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ABSTRACT

DJ Poom Menus are 'clean eating' menus that can help control your weight, tastes good and can be enjoyed every day. DJ Poom menus are made fresh with high quality ingredients, contain no oils, no preservatives and no MSG (Monosodium Glutamate) so you can enjoy eating delicious food without having to worry about gaining weight ever again. DJ Poom Menu Restaurant has been popular since it was opened.

The purpose of study for studying Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant, studying the relationship between the demographic characteristic in term of gender and consumer behavior in spending clean food per meal. And the Marketing Mix factor in term of product's taste and consumer frequency behavior in consuming clean food and improving and developing the service of DJ Poom Menu restaurants in advance. This Research is the Quantitative Research.

From studying the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu Restaurant. The Research findings showed that most of the respondents are male who are 35 years, single, had income between 31,000 – 40,000 Baht per month, were a Private company employees, had 3 – 4 persons for Member in Household and graduated with Bachelor's Degree. The most affected Marketing Mix factor affecting consumer frequency behavior in consuming clean food at DJ Poom Menu Restaurant was the product factor on taste, so it was concluded that the majority of the consumers decided to eat clean food at DJ Poom Menu restaurant because of the product's taste. And the different genders have difference to consumer behavior in spending per meal.

DJ Poom Menu Restaurant should go on keeping the product's taste standard for maintaining the loyalty of consumer base, and keeping the product's freshness for maintaining the leanness of ingredients. DJ Poom Menu Restaurant should focus on Research and Development for the restaurant's products in order to make products differentiate and meet the consumer's needs and wants. DJ Poom Menu Restaurant should create more menus and tastes for meeting each target market of consumers' needs and wants.

Keyword: Marketing Mix, DJ Poom Menu restaurant's customers, customer's Consumption behavior.