

# Public Health Concerns and Marketing Mix Factors Affecting the Decision to Choose a Local Restaurant on Samui Island in the New Normal Era

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## Abstract

The objectives of this study were to study: 1) the importance of health concerns affecting the decision-making 2) the marketing mix affecting the decision-making 3) the decision-making process to choose a local restaurant and 4) the factors affecting the decision-making process to choose a local restaurant on Samui Island, Thailand in the new normal era. The respondents were 400 customers of local restaurant businesses on Samui Island in the new normal era by using a questionnaire with the reliabilities regarding public health concerns, marketing mixes, and decision-making of .92, .95, and .81, respectively. The data were analyzed using frequency, percentage, mean, standard deviation, and multiple regression analysis. The research findings regarding the personal factors showed that the majority of the respondents were female and single, aged between 31 and 40 years old, who earned a bachelor's degree,

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employees of private companies with a salary between 10,001 and 20,000 baht, who lived outside Samui Island and were tourists. The results found that 1) the importance of public health concerns was at a very high level in choosing a restaurant, 2) the marketing mixes were also at a very important level for the decision-making process, and lastly 3) 3 crucial factors consisting of promotion, price, and public health concerns had a positive correlation with the decision-making in the new normal era at a statistical significance level of .01, the coefficients were 0.47, 0.21, and 0.16, respectively, ( $R = .85$ , Adjusted  $R^2 = .72$ ,  $R^2 = .72$ ,  $SE = .28$ ). Practitioners should pay attention to promotion, price, and public health concerns to stimulate a decision-making process to choose a restaurant in the new normal era.

The suggestions related in the future to make the research more detailed, data should be collected in the form of qualitative research (Qualitative Research), such as in-depth interviews. from a local restaurant business operator on Koh Samui will make the research more comprehensive.

**Keywords:** Marketing Mixes, Decision-Making, Public Health Concerns, Restaurants

## Introduction

Samui island is a popular destination for both Thai and foreign tourists, located in the Suratthani province of Thailand. Samui was able to attract 2.5 million tourists in 2019, the highest proportion was foreign tourists with 85% of total tourists (Phoenix, 2020). Therefore, there was a rapid growth of investments in accommodations and restaurants. Totally, there were 390 restaurants in Samui in 2019 focusing on tourists as the main target. The pandemic of COVID19 has caused a breakdown of the tourism industry leading to the collapse of many restaurants, while some have suffered for survival. Currently, most of the local restaurants

have been adapted for the New Normal era to foster business, however, the decision process of restaurant customers in the new normal era on Samui island is still vague.

The decision process of consumers is very important and complicated. The decision-making process causes customer satisfaction (Riuadi & Rangkuti, 2016) leading to desired behavior such as recommending others, repurchasing, loyalty, etc. Importantly, there are many factors influencing consumer decisions, thus, it is very important for businesses to clearly understand those factors which are both internal and external factors. Many research papers found that marketing mixes have a significant impact on customer purchasing decisions, however, there is less consensus result. Adhiansyah, Sudono & Rizkyanfi (2020) revealed that only the 3 Ps; product, place, and physical evidence have a significant influence on consumer purchasing decisions in a restaurant. While, Raewf, Thabit, & Jasim (2021) found that only products influenced consumer decisions during the pandemic, differently, price and advertising were a negative impact on consumer behavior. Differently, Tran et al. (2020) claimed that consumers have paid no attention to the marketing mix factors, but they care much about service quality and health consciousness. As a consequence of the pandemic COVID-19, consumer behavior has continuously changed, therefore the consciousness relating to health measures of restaurants is a central concern for new normal customers. Wei, Chen, & Lee (2021) confirmed that customers' perception of preventive measures impacts their intention to dine out. However, there is lacking simultaneous investigation of factors influencing the decision through marketing mixes and health concerns of the restaurant's customers.

This research aims to simultaneously study factors influencing the decision-making of restaurant customers through marketing mixes and health concerns. The result can contribute to restaurant entrepreneurs as well as academics.

## Literature Reviews

### **Theoretical background of Decision-Making to Choose Restaurants**

There are many factors intervening in the decision-making process of customers (Kotler, Keller & Shernve, 2022). External factors included marketing mixes, consumer behaviors, competitors, government policies, wars, as well as pandemics, these factors can be threats and/or opportunities for businesses causing adaptations. While, internal factors are related to the customer themselves such as demographics, culture, motivation, etc. As a consequence of the COVID-19 pandemic, therefore, it has caused new consumer behavior. Healthy concern has become an important factor in the decision-making process, different from consumer behavior before the occurring the pandemic. This phenomenon can be explained by Maslow's theory called the hierarchy of needs. It is a theory of motivation that states five categories of human needs dictate an individual's behavior. Those needs are physiological needs, safety needs, love, and belonging needs, esteem needs, and self-actualization needs. Therefore, it is simple for people to fulfill their life in each stage, safety is a fundamental motivation for people to give priority in the crisis of COVID-19.

### **Public health concerns**

Public health concerns are measures to protect against the spread of COVID-19 which are issued by the government. There are many measures to apply in restaurant operations in order to protect both employees and customers from COVID-19. In addition, it can convince customers leading to choose the restaurants. There are many studies focusing on health safety during the pandemic, however, fewer studies have focused on the impact of health safety on decision-making in the new normal age. The Thai government addressed the measures for restaurants, there are 12 guidelines for entrepreneurs and 6 guidelines for service providers to reduce infection risks c

## Marketing Mixes

Marketing mixes are a central concern for academics because it is strategies to increase the sales and income of companies. Firstly, 4P's comprising product, price, place, and promotion have been proposed by Edmund Jerome McCarthy in 1960. However, there are some arguments in practical application in some businesses, especially service businesses which depend deeply on people, processes, and physical evidence. Therefore, Booms and Bitner (1981) revealed 7Ps mix for services be extended to other areas of 4Ps marketing. However, previous studies in service businesses adopted 4Ps (Riuadi & Rangkuti, 2016; Abdelhady, Fayed, & Fawzy, 2019; Lyu, 2021;), 7Ps (Arthur, Asmara, & Simanjuntak, 2019; Adhiansyah, Sudono, & Rizkyanfi, 2020; Phat, Silraungwilai & Vesdapunt, 2021) and also offered new components (Pratiwi, Komala, & Suparta, 2018) to study marketing mixes. Although, other components are revealed to study service marketing mixes, 7Ps are still applied in this study as a consequence of the context of the restaurant industry and give important information to build restaurant strategies.

The product includes quality products and guarantees (Pratiwi, Komala, & Suparta, 2018). Additionally, food packaging (Lyu, 2021) is also necessary for the new normal era. Items have been studied in previous research such as the variety of menu, tastiness and deliciousness of the food (Somboon, 2017; Lyu, 2021). Furthermore, high quality of raw ingredients and several proportions of foods are a central concern in the new normal era.

In the case of price, it should reflect the cost and value for money in terms of quality and quantity, payment method, and price range (Lyu, 2021). Customers may concern about lower prices compared with others, suitable prices both in the delivery applications and in stores. The place is the channel to sell foods and beverages to customers. The restaurants also emphasize convenience and speed of delivery (Lin, 2011). It may include various channels (Lyu, 2021) such as at stores, online distributions such as Facebook, LINE, etc. , and food-delivered applications such as Grab, Panda, etc.

The promotion is communication marketing to stimulate the decision and to promote, and increase sales. Therefore, restaurants have to provide attractive advertising and promotion (Lyu, 2021). There are various ways to communicate with targets such as free member cards, giving discounts (Lyu, 2021) for ordering through food applications, free delivery if purchased in a specified amount, and joining government projects to get discounts.

People or service providers focus on expertise in providing service, the suitable dress of staff and showing clear name tags, having a service mind, and empathy (Pratiwi, Komala, & Suparta, 2018). The process is steps to provide service to customers. The service process should be standardized and systematic, convenient for ordering-receiving, and easy and fast process. Lastly, physical evidence focuses on attractive design, photo and check-in points, signs, enough car parks, and toilets, cleanliness, and a relaxed atmosphere.

### **Decision-making process**

The decision-making process is a process to select or buy a product or service for customers. Kotler, Keller & Shernve (2022) defines 5 stages for the customer's decision -making consisting of need recognition, searching for information, alternative evaluation, purchase decision, and post-purchase. The previous research studied the decision-making process separated into 2 groups, firstly studies through 5 stages with items in each stage and only items covering 5 stages. Lyu (2021) studied buying behavior through 3 items; spending, proportion on food, and meals. Phat, Silraungwilai & Vespapunt (2021) applied three items; restaurant outlets, purchasing amount, and used the time to investigate consumer decision-making. Riuadi, & Rangkuti (2016) employed 5 stages comprising of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior and found that most respondents agreed with all stages, the highest stage was purchase decision.

## **The influence of public health concerns and marketing mixes on the decision-making**

Although, there are many papers that studied marketing mixes and decision-making. However, the results have been still no consensus and may depend on the studied context. A paper revealed that product and price were associated with customer decision-making over travel agents (Satit et al., 2012). In addition, marketing mixes being product, promotion and place had a positive impact on airline passengers' purchasing, while price provided a negative impact (Abdelhady, Fayed, & Fawzy, 2019). Furthermore, it found that price, place, promotion, and process had no significant influence, while product, human resources, and physical evidence had a significant impact on the bank sector (Arthur, Asmara, & Simanjuntak, 2019). Noticeably, the findings in the restaurant sector have been also different. Phat, Silraungwilai & Vesdapunt (2021) found that product, promotion, and physical evidence affected consumer decision-making behavior in choosing a Thai restaurant. Adhiansyah, Sudono & Rizkylanfi (2020) revealed that product, place, and physical evidence had a significant effect on Abraham and Smith's consumer purchasing decisions. Factors influencing the decision-making of tourists visiting Sakura Restaurant at Hotel Melia Bali Indonesia consist of service, product, food, promotion, design, and location (Pratiwi, Komala, & Suparta, 2018).

As a consequence of COVID-19 pandemic, there are many research papers investigating the behaviors of customers to predict and explain the new phenomenon. A finding found that the COVID-19 pandemic has altered consumers' product needs, shopping behaviors, purchasing behaviors as well as post-purchase satisfaction levels (Abrams, et al., 2020). Customers shop online rather than onsite to avoid confrontation with other people leading to infection COVID-19. Moreover, Byrd et al. (2021) found that the demographics of customers impact the perceived severity of COVID-19 along with concerns about coping with the virus during dining in restaurants, lower education levels pay more health concerns. While, people

who perceived a high level of copying with the virus, tend to take-out/delivery frequency. Zeb et al. (2021) proposed that to attract the customers back, the major changes required in the existing business models highlighted are proper sanitization and changes in the sitting area which are related to the health measures. Wei, Chen, & Lee (2021) found that the perceived importance of preventive measures enhanced customers' intention to dine out via brand trust. Perceived risk moderated the relationship between the perceived importance of preventive measures and brand trust. Tran et al. (2020) claimed that consumers pay more attention to service quality and health consciousness. As a consequence of the pandemic COVID- 19, consumer behavior has continuously changed, therefore the consciousness relating to health measures of restaurants is a central concern for new normal customers.

In conclusion, there is less concern in simultaneously studying public health concerns ( $X_1$ ) and marketing mixes: product ( $X_2$ ), price ( $X_3$ ), place ( $X_4$ ), promotion ( $X_5$ ), people ( $X_6$ ), physical evidence ( $X_7$ ), and process ( $X_8$ ) impact decision-making in the new normal era ( $Y$ ). Therefore, the hypothesis of this study is the following equation. The hypothesis equation;

$$Y = a + bX_1 + cX_2 + dX_3 + eX_4 + fX_5 + gX_6 + hX_7 + iX_8$$

**Remarks:** a,b,c,d,e,f,g,h and i are constant of equation and  $x_1 - x_8$

## Methodology

This study is quantitative research. The research population is customers of local restaurants in Samui Island, Suratthani province, Thailand which is an infinite research population. The sample size is determined by Cochran (1977), the reliability at 95%, the proportion of sampling is 50%, total of 385 respondents. However, there are 400 respondents in this study. Convenient sampling is employed to collect data from local restaurant customers on Samui Island.

The research tool is self-rated questionnaires consisting of 4 sections: demographics, public health concerns, marketing mixes, decision-making, and recommendations. 5 levels of the Likert scales are applied in sections 2,3, and 4. The reliability of the questionnaire is proven via checking the Item Objective of Congruence Index (IOC) from 3 experts and the pilot testing from 30 respondents. The IOC scores of all items are in a range of 0.67-1.00. Cronbach's alpha of the public health concerns (17 items), marketing mixes (26 items), and decision-making (13) are 0.93, 0.95, and 0.81, respectively. Cronbach's alphas of product, price, place, promotion, people, process, and physical evidence were in a range of 0.94-0.96.

Collecting data by researchers from April – May 2020 was in local restaurants on Samui island, Suratthani province, the southern region of Thailand. Online and onsite data collection are combined to collect the data.

The descriptive statistics consisting of frequency, percentage, mean and standard deviation were employed to analyse the data. Multiple regression by entering method, Scheffe was adopted to analyse the research hypothesis which was public health concerns ( $X_1$ ) and marketing mixes: product ( $X_2$ ), price ( $X_3$ ), place ( $X_4$ ), promotion ( $X_5$ ), people ( $X_6$ ), physical evidence ( $X_7$ ), and process ( $X_8$ ) affect decision-making in the new normal era.

## **Results and Discussion**

The study found that most respondents were female (63.7%), single status (66.3%), aged in a range of 31-40 years (46.8%), had bachelor's degrees (50%), employees in private companies (34.0%), had incomes in a range of 10,001-20,000 baht per month (33.5%), and visitors lived outside Samui island (76.3%).

## The importance of public health concerns in choosing a local restaurant

### in the new normal era

The finding revealed that public health standards had the highest importance ( $\bar{x} = 4.62$ ) in choosing a local restaurant. The top 5 highest important issues from 17 items were all employees have been vaccinated and continuous protection ( $\bar{x} = 4.81$ ), followed by cleaning tables and chairs immediately after customers used ( $\bar{x} = 4.77$ ), arrangement of hand washing points with soap and water or alcohol gel ( $\bar{x} = 4.77$ ), all employees wear masks while providing the service ( $\bar{x} = 4.77$ ), and having screening points before entering the restaurant ( $\bar{x} = 4.77$ ).

**Table 1** Important level of marketing mixes

Items	$\bar{x}$	S.D.	Important level
1. Cleaning tables and chairs immediately after customers used	4.77	0.554	Highest
2. Regular cleaning of common touchpoints and toilets every 1-2 hrs	4.60	0.756	Highest
3. Opening doors and windows for at least 30 minutes before turning on and off the air conditioning	4.61	0.659	Highest
4. The distance between the person and the dining table is 1-2 m.	4.30	0.982	Highest
5. Providing alcohol gel service at every table	4.54	0.718	Highest
6. Personal catering equipment	4.57	0.613	Highest

<b>Items</b>	$\bar{x}$	<b>S.D.</b>	<b>Important level</b>
7. Refraining from serving buffet food/salad bar/grilled pork self-service consumer model	4.21	0.868	Highest
8. Establishing an online payment system reduces cash exposure	4.70	0.583	Highest
9. Arrangement of hand washing points with soap and water or alcohol gel	4.77	0.491	Highest
10. All staff wear masks while providing serve	4.77	0.662	Highest
11. Having screening points before entering the restaurant	4.77	0.491	Highest
12. All employees must strictly wear protective equipment, wear masks, and gloves, wash hands frequently, and not touch customer utensils directly	4.68	0.693	Highest
13. Personal catering equipment	4.67	0.536	Highest
14. Not hiding information when someone in the store is infected.	4.64	0.602	Highest
15. All employees have been vaccinated and continuous protection	4.81	0.472	Highest
16. Delivery time spacing by allowing customers to pick up food by themselves	4.48	0.801	Highest
17. The presence of a sign or sticker symbolizes that the restaurant has passed SHA screening standards set by the Ministry of Health	4.68	0.645	Highest
<b>Overall</b>	<b>4.62</b>	<b>0.654</b>	<b>Highest</b>

Table 1: It was found that the sample group agreed that the factors of public health standards had a high level of influence on the restaurant business on Koh Samui in the new normal era. with an average of 4.62 when considering each issue at a high level in all issues, in descending order, for example, all employees have been vaccinated successfully. and continuously inject protection If you are sick, you should stop working and see a doctor (4.81) Cleaning tables and chairs immediately after using the service (4.77) Setting up hand washing stations with soap and water or alcohol gel (4.77) All employees wearing masks while using the service (4.77) the presence of a screening point By screening everyone if they have a fever, cough, sneeze, runny nose, advise them to go see a doctor or take a day off (4.77) Providing personal containers and an online payment system to reduce cash contact (4.7) All employees must wear Strict protective equipment, wearing masks, gloves, frequently washing hands, not directly touching the customer's utensils (4.68), having a sign or sticker indicating that the restaurant has passed the screening according to the SHA standards set by the Ministry of Public Health (4.68) Individual eating utensils In case of having to eat food from the same pot or container Utensils must be arranged individually as well, and middle spoons must not be shared (4.67). Not hiding information when someone in the store is infected Persons exposed and present at that time must be notified, tested and quarantined. Including suspending business for 14 days until it is sure that it is sterile. (4.64) Opening doors and windows at least 30 minutes before opening and closing the air conditioning system suitable for the number of people. For the eating area every 1 hour, the bathroom should have a good ventilation system (4.61), frequent cleaning of common contact points and the bathroom every 1-2 hours (4.6), arranging individual eating utensils. In case of having to eat food from the same pot or container Must arrange individual food scoops as well and must not use common spoons (4.57) Arrangement of alcohol gel service at every table (4.54) Spacing during delivery time by allowing customers to pick up food by themselves (4.48) The distance between people and dining tables is 1-2 meters. If there

is limited space, the distance is less than 1 meter. There is a distance of 2 meters between tables and do not sit opposite each other. Areas with air conditioning can sit 50 percent, open areas can sit (4.3) Refrain from serving buffet food/salad bar/pork lat Self-service consumer model (4.21), respectively.

### **The importance of marketing mixes in choosing a local restaurant in the new normal era**

It found that the overall marketing mixes were of the highest importance. The top three highest important issue was a process, followed by people and physical evidence, respectively.

**Table 2** Important level of marketing mixes

<b>Marketing Mixes</b>	$\bar{x}$	<b>S.D.</b>	<b>Important level</b>
Product	4.59	0.57	Highest
Price	4.51	0.59	Highest
Place	4.50	0.67	Highest
Promotion	4.48	0.61	Highest
People	4.76	0.48	Highest
Process	4.81	0.47	Highest
Physical Evidence	4.75	0.48	Highest
Overall	4.63	0.55	Highest

**Table 2** Cronbach's Alpha

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product	27.8126	8.719	.921	.944
Price	27.8870	8.610	.912	.945
Place	27.9045	8.454	.820	.955
Promotion	27.9195	8.832	.808	.954
People	27.6389	9.431	.842	.952
Process	27.5964	9.478	.834	.952
PhysicalEvidence	27.6494	9.270	.891	.948

**Decision-Making Process in Choosing a local restaurant on Samui island  
in the new normal era**

**Table 3** Agreement level of Decision Making Process

Decision-Making Process	$\bar{x}$	S.D.	Important level
Problem recognition	4.46	0.79	Highest
Information search	4.55	0.56	Highest
Evaluation	4.24	0.75	Highest
Purchasing Decision	4.31	0.70	Highest
Post-purchase	4.56	0.54	Highest
Overall	4.42	0.67	Highest

According to table 3, respondents agreed that the overall decision-making process was at the highest level ( $\bar{x}$  =4.42, S.D. = 0.67). In the case of each stage, it was found that the highest stage was post-purchase ( $\bar{x}$  =4.56, S.D. = 0.54), followed by information search ( $\bar{x}$  =4.55, S.D. = 0.56), problem recognition ( $\bar{x}$  =4.46, S.D. = 0.79), purchasing decision ( $\bar{x}$  =4.31, S.D. = 0.70), and evaluation ( $\bar{x}$  =4.24, S.D. = 0.75), respectively.

**The effect of public health concerns and marketing mix on decision-making in choosing a local restaurant in Samui island in the new normal era**

**Table 4** ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.111	3	27.037	334.667	.000 <sup>b</sup>
	Residual	31.992	396	.081		
	Total	113.104	399			

a. Dependent Variable: decision-making

b. Predictors: (Constant), promotion, public health concerns, price

One-way ANOVA results were significant at the level .01 or at the 99 percent confidence level (sig = .000 less than .01) In conclusion, it was found that there was at least one pair of mean differences.

**Table 5** The effect of public health concerns and marketing mixes on decision-making in choosing local restaurants

	Unstandardized		Standardized	t	Sig.	Collinearity	
	Coefficients		Coefficients			Tolerance	VIF
	B	S.E.	Beta				
(Constant)	.61	.16		3.95	.000		
Public health concerns ( $X_1$ )	.16	.05	.14	3.15	.002	.37	2.70
Price ( $X_3$ )	.21	.06	.24	3.35	.001	.14	7.07
Promotion ( $X_5$ )	.47	.05	.53	9.65	.000	.23	4.28

$R = .85$ , Adjusted  $R^2 = .72$ ,  $R^2 = .72$ ,  $SE = .28$ , Durbin-Watson = 2.28,  $n = 400$

From Table 5, three independent variables consisting of public health concerns, price, and promotion have affected consumer decision-making at the significance level of 0.01 with a 71.7 percent of variance ( $R^2$ ). There are different standardized coefficients (B) and p-values: public health concerns ( $B = 0.16$ , p-value = 0.002), price ( $B = 0.21$ , p-value = 0.001), and Promotion ( $B = 0.47$ , p-value = 0.000), and all VIF values are between 2.70-7.07 which indicated that each independent variable has no multicollinearity problem as indicated by the appropriate Variance Inflation Factor (VIF) value lower than 10 (Hair et al., 2019). The error terms were uncorrelated or had no autocorrelation, the Durbin-Watson was close to 2.0 and below 2.5. The analysis results can be written as a linear equation, showing the relationship as follows:

$$Y = 0.61 + 0.16(X_1) + 0.21(X_3) + 0.47(X_5)$$

$$Z = 0.14(ZX_1) + 0.23(ZX_3) + 0.53(ZX_5)$$

From the equation, public health concerns, price, and promotion positively affected the decision-making to choose a local restaurant. The promotion factor had the highest influence on the decision-making in choosing a local restaurant in the new normal era, followed by price and public health concerns, respectively. Additionally, other marketing mixes consisting of product, place, physical evidence, process, and people had no impact on the decision-making.

## **Conclusion and Discussion**

The research results found that promotion, price, and public health concerns were crucial factors in the decision-making to choose a local restaurant after the spreading of COVID-19. Customers in the new normal era give priority to price (Satit et al., 2012), Promotion (Abdelhady, Fayed & Fawzy, 2019; Phat, Silraungwilai & Vesdapunt, 2021; Pratiwi, Komala, & Suparta, 2018;), and health measures (Tran et al., 2020) in choosing local restaurants. The finding reflects the phenomenon of new customer behavior after the spreading of COVID-19. Consequently, the economy has gone down causing customers to seek lower prices, discounts, free delivery, and promotion from restaurants Especially, the economy of Samui island had been based on tourism which was stopped by COVID-19. Therefore, price and promotion were central concerns for people in Samui. Noticeably, the finding is different from the previous research that customers give importance to products in their decisions in the normal situation. The marketing mixes; product, place, and physical evidence impact consumer purchasing decisions of Abraham and Smith's restaurant (Adhiansyah, Sudono & Rizkyanfi, 2020). Similarly, Phat, Silraungwilai & Vesdapunt (2021) found that product, promotion, and physical evidence affected consumer decision-making behavior for choosing a Thai restaurant. Health measures in restaurants are a very crucial factor to ensure food safety for customers. COVID-19 has raised consumers' health awareness and concern, it can be

explained by the fundamental needs of Maslow's theory that safety is an important factor for humans, and fear can change the attitude and behavior of people. Therefore, where can noticeably adapt service process with hygiene measures and good protection, that business can attract many customers (Zeb et al., 2021).

## Implications

Marketing practitioners should pay more attention to setting suitable promotions and prices to motivate customers' decisions. Additionally, measures for health safety in restaurant operations should be addressed in order to enhance customer reliance. In the case of setting suitable prices, marketers may concern with competitive prices, suitable prices for food quality and service, suitable prices for both food applications and delivery, and suitable prices for food amounts. Moreover, practitioners should initiate suitable promotions for their customers such as getting discounts if payment via food applications, getting free membership cards, free delivery buying in a specified amount, and joining government projects to get discounts. Lastly, restaurant managers should emphasize 5 crucial health measures consisting of all employees have been vaccinated and continuous protection, cleaning tables and chairs immediately after customers use, arrangement of hand washing points with soap and water or alcohol gel, and all employees wearing masks while providing the service, and having screening points before entering the restaurant.

Future research may investigate other factors since three factors consisting of promotion price and health measures can predict 71.7% of the decision-making. The customer's decision-making process are many factors intervening such as internal and external factors, as the Thai government proposes many projects to stimulate and help people in order to boost the economy, therefore government policies may be investigated the influence decision-making. Additionally, the research population is in a single area and the economy in this area depends on

tourism which is vulnerable and stopped by the covid-19, therefore, it may distort the results. Lastly, solely foreign tourists should be studied as the behavior is complicated, it might base upon nationality and so on.

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