

ภาคผนวก

ภาคผนวก ก

แบบสอบถาม

Health Restaurant แบบสอบถามสำหรับนักท่องเที่ยว

ชื่อผู้สัมภาษณ์

Dear Respondents

We are studying “Strategic Plan for Building Strong Brand Equity in Health Restaurant Entrepreneurship for Foreign Tourists in Bangkok, Thailand”. There is no right or wrong answers. Your honest response will be valuable to us. All of your answers will be kept strictly confidential and only be aggregated with all other responses to form an overall picture. Thank you very much for your kindness and effort. Best regards,

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เก็บที่ [....] ถนนข้าวสาร/บางลำพู/เทเวศร์ [.....] ร้านอาหารเลียบบ้านน้ำเจ้าพระยา [.....] สีลม/บางรัก/สาทร
 [....] สุขุมวิทตอนต้น/ราชประสงค์ [.....] สุขุมวิทตอนกลาง (อโศก/ประสานมิตร/ทองหล่อ/เอกมัย)
 [....] สุววรรณภูมิ [.....] ดอนเมือง

Please place a tick mark (✓) or fill in the space below.

Healthy food characteristics: [1] Functional food [2] Green food [3] Low and light food

PART 1: General information about respondents

A1. Have you ever visited this restaurant? [] No, this is my first time

[] Yes, please indicate the number of visits this restaurant including this time.....

A2. Would you order light and nutritious menus if they were offered here?

Never (1) (2) (3) (4) (5) (6) (7) Very often

A3. How much do you spend in this restaurant? approximately.....baht/time?

A4. How many people accompany with you?persons

A5. How do these factors influence you to choose this restaurant?

- | | |
|----------------------------------|--|
| 1. Good taste | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 2. Healthy menus | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 3. Close location | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 4. Convenient and quick | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 5. Good service | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 6. Reasonable price | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 7. Special display in restaurant | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 8. Special activities | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 9. Other (please specify.....) | Least (1) (2) (3) (4) (5) (6) (7) Most |

A6. What is the form of advertisement that you have seen about this restaurant?

- [] 1. Billboard/Store display/Poster [] 2. Website, Internet [] 3. Tour guide
 [] 4. Radio [] 5. Magazine [] 6. Others, please specify.....

A7. Please evaluate the way that this restaurant has advertised

- | | |
|--|--|
| 1. The advertisement of this restaurant is | Unappealing (1) (2) (3) (4) (5) (6) (7)Appealing |
| 2. The advertisement of this restaurant is | Unattractive (1) (2) (3) (4) (5) (6) (7)Attractive |
| 3. The advertisement of this restaurant is | Boring (1) (2) (3) (4) (5) (6) (7)Interesting |
| 4. The advertisement of this restaurant is | Uninformative (1) (2) (3) (4) (5) (6) (7)Informative |

PART 2: Consumer behavior in healthy food/restaurant**B1. How often do you have healthy food in your daily life? times/month****B2. How often do you eat healthy food in each meal?**

- | | |
|--------------------|--|
| 1. Breakfast | Never (1) (2) (3) (4) (5) (6) (7) Very often |
| 2. Lunch | Never (1) (2) (3) (4) (5) (6) (7) Very often |
| 3. Dinner | Never (1) (2) (3) (4) (5) (6) (7) Very often |
| 4. Brunch | Never (1) (2) (3) (4) (5) (6) (7) Very often |
| 5. After tea/Snack | Never (1) (2) (3) (4) (5) (6) (7) Very often |
| 6. Supper | Never (1) (2) (3) (4) (5) (6) (7) Very often |

B3. To what extent will these factors encourage you to eat healthy food?

- | | |
|--------------------------------------|--|
| 1. Good health | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 2. Medical exceptions | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 3. Food allergies | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 4. Ethnic and religious restrictions | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 5. Weight control (Diet) | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 6. Sex empowerment | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 7. Other (please specify.....) | Least (1) (2) (3) (4) (5) (6) (7) Most |

B4. How much do you prefer these services?

- | | |
|--------------------------------|--|
| 1. Full-service | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 2. Self-service | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 3. Take-out counter service | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 4. Delivery | Least (1) (2) (3) (4) (5) (6) (7) Most |
| 5. Other (please specify.....) | Least (1) (2) (3) (4) (5) (6) (7) Most |

PART3: Factors influencing healthy restaurant selection**How much do the following factors influence healthy restaurant selection?****C1. Food quality**

- | | |
|----------------------|--|
| 1. Food safety | Least important (1) (2) (3) (4) (5) (6) (7) Most important |
| 2. Freshness | Least important (1) (2) (3) (4) (5) (6) (7) Most important |
| 3. Nutritional value | Least important (1) (2) (3) (4) (5) (6) (7) Most important |
| 4. Light /low food | Least important (1) (2) (3) (4) (5) (6) (7) Most important |
| 5. Clean food | Least important (1) (2) (3) (4) (5) (6) (7) Most important |
| 6. Organics food | Least important (1) (2) (3) (4) (5) (6) (7) Most important |

7. Macrobiotics	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
8. Good taste	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
C2. Nutritional requirements			
1. Total calories of dish	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
2. Total calories from fat (including saturated and trans fat)	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
3. Total calories from protein	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
4. Low fat/fat free	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
5. Low cholesterol/ cholesterol free	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
6. Low salt/sodium /salt free	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
7. Low sugar/ sugar free	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
8. High fiber	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
C3. Consistent standard (flavor)			
1. Taste	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
2. Smell	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
3. Appearance	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
4. Texture	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
5. Portion size	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
6. Temperature	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
7. Shape/size	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
C4. Uniqueness of food			
1. Different food experience	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
2. Ethnic cuisines/Authentic Cuisine	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
3. Nutrition value information	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
4. Special menu	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
C5. Atmosphere and location			
1. Ergonomics in seating	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
2. Ambient room temperature	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
3. Service staff speaking in low tone	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
4. Sound absorption of environment	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
5. Elimination of noise from the kitchen	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
C6. Service level and efficiency			
1. Being received at the entrance	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
2. Being called by name	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
3. Being explained the menu	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
4. Being alert to customer's call	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important
5. Presenting the check in folder	Least important	(1) (2) (3) (4) (5) (6) (7)	Most important

- | | | | |
|---|-----------------|-----------------------------|----------------|
| 6. Not hanging around for tips | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 7. Response on telephone when making reservations | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 8. Being prompt to every guest's need | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 9. Menu knowledge of server | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 10. Timeliness of service | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 11. Response to mishaps (guest spilling a wine glass) | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 12. Response to guest objections | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 13. Energy of the servers | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |

C7. Hygiene & Sanitation (Physical evidence)

- | | | | |
|---|-----------------|-----------------------------|----------------|
| 1. Personal hygiene of servers | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 2. Spotless glassware and linen | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 3. Polished silverware | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 4. Handling glasses and cutlery log the base | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 5. Clean menu cards | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 6. Warm hand towels before meals | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 7. Clean guest toilets and the smell of detergent | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 8. Well-maintained furniture | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |

C8. Safety and other

- | | | | |
|-------------------------------------|-----------------|-----------------------------|----------------|
| 1. Help in seating the guest | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 2. Fire exit doors | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 3. Being warned of hot service ware | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 4. No foreign materials in food | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |

PART4: Healthy food menus selection and service

D1. What is the healthier Thai menu item of this restaurant you prefer, please

specify.....

D2. How much do you prefer these menus?

- | | | | |
|----------------------------------|-----------------|-----------------------------|----------------|
| 1. A la carte | Least preferred | (1) (2) (3) (4) (5) (6) (7) | Most preferred |
| 2. Table d' hote menu (set menu) | Least preferred | (1) (2) (3) (4) (5) (6) (7) | Most preferred |
| 3. Combination menu | Least preferred | (1) (2) (3) (4) (5) (6) (7) | Most preferred |
| 4. Special menu | Least preferred | (1) (2) (3) (4) (5) (6) (7) | Most preferred |
| 5. Buffet menu | Least preferred | (1) (2) (3) (4) (5) (6) (7) | Most preferred |
| 6. Market menu | Least preferred | (1) (2) (3) (4) (5) (6) (7) | Most preferred |
| 7. Others (please specify.....) | Least preferred | (1) (2) (3) (4) (5) (6) (7) | Most preferred |

D3. What is the importance level of your selection criteria from the pool of menus?

- | | | | |
|---------------------------------|-----------------|-----------------------------|----------------|
| 1. Price of dish | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 2. Uniqueness menu | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 3. Authentic/local menu | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 4. Popular items | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 5. Healthy menu | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |
| 6. Others (please specify.....) | Least important | (1) (2) (3) (4) (5) (6) (7) | Most important |

D4. How much do you like these foods for healthy menus?

- | | | | |
|---------------------------------|---------|-----------------------------|------|
| 1. Lean meats | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 2. Poultry | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 3. Fish | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 4. Seafood | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 5. Vegetables & Fruits | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 6. Rice / Cereal | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 7. Legumes / Nuts/ Seeds | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 8. Herbs & Species | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 9. Others (please specify.....) | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |

D5. How much do you like these cooking methods for healthy menus?

- | | | | |
|---------------------------------|---------|-----------------------------|------|
| 1. Curry | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 2. Boiling | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 3. Steaming | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 4. Simmerin | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 5. Grilling / Broilin | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 6. Stired frying | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 7. Shallow frying | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 8. Salads | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 9. Others (please specify.....) | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |

D6. If possible, what type of restaurant would you like to visit?

- | | | | |
|---------------------------------|---------|-----------------------------|------|
| 1. Healthy food restaurant | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 2. Fast food restaurant | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 3. Local food restaurant | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |
| 4. Others (please specify.....) | Dislike | (1) (2) (3) (4) (5) (6) (7) | Like |

General Information about health restaurant

E1. What health restaurants in Bangkok are you aware of?.....

E2. Which is health restaurant in Bangkok that you like most?.....

E3. Which is health restaurant in Bangkok that you visit most often?

General information about the particular restaurant you are eating

E4. When you hear the name of this restaurant, what are the first associations that come to your mind?

F1. I have heard of this restaurant as health food restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

F2. I can imagine the characteristics of this restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

F3. Some characteristics of this restaurant come quickly to mind.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

F4. I can recognize the name of this restaurant among other health food restaurants.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

G1. Please indicate the level of familiarity with this restaurant

Not at all familiar (1) (2) (3) (4) (5) (6) (7) Very much familiar

PART5: Brand Salience, Brand identity & Brand Positioning

Please indicate how much do you like the following characteristics of this restaurant

1. The logo of this restaurant Not at all (1) (2) (3) (4) (5) (6) (7) Very much

2. The color and the design of this restaurant Not at all (1) (2) (3) (4) (5) (6) (7) Very much

3. The display and decoration of this restaurant Not at all (1) (2) (3) (4) (5) (6) (7) Very much

4. The name of this restaurant Not at all (1) (2) (3) (4) (5) (6) (7) Very much

5. The music played in this restaurant Not at all (1) (2) (3) (4) (5) (6) (7) Very much

6. The greeting and reception style of staffs in this restaurant

Not at all (1) (2) (3) (4) (5) (6) (7) Very much

7. The materials (e.g., dish, spoon) used in this restaurant.

Not at all (1) (2) (3) (4) (5) (6) (7) Very much

8. How stylish do you find restaurant? Poor (1) (2) (3) (4) (5) (6) (7) Excellent

9. How much do you like the look, feel, and other design aspects of this restaurant?

Dislike (1) (2) (3) (4) (5) (6) (7) Like

10. When you want to visit health restaurant, this is the first place that you think of.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

11. When you hear the name of this restaurant, what comes first to your mind is healthy food.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

12. This restaurant is the best in Bangkok in providing health food.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

PART6: Meaning: Performance

Compared with other health restaurants,

1. How well does this restaurant provide health food menu? Inferior (1) (2) (3) (4) (5) (6) (7) Superior

2. How well does this restaurant satisfy your needs for healthy foods?
Inferior (1) (2) (3) (4) (5) (6) (7) Superior
3. This restaurant has distinctive menu. Inferior (1) (2) (3) (4) (5) (6) (7) Superior
4. This restaurant has delicious food. Inferior (1) (2) (3) (4) (5) (6) (7) Superior
5. This restaurant has varied menu. Inferior (1) (2) (3) (4) (5) (6) (7) Superior
6. The staffs of this restaurant are courteous. Inferior (1) (2) (3) (4) (5) (6) (7) Superior
7. The staffs of this restaurant are friendly. Inferior (1) (2) (3) (4) (5) (6) (7) Superior
8. The staffs of this restaurant never feel troubled to respond to your needs.
Inferior (1) (2) (3) (4) (5) (6) (7) Superior
9. The staffs of this restaurant are willing to serve or help. Inferior (1) (2) (3) (4) (5) (6) (7) Superior

PART7: Meaning: Imagery

H1. Imagery

1. To what extent do people you admire and respect use this restaurant?
Least (1) (2) (3) (4) (5) (6) (7) Most
2. How much do you like the customer of this restaurant? Least (1) (2) (3) (4) (5) (6) (7) Most
3. How well do the following words describe this restaurant:
- 3.1 Down-to-earth Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3.2 Honest Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3.3 Daring Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3.4 Up-to-date Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3.5 Reliable Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3.6 Successful Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3.7 Upper class Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3.8 Charming Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3.9 Outdoorsy Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
4. This restaurant brings back pleasant memories?
Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
5. To what extent do you feel you grew up with the restaurant?
Dislike (1) (2) (3) (4) (5) (6) (7) Like

PART 8: Attitudes – Cognitive Image this restaurant

I1. Judgments Quality

1. Your overall opinion toward this restaurant. Unfavorable (1) (2) (3) (4) (5) (6) (7) Favorable
2. Your assessment of the product quality of this of this restaurant?
Poor (1) (2) (3) (4) (5) (6) (7) Excellent
3. The ability to satisfy your needs of this restaurant?
Dissatisfied (1) (2) (3) (4) (5) (6) (7) Satisfied

I2. Consideration

1. How likely would you be to recommend this restaurant to others?
 Negative (1) (2) (3) (4) (5) (6) (7) Positive
2. How likeable do you perceive of this restaurant? Negative (1) (2) (3) (4) (5) (6) (7) Positive
3. How personally relevant is this restaurant to you Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

I3. Credibility

Please indicate your agreement with the following statement

This restaurant is.....

1. Knowledgeable? Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
2. Innovative? Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
3. Trustworthy? Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
4. Likable? Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
5. Concerned about their customers? Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
6. Concerned about society as a whole? Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
7. Admirable? Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

I 4. Superiority

1. How unique is this restaurant? Inferior (1) (2) (3) (4) (5) (6) (7) Superior
2. How this restaurant offer advantages that other brands cannot?
 Inferior (1) (2) (3) (4) (5) (6) (7) Superior
3. How superior is this restaurant to others in the category?
 Inferior (1) (2) (3) (4) (5) (6) (7) Superior

I5. Feelings

1. Does this restaurant give you a feeling of warmth?
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
2. Does this restaurant give you a feeling of fun?
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
3. Does this restaurant give you a feeling of excitement?
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
4. Does this restaurant give you a feeling of security?
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
5. Does this restaurant give you a feeling of social approval?
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
6. Does this restaurant give you a feeling of self-respect?
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

PART9: Relationships

J1. Resonance

1. You consider yourself loyal to this restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

2. You'll visit this restaurant whenever you can.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

3. You'll visit this restaurant as much as you can.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

4. This is one of the restaurants you would prefer to visit.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

5. If this restaurant were not available, it would make some difficulty to you if you had to use another restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

6. You could go out of your way to use this restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

J2. Attachment

1. You really love this restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

2. You would really miss this restaurant / if it went away.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

3. This restaurant is special to you.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

4. This restaurant is more than a product to you.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

J3. Community

1. You really identify with people who use this restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

2. You feel almost belong to a club with other users of this restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

3. This is a restaurant used by people like you.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

4. You feel a deep connection with others who use this restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

J4. Engagement

1. You really like to talk about this restaurant to others.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

2. You are interested in learning more about this restaurant.

Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

- 3. You would be interested in menu of this restaurant's name on it.
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 4. You are proud to have others know you use this restaurant.
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 5. You like to visit the web site for this restaurant.
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 6. Compared with other people, you follow news about this restaurant closely.
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

J5. Monetary price dimension of perceived value

- 1. This restaurant is a good purchase. Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 2. This restaurant is worth the money. Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3. This restaurant is reasonably priced. Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 4. This restaurant is economical. Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

J6. Location

- 1. This restaurant is close to my accommodation.
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 2. This restaurant is in good location. Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 3. This restaurant is convenient to visit. Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree
- 4. The operating hours of this restaurant is suitable.
 Strongly disagree (1) (2) (3) (4) (5) (6) (7) Strongly agree

PART10: Problem/Recommendation regarding to this restaurant

What do you like most about this restaurant?

What do you dislike most about this restaurant?

PART11: Personal characteristic demographic question

- 1. Gender: 1. Male 2. Female
- 2. Age: 1. Under 25 years 2. 25-34 years 3. 35-44 years
 4. 45-54 years 5. 55-64 years 6. Over 64 years
- 3. Marital status: 1. Single 2. Married/Living Together
 3. Divorced/Separated/Widowed
- 4. Educational level: 1. Lower than Bachelor degree 2. Bachelor degree
 3. Higher than Bachelor degree

5. Occupation:
- | | |
|---|---|
| <input type="checkbox"/> 1. Professionals | <input type="checkbox"/> 2. Administrative and Managerial |
| <input type="checkbox"/> 3. Commercial personnel | <input type="checkbox"/> 4. Laborers production |
| <input type="checkbox"/> 5. Agricultural workers | <input type="checkbox"/> 6. Government /State enterprise officers |
| <input type="checkbox"/> 7. Housewives | <input type="checkbox"/> 8. Students |
| <input type="checkbox"/> 9. Retired / Unemployed | <input type="checkbox"/> 10. Entrepreneurs |
| <input type="checkbox"/> 11. Others, please specify | |

6. Yearly household Income:

- | | |
|--|--|
| <input type="checkbox"/> 1. Less than 450 US\$./ต่ำกว่า 15,000 Baths | <input type="checkbox"/> 2. 450 - 900 US\$./ 15,000 - 29,999 Baths |
| <input type="checkbox"/> 3. 901 – 1,500 US\$./30,000-49,999 Baths | <input type="checkbox"/> 4. 1,501 - 1,950 US\$./ 50,000 - 64,999 Baths |
| <input type="checkbox"/> 5. 1,951 – 2,400 US\$./65,000-79,999 Baths | <input type="checkbox"/> 6. 2,401 - 2,850 US\$./ 80,000 - 94,999 Baths |
| <input type="checkbox"/> 7. 2,851 – 3,300 US\$./95,000-109,999 Baths | <input type="checkbox"/> 8. 3,301 - 3,750 US\$./110,000 -124,999 Baths |
| <input type="checkbox"/> 9. 3,751 US\$/125,000 Baths and over. | |

7. Your religion:

- | | | | |
|--|-----------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 1. Christ | <input type="checkbox"/> 2. Islam | <input type="checkbox"/> 3. Buddhism | <input type="checkbox"/> 4. Hinduism |
| <input type="checkbox"/> 5. Jewish <input type="checkbox"/> 6. Others, please specify..... | | | |

8. Country of Residence: specified country.....

- | | | |
|---|---|---|
| <input type="checkbox"/> 1. East Asia | <input type="checkbox"/> 2. Europe | <input type="checkbox"/> 3. The Americas/Canada |
| <input type="checkbox"/> 4. South Asia | <input type="checkbox"/> 5. Oceania(Australia, New Zealand) | |
| <input type="checkbox"/> 6. Middle East | <input type="checkbox"/> 7. Africa | <input type="checkbox"/> 8. Others, please specify..... |

Thank you very much