and yielded the IOC value from 0.6-1.00 (Revinelli & Hambleton, 1977). The reliability of the questionnaire was analyzed by using Cronbach (1990) alpha formula (with acceptable value more than or equal to 0.8). The Cronbach alpha of the whole set of questionnaire was 0.921, that of service marketing (7Ps) factors was 0.912, and that of decision making behavior was 0.820.

Sampling Method

The sampling method was the probability sampling in the techniques of multi-stage sampling. The stratified sampling was firstly used to divide the significantly economic growth districts in Phnom Penh, and the researchers chose the Chamkarmon district where most of the Thai restaurants in Phnom Penh were located. Later, the researchers used the simple random sampling by choosing 80 samples of five Sangkat (commune) in Chamkarmon district. Finally, a systematic sampling was used, whereby every other two persons were randomly selected. The specified sample size formula of Cochran (1977) at 0.95 confidence level was employed, and that yielded the total of 384.16 samples. The researchers increased the sample size to 400 samples.

Data collection

The data were collected on November 16-22, 2020. The primary data source was obtained by using survey research with questionnaire to collect data from 400 respondents who used to have experiences of using Thai restaurants service, and live in Tonle Bassak commune, Boeung Trabaek commune, Phsar Daeum Thkov commune, Tuol Tompoung I commune, and Tuol Tompong II commune of Chamkarmon district.

Data analysis

Statistics for data analysis were frequency, percentage, mean (\bar{X}), standard deviation (S.D.), t-test and f-test, post-hoc, and Stepwise multiple regression.

Conceptual framework

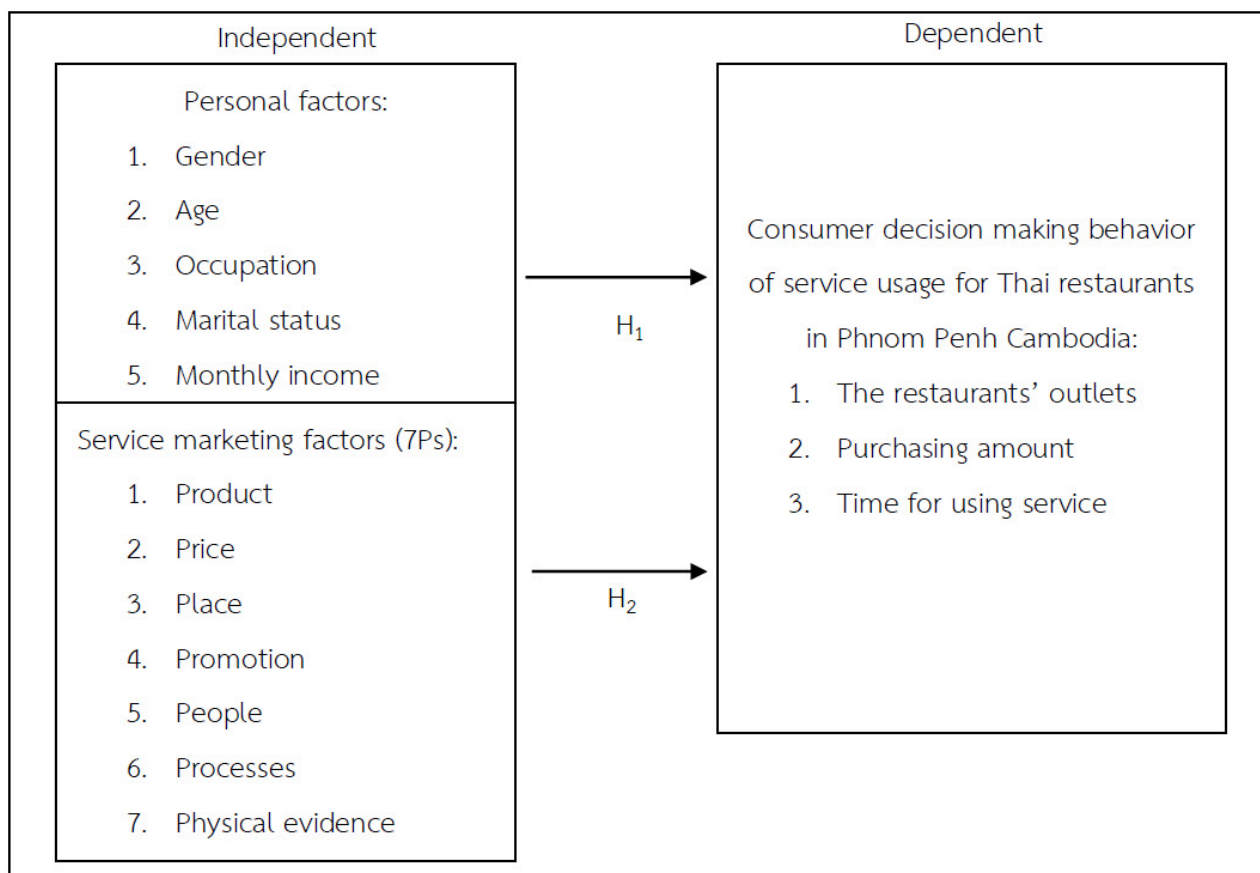


Figure 1 Conceptual framework of the research

Research findings

Part 1 Result of personal factors, service marketing factors, and decision making behavior

Table 1 Respondents' information

Variables	Respondents (n = 400)	Number	Percentage
Gender	Male	169	42.30
	Female	231	57.70
Age	Under or equal to 20 years old	188	47.00
	21 to 30 years old	151	37.80
	31 to 60 years old up	61	15.20
Marital status	Single	331	82.80
	Married (including windowed/ divorced)	69	17.20
Occupation	Student	208	52.00
	Government employee/state enterprise officer	64	16.00
	Self-employed and others	49	12.20
	Private company employee	79	19.80
Monthly income (1 USD = 4,000 Riels)	Less than or equal to USD 250	257	64.20
	USD 251 to 500	97	24.30
	USD 501 to 1,001 up	46	11.50
Total		400	100.00

From Table 1, about half of the samples were female (231 people or 57.70%), with age under or equal to 20 years old (188 people or 47.00%), single

status (331 people or 82.80%), being students (208 people or 52.00%), and having monthly income less than or equal to USD 250 (257 people or 64.20%).

Table 2 Mean (\bar{X}) and Standard Deviation (S.D.) of service marketing factors

Service Marketing (7Ps) factors	\bar{X}	S.D.	Significance
Product	4.10	0.537	Very Important
Price	3.86	0.679	Very Important
Place/ Time	3.53	0.748	Very Important
Promotion	3.41	0.787	Important
People	4.18	0.665	Very Important
Processes	3.91	0.696	Very Important
Physical evidence	3.90	0.643	Very Important
Total	3.84	0.537	Very Important

From Table 2, all of the service marketing factors (7Ps) was rated as very important ($\bar{X} = 3.84$, S.D. = 0.537) in which six of them were rated as very important in the following order: people ($\bar{X} = 4.18$, S.D. = 0.665), product ($\bar{X} = 4.10$, S.D. = 0.537),

processes ($\bar{X} = 3.91$, S.D. = 0.696), physical evidence ($\bar{X} = 3.90$, S.D. = 0.643), price ($\bar{X} = 3.86$, S.D. = 0.679), and place/time ($\bar{X} = 3.53$, S.D. = 0.748), Only promotion was rated as important ($\bar{X} = 3.41$, S.D. = 0.787).

Table 3 Mean (\bar{X}) and Standard Deviation (S.D.) of decision making behavior

Consumer decision making behavior	\bar{X}	S.D.	Significance
The restaurants' outlets	3.80	0.599	Agree
Purchasing amount	3.73	0.616	Agree
Time for using service	3.58	0.725	Agree
Total	3.70	0.528	Agree

From Table 3, the consumer decision making behavior was rated in the agree level ($\bar{X} = 3.70$, S.D. = 0.528) with all three components were rated in the following order: the restaurants' outlets

($\bar{X} = 3.80$, S.D. = 0.599), purchasing amount ($\bar{X} = 3.73$, S.D. = 0.616), and time for using service ($\bar{X} = 3.58$, S.D. = 0.725).

Part 2 Results of hypothesis testing

Result of hypothesis 1

Table 4 Relationship between gender and level of decision making behavior

Gender	Amount	\bar{X}	S.D.	t-test	p-value
Male	169	3.74	0.557	1.354	0.250
Female	231	3.67	0.505		
Total	400				

*Significance $\alpha = 0.05$

From Table 4, gender yielded no significant difference in the level of decision making behavior

of service usage for Thai restaurants in Phnom Penh, Cambodia at non-significance value of 0.250.

Table 5 Relationship between age and level of decision making behavior

Age	Amount	\bar{X}	S.D.	F	p-value
Under or equal to 20 years old	188	3.75	0.516	1.254	0.286
21 to 30 years old	151	3.67	0.548		
31 to 60 years old up	61	3.64	0.513		
Total	400	3.70	0.528		

*Significance $\alpha = 0.05$

From Table 5, age yielded no significant difference in the level of decision making behavior

of service usage for Thai restaurants in Phnom Penh, Cambodia at non-significance value of 0.286.

Table 6 Relationship between marital status and level of decision making behavior

Marital status	Amount	\bar{X}	S.D.	t-test	p-value
Single	331	3.73	0.536	2.246	0.631
Married (widow/divorced included)	69	3.57	0.472		
Total	400				

*Significance $\alpha = 0.05$

From Table 6, marital status yielded no significant difference in the level of decision making

behavior of service usage for Thai restaurants in Phnom Penh at non-significance value of 0.631.

Table 7 Relationship between occupation and level of decision making behavior

Occupation	Amount	\bar{X}	S.D.	F	p-value
Student	208	3.76	0.537	2.958	0.032
Government employee / state enterprise officer	64	3.59	0.546		
Self-employed and others	49	3.74	0.421		
Private company employee	79	3.60	0.530		
Total	400	3.70	0.528		

*Significance $\alpha = 0.05$

Table 8 Post hoc range tests to determine means difference (LSD) of occupation

Variables	Student	Government employee / state enterprise officer	Self-employed and others	Private company employee
Student	-	0.172*	0.021	0.161*
Government employee / state enterprise officer	-0.172*	-	-0.152	-0.011
Self-employed and others	-0.021	0.152	-	0.140
Private company employee	-0.161*	0.011	-0.140	-

*Significance $\alpha = 0.05$

From Tables 7 and 8, occupation exerted a significant difference in the level of decision making behavior of service usage for Thai restaurants in Phnom Penh, Cambodia at significance value of 0.032. When testing the pair-wise differences with

LSD statistics, the differences in decision making behavior were found between students and government employee/state enterprise officers, and between students and private company employees.

Table 9 Relationship between monthly income and level of decision making behavior

Monthly income	Amount	\bar{X}	S.D.	F	p-value
Less than or equal to USD 250	257	3.73	0.530	2.113	0.122
USD 251 to 500	97	3.61	0.489		
USD 501 to 1,001 up	46	3.74	0.585		
Total	400	3.70	0.528		

*Significance $\alpha = 0.05$

From Table 9, monthly income exerted no significant difference in the level of decision making behavior of service usage for Thai restaurants in Phnom Penh at non-significance value of 0.122.

Table 10 Overall result of hypothesis 1

Hypotheses	Overall	
	Accept	Reject
Table 4 Gender exerted a significant difference in the level of decision making behavior of service usage for Thai restaurants in Phnom Penh, Cambodia		✓
Table 5 Age exerted a significant difference in the level of decision making behavior of service usage for Thai restaurants in Phnom Penh, Cambodia		✓
Table 6 Marital status exerted a significant difference in the level of decision making behavior of service usage for Thai restaurants in Phnom Penh, Cambodia		✓
Table 7 Occupation exerted a significant difference in the level of decision making behavior of service usage for Thai restaurants in Phnom Penh, Cambodia	✓	
Table 9 Monthly income exerted a significant difference in the level of decision making behavior of service usage for Thai restaurants in Phnom Penh, Cambodia		✓

Result of hypothesis 2

Table 11 The regression analysis of service marketing (7Ps) factors on the level of decision making behavior of service usage at Thai restaurants in Phnom Penh city, Cambodia

Variables	Regression Coefficient (b)	Standardized Coefficients (Beta)	t	p-value	Multicollinearity	
					Tolerance	VIF
(Constant)	1.885		9.716	0.000*		
Product	0.174	0.177*	3.524	0.000*	0.771	1.298
Promotion	0.164	0.244*	4.396	0.000*	0.631	1.586
Physical evidence	0.140	0.171*	3.102	0.002*	0.641	1.561

$R^2 = 0.230^*$, SEE = 0.465, F = 39.436, Sig. of F = 0.000 (*Significance $\alpha = 0.05$)

From Table 11, three independent variables such as product, promotion and physical evidence have affected consumer decision making behavior at the significance level of 0.05 with the 23 percent of variance (R^2). There are different standardized coefficients (Beta) and p-values: Promotion (Beta = 0.244, p-value = 0.000), product (Beta = 0.177, p-value = 0.000), and physical evidence (Beta = 0.171, p-value = 0.002), and all VIF values are between 1.298-1.586 which indicated that each independent variable has no multicollinearity problem as indicated by the appropriate Variance Inflation Factor (VIF) value lower than 10.

The analysis results can be written as a linear equation, showing the relationship as follows:

All decision making behavior = 1.885 + 0.174 (Product) + 0.164 (Promotion) + 0.140 (Physical evidence).

Discussion and Conclusion

The respondents identified themselves mostly as female, students, aging under or equal to 20 years old, and having single status and monthly income less than or equal to USD 250. Six of the seven service marketing factors (7Ps) were rated at the very important level such as people (friendly and good service staff), product (food safety and hygiene), processes (equally treat to customer), physical evidence (clean and hygiene place), price (reasonable price), and place/time (enough parking spaces), excluding promotion which was rated at important level (online contact for customers). Decision making behavior was rated at the agreeable level, consisting of the restaurants' outlets (quality of food), purchasing amount (reasonable prices), and time for using service (special offering or promotion).

The finding showed that occupation has exerted a significant difference on decision making behavior. This may stem from the fact that consumers' behavior can change during their

lifetime, and their decision to buy products can be altered depending on their stage of life such as environment, values, lifestyle, hobbies, and habits (Kotler & Armstrong, 2001). A consumer's occupation and purchasing power are related to buying behavior because people of similar occupations tend to have a similar taste in socialization, clothing, and leisure activities (Solomon, 2004). The finding agreed with that of Manaves (2019) whereby occupation had significantly related to behaviors of consumer in Bangkok, and with Niamruksa (2015) who stated that occupation significantly affected Thai tourists' purchasing behavior of food in Amphawa floating market, Samut Songkhram province. Therefore, since most of the respondents in this research are in teenage and are mostly students, they may prefer restaurants to identify their style and explore new experiences.

The finding showed that three variables such as promotion, product, and physical evidence influenced decision making behavior, and the most influential variable is promotion on online contact, followed by product on food quality and safety, and physical evidence on clean & hygiene place. As the service marketing factors known as 7Ps have been introduced to strengthen the service industry, in contrast, some research showed that restaurants do not require to have all 7Ps for their marketing strategies. In the study of Somboon (2017)'s, only two factors such as product (delicious taste and varieties menu), and promotion (online contact) were found to affect consumer decision to select Thai restaurants in Macau, China. Similarly, Thongrawd and Rittboonchai (2018) found that three out of seven components affected consumers such as physical aspect (convenience and decoration), process aspect (order process), and price aspect (reasonable price). However, Amofah (2015) indicated that six factors, excluding place, had a significant relationship with customer choice of restaurant in Kumasi.

This research found that price, place/time, people, processes were not affecting the decision making behavior. This may stem from the fact that the majority of respondents were under or equal to 20 years old, so most of them may not pay much attention to price. Moreover, since most of them are students, they may not have their car, so parking place is not the reason to choose the restaurant. Finally, as young people, they may just want to try something new or popular, so they did not consider service personnel and service processes as important. Therefore, this research found only the effects of promotion, product, and physical evidence on decision making behavior of service usage in Thai restaurants in Phnom Penh, Cambodia.

Managerial Implications

Restaurant industry is one of the competitive businesses in Cambodia. So, to understand customer behavior of target group is vital for restaurants to plan marketing strategies. There are three factors to alert restauranters on comparative importance to consider. Firstly, restauranters should consider marketing strategies on promotion factor such as online access and occasionally offer, so promotion is one of open-activities and opportunity for people to know about their business. Secondly, restauranters need to acknowledge that product is beyond notions of satisfaction, so food needs to be fresh and clean. Finally, good and fresh ingredient is not enough but also the image of the restaurant which also attracted the customers, so place and other materials for cook need to look clean and hygienic. Therefore, the marketers should regard their target customers and decision making behavior to plan marketing strategies effectively.

Suggestion and future research

1. This study has a few limitations because most of the respondents were young, and research involved only one of district in Phnom Penh only, so the future research should involve other economic growth cities in Cambodia such as Siem Reap, Sihanoukville, or Kampot, etc.

2. Customers pay more attention to product (the quality of raw materials/ingredients), promotion (online contact), and physical evidence (clean place), so entrepreneurs should be more focus on three factors as above.

3. The future research should collect data through in-depth interviews and quantitative study with a specific sample group (young generation, single, with monthly income less than or equal to USD 250) by using interview questions to discuss various problems. 💎

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