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PLANNING A FUSION CUISINE RESTAURANT IN HO CHI MINH
CITY, VIETNAM

Degree Programme in International Business
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Key word: Consumer buying behaviour, Segmentation, Targeting, Positioning, Fusion restaurant, Ho Chi Minh city.

This thesis's aim is to create the basic concept of opening a fusion cuisine restaurant (hereinafter referred to as "the restaurant") and provide the most possible entry to a big market in Ho Chi Minh city, Vietnam. In order to enhance the structure, most suggestions are based on Consumer buying behaviour, Segmentation, Targeting and Positioning (STPs' models). In fact, the restaurant is only at the beginning of definition, all mentioned theories above, plus with recommendations are the strong foundation to form a suitable business entry for the restaurant in Ho Chi Minh city.

There are two main parts included in this thesis, the theoretical and empirical parts. Consumer buying behaviours and STPs' models are presented in the theoretical part, which provide the most comprehensive structure of principle marketing as well as dedicate the possible entry to a big market for a new restaurant. Combining all the marketing factors, the author presents the overview of advantages and disadvantages of the restaurant's concept as well as provide the most possible segment, target and position to make the concept-restaurant competitive.

In order to give the subjective view to this thesis, the author combined various sources such as qualified marketing books, relevant business websites and consumer online survey. The survey is conducted with the method of quantitative research included 20 questions which are close to the consumer buying behaviour; dedicated as choosing the proper flavour of food, setting reasonable menu for customers' budget and understand consumers' eating interests.

Last but not least, chapter 8 in this thesis shows recommendations for the restaurant. The author provides solution to improve to all aspects to make concept-restaurant more competitive and firm. In fact, the restaurant needs to focus on services and menu in order to create influences to the main competitor (AnAn restaurant). Many ideas of marketing strategy are presented in the recommendations such as providing promotion respective to every stage of "Buyer decision process for new product" aim to attract more customer come to the restaurant.

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1 INTRODUCTION

Studying International Business at SAMK, I learn more about business life and experience from projects. As I am the senior of the International Business degree in SAMK, I am preparing the thesis which is related to the restaurant industry.

My passion for cooking increases day by day. I am studying about Business Administration which will help me to operate a restaurant in Ho Chi Minh City in the future; because the main food I want to serve to customers is Vietnamese food with fusion from European. The thesis aims to help me create my most possible concept of fusion cuisine restaurant, as well as gaining the visibility for the restaurant before it starts to operate.

In chapter 2, the problem setting and conceptual frame of reference will be introduced to show the main research problem inside this thesis, briefly as the necessary objectives need to be perceived after completing the thesis. Chapter 3 will present the consumer buying behavior theory which is the core of this thesis to understand the buying process of the customer. Chapter 4, the theory of segmentation, targeting, and positioning is also used to decide the dimension, customer segment and targeting for the restaurant as well as to compare the opportunities and challenges among competitors by using positioning. For the methodology in chapter 5, it will show types of research and questionnaire process and the effective process to analyze the data collected in the survey. However, the research methods chosen in this thesis are qualitative and quantitative research.

2 PROBLEM SETTING AND CONCEPTUAL FRAME OF REFERENCE

The main research problem in this thesis can be defined as follows: “How is it possible to succeed as a startup fusion cuisine restaurant in Ho Chi Minh City, Vietnam?”. Based on the given problem, I have listed out some related research questions in order to have better analysis for this thesis

Research questions:

- What are the most suitable variables in the segmentation of business to consumer customers in this case?
- What are the most suitable target groups in this case?
- How can positioning be used effectively in this case?
- What are the opportunities and challenges in the Ho Chi Minh restaurant market?
- How is the buying behavior of customers in the restaurant business in Ho Chi Minh City?
- Who could form the possible target group for the potential fusion cuisine restaurant in HCM City?
- Why do people go out to eat in a restaurant?
- How often do they eat out in a restaurant?
- When (time of the day, day of the week) do they eat out in a restaurant?
- With whom do people visit a restaurant?
- How important are different factors when the respondents choose a restaurant?

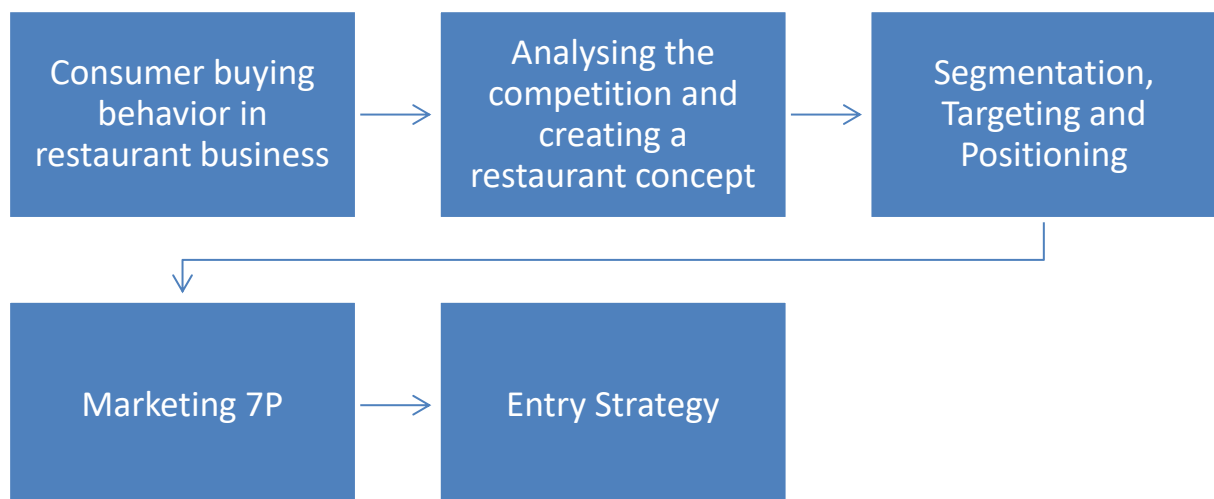


Figure 1. Conceptual frame of reference for planning fusion cuisine restaurant in Ho Chi Minh city, Vietnam (Thesis's Author, 2019)

Because my thesis just only includes the concept of opening a new restaurant in Ho Chi Minh city, it is not necessary to have the Marketing 7P models, as well as the entry strategy included because they will be used for further operation. As I define the research problem above, I will illustrate the consumer buying behavior in the restaurant business to know how people expect or defining the willingness to try new service from consumers before creating the concept of the restaurant. Because the restaurant is planned to be opened in Ho Chi Minh city, the biggest city in Vietnam; therefore, analyzing the challenges and opportunities the restaurant probably faces and also the possible competitiveness in Ho Chi Minh city's restaurant market. Once the concept of the restaurant is formed, as well as knowing the consumer buying behavior in the Ho Chi Minh city, it is essential to define which is the most suitable segment, target, and position to the restaurant. Finally, it is supposed to present the recommendation or solutions for such difficult problems found during the research.

3 CONSUMER BUYING BEHAVIOR

There are 5 highlights in the consumer markets and buyer behavior:

- Model of Consumer Behavior
- Characteristics Affecting Consumer Behavior
- Types of buying decision behavior
- The buyer decision process
- The buyer decision process for new products

Consumer buyer behavior shows the buying behavior of final consumers – individuals and households that buy goods and services for personal consumption" (Kotler & Arm-

strong 2016, 166). Final consumers combine to create the consumer market. Customers from over the world appear diversely in age, income, education, interest and also buy a wide variety of products and services.

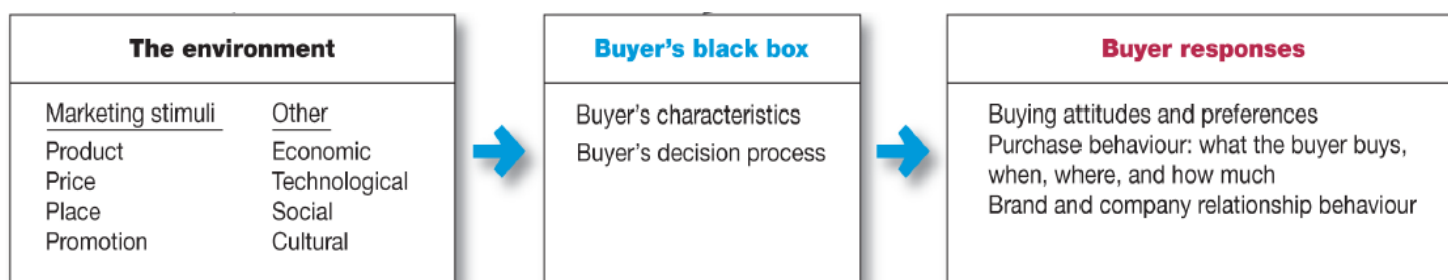


Figure 2. Model of Buyer Behavior (Kotler & Armstrong 2016, 167)

To have better prepare for the restaurant business, knowing the consumer buying behavior is the core problem. Before setting up the concept of the restaurant, it is necessary to know if the consumer is willing to purchase such service according to their habit, or what is the main problem consumer always care about when they purchase such expensive service.

3.1 Model of Consumer Behavior

Consumers decide to buy products or services every day, and buying decision is the ultimate of the marketer's effort. Many big companies research the consumer buying decision in detail to find out the answer to what, when, where, why, how and how much consumers buy. The marketer can examine the real consumer purchases to find out what, where and how much consumers buy. However, finding the reason for buyer behavior is not simple. Even consumers do not know what makes them purchase a product or service. (Kotler & Armstrong 2016,166)

3.2 Characteristics Affecting Consumer Behavior

There are four factors that affect consumer purchases which are cultural, social, personal and psychological. It is not always marketers can control all factors, however,

they still take those into account. Consumers are interested in specific products and services based on specific those four factors (Solomon 2004, 6)

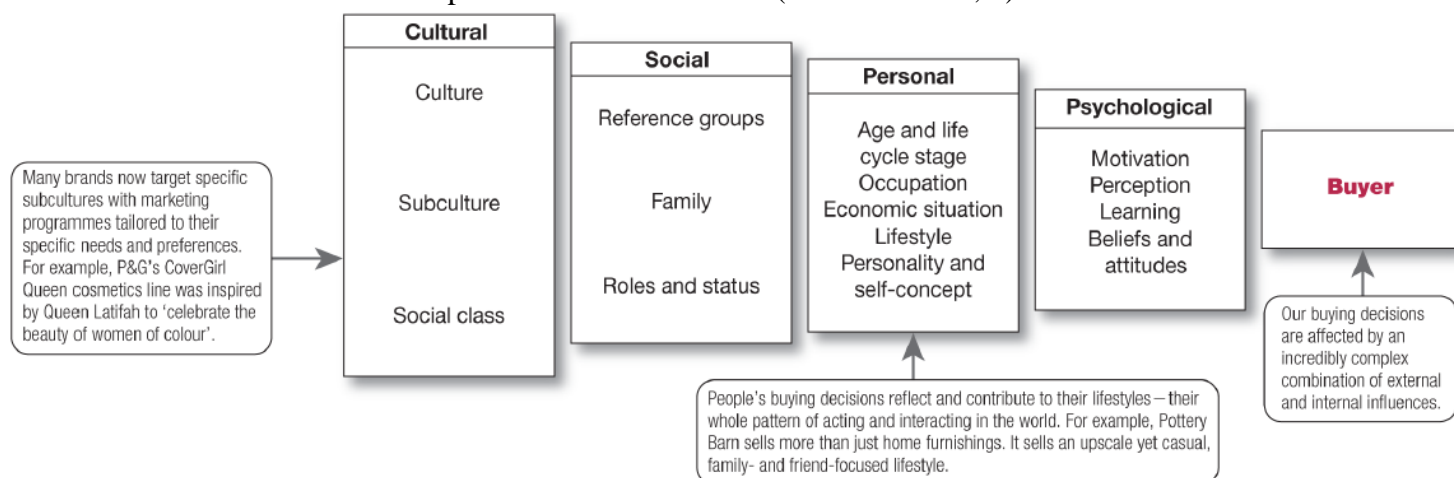


Figure 3. Factors Influencing Consumer Behavior (Kotler & Armstrong 2016, 167)

3.2.1 Cultural Factors

Cultural factors have a wide and deep effect on buyer behavior. It is necessary to have a good comprehensive about the role of such factors as culture, subculture, and social class.

1. Culture

Culture is the system of shared beliefs, values, customs, behaviors and artifacts, with that the members of the society use to cope in their world and transmitted from generation to generation through learning. Every community or group has a specific culture that affects consumers' buying behavior generated from even a small county to a big country. Marketers usually discover new products which are adaptive to specific cultural. (Kotler & Armstrong 2016,168)

2. Subculture

A subculture is a group of people who live in the same culture shared values and experience based on specific situations. Nationality, religion, race and geographic region are included in the subculture. Subculture normally creates several segments that usually have tailored products to be suitable for the demand. (Kotler & Armstrong 2016,168)

3. Social Class

Social class has the permanent and it is a division in a society whose people belong to own and exchange similar values, interests. Social class is not defined

with only one factor, such as education, it is determined as a combination of income, wealth, income, occupation and other factors. People from every specific social class usually have the same buying behavior. (Kotler & Armstrong 2016,170)

3.2.2 Social Factors

Social factors, which are consumer's small groups, social networks, family and social roles and status also affect consumer's behavior.

1. Groups and Social Networks

Generally, a person always belongs to a social group such as religious, ethnic, company group work, school class or sports team. As a result, an individual's behavior is influenced by many factors, group and social networks are not the exception. In addition, not only when an individual belongs to a tangible group is affected by each other; people with the same age, height, dressing style may feel the sense of belonging. (Website of Khanacademy,2019)

The opinion leader supposes to be the influencer or leading adopters who bring more effects to the community than the entire market in Word-of-Mouth Influence and Buzz Marketing strategies. Another title for opinion leader is the brand ambassadors.

Nowadays, social networks such as Facebook, Twitter, Tumblr or LinkedIn are popular online platforms for users who refer to socialize, interact or exchange information and opinion. (Kotler & Armstrong 2016,171)

2. Family

There is no doubt that the family has an important effect on society. The role and effect of family members are most concentrated. For example, a new mature adult usually inherits habit and behavior from parents and tend to use products from similar brands which have been using years before maturing with parents such as brands from fridge, car or even food. (Khan 2006, 68)

3. Role and Status

Role and status are considered as family, group and organization where an individual belongs to can define the terms of role and social status. A role is

activities or acts people want to express to the community. Every role is generally respected by society. (Kotler & Armstrong 2016,175)

3.2.3 Personal Factors

A consumer's decisions are affected by personal factors such as "Age and life-cycle stage, career, economic situation, lifestyle and personality, and self-concept"

1. Age and Life-cycle Stage

Generally, people will not use the same goods or services for their whole life and they tend to make changes in every stage of age in life. The changes are the taste of food, style of dressing and also recreation. Life stage is also from demographics and life-changing events such as marriage, giving birth, buy new house, income change, retirement, etc. (Kotler & Armstrong 2016,175)

2. Occupation

Products and services are purchased also based on an individual's occupation. The income will be the main factor to affect the customer's demand and buying behavior. The occupational groups need to be clearly defined to find out the above-average interest in products and services. Marketers can specialize in creating products suitable for the specific occupational group's demand. (Solomon 2004, 12)

3. Economic Situation

It is obvious that financial conditions will affect buyers' interests and choices. Trends that are related to the economic situation, are levels of spending, income, saving and interest rates. Many companies nowadays tend to create more customer values by redesigning. (Kotler & Armstrong 2016,176)

4. Lifestyle

Lifestyle is an individual's way of living as performed by activities, habits, and points of view. Lifestyle carries not only social class factors or personality, but it is also even more than that. It categorizes an individual's way of acting and interacting within the world. (Kotler & Armstrong 2016,176)

5. Personality and Self- Concept

Every person or group has different personalities and this is naturally noticed. Personality is used to structure types of traits such as conservative, aggressiveness, passiveness, confidence, etc. Personality is usually useful in consumer behavior's analysis for the decision of buying a product or brand. A person will choose brands with factors and variables matched with their personality. (Kotler & Armstrong 2016,177)

3.2.4 Psychological Factors

Furthermore, buying decisions are also influenced by these final psychological factors: “motivation, perception, learning and beliefs and attitudes.

1. Motivation

Motivation is considered as a demand which can stimulate one to find a specific way of respective satisfaction. From the base of biological, motivation can arise from internal demand such as hungry, thirsty or discomfort. On the other hand of psychological, motivation appears when an individual requires to be recognized, respected or belonged. (Kotler & Armstrong 2016,179)

2. Perception

Perception refers to the selected organization and interpretation of information in a way that produces a meaningful of the world. Generally, people may decide different forms of perceptions to the same stimulus due to 3 perceptual systems: Selective attention, distortion, and retention. (Kotler & Armstrong 2016,180)

3. Learning

An individual is not born to be a consumer, they learn to become a consumer. Consumers develop purchase behavior pattern which can involve through time. (Kotler & Armstrong 2016,181)

4. Beliefs and Attitudes

Belief is an acceptance of existing things or the truth from a person. Beliefs are also based on knowledge, point of view or destiny and either carry emotional charges or not. Furthermore, belief affects creating products that influence buying behaviors that are formulated by people.

Attitude is “a person’s consistently favorable or unfavorable evaluations, feelings and tendencies toward an object or idea” (Kotler & Armstrong 2016,181). It is difficult to change an attitude. Therefore; it is wise for the marketer to fit products into the existing attitude rather than trying to create a new tradition.

3.3 Types of buying decision behavior

Buying behaviors are variables based on specific products such as laptops, kitchen utensils, services or even cooking oil. The more complicated decision usually involves wider buying joining and more buyer consideration.

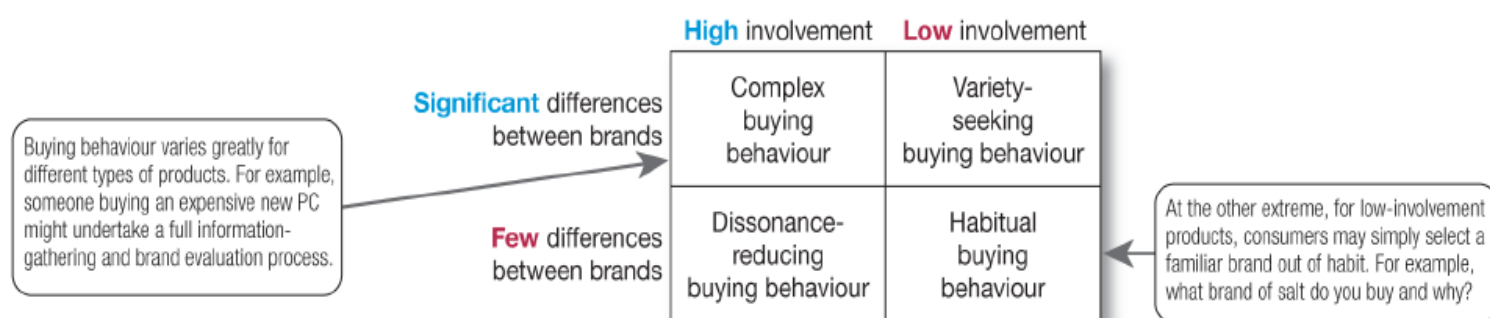


Figure 4. Four types of buying behavior (Kotler & Armstrong 2016, 182)

3.3.1 Complex Buying Behavior

Buyers face complex buying behavior when they see significant differences between brands before purchasing. These different features usually are expensive, risk, unique, high purchased and highly self-expressive. Particularly, buyers usually take good research about product categories before purchasing. For instance, the smartphone market nowadays is diversity with models and scales, the customer will learn more about the specifications of every product to evaluate the most-worthy spend. (Solomon 2004, 295)

3.3.2 Dissonance-Reducing Buying Behavior

It is almost similar to Complex Buying Behavior that buyers are high involve with expensive, risk, unique, infrequently but they see little differences between brands. For instance, customers who buy carpets recognized the expensive and self-expressive of carpets. Then customers will take deliberation to other carpet brands on the same scale of price. In this circumstance, buyers may decide to purchase quickly because the differences are not signification among brands. When finishing buying, buyers would experience post-purchase dissonance (after-sale discomfort) if there are some disadvantages of the products, brands or collecting bad reviews externally. To eliminate this dissonance, the market's after-sale communications rather have good customer service such as supporting customers in using or make customers feel reasonable of their choices. (Solomon 2004,295)

3.3.3 Habitual Buying Behavior

In contrast with the two mentioned buying behavior above, Habitual Buying Behavior is recognized when buyers are low-involved in a purchase and perceive little differences among brands. For instance, consumers just simply go to stores to find a brand for sugar or pepper routinely. Buyers rather choose the same brand as many times shopping than consider other strong brands. Because with low-cost and frequently purchased products do not affect much to the customer's involvement.

In this case, consumers usually do not commit to any brands. Marketers of low involvement products usually attract consumers by promotion on price and sales to stimulate buying. With another substitute way, enhancing more product features is a plus to raise awareness and involvement from consumers. (Solomon 2004, 295)

3.3.4 Variety-Seeking Buying Behavior

This behavior shows the circumstance that consumers are low-involved in the purchase but perceive significant differences among brands. Consumers tend to switch brands more in such cases. Take buying cookies as an example, a consumer may choose a brand without consideration but may pick another brand next time or simply just want

to try something new. Especially, the consumer tends to evaluate the product during consumption. Stimulating to keep the same habit of buying by keep shelves fully stocked in a supermarket also reinforces customers after the sale is a good strategy. In addition, encouraging buying frequently by offering good deals, free samples, coupons, lower prices as well as launch more advertisements to show good reasons for trying new products. (Kotler & Armstrong 2016,183)

3.4 The Buyer Decision Process

This process is a series of stages or steps that consumers go through when they attempt to purchase a new product as well as services. Obviously, the buying process begins long before the final purchase and progressing after. “Starting with recognizing a need through how you feel after making the purchase. Marketers want to be involved throughout the entire buyer decision process” (Kotler & Armstrong 2016, 183).

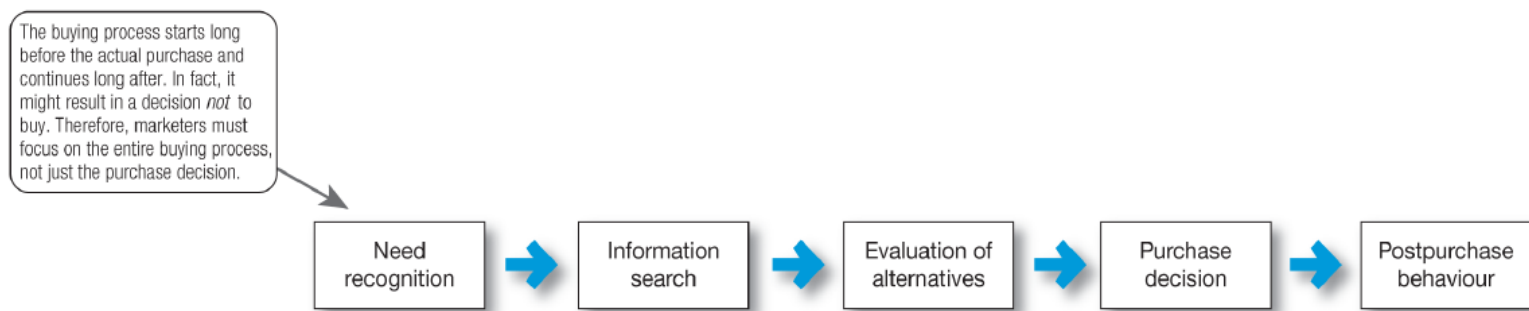


Figure 5. Buyer Decision Process (Kotler & Armstrong 2016, 183)

The figure shows how buyers decide to purchase products or services. However, it is not the same for all situations because some consumers may spend time differently at different steps, skipping a step or even reverse to some steps if needed.

3.4.1 Need Recognition

A consumer will recognize a problem or demand when facing some external issues (externally stimuli) as seeing a refrigerator advertisement and thinking to buy a new fridge or problems are just triggered by internal issues (internal stimuli) such as hungry

or thirsty. As a marketer, it is suggested to find out what kinds of demand or problem arise, the reason for why and how the demand lead a consumer to the specific product or service. (Wirtz, Lovelock 2018, 39)

3.4.2 Information Search

Consumers will seek information for solutions to their problems depending on what type of problem they have. Consumers have many different ways to search for information. For example, the problem is hungry, a person will have a simple solution is finding food. However, if a person faces a new problem, then it will take them to have more information search for solutions. (Wirtz, Lovelock 2018, 40)

There are three types of information sources consumers usually use, experiential, personal and commercial sources. The experiential source is from a person's memory or previous experiences about the specific product or service they purchased. Personal sources are related to family, friend, other customers. The commercial sources obviously are advertising, press or sales-people.

During this process, consumers will pay more attention to their own experiences, recommendations from family or friends and information from advertisements because their decision will be judged with many objectives. (Kotler & Armstrong 2016,184)

3.4.3 Evaluation of Alternatives

At this stage, consumers have many solutions from the information they already researched for and they will take the best out of those. (Wirtz, Lovelock 2018, 40) Basically, customers will take deeper research for the most potential brands they have already chosen and evaluate among alternative brands. This evaluation will take place several times depending on the specific buying situation. Most consumers will calculate carefully and logically think or even receive advice from friends, reviews to make a good final decision. However, sometimes, other customers just do a little evaluation and purchase or even without any considerations. It is necessary to know how buyers evaluate brand alternatives as a marketer. Once marketers understand the evaluative process, approaching to affect the buyer's decision is possible. (Kotler & Armstrong 2016,184-185)

3.4.4 Purchase Decision

Customers are going to purchase once they have a strong belief about solutions they already evaluated by comparing the effectiveness or capability of the product or services (Wirtz, Lovelock 2018, 48). For example, the customer's purchase decision will be based on the most convenient place/store or the most preferred brand. There are two factors can affect purchase intention and decision.

The attitude of others is considered the first factor. You are affected by someone important to you. Your readiness of buying high-priced products with good quality will be acquired if you are told to buy by the important person to you instead of your willingness to save money for low-price products.

The second factor is unexpected situational factors. Consumers will intend to make purchase decisions based on expected income, price and product benefits. However, there are some situations may affect and change purchase intention. For example, the worsening economy, sudden price dropping from a close competitor or a new bad review about products or services from friends or family. Hence, personal interest and even purchase intentions do not mean to be an actual purchase choice. (Kotler & Armstrong 2016,185)

3.4.5 Post-purchase Behavior

In this stage, buyers will show their attitudes or actions after purchasing a product or service. At this point, the consumer has used or is using the product or service and they will feel a sense of satisfaction or disappointment. Stick to this result, the marketer will form a sustainable value and relationship with customers. This step is considered the most important step in the buyer consuming process because it will affect the business indefinitely. (Mooradian, Matzler, Ring 2012, 90)

If the customer is satisfied, they value your business more and recommend it to other people, as known as word-of-mouth, bringing more customers to your business. However, if it is a negative experience, bad feedback will come to their friends and family or even present online and your business will face many negative impacts. The market should follow-up to customers and offer them the most effective solutions to make

sure your business perfectly meet the customers' expectation. (Kotler & Armstrong 2016,185)

3.5 The Buyer Decision Process for New Products

A new product is considered as a good, service or idea which attracts potential customers at first sight. The marketer's purpose is to perceive the customer's insights about the product at the first awareness to when customers adopt it. An adoption process is defined as the core process, it describes how a person experiences from the first awareness of the adoption. (Kotler & Armstrong 2016,186)

3.5.1 Stages in the Adoption

Buyers will go through five stages in this adoption process:



Figure 6. Adoption Process

Awareness: Buyer gain awareness of new product but do not know much information

Interest: Buyer will find more information about the new product

Evaluation: The customer deliberates whether to try a new product or not.

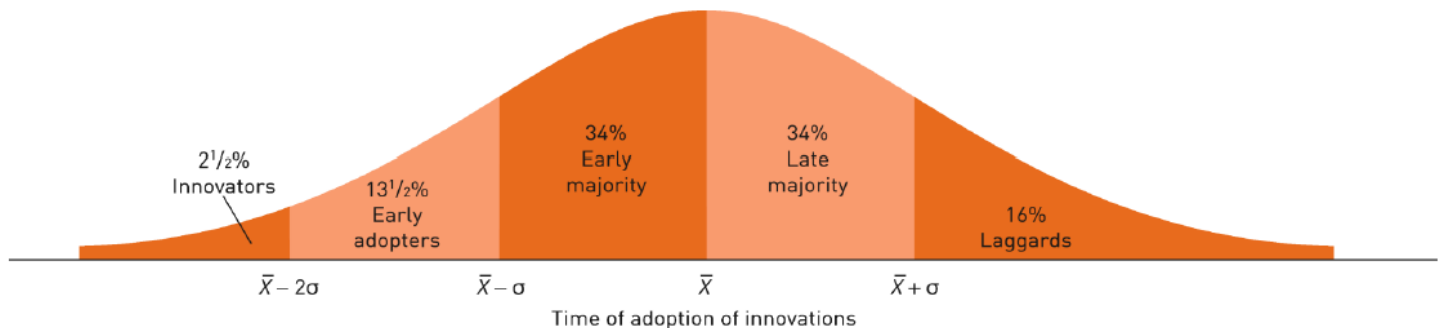
Trial: Small scale such as sample is maybe tried by the consumer to improve evaluation

Adoption: Consumers make decisions about whether to have full or regular use of the new product.

This process is a recommend for marketers to find a way help consumers easily experiences through this process Hyundai once ran a strategy of offering exclusive Hyundai Assurance Plan to promise consumers who could return cars at no cost with no loss to customer's credit rating if they are fired or their income's reduced. (Kotler & Armstrong 2016,186)

3.5.2 Individual Differences in Innovativeness.

Figure 7. Adopter Categories Based on Relative Time of Adoption of Innovations



(Rogers 1995)

There is a variety of consumer's readiness to try new products. Generally, "Consumption pioneers" and early adopters appear in every different field of products or services. The figure describes five groups of normal adopters. There are different values that five adopters carry. Innovators are pioneers who take the most risk among other adopters. Early adopters are considered as opinion leaders in a specific area and carry new ideas with carefulness. Early majority adopters are considerate. They are not leaders but adopting ideas before the average person. Late majority adopters are considered as Doubter. They are only ready to try new products when it is already tried by more people. Last but not least, Laggards tend to be conservative. They are unwilling to change to new things only when new things become a new tradition itself to them. (Kotler & Armstrong 2016,187)

4 SEGMENTATION, TARGETING, AND POSITIONING

Market segmentation has been through generations to be the core of marketing. This part has been used as marketing theories and real-world applications. Not only providing one of the potential ways of enhancing marketing concepts but also lead a strong marketing strategy into various markets and products as well as services.

Market segmentation supports in defining and dividing a market into the specific dimension of buyers with appropriate conditions. (Wirtz, Lovelock 2018, 68). There are three reasons which make market segmentation more important.

1. There has been a slowly growing in population, whereas many brands are well matured; which increase the competition as companies or cooperation groups want to develop by gaining market shares also extending brand.
2. There is a trend towards micro-segmentation, which has been implemented in industries by high technology as computer-aided design. For instance, famous car companies are enhancing a production-systems with the flexibility to produce different models of car on the same production line.
3. Expanding disposable incomes, consolidate education levels, and the consciousness of the world which created customers with more diverse and precise demand; brought to an develop in products and services which considered as chances to satisfy groups of customers.

Generally, segmentation, targeting and positioning (STP model) are used in market segmentation to define specific customer groups, applying service suitable with consumer's wish and combine marketing mix to create a unified image of the product relation among competitors. (Hollensen 2003, 307) In this thesis, the STP model helps select the most potential customer segment for this concept restaurant, which target group of customers is suitable for the restaurant and evaluate the position of this concept among other competitors.

4.1 Segmentation in the Business to the Consumer Market

4.1.1 The socio-demographic variables

There are many variables such as gender, age, family life cycle, household types, and income are used in demographic segmentation. The information from these variables is readily available. Demographics are necessary and helpful in defining the diversity of tastes and preferences. Another benefit is easy to relate in order to evaluate and project the component and size of demographic segments for the future of at least 5 years to 15 years. As a result, this typical segmentation is a perfect tool for long-run strategic planning also short-term marketing.

Different locations affect on sales potential, develop abilities, customer demands, cultures, weather and structures; meaning geography is one the most popular method to segment a market. (Website of Gesis,2019; Hollensen 2003, 313)

City

Global companies often use City as their segmentation. For example, Coca-Cola realizes the consumption of soft drinks depends on the size of the population. It is expected that the numbers of metropolitan are more than 10 million are located outside the USA. It's a clear reason for Coca-Cola markets globally. However, the size of the population alone cannot provide enough information for segmentation so marketers will consider factors. (Hollensen 2003, 315)

Events

Holidays, sports, birthdays, anniversary, wedding or even back-to-school week are included in the event's activities. (Hollensen 2003, 315)

Race and ethnic origin

It is common of marketing programs to have three target segments. For example, Motorola's advertising campaign has papers and mobile phones to African-Americans, Asian Americans, and Hispanics.

However, it is not consistent with the ethnic segments. The ethnic groups have demographic differences. In most cases, race does not affect buying behavior. (Hollensen 2003, 315)

Social class

Income, education, and occupation are variables that form social class. There were many pieces of research providing information about the values of classes, certain behavior can be inferred by the given product. For instance, the middle-class concern more about education, family sharing, cleanliness and being active than do lower-class people. Internationally, using social class in the segmentation variable should be careful because of the different classes can become dim. (Website of Citeman, 2019; Hollensen 2003, 315)

4.1.2 Behavioristic variables

The variables in this group reflect the customer's behavior regarding a specific product. People's awareness, product and media use, and actions divide consumers. The future

behavior is best predicted by past behavior, so the understanding of what consumers have been through is important to these variables. Purchasing volume, readiness, ability and experience, as well as loyalty, media habits and shopping behaviors are included to variables. (Website of Monash University, 2019; Hollensen 2003, 315)

4.2 Target marketing

Market targeting is not considered as market segmentation. Targeting marketing is defined as a process of choosing one or more of market segments and sort out products or programs which are suitable for every segment. Usually defining the target will be conducted once segments are identified, this action opens the better accurate strategy for the success of every segments.

Each consumer's community has specific interests and demand for specific product and service, the manager needs to compare the upcoming potential of variable segments using the same criteria and prioritize them to categorize suitable segments to target. (Wirtz, Lovelock 2018, 71-73)

Undifferentiated (mass) marketing

Customers will receive the same treatment by undifferentiated marketing. Corporates look for devotion which is popular to potential customers and design product which appeal to people. It is important to concentrate on one or more products internally. Undifferentiated marketing tolerates segment differences and uses "one-size-fits-all" accessibility: a product and a marketing program for all segments of consumers.

Undifferentiated marketing is known to simplify organizational structures. Undifferentiated marketing strategy is possible successful when companies retain the price rather low and unavailable competitive alternatives. Corporates which once well develop have more risk by rivals who apply targeted accessibility, such as differentiated or concentrated marketing. (Hollensen 2003, 330)

Differentiated marketing

The function of this tool is to serve every segment with a marketing mix matched to its expectations. Differentiated marketing has its advantage is demands are satisfied better to every specific segment. However, the tool does

have its disadvantage is the high cost, due to the requirement from some marketing mix strategies. (Hollensen 2003, 332)

Differentiated marketing also includes:

- Selected specialization: One or some single segments are chosen and concentrated
- Segment Specialization: A company decides to serve some different demands of a segment and develops products as well as marketing programs for this segment
- Product Specialization: Concentrate on a product that is customized to all market segments.
- Full Market Coverage: The company decides to locate market segments and develops all products in the demand of segment.

Concentrated (niche) marketing

This strategy concentrates marketing detail on a narrow view and more specific in order to have a better definition of target customers in such a population.

This tool is designed to avoid competition with bigger companies that are chasing the bigger segments. For instance, despite the decreasing of coffee consumption, sales of gourmet coffee still significantly increased recently. Companies decided to follow this strategy must have deep research and understand about their major target segment.

Concentrated marketing is best suitable and recommended with a start-up or a company that approaches to the new market. By climbing to a firm position in the heart of the market, corporates have an easier chance to build the reputation, experience, and financial strength which are necessary for expansion to other segments.

Niche is considered as the hidden part, it is usually ignored because the company does not perceive a suitable opportunity. The smallest niche is possible for an individual. (Hollensen 2003, 332-333; Website of business dictionary 2019)

4.3 Positioning

Positioning clarifies where a company's product or service rank compare to other competitor's in the specific market as well as in the customer's insights. Positioning spans prolong and set up all of the tactical elements of the marketing mix (4P or 7P). The most important role of the position is to claim a unique and valuable position in customer's insights. In order to succeed in using position, an individual or a company need to understand:

- The demand for the target market
- Competitor's position in the target market
- The company's own competitive advantages and other different factors.

The company product category and brand level will analyze the position. At the product category level, the analysis defines consumer's awareness of the variable products they consider to be the alternatives to fulfill the same basic demand. Take a new instant breakfast drink for a good example. Tradition breakfast foods are eggs, cereals or bacon will be most competitive. A marketer should gain customer awareness of the new product as the alternative products in order to understand the new product's position in the new market. After introducing a similar product, service or brand which already exists in the market, it is necessary to learn more about how their brand is recognized compared with competitors. Most marketers want to evaluate feedback in a suitable position when the customer's perceptions are plotted. (Website of SmallBusiness 2019; Hollensen 2003, 333)

5 METHODOLOGY

5.1 Research design

There is no doubt that research always plays an important role in starting a new concept. There are three types of research designs usually used: exploratory, descriptive and causal. Depending on the specific target of the research, the marketer will choose the suitable type of research design. Research design usually aims to three objectives,

such as developing the hypotheses by gaining background information, scaling the value of a variable (level of brand reputation) or bring hypotheses into a test which clarified the relationships of more than two variables (level of public relations and brand reputation) (Burns, Veeck, Bush 2017, 93)

5.1.1 Exploratory Research

As mentioned above, the first objective of the research is to gain the background information of the general view in a specific problem, this is the exploratory research's objective. This research design is unstructured, which means exploratory research does not contain any necessary procedures. The flexibility of exploratory research provides a convenient way for researchers to define and clarify any kinds of sources and to support for the extent necessary for the comprehension of problems. (Burns, Veeck, Bush 2017, 94-95)

5.1.2 Descriptive Research

This research design is used to develop the hypotheses by defining such factors as to what when, where, who and how. For example, define **who** will be the service's prospect, in **what** kind of service customers are interested, **where** it is easy for customers to visit or purchase, **when** the customers have feeling of enjoying such service and **how** customers can have the best way of interacting with the service, descriptive research will be the most suitable tools for such circumstances (Burns, Veeck, Bush 2017, 98-99).

In this thesis, I use this descriptive research to know more about customer's interest such as the consumer's favorite food, the frequency of dining out of consumers. In other words, the use of the descriptive research is perfect for further predictions on different variables. Obviously, this descriptive research is likely to the most possible to be used in researching customer's purchasing habits as well as defining customer's satisfaction to restaurant services.

5.1.3 Causal Research

Causal Research will bring two or more hypotheses that are related to evaluations of the effect between hypotheses. For example, how the reputation of a restaurant affect on the sale, or if the restaurant does not have the ability to serve so many customers in once, then how long the customer will lose the patient and tend to quit expecting from the restaurant (Burns, Veeck, Bush 2017, 102).

5.2 Research method

5.2.1 Qualitative Research

Naturally, qualitative research is exploratory, it shows the primary data due to the carrying out of the research for the purpose of addressing the problem. Furthermore, in order to define an issue and proceed accessibility, qualitative research is suitable when reacting with a situation of uncertainty, for example when the final outcome is different from expected (Malhotra 2012, 181-182). For example, in restaurant service, qualitative research will define for example "what are the customer's interests in whether delicious food or better hospitality?" or "how do customers prefer their food served in different event or season?"

5.2.2 Quantitative Research

In contrast, quantitative research is a method that helps to seek data by number or amount and normally applies some type of statistical analysis. The seeking of quantitative research can be considered as conclusive and applied to recommend a final course of action. (Malhotra 2012, 182). The frequency of habits depends on the place, gender, time such as "how often do customers tend to go to the restaurant or how much are customers willing to purchase for services?" In this thesis, I choose to use the quantitative research method because the data I will collect in the survey is from many normal people from different socio-demographic who do not have any professional experience in the restaurant industry. In addition, I do not have any direct interview

with a specific person for the deep information, therefore; it is better to use quantitative research method.

5.3 Population and sample

5.3.1 Population

The population is the general in every specific dimension including individuals who belong to the target of the research. For example, when choosing the target to research in Ho Chi Minh City for fusion cuisine restaurant, consumers from the age of 18 to 40 and living in Ho Chi Minh City will be the population of the research. (Burns, Veeck, Bush 2017, 238) The population as people from the age of 18 to 40 is considered appropriate for this restaurant concept because 18 is the appropriate age to consume alcohol served in the restaurant. Due to young lifestyle decoration inside the restaurant, so it is possible being interesting to people with the age below 40 according to Vietnamese's culture.

5.3.2 Sampling

Sampling is taking example or information from the population. This action is used for reducing the individual to be analyzed, reduce workload and cost for the company as well as creating the convenience to achieve qualitative information. However, there must be a balance between the large enough sample with a suitable effect to recognize the true association. (Burns, Veeck, Bush 2017, 239)

Take my survey in this survey is an example of the sampling method. In order to reach more participants in the most convenient and fastest way, my survey is formed on google docs due to its simply used. Once the survey is completely formed, it will be shared to my friends and other people via e-mails or on social media such as Facebook, Twitter. However, the survey was conducted mainly in District 1, Ho Chi Minh city area instead of the entire city.

5.4 Making the questionnaire

Commonly, interviews or surveys nowadays are in different forms and it all needs a standardized questionnaire in order to support the conducting faster, more convenient and better accuracy of recording.

The questionnaire can be understood as a set of questions to collect information from interviewees. The questionnaire is considered as the only factor of obtaining information action which possible includes fieldwork procedures.

Generally, participants usually want some return and guarantee from the researcher such as reward or offered payment, the security of information, benefits from social and personal since the research completed, invited on behalf as expertise on such affair and trust from the researcher.

Obviously, research also wants to have exchanges of values with participants. Normally, the honesty of participant is considered the most important factor to make the best reliable survey, the responsibility of the following instruction in order to complete survey perfectly, receiving the good feedback rationally in both marketing research and research process.

However, the questionnaire also has its disadvantage as a theory lack. For example, a survey for service usually depends on a person's emotional more than rational thinking. The questionnaire tends to be designed by elements such as experience, internal and external considerations of participants. In order to make the best questionnaire, the researcher usually follows the questionnaire process mentioned below. (Malhotra, Birks, Wills 2013, 184-185)

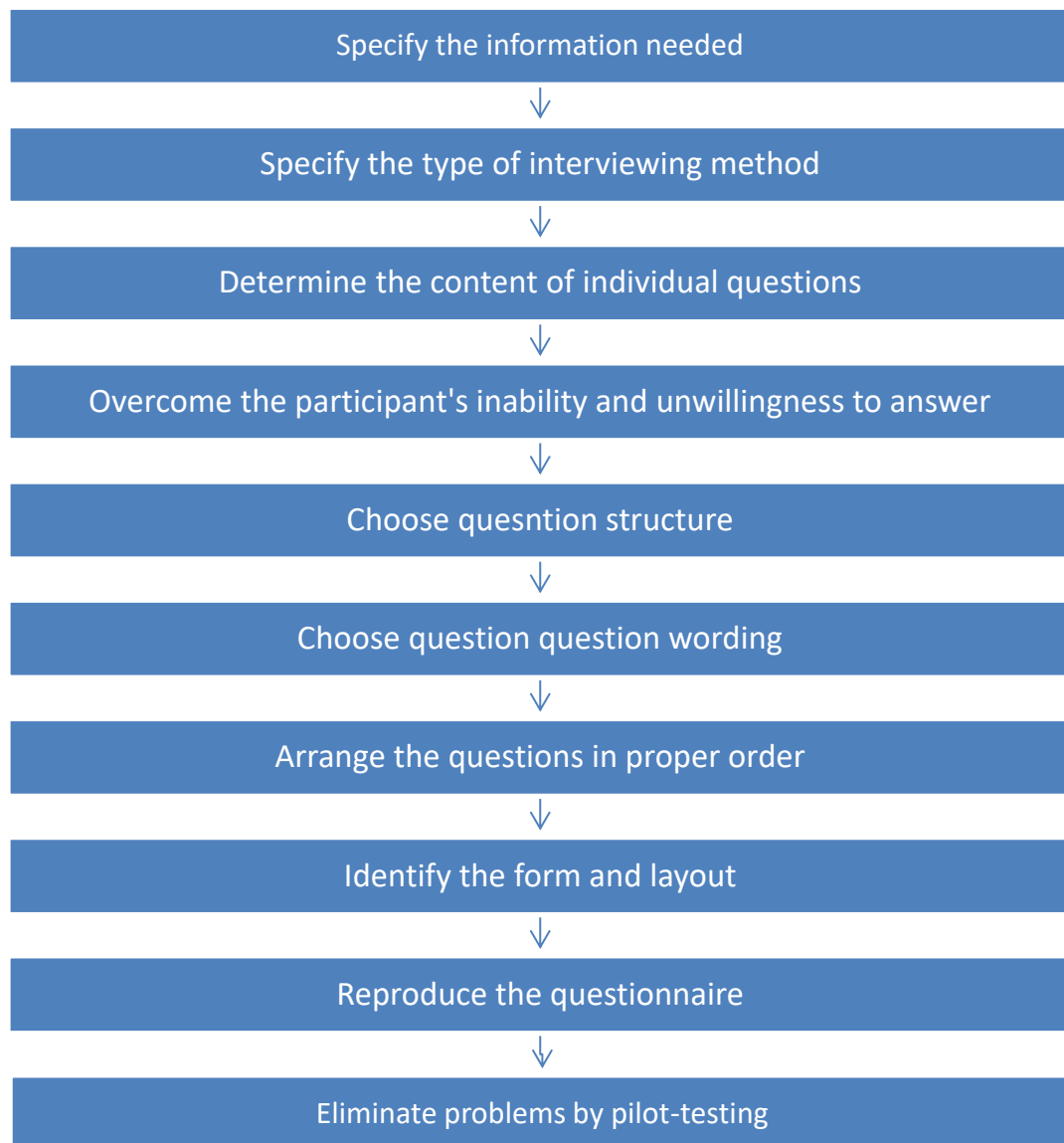


Figure 8. Questionnaire design process (Malhotra, Birks, Wills 2013, 186)

Basically, my questionnaire in this thesis is made based on both qualitative and quantitative research but mainly on quantitative research, for instance, “what kind of food or taste customer prefer?” or “which event do you prefer to eat out at the restaurant for qualitative research and “how often do customer enjoying eating out?” for quantitative research to know the consumer’s buying behavior. The survey aims to answer listed research questions in chapter 2 "Problem setting". For instance, the question in the survey that asks participants about their occupation and total income can define the most suitable target groups in this thesis. Moreover, questions ask participants about the time and the frequency of eating out at the restaurant to answer to such problems as “how often do they eat out at a restaurant?”. In addition, there is a question to know the customer's budget in a dinner at the restaurant help me to know the opportunities

and challenges of this restaurant concept. According to the main research problem in this thesis, questions in the survey all need to answer all the research question then the solutions are possibly made based on collected data.

5.5 Data collection and analysis

5.5.1 Primary Data

Primary data are used in such circumstances as defining the original problem by the researcher. These data are alone customized for a specific decision of makers in any companies which pay for well-concentrated and special assistance. (Malhotra, Birks, Wills 2013,61) In this thesis, primary data is considered as the data I collect from a survey which is based on my questionnaire process dedicated in this thesis. This primary data is the only data I have by my design to be suitable for this thesis.

5.5.2 Secondary Data

Secondary data are collected for purposes rather than for other original problems. Usually, these data seem to be closely related and inexpensive. Secondary data need to be thoroughly and creatively collected by the researcher in the main purpose of developing credible support for decision makers. (Malhotra, Birks, Wills 2013, 61). Secondary data I shall use is possible with articles about finance, economy, the population in Ho Chi Minh city presented from an online source, magazine or newspaper. Because Ho Chi Minh city is the place I aim to start my restaurant concept, so it is necessary to have a better understanding of such demographics in this city.

5.5.3 The process of quantitative data analysis

As mentioned, I will use the result from my survey to analyze the potential of success in this thesis. As planned, in order to reach many people in a short time, I design an

online survey and spread to people via social media. Survey's questions need to be close to research's problems and simple so respondent can easily answer and the required time need to as short as possible. The purpose of the survey is to collect information such as percentage of respondents who are from specific group with respective income and profession will refer such appropriate services or counting the frequencies of traveling habit from people whose living locations are different. After simply analyzing, the concentrate figure shall be the major respondent's on a specific subject because the majority normally take an important role on defining a trend or tradition.

5.6 Validity and reliability of Measurements

After collecting all the feedback or information from participants, the researcher needs to evaluate the reliable and valid of the information in order to have a better analysis later.

Reliability is the level of trustful of the data. By reliable measure, a respondent will answer to specific identical or near-identical questions in a very similar attitude. In the situation when a question is brought out with various responses from the same person and that person is unchanged among questions, it seems unreliable. For example, if people doing the survey are people with the respective socio-demographic group or who have a good education in the survey, the data will have better reliability. Because they tend to answer the truth to survey without any shyness or confusion.

Validity evaluates the level of the latest of the collected information. The more lately of the data, the more sufficient the data is. On another hand, the validity measure is truthful and tends to be responsible for the accuracy of the measurement. It is an immediate approach of measurement related to element actually exists. In other words, validity shows the level scaled by the score from the specific variable marketer intends to evaluate. (Burns, Veeck, Bush 2017, 215)

At present, I consider the validity and reliability have good accuracy. I sent my survey to people who mainly are from the ordinary group such as student and also office worker, and most of them are people that I know; therefore, I confidently trust the given data overall. Nonetheless, my friends also shared the survey to people that they know, the data collected from those people might not be trusted enough. Last but not least, people are from two main variables such as age and occupation yield similar

results. As a result, it is possible to rely on the data given at the present and it will be surely accurate when the survey is complete.

6 RESEARCH FINDINGS

The survey which dedicates number, frequencies and percentages below was conducted in April 2019 and received 90 responses collected from the survey within 3 weeks conducted on Facebook. Generally, the survey show the variety of result from different groups of people, hence, it is considered objective.

The age of 18-25 dominated with 60% and another significant variable is the age of 26-30 with 33.3%. Mostly, people in the survey are office workers (41.1%) and students (40%) among 51.1% of male and 47.8% female in Ho Chi Minh city.

Gender

90 responses

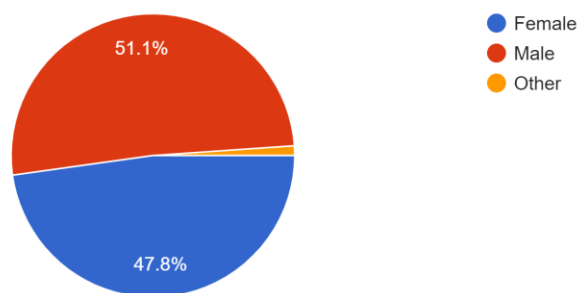


Figure 9. Respondents' genders (N = 90)

What is your age?

90 responses

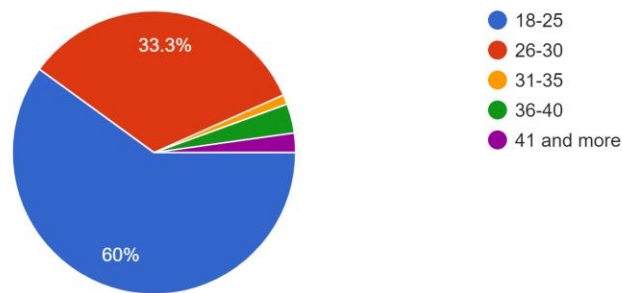


Figure 10. Respondents' ages (N = 90)

What is your occupation?

90 responses

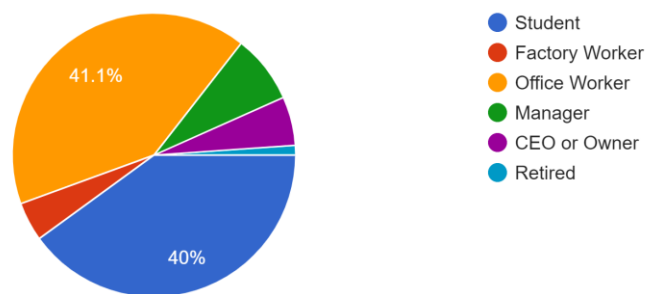


Figure 11. Respondents' occupation (N = 90)

As the survey focuses on District 1, Ho Chi Minh city, there are 17.8% of people living in district 1. However, people living in a 9km radius from district 1 with a total of 55.6% are considered as potential consumers. The frequency of visiting district 1 is concerned as well. It is equal in two main groups, which are people visiting district 1 less than 4 times a week (50%) and a total 50% of people visiting district 1 more frequent at 10 times a week include with people living in district 1.

Place of residence (in Ho Chi Minh City)

90 responses

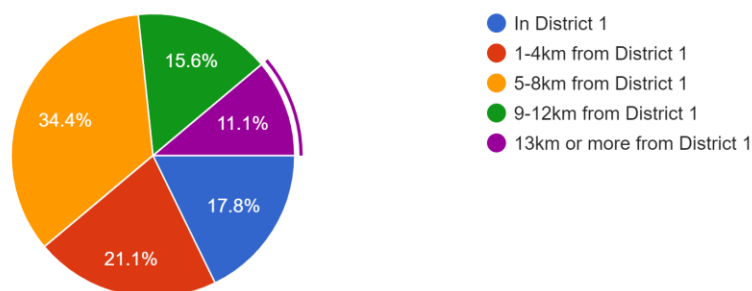


Figure 12. Respondents' residences (N = 90)

How often do you come to District 1 in a week?

90 responses

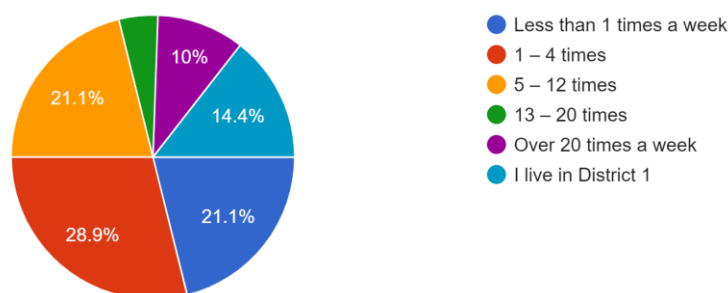


Figure 13. Respondents' frequency of visiting District 1 (N = 90)

It is also necessary to know the consumers' routine. It is optimistic that 78.9% of people coming to district 1 for food and other entertainments. They also come for meets with friends or their families (52.2%) and for work (37.8%). It is obvious that most people in Ho Chi Minh travel to district 1 by motorbikes (90%) because of its convenience and also 27.8% of people travel by car. In majority, the best companion chosen to come to district 1 with by respondents is friend with 90% and family (52%)

Why do you come to District 1? (You can choose several alternatives)

90 responses

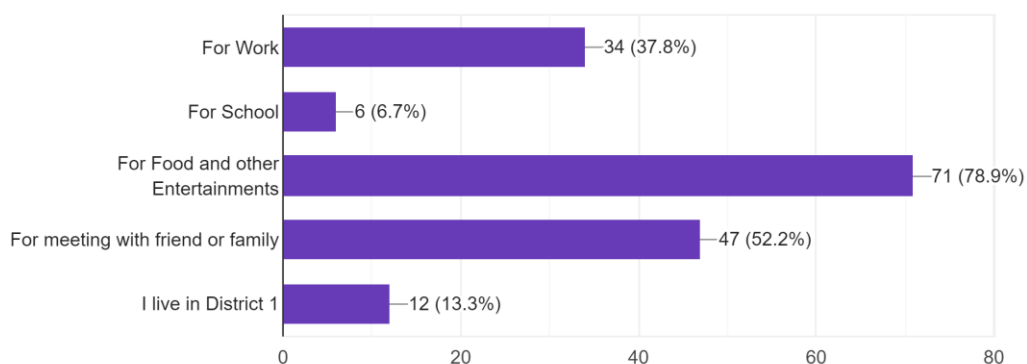


Figure 14. Respondents' reasons for visiting district 1 (N = 90)

With whom do you usually come to restaurant in District 1? (You can choose several alternatives)

90 responses

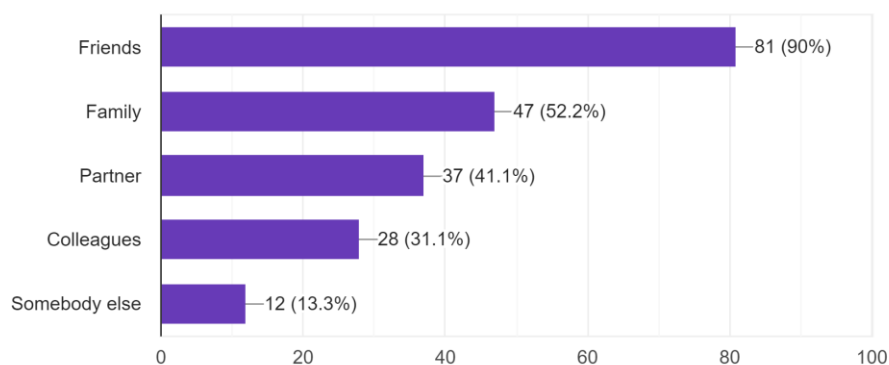


Figure 15. Respondents' companion (N = 90)

How do you come to District 1?(You can choose several alternatives)

90 responses

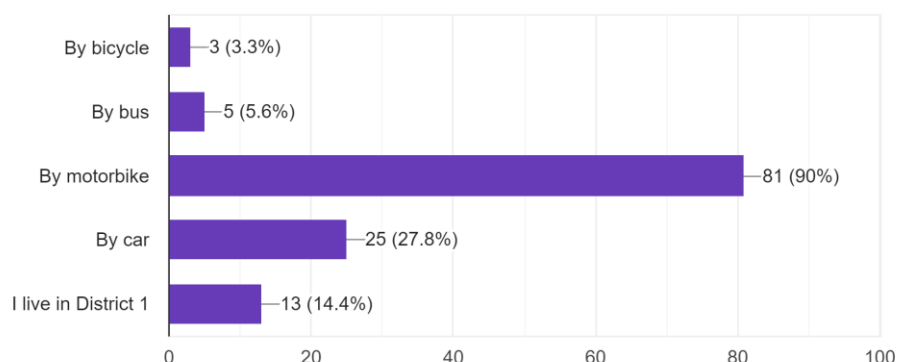


Figure 16. Respondents' ways of traveling to district 1.

One of the most important variables in this survey is the total income of respondents. The survey shows that 36% of respondents who only own less than 2300 USD of total income per year. However, there are also 36% of respondents who own more than 5500 USD of total income per year plus with 16.9% people own 4500 USD at an average of their total income per year.

Which one fits your total income per year last year?

89 responses

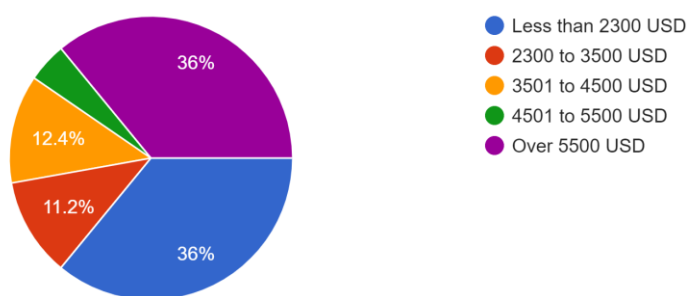


Figure 17. Respondents' total income per year (N = 89)

In the majority, people choose to eat out at the restaurant at dinner time (93.3). the choice of eating out at the restaurant at breakfast and lunchtime is not preferred (below 35%). In addition, among these respondents, 58.9% of people only eat out at the restaurant once a week or less than once and other significant frequency from respondents

with 30% who come to restaurant 2-3 times a week. Furthermore, 82.2% of respondents choose to eat out at the restaurant only in weekend and 15.6% people choose to have meals at the restaurant in mid-week (Wednesday and Thursday)

When do you prefer to eat out? You can choose several options.

90 responses

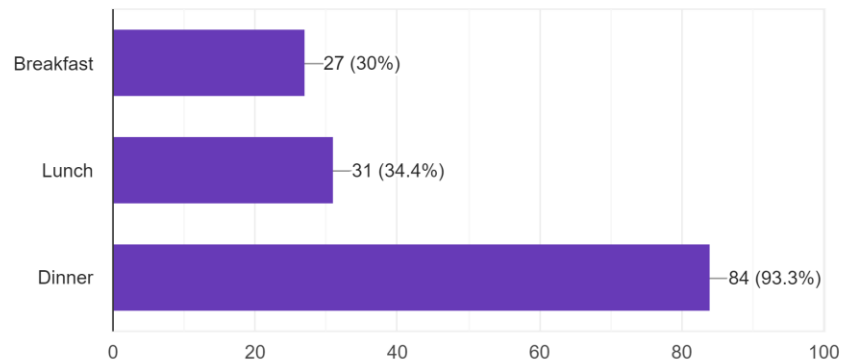


Figure 18. Respondents' preference meal in a day (N = 90)

How often do you eat at a restaurant (casual or luxury)?

90 responses

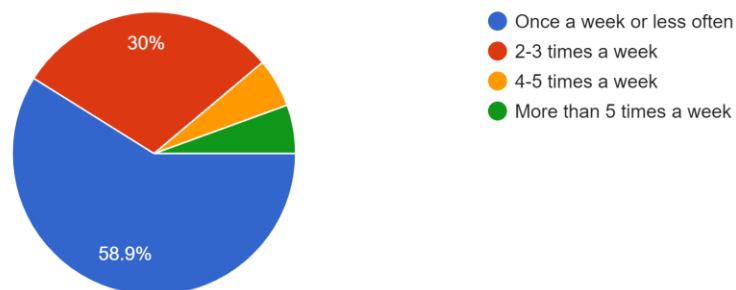


Figure 19. Respondents' frequency of eating at a restaurant (including casual or luxury) (N = 90)

When do you usually go to restaurant?

90 responses

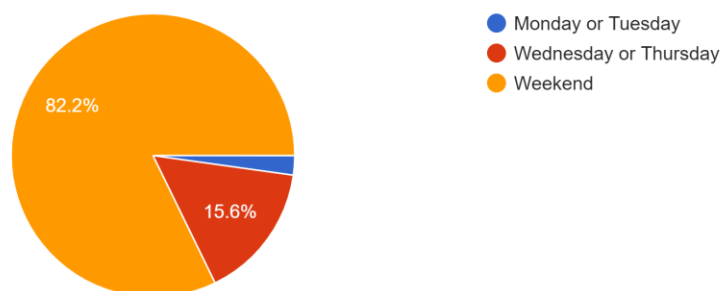


Figure 20. Respondents' day of eating at the restaurant (N = 90)

There are 79.5% of respondents go to a restaurant on their birthday or anniversary. While, 47.7% of respondents go to a restaurant for business meetings. On national holiday, there are 26.1% of them choose to go to a restaurant.

Which kind of event do you go to a restaurant? (You can choose several alternatives)

88 responses

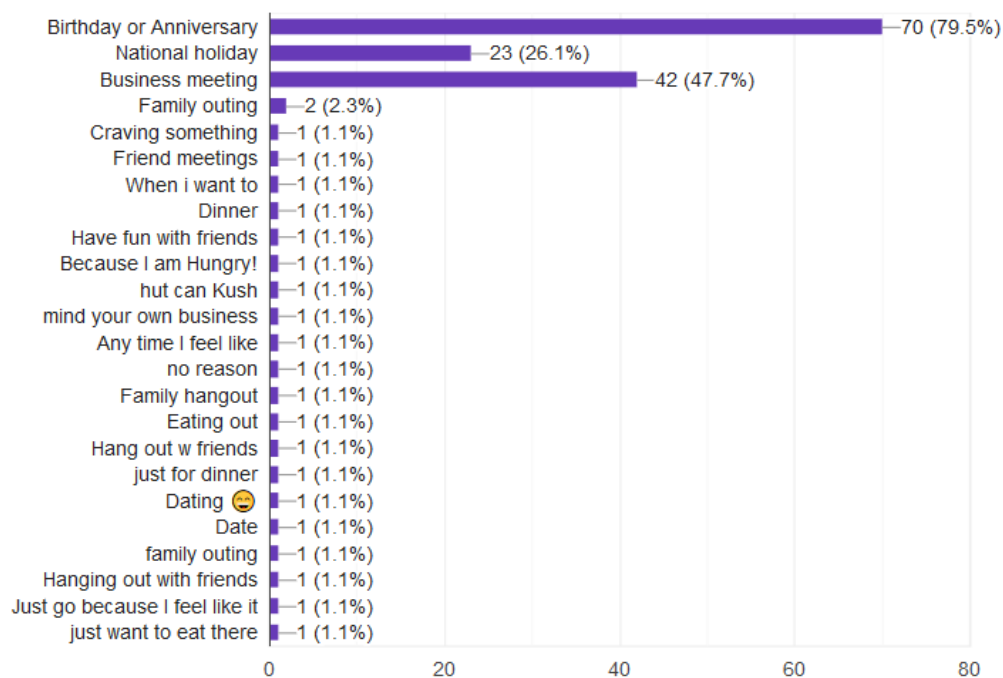


Figure 21. Respondents' event of eating at the restaurant (N = 88)

According to the survey results, the majority of people (70.6%) go to a restaurant for business meetings once a week or less. Only 25.9% of them go to a restaurant for business meetings 2 to 3 times a week. People go to a restaurant for business meetings 2 to 3 times a week. People go to a restaurant for business meetings more than 3 times a week are inconsiderable.

If you are working, how often do you have business meeting at a restaurant?

85 responses

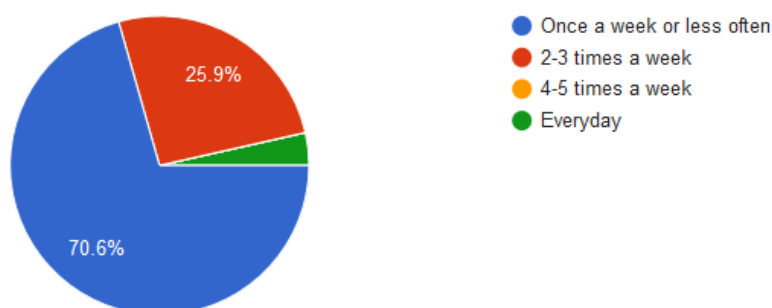


Figure 22. Respondents' frequencies of having business meeting at the restaurant (N = 85)

In terms of kinds of food, it is obvious that most of respondents love Vietnamese food and Asian food. Fast food is not respondents' choice. While there are not too many people who like or very much like European food and Fusion food.

What kind of food do you prefer?

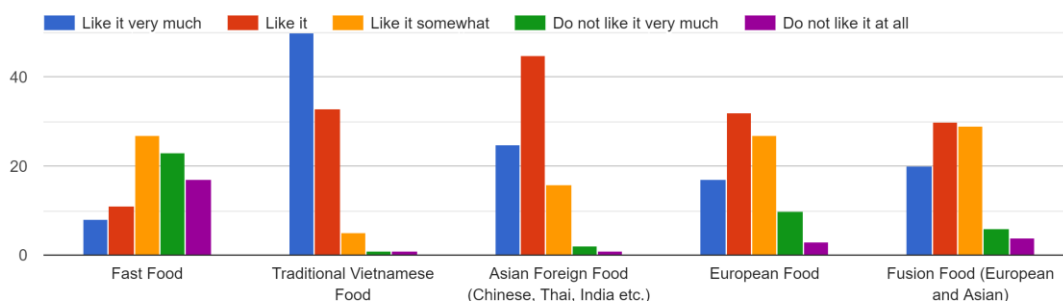


Figure 23. Respondents' favorite cuisine (N = 90)

When it comes to food taste, most people love spicy food and sweet food. By contrast, people do not like salty food.

What kind of taste do you prefer?

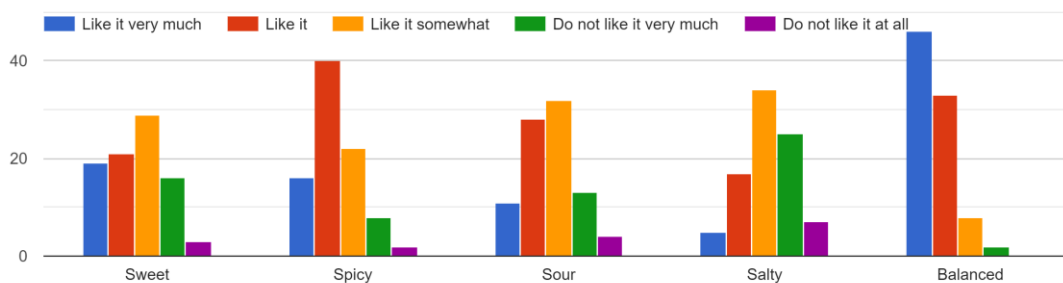


Figure 24. Respondents' favorite flavor of food (N = 90)

With respect to price, there are 30 respondents willing to pay 5 to 10 USD for a casual dining; 28 respondents are willing to pay 10 to 15 USD for a casual dining. Those people account for almost 65% of respondents. There are approximately 15% (14 people) of respondents willing to pay from 20 to 30 USD for a casual dining. There are 20% (18 people) willing to pay from 15 to 20 USD for a casual dining.

Price per person

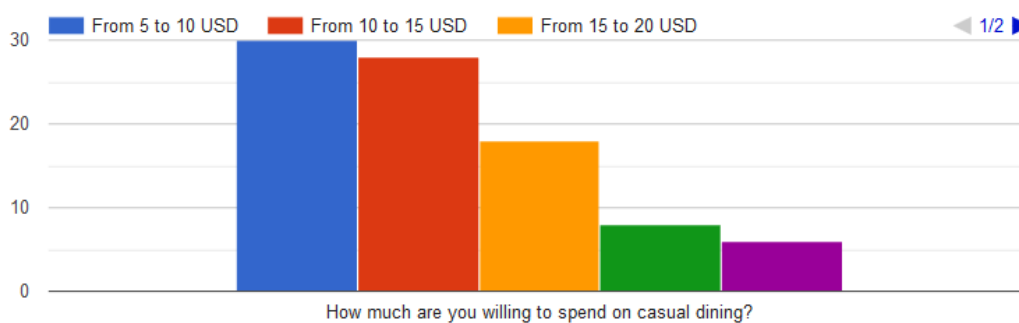


Figure 25. Respondents' budget for dinner at the restaurant (N = 90)

When it comes to changing menu and trying new foods, people tend to try new food and welcome seasonal update in menu.

Trying new food and changing the menu

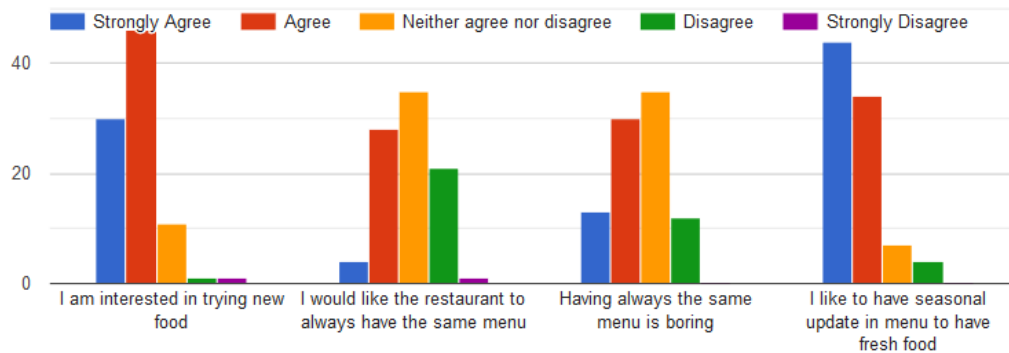


Figure 26. Respondents' habit of choosing food at the restaurant (N = 90)

When choosing a restaurant, most respondents suppose that “menu” (50 people) and “hospitality of the service” (60 people) are the two “very important” factors. The next “very important” factor is price (40 people). The next one is restaurant’s atmosphere (30 people). While there are 40 respondents consider that location, atmosphere, and location are “important” factor.

How important are the following factors when choosing a restaurant?

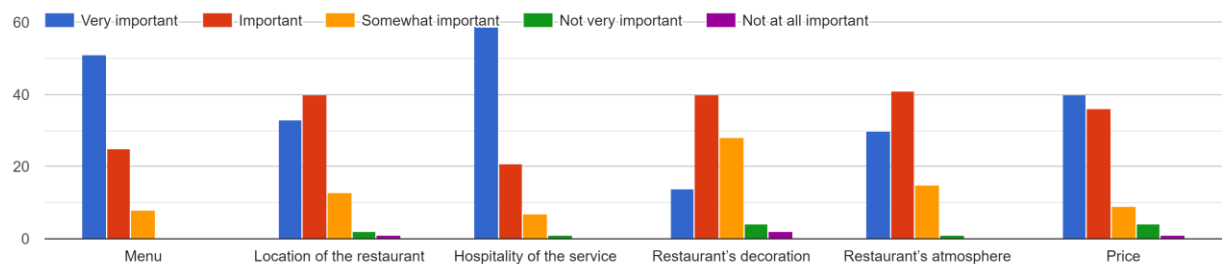


Figure 27. Respondents' interests of choosing the restaurant (N = 90)

7 SUMMARY AND CONCLUSIONS

In the conclusion part, there are some aspects that the author would like to conclude based on the research findings.

Firstly, as far as respondents' backgrounds are concerned, the proportion of female to male is nearly one to one (51.1%/47.8%). When it comes to ages, respondents who are between 18 to 35 years old account for roughly 95% of the population. As can be seen, most of the respondents are of young ages; and this may affect the way the restaurant organizes facilities and design its services. Those ones may constitute a customer segment that the restaurant can choose in the future. With regards to respondent occupation, most of them are either students or office workers. The author will keep an eye on those people as they can be the target customers. One advantage that can be seen is that 73.3% of respondents are either living in District 1 or within a radius of 1 to 8 km from District 1. This means, the restaurant located in District 1, is a convenient place for people to visit as it does not take much time to travel there. With respects to the visit frequency to District 1, half of respondents visit District 1 from 1 to 12 times per week. This is a good sign that there is a high probability that the restaurant can attract those ones as they visit District 1 on a regular basis.

Secondly, some information relevant to customer behavior is introduced in this part. As can be seen from the research findings, 90% and 52.2% of respondents go to eat out at a restaurant with their friends and family respectively. Therefore, friends and family members may be the strong influencers who can affect the respondent's decision making. Moreover, 90% of respondent go to District 1 by motorbike, and 27.7% travel by car. Besides, relied on the survey results, the author can conclude that there are two main reasons that make people travel to District 1. The first one is "foods and entertainment"; and the second one is "meeting friend and family". The majority of respondents (93.3%) prefer to eat out for dinner; only 30% prefer to eat out for breakfast. Hence, the author can recommend that the restaurant should concentrate on serving dinners instead of breakfast. Almost 60% of respondents eat out at a restaurant once a week or less. While, 30% of respondents eat out 2 to 3 times a week. It means the restaurant must find the way to attract as many customers as possible since most respondents only make 2 purchases or less each week. In other words, a good customer base can help the restaurant generate more revenue. Furthermore, people seem to love

eating out at a restaurant on weekends as there are 82.2% of respondents do this. People usually go to a restaurant on three events including birthday or anniversary (79.5%), national holiday (26.1%), business meeting (47.7%).

With regards to foods type, it can be concluded that people love Vietnamese foods and Asian Foreign Foods (Thai, India, etc.) more than Fusion foods and other foods. Therefore, even if the restaurant is specialized in fusion foods, it should take this fact into account when making the menu. In other words, sets of fusion foods of Vietnamese – Asian foods, or Vietnamese- European foods may be suitable. When it comes to foods taste, people love foods with spicy and balanced taste. Further, taking menu into account, the author realized that customers are most interested in trying new food and welcome seasonal update in menu. Concerning the factors that help draw customers to a restaurant, it can be concluded that factors such as “menu”, “hospitality and service” and “price” are regarded as most important ones by customers

8 RECOMMENDATIONS

8.1 Segmentation and Targeting

First of all, market segmentation is discussed. When it comes to market segmentation the author would like to choose **age, customer geographical location, occupation, and customer willingness to pay** as main segmentation variables. Those ones can be measured and supported by the survey results. When it comes to age, customers who fall into the range of **18 to 35 years old** will be the target customers of the restaurant as they account for approximately 95% of the total respondents. Besides, **geographical location** is an important factor as well. According to the survey result, there are **roughly 70%** of respondents living within the 8km radius of District 1. Those people will be the target customers as it is convenient for them to spend 20 to 30 minutes for traveling to the restaurant which is located in District 1. In terms of occupation, the author decides to choose **office workers, managers, and CEO** as his restaurant’ potential customers. It can be seen from the survey results that those people make up about 50% of the total respondents. Moreover, those people have good income and are

interested in dining out at a restaurant. Although students account for a large portion (40%) of the respondents, they are not regarded as potential customers of the restaurant as student may not afford a dining in a restaurant. With regards to customer willingness to pay, based on the survey results, there are 46 out of 90 respondents are willing to pay from **10 to 20 USD** for per dining. Those people are the target customers of the restaurant. In summary, the target customers of the restaurant will be office workers, managers, and CEO who are living within the radius of 8km of District 1, willing to pay 10 to 30 USD per meal, and between 18 to 35 years old.

8.2 Positioning

As far as positioning is concerned, the author supposes that it is necessary to identify potential competitors which are operating in the same area. The characteristics of those ones will be taken into account. According to the information the author can assess, there are two restaurants that play a role of potential major competitors. The first one is the restaurant called “The Deck”. This one mainly offers European foods. Customers visiting “The Deck” can experience a wonderful view of Saigon River with a peaceful atmosphere. This is regarded the major advantage of “The Deck”. This restaurant is highly appreciated by its spacious and comfortable dining area. The price for each person when eating out there varies between 50 to 70 USD. Besides, “An An” is also a potential competitor. This restaurant is located in a small street in District 1 so it does not have spacious dining area. Therefore, customers eating there may sit in a narrow space with less comfort. Moreover, “An An” does not have a stunning view as it is surrounded by small houses and old buildings. “An An” is a casual restaurant specialized in fusion foods (combination of European and Asian style). Each time visiting there, a customer may have to pay from 30 – 50 USD.

Based on those factors of segmentation, targeting and positioning, the author will position his restaurant as a casual dining restaurant (Saigon’ night) which offers casual dining of fusion foods (European-Asian style) at the average price of 10 to 30 USD. As “The Deck” mostly offers European foods, charges very high prices for its foods, and has extremely good facilities, the author will eliminate it from the list of competitors as it seems to operate in different segment (fine dining) than that of Saigon’ night.

Hence, the “AnAn” is the only competitor that Saigon’ night must compete with. Relying on the information about “AnAn”, the author decided to apply the positioning strategy “More for less” (Kotler, Armstrong, Saunders & Wong 2008, 443 - 444). According to this strategy, Saigon’s night restaurant will offer the same kinds of foods with more accompanying services but will charge for a lower price. The way of implementation of the strategy will be introduced and explained in detail in the next part which is dedicated for recommendations

8.3 RECOMMENDATIONS

In order to give concrete and feasible recommendations for the Saigon’s night restaurant project, the author relies on the two theories of “Type of buying decision behavior” and “The buyer decision process for new products”. Further, other factors such as competitor, customer behavior information from the research findings are utilized as well.

When it comes to “Types of buying decision behavior”, restaurant customers may have Dissonance-Reducing Buying Behavior as they will pay for a high price for their meals and spend much time on selecting suitable restaurants offering the foods they love, but sometimes there are not too many differences between available restaurants who operate in almost the same segment. Therefore, those customers can easily switch from one restaurant to another if they love to. If Saigon’s night wants to draw customers, it must prove that it is a reasonable choice for customer. Specifically, in this case, Saigon’s night can offer more free necessary services which can satisfy hidden needs of customers. Coming back to the strategy “More-for-less” strategy, the author suggests that Saigon’s night can offer more services accompanying with the main offers but will charges less. For instances, since almost half of potential customers are female, Saigon’s night can give female customers headband or hair-clip before their meals. Moreover, Saigon’s night can offer free nail service for customers while they are queueing for their turns. Last but not least, as the research findings clearly show, most potential customers go out for dining with their friends and family. Therefore, they may have the need of shooting photos with each other. Saigon’s night can offer photo shooting free of charge at as this service does not incur too much costs. In combination

with the average price of 10-30 USD per person for a dining, the accompanying services may help Saigon's night compete effectively with "AnAn" restaurant.

As far as the theory of "The Buyer Decision Process for New Products" is concerned, the authors suggest that Saigon's night restaurant should have suitable marketing steps at separate stages of the buyer decision process. Since Saigon's night is a new restaurant and its menu can be considered as a new product, the author finds it reasonable to apply the theory of "The Buyer Decision Process for New Products" in this case. The followings are the five stages that customers may go through before making the final purchasing decisions. At each stage, there will be some recommendations of the author with the hope that they can help Saigon's night respond in an appropriate way before different customer behaviors.

The first stage is "Awareness". At this stage, customers just know about the product and usually don't have enough information about the product. In the case of Saigon's night, what should be done is to let customers know its brand. Therefore, the author recommends that Saigon's night should use social networks and sending coupons in order to make customer aware of its existence. This way is considered appropriate as most potential customers are pretty young so they may use social networks a lot and love using coupon to eat at a discounted price. Moreover, with the development of social video platform such as Youtube, Saigon's night can invite some food reviewers or Youtube streamers who are not too famous to eat at the restaurant and then publish video to introduce Saigon's night. Those way are useful and cost effective.

The second stage is interest. It means, at this stage, customers may have more information about Saigon's night and have intention to try it. The author recommends that Saigon's night should mostly keep the same practices as first stage. However, one difference here is the restaurants should invite celebrities such as famous gamers, streamers or life-style leader. This way may incur more costs but is necessary to make the brand of Saigon's night go viral.

The third stage is evaluation in which customer will consider whether or not to try the new products. As can be seen, at this stage, they may hesitate to make decision. Saigon's night should help customer overcome hesitation. Some promotions methods such as discounts-for-group, coupons for first-time customers, happy-hour discount,

special event's set menu (Valentine dinner, Independence day, Christmas) etc. can help draw customers to the restaurant.

The fourth and fifth stage are trial and adoption. At this stage customers may come to Saigon's night and try some foods or drinks. This will help them make evaluations about the restaurant. This stage is very important as it determines whether or not the customers will come back again. Therefore, everything related to this stage must be prepared, organized and implemented carefully. At this time, any touchpoint from entry to the end of customers meals must be overseen strictly. When customers access the entry, there should be a staff saying hello and giving instructions for customers. Moreover, the author recommends offering free nail service, tea and coffee, chair for customers while they are on the queue. As customers are seated, hair clips or headbands for female customers should be given immediately. Further, the menu should come with a staff who are capable of giving recommendations on the restaurant's foods offers. When customers finish their meals, they should be given a chance to leave a feedback. If customers consent, Saigon's night can collect their information on birthday, anniversary, etc. so that the restaurant can give them flowers or small gifts when they come back on those important events. One thing to take into account is that, at this stage, promotion method can be changed. At this stage, Saigon's night should rely on its current customer base to develop. Hence, what should be done is to satisfy current customers and turn them into its "KOL" (key opinion leader) instead of some celebrities or famous people. For instance, the restaurant doesn't need to give away coupon frequently to attract new customers; instead it can apply loyalty program for loyal customers. Furthermore, Saigon's night can gradually be less dependent on foods reviewers or social media. In addition, it should have good after-sale services such as keeping contact with customers via emails once or twice a month to inform them of new menu, calling or sending emails to congratulate customers on their birthdays or anniversaries, etc. Those practices are considered suitable and cost-efficient in this stage under the viewpoint of the author.

In relation to the foods and menu, the author also recommends Saigon's night to update its own seasonal menu frequently as the majority of potential customer said that they strongly agree with the seasonal update in menu and love to try new foods. With regards to foods taste, Saigon's night restaurant should offer foods with spicy taste and

balanced taste since the research findings has indicated clearly. Last but not least, factors including menu, hospitality, and price are of most important role according to potential customers. Therefore, Saigon's night should have a close eye on those factors to make sure that customers are satisfied when eating there.

9 FINAL WORDS

Having been through this thesis's process, I experienced many valuable outcomes. The thesis supposes to be taken place around 3 months. However, the actual time is longer than expected because of the lack of professional writing skills and managing references. If I could start to do a thesis again, the first caution would be preparing a variety reference for theoretical part. Because it is necessary to have different source to compare to each other in order to deliver objective in theory and give the better comprehension to other readers. In the future, I will refer a research based on business articles or other valuable articles to professional book. It is obvious that books are the most reliable reference student can lean on, however, the more we find information from article, the faster ideas are created. Furthermore, I realized that when doing a thesis, we need to manage workload respective with time of both student and supervisor. It takes time for supervisor to evaluate and give feedback to students, hence, it is not possible to expedite supervisor to adapt with student's workflow. Last but not least, focusing on the conceptual of framework and theory structure to limit the correct theory and avoid redundant information.

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APPENDIX

Survey for Fusion Cuisine Restaurant in District 1, Ho Chi Minh City, Vietnam

Form description

Gender

- ☐ Female
- ☐ Male
- ☐ Other

What is your age?

- ☐ 18-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41 and more

What is your occupation?

- ☐ Student
- ☐ Factory Worker
- ☐ Office Worker
- ☐ Manager
- ☐ CEO or Owner
- ☐ Retired

Place of residence (in Ho Chi Minh City)

- ☐ In District 1
- ☐ 1-4km from District 1
- ☐ 5-8km from District 1
- ☐ 9-12km from District 1
- ☐ 13km or more from District 1

How often do you come to District 1 in a week?

- ☐ Less than 1 times a week
- ☐ 1 – 4 times
- ☐ 5 – 12 times
- ☐ 13 – 20 times
- ☐ Over 20 times a week
- ☐ I live in District 1

Why do you come to District 1? (You can choose several alternatives)

- ☐ For Work
- ☐ For School
- ☐ For Food and other Entertainments
- ☐ For meeting with friend or family
- ☐ I live in District 1

With whom do you usually come to restaurant in District 1? (You can choose several alternatives)

- ☐ Friends
- ☐ Family
- ☐ Partner
- ☐ Colleagues
- ☐ Somebody else

How do you come to District 1?(You can choose several alternatives)

- ☐ By bicycle
- ☐ By bus
- ☐ By motorbike
- ☐ By car
- ☐ I live in District 1

Which one fits your total income per year last year?

- ☐ Less than 2300 USD
- ☐ 2300 to 3500 USD
- ☐ 3501 to 4500 USD
- ☐ 4501 to 5500 USD
- ☐ Over 5500 USD

When do you prefer to eat out? You can choose several options.

- ☐ Breakfast
- ☐ Lunch
- ☐ Dinner

How often do you eat at a restaurant (casual or luxury)?

- ☐ Once a week or less often
- ☐ 2-3 times a week
- ☐ 4-5 times a week
- ☐ More than 5 times a week

When do you usually go to restaurant?

- ☐ Monday or Tuesday
- ☐ Wednesday or Thursday
- ☐ Weekend

Which kind of event do you go to a restaurant? (You can choose several alternatives)

- ☐ Birthday or Anniversary
- ☐ National holiday
- ☐ Business meeting
- ☐ Other...

If you are working, how often do you have business meeting at a restaurant?

- ☐ Once a week or less often
- ☐ 2-3 times a week
- ☐ 4-5 times a week
- ☐ Everyday

What kind of food do you prefer?

	Like it very much	Like it	Like it somewhat	Do not like it very...	Do not like it at all
Fast Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional Vietna...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian Foreign Foo...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fusion Food (Eur...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What kind of taste do you prefer?

	Like it very much	Like it	Like it somewhat	Do not like it very...	Do not like it at all
Sweet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spicy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balanced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Price per person

	From 5 to 10 USD	From 10 to 15 USD	From 15 to 20 USD	From 20 to 25 USD	From 25 to 30 USD
How much are yo...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Trying new food and changing the menu

	Strongly Agree	Agree	Neither agree nor...	Disagree	Strongly Disagree
I am interested in ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like the re...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having always th...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to have seas...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important are the following factors when choosing a restaurant?

	Very important	Important	Somewhat impor...	Not very important	Not at all importa...
Menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of the re...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hospitality of the ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant's deco...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant's atm...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

