

**BANGKOKIANS' PERCEPTION AND INTEREST TOWARDS
PLANT-BASED MEAT DISH IN FOOD
AND BEVERAGE SERVICE**



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**A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT
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FACULTY OF GRADUATE STUDIES
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Thematic Paper
entitled
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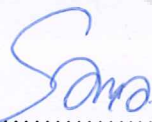
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ABSTRACT

The trend for plant-based meat has grown globally and was recently introduced in Bangkok. Simultaneously, Thai consumers have cut down their meat intake and we can observe a unique market opportunity where there is a lack of meat alternative restaurants in Bangkok. Therefore, this marketing research is vital to be conducted to find out the awareness and preference of Thai consumers in terms of plant-based meat and to further provide recommendation to entrepreneurs in establishing a plant-based meat restaurant in Bangkok. A quantitative approach was used in this market research to collect the data, where n=287 respondents were handed the questionnaire through the online platforms. The results showed that the factor that would influence the Thais to try plant-based meat was availability and the consumers are willing to pay higher for plant-based meat in comparison to animal meat. Lastly, Thai cuisine and kraphao fried rice dishes were preferred in the plant-based meat form.

Therefore, this research was successful in providing business solution and recommendation to entrepreneurs based on the product, price, place and promotion.

KEY WORDS: PLANT-BASED MEAT / THAI CONSUMERS

101 pages

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CHAPTER I

INTRODUCTION

1.1 Introduction

In the recent times the market for plant-based food has become a popular choice for people globally especially in North America and has grown drastically as people are becoming more health conscious and take part in the impact of climate change and raise awareness against animal cruelty. A recent report published by the Plant Based Food Association (PBFA) stated that the plant-based food was higher than 3 billion in 2018. Furthermore, the report also states that a large number of consumers are switching to meat alternatives such as plant-based diet for reasons such as protecting animals, preserving the environment, general health concerns as well as changing taste preferences (“Forbes”, 2019).

Michele Simon, the executive director of the Plant Based Foods Association, believes that consumers were aware of the products, which increased the demand for plant-based meat in the world. “It’s a combination of increased consumer interest in healthier eating in general, and then combined with innovation and an explosion of more great-tasting meat alternatives for consumers to choose from. With that has come the mainstreaming of these types of foods,” Simon (Hamburg, 2019).

As per SPINS Natural and Specialty Channel Data, 52-week period ending April 2019 the sales for meat alternatives have grown from \$584 M to \$800M in North America. The data also suggests that all market and consumer data, technological and financial investments indicates that the market will continue to develop and grow. Furthermore, the data also suggests the manufacturers interest in meat alternatives and certified organic options such as non-soy and gluten-free plants which is projected to be \$1.5 billion by 2022 (“Forbes”, 2019).

The trend has grown so much in North America that established burger brands are set to launch or have already launched meatless burgers in their menus and have already observed drastic sales such as the Beyond Meat’s worth has skyrocketed

to \$21 billion (Laurence, 2019) and have started selling in restaurants such as Burger King, Qdoba, Del Taco, Subway etc is now selling the Impossible Burger and launched new products such as from Beyond's ground beef to Impossible's sausage to Beyond's KFC chicken. The company Beyond Meat has a market capitalization of more than \$10 billion. Furthermore, the impossible foods closed an additional \$300 million in investor funding (Piper, 2019).

The Wall Street has also assumed plant-based industry in USA to be \$140 billion dollars but presently it's net worth is \$14 billion in the US (Reinicke, 2019). Caroline Bushnell, associate director for the Good Food Institute, states that "This is not a bubble or a fad. It's a real change in consumer behaviour" (Brown, 2019). Zach Vouga, the owner of Plant Power Fast Food states that their restaurant has observed a growth of 63% and it is the omnivores not the vegans who are interested in trying meat alternatives (Bourassa, 2019).

Therefore, to adapt with the change in trends and consumer behaviour, Plant Based Foods Association and Good Food Institute are both promoting education, research, and entrepreneurship in the plant-based field thus resulting in the alternatives such as: soy, peas, nuts to taste like dairy milk, cheese or meat while being sustainable and ethical ("Vegconomist", 2019).

Europe

Plant based trend is also seen adapted and growing rapidly in the European market in recent years accounting to 40% of the global market with it's largest submarket being the UK and is forecasted to grow to €2.4bn by 2025 from €1.5bn in 2018 ("Deloitte", 2019).

A recent study forecasts the European plant-based market to reach USD 2.6 billion by 2024, at a CAGR of 7.4%. However, France has been observed as the fastest growing market in terms of plant-based meat in Europe with the CAGR of 8.1%. Consumer preference has caused this major impact in the demand for meat alternatives because people want to eat healthier and avoid animal meat due to various allergies caused. Therefore, we can observe the forecasted revenue in France from 2014-2024 to be increasing each year ("ModorIntelligence", 2019).

As stated earlier that the change in consumer preference and demand is observed in Europe, therefore many companies are hoping to launch into these markets or have already been established and are currently trying to foster their product and implement through various experiments, technologies and innovation to expand the current growing plant-based protein trend in their region. One example is Roquette, a French based company dealing in natural-based ingredients for the Food, Nutrition and Health market space has recently introduced two plant-based textures Nutralys TP-C from peas and Nutralys TF-C from fava beans for the expansion of their plant-based ingredients. The texture also various other plant-based alternatives as well as fish alternatives like fish rillettes, thus venturing into a whole new market. The company has also looked deeply into Citri-Fi ingredient allows the meat alternatives to bind up to 8 times its weight thus allowing good texture and the meat to be prone heat and moisture. “The United States and Europe are the two biggest markets for meat alternatives, and the markets are strong in South America and Asia as well”, Dr. Brock Lundberg, Ph.D., president of research and development product application for Fiberstar (Gelski, 2019).

According to research findings concluded by Mintel states that amongst France, Germany, Italy, Spain, and Poland, the target consumers lie under the category of: Millennials (aged 25-34) and Gen Zs (aged 16-24) who are more likely to purchase organic food products. The research further breaks down that the Italian Millennials are most likely (87%) to buy organic food and drink, followed by German (86%), Spanish (85%) and French (81%)“Organic produce has seen growing support among European consumers at a time of increasing concerns for wellbeing, health and the environment, ‘says Katya Witham, Global Food & Drink Analyst at Mintel (“HospitalityAndCateringNews”, 2019).

Furthermore, due to the trend and rise in demand for plant-based meat alternatives, Plant Based World Europe will be holding a European business to business (B2B) event from 16th -17th October 2020 in London. The purpose of the event is to bring about retailers, manufacturers, wholesalers, distributors, investors and healthcare professionals. Entrepreneurs and various other food service providers. Our goal at PBW is to accelerate this shift by providing a professional platform for the global plant-based market to blossom. This message resonated deeply with our

inaugural audience in New York and we look forward to bringing the ultimate plant-based experience to London in 2020.” says Ben Davis, Content & Communications Director, Plant Based World Conference & Expo (“ThePlantBasedWorld”, 2019).

The report "Plant-based Protein Market by MarketsandMarkets business research, forecasts the global value of plant-based protein market to be estimated USD 18.5 billion in 2019 with a CAGR of 14.0% from 2019 to 2025. The market is projected to have a market worth of USD 40.6 billion by 2025. The graph further elaborates North America with the highest increase, followed by Europe then Asia Pacific and Row which includes countries such as: South America, Middle East and Africa (“MarketsandMarkets”, 2019).

Southeast Asia

With the growth of plant-based meat products in the US and Europe, Asia has also saw a significant growth in the plant-based industry specifically in South East Asia. Asia has competitive advantage over other regions due to its availability of resources and ingredients such as rice and crops. Asian plant-based market in comparison with New Zealand and Australia was ranked 1st and 3rd in veganism popularity and also consists of successful plant-based companies such as Sunfed Meats. Furthermore, plant-based manufacturers are involved in food innovation such as localization strategy which means blending the plant-based meat to merge well with the taste and preferences of the locals. India is another example with a rapidly growing plant-based food company called Good Dot which aims at a mutton alternative for consumers in the region thus conquering the localization strategy (Neo, 2019).

Hong Kong based company is set to launch in Southeast Asia. The company had recently introduced Omni Pork which is the world's first vegan minced pork made from plants. The company aims at positive ecosystem and sustainable platforms and its primary focus is not to compete with other popular brands such as Impossible. “Pork is the most consumed meat in Asia, so while most of the plant-based innovations are for Western food, OmniPork is designed specifically with Asian culinary applications in mind,” says David Yeung, founder of Omni Pork and a plant-based advocate. The brand focuses on replicated pork by replacing it with alternatives such as Omni Pork burgers, ready-to-eat dumplings and dim sum. Furthermore, the

company has also looked into the expansion and possibility of growth in the South East Asian market by launching into countries such as Taiwan, Singapore and Thailand (Blecken, 2019).

A US based company, Ocean Hugger Foods has produced tuna plant-based replicas made from plants called “ahimi” and are working together with the distributor Nishomoto to launch the tuna alternative in the South East Asian supermarkets. Their vision is to further establish the production house in Thailand for rapid expansion in the future (Figueiras, 2019).

Countries such as Indonesia, Thailand and the Philippines have had the biggest increase in vegetarian diet in recent years and Indonesian companies such as DAAI Boga PT has recently introduced vegan instant noodles in soto flavour to blend in well with the taste and preference of the locals (“FoodAndHotelAsia’s”, 2019).

Other countries such as Japan and the Philippines are not too far behind with the emerging trend of plant-based meat with alt-protein producers dealing with hundreds of millions of dollars. Vietnam has introduced soya beans as snail and pork alternative and have experimented with the market with potato flour and bean paste as an alternative for ribs and may soon be seeing adapting to the plant-based ingredients. (“France24”, 2019).

China

Vegetarian restaurants in China have observed a drastic shift in demand as it doubled in the last 5 years. The reason is due to the changing lifestyle and preferences of millennials where they are more health conscious and environmentally aware (Figueiras, 2019).

Zhenmeat was launched into the Chinese market in 2019 targeting the health aware consumers offering ground pork made from plants. The company wishes to adopt the concept of meat with its colour as well as the sizzle that animal meat offers. Furthermore, the company's value lies in trying to reduce the negative impact on the environment that is caused due to the consumption of animal meat. The founder and CEO Vince Lu strongly believes and supports the healthy appetite of green millennials. In the year 2019, China was hit by an outbreak of African swine flu impacting the country as a whole as well as the drastic increase in the prices of pork

has resulted in less interest amongst elderly in China. Therefore, Lu believes that the plant-based expansion and technology is vital for the environment and he also wish to launch the products in southeast Asia by 2021 (Hinata, 2020).

China will also observe the launch of Impossible Foods in the coming times. “China is well positioned to be a world leader in the shift to a sustainable food system. Impossible Foods wants to partner with China to create the world’s most resilient, secure and sustainable food system -- a model for other nations. By transitioning to plant-based meat, China can help boost quality of life for everyone, avert biodiversity collapse and reduce the impact of global warming.” said Impossible Foods’ CEO and Founder Dr. Patrick Brown” (“BusinessWire”, 2019). The launch of Impossible Food into China can set positive environmental impact and a new sustainable scalable system. It can lessen the carbon footprints and animal livestock greenhouse gas emissions which accounts to 18% according to UN Food & Agriculture Organisation (FAO) figures. China is also the world’s biggest meat consuming country with 28% of the world's supplies of meat. Therefore, the challenge lies in convincing Chinese consumers to adapt to plant-based alternatives for the long-term sustainability of the earth (Ho, 2019).

Beyond Meat is said to launch in China by the end of 2020 says the chief executive of Beyond Meat, Ethan Brown. Although not much information has been revealed about the exact launch dates, the company however still faces challenges as Chinese regulators are presently working on national standards for plant-based meat. Any foreign company whose products comply with the regulations can get access into the Chinese market (Bellany, 2020).

1.2 Background of business problem

Since the trend is becoming popular globally we can also observe that plant-based protein menus are also becoming popular in Thailand inclusive of menus made of vegetables along with smaller portions of meat (Pholdhampalit, 2019). Not only the trend but the consumer behaviour in Thailand has also changed in recent years. According to a survey conducted by the firm Mintel in 2018 the results were found that over half urban Thai consumers state that they plan on reducing their meat

intake. Furthermore, Michelle Teodoro a food science and nutrition analyst at Mintel also states that the companies are “starting to move into this area and attracting more serious investments” (AFP, 2019).

According to the research from global market intelligence agency Mintel, the findings prove that 79% Thai consumers want to have a healthier diet, 76% want to have a better work-life balance and 73% want to exercise more. Out of which 53% want to reduce their meat intake and 45% want to follow a plant-based diet. Furthermore, 76% of metro Thai consumers agree that plant protein is just as nutritious as animal meat and 55% agree that plant-based protein tastes better than animal protein. + South APAC, at Mintel states that “To appeal to Thai consumers who are starting to adopt better lifestyle habits, more companies should offer food, drink, beauty and personal care products that are made with natural formulations, seeing as there is a demand in the market. In addition, consumers' preference for natural, simple and flexible diets will drive further expansion of plant-based alternatives especially as they are finding them just as nutritious and tasty as animal-based food and drink products” (“Mintel”, 2018).

According to the researcher at Mahidol University's Institute of Nutrition, Achiraya Kamchansuppasin has observed the change in culinary behaviour of Thai people in urban areas as more people want to switch to meat free options and consumers want to cut down meat intake not just to lose weight but in order to prevent diseases such as : non-communicable diseases (NCDs), high blood cholesterol, coronary artery diseases and diabetes which is caused due to the intake of red meat, according to the World Health Organization's International Agency for Research on Cancer. Furthermore, Achiraya also observed that Thai diners love BBQ and grilled buffets which puts them at a higher risk of suffering from (NCDs) (Pisuthipan, 2019). Therefore, to solve these health problems and to adapt with the changing behaviours of Thai people, meat alternatives can be introduced into the market to attain healthier lifestyle of Thai people as well as achieve positive environmental impact.

Although the concept of meat alternative has recently been introduced in Bangkok however, currently there is only one burger food truck at the entrance of the Grand Hyatt Erawan that started selling Beyond Burger for 100 Baht which started from 19-23 September 2019 onwards (“BigChilli”, 2019). Based on the global trend

mentioned above we can observe that different regions of the world have different plant-based meat offerings. Therefore, a market research is vital to be conducted to determine the awareness and preference for plant-based meat amongst Thais.

1.3 Origination of Business Idea

The motivation: The author is working in the United Nations Bangkok and has been influenced with the 2030 sustainability agenda which includes environmental impact, climate action, good health and well-being. In other terms the agenda is a plan of action for people, planet and prosperity (“United Nations”, 2019). Since the author is studying tourism and hospitality at Mahidol University and wants to open not just any restaurant but a restaurant that also brings about change in the lives of people and creates less environmental impact. Therefore, the idea originated from wanting to combine the United Nations 2030 Sustainable Agenda and merge with Tourism and Hospitality which broke down to opening a restaurant that is in simple words sustainable. The importance of such restaurants is for the consumers to feel and be responsible for what they eat and what is the least that they can contribute to the environment. Hopefully the restaurant can bring about change so that the future generation can consume food with ethics. The restaurant will focus on the 3 main values: taste, health and ethics. The target customers are obviously vegetarians but we also want to explore into the untapped market of omnivores who eat meat on a regular basis as well. Our mission is not just to convince people who eat meat to switch to plant-based meat but also to offer an outlet for people who are already doing the right thing by eating plant-based and other vegetarian based diets and to be the leaders in the plant-based industry in Thailand. Therefore, the restaurant wants to cater to the rising vegetarian trends amongst Thais and offer good taste, good health but also good values and ethics which will drive change towards **a sustainable, scalable food system.**

Market Research Objectives:

1) To analyse consumer awareness and preference of plant-based meat based on the 4P's product, price, place and promotion.

2) To provide recommendation and useful information for entrepreneurs for opening a plant-based meat restaurant in Bangkok.

Goal:

To find the results based on the research questions for the business of a plant-based meat restaurant and to find the useful information in order to help develop a strategic plan for restaurants that would like to serve plant-based meat dish.

Market Research Questions:

- 1) What factors would influence Thai consumers to try plant-based meat?
- 2) What type of cuisine would Thai consumers prefer to have in plant-based meat form?
- 3) What kind of dishes would Thai consumers prefer to have in plant-based meat form?
- 4) What food delivery services are Thai consumers more likely to use?
- 5) What food delivery factors are considered important by Thai consumers?
- 6) What is the willingness to pay for plant-based meat dish by Thai consumers?
- 7) Are Thai consumers willing to pay higher for plant-based meat dish than animal meat dish?
- 8) What social media platforms are Thai consumers most likely to use for food and restaurants?

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss about the marketing mix that consists of 4P's: Product, Price, Place and Promotion. It will also discuss about the key suppliers and introduce the business model, description and the value proposition. Furthermore, restaurant environment analysis for plant-based meat will be conducted using PEST and SWOT and introduce the key suppliers such as : Beyond Meat and Meat Avatar in this chapter.

2.2 The Product

The first element of a marketing mix that consists of the wants and needs from the target market that makes up the components of the market as well as the environment (Mathieu, 2001). The product is described as “. . . anything offered to a market for attention, acquisition, use, or consumption that might satisfy a need or want” whereas, a service is described as “. . .any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything” (Kotler & Armstrong, 2012).

An enterprise must provide products of good quality and high performance in order to satisfy the wants and needs of the customers, thus allowing the enterprise to gain competitive advantage (Berens, Riel, & Bruggen, 2005). Therefore, for this market research we have come up with a few products as per the preferences of the target consumers based on the cuisine such as: Italian, American, Thai, Japanese, French, Chinese, Mexican, Indian, Middle Eastern and Korean. The dishes include: Steak, Rice (Kraphao, Fried Rice), Noodles (KuayTeow, Ramen), Pasta (Spaghetti, Macaroni, Lasagna) Burgers and Sandwiches and Pizza. The product will however be

altered and designed and further discussed in the business solution marketing chapter of this study based upon the results as per the preference of Thai consumers.

2.3 The Price

The second element of a marketing mix depends on the purchasing power of the consumers that can validate their buying decisions. A price is what the consumers would offer in return for the product (Singh, 2012).

Some of the factors that can effect the pricing strategy include : cost of raw materials, product differentiation, competition and customers perceived value of the product (Davenport & Harris, 2007). Whereas, for a plant-based restaurant the product price is highly affected by the cost of raw materials as it is a very new discovery in the market with manufacturers specifically in the USA, the import taxes it makes it difficult to come up with the pricing strategy that may fall under the “willingness to pay” by Thai consumers in contrast with the profit margin of the restaurant. Some of the well-established restaurants offering animal-based steaks and plant-based steak includes sizzler, with the price compared and elaborated in the competitor analysis below. Furthermore, the main suppliers for this business are: Meat Avatar and Beyond Meat which has also been described in the further chapters. Therefore, it is vital to focus on other supplier alternatives and develop a pricing strategy which may give us a low profit margin for the time being but allow us to focus on a larger target market for the long run.

2.4 The Place

The third element which is the place defines the mechanism with which goods and services are moved from the provider to the consumers (Goi, 2009). The place includes elements such as : location, logistics, transportation, inventory control etc (Singh, 2012). Therefore, for this market research the restaurant needs to have a successful distribution process that will allow us to deliver the product at the right place and the right time to the consumers such as delivery service that will be used as distribution channel: grab, food panda and lineman.

Grab Holdings Inc is a Singapore based company that deals with the transportation services, food delivery, payments etc. Grab Thailand offers food delivery services directly from the restaurant to the end consumers through the application. This allows the consumers to place orders at any place and at any time and they will be charged the delivery fee measured upon the distance / km. Food Panda and Lineman are other famous delivery applications used by Thais for delivery services and the method of orders are the same with competition amongst the companies. A recent article published by The Thaiger states that the food delivery services in Thailand has had a drastic increase with the net worth of 33-35 billion baht in 2019 with an increase of 14%, (“Thethaiger”, 2020) therefore, for this market research it is vital to analyze the likelihood of choosing delivery services, the importance factors and what their medium of delivery services that can further be adapted in this study.

2.5 The Promotion

The fourth element that plays a vital role is the commination about the products to the consumers using the right channels. It includes informing and persuading the customers about the product so that they are able to build a positive image about the products (Sidhanta & Chakrabarty, 2010). Therefore, in this tech savvy era the restaurant will try to come up with promotional strategies through online based advertisements such as the use Search Engine Optimization, Pay per click and through various channels on social media such as: Facebook, Instagram as well as delivery applications.

SEO allows for the business and website to appear on the first pages of search results such as: google, yahoo, msn. This allows the business to be well recognized and known in the market as to when people search the keyword “Plant-based restaurant Bangkok” and the website appears this allows the menu and the restaurant information to be seen by the consumers, thus allowing us to reach to the target audiences. Our restaurant will also be using “pay per click” advertising in which we pay the publisher as the advertisement is clicked, which will drive traffic to our website thus allowing a greater number of target audiences to visit our website.

2.6 SWOT Analysis

Strength:

Unique concept since plant-based meat concept is very new in Bangkok

Sensory experience: Meat and sense of curiosity

Healthy ingredients & less environmental impact

Indigenous and Hydroponic plants

DIY Plants so the customers will feel engaged in the restaurant QR codes educational purposes

Opportunity:

Market trend of eating healthy plant-based food is growing

Thailand has cheap labour cost

Established brand has launched plant-based meat such as: Sizzler

There is a possibility of rapid expansion if the concept becomes popular.

Competing with established international brands since consumers know it's trendy

Weakness:

It is a new concept in the Bangkok market and people are not familiar with it.

The restaurant may not be able to reach the acquired taste of the customers.

The restaurant might not be able to convince the Thai meat eaters to switch to plant-based meat.

It may take time to adapt to the needs of the consumers/ concept can change to fit with the demand.

Thai people may not accept the concept.

Threat:

There is a threat of replica as well and new entrants as the concept as eating plant-based meat is in trend.

Threat of cheaper raw materials such as beyond meat available in Thailand in the future.

2.7 Macro Economic Analysis

Political

Government policies and political situation to have an overall huge impact on the restaurant, nonetheless political situation in Thailand does and can have some slight impact in the restaurant industry. Since the restaurant is all about sustainable plant-based meat and use of organic ingredients such as vegetables. The current government has recently started the concept called as Thailand agriculture 4.0 where the government is promoting the use of modern technologies (Poapongsakorn & Chokesomritpol, 2019) for Thai farmers and the use of new technologies such as precision agriculture, robotic farming and active promotion of biotechnology amongst Thai farmers which means more efficiency and increased and monitored quality control which is a positive direction and overall better for this business, in the long run due to use of technology and direct increase in agricultural output, the prices will stabilize and be cheaper to buy for this restaurant. The current Thai administration has also taken initiatives to ban the use of harmful pesticides (“TheGuardian”, 2019) which again means availability of safer, healthier and more organic ingredients for this restaurant which also directly aligns with the overall concept of this business plan of a sustainable plant-based meat joint.

Economic

Currency fluctuations, purchasing power of a country going up or down. The steady rise and appreciation of baht has caused a dramatic economic problems and the forecasts show even more stronger baht (Tan, 2019) in Thailand since majority of Thailand’s economy is export driven, which means the overall purchasing power of the country is in decline as household debts are at all time (Sriring, 2019) high which means that this might have a slight impact on consumer purchasing behaviour for this plant based meat restaurant but since food is an essential human need and combined with uniqueness of the plant based meat and using of optimal pricing strategy might help offset these negative economic factors, nonetheless due to increase in Thai baht the overall arrival of tourism in Thailand is also on a decline (Worrachaddejchai,

2019) but since the focus of this restaurant will be on mostly Thai consumers, this might have a very less to no impact overall to the restaurant industry.

Socio-cultural factors

The current and future cultural trends towards veganism and vegetarianism in Thailand will directly impact the success of a restaurant. The overall trend in Thailand shows that there is a rise in cultural shift in Thailand towards active promotion and use of veganism and vegetarianism and a high increase in demand for plant-based food products compared to meat-based food. According to a research 76% of Thais believed that plant-based food sources were as nutritious as meat-based burgers and 55% of Thais agreed that plant proteins and meat tasted better than meat itself (Wan, 2018).

Technology

There are various technologies available in Thailand that can be used and utilized to maximize sales. Online food ordering and delivery apps such as Grab food, Food panda, Lineman and Get has caused a tremendous increase in demand of digital ordering of food. The food delivery market in Thailand is expected to reach 33-35 billion baht in the year 2020, according to Kasikorn Research Center with Grab having 4 million orders since 2019, with both Get and Grab launching cloud kitchen where it allows restaurants to cook food in an extra place which allows quicker and fresher deliveries to consumers (Leesa-Nuansuk, 2019). According to McKinney's report offline sales from the period of 2015 to 2018 has decreased by 6.9% on average whereas online sales and online ordering through various apps has increased by 25% on average in the same period (Hirschberg, Rajko, Schumacher & Wrulich, 2019). Various other technologies such digital POS system where it can be integrated with table top tablets where the menu is available digitally and customers can customize and place orders directly through the interface which means waiters do not have to walk to tables to get orders directly which increases efficiency as well as reduces food ordering mistakes and wrong food orders. Loyalty integrated software is another aspect this restaurant joint will focus on where customers can login using their user names on screen tables where all their previous orders and history can be stored and it

can also efficiently record each visit and these programs can also remember customers' birthdays and anniversaries which can automatically offer discounts and let our joint management know about individual customer's special day. Digital inventory tracking is another software that this restaurant joint plans to use to automatically manage grocery and stock ingredients to reduce stock redundancy and to make sure that supplies are always available without over purchasing. Nonetheless, these food ordering apps also pose big challenges to this plant-based meat joint as these companies are massively inflated with many other big names and rival competitors such as Sizzler and Burger King which are heavily paying these app companies to bring their companies to front page for deliveries.

Environmental

Thailand is well known for being flooded regularly and both floods and droughts has caused production agriculture production cuts which means in short term if their massive floods and drought it increases the supply costs of purchasing these supplies which means sudden rise in expense for the restaurant industry. The last time Thailand has massive flood was in 2011 where agricultural crops were submerged and destroyed which cause a massive rise in food costs and shortages of groceries and essential restaurant food supplies and increased food prices (Raybould, 2019). The risk of similar situation returning to Thailand is high which can greatly increase food supply prices. Environmental factors such as flooding can also disrupt customers from coming to the restaurant and result in the restaurant being closed for weeks if not months like it happened last time in Thailand where many restaurants and malls were closed for months until the flood resided affecting thousands of restaurants.

Legal

Legalities is another challenge that this sustainable restaurant might face, since organic products are in trend and the restaurant joint needs to make sure that all legal obstacles are cleared in order for successfully using the word organic. In order to qualify for organic labelling, the restaurant will have to buy ingredients only from suppliers and farmers and organic processors who have organic certificates Accredited by APEDA Thailand under scheme "National Program for Organic Certification"

which means the suppliers can only qualify if they do not use any artificial chemicals for farming and use of eco-friendly soil conservation and fertility in order to maintain natural microorganism content (“Tuv-Nord”, 2019). In order to qualify the company will also have to register a new company under the name of “sustainable plant based restaurant” where a business location must be quickly be chosen to register true company, and the preparation of necessary documents to register the company, appointment of the director, tax and social security registration and also the restaurant must apply for a restaurant license with the Thai food governmental agencies and comply with various compliance and safety verifications (“ThaiCompanyFormation”, 2019).

2.8 Industry Analysis: Micro environment

Competitive rivalry: Medium

Plant-based restaurant provides healthy ingredients with organically grown raw materials with best quality control procedures as well as customer engagement which will allow us to gain competitive advantage. Competition with Mcdonalds and Burger King is high but since they do not offer plant-based meat as yet, this is why they are not our direct competitors. Grand Hyatt Erawan’s food truck is our direct competitor in terms of product offering since they focus on plant-based meat but they lack in terms of eco-friendly restaurant atmosphere with dining areas and sustainability agenda that our restaurant offers. They are also unable to tap into the online market since they are just a food truck. Lastly, Sizzler can be our main current competitor as they have recently launched plant-based meat into the market. However, our restaurant still has leverage over them as they are unable to provide a complete plant-based food option to the consumers as they still focus on animal meat dishes. Moreover, sizzlers offer only limited menus, expensive pricing and limited marketing therefore they are not able to deliver ethical and environmental impact message strongly. Furthermore, the use of hydroponics and indigenous plants by our company as well as the unique eco-friendly business model will allow us to gain competitive advantage over Sizzler.

Supplier Power: High.

The main suppliers for this plant-based restaurant are organic vegetable suppliers and plant-based meat suppliers as of now. Although there are many vegetable and plant suppliers in Thailand, the majority of them do not qualify for the “organic” label which this company requires and only few companies from ChiangMai such as ChiangMai Organic Farm, Mindful Farm and vegetables and their prices are also higher than other local companies which is why supplier power in this industry is high. The hydroponics farms which are located in Nakhon Ratchasima, offer high quality plants which are grown and monitored through technology which allows them to grow identically therefore offering the same standards of plants is one of the few in Thailand this is why the supplier power is high because the suppliers can ensure good quality and other buyers who are willing to purchase the product. As Beyond Meat and Meat avatar are the main key suppliers and have a huge demand in the market it automatically allows them to have higher supplier power.

Buyer Power: Low

There are very less plant-based restaurant joints in Bangkok which are readily and easily available since it currently only exists in Sizzler and a food truck based outside of Grand Hyatt Erawan, although over a short period of time we will definitely be seeing well established brands launching plant-based menus. However as of now the accessibility to the customers is very less and more like inconvenient since Sizzler has not fully established the plant-based menus as their meat keeps running out of stock with only 4 limited menus. Moreover, sizzler has not expanded into the Thai taste if the customers would prefer plant-based meat in other cuisine type or form such as: Kraphao Kai made from plant-based meat. On the other hand, Grand Hyatt Erawan is not able to gain popularity in the recent times therefore some of the consumers can still be unaware of the food truck. Given these facts above this is why the buyer power is low because our restaurant aims to be the one big key player in the market to offer plant-based meat. However, this may change over time if new restaurants open up or existing established brands launch these products.

Threat of substitution: Low

The threat of substitute products is currently in the short term low as there is no other viable alternative to meat based dishes in the market yet in Thailand, big brand names such as KFC , McDonald's and Burger King currently do not sell plant based burgers or meat in their stores which means that consumers who are only looking for plant based joints in Thailand will not be able to find an alternative to this concept however this is only true in the short term companies such as Burger King and KFC as well as Starbucks have been experimenting meat replacing plant based food in other markets such as the US which means in the long run they can possibly introduce it to Thailand but as of now in the short run it is only made available in Sizzler and Grand Hyatt Erawan food truck which also makes the threat of substitution low because they currently only focus on steaks and burgers. However, our restaurant aims to explore into the needs of the Thai consumers which could possibly be plant-based pizzas, plant based fried rice or even plant-based sushi's.

Threat of New Entry: High

As mentioned above currently Bangkok has limited outlets that offers plant based meat that taste as good as meat without compromising on quality and in the short run there is not much competition however, the threat of new entrants is very high and severe as it is something that can easily be copied by new entrants if our restaurant joint gets successful and also not forgetting the fact that big brands such as Starbucks, KFC , McDonald's and Burger King are already experimenting plant based food in US and Europe and it will only slightly longer until they eventually launch it worldwide including in Thailand which can massively affect the sales and operations of the restaurant.

2.9 Competitor analysis:

Burger King currently also offers vegans and vegetarians a burger option called “veggie Whopper” but the problem with this product is the fact that the patty inside the burger is made from fried potato made from bread crumbs which cannot and does not replace plant based meat (“BurgerkingThailand”, 2019) patties and at the same time does not taste like meat and also does not offer the same nutritional value of meat based burgers which is a big turn off for people who like the concept of plant based products but do not like the taste and do not like the fact that it has no nutritional value and can also be detrimental to the health of consumers. McDonalds’ also currently offers a veggie burger option with caters to the same market but it is also riddled with the same product problem that burger king faces. Although both McDonald's and Burger King do have deficiencies in their veggie product offering, they have tremendous advantages in every other way, they already have many branches everywhere, McDonald's is available in almost every corner of Bangkok and also has a big brand name similar to burger king, they also are offering their veggie burgers at an extremely competitive and low price which this business may have challenges in competing with them (“McdonaldsThailand”, 2019). Currently there is only one burger food truck at the entrance of the Grand Hyatt Erawan that started selling Beyond Burger for 100 Baht which started from 19-23 September onwards (“BigChilli”, 2019). However, they offer burgers and does not have a proper restaurant set up since it is a food truck. They are also unable to compete through delivery applications such as grab and food panda since these companies do not accept food truck deliveries. Another aspect is that they are unable to provide a sustainable environment such as eco-friendly atmosphere, lighting, water management. They lack on offering low waste footprint as the ingredients are not indigenous or hydroponic plants. Thus, allowing us to gain competitive advantage in terms of achieving sustainability in many ways. Lastly, Sizzler can be our main competitor as they have already launched plant-based meat patties into the market very recently. Sizzler is more meat based as it focuses on animal meat such as: beef, pork, chicken, fish, seafood, etc. We believe sizzler is experimenting with the market and not fully able to adapt with the new concept and offer with their maximum capacity because their plant-based meat patties, burger menus, hot dog chilies that they have partnered with

Beyond Meat and Hong Kong based OmniMeat (HongHeng, 2019) keeps running out of stock. Whereas, our restaurant will make sure we are able to provide customers with our best potential and manage the stock efficiently and partner with our key suppliers such as: Impossible Burger and Beyond Meat. Sizzler also offers their meat around 350-500 roughly per plant-based dish, which we believe is too expensive as compared to animal meat products. Moreover, they only offer 4 plant-based menus which are: Omni steak with mushroom sauce, Beyond Chilli dog, Beyond Caramelized Onion burger and Beyond steak with pepper sauce (“CoconutsBangkok”, 2019) therefore our restaurant will be able to offer a variety of menus and dishes based upon the research findings. Another competitive advantage the restaurant can have over Sizzler is that they are unable to provide information about the health benefits, positive environmental impact which can derive from plant-based meat therefore they are not being able to convey ethical message and reach its target audiences as well as their marketing about the plant-based burger isn’t as strong as yet. Furthermore, the restaurant is much more sustainable as it can offer Hydroponic and Indigenous plants and also provides consumers with a complete sustainable experience of the entire product life cycle. Another competitive advantage is that of growing organic plants in the restaurant and if they scan the plants through barcode it will show them the details of the plant’s growth period, weather conditions, benefits to the body and therefore can be knowledgeable for children for instance they come with family.

2.10 Market segmentation

This restaurant aims to focus on the consumer group who are Thais and are into eating healthy plant-based dishes. The primary focus is going to be non-vegetarians who enjoy eating meat dishes and in order to give them a new option in the market of plant-based meat that can completely replace and be alternative to meat without compromising on the taste, nutrition, health and competitive pricing. The trend towards vegetarianism and plant-based diet is increasing in demand but often meat eaters argue that plant-based food does not provide the similar meat taste and also lack key nutrients that meat offers which is why this company aims to completely eradicate that idea. The restaurant is also focusing on traditional vegans and

vegetarians by convincing them to try it easier and the main market lies. This restaurant also wants to target various subgroups in both meat vegetarians and omnivores such as the weight conscious, environmentalists, obese, gym enthusiasts and people who are very positive about animal rights group but overall the main market is consumers from the described parts of the demographics who are into eating healthy and want something sustainable and are willing to give plant-based meat a shot.

2.11 Business description and value proposition:

Burger King and McDonalds are selling vegetarian burgers and it's not plant based. However, the ingredients are not plant based and it's just fried potato and doesn't taste like meat. This business value proposition is to offer plant-based meat dishes that tastes exactly like meat with health benefits and nutritional content and without having to compromise on the taste. Moreover, as stated above that vegetarian diets are not necessarily healthy as it contains more fibres than protein which is easier to be absorbed by the body thus resulting in quick hunger and fibres also contain less energy than proteins. The nutritional content that will be available in our sustainable plant-based meat restaurant inclusive of hydroponic and organic plants reduces the risk of leukaemia and constructs blood cells since it is high in iron and vitamins as compared to vegetarian and animal meat dishes which will be described below.

The business model of the restaurant is to use sustainable innovative technology using hydroponic and organic plants which will be discussed below. The products will be organically grown plants for instance Chiangmai organic market that sell organic plants grown by local farmers, sprig of fresh parsley and various other types of vegetables. We can also purchase plants and can grow them in our own organic garden ("ChiangMaiCitylife", 2015). Other famous organic markets in Chiangmai also include: Dara Academy Organic Market, Puttisopon School Organic Market, Kaad Noi BA where students and local farmers sell their organic products, Nakornping Hospital Organic Market and Chiang Mai City Hall Organic Market.

Mindful farm is another organic farm that grows organic vegetables with the aim of contributing to the better health of the people in the community. Until now they have been able to grow 50 types of various vegetables and fruits with the help of volunteers and sold to other vegan restaurants (“Mindfulfarmers”, 2019).

Farmers market Chiangmai is another famous organic market in Chiangmai. It is a platform where other local farmers can sell fresh vegetables, home-made bread and seasonal fruits. The products are pesticide free and have been authorized by the Food and Health Authority of Thailand (“CreativeChiangMai”, 2019).

In the future the restaurant will explore into new markets in Thailand for organic vegetables but for the time being will be looking into Chiangmai province. The purpose is to promote local communities and bring about information with origination of the plants as well as the benefits of eating healthy pesticide free vegetables. Thus, allowing the restaurant to only target 90% indigenous raw materials grown in the country.

Furthermore, the restaurant will also be exploring into the hydroponic based plants which means using mineral nutrient solutions in water, plants grown in water, without soil and adapt them into making the burgers to be served to the customers. Thitawan Orchard, one of the largest hydroponics farms in Nakhon Ratchasima – Thailand. The family-based farm now has about 30 various hydroponic vegetables and fruits and has been certified “Good Agriculture Practice” (GAP) by the Ministry of Agriculture of Thailand. The plants are grown on specialized technology that controls the quantity of water and fertilizer that helps them grow identically thus allowing the same standards for each plant throughout the year. Some of the plants include: fresh lettuce, red coral, capsicum that can be used for Sustainable burgers (“ThitiwanOrchard”, 2019). Another supplier of hydroponic plant can also be Sukunya Hydroponic Farm that uses DRFT Hydroponic Technik to grow the plants. The health benefits of using hydroponic plants is that it constructs blood cells, has high iron and vitamins and can protect against leukaemia. It helps causing negative impact to the environment as it uses 90% less water than soil-based farming and lastly no herbicides or pesticides are used in the production process thus allowing less impact to the body and the environment (“Hydroponic”, 2019).

2.12 Business Model



Figure 2.1 Business Model

One of our key partners will be Bio-Eco company. They are a Thailand based company specialized in packaging and providing eco-friendly utensils which are 100% naturally compostable and the utensils are made from raw materials such as corn starch, sugarcane which is safe for human health and for the environment. After use they can be safely recycled and buried in the soil which will degrade and break down into carbon dioxide, water and biomass which is good for agriculture and good for plants. Companies like Dusit, Krungsri, Doi Tung, Chulalongkorn University has used this company.

Low waste footprint such as furniture, flooring and textiles will be made of renewable materials free of chemicals and toxins and use of recyclable dishware. The paint in the restaurant will be made from low toxic raw materials that are not harmful for human-beings.

Minimal water waste using hi-tech machines which only uses precise amount of water that is required and prevents wastage of water and is environmentally friendly. Eco-friendly lighting will also be used such as LED lighting that uses less lighting controlled by IOT (Internet of things). It can detect the sunlight outside and adjust the lighting 10-20% accordingly and at night when it's dark, it increases the energy. Eco-friendly cooling systems will also be used of central ac's using inverter technology which will automatically adjust the flow of air and automatically stabilize the temperature indoors with the number of people inside (automated humidity control).



Figure 2.2 Beyond Meat vs. Beef Burger Adapted from Beyond Meat (2019)

2.13 Beyond Meat

Beyond meat is a US based company that is going to be our key suppliers in supplying plant-based meat patties. Since the cost of import from USA to Thailand has high taxes and import duties as well as shipping cost instead we will be importing from China where Beyond Meat is planning to set up a factory in China next year to focus on the Asian Market as per the article released on 20 November 2019 (“BeyondMeat”, 2019). Since China and Thailand have free trade agreement and the shipping cost is lower as well as low import taxes thus allowing the restaurant to be competitive in the Thai market and allowing to offer competitive pricing.

2.14 Meat Avatar:



Figure 2.3 Crispy Pork Avatar Adapted from Meat Avatar (2020)

Meat Avatar is a Thailand based company that started in the year 2020 by Wipoo Lerdsurapiboon who is the CEO. offers crispy pork at a price of 120 baht for 200g and 199 baht for 400g and they only recently launch the product into the market as of April 13, 2020. One box of 200 grams offers protein of 17 grams and contains 127 kcal / 100 g. Furthermore, it has 0g of Cholesterol and contains fibre. The company also offers fried egg avatar with is plant-based eggs (“MeatAvatar”, 2020).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter research method of this marketing research is explained including target population, sample size, instrument, measurement, data collection and analysis method.

3.2 Research Design

In this marketing research, the author used a quantitative approach where survey questionnaires were distributed to the target population for the purpose of collecting information on consumer awareness and preference of plant-based meat and to find out about the personal interest and lifestyle, customer preference, willingness to pay and marketing of the consumers towards plant-based meat.

3.2.1 Target population and Sample size

The target population of this research were Thai's who were above the age of 18 and residing in Bangkok as this research aimed to provide useful information and recommendation for a restaurant that wants to serve dishes in plant-based meat form. The target population also included both omnivores and vegetarians to find out the expected information from both perspectives.

3.2.2 Research Instrument

The survey questionnaire was used as a research instrument of this study including the first section that covered personal interest and lifestyle (vegetarians, meat eaters, eating lifestyle). The second section that covered opinion about plant-based meat (tasted or heard of plant-based meat, factors that would encourage them to try plant-based meat). The third section that covered the willingness to pay for plant-

based meat. Section 4 that included customer preference (cuisine, dishes in plant-based meat forms). Section 5 that consisted of marketing (food delivery services) and section 6 that consisted of demographics such as: gender, age, income, occupation, education level. The survey questionnaire was developed based on the purpose of this research and literature review. The survey questions measurements used Likert scale and categorical variables. Dichotomous questions were used to increase the reliability of this survey.

3.2.3 Data Collection

The survey platform used in this marketing research was SurveyMonkey. The questionnaire survey was distributed online through LINE, Facebook and Pantip.com to invite the target population of this study. The online survey allowed the participants to choose their pace, time and have less pressure to finish the survey thus resulting in flexibility and accuracy of the data collection.

Sample size calculation:

The population of people in Bangkok is 10,539,415 according to the data from the (“World Population Review”, 2020).

Calculation:

Bangkok Population 2020 = 10,539,415

Sample Size Formula:

Yamane Formula:

$$n = \frac{N}{1 + Ne^2}$$

Where n= corrected sample size, N = population size, and e = Margin of error (MoE), e = 0.0596 based on the research condition. This formula uses a 95% confidence level.

$$n = \frac{11,000,000}{1+11,000,000 (.0596)^2}$$

$$n = \frac{11,000,000}{39074.76}$$

$$n = 281.5$$

Therefore, this research aims at collecting data for 282 respondents.

However, the author was able to collect the data from a total of **287 respondents** for this study.

3.3 Data analysis

Data analysis was performed using SPSS 64-bit edition. Descriptive statistical methods were used to summarize the data. One sample t-test and one-way anova was used to analyse the means whether they are significantly different.

CHAPTER IV

RESULTS

4.1 Demographics

Table 4.1 Personal information

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
<i>GENDER</i>	Male	181 (63.1)
	Female	106 (36.9)
<i>AGE</i>	18-24	62 (21.6)
	25-34	125 (43.6)
	35-44	78 (27.2)
	44 and over	22 (7.7)
<i>INCOME</i>	25000 or below	117 (40.8)
	25001 – 50000	128 (44.6)
	More than 50001	42 (14.6)
<i>EDUCATION</i>	Highschool or diploma	61 (21.3)
	Bachelors	148 (51.6)
	Masters	63 (22.0)
	Doctorate	15 (5.2)
<i>EMPLOYMENT</i>	Employed	131 (45.6)
	Self-employed	143 (49.8)
	Unemployed	10 (3.5)
	Student	3 (1.0)

Gender:

The frequency of male is 181 from a total of 287 respondents with the valid percentage of 63.1. Whereas, the frequency of female is 106 from a total of 287 respondents with the valid percentage of 36.9. Therefore, the table as well as the bar chart concludes that the male respondents are higher than the female.

Age:

The frequency of age 18-24 is 62 from a total of 287 respondents with the valid percentage of 21.6. The frequency of age 25-34 is 125 from a total of 287 respondents with the valid percentage of 43.6. The age of 35-44 has the frequency of 78 with the valid percentage of 27.2 and lastly the age group 45 and over fall under the frequency of 22 with the valid percentage of 7.7. Therefore, the table as well as the bar chart concludes that majority of the respondents are between the age of 25-34.

Income:

The frequency of income 25,000 or below is 117 from a total of 287 respondents with the valid percentage of 40.8. The frequency of income 25,001 or above is 128 from a total of 287 respondents with the valid percentage of 44.6. The income of more than 50001 has a frequency of 42 with a valid percentage of 14.6. Therefore, the table as well as the bar chart concludes that the respondents mostly fall under the category of between 25001 – 50000.

Education

The frequency of high school or diploma is 61 from a total of 287 respondents with the valid percentage of 21.3. The frequency of bachelors is 148 from a total of 287 respondents with the valid percentage of 51.6. For masters falls under the frequency of 63 with the valid percentage of 22.0 and lastly doctorate with the frequency of 15 and the valid percentage of 5.2. Therefore, the table as well as the bar chart concludes that the respondents mostly fall under the bachelor's degree category.

Employment

The frequency of employed is 131 from a total of 287 respondents with the valid percentage of 45.6. The frequency of self-employed is 143 from a total of 287 respondents with the valid percentage of 49.8. For unemployed falls under the frequency of 10 with the valid percentage of 3.5 and lastly student with the frequency of 3 and the valid percentage of 1.0. Therefore, the table as well as the bar chart concludes that the respondents mostly fall under the self-employed as well as employed with the percentage difference of 4.2.

4.2 Section1: Personal interest and lifestyle

Table 4.2 What kind of diet do you follow

MEASURE (PERCENTAGE)	FREQUENCY (N=287)
<i>VEGANISM</i>	14 (4.9)
<i>VEGETARIANISM</i>	22 (7.7)
<i>OMNIVOROUS</i>	219 (76.3)
<i>RAW FOOD DIET</i>	15 (5.2)
<i>KETO DIET</i>	16 (5.6)
<i>OTHER</i>	1 (0.3)

Table 4.2 shows the frequency for veganism is 14 out of 287 respondents with a valid percentage of 4.9%. For vegetarianism the frequency is 22 with a valid percentage of 7.7. Omnivorous has the frequency of 219 out of 287 respondents with the valid percentage of 76.3%. Raw food diet's frequency is 15 with a valid percentage of 5.2. Keto diet has a frequency of 16 with a valid percentage of 5.6% and lastly other has a frequency of 1 with a valid percentage of 0.3. Therefore, we can conclude that the majority of our target respondents are omnivorous.

Table 4.3 How often do you consume meat

MEASURE (PERCENTAGE)	FREQUENCY (N=287)
<i>NEVER</i>	30 (10.5)
<i>1-2 DAYS PER WEEK</i>	76 (26.5)
<i>3-4 DAYS PER WEEK</i>	102 (35.5)
<i>5-6 DAYS PER WEEK</i>	44 (15.3)
<i>EVERYDAY</i>	35 (12.2)

Table 4.3 shows the frequency of 30 out of 287 respondents never consume meat in a week with a valid percentage of 10.5. The frequency of people who consume meat 1-2 days per week is 76 with a frequency of 26.5 %. The frequency of people who consume meat 3-4 days per week is 102 with the valid percentage of 35.5%. People who consume meat 5-6 days per week are 44 with the valid percentage of 15.3. Lastly, the frequency of people who consume meat every day is 35 with a valid percentage of 12.2%. Therefore, we can conclude that the majority of the respondents consume meat 3-4 days per week.

Table 4.4 Perception of level of eating lifestyle

MEASURE (PERCENTAGE)	FREQUENCY (N=287)
<i>NOT HEALTHY AT ALL</i>	7 (2.4)
<i>NOT VERY HEALTHY</i>	11 (3.8)
<i>NEUTRAL</i>	75 (26.1)
<i>SOMEWHAT HEALTHY</i>	65 (22.6)
<i>EXTREMELY HEALTHY</i>	129 (44.9)

Table 4.4 shows the frequency for people who think their lifestyle is not healthy at all is 7 with a valid percentage of 2.4%. Not very healthy has a frequency of 11 with a valid percentage of 3.8%. People who are neutral are 75 with a valid percentage of 26.1 and somewhat healthy have a frequency of 65 with a valid

percentage of 22.6 %. Extremely healthy falls under the majority with the frequency of 129 with a valid percentage of 44.9%.

4.3 Section 2 : Opinion about plant based meat

Table 4.5 Heard of plant-based meat

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
<i>HEARD OF PLANT-BASED MEAT</i>	YES	174 (60.6)
	NO	113 (39.4)
<i>TASTED PLANT-BASED MEAT</i>	YES	99 (34.5)
	NO	188 (65.5)

Table 4.5 shows the frequency of people who have heard of plant-based meat before this survey is 174 with a valid percentage of 60.6% which lies under the majority. For people who have never heard of plant-based meat before this survey have a frequency of 113 with a valid percentage of 39.4%. The frequency of people who have tasted plant-based meat before this survey is 99 with a valid percentage of 34.5%. For people who have never tasted plant-based meat before this survey have a frequency of 188 with a valid percentage of 65.5% which lies under the majority.

Table 4.6 Tasted plant-based meat

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
<i>IMPORTANCE OF FACTORS THAT WOULD INFLUENCE TO TRY PLANT BASED MEAT</i>	AVAILABILITY	139 (48.43%)
	ACCESSIBILITY	135 (47.04%)
	PRICE	138 (48.08%)
	NUTRITIONAL CONTENT	116 (40.42%)
	ETHICAL	103 (35.89%)
	ENVIRONMENTAL IMPACT	111 (38.68%)
	TASTE	129 (44.95%)
	NEW CONCEPT	108 (37.63%)
	QUALITY	126 (43.90%)
	PEER INFLUENCE	98 (34.15%)
	HEALTH BENEFITS	122 (42.51%)
	FARMER FRIENDLY	137 (47.74%)
	ORGANIC	101 (35.19%)
	HIGH PROTEIN	108 (37.63%)
	VEGETARIAN	112 (39.02%)

Table 4.6 shows the level of importance on how the following factors would influence you to consume plant-based meat (1= Extremely unimportant 5=Extremely important)

The highest frequency for availability of plant-based meat is 139 for “extremely important” out of 287 respondents with the percentage of 48.43%. Accessibility has a frequency of 135 for “extremely important” with the percentage of

47.04%. Price has the frequency of 138 for “extremely important” with a percentage of 48.08%. Farmer friendly has a frequency of 137 for “very important” with a percentage of 47.74%. **we can conclude that the factor that influences people to try plant-based meat is the “availability of plant-based meat” which has 139 respondents stating that the availability is “extremely important” with a percentage of 48.43% followed by price, farmer friendly and accessibility.**

Table 4.7 Agreement to the statements

MEASURE (PERCENTAGE)	FREQUENCY (N=287)
<i>Plant based meat offers a similar amount of protein, fats, iron and vitamins as compared to animal meat</i>	123 (42.86%)
<i>I am likely to buy plant-based meat if plant-based meat restaurants were available today</i>	113 (39.37%)
<i>I am willing to pay more (higher price) for plant-based meat than animal meat</i>	132 (45.99%)

Table 4.7 shows the frequency for “Plant based meat offers a similar amount of protein, fats, iron and vitamins as compared to animal meat” is 123 respondents with the percentage of 42.86%. The frequency for “I am likely to buy plant-based meat if plant-based meat restaurants were available today” is 113 respondents with the valid percentage of 39.37%. **The frequency of “I am willing to pay more (higher price) for plant-based meat than animal meat” is 132 with a valid percentage of 45.99% concluding that majority of the respondents are willing to pay “higher price” for plant-based meat than animal meat.**

4.4 Section 3: Willingness to pay

Table 4.8 shows the willingness to pay for plant-based dishes.

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
Willingness to pay for kraphao kai assuming it was 80 baht.	81-100 baht	144 (50.17%)
Willingness to pay for steak assuming it was 300 baht.	301-375 baht	287 (50.17%)
Willingness to pay for pizza assuming it was 300 baht.	301-375 baht	144 (50.17%)
Willingness to pay for burger assuming it was 160 baht.	161-200 baht	287 (52.61%)
Willingness to pay for ramen assuming it was 90 baht.	91-113 baht	146 (50.87%)
Willingness to pay for spaghetti assuming it was 150 baht.	151-188 baht	143 (49.83%)

Table 4.8 shows the willingness to pay for plant-based dishes.

The frequency for paying for plant-based meat dish is up to 25% for all the aspects covered in table 4.8. Therefore, we can determine that majority are willing to pay up to 25% higher than actual price.

4.5 Section 4: Customer Preference

Table 4.9 Cuisine preferred for plant-based meat

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
<i>CUISINE PREFERED FOR PBM</i>	ITALIAN	89 (31.01%)
	AMERICAN	140 (48.78%)
	THAI	210 (73.17%)
	JAPAN	118 (41.11%)
	FRENCH	69 (24.04%)
	CHINESE	52 (18.12%)
	MEXICAN	39 (13.59%)
	INDIAN	32 (11.15%)
	MIDDLE EASTERN	14 (4.88%)
	KOREAN	27 (9.41%)

The highest frequency is of Thai cuisine which is 210 respondents out of 287 with a valid percentage of 73.17%. Followed by American cuisine with the frequency of 140 and a percentage of 48.78% and thirdly is Japanese cuisine with a frequency of 118 respondents and the percentage of 41.11%. **Therefore, we can conclude that the top 3 priorities of cuisine for plant-based meat are: Thai, American and Japanese with Thai being the highest preference.**

Table 4.10 Dish preferred for plant-based meat

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
<i>DISH PREFERED FOR PBM</i>	STEAK	134 (46.69%)
	RICE (KRAPHAO,FRIEDRICE)	186 (64.81%)
	NOODLES (RAMEN)	148 (51.57%)
	PASTA (SPAGHETTI, MACARONI, LASAGNA)	118 (41.11%)
	BURGERS AND SANDWICH	107 (37.28%)
	PIZZA	98 (34.15%)

Table 4.10 shows the highest frequency is of Rice (Kraphao, Fried Rice) which is 186 respondents out of 287 with a valid percentage of 64.81%. Followed by Noodles (KuayTeow,Ramen) with the frequency of 148 and a percentage of 51.57% and thirdly is Steak with a frequency of 134 respondents and the percentage of 46.69%. **Therefore, we can conclude that the top 3 priorities of dishes for plant based meat are: (Kraphao, Fried Rice), Noodles (KuayTeow,Ramen) and Steak with (Kraphao, Fried Rice) being the top preference.**

Table 4.11 Likelihood for delivery services

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
<i>LIKELIHOOD TO USE DELIVERY SERVICES</i>	GRABFOOD	146 (50.87%)
	FOOD	143 (49.83%)
	PANDA	
	LINE MAN	98 (34.15%)
	HONESTBEE	90 (31.36%)
	GET	77 (26.83%)

GrabFood has the highest frequency of 146 respondents with “extremely likely” to use the service with the valid percentage of 50.87%. The second highest frequency is of FoodPanda with the frequency of 143 respondents who are “extremely likely” to use the service with the percentage of 49.83%. Followed by Lineman with the frequency of 84 respondents who are “extremely likely” to use the service with the percentage of 29.27%. **Therefore, the top 3 applications for food delivery are GrabFood, FoodPanda and Lineman.**

Table 4.12 Importance for choosing delivery services

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
<i>IMPORTANCE FOR CHOOSING DELIVERY SERVICES</i>	DELIVERY PRICE	148 (51.57%)
	CONVENIENCE	154 (53.66%)
	MENU VARIETY	145 (50.52%)
	RESTAURANT VARIETY	114 (39.72%)
	PROMOTION WITH RESTAURANTS	116 (40.42%)
	VISUALLY APPEALING	119 (41.46%)
	OPEN 24 HOURS	112 (39.02%)
	EASY TRANSACTIONS	107 (37.28%)
	TRUST / RELIABILITY	113 (39.37%)
	EASE OF USE OF APPLICATION	109 (37.98%)

Table 4.12 shows the convenience has the frequency of 154 respondents who consider the factor “extremely important” while choosing the delivery service with the valid percentage of 53.66%. Delivery Price has a frequency of 148 respondents who consider the factor “extremely important” while choosing the delivery service with the percentage of 51.57%. And Menu variety has a frequency of 145 respondents who consider the factor “extremely important” while choosing the delivery service with the percentage of 50.52%. **Therefore, we can conclude that the**

**top 3 factors that has an impact while choosing delivery services are :
Convenience, Delivery price and Menu Variety.**

ANAYSIS

Descriptive Statistics

4.6 Willingness to pay for PBM:

Table 4.13 Willingness to pay for PBM:

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
	Less than or equal 80	40 (13.9)
	81-100	144 (50.2)
<i>KRAPHAO</i>	101-120	41 (14.3)
	121-140	56 (19.5)
	141 or more	6 (2.1)

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
	Less than or equal 300	61 (21.3)
	301-375	144 (50.2)
<i>STEAK</i>	376-450	30 (10.5)
	451-525	37 (12.9)
	526 or more	15 (5.2)

Table 4.13 Willingness to pay for PBM: (cont.)

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
	Less than or equal 160	54 (18.8)
	161-200	151 (52.6)
<i>BURGER</i>	201-240	32 (11.1)
	241-280	38 (13.2)
	281 or more	12 (4.2)

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
	Less than or equal 300	53 (18.5)
	301-375	139 (48.4)
<i>PIZZA</i>	376-450	38 (13.2)
	451-525	47 (16.4)
	526 more	10 (3.5)

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
	Less than or equal 150	51 (17.8)
	151-188	143 (49.8)
<i>SPAGHETTI</i>	189-225	30 (10.5)
	226-263	53 (18.5)
	264 or more	10 (3.5)

Table 4.13 Willingness to pay for PBM: (cont.)

MEASURE (PERCENTAGE)	ITEM	FREQUENCY (N=287)
	Less than or equal 90	53 (18.5)
	91-113	146 (50.9)
<i>RAMEN</i>	114-135	28 (9.8)
	136-158	45 (15.7)
	159 ore more	15 (5.2)

From the table above 4.13 we can observe the frequency of item 81-100 baht for Kraphao to be 50.2 %, followed by the highest frequency of steak to be 50.2 % from 301-375 baht. The highest frequency for burger for 161-200 baht is 52.6 %, pizza has a frequency of 48.4% for 301-375 baht and ramen has a high frequency of 50.9% for 91-113 baht. Therefore, we can conclude that for the price of the dishes the respondents chose to pay **“up to 25%”** for all dishes.

Table 4.14 Calculate the number of respondents who are willing to pay

MEASURE (PERCENTAGE)	ITEM	(N=287)
<i>KRAPHAO</i>		41+26+6 = 73
<i>STEAK</i>		30+37+15 = 82
<i>BURGER</i>	higher than 25 %	32+38+12 = 82
<i>PIZZA</i>		38+47+10 = 95
<i>RAMEN</i>		28+45+15 = 88
<i>SPAGHETTI</i>		30+53+10 = 93

From the table above, we can also calculate the number of respondents who are willing to pay **higher than 25%** per dish. For instance: Ramen includes 28 respondents who are willing to pay from 114-135 baht, 45 respondents who are willing to pay from 136-158 baht and 15 respondents who are willing to pay from 159 or more baht. Therefore, we can observe that there are respondents who are willing to pay a

price higher than 25% in the further chapters we can analyse the pricing strategy based upon the type of dining and the willingness to pay of customers.

Finding Mean

4.7 Willingness to pay for PBM:

Agreement on the statements

One sample t-test

Result: The mean = 4.04, 4.03 and 4.01 respectively which means that the sample population chose a scale of “agree” with the statements and are willing to buy and pay higher for PBM.

Table 4.15 Agreement on the statements

ITEM	MEAN	SPD
<i>Plant based meat offers a similar amount of protein, fats, iron and vitamins as compared to animal meat</i>	4.04	.945
<i>I am likely to buy plant-based meat if plant-based meat restaurants were available today</i>	4.03	.973
<i>I am willing to pay more (higher price) for plant-based meat than animal meat</i>	4.12	.955

Finding Mean

4.8 Marketing

Likelihood to use delivery services

One sample t-test

Result: The mean ranges from 3.53 up to 4.16 respectively which means that the sample population chose a scale between “likely” and “extremely likely” for choosing food delivery services.

Table 4.16 Likelihood to use delivery services

ITEM	MEAN	SPD
<i>GRABFOOD</i>	4.10	1.085
<i>FOOD PANDA</i>	4.16	0.956
<i>LINEMAN</i>	3.75	1.023
<i>HONESTBEE</i>	3.55	1.082
<i>GET</i>	3.53	1.137

Finding Mean

4.9 Marketing

Importance for choosing delivery services

One sample t-test

Result: The mean ranges from 3.98 upto 4.34 respectively which means that the sample population chose a scale between “very important” and “extremely important” for choosing delivery services.

Table 4.17 Importance for choosing delivery services

ITEM	MEAN	SPD
<i>DELIVERY PRICE</i>	4.25	0.889
<i>CONVENIENCE</i>	4.34	0.791
<i>MENU VARIETY</i>	4.29	0.813
<i>RESTAURANT VARIETY</i>	4.13	0.817
<i>PROMOTION WITH RESTAURANTS</i>	4.05	0.828
<i>VISUALLY APPEALING</i>	3.98	0.817
<i>OPEN 24 HOURS</i>	3.99	0.832
<i>EASY TRANSACTIONS</i>	4.07	0.858
<i>TRUST, REALIABILITY</i>	4.10	0.849
<i>EASE OF USE OF APPLICATION</i>	4.10	0.826

One – way ANOVA

4.10 Marketing

One-way ANOVA

Table 4.18 One-way ANOVA

ITEM	INCOME	MEAN	P-VALUE
<i>DELIVERY PRICE</i>	25000 or below	4.06	0.000
	25001-50000	4.48	
	More than 50001	4.10	
	Total	4.25	
<i>CONVENIENCE</i>	25000 or below	4.26	0.007
	25001-50000	4.50	
	More than 50001	4.12	
	Total	4.34	
<i>MENU VARIETY</i>	25000 or below	4.16	0.009
	25001-50000	4.45	
	More than 50001	4.14	
	Total	4.29	
<i>RESTAURANT VARIETY</i>	25000 or below	4.06	0.001
	25001-50000	4.30	
	More than 50001	3.81	
	Total	4.13	

Table 4.18 One-way ANOVA (cont.)

ITEM	INCOME	MEAN	P-VALUE
<i>PROMOTION WITH RESTAURANTS</i>	25000 or below	3.98	0.045
	25001-50000	4.18	
	More than 50001	3.86	
	Total	4.05	
<i>VISUALLY APPEALING</i>	25000 or below	3.87	0.019
	25001-50000	4.13	
	More than 50001	3.81	
	Total	3.98	
<i>OPEN 24 HOURS</i>	25000 or below	3.85	0.001
	25001-50000	4.19	
	More than 50001	3.76	
	Total	3.99	
<i>EASY TRANSACTIONS</i>	25000 or below	3.95	0.005
	25001-50000	4.25	
	More than 50001	3.86	
	Total	4.07	
<i>TRUST, REALIABILITY</i>	25000 or below	3.98	0.139
	25001-50000	4.20	
	More than 50001	4.14	
	Total	4.10	
<i>EASE OF USE OF APPLICATION</i>	25000 or below	4.02	0.250
	25001-50000	4.19	
	More than 50001	4.05	
	Total	4.10	

Result: The significance level of anova table as per each income group is different. Easy transactions have a significance level of 0.005, open 24 hours has a significance level of 0.001, visually appealing has a significance level of 0.019, promotion with restaurant has a significance level of 0.045, restaurant variety has a significance level of 0.001, menu variety has a significance level of 0.009, convenience has a significance level of 0.007 and delivery price has a significance level of 0.000 thus with the p value < 0.05.

Furthermore, we can also observe the significance level in multiple comparison table as above with the highlighted (*) under the dependent variables:

Easy transactions: p values of 0.006 and 0.009 (25000 or below, 25001-50000 income)

Open 24 hours: p values of 0.001 and 0.004. (25000 or below, 25001-50000 income, more than 50001)

Visually appealing: p value of 0.015 and 0.029. (25000 or below, 25001-50000 income, more than 50001)

Promotion: p value of 0.028. (25001-50000 income)

Restaurant variety: p value of 0.017. (25000 or below, 25001-50000 income, more than 50001)

Menu variety: p value of 0.005 and 0.030. (25000 or below, 25001-50000 income, more than 50001)

Convenience: p value of 0.015 and 0.006. (25000 or below, 25001-50000 income, more than 50001)

Delivery price: p value of 0.000 and 0.014 (25000 or below, 25001-50000 income, more than 50001)

One – way ANOVA

4.11 Opinion of plant-based meat:

One-way ANOVA

Result: The significance level of anova table with various employment level is different.

Accessibility has a significance level of 0.003, price has a significance level of 0.001, visually appealing has a significance level of 0.001, nutritional content has a significance level of 0.001, ethical has a significance level of 0.006, environmental impact has a significance level of 0.018, taste has a significance level of 0.035, new concept has a significance level of 0.038. Health benefits has a significance level of 0.010. Farmer friendly has a significance level of 0.006.

High protein has a significance level of 0.014 and vegetarian has a significance of 0.026. Thus, with the p value < 0.05.

Furthermore, we can also observe the significance level in multiple comparison table as above with the highlighted (*) under the dependent variables. The significance level of anova table with various employment level is different.

Table 4.19 The significance level of anova table with various employment level is different.

ITEM	EMPLOYMENT	MEAN	P-VALUE
<i>AVAILABILITY</i>	Employed	4.34	0.071
	Self-employed	4.20	
	Unemployed	3.70	
	Student	3.67	
	Total	4.24	
<i>ACCESSIBILITY</i>	Employed	4.39	0.003
	Self-employed	4.15	
	Unemployed	3.60	
	Student	3.67	
	Total	4.23	
<i>PRICE</i>	Employed	4.40	0.001
	Self-employed	4.21	
	Unemployed	3.70	
	Student	3.00	
	Total	4.26	
<i>NUTRITIONAL CONTENT</i>	Employed	4.22	0.001
	Self-employed	4.20	
	Unemployed	3.40	
	Student	3.00	
	Total	4.17	

Table 4.19 The significance level of anova table with various employment level is different. (cont.)

ITEM	EMPLOYMENT	MEAN	P-VALUE
<i>ETHICAL</i>	Employed	4.05	0.006
	Self-employed	4.06	
	Unemployed	3.40	
	Student	2.67	
	Total	4.01	
<i>ENVIRONMENTAL IMPACT</i>	Employed	4.12	0.018
	Self-employed	3.95	
	Unemployed	3.70	
	Student	2.67	
	Total	4.01	
<i>TASTE</i>	Employed	4.29	0.035
	Self-employed	4.13	
	Unemployed	3.60	
	Student	3.67	
	Total	4.18	
<i>NEW CONCEPT</i>	Employed	4.17	0.038
	Self-employed	4.00	
	Unemployed	3.40	
	Student	4.00	
	Total	4.06	

Table 4.19 The significance level of anova table with various employment level is different. (cont.)

ITEM	EMPLOYMENT	MEAN	P-VALUE
<i>QUALITY</i>	Employed	4.23	0.064
	Self-employed	4.17	
	Unemployed	3.50	
	Student	4.33	
	Total	4.18	
<i>PEER INFLUENCE</i>	Employed	3.94	0.162
	Self-employed	3.93	
	Unemployed	3.40	
	Student	3.00	
	Total	3.91	
<i>HEALTH BENEFITS</i>	Employed	4.09	0.101
	Self-employed	4.03	
	Unemployed	3.30	
	Student	3.33	
	Total	4.02	
<i>FARMER FRIENDLY</i>	Employed	4.03	0.006
	Self-employed	3.92	
	Unemployed	3.20	
	Student	3.33	
	Total	3.94	

Table 4.19 The significance level of anova table with various employment level is different. (cont.)

ITEM	EMPLOYMENT	MEAN	P-VALUE
<i>ORGANIC</i>	Employed	4.02	0.226
	Self-employed	3.95	
	Unemployed	3.50	
	Student	3.33	
	Total	3.96	
<i>HIGH PROTEIN</i>	Employed	4.15	0.014
	Self-employed	4.07	
	Unemployed	3.50	
	Student	3.00	
	Total	4.07	
<i>VEGETARIAN</i>	Employed	4.07	0.026
	Self-employed	3.99	
	Unemployed	3.50	
	Student	2.67	
	Total	4.00	

Discussion

4.12 Introduction

Based on the market research questions there were several interesting factors that were found out that will help adapt the restaurant to the perception and interest of Bangkokians' and lead to the success in the future. Some of the market insights include personal interest and lifestyle, opinion about plant-based meat, willingness to pay in terms of price, consumer preference in terms of cuisine and dish and marketing in terms of delivery services. that was further analysed and interpreted for the recommendation of the entrepreneurs. Furthermore, this chapter also includes

various other observations from the survey results and provide with business solution and recommendation to entrepreneurs.

4.13 Personal Interest and lifestyle:

It was found through research that most Thai consumers are omnivores which means they consume both meat and vegetables, however the research also showed that people do not eat meat everyday but around 3-4 times a week. Which means there is a potential and a gap for plant-based meat industry to penetrate the market and convert more omnivores into reducing meat if this restaurant is successful in conveying its message and having an impact on the perceived benefits of plant-based meat over meat-based products. The restaurant's marketing team have to market this restaurant in such a way that they can convey the message that plant based meats can offer the same or more nutritional benefits without compromising the taste as well having none of the disadvantages, health issues and overall environmental impact of consuming meat. If the restaurant is able to successful change the Thai consumer's perception through its marketing programs there is a big potential and scalability of introducing plant-based meat. The current old perception that meat-based products offer better taste and nutritional content can be phased out as both impossible meat and beyond meat have spent several billions of dollars to resemble the taste and offer superior nutritional value to consumers. The primary research conducted here also shows us that most Thai consumers (60.63%) have heard of plant-based meat but have never tried one (65.51%) and the Thai consumers who have tried plant-based meat before have overall high satisfaction and also most Thai consumers based on research already have a positive perception on nutritional content and they are willing to buy more plant-based products if restaurants offering plant-based food were available today this is why the restaurant should quickly cater to this market.

4.14 Opinion about plant-based meat

Thai consumers were more likely to choose the factors that influence them to try plant-based meat: availability, price, farmer friendly and accessibility

respectively which clearly means that the market lacks both availability accessibility of plant-based meat. The way for reach out to the Thai consumers would be the establishment of the restaurant that will allow us to cater them with the product. As we can observe that price also plays a vital role for them to try plant-based meat which means that the price to under what the consumers want to pay. However, the pricing strategy will be elaborated in the business solution section. We can also observe that Thai consumers would rather try plant-based meat based on the factor “farmer friendly” and as mentioned in the business model earlier we would introduce and use hydroponic and indigenous plants with suppliers from Chiang Mai province that supports the livelihood of farmers as well as the locals and increases their sales and profitability as well as has a positive impact in the environment.

4.15 Willingness to pay:

Price:

With the help of results of the market researcher found that most people are willing to pay up to 25% for plant-based dishes than normal non-plant-based meals. Interestingly most people from the sample size of the population chose that they are willing to pay 81-100 baht for plant-based meals. Therefore using the market research the restaurant should use a pricing strategy that is up to 25% and the pricing of most menu items should be generally up to 25% for instance, for higher priced item such as plant based burgers it was found that people are willing to pay 161 to 200 baht if the average price of similar non plant based burger was 160 baht therefore every menu item’s average market pricing at similar non plant based restaurant should be carefully averaged it and studied and using that as base price.

However, we can also observe from the results that Thai consumers are also willing to pay “**higher**” than 25% for each dish as mentioned in chapter 4 analysis and descriptive statistics:

For instance: Kraphao includes 73 respondents who are willing to pay higher than 25% , with steak having 82 respondents willing to pay higher than 25% and Ramen includes 28 respondents who are willing to pay from 114-135 baht, 45

respondents who are willing to pay from 136-158 baht and 15 respondents who are willing to pay from 159 or more baht. Therefore, we can observe that there are respondents who are willing to pay a price higher than 25% . Therefore, we can conclude that the pricing strategy for the restaurant can be based upon the type of dining and the willingness to pay of customers which is “up to 25%” and “higher than 25%”

4.16 Consumer preference:

Surprisingly many Thais from the sample population want plant-based food to be modified into Thai food in terms of cuisine and Kraphao Fried Rice in terms of dishes. However, since beyond meat puts higher emphasis on making burger patties, their patties can be cut, sliced and modified in a way to replace the animal-based meat in Thai food dishes with both impossible and beyond plant-based meat. The restaurant should take advantage of the unique market opportunity of offering beyond and impossible plant-based products in Thai food as competition in this market is almost non-existent. The research also shows that Italian, American and Japanese are also important among Thai consumers after Thai food, therefore the restaurant should also offer plant-based meat in those cuisines. The research also showed that most this consumer prefer steak, Thai rice dishes and Thai noodles to be offered in plant-based meat setting, therefore the restaurant should put main emphasis in offering meat alternative in these desired formats.

4.17 Marketing:

Delivery services:

From the research it was found out that delivery services were extremely important and most people are likely to use delivery services and the potential for sales and revenue on the online delivery platform is higher than the potential for than sales directly at the restaurant. In the beginning this restaurant should price its online menu

on delivery apps such as grab, food-panda and lineman similar to what it will price directly at the restaurant in order to penetrate the market quickly, the profit margin on each sale using the delivery service will be 30-35% lower as these delivery app companies take between 30-35% commission. However, the increased high quantity of online sales will compensate for loss of profit margin for the delivery apps. In future based on the ratio of online and offline sales the online pricing can be adjusted while minimizing the loss of sales. The research also showed that people within different income groups chose and perceived the importance of delivery factory independently. Therefore, the recommendation here would be to carefully analyse the importance of delivery factors to different groups and balance it out in a way which will optimize and cater to all the income groups studied in this research.

Primary market research observations:

- Thai People are mostly omnivores and eat real meat 3-4 times a week.
- Factors that would influence Thai consumers to try plant-based meat are: availability, price, farmer friendly, accessibility being the top priorities
- People “agree” on willing to pay higher for plant-based meat as compared to animal meat
- People are willing to pay up than 25% than normal food for plant-based meat.
- There is a valid number of people willing to pay “higher” than 25% for plant-based meat
- People are “likely - extremely likely” to use delivery services such as: Grabfood, Foodpanda and Lineman as the top 3 priorities as a medium for delivery services
- Delivery factors are “very important - extremely important” amongst Thai consumers such as : convenience, delivery price, menu variety.
- Thai consumers prefer : Thai, American and Japanese cuisine rank wise and chose kraphao, noodles and steak as top 3 priorities for dishes.
- People with different income chose and perceived the importance of delivery factors independently.
- Factors that influence people to try plant-based meat is different based on their employment level or status

CHAPTER V

BUSINESS SOLUTION

5.1 Introduction:

In this chapter the 4P's will be discussed thoroughly and the (product, price, place, promotion) will be designed based upon the results, analysis and the discussion. The product will talk about the type of menu designed as per the preference of Thai consumers in plant-based meat form namely: rice, steak and ramen. The price will be strategized into casual dining format and fine dining format with recommendation to entrepreneurs based upon the willingness to pay of Thai consumers. The place will provide recommendation for the delivery service strategies such as: grab, food panda, lineman describing in details of short-term goals with low profit margin and long-term goal with expansion and recognition of business. Furthermore, the place will also provide recommendation to entrepreneurs that can help cope up with factors chosen by Thai consumers in aspects of delivery services such as convenience, delivery price and menu variety. And lastly the chapter will provide recommendation about promotional social media strategies for entrepreneurs to use such as : SEO, PPC, X2 Partnerships, E-mail marketing, poster and banner advertisement models for Instagram.

5.2 Product:

The market research shows the Thai consumers' perception and opinion about the type of products and food that Thai consumers would like to see plant-based meat to replace their traditional meals into. Based on the research the restaurant has decided to carefully come up a large portfolio of availability, selection and list of food that Thai consumers would like to see the most. Using the successful meat-like products of Beyond and Meat avatar, this paper recommends to aim to convert them into Thai markets needs and wants. Based on research the top three preference by Thai

market were Kraphao fried rice, noodles/ramen and plant-based steaks. The primary focus and recommendation to entrepreneurs would be to launch variety of menus and options in these three main categories of choices by Thai consumers. The product marketing strategy basically would be to already use the successful product model of American products (Beyond Meat) but to specifically change it based on the needs and wants of the Thai market. The biggest and main product strategy that the entrepreneurs should carry out is to carefully place its products in the same level and category of perception that Thai people have for animal-based meat and the focus would be such as: Meat Avatar, not to market them to vegans or vegetarians which but to reach out to the meat lovers to try the products out which is a much bigger market in Thailand's food market. The entrepreneurs will have to convince its consumers that they are getting a superior deal nutritionally using plant-based meat compared to animal-based meat and at the same time convince them using marketing strategies which clearly points out and sells them the superiority of plant-based meat over beyond meat for instance using visual marketing techniques and campaigns like:

Plant-Based Meat	Vs.	Animal-Based Meat
Improving Human Health		16 % Increased Cancer Risk 21% Increased Heart Disease Risk
Positively Impacting Climate Change		51% Global Greenhouse Gas Emissions
Addressing Global Resource Constraints		29 % Animal Production Share And Water Use 45 % Global Surface Area For Livestock Systems
Improving Animal Welfare		66 Billion Land Animals Slaughtered Every Year For Food

Figure 5.1 Table of Plant-based meat versus Animal-based meat adopted from (“Naturesfare”, 2020)

Menu Design:



Figure 5.2: Menu Design of Plant-based meat restaurant

Rice

Krungthep Kraphao consists of plant-based meat with basil leaves kraphao. This signature dish brings about a new and unique experience for Thai consumers to indulge with the local taste of kraphao kai and have the sensory experience of authentic kraphao kai in plant-based form. Hence, also allowing our restaurant to use localization strategy.

Yakin Yaki consists of plant-based meat with stir-fried garlic that is Japanese style since the Thai consumers also chose Japanese cuisine as their priority. Thus, allowing to restaurant to develop the fusion garlic-based plant-based meat served with miso soup.

Steak

California Chilli Chop consists of plant-based meat with American BBQ hot sauce which is served with mashed potatoes and broccoli. Thus, allowing the restaurant to target the segment of consumers who prefer American cuisine in form of smoky plant-based meat.

Mahanakorn Wagyu consists of plant-based meat with Thai style kraphao basil leaves topped with egg yolk.

Ramen

Tom yum On Fire consists of local style tom yum soup topped with plant-based meat and ramen. This is another signature dish with the fusion of Japanese and Thai style added together for consumers to experience spicy tom yum flavor with plant-based offering.

Namtok-Yo consists of ramen in Thai style namtok topped with plant-based meat, fusion of Tokyo style noodles with Thai style flavor giving the name Namtok + Tokyo = Namtok-yo therefore, allowing the restaurant to come up with menus that can deliver the flavors for the Thai consumers to try different dishes with various preferences.

5.3 Price:

Pricing is one of the most important dimensions and the key to success for a plant-based restaurant, one of the main reasons the market research was conducted was to develop a pricing strategy according to the compatibility with the demand of the market. Based on primary research that was conducted, it was found that consumers are willing to pay up to 25% higher than normal meal-based dishes for plant-based dishes. Therefore looking at the cost of importing of beyond meat which is on the high side (purchase cost + Logistic cost from US+ import tax) it is very expensive, the price of directly buying beyond meat from US costs 6 USD or 200 Thai baht (“Target”, 2020) for two 8 ounces patties and with logistics and import duties we estimate it to rise up to 300 baht each, therefore the recommendation for the entrepreneurs would be to directly source Beyond meat products from Thailand itself such as Villa Markets which is selling it for 325 Baht for 8 ounces double patties. In the future after the stability of running operations of the restaurant will allow them to import directly from beyond meat in large quantities. Since Beyond is planning to launch a factory in China (Bellany, 2020) which will in the future reduce buying costs for the restaurant due to superior logistic connection between Thailand and China but

for now in the initial stage, this paper recommends to buy supplies of beyond meat from Villa market directly. As for Meat Avatar, it was only recently available Foodland and Gourmet Market in various parts of Bangkok. The entrepreneurs can also purchase Meat Avatar directly through platforms such as : Facebook and LINE.

Pricing strategy:

FINE DINING	<i>Beyond Meat</i>	<i>Beyond Meat</i>
<i>Dish Type</i>	<i>Up to 50%</i>	<i>Up to 75%</i>
<i>Rice</i>	101-120 baht	121-140 baht
<i>Steak</i>	376-450 baht	451-525 baht
<i>Noodles</i>	114-135 baht	136-158 baht

Table 5.1 Pricing Strategy for Fine Dining and Casual Dining

CASUAL DINING	<i>Meat Avatar</i>
<i>Dish Type</i>	<i>Up to 25%</i>
<i>Rice</i>	81-100 baht
<i>Steak</i>	301-375 baht
<i>Noodles</i>	91-113 baht

Since beyond plant-based meat is expensive and based on our research consumers are willing to pay only 81-100 Baht for rice dishes and 91-113 baht for noodle dishes and 301-375 baht for steaks, which is on the lower side and not feasible to use beyond meat products, this paper recommends the company to use the pricing strategy and high-end raw material for a fine dining restaurant targeting the customers who are willing to pay “higher than 25%” as discussed in the pricing section in earlier chapters. For instance: a steak in an ordinary restaurant may cost 300 baht, therefore we can set the price up to 50% with the price between 376-450 baht. Furthermore, we can also set the price up to 75% since there are a group of respondents willing to pay up to 75% with the price between 451-525 baht. which would in turn be a reasonable price for the restaurant owners / entrepreneurs since the cost of raw material is

expensive and also be reasonable for the consumers who are willing to pay higher than 25% for a fine dining restaurant. If Kraphao costs 80 baht in an ordinary restaurant we can set the price for up to 50% to be between 101-120 baht or for up to 75% to be between 121-140 baht, again for a fine dining restaurant. If ramen costs 90 baht in an ordinary restaurant we can set price to be up to 50% which lies between 114-135 baht and for up to 75% to be between 136-158 baht.

Whereas, for a casual dining restaurant, this paper would suggest the supplier to be an indigenous Thailand's local plant-based meat manufacturer also known as **Meat Avatar** which sells plant based crispy pork. Meat Avatar's Plant based meat costs 200 baht per box ("MeatAvatar", 2020) which is only half of what Beyond meat costs, therefore it will be more suited to use it for default rice and noodle menu orders For steaks since consumers based on research are willing to up to 25% we can price it between 301 to 375 baht roughly, for kraphao we can price it between 81-100 baht roughly and for ramen we can price it between 91-113 baht roughly. Therefore, the pricing strategy for the restaurant as well as recommendation to the entrepreneurs would be the introduce two sets of meat: **Meat Avatar for a casual dining restaurant and Beyond Meat for fine dining restaurant** that will allow us to have certain a reasonable profit margin for rice dishes in specific. However, also give the customers the option to choose for Beyond Meat in rice dishes form as they may be willing to try it out since it is new in the market and it lacks availability and accessibility. The profit margin from Beyond Meat may still be low even though we sell above 300 baht but it can be beneficial for the long run as it will allow us to target vegetarian segment of the market thus allowing profitability and expansion in the near future.

5.4 Place:

Often when it comes to marketing mix, place is often neglected but the right product needs a right place to become successful and sell its ideas and products. The other Omni channel place the restaurant gives recommendation to place its product is in online delivery apps and being in Siam area which is around the centre and heart of Bangkok and links all other areas of Bangkok would be beneficial for

logistical reasons for online delivery apps and would reduce the delivery prices for customers as well as provide convenience as the product will be delivered right at door step of the consumers by being in the middle thus increasing purchase considerations and sales. The restaurant will also use its company website, social media marketing channels such as Facebook, Instagram and YouTube as a place where food lovers and meat lovers can learn about our plant-based meat products and the buying options.

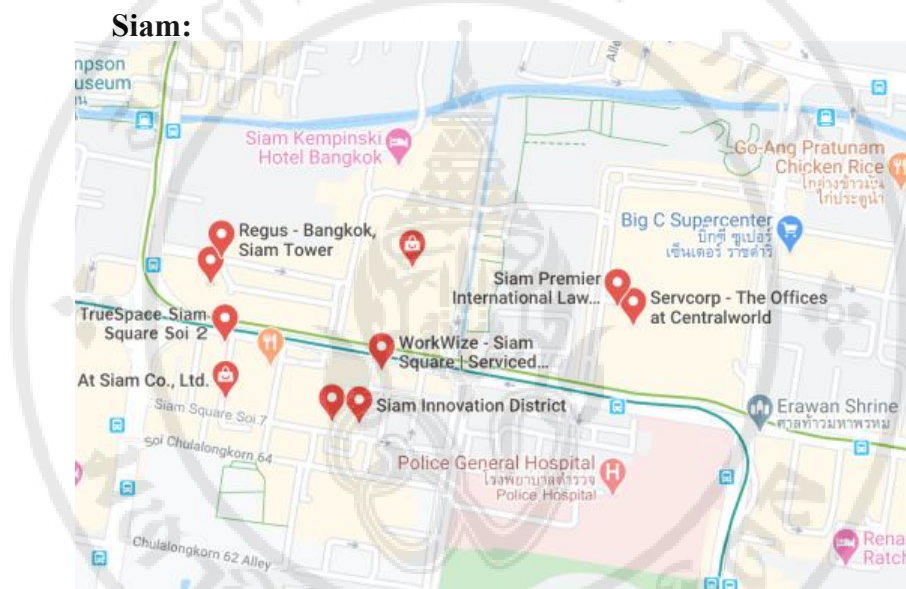


Figure 5.3 Location at Siam City Centre Adopted from (“googlemaps”, 2020)

Based on the research findings the majority of the respondents were under the category of “employed” or “self-employed”, therefore it is vital for the restaurant to target a location that is surrounded by private and public companies with working people. Some of the examples of the location as per the map include: Siam Tower, Trueplace at Siam Square, At Siam Cooperation, WorkWize, Siam Innovation district and The Offices at Central World with numerous companies. Therefore, opening the restaurant close to these offices mentioned above will allow the entrepreneurs to reach the target audiences and also create awareness from one of the busiest locations situated in the heart of Bangkok city.

Food delivery strategy:

From the research it was found out that delivery services were extremely important and most people are likely to use delivery services and the potential for sales and revenue on the online delivery platform is higher than the potential for than sales directly at the restaurant. In the beginning this restaurant should price its online menu on delivery apps such as grab, food-panda and lineman similar to what it will price directly at the restaurant in order to penetrate the market quickly, the profit margin on each sale using the delivery service will be 30-35% lower as these delivery app companies take between 30-35% commission. However, the increased high quantity of online sales will compensate for loss of profit margin for the delivery apps. In future, based on the ratio of online and offline sales the online pricing can be adjusted while minimizing the loss of sales. The research also showed that people within different income groups chose and perceived the importance of delivery factory independently.

Food online based delivery is another main revenue stream that this restaurant has to take seriously, it has the potential to even generate more revenue than walk in customers. Based on primary research results the top smartphone delivery apps that were most popular were (in order and rank) grab food, food-panda and lineman.

Primary research also shows that convenience, delivery price and menu variety are consumer's most preferred factors when it comes to ordering using smartphone delivery options. Fortunately, convenience and delivery price are already figured out by the developers of this apps and considered good.

The strategy the restaurant has to use is that since the smartphone delivery app is crowded by thousands of different restaurants and to penetrate this market, has to not only offer strong menu variety with its plant-based meat food choices but also has to make the price appear on these apps attractive and use it as bargaining chip at-least in the beginning to penetrate the market and garner the attention of users of these apps. The recommendation would be to in the beginning to keep the online in app menu prices the same as what the restaurant is planning to use the pricing for what it will charge in the restaurant. Although the profit margin due to grab's, food-panda's and lineman's commission which is around 30-40 would decrease the profit margin on

each unit sold but it is justifiable to do it for two main reasons, one reason being that the quantity sold through online smartphone delivery apps will be way higher than the quantity sold in the restaurant which will help offshoot the potential loss in profit margin per unit due to app commissions and the second reason being that keeping the price same between smartphone app delivery and in-restaurant menu pricing would also help quickly get the brand establish a presence in the market and would increase the popularity and help get sales started quickly and also increase the potential reach to consumers in Thailand.

The online delivery smartphone app pricing strategy that this paper recommends is only to be used short term and once the brand's gets established and gets its presence known, the stakeholders of this restaurant must again reevaluate the online pricing strategy and possibly increase it (due to high commission charged by food delivery apps) based on accounting all external factors and increasing the price to the point where it can minimize the impact on losing sales.

5.5 Promotion:

As a new restaurant entering a food market with huge demand but very less supply and competition, the opportunities to enter is huge but without successful promotion in the beginning, it can be hard for this plant-based restaurant to attract consumers, therefore entrepreneurs have to come up with many marketing promotions to penetrate a new market quickly. The restaurant will aim to bundle menus, options and drinks and offer it as a set in a reduced overall priced format in both restaurant store and smartphone delivery apps so the consumers will see more value for their money and at the same time get plant-based meat in their favourite dishes and feel healthier at the same time.

Promotion marketing strategy

Search Engine optimization: We will use SEO with PPC which is price per click strategy such as google, Facebook and Instagram Ads. An example of the SEO that can be used for the restaurant website is below with advertisement about the new plant-based restaurant in Bangkok offering Thai food.



Figure 5.4 Google Advertisement of Plant-based meat restaurant

Social media marketing: The restaurant will make use of social media marketing such as Instagram, Facebook, YouTube, Wongnai and Eatigo to promote and advertise. Some of the images below shows the sample of our promotional strategy.



Figure 5.5 GO Meatless advertisement on social media platforms

For instance, since our restaurant's name is "GO Meatless" we will be creating banners and posters for Instagram posts/stories, Facebook posts/stories with a message about the sustainable environment and the health benefits of the plant-based meat to create awareness and promote to target audiences. For applications such as eatigo and wongnai, overtime the entrepreneurs can receive recognition through genuine customer reviews therefore, it is necessary to create a business account and promote through food applications.

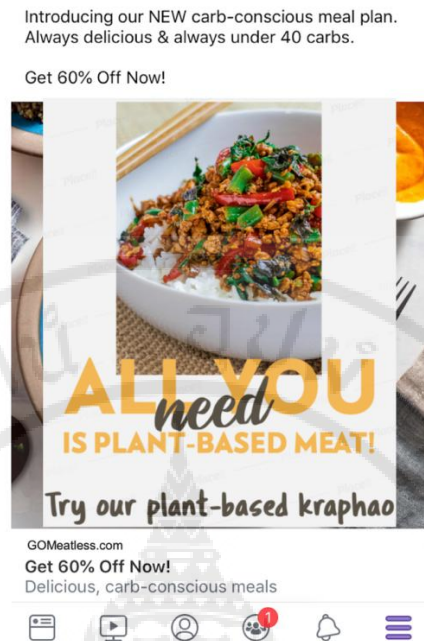


Figure 5.6 GO Meatless advertisement on Instagram

The image above shows a sample of advertisement through Instagram page where advertisement can be based specifically about kraphao plant-based meat as well as give description of the ingredients involved, nutritional content, calories as compared to animal meat and the health benefits of consuming plant-based products.

Email marketing and X2 Partnership: Partnership with various Banks to offer discount promotions to their credit card customers. Partnership with telecommunications companies such as True, Dtac and Ais in offering vouchers and discounts to their user base. Partnerships with famous healthy drink outlets to attract more customers. For example, the image belows shows promotions with Dtac and MK restaurants along with firetiger.



Figure 5.7 X2 Partnerships : MK, Fire tiger and DTAC adopted from ("MKRestaurants", 2020)

5.6 Conclusion

The unique opportunity and the popularity of plant-based meat is gaining a foothold in Bangkok. Beyond Meat has spent billions of dollars in perfecting the taste, nutritional content as well as being environmentally friendly which is very important in the Thai market. Moreover, both beyond meat is setting to launch into the Chinese market will be in turn be beneficial for the entrepreneurs since Thailand and China have free trade agreement. Throughout the market research that this paper conducted it is clear that there is a huge desire amongst Thai consumers in trying out plant-based meat and overall most Thais already have a very positive perception of plant-based meat but what's lacking is the availability and accessibility of plant-based meat in the Thai market. Therefore, the restaurant should quickly address the huge demand and opportunity of plant-based meat in both online food service delivery and as a restaurant in the market by offering plant-based versions of popular Thai followed by American, Japanese cuisines respectively. The research supports the restaurant's feasibility of entering plant-based meat market and the huge potential that is currently lacking in the Thai market due to lack of supply and lack of plant-based food choices in both the online and offline Thai market.

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ENGLISH SURVEY

Bangkokians' perception and interest towards plant-based meat dish in food and beverage service.

Consent Form

The purpose of this survey is to establish a plant-based restaurant in Bangkok. This research project is a part of the thematic paper of the Masters of Management, Mahidol University International College.

Your participation in this research is voluntary. You may refuse to take part in the research or exit the survey at any time without any penalty. Your responses will be strictly confidential and data from this research will be reported only in the aggregate. Furthermore, there are no foreseeable risks involved with this project.

It should take approximately 7 minutes to complete this survey. If you have any inquiries about this survey, feel free to contact the researcher, Malika Maska at malikabhasker1991@gmail.com.

1. Are you a **Thai**?

Yes

No

2. Do you **reside** in **Bangkok**?

Yes

No

Section 1: Part B

Personal interest and lifestyle

* 3. Please select the kind of **diet** that you follow?

- Veganism : Dietary vegan, Plant based vegan
- Vegetarianism : Pescetarianism, Flexitarian, Fruitarianism
- Omnivorous : Consume both plant and animal meat
- Raw Food Diet : Raw fruits, vegetables, nuts and seeds, raw egg, raw fish
- Keto Diet : Low carb diet (meat, eggs, processed meat, sausage)
- Other

* 4. On a **weekly** basis how often do you consume **meat**?

- Never
- 1-2 days per week
- 3-4 days per week
- 5-6 days per week
- Everyday

* 5. On a scale of 1-5, please rate your **perception** for the **level of your eating lifestyle**? (1=Not healthy at all; 5= Extremely healthy)

1 = Not healthy at all	2	3	4	5 = Extremely healthy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 2

Opinion about plant based meat



Plant based meat is the meat made from plants designed to look and taste like real animal meat. The ingredients consist of water, pea protein isolate, canola oil, and refined coconut oil.

* 6. Have you ever **heard** of plant based meat before this survey?

Yes

No

* 7. Have you ever **tasted** plant based meat?

Yes

No

* 8. On a scale of 1-5, please indicate your **level of satisfaction** on your experience regarding plant based meat (1=Very Dissatisfied ; 5=Very Satisfied)

1 = Very Dissatisfied	2	3	4	5 = Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 9. On a scale of 1-5, please indicate the **level of importance** on how the following factors would influence you to try plant based meat

(1= Extremely unimportant; 5= Extremely important)

	1 = Extremely unimportant	2	3	4	5 = Extremely important
Availability of plant based meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility of plant based meat	<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"/>
Nutritional Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethical (animal welfare, no animal suffering)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental Impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Concept	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peer Influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health Benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmer friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For accuracy of the response, please tick 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High Protein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 10. On a scale of 1-5, please rate your **level of agreement** to the following statements.

(1= Strongly disagree ; 5=Strongly agree)

	1 = Strongly disagree	2	3	4	5 = Strongly agree
“Plant based meat offers a similar amount of protein, fats, iron and vitamins as compared to animal meat”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
“I am likely to buy plant based meat if plant based meat restaurants were available today”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
“I am willing to pay more (higher price) for plant based meat than animal meat.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3

Willingness to pay

* 11. Scenario: If a plate of chicken basil leaf (kraphao kai) in restaurant costs 80 baht. What **price** would you pay for the same dish if it's made in plant based meat form?

- Less than or equal to 80 baht 121-140 baht
- 81-100 baht 141 baht or more
- 101-120 baht

* 12. Scenario: If a plate of beef steak (Australian Teriyaki chopped steak) in a restaurant costs 300 baht. What **price** would you pay for the same dish if it's made in plant based meat form?

- Less than or equal to 300 baht 451-525 baht
- 301-375 baht 526 baht or more
- 376-450 baht

* 13. Scenario: If a large size of Pepperoni Pizza in a restaurant costs 300 baht. What **price** would you pay for the same dish if it's made in plant based meat form?

- Less than or equal to 300 baht 451-525 baht
- 301-375 baht 526 baht or more
- 376-450 baht

* 14. Scenario: If a beef burger (without side dish) in a restaurant costs 160 baht. What price would you pay for the same dish if it's made in plant based meat form?

- Less than or equal to 160 baht
- 161-200 baht
- 201-240 baht
- 241-280 baht
- 281 baht or more

* 15. Scenario: If a bowl of ramen (tomyum roast pork) in a restaurant costs 90 baht. What **price** would you pay for the same dish if it's made in plant based meat form?

- Less than or equal to 90 baht
- 91-113 baht
- 114-135 baht
- 136-158 baht
- 159 baht or more

* 16. Scenario: If a plate of spaghetti bacon in restaurant costs 150 baht. What **price** would you pay for the same dish if it's made in plant based meat form?

- Less than or equal to 150 baht
- 151-188 baht
- 189-225 baht
- 226-263 baht
- 264 baht or more

Section 4

Customer Preference

* 17. Please identify which of the following **cuisine** would **you prefer to have as a choice of plant based meat**. Select all that apply.

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Italian | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> American | <input type="checkbox"/> Mexican |
| <input type="checkbox"/> Thai | <input type="checkbox"/> Indian |
| <input type="checkbox"/> Japanese | <input type="checkbox"/> Middle Eastern |
| <input type="checkbox"/> French | <input type="checkbox"/> Korean |

* 18. Please identify which of the following **dishes** would you **prefer to have as a choice of plant based meat**. Select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Steak | <input type="checkbox"/> Pasta (Spaghetti, Macaroni, Lasagna) |
| <input type="checkbox"/> Rice (Kraphao, Fried Rice) | <input type="checkbox"/> Burgers and Sandwiches |
| <input type="checkbox"/> Noodles (KuayTeow, Ramen) | <input type="checkbox"/> Pizza |

Section 5

Marketing

* 19. In terms of food delivery service, on a scale of 1-5 please indicate the **level of likelihood** for you to use the following services

(1= Extremely unlikely ; 5= Extremely likely)

	1 = Extremely unlikely	2	3	4	5 = Extremely likely
GrabFood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Panda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Line Man	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honestbee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 20. On a scale of 1-5 please rate the **level of importance** for choosing delivery services.

(1=Extremely unimportant; 5=Extremely important)

	1 = Extremely unimportant	2	3	4	5 = Extremely important
Delivery price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menu variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion with restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visually Appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For accuracy of the response, please tick 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open 24 hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy transactions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trust / Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of use of application	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

* 21. Gender

- Male
- Female

* 22. Your age

- 18-24
- 25-34
- 35-44
- 45-54
- 55 and over

* 23. Your monthly income

- 25,000 baht or below
- 25,001 - 50,000 baht
- 50,001 - 75,000 baht
- 75,001 - 100,000 baht
- More than 100,000 baht

* 24. Your level of education

- High school degree or diploma
- Bachelor's Degree
- Master's Degree
- Doctorate

* 25. Your current employment status

- Employed full time (full time and part time) Student
- Self-employed Retired
- Unemployed

ความสนใจและการรับรู้ของคนกรุงเทพต่อเนื้อหาจากพีช ในการบริการอาหารและเครื่องดื่ม

คำชี้แจงผู้เข้าร่วมงานวิจัย

แบบสอบถามชุดนี้มีวัตถุประสงค์เพื่อศึกษาความสนใจและการรับรู้ของคนกรุงเทพต่ออาหารเนื้อจากพีช ในการบริการอาหารและเครื่องดื่ม โดยแบบสอบถามฉบับนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ระดับปริญญาโท หลักสูตรการบริหารการท่องเที่ยวและโรงแรม วิทยาลัยนานาชาติ มหาวิทยาลัยมหิดล แบบสอบถามฉบับนี้จัดทำขึ้นเพื่อวัตถุประสงค์ทางการศึกษาเท่านั้น ข้อมูลส่วนตัวและคำตอบทุกส่วนจะไม่ถูกนำไปเผยแพร่และใช้ประโยชน์ในเชิงพาณิชย์

แบบสอบถามใช้เวลาทำประมาณ 7 นาที

หากท่านมีข้อสงสัย ท่านสามารถติดต่อ หัวหน้าโครงการวิจัย นางสาว มัลลิกา มัสการได้ที่วิทยาลัยนานาชาติ มหาวิทยาลัยมหิดล
อีเมล malikabhasker1991@gmail.com

* 1. คุณเป็นคนไทยใช่หรือไม่

- ใช่
- ไม่

* 2. คุณอาศัยอยู่ในกรุงเทพหรือไม่?

- ใช่
- ไม่

Section 1: Part B

ความสนใจส่วนบุคคลและไลฟ์สไตล์

* 3. โปรดเลือกประเภทของทางเลือก
การรับประทานอาหาร (diet) ของคุณ

- มังสวิรัติ: Vegan
- อาหารดิบ : ผลไม้ดิบ ผัก ถั่ว และ
เมล็ดพืช ไข่ดิบ ปลาดิบ
- เจ
- คีโต : อาหารคาร์โบไฮเดรตต่ำ
(เนื้อสัตว์ไขมันเนื้อสัตว์แปรรูป
ไส้กรอก)
- บริโภคทั้งพืชและสัตว์
- อื่น ๆ

* 4. คุณทานเนื้อสัตว์บ่อยแค่ไหน ในหนึ่งสัปดาห์

- ไม่เคย
- 5-6 วันต่อสัปดาห์
- 1-2 วันต่อสัปดาห์
- ทุกวัน
- 3-4 วันต่อสัปดาห์

* 5. โปรดระบุระดับการคำนึงถึง**ความมีสุขภาพดี**ของสไตล์การรับ
ประทานอาหารของคุณ จากระดับ 1-5

(1=ไม่ได้คำนึงถึง**ความมีสุขภาพดี**เลย ; 5=คำนึงถึง**ความมีสุขภาพดี**อย่างมาก)

1 = ไม่ได้คำนึงถึง
ความมีสุขภาพดี
เลย

2

3

4

5 = คำนึงถึง**ความมี**
สุขภาพดีอย่างมาก

Section 2

ความคิดเห็นเกี่ยวกับเนื้อจากพืช



เนื้อจากพืชคือเนื้อเทียมที่ทำจากพืช ที่ออกแบบมาให้มีลักษณะและรสชาติเหมือนเนื้อสัตว์จริง ส่วนผสมประกอบด้วยน้ำ โปรตีนจากถั่ว น้ำมันคาโนลา และน้ำมันมะพร้าว

* 6. คุณเคยได้ยินเรื่องเนื้อจากพืชมาก่อนการสำรวจครั้งนี้หรือไม่?

- เคย
- ไม่เคย

* 7. คุณเคยชิมเนื้อจากพืชหรือไม่?

- เคย
- ไม่เคย

* 8. กรุณาระบุระดับความพึงพอใจของคุณต่อประสบการณ์เกี่ยวกับเนื้อจากพืช จากระดับความพึงพอใจ 1-5 (1 = พึงพอใจน้อยที่สุด, 5 = พึงพอใจมากที่สุด)

1 = พึงพอใจน้อยที่สุด

2

3

4

5 = พึงพอใจมากที่สุด

* 9. จากปัจจัยต่อไปนี้ กรุณาระบุระดับความสำคัญของปัจจัยที่จะกระตุ้นให้
คุณลองเนื้อจากพืช จากระดับ 1-5 (1 = ไม่สำคัญเลย, 5 = สำคัญมากที่สุด)

	1 = ไม่สำคัญ เลย	2	3	4	5 = สำคัญมาก ที่สุด
หาได้ในท้อง ตลาด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
หาซื้อได้ง่าย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ราคา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ปริมาณสาร อาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ประเด็นทาง จริยธรรม (สวัสดิภาพ สัตว์, การไม่ ทรมาณสัตว์)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ผลกระทบต่อ สิ่งแวดล้อม	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
รสชาติ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
แนวคิด ใหม่	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
คุณภาพ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
อิทธิพลจาก เพื่อน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ประโยชน์ต่อ สุขภาพ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การเอื้อ ประโยชน์ให้ เกษตรกร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
เพื่อความถูก ต้อง ในการ ตอบ คำถาม กรุณา ระบุระดับ 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
อาหารออร์แก นิก	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
โปรตีนสูง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความเป็น มังสวิรัติ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- * 10. โปรดระบุระดับความเห็นพ้องต่อข้อความต่อไปนี้
จากระดับ 1-5
(1 = ไม่เห็นด้วยอย่างยิ่ง, 5 = เห็นด้วยอย่างยิ่ง)

	1 = ไม่เห็นด้วย อย่างยิ่ง	2	3	4	5 = เห็นด้วย อย่างยิ่ง
"เนื่องจากพืชมีปริมาณโปรตีน ไขมัน ธาตุเหล็ก และวิตามิน ไก่เลี้ยงที่เลี้ยงด้วยเนื้อสัตว์"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"ฉันมีแนวโน้มที่จะซื้อเนื้อจากพืช ถ้ามีวางจำหน่ายในร้านอาหารวันนี้"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"ฉันเต็มใจที่จะจ่ายในราคาที่สูงขึ้นไปให้กับเนื้อจากพืชมากกว่าเนื้อสัตว์"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3

ความเต็มใจที่จะจ่าย

* 11. สถานการณ์: ถ้าข้าวกะเพราไก่ในร้านอาหารมีราคาจานละ **80 บาท** ถ้าหากมีข้าวกะเพราเนื้อจากพืชจำหน่าย คุณจะเต็มใจจ่ายในราคาเท่าไร

- ไม่เกิน 80 บาท 121-140 บาท
- 81-100 บาท ตั้งแต่ 141 บาทขึ้นไป
- 101-120 บาท

* 12. สถานการณ์: ถ้าสเต็กเนื้อ (สเต็กเทอริยากิออสเตรเลีย) ในร้านอาหารมีราคาจานละ **300 บาท** ถ้าหากมีสเต็กเนื้อจากพืชจำหน่าย คุณจะเต็มใจจ่ายในราคาเท่าไร

- ไม่เกิน 300 บาท 451-525 บาท
- 301-375 บาท ตั้งแต่ 526 บาทขึ้นไป
- 376-450 บาท

* 13. สถานการณ์: ถ้าพิซซ่าหน้าเปปเปอโรนีขนาดใหญ่ในร้านอาหารมีราคาจานละ **300 บาท** ถ้าหากมีพิซซ่าหน้าเนื้อจากพืชจำหน่าย คุณจะเต็มใจจ่ายในราคาเท่าไร

- ไม่เกิน 300 บาท 451-525 บาท
- 301-375 บาท ตั้งแต่ 526 บาทขึ้นไป
- 376-450 บาท

* 14. สถานการณ์: ถ้าเบอร์เกอร์เนื้อ (ไม่มีเครื่องเคียง) ในร้านอาหารมีราคาขึ้นละ **160 บาท** ถ้าหากมีเบอร์เกอร์เนื้อจากพืชจำหน่าย คุณจะเต็มใจจ่ายในราคาเท่าไร

- ไม่เกิน 160 บาท 241-280 บาท
- 161-200 บาท ตั้งแต่ 281 บาทขึ้นไป
- 201-240 บาท

* 15. สถานการณ์: ถ้าราเมน (หมูต้มยำ) ในร้านอาหารมีราคาชามละ **90 บาท** ถ้าหากมีราเมนเนื้อจากพืชจำหน่าย คุณจะเต็มใจจ่ายในราคาเท่าไร

- ไม่เกิน 90 บาท 136-158 บาท
- 91-113 บาท ตั้งแต่ 159 บาทขึ้นไป
- 114-135 บาท

* 16. สถานการณ์: ถ้าสปาเก็ตตี้เบคอน ในร้านอาหารมีราคาจานละ **150 บาท** ถ้าหากมีสปาเก็ตตี้เนื้อจากพืชจำหน่าย คุณจะเต็มใจจ่ายในราคาเท่าไร

- ไม่เกิน 150 บาท 226-263 บาท
- 151-188 บาท ตั้งแต่ 264 บาทขึ้นไป
- 189-225 บาท

Section 4

ความต้องการของลูกค้า

* 17. กรุณาระบุว่า อาหารประเภทใดต่อไปนี้ที่คุณต้องการให้มีจำหน่ายในรูปแบบเนื้อจากพืช ระบุได้มากกว่า 1 ข้อ

- | | |
|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> อิตาลีเลียน | <input type="checkbox"/> จีน |
| <input type="checkbox"/> อเมริกัน | <input type="checkbox"/> เม็กซิกัน |
| <input type="checkbox"/> ไทย | <input type="checkbox"/> อินเดีย |
| <input type="checkbox"/> ญี่ปุ่น | <input type="checkbox"/> ตะวันออกกลาง |
| <input type="checkbox"/> ฝรั่งเศส | <input type="checkbox"/> เกาหลี |

* 18. กรุณาระบุว่า อาหารจานใดต่อไปนี้ที่เหมาะสมที่จะจำหน่ายในรูปแบบเนื้อจากพืช ระบุได้มากกว่า 1 ข้อ

- | | |
|---|--|
| <input type="checkbox"/> สเต็ก | <input type="checkbox"/> พาสต้า (สปาเก็ตตี้, มักกะโรนี, ลาซานญา) |
| <input type="checkbox"/> ข้าว (กะเพรา, ข้าวผัด) | <input type="checkbox"/> เบอร์เกอร์และแซนด์วิช |
| <input type="checkbox"/> ก๋วยเตี๋ยว (ราเมน) | <input type="checkbox"/> พิซซ่า |

Section 5

การตลาด

* 19. กรุณาระบุระดับความเป็นไปได้ที่คุณจะใช้บริการจัดส่งอาหารต่อไปนี้ จากระดับคะแนน 1-5 (1 = ไม่มีความเป็นไปได้เลย, 5 = มีความเป็นไปได้มากที่สุด)

	1 = ไม่มีความ เป็นไปได้เลย	2	3	4	5 = มีความเป็น ไปได้มากที่สุด
GrabFood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Panda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Line Man	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honestbee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 20. กรุณาระบุระดับความสำคัญของปัจจัยในการเลือกบริการจัดส่งอาหารจากระดับคะแนน 1-5 (1 = ไม่สำคัญเลย, 5 = สำคัญมากที่สุด)

	1 = ไม่สำคัญเลย	2	3	4	5 = สำคัญมากที่สุด
ค่าส่ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความสะดวกสบาย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความหลากหลายของเมนูอาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความหลากหลายของร้านอาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การทำโปรโมชั่นร่วมกับร้านอาหาร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การใช้ภาพดึงดูดสายตา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
เพื่อความถูกต้องในการตอบคำถาม กฤณาระบุระดับ 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การเปิดบริการ 24 ชั่วโมง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
การทำธุรกรรมที่สะดวก	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความน่าเชื่อถือ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความง่ายของการใช้แอปพลิเคชัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 6

ข้อมูลทั่วไป

* 21. เพศ

- ชาย
- หญิง

* 22. อายุ

- 18-24 ปี
- 25-34 ปี
- 35-44 ปี
- 45-54 ปี
- 55 ปีขึ้นไป

* 23. รายได้ ต่อเดือน

- ไม่เกิน 25,000 บาท
- 25,001 - 50,000 บาท
- 50,001 - 75,000 บาท
- 75,001 - 100,000 บาท
- มากกว่า 100,000 บาท

* 24. ระดับการศึกษาสูงสุด

- ระดับประกาศนียบัตรวิชาชีพ
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก

* 25. สถานะการทำงาน

- พนักงานบริษัท/ลูกจ้าง (ประจำ/ชั่วคราว)
- นักเรียน/นักศึกษา
- ธุรกิจส่วนตัว/ทำงานอิสระ
- เกษียณอายุ
- ว่างงาน



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