

# Marketing Mix Factors from the Consumer Perspectives Affecting Consumer Decisions in The After Yum Restaurant Service Use

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## Abstract

The research purpose was to study marketing mix factors from consumer perspectives (4c's) affecting consumer decisions in the After Yum restaurant service use. The research instrument used was a questionnaire to collect data from a group of 425 people who used and did not use the service of After Yum. The statistics used were: frequency, percentage, mean, standard deviation, simple linear regression analysis, and multiple linear regression analysis. The different incomes of After Yum service users affected different service uses. According to the inferential statistic, the data analysis from people who used and did not use the service of After Yum revealed a 0.005 level of statistical significance. The research and hypothesis testing results concluded that the marketing mix factors from the consumer perspectives (4c's) affecting consumer decisions to use the After Yum restaurant service were convenience, followed by income and communication, respectively. It also found that consumer demand didn't affect consumer decisions in the After Yum restaurant service use

**Keywords:** Marketing Mix Factors from Consumer Perspectives (4c's); Consumer Demand, Consumer Cost; Consumer Convenience; Consumer Communication; Decision in Restaurant Service Use

## Introduction

The year 2019 was the year of the "Yum" or Thai spicy salad restaurants, as several renowned and trendy yum restaurants emerged, prompting consumers to flock to try various venues. This reaffirmed the popularity of "Yum" dishes, which are well-suited to Thai palates and can be found everywhere, from street food stalls to high-end hotels. As a result, yum restaurants have become highly desirable among consumers (Gintawpattaya, 2019). One such establishment is After Yum, a renowned restaurant located at a gas station in Pattaya city. It gained immense popularity due to its delicious flavors, leading to long queues of customers waiting to be served, as the restaurant did not accept reservations. This phenomenon even gave rise to a new occupation - professional queue reserves.

After Yum restaurant was founded by Mr.Taeng Kritsadakul Chumkaew and Ms. Dutdiw Teerawiwat, a transgender individual known on social media. Ms. Dutdiw's online presence led to reviews from influential friends and acquaintances on social media, creating buzz for After Yum in the online world and generating word-of-mouth. However, another aspect behind After Yum's success is their consumer-centric approach and in-depth data collection. In interviews, Mr.Taeng shared business techniques, primarily focusing on adopting the consumer's perspective when looking at the After Yum brand. They sought to understand why consumers were willing to queue for their food and what their desires were. This strategic approach aligns with the 4C's model of the marketing mix from the consumer's perspective, as proposed by Kotler and Armstrong.

In the world of competitive marketing, developing a business solely based on the entrepreneur's desires is insufficient. It is crucial to understand consumers and view things from their perspective, identifying what they want and need. This requires continuous development, improvement, and change. As a result, the traditional 4P's marketing mix concept has evolved into the customer-centric 4C's approach, which gained prominence in 1990 through the work of Lauterborn (1990). The traditional 4P's model, consisting of Product, Price, Place, and Promotion, was used by entrepreneurs to analyze and plan their marketing strategies to ensure that their products and services met consumer demands. However, this approach sometimes led to the creation of unnecessary new values and products that did not genuinely align with consumers' actual needs (Wisesight, 2022). In response, Lauterborn proposed the 4C's marketing mix model, which emphasizes a customer-centric approach. Marketers must adapt and employ the "4C's" strategy, viewing things from the consumer's perspective. The 4C's consist of: 1. Consumer's Wants and Needs: Shifting from producing desired products to creating products that consumers want. 2. Cost: Moving from price setting to studying the costs that consumers can afford. 3. Convenience: Transitioning from placing products in designated locations to considering consumer convenience. 4. Communication: Evolving from offering promotions, discounts, and giveaways to communicating effectively to help consumers truly understand the product. By incorporating these 4C's factors into their marketing mix, brands, products, and organizations can establish a strong presence in the minds of consumers. This customer-centric approach to business (Customer-Centric Way) relies on understanding and empathizing with consumers' feelings rather than solely focusing on selling products and services or catering to the organization's desires from the market (Kotler & Armstrong, 2014).

Currently, yum restaurants not only focus on selling food but also place great emphasis on service provided by staff and various amenities to create a positive experience for customers. After Yum, in particular, prioritizes the customer's perspective as the key to developing its marketing mix (4P's) by applying the consumer-oriented marketing mix factors (4C's) that influence the decision to use its services.

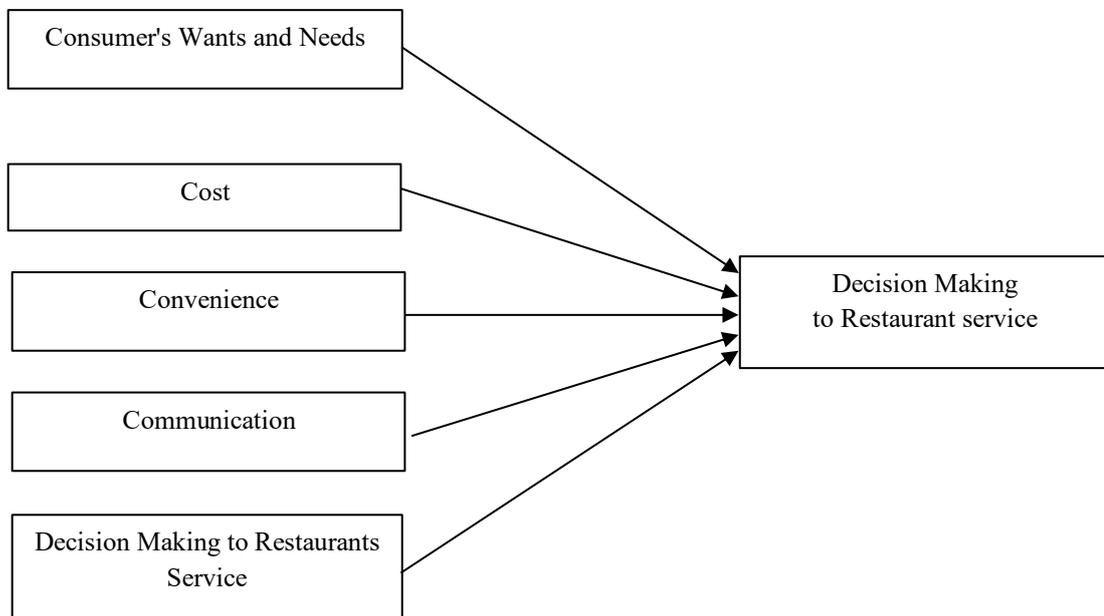
## Objectives

1. To study the consumer's marketing mix (4C's) factors of consumer wants and needs that influence the decision to use the services of After Yum restaurant.
2. To investigate the consumer's marketing mix (4C's) factors of consumer cost that affects the decision to use the services of After Yum restaurant.
3. To examine the consumer's marketing mix (4C's) factors of consumer convenience that impacts the decision to use the services of After Yum restaurant.
4. To explore the consumer's marketing mix (4C's) factors of consumer communication that influences the decision to use the services of After Yum restaurant.

## Research Hypotheses

1. The factor of consumer wants and needs affects the decision to use the services of After Yum restaurant.
2. The factor of consumer cost influences the decision-making behavior to use the services of After Yum restaurant.
3. The factor of consumer convenience impacts the decision to use the services of After Yum restaurant.
4. The factor of consumer communication affects the decision to use the services of After Yum restaurant.

## Conceptual Framework



**Figure 1:** Conceptual Framework

## Research Methodology

The research on the factors of the consumer's marketing mix (4C's) that affect the decision to use the services of After Yum restaurant is detailed as follows:

### Population

The sample population studied in this research consists of male, female, and LGBTQ+ consumers who have used and have not used the services of After Yum restaurant.

### Sample

The sample group for this study includes those who have used and have not used the services of After Yum restaurant. The data was collected through a questionnaire distributed via Google Forms. The researcher distributed the questionnaire in the area of Kasetsart University, Sriracha Campus. Additionally, the questionnaire was also distributed on the online platform, Instagram. The researcher determined the sample size by using Taro Yamane's formula (Yamane, 1967) with an error margin not exceeding 0.05 at a 95% confidence level, resulting in a total sample population size of 385 individuals. The researcher also prepared an additional 10% or 40 questionnaires to increase accuracy, bringing the total sample size to 425 individuals for data collection.

### Research Instrument

This research is survey research, and the tool used for data collection is an online questionnaire distributed through Google Forms. The content of the questionnaire is consistent with the research documents and related theories. The questions are close-ended, multiple-choice questions, allowing respondents to select only one answer. The questions in the consumer behavior section are checklist questions, allowing respondents to choose multiple answers. The questionnaire is divided into three parts:

**Part 1:** General questionnaire related to the respondent's basic information, such as gender, age, marital status, education level, occupation, and income. The questions are in a close-ended format.

**Part 2:** Questionnaire related to the usage of After Yum restaurant services, including: How did you discover or learn about After Yum restaurant? How often do you use After Yum restaurant's services? On what occasions do you use After Yum restaurant's services? How much do you spend each time you use After Yum restaurant's services? Which menu items do you usually order when using After Yum restaurant's services? The questions in this section are in a checklist format, allowing respondents to choose multiple answers.

**Part 3:** A questionnaire about factors affecting the decision to use the services of the After Yum restaurant, divided into two parts: marketing mix factors from the consumer's perspective that affect the decision to use the After Yum restaurant services, and the decision to use the After Yum restaurant services, with a total of 6 items. The questionnaire uses a rating scale format to evaluate the desired measured items, with a 5-level rating scale following the Likert (1961) method. **Content Validity Testing** was conducted by having 3 research experts examine the questions and provide scores. The scores were then analyzed using the Index of Item Objective Congruence (IOC) to verify the validity, completeness, and clarity of the research content efficiently. If the calculated IOC value is between 0.5 - 1.0, the question is considered valid and can be used. However, if the calculated IOC value is less than 0.5, the question is invalid and needs to be revised based on the experts' recommendations (Surapong

Kongsart, 2008). From the evaluation of 38 questions in the questionnaire, the calculated IOC values ranged from 0.76 - 1.00, which is greater than 0.5. This means that the questionnaire is consistent with the research definitions and objectives and can be used for data collection in the research study.

### Reliability Testing

The questionnaire that passed the expert evaluation was further tested with a sample group to check if they had a consistent understanding and if it was appropriate. Reliability was examined using Cronbach's alpha coefficient. The test was conducted with 30 sets. The reliability value of the coefficient was 0.9, which falls between 0.748 - 0.962. This shows that the questions measuring each variable are reliable, appropriate, and trustworthy (Thairuakham, 2008).

### Data Collection

This research study used an online survey method by surveying consumers who have used and never used the services of the After Yum restaurant. The online questionnaire allowed the survey on factors affecting the decision to choose After Yum restaurant services to be widely distributed. The researcher collected data through Google Forms, with a total of 425 questionnaire sets completed over one month in January 2023. The data was then analyzed using the SPSS computer software.

## Research Results

### Assumption Testing Analysis Analysis of Independence of Errors (Autocorrelation)

**Table 1:** Model Summary

| Model Summary <sup>b</sup> |                   |          |                   |                            |               |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-watson |
| 1                          | .620 <sup>a</sup> | 0.384    | .380              | .860                       | 1.875         |

a.Predictors : (Constant) Consumer Needs, Consumer Costs, Consumer Convenience, Consumer Communication

b.Dependent Variable : The decision to dine at the After Yum restaurant.

From Table 1, the Analysis of Independence of Errors (Autocorrelation) is to check whether each error value is independent or not (Durbin-Watson) by analyzing from the Model Summary table. Based on the criteria for measuring the Durbin-Watson value, it was found that the Durbin-Watson value is 1.875, which falls between 1.5-2.5. This indicates that the variables consumer needs, consumer costs, consumer convenience, and consumer communication are independent of each other. The R value (correlation coefficient) shows that the variables consumer needs, consumer costs, consumer convenience, and consumer communication have a relationship of 0.620 (62%) with the variable decision to dine at the After Yum restaurant. The R Square value indicates that consumer needs, consumer costs, consumer convenience, and consumer communication can explain 0.384 (38%) of the relationship with the decision to dine at the After Yum restaurant.

**Section 1** In this research study, there were 425 respondents. The number of responses received matched the calculated number. There were 159 people (37.4%) who have used the After Yum restaurant services, and 266 people (62.6%) who have never used the After Yum restaurant services.

**Table 2:** shows the number of people who have used the services and those who have never used the services of the After Yum restaurant.

| Used After Yum Restaurant Services       | Number |
|--|--------|
| Have used After Yum restaurant services  | 159    |
| Never used After Yum restaurant services | 266    |

**Section 2** Personal Information of Respondents. In this research study, there were 284 female respondents (66.8%), 90 male respondents (21.2%), and 51 LGBTQ+ respondents (12%). In terms of status, 415 respondents were single (97.6%). 362 respondents were aged 20-24 years old (85.2%). 329 respondents had a bachelor's degree or equivalent (77.4%). 379 respondents were students (89.2%). 230 respondents had an average income not exceeding 10,000 baht (54.1%).

**Section 3** Behavior in Using After Yum Restaurant Services. In this research study, most respondents, 277 people (65.2%), saw or knew about After Yum restaurant through YouTube. In terms of frequency of using the service, most consumers, 81 people (19.1%), used it occasionally. Consumers viewed the opportunity to use After Yum restaurant services as when they wanted to eat, with 361 people (84.9%) indicating this. For each visit to After Yum, consumers spent 500 - 1,000 baht/visit for 100 people (23.5%). The menu items that most consumers ordered when using After Yum services were rice dishes, with 173 responses (40.7%), and spicy salads, with 157 responses (36.9%).

**Table 3:** shows the results of the analysis of the mean and standard deviation of the variables.

| Variable                 | Mean ( $\bar{X}$ ) | Standard Deviation (S.D.) | Level          |
|--------------------------|--------------------|---------------------------|----------------|
| Consumer Needs           | 3.84               | 0.70                      | Strongly Agree |
| Consumer Costs           | 3.97               | 0.81                      | Strongly Agree |
| Consumer Convenience     | 3.69               | 0.78                      | Strongly Agree |
| Consumer Communication   | 3.92               | 0.76                      | Strongly Agree |
| Decision to Use Services | 3.91               | 0.89                      | Strongly Agree |

From Table 3, the analysis results of the opinion levels on the decision to use services and the 4C's marketing mix factors showed that the factor with the highest overall opinion level was Consumer Costs with a mean of 3.97. This was followed by Consumer Communication with a mean of 3.92, Decision to Use Services with a mean of 3.91, Consumer Needs with a mean of 3.84, and lastly, Consumer Convenience with a mean of 3.69.

**Section 4 Hypothesis Testing.** The analysis of the 4C's marketing mix factors that influence the decision to use After Yum restaurant services among consumers who have used and have not used the services was conducted using Multiple Regression analysis.

**Table 4:** Multiple Linear Regression

| Variables                 | Unstandardized Coefficients Standardized Coefficients |       |       |
|---------------------------|---|-------|-------|
|                           | Std.Error   | Beta  | Sig   |
| 1. Consumer Needs         | 0.064   | 0.007 | 0.897 |
| 2. Consumer Costs         | 0.052   | 0.324 | 0.001 |
| 3. Consumer Convenience   | 0.056   | 0.331 | 0.001 |
| 4. Consumer Communication | 0.055   | 0.244 | 0.001 |

From Table 2, the analysis of the coefficient of determination (R Square = 0.670) shows that the factors of consumer needs, consumer costs, consumer convenience, and consumer communication can explain the relationship of the variables that influence the decision to choose to use the After Yum restaurant services among those who have used and have not used the services.

From the Multiple Regression Analysis study using the Enter method for consumer needs, consumer costs, consumer convenience, and consumer communication, considering the P-value or Sig. value set at not more than 0.05 affecting the independent variables, which can predict the effect on the dependent variable. By analyzing the regression coefficient (Beta), it was found that the variable that most influenced the decision to choose to use After Yum restaurant services among those who have used and have not used the services was consumer convenience (Beta = 0.331, P = 0.001), followed by consumer costs (Beta = 0.324, P = 0.001), then consumer communication (Beta = 0.244, P = 0.001), and lastly consumer needs (Beta = 0.007, P = 0.897).

## Discussion/Conclusion

The study of the 4C's marketing mix factors influencing the use of After Yum restaurant services analyzed the factors using multiple linear regression.

The consumer needs factor of the 4C's marketing mix did not influence the decision to use After Yum restaurant services among those who have and have not used the services. From the analysis of consumer needs, it was found that consumer needs did not affect the decision to use After Yum because consumers place more importance on the brand than the product, as the brand has more emotional value to consumers than the product (Krathumkaew, 2023). In the case of After Yum, is a restaurant reviewed by Ms. Dutdiw, who is both a net idol and reviewer. Many influencers have also reviewed After Yum, creating a huge online trend. This led consumers to want to experience dining at After Yum (MarketThink, 2019). This is consistent with Patkira Chookham's (2021) research on factors influencing the decision to purchase food

products through online reviews, which found that consumers often see food product advertising online, creating a desire to use the service.

Therefore, the consumer group that was the sample of this research did not place importance on consumer needs, and consumer needs did not affect the decision to choose After Yum restaurant services.

2. Regarding the consumer costs factor of the 4C's marketing mix influencing the decision to dine at the After Yum restaurant among those who have and have not dined there before, the analysis found that those who have and have not used After Yum services were students with limited purchasing power. They tended to visit After Yum because they felt like eating there and wanted the experience of dining at After Yum. The consumer cost factor affecting their behavior was their opinion that After Yum's food prices were reasonable and appropriate for the quality, as the restaurant uses quality ingredients that justify the prices. This makes consumers feel the service is worth it, reducing costs like transportation and waiting time. The cost factor was important in influencing the decision to use After Yum's services, consistent with Yodkhuan Chanpum's (2017) research on factors affecting the use of Sizzler restaurants in Bangkok, which found that food pricing aligned with ingredients, using quality ingredients, followed by clean ingredients and food, and lastly, delicious main courses - affecting consumers' perceived value in using After Yum. Consumers will be satisfied with using After Yum's service which can reduce costs and increase value.

3. Regarding the consumer convenience factor of the 4C's marketing mix influencing the decision to use After Yum restaurant services, it was found to impact consumer behavior in deciding to dine at After Yum. The analysis revealed that current consumer behavior places greater importance on convenience, not just the convenience of ordering online, but also the convenience of digital payment as a primary payment option. Digital payment is an important tool that facilitates fast, safe, and convenient transactions anytime, anywhere, at a reasonable cost, while reducing the risk of virus transmission from physical contact and cash handling (Kitcharoen, 2021). Additionally, the location of a restaurant and the availability of adequate parking facilities are crucial factors that significantly impact customer satisfaction (Hanaysha, 2016). This is consistent with Pimpumpaka Boondhanapirat's (2017) research on the marketing mix influencing the decision to use food delivery services in Bangkok and its vicinity, which found that convenience factors like service areas and payment channels affect the decision to use restaurant services and food delivery apps, influencing food delivery service usage behavior. Furthermore, the atmosphere and location affect consumer satisfaction and convenience, aligning with Wakefield and Blodgett's (1994) research proving that atmosphere and location influence service usage and repeat visits.

3. In terms of the consumer communication component of the 4C's marketing mix that influences the choice to utilize After Yum restaurant services, social media now plays a larger part in consumer lifestyles. Online communication is essential for many businesses, but they must choose online platforms that match their target audience for effective communication. These platforms must also be credible, as current consumers have the power to decide whether to believe the information received or not. This aligns with Nichapa Srikhunarak's (2022) research on marketing communications influencing the decision to purchase fresh seafood by consumers in Bangkok. Additionally, online word-of-mouth reviews are popular, such as from famous influencers and YouTubers, as consumers tend to trust them since they are consumers themselves, making it easier to make decisions. This is similar to After Yum, which promotes through influencers reviewing and conveying their service experience, spreading word-of-mouth through various channels. This is consistent with Patkira Chookham's (2021) research on factors influencing the decision to purchase food products through online reviews.

## Suggestion

From the research on the 4C's marketing mix factors influencing the decision to use After Yum restaurant services, recommendations for future research are as follows:

This research employed a survey research method, collecting data through online questionnaires. While questionnaires allow easy and extensive data collection, they cannot gather in-depth data related to consumer attitudes and decision-making tendencies. To better understand consumer reasoning and viewpoints, future research should consider qualitative research methods to gain insights into consumers' true attitudes. This would help expand and discuss research findings.

This study on "4C's Marketing Mix Factors Influencing the Decision to Use After Yum Restaurant Services" examined independent variables related to the 4C's marketing mix factors from a consumer perspective. Future research could build upon this by exploring various other aspects such as satisfaction, perception, trust, or technology acceptance. Such additional variables would provide further insights.

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